



Boost your marketing performance through your distribution partners

How to turn your distribution partners into powerful drivers of visibility, customer acquisition and revenue growth for your gift card programme

As your gift card programme reaches maturity, a key strategic question emerges: how can you scale its reach and maximise its impact?

In an environment where every touchpoint matters, third-party distributors, whether employee benefit platforms such as Edenred, Swile or Illicado, or loyalty and incentive players – are no longer just distribution channels.

They are true audience ecosystems, capable of placing your gift card, and your brand, in front of thousands of highly targeted consumers, at moments of peak attention.

Too often seen as passive channels, these partners in fact offer powerful, structured marketing tools, which can be activated on a performance basis to drive sales, increase brand visibility, and support both customer acquisition and retention objectives.

This document will help you rethink your distribution strategy as a core marketing growth lever, and identify concrete, high-ROI actions to unlock the full potential of your partner ecosystem.

Getting Started Checklist

1. Define clear objectives

Before launching any activation, align your campaigns with a precise strategic intent:

- Brand awareness
- Sales volume
- Customer acquisition

Your objectives will determine the format, budget and success metrics of your campaigns.

2. Test over the long term

A one-off campaign is not a meaningful test.

Plan an activation strategy over at least six months, working with a minimum of two distribution partners.

The goal is to observe, compare, iterate and build a continuous optimisation approach.

3. Select the right partners

Key criteria to consider:

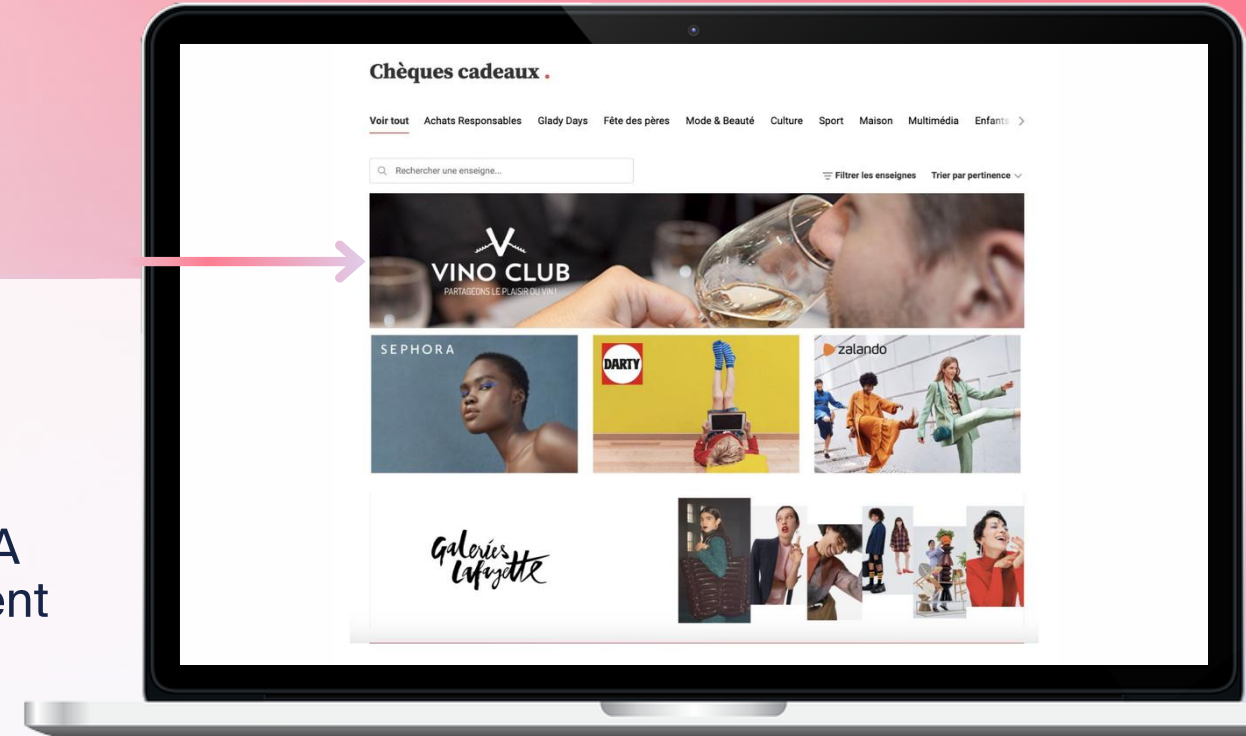
- Volume vs. targeted audience: combine mass-market distributors with niche platforms
- Quality of marketing tools and activation formats offered
- Relevance of the end-customer profile
- Estimated cost and expected ROI of your campaigns
- Ability to provide clear, data-driven reporting
- Prioritise partners that can actively promote your offer, rather than simply listing it in their catalogue.

Types of marketing support

Premium homepage banner

The most visible and strategic placement. Your brand appears at the top of the homepage, visible immediately upon login, ahead of any other offer. A format designed to capture attention at the moment of highest purchase intent.

- **Objective:** Maximise visibility and sales
- **When:** Key trading periods (Christmas, Black Friday) or product launches
- **Best practice:** Clear messaging combined with immersive, brand-led visuals
- **Impact:** Strong visibility and accelerated conversions
- **Cost:** High (approx. €2,000 to €4,000 excl. VAT for 7 days)*

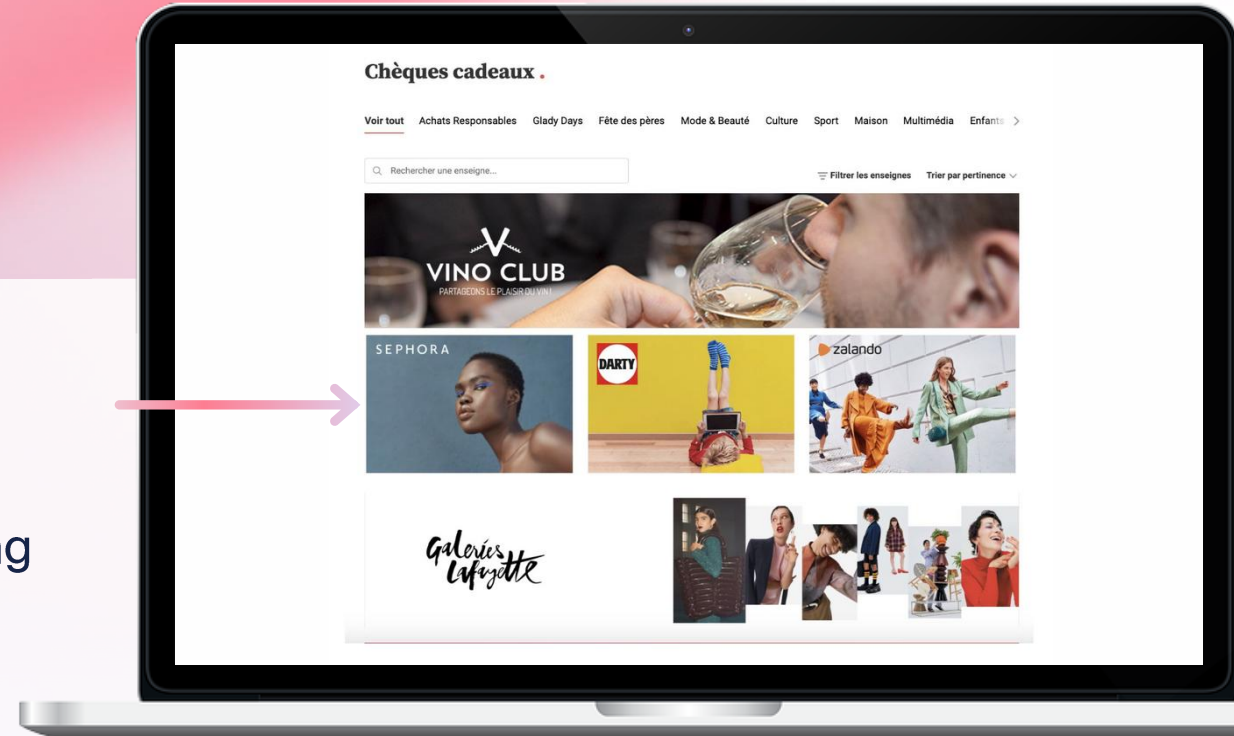


**Indicative pricing – may vary depending on timing, partner platform and placement conditions.*

Premium homepage placement (slot)

Your gift card positioned at the very top of the catalogue. The card is featured in the first row of homepage tiles, at the heart of the natural browsing flow. A high-click-potential placement, ideal for boosting discovery and conversion rates.

- **Objective:** Strengthen visibility and ranking, capture early scroll attention
- **When:** To maximise product performance during key trading periods
- **Best practice:** Use strong visuals to encourage clicks and engagement
- **Impact:** Increased click-through and conversion rates on the gift card
- **Cost:** Relatively high (approx. €1,000–€3,000 excl. VAT for 7 days)*

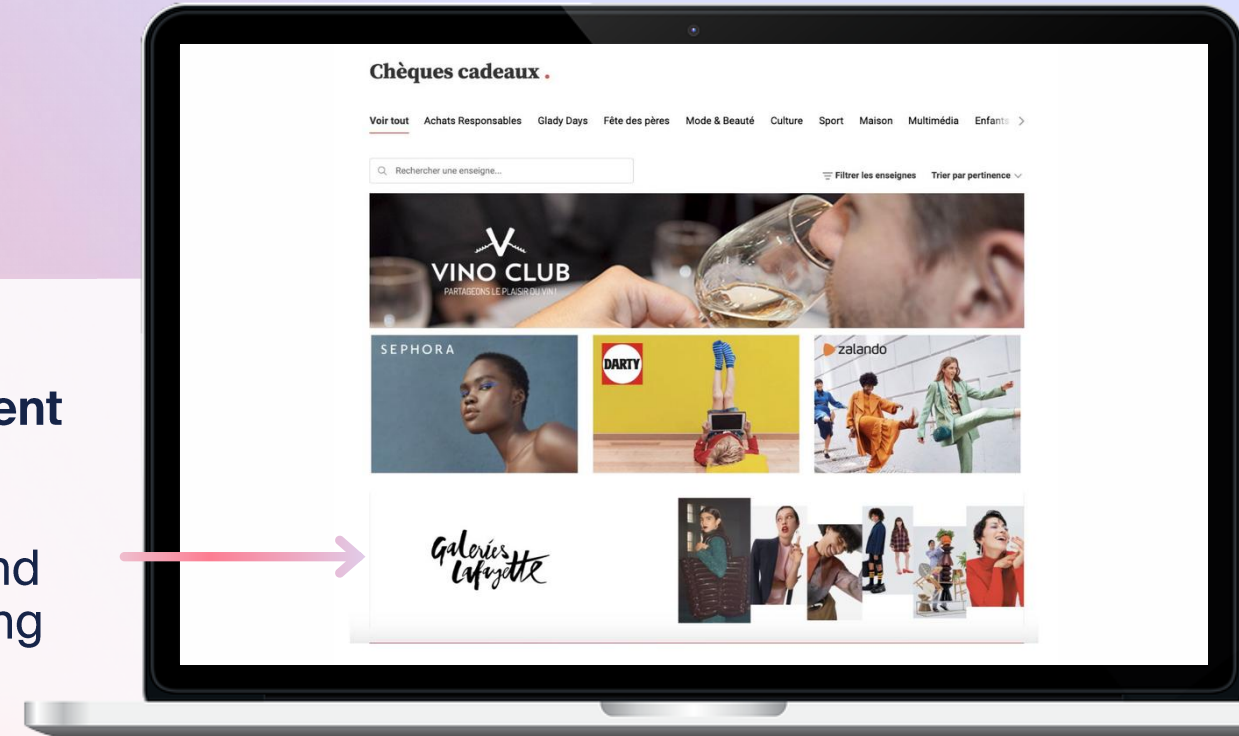


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Homepage logo expansion

Strengthen your brand presence from the moment users enter the catalogue. Your logo and visuals appear as a banner above the fold, creating a powerful first impression and anchoring your brand in users' minds from the very start of their browsing journey.

- **Objective:** Maximise visibility and sales
- **When:** Key trading periods (Christmas, Black Friday) or product launches
- **Best practice:** Use immersive visuals aligned with your brand identity
- **Impact:** Strong visibility and accelerated conversions
- **Cost:** Relatively high (approx. €1,000–€3,000 excl. VAT for 7 days)*

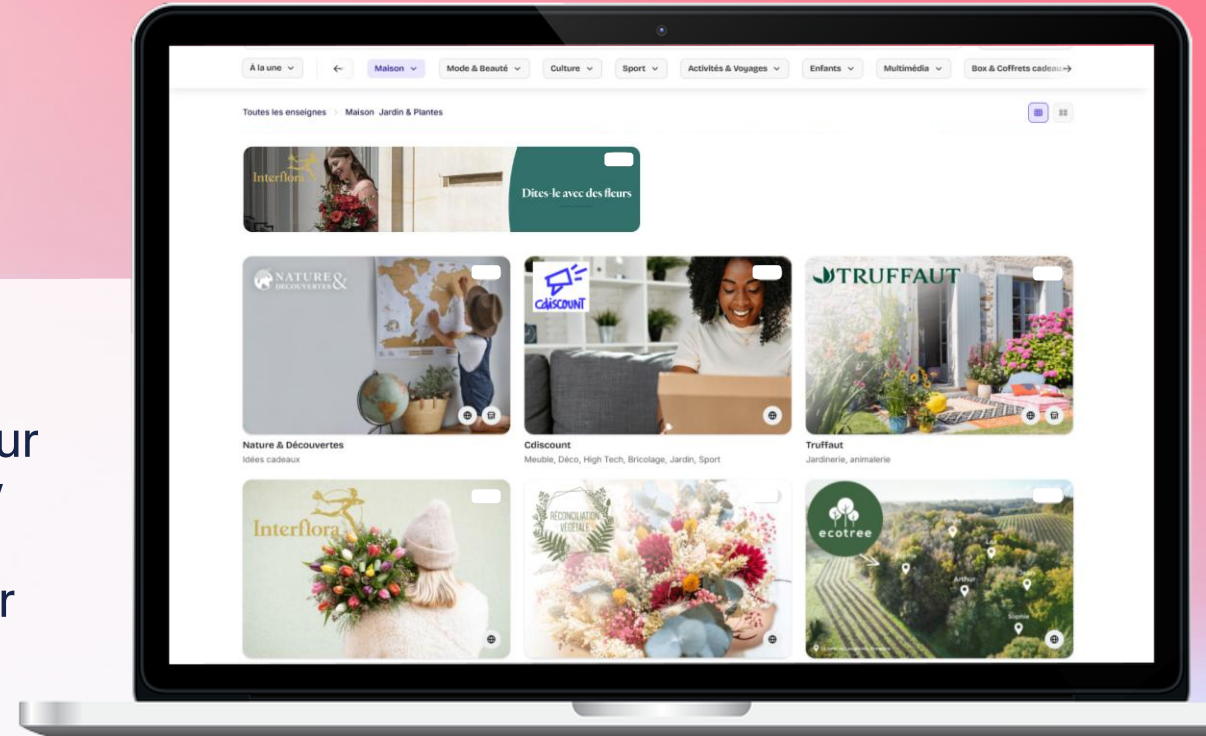


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Banner placement within thematic catalogue categories

Reach audiences with strong purchase intent. Your banner is displayed at the top of thematic category pages (e.g. Mother's Day, Sport, Wellbeing), at a moment when users are actively expressing a clear intent.

- **Objective:** Generate targeted sales among highly qualified audiences
- **When:** Seasonal key moments or sector-specific activations
- **Best practice:** Adapt visuals and offers to the context of each category
- **Impact:** Very strong visibility and high conversion rates among engaged users
- **Cost:** Moderate to high, depending on category and seasonality (approx. €1,000–€2,000 for 7 days)*

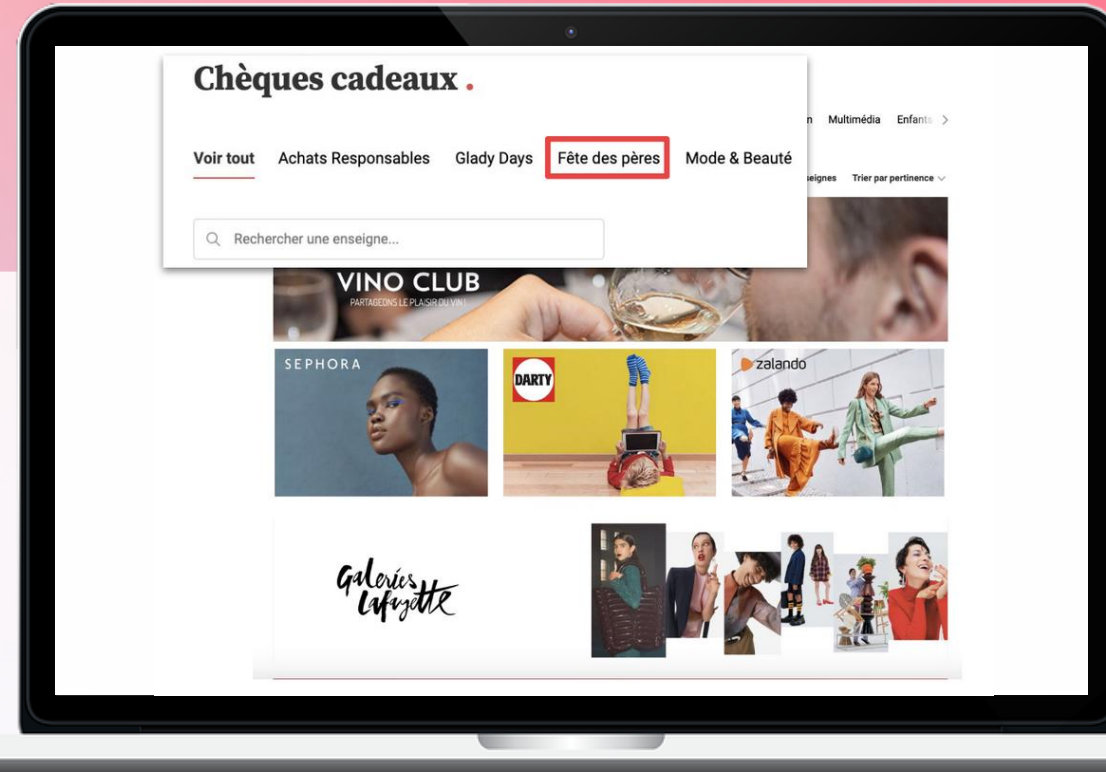


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Ranking / featured placement within thematic catalogue categories

Gain visibility in high-impact strategic areas. Your offer is boosted within search results and key pages (e.g. Deals, Christmas, affinity-based categories), increasing exposure to users who are already in a purchase mindset.

- **Objective:** Maximise visibility across search results and thematic verticals
- **When:** Key commercial periods or targeted product segment activations
- **Best practice:** Combine the boost with a compelling offer or headline
- **Impact:** Enhanced visibility and incremental sales at an optimised cost
- **Cost:** Affordable – an excellent performance lever compared to banners (approx. €1,500–€2,200 excl. VAT for 7 days)*



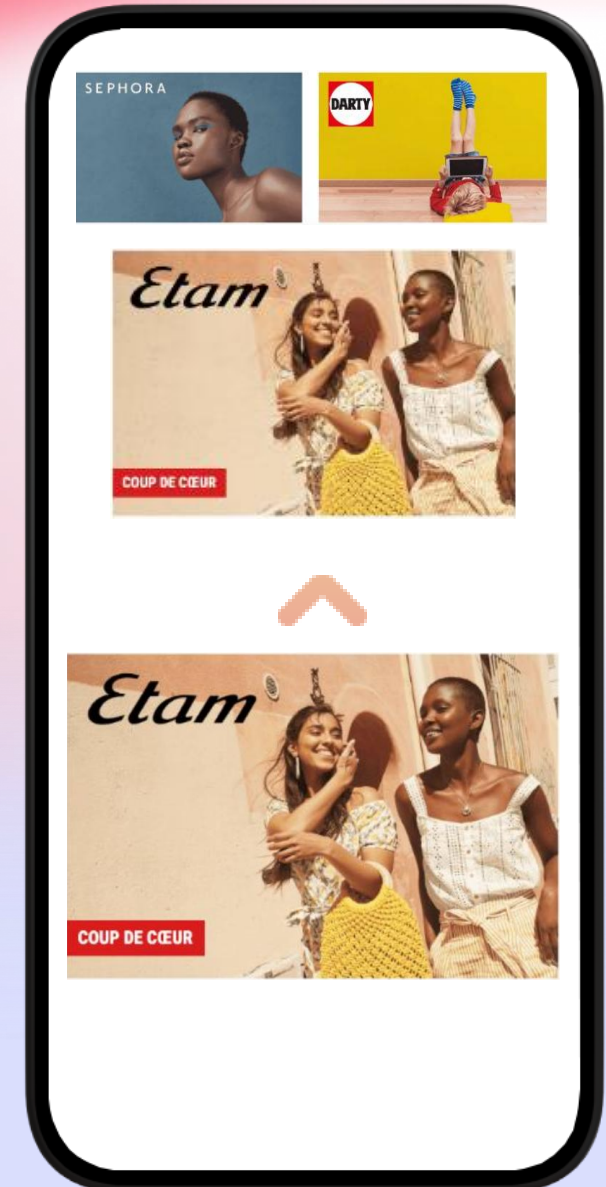
**Indicative pricing – may vary depending on timing, partner platform and placement conditions.*

Labels

Capture attention at a glance

A label is added to your product visual to stand out within the browsing flow. You can choose your own keyword (e.g. “Special offer”, “New”) and allow users to filter specifically by this label.

- **Objective:** Increase sales through repeated visual highlights
- **When:** Promotional offers, product launches, or continuous catalogue presence
- **Best practice:** Use clear wording aligned with your marketing promise
- **Impact:** Strengthens brand recall and stimulates purchase decisions
- **Cost:** Affordable – ideal for maintaining consistent visibility (approx. €300–€600 excl. VAT)*



**Indicative pricing – may vary depending on timing, partner platform and placement conditions.*

Dedicated newsletter

Your brand delivered directly to users' inboxes.
A fully branded email campaign sent to highly targeted segments (e.g. buyers within your category or users with strong affinity for your offer).

- **Objective:** Drive customer acquisition and strengthen brand awareness
- **When:** New product launches, key trading periods, or promotion of a distinctive concept
- **Best practice:** Create clear, brand-led content with a strong call to action
- **Impact:** High brand exposure, increased interest and targeted traffic generation
- **Cost:** High – best suited for strategic, high-impact campaigns (approx. €2,800–€4,600 excl. VAT)*



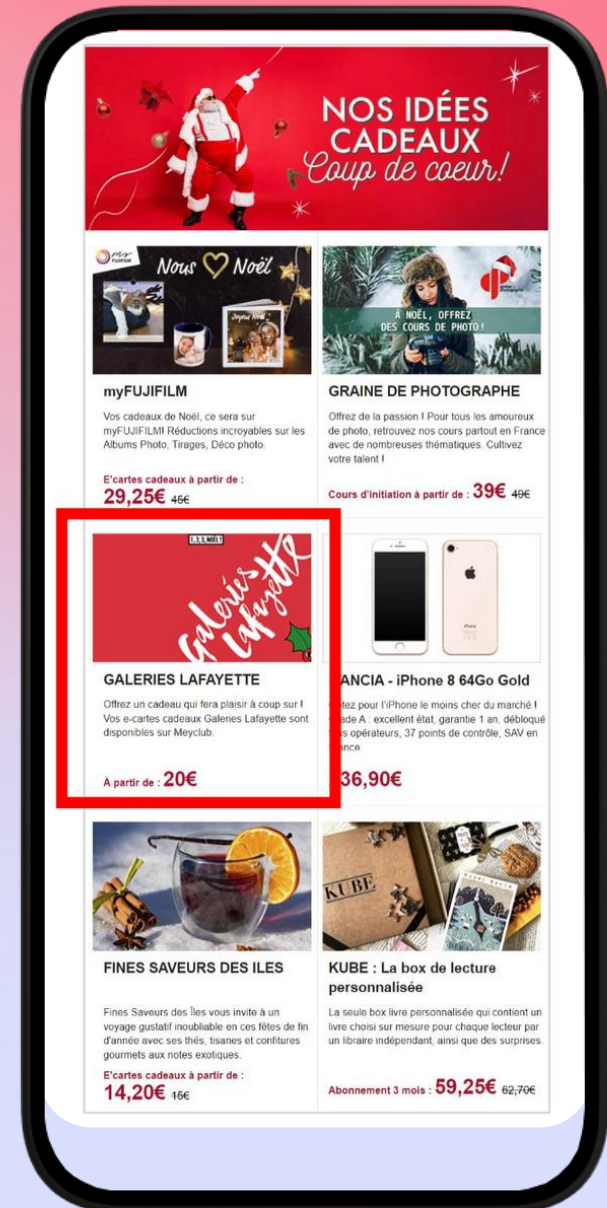
**Indicative pricing – may vary depending on timing, partner platform and audience size (full database, segmented targeting, etc.).*

Multi-partner newsletter

Gain qualified visibility at an optimised cost.

Your offer is included within a shared email campaign, alongside other brands, and sent around specific occasions (e.g. Christmas, back-to-school, sector events).

- **Objective:** Generate sales and visibility at a lower cost
- **When:** Shared key trading periods or thematic campaigns
- **Best practice:** Use a simple message and eye-catching visuals to stand out within the email
- **Impact:** Solid visibility and incremental traffic with a controlled investment
- **Cost:** Affordable – an excellent way to maximise ROI on collective campaigns (approx. €800–€1,500 excl. VAT)



**Indicative pricing – may vary depending on timing, partner platform and audience size (full database, segmented targeting, etc.).*

Push notifications via mobile apps

Reach connected users instantly.

A direct message sent via the mobile app to promote your offer to an engaged audience, at the most relevant moment.

- **Objective:** Drive purchases through real-time, targeted promotions
- **When:** Key trading periods, flash offers or audience-specific activations
- **Best practice:** Use short, personalised, action-driven messaging with a clear call to action
- **Impact:** Very high open and engagement rates, especially when the audience has strong affinity with your brand
- **Cost:** Variable – depending on targeting criteria and send volume

Competitions & giveaways

Create engagement and build connections.

A playful activation designed to encourage users to log in, interact and discover your brand by entering for a chance to win gift cards.

- **Objective:** Drive traffic, create an initial touchpoint and increase engagement
- **When:** Marketing campaign launches, brand activations or key commercial periods
- **Best practice:** Make participation simple and highlight your brand universe within the game mechanics
- **Impact:** High participation rates, qualified audience generation and the start of a customer relationship
- **Cost:** Moderate – depending on the scale of the activation and prize value



Temporary commission increase

Boost the promotion of your offer.

By temporarily increasing the commission paid to distributors, you encourage them to prioritise and actively promote your gift card.

- **Objective:** Stimulate promotion and accelerate sales during a key period
- **When:** Key commercial moments, launch of a gift card on a new channel, or when a rapid uplift is needed
- **Best practice:** Offer an attractive commission level to maximise the leverage effect
- **Impact:** Rapid increase in visibility and sales, provided distributor alignment is in place
- **Cost:** Depends on the commission uplift granted – to be calibrated according to commercial objectives

Store screens (Cash to web)

Expose your brand directly at the point of sale. Promotional images or videos are displayed on screens located in partner convenience and proximity stores, reaching end customers at the moment of purchase.

- **Objective:** Strengthen brand awareness and stimulate in-store purchases
- **When:** Throughout the year
- **Best practice:** Use clear, high-impact visuals adapted to screen formats and the retail environment
- **Impact:** Immediate visibility among active shoppers in a purchase context
- **Cost:** Variable – depending on duration, location and distribution scale



Examples of marketing campaigns

within distributor platforms

Examples of marketing campaigns

Programme maturity	Objective	Immediate actions
Launch / Year 1	Build visibility	Multi-partner newsletter or homepage banner + temporary commission uplift
Growth	Boost sales	Ranking boost + mobile push notifications + thematic banner + temporary commission uplift
Maturity	Manage & optimise performance	Recurring campaigns + visual A/B testing + ROI measurement
International campaign	Extend reach & pool efforts	Coordinated multi-country campaign via local distributors Centralised visuals with local market adaptation Comparative performance analysis by region
Brand awareness campaign	Strengthen brand presence or launch a new product range	Premium homepage banner Fully dedicated brand newsletter Competitions & giveaways to build brand preference Top placement across multiple key categories

Example of a 6-month international campaign

June	July	August	September	October	November	December
2 newsletters 1 banner 1 homepage push (featured placement)	6 multi-partner newsletters 8 premium rankings 1 banner 6 homepage pushes (featured placements)	3 multi-partner newsletters 3 homepage pushes 4 top-category placements	5 newsletters 3 banners 7 top-category placements 2 homepage placements	1 newsletter 1 homepage banner 1 pop-up 2 premium rankings	11 multi-partner newsletters 5 homepage placements 8 top-category placements 5 banners pop-ups & social media amplification	11 multi-partner newsletters 7 homepage placements 8 top-category placements 4 banners pop-ups & social media amplification

13 distribution partners involved

6 countries

Activations from June to December

Budget: €100k excl. VAT

Performance (June–August): +100% to +125% sales volume vs. Y-1

Key driver: combined marketing activations (visual placements + email campaigns)

Example of a Christmas 2024 growth campaign

November	December
2 homepage banners 1 multi-partner newsletter	Expanded logo placement 1 homepage banner Premium homepage position Ranking boost within the Christmas category

2 distribution partners involved

French market

Activations from November to December

Budget: €10k

Performance: +92% sales volume vs. Y-1

Mother's Day campaign example

May	June
Expanded logo placement Improved ranking / boosted positioning Multi-partner newsletters (x2) Inspirational content block	Inspirational content block

Number of partners: 3

Timeline: May–June

Promotion duration: between 2 weeks and 1 month

Budget: €6k via a temporary commission uplift

In an increasingly competitive environment, third-party distributors should no longer be seen as simple sales channels, but as strategic growth accelerators for your gift card program.

To maximise impact:

- Plan activations over the long term to build sustained growth momentum, not one-off spikes.
- Leverage key trading moments by orchestrating targeted campaigns when purchase intent is at its highest.
- Treat your gift card as a global business lever – spanning payment, acquisition, loyalty and customer engagement.
- Select partners able to actively promote your brand, and manage your activations with a clear, data-driven focus on ROI.
- A gift card is a brand currency.
- When properly structured and actively managed, it becomes a powerful driver of revenue, visibility and long-term customer loyalty.