



Electronic Gift & Pre-paid Cards

Bring More Customers to Your Business.

The Perfect Solution for a Gift-Giving World

Gift cards are the #1 gift during the holiday season. They attract new customers and boost sales all year long. The booming gift card business accounts for a projected \$85 billion in sales this year alone. Elavon's Electronic Gift Card Program (EGC) is the perfect solution to lay claim to your stake in a new era of consumer spending.

Our EGC solution maximizes gift card sales with a complete package of marketing features. Ever mindful of your business needs, simple administration and top-notch security are built-in features to make program management simple and cost effective.

How EGC Works

Retains 100% of Purchased Value

- Unlike paper certificates, value is retained for partially used cards
- Deduct the sales price from the card and the remaining balance can be used later
- Remaining balances bring return visits and ensure that the entire value will be spent at your business

Integrates Seamlessly into Your Business Environment

- Works on all of Elavon's supported payment terminals and software solutions
- Administration is as easy as regular credit card purchases
- Monitor transaction details and card balances online



Benefits At a Glance

Stored value cards are a smart business choice for many reasons, including:

1 Popular with Customers

Gift cards are the #1 gift during the holiday season. They also attract new customers and boost sales all year long.

2 Increase Sales & Profits

Most gift card recipients spend more than the value of their gift card – 25% more on average – and there's no cash back required. Remaining value stays on the card so it's spent in the store. They are ideal for merchandise returns.

3 Bring in New Customers

Gift cards given by loyal customers entice friends and families to sample your store, and gift cards are ideal for promotional mailings, corporate gifts, come-back rewards, and other marketing programs.

4 Encourage Repeat Business

Stored-value cards are great for regular customers, enabling them to conveniently use a prepaid balance for recurring services.

5 Simple To Manage

With consolidated electronic reporting and tracking, Elavon's EGC program is simple for any size business to manage.



The Perfect Gift – Every Time

Gifts Come in all Sizes, So Do our Solutions

Basic Cards

Get started immediately with 100 cards printed with your business name, street address and phone number on a pre-selected style.

Standard Cards

Choose from an attractive selection of pre-designed styles, add a single color logo or customized text, and select a font style. Order 200 to 1,000 cards and your customers will be gifting in no time.

Custom Cards

Invest in style with custom cards designed by you or with our help. Your custom solution becomes a portable billboard in customers' wallets.

Additional Features

Administrative & Reporting Features

- Daily Transaction Summary – receive a daily report of all gift cards processed
- Monthly Liability Report – check the outstanding balances of all gift cards issued
- Cardholder Balance Inquiry – allow gift card holders to check card balances via the telephone

Optional Features

- Service Fees – deducts a pre-set amount from the value of a card based on non-activity parameters
- Online Administration Tools – track card activity, activate multiple cards, transfer card balances, and access reporting online

Earn Profits & Build
Loyalty All Year Long With
Electronic Gift Cards.

Uses of Gift Cards

Gift cards have multiple uses that can help build revenue for any business.

- Holidays and special occasions
- Promotional marketing tools
- Corporate/charitable gifts
- Pre-paid vehicles for recurring services
- Merchandise returns
- Service credits/customer appreciation



Custom Cards Samples



Standard Cards Samples