



Donna Novitsky
Yiftee, Inc. CEO
650-533-0938
Donna@Yiftee.com

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YIFTEE™ LAUNCHES “TEXT-A-GIFT” – ENABLES RETAILERS AND RESTAURANTS TO ENGAGE WITH CUSTOMERS

Ties Measurable Action to Print, Radio, Social, Sports and TV Advertising

Menlo Park, Ca – April 21, 2016 – Today Yiftee launched “Text-a-Gift,” a new marketing service that builds on the award winning Yiftee eGift Card. By using this new SMS marketing tool, businesses can now connect with customers, track promotional efforts and know exactly how effective their advertising methods are at driving customers in store. Merchants have used Text-A-Gift to quickly build SMS lists and instantly reward new and existing customers who text in to receive promotions and news.

SMS text marketing has recently gained in popularity among top brands, due to open rates of 80% and higher. Yiftee’s Text-a-Gift is unique in many ways: gift recipients get reminders to redeem their gifts, driving higher in-store traffic than others that are quickly forgotten. With Yiftee, merchants have visibility into gift open rates and redemption rates by store, and confidence that gift codes cannot be abused on social media. For multi-location merchants, the gift payment always goes to the location that redeemed the gift, with no special accounting. Since text marketing is 100% permission based, the only people who receive sent marketing messages or reminders are engaged customers interested in doing business.

For a limited time, businesses can try Text-A-Gift for FREE by sending the word “MOM” via text to: **650.460.3657**

RetroFitness, a health club with over 150 locations, ran a “Text-a-Gift” banner on their TV ads, inviting viewers to text in to get a gift. Participants immediately received an eGift Card on their phones that they could redeem in the club towards a membership. “Millennials have redefined the way audiences of all ages can be reached, and Yiftee provides a fresh, measurable way for us to catch consumers’ attention across an array of media outreach -- TV, radio, print, social, even billboards! -resulting in tremendous membership and sales growth,” said

Yiftee, Inc. 565 Middlefield Rd, Suite 200, Menlo Park, CA 94025

Robbie Sprechman, CFO, RetroFitness.

Text-A-Gift combines the simplicity and measurability of a merchant's eGift Card with the attention-grabbing nature of an opt-in text message. Yiftee merchants experience from 20% to 85% of Text-a-Gift recipients actually redeem their gift in store, depending on the offer, far exceeding traditional coupon redemption rates.

About Yiftee

Yiftee (Yiftee.com) is the award winning no hassle gift card and promotion solution with no special technology or POS integration, no revenue-share, no discounting, and no special accounting. Franchises, chains and single-store merchants gain additional sales, foot traffic, and an eGifting capability like big retailers. Consumers, corporations, and merchants use the Yiftee mobile and online app to send thoughtful, unexpected gifts via Twitter®, email, and text. Recipients pick up their Yiftee gifts using their smartphone at their favorite local restaurants and shops, driving profitable business to those merchants. Yiftee redemption is powered by MasterCard®. Twitter: @Yiftee. Facebook: www.facebook.com/yiftee. Send a Yiftee from any of 55,000+ local merchants and national brands.

END

Contact:

Donna Novitsky
CEO

donna@yiftee.com 650-564-4438

Add "Text-a-Gift" to Make Ads Measurable

Engage Your Customers And Bring Them In Store



TV Commercials



Vehicle & Bus Wraps



Radio



Social Media



Print Ads



Post Cards/Flyers

TRY IT! TEXT "MOM" TO 650.460.3657 FOR A FREE DEMO eGIFT CARD!



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