

The Case For GIFT CARDS

Since 2007, gift cards have consistently ranked as the #1 most popular gift among shoppers.



The average shopper spends **more than \$150 on gift cards annually.**



Last year, **81% of shoppers** said they intended to purchase at least one gift card.

Grow Sales With Gift Cards



On average, gift card recipients spend **40% more** than the value of the card.



41% of recipients will visit a **new store** because they received a gift card.



72% of gift card recipients make a return trip to the store.

Sell More

INVESTMENT vs. RETURN



A Shopatron sporting goods retailer found that for every \$1 spent on gift card advertising, they earned back \$13 in gift card orders.

Return On Investment



Online retailers can expect a **10% uplift in sales** after launching a gift card program.

5 Ways to Drive Sales With Gift Cards

- 1 Treat gift cards as a new product on your site.
- 2 Promote specific gift card offers to registered users on your site.
- 3 Use Facebook apps that allow fans to give gift cards to other Facebook users.
- 4 Promote gift cards with online marketing campaigns.
- 5 Run promotions to encourage repeat customers.