



Grow

Electronic Gift Cards

A practical way to grow your business

38%

more than the value of the gift card is spent by most card recipients.¹

Who doesn't love a good gift card and the chance to spend money in their favorite store? If you're not offering and accepting gift cards at your business, you're missing out on revenue potential. In fact, value cards account for billions of dollars per year in sales for businesses nationwide. Electronic gift cards not only boost sales all year long, but they also encourage repeat business and attract new consumers. Our Electronic Gift Card (EGC) Program is the perfect solution to help you grow in a new era of consumer spending.

- **Bring In New Customers.** Ideal for promotional mailings, charitable donations, come-back rewards, etc.
- **Increase Sales & Profits.** Studies show that most card recipients spend more than the value of their card. The value stays on the card and in-store.
- **Encourage Repeat Business.** Regular customers can use a prepaid balance for recurring services.
- **Popular With Customers.** One of the top gifts during the holiday season.
- **Simple To Manage.** Consolidated electronic reporting and tracking is simple to manage.

The Perfect Gift, Every Time



How EGC Works

Retains 100% of Purchased Value

- Unlike paper certificates, value is retained for partially used cards
- The sales price is deducted from the card and the remaining balance used later
- Remaining balances bring return visits and ensure that the entire value will be spent at your business

Integrates Seamlessly into Your Business Environment

- Administration is as easy as any credit card purchases
- Monitor transaction details and card balances online

Gifts Come In All Sizes, So Do Our Solutions

Standard Cards – Invest in style with pre-templated cards that are quick and easy to produce. Choose the template that closest aligns with your specific needs, and then send a single image file to be printed on the front of the card. This image file could include your business's logo and contact information to make your card unique to your business.

Custom Cards – Make your gift card uniquely yours by printing your own card design! Custom cards can be customized on both the front and back. Need some help creating your design? As an additional service, our design team can work with you to create the perfect card.

A Program That Runs Itself

Administrative & Reporting Features:

- **Daily Transaction Summary** – receive a daily report of all stored value cards processed
- **Monthly Liability Report** – check the outstanding balances of all cards issued
- **Cardholder Balance Inquiry** – allow card holders to check card balances via 1-800 number.

Optional Features:

- Online Administration Tools – track card activity, activate multiple cards, transfer card balances, and access reporting online

**We make it possible.
You make it happen.**

