

# Increase brand exposure – with Heartland Gift & Loyalty

## Drive frequency and higher sales with Heartland's robust yet easy-to-use gift and loyalty program

What if you offered your customers best-in-class gifting and personalized rewards in one effortless program? Heartland specializes in delivering comprehensive gift and loyalty programs especially designed for businesses like yours.

Plus with Heartland, powerful doesn't have to mean complicated. We understand what it takes to run a business and want to ensure you still have time to run yours. That's why we provide all the tools and service you need to be successful from implementation to marketing, along with industry-leading security and reliability.

## In-store, online, and mobile through one effortless solution

- Unlimited transactions, plus all program services for one low monthly fee
- Complimentary design assistance for your card and in-store materials
- Personalized employee training materials to motivate your staff
- Easy access to customer data – valuable insights without hidden fees
- Flexible reward capabilities to increase customer loyalty
- Expanded hospitality options available to enhance your program
- Industry-leading security with 99.99% uptime and 20+ years of experience



### Reduce Management Stresses

Heartland helps you manage the day-to-day with gift card balance inquiries and registration as well as customer support so you don't have to worry about it!



### Increase Your Security

Plastic magstripe-based gift cards prevent fraudulent activities with built-in security features to give you peace of mind (unlike paper certificates).



### Engage Customers Anytime

With Heartland, create a full-service online and mobile solution where customers can find and purchase gift cards on your website, Amazon, and Facebook, plus easily earn rewards.



### Increase Customer Loyalty

From VIP to experiential rewards, our flexible engine can offer options as unique as your business.



### Streamline Your Business

Easily expand your program with waitlist management and online ordering all from one experienced provider.

One provider, one program, many capabilities.

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# Heartland