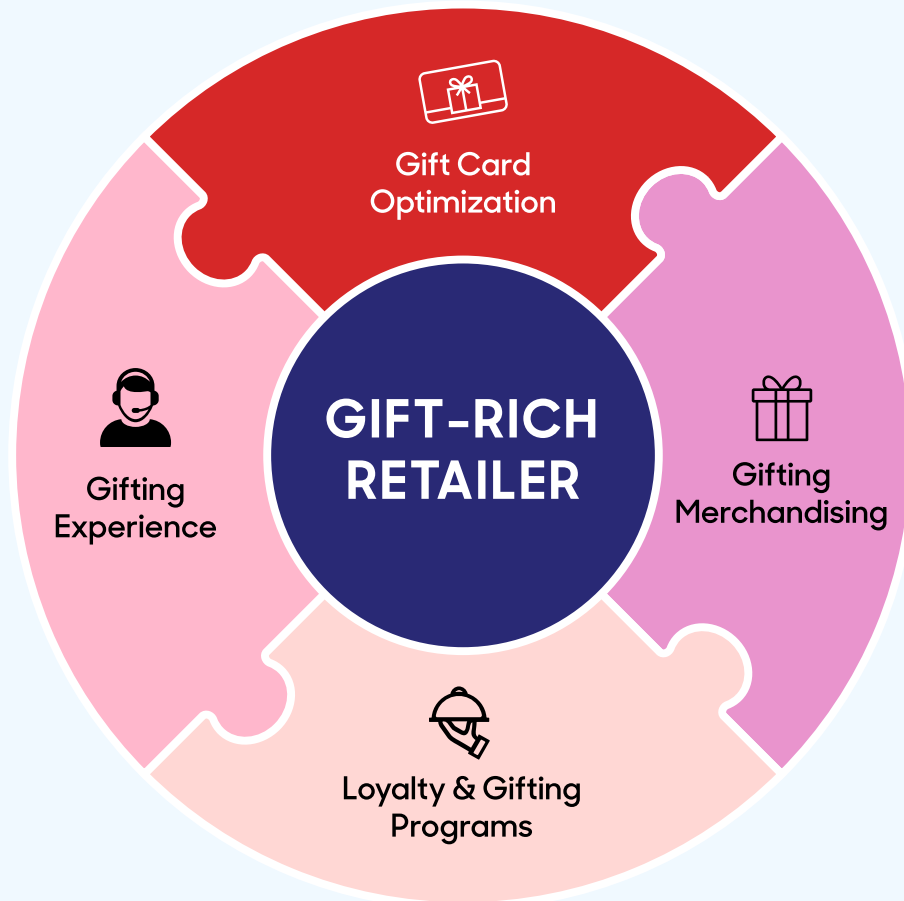


Are you addressing the Four Gifting Fundamentals?

How would you score on the *e-tailing group* 2020 Gifting Index? Do you have an integrated solution or only pieces? If you're "Gift Rich," your gifting maturity is highest because you're fully embracing and integrating the four gifting fundamentals.



EXCEL AT THE FUNDAMENTALS

Retailers want to offer the best gifting experience, but oftentimes are left offering only one or two fundamentals. The gifting journey can be unique for every gifter. Excelling in only one area means you're potentially falling short of a gifter's expectations - and revenue opportunities - in other areas.

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