

# 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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