

Acquire and engage new and existing customers in creative ways by offering gift card options.

Gift cards entice your customers to visit and purchase from you more frequently.



Consumers are using more gift cards than ever before.

Provide a comprehensive gifting program that enables customers to buy gift cards in-store and online. It's about the way they want to purchase... anytime, anywhere.



Physical Gift Cards

Having a tangible card makes gift giving more personable to consumers



Virtual Gift Cards

Emailing and customizing virtual gift cards makes gifting more convenient

#1 reason shoppers like to give or receive gift cards is because **consumers value choice** to purchase what they want.

Flexibility allows customers to **check balances, reload cards, and spend on their own**, reducing the stress on employees.

Gift cards — **both physical and virtual** — remain a popular method of payment in the United States among consumers of all ages.



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Revenue Driver

42% of consumers report spending more than the amount included on the card

High Demand

76% of consumers have purchased a gift card in the past year

Consumer's Needs

89% of consumers surveyed expected gift cards to be available for purchase

Now is the time to create and promote a comprehensive gifting program to get the most out of the increasing the **gift card market**.

Benefits:



Build brand awareness

to attract new and repeat customers



Offer an eco-friendly

gifting option



Offer last-minute gifting options

to last-minute and out-of-town shoppers



Reduce payment processing fees

while also offering the convenience of a gift card to customers



Engage loyal customers

By connecting to social media sites for easy promotions



Save money

when you purchase less plastic



Prevent fraudulent card activity

with built-in security features



Set apart your brand

by customizing gift cards with your company's logo and colors

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There's a lot more to tell you about Heartland Gift.

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