



indition Gift Cards

Gift Cards

Marketing Overview

For dealers, sales teams, and decision-makers · Version 1.0 · 2026-07-28

 © 2026 Indition Corp. All rights reserved. Indition™ and the Indition logo are trademarks of Indition Corp. All other product names, logos, and brands are the property of their respective owners.

Grow revenue. Build loyalty. Delight customers.

Indition Gift Cards is a complete, built-in gift card system for your Indition-powered store. Design beautiful branded cards, sell them online, and let customers redeem them at checkout — all without a third-party service or extra subscription. Gift cards drive new customer acquisition, recover dormant shoppers, and hold value in your store instead of walking out the door.

100%

Built in — no third-party service

3

Expiry modes (none, fixed, relative)

15+

Ready-to-use design templates

2

Mobile wallet platforms supported

Why Gift Cards?

Gift cards are one of the most consistently profitable retail products available. Customers who receive a gift card are new buyers your marketing never reached. And because gift card recipients often spend more than the card value, every card sold creates a high-intent shopping visit. Additionally:

- **Breakage revenue** — industry data shows 10–20% of gift card value is never redeemed, remaining as net margin.
- **Cash flow advantage** — payment is received at sale time, before any product ships.
- **Brand exposure** — every card given as a gift is a branded impression in a new household.
- **Holiday & peak seasons** — gift cards are the #1 most-requested gift item for 17 consecutive years (NRF).

What Makes Indition Gift Cards Different

Your Brand, Your Design

The built-in visual designer lets you (or your team) create beautiful, on-brand gift cards in minutes — no design agency required. Choose from 15+ seasonal templates or build from scratch. Upload your logo, pick your colors, select QR code or barcode, and download the finished card as a PNG or PDF. When you're ready, turn any design into a live purchasable product with one click.

Fully Integrated — No Third Party

Unlike standalone gift card platforms that charge monthly fees, per-transaction percentages, or require separate integrations, Indition Gift Cards lives entirely inside your Indition platform. Issuance, redemption, accounting, refunds, and reporting are all handled natively. No API keys to manage, no webhook sync to maintain, no duplicate dashboards.

Key difference: gift card balances are tracked in a double-entry ledger inside your own database — the same system your order data lives in. Financial reconciliation is instant and always accurate.

Seamless Checkout Experience

Customers apply gift cards directly in the cart with a code entry field. Multiple cards can be combined, and any remaining balance can be paid with a credit card in the same checkout. The system handles all the math — no manual splits, no customer confusion.

Send the Perfect Gift

Customers can buy a gift card for someone else by entering the recipient's name, email, and a personal message at checkout. The recipient gets a beautifully formatted email with their card image and a claim link. After claiming (which takes seconds), the card appears in their account ready to use.

Modern Mobile Wallets

Every issued gift card can be added to Apple Wallet or Google Wallet. Customers always have their balance in their pocket, right next to their boarding passes and loyalty cards. This drives repeat usage and keeps your brand visible on the customer's phone home screen.

Complete Admin Control

Your team can see every card ever issued, with full ledger history. Need to adjust a balance, expire a stale card, or resend a claim email? All done in one place. The liability report shows exactly how much outstanding gift card value exists at any moment — the number your accountant asks for every quarter.

Key Use Cases

Use Case	How It Works	Business Value
Holiday gifts	Seasonal templates make cards relevant; customers buy for family and friends	New-customer acquisition, cash flow ahead of season
Birthday & milestones	Recipient selects a denomination; card delivered by email instantly	No shipping, no returns, guaranteed spend in your store
Employee incentives	Bulk orders issued to staff or distributed as performance rewards	Drives loyalty and brand association internally
Refund alternative	Offer a gift card instead of a cash refund — admin controls the split	Keeps money in the store; reduces payment-gateway refund fees
Promotions	Issue bonus cards with high-value orders or as a loyalty reward	Encourages repeat visits; increases average order value

Customer Journey at a Glance

1. **Shop** — Customer browses gift card products on your site with denomination options and real card previews.
2. **Purchase** — Adds to cart, enters recipient details (optional), checks out normally.
3. **Receive** — Recipient gets a branded email with the card image and a one-click claim link.
4. **Claim** — Recipient logs in (or creates a free account) and the card is instantly added to their account.
5. **Save to wallet** — One tap to add to Apple Wallet or Google Wallet for easy access later.
6. **Redeem** — Enter the code at checkout; balance applies automatically. Any remaining balance stays on the card.

Competitive Positioning

Feature	Indition Gift Cards	Typical Third-Party Service
Monthly platform fee	None (included in Indition)	\$29–\$199/mo
Per-transaction fee	None	1–3% of card value
Physical card support	Digital-first (physical via printing)	Often required for physical cards
Mobile wallets	Apple Wallet + Google Wallet built in	Extra add-on or not available
Custom card design	Full canvas designer, unlimited designs	Limited templates, extra cost
Refund integration	Native — tied to order refund flow	Manual reconciliation required
Liability report	Built in, real-time	Separate export/dashboard
Data ownership	100% in your database	Third-party custody

Designed for Your Business

Gift Cards is enabled per-store and can be toggled on or off from settings at any time. Multiple denominations per product let you offer a range (e.g., \$25 · \$50 · \$100 · \$200) without creating multiple products. Seasonal template artwork — from Christmas and Thanksgiving to USA 250th Birthday — is built in and ready to use every year, keeping your gift card storefront fresh with zero design work.

Ready to launch? With the module enabled and one saved card design, you can have your first gift card product live on your store in under 30 minutes.