

# build LOYALTY



gift card solutions  
that pamper your clients

VERSAPAY

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## > gift card solutions that pamper your clients

Custom gift cards are a given for today's smart businesses, with low minimums and quick setup. You've invested in your brand; now let VersaPay help you pamper your customers with a solution that will leverage brand power, increase sales, and build customer loyalty.

### > The Functionality You Want

- Quick setup and completely custom design
- Low minimums: 100-card orders and reorders
- Turnkey implementation and 24-hour help desk
- Optional reloading capability, expiration dates and inactivity fees
- Customizable card amount maximums and minimums
- Merchandise return card program to keep customer dollars in your store

### > The Results You Want

- Customers typically spend more than the gift card value (lift)
- Some gift cards are never redeemed (breakage)
- Gift cards are effective in bringing in first-time customers
- Gift cards are efficient for merchandise returns
- Gift cards are proven to improve cash flow or (float)

### > The Benefits You Want

- Increased sales due to customers spending more than card value (lift)
- Acquire new customers, increase customer visits
- Heightened customer satisfaction and loyalty
- Improved cash flow (float)
- Profits from unredeemed cards (breakage)
- Enhanced security with POS activation



### Everything You Need to Succeed

No matter what your business, there are custom card packaging materials to enhance the gift card presentation. Three great presentation packages customized with your unique design:

- Basic** A horizontal presenter with cutouts for the card to carry the gift message and card.
- Deluxe** The fold-over presenter complements the card design and fits neatly into a custom envelope.
- Display** The custom card and presenter hang as a unit on a J-hook with custom envelope available at checkout.