



ZALANDO GIFT CARDS FOR BUSINESS



LOYALTY PROGRAMMES



2016

WELCOME

ACTIVE IN
15 COUNTRIES

OVER **150,000**
PRODUCTS ONLINE

OVER
17.4 MILLION
ACTIVE CUSTOMERS IN 2015

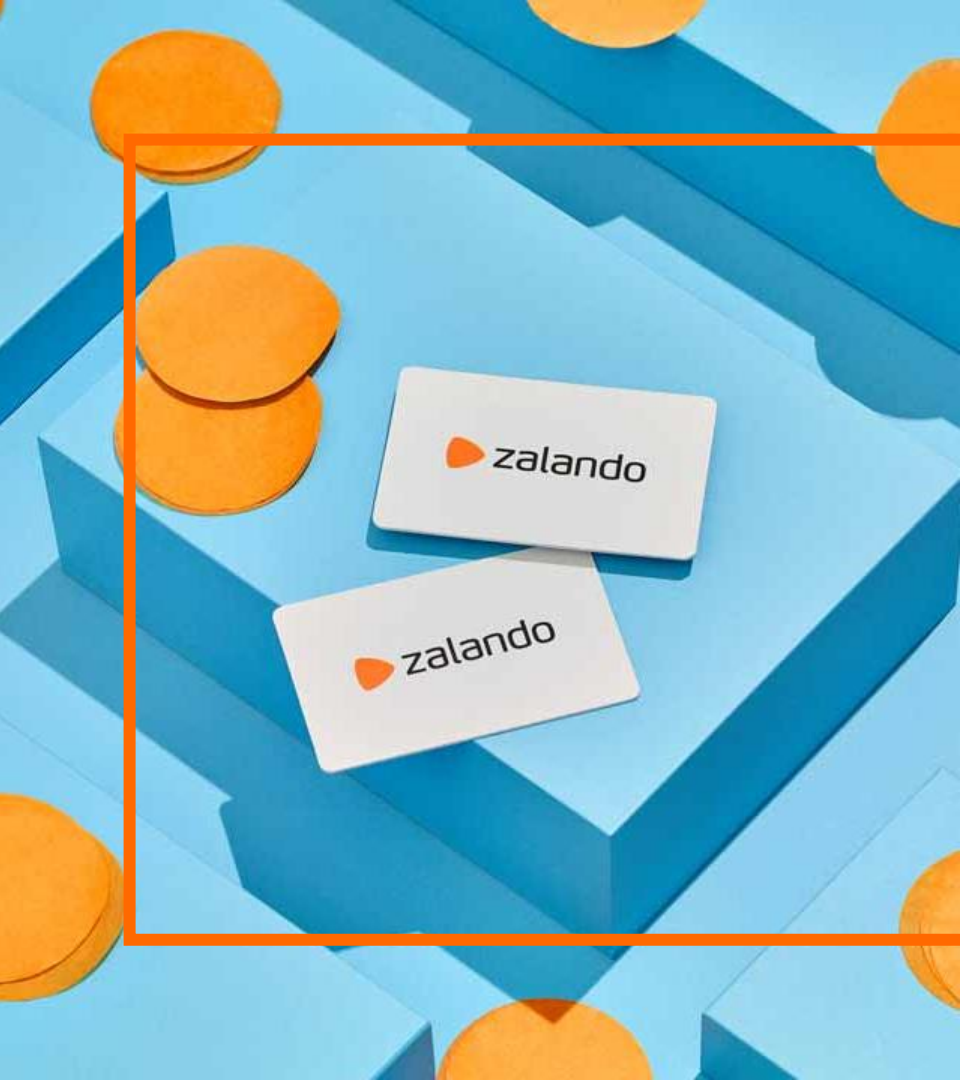


**EUROPE'S
NUMBER ONE
ONLINE FASHION
RETAILER**

**+131 MILLION
VISITS/MONTH**
(59% MOBILE)

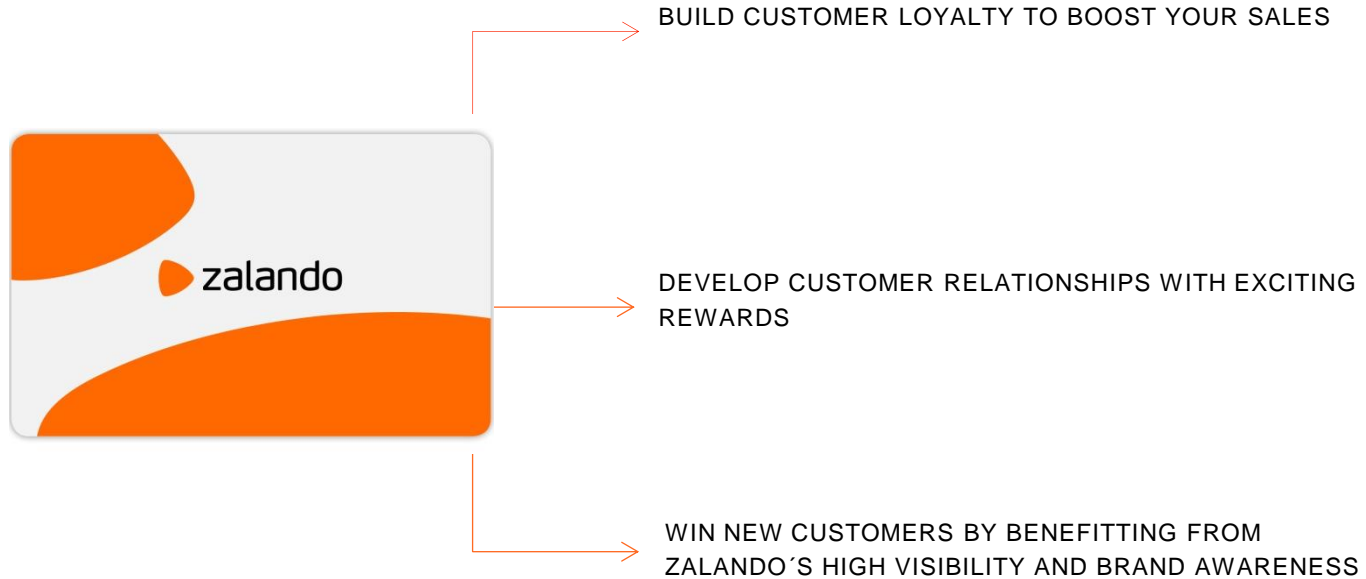
MORE THAN
55 MILLION
ORDERS IN 2015

OVER **1,500**
BRANDS



LOYALTY PROGRAMMES

WAYS TO USE ZALANDO GIFT CARDS



PRODUCT RANGE

PDF



PRINT AT HOME OR SEND BY
EMAIL

E-CODES



A PURE ALPHANUMERIC CODE
SENT IN AN EXCEL FILE. USE IT TO
INCLUDE IT IN AUTOMATIC EMAILS
OR ON YOUR VISUALS

LETTER



A PHYSICAL CARD SENT BY POST. CHECK
OUT OUR LATEST LAYOUTS - THEY'RE
PERFECT FOR ANY OCCASION

PRODUCT BENEFITS

CUSTOMER SATISFACTION

PARTNER SATISFACTION

DISCOVER OUR SHOPPING EXPERIENCE
- GET INSPIRED AND BROWSE OVER 1,500 BRANDS

LEVERAGE OUR GIFT CARD EXPERTISE ACROSS
EUROPE

SUPER EASY FREE DELIVERY AND FREE RETURNS

ACHIEVE ATTRACTIVE DISCOUNTS

TAKE YOUR TIME
- ENJOY OUR UNLIMITED GIFT CARD VALIDITY

WE'LL COVER THE COSTS

WE'RE HERE TO HELP
- CALL OUR CUSTOMER CARE HELPLINE

WE CREATE YOUR BRANDED GIFT CARDS
WITH CUSTOMISED TEXT AND LAYOUT

CASE: CREDIT CARD PROVIDER

“SCAN RECEIPT PAID BY CREDIT
CARD, GET A SPIN ON WHEEL OF
FORTUNE AND WIN DKK 50
ZALANDO GIFT CARD”



✓PROVEN UPLIFT EFFECT WITH 4,500
WON ZALANDO GIFT CARD IN THE
FIRST WEEKS

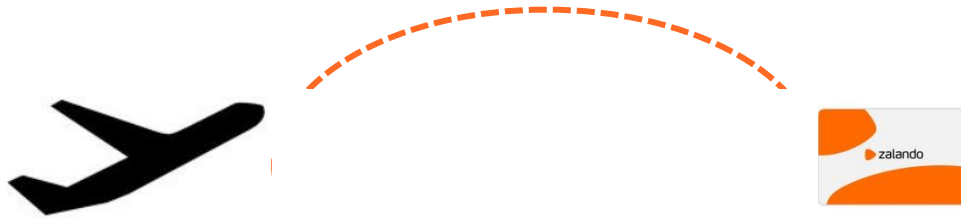
CASE: AIRLINE

“BECOME A MEMBER OF THE
LOYALTY PROGRAM PROGRAMME
AND REDEEM YOUR MILES INTO A
€20 ZALANDO GIFT VOUCHER”



✓8,000 ZALANDO GIFT CARDS
REDEEMED IN TWO MONTHS

CASE: AIRLINE



“OUR MEMBERS GREATLY EMBRACED THE ZALANDO GIFT VOUCHERS THAT REPRESENT
AN ATTRACTIVE AWARD
IN OUR TOPBONUS SHOP AND WE ARE HAPPY TO PURCHASE THEM.”

AIRLINE ACCOUNT MANAGER

ZALANDO GIFT CARDS FOR BUSINESS



NESCAFÉ



SAMSUNG



L'ORÉAL





COOPERATION MARKETING & GIFT CARDS

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2016

