GiftNow

GiftNow® Digital Gift Card Promotional Programs

Delight Digital Gift Card Customers to Help Differentiate Retailer Brands

Increase sales of products you feature in your promotion

Grow gift card sales

Manage frequency of return customers in a specific time period

Well-suited for restaurants, retail, hospitality and more

A Digital Bonus Card (DBC) program is a promotional campaign that gives the purchaser (card buyer or gift sender) a Bonus Card when they buy an eligible gift card. Examples include Buy-One-Get-One (BOGO) or Give-One-Get-One (GOGO).

Merchants can utilize GiftNow digital gift card promotional programs to help increase sales of gift cards. When utilizing this feature, the bonus cards will be delivered in a separate email to the gift card buyer. The gift card buyer can then receive the bonus card using the same delightful GiftNow unboxing experience. This experience includes a digital gift box, a theme and a customizable message from the retailers.

GiftNow brings delight to the gift card buyers to differentiate the merchant's' brands from other retailers that are running more typical DBC BOGO promotional campaigns. The customizable message capabilities of the GiftNow solution allows merchants to control their own branding to a greater extent.

Bonus card types
The cards can be classified under two different types: a gift card and a promo card.

Gift card
A gift card can be given as a bonus as part of a DBC BOGO promotion. In general, the merchant and stored value processor do not have to perform any client-specific setup before activating a gift card as part of a BOGO promotion. When you offer bonus gift cards, they follow the same requirements as your current gift cards.

Promo card
The primary difference between a gift card and a promo card is that the merchant can put restrictions on a promo card that cannot be put on a gift card. These restrictions may include:
- The time period in which it can be used (i.e. expiration date, etc.)
- Where it can be used (online or in-store)
- What items can be purchased with it

Carefully designed promotions can help merchants drive the results they are looking for by driving consumer behavior. Having specific dates in the future when a promo card can be redeemed is a great example of how to drive additional traffic at a desired time.

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Promo cards give merchants more control over the costs associated with a promotional campaign, avoiding the liability of unused gift cards. Promo cards require additional setup between the merchant and the stored value processor, and may have their own separate BIN range associated with the Merchant ID. After the promo cards have been setup by the merchant and processor, Loop will be able to activate and issue promo cards to your customers.

Restrictions on a promo card must be setup by the stored value processor and merchant. These restrictions should be included in the terms and conditions of the promotion and should be available to view by gift card buyers in the GiftNow purchase experience. GiftNow has the ability to build logic into the purchase experience also. GiftNow will make promotions available on the dates provided and for the appropriate conditions.
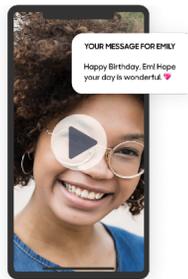
Merchants control the total budget of your campaign, the number of bonus cards distributed and the number of times each user can use this promotion, etc.
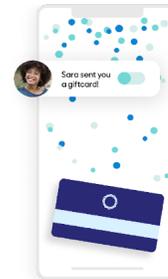
How GiftNow Works

Pick a gift card.

Buyers choose from a variety of beautiful digital or plastic gift card experiences and select the amount.

Personalize the gift.

Buyers have the option to personalize their gift with a video or photo and a written message.

They open their gift.

Sending digitally? It's like a little surprise party on their device. Plastic cards are sent via mail. Once they receive it, all they have to do is spend it (they can send a thank you note, too!).

Types of DBC BOGO Promotional Campaigns

	Auto Apply	Manually Applied
Tiered	· No promo code required · Example: Spend $50, get $5. Spend $100, get $15. Spend $200, get $35.	Promo code required Spend $50, get $5. Spend $100, get $15. Spend $200, get $35.
Non-tiered	· No promo code required · Example: Get $10 bonus cards for every $50 spent DGC	Promo code required Example: Get $10 bonus cards for every $50 spent DGC

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