

# 5 Ways to Improve Your eGifting Experience



## Make Your Online Gift Cards Easy to Find

A consumer should be able to find your gift cards on the homepage not only during peak seasons but throughout the year. The peak season is where you should increase availability through all channels by positioning the eGift card as a great "last minute" gift.

## Make eGifting a Personalized Experience

Personalization is even more important to your virtual gift card presence and adding video, photos and a unique unwrapping experience is only part of the equation. Personalization should happen for both the buyer and receivers making both parties feel that thought went into the gift.

## Make it Easy To Buy a Card

Your ecommerce experience should be streamlined, easy to navigate and mobile optimized. Less clicks, less fields = more conversions. With smart phone sales quickly surpassing PC's you should optimize for the mobile device first.

## Focus on What You Do Best

Look to the experts in digital and mobile gifting with turnkey solutions that can have you up and running overnight. These providers will help you maximize your online gift card revenue opportunities while mitigating fraud, so you can focus on your core business.

## Streamline the eGifting Experience

If you don't create an easy and seamless experience from purchase to redemption your eGift card program will not succeed. Your virtual gift card should be able to travel from online to offline to the point of sale seamlessly. This is still a work in progress for most merchants, so get there first – and be miles ahead of the competition.