



## The Influence of Data & Insight Reporting on Gift Cards

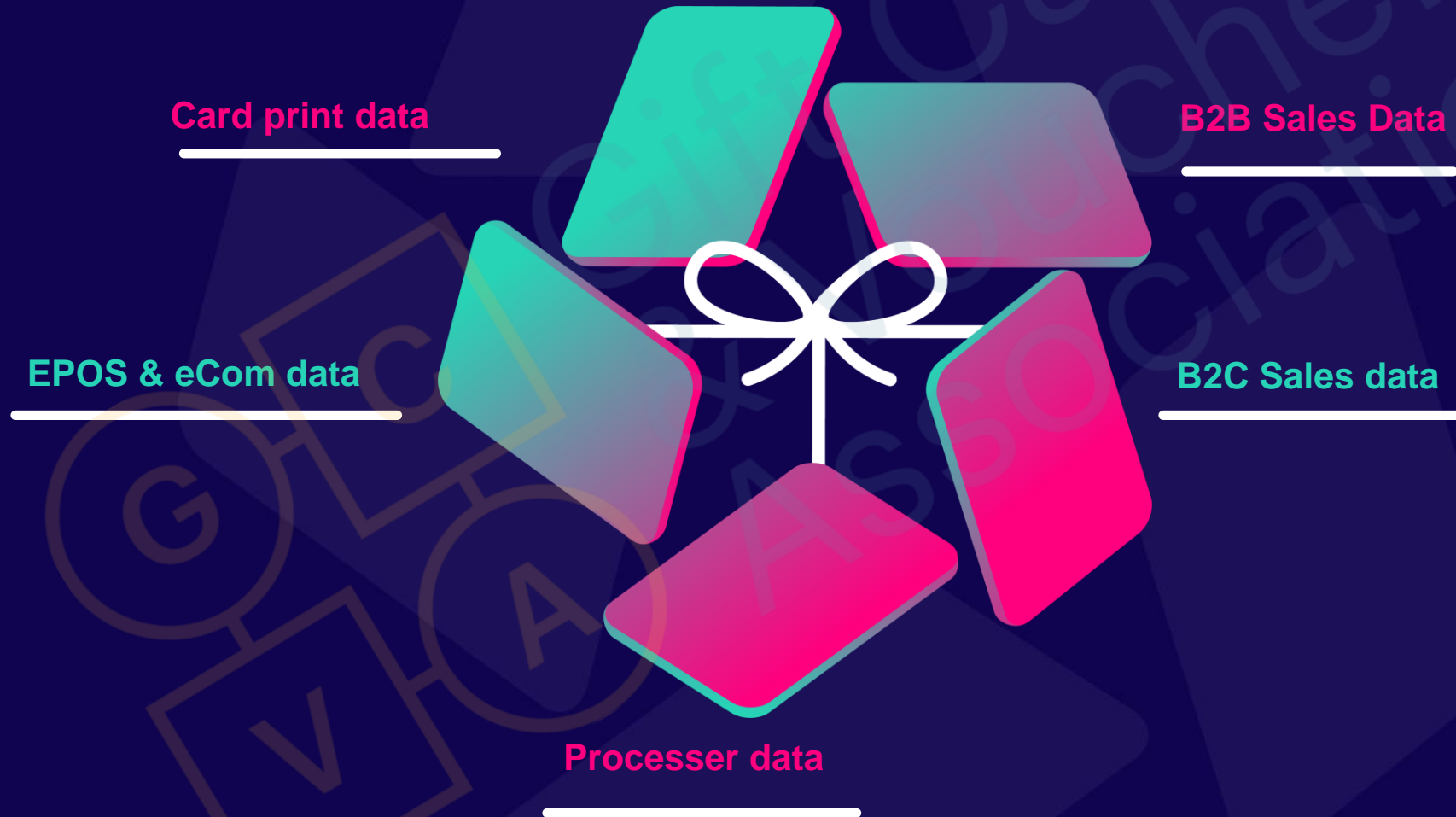
by Eoin Whyte, CRO

[ewhyte@savvyglobal.net](mailto:ewhyte@savvyglobal.net)

+353 877949820



# Disparate data = desperate data



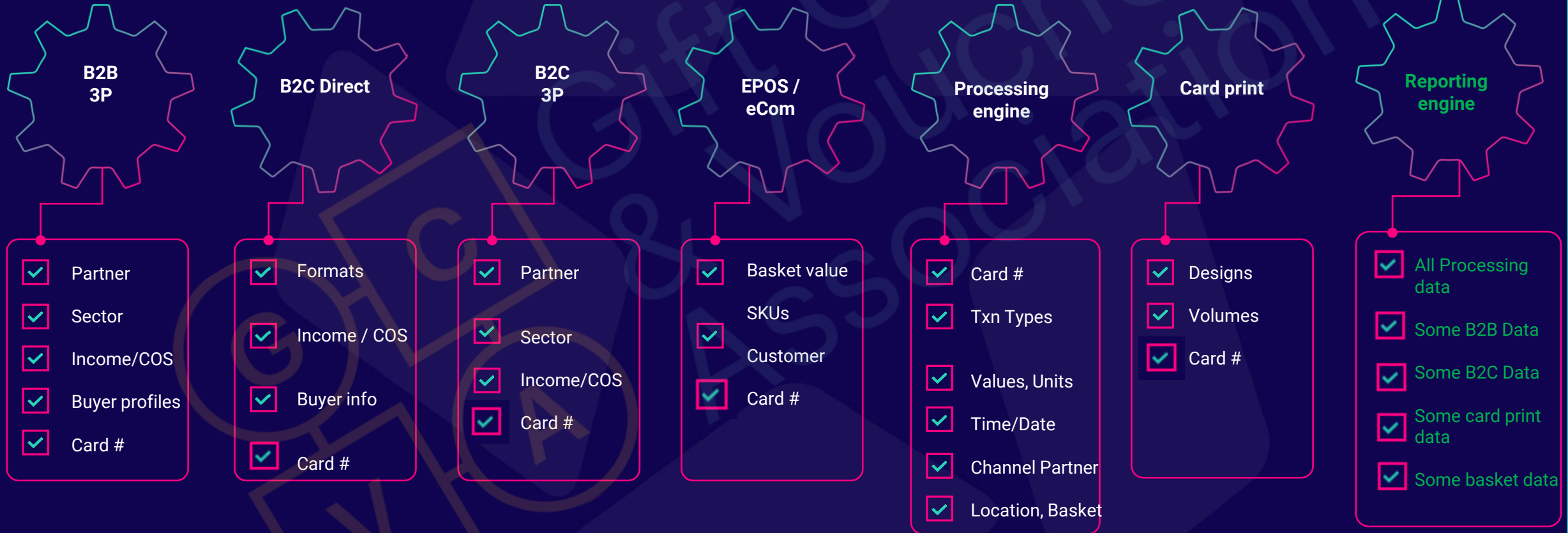
# You are data rich.....but information poor



Physical card products



Digital card products



# Disparate data = desperate data

Card print data

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B2B Sales Data

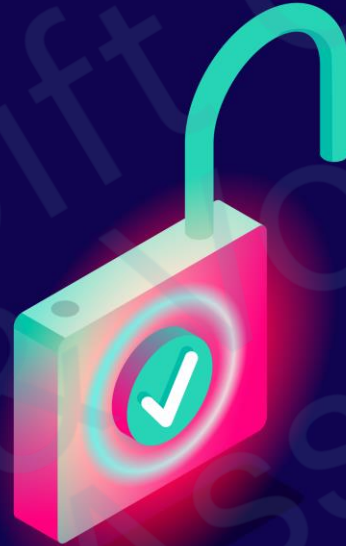
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EPOS & eCom data

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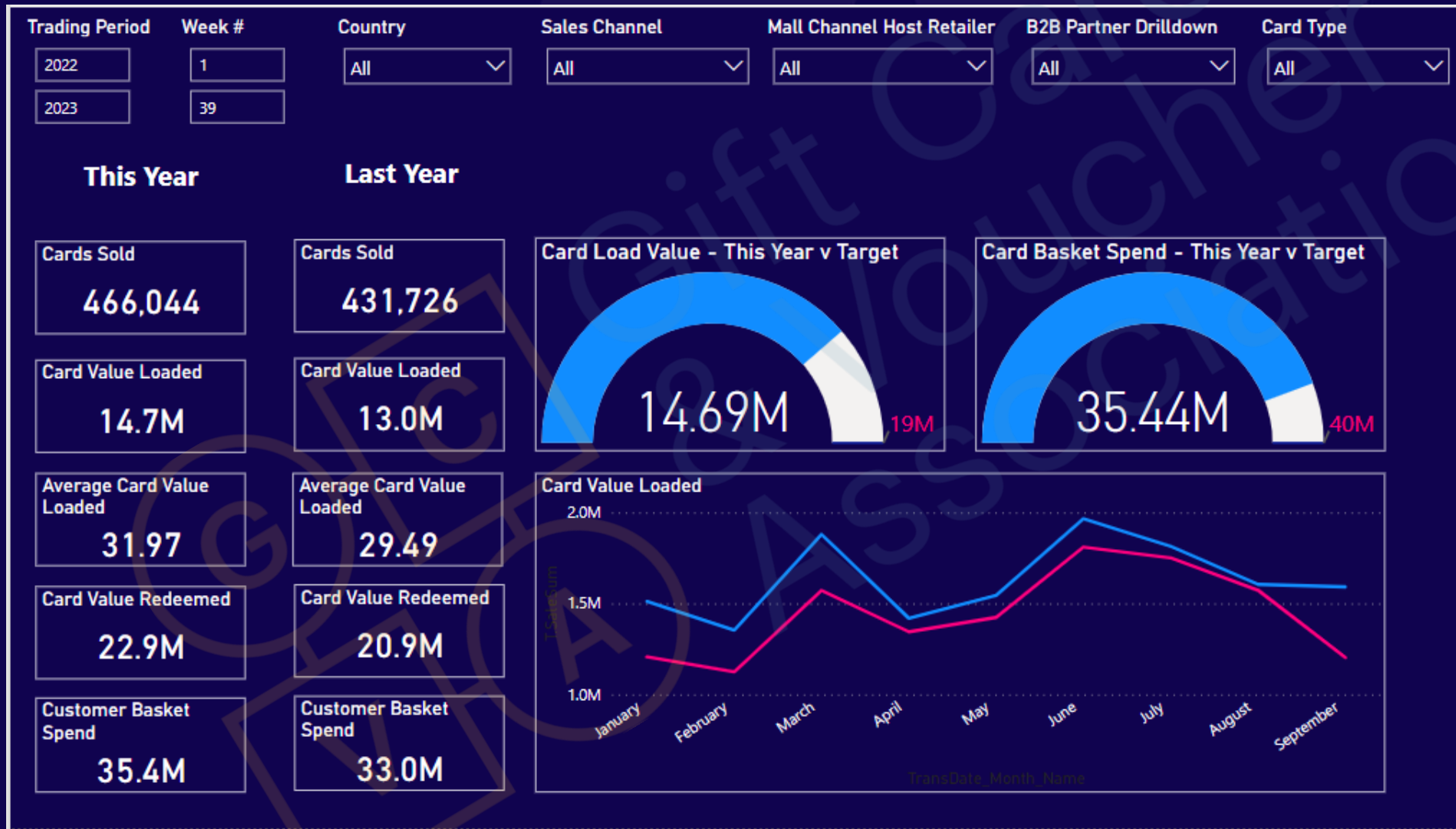
B2C Sales data

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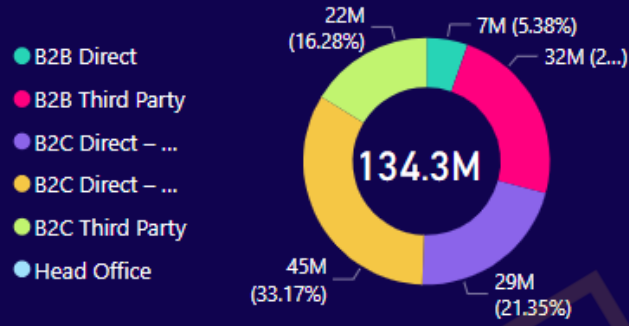
A unified view across all customer interaction channels, revealing meaningful insights to drive programme productivity and profitability, and deliver tangible outcomes key to your organisation's goals

# This Year v Last Year – Example View

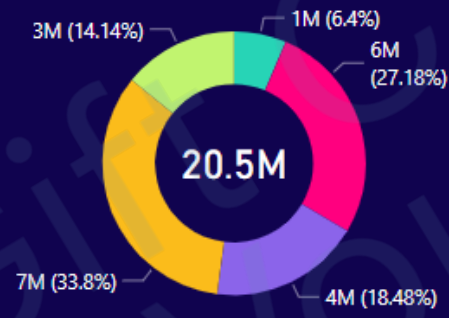


# This Year v Last Year – Example View

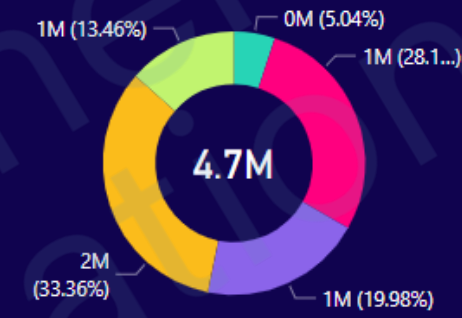
Related Fiscal YTD Sales by Channel



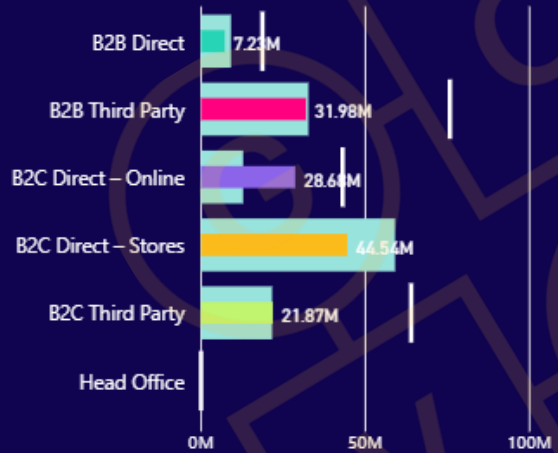
Related Last 4 Weeks Sales by Channel



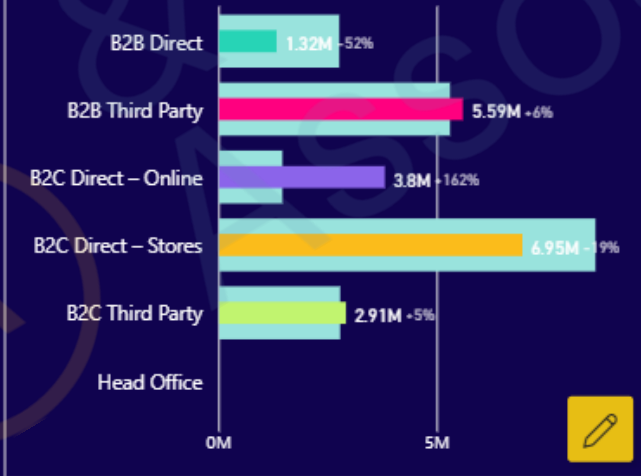
Related Last Week Sales by Channel



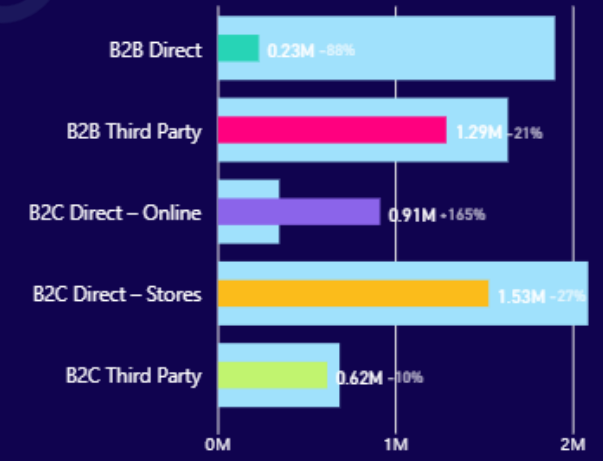
Fiscal YTD v last year



Last fiscal period v same period last year



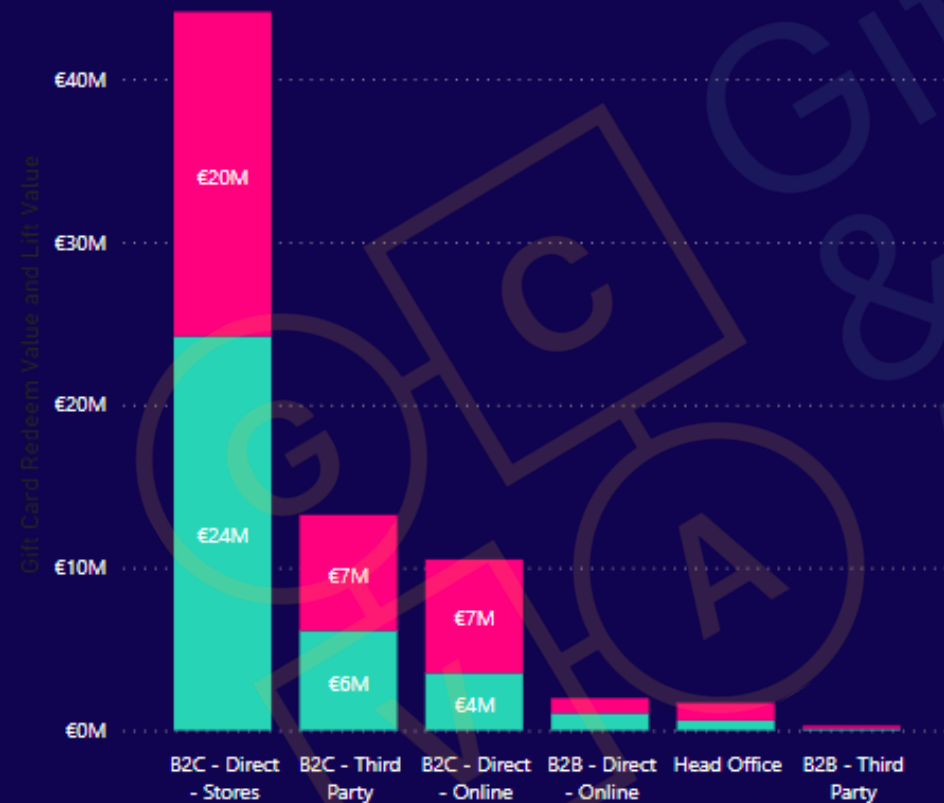
Last fiscal week v same week last year



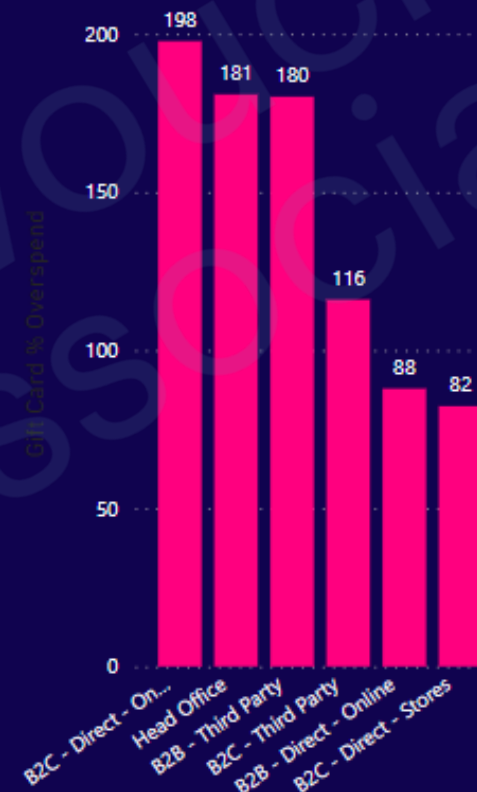
# Redemption and Lift by Channel

Gift Card Redeem Value and Lift Value by Sales Channel

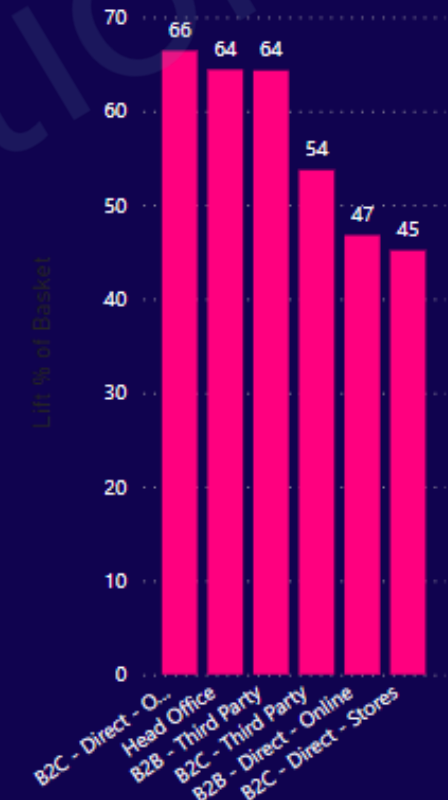
● Gift Card Redeem Value ● Lift Value



Gift Card % Overspend by Sales Channel



Lift % of Basket by Sales Channel



Each channel and channel partner typically has unique redemption profiles

# Understanding Your Gift Card Liability

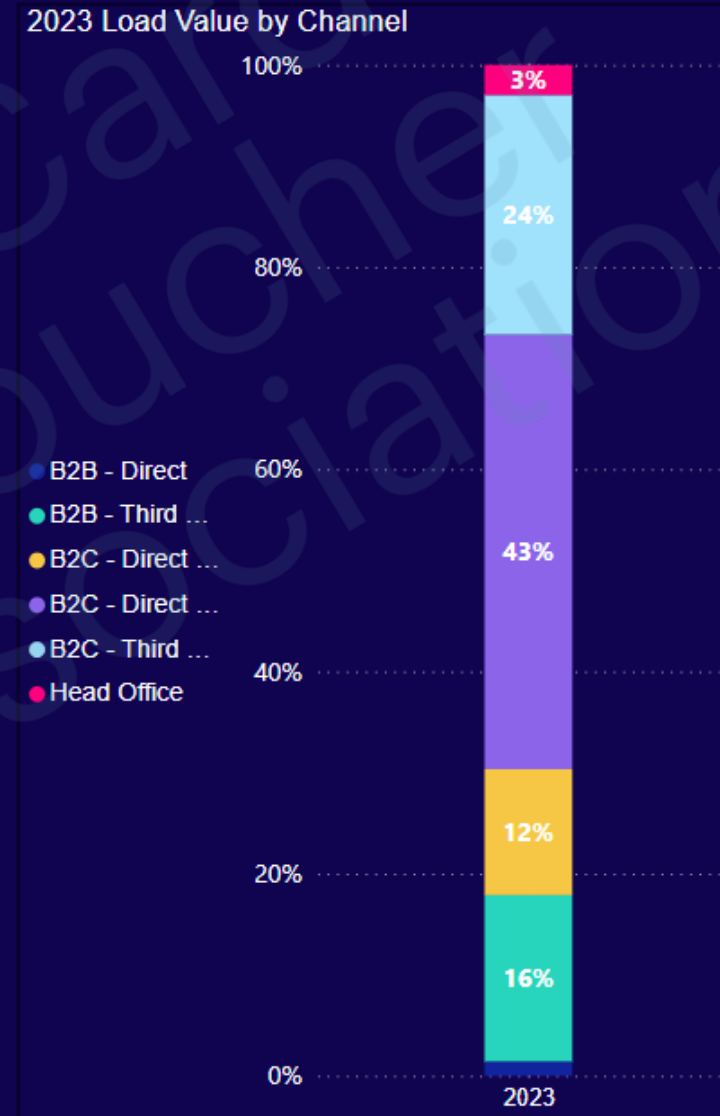
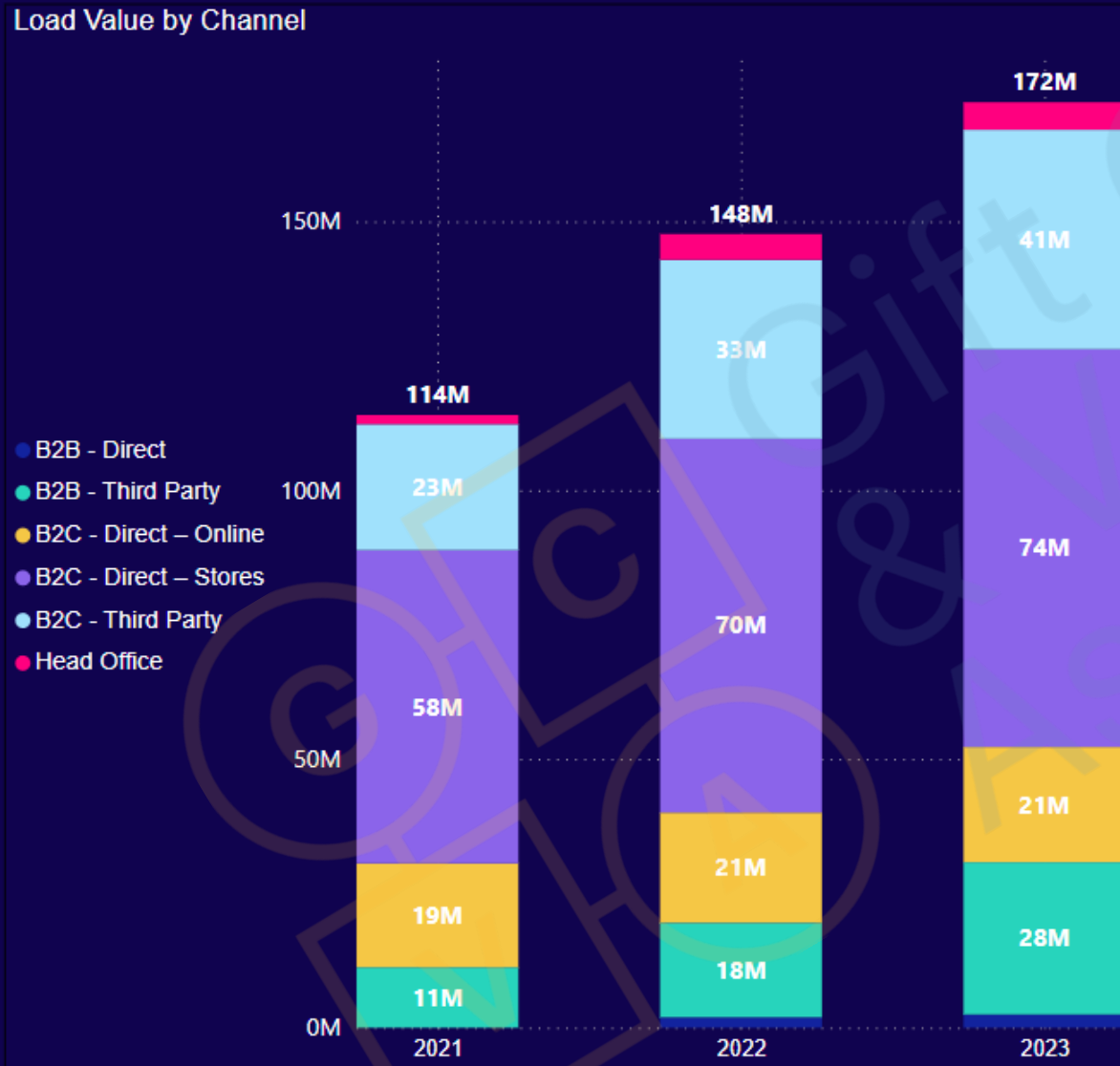


Understand the breakdown of your program and aid true liability accounting



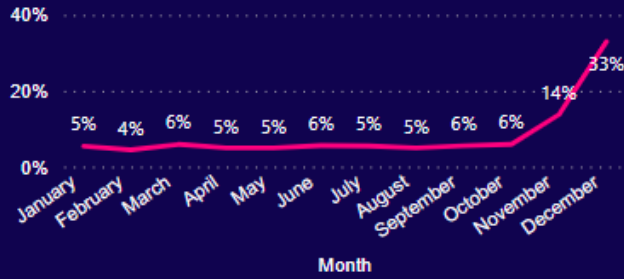


# Tell a story of channel growth

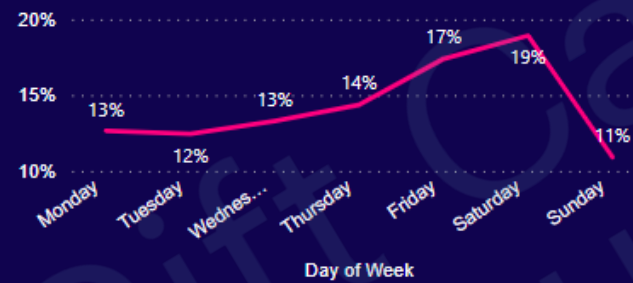


# Drill into your sales channel behaviours

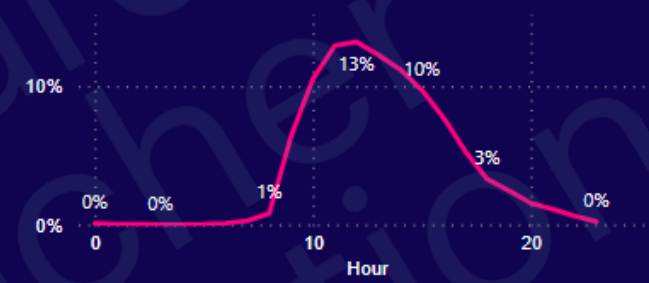
### Your Direct Sales Activity by Month



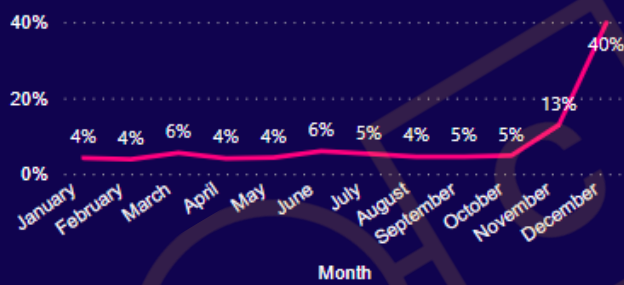
### Your Direct Sales Activity by Day of Week



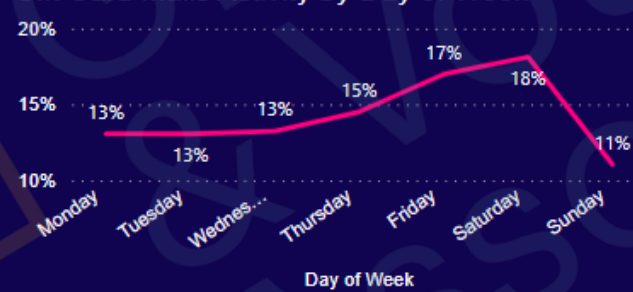
### Your Direct Sales Activity by Hour of Day



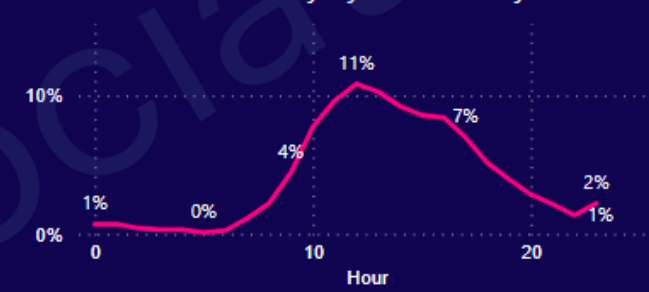
### Gift Card Malls Activity by Month



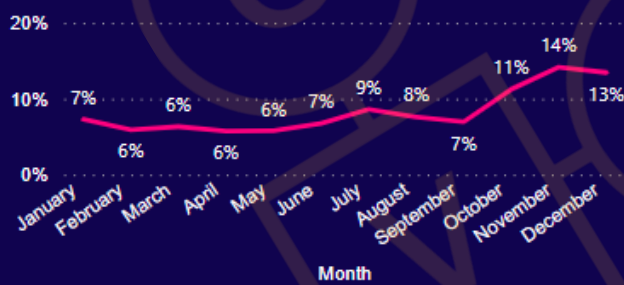
### Gift Card Malls Activity by Day of Week



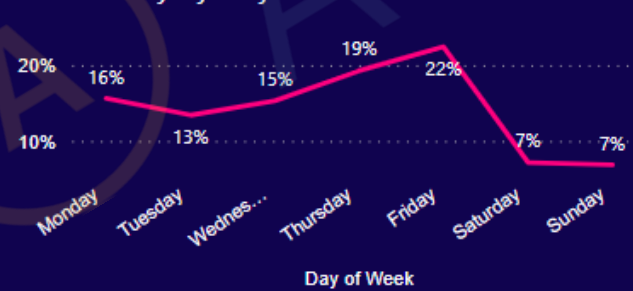
### Gift Card Malls Activity by Hour of Day



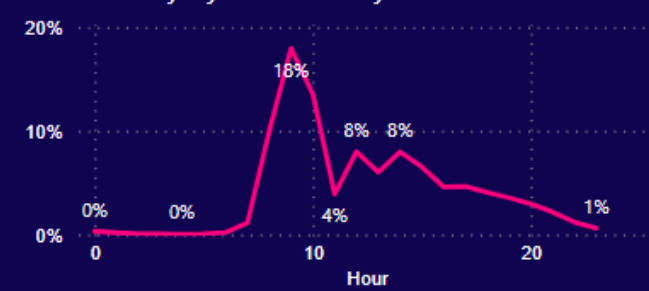
### B2B Activity by Month



### B2B Activity by Day of Week



### B2B Activity by Hour of Day



# Should I do more/less Black Friday promotions this year?

First Load Date: 20/11/2023 to 26/11/2023 | Redeem Date: 20/11/2023 to 31/01/2024

Total Load Value: 4.40M | Total Redeems: 2.81M

Daily Redemptions of Gift Cards purchased across Black Friday

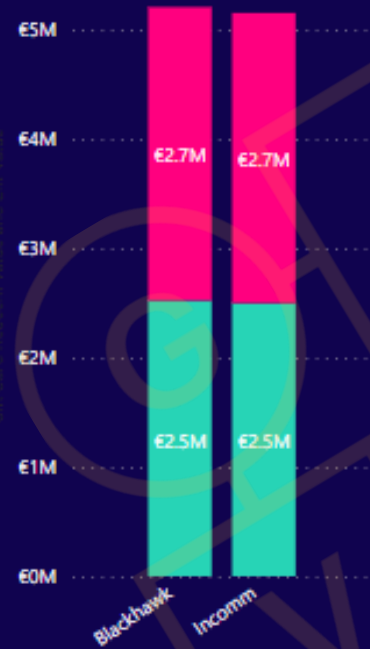


- B2B - Direct
- B2B - Third Party
- B2C - Direct - Online
- B2C - Direct - Stores
- B2C - Third Party
- Head Office

# What is the actual customer spend impact of my 3<sup>rd</sup> party channels?

Gift Card Redeem Value and Lift Value by ActivatingMerchantName

● Gift Card Redeem Value ● Lift Value



Lift % of Basket by RetailerName



# Win with Savvy

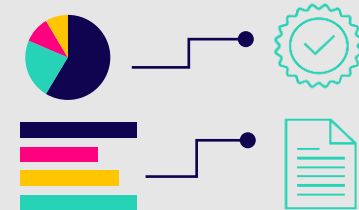
## Industry leading analytics

Achieve greater decision making  
with real-time customer performance data



Unified view across all  
outlets and channels,  
revealing meaningful  
insights to drive  
programme productivity  
and profitability

 **savvy**



Interactive data  
visualisation of  
dashboards and  
reports using  
Microsoft Power BI