

Digital Gift Card Catalogue

United Kingdom



October 2023

Why Giftcloud?

Since 2014, our focus has been on connecting shoppers and businesses through digital gift cards and digital rewards. We pioneered the digitisation of gift cards and have gained extensive knowledge about consumer incentives and loyalty incentives. We provide reward programmes for businesses, powered by acquisition strategies that help convert one to time buyers into loyal customers.

Our vast selection of digital gift cards can be purchased and redeemed in real to time, and we collaborate with top retailers to develop effective consumer rewards campaigns. Our expertise in this field has enabled us to successfully drive loyalty incentives and increase customer engagement since 2015.

We are a part of Groupon, affording us breadth and depth in our field and beyond.

We challenge ourselves to build the best creative campaigns possible for our clients. With in to house experts in all areas, from PPC and SEO, to design and our own in to house tech team, we specialise in story to based strategies to optimise your customer relationships.

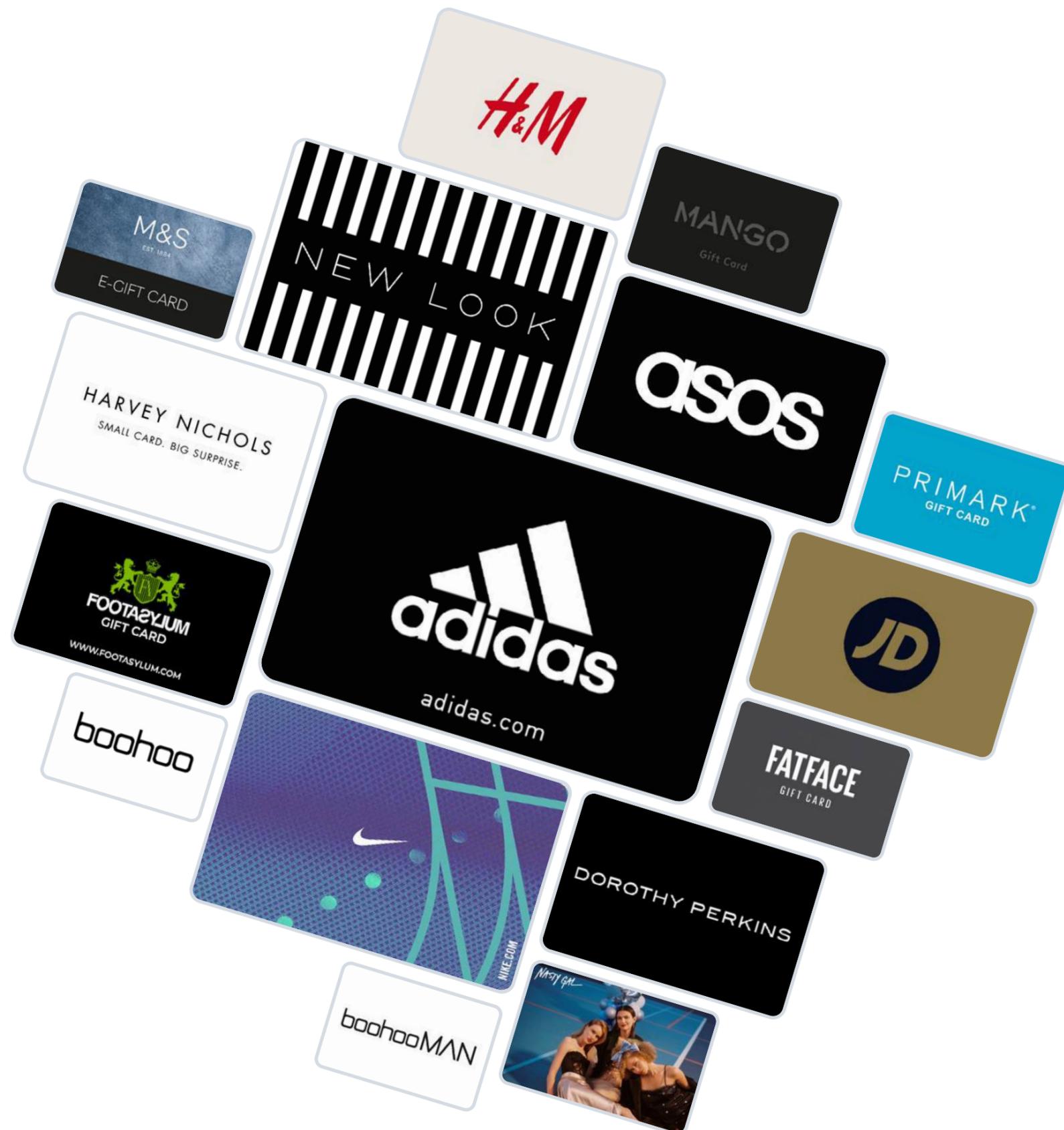
GROUPON





Fashion

Fashion Gift Cards



Adidas

Range: 1p to £500
Expiration: 3 years
Available: UK and US

ASOS

Range: £3 to £250
Expiration: 2 years
Available: AU, US, IT, FR, UK and DE

boohoo

Range: £5 to £500
Expiration: 12 Months
Available: UK Only

boohoo MAN

Range: £5 to £500
Expiration: 12 Months
Available:

FatFace

Range: £1 to £500
Expiration: 2 Years
Available:

Footasylum

Range: £1 to £300
Expiration: 12 Months
Available:

H&M

Range: £1 to £250
Expiration: 2 Years
Available: Various

Harvey Nichols

Range: £10 to £5000
Expiration: 2 Years
Available:

JD Sports

Range: £5 to £300
Expiration: 12 Months
Available:

M&S

Range: £5 to £500
Expiration: 4 Years
Available:

Mango

Range: £5 to £500
Expiration: Does not expire
Available:

NastyGal

Range: £5 to £500
Expiration: 12 Months
Available:

New Look

Range: £1 to £1000
Expiration: 2 Years
Available:

Nike

Range: £5 to £400
Expiration: 2 Years
Available: Various EU and UK

Primark

Range: £5 to £200
Expiration: 2 Years
Available:

Dorothy Perkins

Range: £5 to £500
Expiration: 12 months from activation
Available: UK Only

H&M

Time for a wardrobe upgrade

The H&M Gift Card empowers your customers to mix and match pieces, experiment with different looks, and curate ensembles that showcase their personality and confidence. With a range of home ware and something for the little ones, the possibilities are endless.



Range: £1 to £250



Expiration: 2 Years



Available in: UK, Germany, France, Canada, Spain, Portugal and US.



H&M



Supermarket

Supermarket Gift Cards



ALDI

Range: 1p to £2000
Expiration: 5 years from activation
Available: UK and IE

ASDA

Range: £1 to £1000
Expiration: 24 months from date of last transaction including balance checks
Available: UK Only

Farmfoods

Range: £5 to 200
Expiration: 12 Months
Available: UK excluding Northern Ireland

Iceland

Range: £10 to £500
Expiration: 2 Years
Available: UK Only

M&S

Range: £1 to £1000
Expiration: 4 Years
Available: UK, ROI and the Channel Islands

Morrisons

Range: £5 to £500
Expiration: 12 Months
Available: UK Only

Sainsbury's

Range: £1 to £500
Expiration: 2 Years
Available: Various EU and UK

Tesco

Range: £1 to £500
Expiration: 2 Years from activation.
Available: UK and IE

Tesco Finest Meal Deal

Range: £12
Expiration: 5 Years
Available: UK and IE

Tesco Meal Deal

Range: £3.90
Expiration: 5 Years
Available: UK and IE

Waitrose / John Lewis

Range: £1 to £2500
Expiration: 2 Years
Available: UK and Channel Islands

Marks & Spencer

More than just Percy Pigs...

Make every occasion memorable with the Marks & Spencer Gift Card. It's the perfect way to show you care, offering your customers a world of premium choices to indulge in. With attire for all occasions and the food hall to match this, long standing British brand will be sure to resonate with your customers.



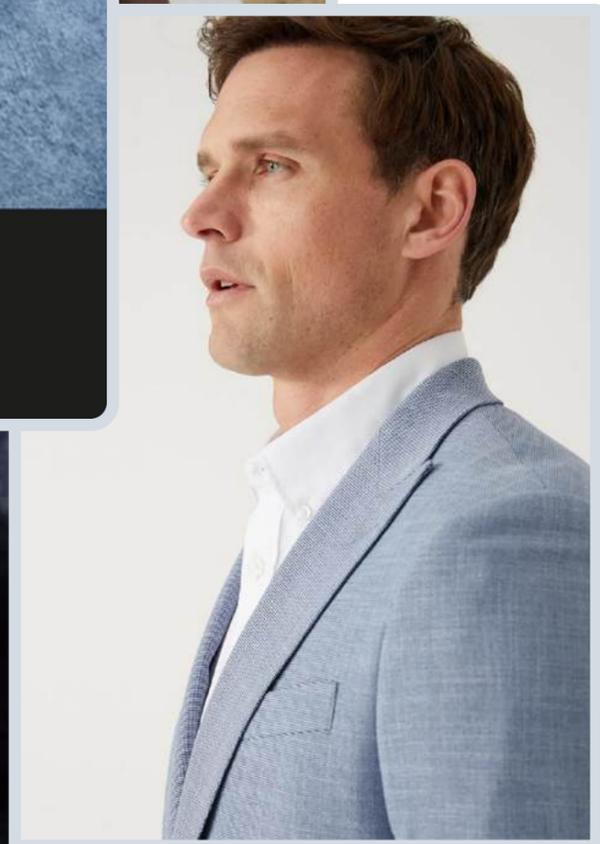
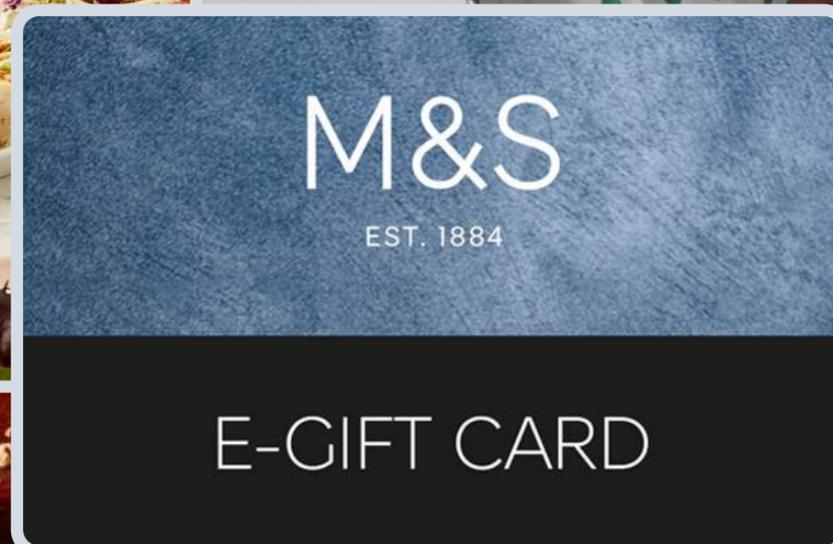
Range: £1 to £1000



Expiration: 4 Years



Available in: UK, ROI and the Channel Islands



Turn your fans into **sustainable growth** through best in class referral

Since 2013, 650+ brands have used Mention Me to generate **6 million referrals and \$2B of revenue.**

Now through our partnership, you can harness word of mouth and drive sustained, high quality acquisition by identifying, engaging and rewarding your brand advocates.

mentionme × **giftcloud**[™]

Transform your customer economics:

- 30%** Increase in customer acquisition through strategic referral
- 56%** Higher lifetime value for referred customers
- 5x** More likely a referred customer will **refer others**

Trusted by leading brands, including:





Food & Drink

Food & Drink Gift Cards



Greggs

Range: £3 to £250
Expiration: 2 Years
Available: UK and Northern Ireland

Cote

Range: £10 to £500
Expiration: 13 Months
Available: UK excluding Northern Ireland

Naked Wines

Range: £20 to £50
Expiration: 12 Months
Available: UK and Northern Ireland

Taste Card

Range: £20
Expiration: 12 Months
Available: UK

Hello Fresh

Denominations: £15, £25, £30, £45 and £55
Expiration: 12 Months
Available: UK

Turtle Bay

Range: £5 to £250
Expiration: 12 Months
Available: UK

Deliveroo

Range: £5 to £150
Expiration: 12 Months
Available: UK only

The Restaurant Card

Range: £1 to £250
Expiration: 24 months for the last date of use
Available: UK only

Laithwaites Wines

Denominations: £10, £25, £50, £100 and £250
Expiration: 2 Years
Available: UK only

Uber Eats

Range: £5 to £150
Expiration: None
Available: In participating UK cities

Just Eat

Range: £10 to £500
Expiration: 12 Months
Available: In participating UK cities

Wagamama

Range: £5 to £500
Expiration: 13 Months
Available: UK

Pizza Hut

Range: £10 to £250
Expiration: 12 Months
Available: UK excluding Northern Ireland

Hello Fresh

What's on the Menu this week?

Encourage your customers to explore a diverse range of cuisines and flavours. The Hello Fresh Gift Card introduces them to a world of culinary diversity, expanding their palates and culinary skills.



Denominations: £15, £25, £30, £45 and £55



Expiration: 12 Months



Available in: UK



Retail

Retail Gift Cards



B&M

Range: £10 to £1000
Expiration: 2 Years
Available: UK only

WHSmith

Range: £5 to £250
Expiration: 2 Years
Available: UK only

H. Samuel

Range: £1 to £2500
Expiration: 2 years
Available: UK only

The White Company

Range: £5 to £500
Expiration: 24 months from date of activation
Available: UK

IKEA

Range: £5 to £1000
Expiration: No Expiry
Available: UK & Ireland

TK Maxx

Range: £1 to £999
Expiration: No Expiry
Available: UK only

Amazon

Range: £0.1 to £5000
Expiration: Ten years from the date of issuance
Available: UK / Germany / Spain / France / Italy

The White Company

Bring calming style to any home

The White Company Gift Card empowers your customers to curate a living space that is beautifully designed with their homeware accessories, or pamper themselves from the classic style clothing and indulgent self care ranges.



Range: £5 to £500



Expiration: 24 months from date of activation.



Available in: UK

THE WHITE COMPANY
LONDON

Gift Card



Benefits of using our API

API Basics

You can integrate with the Giftcloud API to power your Affiliate, Loyalty or Acquisition campaigns.



Improve customer relations with additional features.



Transparent redemption data for visibility on consumer activity.

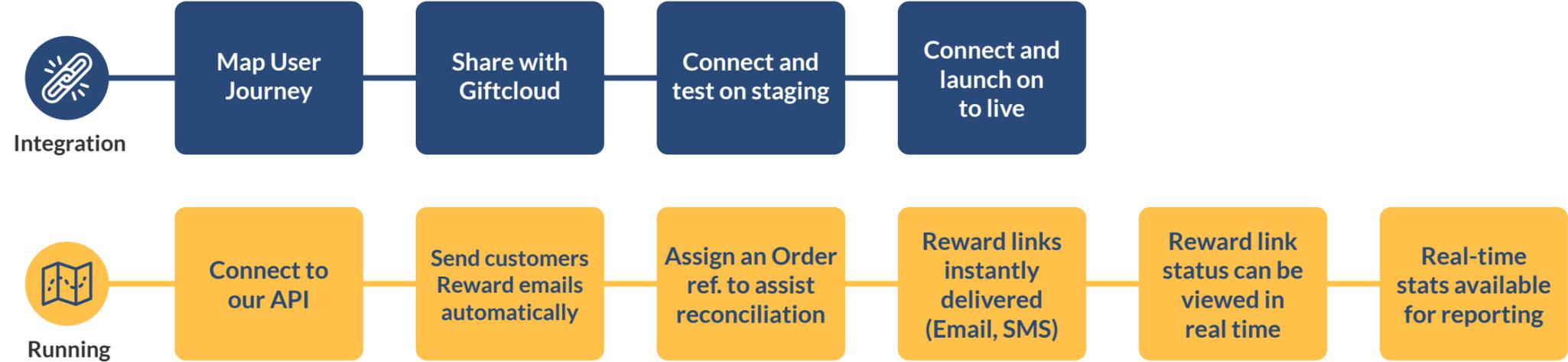


Enhance your reporting and data insights.

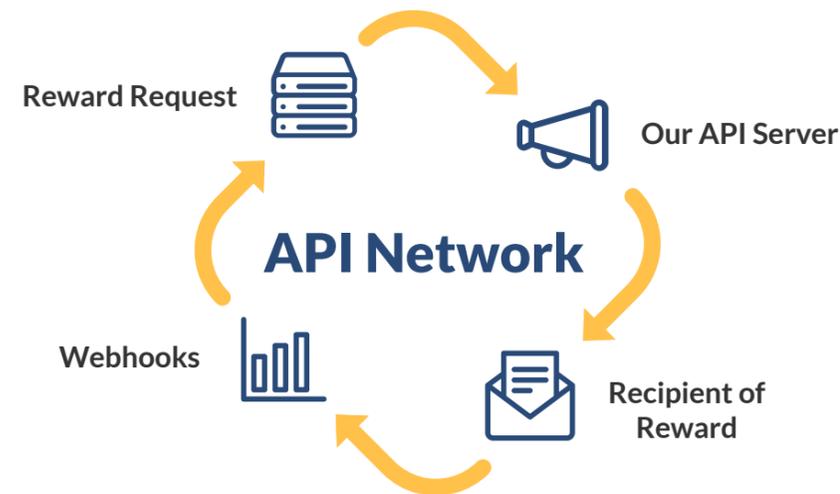


Automated and secure data handling.

Integration



An API in Motion



API Benefits

- Personalisation
- Reduced Manual Data Handling and Process
- Efficient Reward Sending
- Insights and Data Reporting

By connecting to the Reward API, one client reduced customer queries by **89%**

API is the only way to seamlessly integrate your CRM. It is the optimal way to transfer data.



Home & Garden

Home & Garden Gift Cards



Currys

Range: £1 to £2500
Expiration: 2 Years
Available: UK only

Screwfix

Range: £1 to £1000
Expiration: 5 Years
Available: UK only

The National Garden Centre

Range: £5 to £250
Expiration: 1.5 Years
Available: UK only

IKEA

Range: £5 to £1,000
Expiration: No Expiry
Available: UK & Ireland

Homesense

Range: £1 to £999
Expiration: No Expiry
Available: UK

Wayfair

Range: £20 to £500
Expiration: No Expiry
Available: UK, US, CA

Bloom & Wild

Denominations: £10, £20, £30, £50, £100
Expiration: 1 Year
Available: UK

Bloom & Wild

For Me? You shouldn't have..

Bloom & Wild is the UK's most-loved online florist, caring wildly is at the heart of our business known for its letterbox flowers, revolutionizing the way flowers are delivered. Bringing the joy of flowers straight to your customers doorstep. Whether that be a plant to warm a new home, a bouquet to brighten a bad day or the note sent without an occasion.



Denominations: £10, £20, £30, £50, £100



Expiration: 1 Year



Available in: UK



A wooden toy train set on a track. The train consists of a red engine, a white passenger car, and a red cargo car. A small figure of a train worker in a blue uniform and cap stands on the platform of a station building with a red roof. The station has the words "STATION" and "RE" visible. To the left of the track is a traffic light with three colored lights (red, yellow, green). The background features several green wooden trees and a yellow diamond-shaped sign with a black border and the word "CAUTION" written on it. The entire scene is set on a wooden track with a light-colored ground surface.

Kids & Toys

Kids & Toys Gift Cards



Go Ape

Denominations: £10, £15, £30, £50 and £80

Expiration: 1 year

Available: UK only

The Entertainer

Range: £5 to £250

Expiration: 2 years

Available: UK only

Hobbycraft

Range: £10, £25, £50 and £100

Expiration: 24 months from date of issue

Available: UK only

Clarks

Range: £5 to £500

Expiration: 24 months from date of last use

Available: UK only

Xbox

Denominations: £10, £15, £20, £25, £30, £35, £40, £45 and £50

Expiration: Non to promotional balances don't expire.

Any promotional balance in your account is subject to expiration as set forth in the terms of the promotion.

Available: UK, USA, Canada

National Book Tokens

Range: £1 to £250

Expiration: 8 years from last use

Available: UK only

Xbox

Ready Player 1...

The Xbox gift card allows your customers to dive into the world of gaming. With thousands of the latest releases and old classics to choose from, this gift card guarantees entertainment.



Denominations: £10, £15, £20, £25, £30, £35, £40, £45 and £50



Expiration: Non promotional balances don't expire. Any promotional balance in your account is subject to expiration as set forth in the terms of the promotion.



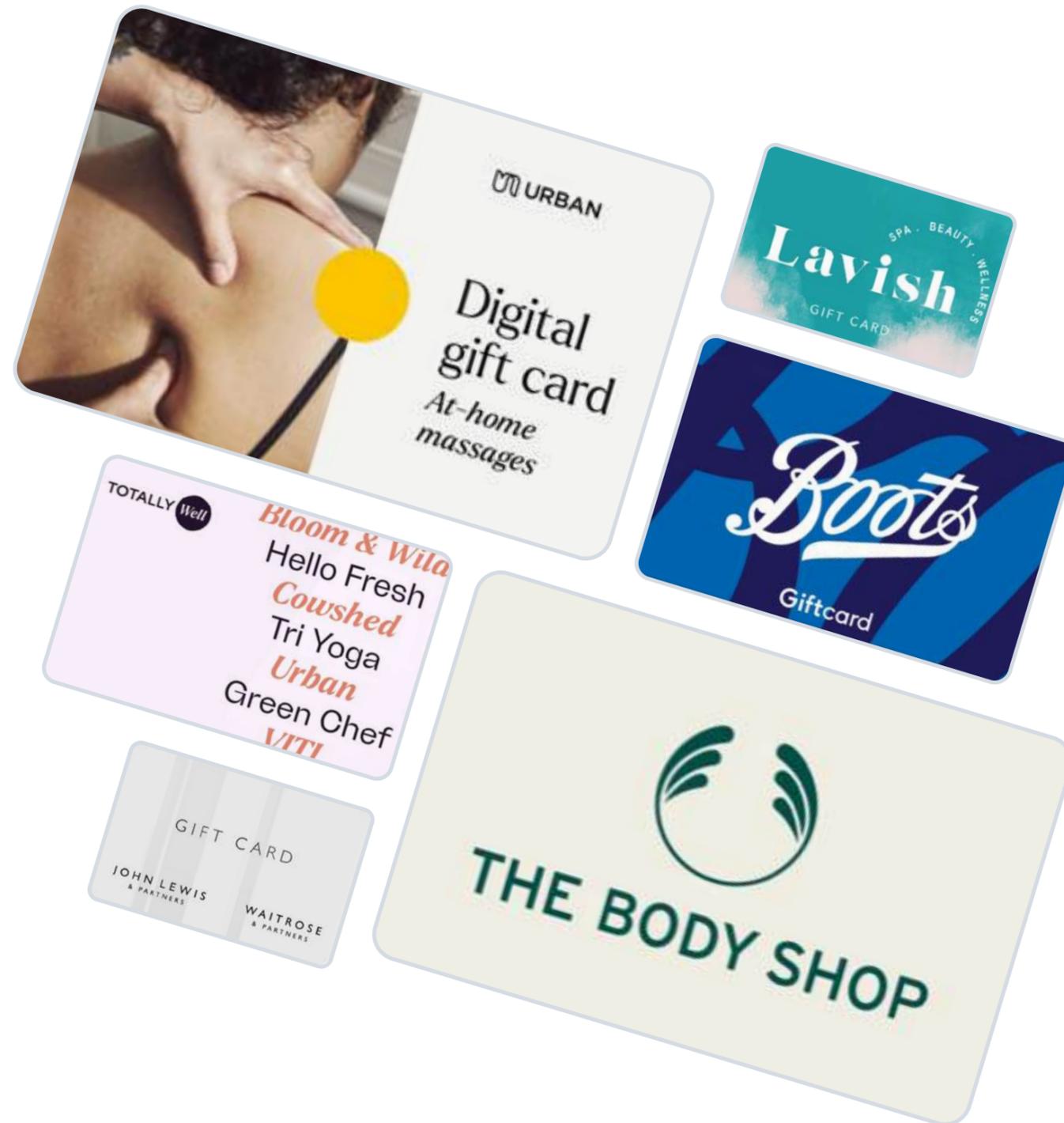
Available in: UK, USA, Canada





Health & Beauty

Health & Beauty Gift Cards



Boots

Range: £1 to £250
Expiration: 2 Years
Available: UK only

TotallyWell

Range: £1 to £500
Expiration: 12 Months
Available: UK only

The Body Shop

Range: £5 to £200
Expiration: 24 months from date of last purchase
Available: UK only

Urban

Range: £5 to £250
Expiration: 12 months from date of last purchase
Available: UK only

John Lewis

Range: £1 to £1000
Expiration: 24 months from last purchase
Available: UK

Lavish Spa Vouchers

Range: £10 to £500
Expiration: 12 from activation
Available: UK

Urban

And relax....

From birthdays to housewarmings, celebrations to special treats, the Urban Gift Card lets your customers indulge in a range of relaxing massages and treatments to truly make them feel special. Why not offer a unique experience to your customers for them to create an ever lasting memory that they can pin your business to.



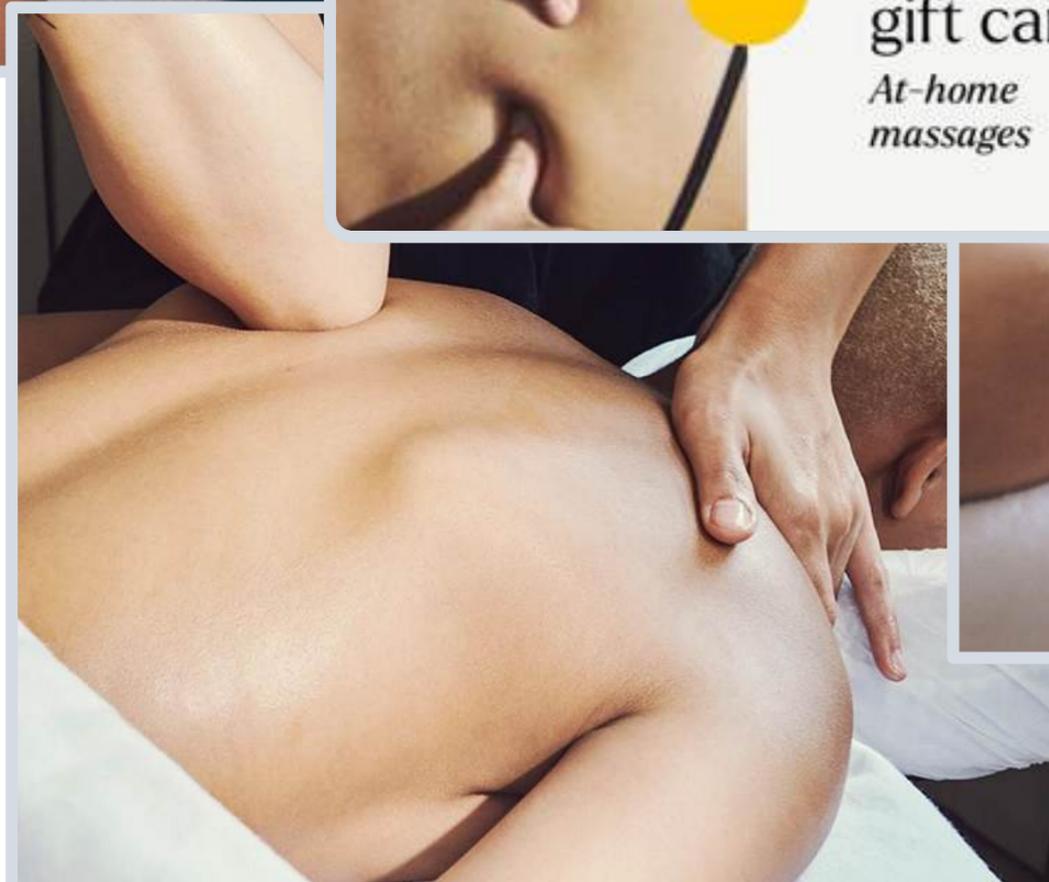
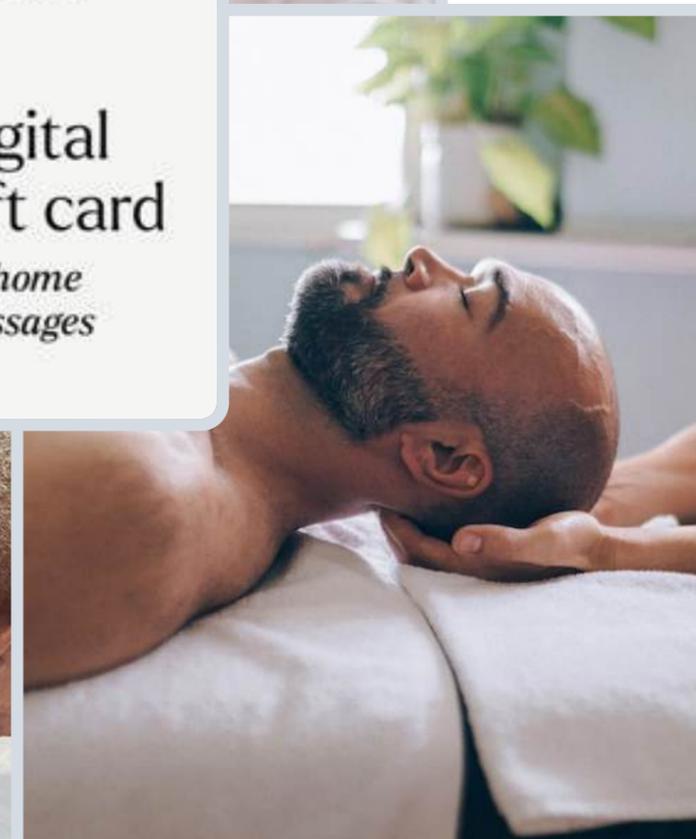
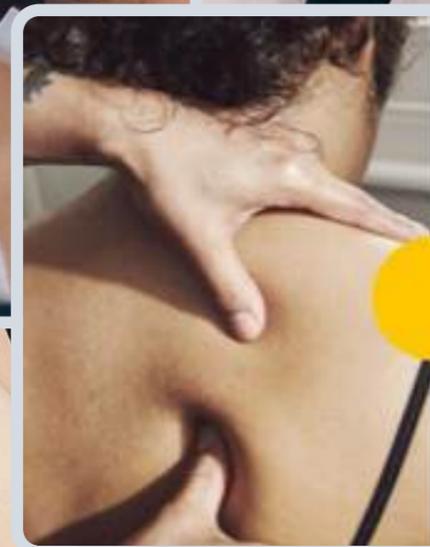
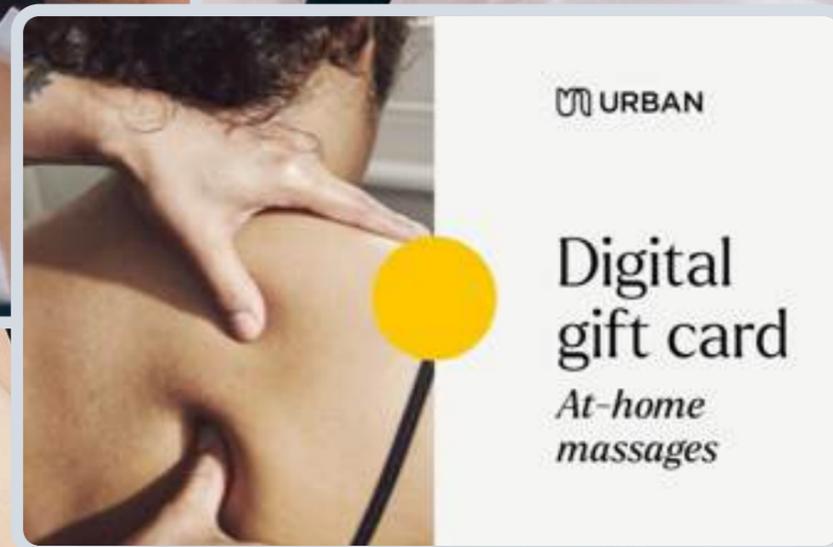
Range: £5 to £250



Expiration: 12 months from date of last purchase

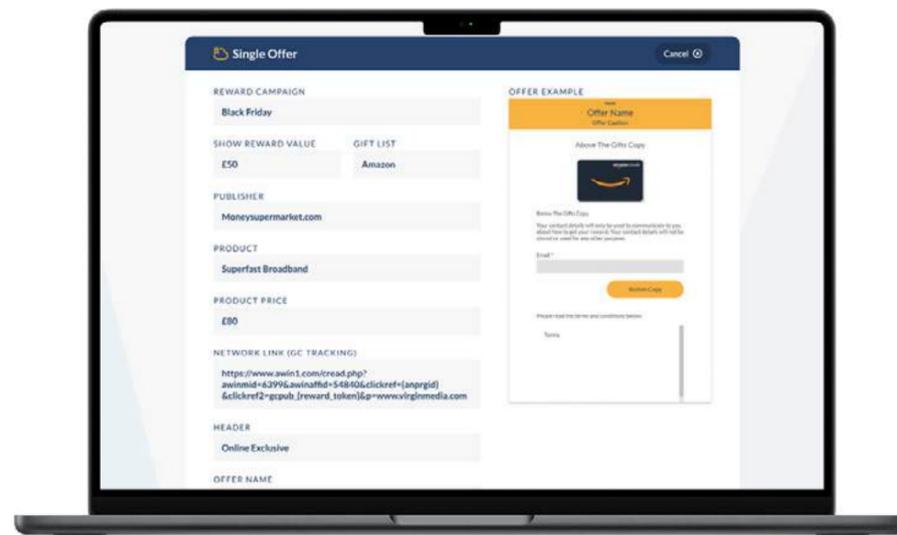


Available in: UK only



The giftcloudtm Hub

Could you benefit from an affiliate reward campaign?



The Hub is specifically designed to help clients effortlessly create and manage their own gift card reward campaigns.

Utilising affiliate marketing through an easy management system to control an array of campaign options!



User Management



Logging & Data Management



Complete Independence



[Get in touch here to find out more](#)



Experiences & Days Out

Experiences & Days Out Gift Cards



London Theatre Direct

Range: £10 to £500
Expiration: 1 Year
Available: UK only

Go Ape

Range: £10, £15, £30, £50 and £80
Expiration: 1 year
Available: UK only

TotallyWell

Range: £1 to £500
Expiration: 12 Months
Available: UK only

Ticketmaster

Range: £5 to £250
Expiration: 12 months from activation
Available: UK / IE / Spain / Germany / Australia

Virgin Experience Days

Range: £10 to £2500
Expiration: 12 months
Available: UK

Red Letter Days

Range: £0.01 to £1,000
Expiration: 12 Months from purchase
Available: UK

Buy a Gift

Range: £0.01 to £1000
Expiration: 12 months from purchase
Available: UK

Spa Breaks

Range: £10 to £1000
Expiration: 12 from date of purchase
Available: UK

Lavish Spa Vouchers

Range: £10 to £500
Expiration: 12 from activation
Available: UK

Virgin Experience Days

Ready... Set... Go!

Give your recipients the chance to explore new horizons and embrace thrilling escapades. The Virgin Experience Days gift card empowers them to choose their own adventures, from adrenaline-pumping activities to leisurely pursuits.



Range: £10 to £2500



Expiration: 12 Months



Available in: UK



Nights Away

Nights Away Gift Cards



London Theatre Direct

Range: £50 to £2000

Expiration: None

Available: UK residents on global bookings

HotelsGift

Range: £3 to £5000

Expiration: 12 months from activation or last use

Available: UK & IE

TripGift

Range: £30 to £5000

Expiration: 12 months from first use for GBP & EUR.

60 months from first use for USD

Available: UK Ireland, Austria, Belgium, Finland, France, Germany, Italy, Netherlands, Spain

Spabreaks.com

Range: £10 to £1000

Expiration: All gift vouchers are valid for 12 months from date of purchase. Gift cards can be redeemed for their monetary value against any spa package on Spabreaks.com. Gift vouchers can not be used directly at the Spas or hotels.

Available: UK

The Hotel Card

Range: £25 to £250

Expiration: 5 years. Expiry date can be extended. Expired cards can be reactivated.

Available: UK

Airbnb

Range: £50 to £2000

Expiration: No expiry

Available: UK, IE

The Hotel Card

Are we there yet?

This gift card sparks customers' wanderlust and encourages them to dream about their next adventure. Let them plan their perfect escape, creating memories that last a lifetime.



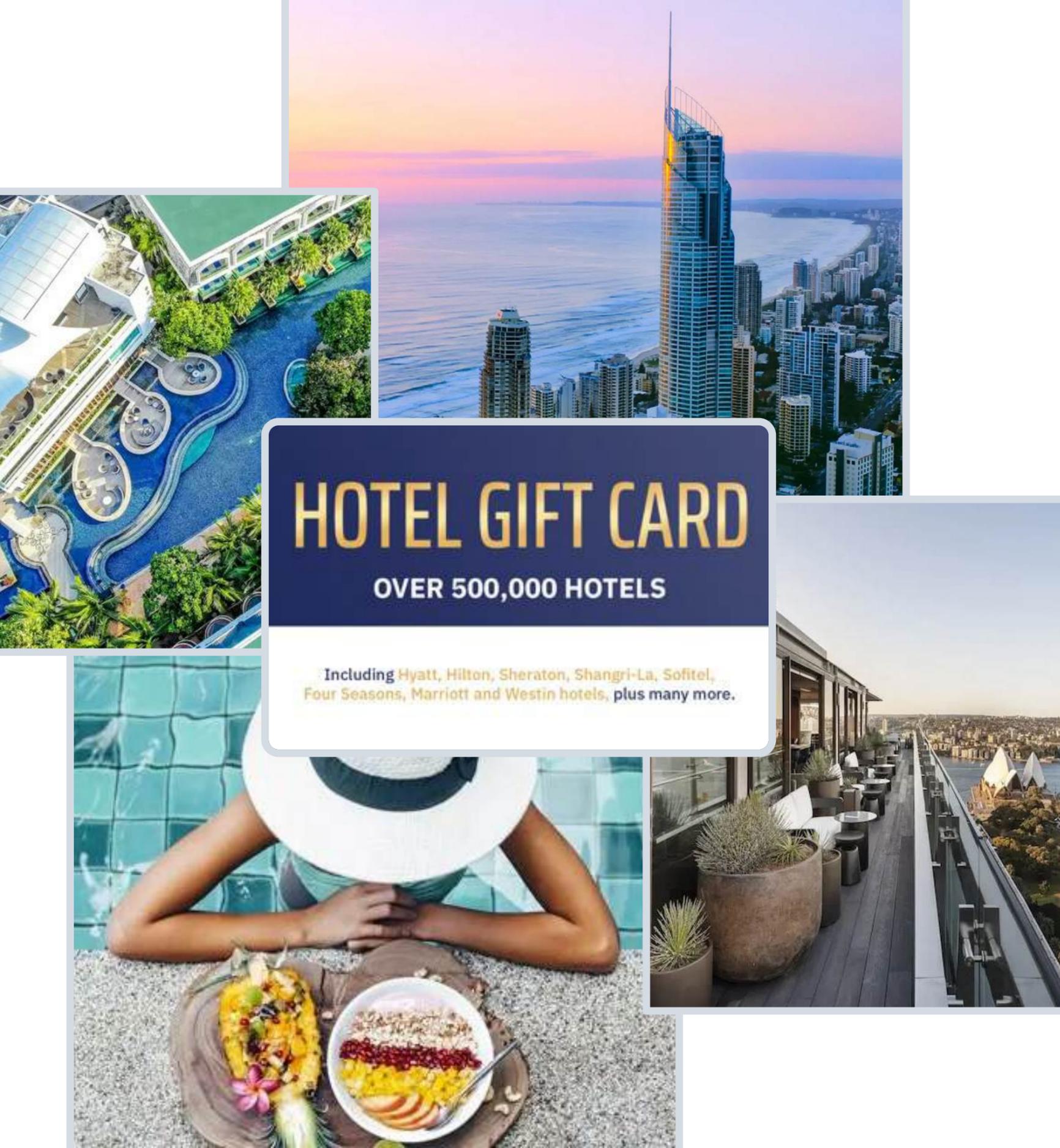
Range: £25 to £250



**Expiration: 5 years. Expiry date can be extended.
Expired cards can be reactivated.**



Available in: UK



HOTEL GIFT CARD

OVER 500,000 HOTELS

Including Hyatt, Hilton, Sheraton, Shangri-La, Sofitel,
Four Seasons, Marriott and Westin hotels, plus many more.



Infinite partnerships, simply enabled.

Awin is an affiliate marketing network connecting online brands with the partners looking to market their products.

As the largest network of its kind, we provide both sale-tracking solutions and partnership opportunities to a global community of 25,000 advertisers and 270,000 publishers.

Affiliate marketing is a digital model in which one party (publisher) can earn commission for promoting another's product (advertiser). As an example of performance marketing, it works typically on a Cost Per Acquisition (CPA) basis, meaning commission is only paid on converted sales.

Awin's brands operate across all industries from retail, to insurance and telecommunications, with publishers occupying a variety of moulds like Cashback, Discount Codes and Comparison Sites. In more recent years, this has expanded to embrace burgeoning verticals such as the influencer sector.

Giftcloud work with Awin as a third party gift card provider, offering bespoke campaigns to brands aimed at improving conversion. These campaigns typically operate in conjunction with publisher verticals that do not offer affiliate rewards for purchasing in the same vein as cashback or discount code partners (e.g. comparison sites).



Triple-digit affiliate channel growth via an Awn programme.



42% improved ROAS using multi-channel attribution.



63% revenue uplifts with our tailored strategies.



4.2% boost in conversion with our first-party tracking.

1



A consumer visits a **publisher's** website.

2



The customer finds a product or advertiser link **and clicks it to be taken to the advertiser's site** to review or purchase (this click-through link is tracked).

3



The customer completes the sale online. **Tracking software records the key purchase data** such as sale amount, date and time etc. and reports this to the network.

4



The advertiser pays **commission** to the publisher.



Charity & Good Causes

Charity & Good Causes Gift Cards



Rewards Earth

Range: Mixed Denominations

Expiration: 2 Years

Available: UK residents for global usage

TotallyWell

Range: £1 to £500

Expiration: 12 Months

Available: UK only

National Trust

Range: £1 to £500

Expiration: 24 months after date of issue or last top to up

Available: UK only

National Book Tokens

Range: £1 to £250

Expiration: 8 years from last use

Available: UK only

Global Giving

Range: £1 to £1000

Expiration: 1 Year

Available: UK only

Rewards Earth

Green is the new black...

The Rewards Earth Gift Card is your gateway to sustainable and eco-friendly products that align with mindful living. Transform your campaigns by offering the gift of sustainable choices and responsible consumption.



Range: Mixed Denominations



Expiration: 2 Years



Available in: UK residents for global usage



Let's turn Black Friday Green

In response to OVO Energy's journey to zero carbon emissions, Giftcloud helped provide an engaging new customer campaign that matched their Green initiative.

Black Friday 2020 became all about online commerce, a massive shift from the classic in to store shopping habits associated with this weekend.

OVO challenged this consumer based holiday, promoting greener living and encouraging customers to join them on their road to Plan Zero: they called it 'Green Friday'. OVO offered customers a **£50 National Trust gift card**, to get them out and about with loved ones, walking, cycling and enjoying the great outdoors, when signing up to an OVO fixed (all renewable energy) tariff.



The Challenge

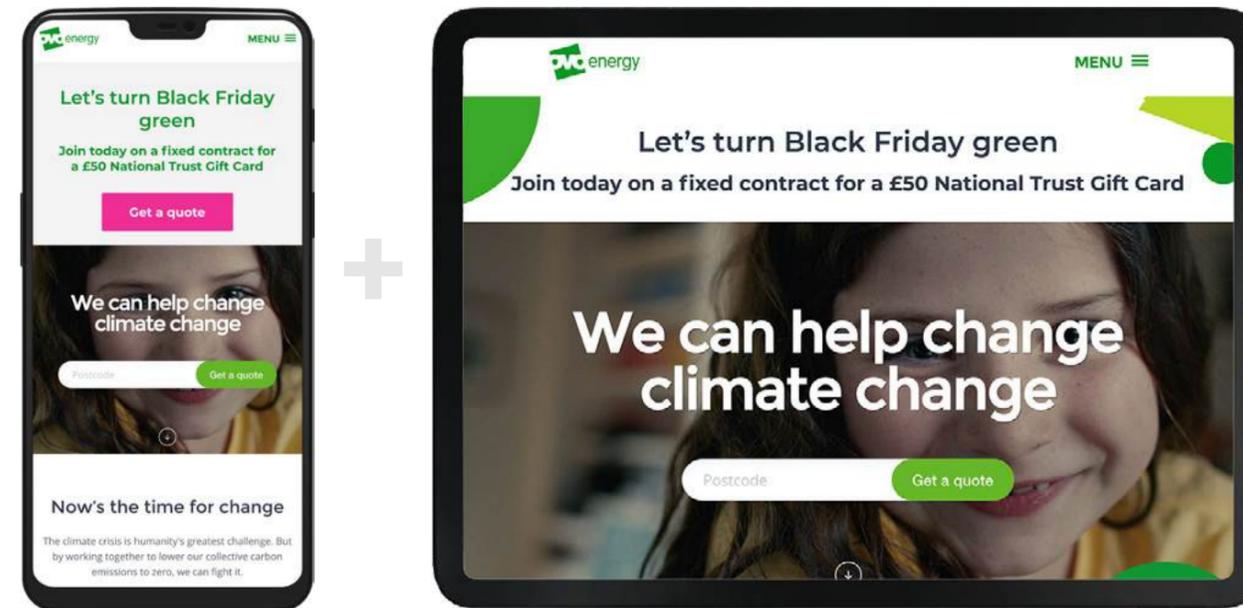
OVO wanted to promote their three green energy tariffs in order to reach their long term goal of reaching Plan Zero. Together, Giftcloud and OVO came up with the idea of offering a National Trust Gift Card to incentivise new customer sign to ups.

To be eligible, customers needed to sign up with OVO, over the Black Friday weekend, directly: not through other channels, like their refer to a to friend programme.

Customers received a £50 National Trust Gift Card by February 2021. They just needed to stay with OVO after the initial cooling off period to redeem the offer. Ideal timing for a springtime walk!

Where?

Where could you find this offer? The OVO Energy homepage, social media, paid media and featured on Green living sites (Edie.net, Portus POV, Eco living ideas and Green Friday).



“ **695** customers joined OVO in turning Black Friday Green over the weekend! ”

Results

OVO Energy saw a WoW (week on week) uplift of 13%, with the usual sales mix unchanged. 78.5% of UK regions saw an uplift in sales during the Green Friday promotion, with one region seeing an impressive 40% increase WoW.

During this period there was also a price drop across some tariffs, so how do we know the true effect of the Green Friday offer? Direct sign-ups increased 13% WoW (like we said), however, 63% of direct sign ups were for fixed tariffs not included in the price drop but included a National Trust voucher campaign.



Entertainment

Entertainment Gift Cards



Xbox

Denominations: £10, £15, £20, £25, £30, £35, £40, £45 and £50

Expiration: Non to promotional balances don't expire. Any promotional balance in your account is subject to expiration as set forth in the terms of the promotion.

Available: UK, USA, Canada

Sky Store

Range: £9.99, £17.99 and £25

Expiration: 6 months from date of issue, then 12 months from when added to your account.

Available: UK

Odeon

Range: £5 to £100

Expiration: If this card is not used for a period of 2 years, any remaining balance of value on this card will expire.

Available: UK

Google Play

Range: £1 to £500

Expiration: No expiry

Available: UK & US

Cineworld

Range: £1 to £300

(Available in Euro's for Republic of Ireland)

Expiration: 1 Year

Available: Selected Cineworld cinemas in the UK and the Channel Islands.

Cineworld

3 2 1... Action

Give the gift of the ultimate cinematic experience with a Cineworld gift card. Unlock new worlds, fall in love, dream big and laugh with the power of motion picture. From the latest blockbuster to streamed concerts, this is the gift of true entertainment!



Range: £1 to £300
(Available in Euro's for Republic of Ireland)



Expiration: 1 Year



Available in: Selected Cineworld cinemas in the UK and the Channel Islands.



All available Gift Cards

Adidas	eLearnGift	IKEA UK	ODEON	The Restaurant Card
Airbnb UK	Ember Inns	Innkeeper's Lodge	Pizza Express	The White Company
AirlineGift	Ernest Jones	Inspire TravelCard	Pizza Hut	Ticketmaster UK
ALDI	Eurostar	JD Sports	Prezzo	TK Maxx
All Bar One	FatFace	Jet2Holidays by Inspire	Primark	Toby Carvery
Amazon	FlystayGift	Just Eat	Rakuten TV	Totally Well
Argos	Foot Locker	Laithwaite's Wine	Red Letter Days	ToursGift
ASDA	Footasylum	lastminute.com Travel Gift Card	RentacarGift	TripGift
Ask Italian	Global Hotel Card	Lavish Spa Vouchers	Reward Pass MASTERCARD®	Turtle Bay Restaurants
ASOS	GlobalGiving	Leisure Vouchers	Rewards Earth	Uber Eats
B&M	Go Ape	London Theatre Direct	River Island	Uber Rides
Bloom & Wild	Google Play	Love2Shop Rewards	Royal Caribbean by Inspire	Urban
Bonmarché	Great British Pub	M&S	Sainsbury's	Vintage Inns
Boohoo.com	Greggs	McColls	Screwfix	Virgin Experience Days
BoohooMAN	H Samuel	Miller & Carter	Sizzling Pubs	Virgin Gift Card
Boots Digital	H&M UK	Mock Brand	Spabreaks.com	Wagamama
Browns	Habitat	Morrisons	Sports Direct	Waterstones
Butlins by Inspire	Halfords	Naked Wines	Spotify	Wayfair UK
Buyagift	Harvester	NastyGal	Stonehouse	WHSmith
Caffè Nero	Harvey Nichols	National Book Tokens	Superdry	Xbox
Clarks	HelloFresh	National Express	tastecard	YouChoose All Access Digital
Costa	Hobbycraft	National Trust	Tesco	Zalando
Côte Brasserie	Homesense	New Look	The Body Shop	Zizzi
Currys PC World	Hoseasons by Inspire	Nicholson's	The Dining Out Card	
Decathlon	Hotels.com	Nike	The Entertainer	
Deliveroo	HotelsGift	Not on The High Street	The Hotel Card	
Disneyland Paris by Inspire	Iceland	O'Neill's	The National Garden Centre	

Didn't find what you were looking for?

We're always expanding our catalogue so let us know what you need and we'll endeavour to make it happen.

[Get in touch](#)