






## Drive Revenue through the Holiday Shopping Season and all year round with Factor4

As a leader in omnichannel Gift Card programs, Factor4 provides businesses everything they need to run a successful program



-  **Custom Card Production:** Create eye-catching, branded gift cards that resonate with your customers
-  **Integrations & Compatibility:** Seamlessly integrates with most major POS systems and terminals
-  **Processing Platform:** Unlimited gift card transactions and full activity & liability reporting
-  **Hosted Online Sales:** Sell Gift Cards directly from your website & social media pages
-  **Conversion/Migration:** Bring your existing Gift Cards from any platform or processor



### Increased Revenue

*attract new customers, boost sales, and encourage repeat visits*

### Enhanced Customer Experience

*seamless purchase and redemption across all customer touchpoints*

### Brand Exposure

*gift cards act as miniature ads, promoting your brand and attracting customers*

### Customer Loyalty

*recipients often become loyal customers, creating a steady stream of business*

### Reduced Returns

*minimize product returns as customers choose their preferred items*

### Uplift Opportunities

*redeemers often spend more than the card's value, increasing average ticket size*

### Seasonal Traffic Boost

*gift card sales surge during holidays, driving increased foot traffic and online visits*

### Data Insights

*gain valuable data on customer behavior, aiding in targeted marketing efforts.*

### Sell Gift Cards from your Website and Social Media with Factor4's hosted solution...

- No setup fees, ready within 1-2 weeks
- eCards delivered in real-time via email
- Physical Cards fulfilled by Factor4
- 50% increase in Gift Card sales



Contact your iPays Agent  
for More Information:

