

Gift



Increase sales and margin with an easy-to-get, easy-to-give gift programme.

It's a little-known fact that gift vouchers have been the most requested present for over a decade now, and that the amount spent on these grew by 11% in 2018.*

Brick-and-mortar operators face dwindling footfall in the face of increased ecommerce and home delivery competition. But an optimised gift offering represents a great opportunity to acquire new customers and incentivise existing ones in order to increase their spend and purchasing frequency.

Consider, for example, that a best-in-class gift offering could add 5% or more to your annual revenue?*

Why Eagle Eye?

Eagle Eye occupies a unique position among physical and digital gift card service providers. It offers an end-to-end gift product and sales management platform that supports flexible, personalised delivery and redemption. It also provides an extensive toolkit that can enable merchants to maximise the commercial success of their gift offering.

Its SaaS-based platform can support multiple delivery media, including paper voucher, physical gift card, email and SMS, also enabling their use at check out, both in-store and online.

At its core, the Eagle Eye AIR platform is used to track and manage the issuance and redemption of gift vouchers in real time. Money can be loaded onto even a physical gift card at the point of purchase. We also provide brandable and configurable gift microsites for consumers to buy gift vouchers easily, quickly and securely.

Mobile optimisation

The Eagle Eye Gift microsite is mobile-optimised, so it can be linked to a mobile app in order to generate sales from your most loyal and digitally engaged app customers.

We can also help drive further scale and reach beyond your own existing and target customer base, using our wider ecosystem of clients and promotional partners as well as our gift expertise. This could include wider distribution via digital and store-based retail gift malls, as well as via plug-and-play integration with key online specialist gift stores.

Our platform also enables access to our performance marketing network to promote your gift offering throughout the year, and with offers relevant to special occasions, such as Valentine's Day, Father's Day or Black Friday.

Business-to-business and staff rewards

Half of UK gift card revenue comes from companies that use gift as an employee incentive or a customer reward.

Eagle Eye can provide a brandable and configurable B2B microsite, where gift cards can be bought in bulk and offers can be personalised according to the commercial terms that are more suitable for each business. We can also help list gift cards on popular digital employee engagement platforms that sell thousands of corporate gift cards every day.

30+ brands are currently successfully growing their business thanks to Eagle Eye Gift. If you would like to drive incremental sales, increase margins and boost customer loyalty and acquisition, contact Eagle Eye to find out more.

30+

brands live

5,600+

locations connected
in real-time

2M+

gifts
purchased

£100M+

gift sales



Get in
Touch...

30+ brands are currently successfully growing their business thanks to Eagle Eye Gift. Contact us to find out how to join them!



* UKCCVA Data Analysis 2018

** Gift cards typically make up either less than 2% or between 2% and 5% of total sales across an organisation. In a quarter of cases they make up more than this however, and in 15% of cases more than a tenth of the company's total sales.* - UKCCVA State of the Nation - 2017 (page 12)