Best Practices

1. Promote gift card in advance

- Most gift card purchases are planned in advance of the occasion they are purchased for.
- 81% of consumers in the United States purchased gift cards for peoples birthdays, and nearly 70% bought gift cards during the holiday season.
- Prominently feature gift cards alongside items that are often bought as gifts.

2. Display gift cards in the place of out of stock items to increase business revenues

- Many consumers who purchase gift cards are more likely to do so when the merchan dise they desire is no longer in stock.
- Feature gift cards alongside popular items. Customers who desire specific items are much more likely to purchase a gift card.
- Over 55% of all gift card recipients make more than one trip to the business to deplete the value of their card.
- The average gift card recipient spends 20% more than their cards initial value resulting in increased revenue.
- Over 40% of shoppers using a retailer's gift card bought items at full price last year, versus on 16% of shoppers who paid full price using other payment methods.

3. Market gift card year round

- Featuring gift cards as part of a year round marketing effort can drastically increase revenues.
- 15% of gift card buyers never deplete the full value of their card, resulting in increased business cash flow.

4. Create a consumer incentive program

- Unlike gift certificates, where you have to give cash back based on the unused value of the purchase, gift cards ensure the entire amount stays within your business.

5. Make gift cards part of your returns policy

- Instead of redeeming cash for returned items, consider using gift cards so that the money remains in your business.