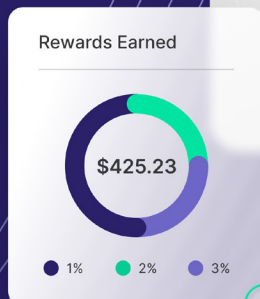


Why Giftbit trusted our APIs and JIT Funding to revolutionize their market-leading B2B rewards cards

Case study



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01.

Partner background

Giftbit: Digital gift card distribution for global reward and incentive programs

Founded in 2011 to help businesses achieve their goals with effective rewards and incentive programs, [Giftbit](#) offers a robust catalog of gift cards and prepaid cards—along with easy integration and transparent pricing—to ensure that businesses can effortlessly motivate their prospects, customers, partners, and employees.

Giftbit specifics



Vertical:
B2B rewards & incentives



Country established:
Canada



Scheme/Network:
Visa Prepaid Card



Tokenization enabled:
No



Just-in-Time (JIT) Funding:
Yes



02.

The problem

Legacy reward systems and card suppliers create friction in the incentive space

Visa Prepaid Cards are a top reward option in Giftbit's incentive programs. They're universally recognized and appeal to broad demographics—which is important for recruiting incentive program participants from all walks of life. Also, as a card network, Visa **maximizes recipient choice, resulting in happy shopping experiences—which encourages repeat or sustained program participation.**

However, while Giftbit knew that Visa would play a strategic role in their reward catalog, they were also keenly aware of all the following challenges introduced through legacy systems and suppliers of prepaid cards in the incentive space:

- **Lengthy and redundant** due-diligence processes
- **Time-intensive sales and onboarding plans** requiring significant upfront annual projection commitments
- **Unproductive contractual obligations** like exclusivity and monthly minimum purchase requirements
- **Convolved pricing** with complex fee structures
- **Antiquated card-processing** technology
- **Frustrating and unnecessary steps being added** to the cardholder experience to optimize unspent value for the program manager

And it all seemed to get in the way of Giftbit's mission to make the rewards experience simple and delightful throughout the entire program lifecycle.



03.

| The solution

APIs and JIT Funding that revolutionize the end-to-end prepaid reward card journey

[Marqeta's modern card-issuing APIs](#) make Giftbit's market-leading Visa Prepaid Card possible.

Leveraging them on the backend kept Giftbit in the driver's seat to design a transparent and easy experience throughout every step—from reward delivery to card activation—and even when chargebacks or other cardholder inquiries might arise. **Our advanced endpoints, callbacks, and attributes for the developers ensure that Giftbit has full control** over the sending, receiving, and spending of Visa cards.

Moreover, [Marqeta's Just-in-Time \(JIT\) Funding](#) functionality helped create more cash flow for Giftbit since they didn't have to pay for "funding" the cards until the recipient attempted a purchase. This differs from legacy prepaid partners, which require an upfront deposit when the card is issued. However, with JIT Funding, **when the card goes through the pre-authorization and clearing steps, funds are simply, automatically deducted from Giftbit's prepaid balance.**



04.

The results

Instant, scalable reward delivery for any B2B growth or engagement program

As a modern card processor, Marqeta empowered Giftbit to deliver an exceptional Visa Prepaid Card experience that works for businesses of all shapes and sizes. Here's the advantage that Giftbit now has over other rewards providers, across a handful of key deciding factors:



Client onboarding timeline

Takes only days now,
instead of months



Card package setup

Ready immediately, instead of
in weeks (or even months)



Reward deliverability

Full transparency, instead
of little to none of it



Commercial obligations

None. No more having to meet a monthly
minimum, a \$1M annual forecast,
and/or agree to usage exclusivity.



Cardholder friction

Simply activate and spend. No need to
create an account, download an app, and
go through multiple activation steps.

As a result of this partnership between Giftbit and Marqeta, buyers can now sign up and start sending out rewards cards right after a straightforward Know Your Business (KYB) check. And recipients can activate their cards seamlessly and start spending with them immediately. All in the name of transforming the world every day through rewards—and **turning rewards into revenue.**

“

Marqeta's customizable prepaid Visa solution empowers our customers to launch reward campaigns that resonate deeply with their audience, delivering meaningful rewards with minimal oversight required. Without this prepaid option, we couldn't provide the impactful solutions our customers rely on to engage their audiences effectively.

SOFIA BALTASAR, HEAD OF CUSTOMER SUCCESS, GIFTBIT

05.

About Marqeta

Marqeta's modern card issuing platform empowers its customers to create customized and innovative payment cards. Marqeta's platform, powered by open APIs, gives its customers the ability to build more configurable and flexible payment experiences, accelerating product development and democratizing access to card issuing technology.

Its modern architecture provides instant access to highly scalable, cloud-based payment infrastructure that enables customers to launch and manage their own card programs, issue cards, and authorize and settle transactions.

Marqeta built its simple, trusted, and scalable platform from the ground up to help companies design seamless payment experiences, streamline purchase flows, and bring products to market faster while minimizing fraud risk.

Card issuing: Instant issuance of physical, virtual, and tokenized cards with direct provisioning to digital wallets

Card processing: Real-time funding using our Just-in-Time (JIT) Funding™ feature with dynamic spend controls to reduce fraud

Card applications: A suite of applications and tools that help you build, manage, and run your card program

Modern architecture: Developer-friendly, modern open APIs, cloud infrastructure, and webhooks

Marqeta is headquartered in **Oakland, California** and is enabled in **36 countries** globally.

For more information, visit [Marqeta | Modern Card Issuing and Payment Solutions](#)

 x.com/marqeta

 linkedin.com/company/marqeta-inc

You see a card.
We see endless possibilities.