



For Immediate Release

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## **Yiftee Powers 100s of Mobile Promotions Through the Holidays & All Year Long**

MENLO PARK, Calif., Yiftee, a leading provider of data-driven mobile promotions and gifting solutions, announced today that more than 50 restaurant and retailer brands representing over 300 locations are using its platform to power eGift, interactive SMS Texting and Mobile Rewards promotions this holiday season. With Yiftee's unique digital solutions merchants can create seamless promotions that entice shoppers and drive incremental spending.

Kicking off the holiday season, this year's Cyber Monday made history with a spending increase of 12.1% over last year to \$3.45 Billion, according to Chain Store Age. As more people take to their phones and the web to do their shopping, it should come as no surprise that digital sales will continue to grow, with Adobe Digital Insights projecting online holiday shopping to drive \$91.6 billion in sales. Bolstering this trend further are the impressive online deals that restaurants and other retailers are offering this time of year. Buy-One-Get-One (BOGO) deals for eGift Cards (*the most requested holiday gift 10 years running*) are plentiful during the holidays and provide excellent value for the buyer.

Yiftee's platform enables restaurants and retailers to continue to build sales, engage customers and surprise and delight them with its unique digital solutions all year long. Included in Yiftee's repertoire of digital offerings are interactive email, social, print, TV, radio and billboard SMS promotions, sports and entertainment event marketing, and other promotions. Yiftee clients leverage these programs for customer acquisition, loyalty rewards, brand awareness, grand openings, new product announcements, guest recovery, holidays, limited time offers, birthday or email clubs and more.

"Yiftee's mobile promotions and gifting solutions enable our clients to boost their sales while thrilling their customers year-round," says Donna Novitsky, Yiftee's CEO. She continues, "All of this is mobile, all of it is tracked, and all have customized mobile reminders which reinforce the merchants' brands. Yiftee's tracking ability is key because our analytics enable clients to review results and continually finesse their promotions."

Yiftee restaurants and retailers offering holiday eGift Card promotions are below. For a full list of eGifts powered by Yiftee, please visit [here](#).



[Baker Brothers Delis](#) - Get a \$5 Dining Card with every \$25 Gift Card Purchase

[Bucket & Bay Craft Gelato Co](#) - Send a \$30 eGift get a \$10

[Bulldog Ale House](#) - Send a \$50 eGift get a \$25 gift

[Charlie Hooper's Bar and Grille](#) - Receive a FREE \$5 Bonus Card with every \$25 in Gift Cards purchased

[The Well](#) - Receive a FREE \$5 Bonus Card with every \$25 in Gift Cards purchased

[Lews](#) - Receive a FREE \$5 Bonus Card with every \$25 in Gift Cards purchased

[Chicago Oyster House](#) - Buy a \$10 Gift Card get a \$10 Bonus

[Coastal Taco Bar](#) - Buy a \$25 eGift Card, Get a \$5 Gift for yourself

[Elephant Bar](#) - Receive a \$10 Dining Card with every \$50 Gift Card Purchase

[Fireside Pies](#) - Receive a \$10 Dining Card with every \$50 eGift Card purchase

[Genghis Grill](#) - With every \$25 eGift Card purchase get a \$16.67 dining card

[Goodcents Subs](#) - Get a free \$5 bonus card with every eGift Card purchase

[Isabella's](#) - With every \$25 eGift purchase receive a glass of wine

[Jujubeet Juice Bar](#) - Buy a \$20 eGift Card and get 10% off on your next visit

[La Carreta](#) - buy a \$100 eGift Card, get a \$20 gift for yourself

[Matador Cantina](#) - Free \$25 eGift Card with \$100 eGift Card purchase

[Miss Shirley's Café](#) - buy a \$100 eGift Card and get a \$20 eBonus Card

[New Moon Restaurant](#) - buy a \$50 eGift Card and get \$10 worth of appetizers

[Paciugo Gelato Caffè](#) - Buy a \$20 eGift Card, get a free \$5 eGift Card (TX only)

[Pepper Smash](#) - Receive a \$10 Dining Card with every \$50 eGift Card purchase

[Richard Rawlings Garage](#) - Receive a \$5 Dining Card with every eGift Card purchase



[Rockin' Baja Lobster](#) - Buy a \$100 eGift Card, get a \$20 eGift Card

[Ruby Tequila's](#) - Buy a \$25 eGift Card and get a \$16.17 dining card

[Sunshine Bowling Center](#) - Buy a \$25 eGift Card and get a Free Milk Shake, Buy a \$25 eGift Card and get a free milkshake

[Sunny Days Ice Cream](#) - Buy a \$25 eGift Card and get \$5 for yourself

[Tangles VIP Tanning Salon](#) - Purchase an eGift Card of \$75 dollars or more and receive a \$25 eGift

[Trax Restaurant & Café](#) - Buy an eGift of \$100 or more and get 10% off on your next visit

[Clinkerdagger](#) - Purchase \$100 worth of eGift Cards and receive a \$20 eBonus Card

[Cutters Crabhouse](#) - Purchase \$100 worth of eGift Cards and receive a \$20 eBonus Card

[Fondi](#) - Purchase \$100 worth of eGift Cards and receive a \$20 eBonus Card

[Henry's Tavern](#) - Purchase \$100 worth of eGift Cards and receive a \$20 eBonus Card

[Horatio's](#) - Purchase \$100 worth of eGift Cards and receive a \$20 eBonus Card

[Kincaid's](#) - Purchase \$100 worth of eGift Cards and receive a \$20 eBonus Card

[Maggie Bluffs](#) - Purchase \$100 worth of eGift Cards and receive a \$20 eBonus Card

[Manzana](#) - Purchase \$100 worth of eGift Cards and receive a \$20 eBonus Card

[Newport Seafood Grill](#) - Purchase \$100 worth of eGift Cards and receive a \$20 eBonus Card

[Palisade](#) - Purchase \$100 worth of eGift Cards and receive a \$20 eBonus Card

[Palimino](#) - Purchase \$100 worth of eGift Cards and receive a \$20 eBonus Card

[Port City Grill](#) - Purchase \$100 worth of eGift Cards and receive a \$20 eBonus Card



[Portland Seafood Company](#) - Purchase \$100 worth of eGift Cards and receive a \$20 eBonus Card

[Prime Rib & Chocolate Cake](#) - Purchase \$100 worth of eGift Cards and receive a \$20 eBonus Card

[Ryan's Grill](#) - Purchase \$100 worth of eGift Cards and receive a \$20 eBonus Card

[Scotts Bar & Grill](#) - Purchase \$100 worth of eGift Cards and receive a \$20 eBonus Card

[Simon Seaforts](#) - Purchase \$100 worth of eGift Cards and receive a \$20 eBonus Card

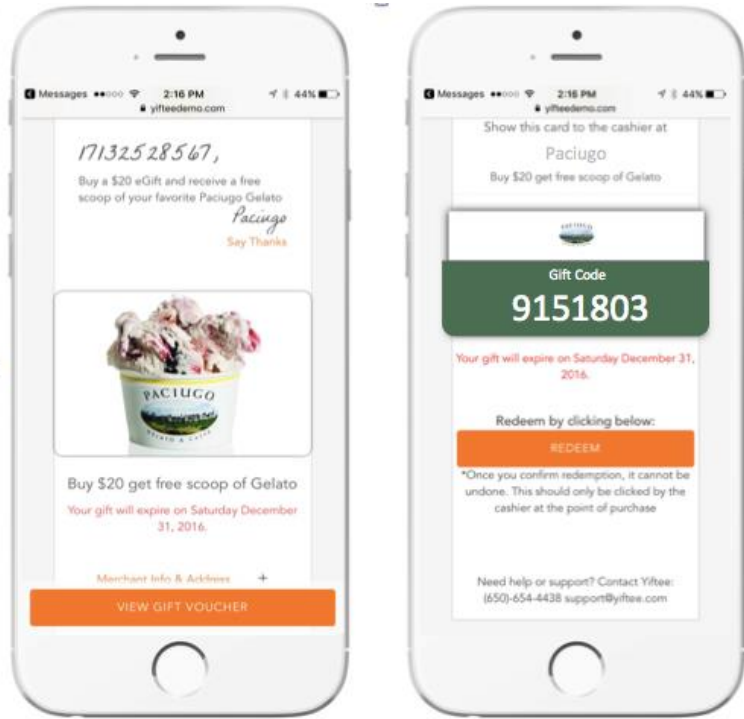
[Skates on the Bay](#) - Purchase \$100 worth of eGift Cards and receive a \$20 eBonus Card

[Stanfords](#) - Purchase \$100 worth of eGift Cards and receive a \$20 eBonus Card

[Stanley & Seaforts](#) - Purchase \$100 worth of eGift Cards and receive a \$20 eBonus Card

### **About Yiftee™**

Yiftee is a Data-Driven Mobile Promotions & Gifting company serving multi-location restaurants, retailers and other partners. Yiftee helps its clients increase revenue by acquiring new customers and driving frequency. In addition to selling custom-branded eGift cards for clients' websites and Facebook pages, merchants can use Yiftee for BOGO, SMS, email and Twitter campaigns, and Birthday Club promotions, as well as incorporate Yiftee into their Loyalty rewards and customer recovery programs. Yiftee delivers greater value and better results than physical gift cards or coupons with promotions that typically garner 20% – 85% redemption rates. Yiftee requires no technology or POS integration, protects clients from fraudulent transactions, and can be up and running in no time. To learn why more than 56,000 businesses use Yiftee, please visit [yiftee.com](http://yiftee.com) Twitter: [@Yiftee](https://twitter.com/Yiftee), Facebook: [facebook.com/yiftee/](https://facebook.com/yiftee/) or contact 650-564-4438 or [info@yiftee.com](mailto:info@yiftee.com)



**Buy-One-Get-One (BOGO)** – Many Yiftee Clients are offering bonuses to buyers when they purchase eGifts for a certain amount, such as this free scoop of ice cream from Pacigo.