

Digital Gift Cards

Boost Customer Loyalty: Harness the Power of In-App Stored Value



Loyalty members using gift cards visit:

23%

more than loyalty members not using gift cards

48%

more than non-loyalty members

Virtualize your in-app gift card experience with Punchh. Stored-value gift cards provide upfront cash flow to brands and Punchh Wallet unlocks the ability for guests to reload the gift card balance in your app to pay, earn and redeem with one quick scan at checkout.

Marketers can easily create campaigns from the Punchh Loyalty and Engagement Platform to reward guests who purchase new stored-value gift cards or reload existing cards. This helps drive sales and increases margins by promoting loyalty offer discounts or points instead of traditional gift card incentives. Marketers can also create digital gift card images for holidays, birthdays, and other events that reflect their unique branding.

Payments reporting in Punchh provides insights into:

- Number of stored-value cards purchased within a timeframe
- The status of each virtual stored-value card
- Amount processed on each stored-value card
- Refunded amounts for stored-value cards
- Unused stored-value cards

The Punchh Wallet package unlocks the ability for guests to auto reload stored-value gift cards and a growing set of features* that gives you the freedom to create a customized mobile wallet solution tailored to your business goals and objectives. Only pay for the features you choose to use.

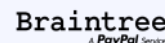
The value to your brand:

- ✓ Increase frequency
- ✓ Reduce lines and time at checkout
- ✓ Increase loyalty acquisition
- ✓ Increase overall sales

The value to your guests:

- ✓ Pay, earn and redeem with one scan
- ✓ Convenience from automatic reloads
- ✓ Balance tracking in the app
- ✓ Gifts for friends and family via email
- ✓ Physical gift card balance transfers into mobile app

Punchh partners with the major providers.



CONTACT US

Learn how Punchh stored value gift cards help brands acquire, grow and nurture loyal customers.