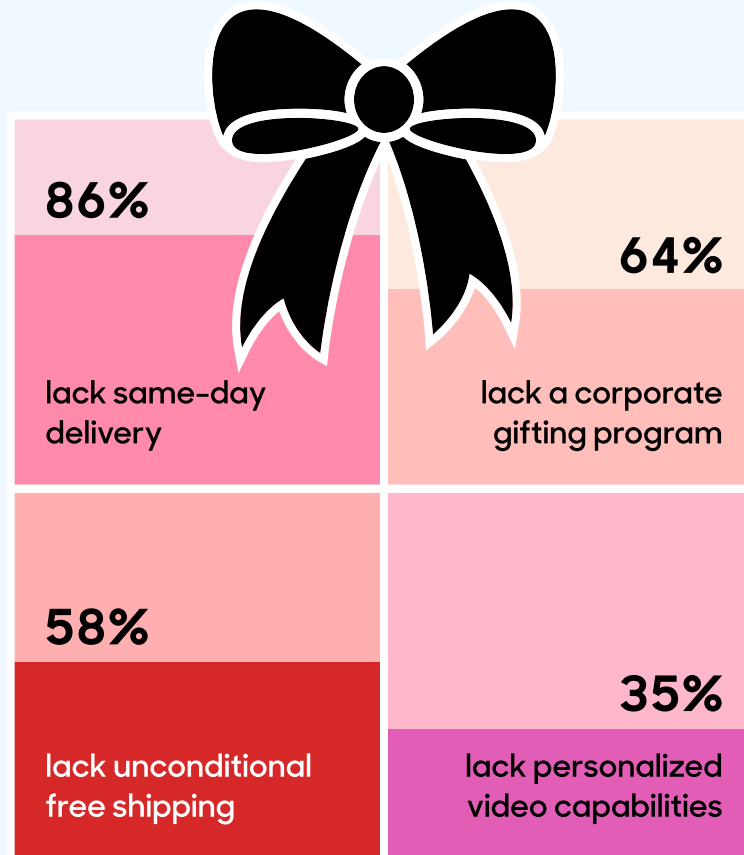


Identifying the Retailer Gifting Gaps

What makes retailers "Gift Rich"? When gifting is running on all cylinders, retailers are optimizing all opportunities for gifters. Yet significant gifting gaps are keeping many "Gift Average" retailers from becoming "Gift Rich."



CLOSE THE GIFTING GAPS

How can retailers close these gaps in 2021 and improve their e-commerce gifting to become "Gift Rich" and generate more revenue from gifting? Download the *e-tailing group 2020 Gifting Index*, sponsored by GiftNow, to estimate your score and learn where you fall on the gifting index with recommendations to help you become "Gift Rich."

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