



GIFT CARDS

Gift cards are a branded, cost effective, reloadable and electronically managed replacement to their paper counterpart. The cards themselves can be displayed at cash wrap to take advantage of the last minute or impulse buys. Gift cards are a great way to boost sales by generating revenue at the time of purchase. Most customers spend almost 20% more than the gift card, boosting sales at the time of redemption.



Benefits of using a Gift Card Program

- Increase revenue by having consumers prepay for services
- Up to 15% of gift cards go unredeemed and the additional profit goes to the merchant
- Promote impulse purchasing and additional sales
- Improve brand awareness within the community
- Real time online reporting is provided to merchants and their consumers
- Security features reduce fraud and duplicate usage
- Easy reporting systems and no need to batch out saves time
- Fast transactions and ease of use at the point of sale
- Always know how much money is outstanding and what types of activities were processed
- Gift cards make the perfect employee incentive
- Issue gift cards instead of cashback refunds
- Easily assign user privileges for all employees within a location



Gift Card Program Features

Stock Cards

- 67 designs to choose from. Fastest turnaround time!

Custom Cards

- Customize your gift cards with your company's logo & colors

Issue, Redeem, Check Balance

- Instantly redeem, issue, or check your balance through POS, or online.

Multi Location Use

- Merchants with multiple locations can use the same program at all locations. This gives the consumer the ability to use their card at all locations.
- Gives merchant the ability to have all the revenue pooled into a central account



For a limited time all new merchants will receive 100 FREE stock cards and 1 FREE display stand. (Over a \$120 value!!!)