

# Merchant Branded Gift Card Program

Attract new customers, drive incremental revenue and build your brand with the gift card program trusted by the world's top retail brands.

## THE CHALLENGE

Merchants would like to benefit from the popularity of gift cards, but they either have not had success with their current gift card program or feel that their business is not yet ready for gift cards.

## THE SOLUTION

With our gift card program, you can leverage our industry-leading product innovation and comprehensive consultative services to grow your prepaid business. We've designed services to help you define and implement a successful prepaid offering, with the innovative functionality that drives leading-edge merchant programs.

## 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
- Choose your locations for their gift purchasing
- Spend more at your stores
- Experience an added convenience at your locations



**71% of consumers spend more than the initial value of their gift cards.<sup>1</sup>**

## FEATURES

- Exclusive services to help grow your program
  - Consultations with industry experts
  - Comprehensive industry research
  - Best-practices marketing guide
  - Regular communications regarding market trends, best practices and product innovations
- Patent-pending fraud-protection technologies
- Comprehensive client services that include designated account management and professional program implementation

Options available include:

- Third-party distribution
- Business-to-business and business-to-consumer fulfillment services
- Inventory management
- Advanced reporting
- eCommerce
- Franchise settlement
- Online reload automation

## **BANK OF AMERICA MERCHANT SERVICES — A LEADER IN ELECTRONIC PAYMENTS**

Our focus on — Innovative. Fast. Secure. Intelligent. — payment processing solutions helps make your customers' transactions easier. And it allows you to focus on what you do best — serving your customers and growing your business. Serving hundreds of thousands of merchant locations, we have the expertise and insight to help you accelerate your business.

**FOR MORE INFORMATION, CONTACT YOUR  
BANK OF AMERICA MERCHANT SERVICES  
SALES REPRESENTATIVE.**