



# DIGITAL GIFTING HAS ARRIVED

The peak ubiquity of mobile phones is accelerating the adoption of digital gifting within the \$160 Billion Gift Card industry. We are BlinkSky, a turn-key digital platform that allows businesses to offer mobile-first digital giftcards to seamlessly unlock instant rewards with partners, employees and customers.

# GIFT MOBILE DIRECT

BlinkSky leads a new frontier for zero-production, realtime, all digital cards for the prepaid industry. Our digital gift cards are delivered to recipients via our app-less secure text message and/or email. Recipients receive a fully branded digital card with the merchant's barcode and PIN for use in-store or online. BlinkSky digital cards feature built-in realtime balance tracking; this allows recipients to confidently obtain remaining balances after every transaction. In addition, BlinkSky offers fully merchant brandable digital open-loop gift cards that can be used anywhere Visa® or MasterCard® are accepted.

## Unlock Opportunities With Open & Closed-Loop Digital Gift Cards

### BUSINESS (B2B)

BlinkSky digital gifting seamlessly integrates with any corporate incentive program. Our service allows companies to issue instant or event-based digital gift cards rewards; eg. An employee reaching a milestone or a customer takes a desired action. BlinkSky platform offers flexible options that enhances Employee Rewards, Recognition, Incentives & Wellness Programs and Reputation Management.

### CONSUMERS (B2C)

BlinkSky allows merchants to create and offer their own digital cards via their website, app or point-of-sale. Digital cards are always in-stock and delivered realtime. BlinkSky cards are designed to enhance direct-to-consumer offerings with instant purchase and delivery options for customers to seamlessly gift friends and family.

# PRODUCT SHEET

## FEATURES

B2B, B2C DIGITAL GIFT CARDS

SINGLE AND BULK ORDERS

100% WEB MANAGEMENT

REALTIME CARD BALANCE

EXCHANGABLE ON-DEMAND

FRAUD DETERRENT DYNAMIC CODES

APP-LESS & SONIC REDEMPTIONS

WEB DISTRIBUTION

BUILT-IN ORDER PROCESSING

CUSTOMIZABLE BRANDING

WEB REPORTING AND ANALYTICS

## DELIVERY METHODS

TEXT MESSAGE (Default)

EMAIL

## MULTI CURRENCY SUPPORT

USD, CAD, GBP, EUR, AUD, JPY, PHP, MXN, IND

## MARKETS

UNITED STATES, CANADA, UK, PHILIPPINES, BRAZIL, INDIA

## PAYMENT SUPPORT

VISA, MASTERCARD, DISCOVER, AMEX

PAYPAL, APPLE PAY

## WHITE-LABEL

YES

## API SUPPORT

JSON WEB SERVICES, JAVASCRIPT

## INTEGRATIONS

GLOBAL PROCESSORS, MERCHANT ACQUIRERS

MOBILE OPERATORS, VISA, MASTERCARD RAILS

## APP STORE AVAILABILITY

IOS, ANDROID

## SECURITY

SSL, PIN BASED

## CARD TYPES

CLOSED-LOOP, OPEN-LOOP

COUPON, MOBILE AIRTIME, FLEX-LOOP

## RISK MANAGEMENT

HUMAN & MACHINE BASED

## BARCODE TYPES

EAN, CODE 39, CODE 128, PDF417, QR

## CLOUD PLATFORM

MICROSOFT AZURE

# SMARTER PROTECTION

**Online credit card fraud is a serious problem**, especially when it comes to digital gift cards. Some merchants have already attempted to develop an in-house gifting solution, and now fully understand the significant financial risk posed by the ever-present reality of online fraud.



Know Every  
Customer  
Trust Every  
Transaction

Leveraging insight, experience and constant technology refinement, BlinkSky has become experts in digital gift card fraud mitigation. We have invested heavily in proprietary fraud-detection systems and prevention processes. In fact, we're confident in our ability to prevent fraudulent transactions that we assume full fraud liability for every gift card transaction. In short, your gift card transactions are 100% guaranteed fraud-free.

# GLOBAL REACH



BlinkSky is a mobile-first provider in digital gift card distribution, e-commerce and related services, offering a single source for both closed and open loop cards serving markets throughout the United States, Canada and the United Kingdom with more markets planned. BlinkSky is building the largest end-to-end all digital gift card platform enabling business digital gifting to global on day one.

## Digitally Gift Global Brands One Platform

329

UNITED STATES

78

CANADA

68

UNITED KINGDOM

46

PHILIPPINES

4

BRAZIL

109

INDIA

THE HOME DEPOT®  
TARGET  
STARBUCKS  
AMAZON  
APPLE ITUNES & APP STORE  
MACYS  
BEST BUY  
GAP  
AMC THEATRES  
KOHL'S  
NIKE  
WALMART  
SEPHORA  
POTTERY BARN  
WHOLE FOODS MARKET  
GOOGLE PLAY  
POTTERY BARN TEEN  
ADIDAS  
TGI FRIDAYS  
PANERA BREAD  
POTTERY BARN KIDS  
ULTA BEAUTY  
NORDSTROM  
CALIFORNIA PIZZA KITCHEN  
ABERCROMBIE & FITCH  
HOLLISTER  
NORDSTROM RACK  
TJX COS  
AMERICANAS.COM  
VICTORIA'S SECRET  
GAP KIDS  
GAP | CANADA  
SEPHORA  
THE HOME DEPOT®  
AMAZON  
BEST BUY®  
TJX  
GOOGLE PLAY  
AMAZON  
NIKE  
WHOLE FOODS MARKET®  
WALMART CANADA  
FOREVER 21  
PANDA EXPRESS  
SPOTIFY  
DISNEY  
ABERCROMBIE & FITCH  
WALMART  
THE HOME DEPOT®  
TARGET  
STARBUCKS  
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NIKE  
WHOLE FOODS MARKET®  
WALMART CANADA  
FOREVER 21  
PANDA EXPRESS  
SPOTIFY



Unlock digital gifting offerings with BlinkSky today.  
Contact us below.

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**Our Brands**

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