

## LOCK-IN ADDITIONAL REVENUE AND ACQUIRE NEW CUSTOMERS

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### PROVIDE CUSTOMERS WITH A NEW WAY TO PURCHASE!

Online gift cards are a great way for merchants to offer an additional purchase option to their valued customers. Allowing shoppers to give and redeem gift cards also helps online stores to increase revenue, acquire new consumers and obtain additional brand recognition.

**eGift Card** is a drop-in cartridge created for merchants using Salesforce Commerce Cloud Storefront Reference Architecture (SFRA). The product helps merchants provide shoppers with the ability to purchase online gift cards for their friends, loved ones, colleagues, or business partners. Merchants can customize the amount of these gift cards which shoppers then purchase online and send via email. Customers can also add a gift card to their wish list or gift registry which can then be shared publicly.



PLATFORM: Salesforce Commerce Cloud  
CONTACT: [contact@osf.digital](mailto:contact@osf.digital)

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SFRA  
Certified



LIVE  
Demo



CUSTOMIZATION  
Services Available

# FEATURES & BENEFITS

## SFRA DEDICATED

eGift Card was created to be added on websites that are using **SFRA**, Salesforce Commerce Cloud's new customization model and blueprint for site design.

## DEDICATED SECTION ON STOREFRONT

After installing the cartridge, a dedicated section, "Gift Cards" is added to the website. After clicking on the link, a landing page will appear with one form for the shopper to use **to order a gift card** and another form **to check the balance of their card**.

## SENT VIA EMAIL

The gift card is sent to the recipient **via email** along with details on how to redeem it. The sender will receive an email with confirmation of their order.

## CHECK BALANCE

The recipient of the gift card can **check the balance** in the Gift Cards section of the website by entering the code they have received via email.

## USE MULTIPLE GIFT CARDS

A shopper can use **multiple gift cards in one order**. They will see the amount each gift card contributes to the entire order, as well as the sum of all gift cards they've entered.

## WISH LIST

A gift card can be added to a wish list and **set as public** for others to view. When accessing the wish list section, a **search engine** is shown and the customer can search for a person's wish list and purchase a gift card directly from the wish list.

## GIFT REGISTRY

Similar to the wish list, a gift registry can be created and **made public**. The gift registry page features a **search engine** and a gift card can be purchased directly from this location.

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*Let's keep in touch!*

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