



Gift card.

Made Easy.

Had enough of paper?

Do you want to offer your customers a better alternative to your existing gift voucher programme? Do you want to generate increased revenue by openly merchandising your gift vouchers offer? And do you want to remove the security and fraud issues that plague many gift voucher programmes today?

Then why not join the hundreds of other merchants in Ireland and the UK that use Card Commerce to deliver their gift card programme today.

Gift card from Card Commerce

By selecting our gift card service you'll immediately benefit from our many years experience deploying successful gift card programmes for organisations across the UK and Ireland. Our current clients include Easons, Gamestop, Apex Hotels, Trailfinders, Sony Centres, Blacktie, Lacoste and many other small, medium and large businesses across many sectors.

Our gift card product allows you to top-up and redeem cards through either integrated EPOS or your credit and debit card terminal. We work with the majority of the Merchant Acquirers in the UK and Ireland including Barclaycard, HSBC, Elavon and Fexco. This makes it as easy and cost-effective as possible for you to issue gift cards for your business.

The difference is in the marketing!

Your gift card success will come from clever and thoughtful card designs, creative packaging (which can also generate further revenue) and, most importantly, imaginative merchandising throughout your store. It's easy - the more your customers see your cards and the more imaginative and creative those cards are, the more they'll buy.

A recent UK study showed that 81% of gift card recipients spend, on average, 40% more than the face value of the card*

*source - Global Prepaid Exchange

What is a gift card?

A gift card is an electronic, card-based replacement for traditional paper gift vouchers. The recipient can choose to spend the value in one visit or over multiple visits.



Benefits to You

- Increased Sales**
If marketed well, you will sell more gift cards than vouchers. In addition, recipients spend up to 40% more than the initial load value
- Decreased Costs**
Less theft and fraud and reduced reconciliation will reduce your costs significantly
- Easier to Manage**
Using our online merchant portal you'll be able to run a suite of quick, real-time reports to keep you on top of your gift card programme



Easy management and reporting

Through our Merchant portal you'll be able to easily set up and manage your gift card programme (new users, new stores, access privileges etc) and run reports including outstanding balances and top performing stores.

But don't take our word for it.....!

A recent study of 1,400 adults found that 77% of recipients preferred gift cards to gift vouchers, 81% spend more than face value on card and 49% make more visits to the store/retailer afterwards.

Contact us today to find out how gift card from Card Commerce will help you to increase sales and decrease the costs of running a traditional voucher programme today.



Services from Card Commerce. Made Easy.

Card Commerce offers a full suite of services help you make your business even more successful:

What Next? Programme Review

Contact a member of our customer service team and let us calculate how much more revenue you could be generating if you were selling gift cards today.

www.card-commerce.com

- Credit and Debit Card Processing (both in-store and online)
- Gift Card
- Rewards
- DCC & Tax Free
- Savings and Promotions Schemes
- Performance Management
- Consultancy

For more, please email hello@card-commerce or on 0870 735 2829 (UK) or 01 617 7980 (Ire)