

GIFT CARD Fulfillment TRENDS 2015

As a premier fulfillment house, we conduct this research to assess the consumer experience in ordering and gifting a card online. Where does your current program fit into our findings?

110
RETAILERS
OBSERVED



87%
PROVIDE ONLINE
FULFILLMENT



PRODUCT
PLACEMENT



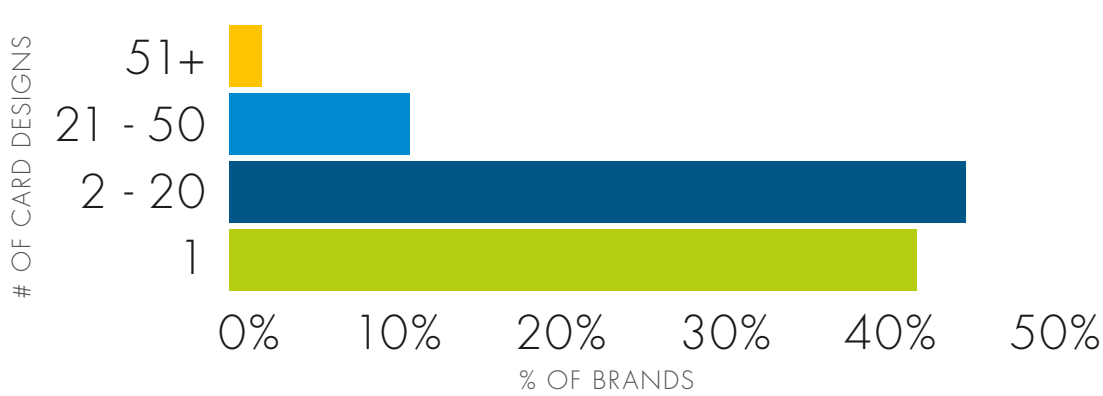
82%
LINK TO GIFT CARD
FROM HOME PAGE

ONLY
24%
FEATURE SEASONAL
GIFT CARD PROMOTION

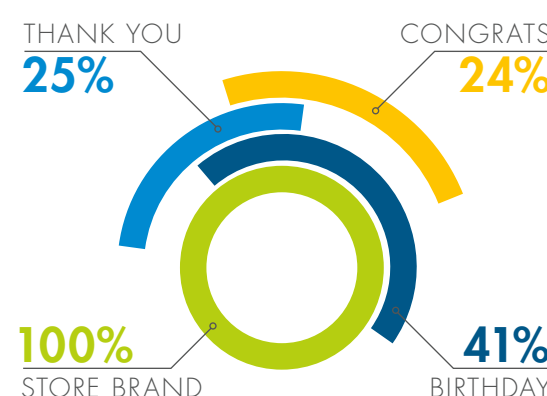


GIFT CARD CUSTOMIZATION

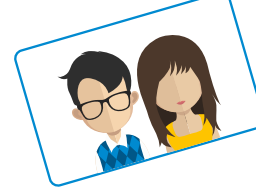
Unique Card Designs Per Brand



Stores with These Card Designs



8%
ALLOWED USER TO
ADD **TEXT** TO CARD



15%
ALLOWED USER TO
ADD **PHOTO** TO CARD



76%
ALLOWED USER TO ADD
MESSAGE TO CARRIER



81%
DID **NOT** ADVERTISE
CARRIER OPTIONS

Typical carriers include greeting cards, paper sleeve, gift tins and boxes.

GIFTABILITY
FACTOR

DELIVERY

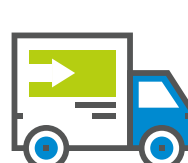
88%
E-MAILED USER WITH
ORDER CONFIRMATION



58%
E-MAILED USER WITH
SHIPPING CONFIRMATION



67%
OFFERED PURCHASER
FREE STANDARD SHIPPING



BRAND RIGHT RESULTS

OUT OF 79 SUCCESSFUL ORDERS

IMPORTANT INFORMATION

92%
"Money Value" Included

87%
"From" Included

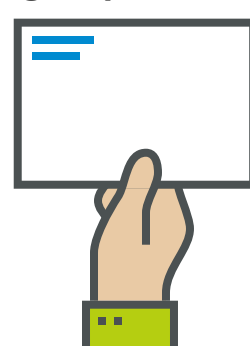
80%
Personal Message Included

74%
Merchant

15%
Personal

11%
Unrecognizable

RETURN ADDRESS

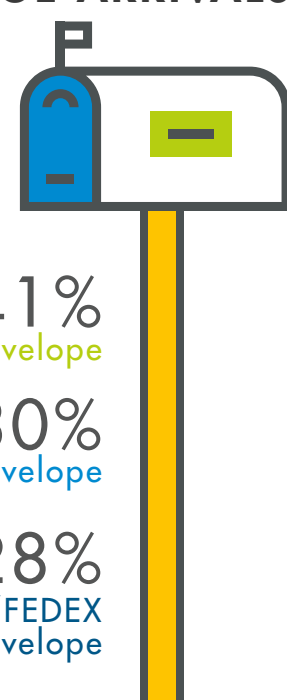


PACKAGE ARRIVALS

41%
Greeting Card Envelope

30%
#10 Envelope

28%
USPS/UPS/FEDEX
Envelope



By maximizing your gift card fulfillment, you have the opportunity to expand brand awareness, decrease lost-in-mail rate, and improve overall giftability. Gain an expert perspective by emailing us at info@traveltags.com or calling your Travel Tags Representative.