



Increase your profits one gift card at a time.

Heartland offers retailers both gift cards and rewards with one platform, allowing you to turn good customers into great customers.

Few marketing tools have made a connection with consumers like gift cards. A gift card program builds your brand, increases revenue, reduces cash refunds, and welcomes new customers through your door.

Last year, gift card purchases exceeded \$118 billion dollars. Heartland's Gift Card is simple to administer, making program management easy and cost effective.

Retaining just 5% of your existing customers boosts profits by nearly 50%. With multiple feature options, any business can reward points to encourage customers to keep coming back. Customers can earn rewards regardless of how they purchase your products or services, whether cash, credit, debit, etc.



Build Brand Awareness

When gift cards are purchased as "gifts" for people who may not be aware of your business.



Increase Sales

Customers tend to spend more than the face value of the card.



Prevent Fraud

With built-in security features (unlike paper gift certificates).



Set Your Brand Apart

By choosing from a wide variety of card designs, along with merchandising displays.

For more information, contact Jennifer D'Angelo

call: 860.659.8900 or email: jennifer@dangelosolutions.com

Website: dangelosolutions.com

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