



Every pack. A direct channel.

Unique QR codes on **every unit**. A branded scan experience your consumers actually want to open. **Real-time first-party data** you own. Faster to launch than a microsite — and a fraction of the cost.

• THE PROBLEM

The highest-frequency consumer touchpoint is also the quietest.

Your packs reach more consumers than any other surface you own — but the channel goes dark the moment it leaves the warehouse. The tools that try to fix that are either one-off campaigns or aggregate panels.

Promo

Unit-level codes exist — as promos

Milka × Monopoly, Coca-Cola sweepstakes. Unique codes on packs — but time-boxed, multi-step, and only during the campaign. The pack goes silent the moment it ends.

Panel

Panels report trends, not buyers

Nielsen, GfK, Kantar cost six figures and sample a small set of households. You get category share and trend lines — never the individual consumer.

Invisible

No direct line to the buyer

Sell-in and share-of-category arrive after the fact. You almost never see who bought, where, or whether they came back. The relationship is rented, not owned.

• WHY NOW

Three shifts are making it urgent.

The signals brands used to rent are disappearing at the same time the tools to replace them have become cheap. Smart packaging has never been more inevitable — or more affordable.



First-party data is the only data left

Third-party cookies are gone across Safari and Firefox; walled gardens are tightening. Retailer and panel data lag and aggregate.

First-party data — collected directly from the consumer, with consent — is the only durable signal. The pack is where the consumer actually is.



EU regulation is arriving

The EU Digital Product Passport lands for batteries and textiles first, then expands. Unique per-unit identifiers stop being a marketing option and start being a compliance line item. The platform that solves for engagement today also solves for DPP tomorrow.



The print hardware is already deployed

Digital and hybrid presses can print unique codes per unit at fractions of a cent. The capex is already spent. The missing layer is the software that turns those codes into engagement, data, and revenue — that's the wedge.

• WHY ONPACK

The shortest path from pack to consumer data — live in an hour.

Four reasons brands choose onpack over microsites, agency builds, and promo-only platforms. Each one is measurable.



One tap for the consumer

Scan → reveal. No codes to type, no sign-up, no email confirmation. The current industry norm is five steps; our norm is one.



Live in an hour

Onboard, theme, generate codes, publish a campaign — before lunch. Microsite builds take weeks and an agency SOW.



Cheaper than a microsite

Sub-cent per unit at scale. One platform, reused across every SKU and every campaign — no per-activation agency invoice.



Your data, your team

Codes, scans, and consumer data live in your dashboard. Brand-led, not agency-led. Change copy, rewards, or themes the same day.

• CONSUMER FLOW

Same concept. 60% fewer steps. Zero drop-off at every gate.

The gap between a state-of-the-art promo today and what a modern scan can feel like. Every extra step is a consumer lost.

TODAY'S BEST-IN-CLASS PROMO

Milka × Monopoly

5

- 1 Scan QR on outer packaging
- 2 Enter the 6-character code printed inside
- 3 Click "Join" and re-enter the code
- 4 Sign up and accept T&Cs
- 5 Confirm email address

Time-boxed. Email-gated. Abandonment at every step.

WITH ONPACK

Every pack, every day

2

- 1 Scan QR on the pack
- 2 Reveal — points, voucher, or draw

Always-on. No gates. Optional sign-in captures identity only when the reward requires it.

• HOW IT WORKS

Four steps from packaging line to dashboard.

A brand goes from sign-up to live consumer scans in under an hour. No print-line retrofits, no tool integrations, no SDKs.

1

Generate codes

Millions of unique per-unit IDs via dashboard or REST API. Export as CSV for any variable-data printer.

2

Print on pack

Codes printed as QR during manufacturing. No hardware changes. Works with every major variable-data system.

3

Consumer scans

Branded landing page. Claim the product. Cinematic reveal. Points, rewards, and rarity drops.

4

Real-time dashboard

Every scan lands in your dashboard instantly — who, where, which SKU. Stream to your CDP via webhooks.

• FOR MARKETING

What your team gets on day one.

Everything a brand team needs to run modern consumer engagement — in one dashboard, not stitched across five tools.



Unique unit codes

Millions per batch. CSV export, production log. One SKU or a whole portfolio.



Real-time dashboard

Live scans, geography, SKU breakdown — updates the instant a consumer scans a pack.



Loyalty points

Per-SKU point values, first-scan bonuses, brand-scoped balances with full redemption flow.



Collections & bundles

Multi-SKU collect-all, cross-brand passports, configurable reward unlocks.



Instant-win activations

Tiered rewards, budget caps, reward-code pools, bundle-based collect-all — per campaign.



Brand-level theming

Colors, typography, copy, sound, animation — per brand, per campaign. Always your brand, never ours.

• FOR ENGINEERING

How it plugs into what you already run.

API-first, so your print partners, data stack, and brand teams can plug in without a six-month integration project.



REST API

Generate codes, pull scans, configure campaigns — programmatically. Same API we use internally.



Signed webhooks

Every scan streams to your CDP in real time. HMAC-signed, with delivery replay on failure.



Zero hardware retrofit

CSV out, QR in. Works with every major variable-data print system already on your line.



Sandbox & production

Cryptographically separated. Pilot a SKU without polluting production data. Promote in one click.



Billing & procurement

Stripe invoicing, usage exports, DPA-ready. One line item for finance; no bespoke MSA per pilot.



Audit-ready

Full event log per code and scan. Signed draw outcomes. GDPR consent captured and replayable.

• HERO FEATURE

Of all those surfaces, the reveal is the one that sells.

What the consumer actually sees: they scan the QR on the pack and land on your branded page. A sealed box appears — shake it, tap it, the seals break, the box opens. Inside: points, a voucher, or a jackpot draw entry. It takes three seconds. It feels like opening a gift.

COMMON

Base

Every authentic unit. Points + collection entry.

UNCOMMON

Bronze

Voucher-tier rewards. Frequent wins.

RARE

Silver

Premium rewards. Bundle unlocks.

LEGENDARY

Gold

Jackpot tier. Provably-fair draws.



Fully white-labelled. Brand colors, typography, copy, sound, animation — all configurable. The consumer sees **your** brand's reveal, never ours. Each campaign can run its own theme, reward pool, and rarity curve.

• TRUST & TECH

Tamper-proof, compliant, and ready for what's coming next.

< 1¢

infra cost per scan at scale

HMACsigned draws & webhooks;
auditable end-to-end**Real-time**dashboards update the instant a
consumer scans**GDPR**consent-based; EU DPP-ready
architecture

Zero hardware changes

Works with every variable-data print system already on your lines. No retrofits, no new capex. Ship the next batch with unique codes already on the pack.

Provably fair draws

Sweepstakes, instant-win, and jackpot outcomes are HMAC-SHA256-signed from (seed · unit code · consumer). Every draw is auditable after the fact — proving nobody rigged it, including us. Regulators and legal teams love this.

- WHERE THIS GOES

Every pack you ship becomes a direct channel to every consumer who opens it.

FMCG brands ship **~4 trillion** consumer units a year. Almost none of them carry a unique digital identity — and that number is about to be forced to zero by EU DPP regulation.

Start with one SKU. Make it work. Roll out across the brand. Then across the portfolio. Every scan is a new signal, a new reward, a new reason for a consumer to come back.

The engagement and loyalty use-case pays for itself. DPP compliance and authentication come free.

Units shipped / yr	~4T	Time-to-first-scan	< 1 hour
Cost per scan	sub-cent	Consumer steps	2 (vs 5)
EU DPP horizon	2027 →		
Categories ready	FMCG · Beverages · Cosmetics · Pharma		



• NEXT STEPS

Let's run a pilot. One SKU. 90 days.

Week 1 — onboard, theme, pick a pilot SKU. **Week 2** — codes live in dashboard; print-team test run. **Weeks 3–4** — pilot batch ships with unique codes on pack. **Weeks 5–12** — measure scans, retention, reward lift. Decide on portfolio rollout.

Live today on onpack.io · Milka & Oreo already configured in the sandbox · 458 tests green · brand themes, loyalty, bundles, and reveals ship weekly.