

UK GIFT CARD
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Are Giftcards an Under-utilised Loyalty and Insight Tool?

Chair: **Glenrose Harwood**, UKGCVA Executive & Retail Development Manager,
CPI Card Group

ARE GIFT CARDS AN UNDER-UTILISED LOYALTY & INSIGHT TOOL?



Are you signed up to a loyalty scheme and how engaged are you?

- a) Have 1 or more loyalty cards, use weekly
- b) Have 1 or more loyalty cards, use monthly
- c) Have 1 or more loyalty cards, use quarterly
- d) Have 1 or more loyalty cards, use more infrequently than the above
- e) Do not participate in loyalty schemes

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Do you think there is an opportunity for Gift Cards within the Loyalty space?

- a) Yes
- b) No
- c) Undecided but worth exploring further

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