



CAPITAL BANKCARD GIFT CARDS

Attract new customers, increase recurring visits and improve shopper satisfaction

Gift cards are popular because they help businesses grow by driving incremental sales with existing customers and attracting new ones.

FEATURES:

- Real-time online reporting
- Cross-location reporting and reconciliation
- Online redemption for web-enabled merchants (via Magento plug-in)
- Complimentary customer support
- Franchise-based settlement models
- Access to multiple gift card mall partners

61%

of gift card holders spend more than the value on their gift card. The vast majority spend significantly more than the original value.

55%

of gift card recipients require more than one shopping trip to spend the balance of their cards.



Capital Bankcard's customizable gift card program is easy to start up, simple to manage and designed to deliver outstanding results. Your new gift cards can be ready to sell in-store in less than seven days. You will have a choice of four professionally-designed gift card designs or the option of designing your own card.