



gift  
SOLUTIONS

Reach.  
Brand.  
Incentivize.  
Reward,  
instantly.

First Data  
is now **fiserv.**

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 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



## Employees

- Revolutionize the way you reward and incentivize employees.
- Align a global workforce
  - Acknowledge achievements
  - Propel employee satisfaction

Solution	Benefit
eCommerce Storefronts	Expands your reach with a branded, digital purchasing experience
AutoReload™	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 & Mobile	Engages consumers anytime, anywhere, on any device
Gift Cards to Go	Generates incremental sales via a branded engagement tool

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



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

Solution	Benefit
Design, Fulfillment & Inventory	From card design to delivery – we manage it for you
Business Reviews	The information and data you need to measure your program's success
Business Intelligence	Delivers 24/7 information to optimize your business
Program Assessment & Prototyping	Explore production and replenishment options, special packaging or test new attributes
Thought Leadership & Research	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

We continually invest in technology and monitor 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 First Data U.S. Gift Card Consumer Insights Study, October 2018.

## Are you gift card ready?

Email us at [giftsolutions@FirstData.com](mailto:giftsolutions@FirstData.com) or visit us at [www.giftsolutions.com](http://www.giftsolutions.com).



At 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."

**Dominic Morea**

Senior Vice President  
Head of Prepaid  
Fiserv

[www.giftsolutions.com](http://www.giftsolutions.com)

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