

## LOYALTY AND GIFT CARDS

### Merchant Pro USA

(a MasterTel USA company)



Merchant-Funded Rewards Programs are loyalty programs created to drive consumer purchasing behavior. They allow merchants to build and maintain customer relationships by gathering customer preferences.

Cardholders with rewards average 1.6 additional transactions per month<sup>1</sup>

#### LOYALTY CARD PROGRAMS

Also called Merchant-Funded Rewards Programs, these programs are created to drive consumer purchasing behavior. They allow merchants to build and maintain customer relationships by gathering customer-preference data. Our solutions make it easy for our clients to manage their Merchant-Funded Rewards Programs. We provide a complete range of solutions to promote secure, long-term relationships between consumers and merchants. Our solutions can convert consumer debit and credit card transactions for Merchant-Funded Reward Programs into:

- POINTS
- MILES
- REBATES
- CASH BACK
- GIFT CARDS

## PRE PAID GIFT CARDS

Offering gift card solutions is easy with our solution. Online ordering for our clients and their merchants makes inventory maintenance simple and efficient. We provide standard and custom card designs with four color options and in-store merchandising materials that help foster adoption at the point of sale. Data integration allows consumers to inquire about gift card balances at the point of sale or as part of the provider's integrated voice response system.



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