



## Gift Cards Motivate Consumers to Buy

### Research Indicates Gift Card Promotions Have Positive Impact on Purchase Intent

DENVER (OCT. 25, 2007) - Merchants looking to influence consumer buying behavior should consider gift card incentives, according to a study by First Data Corp., a global leader in electronic commerce and payment services. The use of gift cards as consumer incentives is a growing trend to which consumers are responding positively.

Incentive gift cards have mainstream awareness, as indicated by an online research survey conducted with 526 survey respondents. Two-thirds, 67 percent, of survey respondents state they were already extremely or very familiar with them. During past purchase decisions, over half, 57 percent, of those who have used an incentive gift card report the incentive not only influenced their purchase overall, but their choice of store, 52 percent, and their choice of brand, 41 percent.

Gift card incentives can take many forms. A merchant may choose to offer an incentive store gift card when a consumer makes a major purchase, when a certain brand is selected or when a spending level is reached in a single day. They can also be used to encourage a customer to try a new product or service.

Three out of four consumers, 76 percent, are interested in purchasing or testing a product based on receiving an incentive gift card for doing so. In addition, nearly three-quarters, 74 percent, of total respondents would be more likely to make a purchase at a store offering a gift card as an incentive promotion versus a store that did not. Nearly nine in 10 consumers, 87 percent, who have used an incentive gift card are interested in continuing to receive gift cards as an incentive.

"Consumers like gift cards because they are convenient to use and simple to redeem," said Mark Herrington, president of First Data Prepaid Services. "Our research indicates that gift cards continue to be a powerful tool for merchants to attract consumers and incent them to buy. From large discount stores to fast casual restaurants, many verticals are now utilizing incentive gift cards to retain current customers as well as acquire new customers through partnerships with non-competing brands."

Data for the First Data Consumer Incentives Study was collected in March 2007 using the TNS Online Panel with a statistical confidence level of 95 percent. Individuals surveyed included users of incentive gift cards; those who are aware, but are non-users of incentive gift cards; those who are not aware, but are interested in incentive gift cards; and those who are not aware and are not interested in incentive gift cards.

#### About First Data

First Data Corp. is a leading provider of electronic commerce and payment solutions for businesses worldwide. With operations in 38 countries, First Data serves over 5 million merchant locations, 1,900 card issuers and their customers. It powers the global economy by making it easy, fast and secure for people and businesses around the world to buy goods and services using virtually any form of payment. The company's portfolio of services and solutions includes merchant transaction processing services; credit, debit, private-label, gift, payroll and other prepaid card offerings; fraud protection and authentication solutions; receivables management solutions; electronic check acceptance services through TeleCheck; as well as Internet commerce and mobile payment solutions. The company's STAR Network offers PIN-secured debit acceptance at 2 million ATM and retail locations. For more information, visit [www.firstdata.com](http://www.firstdata.com).

#### Media Contact:

Elizabeth Grice  
First Data Corp.  
(303) 967-8526  
[elizabeth.grice@firstdata.com](mailto:elizabeth.grice@firstdata.com)