



**2017**

**HOW TO LEVERAGE DIGITAL  
GIFTING IN YOUR BUSINESS**

A photograph of a woman with dark hair, wearing a white shirt with a gold bracelet, hugging a child from behind. The child is wearing a striped shirt and holding a gift card. The image has a red overlay.

# INTRODUCTION

The global gift card market is worth billions of dollars and is growing fast. Dominated by global brands and national companies, it is time for smaller businesses to take a slice of the pie.

Customers are increasingly seeking out niche products and unique experiences. Despite the previous stigma of being impersonal, gift cards have grown in popularity due to the extensive choices available as well as the flexibility and convenience they provide.

For businesses, it is a great extra source of revenue that can drive sales throughout the year (e.g. birthday presents) and also via holiday driven campaigns (e.g. Christmas, Father's Day, Mother's Day, Valentine's Day).

# SO WHY SHOULD YOUR BUSINESS ADOPT A DIGITAL GIFT CARD SYSTEM?



## EXPOSURE TO NEW CUSTOMERS

Gift cards are a great referral tool and allow your current customers to introduce your business to friends and family.



## DOUBLING YOUR DATABASE

Not only are you capturing the information of the recipient, but also that of the purchaser. This allows you identify new customers and brand advocates.



## INCREASING SALES YET REDUCING COSTS

Having gift cards available online allows you to generate sales 24/7 without the need for additional sales staff.

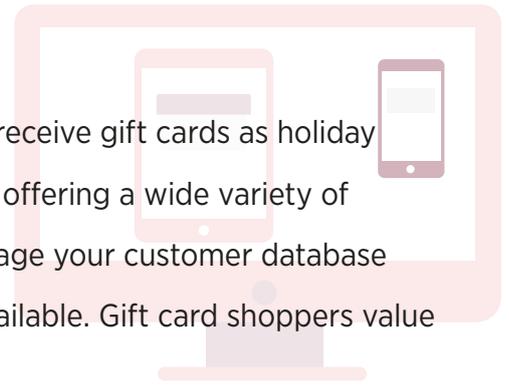


## EXTRA PROFITABILITY

When a customer redeems a gift card they typically spend an additional 20% of the value of the card on site due to seeing more products they would like to purchase or wanting an upgrade on the day. Another astonishing statistic is that 20% of gift cards go unredeemed, since gift cards are paid upfront, 100% of this unredeemed amount is pure profit for your business.

## I HAVE PHYSICAL GIFT CARDS, WHY USE DIGITAL TOO?

With over 57% of consumers\* wanting to receive gift cards as holiday related presents, your business should be offering a wide variety of options across multiple platforms to leverage your customer database and take advantage of all the channels available. Gift card shoppers value omnichannel flexibility.



## DIGITAL GIFT CARDS OFFER SEVERAL BENEFITS THAT PHYSICAL CARDS CANNOT:

1.

Quick activation

Your business can be activated through the ROLLER system in a few hours with no need to order and pay for physical cards.

2.

Ease of purchase

Ability to purchase from anywhere as long as you can access online.

3.

Last minute availability

Purchase at the last minute and instantly email to recipients.

4.

Personalisation

Easily allow customers to add personalisation with videos, photos and messages.

5.

Validation

Remind your customers to validate through branded emails and SMS reminders.

# TOP TIPS ON HOW TO USE GIFT CARDS TO BUILD YOUR SALES



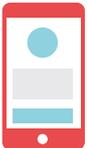
Promote and sell gift cards through your social channels.



Use gift cards as promotional items by giving a low value gift card to customers, who on average spend 20% more once in store.



Offer free shipping for physical cards.



Market gift cards as the perfect gift for the person that has everything.

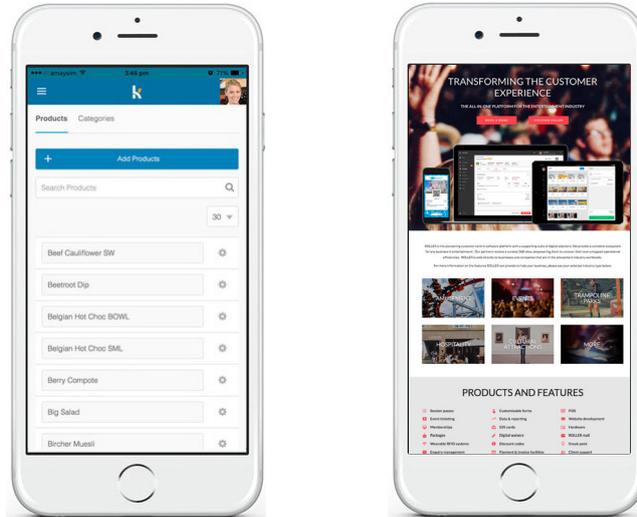


Offer gift cards as cashless passes for parents with children. They are safe, secure and can only be used at your venue, giving parents peace of mind.



Provide your everyday customers with incentives to purchase gift cards as well, 96% of people\*\* are interested in storing digital gift cards on their phones for self-use.

**kounta** HAS PARTNERED WITH **ROLLER**  
TO INTEGRATE ITS REVOLUTIONARY DIGITAL  
GIFT CARD SOFTWARE WITH YOUR POINT OF  
SALE.



With a mobile focus, ROLLER's new white label system is leading the way in facilitating a move to online transactions. This means that you no longer have to rely on the manual processes that impact your day- to-day operations.

This closed-loop program allows for custom branding of your platform and gift card look and feel, easily linked as an extension of your website and even as a tab on your Facebook page. Customers can also upload a photo with a personal note or attach a video message to the gift card and for the traditionalist; there is still the option to make use of physical gift cards.

\* source: 2015 inComm consumer survey

\*\* National Retail Federation (NRF) 2011 Holiday Consumer Intentions and Actions Survey