

GiftNow Digital Gift Card

Bring gift cards into the 21st Century



More options can increase sales of gift cards



A holistic approach for managing gift cards



Improve risk and fraud management



Well-suited for restaurants, retail, hospitality and more

GiftNow gift card solutions offers new and innovative ways to build deeper relationships with and deliver superior experiences for your gift card customers. GiftNow can help you create a modern and elegant gift experience—with personalization and design options to delight gift card customers and drive gift card redemption.

Reinvent your gift card program.

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

Personalized experiences

As part of the GiftNow digital gift card platform, your customers can record video greetings or write personal notes to turn what was once just a piece of plastic into a thoughtful, meaningful gift experience for digital and plastic gift cards. Now the thoughtfulness of a gift meets the ease of a gift card.

All the excitement of opening a gift, now for gift cards.

Gift cards are great but opening an email and finding a generic 25-digit number can be a bit underwhelming. With GiftNow, recipients get a beautiful, unique unboxing experience with a personalized greeting—straight to their device.

A holistic, unified solution for your digital and plastic gift card gifting needs.

A legacy gift card system isn't enough to tap into the full breadth of the gifting economy. Use GiftNow to offer gift cards and digital gifts, track the user journeys of both gifters and recipients, and help to speed redemption.

GiftNow

More Choices and Formats

You no longer have to choose between plastic cards or an email with a barcode. GiftNow lets you give your customers options.

Seamless Fraud Mitigation

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

Constant Innovation

To move beyond the obligatory and build true connections with customers, gift card experiences require constant attention, testing, and innovation. Partnering with GiftNow means offloading the time and effort of R&D so you can focus on what you do best.

Always-On Gifting Platform

Gifting isn't just about the holidays—it's a year-round enterprise. With GiftNow, you get a solution that's working constantly behind the scenes to improve your gift card offerings so your customers can gift generously every day.

Manage Promotions

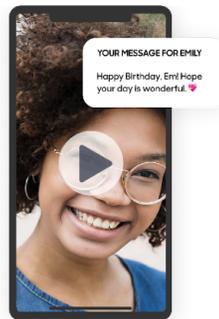
GiftNow makes it easy to manage promotions and target customers most effectively. GiftNow allows you to run BOGO's/GOGO's or targeted promotions to drive consumer behavior.

How GiftNow Works



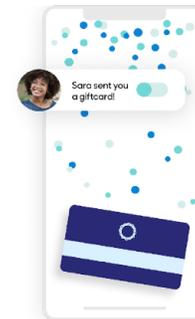
Pick a gift card.

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!).

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