

GIFT CARDS BUILD BRAND AWARENESS



Whenever your gift card recipients pull out their gift cards, they will be reminded of your company's name and logo.

POSITIVE BRAND ASSOCIATION FOR THE CUSTOMER



Gift vouchers are a cost-effective marketing method that also lets the customer be a brand ambassador for your company!

BOOST YOUR COMPANY'S CASH FLOW



The full value of the gift card is available on the day of purchase, which can help achieve your cash flow goals.



UNUSED GIFT CARD VALUE IS STILL YOURS

Unlike coupons or discounts, you will never lose out on the value of a gift card that goes unused.

CUSTOMERS SPEND MORE WITH GIFT CARDS

On average, customers spend \$59 more than the face value of their gift card. This means more revenue for your business!



GIFT CARDS SHOW THAT YOU CARE

Sending a gift card shows your customers and employees that you care about them and appreciate their business.



GIFT PREFERENCE FOR MANY

A gift card is preferred by many people because it allows them to have more control over the products or services they purchase.

IMPROVE RECURRING SALES

If you make a new customer into an existing customer, they're more likely to return! Sell gift cards to entice people to visit your store.



REACH THE YOUNGER GENERATION

A large portion of gift card users and buyers are Millennials or Gen Z, so you will be able to reach this tech-savvy generation. The best gift vouchers are ones that the user can refill.



MULTI-BILLION DOLLAR MARKET AND INCREASING

The gift card market in 2020 was valued at more than \$246 billion, so you're tapping into a big market if you sell gift cards.



Gift cards are a great way to add value to your company's cash flow. They also improve your brand's positive association, so you are more likely to create loyal customers.