

GiftNow

GiftNow Physical/Plastic Gift Cards

Offer digital or physical gift cards to increase the value of your gifting programs.



Help increase sales conversions with a seamless experience for digital & physical gift cards



Streamline inventory management and replenishment



Create better customer experiences with more personalization options across multiple touchpoints



Track your entire gift card program through a single portal with a holistic view of digital & physical gift cards

Although digital gift card adoption is continuing to grow, physical (plastic) gift cards still represent significant revenue for retailers and represent a “must have” feature. GiftNow’s holistic Gift Experience Management (GXM) platform provides the ability for a gift card shopper to purchase a physical gift card and/or a digital gift card in one transaction. The solution includes new and updated emails to include shipping method and estimated arrival date and services for fulfillment partner integration.

GiftNow’s holistic GXM solution means great experiences for all kinds of giving, from personal gifts for friends or family members to client, partner and employee gifts—and a whole lot more.

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.

It’s time to reinvent your gift card program

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 digital and physical gift card experiences that can drive revenue and loyalty.

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.



GiftNow Physical Gift Card Features

Physical Gift Card Purchases and Multi-gift Orders

- Sender can send physical gift cards and/or digital gift cards to multiple recipients within the same order.
- Purchase multiple physical gift cards and ship to multiple addresses.
- Purchase a maximum of 10 physical gift cards per shipping address.

Configurable Denominations

- Use pre-set physical gift card denominations and set minimum and maximum amounts allowed for custom values entered by gift senders.
- Select from a list of pre-set denominations or enter a desired customer value.

Gift Card Design

- Let your customers select from multiple gift card designs for various gifting occasions such as Happy Birthday, Happy Anniversary, Congratulations and Happy Holidays.

Greeting Message

- Physical Gift cards can be customized with a personal message to the recipient.
- Physical Gift Cards can be attached to branded carriers or placed in branded gift boxes.

Shipping and Address Verification

- As the shipping address is entered the sender is provided with a list of address options to choose from to facilitate selecting the right address.
- The shipping address is verified, enabling the sender to update the address if needed to help ensure physical cards are delivered to the correct address.
- Physical Gift Card shipping options include Overnight, 2 DAY and USPS to ensure that the gift card arrives in a timely manner for that special occasion.
- The estimated shipping delivery times are displayed when selecting a specific shipping method.

Order and Payment Options

- Sender is provided an order summary in the checkout process itemizing the cost of the gift cards and related shipping costs.
- Supported payment types are credit cards, PayPal and Apple Pay.
- Senders are provided an order confirmation page and confirmation email of the purchase, and an email with shipping and tracking information when selecting an expedited shipping method.

Security and Reporting

- The gift card facility we use for card production is Visa-certified.
- Receive scheduled inventory reports to check inventory status and get alerts before inventory is at low levels.

Customer Support

- FAQs are available to gift senders throughout the entire checkout process.

hello@giftnow.com or www.giftnow.com

© 2022 Loop Commerce, Inc.
GiftNow is a trademark of Loop Commerce