

Gift Card Gauge

The Art of Gift Card Design –
You Never Get A Second Chance to Make a First Impression

According to the May 2021 Gift Card Gauge from Fiserv, **69%** of consumers believe a gift card's design is important when making a purchase, with **40%** saying they have made an impulse purchase simply because they liked a design.

Add a Personal Touch to Gift Cards

It's no surprise, consumers prefer to personalize the gift cards they are purchasing.



63%

Prefer selecting a specific design

54%

Like to add a personalized text or written message

46%

Will upload a photo to display on the card



Making Milestones Matter

Over 1 in 3 consumers say that gift cards are their go-to for milestone events.



The following milestones call for a gift card

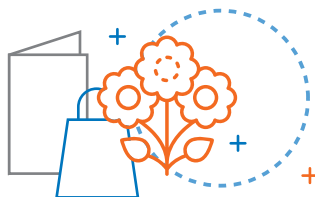
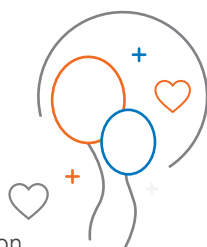
78%
Birthday

67%
Graduation

52%
Wedding

46%
Anniversary

38%
Childbirth



Packaging That Pops

According to consumers, the basic gift card sleeve is no longer enough. Instead, they are opting to dress up their gift cards through various packaging options.

56% Accompany gift cards with a greeting card

32% Wrap gift cards, whether using a small box or a gift bag

28% Bundle gift cards with another gift (i.e. flowers, candy, etc.)

Design Meets Innovation

When asked what innovations they would be most interested in, consumers are looking for sensory enhancements.

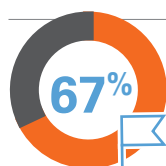
48% Customized packaging

44% Different sizes/shapes

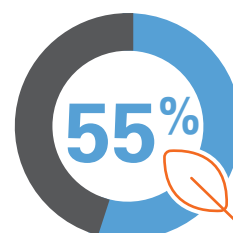
36% Customized textures

31% Animations

17% Custom scents



67% of consumers give three or more gift cards for milestone events each year



55% prefer gift cards made from sustainable materials

Are you gift card ready? We can help you get there.

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Data cited in this publication is the result of the May 2021 Gift Card Gauge conducted by Fiserv. This information is being provided for informational purposes only. The Gift Card Gauge from Fiserv is a bi-monthly poll of over 1,000 US consumers. Respondents cover all age groups (18 and older), regions and genders. The margin of error for this Gauge is +/- 3.028%.

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