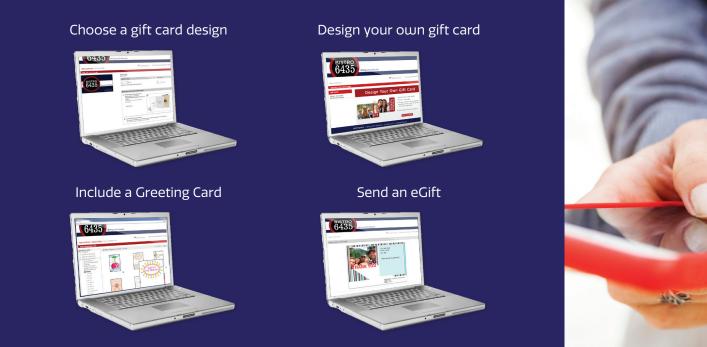Card Studio* is a merchant branded, eCommerce website that enables round-the-clock gift card sales. Your customers can select from a wide selection of physical or eGift cards, or create unique cards using their own personal photographs. The Card Studio website is set up and designed for you, so that selling cards on line is a turnkey solution for your business. Unlike alternative solutions that require merchants to produce and deliver cards, Worldpay handles all facets of card printing and shipping. With Card Studio, you'll never miss out on another gift card sale.

Choose a gift card design

Design your own gift card

Include a Greeting Card

Send an eGift

How to make Card Studio work for your business and how to technically implement the feature

Drive online gift card sales—add the Card Studio link to your website
Make it easy for your customers to purchase your gift cards online by adding the Card Studio link to your business website. Customers who visit your website can quickly and easily purchase gift cards from your site by clicking on a gift card link/button. After customers click on this link, they will be redirected to your Card Studio gift card order website. Worldpay will print the selected gift card and personalized greeting card, load the card with the desired amount, and mail it to the recipient.

Steps to take:

1. Add an "Order gift card" image to your website. Example image:

   Order gift card

   BISTRO 6435 dining with altitude

2. Link the image to the Card Studio page, located here:
   https://storecard.mercurypay.com/CardStudioExt/?bid=XXXXXX

   Contact your Worldpay StoreCard representative to obtain your unique Business ID.

Drive online gift card sales

Add the Card Studio link to your Facebook business page

Make it easy for your customers to purchase your gift cards online by adding the Card Studio link to your business Facebook business page. Customers who visit your page can quickly and easily purchase gift cards by clicking on your Card Studio link. After customers click on this link, they will be redirected to your Card Studio gift card order website. Worldpay will print the selected gift card and personalized greeting card, load the card with the desired amount, and mail it to the recipient.

Steps to take:

Post on your timeline that your gift cards are now available online. Consider using a holiday-themed announcement or fun introduction. Then drop in a live link (URL) of your Card Studio website (example below).

2 easy steps:
1. Go to your personalized Card Studio page and copy the link from your internet browser's address bar.
2. Copy the link into the "Post" section of your wall.

The live link will take your friends directly to your personalized Card Studio website. The post will also automoatically include a live image of your StoreCard artwork by dropping in the live link.

The Card Studio link: https://storecard.mercurypay.com/CardStudioExt/?bid=XXXXXX

Note: You must add your business ID number (BID) in place of the XXXXXX placeholder text above. Your BID number can be found in the copy on the back of your plastic StoreCard, as indicated to the right.

✎ **Tips**

· Card Studio can also be accessed by card holders through the StoreCard Manager. The more ways that you can tell your customers about gifting opportunities the better!

· Cardholder support is handled at 800.605.9722.

*Card Studio is charged at 10-20% of the online card sale depending on set up. Check your StoreCard agreement for your price.
*Card Studio is not available in Canada