



## **Maximize Your Gift Card Program: Uncovering Overlooked Multi-channel Opportunities**

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*By Ashley Girsch, VP of Operations, TDS Gift Cards*

When businesses expand distribution channels beyond traditional brick-and-mortar retailers and basic third-party B2C digital platforms, gift card programs thrive. Often, without a prior gift card industry background, it can be easy to overlook deeper distribution segments. Implementing a broader omni-channel strategy attracts new customers, increases sales, and ensures your program stays relevant.

To grow your channel, consider incorporating these four strategies:

### **1. Buy Now Pay Later (BNPL)**

BNPL services are reshaping distribution by allowing customers to split the cost of acquiring a gift card purchase into smaller, interest-free payments. Using providers like Klarna, Sezzle, Zip, and Afterpay, shoppers typically make four payments over six weeks. For example, a \$500 gift card can be purchased in four \$125 installments, with the first due at checkout. The BNPL provider remits the full purchase amount and assumes all the credit and fraud risk. They handle the responsibility of collecting subsequent payments, securing your revenue immediately while giving budget-conscious consumers the flexibility they need to make higher-value purchases.

### **2. PIN-on-Receipt (PoR)**

A cost-effective alternative to including the PIN on the physical gift card, PoR delivers gift card redemption information printed directly on a paper checkout receipt. This method eliminates the need for physical inventory, reduces shrinkage risks, and allows seamless in-lane activation. PoR is particularly beneficial in high-traffic retail environments, cash-based markets, and for self-use gifting, providing convenience while keeping distribution costs low.

### **3. Bulk Purchasing**

Corporate and bulk gift card sales present a significant opportunity for businesses looking to expand their gift card distribution. Establishing a streamlined, first-party bulk ordering process that supports both digital and physical gift cards is essential. Typically, these bulk orders utilize standard, versatile artwork so the cards can easily fit multiple use cases. Companies frequently buy in large quantities for employee rewards, client appreciation, and holiday incentives. Beyond corporate incentives, bulk purchasing also plays a vital role in charitable efforts. By offering this

flexibility alongside volume-based discounts, bulk purchasing becomes a highly attractive option for organizational clients.

#### **4. Loyalty, Rewards & Incentive Programs**

Tapping into the potential of Loyalty, Rewards and Incentive sites (B2B) to sell gift cards is vital to any successful omni-channel program. This channel has become critical, now accounting for over 50% of sales for many successful gift card programs. It encompasses corporate reward platforms like Tremendous, Giftbit, Awardco, and Bonusly as well as consumer loyalty portals such as credit card rewards or airline mileage redemption. Redeeming points for gift cards drives incremental sales and self-use purchases, while offering an easy way for new users to experience your brand. Managing the multitude of B2B channels is key to maximizing gift card sales.

#### **Final Thoughts**

Exploring alternative distribution channels unlocks new revenue streams and enhances customer engagement. However, navigating the complexities of a truly global omni-channel strategy can be daunting for internal teams. Simply identifying these channels and adding them to your omni-channel distribution strategy is not enough. Successful brands work closely with these channels to identify opportunities to enhance brand awareness and accelerate growth via strategic marketing initiatives.

#### **About the Author**

Ashley Girsch is the Vice President of Operations for TDS Gift Cards. She is a gift card industry veteran of 15+ years, leads engineering integration projects and oversees all day-to-day operational aspects for TDS, including creative, client support, reporting and print production.

#### **About TDS Gift Cards**

TDS Gift Cards, a division of Ziff Davis, is a leading provider of global gift card products and services to top-tier digital brands. TDS provides comprehensive professional services and processing technology for clients across all retailers, countries, currencies, and methods of distribution. Currently, TDS is servicing clients' programs in over 40 countries and delivering cards and codes to consumers through a worldwide network of leading distribution retail, online, and third-party outlets.