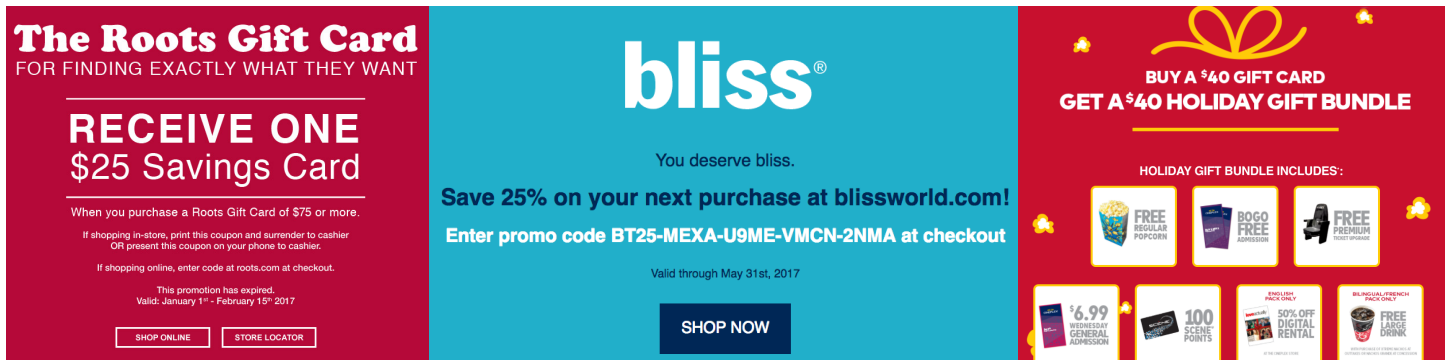


Promotions: Drives Loyalty Across Industries



Over the years at Buyatab, we have been consistently reminded that gift card promotions are the key to successful, growing programs. With continuous analysis, learnings, and the execution of hundreds of promotions for our partners, we have witnessed the success of implementing promotions and recognize their ability to transform gift card programs.

A common challenge many brands face is how to increase sales and an even greater task is increasing sales through a specific channel. With our partners, we study this challenge closely and offer tools to address this head-on using gift cards as the solution. Through various features, organizations can choose what works for their customers and their bottom line. Buyatab serves its partners in being malleable to the ever-changing digital currency landscape and collaborates with its partners to bring to market meaningful promotions.

Using our Agile development team and nimble solution, we regularly develop new means to offer incentives on gift card purchases. Innovation coupled with expertise in the gift card industry enables Buyatab to offer e-commerce trends and marketing best practices to clients prior to the launch of a promotion. The results lead to creating incentives that are valuable to both consumers and companies. This case study will review in detail three recent promotions throughout different industries and will speak to their promotional offerings and successes, unique to each client and their requirements.

Throughout the following three examples, the partners detailed all shared similar goals:

- Sales:** Significantly increase sales during the promotional period
- User Experience:** Deploy a promotional offering unique to the brand while maintaining a smooth, responsive user experience
- Lasting Results:** Leverage promotions to generate further awareness of their gift card program, resulting in an increase of long-term digital gift card adoption



Roots is Canada's leading lifestyle brand known around the world for its quality leather goods, apparel, accessories and home furnishings.

Retail Industry

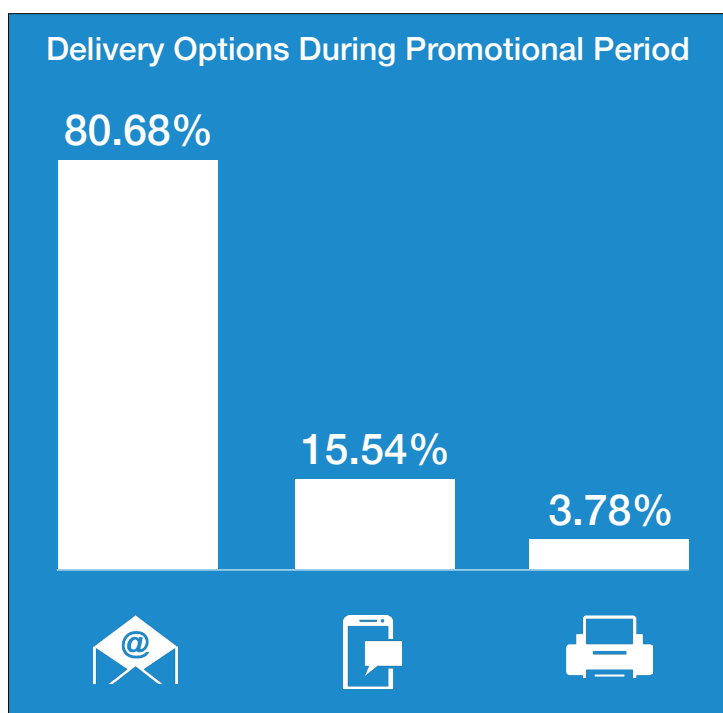
Roots: Savings Card Promotion (December 15-24)

Opportunity: Roots, as a leading apparel brand, was in pursuit of increasing gift card sales while driving additional traffic back to stores. Through the analysis of their current average gift card load and the knowledge of their average spend per customer, Roots found a unique opportunity to incentivize consumers by providing a savings card that can be used at a later time, online or at a physical location.

Offer to customers: With the purchase of a digital gift card of \$75 or more, Roots awards its customers with a \$25 savings card. Once the purchase is made, the \$25 savings card is available in the purchaser's receipt email. Customers can return to stores or visit their website to redeem their savings card between the valid redemption dates.

Results: Roots created a promotion during the busiest time of the year, with the awareness that customers who are purchasing gifts for their loved ones are also always looking for reasons to purchase for themselves. Roots informed their customers of this promotion through various digital marketing strategies such as social media campaigns, email banner features, and promoting the savings card on specific sections of their website. These strategies optimize the use of creating online initiatives to inspire a fully digital gifting experience, starting from the purchaser to the recipient. Customers enjoy the convenience factor of digital gifting, especially when taking advantage of a promotion. During the promotion, Roots found that 80% customers who purchased eGift cards during the promotional period chose to have their cards emailed while only 4% selected the print out method.

Roots' marketing team views the savings card as a bounce back offer as it encourages customers to make a purchase after already previously making one. As such, this form of promotion endorses customer loyalty. Customers feel valued through the act of receiving a bonus card and Roots benefits through future purchases made by that same customer. Further, 71% of the total sales in December took place during the 10 days that the promotion was active which was an increase from previous years.





Cineplex Entertainment is one of Canada's leading entertainment companies, recognized as one of the most modern and fully digitized motion picture theatre circuits in the world.

Entertainment Industry

Cineplex: Movie Gift Pack Promotion (November 1-January 1)

Opportunity: Cineplex, Canada's largest theatre chain, has a long-standing successful promotion which was historically only offered in-store to customers purchasing gift cards during their promotional period. Specifically, when a customer purchases a gift card with a value of \$40 or more, they receive a bonus coupon package. This package includes BOGO movie passes, vouchers for food and drinks and more. Buyatab and Cineplex saw an opportunity to extend this promotion to online customers and worked collaboratively to bring it to market.

Offer to customers: When customers purchase an eGift card online for a value greater than \$40, a link to a new digital coupon package is provided in the purchaser's receipt email, which includes instructions on how to redeem the coupons.

Results: Cineplex significantly increased their gift cards sales while finding a new channel to bridge the in-store offering to their online brand lovers. Customers who purchased gift cards in brick-and-mortar locations and received an incentive are now able to purchase the same offer online. Displaying the same offer in-store and online provides consistency and offers an easier method of receiving the coupon bundle for customers.

Additionally, customers are no longer required to go into a location and wait in lines. Buyatab further assisted by providing branded customer support on coupon and gift card related inquiries. Guests can easily contact the support line for any questions and instantly purchase and redeem their digital gift card coupon with ease.

Cineplex guests are rewarded instantly for their purchase. Avoiding line ups creates greater customer satisfaction and eases time for the box office to redeem and provide movie tickets. Further, the various coupon bundle offerings allow Cineplex to further promote their features including Digital Rentals and VIP Movie Experience, allowing their guests to discover an offering they may have not known about. Providing various coupon bundles will increase the popularity of their features and will drive guests to use their coupons during the allotted redemption period.

refunds decreased



virtually eliminated
requests for refunds
during promotion

engaging emails



promo link
was a driver in
lifting sales

sales increased



through
attracting new
purchasers



Bliss is a global spa and skincare product innovator and leader. With 20+ locations across North America and the United Kingdom, Bliss has become recognized for its unique spa services and spa-powered products.

Spa Industry

Bliss: Product Card Promotion (May 4-14)

Opportunity: Bliss, a leading multi-channel spa group based in NYC, looks to grow product sales and was excited for the opportunity to use gift cards as a way to accomplish this goal. During the month of Mother's Day, Bliss found an opportunity to offer a discount on products to customers who purchased eGift cards.



Offer to customers: With the help of Buyatab, Bliss discovered an engaging way to encourage customers to make cross category purchases. When customers purchase an eGift card valued at \$125 or more, they are gifted a 25% off-product-card for online orders made through their website: blissworld.com.

Following their purchase, the 25% off-product-card comes in the form of a promotional code. Qualifying customers instantly receive the promotional code in their receipt email. This code can be stored on their mobile device for future use and can be redeemed by entering the code at check out when they are ready to make a purchase. Product cards can only be redeemed between valid redemption dates and are not eligible for in-store use.

Results: Through this strategic promotion, Bliss saw a significant increase to gift card sales while recognizing the added benefits of having an engaging online presence.

Bliss utilized a series of digital marketing strategies to entice customers to purchase eGift cards. From direct email marketing to social media campaigns via Facebook and Twitter, their 12-day promotion proved to increase their brand visibility and eGift card sales, while promoting cross-category purchasing. During the 12 day promotion, 71% of purchasers opted in to receive the 25% off-product-card. This led to a 65% sales growth from the previous month, but also a 286% increase on purchases made on a promotion day, compared to days where there was no promotion offered in that month.

65%

sales growth in
a month when a
promotion was active

From cheeky card messages to unique designs, Bliss is prominently recognized for their branding for both product and gift cards. With this in mind, they created Mother's Day specific card designs to heighten the excitement around their promotion. During the promotion, cards with specific Mother's Day branding were selected 63% more often than generic card designs, showing us that customers make intentional purchases even when it comes to eGifting.





Promotions Prove their Power

After carefully reviewing similar offerings across different industries, with three diverse target audiences, implementing promotions proves its influence in all cases. Attracting new buyers, rewarding existing ones, and increasing brand awareness are all significant successes that these promotions demonstrate.

As trends change and technology continues to advance, clients can leverage Buyatab's expertise in driving successful promotions. This will further grow and enhance their eGift Card offering and will enable them to stay competitive in an industry that continues to change.

Merchant Considerations:

You've decided to launch a similar coupon promotion. What's important and what should you consider?

1. What type of coupon will you offer and how will consumers redeem the value? Online and/or in-store?
2. Generate coupon codes that are redeemable via barcodes and manual entry.
3. Do you want to create and host the URLs for the coupon yourself? We support that and can work with you to set up the promotion for a smooth user experience.
4. Finalize promotion details: setting up runs dates, designs, and messages. Our promotion template guide provides all the required pieces.
5. Goals and measurables: review analytics breakdown with our customized back end reporting tools and discuss with your account manager for a successful promotion!

Not interested in a coupon, but still want to do a promotion? Let us know! Buyatab loves to collaborate and digitize in store offers to support our partners' needs.