Gift Cards + Loyalty Programs = A Powerful Sales Combo

Customer Management · https://retailedge.com/docs/gift-cards-loyalty-programs-a-powerful-sales-combo

For retailers looking to increase repeat business, raise average transaction size, and build stronger customer relationships, combining **gift cards** with one or both of RetailEdge's loyalty programs is one of the most effective tools available.

Many businesses treat gift cards and loyalty programs as separate promotions. But when combined, they create a revenue-driving customer retention engine.

If you operate a retail store, boutique, specialty shop, or multi-location business, here's why offering loyalty dollars for gift card purchases should be part of your growth strategy.

Gift Cards Drive Immediate Revenue

Gift cards generate instant cash flow while bringing future customers back into your store. Whether purchased during the holidays, birthdays, graduations, or seasonal promotions, gift cards encourage both new and returning traffic. Even better, gift card recipients often spend more than the card balance, increasing total sales.

With RetailEdge, gift card sales can be tracked, redeemed, reloaded, and reported with ease.

Let's Break Down the Different Gift Card Reports in RetailEdge:

Summary – Balance As Of: This report tells you the balance of every single gift card you have out in the wild. This can be filtered down of course, but this is essential because gift cards with a balance are a LIABILITY for your business.

Summary- Issued Date Range: This shows what gift cards have been issued by a certain date, and for how much. This could come in handy if your store policy has expiration dates on when gift cards can be redeemed by.

Detail- As Of Date: This shows the history and balance filtered by gift card number as of a certain date.

Detail- Date Range: This shows gift card activity by a certain window of time.

Loyalty Programs Keep Customers Coming Back

While gift cards create *visits*, loyalty programs create *habits*.

RetailEdge comes with TWO built-in loyalty programs the best suit your CRM strategies.

Batch-Based Loyalty program: Issue loyalty dollar credits to customers based on the purchase histories. Loyalty dollars are issued on a batch basis (e.g. accrue points for six months and open the redemption window for one month) and are typically a dollar issued per dollar spent per selected period. The loyalty batches can be filtered to limit the qualified sales to certain payment methods, maximum discount percentages, vendors, departments, customers, and so on!

Instant Loyalty Program: Loyalty dollars are issued as a dollar issued per Amount Purchased during the time that the rule is active. You can set up multiple Customer Rewards Programs at the same time and can limit the qualified sales like the batch-based program.

A customer loyalty program rewards shoppers for repeat purchases, helping turn one-time buyers into long-term customers. When customers know they’re earning points, rewards, or discounts, they’re more likely to choose your store over competitors.

RetailEdge makes loyalty management simple by tracking purchase history, visit frequency, and reward eligibility automatically using reports built right into the program.

Loyalty Program Benefits:

- Increase repeat customer visits
- Boost customer lifetime value
- Improve retention rates
- Encourage higher basket sizes
- Build stronger brand loyalty

Why Gift Cards + Loyalty Programs Work Better Together

1. Gift Card Buyers Become Loyalty Members

When someone purchases or redeems a gift card, it’s the perfect opportunity to enroll them in your rewards program.

2. Loyalty Members Buy More Gift Cards

Happy repeat customers are more likely to purchase gift cards for friends and family, racking up their own loyalty dollars for future visits.

3. Gift Card Recipients Become Repeat Shoppers

A new customer visits to redeem a gift card, joins your loyalty program, and returns again later.

4. Better Customer Data

RetailEdge tracks customer purchases, visit patterns, gift card use, and reward activity—all in one place.

Why RetailEdge Is Built for This Strategy

With RetailEdge, stores can:

- Sell custom branded gift cards that have ZERO processing fees
- Redeem gift cards quickly with barcode scanning
- Track balances and gift card history
- Manage customer purchase history
- Run sales reports to measure results
- Support multi-location retail operations

In Summary

Instead of juggling multiple apps on multiple phones or iPads (that all probably have their own monthly fee to use), retailers can manage everything from RetailEdge with the built-in gift card and loyalty suites.

By combining gift cards with RetailEdge’s built-in loyalty programs, retailers can turn one-time transactions into lasting customer relationships. Gift cards bring shoppers through the door, while loyalty rewards keep them coming back again and again. With both tools working together in one easy-to-manage system, RetailEdge helps businesses increase revenue, strengthen retention, and create smarter long-term growth.