

Presentation Drives Sales

Everyone loves gift cards, but did you know that customers respond to how attractive and organized your displays are? At Blackhawk Network (BHN), we know that presentation makes a difference, so we watched the performance of real-life stores to prove it.

Here's what we found: Gift Card Display Motivation



purchased as an impulse decision after arriving in the store



of shoppers who reach our displays purchase a gift card

66%

said layout motivated them to buy

million

out of stock pegs

filled by our seasoned

merchandisers



said layout made it easier to make a choice

BHN's Merchandising Teams

\$70m

in incremental revenue generated for our partners from our integrated out of stock reporting process



Talk to BHN

Our merchandising experts know how to keep your gift card displays neatly organized and generating sales.

866.219.7533 BlackhawkNetwork.com



In-store Intercepts, Washington DC and Philadelphia, January 2020.