

## Two Stones Pub Crushes eGift Card Sales with Factor4's Online Solution



Two Stones Pub, a six-location gastropub based in DE and PA, generated \$259,775 in sales from a one-day eGift card promotion.

### Here are highlights of the Promotion:

1. All sales took place online using Factor4's popular online gift card solution.
2. The promotion offered consumers a 33% discount on eGift cards.
3. It was the first time Two Stones Pub sold eGift cards.
4. Previously, customers had to go to their pubs and wait in long lines to buy plastic gift cards.
5. Shifting sales online to digital cards provided a valuable convenience to customers and saved the pubs' staff from having to process each sale.
6. Factor4 took away the workload while Two Stones Pub generated the sales.



### Testimonial from Michael Stiglitz, Co-Owner of Two Stones Pub:

"Factor4 is a lifesaver! They provided us with the opportunity to move to eGift cards during these challenging Covid times and that was amazing. They made the transition completely seamless without any interruption to processing gift cards. After just a few hours, we were up and running. Personally, I could not have envisioned a smoother transition. Throughout this process, Factor4 has been available 24/7 to respond to emails and phone calls. All our requests for assistance have been handled quickly and professionally. Because of the success of this promotion, our brewery, 2SP Brewing Company, will work with Factor4 to offer an identical promotion on February 2, 2022."

Learn more about Two Stones Pub: <https://twostonespub.com>

Contact Factor4 to learn how our Online Gift Card Solution helps merchants generate more revenue, attract new customers, and build brand loyalty.