



Valutec

BUILD STRONG MERCHANT LOYALTY

Valutec's Gift and Loyalty Marketing Solution

Help your merchants meet their customer demands

The challenges of today haven't slowed business down. In fact, businesses need to move faster than ever just to keep up. To help overcome current obstacles and stay ahead of the competition, your merchants need a marketing solution that delivers smarter innovation and better results.

With Valutec's gift and loyalty marketing solution, you can help your merchants realize more revenue. They'll be able to leverage an affordable, comprehensive gift and loyalty program that can be customized to their business and brand while also providing marketing and reporting intelligence that helps drive more customer loyalty.

Valutec Packages

Three monthly subscription packages offer gift, digital and loyalty programs which can be tailored to help meet the merchant and customer needs.

Essential Gift is the foundation to start gift processing with cashback rewards.

Digital Gift Plus adds a digital experience with an ecommerce site, digital gift and mobile.

Loyalty Plus rounds out the experience with the inclusion of digital marketing and loyalty programs.

Benefits

- Digital Gift & Mobile Wallet
- Marketing & Social Gift Promotions
- Physical and Digital Gift Cards for purchase
- Loyalty Programs and Cashback Rewards

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GIFT PACKAGES

Essential Gift



- Gift card processing
- Card registration
- Auto reload
- Cashback rewards
- Lost stolen / replacements

Digital Gift Plus



- All the Essential Gift Package features, plus:
- Digital / physical eCommerce
 - Mobile (Apple, Google)
 - Promos
 - Digi card
 - Social sharing

Loyalty Plus



- All the Digital Gift Plus Package features, plus:
- Loyalty
 - Marketing

Access all the features and benefits of Valutec

Valutec Benefits

- **Designed to grow sales** through greater loyalty and higher sales volumes
- **Access detailed reporting** on card activity and loyalty features
- **Leverage** our gift professionals to build the right program
- **Help reduce gift fraud** using a comprehensive audit trail
- **Get 24/7 customer and technical support**
- **Enable** either Corporate or Merchant ACH pooling options

TOP 5 REASONS TO SELL VALUTEC

Increase the life span and profitability of your merchant accounts

- 1** Merchants who process gift transactions stay in your portfolio longer. **Plus, merchants who offer gift cards have higher average credit transaction volume than non-gift merchants, which translates to higher residuals for you.**¹ When you enroll merchants in our gift and loyalty programs, you're likely to make more money, over a longer period of time.

Add another recurring revenue stream

- 2** Promoting loyalty and cashback reward programs to your merchants is a great way to add another recurring revenue stream to your business. Valutec offers monthly residuals on our gift card services. **On average, you can add \$10 or more per merchant account when they upgrade to the new Valutec solution.**

Earn profits from card sales

- 3** Through our commissions program, you earn part of the sale whenever **your merchants purchase gift card plastics for their store.** Depending on how active your merchants are with their gift cards, this could add up to thousands of dollars per year.

Help your merchants grow

- 4** Gift cards can be the most profitable square foot of selling space in a merchant's location, **with most customers spending more than the value of the card**¹—**on average 38% more.**² They're also a great customer recruiting tool. Nearly every card sold results in at least two customers visiting the store: the purchaser and the recipient, and **55% of gift card users visit more than once to deplete their card.**³

Offer advanced gift card products

- 5** **Valutec continually develops additional gift product advancements so our services remain competitive and attractive to merchants.** We regularly offer premium promotions as a strong incentive for merchants to expand their gift card offerings—and for you to benefit from their sales. You and your merchants have access to 24/7 customer support and customers have access to gift card balance info and more.

**Ready to get started? Your merchants are waiting.
Call us at 800.509.0625 or email sales@valutec.net**

^{1,3} Gift Card Granny LLC, Gift Card Granny statistics website, <http://www.giftcardgranny.com/statistics/>,2015

² GRI Financial Services Inc, Gift Card Statistics Website, <http://grifinancial.com/id154.html>,2015