

Two rupees a scan, and seven hundred winners

How a dairy company used Xoxoday Loyalife to drive trials on a 500ml pack with one-time-use QR codes, pairing ₹2 assured cashback on every scan with a 700-winner lucky draw and a points ladder.

2.9M

Pack scans processed

44%

Repeat scan rate

31%

Of scanners reaching the 50-point threshold

CAPABILITIES USED



QR-CODE GENERATOR

One-Time-Use Codes

Secure, unique, single-use QR printed on every pack, with scan, OTP login, earn and redeem.



CASHOUTS

Cashback Or Gift

Every scan returns ₹2 cashback or a random gift, so nobody walks away from a scan with nothing.



GAMIFICATION

Draws And Leaderboards

Lucky draws for 700 winners with retry nudges for the rest, plus daily draws, leaderboards and badges.



RULE ENGINE

Points Ladder

5 points per scan with bigger rewards unlocking at 50, 100 and 200+, across cashback, coupons and premium packs.

THE CHALLENGE

A 500ml pack, an impulse buy, and no second thought

The company wanted trials and repeat purchase on a 500ml pack, a low-value, high-frequency dairy purchase made on impulse and forgotten immediately. There was nothing to convert that moment into a relationship.

Dairy at this price point makes most loyalty mechanics uneconomic. A points-only scheme asks a consumer to accumulate value across many small purchases before anything happens, which loses the majority of participants after the first scan.

The company also had no consumer database to build targeted campaigns on, and needed the whole experience to be frictionless and mobile-first, because a shopper standing in a shop is not going to install an app or complete a long form.

- ✔ **Increase consumer interaction** - through QR-based promotions
- ✔ **Drive new consumer trials and repeat purchases**
- ✔ **Build a consumer database** - for targeted campaigns
- ✔ **Provide a frictionless mobile-first reward experience**
- ✔ **Enable long-term loyalty** - with points-based engagement

COMPANY PROFILE

INDUSTRY

FMCG: Dairy

PROGRAM

Consumer Promotions

REGION

India

USE CASE

Consumer Promotions

THE SOLUTION

Assured at the bottom, aspirational at the top

Three reward layers run off one scan. Assured cashback and gifts mean every scan returns ₹2 or a random gift, so nobody is disappointed at the point of first contact. A lucky draw picks 700 winners with retry messages nudging everyone else back for another scan. And a points ladder credits 5 points per scan, with bigger rewards unlocking at 50, 100 and 200+ across cashback, coupons and premium packs.

That structure is what makes a low-value pack economically viable. The assured ₹2 costs little but guarantees the mechanic never feels empty, the draw supplies excitement at almost no marginal cost, and the points ladder is what converts a trial into a habit, because 200 points requires forty scans. Secure one-time-use codes are printed on each pack, participation is scan then OTP login, and redemption spans closed-loop company vouchers and free product plus open-loop partner vouchers, with real-time validation, fraud prevention, a digital wallet and multilingual support behind it.

- ✔ **QR-code generator** - secure, unique, one-time-use codes printed on each pack
- ✔ **Scan-based rewards** - scan, then OTP login, then earn points and rewards, then redeem
- ✔ **Cashouts** - every scan gives ₹2 assured cashback or a random gift
- ✔ **Gamification** - lucky draws for 700 winners with retry messages nudging the rest, plus daily draws, leaderboards and badges
- ✔ **Rule engine** - 5 points per scan, with bigger rewards unlocking at 50, 100 and 200+ points
- ✔ **Tiers** - threshold rewards across cashback, coupons and premium packs
- ✔ **Rewards marketplace** - closed-loop company vouchers and free products, plus open-loop partner vouchers from Amazon, Paytm and similar
- ✔ **Digital wallet** - a wallet holding points and rewards between scans
- ✔ **Security, fraud and governance** - real-time validation and fraud prevention on every code
- ✔ **Real-time analytics dashboard** - scan locations and consumer behaviour, with multilingual support behind it

THE RESULTS

Nobody scans and gets nothing

2.9 million pack scans have been processed at a 44% repeat scan rate, with 31% of scanners reaching the 50-point threshold. The assured layer is why it held. Every scan returns ₹2 or a gift, so a consumer's first interaction is never a loss, which matters more on a 500ml impulse pack than the size of the prize does. The 700-winner draw then supplies the excitement that an assured payout cannot, and retry messaging turns a non-win into a reason to buy again.

The points ladder at 50, 100 and 200+ is what carries trial into habit, since reaching the top rung takes forty scans of a pack bought on impulse. Underneath it all, the company now holds a consumer database with scan locations and behaviour where it previously had none, ready for targeted campaigns and extension across SKUs and regions.

Takeaway: on a low-value pack, guarantee something on every scan. Chance and points build on top of that floor, and cannot replace it.

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