



## Vantiv Gift

### Create unique promotional offers that drive customers to your business

Promotional offers are a great way to increase gift card sales and drive traffic to your business. The right promotion with the right mix of advertising will entice new customers and create repeat customers. In general, for every gift card purchased, an average of two people visit your business!

#### PROMOTIONAL CARDS REACH NEW CUSTOMERS

Another great way to build your business is to create promotional cards. Preload gift cards with a small denomination (approximately 25-50% of your average ticket), and distribute them at major events, use them to introduce your business or a specific product to new customers, or feature them in direct mail campaigns. Promotional cards have a higher perceived value than coupons and tend to have a much higher redemption rate.

**\*Note:** Promotional gift cards can include restrictions such as an expiration date, a specific time frame for redemption, or a specific product.

#### TRACK YOUR SUCCESS TO MAKE IT EVEN BETTER NEXT TIME AROUND

It's important to track the progress of your gift card promotion so you can measure the effectiveness. Log in to Vantiv iQ to see how many gift cards were sold and the value of each card purchased during a specific time frame.

#### Fun promotional offers to consider

- Buy a \$25 gift card; receive a \$5 gift card for the next visit
- Buy a \$25 gift card; receive a free product or service
- Reload a gift card with \$50, get 5% off total purchase
- Buy a gift card and be entered into a drawing for a prize
- Buy one gift card and get another of equal value for half off
- Buy a \$25 gift card for only \$20 – limited time offer

\*Your offers may vary based on your average ticket.

\*\* Consult with your dealer if you are running a promotion that requires special POS configuration such as a percentage discount applied to gift card transactions.

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