

MercuryGift™

Key Reasons to start a gift card program now

Gift card sales are projected to top \$100 billion in 2008. If gift cards are still not part of your marketing plan, what are you waiting for? Now is the perfect time to expand your sales potential by launching a MercuryGift™ card program.

- 1. Consumers' demand for gift cards is growing.** 83 percent of Americans use gift cards. They're the most-wanted gift among women and rank third with men.
- 2. Capitalize on special events like graduations and weddings.** In 2007, 31 percent of gifts for graduates were gift cards, and the average amount spent on each gift was \$50.
- 3. Reach teen consumers, a growing segment of the gift card market.** In 2007, 98 percent of teens between the ages of 14 and 19 had either bought or received a gift card, and one-third intended to spend more than \$50 on gift cards.
- 4. Push holiday sales.** During the 2007 holiday season, 61 percent of consumers gave gift cards (nearly double from the previous year), spending an average of \$203 on cards.
- 5. Keep consumers in a shopping mood all year long.** On average, shoppers spend 140 percent of the actual card value, and over half of gift card users make more than one trip to the retailer to use up the card's value.
- 6. Offer a valuable corporate incentive.** Companies who use gift cards as employee incentives spend nearly half their incentive budgets on gift cards.
- 7. Boost the value of your brand.** Gift cards imprinted with your name brand have a higher perceived value than paper gift certificates, and outsell them 4 to 1.

Don't let another year go by without a quality gift card program. Get started today with 100 free MercuryGift™ cards. Contact me or Mercury Payment Systems today to find out more.



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Statistics obtained from the National Retail Federation, TowerGroup, Consumer Reports National Research Center, The NPD Group, and Dan Horne (the "Gift Card Guru").



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