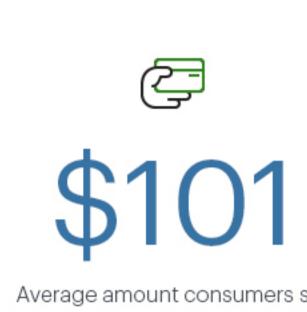


Maximize Sales

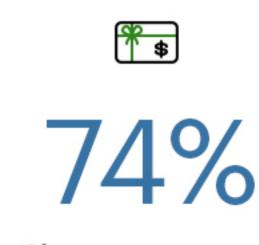
The value of gift cards extends far past the initial sales revenue they generate.



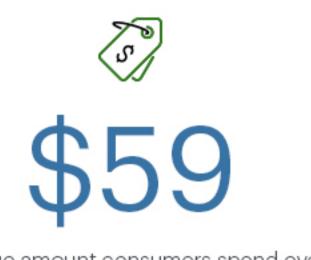
Average amount consumers say they spend on purchasing a plastic gift card while the average spent on a digital card is \$98.



Amount of budget consumers say they will spend on gift cards.



Of consumers spent more money than what was on their gift card.



Average amount consumers spend over the original value of a gift card.

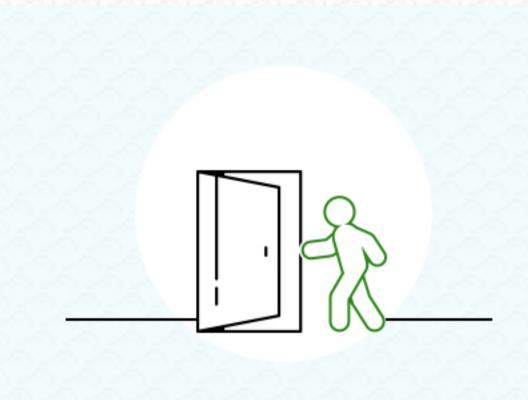
Drive Foot Traffic & Increase Customer Base

Every gift card purchased and given as a gift is an opportunity for a merchant to introduce their business to a new consumer who can become a long-term, loyal customer.



41%

Of gift card recipients say they would have never visited a particular store if they hadn't received a gift card.



51%

Of gift card recipients say they started shopping at a store more often after redeeming the card they received.

Build Loyalty & Engage Customers

Use gift cards to incent and reward customers, issue store credits, for social media promotions and charity fundraisers, and to sell reloadable cards that link to loyalty programs.



Of consumers are reloading their physical and/or digital gift cards and the number is even higher with Gen Z reloading at 61% and Millennials at 47%.



61%

Of consumers say they prefer to receive a gift card over a coupon or bonus as a reward for loyalty.

46%

Of consumers say receiving a gift card is their preferred method of receiving store credit.

\$340,000,000,000

Yep, That's a Big Number!

With gift card sales in the U.S. predicted to reach \$340 Billion in 2018¹, it pays to have your own gift card program. Smart business owners should take the time to find a reputable provider to help them launch a gift

card program that will make their holidays happier, more profitable, and more successful.

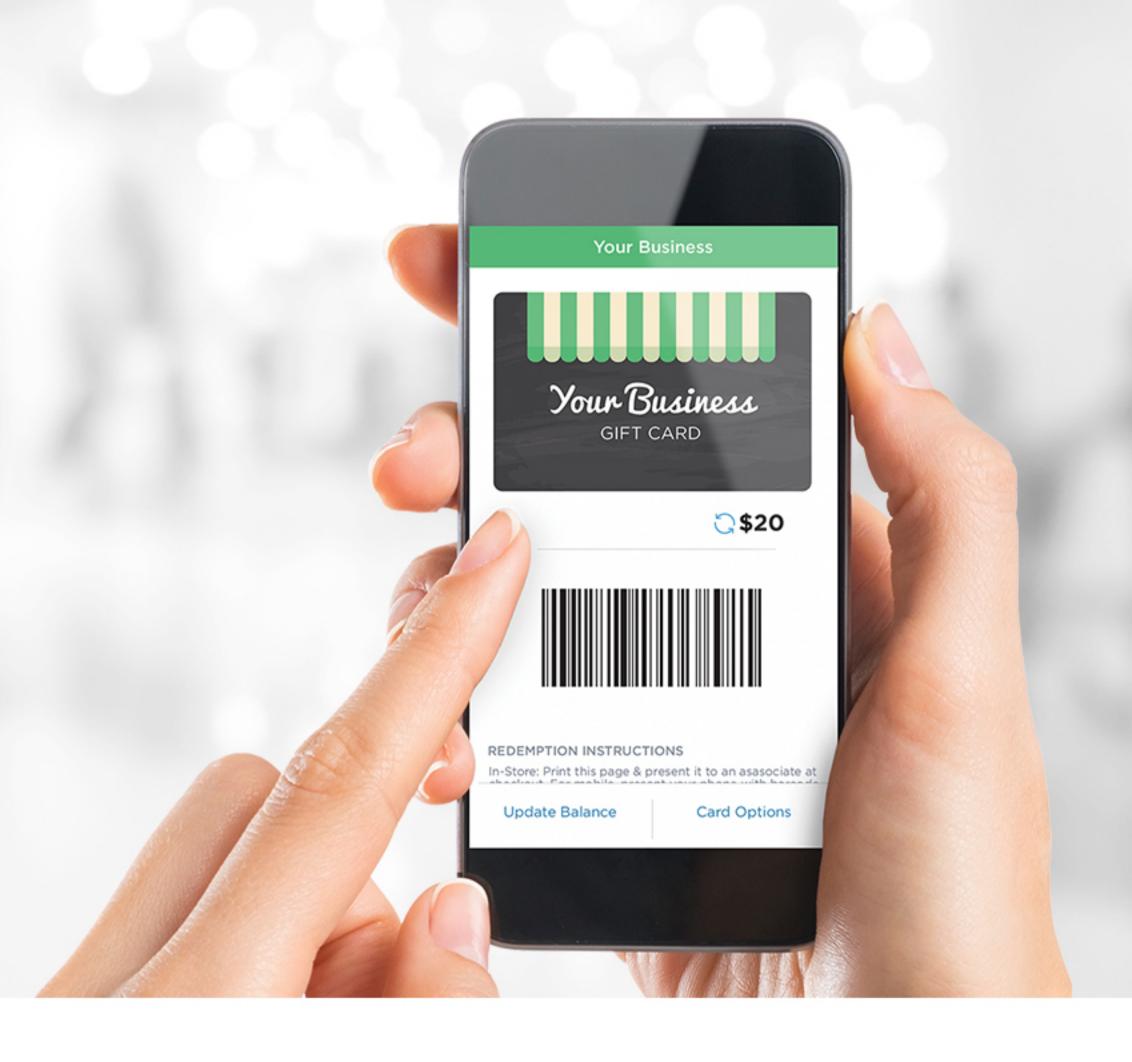
Grow Your Business with Gift Cards

Offer your customers the #1 most requested gifting option. Gift cards are a smart and affordable way to build your customer base and your business.

- Increase foot traffic and sales with a cost-effective, secure way to reach customers
- Reward customers, use gift cards as incentives to help drive purchase behavior
- Build loyalty, issue gift cards as store credits to generate repeat sales
 Go digital, make it easy for customers to interact with your

brand anytime, anywhere via digital gift cards

 Connect with customers, use gift cards for social promotions on Facebook/Instagram and as giveaways for store events



Are You Gift Card Ready? We Can Help Get You There. clover.com/sell-more/gift-cards

LEARN MORE