

Introduction

A gift card is a type of prepaid card that is issued by a retailer or financial institution and used as an alternative to cash for purchases within a specific store or group of stores. Gift cards typically have a fixed monetary value and can be used until the balance is fully depleted.

Gift cards are popular gifts for birthdays, holidays, and other special occasions. They are convenient for both the giver and the recipient, as they eliminate the need for the giver to choose a specific item and for the recipient to exchange unwanted gifts.

Some gift cards have additional fees or expiration dates, so it's important to read the terms and conditions carefully before purchasing or using a gift card.

Prior to Affiliate Marketing

Gift card marketing strategy has focused on building a strong online presence and leveraging word-of-mouth marketing. They have used search engine optimization (SEO) techniques to increase their visibility in search results and attract organic traffic to their website. They also engage with their audience through social media, email marketing, and content marketing. Their blog features articles on topics such as gift card hacks, savings tips, and seasonal promotions.

They also wanted a digital marketing agency that could manage their program and so contacted eBrandz for assistance.

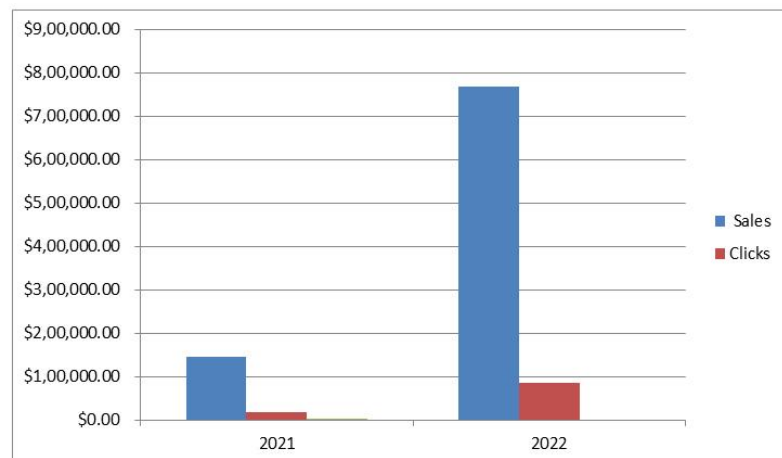


Our Approach

- Base on their budget & website strength we do suggest start affiliate program in network such as ShareASale.
- We do set up their affiliate program in ShareASale network. Create some banner, product feed, and text link etc. features.
- We do offer discount on set-up fees as well monthly fees while open new account in affiliate network. Due to discount client get advantage to add more networks in their program.
- Once they do get quality results from the current affiliate network they decided to add more networks.
- We do add around 577+ affiliates for their ShareASale affiliate program. Each time we have added TOP performing affiliates which are providing good result on monthly basis.
- We created dynamic & a static banner as per holiday & event promotion. We do participate on all holiday events of affiliate networks.

Overall, our approach is to provide a helpful and informative experience for users, helping them to better understand various topics and find the information they need.

Gift Card Performance in Affiliate Network



Note: The Amount taken is always to be considered as an approximately value.

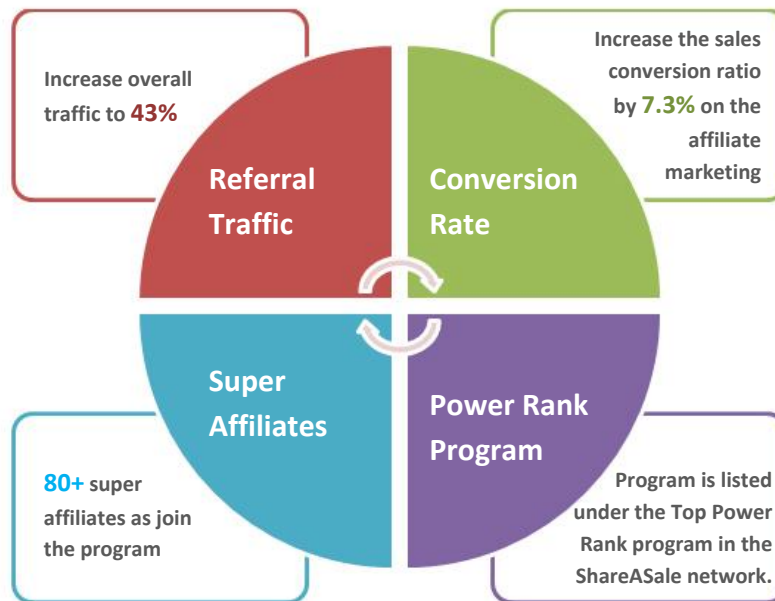
Gift Card 2021 Promotional Return

Month	Gross Sales	Commissions	Clicks	Net Sales	# of Transactions
Report Totals (all pages)	\$144,750.19	\$1,098.93	17,610	\$144,750.19	960

Gift Card 2022 Promotional Return

Month	Gross Sales	Commissions	Clicks	Net Sales	# of Transactions
Report Totals (all pages)	\$767,561.63	\$5,843.49	85,933	\$695,693.94	4,052

Affiliate Program Performance



Conclusion

In conclusion, whether we are looking to succeed in affiliate marketing or learn more about the success of companies like Giftcard, there are a number of key strategies that can help. These include focusing on a strong online presence, providing value to your audience, staying up to date with the latest trends and changes, and leveraging word-of-mouth marketing. By adopting these approaches and adapting to changes in the marketplace, we can increase our chances of success and build a thriving business.

Also, the valuation of total costs are important to set up your goals for a profitable campaign to be run and at the same time to make sure client's needs are fulfilled.