



# ELECTRONIC GIFT CARDS

Gift cards have dramatically increased in popularity over the past number of years. The ease of purchase and the flexibility of giving coupled with the “never a wrong gift” has been embraced by young and old alike. Retailers not offering a gift card may find themselves at a significant disadvantage over their competitors. Businesses not involved with a gift card program may be overlooking a significant marketing and promotional opportunity.

## **BENEFITS MERCHANTS CAN REALIZE**

### **1. Grow the Business**

Electronic gift cards encourage repeat business, attract new customers and boost sales all year long. Gift cards are purchased as a gift, given to someone the customer knows. That will result in another customer visiting your store.

### **2. Increase Sales & Profits**

Many recipients of gift cards will spend more than the dollar value on the card; this represents an additional sale. For those customer that do not spend the full value on the card, you will likely benefit from a return visit by the customer.

### **3. “No Hassle” Gift**

Gift cards solve the problem “what to buy for...”, they are an easy way to help your customers find a gift for the hard to buy person on their list. For the practical customer, gift cards allow their friends to buy what they want; size and color do not become an issue.

### **4. Marketing & Promotional Opportunity**

Gift cards are an ideal way of promoting your business without spending a large amount of money on media based campaigns. Gift cards can be given as prizes, corporate/charitable donations, come-back rewards, customer appreciation, holiday and special occasions, etc.

### **5. Replace Cash Refunds with Gift Card**

Rather than refunding by cash or credit cards, you can add the refund the amount to the gift card; no financial impact, customer will come back and most importantly refund value cannot be used at a competitor.

### **6. Easy to Operate and Administer**

- a. You receive a daily report on all gift cards processed.
- b. Your customers can inquire on their card balance Inquiry via their telephone

### **7. Increased Security & Reduced Fraud**

- a. Gift cards have no value until they are activated.
- b. Lost or stolen cards do not create a financial loss or liability.

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## PROGRAM

Depending upon your business needs and capabilities, you can select either the lower priced STANDARD Card program or a more feature rich CUSTOM card program.

### 1. STANDARD Cards

You can choose from a selection of 16 pre-designed card styles, your choices are:

- a. Ten pre-defined industry sectors (3 retail), dining, Spa, Floral, Coffee, Sports Auto, Take-Out



- b. Twelve text colors are available



- c. Choice between Logo or Text branding on card using one of 3 Font types and 12 text colors.

*Brush Script*  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 abcdefghijklmnopqrstuvwxyz0123456789

*Arial Script*  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 abcdefghijklmnopqrstuvwxyz0123456789

*Times New Roman Script*  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 abcdefghijklmnopqrstuvwxyz0123456789

- d. Choice between 4 Card carriers.



**Don't give your competitor's the Gift Card advantage!**

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### PROGRAM (Con'd)

#### 2. CUSTOM Cards

You have total flexible and control, you design your card (front & back) then submit to Elavon your specification approved file.

- a. You have complete control over brand and card image.
- b. Design services are available if required.
- c. Minimum quantity is 500 cards to a maximum of 100,000.
- d. Allow your customers to purchase and reload cards from a portal web site.
- e. On-Line administration of your gift card program, including
  - i. Reports accessed on-line for any date or date range.
  - ii. Balance transfers – combining balance of two or more cards.
  - iii. Card search – card history and balance information.
  - iv. Bulk activation – for corporate purchases & promotional cards, add expiry date.
  - v. Group cards for reporting – merchandise credits, gift, refund cards, etc.
  - vi. Historical balance – track outstanding cards by criteria (no activity, activation date, etc.)



**Don't give your competitor's the Gift Card advantage!**