More than half of digital gift card purchasers self-purchase.

How interested would you be in receiving electronic notifications (email, text messages, etc.) about balances or special offers or visits? Firstdata.com. Contact a First Data representative to learn more about how to make your gift cards even more popular.

Our 2016 Consumer Insights Study shows six major trends that are reshaping the industry and point to tremendous growth potential.

The future of gift cards

The Socializers

Love “authentic” experiences

Convenience junkies

Brand loyalty

Self-sacrificing

Less digitally savvy

In addition to choice, your audience matters. Different age groups purchase for different reasons. In 2016, we’re seeing more consumers embracing mobile apps for storing their gift cards, for convenience and to keep from losing them.

How interested would you be in receiving some kind of notification (email, text, push) about gift card balances and special offers.

In 2015, we’re seeing more consumers embracing mobile apps for storing their gift cards, for convenience and to keep from losing them.

In 2016, we’re seeing more consumers embracing mobile apps for storing their gift cards, for convenience and to keep from losing them.

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In 2021, we’re seeing more consumers embracing mobile apps for storing their gift cards, for convenience and to keep from losing them.

In 2022, we’re seeing more consumers embracing mobile apps for storing their gift cards, for convenience and to keep from losing them.

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