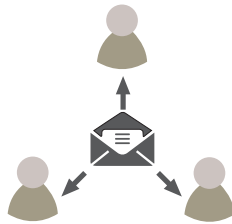# Digital Receipts

Maximize the potential use of what you give by default to each customer after every purchase, their receipts, with OptCulture Digital Receipts. This richly branded environment-friendly medium allows you to personalize the information that appears on each receipt. Additionally, it enables transaction information to go Social / Online.
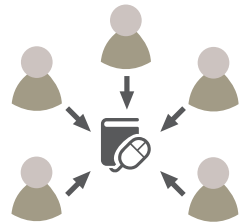
Gain Subscribers

Increase your email opt-in rate by giving the customer a great reason to provide their email address to your store. This is the first touch-point to convert your customers to email list subscribers, where you can begin sending exclusive offers and marketing via the powerful OC email marketing solution.

Upsell / Cross-sell Items

In the receipt, you can recommend other items to your customer. These may be popular items or clearance items, but either way you can select what items you want to promote in the receipt. Think of the additional sales you can generate from customers seeing an item that matches with the purchase they have already made and other customers thinking "I forgot to pick up that item in-store, I can just buy it from their online store right now".

Increase Traffic

Drive traffic to your website and social media pages beyond the traditional receipt information. Links placed on our digital receipts drive your customers to your website, eCommerce page, or social media pages after their purchase.

Socializing Purchases

Customers can share news of their proud purchases from your store directly to their Facebook or Twitter pages, using the functionality on the digital receipt giving you more exposure with their friends.

Be Environmentally Conscious

The world is going more "paperless" everyday. Make sure to show that your are supporting the movement to clean up the environment by using OC Digital Receipts, thus saving paper.

OptCulture

Marketing Meets Data

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