Factor 4

The Gift & Loyalty Factor for Success

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SELL GIFT CARDS ONLINE — INSTANTLY & EFFORTLESSLY

The eCommerce Gift Card Platform for Retail & Hospitality

Factor4's Online Gift Card Platform makes it easy for merchants to sell both eGift and physical gift cards directly from their website – fully branded, secure, and with complete fulfillment handled by Factor4. Whether you're a small boutique or a national chain, our solution helps you capture new revenue, attract more customers, and drive repeat business.

Why Selling Gift Cards Online is a Must

- Gift cards drive massive revenue – online and in-store:
- $339 billion in U.S. gift card sales projected by 2027
- 61% of consumers spend more than their gift card's value when redeeming
- 72% prefer buying gift cards online for ease and convenience
- Businesses with gift card programs see a 30-40% increase in repeat customers

Maximize Online Sales with a Complete Gift Card Solution

Sell eGift & Physical Cards, All in One Place

Give customers the option to send digital gift cards instantly or ship beautifully packaged physical cards – with Factor4 handling fulfillment so you don't have to.

Fully Branded & Seamless Integration

Your online gift card store will match your brand's look and feel and easily integrate with your existing website – mobile and desktop friendly.

Real-Time Sales & Reporting Dashboard

Access live sales data, customer insights, and redemption stats – all in one easy-to-use platform.

Secure, Trusted Payment Processing

PCI-compliant and secure transactions keep both you and your customers protected.