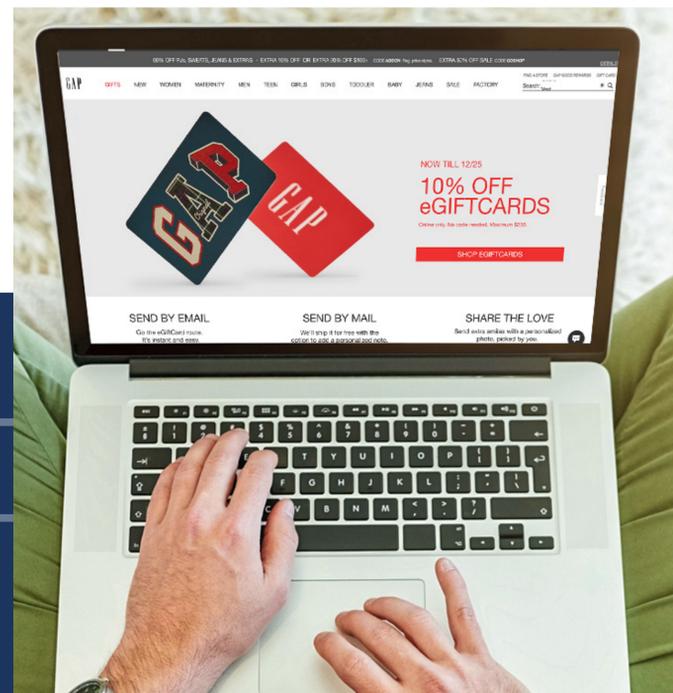
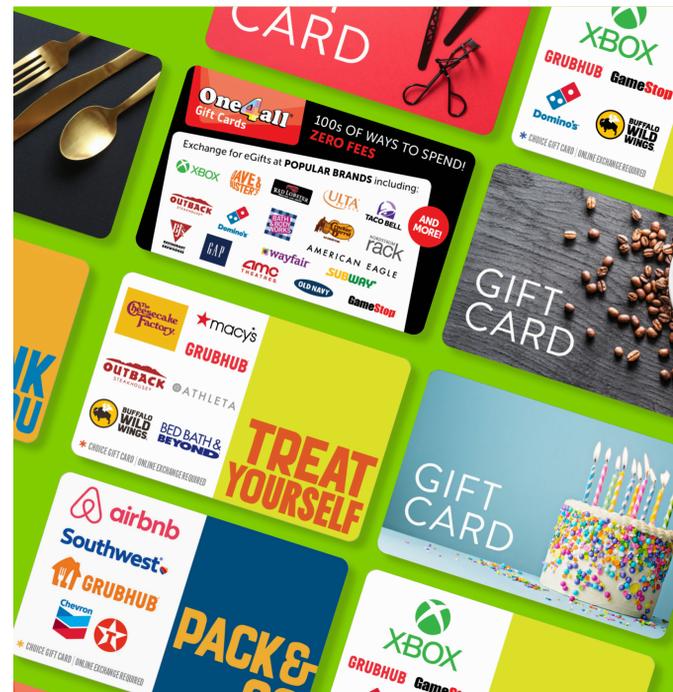
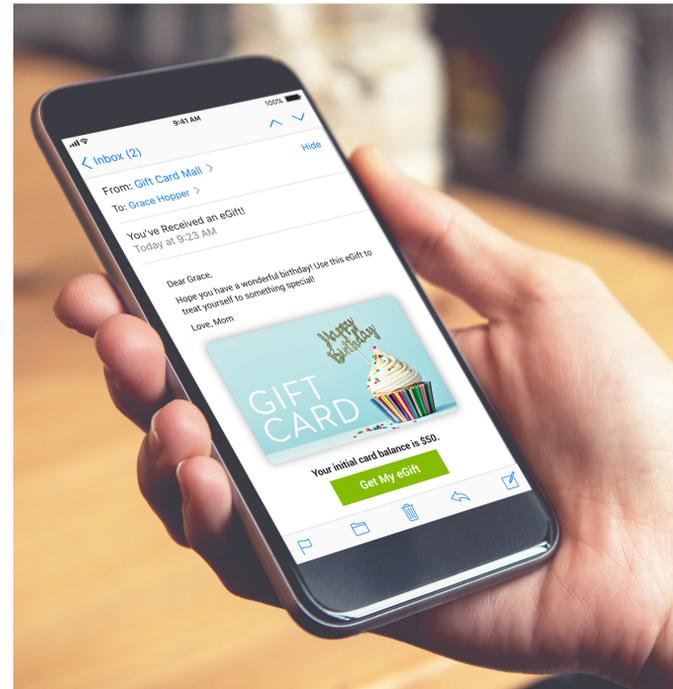




23

Gift Card Program Best Practices for Your Best 2023



A close-up photograph of a woman with voluminous, curly dark hair. She is smiling warmly at the camera. She is wearing a bright green, ribbed turtleneck sweater. In her right hand, she holds a silver smartphone, and in her left hand, she holds a silver laptop. The background is softly blurred, showing what appears to be a white mug on a table.

GOING WITH THE FLOW

If we've learned anything over the last few years, it's that you have to stay flexible. From shopper behavior to technology to the economy, everything about your business is constantly changing. As we look at 2023, we thought you'd appreciate some ideas on how to optimize your gift card program to make the most of those changes—or start a program the right way—so you can have the best possible year.

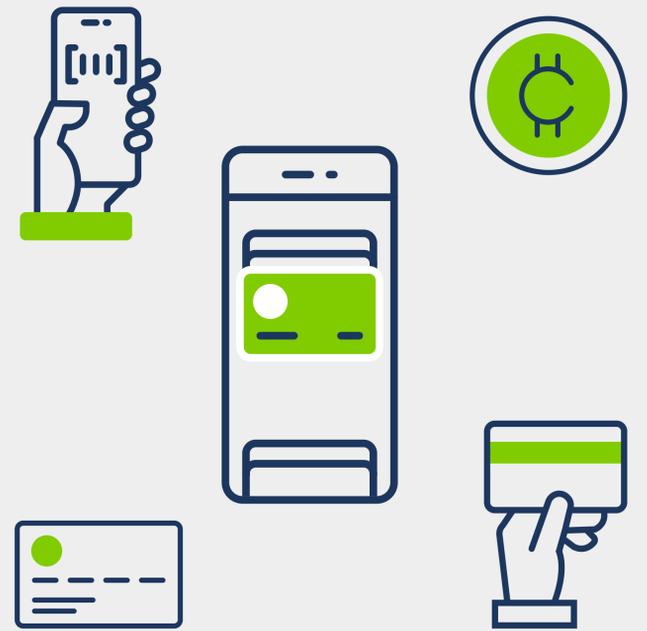
From the experts at Blackhawk Network (BHN), here are 23 best practices for your best 2023.

BRING IN MORE CUSTOMERS

Offer New Payment Options

01

Between digital wallets, crypto and whatever's next, your customers have more payment options than ever. If you want their business, you'll have to offer them more choice. Offering new payment options is a great way to attract—and keep—new customers.



02

Engage With International Audiences

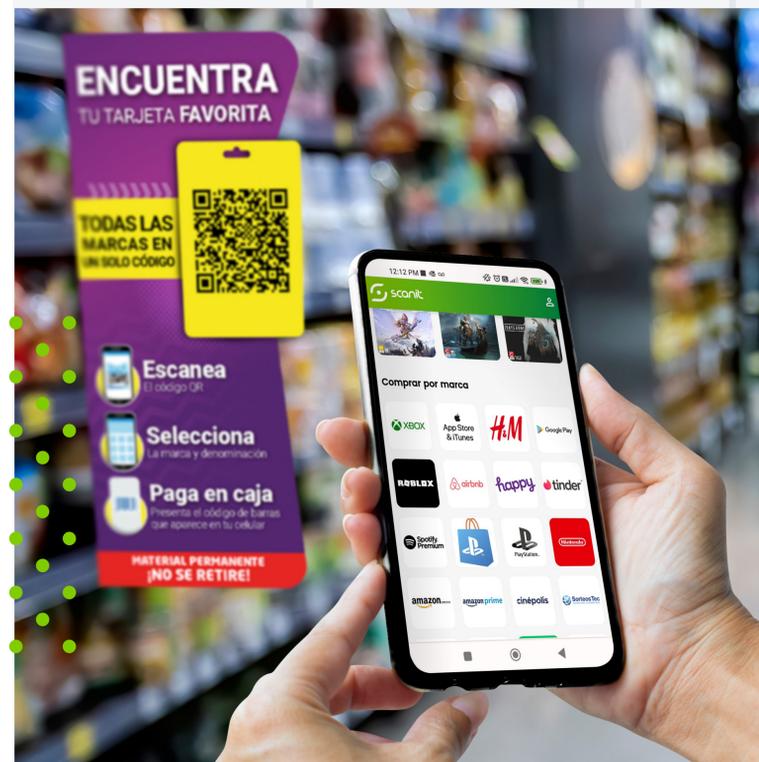
Since everything is digital, the world is more connected than ever. Pay attention to your international audience and reap a world of benefits.



Expand Your Distribution

03

From QR codes to selling digital goods in-store, your gift card program can easily take advantage of the new technologies and ideas to grow.



04

Go Omncommerce

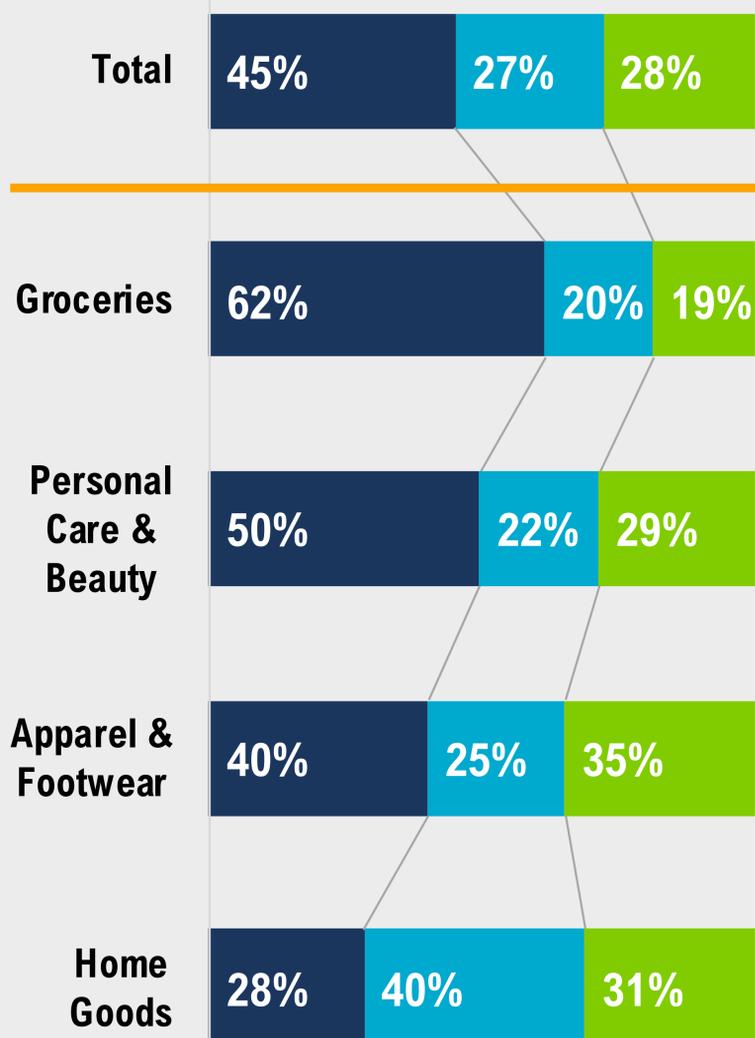
Your customers are shopping in more places, so you need to connect with them wherever they are. Make sure your program is in stores, online, on their phones and distributed through a network that will reach new audiences.

Since 2019, we've seen eGift sales increase a whopping 50%.¹

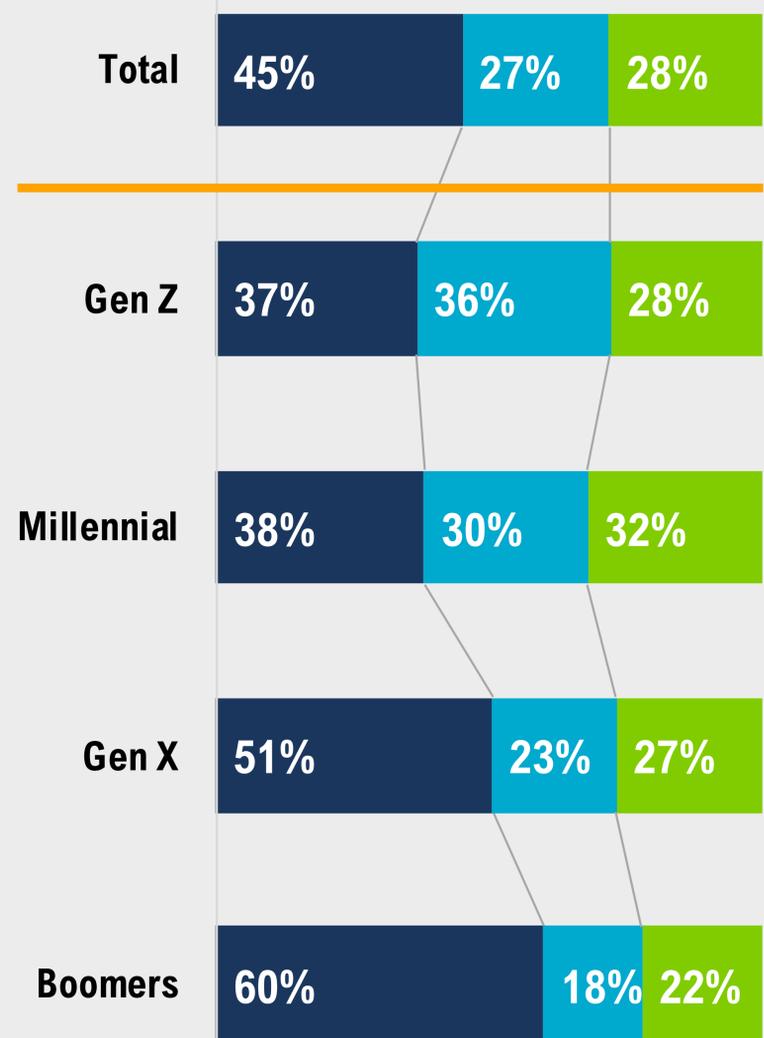
Today's hybrid consumers combine online and in-store shopping.²



Primary Method of Buying by Category



Primary Method of Buying by Age



GIVE

THE PEOPLE WHAT THEY WANT

Help Your Customers Give Back

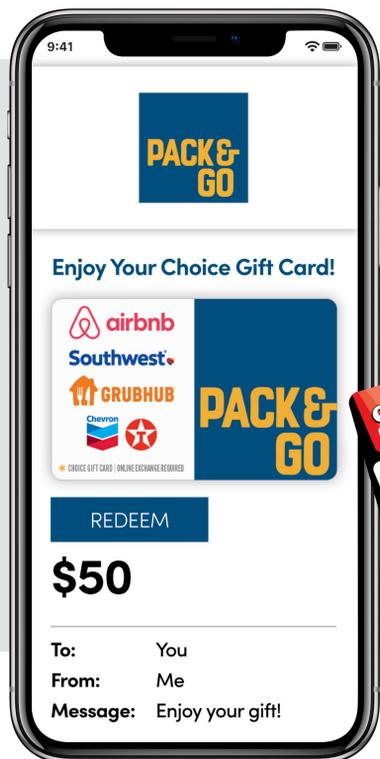
05

This year, more than ever, people are on the lookout for ways to give back or to benefit a cause or nonprofit they care about. When you sell products that do more, you take giving to a whole new level.



60%

of our respondents would like a gift card that gives back.³



06

Offer Cards With More Choice

Customers love choices, so give them the works. Make sure you offer the best possible assortment of branded cards, themed cards, multi-brand cards and prepaid cards, as well as a wide range of designs and denominations.

Offer More of the Brands They Want

07

If you haven't updated your assortment with the latest brands, it's time to take another look. The more brands you have, the better, and the more likely your customer won't walk away empty-handed and disappointed.



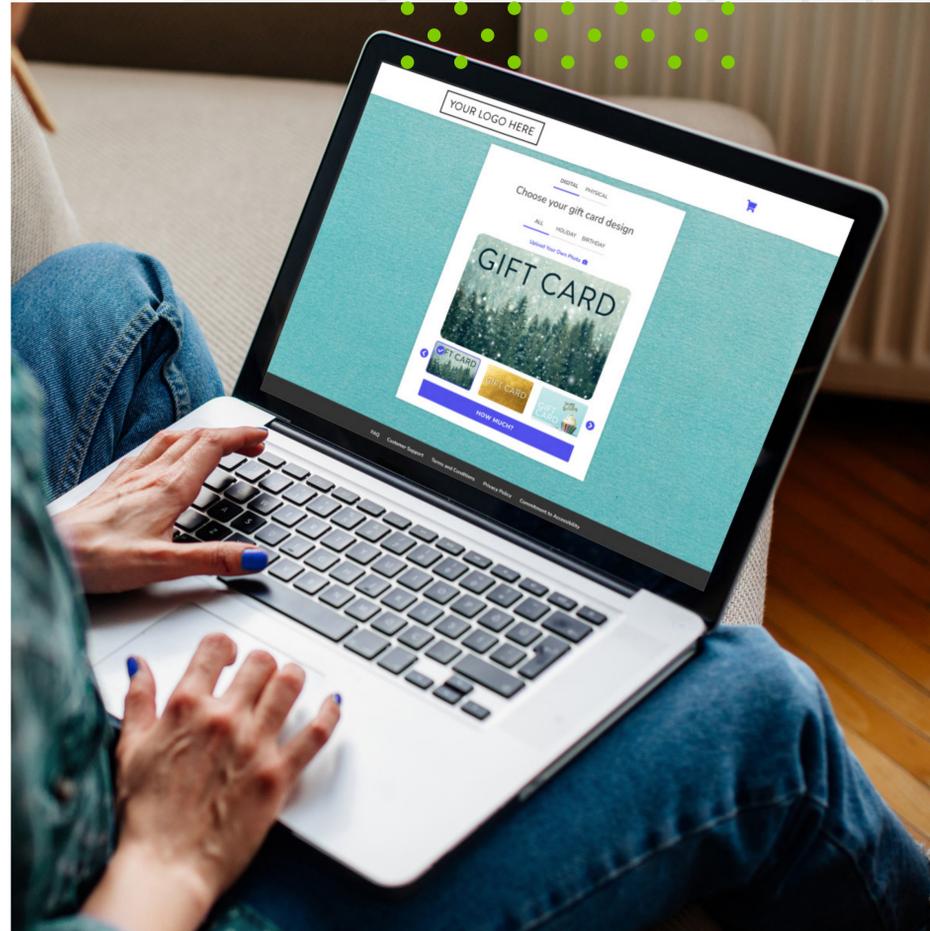
IMPROVE

THE USER EXPERIENCE

08

Make Gift Cards Fun for Everyone

Build a great customer experience! Giving a gift card should be as fun and rewarding as getting one—that means fun art, animation and customization options.



09

Take Advantage of Cross Merchandising

Make your gift card display even more of a gifting destination. Place complementary products close by or offer free cards as a promotion to drive sales of other giftable products.



Make it Easy for Self-use Shoppers

10

A lot of people buy gift cards for themselves—for budgeting, online shopping or just to get a good deal. Don't forget about giving these shoppers an easy, convenient experience as well.



58%
of shoppers buy gift cards for self-use.⁴



11

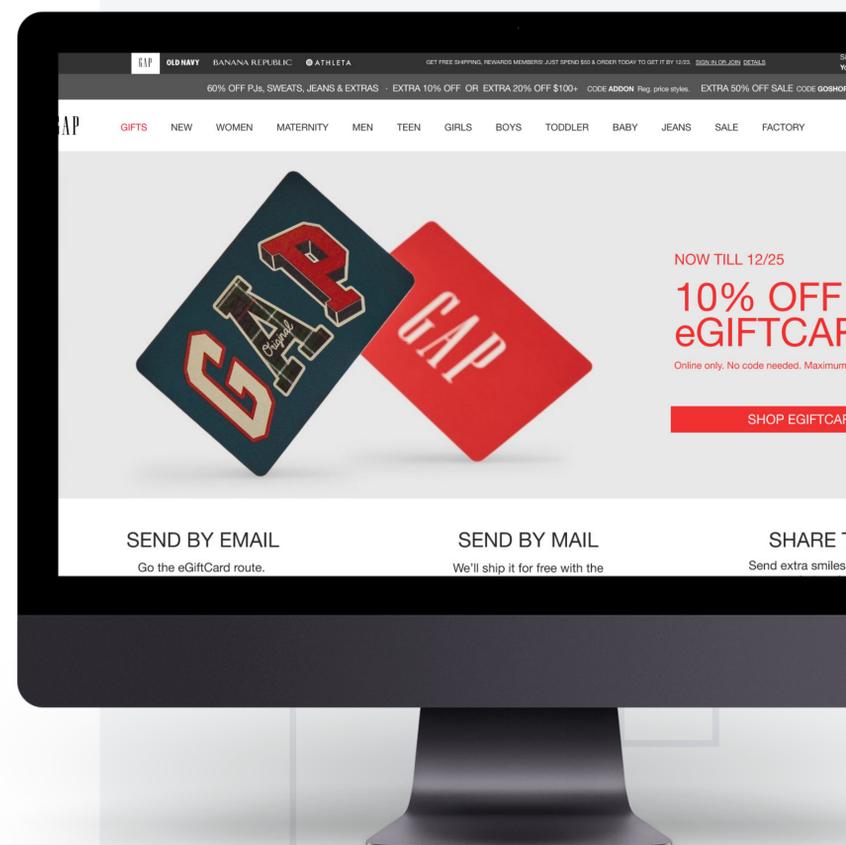
Support and Promote Sustainability

Today's consumers—especially Gen Z—are more likely to be “conscious consumers.” To meet their needs, BHN is using more and more recyclable materials, as well as leading the way in digital products. By promoting these products, you're giving customers an opportunity to make a difference.

Make Your Offering Easy to Find

12

If your customers can't find your gift cards, they can't buy your gift cards. Feature your program prominently online, in-store and on your social media channels.



TAKE ADVANTAGE OF PROMOTIONS

Drive Business All Year Long

13

Promotions drive business, and gift card promotions work better than discounts. So, utilize the power of gift cards to drive business during holidays or any other time of the year your business needs a boost.



Brands that don't run gift card promotions miss out on up to 40% of additional gift card revenue.⁵

37%

of our respondents planned to start their holiday shopping before November.³

14

Get Ahead of the Holidays

The winter holidays can make or break a business. So, plan early, start your promotions early and make sure you get as many of those consumer dollars as possible. Plus, you're giving customers more reasons to visit your store (online or in person).

Drive New Customer Behaviors

15

Want customers to download your app? Try a new product? Embrace a new payment method? Gift card promotions can encourage your customers to help you meet any business goal.



GIFT CARDS

GIVE THE GIFT OF GOOD FOOD, GOOD...

Park & Company
Today at 10:15 AM

Give one.
Get one.



Buy a \$100 gift card,
get \$20 for yourself!

Buy Gift Cards

It's almost like free money! Save 10% when you buy \$50 or more in gift cards. <https://parkco.cashstar.com>

10% OFF GIFT CARDS!

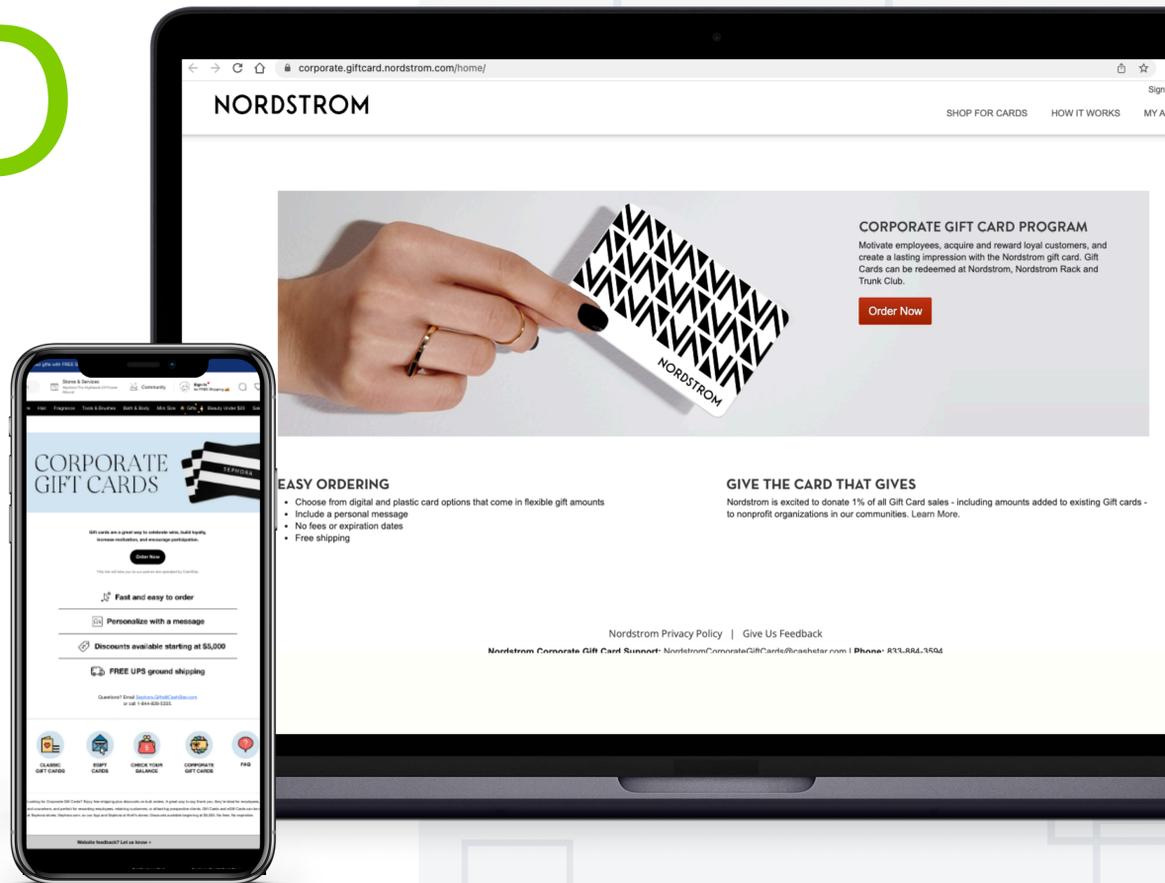
PARK & COMPANY

BRING IN BUSINESS BUYERS, TOO

Start a B2B Program

16

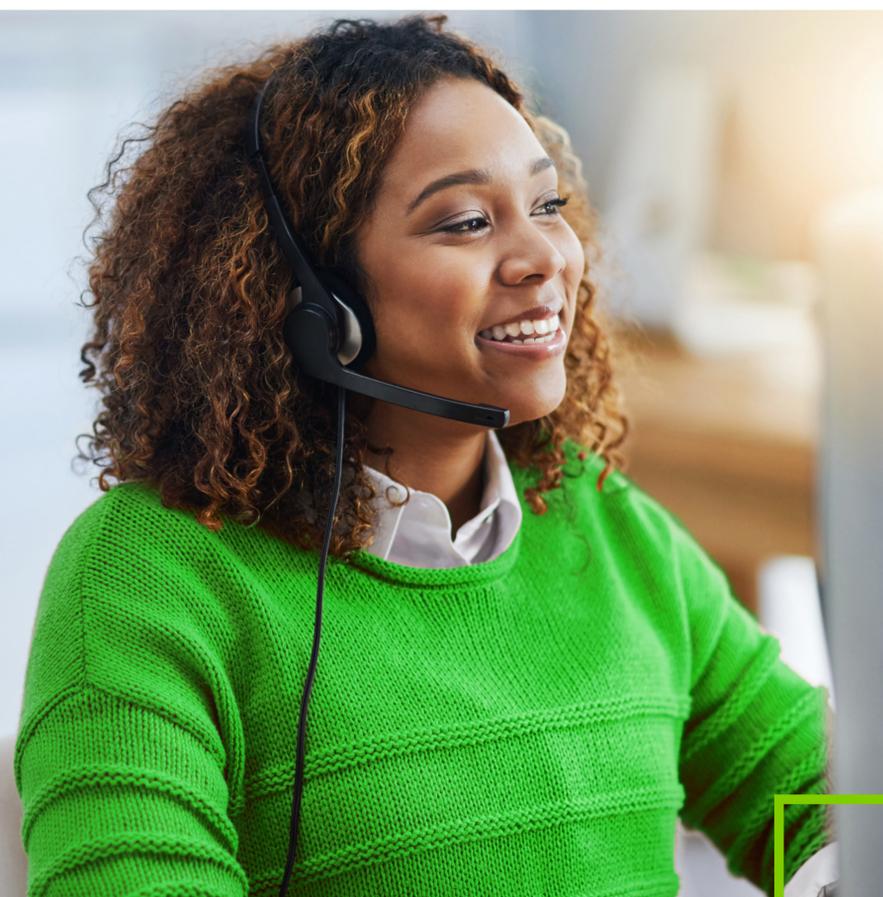
The B2B market is often overlooked. But with the prospect of bulk gift card sales (and large corporate budgets), it can really be worth your time.



17

Invest in Dedicated Marketing Support

B2B success doesn't happen without a strong B2B investment. Dedicated marketing support and an easy buying experience can pay off by encouraging business buyers to buy from you—now and down the road.



Explore New Verticals and Industries

18

Once your gift card program is optimized, find industries that work well with your brand and target them for expansion.



19

Streamline Your Order Management

Efficient and accurate order management is always important. But when you're filling bulk orders for hundreds or thousands of cards, it becomes absolutely critical.



USE THE DATA

Track Every Sale

20

Every sale comes from somewhere. Was it a promotion? A holiday period? Social media? Utilize tracking tools to find out who bought what, and why.



21

Look at Redemption Rates

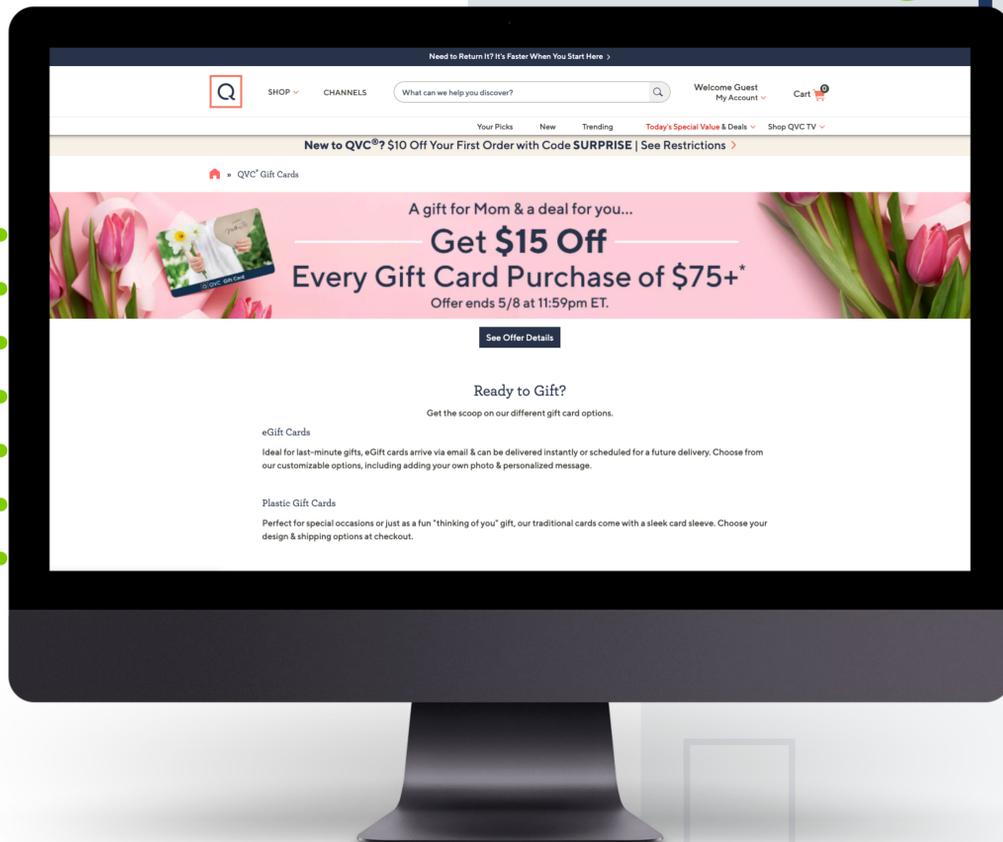
Some offers or items naturally lead to customers overspending their gift cards, leading to a lot of extra revenue for you. Use the data to identify your biggest hits and replicate their success.



Track Marketing Impacts

22

Marketing takes time and money, neither of which you want to waste. Track every impression and you'll know which investments pay off, and which ones to avoid down the road.



23

Understand Your Data

Tracking everything is great, but understanding it all is the real key. When you can see what works and what doesn't, you'll have all the tools you need for success.





YOUR BEST BEST PRACTICE: **TALK TO BHN**

If you really want to optimize your gift card program for 2023 (and beyond)—or start selling gift cards the right way—talk to an industry pioneer and global leader. Talk to Blackhawk Network.

Blackhawk Network's partners are growing nearly 45% faster than the industry average.⁶

BlackhawkNetwork.com
866.219.7533

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1. Blackhawk Network Sales Data
2. Consumers Want It All: Hybrid Shopping, Sustainability and Purpose Driven Brands, 1NRF and IBM, 2022
3. 2022 Holiday Branded Pay Study, Blackhawk Network, 2022
4. Blackhawk Network EQ Global State of the Union Insights, 2022
5. Blackhawk Network Data Analysis
6. Blackhawk Network Internal Data, 2012–2021

