



Maximize sales with Gift Cards

Attract new customers, increase foot traffic and build loyalty

With Clover Gift Cards, you can securely sell physical and digital gift cards. Order affordable physical gift cards, or start selling digital cards in under a day. See the Gift Cards app to get started.*

→ Boost sales

Customers typically spend more than the value of their gift card when they redeem.

→ Reward customers

Use gift cards as incentives to help drive specific purchases and consumer behaviors.

→ Drive engagement

Leverage gift cards as prizes for in-store, online and social media promotions.

→ Drive loyalty

Enhance your loyalty program with gift cards and issue them as store credit to get customers back in.

→ Build your brand

Promote gift cards in-store and online, even use them at events and fundraisers.

61% of consumers will buy gift cards for milestone events

47% of consumers prefer gift cards as an alternative to a traditional gift

78% of consumers will use loyalty rewards points to buy a gift card

Source: Gift Card Gauge 2023 consumer survey



Sell physical cards

With Clover Gift Cards, you can sell custom-branded physical gift cards. Give customers a great gifting option while building your brand.

- Order as few as 100 cards. **Generally 14 days, from design to delivery**
- **100+ Designs.** Customize cards easily with your logo
- Two gift card packages available:
 - **Standard** (choose from pre-designed templates)
 - **Deluxe** (upload your design)

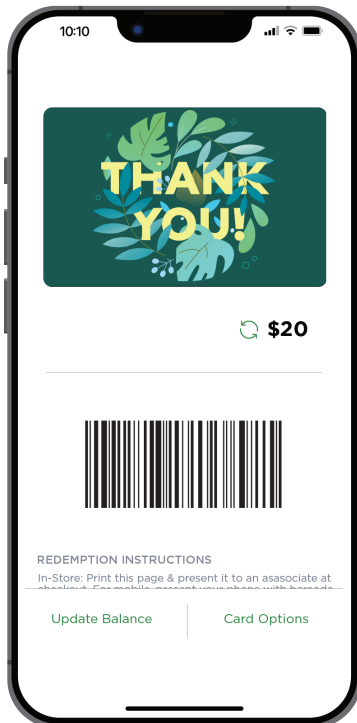


Go digital

Choose “Sell a Digital Gift Card” on your Clover and enter the card value. Customers can receive digital cards via email or SMS. Plus, they can easily redeem their gift cards through the Clover online ordering site.

How digital works:

- Customers receive digital gift cards through email or SMS
- Digital gift cards can be redeemed in-store, or through the Clover online ordering site
- Digital gift cards can be stored and managed by customers in the Gyft app
- Gyft helps drive returning customers and increase customer loyalty
- The Gyft App is free to download from the Apple App Store® and Google Play®



Get started



Set up Clover Gift Cards:

- Log in to your Clover web dashboard (clover.com account)
- Find Gift Cards in your lefthand navigation. Accept the terms and conditions

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* The Gift Card App is currently unavailable in French and in the province of Quebec.

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