DIGICARD

Promote your business with digital eGifts. We create a unique QR code or text code for your business. When your customers scan or text the code, they are redirected to a registration page to receive their eGift card. Users can then convert the eGift into a StoreCard in Wallet or PassMarket on their devices.

How to make DigiCard work for your business

1. Offering convenience and flexibility, DigiCard is a great way to promote your business. We can create multiple card ranges varying in both amount and number of cards to suit your needs. Only one DigiCard range can be active at a time, however.

2. DigiCard is also adaptable in the range of advertising that you can do with the card. Generate a real gift card in digital form with only a code, and use Digicard codes in print, online, or in-store advertising.

3. Rather than advertise with a coupon that's easily duplicated and discarded, give your customers a card that can help keep them coming back use after use.

How to technically implement the feature

DigiCard is simple to implement. You'll simply contact giftsales@vantiv.com and ask to set up a DigiCard range.

1. Let us know what amount you would like the cards to issue for. In-store promotions might require a $5 card issue amount. An advertisement to get people to your store might require $10 or more. Think about your audience.
   - How many cards do you want available? (Are you running an ad with 1,000 views? You may want 250 cards to ensure coverage. Are you running an in-shop promotion for your rewards program? You might want 500 cards available.)

2. Your customers will be instructed to text a code to "99899." You get to decide what that code is. Think about something short that fits your business or promotion that's not too difficult to read or type. You might want to think of a couple of options, as we can't duplicate codes. Some examples might be:
   - Coffee4you
   - YourCard
   - Bistro6435

3. Advertise your DigiCards with the phrase: "Join our rewards program," "Here's $10 on us," etc., ending with:
   "text 'your-short-code' to 99899."
   - Example: Join our rewards program, text 'Bistro6435' to 99899.

Tips

Imagine different possibilities for your DigiCards

- For in-store signage to encourage new customers to join your rewards or loyalty card program, offer a $5 card to get started.
- Advertise a $10 DigiCard via print or online advertising to give customers who aren't in your store a reason to join your club, or even just give your business a try. The customer will have the option to convert their DigiCard into THEIR StoreCard, and you've created a new, more loyal customer.
  - Remember, these cards are loaded with future value to your business—you don't have to pay for them. The money returns to your business in the form of a discount off of the transaction, which uses the promotional funds. But even better, if you have a 50% margin above COGS on the products that you sell, on a $10 promotional sale, you really only spent $5 on product. So you just got a new customer in the door for $5. Not bad.
- Once a DigiCard has been registered to a customer, that customer cannot register another DigiCard. This protects your business from giving away more than one DigiCard to the same customer.
- Go Mobile is a helpful feature when using DigiCard since plastic cards will not be part of the transaction. The entire process is online in the form of a Digital Gift card including registration and payment.
  - If you are not utilizing Go Mobile, it is possible for customers to print a paper eGift and bring it to your store.