

Merchant Benefits

Increase Revenue

Customers spend 30% more than the value of the card.

Differentiation

Gift & loyalty cards attract new buyers and increase store traffic.

Branding

Gift & loyalty cards are small billboards in your customers' wallets.

Reliability

Gift cards are pre-paid cards and do not bounce as checks do with insufficient funds.

Loyalty

Customers tend to visit businesses that offer gift & loyalty cards more frequently.

Marketing

Gift & loyalty cards improve marketing & customer segmentation.

Price Sensitivity

Customers using gift cards are less price sensitive.