

Sell gift cards

Turn on emailed gift cards in your store, then see what has sold, resend a lost card or deactivate one.

Add-on [Online store](#)

A gift card is an emailed code worth an amount the customer picks from the range you set. Customers type the code at checkout, and the card keeps its balance until it is used up.

Online stores are an add-on. If your site doesn't have one yet, ask us about adding it; we quote it in writing first.

Before you start

These steps are for stores that show **Manage Store** under **Store** in the side panel. If yours doesn't, email us and we'll check what your store offers.

Turn on gift cards

1. Log in to your site editor.
2. In the side panel, click **Store**, then **Manage Store**.
3. Click **Catalog**, then **Gift Cards**.
4. Click **Create Gift Card**. If gift cards are already set up, click **Edit Settings** instead.
5. Fill in the options:
 - o **Name**: what the card is called.
 - o **Amounts**: the store starts you with a few. Keep any new amount at or above your average product price.
 - o **Image**: the picture shown in your store.
 - o **Description**: anything customers should know about using it.
 - o **Categories**: the store pages where the card shows. Choose the store front page to feature it on your store's home page.
 - o **Expiry period**: cards never expire unless you pick a period. Rules on gift card expiry differ, so ask your accountant or lawyer before you set one.
6. Confirm your choices with the button on that screen.

The card is emailed to the buyer once the order shows as **Paid**.

How customers use a card

The buyer gets an email with the code, and can forward it to the person receiving the gift. At checkout, the code goes into a box that appears once gift cards are set up. A balance can be spent over several orders.

Good to know:

- One gift card per order.
- Coupons can't be used to buy a gift card, and a gift card can't buy another one.
- Ask your accountant how tax applies to gift cards. The store lists them as not tax free.
- Gift cards can't be added to a Facebook or Instagram shop.

Keep track of sold cards

1. Click **Catalog**, then **Gift Cards**. The page shows **Revenue**, **Redeemed**, **Unclaimed** and **Outstanding balance, lifetime**.
2. Click **View and manage all sold gift cards** to see each card.
3. Next to a card, click **Actions**, then **Resend gift card** if a customer lost the email.
4. To deactivate a card, click its current status, then **Deactivate**. Click the status again and choose **Activate** to turn it back on.

To stop selling them, set their status to **Disabled**. Cards already sold can still be used.

Need a hand?

If your site doesn't have this yet, ask us about adding it. We quote it in writing first, and nothing is billed unless you approve. Email hello@zossoz.com.

Already have a store? Email us if you'd like help setting up gift cards, issuing a free one or changing the gift card email, and we'll take care of it. We reply within one business day. See [Request a change](#).

Related guides: [Create a coupon code](#) · [Put a product on sale](#) · [Find and manage your orders](#) · [Change the emails customers get](#) · [Add a product](#)

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