

Yiftee Bonus Program ROI 2020-2022

September 2022



Bonus Programs Created to Your Specifications

You determine promo type, bonus values, expiration dates, purchase limits

How It Works

Where Can I Use It?

Check Balance

Volume Discount Program



TAKE ADVANTAGE OF 2022 BONUS DOLLARS!

Buy a \$25 gift card, get a \$10 bonus gift card

Buy a \$50 gift card, get a \$20 bonus gift card

Buy a \$100 gift card, get a \$40 bonus gift card

(Limit 2 bonus cards per purchaser. Offer available while supplies last. Bonus cards must be used within 365 days.)



Keeping it
LOCAL

Support local businesses - buy a
Keeping it Local gift card!

Keeping it Local - San Leandro

San Leandro has many of your favorite retailers, restaurants, services and entertainment in one place. Use the Keeping it Local gift card at all participating locations in the city — there is truly something for everyone!



ROI for eGift Card Bonus Programs

Consumers purchase eGift Cards, get FREE bonus Cards

Engages the community in shopping local

Everyone loves free money!

Gets people in shops and restaurants

People try new places and develop new habits locally

ROI Metrics

2X return in first month

4X in 3 months

Up to 8X in 1 year

30% overspend on cards

51% of cardholders try new places

92% of cardholders prefer “shop local” cards over national brand cards

Program Results

	Boulder, CO	Whatcom County, WA	Erie County, NY
Program description	Buy \$25, Get \$25. Limit 4, exp. 12/30	Buy \$25, Get \$10; Buy \$50, Get \$20; Buy \$100, Get \$40 Limit 5, exp. 12/31	Buy \$25, Get \$25 or Buy \$50, Get \$50 Limit 1, exp. 12/30
Bonus funds distributed	\$118k	\$51k	\$448k
Community purchases	\$134k	\$198k	\$676k
Total \$ to merchants	\$253k	\$249k	\$1,124k
Total # gifts + bonuses	6,600	6,600	29,300
Total redeemed by 1/21	\$201k	\$81k	\$707k
\$ bonus redeemed	\$114k	\$43k	\$415k
Bonus card % redeemed	96%	84%	93%

Case Study – City of Oakley, CA (pop. 43k)

\$50,000 ARPA bonus funds

Sold out in 6 weeks!

6/8/22 – 7/15/22

Match: \$25, \$50, \$100, \$150

(77% of gifts sold were \$150)

Limit 1 bonus gift/purchaser

Bonus gift expires in 1 year

Purchased gifts do not expire

\$60k (64% of total) redeemed in 3 mo*

30 participating merchants so far



Works

Where Can I Use It?

Check Balance

Volume Disc



Choose an eGift Card Amount

\$25	\$50	\$100	\$150
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Buy eGift Card(s)

* Not including overspend



Case Study – City of Murrieta, CA (pop. 114k)

Murrieta Money Match: Get paid to shop local.



BONUS OFFER

Buy \$50, Get \$50 | Buy \$100, Get \$100 | Buy ~~\$250~~ Get \$250

SOLD OUT

LIMIT 1 BONUS CARD PER PURCHASER. EXPIRES ONE YEAR AFTER PURCHASE. WHILE SUPPLIES LAST.

\$100,000 ARPA bonus funds sold out in 30 days, added \$200,000 more

Sold \$384,000 in 8 weeks 6/1/22 – 7/30/22, sales ongoing

Match: \$50, \$100, \$250

\$222k redeemed in 10 weeks*

62 participating merchants so far



* Not including overspend

Recognize Sponsor Generosity

Bonus funds can come from anyone who cares about your community

City & county gvmt/ARPA, corporate employers, banks, realtors, developers, insurance agents, law firms, etc.

Put sponsor logos on:

eGift page

In-store merchant marketing materials

eGift Card and Bonus card images

eGift emails

Organizer's website

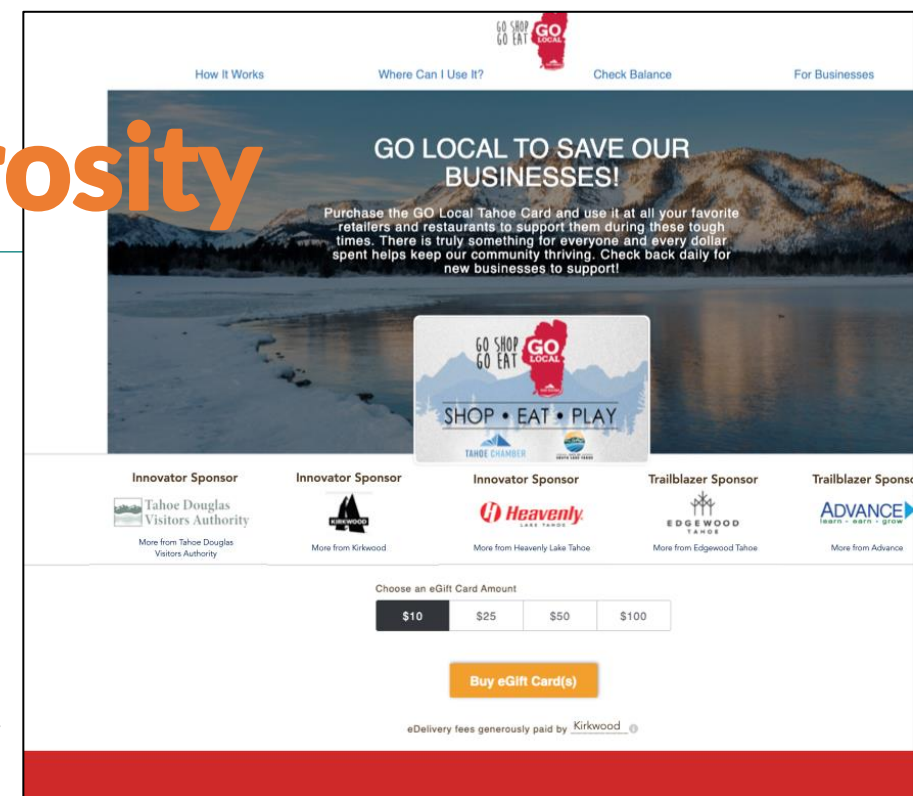
Links to sponsor websites

Press release & quote

Social media posts

Sponsor logos on eGift pages and emails

Sponsor logos on eGift card image and in-store marketing materials



Send a Digital Gift Card
Fairfield Community e-Gift Card



Questions?

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