

Vantiv StoreCard

Your Store, Your Card



Part gift card, part rewards card, pure convenience, Vantiv StoreCard is a product you can use to boost your bottom line. One simple solution gives consumers more ways to pay and more reasons to spend. With StoreCard, your customers can give gifts, earn rewards, and pay with a plastic card or smartphone. Whether you run a single storefront location or a wide-ranging franchise, StoreCard can elevate your gift card program into an industry-leading promotional tool that helps attract and engage customers. StoreCard delivers everything you need to help generate new revenue, increase brand exposure, and easily manage gift card sales. Give your customers a more powerful way to pay and give your business a competitive edge with Vantiv StoreCard.



GIFT TRANSACTIONS

Basic gift card transactions, whether initiated by smartphone or plastic cards are unlimited with Vantiv StoreCard.* Issuing, adding funds, checking balances, and payment are all included.



CARD REGISTRATION

Cardholders can register their cards online to help guard against loss or theft. Unlike a traditional gift card that is treated like cash, if a StoreCard is lost or stolen, cardholders can cancel their card and Vantiv will send a new one loaded with the remaining balance via eGift.



STORECARD MANAGER

The StoreCard Manager is a website hosted by Vantiv and branded just like your cards. It lets your consumers pay from their phone or access any of the features that you have enabled for your business. It is accessible by scanning the QR Code on the back of the StoreCard, or by going to the URL listed on the back of the card. From the StoreCard Manager website, cardholders can view their transaction history, including card reloads and rewards.



RELOAD

Cardholders have the option to automatically or manually reload their StoreCard at any time, making the checkout experience more convenient and efficient. When a cardholder reloads their StoreCard, they simply link their StoreCard to a credit card. The online reload feature utilizes the MercuryPay platform, which encrypts the credit card data.



REWARDS

Create customer loyalty and encourage loading and reloading funds onto the StoreCard with rewards. You determine the reward amount and whether the reward is loaded upon purchase, reload, or both. Every time customers use their StoreCard at your business or reloads their card, they receive rewards loaded directly onto their StoreCard. For example, if you select 10 percent rewards on purchase, a \$10 purchase results in \$1 bonus on the customer's StoreCard. With rewards, your customers will never have a zero balance.



GO MOBILE

Cardholders have the option to convert their physical StoreCards into digital StoreCards so they can pay with their smartphones. For iPhone® users, the digital card will be stored in their Wallet® app. For Android™ users, the digital card will be stored in the PassMarket™ app, or the customer can simply pay from StoreCard manager.



DigiCard

Promote your business with digital eGifts. We create a unique QR Code or Text Code for your business. When your customers scan the QR Code they are redirected to a registration page to receive their eGift Card. Mobile phone users can then convert the eGift into a StoreCard in Wallet or PassMarket.



SOCIAL SHARING

Take your StoreCard viral! Encourage cardholders to share a virtual gift onto Facebook with our social gifting feature. You decide the offer amount and we take care of the rest. When you let your customers help spread the word about your business, you reward their friends with a DigiCard and save money on advertising. Customer recommendations go a long way in attracting new business.

*Unlimited transactions included with StoreCard at \$29.99 per month. Does not include Mobile Transactions, Multi Store Reconciliation, and Card Studio purchases.

800.846.4472 x1407
giftsales@vantiv.com
www.mercurypay.com

smarter
faster
easier
payments™

vantiv / integrated payments