



B2C

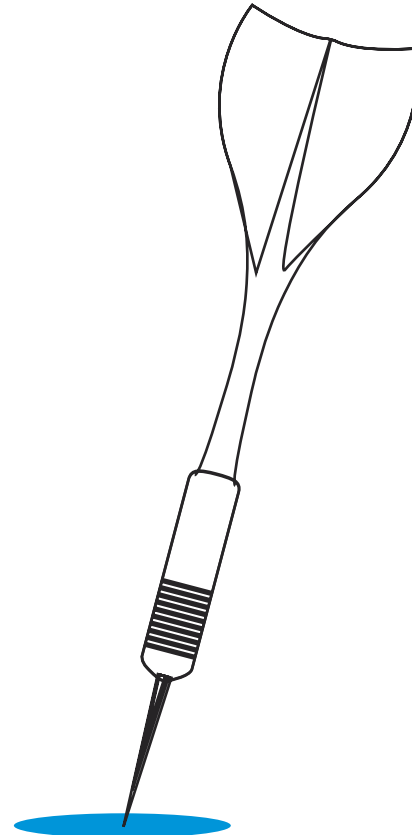
ONLINE
GIFT CARD
PROGRAM

Best Practices+
Recommendations



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INTRO

ENHANCING THE GIFT CARD PURCHASING EXPERIENCE

In recent years, B2C gift card sales have proven to play an integral part for many retailers with an e-commerce presence. The ability to purchase a gift card online and have it sent to anyone in the country is a quick and easy way to celebrate a birthday or buy dinner for a friend.

Offering gift cards on-line is a smart way to boost sales, increase in-store foot traffic and strengthen your brand awareness. With the holidays quickly approaching, many retailers place an emphasis on promoting gift cards via website banners and on-line ads.

To help you kick off the holidays, industry experts at Travel Tags have compiled the following **BEST PRACTICES & RECOMMENDATIONS GUIDE** for B2C Online Gift Card Programs. We hope it will provide insights and direction for all types of retailers with a desire to provide a positive online gift card purchasing experience.



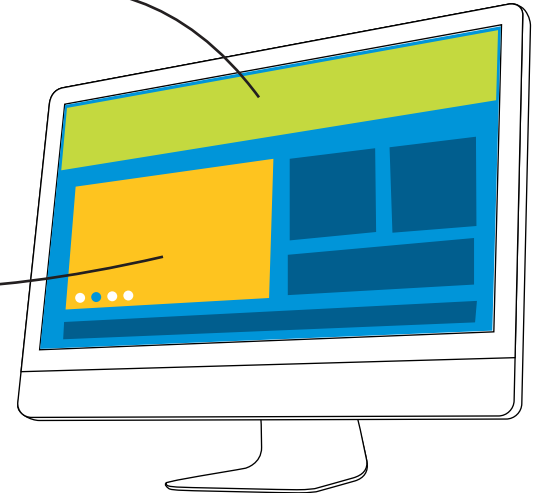
WEBSITE / HOMEPAGE

PRODUCT PLACEMENT

Clearly display gift card availability in the **header** of the website home page so it is **easy for customers to find**.

If the home page features a **carousel**, include **an advertisement** for gift cards.

** a **carousel** is a space on your homepage where imagery cycles from one to the next. Often times, you can click on the image and it will take you to a particular page...which brings us to our next recommendation...*





GIFT CARD / LANDING PAGE

CONTENT AND PLACEMENT

Place any pertinent information regarding the purchasing, availability, and/or options of gift cards **"above the fold"**, meaning the top section of the site that is visible on screen when the page appears.

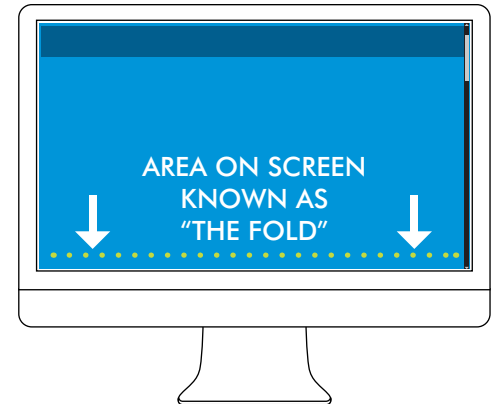
Provide clear options for the type of gift cards available: physical, digital, mobile, personalized...

Include a brief explanation about the process of purchasing a gift card online.

Highlight any current gift card promotions (eg: BOGO, incentives, loyalty, grand opening)

GIFT CARD DESIGNS

Provide a picture library of the gift card designs offered. Be sure to provide multiple designs that are suitable for the common gifting occasions (eg: birthday, wedding, congratulations, holiday mother's/father's day, graduation...etc.) For easy browsing, display gift card designs by category.



AVAILABLE OPTIONS

If the customer has additional options when purchasing a gift card, such as a card carrier or accompanying product, advertise this during the initial browsing to avoid surprise fees.



ORDERING PROCESS

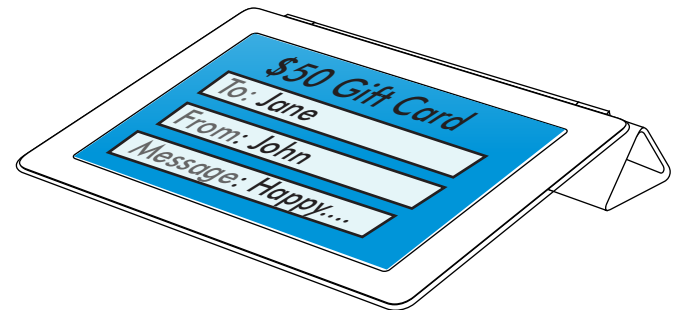
SIMPLICITY IS KEY

A seamless and successful transaction experience is expected when buying a product online, so implement a straightforward and user-friendly ordering process that is efficient yet comprehensive.

OFFER THE ABILITY TO...

1. ...Customize denominations in standard increments (eg. \$25, \$50, \$75, \$100).
2. ...Enter "To" and "From" information.
3. ...Add a personal message to the recipient.
4. ...Ship the gift cards to an address separate from the one billed. This allows the gift card fulfillment to truly be a gift.

* Call out any extra fees for shipping and packaging before the transaction begins.

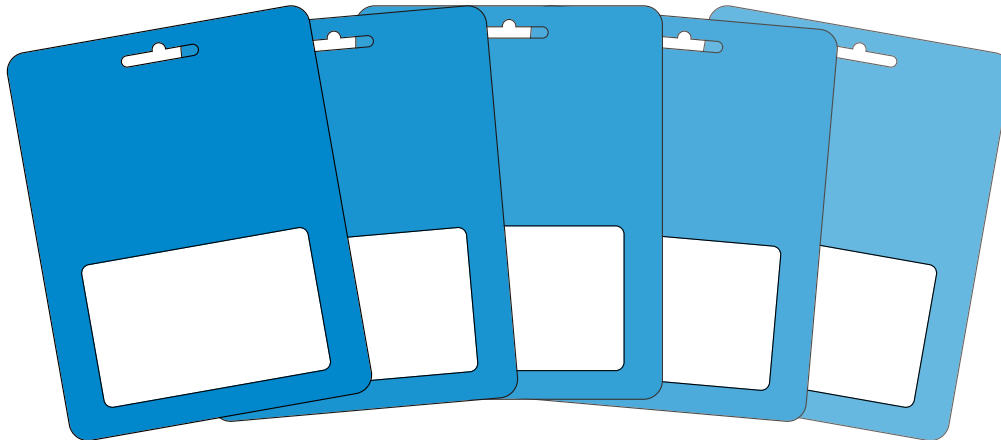




CARRIER OPTIONS

Providing a carrier option, either for free or for a small fee, is a simple way to add value to the transaction. Based on market research, novelty gift card carriers are often purchased as a way to complete the gift and are typically priced between \$2.50 and \$5.00.

1. Preferred: offer a range of attractive and novelty card carriers that can serve as a companion piece to any gift card.
2. Minimal: include a giftable paper carrier or affix to a standard form.

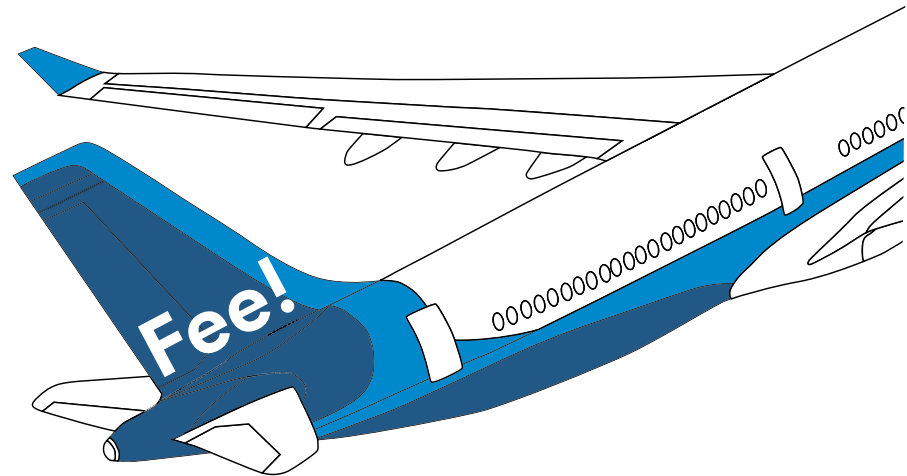




SHIPPING

Treat the purchaser by offering **free standard shipping** for all gift card purchases within the United States. It's a small price to pay for a feature that most consumers expect in today's online shopping experience.

If available, offer options for shipping methods such as **expedited (for a fee)**.

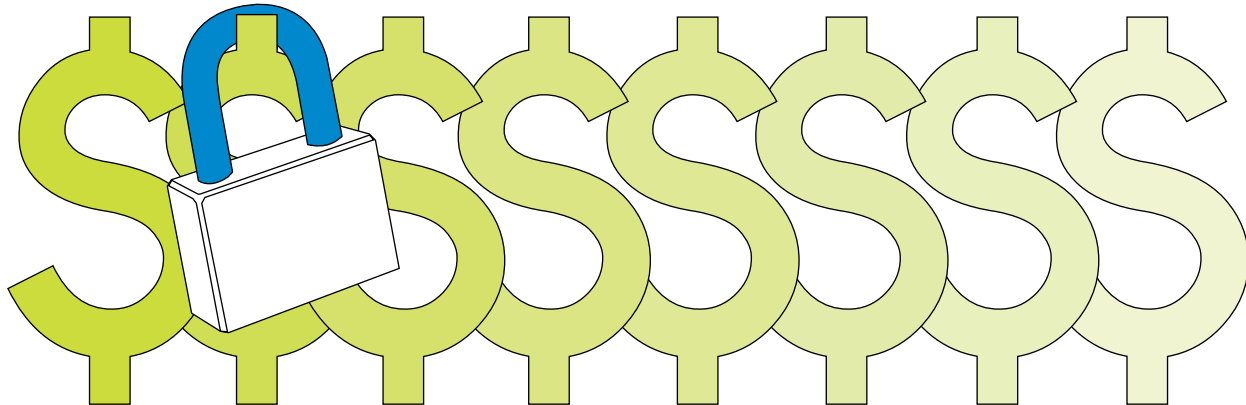




PAYMENT

For some, online payments are still seen as a questionable experience. Occasionally orders don't go through or credit cards get rejected. Make your customers feel at ease with a user-friendly payment gateway that can mitigate fraud, yet process a high volume of transactions.

1. Fraud is minimal and with the right payment tool, can easily be reported and resolved. Don't let the fear of fraud be a reason to extend the purchasing process by having the purchaser call to confirm their transaction.
2. After a gift card is purchased, consider sending a transaction confirmation email to the purchaser.

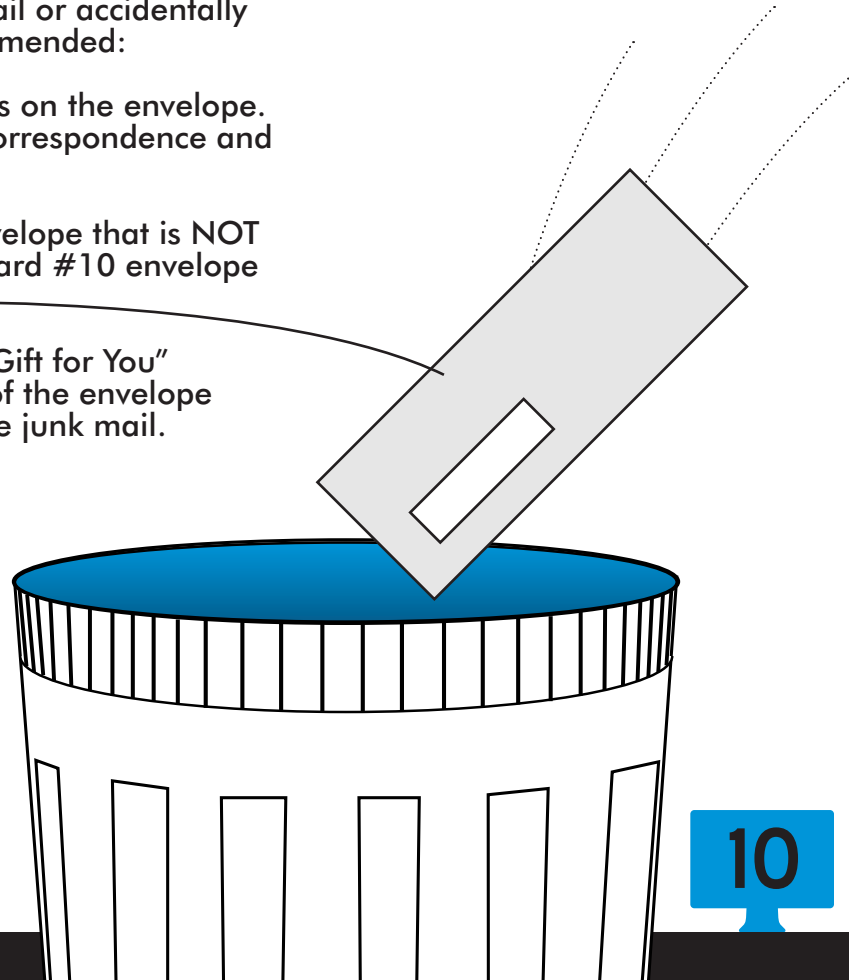




PACKAGING

To avoid gift cards being lost in the mail or accidentally thrown away, the following are recommended:

1. Print the Purchaser's return address on the envelope. This creates the look of personal correspondence and is much more likely to be opened.
2. Package the gift card inside an envelope that is NOT a standard #10 envelope. A standard #10 envelope is **not as likely to be opened**.
3. Consider printing the message "A Gift for You" or an image of a gift on the front of the envelope to prevent it from being treated like junk mail.
4. If printing the Purchaser's return address on the envelope is not an option, brand the envelope with the company logo or colors to maximize easy recognition.





THE HAPPY RECIPIENT

When a gift card arrives in the mail, whether for personal use or as a gift, every experience should be a positive reflection of your brand. The following are key markers of a successful recipient experience.

1. It is clearly stated **who the gift is for and from**.
2. The **personal message** is easily found and displayed clearly.
3. The package **does not contain a shipping slip**.
4. The gift card is **affixed to a carrier or card** – not loose in the envelope.
5. Consider **including an additional envelope** if the recipient is presenting the gift card to someone else.





CONTACT US

For more information on Travel Tags fulfillment capabilities, please contact the marketing & communications department:

info@traveltags.com

800 950 8247

www.traveltags.com

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