

GIFT CARD PROGRAM



A properly executed gift card solution can help you drive foot traffic and additional sales in-store.

About the program

ePay, Australia's largest distributor of prepaid content has a network of over 23,000 stores with a huge range of content from both global and local suppliers.

Our gift card program is designed to help drive foot traffic and sales into stores, whether you are a large corporate retailer, own a single site or anyone in between. Our program management ensure that the right stock is provided to the right stores and guarantees a high standard of compliance so your customers feel confident to buy from you.

The gift card program POG is updated regularly, up to 4 times a year to ensure it's focused on key seasonality, trends and maximises returns for the space you dedicated. Make sure you choose the right space in store in a high traffic impulse location to maximise your returns.

To ensure the best results for retailers and content providers, ePay uses sophisticated stock tracking and sell-through reporting to ensure stock is sent to replenish sales only. Retailers are sent updated POGs regularly and it's a condition of the program that merchandising efforts are photographed and sent back to ePay to remain part of the program.

How do I become part of the program?

It's easy to participate in ePays gift card program, simply submit an application to us.

Our commitment to you

We provide a variety of plan-o-gram (POG) sizes to ensure you get the right amount of stock for the space you have available. We also have some ready-made counter stands available to purchase if you don't have an appropriate space in store to execute a gift card POG.

Your commitment to us

You will need to follow the POG and update your merchandising when new content is available. This will ensure you always have a great looking offering to attract customers and the latest content to take advantage of the consumer trends.

ePayworldwide.com.au

Connecting Brands  Consumers

