



INDUSTRY FACTS AND FIGURES

- Shoppers are expected to spend \$119 billion on mobile purchases by 2015.
(ABI Research)
- The traditional (plastic) Gift Card industry had \$87 Billion in sales in 2009.
(Tower Group)
- Smart Phone growth has a total penetration of 70 million users in 2010.
(National Retail Federation)
- \$5 billion of gift cards went unused in 2009.
(TowerGroup)
- By November, some 68% of consumers have only done 10% of their holiday shopping. *(National Retail Federation)*
- 80% of consumers planned on buying a gift card for the holidays. *(National Retail Federation)*
- The most comprehensive digital gift card offerings come from the following retailers *(RSR Research)*:
 - The Home Depot
 - CVS Caremark
 - Amazon.com
 - American Eagle Outfitters
 - Sears Holding Corp.
- Only 50 of the Top 100 Internet retailers offer digital gift cards.
(RSR Research)