



# Merchant Branded Gift Cards

## Local and Regional Businesses

With a gift card program from First Data Independent Sales (FDIS), you can easily and affordably offer gift cards to your customers. Our solutions can help you drive traffic to your locations, increase sales, build your brand awareness and promote purchases of higher-margin products.

### The Challenge

Merchants would like to benefit from the popularity of gift cards, but they do not want to add complexity or significant costs to their businesses.

### The Solution

The First Data™ Merchant-Branded Gift Card Program is an affordable, easy-to-use solution that enables you to offer your own store-branded gift cards to your customers. With optional bundles that include appealing card designs and promotional materials, online reporting through your merchant processing portal, and a welcome kit that includes proven marketing tips, success is built into the offering. Single-form enrollment, intuitive POS messaging and program start-up within weeks make the solution easy to implement and manage.

### Help Your Business

Gift cards represent a compelling opportunity for many businesses and can provide you with a number of potential benefits including:

- Additional revenue upon redemption from recipients spending more than the value of the card
- Higher-margin purchases by persons redeeming the card
- Improved brand exposure
- Reduced cash returns
- Interest earned from outstanding balances
- Easy online reporting
- Increased security and better reporting compared to gift certificates

### Help Your Customers

- Give a gift that they love—your brand
- Spend more at your stores
- Experience an added convenience at your locations

**69% of consumers spend more than the initial value of their gift cards\***

\* Source: 2008 U.S. Gift Card Consumer Insights Survey. First Data.

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### Features

- Reload functionality that can help you create loyal customers
- Affordable program bundles that include cards, signs, displays and more
- Ability to create your own custom card designs or select from a large number of standard designs
- Reporting that is available online, on your merchant processing statement or through your terminal's receipt paper, making it easy to have information available when you need it
- Welcome kit that includes a merchant guide with proven marketing tips for implementing a successful gift card program

### A Global Leader in Electronic Commerce

FDIS uses First Data's processing engine. First Data powers the global economy by making it easy, fast and secure for people and businesses around the world to buy goods and services using virtually any form of payment. Serving millions of merchant locations and thousands of card issuers, we have the expertise and insight to help you accelerate your business. Put our intelligence to work for you.

**For More Information Please Call An Account Specialist:**

**1-866-838-8472 Option 1  
Or  
sales@fdismpire.com**

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