

# First Data<sup>SM</sup> eGift Social<sup>SM</sup> Solution

## The Challenge

Thanks to social networking sites, texting and the abundance of mobile devices, the way people interact is changing. People are now in constant communication with friends from all different aspects of their lives —from those they see daily, to others they have not seen for a long time, and some they have never met face to face. It only stands to reason that the way people give and receive gifts is also changing.

It is difficult to show a small gesture of gratitude or friendship, like buying a cup of coffee for someone, when your relationship is largely virtual or separated by miles. However, this situation presents an opportunity for merchants to package their gift program in a way that is relevant for this emerging market.

## The Solution

This innovative, new mobile commerce product offered by First Data provides consumers the ability to quickly and easily send an "item-level gift" (e.g., cup of coffee, sandwich, movie ticket) to a friend. These items move gift giving from "special occasions" to "everyday occurrences," helping your consumers interact with and show appreciation for friends by giving affordable yet meaningful gifts. And since it's a fun and inexpensive way to keep in contact with friends and show gratitude, your customers can send more gifts more frequently to more people.

## Here's How It Works

Consumers access the First Data<sup>SM</sup> eGift Social<sup>SM</sup> application through the Facebook Marketplace home page. Additionally, you can also link directly to your marketplace storefront through your Facebook merchant fan page. Consumers can access the site using either a computer or Web-enabled mobile device.

1. Consumer decides to send a gift from your store to his or her friend using the eGift Social application.
2. Sender selects one or multiple friends whom he or she would like to send gifts to, either adding them from Facebook or entering their e-mail address (which will also designate how the friend receives the gift notification).
3. Sender then selects which of your product(s) he or she would like the friend(s) to receive, plus a personal message, and proceeds through the secure checkout process, where sender is asked to register and all major credit cards are accepted.
4. The recipient receives a Facebook message, e-mail, or both, alerting that he or she has received a gift, the account number and the redemption instructions.
5. The recipient goes to one of your participating locations and redeems the gift value for an item of his or her choice, by using the account number from the Facebook or e-mail notification.

The entire program operates on the First Data Gift Card platform, which means implementation is fast and ongoing operations are easy. Your reporting, settlement, customer service and daily management leverage the same systems that are used today for your traditional gift card program.



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## Help Your Business

- Build Revenue – expand your current gift card program into a new market
- Increase Number of Sales – use the power of social networks to sell more products
- Increase Foot Traffic – drive new or infrequent customers to your location
- Improve Customer Experience – immediate gratification for the sender with real-time Facebook message or e-mail delivery of gift
- Brand Building – senders and receivers associate thoughtfulness and convenience with your brand
- Fast and Easy Implementation – utilize your current gift card system

## Help Your Customers

- Send small, meaningful gifts easily and more frequently
- Immediately connect with friends by sending them a gift to say "Thank you," "Thinking of you" or just to say "Hi"
- Deepen their relationships with "virtual" friends by moving it into the physical world with small gifts from your store

## Features

- Fully integrated into the First Data Prepaid system, utilizing the same reporting, settlement, tracking and security systems
- Gift notification message via Facebook or e-mail to the recipient that includes:
  - Your brand name
  - Selected product(s)
  - Sender name
  - Personal message
  - Account number
  - Redemption instructions
- The eGift Social application also allows consumers to send their friends larger, non item-specific gifts in convenient pre-denominations as well, through the same user friendly interface
- Daily, weekly or monthly settlement options available



**eGift Social™**

**Send Real Gifts, Real Easy**

Choose **What**      Choose **Who**      Choose **Where**

1 Pick gifts from many of your favorite stores      2 Select friends you wish to send gifts to      3 Send real gifts via email and Facebook!

**What is eGift Social™ Application?**  
It is a cool new way to send your friends real gifts from their favorite stores. In just a few easy steps you can use the application to send a gift. Your friend is notified in real time, either through Facebook or email.

**How does the eGift Social Application work?**  
It's simple. Just select a store, select a friend(s), select a delivery method (facebook and/or email), select gifts, and check out.  
[More about how it works.](#)

**Why use the eGift Social Application?**  
It's a fun, fast way to send real gifts to your friends even if your relationship is largely virtual or separated by miles.

**Get Started - Pick a store**

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## A Global Leader in Electronic Commerce

First Data powers the global economy by making it easy, fast and secure for people and businesses around the world to buy goods and services using virtually any form of payment. Serving millions of merchant locations and thousands of card issuers, we have the expertise and insight to help you accelerate your business. Put our intelligence to work for you.

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