

Valutec®



**VALUTEC**

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the next generation marketing management platform  
specializing in gift, loyalty and digital rewards

# Go digital. Incentivize loyalty. Reap the rewards.

Rack up bigger benefits with a smarter gift card and loyalty solution. Valutec gives you what you need to grow your business with access to tools that can increase store traffic, build brand awareness and strengthen customer loyalty. Engage with your customers the way they want – via mobile, online, social and in-person.

## A gift and loyalty solution that keeps on giving

The challenges of today haven't slowed business down. In fact, businesses need to move faster than ever just to keep up. To help overcome current obstacles and stay ahead of the competition, you need a marketing solution that delivers smarter innovation and better results.

With Valutec's gift and loyalty marketing solution, you can help your business realize more revenue. You'll be able to leverage an affordable, comprehensive marketing program that can be customized to your business and your brand while also providing the reporting and intelligence that helps drive more customer loyalty.

## Flexible to work with any payments processing

The Valutec gift marketing management platform is designed to provide the tools for smarter growth and a solution that works with any payment processor. With everything necessary to run successful gift, loyalty and digital marketing campaigns, you can drive sales while creating happier, more loyal customers.



## Meet your customers' demands

Valutec's all-in-one solution enables you to easily sell gift cards to your customers the way they want via mobile, online, social and in-person. You'll create revenue opportunities by helping to increase store traffic, lift your brand awareness and promote digital functionality – all while building customer loyalty. It's a smart solution for more rewarding results.

What makes Valutec the smarter comprehensive gift, rewards and loyalty platform? Extend your marketing reach to help strengthen your revenue grasp with the following benefits:



**Designed to save you time and money** Easy program management with comprehensive dashboard reporting



**Competes with bigger brands** Stay at the forefront of innovation with robust yet affordable solutions



**Retains customers and attracts new ones** Reward loyal customers while extending your reach to help fuel growth



**Stays relevant with consumers** Help satisfy demand for current trends and the latest technologies



**Evolves with changing needs** With an eye toward adapting flexible solutions built for your business – and whatever comes next

## Your business, your choice

Valutec gives companies of all sizes the tools to grow smart. This sophisticated solution is not a one-size-fits-all approach, but enables you to choose the package that's right for you.

### Essential Gift

The Essential Gift package includes tools to help to get your gift program off the ground and contend with the big competitors. With automated processes and customer friendly features, this package offers:

- Gift card processing
- Cashback rewards
- Card registration
- Auto-reload
- Lost or stolen replacements
- Cards for customer satisfaction and refunds
- Easy program management and reporting

### Premier

Take your gift marketing program to the next level with Premier. Building on the sophisticated gift and rewards components of Essential Gift, this package offers your customers a digital experience by providing your business with all the features in the Essential Gift package, plus:

- Digital gift sales on a branded website
- Digital gift cards for mobile wallets (Apple, Google)
- Card fulfillment management
- Social media sharing via Facebook
- A promotional digital gift card via a SMS or QR Code

### Loyalty Plus

The premium Loyalty Plus package gives your business added tools to help maximize your reach and have a stronger online presence. This comprehensive customer data management and a loyalty program is built to elevate the way you market and target communication with your customers. All the features in the Essential Gift and Premier packages are included, plus:

- Integrated loyalty points program
- Customer contact data management
- Text & email capabilities
- Automated birthday/anniversary clubs
- Employee rewards and charity gifting
- Social media gift campaigns





## Ready to create and keep more loyal, satisfied customers?

Let us help you reap rewards for your business with a smart, robust gift and loyalty marketing solution. Give your business the gift of new revenue opportunities by helping to increase store traffic, build brand awareness, enable digital functionality and drive customer loyalty.

**Grow smarter with the Valutec gift marketing management platform.**

**Contact us at 800.509.0625 or [sales@ValutecCardSolutions.com](mailto:sales@ValutecCardSolutions.com).**

Merchants like you are looking for an easier way to drive revenue, but don't have a lot of extra time to spend. Since 1997, Valutec has served thousands of merchants to help them maximize their return on investment by customizing the right tools for the job. Additional bonuses include:

- Real-time reporting illustrating program is performing
- ACH for funds transfers between multiple locations
- Gift card warehousing and fulfillment
- Compatibility with a wide variety of terminals and point of sale
- Card, merchandising and web customization
- 24/7 technical support and help desk service