



EZCheck Gift and Loyalty Cards

EZCheck's Gift and Loyalty Card Programs allows businesses to set up and manage their own system with features that include:

- **Single or Multiple-Locations systems**
- **Real-time processing and balance inquiries**
- **Available on payment terminals, POS Systems, and Web**
- **SMS Text and E-mail Messaging for targeted marketing**

Gift Card Benefits

- Keeps consumers shopping at your business
- Gift card programs are easily managed
- Cards are more accurate and secure
- Eliminates fraud, abuse and forgery
- Has no value until activated by an authorized employee
- Easy to promote at POS, allowing for suggestive selling and additional purchases
- Funds received on gift cards can be placed in interest bearing accounts
- Reduces accounting and administrative headaches of manual paper systems
- Acts as "mini billboard" in customers' wallet
- Excellent for gifts for co-workers, service professional and children
- Can be used in conjunction with loyalty or rewards programs



Loyalty / Reward Card Benefits

- Consumer spending is 46% higher with companies that offer loyalty card programs
- Companies can increase revenues by almost 50% by retaining 5% of their customers
- Loyalty Programs encourage existing customers to return more and spend more
- Loyalty Programs entice first time customers to come back
- Customers feel appreciated when offered a reward for spending money at places they already visit
- Participation in Loyalty Programs is up 20% in the past two years
- Studies show that 60% of consumers say that a loyalty card program is important in their shopping decisions
- Consumers participating in a Loyalty Program are more likely to recommend your business to their friends
- Provides demographic information on your best customers
- Acts as "mini billboard" in customers' wallet
- Can be used in conjunction with a gift card program

For more information contact: