



Leveraging Life's Memorable Moments!®

BIRTHDAYPAK

- Delivers gifts to affluent females that live close-by celebrating their birthday...a proven trigger for consumer spending!
- Competitive rates that result in ROI for the client.
- Steady, trackable transactions throughout the year.
- Gift cards are valid for 90 days.
- Reaches different audience each month.

VS

DEAL PROVIDERS

- Delivers deals to a broad audience from a vast geographic region that are looking for a bargain.
- Large percentage of the revenue earned from deal is taken by the provider.
- Drives influx of consumers at one time.
- Promotions often require a certain number of consumers to purchase to be valid.
- Reaches same subscribers every time.



WHY CHOOSE BIRTHDAYPAK FOR YOUR BUSINESS?

With a combination of print and digital marketing, BirthdayPak drives new and repeat customers and converts birthday celebrations into profitable transactions!