

# First Data<sup>SM</sup> Gift Card Solutions for Small Merchants

With the First Data Gift Card solution, small merchants can drive traffic to their businesses, increase sales, build brand awareness and improve customer satisfaction.

## The Challenge

Merchants of every size and type are always looking for an affordable, effective tool that is easy to manage and can help drive traffic, as well as increase sales. Many merchants are aware of gift cards but are unsure if this solution is right for them and how it would work.

56% of consumers spend more than the initial value of their gift card\*

## The Solution

The First Data Gift Card solution is an effective and versatile tool that provides results for merchants of virtually any size and business type. It is also very easy for both employees and the business owner to manage, track and reconcile.

## Here's How It Works

Gift cards are attractive to both consumers and merchants for different reasons. Consumers consistently rate gift cards very highly in terms of satisfaction. Merchants find that the solution's versatility, ease of use and results are well worth the investment.

Gift cards can be displayed in-store or be used as a promotional tool to generate awareness and drive traffic. You can offer them to local businesses, to a local radio or TV station as an instant giveaway, or at events. Gift cards can also be given to an unhappy customer, providing you with a second chance to make a good impression. They can also be used as a way to issue a store return credit, ensuring that the money will be spent in your store at a later date.

## Help Your Business

- Gift cards give you more control and help reduce fraud compared to paper gift certificates as cards are not valid until activated through your terminal
- Use your gift cards in various creative ways to attract customers, such as attractive displays, special in-store promotions, as a promotional tool at events or for local businesses, and more
- It's easy to sign up and get started with minimal upfront investment

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## Help Your Customers

- Customers love gift cards because they make gift giving easier
- Gift cards are appealing and memorable for the gift recipient
- Purchasers and receivers rate their overall satisfaction with gift cards as a 9 on a scale of 1-10, with 10 being "extremely satisfied."\*

## Features

- The First Data Gift Card solution is compatible with today's many popular technologies—in most instances, you won't need new equipment
- The reloadable feature allows you to create loyal return customers
- Bundled packages that include gift cards and promotional materials are available at a very affordable price
- You can create your own customized, unique gift card design or select from a wide variety of standard designs
- Reporting is available online, on your merchant processing statement, or through your terminal's receipt paper, making it easy to have information available when you need it
- A welcome kit that includes a merchant guide with helpful, proven marketing tips to help you create an effective plan for your gift card program

## A Global Leader in Electronic Commerce

First Data powers the global economy by making it easy, fast and secure for people and businesses around the world to buy goods and services using virtually any form of payment. Serving millions of merchant locations and thousands of card issuers, we have the expertise and insight to help you accelerate your business. Put our intelligence to work for you.

For more information, contact your  
First Data Sales Representative  
or visit [firstdata.com](http://firstdata.com).