



NOW is the time to start a gift card program

MERCHANT BENEFITS

Increased Income and Store Traffic

- Gift cards are often the most profitable square foot of selling space in the store
- Merchants report sales increases of 25% to 500% over paper gift certificates
- Customers spend more with gift cards: over half spend more than the value of the card

Marketing Impact

- Cards improve brand awareness and function as small "billboards" in customers' wallets
- Cards consistently boost the effectiveness of marketing campaigns to attract new customers

Management Tools

- Cards may be used to issue store credit for all returns and credits - keeps cash in your store
- Detailed reporting reduces fraud and eliminates burdensome manual accounting tasks

MERCHANTS OF ALL SIZES ARE LAUNCHING PROFITABLE GIFT CARD PROGRAMS EVERY DAY

Accelerated Payment Technologies can deliver a gift card program that can help you reach your sales potential

- Premium quality card production
- In-store displays and merchandising tools
- Secure, real-time transaction processing
- Complete program activity reporting
- Comprehensive toll-free customer support

(800) 637-8268

info@acceleratedpay.com

