

# Queen City Card

## How Yiftee's Partnership Transformed a Gift Card Program



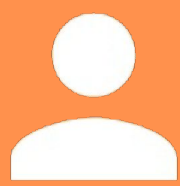
### About

Cincinnati, Ohio was coined "Queen City" during the early 1800s as it became a hub for arts, culture, and commerce. Today, Cincinnati is still as bustling as ever with a population of over 302,000 people. As of today, there are 66 participating Yiftee merchants with the city's goal of stimulating the economy to support its local businesses.

### How Did Yiftee Help?

The Queen City Card is a Community eGift Card redeemable at 66 different merchants in the city of Cincinnati. During the coronavirus pandemic, major cities were impacted by the closures of stores and restaurants, yet Queen City eGift Cards sales continued to skyrocket even during the most eerie and uncertain of times!

### Launch Results



**66**

Merchant Partnerships



**3K**

Yiftee Cards Purchased



**\$188K**

Small Business Revenue

"Yiftee has transformed our gift card program with our new Queen City Card. Now, purchasing a gift online is fast and convenient for customers, and easy for our staff to add new participating merchants with a few clicks of a button. Customers take advantage of the discounts available for bulk purchases, and the great customer service from Yiftee.

- Joe Rudemiller, Cincinnati Center City Development Corporation

