



The NOVA Network's gift card solution allows all businesses to enjoy a big chain advantage

## > Electronic Gift Cards

Expand your market, increase revenue and build customer loyalty — all with electronic efficiency. When your loyal customers give Electronic Gift Cards to friends and family, your market can quickly expand as gift card recipients become new customers. What's more, gift card users often apply the card value toward a larger purchase.

NOVA Network's Electronic Gift Card integrates seamlessly with your current processing solution. Best of all, small and mid-size businesses can benefit from an Electronic Gift Card program without having to purchase national chain quantities.



**NOVA NETWORK**

*The most reliable payment processing network in the industry*

# › Electronic Gift Cards



## FEATURES:

### › Retain 100% of purchased value

- Unlike paper certificates, there is no cash back for partially used cards
- Deduct the sales price from the card and retain the remaining balance
- Remaining balances bring return visits

### › Integrate seamlessly with your current processing solution

- Administer like regular credit card purchases
- Monitor transaction details and card balances online via MerchantConnect.com

### › Choose the card solution best for your business

- Choose from an array of designs and customize with your name or logo
- Order as few as 100 cards

### › Supported by a broad range of terminals:

- Hypercom® T7P, T7E, T77 (512k)
- Lipman Nurit® 2085 or 3010
- Verifone® Omni™ 3200 or 3210
- viaWARP with Track 2 card reader

## BENEFITS:

### › Electronic Gift Cards prevent losses

- Electronic tracking enables you to monitor issued cards
- Merchandise your cards on your counter safely because they have no value until activated

### › Expand your customer base and increase revenues

- Loyal customers bring new customers into the store
- Card recipients often spend more than the card value
- Reloadable cards bring repeat business
- 61% of card recipients spend more than the card value (Card Marketing study, April, 2001)
- Electronic gift cards are used by 45% of adult customers (Card Marketing study, April, 2001)

## Build a card program for your business with one of these two solutions:

### EGCARD PROGRAM:

- › Choose from eight standard designs in three popular themes: retail, restaurant and multi-purpose
- › Customize with your business name or logo printed in one of 13 color options that complement the card design
- › Integrated card carrier/hangtag with envelope
- › Order the number of cards you need in preset quantities starting at 100
- › Cards can be sold for any denomination up to \$100

### EGCUSTOM PROGRAM:

- › Create your own card design, up to four colors, according to manufacturer dimension guidelines
- › Select the appropriate packaging design for your business — customize cards only, customize cards with integrated carrier and envelopes, or separate card carrier and envelopes
- › Preset order quantities beginning at 1500 cards

## THE NOVA DIFFERENCE:

- › **The Most Reliable Network** – Proprietary network, fully-redundant system and 100% uptime
- › **Innovative Products and Services** – The NOVA Network processes all card types and offers a broad range of products that are designed to handle all of your processing needs
- › **Superior Customer Service** – Online customer support with 24 x 7 x 365 availability

