

# Gift Solutions

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Reach, Brand, Incentivize and  
Reward, Instantly.

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We help our clients drive growth across all channels with end-to-end, innovative branded currency solutions. Trusted by over 350 of the world's largest brands, Gift Solutions from Fiserv helps drive customer engagement, and build brand loyalty while growing revenue.

**Gift Card Flash Store: Client Case Study**

**350K**

site visits to purchase promotion

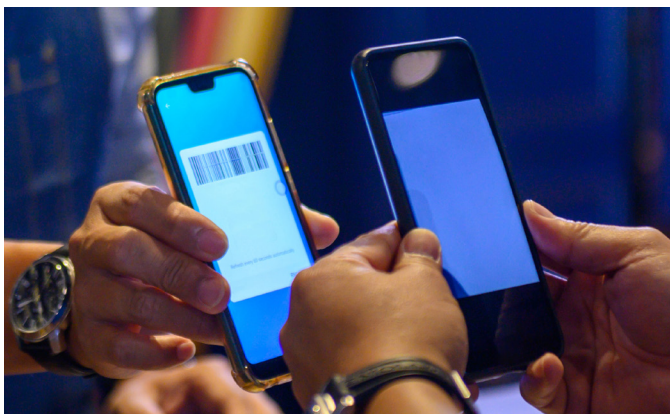
**\$1.3M**

revenue generated in two seconds

**23K**

consumers were online waiting for store opening

Source: Gift Solutions platform



**Customers**

Delight your customers and add value to your business:

- Attract new business while increasing customer loyalty
- Introduce new products and services
- Turn browsing into buying

Solution	Benefit
eCommerce Storefront	Expands your reach with a branded, digital purchasing experience
Auto Reload™	Encourages repeat use and increases frequency of visits
Flash Store	Reaches mobile-savvy customers with exciting, time-sensitive offers
Near Real-Time Messaging	Enables promotional offers within seconds of activity
Digital, Social and Mobile	Engages consumers anytime, anywhere, on any device
Gift Card to Go	Generates incremental sales through a branded engagement tool

**Employees**

Revolutionize the way you reward and incentivize employees:

- Align a global workforce
- Acknowledge achievements
- Propel employee satisfaction

Solution	Benefit
Gyft® Corporate	Enables bulk gift card buying with no fees and no minimums
eCommerce Storefront	Delivers instant digital rewards to employees
Gyft Corporate API	Seamlessly add digital gift cards to your rewards program
Employee Discount	Simplifies the discount process for employer and employee, and minimizes risk

## B2B Partnerships

Transform your business network and establish brand connections.

- Convert events into partnerships
- Expand your distribution
- Cement loyal relationships

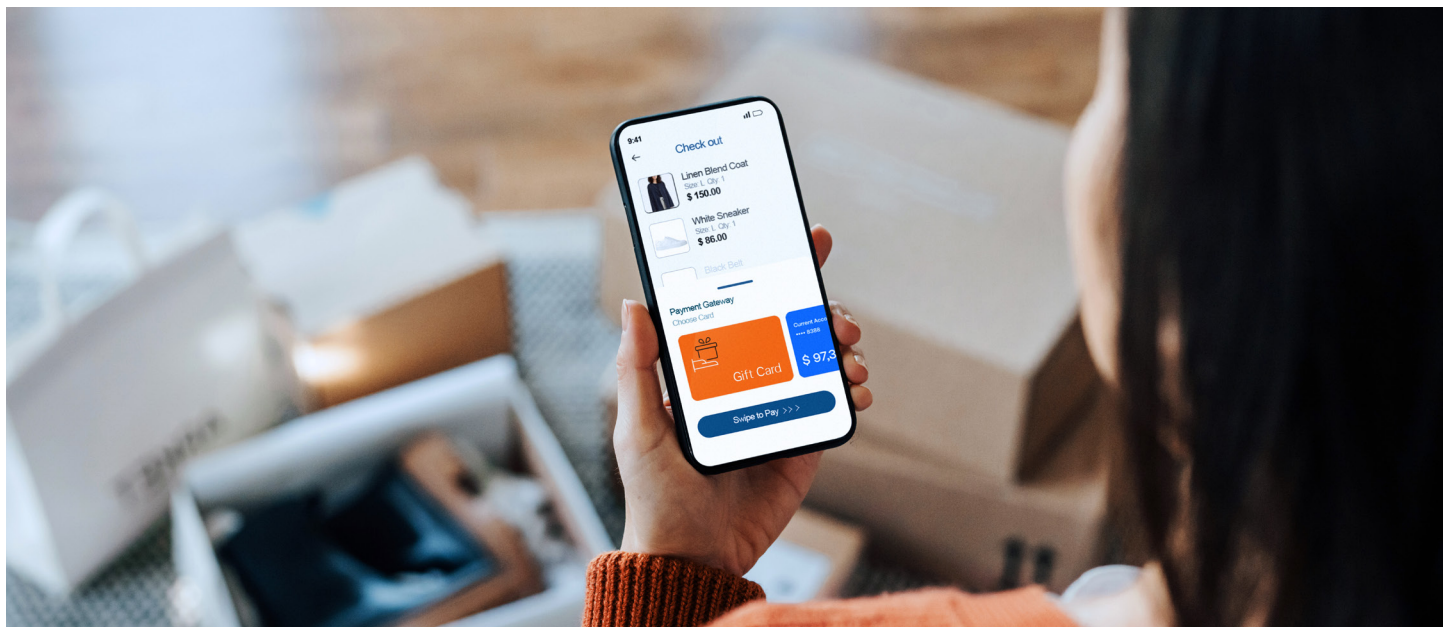
Solution	Benefit
<b>Gyft Corporate SDK</b>	Creates new revenue opportunities by enabling digital gift card sales from your app
<b>Third-Party Partnership</b>	Extends brand exposure and gift card sales through increased channel distribution
<b>ChoicePak™ Multipack and Bonus</b>	Provides added incentives for multiple gift card purchases
<b>Program Management Portal</b>	Delivers end-to-end tools for ordering, delivery and account management
<b>eCommerce Storefront</b>	Expands your reach with a branded, digital purchasing experience

## Advisory Services

Ensure success with an end-to-end program management solution.

- Delight your customers and add value to your business
- Introduce new products and services
- Turn browsing into buying

Solution	Benefit
<b>Design, Fulfillment and Inventory</b>	From card design to delivery – we manage it for you
<b>Business Reviews</b>	The information and data you need to measure your program’s success
<b>Business Intelligence</b>	Delivers 24/7 information to optimize your business
<b>Program Assessment and Prototyping</b>	Explore production and replenishment options, special packaging or test new attributes
<b>Thought Leadership and Research</b>	Access to proprietary, global research and current trends impacting the industry



Programs that meet your needs.  
Experience that gives you confidence.

## Gift Solutions Can Get You There.



### Expertise

We launched the industry's first third-party gift card program over 25 years ago and are a leader in the evolution of gift card, incentive and reward solutions.



### Innovation

Fiserv continually invests in technology and monitors industry changes to ensure we're always delivering best-in-class solutions for our customers.



### Comprehensive Services

Our end-to-end solutions provide all the tools and resources you need to quickly launch and manage your gift card program easily and successfully.



### Reliability

Our secure technology services are monitored 24/7 and consistently deliver a 99.9% uptime, so that you can run your business without interruption.



### Fraud Protection

Safety and security are integrated into our transaction processing systems and our gift card technology, so that you can feel confident your information and data are safe.



### Personal Assistance

Our experts are available whenever you have questions about your gift card program, and they can also show you how to increase sales and expand your brand.

55%\*

amount of gifting budget consumers say they will spend on gift cards

\$59\*

average amount spent over the value of a gift card

\*2018 Fiserv U.S. Gift Card Consumer Insights Study, October 2018.




With Gift Solutions, we're dedicated to finding new ways to push the envelope on how brands and consumers use technology and digital mobility to connect. We believe that branded currency is the future of payments."

### Sam Lituchy

Vice President  
Head of Gift Solutions  
Fiserv

# Connect With Us

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Fiserv is driving innovation in Payments, Processing Services, Risk & Compliance, Customer & Channel Management and Insights & Optimization. Our solutions help clients deliver financial services at the speed of life to enhance the way people live and work today.

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