

# Gift Cards – They're good for business!



**Gift cards are not just convenient for customers, they can also help build your business**

Every year **over 90% of US consumers** purchase or receive a gift card! In 2012, gift cards in the US were loaded with more than \$110 billion in value, so it's not surprising that gift cards can be an effective way to:

- **Increase your customer base** – In the US, 41% of consumers tried a retail store, restaurant or hotel for the first time because they received a gift card for that business<sup>2</sup>
- **Complement retention efforts** – 72% of consumers who tried a business for the first time because they received a gift card returned to that business<sup>1</sup>
- **Increase revenue** – 70% of consumers will spend more than the value of the card<sup>1</sup>

## Why jump on the gift card bandwagon?

Gift cards can help build brand visibility and customer loyalty. A gift card – whether standard or customized, in your customer's wallet – is like a tiny billboard that reminds cardholders of your business every time they see it.

For some businesses, offering reloadable cards can help enhance customer loyalty and encourage repeat business – that make it easy for everyday customers to use their cards to make purchases. In addition, gift cards are more secure than paper certificates because they reduce the chance of being duplicated. Cards are also more durable and convenient for customers to keep in their wallets.

## Following a few best practices can boost business

Gift cards are an inexpensive way to attract new customers and can more than pay for themselves through increased sales revenue. In addition, you can use them to reward customers and encourage them to come back. For example:

- Consider offering a special promotion where a customer can buy a \$25 gift card for \$20 when they purchase two or more at a time
- Reward frequent customers for their business by giving them a promotional gift card when they spend a minimum purchase amount

- Respond to customer complaints or experiences you deem unsatisfactory by offering them a gift card to help protect and restore the relationship and potentially encourage them to give your business another chance
- Use gift cards for store-credit merchandise returns to ensure repeat business from customers and limit your exposure to fraudulent returns
- Give small-value cards to organizations such as chambers of commerce, realtors, charities, etc., to expand your business’s exposure to new residents in the area

Be ready for the holiday season

Cards make great gift options at any time of the year, but the 2013 winter holiday shopping season will soon be upon us. If you’re not already promoting and selling your own gift cards, now is the time to consider them.

Tips

- Place small, popular items near the gift cards when customers purchase a card, they can also add a small item or two to personalize their gift while you get the add-on sale
- Display gift cards in a high-visibility area, such as near a register, to help drive sales
- Get the word out that you offer gift cards. Put signage at the front door and/or around the store and banners on your website

## WorldPay’s Gift Card Program

WorldPay’s Gift Card Program is very simple to administer and easy to manage. It works on most credit card terminals and comes with an array of easy-to-use reporting tools to help you track card usage and customer spending.

With our special promotions, this is a great time to order your gift cards. Take advantage of special rates now through December 31<sup>st</sup>.

- For more information on how your business can benefit by offering gift cards, contact your personal Account Executive or Customer Care at **800.859.5965, Option 3**.
- If you already use our gift cards and want to take advantage of our promotional offer, contact Customer Care at **800.859.5965, Option 3**.

1 Source for gift card statistics: Partners.giftcards.com/statistics

2 Sources: NRF, 2011, BIGresearch, 2011, Global Prepaid Exchange, Card Commerce, Gives, 7th annual survey, Vector Technologies