

## Introducing the ultimate gifting platform.

Why Gift Experience Management™ is the most comprehensive solution for gifting



**Gift a product or gift card without selecting an SKU.**



**Deliver digitally without a shipping address.**



**Instant Digital Delivery can reduce expedited shipping costs**



**Virtual exchange eliminates restocking and return costs**

GiftNow's holistic Gift Experience Management (GXM) platform takes the friction out of gifting—letting gifters send gifts and gift cards digitally in seconds via email or text. Recipients receive a personalized gift notification and can then modify or exchange the gift on their device, before it ships. And it's not just about retail. Our holistic GXM solution means great experiences for all kinds of giving, from sales gifts or conference swag to HR gifts—and a whole lot more.

### GIFT EXPERIENCE MANAGEMENT FOR RETAIL

**Finally, gifting that works for retailers.**

Get more shopping days in a year. Curtail or eliminate exchanges. Reduce expedited shipping costs. Help improve customer acquisition. All while delivering the kind of personalized experiences that helps turn customers into lifelong fans.

### WHY GIFT EXPERIENCE MANAGEMENT?

**Get your gifting in order.**

The GiftNow GXM platform improves gifting by gathering data and insights into a safe, central location to deliver a holistic view of gifting efforts across your organization. By creating a central,

accessible place where gifting data can be managed and analyzed, GXM empowers teams to make strategic decisions—creating order out of chaos.

### GIFT CARDS

**It's time to reinvent your gift card program.**

Gift cards haven't changed in years. While digital gift cards exist, they're not living up to the kind of amazing, personalized experiences today's consumers expect. GiftNow is here to take your current gift card solution into the 21st century to give you the ability to offer more personalized, seamless, and exciting gift card experiences that can drive revenue and loyalty.

### PRODUCT GIFTING

**Own the gifting experience and prosper.**

GiftNow gives your online customers a seamless way to buy gifts and send them in minutes—via text or email. Recipients enter their own shipping info and have the choice to modify or exchange gifts before they ship. Gift-buyers enjoy an anxiety-free path to purchase. And virtual exchanges means fewer returns and leads to reduced shipping costs for retailers—for bigger margins. It's a win-win-win.

# GiftNow

## GiftNow Can Fuel Business Growth



### Incremental Sales

- Can add 3-5 peak shopping days per holiday post shipping cutoff
- Capture last minute year-round gifting needs like birthdays, anniversaries, etc. (~15+ events /year)



### Customer Acquisition

- Helps convert and acquire both the gift buyer and recipient
- Help introduce non-core audiences (millennials, males, urban dwellers) to new retailers



### Helps Increase Profit Margins

- Eliminate the need for expensive rush-shipping when buying for others
- Returns and exchanges occur before product ships

## A comprehensive GXM solution for all your gifting needs.

Use GiftNow to tap into the gifting economy. GiftNow is a holistic gifting platform that brings gifting into the world of experience where merchants, businesses, and consumers all win. GiftNow benefits and capabilities include:

### 1 Fraud Prevention

Complete end-to-end fraud prevention capabilities to help maximize sales while optimizing the customer experience. We handle all risk management components related to our digital gifting service.

### 2 Data & Insights

GiftNow can provide actionable insights and recommendations based on how gift shoppers interact with your website. It has the ability to continuously build and analyze a rich behavioral data set that is used in aggregate as a tool to help your brand drive continuous improvement.

### 3 Customer Support

World-class, 24/7 customer support is available to both corporations and retailers.

### 4 Marketing & Services

The GiftNow team offers tailored marketing plans and best practices, based on our experience marketing to gift givers and recipients.

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