

One rogue retail store could have wiped out the beverage brand's prize budget, none did

How a large FMCG beverage brand ran a QR scratch-card promotion on Xoxoday Loyalife across 3,400 retail stores. Each store drew from its own capped prize inventory, so none could exceed its allocation, and win odds were set centrally, so payouts stayed predictable. The whole experience ran in a browser, with no app for the consumer to download.

2.9x

Engagement vs. the previous print promotion

100%

Per-store prize inventory integrity, zero over-issuance

68%

Scan-to-participation completion rate

CAPABILITIES USED



CONSUMER PROMOTIONS

Probability-Based Scratch Card Engine

Configurable outcomes across assured wins, variable rewards and non-win results, with probability logic set centrally, and store-specific overrides where a location needs different odds or a different prize mix.



GOVERNANCE

Per-Store Inventory Pools & Abuse Controls

Each store draws from its own ring-fenced prize inventory, so no location can issue beyond its allocation, backed by OTP validation, scan-volume caps and concurrency handling under peak load.

THE CHALLENGE

Retail promotions that either ran out or over-ran

The brand needed a secure, scalable QR scratch-card campaign to drive store-level engagement. But it had no centralised control over inventory, so a high-footfall store could over-issue prizes, and the same consumer could work a promotion repeatedly. It also needed campaigns live fast across thousands of stores, which ruled out anything requiring a consumer app download.

The retailer needed a platform that could:

- ✔ **Control prize inventory per store** - with no possibility of over-issuance
- ✔ **Set and vary win probability centrally** - including per-location overrides
- ✔ **Prevent repeat abuse** - without adding friction at the point of scan
- ✔ **Launch across thousands of stores in days** - with no consumer app

COMPANY PROFILE

INDUSTRY

FMCG & CPG

PROGRAM

QR Scratch-Card Consumer Promotion

REGION

Africa

USE CASE

Consumer Promotions

THE SOLUTION

A campaign engine with the economics locked down

The brand moved its promotions onto Xoxoday Loyalife as a QR-driven web experience, with prize inventory and win probability treated as financial parameters, not creative details.

The experience runs entirely in a mobile browser, nothing to install or remember. Each store's QR opens its own campaign, running a scratch-card engine with assured wins, variable rewards and instant non-win outcomes, with an optional OTP check where identity verification is required.

Control is built in, not reconciled later. Each store's prizes sit in a ring-fenced pool, so over-issuance is structurally impossible. Odds and prize mix can be tuned by location or footfall, and scan-volume caps hold up under peak trading.

That same control makes the format reusable. One admin console handles store mapping, inventory and rewards, so new campaigns go live across thousands of stores in days, with participation, redemption and ROI visible by store.

- ✔ **Store-specific QR:** - each location's code routes to its own mapped campaign flow
- ✔ **Scratch card engine:** - assured wins, variable-value rewards and non-win outcomes revealed instantly
- ✔ **OTP validation:** - optional identity check where the campaign or regulation requires it
- ✔ **Per-store inventory pools:** - each location's prizes ring-fenced, making over-issuance structurally impossible
- ✔ **Store-level probability overrides:** - odds and prize mix tuned by location, footfall or region
- ✔ **Scan-volume controls:** - caps and concurrency handling that hold up during peak trading
- ✔ **Central admin console:** - store mapping, inventory assignment and reward configuration in one place
- ✔ **Campaign analytics:** - store-wise participation, redemption and ROI visible by location

THE RESULTS

Zero prizes over-issued, nearly 3x the engagement

Prize liability stopped being a post-campaign estimate. Real-time, ring-fenced inventory kept payouts fully accounted for, giving finance the certainty to approve the promotion faster.

Skipping the app download kept participation high, engagement rose to 2.9x, and store-level odds meant no single location could drain the prize pool. OTP checks and scan-volume limits held through peak trading, keeping misuse contained across all 3,400 stores.

That gave the brand evidence it didn't have before: which stores and formats actually earned their prize spend, turning next year's promotion budget into a store-by-store decision instead of a single lump-sum bet.

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