

From unverified claims to trusted incentives

This pharmaceutical company's retailer incentive program had no KYC-gated onboarding, no targeting for scheme rollout, and no reliable way to validate proof of sale. Xoxoday Loyalife replaced it with a verified sign-up flow, approval-gated scheme publishing, and OCR-plus-photo audited crediting, so every point earned traces back to a real, checked transaction.

94.4%

Of app downloads sign up and get verified

89%

Of verified retailers use the app every month

84%

Of all downloads still active monthly

CAPABILITIES USED



VERIFICATION & SCHEME CONTROL

KYC-Gated Onboarding with Targeted Scheme Approvals

Backend verification tags every retailer as Verified or Pending; schemes route through Sales Head approval before publishing to eligible retailers only.



PROOF & PAYOUTS

OCR Invoice Capture with Geo-Tagged Audit & Locked Points

Invoice OCR plus geo-tagged merchandiser photos reviewed by ASM, RSM and HO; points stay locked until final approval, then unlock for redemption.

THE CHALLENGE

Incentives without verification, targeting, or proof

The company needed to incentivize retailers at scale, but had no gate to confirm who a retailer was, no way to target a scheme to the retailers it was meant for, and no consistent way to prove a claimed sale actually happened.

- ✔ Retailer onboarding and eligibility needed KYC and verification before incentivizing at scale
- ✔ Schemes required targeted rollout and approvals, not blanket publishing to all retailers
- ✔ Proof validation for sales and visibility was manual, inconsistent, and prone to disputes
- ✔ Retailers lacked clear visibility into targets, locked vs. redeemable points, and ranking

COMPANY PROFILE

INDUSTRY

Pharmaceuticals

PROGRAM

Xoxoday Loyalife

TARGET USERS

Channel Partners (Retailers & Merchandisers)

USE CASE

Retailer Loyalty / Scan-to-Earn Incentive Management

THE SOLUTION

Verified sign-up to targeted scheme rollout

Xoxoday Loyalife gated the program at the point a retailer joins, then again at the point a scheme is published, so only the right retailers ever see a scheme they're eligible for.

- ✔ **Retailer sign-up** - with KYC and backend verification, tagging accounts as Verified or Pending before any incentive is visible
- ✔ **Scheme creation** - with targeting controls, routed to Sales Head approval, then published only to eligible retailers with multi-channel notifications
- ✔ **Proof-based crediting** - invoice upload with OCR plus retailer value cross-check, audited via geo-tagged merchandiser photos, reviewed by ASM or RSM then HO for final approval
- ✔ **Points credited as locked** - until final approval, then unlocked for redemption via e-vouchers, utilities and merchandise, supported by leaderboards and light gamification

THE RESULTS

Verified, active retailers building a real points economy

Retailers are clearing the KYC gate and staying engaged: 94.4% of downloads convert to verified onboarding, and 89% of that base stays monthly-active. That combination of fast activation and high retention is what a verification-first, proof-backed program looks like in practice.

That same activity data gave the brand real-time sales visibility it didn't have before, showing which retailers were actually moving product. Backed by proof, not guesswork, that visibility became a lever in-store: better shelf placement, including top-shelf positioning at engaged retailers, directly supporting revenue growth.

When incentives are gated on real verification and proof, retailers don't disengage. They show up, get verified, and keep coming back, and the visibility that creates turns into commercial leverage on the shelf.

94.4%

Of app downloads sign up and get verified

89%

Of verified retailers use the app every month

84%

Of all downloads still active monthly