

THE RETAIL ADVANTAGE PLAYBOOK 101

POWERED BY QWIKILVER



WHAT IS A GIFT CARD?

Wiki definition
A PREPAID STORED-VALUE CARD USED AS AN ALTERNATIVE TO CASH, AT SPECIFIC RETAIL OUTLETS.

Qwiki definition

PREPAID CURRENCY, POSITIONED AS A GIFTING PRODUCT: ALTERNATE REVENUE STREAM FOR RETAILERS.

WHY GIFT CARDS MAKE THE BEST GIFTS?

It releases the customers from the hassle of guessing gifts.

THE COMMERCE OF GIFTING TRUMPS THE COMMON SENSE OF BUYING!



Consumers always end up shopping more when they have a gift card.

BIG GROWTH, BIG POSSIBILITIES: GIFTING MARKET GROWTH.

in India, ME, SEA, etc.



BE THE CAUSE FOR THE NEW BECAUSE FOR RETAIL CUSTOMERS.



ACTIVATING LATENT SHOPPER NEEDS = BIGGER OPPORTUNITIES FOR RETAILERS.



GIFT CARDS - THE LITMUS TEST TO IDENTIFY & EMPOWER YOUR INFLUENCERS!

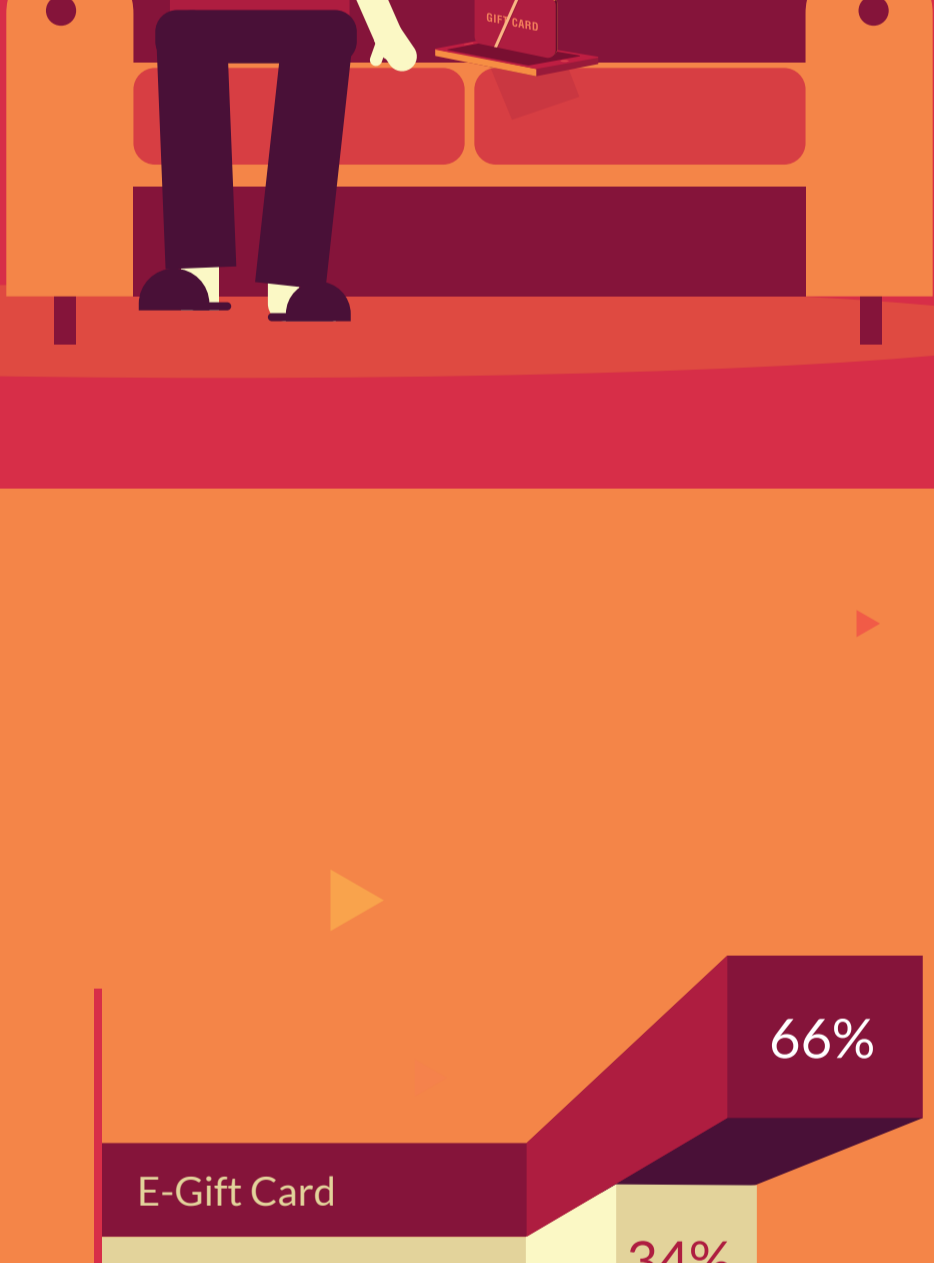
- Happy customers gift your products
- Happier customers gift your gift card
- Happiest customers influence others to try your brand

Only your influencers gift their near-and-dear a reason to visit your store.



THE RISE OF TIME-STARVED CUSTOMER AND THE BIRTH OF E-GIFT CARDS

No time to stop by at a store? No problem!

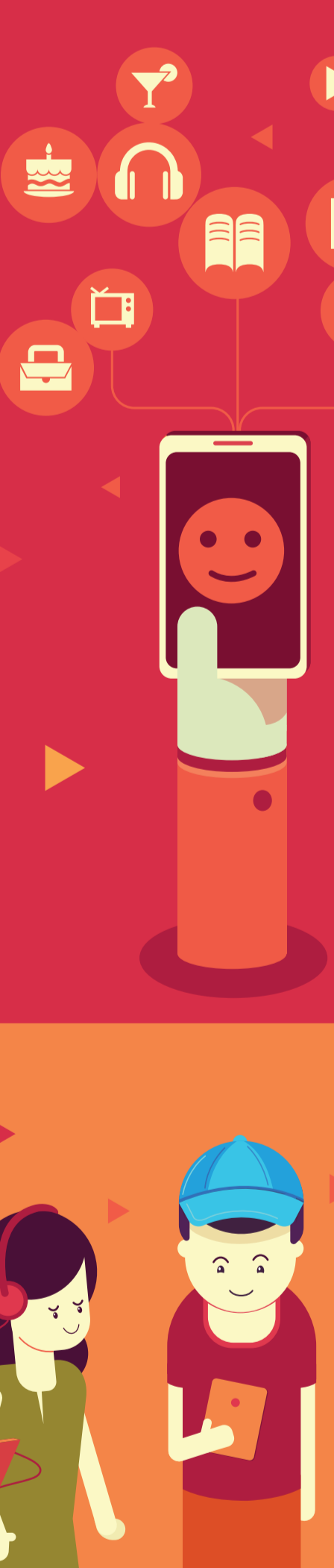


E-GIFT CARD VS PHYSICAL GIFT CARD Adoption trend

As the world goes digital, so will the trend of gifting.



APPSOLUTELY!
DIGITAL PAYMENT SYSTEMS & M-COMMERCE ARE DRIVING THE NEED FOR EXCLUSIVE GIFTING MARKETPLACES.



THE MILLIONTH REASON FOR GIFT CARDS: THE EMERGENCE OF MILLENNIALS.



IN RETAIL, TOMORROW IS TODAY!

IDENTIFY YOUR CUSTOMERS

ENGAGE THEM WITH GIFT CARDS AND GROW YOUR SALES!



Global Gift Card market- Market size forecast 2017-2022



SUCCESS IN RETAIL ISN'T ABOUT LASTING PRODUCTS, BUT LASTING RELATIONSHIPS.

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