

CashStar Gift Card Mall

Sell Third Party Gift Cards via White Label eCommerce Mall

CashStar Gift Card Mall provides a fully hosted ecommerce experience to easily sell other brands' gift cards on a merchant site via an online white-label mall.

One Contract

One contract provides access and pre-approval of hundreds of today's best selling retail brands.

Fully Hosted eCommerce Experience

Merchants leverage CashStar's platform for a completely configurable branded customer journey—our teams of experts manage the customer service, transaction risk, and marketing program execution.

Loyalty Program Integration

Enable customers to earn points rewards in your brand's loyalty program on gift card purchases, and also redeem loyalty points for gift cards in your mall.

Marketing and Promotions

Take advantage of consumer preference for gift cards and leverage the most popular brands to drive sales and incentivize consumer behaviors that align with your strategic goals.

Industry-Leading Fraud Solution

Eliminate fraud, maximize revenue and ensure a great customer experience with the industry's highest approval rates and fastest turnaround times.



Why CashStar Gift Card Mall?

- Catalog of over 700 of the best selling retail brands available
- Sell popular brands automatically—no contract or approval required
- Customers can earn fuel points, miles and cashback and redeem for gift cards



Secure and Proven at Scale

Processing more than \$2B in load annually, offering advanced security features and unparalleled uptime, the platform is proven at scale with the world's largest brands.