

# CashStar Marketing

## Optimize the Reach and Impact of Your Gift Card Program

The highest-performing gift card programs have one thing in common: comprehensive use of gift cards for promotions and marketing campaigns. CashStar Marketing gives you everything you need to grow gift card sales and drive consumer engagement.

### Extensive Toolkit for both B2B and B2C Promotions

CashStar Marketing has the broadest range of promotional tools available. Increase gift card sales with direct-to-consumer promotions including: Give One, Get One (GOGOs), discounts, product incentives and brand experiences. Optimize B2B channels with our flexible options for co-branded promotions to sell more gift cards, acquire new customers and increase brand exposure.

### Drive Consumer Behaviors and Marketing Results

Today's consumers prefer gift cards nearly 2:1 over coupons and other incentives, but only a quarter of merchants use them in promotions<sup>1</sup>. Take advantage of this preference and use gift cards to drive sales, power loyalty programs and incentivize consumer behaviors that align with your strategic goals.

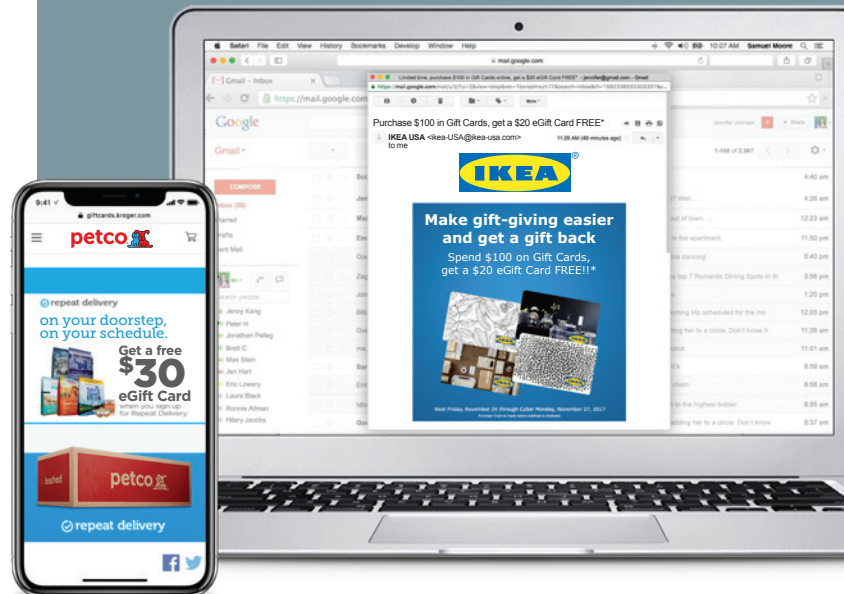
### Control Costs with On-Demand

High upfront costs can be a major roadblock to launching innovative promotions. With On-Demand Distribution, you can run streamlined, cost-effective promotions and only pay for promotional cards that are claimed by customers. By distributing inactive physical gift cards to customers with On-Demand Activation, you can encourage future gifting and keep customers engaged at a low cost.



## Why CashStar Marketing?

- Broad promotional tools to drive sales and influence consumer behavior
- Expert team ready to help
- Best practices based on thousands of promotions
- Flexible and easy to implement



### Engage with Customers on Social

Engage with your customers through social channels by securely issuing gift cards. You can reward loyalty, surprise and delight followers, run flash promotions and resolve service issues all while ensuring only the intended recipients can access the gift card.

### Easy Implementation, Proven Expertise

CashStar Marketing is built to support fast implementations and flexible delivery planning. And with a successful track record of executing thousands of promotions for leading brands, we give you an experienced partner to help you reach your goals.

<sup>1</sup>NAPCO Research "Consumer vs. Retailer Promotional Preferences," January 2017

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# CashStar Marketing Features & Capabilities

CashStar Marketing 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:

## Gift Card Promotions

- Drive incremental gift card sales/load
- Wide range of promotion types
- Each type is highly configurable
- Tie to some/all faceplates
- Launch broadly or to specific audience
- Track performance in real-time

## Consumer Marketing Promotions

- Use gift cards for marketing campaigns
- Create targeted offers to incentivize subscription programs
- Leverage as loyalty rewards or in co-branded promos
- Physical or digital gift/promo cards
- Promo-specific recipient experiences

## B2B Promotions

- Create B2B promotional programs
- Power co-branded programs
- Run B2B sales promotions
- Set timing, discount and volume limits
- Control client access

## On-Demand Activation

- Distribute inactive physical cards
- Customers load/activate when needed
- Convenient, last-minute physical gifts

## On-Demand Distribution

- Pay for only the promo cards you use
- Cards activate when customers engage
- Reduce costs, liability and risk

## Reporting and Analysis

- Promo dashboard—real-time visibility
- Customize views by promo parameters
- Filter, drill down and export



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