



5 Reasons to OFFER GIFT CARDS



1 INCREASE BRAND AWARENESS

Gift cards offer opportunities for existing customers to introduce recipients to your brand and stay top of mind when your card is sitting in their wallet or on their computer.



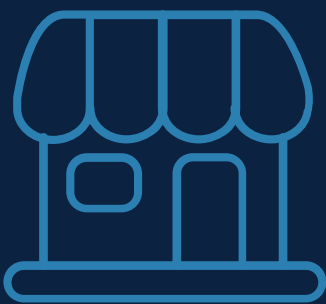
2 IMPROVE CASH FLOW

Selling gift cards has been a helpful way for businesses to generate revenue in advance of providing products and services.



3 GIVE RECIPIENTS THE OPTION TO BUY WHAT THEY WANT

Recipients get to choose what they want vs. having gift givers try to figure it out.



4 CONVENIENT CONSUMER SHOPPING & MERCHANT ACCEPTANCE

Gift cards are convenient! They make excellent last minute gifts for shoppers. Plus, as a merchant, accept them the same way you accept credit and debit cards: online, in-app, or in-store.



5 GENERATE NEW AND RETURNING CUSTOMERS

Gift cards can help create customer loyalty, requiring customers to return to your store to redeem to card. When they return, it's typical that they may even make a purchase that exceeds the card's value.