



"Having gift cards really took our Fuzzibucks to a new professional level within the adult community. We're seeing professional organizations like banks using our gift cards as employee rewards and incentives."

Sweet success with MercuryGift® cards

Candy, Chocolate and more

Fuzziwig's Candy Factory has 64 stores in 23 states specializing in everything sweet.

The Challenge:

- Paper certificates are easy to duplicate and lose track of
- Lost revenue, ie: employees gave away certificates to friends
- Offer a product that also appeals to adults



Value Drivers: Replace paper certificates • Provide a flexible gift option

The Solution:

- Fuzziwig gift cards using MercuryGift
- Real-time transaction reporting simplifies measuring gift card sales
- Gift cards cannot be duplicated or given away for free
- Gift cards' higher perceived value extends the appeal to adults

perceived
value 
is much higher

sales increased 
to adults and other businesses

"It's effortless to log on to the portal and view all the information I need. MercuryView™ online reporting took all the managing and accounting out of gift cards for us."

