

Increasing Sales with Gift Cards

Your Guide to Getting Started

How can you get the most from Gift Cards for your business? Get the answers here.

You're always looking for new ways to improve your business. That's why you're considering Gift Cards. You've heard they can be a great way to boost sales, but you're wondering if they're right for your business. You have questions and concerns.

This brochure will help. It provides answers to questions business owners like you often have about Gift Cards. It also provides proven advice to ensure you get the most from your Gift Card program.

Canada's largest credit, debit, gift and loyalty card processor can help build your business with innovative solutions for your point-of-sale.

Rest assured, Gift Cards are ideal for businesses like yours, whether you're established or just getting started. They're a creative and cost-effective way to bring in customers. Become a part of one of the fastest growing trends in today's marketplace!



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1 Why are Gift cards so popular?

Gift Cards have been around since 1995, and since that time, their popularity has exploded. Today, more than 50% of all retailers offer Gift Cards.¹ Almost a third of Canadian consumers say they are motivated to shop at merchants because they offer Gift Cards.² 61% of Canadians have received a Gift Card; when they redeem it, about half spend more than its initial value.³

On average, customers will spend about \$200 on Gift Cards a year.⁴ And they're buying them frequently, about 5.6 Cards per year, 365 days a year.⁵ It quickly adds up to a staggering sales advantage.

In today's convenience-driven world, Gift Cards are a great way to shop – and an even better way to profit.



2 Aren't Gift Cards complicated? Aren't they for big businesses?

It's easier to offer Gift Cards than you may think, and small businesses like yours can reap huge benefits. With a Moneris Gift Card program, you can get started for a minimal investment, at minimal risk. That means that you can also compete with large, national Gift Card programs.

Moneris makes it hassle-free to start, monitor and track your Gift Card program. From activation to purchase to reporting, you'll be surprised at how efficiently you can manage your Gift Cards. And with Gift Cards are one of the fastest-growing retail trends. It's a smart way to build your business today and secure its success for the future.

3 Can Gift Cards boost your sales and bring in new customers?

Absolutely! Increased sales are one of the biggest benefits of offering Gift Cards. Here are some sales possibilities:

Extend your product line. Gift Cards are “new merchandise” that you can sell to your existing customers, effectively extending your product line. Companies have reported that Gift Cards are their number 1 or 2 sellers.⁶

Increase impulse purchases. Placed strategically in your store (e.g. at the cash), Gift Cards increase impulse purchases dramatically.

Encourage new business. Consumers who might otherwise not shop at your establishment will come in and buy a Card for someone else.

Gain loyal customers. The recipients of Gift Cards may also become loyal customers, returning for other purchases after their initial visit to redeem the Card.

Customers spend more. Many customers who redeem Gift Cards actually spend more than the value of the Card.



Sell more items at full price. 40% of Gift Card shoppers will purchase items at full price (compared to just 16% using other payment methods.)⁷

Any way you look at it, Gift Cards add up to increased top line revenue.

Gift Cards can increase impulse purchases, encourage new business, attract loyal customers and sell more items at full price.

4 How can Gift Cards help you improve customer loyalty?

Customers like to shop where Gift Cards are sold. They make gift buying quick and easy. Your customers will appreciate this extra service and they'll prove it by returning again and again.

5 What additional benefits can you expect from Gift Cards?

Gift Cards offer many other significant benefits. Here are some questions that you may be asking yourself:

How can Gift Cards improve my efficiency and help me lower costs?

With a Moneris Gift Card program, you'll leverage the utility of your Moneris point-of-sale solution so that you can easily offer Gift Cards in addition to accepting debit and credit card payments. So not only do you better leverage your existing investment, you'll save because there's no need to rent or buy other devices.

You'll also save time with Gift Card reporting because it's integrated into Merchant Direct® – Moneris' online transaction reporting tool. You simply go online to the same site, saving you valuable time.

And don't worry about lost productivity and training. The Moneris Gift Card program is quick and easy-to-use. Minimal staff training is required.

Can Gift Cards improve my business's image and brand?

Gift Cards are attractive and progressive. They make a very positive statement about your company and about your commitment to customer service. Over and above that, Gift Cards fit nicely into your customers' wallets. Every time their wallet is opened, there's a visible reminder of your business.

Lastly, Moneris Gift Cards are customized with your company's name or logo. It's another way to brand your business and to create a memorable impression.

6 Do customers really prefer Gift Cards to gift certificates?

Yes! Think of the advantages and benefits:

What are the advantages for my customers?

Cards are more durable, more portable and more prestigious. They fit in any wallet for safekeeping, so they won't get misplaced or lost. Completely flexible, any dollar amount from \$1 to \$250 can be applied, versus certificates that have a set dollar amount. Easy to use, Gift Cards have a modern edge that savvy customers appreciate.

What are the advantages for my business?

For you, Gift Cards deliver extraordinary impact. Studies have shown that retailers that have switched from gift certificates to Gift Cards have increased sales from 50 to 100%.⁸ Gift Cards also open up marketing opportunities unavailable with certificates. Unlike certificates, Gift Cards must be activated, so they can be displayed without worry. That means more visibility and more sales.



How can Gift Cards protect my business from potential certificate fraud?

Unlike paper gift certificates that have a dollar amount and are the same as cash, Gift Cards have absolutely no value until your staff activates them at the time of purchase. As well, because they are plastic rather than paper, duplication and misuse of Gift Cards are less of a concern. Their enhanced security means you can display Gift Cards without the worry of theft.

When you choose Moneris Gift Cards, you have quick access to current Gift Card information online – what's been redeemed, when and where. You can stay on top of transactions and can quickly detect any trends or red flags. It's one less thing for you to worry about.

Gift Cards are more durable, more portable and more prestigious. They fit in any wallet for safekeeping, so they won't get misplaced or lost.

7 How can you ensure your Gift Card program is a success?

Once you've decided to implement a Gift Card program, the key to success is to market it strategically. Below are some great suggestions that make it easy to be innovative and creative. You'll also want to train your staff on merchandising and selling Gift Cards throughout the year. Their enthusiasm is your best sales tool.

Here are a few ideas to help get you started with your Gift Card marketing efforts:

Point-of-Purchase Awareness. Have your sales clerks advise your customers about Gift Cards when they are making a purchase; if your customers are having a hard time finding that "perfect gift", suggest a Gift Card as an option.

Visibility. Display your Gift Cards and signage to let your customers know that you offer and accept them. Greater sales can be achieved by displaying Cards at multiple places throughout your establishment:

- Cash register (till) signage
- Flat counter (placemat) signage
- Menu board (backlit) signage
- Buttons for staff (or use non-activated Gift Cards as buttons or nametags)

Special Promotions. Have special promotional days when sales are slow. Give your customers a pre-loaded Gift Card when they spend a certain amount at your business. This ensures that they return – and they'll probably spend more than the value on the Card!

Advertise. Promote your special Gift Card promotional days with flyers, in local newspapers and on your web site. Generate some excitement!

Direct Mail. Mail your loyal customers a pre-loaded Gift Card in a small denomination, for use on a limited time basis. It's a great way to kick-start your program.



Sales Incentives. Gift Cards are excellent incentive tools, both for your own staff, as well as for other organizations. Actively pursue the sales of your Gift Cards to other companies to increase your annual sales volume and to increase awareness of your business.

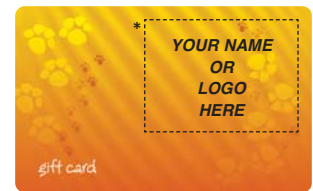
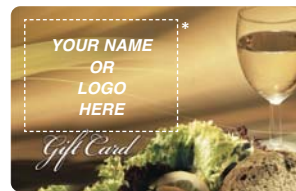
Contests. Use Gift Cards as prizes in contests for staff and/or customers.

Customer Retention. Send pre-loaded Gift Cards to your best customers to keep them coming back and to show appreciation for their business.

Capitalize on Peak Shopping Times. Ensure that you take advantage of key shopping times of the year (Back-to-School, Christmas, Mother's Day, etc.) with promotions. This is when Gift Card sales increase and it's your best opportunity to maximize revenue.

Make the Most of Every Opportunity. Gift Cards are a 365-days-a-year gift. For birthdays, anniversaries, housewarmings, weddings – the possibilities are limitless. Be sure you leverage every opportunity by suggesting Gift Cards to your customers often.

Refunds. Instead of providing cash back for refunds, consider loading the refund onto a Gift Card. You can make this a store policy; ensure that your policy is prominently displayed. In this way, you ensure that the customer comes back to your store to spend the value of the Card.



The key to success is to market Gift Cards strategically, train your staff on merchandising and sell Gift Cards throughout the year.

8 What does a Moneris Gift Card program offer your business?

With Moneris, you can be confident that you've chosen a Gift Card provider that offers expert advice and years of experience. Because Moneris partners with so many merchants like you, right across Canada, we are able to offer you all the advantages and prestige of a Gift Card program, without the high start-up costs or complex processes. You'll have a quality Gift Card program that will help you grow your business easily and cost-effectively.

Here are answers to some questions you may have about the Moneris Gift Card program:

What should I know about Moneris?

Moneris Solutions is Canada's largest provider of credit and debit card payment services for merchants, handling more than two billion transactions a year. Its electronic Gift Card program is leading edge in the industry. With more than 350,000 merchant locations, Moneris provides the hardware, software, systems – and most importantly – the expertise and understanding needed to help businesses of all sizes improve their success at the point-of-sale.



What's included in my Moneris Gift Card program?

Your Moneris Gift Card program provides everything you need to get started. And remember, because it's Moneris, the support you need is always available. Your order includes:

Gift Cards – Branded with Your Business Logo

- Fifteen different designs from which to choose; different styles to suit various types of businesses.
- Each Gift Card is printed with your business name or logo.
- Order from 200 to 10,000 Gift Cards, depending on your sales volume and number of locations. A minimum order of 200 Cards per design is required.
- Each Card can be loaded with a dollar value from \$1 to a maximum of \$250. Cards have no value until they are activated and are not reloadable.



“ Gift Cards have helped me increase sales dramatically. I put them right by the cash till as a reminder to customers and I also have my staff suggest them as a gift idea. The Cards I get from Moneris look great so they get noticed, and that means more sales! ”

Brand Your Gift Cards Before You Buy!

With Moneris' easy-to-use, online Gift Card preview tool, you can see what your logo or company name will look like on any of the fifteen Gift Card designs before you place your order. Just follow the simple instructions at www.moneris.com/giftcards

Gift Card Holders

Your Gift Card order includes Gift Cardholders that match the design(s) you have chosen. Your customer writes in the name of the person to receive the Card, whom the Card is from and the value of the Card.

Gift Card Stand

Each order comes with an attractive display stand specifically designed to occupy minimal space and create maximum impact at the point-of-sale. If you have ordered Cards for additional locations, you will receive one additional stand per location.

Gift Card Window Decal

Your gift card order includes a 'Gift Cards Available Here' decal that can be placed on your window. Customers walking by can identify that you sell gift cards. You will receive 1 decal per location.

Gift Card Counter Sign

Each order comes with a counter sign designed to help you promote your gift card offering at your location. Be sure to place it where it is visible – at the checkout or beside a display.

Moneris Solutions is Canada's largest provider of credit and debit card payment services, handling more than two billion transactions a year.

How do I track my Moneris Gift Card transactions?

Moneris makes transaction tracking extraordinarily easy! Once your program is in place, all reporting is done from one place – Merchant Direct – Moneris' online reporting tool.

If you are already taking advantage of the benefits of Merchant Direct, then you know just how simple it is to view reports for Visa®, MasterCard® and Interac® Direct Payment transactions. The same is true of Gift Card reporting – it couldn't be more straightforward to track and analyze all your Gift Card activity.

Available Gift Card reports for single or multiple locations include:

Gift Card Daily Transaction Report

Review all Gift Card transactions on any given day, including purchases, activations, de-activations and voids. Report shows transaction time, date and ID, Gift Card number, transaction type and entry method.

Gift Card Date Range and Summary Report

Select a specific date range to view Gift Card transactions (e.g. July 1-31). This report summarizes the total amount for the entire date range as well as a daily summary for each

date within the range chosen, including the following totals:

- Activated amount and number
- De-activated amount and number
- Purchase amount and number
- Average purchase amount
- Void amount and number

Chain Gift Card Date Range Summary Report

View the same results as the Gift Card Data Summary Report for each location that falls under your respective chain.

Liability Report

View a summary report of the total outstanding (unredeemed) dollar value for all activated Gift Cards.

The screenshot displays the Moneris Gift Card Reporting Tool interface. At the top, it says 'Important Features Gift Card Reporting Tool'. Below that, it shows the 'Merchant Gift Card Daily Transaction Report' for a specific date range (Transaction Date: 2014/11/26) with a total of 14 transactions. The report table includes columns for Date, Time, Card #, Amount, and Entry Method. The interface also features navigation buttons such as 'New Report', 'Print Summary', 'PDF Print', 'XML View', and 'Merchant Print'. A watermark reading 'YOUR NAME OR LOGO HERE' is overlaid on the report content.



“ I thought Gift Cards were just for big businesses, but with Moneris I get attractive Cards at a great price. It eliminates the risk of a big investment and I get the advantage of working with a company that has lots of Gift Card experience. ”

What functionality do my Moneris Gift Cards provide?

Don't worry about complicated processes. Your Moneris Gift Cards provide a full complement of easy-to-use features that make them extremely attractive to your customers as a gift alternative.

Activate

Gift Cards are easily activated through a Moneris point-of-sale terminal. Simply swipe the Gift Card through the terminal and enter the amount of the Gift Card as you would a debit or credit card.

Purchase

Purchases using the Gift Card are quick and easy. Customers can also split a purchase between their Gift Card and another form of payment (e.g. \$50 on a Gift Card and \$50 on debit or credit).

Inquiry

Balance inquiries are made simply by swiping the Card through the terminal. Customers can also check the expiry date of their Gift Cards.

Print

With the print option, you can print stored Gift Card transactions by batch or date.

Reload

Gift cards can be reloaded with a new amount or reissued. Once the reload feature is added, all card expiry dates (if applicable) will be removed. Expiry dates cannot be reverted on cancellation of reload feature.

9 How do you set up and manage your Gift Card program?

It's quick and easy to get started. With Moneris, your Gift Card program can be up and running in no time! For information on how to set up your program, the first step is to contact your Moneris Representative. From there, day-to-day management is done online with Moneris Merchant Direct. When you need to re-order or make changes to your program, simply contact your local Moneris Sales Representative or call Moneris directly at **1.866.MONERIS**.

10 Interested in a fully customized Gift Card program?

If you are considering ordering more than 5,000 Gift Cards, you may want to speak to your Moneris Sales Representative to learn more about the options for a fully customized Gift Card program that features the ability to create your own unique Gift Card design.

11 Who do you contact for service and support?

When you implement a Moneris Gift Card program, you can rely on fast, reliable technical support when you need it most. Our customer service agents are available 24/7 to help answer any questions you may have.



Experts agree that the Gift Card market is set to grow by 20% annually for the next four to five years.⁹ Make sure you're ready.

For more information on a Gift Card program with Moneris:

Contact your local Moneris Sales Representative, call Moneris directly at **1.866.MONERIS**
or visit www.moneris.com/giftcards

1, 4, 5, 7, 8 J.C. Williams Group. "Gift Cards Are Here to Stay – Why retailers should take them more seriously!" 2004.
2, 3 OmniCan National Telephone Survey, May 2004. Completed by Leger Marketing.
6, 9 Matt Pillar, *Integrated Solutions Magazine, Inc.*, September 2004. "A Stronger Case for Gift Cards", June 9, 2005.

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