

How to plan for success

How to easily plan, execute and measure a promotion with Moneris Promo Cards.



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Are Promo Cards the tool for you?

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What is the Moneris Promo Card program?

The Moneris Promotional Gift Card Program (Promo Cards) is an all-in-one program that enables you to easily run your own promotions, by offering coupon-like gift cards that are customized with a unique promotion or incentive. Promo Cards include a defined dollar amount that a customer can use for a purchase during a defined redemption period.

- ✓ Receive coupon-like gift cards that are customized with your promotional offer that works on existing Moneris payment systems.
- ✓ Run time controlled marketing campaigns that enhances the customer experience.
- ✓ Have access to comprehensive reporting so you'll know exactly how your promotion performed.



How can Promo Cards help your business?

Promo Cards are a great business tool that can help you increase:

- ✓ In-store traffic during a specified timeframe
- ✓ Online traffic or purchases
- ✓ Repeat customers
- ✓ Customer email opt-ins

Not to mention that Canadian customers already know and love Promo Cards.

Did you know that...





What promotion is right for your business goals?

Whether driving in-store purchases or increasing email opt-ins, running a promotion can help you achieve your business objectives. And Moneris Promo Cards help make setting up, running and measuring a promotion easy.

Promotional examples to help get you started.

Business Objective

Want to increase or encourage repeat customers?



Spend \$100 in-store in March, and receive a \$30 Promo Card for your next purchase in April.



Want to increase in-store traffic?



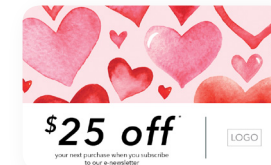
Dine with us on Mother's Day, and receive a \$50 Promo Card for your next meal.



Want to increase customer email opt-ins?



Get a \$25 Promo Card for your next purchase when you subscribe to our e-newsletter.



Want to increase online purchases?



Spend \$50 online in May, and receive a \$25 Promo Card to use in June or July.



Want to encourage occasional customers to come back?

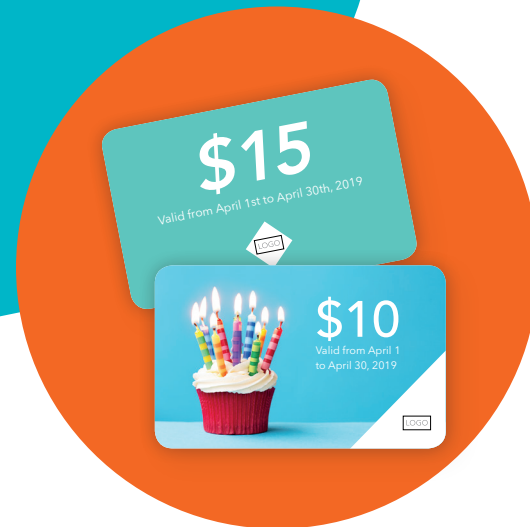


Here's a \$20 Promo Card to spend in July.

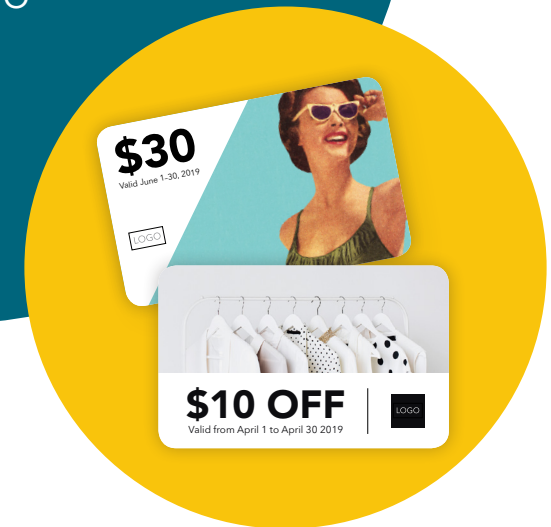


Tips for designing your Promo Cards

Select a design template from our library or select a solid colour background; then place your promotional message and logo overtop.



If a card contains an image or a busier design, add one of the blank shapes supplied overtop and place your promotional message and logo on the shape.



Here are some tips to promote your Promo Cards

Promoting your Promo Cards

Once you've decided on your promotion and ordered your Promo Cards, it's time to tell your customers about it.

Email your customers and let them know first about Promo Cards.

Encourage your staff to **discuss** the promotion with customers.

Display signage in-store that features the promotion and/or Promo Cards.

Place **flyers** in carryout bags for customers to read at home.

Include your Promo Cards in **social media** posts.

Feature cards on your **website** in a banner or display image.



Preparing for Promo Cards

You're ready to start your Promo Card campaign, but is your staff? Customers may look to your front-of-line employees for answers. Here are some ways to ensure they're ready to help customers with their Promo Cards.

- ✔ Ensure each employee understands the promotional offer and redemption period before the promotion begins.
- ✔ Train each employee on how to redeem the cards through your POS system.
- ✔ Walk-through a troubleshooting scenario to ensure employees know how to solve problems on the spot.
- ✔ Create a simple "cheat sheet" of some of the most common questions and answers employees could encounter, such as the redemption period or usability requirements.



Measuring your promotions with reporting tools

Once you're ready to start tracking the success of your Promo Card campaign, we make reporting easy. In addition to standard gift card reports, you will receive four unique Promo Card reports.

1

Balance details report

Generate this report at any time to show you in-progress Promo Card activity.

Use this report to understand:

- ✓ How many Promo Cards have been activated
- ✓ How many Promo Cards have been redeemed
- ✓ When Promo Cards were redeemed
- ✓ Number of purchases made using Promo Cards
- ✓ Revenue generated from Promo Cards
- ✓ Remaining Promo Card balances

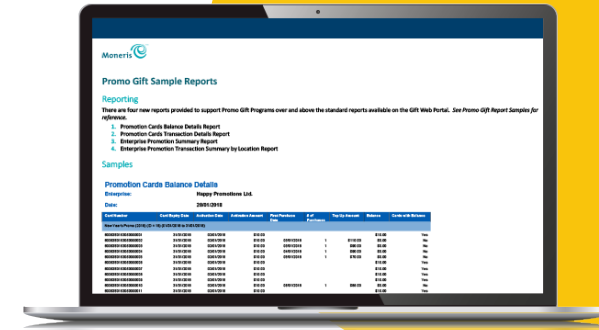
2

Transaction details report

Generate this report at any time to show you the detailed transaction activity of each Promo Card during a date range.

Use this report to understand:

- ✓ When a Promo Card transaction occurred
- ✓ Where a transaction occurred
- ✓ How much was redeemed for a specific transaction
- ✓ Additional revenue generated for a specific transaction



3

Enterprise promotion summary report

This report is meant to provide you with a final summary of your campaign performance.

Use this report to understand:

- ✓ When a promotion started and ended
- ✓ How many Promo Cards were activated
- ✓ Total dollar value of all activated Promo Cards
- ✓ Total dollar value of all redeemed Promo Cards
- ✓ Total dollar value of Promo Cards not redeemed
- ✓ Additional revenue generated from the promotion
- ✓ Campaign performance compared to a previous campaign

4

Enterprise promotion transaction summary by location report

If you have more than one store location, this report provides insights about the performance at each location.

Use this report to understand:

- ✓ Additional revenue generated at each store from the promotion
- ✓ Total dollar value of all Promo Cards redeemed at each store
- ✓ How many purchases were made using Promo Cards at each location

Analyze your promotion performance

After the promotional period ends, it's important to reflect on the promotion and analyze its performance. That way you'll be even more prepared for your next Promo Card promotion, and know how your customers react to them ahead of time.

At the end of each promotion, consider:

- ✓ Did I achieve my intended business objective?
- ✓ What worked well with the promotion?
- ✓ What didn't work so well with the promotion?
- ✓ What can I do differently next time to improve the success of the promotion?



We would recommend the Moneris Promo Gift Card program [...] It creates repeat customers and incentivizes customers to spend more money.



*Krista McBay, Dealer and Owner
Elmira Home Hardware*

Haven't ordered your Promo Cards yet?

Visit **moneris.com/promocard**

or call **1-866-690-6494**

to order your Promo Cards today.



¹Reference: Maru/Blue, Canadian Omnibus Online Survey, February 2019.

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