



Boosting traffic, sales and basket value in Grocery Retail.

A new and unique gamified shopper activation concept that boosts **customer acquisition, loyalty and sales** in the food and grocery retail industry, with a user rate of 93%.



Powered by **Surprize Me™**

Introduction

The 100% Cashback Weeks is a unique and exclusive shopper activation concept that ensures an influx of new and former customers and increases basket value, up to 15% to 20%.

The 100% Cashback Weeks can be organised online and offline.



 Self-funded Cashbacks

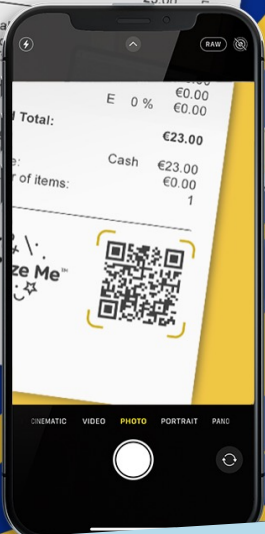
 User rate 93%

 Customisable game types

 Reward after every purchase

Simple, effective and profitable

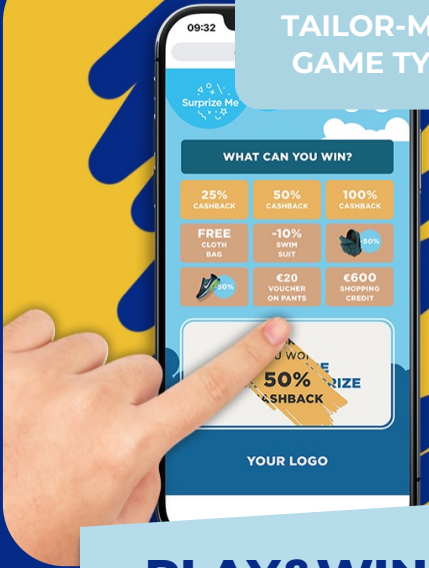
[TRY SURPRIZE ME HERE](#)



The image shows a smartphone held in front of a receipt. The receipt has a QR code and the 'Surprize Me' logo. The phone's camera is focused on the QR code.

SCAN

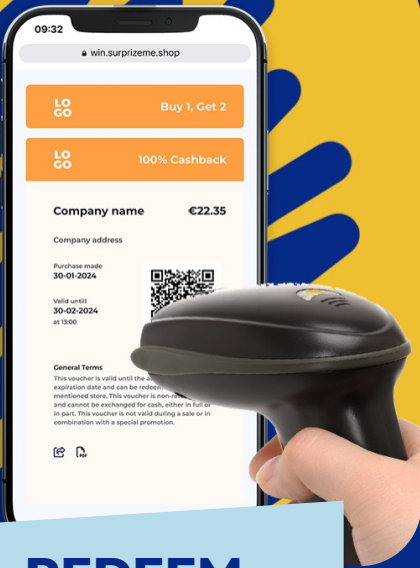
Simply scan the QR code from the receipt or screen



The image shows a hand interacting with a game on a smartphone. The game screen displays 'WHAT CAN YOU WIN?' with various reward options like '25% CASHBACK', '50% CASHBACK', '100% CASHBACK', 'FREE CLOTH BAG', '-10% SWIM SUIT', '€20 VOUCHER ON PARTS', and '€600 SHOPPING CREDIT'. A hand is pointing at a '50% SURPRIZE CASHBACK' reward.

PLAY&WIN

Play the game and win, everybody wins



The image shows a hand using a barcode scanner to scan a receipt. The receipt displays 'win.surprizeme.shop', 'Buy 1, Get 2', '100% Cashback', 'Company name €22.35', 'Company address', 'Purchase made 30-01-2024', 'Valid until 30-02-2024 at 1300', and 'General Terms'.

REDEEM

Redeem the reward at a subsequent visit

The 100% Cashback Weeks

Winning after every purchase

Each customer gains financial benefits through a gamified experience and experiences unprecedented moments of excitement as they have a serious chance of winning cashbacks of 25%, 50% or even 100%. Exclusively for your customers.

Claim moments, like the New Year

The 100% Cashback Weeks claim a defining moment, namely the entire month of January every year. A better start to a new year can hardly be imagined.

Different types of promotions

In addition to the cashbacks customers win cross- and upsell promotions, sales and marketing promotions, product promotions, (sponsored) partner promotions and even main prizes.

Welcome new and former customers

The 100% Cashback Weeks offer you the opportunity to trigger and attract new and former customers to your supermarket in a unique and exciting way.

The ingredients

Unique 25%, 50% and 100% Cashbacks

Our cashback system is self-sustaining thanks to cross- and upsell promotions. The cross- and upsell promotions organically cover the margin loss from the cashbacks.

Boost Retention

Cashbacks and cross- and upsell promotions are being awarded in eVouchers, valid from the next day only at your store(s).

Determine the number of winners

Maximum budget control as the maximum number of winners can be determined for each cross- and upsell promotion.

A product booster is included (optional use)

For each promotion, you can use the 'product booster' option. This ensures that this specific promotion is shown to every customer and also increases the chance of winning. Easy to use for surplus stock or product introductions, for example.

Add as many promotions as you wish

In addition to cashbacks, you can add as many promotions as you like. Surprize Me™ is dynamic and re-builds itself every time a customer uses it. Customers will see different rewards every time.

Use of product images (optional use)

Use text or product images for your promotions.

The ingredients

Add Main Prizes and Shopper Activations (optional use)

You can add main prizes that only have 1 or a few winners. From 1-minute free shopping to winning a brand-new car or a dream holiday.

Cross- and Partner Promotions

The promotion to be won is entered and partners can easily scan the vouchers via a tablet or mobile phone and mark them as used once they have gained access. This gives you full insight into the success of the promotion.

Fully customizable to your brand

Surprise Me™ is fully customisable to your brand. The colours and background are customisable, and you can even decide the type of game. We will build it tailor-made.

Determine the validity period of the eVouchers

For each promotion, the validity period can be determined. The validity period can vary from 1 day to even more than a year.

Easily redeeming rewards

Surprise Me™ automatically generates a personal and secured web-wallet for each user, in which the eVouchers are stored until they are redeemed or no longer valid.

Customers can easily find and use their Surprise Me™ eVouchers for repeat purchases through the search function.



Scan the QR code
to see Your vouchers

A powerful Advertising message

Surprise Me™ provides a distinctive position and proposition in the market and allows a powerful advertising message.

Furthermore, the happy faces of people winning cashback or other prizes form the basis for successful campaigns on social media platforms.

WIN one of the
1,000
cashbacks

+ many other prizes & 1-minute **FREE SHOPPING**

of 25%, 50% and **EVEN 100%** on all your **PURCHASES**

Per Week Per Store

100% CASHBACK WEEKS

WHAT CAN YOU WIN?

25% CASHBACK	50% CASHBACK	100% CASHBACK
FREE CLOTH BAG	-10% SWISH SUIT	50%
€20 VOUCHER ON PANTS	€600 SHOPPING CREDIT	

CONGRATULATIONS YOU WON TO RECEIVE 50% CASHBACK

YOUR LOGO

The data Surprize Me™ collects for you

Surprize Me™ starts collecting customer data from the beginning, gathering email addresses from each user, resulting in the number of email addresses being equal to the number of participants.

This data provides direct insights into various aspects, including:

- Email address
- Transaction date and time
- Transaction amount
- Cash register point
- Date and time of using Surprize Me™
- Prizes won
- Redemption rate per reward
- Redemption date and time

Data Profiling

Furthermore, we also gather data from subsequent purchases when customers utilize Surprize Me™, providing comprehensive insights into the purchasing behaviour of each customer. Your company will own this data.

 **Share my voucher**
Share with your friends and family

 Name
John Doe

 Email
Joe@doe.com

 Phone
+123 45678910

 Date & Time
10/05, 13:20 AM

**Get 30% discount
on all soda drinks**

[Claim my prize](#)

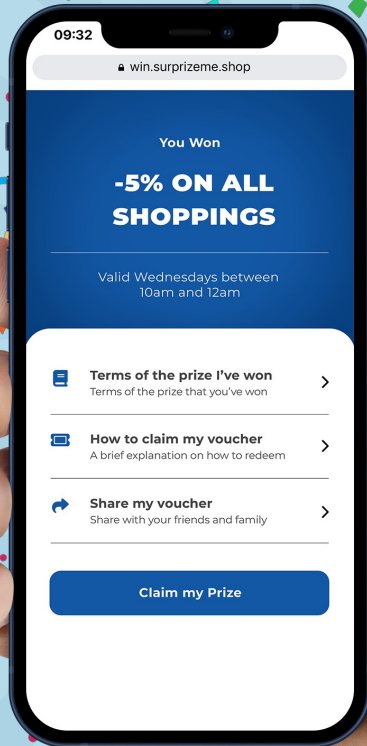
On an exclusive basis

The 100% Cashback Weeks are offered on an exclusive basis.

We prefer a long-term partnership with 1 supermarket chain per country. This enables us to maximise results building an unbeatable proposition for your brand.



Business case



Example:

Weekly turnover: € 500,000
Average basket value per visit: € 15
Number of regular customers: 8,000
Average visits per week: 3/4

Gross budget for cashbacks per week: € 10,000 (2% of turnover)
Net loss per week for cashbacks: € 2,703

Sales increase of 10%: € 50,000 per week
Sales increase of 15%: € 75,000 per week
Sales increase of 20%: € 100,000 per week

Number of cashbacks per week: 1,833
Number of cashbacks per month: 7,881

OUR SERVICES

Our team of campaign strategists, creatives, business analysts and project managers know every detail of Surprize Me™.

Having won multiple international awards in their careers, they are uniquely placed to boost your customer acquisition, loyalty and sales with Surprize Me™. If you prefer to work with your regular creative agency, we wholeheartedly support them.

Our technical team ensures that the use of Surprize Me™ runs smoothly, and our customer service team provides assistance when needed.



Get in touch

We are eager to provide you with additional details about Surprize Me™.

Feel free to reach out to our founder via email or schedule a meeting by clicking the button below to learn more about our strategies for boosting traffic, increasing sales, and enhancing customer engagement.

Book a product walkthrough meeting

[Book here](#)

Email our founder: erik@thesemoderntimes.shop

