

GIFT CARDS

eCommerce shopping stats

DIGITAL GAINING POPULARITY



80% are **more interested** in purchasing digital gift cards than 2-3 years ago

61%

cited **instant delivery** as reason for choosing to give digital gift cards



HOLIDAY SALES OF DIGITAL GIFT CARDS ROSE 10 PERCENT IN 2014

67%

of total sales were digital gift cards

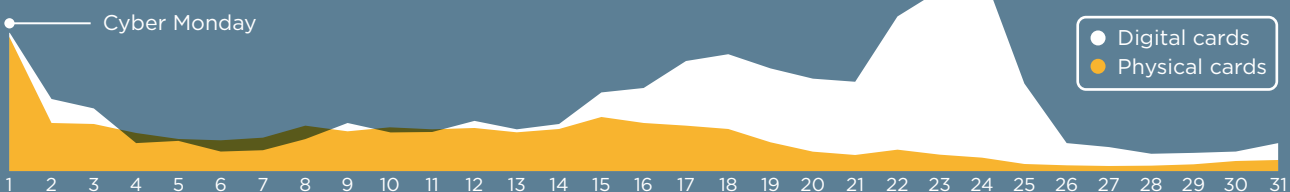
88% of total sales were digital gift cards **in the six days before Christmas** (up 8% from 2013)

Dec. 24 was the **highest sales day** for digital gift cards



PHYSICAL AND DIGITAL eCOMMERCE GIFT CARD SALES

InComm Digital Solutions: retailers who offer both physical and digital gift cards



MOBILE CONTRIBUTING TO DEMAND

72%

have purchased a gift card **via web or mobile**

50%

prefer to have their digital card **scanned from a phone** and **not carry a printout**

53%

are interested in **using gift cards on their phones**



SOURCES

- Statistics in the “Digital gaining popularity” section and the “Mobile contributing to demand” section are from a November 2014 consumer survey commissioned by InComm.
- The graph in the “Holiday sales of digital gift cards rose 10 percent in 2014” section is aggregated data of digital and physical gift cards fulfilled through the InComm Digital Solutions platform when our clients offer both delivery options through their eCommerce sites. These retailers range in size and represent multiple industries.