Increase Traffic and Tobacco Sales with a Scan Data Program

Scan data programs allow retailers who sell tobacco products to provide significant discounts to their customers — and in turn, they receive rebates based on their volume. To put it simply: You offer your customers the best discounts from the top tobacco manufacturers, and you get money back for it. On top of rebates, you can count on an increase in traffic and sales with these premium tobacco discounts.

HOW IT WORKS

To receive your rebates, you need to provide your manufacturers with a scan data report. The report must be exported in a specific format, which means you'll need a point of sale (POS) system that can handle this. You don't want to spend hours trying to figure out the report on your own just for it to be rejected by the manufacturer.

There is also an onboarding process with scan data programs. Data has to be entered correctly and mix and match categories need to be set up for promotions. Data management and reporting are huge with a scan data program — and they're always changing — so we recommend having a partner to help you keep up.

At the end of the day, there are a few scan data program options out there, so be transparent about what you're looking for. Every provider and manufacturer will have guidelines you must follow, so make sure you fully understand what you're committing to.

DISCOUNT EXAMPLES

Save $1.00 when you buy two premium packs per transaction

Buy two or more premium packs and save $0.50

OUR PROCESS

Integrate software with remote installation → Register with rebate processors → Verify your account → Offer tobacco discounts and get reimbursed → Increase profits through high-volume transactions

SCAN DATA WITH CAP RETAIL BY POS NATION

Many point of sale vendors don't offer scan data integration or support, but our team is trained to help your business take advantage of this program! Not only will you be guided through setup, but we provide ongoing support to export your reports in the correct format for you.

If you're a POS Nation customer, you can reach out to your customer success manager to add on scan data with our partner, Bandyworks.

If you want to learn more about CAP Retail by POS Nation, or have questions about our scan data program, get in touch with our team at 1-877-727-3548 or sales@posnation.com.

POSNATION