Let RetailEdge Build your Gift Cards with You

Blog · https://retailedge.com/docs/gift-card-blog

As a Retailer it's most likely the busiest time of the year for you. Your customers are also busy, shopping for the perfect gift for everyone on their list-- but what if they don't know what to get?

Why Purchase Gift Cards

Gift Cards, as you probably know, are very popular gift options: stocking stuffers, christmas parties, hanukkah gifts, you name it. Retailers are often finding themselves needing gift cards to stay competitive with big chains like Walmart and Target. But buying bulk gift cards can be both expensive and time consuming. And we know how precious time is for our retailers.

That's why RetailEdge makes buying gift cards through us easy and efficient. You already know they're going to work within RetailEdge, but here are some things you may not know about our gift cards:

- **They are Reloadable**- have your customers reload and reuse gift cards
- **No Processing Fees-**The only cost for you is the cost of the gift cards themselves.
- You can **issue a gift card during a return** instead of doing store credit.
- Customers tend to **spend more** than the amount on the gift card.
- **They can be offered as part of an upsell process**. (i.e., Spend X amount of dollars and receive Y gift card)
- They bring **more traffic** into your store by giving someone an incentive to shop where they might not normally.
- Eye-catching gift cards displayed at the register provide good **impulse-buy opportunities**. (Don't forget a display or hangers to put in front of the register!)
- Allows you to **build social media presence:**
  - Offer gift cards to your 1,000th follower

        - Put everyone who tweets a special hashtag into drawing
        - Give a gift card to one lucky winner who shares your Facebook post
    - Provides **in-wallet advertising**

How To Purchase Gift Cards

1. Send us a high-resolution image, along with what you would like the front and back to say ("Gift Card", your store information, slogan, etc.)
2. We create a proof of what your gift card will look like. We work with you until it is just right.
3. Once you are happy with your gift card, you approve it, and we send it off to be made! Production and delivery typically takes 11-14 business days.*

How Much Do Our Gift Cards Cost?

We have several pricing levels to give you the best options on how many cards you want and how much you want to pay. These prices do not include shipping, which is around $7 to $15 depending on where your business is located.

- 250 cards for $369
- 500 cards for $425
- 1000 cards for $550

Some notes on Pricing:

- Custom pantone colors, frosted plastic, metallic colors, etc are available for a premium.
- A design fee of $55/hour could be included if you don't provide a high res photo in CMYK or need help designing image/artwork.
- Rush production (6-8 business days) is available for an additional $190.

*Please note that ordering later into the pre-holiday season could take an additional 2-3 business days. We recommend getting ahead and start before September to ensure your gift cards arrive early.

How Much Do Our Loyalty Keytags Cost?

Much like our Gift Cards, our Loyalty Keytags are available at different pricing levels to fit your needs. Please note these prices do not include shipping.

- 750 for $599
- 1500 for $645
- 3000 for $699

Gift Card Questions?

If you have any questions about the gift card process or want to get started, shoot us an email at sales@retailedge.com with the subject "Gift Cards" and we'll help you get started!