

# First Data ChoicePak™

Easily sell more gift cards with  
convenient multipack gift cards sets.

Offer your customers an easy way to buy multiple gift cards with one quick and secure transaction

**Gift cards continue to grow in popularity** year-over-year and provide merchants a number of financial benefits including increased revenues, increased sales and interest from unredeemed balances. So why not make it easier for your customers to purchase more gift cards? With the First Data ChoicePak™ & ChoicePak with bonus card you can do just that. Now, instead of buying one gift card, entice your customers to purchase multiple cards for all of their expected and unexpected gifting needs. Increase your revenue, provide convenience for your customers, and gain new customers as the gift card recipient redeems their card. Best of all, you can do all this and not change a thing when it comes to processing the transaction at the point of sale.

# First Data ChoicePak™ & ChoicePak with Bonus Card

## How it works:

1. First Data's ChoicePak™ is a gift card set sold in packages of up to 5 gift cards all with the same denomination; the ChoicePak with Bonus card allows you to incent your customers with a unique offer just for them with one of the cards included in the pack.
2. At the point of sale, simply ring up the sale and activate all of the gift cards in the pack with the single card activation transaction you use today.
3. With ChoicePak, you still have the ability to use all of the system configurations including delayed activation.
4. Utilize the same robust gift card reporting tools and see for yourself how ChoicePak gift cards can help you expand your gift card program.

### Looking to...

Drive more revenue by upselling a single gift card offer?

With convenient sets located right at the POS, you can easily suggest to customers the ChoicePak for future gift needs.

Provide consumers a convenient way to buy multiple gift cards?

Quickly and easily ring up to 5 gift cards with the same denomination at once, or provide a promotional offer with the bonus card set.

### With the First Data ChoicePak you can:

Allow for easy activation with one swipe at the cash register?

Keep check-out quick and streamlined; with the ChoicePak card sets, it takes the same amount of time to process 5 cards as it does one.

Drive more customers with targeted marketing promotions?

With the ChoicePak with Bonus card, you can create tailored marketing promotions with just the right enticement for your customers.

Incent customers to buy more than one gift card by offering a bonus gift card?

Offer \$10 off, % off discount or give them a free gift with purchase; create an offer that will resonate with your customers and incent them to buy multiple gift cards.



To learn how to easily sell multiple gift cards at once and increase your revenue, contact [sales@fdnorthamerica.com](mailto:sales@fdnorthamerica.com) or call (855) 365-3473