

Gift Card Presenter ROI

See how Presenters pay for themselves

ProfitPoint Accessories Survey

The ProfitPoint Accessories Survey results state that merchants “Sell more Gift Cards with Presenters” *

Our Gift Card Presenters (Holders)

- Increase Revenue
- Attract More New Customers
- Improve your Cash Flow

By simply improving your presentation of Gift Cards, you'll improve your profit margin.

Our Survey proves that businesses that offer presenters with their Gift Cards sell, on average, **175% more Gift Cards** than businesses that don't offer a nice presentation with their Gift Cards.



Here is the ROI to prove it:

Average cost of a presenter from ProfitPoint is \$.40 each.
Average Gift Card sale for a business is \$25.

The average business sells 20 Gift Cards per month. **If you offer Presenters with your Gift Cards, your sales will increase to 35 Gift Cards per month.**

So by adding Presenters, the average business will generate an additional \$375 in Gift Card sales (15 additional gift cards X \$25), at a cost of only \$14 (35 presenters @ \$.40).

ProfitPoint offers a wide variety of Pre-Deigned Gift Card Presenters to coordinate with Custom Gift Cards of all colors and designs. We can also design Custom Gift Card Presenters with your business logo and artwork.

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Visit the ProfitPoint Accessories Store at store.rewardforloyalty.com to view our Gift Card Presenters.

*The ProfitPoint Accessories Survey was conducted via phone interviews with 200 ProfitPoint customers.