



Keeping up with the big guys?
No biggie.



For only
\$9.95/month
you can offer
your customers a
gift-and-loyalty card
program for your business!

**A PROGRAM THAT WORKS
FOR MERCHANTS LIKE YOU!**

LOW MONTHLY FEE

- Only \$9.95 per month — includes 200 transactions/month
- 10¢ per transaction thereafter
- No additional fees or hidden costs

LOW STARTUP COSTS

- Starter Kit: Just \$24.95
 - Includes 50 branded cards, vinyl cling, table tent, PLUS an acrylic POS stand
- Additional cards and materials available for purchase online

GET STARTED TODAY!

GiftCards  Demand
POWERED BY OPTICARD



The cards are in your favor.

2 CARD PROGRAMS, MULTIPLE REWARDING BENEFITS

GIFT CARD PROGRAMS CAN:

Boost Sales and Increase Business. Gift cards bring in new customers and they often spend more than the amount on the card.

Improve Cash Flow and Profit Margins. Whether or not your product or service is redeemed, you collect payment upon card purchase.

Simplify Store Credits and Prevent Fraud. Issuing gift cards is not only more convenient than paper receipts, but it also keeps the cash in your store.

Double as a Useful Marketing Tool. These cards act as mini “billboards” in your customer’s wallet.

LOYALTY CARD PROGRAMS CAN:

Reward Repeat Business. Customers like to be rewarded for their business. These programs bring them back again and again.

Boost sales. Creating an incentive plan for customers makes them inclined to spend more to achieve that reward.

Increase Ticket Size. Repeat loyalty customers spend 33% more than new customers!

How to make a Loyalty Card Program work for your business:

- **Restaurants/Coffee Shops:** Reward customers with a free drink/meal for every 10 drinks/meals purchased with our Frequency Reward Program.
- **Retail Stores:** Encourage customers to sign-up for a free membership card and reward them with a \$5 - \$20 discount for every \$100 they spend with our Dollar Rewards Program. Or offer a 5% - 20% discount toward their future purchase with our Percentage Rewards Program.

Whether you choose a gift card program, a loyalty card program or both - all refunds, rebates and rewards are on one card for your customers convenience!

