

WAIVPAY

Waivpay welcomes City of Melbourne to dine and redeem 20% cash back, powered by Taggun's receipt OCR

A Taggun Case Study

About the partner, Waivpay

Waivpay is the provider of Gifting, Loyalty, Rewards and Digital Payment Solutions, trusted by Australia's leading shopping centres, brands and retailers.

Waivpay's Ambitions

Their client, the City of Melbourne, wanted to motivate Melburnians to dine within the city, contributing directly to the local businesses.

They teamed up with Waivpay to build an intelligent redemption campaign where local diners could take a picture of their receipt, upload it to the campaign website and receive a 20% redemption. Taggun powered the receipt transcription.

The Taggun Partnership Delivered

- Over 350,000 claims under six weeks .
- 8.4 million dollars in redemption transactions .
- 40 million + dollars on restaurant dining spend.

Numbers are officially referenced [here](#)



Taggun gave Waivpay benefits such as:

Very quick speed to market

Easy integration

An understanding of our market and ABN numbers (most important for campaign tracking)

Simple and predictable pricing model and accuracy rate.

Direct support



Why Waivpay chose to buy instead of build

This initiative was relatively new for a campaign of this scale and partnering with Taggun allowed Waivpay to provide the City of Melbourne with a quick turnaround, simple integration, and predictable pricing and quantities to pre-qualify and prepare their clients expectations.

