



Shoeboxed Announces Product to Simplify Warranty Registration for Manufacturers

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(DURHAM, NC)

Leading receipt management company Shoeboxed announces today the release of their new product registration platform, BrandLoop. BrandLoop overhauls the outdated process of submitting paper warranty registration cards and enables customers to protect their important purchases from their smartphones. For manufacturers, Brandloop offers a chance to more deeply understand their customers.

The new registration process from BrandLoop takes less than one minute to complete in part because it cuts down the required form fields of standard warranty cards by at least 90%. BrandLoop uses social media single sign-on to pre-populate most required fields from account information stored in platforms like Facebook and Google+.

The benefit of using social media to complete the registration process is twofold. “The best part of BrandLoop is that it’s useful for both consumers and manufacturers” says Taylor Mingos, CEO of Shoeboxed. “BrandLoop saves customer information so they only need to fill it in once and it’s saved for every future purchase they make. It’s also great for manufacturers because they receive a greater number of registrations and more useful demographic information about their customers.”

In addition to making product registrations more convenient, BrandLoop has found that customers are 80% more likely to register a product if they can do it on their phone. Beta testers say that the product’s ease of use made them more inclined to register their new purchase.

Furthermore, BrandLoop also applies Shoeboxed’s core competency of tracking online receipts to assist in overhauling the outdated process. By registering a product with BrandLoop, users can opt-in for a BrandLoop user account to track their eReceipts. This provides customers with registration reminders, recall alerts and notifies them of future product offerings.

BrandLoop launches publicly after securing pilot contracts with national manufacturing brands Sauder furniture, Kidde home safety products and Moog Music. All three companies successfully deployed BrandLoop product registration to customers in mid and late 2016.

Pricing for BrandLoop varies based on manufacturer needs. It is free for consumers.

ABOUT [BRANDLOOP](#)

BrandLoop is a full product registration solution for both manufacturers and their customers. By completely overhauling the product registration process using modern technology like receipt capture and social media single sign-on, BrandLoop is setting out to deliver much richer customer information to marketers and a more pleasant registration experience to consumers.

ABOUT [SHOEBOXED](#)

Since 2007, Shoeboxed has been the preferred small business expense tracking solution for over one million users worldwide. The pioneers of cloud based receipt scanning, Shoeboxed saves people time, money and hassle by turning receipts into an organized, categorized, IRS accepted archive of secure data. Shoeboxed is based in Durham, North Carolina.

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