Factor 4

The Gift & Loyalty Factor for Success

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BOOST REVENUE, DRIVE LOYALTY, & ATTRACT MORE CUSTOMERS WITH A POWERFUL GIFT CARD PROGRAM

The Leading Gift Card Platform for Retail & Hospitality

Factor4 is the industry leader in gift card and stored value solutions, offering a seamless, secure, and scalable platform that helps businesses maximize their program's potential. Our solutions integrate with hundreds of POS systems, provide custom-branded digital and physical gift cards, and include robust analytics to track performance. With unmatched customer support and a commitment to driving results, Factor4 ensures that your gift card program is not just an add-on but a strategic revenue driver for your business.

Gift Cards Drive Revenue: The Numbers Prove It

- **Retailers experience 2.5x higher revenue** from customers who use gift cards compared to those who don't.
- **75% of gift card recipients spend more than the card's value, with an average overspend of $59.**
- **80% of consumers say gift cards make them more likely to shop with a brand.**
- **Businesses with gift card programs see a 30-40% increase in repeat customers.**

Maximize Growth with a Powerful Gift Card Program

Increases Revenue & Customer Spend – Gift card users often spend more than the card's value, driving higher average transaction sizes.

Boosts Customer Loyalty & Repeat Visits – Gift cards encourage repeat business and strengthen customer relationships, leading to long-term revenue growth.

Attracts New Customers & Expands Reach – Gift cards are a powerful marketing tool, introducing your brand to new customers through gifting.