

Merchant Branded Gift Card Program

Regional/National/Global Merchants

Choose the gift card program trusted by over 300 of the world's top retail brands. Leverage our industry-leading product innovation, comprehensive consultative services, and global footprint to help you attract new customers, drive incremental revenue and build your brand

The Challenge

Merchants would like to benefit from the popularity of gift cards, but they either have not had success with their current gift card program or feel that their business is not yet ready for gift cards.

The Solution

With the First DataSM Merchant Branded Gift Card program, you can access the right solutions to grow your prepaid business. We offer extensive consultative services to help you define and implement a successful prepaid offering, innovative functionality that drives leading-edge merchant programs, and service in 37 countries worldwide. Our expertise includes both new program setup and conversions, with First Data having successfully upgraded dozens of the nation's largest merchants to our platform.

69% of consumers spend more than the initial value of their gift cards*

* Source: 2008 U.S. Gift Card Consumer Insights Survey. First Data.

Help Your Business

Gift cards represent a compelling opportunity for many businesses and can provide you with a number of potential benefits including:

- Additional revenue upon redemption from recipients spending more than the value of the card
- Higher-margin purchases by persons redeeming the card
- Improved brand exposure
- Reduced cash returns
- Interest earned from outstanding balances
- Easy online reporting
- Increased security and better reporting compared to gift certificates

Help Your Customers

- Give a gift that they love—your brand
- Choose your locations for their gift purchasing
- Spend more at your stores
- Experience an added convenience at your locations

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Program Highlights

- Exclusive services to help grow your program
 - Consultations with industry experts
 - Comprehensive industry research
 - Best-practices marketing guide
 - Regular communications regarding market trends, best practices and product innovations
- Service currently provided in 30 countries
- Successfully performed several of the industry's largest conversions
- Patent-pending fraud-protection technologies
- Comprehensive client services that include designated account management and professional program implementation

Premium Options Available Including

- Third-party distribution
- Business-to-business (B2B) and business-to-consumer (B2C) fulfillment services
- Inventory management
- Advanced reporting
- eCommerce
- Franchise settlement
- Online reload automation

Payment Solutions for Maximum Performance

Around the world every day, First Data makes payment transactions secure, fast and easy for merchants, financial institutions and their customers. We leverage our unparalleled product portfolio and expertise to deliver processing solutions that drive customer revenue and profitability. Whether the payment is by debit or credit, gift card, check or mobile phone, online or at the point of sale, First Data goes beyond the transaction to help you maximize value for your business.

[For more information, contact your Sales Representative or visit \[firstdata.com\]\(http://firstdata.com\).](#)