



Spotlight on...

## Gift Links

Gift Links are an alternative to email-based rewards. Each Gift Link is a totally unique, one-of-a-kind web link that leads to a reward.

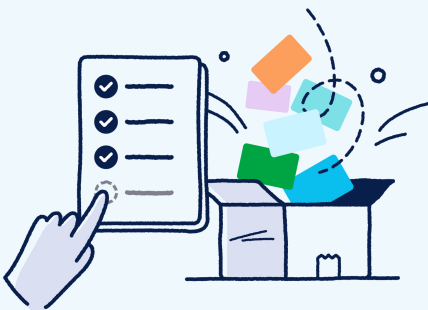
Gift Links are delivered to your inbox in a file. You can distribute them to your contacts using bulk email solutions, text messages, or printed cards.

- ✓ Embed links in surveys
- ✓ Text links to contacts
- ✓ Print links on cards to hand out at events
- ✓ White-label gift links for a bespoke experience



Use Gift Links for...

- Surveys and feedback collection
- Trade shows and events
- Prize draws and sweepstakes



## How to order Gift Links



1. Build your reward template in the **Templates** section
2. Select **New Order** in the Orders section
3. Select your **Template**



4. Select **Order Gift Links** as the Delivery Method
5. Specify the **number** of links you need
6. Place your order



7. Check your inbox for an email from Giftbit with a **CSV file** attachment

[Continue to instructions for distributing Gift Links](#)



## Mail merge Gift Links into bulk emails or text messages

**Bulk emails and text messages are just two of the ways you might distribute gift links to your contacts. Feel free to get creative!**

You can use a mail merge to match up a list of contacts and a list of gift links, in order to deliver your rewards in the form of bulk emails or text messages. Lots of email solutions support some sort of mail merge option. Refer to the help instructions for the solution of your choice for the exact steps.

### **Create an embedded data field**

1

In order to insert a unique gift link into each message, the delivery solution needs to support embedded data fields. Start by creating the embedded data field and adding it to your message. Each link will be 27 characters including the URL scheme.

### **Assemble the mail merge list**

2

Create a spreadsheet with the contact details for each email recipient. The spreadsheet will have a column for the email address or phone number and a column for the gift link. You might include additional columns if you want to personalize the message with the recipient's first name.

### **Upload your contacts and Gift Links**

3

Upload your contact list to the delivery solution. The solution should ask you to map each of the columns in the sheet to fields in the bulk email solution. This is how you'll connect the column with the gift links to the embedded field in the message.



**Once your contacts and Gift Links are imported successfully you're ready to send your emails or text messages**

[Continue to Frequently Asked Questions and answers](#)





## FAQs & Answers



### **Do Gift Links expire?**

**Answer:** Yes, Gift Links have an expiry that you customize in your reward template. You can choose an expiry period of 1–365 days. For the best experience, be sure to distribute your Gift Links promptly after they're ordered.



### **What happens if I lose the file with my Gift Links?**

**Answer:** The unique codes for your gift links appear in the Operations report. You can also contact our support team if you have any challenges with your gift link orders. Be sure to store gift link files securely and keep links private.



### **Can I select both Order Gift Links and Email to Contacts in the same order?**

**Answer:** No, rewards are either delivered directly to contacts as emails or delivered to you as Gift Links. There is no option to do both delivery options in the same order.



### **Can I give the same Gift Link to multiple contacts?**

**Answer:** Each Gift Link is a one-of-a-kind reward and you should not give the same link to more than one contact. Once redeemed, anyone with a copy of a Gift Link can access the consumer gift card revealed in that reward. Giving the same link to multiple parties could lead to a bad experience.

For more tips on using Giftbit visit [help.giftbit.com](https://help.giftbit.com)  
or reach out to [support@giftbit.com](mailto:support@giftbit.com)