



CAPITAL BANKCARD DIGITAL GIFT CARDS — POWERED BY YIFTEE

Capital Bankcard’s digital gift card program opens a world of possibilities for your e-marketing and loyalty programs by allowing customers to text or email gifts to others.

What if you could offer your customers the ability to send a personalized gift card from your website with your branding and a personalized message that perfectly suits the occasion?

Track behavior of the giftee, so you can evaluate and tailor your promotions to achieve optimal response rates while increasing revenue.

Digital gift cards are delivered via email or text, so they’re always stored on a consumer’s mobile device. Recipients receive monthly reminders of the gift and who sent it, encouraging them to visit your store and/or website to redeem the gift card.



Grow your business through the following channels:



Social Media

Leverage your dedicated gift card URL on social networks and blogs.



Website

Direct customers to your own customized checkout landing page.



Email

Include your gift card link in your marketing campaigns, event mailings and newsletters.



In-Store Signage

Inform shoppers about digital gift cards while in the store.



Twitter

All you need is someone's Twitter handle to send them a gift.