



Loyalty and Gift

Helping merchants of all sizes attract and retain customers

Today's challenges haven't slowed business down. In fact, businesses need to move faster than ever just to keep up. To help overcome current obstacles and stay ahead of the competition, you need loyalty and gift solutions that deliver smarter innovation and better results.

With Worldpay's gift and loyalty marketing solutions, your business can realize more revenue. You'll be able to leverage affordable, comprehensive solutions that can be customized to your business and your brand while also providing the reporting and intelligence that drives greater customer loyalty.

Our solutions are designed to provide tools for smarter growth that work with any payment processor. With everything necessary to run successful gift, loyalty and digital marketing campaigns, you can drive sales while creating happier, more loyal customers.



Three ways your business benefits

1 Save time and money

Easily manage card design, production, distribution, direct mail and social media outreach.

2 Compete with bigger brands

Level the playing field so you can effectively attract and reward new and repeat customers.

3 Stay at the forefront of the industry

Keep up with current trends and the latest technologies to remain relevant with consumers.



A rewarding experience for your enterprise business

Worldpay offers a one stop shop for branded gift cards that drives customer loyalty, boosts sales and simplifies global payment experience. Worldpay Gift, our loyalty offering for enterprise businesses, offers scalable, customizable gift card solutions that enhance customer engagement and brand loyalty without locking you into a specific processor. You can now launch global, branded programs with flexible APIs.

Our platform addresses common challenges such as fragmented payment systems, limited customization and complex compliance needs, offering full control over brand experience and operational flexibility.

Gift cards that keep customers coming back

Could you benefit from a gift card program that increases store traffic and promotes digital interaction with your brand? The Valutec gift card program works with any payment processor, giving you tools to build brand awareness, increase traffic, strengthen customer loyalty and grow. Choose the Valutec package that's right for you — Essential Gift, Digital Gift Plus, Loyalty Plus or Premier.

Whichever you choose, you'll benefit from an affordable, customizable marketing program that provides the reporting and intelligence that drives loyalty and generates revenue.



Enjoy an expansive marketing and loyalty platform

We go beyond traditional gifting, providing a white labeled omnichannel gift, marketing, and loyalty platform that integrates easily with your brand. Get your gift card program up and running with customer-friendly implementation, extensive customizable features and flexible pricing that works with your budget.

Our platform integrates effortlessly with your existing systems for a smooth user experience. You can track campaign performance and gain valuable insights to optimize your gifting and marketing strategy.

Giving back to customers can have a big impact

Keep your most profitable customers coming back with more personalized experiences through our data-driven loyalty and rewards solutions. Get in touch with our global experts and discover how gift and loyalty solutions from Worldpay can strengthen your business.



¹ Technavio, 2025

² Capital One, 2024

³ Worldpay, 2025

