

Getting started

Understanding the basics



A complete voucher solution

We provide the software and service that will help you grow your gift voucher revenue, whilst setting you free from the grind of gift vouchers!



Unlocking your potential

What was your gift revenue last year? Here is a snapshot of 2023.



£127

was the average item price
which is £5 up on last year



35%

of our clients sold at least
£100K per year

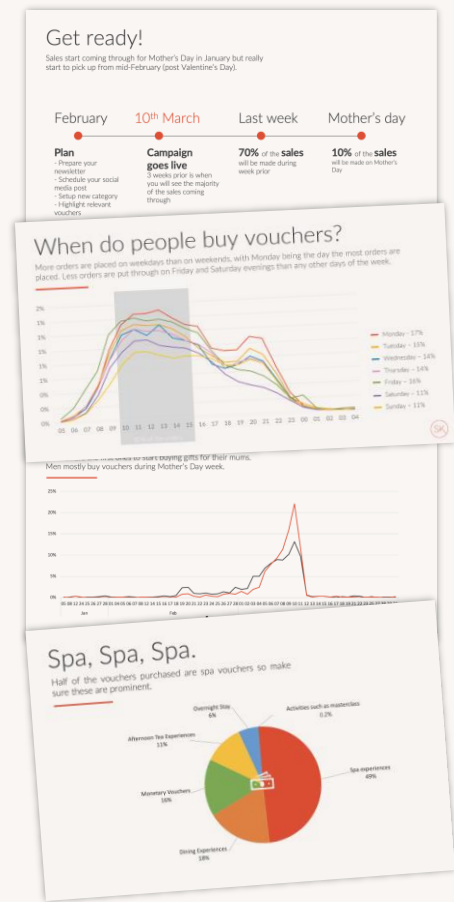


£3million

Best selling venues exceeded
£3M in gift sales in 2023

Marketing insights examples

Ensure you receive our marketing tips to help your sales grow.



Promoting your gifts

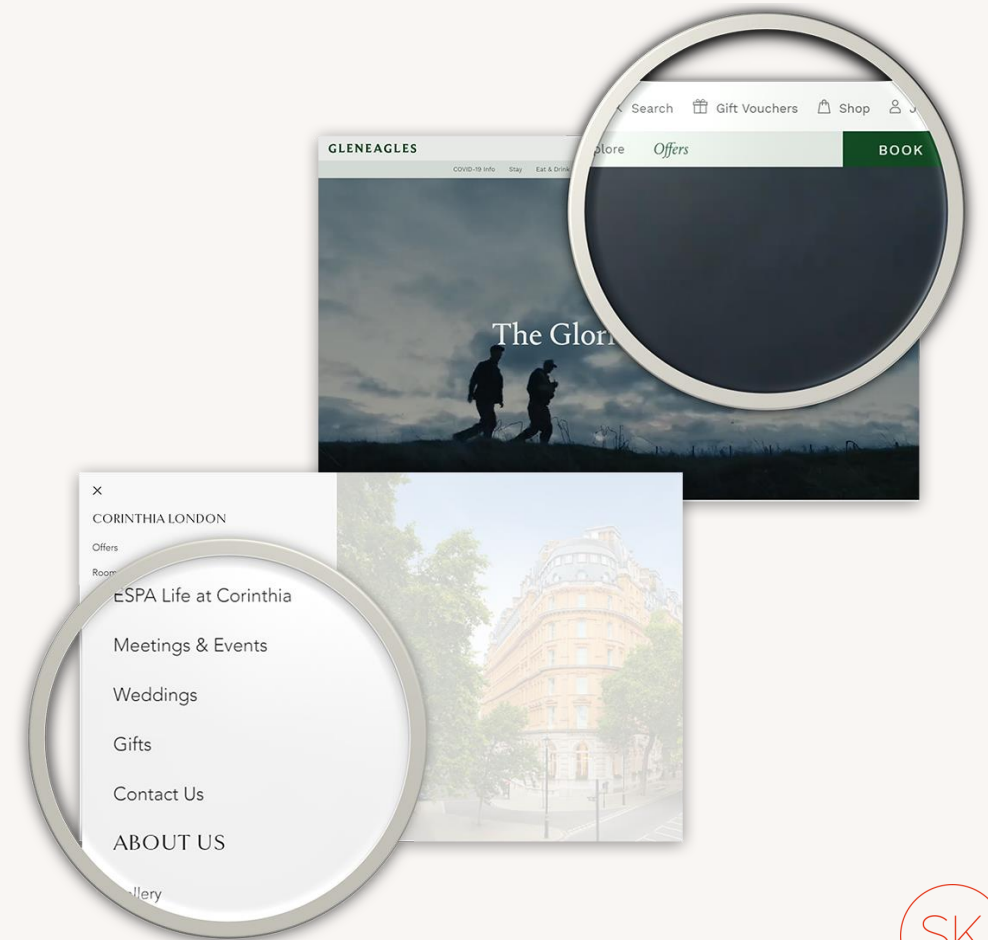
Whilst there are *many* ways of generating interest, there are two 'cornerstone' elements: including 'gift vouchers' in your overall marketing plan & well-placed gift links on your venue's website.

The main source of visits to your gift shop are likely to originate from your own website and these visitors are also more likely to buy a gift, than from any other visitor source.

Each and every person visiting your website is a potential buyer and gift links are as important as 'Book a Stay' or 'Book a Table' buttons, as they are revenue generating links.

Remember to include gift vouchers in your online / offline, email, social and in-house marketing plans too.

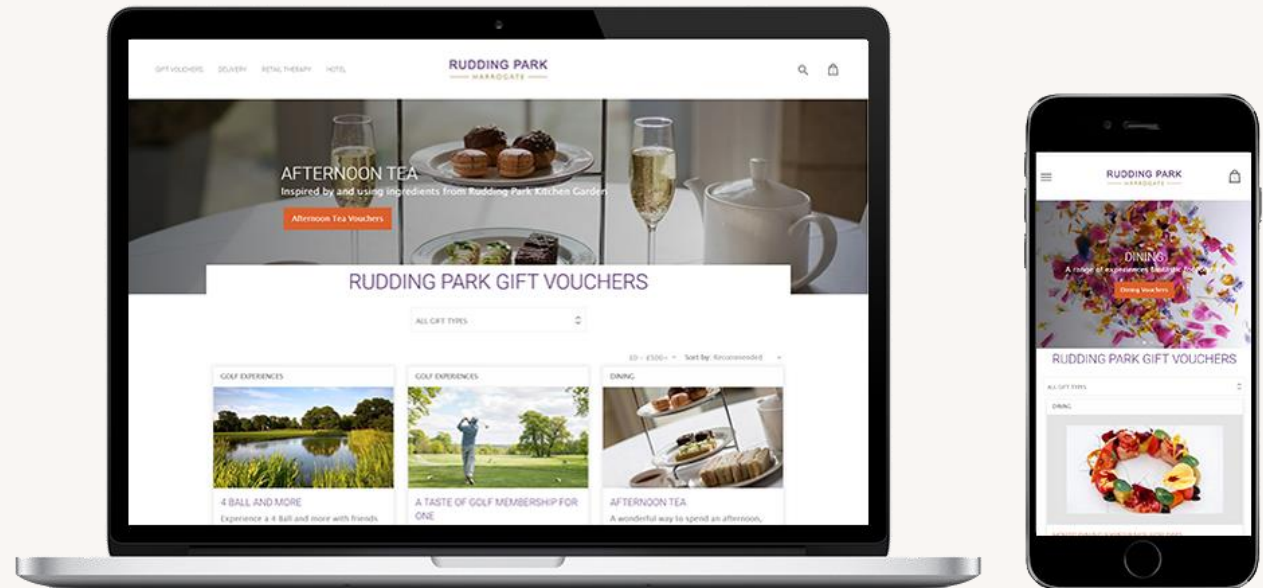
[SK Chase resources](#)



Gift shop

Made for any device, each e-commerce gift voucher 'shop' is built to reflect the hotel or group's identity, delivering a seamless customer experience that drives sales.

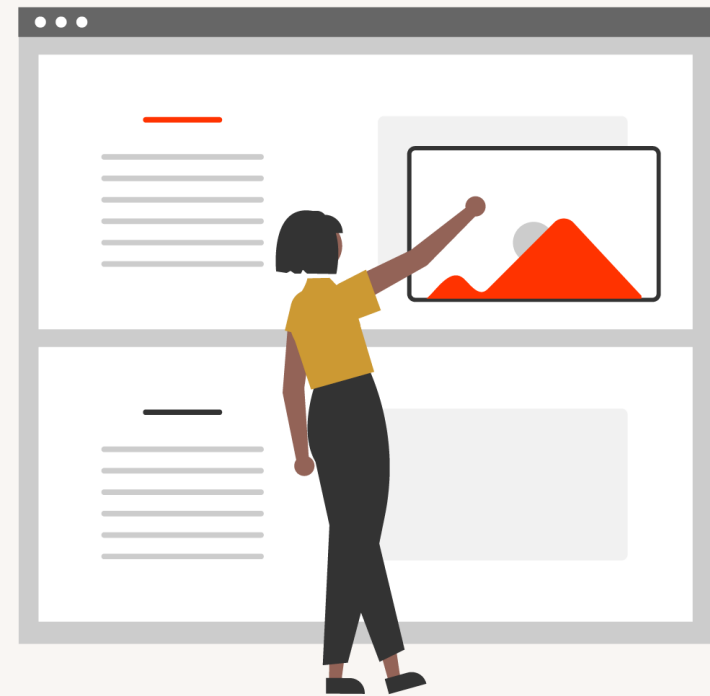
- Beautifully designed, uniquely yours
- Display a large variety of vouchers in a clean UI
- Streamlined 3D secure checkout
- Revenue enhancing tools
- Google Analytics integration



Marketing module

In this module we'll cover:

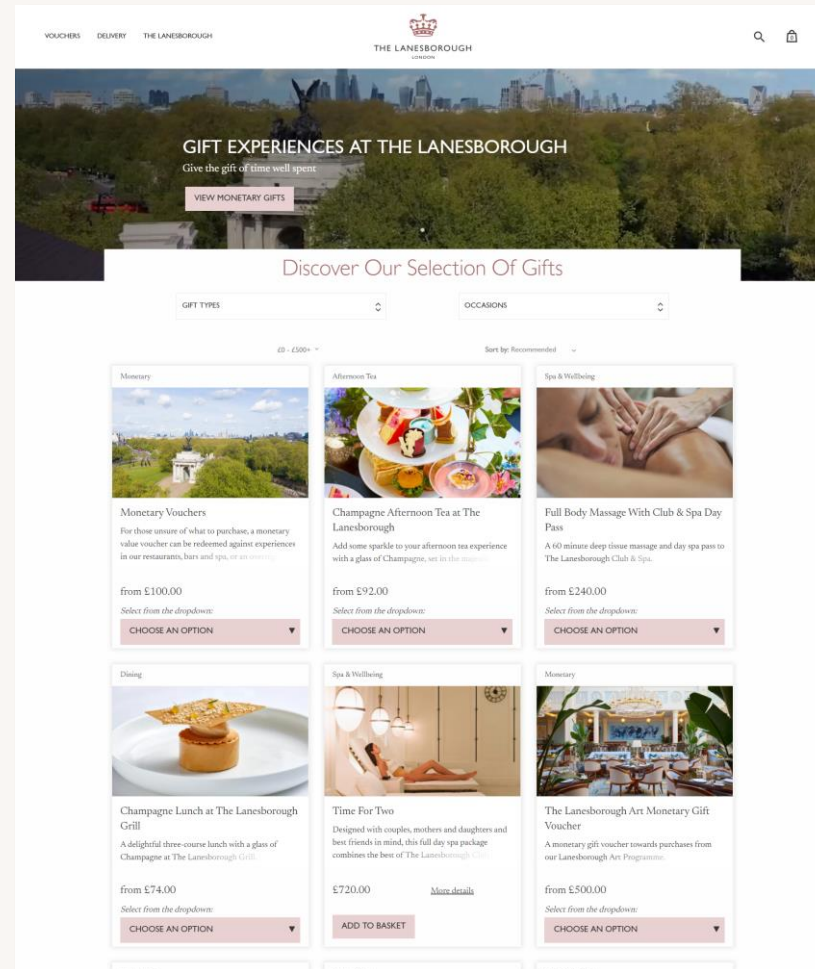
1. Updating & creating gifts incl buying options
2. Complimentary gifts
3. Reporting
4. Analytics



1. Updating & creating gifts

Create unlimited gifts and buying options for the experiences that you offer in your venue.

View our
example gift
experience
templates [here](#)



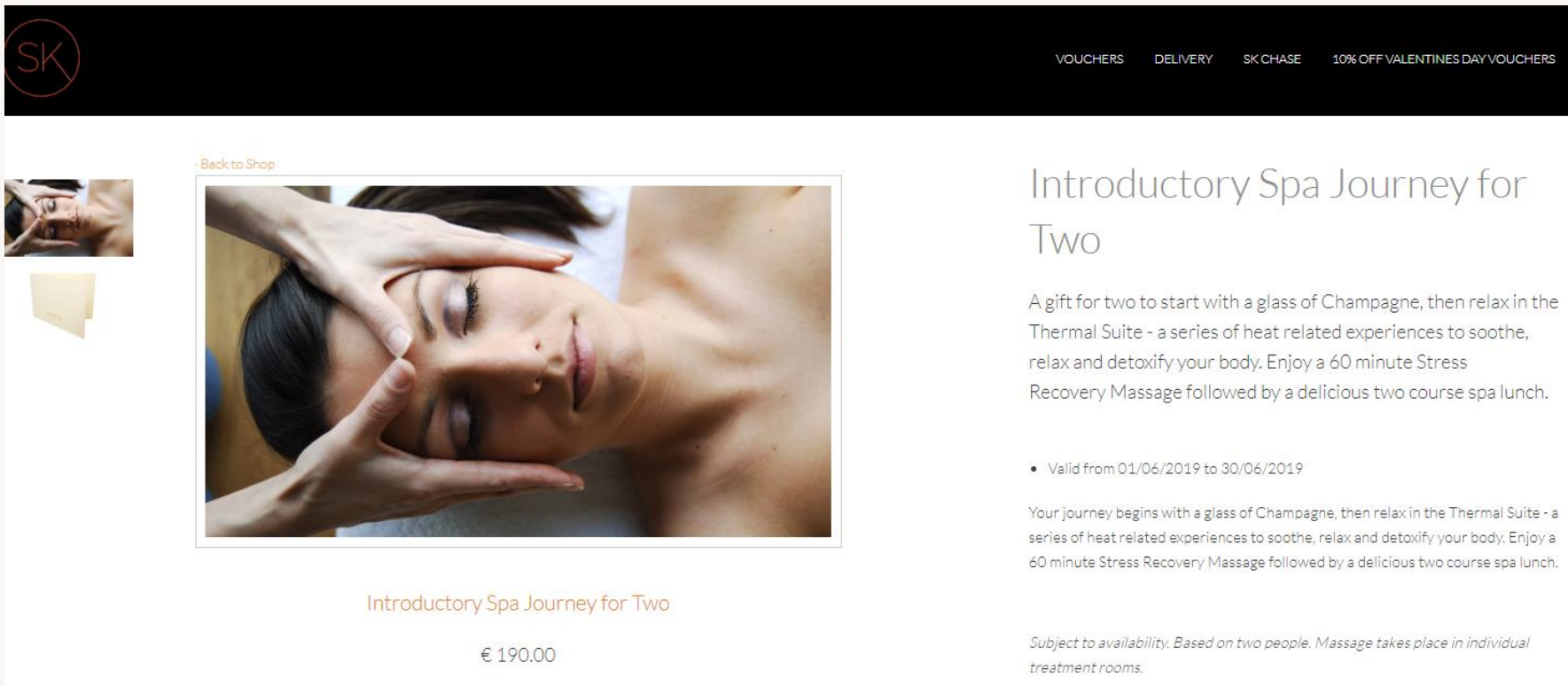
▶ Video guides

Mapping Gifts

- [How to map a voucher](#)
- [How to map a voucher to a Category Site](#)
- [How to map a voucher to a Filter Site](#)

2. Complimentary gifts

0% Commission to create and manage complimentary gifts.




The screenshot shows a website interface for a spa gift. At the top left is the 'SK' logo. On the top right, there are navigation links: 'VOUCHERS', 'DELIVERY', 'SK CHASE', and '10% OFF VALENTINES DAY VOUCHERS'. Below the navigation is a grid of product images. The main image shows a woman receiving a facial massage, with her eyes closed and hands gently holding her face. Above this image is a small 'Back to Shop' link. Below the main image, the product title 'Introductory Spa Journey for Two' is displayed in orange text, followed by the price '€ 190.00'. To the right of the image grid, the product title is repeated in a larger font, followed by a detailed description of the spa experience. Below the description is a bullet point indicating the validity period from 01/06/2019 to 30/06/2019. At the bottom right, there is a disclaimer: 'Subject to availability. Based on two people. Massage takes place in individual treatment rooms.'

SK

VOUCHERS DELIVERY SK CHASE 10% OFF VALENTINES DAY VOUCHERS

[Back to Shop](#)



Introductory Spa Journey for Two

€ 190.00

Introductory Spa Journey for Two

A gift for two to start with a glass of Champagne, then relax in the Thermal Suite - a series of heat related experiences to soothe, relax and detoxify your body. Enjoy a 60 minute Stress Recovery Massage followed by a delicious two course spa lunch.

- Valid from 01/06/2019 to 30/06/2019

Your journey begins with a glass of Champagne, then relax in the Thermal Suite - a series of heat related experiences to soothe, relax and detoxify your body. Enjoy a 60 minute Stress Recovery Massage followed by a delicious two course spa lunch.

Subject to availability. Based on two people. Massage takes place in individual treatment rooms.

3. Reporting

Report examples & real-time dashboard.

SKCHASE


Management | Quick Redeem | Catalogue Manager | Content | Media | **Reports** | Administration | Order Management

Reports

- Real Time Sales Summary
- Limited Availability
- My Reports


My Reports

Generate a report



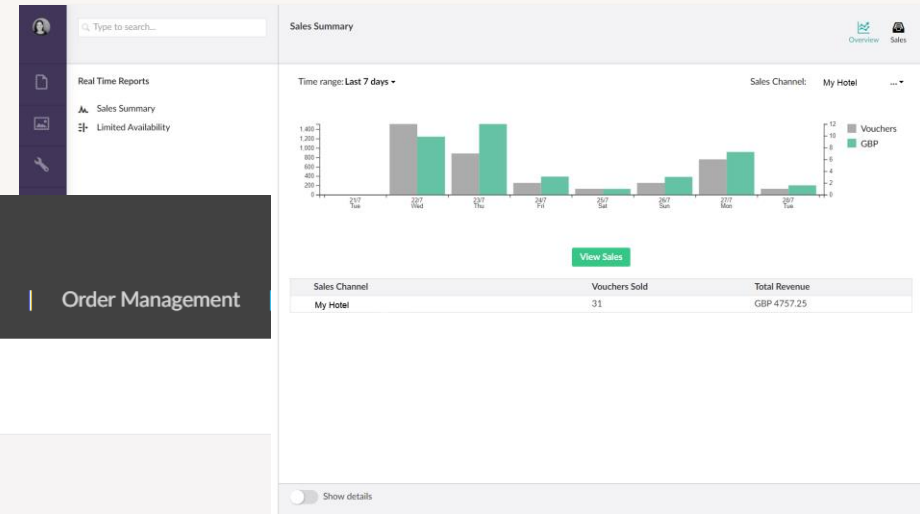
Sales Items Report

Get a summary of all items sold within the dates you select. There are modules to choose from so you can get the information relevant to you.



Voucher Operations Report

Get a summary of all the actions that have been carried out within the dates you select.



4. Analytics

Track user behaviour with Google Analytics.

Google Analytics (GA) software lets us track users' behaviour on your gift shop, helping understand customers better.

We request your venue's **GA4 Measurement ID** during the onboarding process, so please send this to us if you have not already done so. You'll then be able to see your gift shop web stats in your own analytics account.



We enable integration of marketing platforms such as **Google Ads** and **Meta Pixel**.

Please share your **Meta Pixel ID** with us (enabling you to retarget people on Facebook and Instagram who view your gift shop) and **Google Ad Words Conversion ID** and **Conversion Label**.

Gift Shop Edits

Customise your gift shop

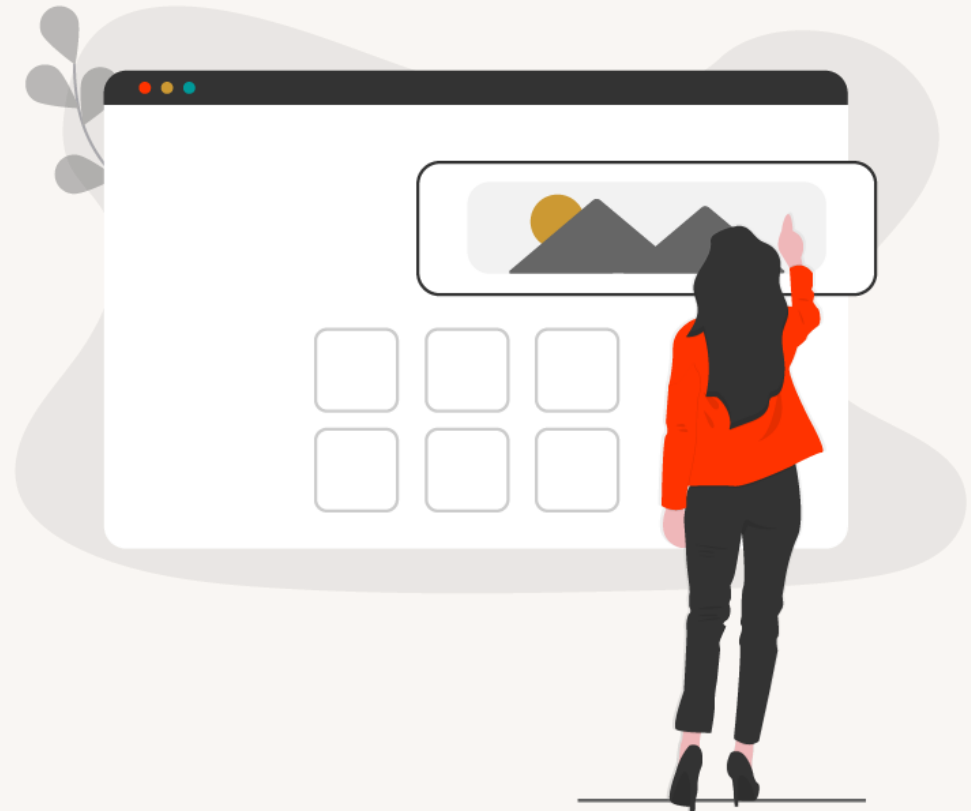
Update carousels

Add a broadcast message

Amend the gift display order

Edit the gift type menu (filter)

[View 'How to' guides](#)



Revenue Enhancing Features

Learn more about our revenue enhancing features.

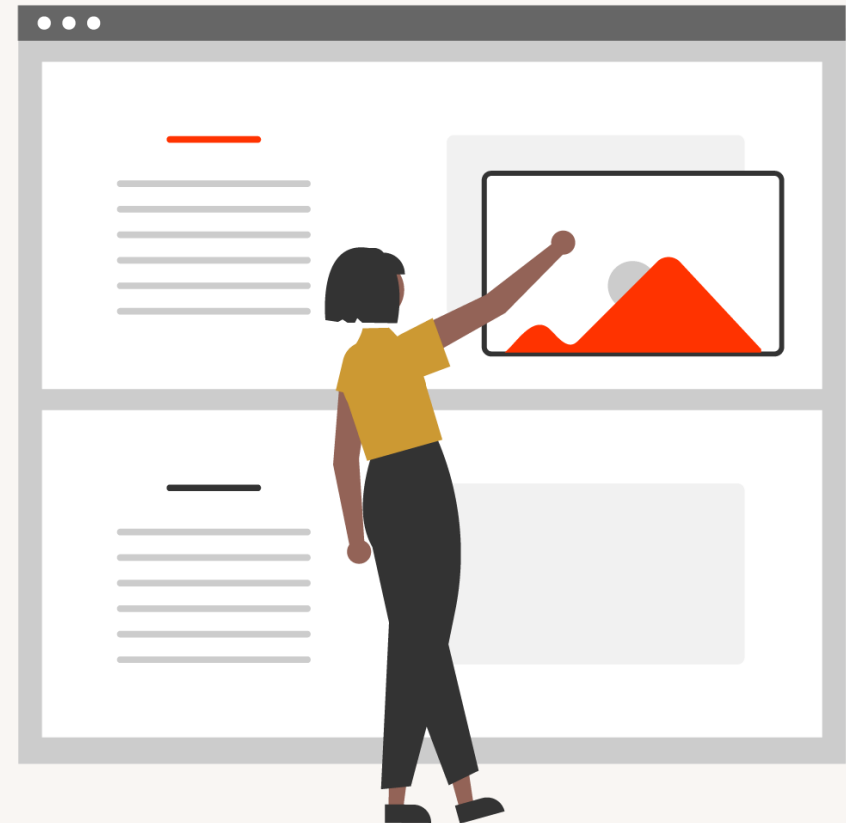
Promo codes

Hidden gifts

Campaign pages

▶ Video guides

- [Promo Codes](#)
- [How to create a hidden gift](#)
- [How to create a campaign page](#)



'How to' guides

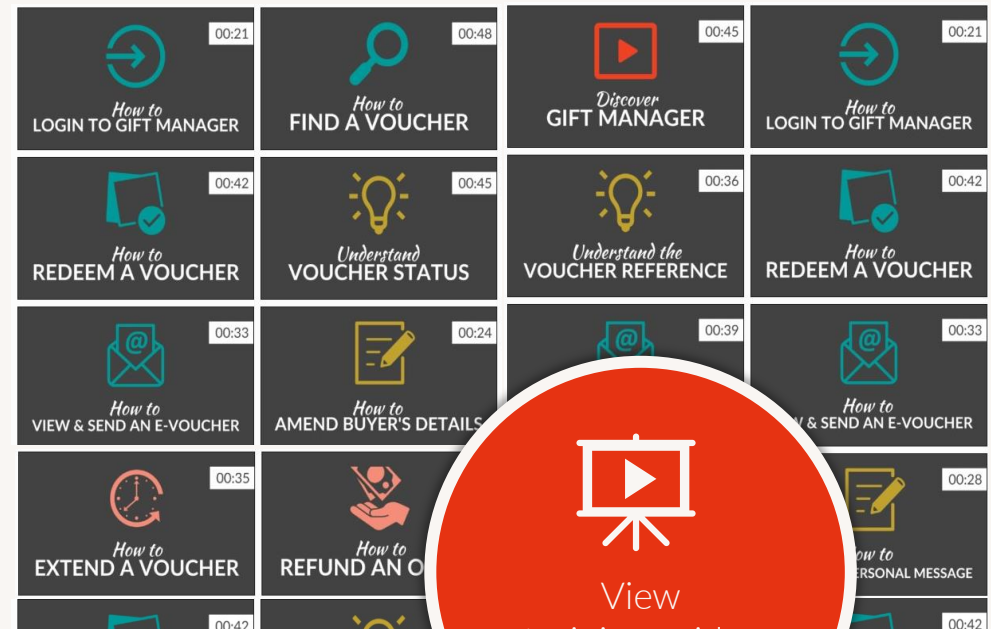
Short, easy to follow videos helping your team find what they need with ease:

<https://skchase.com/training-video-guides-p5/>



online training guides

for front of house, marketing
and finance teams



View
training guides
here



Our friendly team are here to help

E: enquiries@skchase.com

T: + 44 (0)344 371 0071

