



Uber

Accelerating business growth with digital gift cards

A Tillo Guide

tillo.io

Category: Digital Gift Cards

In this guide, we'll walk you through the essential features to look for in a gift card platform and how choosing the right partner can power your business and its future growth.

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Introduction



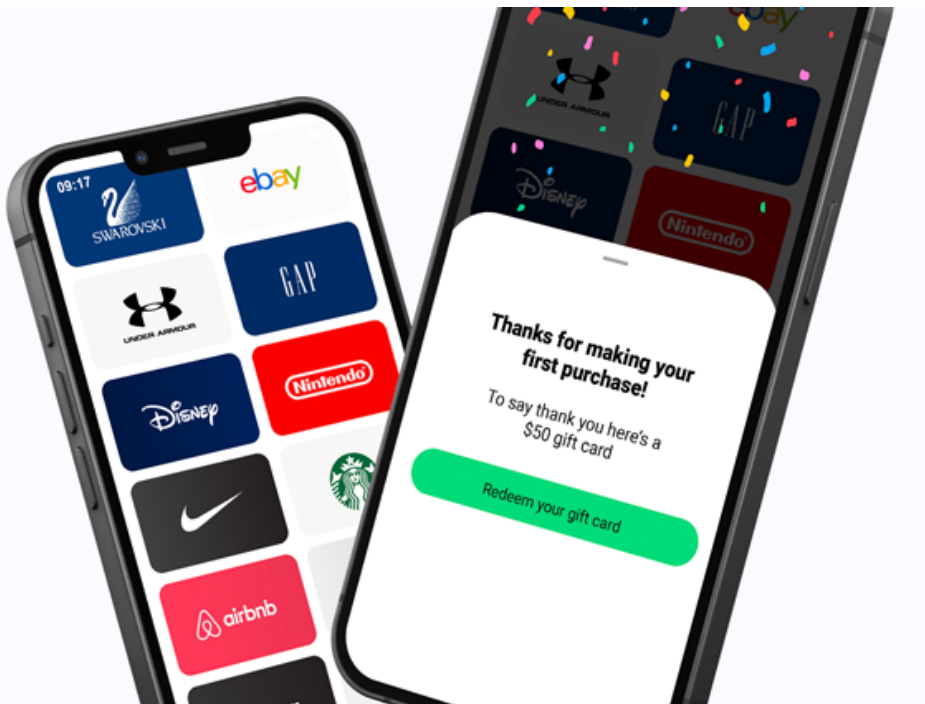
Leveraging gift cards for business growth:

The advantage of an embedded platform

The digital gift card market is expected to grow to \$740.41 billion by 2027*. In this rapidly evolving business landscape, digital gift cards have emerged as an innovative tool to foster growth, engagement, and loyalty. But with several established platforms available and creative new kids moving into the block, how do you select the one that perfectly matches your needs?

*Source: <https://www.thebusinessresearchcompany.com/report/digital-gift-card-global-market-report>

With the right gift card platform, you gain access to endless opportunities for growth!



Here's a taste of using embedded digital gift cards to maximize your profit.

Enhance operational efficiency

Time is money. An embedded gift card platform will streamline the efficiency of your operations. Whether buying, selling, or managing digital gift cards, the right platform should empower you to do so with minimal effort.

Attract new customers with powerful incentives

Capturing consumer interest is essential for sustainable growth. The right gift card platform will empower you to tap into top-tier incentives from popular brands, making your offers irresistible to potential customers. Integrating these incentives into your marketing campaigns will then attract new business and strengthen your market presence.

Drive engagement and revenue with strategic rewards

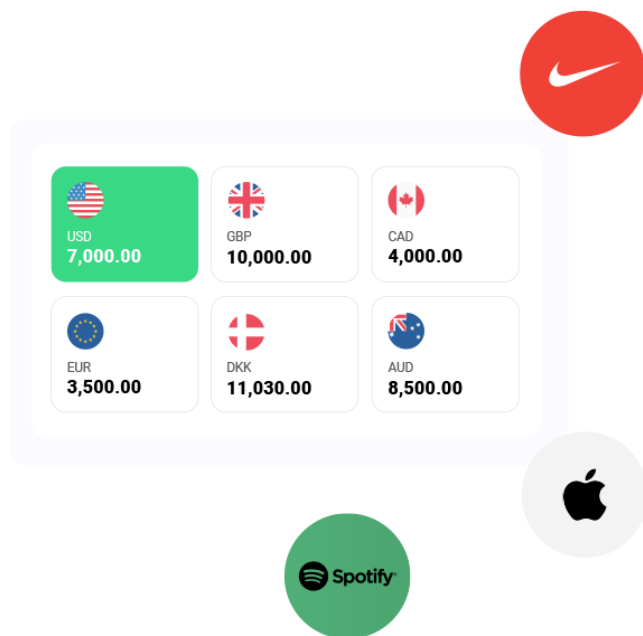
A comprehensive brand network is a powerful tool if you're looking to turn one-time customers into loyal, repeat clients. Offering diverse attractive rewards can effectively motivate customers to engage with your brand regularly, fueling revenue growth year after year.

Nurture customer loyalty with personalized rewards

Industry-leading gift card platforms know the importance of customer loyalty for your business. They should make it easy for you to access personalized rewards that enable you to show appreciation and nurture customer loyalty, creating memorable experiences that resonate with your end-users.

Unlocking the Perfect Gift Card Platform: 7 Ways to Win

The key to unlocking the full potential of digital gift cards lies in choosing the right gift card platform. Regardless of who you choose, what's more important is what they offer. Here are the seven ways to win:



1. Powerful gift card discounts

Opt for a platform that provides you with competitive gift card discounts. Not only can this help you optimize your budget, but it also enables you to offer more attractive rewards and incentives, driving higher engagement and better overall results for your campaigns.



2. Exciting global partnership opportunities

Partnering with global brands broadens your rewards portfolio, giving your customers more options and making your offerings more appealing. Choose a gift card platform that offers exclusive and exciting partnership opportunities with various gift card buyers and brands.



3. A hassle-free API

Integrating with your chosen gift card platform should be a breeze. The right platform will offer a plug-and-go API, making it seamless to get started and minimizing disruption to your operations. Look for a gift card platform that is known for its API integration.



4. Trustworthy and reliable team

You want to work with people you can trust. Choose a platform powered by a passionate, dedicated team committed to your success. Take a look at what they're doing on social media, subscribe to their newsletters, or drop a message to their founder or CEO on LinkedIn to see how receptive they are to a conversion.

What our customers have to say:

"Tillo's multinational presence has supported our expansion to other countries, providing top brand content."

Kevin M, Next Jump

"The API is simple to integrate, and the selection of gift cards is phenomenal, keeping our customers and their employees happy!"

Ben C, Giftcloud

Unlocking the Perfect Gift Card Platform: 7 Ways to Win



Tillo's gift card API operates with zero down time and responds in less than 2 seconds! 🎉



5. Dedicated customer support

A great platform is nothing without an exceptional support team. Look for a platform backed by customer service, ensuring a smooth and efficient user experience. Check out their user reviews on G2 to get a feel for how happy existing customers are and enquire about support during the onboarding process.



6. Access to comprehensive data and insights

Information is power. The more insights you can get about your program, the more you can optimize it for success. Can you automate reports and segment them by market or currency? Choose a platform offering detailed reporting and data access and ensure this is provided in real-time!



7. Continuously expanding brand catalog

A diverse and expanding brand catalog keeps your reward offerings fresh and engaging, helping you continually delight your customers. Look for a gift card platform that is always expanding its brand catalog with new content in your existing market and globally. More brands = more opportunities!

What our customers have to say:

"Great people to work with, all the way from commercial, product, delivery, engineers. You can feel the customers service being at heart."

Erik, G, Head of Klarna Kosma Nordics

"Fantastic reporting suite so I don't need to request any extra data!"

Anon via G2

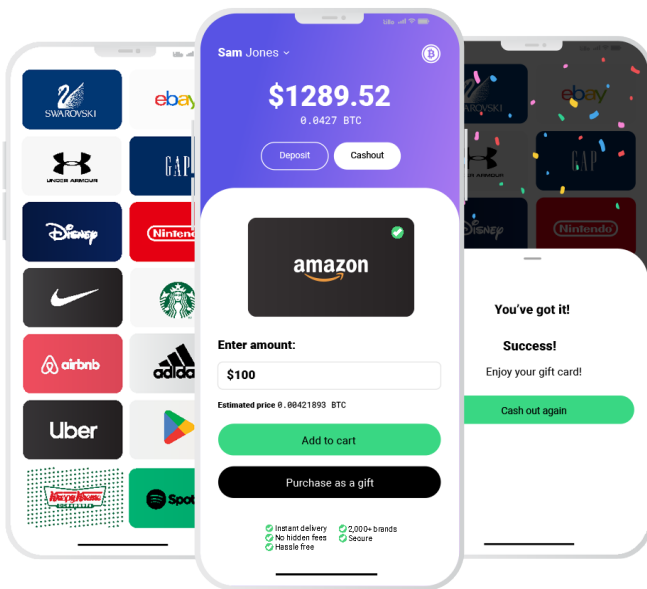
"Tillo are that single partner that we have to work with in order to provide a wealth of digital rewards for our customers."

Anon via G2 (HR)

Meet Tillo: Your partner for embedded rewards and incentives

We're Tillo, the embedded rewards and incentives platform designed for profitability, scalability, and growth. We cater to a wide range of industries from Employee Rewards to Open Banking and Embedded Finance.

Discover the real-world impact of Tillo below.



What our customers have to say:

"We partnered with Tillo because they have the best catalog. They're also always growing their network and adding new brands, which supports our own growth strategy, and they provide the best customer experience."
 Michell Gustavsson, Co-Founder & CBD0, Bitrefill

Transforming the customer experience in Fintech

Transforming the Customer Experience in Fintech
 Tillo's adaptable platform empowers those in the Fintech industry to seamlessly integrate incentives and rewards into their services, enhancing customer satisfaction and loyalty and opening new revenue opportunities with the power of digital gift cards.

By using incentives powered by Tillo, rapidly scaling Fintech Banked has increased usage of Pay by Bank at checkout from 10% to 23%!

Empowering Crypto adoption and engagement

Tillo provides a cutting-edge solution for crypto businesses looking to offer their users a new way to cash out cryptocurrency. By allowing visitors to off-ramp their crypto coins to a gift card, companies can attract a wider range of crypto users, making themselves more appealing and helping brands tap into the revenue in cryptocurrencies.

Bitrefill customers have purchased over \$134M of gift cards on the Tillo platform!

Revolutionizing loyalty programs for enterprise B2C

By leveraging Tillo’s platform, businesses can craft targeted, personalized incentives that resonate with their audience, leading to increased customer loyalty and repeat business and supercharging sustainable and profitable growth at all customer journey stages.

Giftcloud enjoyed 86% YoY growth using Tillo’s rewards and incentives!

Facilitating non-cash government mass payments

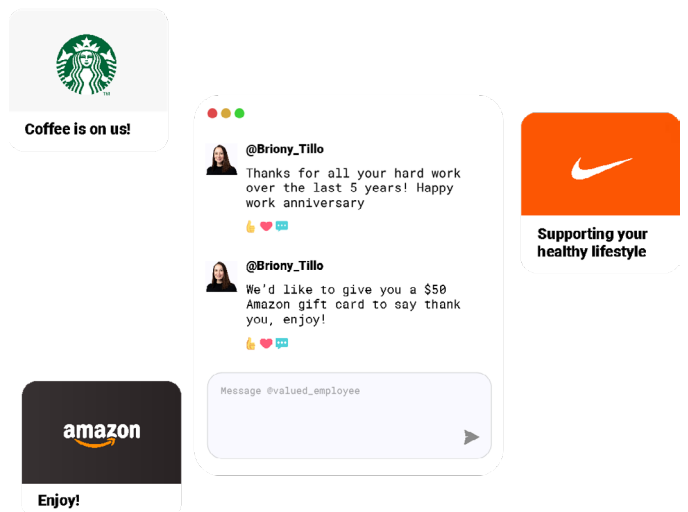
Tillo provides governments, charities, and businesses with an efficient means of delivering relief support programs, fundraising initiatives, and incentive schemes with secure, globally recognized gift cards.

The Tillo Platform has distributed more than £385 million of vouchers for the UK government as a part of the Free School Meals program and also supports charity organizations.

Elevating employee rewards & recognition

Tillo’s intuitive gift card platform empowers businesses to provide personalized, high-impact employee rewards and incentives. Companies can enhance employee loyalty by offering tailored digital gift cards, improving satisfaction and productivity.

Reward Gateway enjoyed 70% YoY face value sales with Tillo and grew its presence in a global market.



What our customers have to say:

“Launching in the United States with Tillo is an important milestone for Giftcloud that positions us to meet the needs of even more brands and their customers across the world’s biggest economy.”

Stuart Lawrence,
Business Development Director, Giftcloud

“Using the Tillo platform not only helps us offer our members the very best experience because of the real-time processing, but it also allows us to easily access new retailers and global markets, and to work more efficiently with retailers who we have worked with for years.”

Molly Pemberton,
Group Director of Retail at Reward Gateway

“Our integration with Tillo is a significant milestone in broadening the product, service, and brand choices we can offer to communities and beneficiaries. This will help facilitate our expansion as we focus on helping more vulnerable people in hardship with more creative, broader options.”

Ollie Gray, Business Development Director at Charis Grants

Making the next move: Supercharge your business growth with Tillo

Whatever your business goals, the Tillo platform contains the tools you need to succeed.

Experience the versatility of Tillo's Platform

Buyer Hub

Browse and connect with new gift card brands, manage available funds, and access advanced real-time reporting, all from within Tillo's Buyer Hub.

API

Seamlessly plug into 2000+ global brands with our award-winning gift card API. One contract, full access to our ever-growing brand catalog.

Store Front

Tap into Tillo's B2C white label gift card Store Front and gain access to the entirety of Tillo's brand catalog with no coding required.

Reward Pass

Offer ultimate flexibility with our open-loop prepaid Visa/Mastercard. Available in multiple currencies and accepted at over 32 million locations worldwide.

Wrappr

Create memorable experiences by transforming a digital gift card into an exciting, memorable experience with our Wrappr Delivery.

Choice Links

More choice, one link. Meet Choice Links. Tailor-made to attract, engage, and retain consumers, whatever their preferences.

Experience the Tillo difference for yourself.

Contact us today, and let us show you how we can help supercharge your business growth through our robust rewards and incentives platform.

[Book a demo](#)

tillo.io/book-a-demo

[API documentation](#)

tillo.tech



Contact us today, and let us show you how we can help supercharge your business growth through our robust rewards and incentives platform.

Speak to an expert



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