



## Digital Gift Plus

### Your complete digital gift card experience

Get digital reach designed for a greater customer experience. Provide customers a branded website to buy and send both digital and physical cards, giving the customer an easy digital gift card buying experience.

Digital Gift Plus builds on the Essential Gift foundation to take your gift program further. By expanding online and engaging customers across multiple channels, it helps you boost visibility, drive sales, and deliver a seamless digital gifting experience.



#### A better gift experience for your customers

Digital Gift Plus makes gifting simple and convenient. Customers can buy and share gift cards online, on social media, or from their phones—with instant delivery and mobile wallet integration for a personalized experience.

#### The value of Digital Gift Plus

1

##### Multi-Channel Flexibility

Customers can use digital gift cards in-store, online, or via mobile, giving them a seamless experience across all touchpoints.

2

##### Instant Delivery & Convenience

Digital gift cards can be delivered instantly via email or SMS, making them perfect for last-minute gifting and reducing physical card logistics.

3

##### Enhanced Brand Engagement

Customizable designs and messaging allow businesses to reinforce brand identity while providing a modern, tech-forward gifting solution.

## Proven impact for your business



### Increased Revenue & Customer Spend

Digital gift cards encourage higher average ticket sizes and repeat purchases, driving incremental revenue for businesses.



### Reduced Operational Costs

Eliminate physical card production and shipping, lowering overhead and streamlining fulfillment with **instant digital delivery**.



### Enhanced Customer Acquisition

Digital gifting attracts new customers through easy sharing and gifting options, expanding your reach beyond traditional channels.



### Improved Customer Loyalty

Personalized and convenient digital gift cards strengthen brand engagement, keeping customers connected and coming back.

# 68%

of gift card recipients visit a business they've never tried before.

# 40%

increase in customer retention when offering digital gift cards.

**Digital Gift Plus: The Smarter Gift Card Solution.** Grow your business with tools that attract new customers, reward loyal ones, and make every transaction simple and seamless.



#### Essential Gift

your everyday gift and loyalty



#### Digital Gift Plus

take your gift marketing program to the next level with online gift cards



#### Loyalty Plus

maximize your reach and strengthen your online presence with the premium loyalty plus package

## Ready to turn every gift into a growth opportunity?

Contact me below: