

# MercuryGift®

## Why consumers like gift cards\*



Gift cards remain the most requested gift for the fifth year in a row, and over 97 million consumers have purchased a gift card in the past 12 months. Their paper counterparts just won't cut it anymore – gift cards outsell gift certificates four-to-one. Tap into your customers' desire for gift cards and you'll quickly reap the benefits of increased sales.

### The top six reasons why consumers prefer gift cards over traditional gifts:

- 1** They can select their own gift. Consumers are becoming increasingly particular about how they spend their money, and what types of gifts they want to receive.
- 2** Easier and faster to buy than traditional gifts. Gift cards represent a way to save time that would otherwise go toward tracking down "the perfect gift."
- 3** They are enticed by retailer incentives. Promotions like a free \$5 gift card with every \$50 gift card purchased go a long way. Eighty-two percent of consumers are more likely to buy a gift card if there is a discount or coupon that comes with it.
- 4** Gift cards are easier to ship than traditional gifts. As postal rates continue to rise, consumers are looking for gifts that are cheaper to send.
- 5** Gift cards help them stick to a budget. It's easier for consumers to keep their spending in line with their budget by purchasing a gift card in a denomination of their choice.
- 6** The recipient of their gift won't have to deal with returning unwanted merchandise. With a gift card, the end result is a gift that is appreciated rather than tossed in the back of a closet.

**Start meeting your customers' demand for gift cards with an affordable MercuryGift® card program.  
Contact me or Mercury® today!**

\*Data obtained from the National Retail Federation



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