

Why Should You Consider a Gift Card Program?

If your not offering plastic gift cards, pre-paid cards, and more importantly, reloadable gift cards, you are missing out on your share of an estimated \$75 billion per year sales industry!

So the question is:

- Just how big would your share have been last year?
- Can you afford to let opportunities keep passing you by?

Need more reasons?

Gift cards establish brand awareness

Gift cards are popular with customers

Gift card recipients often spend more than the amount of the card

Gift cards are great for store credits – never give cash back

Add more value and use cards over and over again

Gift card recipients often become new, long-term loyal customers

Customers are more inclined to pay full retail price for merchandise when paying with gift cards

The majority of shoppers agree gift cards are a great gift because recipients can choose what they want most

Gift cards are an ideal choice for birthdays, holidays, weddings, and all your gift-giving needs

Customers prefer plastic gift cards to paper gift certificates



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Gift Card Management Software and Processing Services

The Proof is in the Numbers!



Typical Scenario for 100 Gift Cards Sold at \$25.00 Each

Scenario based on an assumption that 2% of cards sold are never redeemed and the majority, 98%, results in the consumer spending an average of \$5.00 extra to complete the purchase.

Actual results will vary.

CARDS	CARD EXPENSE ❶	TOTAL VALUE SOLD	TOTAL VALUE REDEEMED	TOTAL VALUE FORFEITED	EXTRA DOLLARS SPENT	50% PROFIT MARGIN	TOTAL PROFIT ❷
2	\$2.50	\$50	\$0	\$50	\$0	\$0	\$47.50
98	\$122.50	\$2,450	\$2,450	\$0	\$490	\$1,470	\$1,347.50
100	\$125.00	\$2,500	\$2,450	\$50	\$490	\$1,470	\$1,395.00

❶ Card Expense decreases for larger orders. See www.preferredpatron.com for specific card pricing and sample card designs.

❷ TOTAL PROFIT = TOTAL VALUE FORFEITED + 50% PROFIT MARGIN - CARD COST

For every block of 100 \$25.00 Gift Cards sold, typical profit would be **\$1,395.00**

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