



# Marda Loop BIA Neighbourhood e-Gift Card

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**REASONS FOR YOU  
TO BE A PART OF THE  
MLBIA NEIGHBOURHOOD  
e-GIFT CARD PROGRAM**



**MARDA LOOP**  
*where life connects*



# Marda Loop Neighbourhood e-Gift Card

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## FOUND MONEY

You do not need to do any promotion.

The Marda Loop Neighbourhood e-Gift Card is paid for, marketed and promoted by the Marda Loop to increase traffic for all merchants and members.

## EASY MONEY

Accepting the Marda Loop Neighbourhood e-Gift Card is (almost) as simple as accepting cash. It does not require being integrated into your POS system. Redemption is handled by internet software.

## FREE MONEY

There is no redemption charge, commission or 'processing fee' for you to accept the Marda Loop Neighbourhood e-Gift Card. All charges have been pre-paid by your Marda Loop BIA.



# Marda Loop Neighbourhood e-Gift Card **MERCHANT MANUAL**



## **REGISTERING YOUR BUSINESS**



**MARDA LOOP**  
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Over 500 merchants from all over Canada already participate in the Neighbourhood e-Gift Card programs administered by AnyCard.ca.

Marda Loop has a dedicated Senior Account Manager, Kelly Shipman, who will assist you and help you set up the banking information for you to receive transfers. Kelly can be reached at [kellys@anycard.co](mailto:kellys@anycard.co)

When information about you is entered – company name and website, contact information, etc. and your Username and Passwords are set up for the administrator and staff, that's it!

## **YOU'RE READY TO GO!**



# Marda Loop Neighbourhood e-Gift Card **MERCHANT MANUAL**



## **REDEEMING AN e-GIFT CARD:** **Overview**



e-Gift Cards come in both electronic and physical versions. Each card has a unique 9 digit Authorization Code that your staff will submit over the internet to the AnyCard.ca site where you registered.



Your staff will also submit the amount of the sale and the AnyCard software will deduct that amount from the card's balance.

You will receive your payment of the sale amount via Electronic Funds Transfer (EFT). Reconciliations are done each Monday and typically your deposit will be sent through the bank 1-2 business days thereafter.



# Marda Loop Neighbourhood e-Gift Card MERCHANT MANUAL

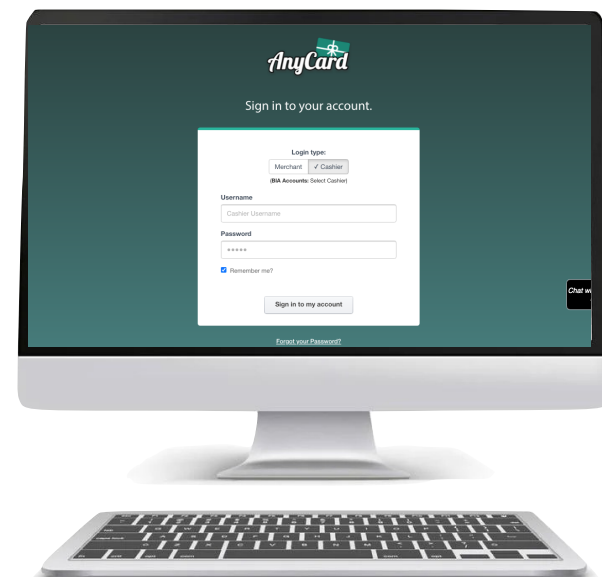
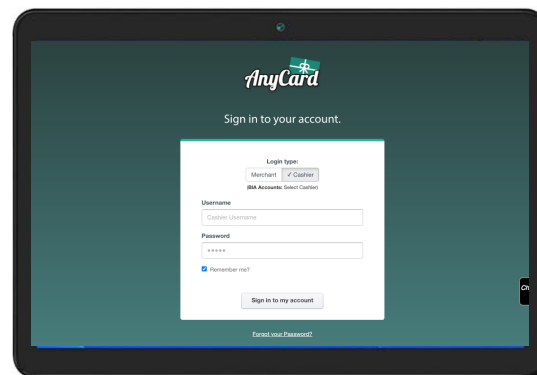
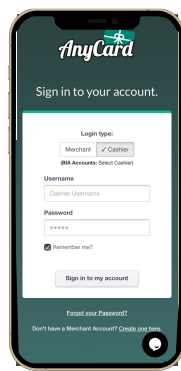


## REDEEMING AN e-GIFT CARD: Staff Instructions

Visit the AnyCard.ca site on any internet linked device, phone, tablet or computer.

<https://anycard.ca/customer/signin>

**It can be a business OR personal device, it will never access any information other than your merchant Username and Password**





# Marda Loop Neighbourhood e-Gift Card MERCHANT MANUAL



## REDEEMING AN e-GIFT CARD:

### Staff Instructions

#### 1: SIGN IN AS 'CASHIER'

AnyCard  
Sign in to your account.

Login type:  
Merchant  
✓ Cashier  
(BIA Accounts: Select Cashier)

Username  
Cashier Username

Password  
\*\*\*\*\*

Remember me?

Sign in to my account

#### 2: LOCATE CARD 9 DIGIT CODE



#### 3: ENTER CARD CODE, THEN 'SEARCH'

Redeem an e-Gift Card

Code  Search

#### 4: SCROLL DOWN, ENTER AMOUNT

Complete a Transaction

Gift Card Balance \$25.00

Transaction Amount \$ 10.12

#### 5: CLICK 'PROCESS TRANSACTION'

Process Transaction Resend Gift Card



# Marda Loop Neighbourhood e-Gift Card

## **MERCHANT MANUAL**

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# THAT'S IT!

## TIPS:

Make sure your staff knows the login address, Cashier Username and Password and is familiar with the e-Gift Card Transaction Process.

Set up a bookmark on the computer used by staff or get staff members to bookmark **<https://anycard.ca/customer/signin>**

We have provided you with instruction sheets for your staff. Fill in the Cashier Username Password and they have all the information they will need.

The Cashier Login is entirely separate from the Merchant Login. Your staff will never have access to any information on payment other than what is on the screen.

The funds will be automatically placed into the bank account you provided.

Your payment will be sent the Monday following redemption.



Marda Loop Neighbourhood e-Gift Card

# MERCHANT MANUAL



## BUILDING TRAFFIC WITH THE MARDA LOOP NEIGHBOURHOOD e-GIFT CARD

**A recent customer survey indicates that over a third of Marda Loop visitors, and a majority of 18 to 34-year-olds, were extremely/very likely to purchase a Marda gift card.**

e-Gift Cards are a way that people familiar with our great neighbourhood invite their friends and family – who may not be as familiar – to discover all Marda Loop has to offer.

People with a Marda Loop e-Gift Card are not here to browse – they are here to spend their gift money – and more:

**Typically, a customer redeeming a gift card spends 50% to 70% more than the value on the card.**

The Marda Loop BIA regularly gives away gifts cards as promotions through social media as well as rewards/incentives for consumers in our restaurants, hotels, shops and services.