

Quick Reference Guide

Gift & Loyalty Programs

Product Overview

Customized Cards: Our on-site graphic designers can customize artwork for all loyalty and gift cards.

SMS Text and Email: Send SMS text messages and/or email messages to your entire cardholder database, or messages at the point of sale.

Social Networking: Post messages on social networks (e.g., Twitter, Facebook) when registered cardholders make qualified purchases.

Customized Portals: Portals can be used to manage gift and loyalty programs, granting merchants access to view transactions, reports, and purchasing trends. Merchants can also send text and email messages from their portal.

Cardholder Database: Merchants can collect and store pertinent information about their cardholder base and use it for expanded communication.

Reporting: Merchants can view and print Liability, Transaction, and Frequency reports for their gift and loyalty program.

Dynamic Receipts: Customize receipt messages to show gift card balances, current point totals, special offers and promotions.

One Card, Multiple Locations: Merchants with multiple locations allow cardholders to participate in gift and loyalty programs using a single card.

Cardholder Web Portal: Cardholders have online access to view their gift card balance and register their account to update pertinent information, including 10 custom questions chosen by merchants.

Customizable Programs: Merchants can choose between popular programs such as: rewards, punches and gift cards, or can customize their own program.

No Card Present: Merchants permit registered cardholders to accumulate points or add value to gift and loyalty cards using a registered phone number when their card is not present.

Selling Points

Loyalty Programs

Increase same store sales by 4.5%

Average small businesses earn \$30,000 monthly in revenue, while businesses with a loyalty program see an additional \$1,350 each month in revenue.

Increase customer retention by 14%

By implementing a loyalty program, a small business that loses 50 cardholders a year to their competition would prevent 7 of those cardholders from spending the same amount of money at a competitor.

Increase average cardholder spending by 24%

When enrolled in a loyalty program, a cardholder who normally spends \$200 per transaction now spends \$248.



Selling Points (Continued)

Gift Card

Average gift card load is \$28.54

A business has sold 200 gift cards. On average, each card has \$28.54 of stored value, which equals \$5,708 in revenue.

Average breakage on gift cards is 18%

200 gift cards are sold for \$28.54 each. With an 18% breakage, only \$23.40 of each card will ever be redeemed, meaning the store sold \$1,027 of gift card value that is pure profit.

75% of gift cardholders spend 60% more than the card value

200 gift cards are sold for \$28.54 each for a total value of \$5,708. When the 200 cardholders redeemed their gift cards, collectively, they spent \$8,276 resulting in \$2,568 above and beyond the initial value of the cards.

Emailed coupons are 10 times more likely to be redeemed than coupons from newspapers or direct mail

In one month, a merchant has 200 transactions that include coupons from a mail campaign to 10,000 homes. A merchant that has 10,000 registered cardholders can send an email coupon and expect 2,000 redemptions.

Text message coupons average open rate is 98.7%, with 60% redeemed

A merchant wants to tell all registered cardholders via text message about a promotion for \$10 pizzas from 5 p.m. until close. With 200 registered cardholders receiving texts, 118 take advantage of the promotion, resulting in \$1,184 in sales.

Objections and Rebuttals

“I can’t afford a gift and loyalty program”

Gift and loyalty programs easily pay for themselves. Businesses with loyalty programs increase customer retention by 14%, increase their number of transactions by 24%, and amount spent per transaction increases 4.5%.

- For example, someone spending \$100 per purchase before a loyalty program now spends \$124

“I’m already too busy to administer a gift or loyalty program”

Our loyalty program is designed to make it quick and easy for you. We discuss what type of program works best for you, build it, and design your branded cards so you can start giving your cardholders something they are already getting all over town.

“I’m not technical enough to handle a program”

With event-triggered tools, we set up text, social networking, or email messages for you, so you don’t have to be a tech guru to use the latest and greatest tools we offer.

“I already have a loyalty program”

With us, it’s easy to transfer balances and points, so you can take advantage of our offerings that will increase your bottom line, without the headache of swapping cards with all your cardholders.

“We’ve tried it in the past and it didn’t work”

We can customize your program exactly the way you’d like and reach your best cardholders in more ways than ever before so you’ll have all the tools to grow your program and your business.

