



Monetizing the Platform

Introduction

Gift cards themselves are a great way to make money. However, you may want to take advantage of some features that were introduced to the system, that allow you to monetize the platform even more.

Of course, there are already some Social Media features (contests and gift card stories) that you can utilize to market your gift cards through social media (and reap the rewards from those channels), but we've also introduced some additional functionality that you can take advantage of.

Feature 1: Member Ads

You will access the "Member Ads" section of the dashboard to take advantage of this feature.

Member Ads are a means for your members to advertise their businesses through the gift card platform itself, and they pay you for that capability.

You define one or more "levels" in the system, and for EACH level, you specify:

- Do you need the member to actually pay you using their credit card, or do they simply "opt in" to get the amounts "deducted" from future payments to them (for gift cards redeemed at their place of business)
- Are you setting a maximum # of locations that are "active" at any time in this level ? (you can choose to ignore this)
- Where are the Ads going to show up ? (emails to card buyers when they buy a gift card, emails to card holders when they get notifications of redemptions, the Buy-a-Gift-Card screen, the Marketplace screen, etc.)
- What is the cost to the member, depending on how long they want to "opt in" ... 1 week, 2 weeks, 3 weeks, ..., up to 18 months. (note that you specify which time-frames apply, but you must define at least one time-frame)

Example: Basic Level ... 1 year is \$20.00, and this level gives your members a chance to show on any "new card" e-mails. **Note** that for e-mails, only one Ad is included at the bottom, whereas on the platform screens such as where gift card holders check their balance, the Ads are displayed in a rotating fashion (updated every 10 seconds), and the order is chosen at random.

Member Ads simply consist of a picture that your member uploads into the system, and their business name.

The system keeps track of how many times an ad was displayed for every business (and also keeps track of how many times their ad was displayed first).

On the "Location Central" screen that businesses access with a registered device, they simply access the "Other Actions" section and click on the "Member Ads" button to go to the screen that allows them to opt in / pay for member ads.

Reporting: through the Dashboard, you're able to report on the number of ads that have been displayed, how many ads were bought, etc. Locations themselves can also see through the "Location Central" screen, using the "Member Ads" button in the Other Actions tab, how effective their ads have been (the "Show Stats" button at the bottom of the screen that is opened – the Member Ads screen, is used for this purpose).

Feature 2: Location-Specific Gift Cards

With our platform, you're now able to offer your members the capability for them to have their own gift cards.

Those business owners are not out of pocket ... when someone buys a gift card that is for their business (remember that gift cards bought end up going into YOUR account), the system simply keeps track of those cards. When it comes time to carry out disbursements through normal processes, the value of the card bought will be disbursed to that business.

How YOU make money here is that you define a percentage that you want to keep for yourself (remember that when gift cards are bought, you are paying for payment gateway credit card fees, etc). Your businesses are in effect paying you for offering them the option of having their own gift cards using our platform.

Note that these business-specific gift cards can *only* be used at their place of business.

An added benefit to your member businesses, is that their own logo appears in e-mails and on screens, when the gift card in question is one of these special gift cards. On the "Location Central" screen that businesses access with a registered device, they are given the capability to upload their logo.

Note that you have full control over what businesses can have their own gift cards. Simply go to the "Locations" part of the dashboard, and next to the location in question, click on the Edit icon (the pencil), and on the pop-up screen that is displayed, specify "Yes" for the "Allowed Own Card" field ... when you do, the pop-up screen will display 2 things – a link that is specific to that location for the Buy-A-Gift-Card screen, as well as some sample code to use if the location in question wants to install their own "Buy-A-Gift-Card" widget on their own web site (the widget will also display their logo) – that widget will in effect be opening up a web page with the same URL that is shown on the pop-up screen. The location can simply use their own code and copy the link you provide them onto their web site, or they can install the widget on their web site.

Feature 3: Add-Ons / Products

With our platform, you're now able to offer your members the capability to sell some products at the time that a gift card is bought (or in some instances, when a gift card is topped up). See the Help documentation on Add-Ons/Products for further details.

Remember that when those products are bought, it is YOUR account that will get the revenue, and your business members receive disbursements from you during the normal disbursement cycle/process.

How YOU can make money here is that you can define a "hold-back" method for those disbursements. When you do, your businesses are in effect paying you for offering them the option of selling their products on their behalf, using the gift card platform.

Feature 4: Flowers

We have partnered with a 3rd party (FloristOne), that allows for flowers to be ordered and delivered. Similar to add-on products, the option for ordering flowers is presented to the gift card buyer **after** a new card is bought (and only in the cases where the card is bought for someone else). Through this partnership, we receive a substantial discount (as of this writing, **22 % commission** of the flower cost), and we are passing on a full **50 % (half) of this commission to you !**

There are 3 components that make up the total cost of flowers:

- Item 1: Cost of flowers
- Item 2: Delivery charge
- Item 3: Taxes (calculated based on destination of flowers, and applied to both items 1 and 2 above)

Here's how it works:

- Step 1: Purchaser buys a gift card
- Step 2: AFTER the gift card is bought, if you have flowers functionality enabled in the system, the purchaser is given the option to purchase flowers
- Step 3: Purchaser selects the flowers they want to send to their recipient (the "initial" product shown is the default that you select, and the purchaser can shop the entire catalog, consisting of 100's of different flower products)
- Step 4: Purchaser is charged the FULL amount (items 1, 2, and 3 above) – this full amount goes through your gateway provider and into YOUR account.
- Step 5: YOUR credit card is charged – the amount charged will be the discounted cost of flowers, plus items 2 and 3 above.
- Step 6: Your gift card platform account balance gets debited half of the discount applied in step 5.

Example:

- Item 1: Cost of flowers = \$79.95.
- Item 2: Delivery charge = \$14.99.
- Item 3: Taxes = 12.34 (using 13 % of 1 and 2 above, assuming flowers are delivered to Ontario ... the taxes would be changed to 7 % for USA recipients)
- Item 4: Total commission = 17.59 (22 % of item 1 above)

Credit card charges / financial transactions:

- Charge to gift card buyer's card (into YOUR account - revenue) = 107.28 (item 1 + item 2 + item 3)
- Charge to YOUR credit card = 89.69 (item 1 minus item 4, plus item 2, plus item 3)
- Debit to your gift card platform account = 8.80 (half of item 4)
- **On this one order, you have made \$8.79 in profit**, simply by enabling the flowers functionality

Feature 5: Tour Bookings

Within the Community Gift Cards platform, gift card holders can reserve tours, even if their gift card doesn't have enough balance to cover the cost of the tour (in most cases). Read the Help document regarding tour bookings for details on how to enable this functionality.

We do not charge anything at all for making this functionality available to you, but you could charge your member businesses (that are tour operators) to enable this functionality for them. How you collect this is up to you – it is not collected through the gift card platform.