



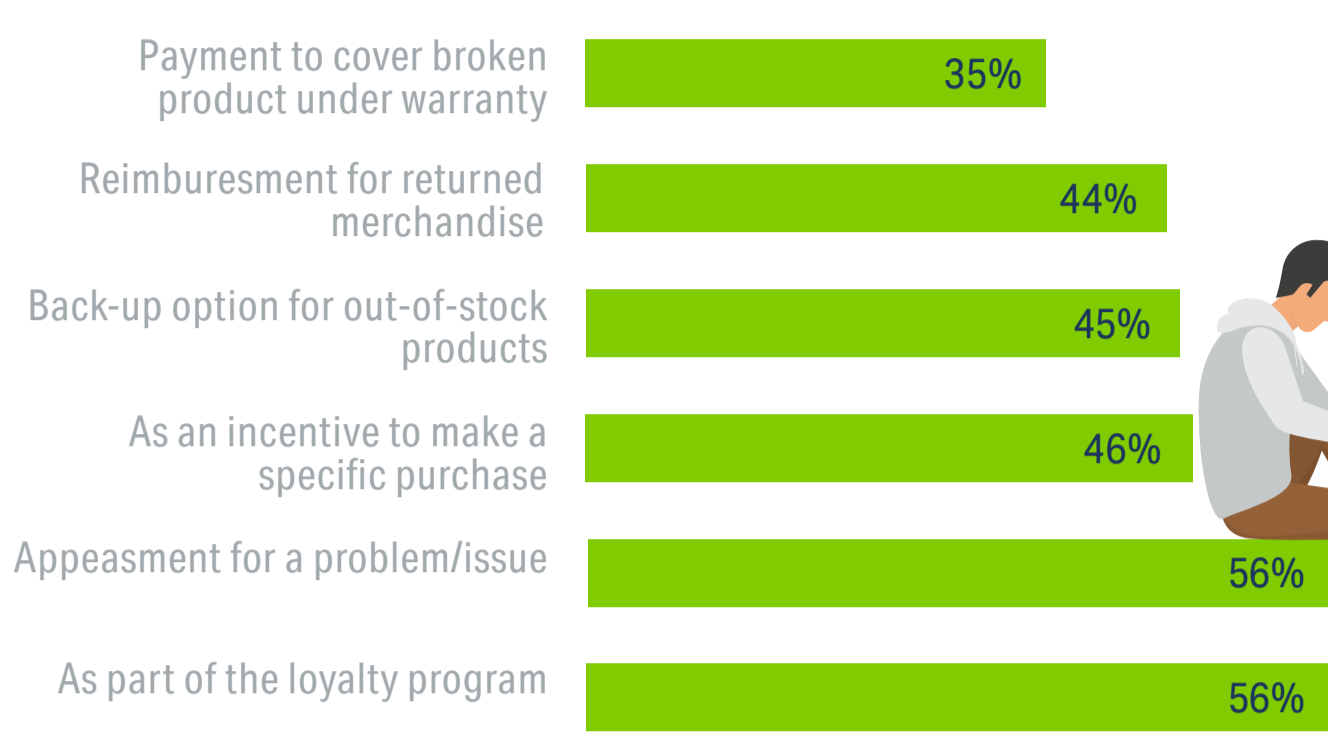
Customers Like Gift Cards Throughout Their Journey

The research is definitive: Gift cards are an effective way to engage with your customers, drive purchase behaviors and grow revenue.

The Power of Gift Cards Helps with Almost any Situation¹

Gift cards continue to grow in popularity with consumers because they're easy to buy and fun to receive. But for the companies that sell them, the uses and benefits are almost endless.

U.S.



Gift Cards Have Other Powers, Too

Besides having the flexibility to engage with consumers at almost every point of their journey, gift cards can bring in additional revenue through promotions, meet today's digital demands, drive customer loyalty and much more.

Gift Cards Make Promotions More Effective²

Compared to discount-based promotions, reward-based promotions simply yield better results.



Bottom-Line Revenue Example²



A company with an annual revenue of \$100 million can grow their sales pipeline by **\$1.5 million** by using reward-based promotions over discount-based promotions.

Companies Prefer Digital Reward-Based Promotions for Many Reasons²



Both Physical and Digital Gift Cards are Welcome¹



Gift Cards Help With Supply Chain Issues¹



Gift Cards Give Shoppers the Options They Want³

The more a gift was worth, the more people embraced flexible options like multi-brand gift cards or Mastercard® and Visa® prepaid cards.

Consumer Preference by Gift Card \$ Value

Mastercard/Visa
 Multi-brand
 Single Brand



Talk to Blackhawk Network.

Whether you want to reimburse customers, run a promotion or almost anything else, gift cards are the answer. And Blackhawk Network knows gift cards—we have the selection, technology and experience to help you succeed.

866.353.4877

BlackhawkNetwork.com/on-demand

1. Blackhawk Network EQ Global State of the Union Insights, 2022
 2. Next Generation Promotions, Aberdeen Research, 2021
 3. Blackhawk Network EQ Superlative Research, 2022

Mastercard and Visa Prepaid Cards issued by Pathward, N.A., Member FDIC. Card terms and expiration apply.

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