

Summer Gift Card Reset

“Your Christmas performance won’t be decided by your campaigns. It will be decided by what you fix this summer.”

This document helps you quickly assess the maturity of your gift card programme across each key pillar, then identify the priorities that will have the greatest impact.

In just a few minutes, you’ll get a clear diagnosis and a practical action plan to improve performance, especially ahead of Q4.

The purple fields are interactive: use them to tick boxes, add comments and build your summer action plan directly in the document.

1. ROLE – “What role does your gift card play?”

Revenue breakdown

- Mainly B2C: website and stores
- Mainly B2B: employee committees and corporate clients
- Mainly partner distribution: resellers and third-party partners
- Unclear or not actively managed

Add details if needed:

What is its main role in your strategy today?

- Drive B2C sales: gifting experience, UX, visuals and messaging
- Acquire new customers through partners and distribution channels
- Support sales and marketing campaigns: bonuses, incentives and activations
- Encourage repeat purchase and loyalty: credit, wallet and customer retention

Add details if needed:

Would every team in your organisation give the same answer?

- Yes
- No

Add details if needed:

1. ROLE – “What role does your gift card play?”

Do your current actions – campaigns, distribution and activations – support this role?

- Yes
- No
- Partially

Add details if needed:

Self-assessment

- Unclear** - I'm not fully sure where my revenue comes from, I selected several priorities, my teams are not aligned, and my actions are scattered.
- Multi-role** - I know where my revenue comes from, I selected several priorities, and my teams are aligned.
- Clear** - I know where my revenue comes from, I currently have one clear priority, and my teams are aligned.

Defining a clear role for your gift card programme is essential if you want to turn it into a true performance lever. Without a defined objective, actions become scattered, messaging becomes inconsistent and performance is harder to optimise. A focused strategy, on the other hand, helps align your campaigns, channels and customer experience around a shared goal – making it easier to measure impact and improve results. The goal is not to do everything at once, but to prioritise one role first, then evolve your approach step by step.

Action to take:

Choose one priority for now, then align your teams, campaigns and actions around it.

Comment

2. PERFORMANCE – “Where is your real value?”

For every €100 in gift cards sold:

- I know the redemption rate (%)
- I know the top-up rate: additional payment beyond the gift card value
- I do not have this data

Add details if needed:

Channel analysis: B2C, B2B, B2B2C, etc.

- I know which channel generates the most volume
- I know which channel generates the most new customers
- I know which channel generates the most repeat purchases
- I do not have this level of visibility

Add details if needed:

Key KPI tracking

- % of unused gift cards
- Average time to redemption
- Top-up
- New customer rate + LTV
- No precise tracking

Add details if needed:

Reporting quality

- I can distinguish between gift card sales: revenue collected, gift card redemption: actual spend in-store or online, and value generated after redemption: total basket including top-up, repeat purchase and LTV.
- Partial distinction
- No distinction

Add details if needed:

2. PERFORMANCE – “Where is your real value?”

Self-assessment

- Limited visibility** – I do not know the redemption rate or top-up rate, I do not measure channel performance precisely, and I do not track enough KPIs.
- Partial data** – I track some KPIs and I know which channels perform, but I do not have a full view of the gift card recipient journey.
- Complete visibility** – I know which channels perform and I track all key KPIs across the full lifecycle of a gift card holder.

Without precise performance tracking, your gift card programme can lead to biased decisions: overinvesting in low-performing channels, underestimating the real value generated through top-up, and missing key growth opportunities. By contrast, structured tracking helps you identify where value is truly created and optimise your investments, especially ahead of Q4.

Action to take:

Set up a simple but reliable performance management framework.

Track as a priority: sales volume, redemption rate, top-up and repeat purchase.

Start even with partial data.

Structure your indicators progressively.

Improve decision-making from this summer onwards.

Comment

3. DISTRIBUTION – “Is your network working for you?”

Knowledge of your distribution partners

- I know which partners generate the most volume
- I know the performance of each partner
- I know performance by use case: employee rewards, loyalty programmes, etc.
- I do not have a clear view

Add details if needed:

Partner-level detail

- Sales volume
- Activation rate
- Customer quality: repeat purchase, basket value, incremental nature of the purchase with or without a gift card
- No detailed tracking

Add details if needed:

Distributor activation: marketing campaigns

- I run regular activations: homepage placements, newsletters, etc.
- Occasional activations only
- No activation

Add details if needed:

Planning for key commercial moments

- I have already negotiated my Q4 activations
- Negotiations are in progress
- Nothing has been done yet

Add details if needed:

3. DISTRIBUTION – “Is your network working for you?”

Self-assessment

- Passive network**– I do not know the performance of each distribution partner, and I have not run any marketing activations.
- Partial activation** – I track KPIs by distribution partner, but not by use case, and I have run a few marketing activations.
- Managed channel** –I track KPIs by distributor and by use case, I regularly activate marketing campaigns, and my Christmas campaign is already planned.

Distribution is a key lever for both volume and value, provided it is actively managed and activated. A passive network limits your visibility and leaves you overly dependent on your direct channel. A granular view of performance by partner and by use case allows you to manage ROI, adjust commissions more effectively and optimise your investments. Ahead of Q4, failing to anticipate partner activations means missing major volume opportunities across your distribution network.

Action to take:

Identify your best-performing partners.

Prioritise those with the highest potential.

Secure placements and campaigns from the summer onwards.

Plan activations ahead of key moments, from back-to-school to Q4.

Turn your network into a true growth lever.

Comment

4. EXPERIENCE – “Are you maximising conversion?”

Visibility & SEO

- I rank for “gift card + my brand” and “gift card + my sector”
- I rank ahead of my distributors on these queries, including sponsored search and SEA
- I am partially visible
- I rank behind my partners, especially through their SEA campaigns

Add details if needed:

B2C purchase journey

- Purchase possible in under 5 minutes
- Mobile-optimised journey
- Dedicated gift card page including benefits, use cases and visuals
- Complete and indexable FAQ
- Gift card visible at key moments: homepage, menu, basket
- Clear in-store presence: POS displays, informed sales teams
- Complex or low-visibility journey

Add details if needed:

User experience

- Clear redemption information: where, how and under what conditions
- Partial information
- Confusing experience

Add details if needed:

Overall ecosystem

- Optimised pages on partner distributor websites
- Consistent and relevant visuals
- Clear in-store presence: POS displays, informed sales teams
- Lack of overall consistency

Add details if needed:

4. EXPERIENCE – “Are you maximising conversion?”

Self-assessment

- Friction** - The SEO visibility of my B2C gift card service is limited, visibility across my sales channels is weak, and the journey is not optimised.
- Correct** - My B2C gift card service has good SEO visibility and strong partner distributor pages, but there are still a few friction points in the purchase journey.
- Optimised** - Visibility is optimised through SEO and GEO, reinforced by ads and a strong FAQ. The gift card is clearly visible across all channels – website, stores and distributors – and the journey is optimised.

Experience is a direct conversion lever: every point of friction in the purchase or redemption journey immediately translates into lost revenue. Ahead of Q4, when purchases are often fast and mobile-first, a non-optimised experience can significantly weaken performance. But beyond the journey itself, visibility also plays a key role: if your gift card is not clearly visible and easy to understand across all your channels – website, mobile, SEO, SEA, distributors and stores – part of the demand will simply escape you.

Action to take:

Optimise visibility across all channels: website, mobile, SEO, SEA, distributors and stores.

Simplify the purchase journey.

Clarify how the gift card can be used.

Comment

5. VALUE – “Are you building a brand currency?”

Strategic use of the gift card

- I use the gift card as a simple product: gifting and B2B
- I use the gift card as a promotional tool
- I use the gift card as a customer service or compensation tool
- I integrate the gift card into a loyalty or wallet strategy

Add details if needed:

Activated mechanics

- Gift card bonus: for example, €100 = €110
- Gift card offered based on basket value: for example, €20 from €200 spent
- Hybrid or bundle offers: product + gift card
- Increased loyalty points when purchasing a gift card
- Competitions and prize draws
- No specific mechanic

Add details if needed:

Long-term value logic

- The gift card can be added to a third-party wallet
- The gift card can be added to a wallet linked to the customer account
- The balance can be used across multiple transactions
- The gift card can be used across several channels: web, app and stores
- None of the above

Add details if needed:

5. VALUE – “Are you building a brand currency?”

Self-assessment

- Gift card = simple product – Basic use of the gift card across B2C and B2B.
- Gift card = promotional tool – The gift card is occasionally tested as part of the marketing strategy, for acquisition or loyalty purposes.
- Gift card = credit / wallet – The gift card is part of a long-term value strategy: a credit that can be used across multiple transactions, potentially linked to a customer account and integrated into loyalty mechanics to encourage recurrence and engagement.

The way you use your gift card determines whether it remains a simple product – or becomes a true unit of value for your brand. Without a clear vision, it remains limited to a one-off transaction. When properly structured, it can become a credit that customers use over time, strengthen the customer relationship and anchor a dedicated mental budget for your brand.

Action to take:

Strengthen omnichannel usability: web, app and stores.

Test acquisition and loyalty mechanics using the gift card.

Start building a “brand credit” logic, without necessarily moving straight to a full wallet model.

Comment

Summer Gift Card Reset

This diagnostic gives you a clear view of your gift card programme. But the goal is not to fix everything at once.

The most successful programmes do not try to do everything. They make the right choices, at the right time. Trying to activate every lever simultaneously dilutes effort and limits impact. By contrast, focusing on a few key priorities makes it possible to generate tangible results as early as Q4.

Summer is a strategic window: there is less operational pressure and more capacity to structure. It is the ideal time to fix the most critical weaknesses and lay the foundations for long-term performance.

Your 3 priorities for this summer

Priority 1

Priority 2

Priority 3