

Gift Card Dissatisfaction Among Retailer Decision Makers is Leading to Increased Investment in Digital Technology, Finds Retail Dive's studioID Survey

Sixty-eight percent of respondents responsible for e-commerce operations are only somewhat or less than satisfied with their current gift card program and provider

SAN FRANCISCO – August 19, 2021 – Gift cards remain one of the most popular gifting options. Yet programs operationalizing gift cards are being met with significant dissatisfaction among retailer decision-makers who are lukewarm, at best, about their current gift card solution providers. This was a key finding of a recent Pulse Survey from Retail Dive's studioID sponsored by [GiftNow](#), a Synchrony solution.

Sixty-eight percent of retailer decision-makers surveyed said they are only somewhat or less than satisfied with their current gift card program and provider. This may indicate there is a need to enhance the gift card experience across retailers' e-commerce operations. Retail Dive's studioID survey found that forty-four percent of respondents are making investments in gifting technology this year to improve their digital gift card offerings.

"Gift cards have served as the primary gift offering for decades, and retailers are evolving their gifting strategies to make more of their merchandise giftable. Unfortunately, legacy gift card solutions have not kept pace with the increase in digital commerce and continue to live in an analog world," said Kevin Payne, Vice President of Corporate Marketing for GiftNow at Synchrony. "Gift cards need to evolve with retailers focusing on making them a more frictionless, personalized and omnichannel experience. Thankfully, retailers are upping their investment to ensure that happens."

Twenty-five percent of retailer decision-makers surveyed said they are not satisfied with their brands' approaches to ensure that digital gift cards represent the majority of total gift card sales in 2022. This result is motivating retailers' increased investment in enhancing the digital gift card experience.

Recent gift card research from [Incisiv](#) found that there are four pillars for improving gift cards in digital commerce, including:

- Differentiate digital gift card programs by making gift cards more visible and easier to purchase on websites and mobile devices
- Offer more flexible sending options and personalized unboxing experiences
- Integrate gift cards into omnichannel offerings
- Enable recommendations to help the shopping experience.

To learn more about how retailers can inject some needed innovation into their gift card programs, [click here](#).

GiftNow is a Synchrony solution, is a holistic Gift Experience Management (GXM) solution that takes the friction out of gifting. With GiftNow's purpose-built GXM platform, gifters can send personalized digital gifts and gift cards in seconds and recipients can exchange or modify their items before they ship, benefiting gift givers, recipients, corporate gifting programs and retailers. GiftNow is used by premium specialty and department retailers across the United States. For more information, please visit www.giftnow.com.

Retail Dive's studioID Research Methodology

The research findings are based on data analysis from an online survey conducted in May 2021 of 187 retailer decision makers with e-commerce responsibilities.

About Synchrony

Synchrony (NYSE: SYF) is a premier consumer financial services company. We deliver a wide range of specialized financing programs, as well as innovative consumer banking products, across key industries including digital, retail, home, auto, travel, health and pet. Synchrony enables our partners to grow sales and loyalty with consumers. We are one of the largest issuers of private label credit cards in the United States; we also offer co-branded products, installment loans and consumer financing products for small- and medium-sized businesses, as well as healthcare providers.

Synchrony is changing what's possible through our digital capabilities, deep industry expertise, actionable data insights, frictionless customer experience and customized financing solutions.

For more information, visit www.synchrony.com and Twitter: [@Synchrony](https://twitter.com/Synchrony).

###

Media Contacts:

Farrah Aper
Synchrony
farrah.aper@syf.com