LOYALTY & GIFT CARD
PROGRAM FEATURES

Loyalty and gift card programs are great tools for merchants to increase sales and repeat shoppers by focusing on their best customers.

First Advantage

FirstAdvantage provides the platform, along with free training, that provides merchants advanced features that are easy to understand and implement. The list below contains just some of the capabilities that are available through the FirstAdvantage platform:

Gift/Promo Card Pre-activation:

- Activate a group of gift cards at once - great for direct mail.
- Activate cards with predetermined or zero value.

Exportable Reports:

- Allows you to export to other systems for accounting, marketing and statistical use.

Balance Inquires:

- Merchants can check card balances from Point-of-Sale or terminal.
- Cardholders can check their own balances online at GetYourBalance.com.
- Merchants can run a report to see total amount of cards with balances.

Importing Legacy Programs:

- Use cards from an existing program.
- Import balances and transaction history from an existing program.
- Once imported, information appears on our system as if it was there from Day One.

Card Management:

- Merchants are able to deactivate or "freeze" a card if lost or stolen.

Multi-Merchant Settlement:

- Centralized reporting for organizations that pool funds into one account.
- De-centralized reporting for organizations that keep money in accounts owned by a separate merchant (e.g., separately owned franchise stores.)
- Per-merchant report privileges allow report access to any or all locations.