

McKesson Pharmacy Systems Store-Branded Gift Cards

Gift cards provide a simple, steady revenue stream, driving incremental sales and attracting new customers.

72% of gift card holders spend more than the value on their gift card



Gift card \$

- ✓ **Attract new customers**
- ✓ **Increase sales**
- ✓ **Create return customers**

Attract New Customers and Increase Shopper Satisfaction

Why Gift Cards?

- Increase sales - On average, customers will spend 20% more than the card's balance.
- Attract new customers - A gift card is a recommendation with an obligation attached, a proven way to bring in new customers.
- Boost brand awareness – Show your logo in more places. Simply displaying gift cards boosts purchases and revenue.
- Reward the procrastinator - Last minute gift givers often choose gift cards.
- Win repeat business –The average gift card recipient visits a store twice to use their entire balance.
- Offering is available for McKesson Pharmserv POS customers
- Requires MSR (Magnetic Stripe Reader) to activate & reload gift cards. Device will be sent already encrypted and ready to use.



Flexibility from day one

- Use your own designs or choose from a portfolio of options
- Get real-time online updates on sales, usage trends and more
- Offer preset denominations or let your customers choose the amount
- Set specific expiration dates or allow cards to be reloaded

Build the gift program that works for you

Our customizable gift card program is easy to start up, simple to manage and designed to deliver outstanding results. Once the onboarding process is complete, your gift cards can be ready to sell in store in less than seven days. You will have a choice of four professionally- designed gift card designs or the option of designing your own card.



72%

of gift card holders spend more than the value on their gift card.

The vast majority spend significantly more than the original value.

55%

of gift card recipients require more than one shopping trip to spend the balance of their cards.