

# CashStar Consumer

## The Gift Card Experience that's Right for Your Customers and Your Brand

CashStar Consumer is the industry-leading consumer online gifting solution that powers gift card purchase experiences for the world's top brands. Merchants choose CashStar over in-house and other third party solutions for:

### Flexible, Tailored Experiences

Create the unique branded purchase and recipient experience that is right for your consumers with our flexible design framework. Leverage advanced analytics to optimize conversion and customer satisfaction.

### Advanced eCommerce Features

Provide consumers with the options they want for creating, personalizing, paying for and delivering digital and physical gift cards.

### Omni-Channel Engagement

Ensure an exceptional purchase and recipient experience across all channels and devices with the responsive, mobile-first design and flexible options for integrating with your mobile app.

### Promotions that Drive Sales

Offer compelling, brand-appropriate gift card promotions that engage your customer base and drive incremental gift card purchases and ultimately additional visits and spend.

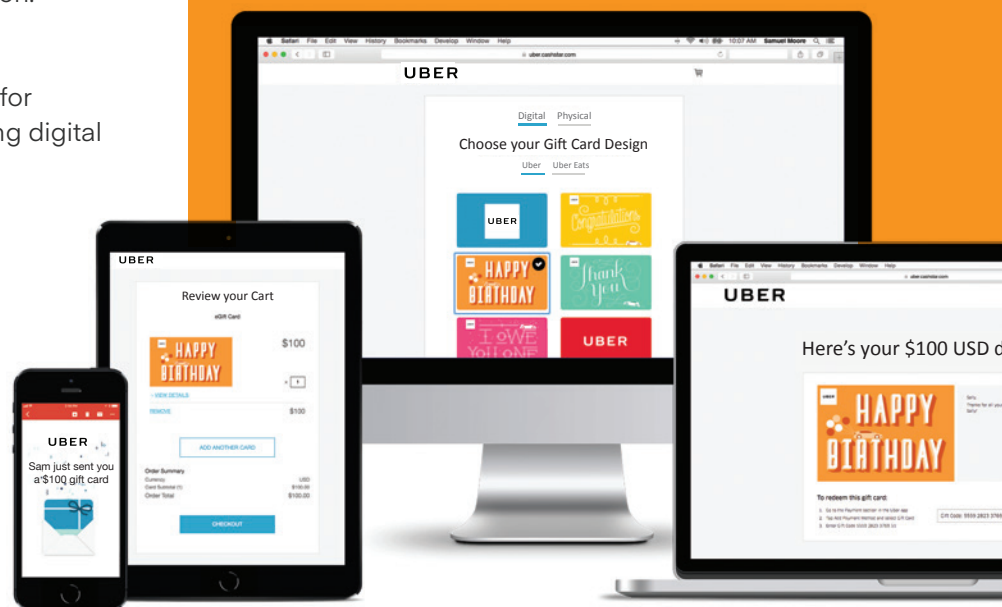
### Revenue-Optimizing Risk Management

Provide a great customer experience while maximizing revenue and protecting the organization from fraud with a risk solution that has the industry's highest approval rates and fastest turnaround times.



## Why CashStar Consumer?

- Most flexible branded experiences
- Designed for today's mobile consumer
- Largest set of advanced ecommerce features
- Best fraud/risk capabilities
- Proven, scalable and secure platform



### Expansive Prepaid Commerce Capabilities

Leverage one platform for all prepaid commerce needs—B2C, marketing, engagement, remediation, B2B direct sales and B2B distribution.

# CashStar Consumer Features & Capabilities

CashStar Consumer has the most expansive feature set available, and CashStar continues to make significant investments to constantly deliver innovative new features through our agile development process. The solution offers:

## Flexibility to Create the Right Program for Your Brand

- Highly flexible purchase flow, widget-based design
- Suggested messages and purchase accelerators
- Extensive gift card promotions capabilities
- Support for specialized gift cards
- Real-time gifting for contextual commerce
- Flexible options for integrating with your mobile app
- 40+ processor integrations and certifications
- Advanced analytics and A/B testing

## Intuitive, Full-Featured Purchase Experience

- Mobile-first design, optimized for physical and digital purchases
- Flexible denominations and range of delivery options
- Advanced personalization and suggested personal messages
- Private label credit card and mobile payment support
- Post-purchase notifications
- Enhanced future send
- Advanced conversion analytics
- WCAG 2.0 A & AA compliant

## Branded, Engaging Recipient Experience

- Tailored to your brand and your customers
- Engaging and responsive on all devices
- Add-to-wallet functionality
- Full support for reload
- Optional regifting to speed redemption
- Consumer self-service support tools

## Industry-Leading Scalability and Security

- Trusted by 400+ brands
- Processing \$2+ billion in transactions annually
- Payment protection and PCI DSS compliance
- Industry-leading security features

## Revenue-Optimizing Risk Management

- Specialized predictive models
- Largest gift card ecommerce outcomes dataset
- Industry's highest approval rates
- 100% fraud indemnification

## The Expertise and Support Needed to Succeed

- Dedicated relationship manager and technical support
- Easy and efficient onboarding
- 24/7 performance monitoring
- Marketing and promotions tools and expertise
- Robust customer support application
- Available outsourced Tier 1 Customer Care
- Settlement, financial operations and compliance
- Dashboards, reporting and custom data services
- Physical card production and fulfillment services



To learn more, contact CashStar Sales at: [sales@cashstar.com](mailto:sales@cashstar.com) or 207-549-2200