The Other Mobile Money: Gift Cards

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Why eGift Cards?

What Is the eGift Card Market Doing, Anyway?

eGifting In the Real World

4 reasons why eGift Cards are the new mobile money

1

Pure P2P

Pick a Design

Add a Photo

Pick an eGift Card design to personalize your gift.



How much would you like to give?

Select a value or enter an amount.

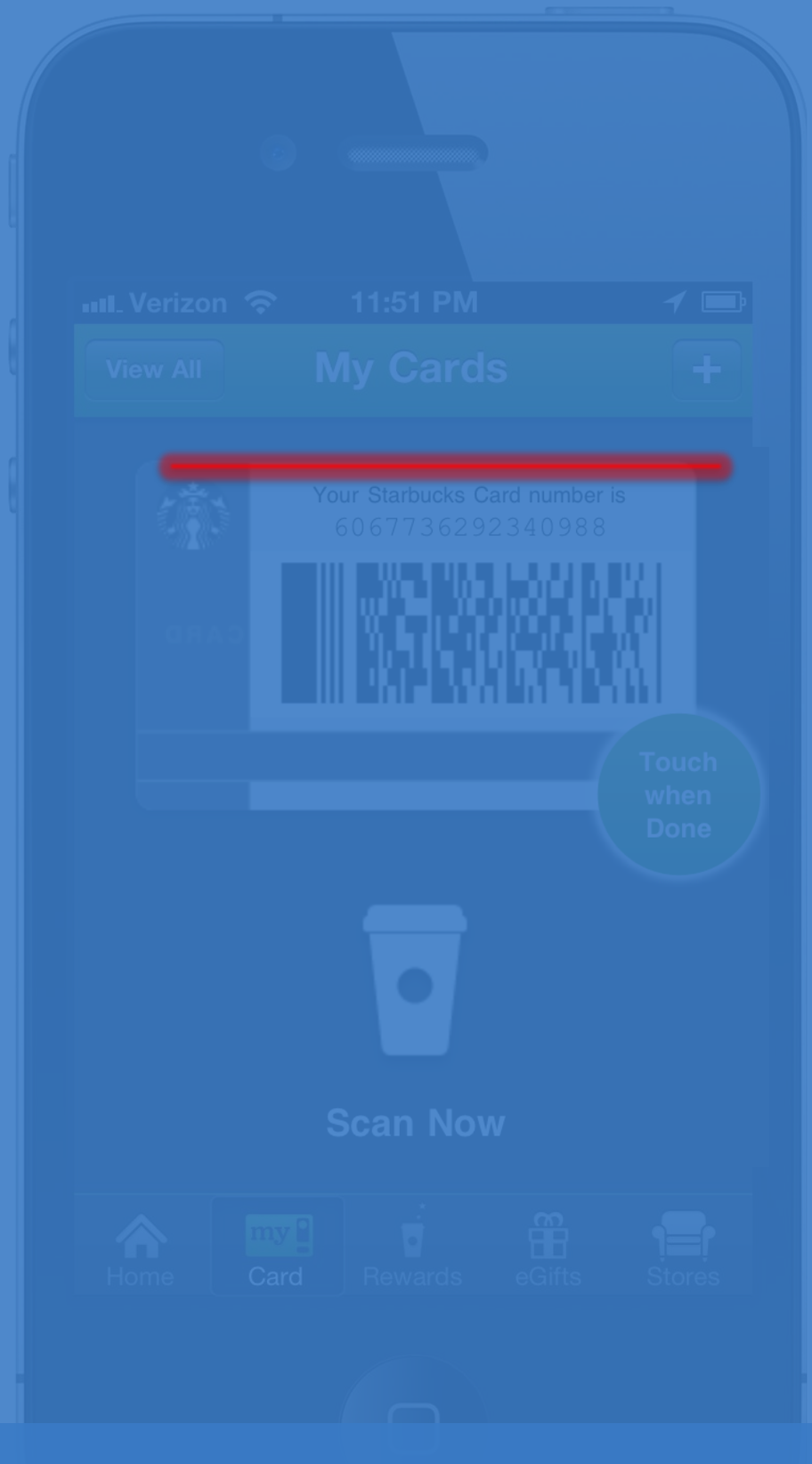
Grandma

Happy birthday! See you soon.

Love, Tom, Monica, & Jenny

2

Two Words:Easy. Intuitive.

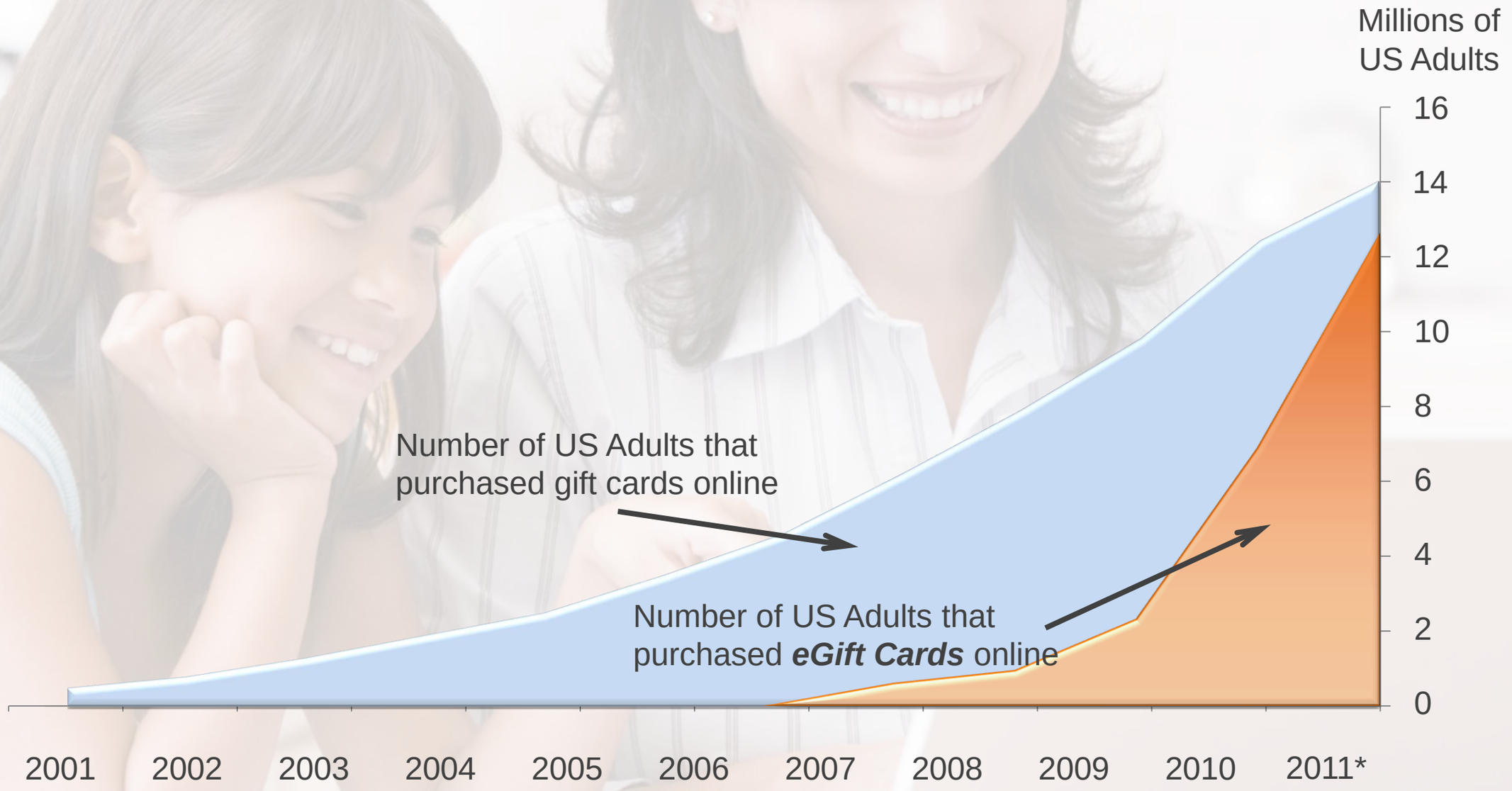


3 They Work Today. In the Real World.

4 Practically Endless Applications…

What Is the eGift Card Market Doing, Anyway?

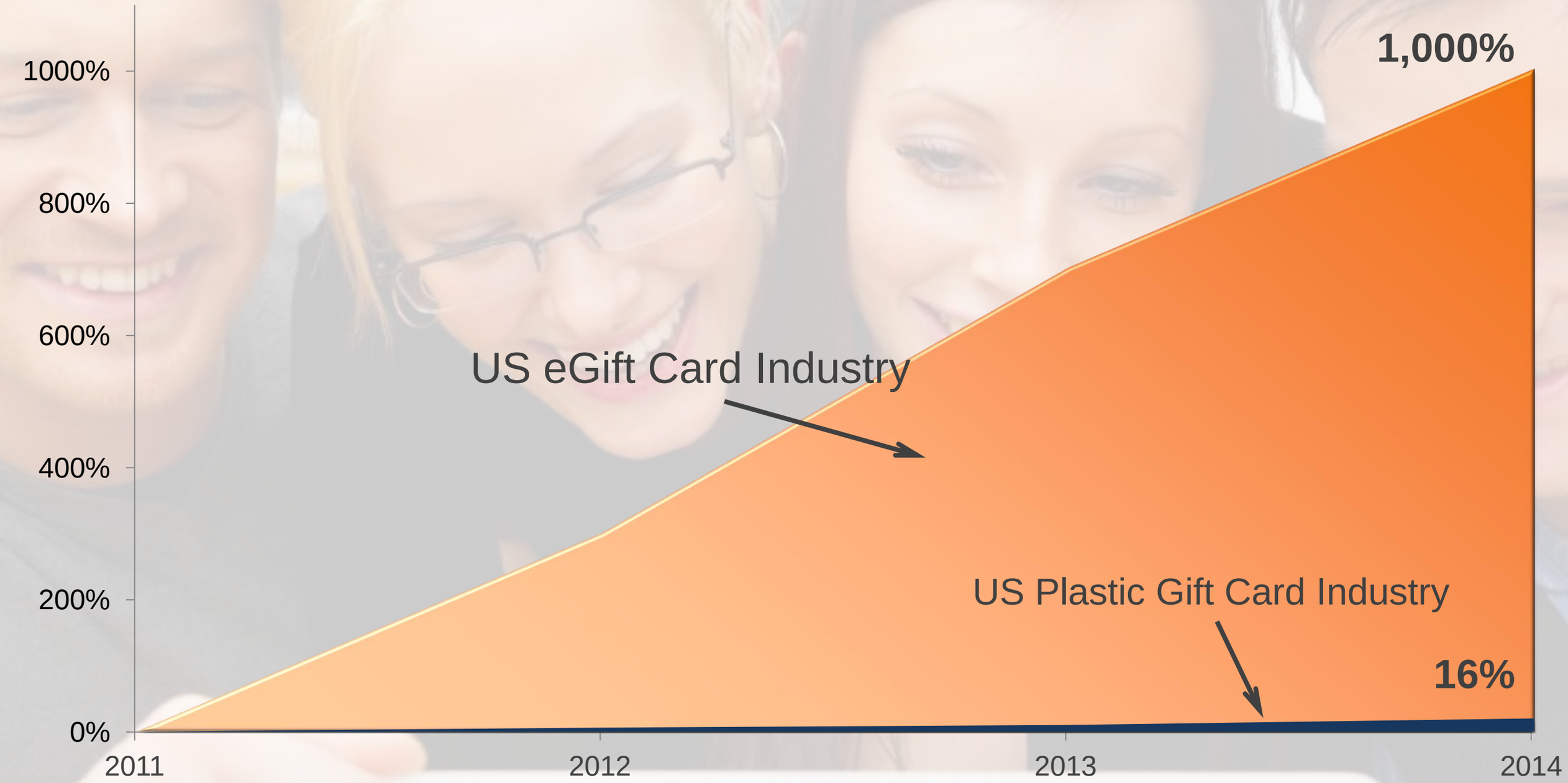
Digital Takes On Plastic…



To Date: Rapid Acceleration

*2011 estimates.

…and Digital is Winning



Projected Growth: $11 Billion by 2014

Source: TowerGroup: Gift Cards 2011 Coming of Age in a World of Chaos



242%

INCREASE

Will you…

…offer an eGift application in 2012?

YES

…develop an eGift product for Social and Mobile?

YES

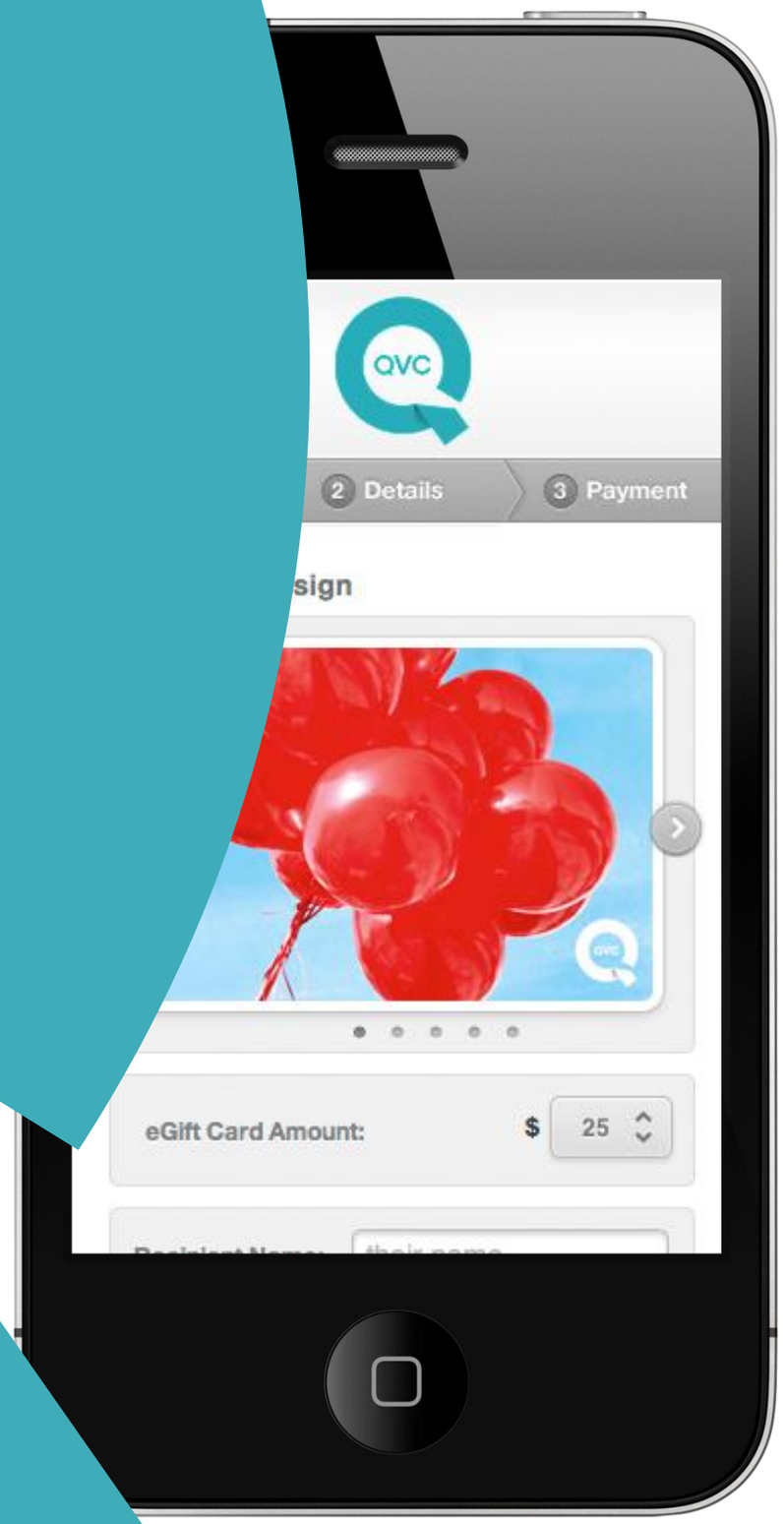
Survey of Top UK Retailers

Metro Digitals

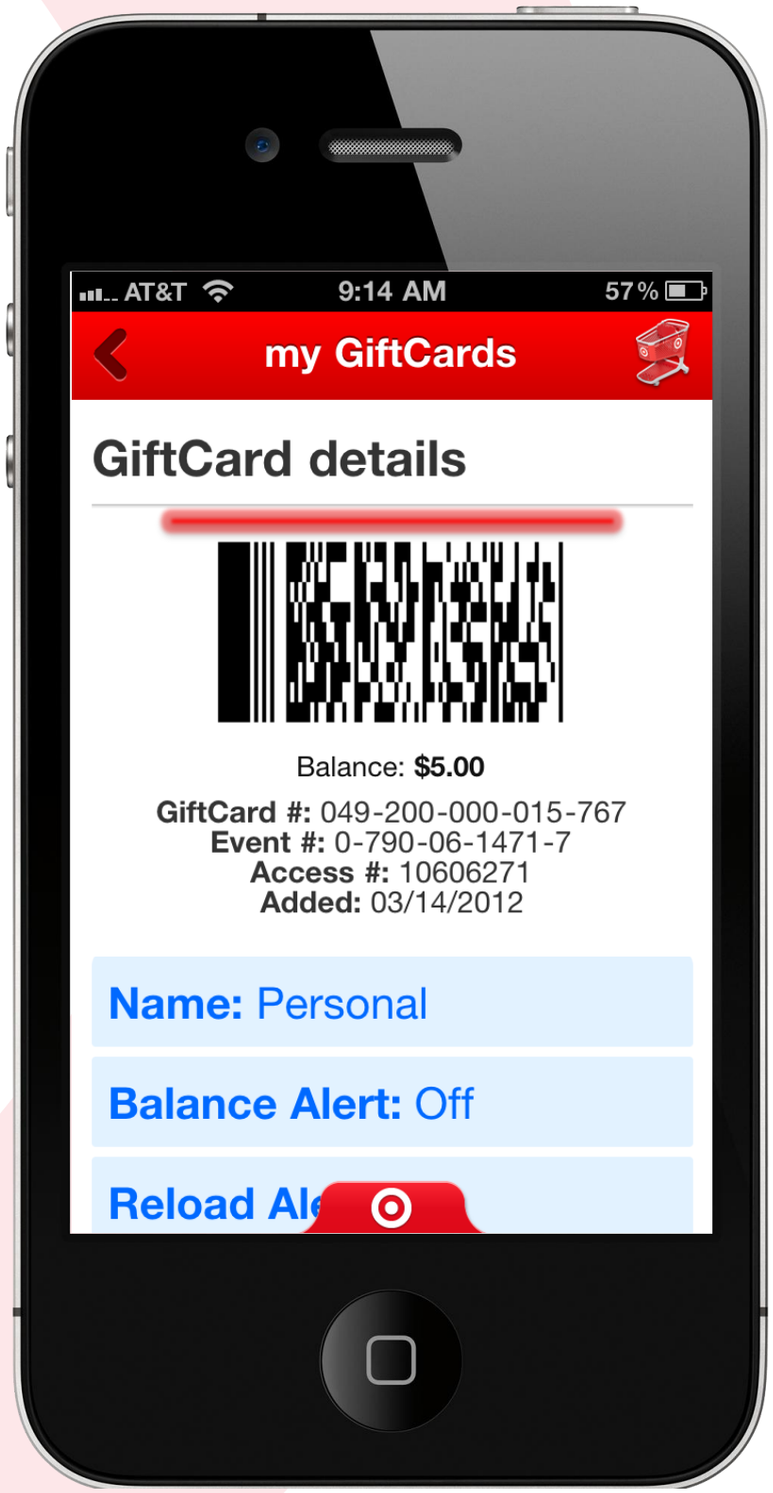
eGifting In the Real World

This Valentine's Day

Pure P2P: Starbucks Cup Magic



Easy, Intuitive: Mobile-Optimized Gifting



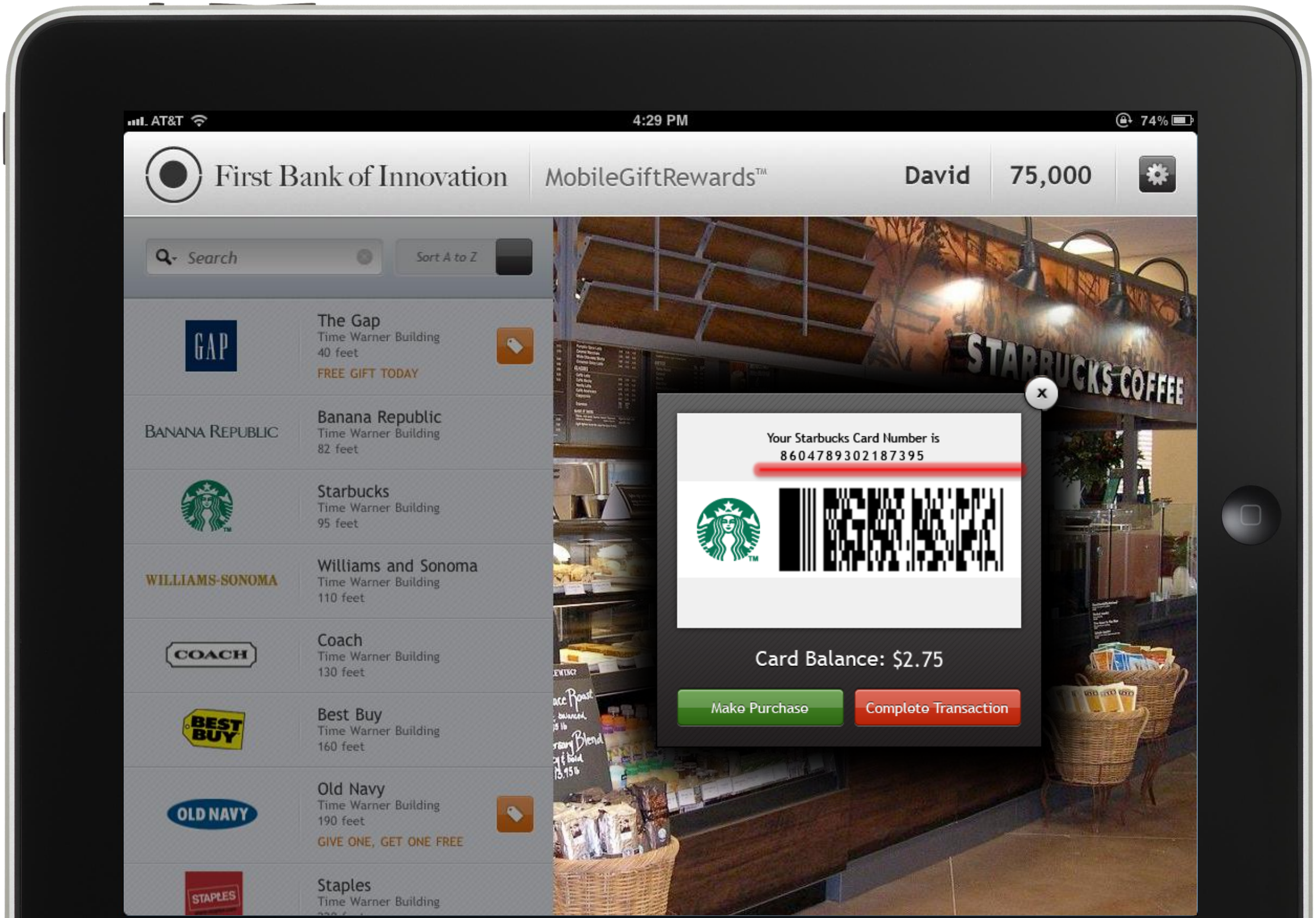
TARGET

They Work Today: Mobile Redemption



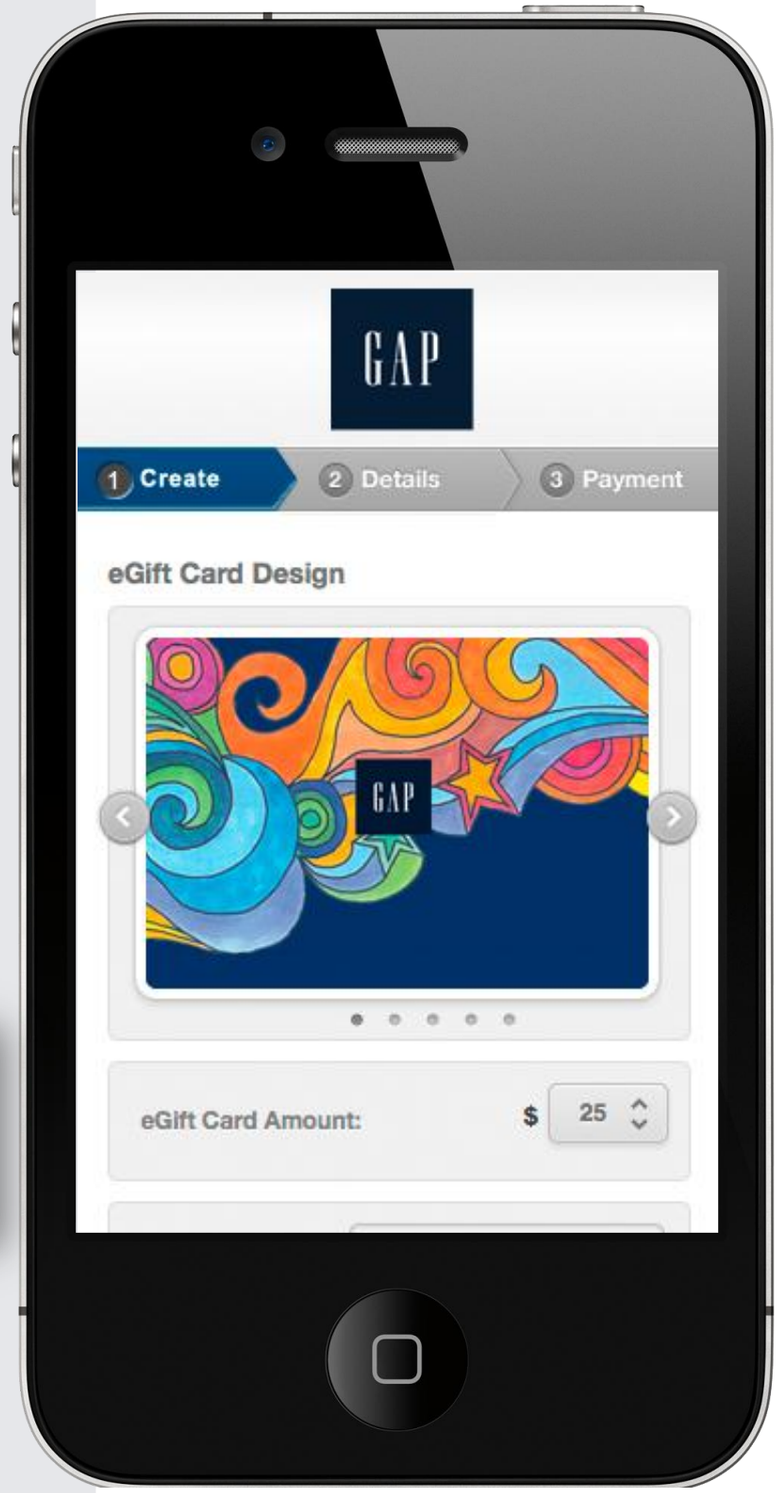
CHASE

Endless Applications: Mobile Rewards



Endless Applications: Location-Based





Endless Applications: Promotions

Today's Digital Money

Consumer Proven

Vast Opportunity

Real Results

Thank You

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