

Yiftee Community Cards: Merchant Introduction

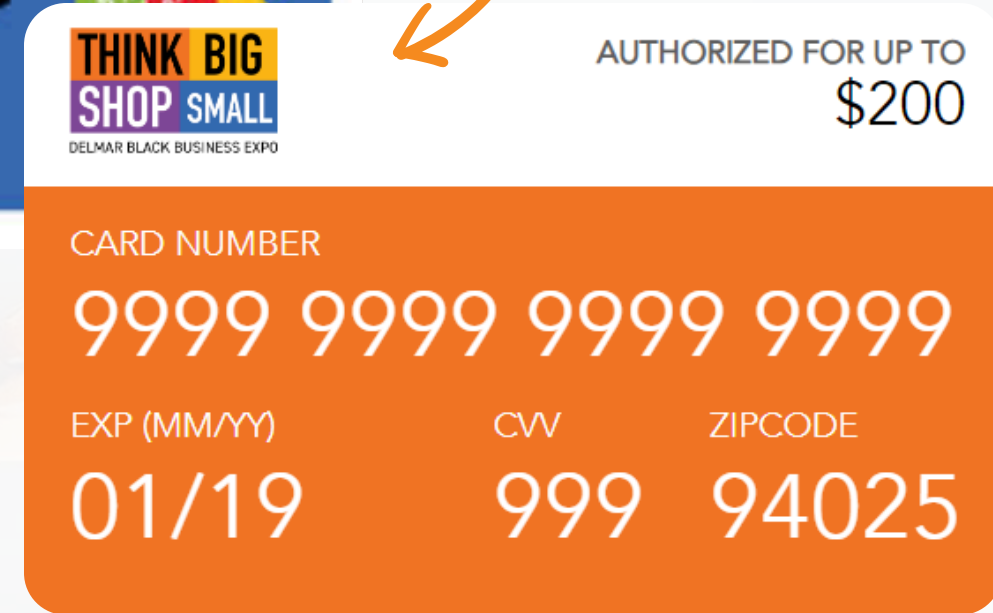
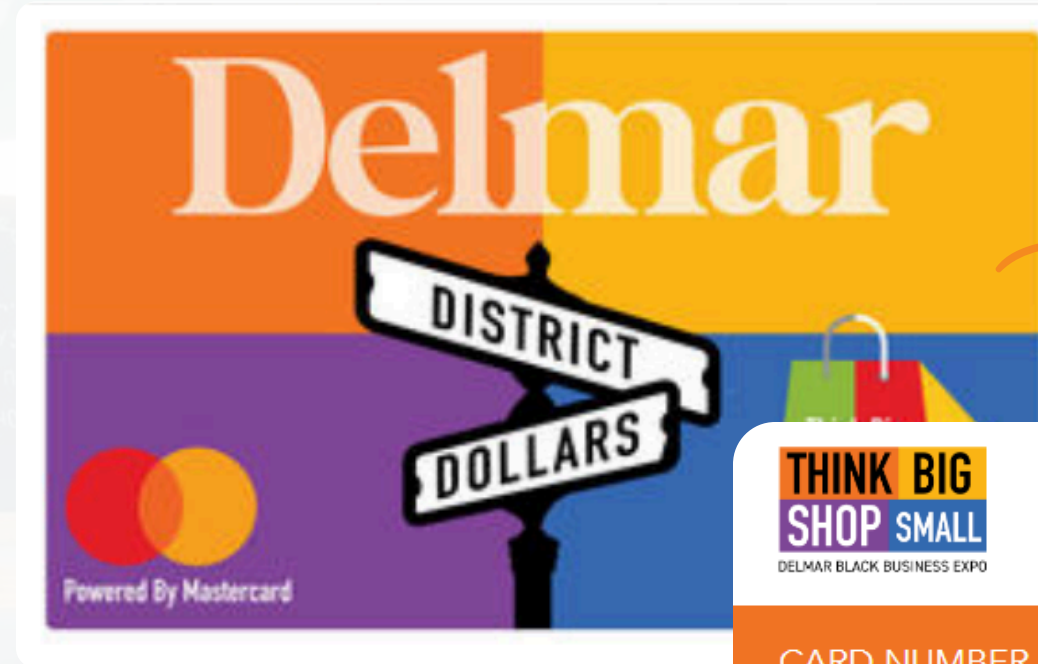
Increase revenue and bring new customers into your store with your “Shop Local” program.

Tips, Tricks, and How-To





This is a Yiftee Community Card.



It's a digital gift card branded for your local community. It works only at select businesses in your area. And it's driving millions of dollars into local businesses like yours.

More Customers, More Sales

Joining your local Yiftee Community Card will let you...

1.

Reach New Customers

51% of Yiftee card holders shop at a business they've never been to before.

2.

Increase Sales

Yiftee card holders spend 30% more than their card balance.

3.

Freshen Up Your Brand Image

78% of consumers prefer to shop local, when they can. Show them you agree.

Free, Secure, and a No-Brainer

Zero Cost



Yiftee Cards are completely free for businesses to accept. You don't pay anything except your typical credit card fees.

Easy to Implement



If you accept Mastercard, you can accept a Yiftee card. Process a simple activation transaction to get started. If you need to process it for more than 10 cents, that's fine. It will be declined but we get the info we need and you're all set.

Guaranteed Security



Yiftee Cards are monitored for fraud 24/7. If a card is issued, it's guaranteed to be good.

Bonus Benefits



If you have an existing gift card program, keep it going. Yiftee Cards will only bring you **new and more diverse business.**



Bulk Sales, Millions in Revenue

Organizations near you may not buy small business gift cards. But they do buy versatile Yiftee Community Cards in bulk for staff appreciation, bonuses, incentives, and more.



Schools & Universities



Realtors' Offices



Police & Fire Depts



Hospitals



Local Corporations



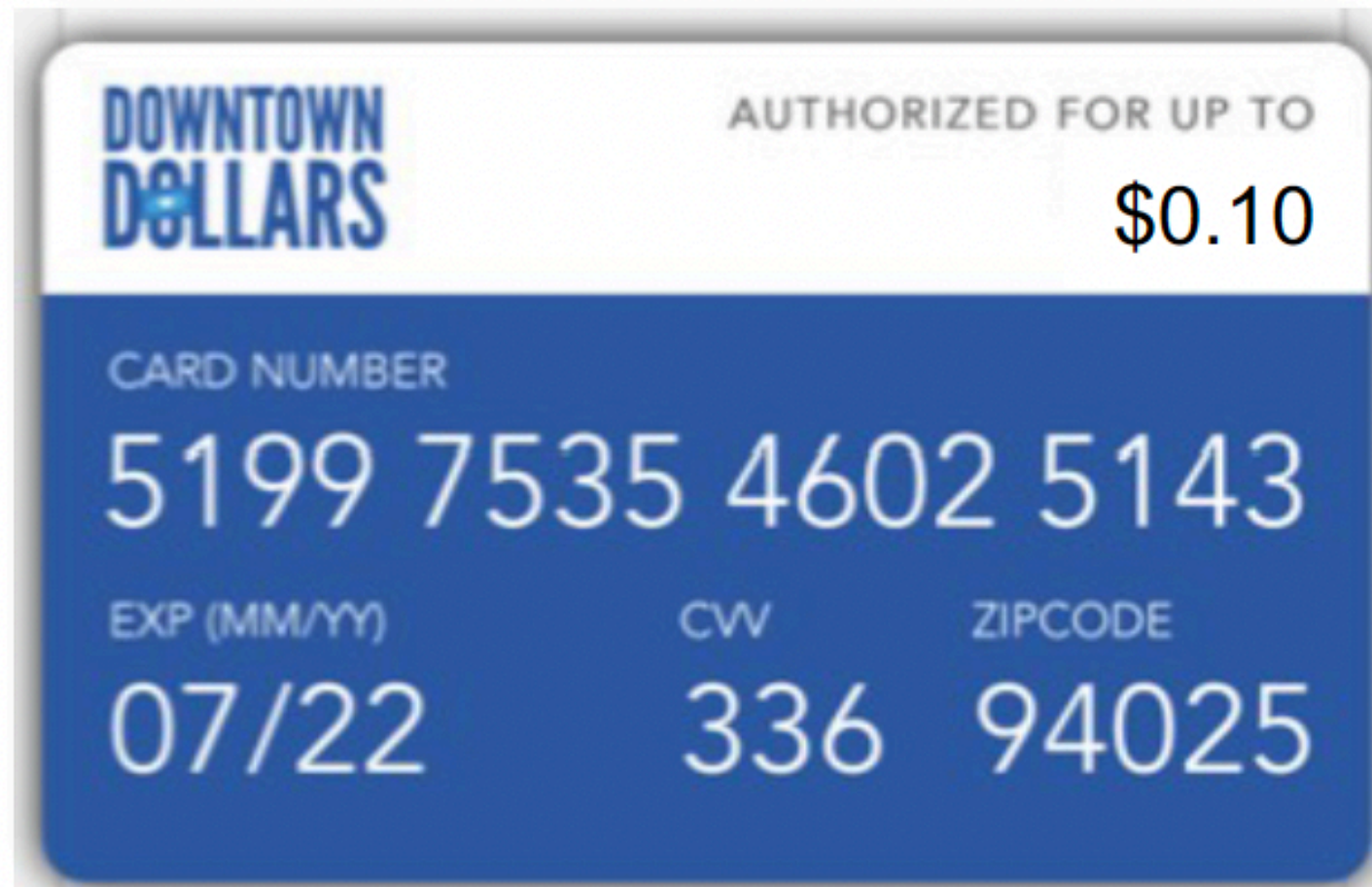
Local Charities



***Millions of dollars are flowing
through Community Cards. Get
your fair share!***

It Takes Seconds to Join...

Run this ACTIVATION card on your POS to activate your listing!



Voucher Redemption by 

By running this Activation card in your POS you will activate your business on Yiftee and you are agreeing to the [Yiftee Merchant Agreement](#). You can find the current agreement linked to "Merchant Agreement" on the footer of Yiftee.com.

1

Get your Activation Card email from Yiftee.

Contact support@yiftee.com if you don't receive it.

2

Manually Enter the Card into POS.

The card comes with more specific instructions.

3

Repeat for Additional POS Systems

And that's it! Now locate your business on the "Where to Redeem" Map within 24 hours.

...and Seconds to Redeem!

Donna Novitsky,

Enjoy a gift and support our
downtown merchants!

A secret admirer

Say Thanks



\$25.00

Downtown Dayton

Your gift does not expire. Fees may apply.
See below.

VIEW GIFT VOUCHER

Show this card to the cashier at
Downtown Dayton

DOWNTOWN
DOLLARS

AUTHORIZED FOR UP TO
\$25.00

CARD NUMBER

5199 7535 4602 5143

EXP (MM/YY)

CVV

ZIPCODE

07/22

336

94025

MAX \$25.00

Do not charge over or the card will be
rejected. Pay additional amount, if any, with
alternate method. DO NOT USE FOR TIPS.

Voucher Redemption by MasterCard

[WHERE TO USE THIS CARD](#)

Billing Address: Yiftee, 325 Sharon Park Drive
#215, Menlo Park, CA 94025

1

Locate the Card Balance

It's on the top right of the digital card, or scan the QR code for a printed card. **Run two separate transactions if the balance won't cover the customer's purchase.**

2

Manually Enter Card Credentials

Use the 16 digit code, expiration, and CVV provided.
*do not use for tips, unless pre-authorized

And that's it! You'll get paid as normal, just as you would any Mastercard transaction.

Troubleshooting Tips



Overcharging

Don't charge more than the available balance.



Unregistered POS System

Activate your system following the previous instructions. If you've already activated it, but the POS ran its occasional "auto-update", then the system may decline at first. Just run the transaction again, and it will be approved!



Typo!

Incorrectly entering the card information will, of course, cause the card to be declined. Simply try again!

Simple Tips to Multiply Your Sales

THE MINIMUM

Window and In-Store Displays



Ask your organizer if they have purchased a “marketing kit” with window clings, table tents, and business cards. If not, build your own with [these templates](#).

THE BASIC

Social Media & Email Marketing



Demonstrate your community engagement by sharing the Yiftee card on your social media and email lists. Use these ready-made templates for [socials](#) and [email](#).

THE ACHIEVER

Deals & Promotions



Offer deals exclusive to Community Card holders or additional perks for using the card at your store, like a small gift, an extra service, or a discount on the next purchase.

Get Your Employees Engaged

Engaging your employees means you can get the most sales out of your Yiftee card.

Train Employees to Process Yiftee Cards

See the quick and easy instructions on the last slides, or share [this more comprehensive document](#).

Encourage Employees to Share the Yiftee Card

The best marketing is always word-of-mouth – put your community's local businesses at the center of customer conversation!

Advertise Ongoing Promotions

Watch for emails from your community organizer about Yiftee Community Card promotions in your area. They may be offering BOGO deals and more. Customers love these deals, they come at no cost to you, and they drive massive revenue into your business.



Additional FAQs

- **Help! I need support!** Email support@yiftee.com Yiftee provides prompt email support 6am-9pm PT. Provide the 16-digit card number in your email if possible.
- **How is my business protected from fraud?** When Yiftee issues a card they guarantee that it is valid, as long as you do not charge more than the available balance. Yiftee is assuming all the fraud risk upon card purchase.
- **I already have a gift card program for my business. Why should I join this program?** You may maintain your current gift card program while participating in Yiftee. Participation on the program simply serves to provide you with an additional source of revenue for your business.
- **Can I apply a refund to the Community Card?** Yes. Refunds can be applied to a valid (unexpired) card just as you would to a credit card.
- **Can the Community Card carry a balance and be used more than once?** Yes, the card may continue to be spent at any/all participating businesses, until there is no remaining balance.
- **What about tech support?** Yiftee's US-based tech support team is available 7 days a week for questions, with an average response time of 3 minutes. You may also organize a meeting with your program's Yiftee strategist at any time for a more elaborate Q&A.
- **Is there a fee to purchase the Community Card?** The card buyer pays \$1.00 plus 5% of the card value, unless this fee is subsidized by a sponsor. The card recipient gets 100% of the card value. The store is paid the full value of the card, less their normal card-not-present (CNP) Mastercard fee.
- **Can I cancel my participation on the program?** Yes. Merchants may cancel anytime, by notifying their program organizer. You will be removed from the marketing materials online and will no longer be able to process the cards.
- **How do I know how much business I'm getting?** You get paid like you would with any Mastercard transaction. Look for transactions starting with 5199 75xx xxxx xxxx. Your organizer also has access to extensive data on program transactions via their portal, including a detailed breakdown for your specific business. They can easily provide that information upon request.

Thank you

and welcome to Yiftee!

Questions? Contact us:

✉ support@yiftee.com

🌐 www.yiftee.com

📍 Menlo Park, CA

