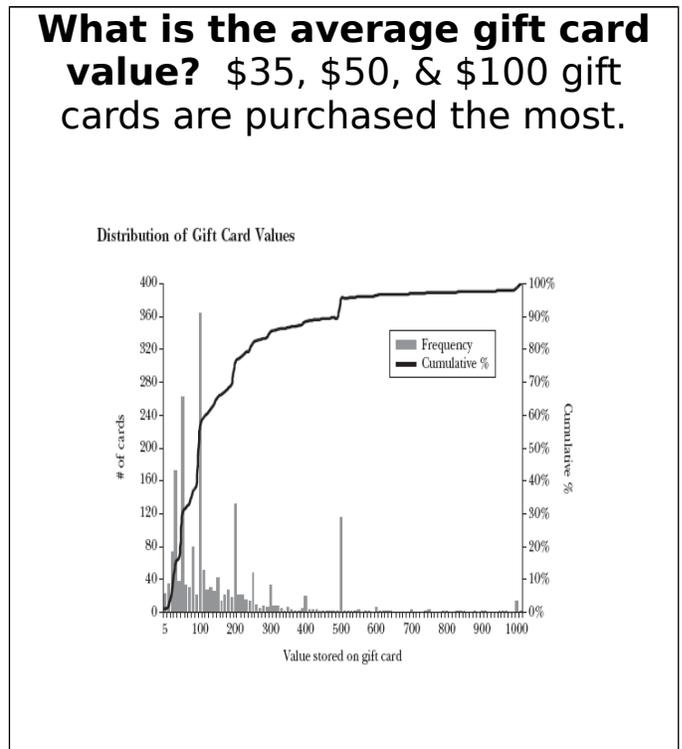
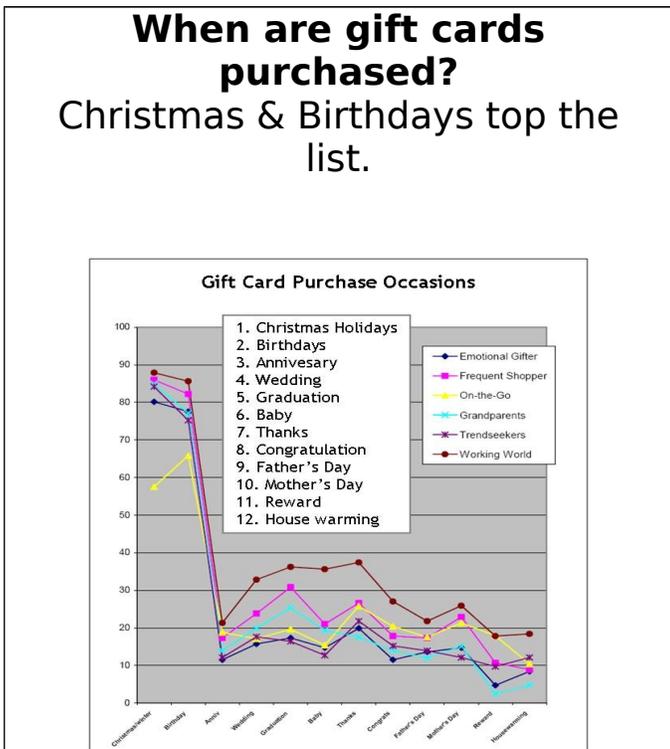
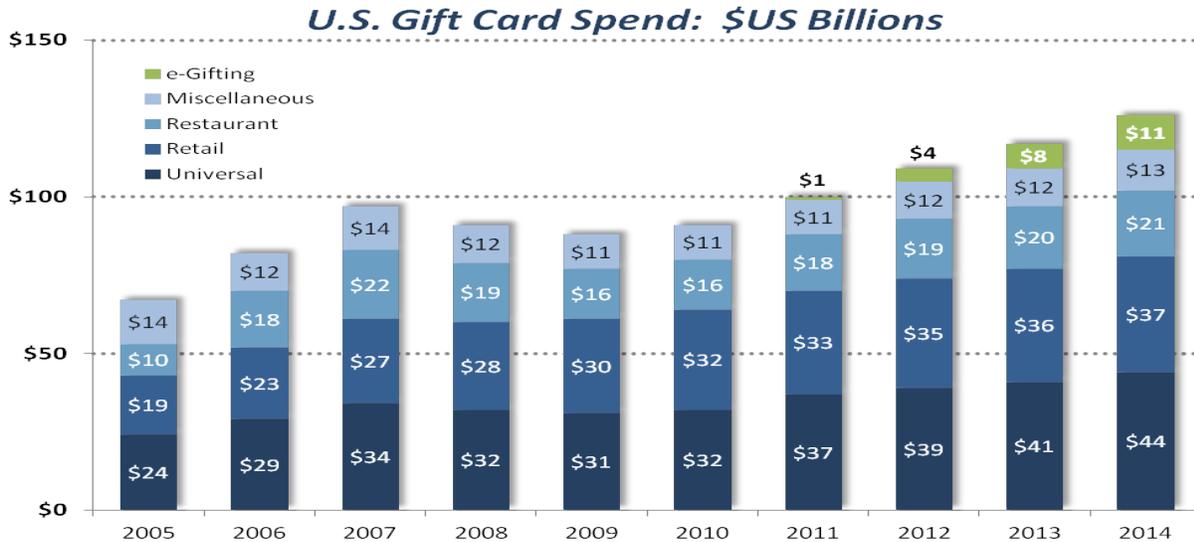


Gift & Loyalty Market Facts

There were 4.4 billion gift & loyalty card transactions processed in the USA in 2014 valued at more than \$120 billion.



Sales per store for large retailers who offered gift & loyalty cards amounted to \$10 million in 2004 as compared to \$3.3 million for those retailers that did not offer gift & loyalty cards. (Statistics Canada 2005 Analytical Paper)



Sales per store for clothing stores who offered gift & loyalty cards amounted to \$1.8 million in 2004 as compared to \$1 million for those clothing stores that did not offer gift & loyalty cards. (Statistics Canada 2005 Analytical Paper)



Key Statistics & Facts

- Gift & loyalty cards are cheap marketing. They turn word-of-mouth into a plastic billboard in your customer's pocket.
- 38% of gift card holders take two or three visits to spend the full value of their gift card. That gives you a couple of chances to make a good impression.
- Gift cards can be reloaded, making them an attractive alternative to carrying cash or bank cards.
- Shoppers love gift cards because they have limited time and cannot make up their mind on what to buy for someone whose tastes they aren't sure of.
- Gift card recipients love gift cards because they can use it to supplement their purchase to buy merchandise they might not otherwise have purchased, or purchase better quality merchandise.
- Merchants love gift & loyalty cards because they build store loyalty, draw in new customers, and increase revenues.

- There are over 2.5 billion loyalty memberships in the USA, generating over \$54 billion in annual loyalty currency issuances which customers can redeem for goods or services.
- Nearly 90% of Americans participate in some type of rewards program.
- The average US household belongs to 22 loyalty programs - not all active though.
- Reward program members are 70% more likely to promote and recommend a product, service, or brand than general population.
- Loyalty programs, when done right, can increase a brand's market share by 20% and improve customer acquisition by up to 10%.
- Mobile is becoming an increasingly effective channel for loyalty. Digital rewards and coupons are growing at double digit percentages in the USA.