



## Amazon Gift Codes On Demand™

With the Amazon Gift Codes On Demand (AGC On Demand) solution, companies can create and distribute electronic Amazon.com® Gift Card\* claim codes on demand, in real time, in virtually any denomination. AGC On Demand enables companies to reduce gift card fulfillment overhead while providing gift card recipients with a customized experience and instant gratification.

### The challenge: Time, cost and distribution of traditional gift card purchases

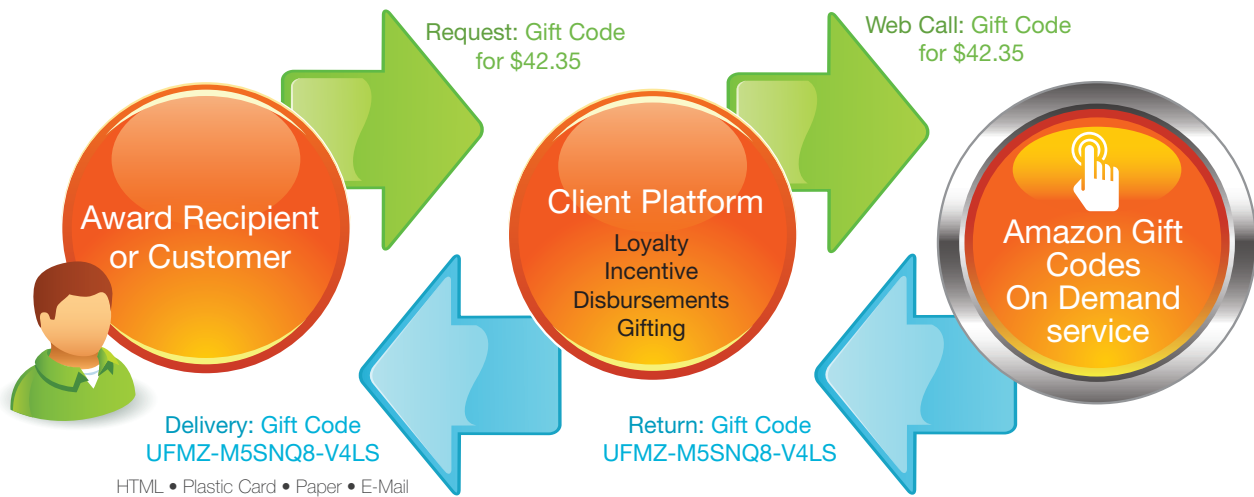
Purchasing, managing, and distributing physical gift cards for incentive, promotion, and gifting programs can be costly. The process can involve soft costs such as card inventory and activation management or secure facilities as well as the hard costs of shipping and delivery to customers. Furthermore, denominations are traditionally fixed, there's little flexibility with co-branding, and depending on the process, recipients may have to wait anywhere from two days to six weeks to receive their gift card. Electronic gift codes provide some relief, but in many cases inventory management and secure file transmission challenges still exist. Now, there's a better solution.

### The solution: Amazon Gift Codes On Demand™

With Amazon Gift Codes On Demand, companies can integrate real-time issuance of Amazon.com Gift Codes of virtually any denomination into their gifting, loyalty, incentive, rewards, recognition, disbursement, or payment platforms. Gift codes are issued on demand and allow for complete flexibility—clients determine the look, feel, and delivery format of the codes, which can include e-mail, the Web, paper cards, co-branded plastic cards, and more.

#### The benefits of on-demand gift code issuance:

- Provides instant gratification to the recipient: employees and customers no longer need to wait for their physical card and can shop online immediately upon receipt.
- Eliminates inventory management and is more secure than storing active gift cards or codes: codes can be issued only as required, and you'll never run out of stock.
- Improves operational efficiencies: integration with ordering, e-commerce, POS, and points-based loyalty and employee-incentive systems eliminates the need for staff to manually order, manage, and deliver gift cards or codes.
- Enables on-demand printing: codes can be printed in real time on almost any medium, including receipts, paper or plastic cards, photo paper, etc., in any denomination you need.



## How it works:

Amazon Gift Codes On Demand is a set of systems using a standard Amazon Web Services architecture that lets partners and third-party developers make Web calls to Amazon's proprietary Gift Card code issuance technology. A simple API allows you to request individual gift codes in virtually any denomination and receive them instantly. Gift codes can then be immediately distributed in almost any format. At the end of each day, the transactions are reconciled and the total value is debited from a pre-funded balance paid to Amazon. AGC On Demand is designed for business who have the resources available to integrate the API, manage secure data transmissions, access control, and safe data handling practices; and create gift code delivery experience. The system requires a simple registration process and one-time setup, certification and testing before launch.

Amazon Gift Codes On Demand is perfect for companies who are looking for a quicker, easier, more cost effective way to deliver gift cards to their program participants. Start the real-time issuance of Amazon.com Gift Card claim codes into your business today.

To learn more about the Corporate Gift Card program,  
call 1-866-486-2359 or visit <http://www.amazon.com/corporate-gc>.

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Businesses are taking advantage of the AGC On Demand service in a variety of traditional and nontraditional ways including loyalty, incentives, gifting, and disbursements as an alternative to cash or checks.

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### Customer Highlight: [GroupCard.com](#)

Every day, thousands of people around the world use GroupCard.com to send collective greetings and gifts to coworkers, family friends. With Amazon Gift Codes On Demand, GroupCard allows groups to collectively purchase a group gift. Despite their highly unique product, they were able to integrate the AGC On Demand service in a matter of days.



“Integrating the AGC On Demand technology into the GroupCard.com platform helped us provide a fantastic solution for our community,” said John Anderson, CEO of GroupCard.com. “Because it allows for flexible increments, our users can contribute individually as little, or as much as they want to a group gift card without worrying about meeting any fixed denomination requirements. No other gift card technology offers that. Our gift card recipients value the Amazon brand and shopping experience, and their experience on Amazon.com in turn helps make our brand stronger. Amazon’s team has been proactive and strategic, helping us grow our business.”

### Customer Highlight: [Points.com](#)

Points.com is the world’s leading loyalty management program, which allows members to get the most value from their loyalty points. Points.com utilizes AGC On Demand to issue Amazon Gift Codes in exchange for travel and credit card reward points.



“At Points.com, we appreciate the value that the instant code issue brings to our consumer. It not only removes stressful wait times at the mailbox, it also allows consumers to cash in on a particular promotion they may have seen at Amazon.com without worry that it will end before they get their card,” said Rob MacLean, CEO of Points.com. “We appreciate the value that denomination flexibility and instant code issuance via AGC On Demand brings to our customers. Amazon Gift Cards continue to be among the top redemption items on our site for both American and Canadian shoppers. Our consumers like the redemption program so much that they’ve redeemed almost 600,000,000 points or miles for Amazon Gift Cards!”

### Customer Highlight: [Coinstar.com](#)

Coinstar launched the Amazon Gift Card as part of its Coin to Card™ free coin counting program in 2005. Consumers pour their loose, unsorted change into the Coinstar kiosk and receive the full coin value in the form of a claim code that can be redeemed on Amazon.com. The average cash-in for the Amazon.com eCertificate is \$67, about double Coinstar’s average.



“Integrating Amazon’s AGC On Demand API into the Coinstar kiosk makes it possible to print unique Amazon Gift Codes on the Coinstar receipt—instantly,” said Alex Camara, senior vice president and general manager of Worldwide Coin at Coinstar, Inc. “The Amazon Gift Code is a popular choice for customers as it’s a strong and trusted brand and Amazon offers a wide variety of products—so there’s something for everyone. We’re pleased with the security and reliability of the Amazon Gift Codes On Demand service.”