

How did Motoblouz boost its gift card revenue by 63% in just one year?



Industry: Motorcycle gear and accessories

Geographic markets: France, Spain

Product offering: 700 brands and over 137,000 product references

Buybox solution deployed: Network (distribution model)

Annual revenue: €70 million

Founded in 2004, Motoblouz has established itself as the leading online destination for motorcycle enthusiasts. A true specialist in the two-wheeler world, the brand offers an extensive range of products— from helmets and technical apparel to accessories and spare parts.

With a deep-rooted commitment to the rider community, Motoblouz stands out through its expertise, spirit of innovation, and constant focus on meeting the needs of all motorcyclists— whether urban commuters or long-distance adventurers. The brand prides itself on delivering gear that combines safety, comfort, and performance, ensuring an optimal riding experience every time.

Context

In 2020, Motoblouz launched the distribution of its gift card in response to growing demand from employee reward platforms.

The goal was to capture significant sales volume by partnering with external resellers. This strategy aimed to attract new customers while also driving repeat purchases from the existing customer base.

However, manual distribution management quickly proved inefficient and unscalable, limiting the brand's ability to support sustained growth.

In light of this, Motoblouz quickly realized that an automated, optimized solution was essential to support this growth and ensure the long-term success of its gift card program.

Goal

Increase gift card revenue through B2B channels, with no additional operational effort.

Results

+63%

Increase in gift card revenue via Buybox in just one year

x2

Number of distributors in the network doubled within 12 months

27%

Of B2B gift card sales generated during the holiday season

Motoblouz scales gift card distribution through Buybox's aggregation platform

Choosing Buybox as aggregator

Motoblouz selected Buybox for its powerful Network, unlocking access to 100+ distribution partners with a single integration. The platform's ease of use empowers operational teams, while a dedicated BuyBox team ensures strategic oversight of the gift card program.

Flexible and controlled management

With Buybox Network, Motoblouz maintains full control over its gift card distribution.

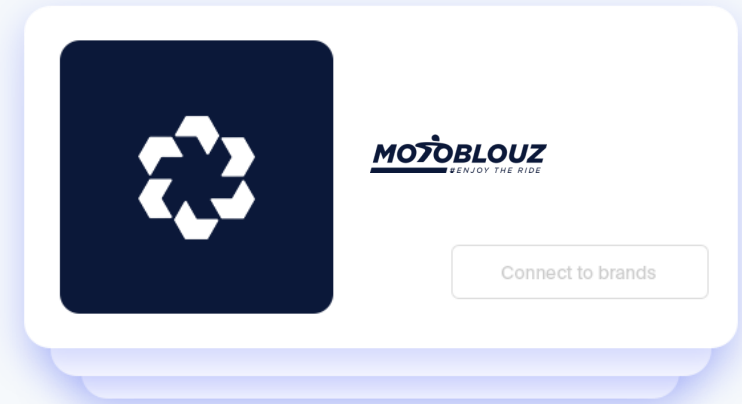
The brand can choose its partners, adjust commissions based on performance, and manage distribution seamlessly—while protecting both its brand image and strategic positioning.

Centralization, accounting reconciliation, and performance tracking

Buybox simplifies accounting reconciliation and provides detailed performance tracking through dedicated dashboards. Partner validation is streamlined, all activity is centralized, and time-consuming tasks are automated—allowing Motoblouz to focus on optimizing its distribution network.

Dedicated strategic support

Instead of juggling multiple points of contact for each distributor, Motoblouz benefits from a dedicated Customer Success Manager at Buybox. This strategic support focuses on scaling Motoblouz's distribution strategy—partner selection,



“With Buybox, we boosted our revenue, saved time managing our distribution network, and streamlined communication—all thanks to the expertise and availability of the Buybox team.”



David Vasseur
E-commerce Manager

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Motoblouz's gift card shifts into high gear with optimized distribution

Motoblouz scales up its gift card distribution strategy

Since its launch, the Motoblouz gift card has become a strategic growth driver. In under a year, Motoblouz doubled its gift card revenue and expanded its distribution network from 10 to 17 partners through Buybox—proving the power of B2B as a growth engine.

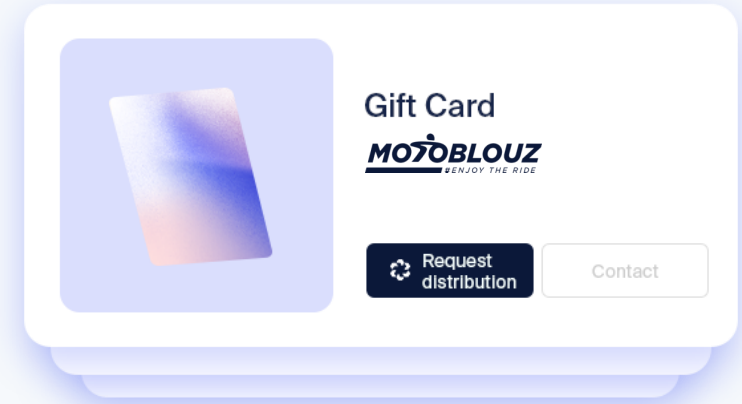
Today, Motoblouz aims to go even further by increasing its visibility among distributors and continuing to scale its distribution strategy.

International expansion

After consolidating its success in France, Motoblouz is preparing for international expansion, starting with a launch in Spain in partnership with Buybox.

The objective: optimize global distribution by building on strong local performance. With Buybox, Motoblouz has a key solution to drive and manage its international growth.

The goal is clear: to make the Motoblouz gift card a go-to choice for both riders and businesses—across France and beyond.



"Distributing your gift card through Buybox is a powerful way to open a new acquisition channel and see a rapid impact on revenue."

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David Vasseur
E-commerce Manager

Best practices from David on gift card distribution



Adjust your commissions and align your strategy!

Before launching gift card distribution through third-party partners, it's essential to conduct a thorough market analysis to define a well-balanced commission strategy—competitive enough to attract resellers, yet profitable enough to protect your margins.

You should also anticipate competitive pressure: in a saturated market, allocating the right marketing budget and promotional efforts will be critical.

Next, clearly define your primary objective—whether it's acquiring new customers or strengthening loyalty among existing ones—and tailor your strategy accordingly.

It's also important to assess the volume of additional purchases generated through gift card use, in order to accurately calculate your ROI.

A structured, data-driven approach is key to maximizing the performance of your gift card program and turning it into a powerful strategic growth lever.



Book a demo

360° expertise on your omnichannel gift card program

Transform your gift card program into a scalable customer acquisition engine.

€800M+ in total sales volume

14 years of gift card expertise

Over 40 employees

200 clients operating across Europe, Asia, and the United States

ISO27001 certified

