

Are you “Gift Rich” or “Gift Challenged”?

There’s no time like the present to understand your company’s gifting capabilities and maturity. The *e-tailing group*’s 2020 Gifting Index aggregated data from 50 retailers related to 20 gifting features. Here’s where retailers land on the gifting maturity spectrum.



WHERE DO YOU STAND?

Close to half of the retailers evaluated are “Gift Average.” Only 14% are considered “Gift Rich.” Why? With the *e-tailing group* 2020 Gifting Index, sponsored by GiftNow, you can look at the 20 metrics and calculate how many points you’d earn. The journey to better gifting begins now.

[Download the *e-tailing group* 2020 Gifting Index](#), sponsored by GiftNow, to learn more.

GiftNow