WELCOME TO STORECARD

Gift cards made easier

We're excited to help you launch a successful StoreCard program.

Read this document for instructions on how to get started, tips for success, and more.

What's inside?

StoreCard Features Guide includes:
- How each feature works
- How to make each feature work for you
- Tips for success
- Talking points for customers

We hope you will find the materials helpful in getting your StoreCard program up and running.

Special uses for gift cards are made easier with StoreCard

Gift cards are a powerful tool that can be used for more than just traditional gift giving. Gift cards can be used as promotions, charitable donations, employee cards, membership cards, house accounts, tabs, or student ID/ account cards. Gift cards can also be used to issue store credit on returns instead of cash back. Worldpay from FIS can set up unique card ranges for each type of card so that you can easily track volume, usage, and liability on a group of cards. StoreCard maximizes all of these unique gift card uses through additional features like card registration, making the possibilities of your gift card program more valuable to your business and more automated!

Read on for user guides for each feature. These guides will help you implement StoreCard in your business.

⚠️ **IMPORTANT: Features will only work on cards that have been Issued and Activated.**

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GIFT CARDS

Included in StoreCard is a basic gift card program, whether initiated by smartphone or plastic cards, issuing, adding funds, checking balances, and payment are all included in your monthly fee.

How to make Gift work for your business

Gift cards are powerful marketing tools that retaincurrent customers and bring in new ones. Here are several simple things you can do to promote your gift cards, increase sales, and encourage year-round purchases.

- Display your cards! Customers can't buy what they can't see. If you didn't get displays with your initial order, Worldpay offers affordable merchandizing materials for your StoreCards including card carriers and card display stands.

- Tell every customer about your StoreCard program. Customer participation rates increase when employees consistently promote your StoreCards to customers at each transaction.

- Train and motivate your staff to mention your program to customers at every opportunity. Incentivize employees to meet a monthly quota of registrations, or create a friendly competition and reward the employee with the highest number of card sales.

- Email and direct mail. Include gift card promotions in your email blasts and direct mail marketing pieces.

- Reward loyal customers with an unexpected gift card. Most will spend more than the card's value.

How to technically implement the feature

- Start by working with your POS dealer to implement the Gift Card Processing ID into your POS. From there you should be ready to start swiping cards.

- When a customer purchases a gift card, activate it by swiping it through the POS terminal to load it with the purchase amount.

- The card can then be redeemed for goods and services just like cash. When the gift card is redeemed, choose gift card as tender and run the card through the POS terminal. The gift card is deducted for the amount indicated and any balance remains available on the card.

- Unredeemed funds remain in your bank account.

- While every POS functions differently, the following are the basic transactions that can be run on a gift card:
    - Issue/Activate: An issue transaction makes a card number (account) live and loads a specified starting balance onto the card.
    - Sale/Redeem: A sale transaction takes value off of the card. The card must already be issued.
    - Return/Reload/Increment/Add Value: A return transaction adds more value to a card. The card must already be issued.
    - Balance: This transaction will display the remaining balance of a card for the merchant. competition and reward the employee with the highest number of card sales.

Tips

Gift Card Program Tips:

- First and foremost, display your cards.
- Second, if you can get your employees talking about or even selling your gift cards, your sales should see a marked increase.
- Third, get your employees to talk about the additional StoreCard features that you have selected for your gift cards.
- Fourth, advertise your cards.

Transaction Tips:

- Sale takes money off a card.
- Return puts money back onto a card.
- Returns can only be done on a card twice in one day.
- "No NSF Sale" will allow you to utilize the balance of the card for the sale, and will then give you the remaining amount due on a sale. This will prevent the NSF on a gift card transaction when the total of the sale is more than the balance on the card. Check with your POS reseller to see if this feature is available.
- A gift card can be placed on hold by going to the reporting portal and selecting Account Maintenance on the Gift Card Reporting Home Page. Enter in the number of the card and select the On Hold option at the bottom of the page.

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CARD REGISTRATION AND STORECARD MANAGER

StoreCard Manager is a website hosted by Worldpay from FIS and branded just like your cards. It's like online banking for your customer's StoreCards. Cardholders start by registering their card, protecting it in case it is lost or stolen, and thus protecting their investment in your business. Unlike a traditional gift card that is treated like cash, if a StoreCard is lost or stolen, cardholders can cancel their card and Worldpay will send a new one loaded with the remaining balance via eGift. StoreCard Manager is accessible by scanning the QR code on the back of the StoreCard, or by going to the URL listed on the back of the card. From the StoreCard Manager website, cardholders can view their transaction history and manage all other features that you have enabled on your cards.

How to make Card Registration and StoreCard Manager work for your business

1. Start by issuing a StoreCard for yourself, and try out some transactions in your store. Register the card via StoreCard Manager using the back of the card as follows:
   - Turn your card over to the back of the card and scan the QR code with your phone or go to **https://mps.bz** on your phone's browser.
   - On the StoreCard Manager login page, enter the card information found on the back of the card.
   - Register the card to yourself.
2. Train your staff to use StoreCard Manager. Giving them some funds to your store should be a fun way to kick off your StoreCard program.
3. Finally, get your staff to explain the process to customers as they buy your StoreCards. Again, as your customers use StoreCard Manager, they will start to use your other StoreCard features.

If you didn't order them with your first order, you may want to order StoreCard carriers which have these instructions printed in the carrier.

- Turn your card over to the back of the card and scan the QR code with your phone or go to **https://mps.bz** on your phone's browser.
- On the StoreCard Manager login page, enter the card information found on the back of the card.
- Register the card to yourself.
- You can then log in with your log in information and PIN on future visits to your StoreCard Manager site. Simply type **https://mps.bz** on any browser.

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How to technically implement the feature

StoreCard Manager and Card Registration are automated features with your StoreCard program. Once you have your StoreCard parameters installed in your POS, StoreCard Manager and Card Registration will automatically work on any Issued and Activated card.

⚠️ **IMPORTANT: StoreCard Manager and Card Registration ONLY work on cards that are Issued and Activated.**

The next step is for an Issued and Activated card to be registered. That is done through this process:

1. Turn your card over to the back of the card and scan the QR code with your phone or go to **https://mps.bz** on your phone's browser.

2. On the StoreCard Manager login page, enter the card information found on the back of the card.

3. Register the card to yourself.

4. You can then log in with your login information and PIN on future visits to your StoreCard Manager site. Simply type **https://mps.bz** on any browser.

This feature is that simple.

💡 **Tips**

There are many, many QR code scanning apps available for all phone types. Some apps work better than others. If you find one that works well for you and your customers, you may want to train your staff on which QR code app works well so they can pass that information on to your customers.

If a QR code scan doesn't work for some reason, remember that you can use **https://mps.bz** on your phone's browser to reach the StoreCard Manager registration and login screen.

Once your card is registered, you can then log in with your login information and PIN on future visits to your StoreCard Manager site. Simply type **https://mps.bz** on any browser.

The QR code on the back of the StoreCard is for Card Registration only. Do not scan the QR code for payment. When paying with a card, swipe the mag stripe. The QR Code scanner is for mobile payment only.
In addition, Storecard has card carriers available for purchase that can give the 3-step instruction process to your customers with the card. If interested in these, please call a Gift Sales Exec at **800.729.4815**.

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RELOAD AND AUTO-RELOAD

Your cardholders have the option to automatically or manually reload their StoreCard at any time, making the checkout experience more convenient and efficient. When a cardholder reloads their StoreCard, they simply link their StoreCard to a credit card. The online reload feature utilizes the Worldpay credit processing platform, which encrypts the credit card data.

How to make Card Registration and StoreCard Manager work for your business

- Reload and Auto-Reload can help you to keep your check-out lines short when your customers reload their cards in advance of a purchase.
- Reload and Auto-Reload make in-store check-out and StoreCard balance management convenient for your customers.
- Reload and Auto-Reload benefit your business by increasing the cash available on gift cards. This is cash that is in your bank account as soon as it is put on a gift card. The more money is on gift cards, the better your cash flow.
- Reload and Auto-Reload also work in combination with the Rewards feature. Rewards are the incentive that drives customers to reload their card. Customers are likely to pay via credit card or cash per purchase unless you are driving them to use their StoreCard again and again with the rewards feature.
- Keeping your customers paying with their StoreCards can reduce your credit card processing bill as well.

How to technically implement the feature

As with StoreCard Manager, Reload and Auto-Reload are automated features with your StoreCard program. Once a card has been registered, StoreCard Manager will allow your customers to access the Reload and Auto-Reload feature. Reloads will automatically work on any Issued and Activated card.

⚠️ **IMPORTANT: Only cards that have been Issued and Activated, and Registered via StoreCard Manager will be available for Reload or Auto-Reload.**

💡 **Tips**

- It is best to familiarize yourself and your staff with the set up process for Reloads on your own StoreCard so that you can assist your customers if they get confused.
- Once again, the Rewards feature will be the primary driver for your customers to use the Reload and Auto-Reload feature. If you did not sign up for Rewards, you may want to in order to maximize the cash flow and line management advantages of Reloads.

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STORECARD REWARDS

Create customer loyalty and encourage loading and reloading funds onto the StoreCard with the Rewards feature. You determine the reward amount and whether the reward is loaded upon purchase, reload, or both. Every time customers use their StoreCards at your business or reload their cards, they receive cash back loaded directly onto their StoreCards.

The built-in benefits of StoreCard Rewards

- Reload and Auto-Reload can help you to keep your check-out lines short when your customers reload their cards in advance of a purchase.
- Reload and Auto-Reload make in-store check-out and StoreCard balance management convenient for your customers.
- As soon as your card-using customers put money on their cards, it becomes available in your bank account, increasing your cash flow.
- Reload and Auto-Reload also work in combination with the Rewards feature. Rewards help drive customers to reload their cards and remind them to keep using StoreCard as an alternative to credit cards or cash.
- Keeping your customers paying with their StoreCards can reduce your credit card processing bill as well.

Reaping the rewards of StoreCard

First, let's make sure we understand how the Rewards feature works:

Rewards on Reload:
- The $1 reward is not taken from your bank account. It's just like if you issued $1 on a promotional card and gave it away. The $1 reward behaves more like a discount of $1 off of a future purchase instead of customer purchased gift card value.

Rewards on Purchase:
- Example: You select 10 percent rewards on Purchase. A customer's $10 purchase results in a $1 reward added back to their StoreCard. The customer had a $20 balance on their card before the transaction - they now have an $11 balance.
- The $1 reward is not taken from your bank account. It's just like if you issued $1 on a promotional card and gave it away. The $1 reward behaves more like a discount of $1 off of a future purchase instead of customer purchased gift card value.

Rewards on Purchase AND Reload

- You select 10 percent rewards on Purchase and Reload. A customer's $10 StoreCard load or reload results in a $1 reward added to the loaded amount for an $11 total. The customer already had $20 on their card for a new balance of $31. If that customer makes a $30 purchase, this results in a 10 percent reward for $3 credited to their card. Added to the previous balance, the customer has received $4 in rewards, an incentive to return to your store.
- The $4 reward is not taken from your bank account. It is just like if you issued $4 on a promotional card and gave it away. The $4 reward behaves more like a discount of $4 off of a future purchase instead of customer purchased gift card value.

How to make Rewards work for your business

Now, let's understand how we can use this to our advantage to affect consumer behavior.

Rewards on Reload:
From our previous example, you can see how your customers are incentivized to load their cards. This is the most important reward for your business. Customers who have value on their cards are encouraged to spend the money they already have — money that has already been put into your cash flow. Rewarding customers for reloading their cards further adds money to your bank account and incentivizes spending at your store.

Rewards on Purchase:
Once the money is on their cards, your customers will want to spend that money. Rewards on Purchase simply encourages them to spend the money on their StoreCards faster in order to earn more rewards.

Rewards on Purchase AND Reload
If you are incentivizing reloads with rewards on Reload, then hopefully those cards are being reloaded more often. The next step is to reward based on purchase. Your customers will want to spend the money on their cards simply because that money is only worth something to them once converted into goods at your store. When you also reward on Purchase, you are now incentivizing them to spend their balances faster to earn more Rewards dollars. This creates a wonderful cycle of card reload and card use resulting in depletion for another reload.

Tips

- Train your staff to talk to your customers about your Rewards offering and how to get signed up.
- Your own experience with StoreCard and your help in getting your staff trained will really start to pay dividends as you begin to get your customers signed up for your Rewards program and start to increase your reloads and reduce the time between customer visits.
- With cash back rewards, your customers will never have a zero balance. There is always a reason, even if it's a small one, to make a purchase at your store.
- In order to keep your line moving efficiently and to maximize the efficiency for your customers to earn rewards on their StoreCards, you will want to offer Reload or Auto-Reload capabilities through StoreCard Manager. The ability to reload the card as a customer will help keep card balances in a purchase-ready state so that your lines do not become bogged down with customers loading their cards and then executing their purchases in order to earn their rewards.

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STORECARD

Go Mobile

Cardholders have the option to convert their physical StoreCards into digital StoreCards so they can pay with their smartphones. For iPhone users, the digital card will be stored in their Wallet app. For Android users, the digital card will be stored in the PassMarket app. Or, the customer can simply pay from StoreCard Manager via an internet browser window.

How to make Card Registration and StoreCard Manager work for your business

Go Mobile refers to the ability for your customers to pay via smartphone either via StoreCard Manager in a browser window, or with Apple Wallet or Android PassMarket. In either scenario, the card number will be presented in the form of a QR code, which you will scan at your register with the 2D barcode reader.

Adding Mobile makes sense when utilizing rewards and reloads because these functions will be managed from the

StoreCard Manager. Your customers will see the natural progression to paying from the same system that they use to manage their StoreCard.

In order to maximize Go Mobile for your business, follow the implementation instructions below and train your staff on how to accept a mobile Storecard payment.

How to technically implement the feature

1. Using a smartphone, log into the StoreCard Manager website, then simply select the "Pay with your mobile card" button. Here you will see a QR code that can be used to make a payment.

2. A second option is to create a MOBILE CARD that can be saved in your mobile wallet.
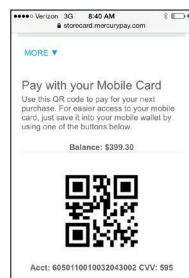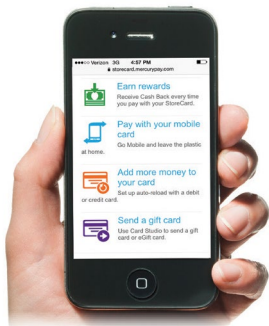
    iPhone - the digital card will be stored in your Wallet app. Simply select the "Add to Wallet" button and you will be redirected to a web page that creates the mobile card. Select the "Add" button once it appears on your screen.

    Android - the digital card will be stored in the PassMarket app. Simply select the "PassMarket for Android" button and follow the steps outlined on the StoreCard Manager website.

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Accepting a mobile StoreCard payment

The QR code on the back of the plastic card cannot be used at the POS. It is simply there to provide customers with easy access to the StoreCard Manager website.

However, if you have signed up for the mobile card feature, you can scan the QR code displayed on a customer's smartphone to accept a mobile payment or you will need to hand type the 19-digit StoreCard number displayed just below the QR code.

We recommend using a 2D barcode scanner. Most 2D barcode scanners can simply be plugged into the POS and used right away. Call your POS provider and make sure that you have an extra USB port available and that your POS can accept manual entry of card numbers.

Helpful tip: If you're having trouble scanning the code, try this:

- Ask your customers to increase the brightness of their phone
- Hold the 2D barcode scanner very still
- Adjust how far away you're holding the scanner
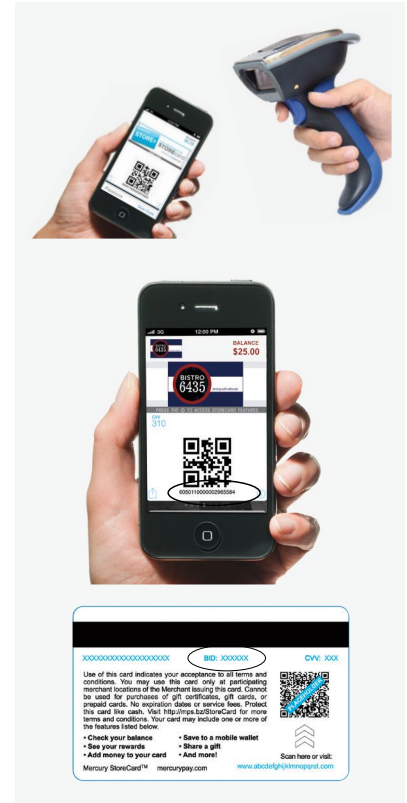
Tips

- Only cards that have been issued, activated and registered via StoreCard Manager will be available for Go Mobile.
- Go Mobile transactions via QR code may be taken with an iPad. If your POS runs on an iPad, check with your POS vendor on the compatibility of QR code scans for payment with StoreCard.
- Your 2D barcode reader or iPad camera will only accept payment via the QR code displayed on the mobile device. Do not scan the QR code on the back of the gift card for payment. This QR Code is only for the convenience of customers—enabling them to quickly them to quickly get to the StoreCard Manager and Card Registration page.

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DIGICARD

Promote your business with digital eGifts. We create a unique QR code or text code for your business. When your customers scan or text the code, they are redirected to a registration page to receive their eGift card. Users can then convert the eGift into a StoreCard in Wallet or PassMarket on their devices.

How to make DigiCard work for your business

1. Offering convenience and flexibility, DigiCard is a great way to promote your business. We can create multiple card ranges varying in both amount and number of cards to suit your needs. Only one DigiCard range can be active at a time, however.

2. DigiCard is also adaptable in the range of advertising that you can do with the card. Generate a real gift card in digital form with only a code, and use Digicard codes in print, online, or in-store advertising.

3. Rather than advertise with a coupon that's easily duplicated and discarded, give your customers a card that can help keep them coming back use after use.

How to technically implement the feature

DigiCard is simple to implement. You'll simply contact gift@vantiv.com and ask to set up a DigiCard range.

1. Let us know what amount you would like the cards to issue for. In-store promotions might require a $5 card issue amount. An advertisement to get people to your store might require $10 or more. Think about your audience.
   - How many cards do you want available? (Are you running an ad with 1,000 views? You may want 250 cards to ensure coverage. Are you running an in-shop promotion for your rewards program? You might want 500 cards available.)

2. Your customers will be instructed to text a code to "99899." You get to decide what that code is. Think about something short that fits your business or promotion that's not too difficult to read or type. You might want to think of a couple of options, as we can't duplicate codes. Some examples might be:
   - Coffee4you
   - YourCard
   - Bistro6435

3. Advertise your DigiCards with the phrase: "Join our rewards program," "Here's $10 on us," etc., ending with:
   "text 'your-short-code' to 99899."
   - Example: Join our rewards program, text 'Bistro6435' to 99899.

Tips

Imagine different possibilities for your DigiCards

- For in-store signage to encourage new customers to join your rewards or loyalty card program, offer a $5 card to get started.

- Advertise a $10 DigiCard via print or online advertising to give customers who aren't in your store a reason to join your club, or even just give your business a try. The customer will have the option to convert their DigiCard into THEIR StoreCard, and you've created a new, more loyal customer.
    - Remember, these cards are loaded with future value to your business—you don't have to pay for them. The money returns to your business in the form of a discount off of the transaction, which uses the promotional funds. But even better, if you have a 50% margin above COGS on the products that you sell, on a $10 promotional sale, you really only spent $5 on product. So you just got a new customer in the door for $5. Not bad.

- Once a DigiCard has been registered to a customer, that customer cannot register another DigiCard. This protects your business from giving away more than one DigiCard to the same customer.

- Go Mobile is a helpful feature when using DigiCard since plastic cards will not be part of the transaction. The entire process is online in the form of a Digital Gift card including registration and payment.
    - If you are not utilizing Go Mobile, it is possible for customers to print a paper eGift and bring it to your store.

TAKE YOUR STORECARD VIRAL

Social Sharing

Encourage cardholders to share a virtual gift on Facebook. You decide the offer amount, and we take care of the rest. When you let your customers help spread the word about your business, you reward their friends with a DigiCard and save money on advertising. Customer recommendations go a long way in attracting new business.

How to make Card Registration and StoreCard Manager work for your business

- Social Sharing is a great way to promote your business because your customers do the marketing for you. Your customers simply share news on their favorite business by sharing a digital gift on their Facebook wall for all of their friends to see.
- The card range is a set of instant issue cards that are digitally issued (instead of on plastic) when a friend of your Facebook-using cardholder claims an offer.
- Rather than advertise with a coupon that's easily duplicated and discarded, give your customers a card that can help keep them coming back use after use.

How to technically implement the feature

Social Sharing is simple to implement. You'll simply contact gift@vantiv.com and ask to set up a Social Sharing card range.

1. Let us know what amount you would like the cards to issue for. A good rule of thumb is to issue the amount of an average ticket so a new customer can spend accordingly.

2. How many cards do you want available? Start with 200 cards and see how fast they go and what the response is. If a card isn't issued, the Facebook promotion will continue automatically—you don't have to think about it or manage it.
   - As soon as the last card is issued and the card range has been used, the Facebook promotion will end. You can always start another one!

3. Social Sharing must start from a cardholder's personal Facebook page.
   - The best way to initiate the social share is to log into your personal StoreCard for your own business and navigate to Social Sharing (you will only see this once we have set up the card range and enabled Social Sharing for your business), and then Socially Share the DigiCard offer via your own page.

4. At this point, you can re-share from your business Facebook page.
   - As you post to either page, you can post a message along with the promotional card link.

5. Let your friends and followers know that you would appreciate them spreading the word!

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⚠️ **IMPORTANT: You will not be able to Socially Share your StoreCard DigiCards from your or anyone else's StoreCard account until a card range for Social Sharing has been activated. Email gift@vantiv.com to activate a new range!**

💡 **Tips**

- Remember, these cards are loaded with future value to your business—you don't have to pay for them. The money returns to your business in the form of a discount off of the transaction, which uses the promotional funds. But even better, if you have a 50 percent margin above COGS on the products that you sell, on a $10 promotional sale, you really only spent $5 on product. So you just got a new customer in the door for $5. Not bad.

- Once a Social Shared DigiCard has been registered to a customer, that customer cannot register another Socially Shared DigiCard or a DigiCard from another promotional source. This protects your business from giving away more than one DigiCard to the same customer.

- Go Mobile is a helpful feature when using Social Sharing since plastic cards will not be part of the transaction. The entire process is online in the form of a digital gift card including registration and payment.

  - Unlike the true "DigiCard" feature where the card is initiated from a text, a Social Sharing DigiCard could be registered with a computer and thus could be printed and presented in your store as such. That said, it is still a better experience for your cashiers and customers if Go Mobile is enabled.

To post on Facebook and start the social sharing, log in to your own StoreCard account. Click on "Share a Gift," which will pop up a new button. Click on "Share on Facebook," which will bring up a Facebook log in screen if you are not logged into Facebook. Otherwise it will show the next screen.
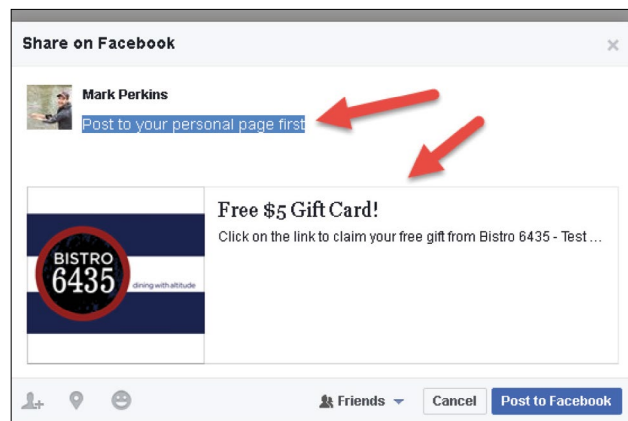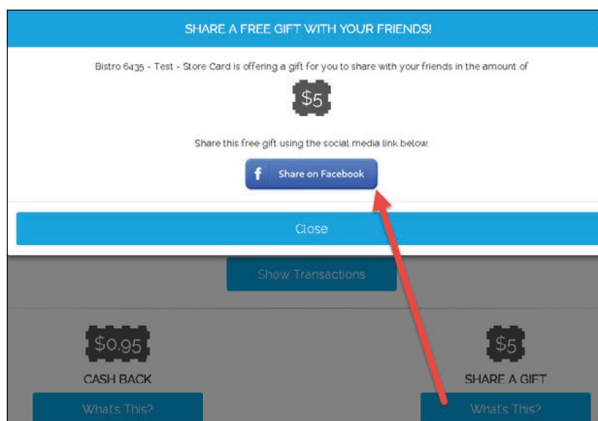
Notice that you can post your own message and there is a nice little banner that is prepared for your post.

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After you press Post to Facebook, you will be redirected to StoreCard Manager:
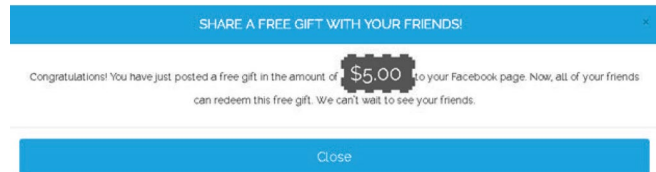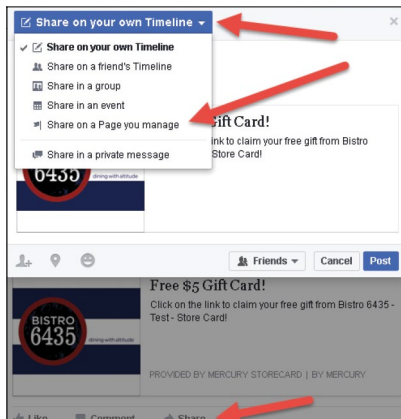
If you want to post to your business page as well, log into Facebook and find your personal Social Share. Click the "Share" button on your post. Then, click the "Share on your own Timeline" button and a dropdown will appear. Pick "Share on a Page you manage."

Then you can choose which page to post to and who will make the post (yourself on that page or the business posting as itself). You can also remove the originating individual (you) and add more text. Click, post, and you're done!

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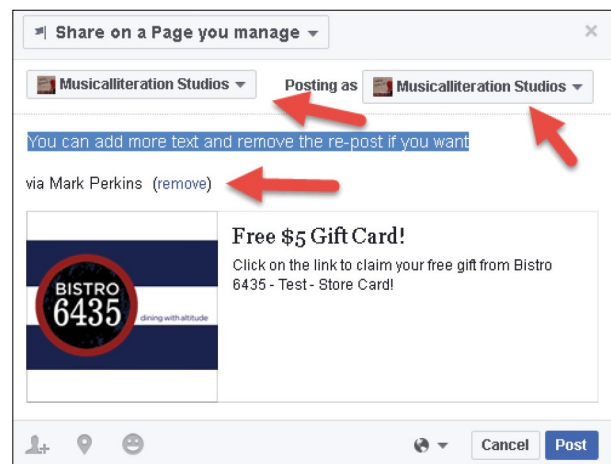
STORECARD - REPORTING

How to access your StoreCard reports

Tracking your StoreCard liability and program's performance is essential to reaching your sales goals. StoreCard reports can help you track your progress and even retrieve your StoreCard customer's contact information.

Use MercuryView to access all of your StoreCard reports.

Here are step by step instructions on accessing and navigating the MercuryView portal:

Go to: http://www.mercurypay.com. On the right hand side of the page you will see a blue "LOGIN" button. This will take you to the MercuryView log in page.

- Enter your user ID and Password
- Select "Reports"
- Select "Terminal ID"
- Select "Real Time Processing Gift Card Reports"
- From this point you have a variety of reports to choose from

The Transaction Summary report includes the 'Cardholder Email' and 'Cardholder Mobile' columns, which denote cardholders who provided this information as part of Card Registration. It also shows an 'Allow Marketing' column, which denotes if the cardholder agreed to receive additional messages from the merchant.

To access this report:

- Select "StoreCard Transaction Summary"
- Choose the Beginning and End Date for the report
- Click "Run Report"

The StoreCard Circulation Report - View the total StoreCards in circulation, total mobile conversions, total auto reloads, total registered cards, and total outstanding StoreCard liability as of a specified date.

To access this report:
- Select "StoreCard Circulation"
- Choose the Beginning and End Date for the report
- Click "Run Report"

StoreCard Transaction Details Report - View details for all approved StoreCard transactions sorted by transaction type within specified dates.

To access this report:
- Select "StoreCard Transaction Details"
- Choose the Beginning and End Date for the report
- Click "Run Report"

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StoreCard Cash Back Report - View all approved StoreCard Cash Back transactions sorted by date within specified dates.

To access this report:
- Select "StoreCard Cash Back Report"
- Choose the Beginning and End Date for the report
- Click "Run Report"

Real Time Processing Gift Card Reports for Durango Joes - College Drive

Select Custom Criteria   Reports by Date: StoreCard Cash Back   Account Maintenance

Begin Date   7/1/2016
End Date   7/31/2016

Run Report

1 2 Next »

100% Find | Next

StoreCard Cash Back
7/1/2016 thru 7/31/2016

BusinessID	Issuing Merchant	Redeeming Merchant	Date/Time (EST)	Card Number	Memo	TranType	Amount	Cardholder Email	Cardholder Mobile	Allow Marketing
7/1/2016										
62327	Durango Joes - Drive Thru	Durango Joes - College Drive	7/1/2016 8:22:41 AM	3201001635	Cash Back Sale Reward	CashBack	$0.21			No
62322	Durango Joes - College Drive	Durango Joes - College Drive	7/1/2016 8:30:43 AM	3201002552	Cash Back Reload Reward	CashBack	$0.50			No
62322	Durango Joes - College Drive	Durango Joes - College Drive	7/1/2016 8:31:28 AM	3201002552	Cash Back Sale Reward	CashBack	$0.12			No
62322	Durango Joes - College Drive	Durango Joes - College Drive	7/1/2016 10:00:53 AM	3201002538	Cash Back Sale Reward	CashBack	$0.13			No
358546	Durango Joes - Aztec	Durango Joes - College Drive	7/1/2016 11:05:41 AM	3201002928	Cash Back Sale Reward	CashBack	$0.10			No
62322	Durango Joes - College Drive	Durango Joes - College Drive	7/1/2016 11:11:31 AM	3201002520	Cash Back Sale Reward	CashBack	$0.13			No
62322	Durango Joes - College Drive	Durango Joes - College Drive	7/1/2016 11:26:07 AM	3201002575	Cash Back Reload Reward	CashBack	$0.50			No
62322	Durango Joes - College Drive	Durango Joes - College Drive	7/1/2016 11:26:40 AM	3201002533	Cash Back Sale Reward	CashBack	$0.04			No
62350	Durango Joes - Website-Office	Durango Joes - College Drive	7/1/2016 11:32:17 AM	3201002950	Cash Back Sale Reward	CashBack	$0.06			No
62325	Durango Joes - Escalante	Durango Joes - College Drive	7/1/2016 11:35:40 AM	3201002706	Cash Back Sale Reward	CashBack	$0.24			No
62322	Durango Joes - College Drive	Durango Joes - College Drive	7/1/2016 12:04:43 PM	3201002568	Cash Back Sale Reward	CashBack	$0.27			No
62350	Durango Joes - Website-Office	Durango Joes - College Drive	7/1/2016 12:11:43 PM	3201002516	Cash Back Sale Reward	CashBack	$0.11			No
62322	Durango Joes - College Drive	Durango Joes - College Drive	7/1/2016 12:29:41 PM	3201002521	Cash Back Sale Reward	CashBack	$0.04			No
62322	Durango Joes - College Drive	Durango Joes - College Drive	7/1/2016 12:59:41 PM	3201002536	Cash Back Sale Reward	CashBack	$0.12			No
62322	Durango Joes - College Drive	Durango Joes - College Drive	7/1/2016 2:47:41 PM	3201002541	Cash Back Sale Reward	CashBack	$0.08			No
62350	Durango Joes - Website-Office	Durango Joes - College Drive	7/1/2016 4:26:20 PM	3201002950	Cash Back Sale Reward	CashBack	$0.06			No
62322	Durango Joes - College Drive	Durango Joes - College Drive	7/1/2016 5:30:30 PM	3201002554	Cash Back Reload Reward	CashBack	$0.50			No
62322	Durango Joes - College Drive	Durango Joes - College Drive	7/1/2016 5:30:38 PM	3201002554	Cash Back Sale Reward	CashBack	$0.02			No
62325	Durango Joes - Escalante	Durango Joes - College Drive	7/1/2016 5:42:34 PM	3201002702	Cash Back Sale Reward	CashBack	$0.09			No
62327	Durango Joes - Drive Thru	Durango Joes - College Drive	7/1/2016 7:58:55 PM	3201001592	Cash Back Sale Reward	CashBack	$0.17			No

$3.49 Items in Group 30

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StoreCard Issue Report - View purchase amount, current balance, reload amount and reload threshold sorted by issue date within specified dates.

To access this report:

- Select "StoreCard Issue Report"
- Choose the Beginning and End Date for the report
- Click "Run Report"

StoreCard Social Sharing Report - View social sharing activity within specified dates.

To access this report:

- Select "StoreCard Social Sharing Report"
- Choose the Beginning and End Date for the report
- Click "Run Report"

StoreCard DigiCard Report - View DigiCard activity within specified dates.

To access this report:

- Select "StoreCard DigiCard Report"
- Choose the Beginning and End Date for the report
- Click "Run Report"

Transaction Summary Report

Shows total of each transaction type by dollar amount and transaction type.

Gift Transactions
9/17/2008 thru 9/17/2008

TranType	Result	Card Number	Amount	Operator	Source	Invoice	Refno	Date/Time (EST)	More Info
Trantype Issue									
Issue	Approved	7037199679960005103	$2.00	0	Swiped	0	19247802	9/17/2008 12:35:38 PM	More Info
Issue	Approved	7037199679960005145	$5.00	0	Swiped	0	19248179	9/17/2008 12:52:39 PM	More Info
			$7.00				Items in Group 2		
Trantype Return									
Return	Approved	7037199679960005145	$1.00	0	Swiped	0	19248198	9/17/2008 12:53:44 PM	More Info
			$1.00				Items in Group 1		
Trantype Sale									
Sale	Approved	7037199679960005103	($2.00)	3382	Swiped	0	19247854	9/17/2008 12:37:18 PM	More Info
			($2.00)				Items in Group 1		
Grand Total			$6.00				Total Items 4		
ExecutionTime=9/17/2008 1:56:14 PM							Page 1		

Transaction: indicates the type of transaction processed

- Issue: activation of a card
- Return: adding value to a card
- Sale: redemption on a card

Result: whether the transaction was approved or declined

Card Number: stored value account number

Amount: transaction amount

Operator: identifies the employee (not always sent by the POS)

Source: whether the card was swiped or keyed in

Invoice: merchant specified number to track transactions

RefNo: reference numbers for gift card returns

Date/Time: date and time of the transaction

More Info: additional information for customer service and support

Transaction Details Report

Shows details of issues, sales, and returns by time.

TranType	Result	Card Number	Amount	Operator	Source	Invoice	Refno	Date/Time (EST)	More Info
Gift Transactions 9/17/2008 thru 9/17/2008									
Trantype Balance									
Balance	Declined	70371996799600051 29		0	Swiped		19247781	9/17/2008 12:34:48 PM	More Info
Balance	Declined	70371996799600051 03		0	Swiped		19247785	9/17/2008 12:34:55 PM	More Info
Balance	Declined	70371996799600051 45		0	Swiped		19247789	9/17/2008 12:35:01 PM	More Info
			$0.00				Items in Group 3		
Trantype Issue									
Issue	Approved	70371996799600051 45	$10.00	0	Swiped	0	19247622	9/17/2008 12:27:00 PM	More Info
Issue	Approved	70371996799600051 03	$2.00	0	Swiped	0	19247802	9/17/2008 12:35:38 PM	More Info
Issue	Declined	70371996799600051 03		0	Swiped	0	19248160	9/17/2008 12:51:38 PM	More Info
Issue	Approved	70371996799600051 45	$5.00	0	Swiped	0	19248179	9/17/2008 12:52:39 PM	More Info
			$7.00				Items in Group 4		
Trantype Return									
Return	Approved	70371996799600051 45	$10.00	3382	Swiped	0	19247646	9/17/2008 12:28:02 PM	More Info
Return	Declined	70371996799600051 45	$10.00	3382	Swiped	0	19247660	9/17/2008 12:28:39 PM	More Info
Return	Approved	70371996799600051 45	$5.00	3382	Swiped	0	19247663	9/17/2008 12:28:49 PM	More Info
Return	Approved	70371996799600051 45	$1.00	0	Swiped	0	19248198	9/17/2008 12:53:44 PM	More Info
			$1.00				Items in Group 4		

Transaction: indicates the type of transaction processed

- **Balance:** total balance within that card category
- **Issue:** activation of a card
- **Return:** adding value to a card

Result: whether the transaction was approved or declined

Card Number: stored value account number

Amount: transaction amount

Operator: identifies the employee (not always sent by the POS)

Source: whether the card was swiped or keyed in

Invoice: merchant specified number to track transactions

RefNo: reference numbers for gift card returns

Date/Time: date and time of the transaction

More Info: additional information for customer service and support

Transaction By Time Report

Combines all transaction types and posts them by the time they occurred.

Transaction	Status	Issuing Merchant	Date/Time	Card Number	Invoice	Operator
Inactivity Fee	Approved	Bon Appetit (test account)	7/1/2005 1:00 AM	999902001		automatic
Inactivity Fee	Approved	Bon Appetit (test account)	7/1/2005 1:00 AM	999902192		automatic
Inactivity Fee	Approved	Bon Appetit (test account)	7/1/2005 1:00 AM	999902193		automatic
Sale	Approved	Bon Appetit (test account)	7/2/2005 3:51 AM	77359800357	0	
Sale	Declined	Bon Appetit (test account)	7/4/2005 10:04 AM	77957300416	101007209	5
Sale	Declined	Bon Appetit (test account)	7/5/2005 9:45 AM	1501	101511	3
Sale	Declined	Bon Appetit (test account)	7/5/2005 9:45 AM	1500	101511	3
Sale	Approved	Bon Appetit (test account)	7/5/2005 9:46 AM	1998	101511	3
Sale	Approved	Bon Appetit (test account)	7/5/2005 2:07PM	77359800361	0	
Issue	Declined	Bon Appetit (test account)	7/6/2005 11:54 AM		No Invoice Nu	11
Issue	Declined	Bon Appetit (test account)	7/6/2005 12:06 PM		No Invoice Nu	11
Issue	Approved	Bon Appetit (test account)	7/6/2005 12:23 PM	77359800019	No Invoice Nu	11
Issue	Approved	Bon Appetit (test account)	7/6/2005 12:52 PM	77359800016	No Invoice Nu	11
Issue	Approved	Bon Appetit (test account)	7/6/2005 12:53 PM	77359800017	No Invoice Nu	11
Sale	Approved	Bon Appetit (test account)	7/6/2005 12:57 PM	77359800017	No Invoice Nu	11
Sale	Declined	Bon Appetit (test account)	7/6/2005 1:07 PM	77359800017	No Invoice Nu	11
Balance	Declined	Bon Appetit (test account)	7/6/2005 1:51 PM	77999902668		test
Sale	Approved	Bon Appetit (test account)	7/6/2005 1:52 PM	77999902526	No Invoice Nu	test
Sale	Approved	Bon Appetit (test account)	7/6/2005 3:13 PM	77999800017	No Invoice Nu	11
Sale	Approved	Bon Appetit (test account)	7/6/2005 3:23 PM	77999800017	No Invoice Nu	11
Sale	Approved	Bon Appetit (test account)	7/6/2005 3:34 PM	77999800015	No Invoice Nu	11

Transaction: indicates the type of transaction processed

- **Inactivity Fees:** fees charged to cards after they have expired; specified by merchant
- **Sale:** redemption on a card
- **Issue:** activation of a card
- **Balance:** total balance remaining on a card

Result: whether the transaction was approved or declined

Status: whether transaction was approved or declined

Issuing Merchant: store/merchant that issued the card

Date/Time: date and time of the transaction

Card Number: stored value account number

Invoice: merchant specified number to track transactions

Operator: identifies the employee (not always sent by the POS)

Gift Card Liability Report

Shows all cards that have ever been issued as well as the different activities on the card. Also shows the remaining balance on the card as of the date that you choose.

Gift Card Liability
As of 9/17/2008

Card Number	Issue Date	Last Transaction	Remaining Balance	Issue Amount	Reload Amount	Redeemed Amount	Name	Phone	Address
703719958XXXXXXX014	9/16/2008 2:01:07 PM	9/16/2008 2:01:07 PM	$10.00	$10.00					
703719958XXXXXXX048	9/16/2008 2:01:08 PM	9/16/2008 2:01:08 PM	$10.00	$10.00					
703719958XXXXXXX063	9/16/2008 1:58:12 PM	9/16/2008 1:58:12 PM	$81.28	$81.28					
703719958XXXXXXX105	9/16/2008 2:02:10 PM	9/16/2008 2:02:10 PM	$2.94	$2.94					
703719958XXXXXXX139	9/16/2008 1:58:50 PM	9/16/2008 1:58:50 PM	$30.00	$30.00					
703719958XXXXXXX154	9/16/2008 1:58:31 PM	9/16/2008 1:58:31 PM	$45.00	$45.00					
	Subtotal for		$8,980.47	$9,041.70	$1.00	($62.23)	Items in Group		432
	Grand Total		$8,980.47	$9,041.70	$1.00	($62.23)	Total Items		432

ExecutionTime=9/17/2008 2:01:08 PM   Page 4

Card Number: stored value account number

Issue Date: date the card is issued

Last Transaction: date and time of the last transaction

Remaining Balance: balance remaining on the card

Issue Amount: initial amount loaded on the gift card

Reload Amount: amount added to a gift card

Redeemed Amount: amount redeemed on the card

Cards in Circulation

Shows what cards are active and expired as well as the dollar amount. Will also show
inactivity fees and deactivated cards if the merchant has them in place.

Cards in Circulation
As of 9/17/2008

Merchant	Category	Count	Balance	Average Balance
A	ctive	580	$4,517.60 $	7.79
	Inactivity Fee	0	$0.00	$0.00
E	xpired	1469	$5,127.28 $	3.49
	Deactivated	0	$0.00	$0.00
ExecutionTime=9/17/2008 2:08:14 PM			Page 1	

Merchant: store/merchant that issued the card

Category: the card type still in circulation
- **Active:** cards that have been issued and have not expired or been deactivated
- **Inactivity Fees:** fees charged to cards after they have expired; specified by merchant
- **Expired:** cards that can no longer be used due to either a fixed or relative date
- **Deactivated:** cards that have been deactivated (balance at zero) and can no longer be used

Count: total count of outstanding cards in each category

Balance: total balance within that card category

Average Balance: average balance on a per card basis within that card category

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Single Card Details

Shows all transactions that were processed on a single gift card.

Gift Transactions

TranType	Result	Card Number	Amount	Operator	Source	Invoice	Refno	Date/Time (EST)	More Info
Subtotal									
Sale	Declined	70371996799600051 03	{$2.00}	9510	Swiped	0	19236488	9/17/2008 5:27:49 PM	More Info
Balance	Declined	70371996799600051 03		0	Swiped		19247785	9/17/2008 12:34:55 PM	More Info
Issue	Approved	70371996799600051 03	$2.00	0	Swiped	0	19247802	9/17/2008 12:35:38 PM	More Info
Sale	Declined	70371996799600051 03	{$2.50}	3382	Swiped	0	19247840	9/17/2008 12:36:54 PM	More Info
Sale	Approved	70371996799600051 03	{$2.00}	3382	Swiped	0	19247854	9/17/2008 12:37:18 PM	More Info
Issue	Declined	70371996799600051 03		0	Swiped	0	19248160	9/17/2008 12:51:38 PM	More Info
			$0.00				Items in Group 6		
Grand Total			$0.00				Total Itms 6		

Transaction: indicates the type of transaction processed

- **Sale:** redeemed
- **Balance:** total balance within that card category
- **Issue:** newly issued cards

Result: whether the transaction is approved or declined

Card Number: stored value account number

Amount: transaction amount

Operator: identifies the employee (not always sent by the POS)

Source: whether the card was swiped or keyed in

Invoice: merchant specified number to track transactions

RefNo: reference numbers for gift card returns

Date/Time: date and time of the transaction

More Info: additional information for customer service and support

Cross Store Summary

Shows summary of assets and liabilities for the merchant. Assets are cards that were issued elsewhere and redeemed at your store (money you are owed) and liabilities are cards that were issued at your store and redeemed elsewhere (money you owe).

Cross Store Summary
7/1/2008 thru 7/31/2008
Liabilities – Issued at your store, Redeemed elsewhere

TranType	Approval	Redeeming Merchant	Card Number	Amount	Account Source	Invoice	Refno	Date	Time (EST)
Subtotal									
Sale	Approved	-Rcho Santa Margarita	6050110000000008901	($10.00)	M	0018536	18287996	7/19/2008	2:28:20 PM
Sale	Approved	-Foothills	6050110000000008725	($5.00)	K	00001	18215967	7/15/2008	4:46:33 PM
				($15.00)			Items in Group 2		
Liability Grand Total				($15.00)			Total Items 2		
Assets – Issued elsewhere, Redeemed at your store									
TranType	Approval	Issuing Merchant	Card Number	Amount	Account Source	Invoice	Refno	Date	Time (EST)
Return	Approved	-Rcho Santa Margarita	6050110000000361626	$1.00	M	0013683	18121996	7/9/2008	7:13:03 PM
Sale	Approved	-Santa Ana	6050110000000008816	($20.00)	K	0012937	18023060	7/2/2008	8:58:28 PM
				($19.00)					
Asset Grand Total				($19.00)			Total Items 2		
ExecutionTime=8/8/2008 5:29:40 PM						Page 1			

Liabilities - Issued at your store: Your location owes these locations: displays the total liability (dollar value) for reconciliation purposes

Assets - Issued elsewhere: These locations owe your location: displays the total assets (dollar value) for reconciliation purposes

Cross Store Details (e.g. For Gift Store A)

Shows the details of the assets and liabilities rather than just the summary.

Cross Store Details
7/1/2008 thru 7/31/2008
Liabilities – Issued at your store, Redeemed elsewhere

TranType	Approval	Redeeming Merchant	Card Number	Amount	Account Source	Invoice	Refno	Date	Time (EST)
Subtotal for	– Foothills								
Sale	Approved	-Foothills	6050110000000008725	($5.00)	K	00001	18215967	7/15/2008	4:46:33 PM
				($5.00)			Items in Group 1		
Subtotal for	– Rancho Santa Margarita								
Sale	Approved	-Rcho Santa Margarita	6050110000000008901	($10.00)	M	0018536	0018536	7/19/2008	2:28:20 PM
				($10.00)			Items in Group 1		
Liability Grand Total				($15.00)			Total Items 2		

Assets – Issued elsewhere, Redeemed at your store

TranType	Approval	Issuing Merchant	Card Number	Amount	Account Source	Invoice	Refno	Date	Time (EST)
Subtotal for	– Lake Forest								
Return	Approved	-Rcho Santa Margarita	6050110000000361626	$1.00	M	0013683	18121996	7/9/2008	7:13:03 PM
Sale	Approved	-Santa Ana	6050110000000008816	($20.00)	K	0012937	18023060	7/2/2008	8:58:28 PM
				($19.00)			Items in Group 2		
Asset Grand Total				($19.00)			Total Items 2		

ExecutionTime=8/8/2008 5:32:38 PM   Page 1

Liabilities - Issued at Your Store: Your location owes these locations: displays the total liability (dollar value) for reconciliation purposes

- **Liability Subtotal:** outstanding liability that you owe a particular store/location
- **Liability Total:** total outstanding liability that you owe

Assets - Issued Elsewhere: These locations owe your location: displays the total assets (dollar value) for reconciliation purposes

- **Assets Subtotal:** outstanding assets that a particular store owes you
- **Assets Total:** total outstanding assets that are owed to you

Transaction: indicates the type of transaction processed

- **Sale:** redemption on a card
- **Return:** adding value to a card

Approval: whether the transaction was approved or declined
Redeeming Merchant: store/merchant where transaction takes place

Issuing Merchant: store/merchant that issued the card

Card Number: stored value account number

Amount: transaction amount

Account Source: whether the card was swiped or keyed in

Invoice: merchant specified number to track transactions

RefNo: reference numbers for gift card returns

Date/Time: date and time of the transaction

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Gift ACH

(Only available for merchants participating in the ACH program.)

Shows liabilities and assets from store to store and lets the merchant know what is owed to them and what they owe to other stores.

Custom Criteria Search

Allows for custom searches based on specific needs.