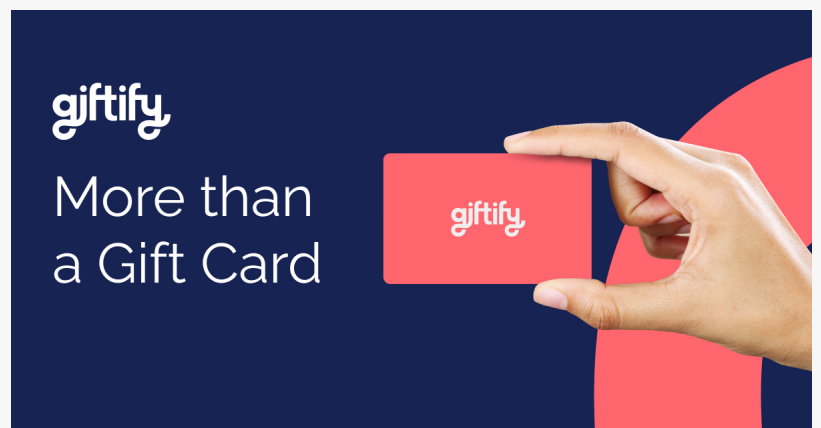


CardCash Deepens AI Implementation to Transform Efficiency and Strategic Planning

AI-Powered Digital Transformation Accelerates Growth Potential in Leading Gift Card Marketplace

SCHAUMBURG, IL, UNITED STATES, April 29, 2025 /EINPresswire.com/ -- [Giftify, Inc. \(NASDAQ: GIFT\)](#) (the "Company"), the owner and operator of [CardCash.com](#) and [Restaurant.com](#), and a leader in the incentives and rewards industry, today announced the strategic expansion of Artificial Intelligence (AI) tools across its operations to streamline internal processes, minimize manual workload, and support faster, data-driven decision-making.

[The Company](#) has been implementing practical AI systems across multiple departments, focusing on tangible operational improvements that deliver efficiency gains that enhance productivity and performance.



GIFT card



CardCash logo large

STRATEGIC AI IMPLEMENTATION DRIVING OPERATION EXCELLENCE

In the marketing department, CardCash recently deployed a sophisticated internal AI tool that evaluates outgoing customer communications for clarity, tone consistency, and content completeness. This innovative tool has transformed a formerly labor-intensive review process requiring multiple team members into a streamlined, automated system. This system not only identifies potential issues but provides constructive feedback on how messages may be received by consumers, enabling faster deployment of more effective communications.

This application exemplifies the Company's broader strategy of using AI to create smarter, more efficient, workflows that allow team members for focus on higher-value activities.



This systematic expansion of AI capabilities represents a core component of our broader operational efficiency initiatives."

Ketan Thakker, CEO

FROM CUSTOMER INSIGHT TO STRATEGIC ADVANTAGE

Additional initiatives are progressing in customer support operations, where advanced AI models are being utilized to analyze and categorize service tickets, identifying recurring issues and patterns. This visibility allows support teams to recognize emerging trends earlier and prioritize higher-impact improvements. CardCash is also developing tools

designed to make data more accessible — enabling non-technical team members to easily access actionable insights from company databases.

"Our AI implementation strategy is fundamentally about operational excellence," said Tom Butt, Chief Technology Officer at CardCash. "We're developing targeted solutions that eliminate inefficiencies in background processes—allowing our teams to dedicate more time to strategic problem-solving and less to routine administrative tasks."

"This systematic expansion of AI capabilities represents a core component of our broader operational efficiency initiatives," stated Ketan Thakker, Chief Executive Officer of Giftify. "By strategically deploying these technologies across key business functions, we're not only reducing operational costs but also enhancing our ability to scale operations while maintaining service quality—creating sustainable value for our stakeholders."

CardCash plans to continue developing targeted AI solutions throughout 2025, prioritizing tools that enhance speed, accuracy, and day-to-day productivity across all operational departments.

For more information, visit www.cardcash.com.

ABOUT GIFTIFY, INC.

Giftify, Inc. is a pioneer in the incentive and rewards industry with a focus on retail, dining & entertainment experiences, as the owner and operator of leading digital platforms, CardCash.com and Restaurant.com. CardCash.com is a leading secondary gift card exchange platform, allowing consumers and retailers to realize value by buying and selling gift cards at various scales. Its Restaurant.com is the nation's largest restaurant-focused digital deals brand. Restaurant.com and our Corporate Incentives division connect digital consumers, businesses and communities offering thousands of dining, retail and entertainment deals options nationwide at over 184,000 restaurants and retailers. Restaurant.com prides itself on offering the best deal, every meal. Our gift cards and restaurant certificates allow customers to save at thousands of restaurants across

the country with just a few clicks. For more information, visit: www.giftifyinc.com and www.cardcash.com and <https://www.restaurant.com>.

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