



GIFT CARDS



Merchants of every size and type are always looking for an affordable, effective tool that is easy to manage and can help drive traffic, as well as increase sales. Many merchants are aware of gift cards, but are unsure if this solution is right for them and how it would work. The MeritCard Gift Card solution is an effective and versatile tool that provides results for merchants of virtually any size and business type. It is also very easy for both employees and the business owner to manage, track and reconcile.

HOW IT WORKS

Gift Cards can be displayed in-store or be used as a promotional tool to generate awareness and drive traffic — offer them to local businesses, to a local radio or TV station as an instant giveaway, or at events. Gift cards can give you a second chance to make a good impression with an unhappy customer. You can also use them as a way to issue a store return credit, thus ensuring that the money will be spent in your store at a later date.

HELP YOUR BUSINESS

Get more control and help reduce fraud compared to paper gift certificates as cards are not valid until activated through your terminal. Use your Gift Cards in various creative ways to attract customers — attractive displays, special in-store promotions, as a promotional tool at events or for local businesses, and more.

- Merchants can sign up and get started with minimal upfront investment
- Customers love Gift Cards because they make gift giving easier
- Give appealing and memorable gifts
- Feel more satisfied with their choices — Purchasers and receivers rate their overall satisfaction with Gift Cards as a “9” on a scale of 1-10*

The reloadable feature allows you to create loyal, return customers. Bundled packages that include gift cards and promotion materials are available at a very affordable price. Reporting is available online, on your merchant processing statement, or through your terminal’s receipt paper, making it easy to have information available when you need it.

Contact us for additional information and let us discuss how Gift Cards can help your business.

MERITCARD SOLUTIONS...PAYMENTS MADE EASY.

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