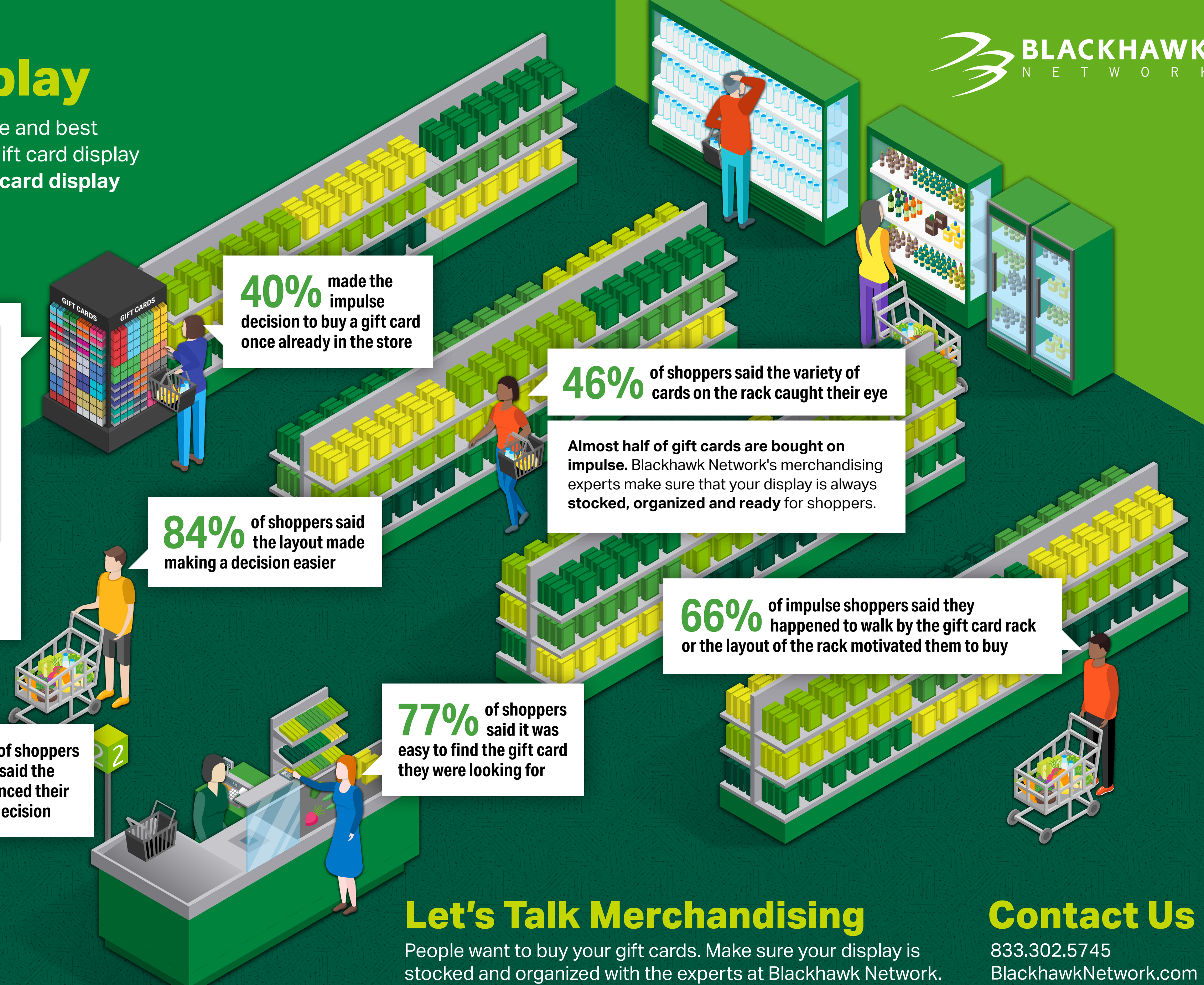


It's All About the Display

Blackhawk Network brings a proven record of excellence and best practices to your in-store merchandising. The result: a gift card display so attractive that **93% of shoppers who reach the gift card display end up making a purchase**. Here's how we make every \$1 spent on merchandising worth up to \$9 in return.

<p>57% of those who didn't buy left empty-handed because they couldn't find the denomination or brand they wanted</p>	<p>60% of shoppers come into stores specifically for gift cards</p>	<p>93% of shoppers buy a gift card once they get to the display</p>
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Display quality matters, and card variety shines best on a clean and organized display. Blackhawk Network's **merchandisers are always learning and improving** to make gift card shopping easy.



40% made the impulse decision to buy a gift card once already in the store

46% of shoppers said the variety of cards on the rack caught their eye

Almost half of gift cards are bought on impulse. Blackhawk Network's merchandising experts make sure that your display is always **stocked, organized and ready** for shoppers.

84% of shoppers said the layout made making a decision easier

66% of impulse shoppers said they happened to walk by the gift card rack or the layout of the rack motivated them to buy

60% of shoppers said the layout influenced their purchasing decision

77% of shoppers said it was easy to find the gift card they were looking for

Let's Talk Merchandising

People want to buy your gift cards. Make sure your display is stocked and organized with the experts at Blackhawk Network.

Contact Us

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