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# PHOTO ADVISORY: 2018 Gifting Trends by Loop Commerce, a Synchrony Solution

As the holiday season begins, GiftNow, a digital gifting platform provided by Loop Commerce, a Synchrony solution, unveils its [2018 gifting trends](#). When buying a gift, who do you think spends more – men or women? And did you know handbags and baby bouncers were among the top gifts this year? That and other gifting trends revealed in data gathered in the first 10 months of 2018 through GiftNow, a platform widely used by major retailers.

This press release features multimedia. View the full release here:  
<https://www.businesswire.com/news/home/20181120005373/en/>

Digital gifting insights, top gifted products, and device of choice - your 2018 gifting trends are here. New data trends are from GiftNow, a platform provided by Loop Commerce, a Synchrony solution. (Photo credit: Synchrony)

## About Synchrony

Synchrony (NYSE:[SYF](#)), is a premier consumer financial services company delivering customized financing programs across key industries including retail, health, auto, travel and home, along with award-winning consumer banking products. With more than \$130 billion in sales financed and 74.5 million active accounts, Synchrony brings deep industry expertise, actionable data insights, innovative solutions and differentiated digital experiences to improve the success of every business we serve and the quality of each life we touch. More information can be found at [synchrony.com](http://synchrony.com) and through Twitter: [@Synchrony](#).

## About Loop Commerce

Loop Commerce is driving a paradigm shift in commerce with its award-winning, patented GiftNow® platform and service by removing the obstacles consumers face when trying to buy a physical product as a gift for someone else. As the leader in the Gift-Commerce category, Loop offers an enterprise-grade, fully customizable solution that powers the digital gifting strategy for leading brands and retailers through a 360-degree platform. Through GiftNow®, retailers are able to offer their customers a full range of gift-shopping capabilities across all online and in-store channels, as well as an enhanced digital gift card experience. By personalizing the gifting process and tackling the challenges associated with commerce and online shopping, Loop makes buying gifts for others not only seamless and stress-free, but also provides consumers an accessible way to choose a thoughtful gift when no other option exists. Loop's solution allows for a seamless, zero-integration implementation with retailers' stores and ecosystem partners, unlocking new commerce opportunities and fueling increased business through incremental sales, while reducing costly returns and exchanges and improving customer acquisition and loyalty. The company built and optimized its groundbreaking SaaS solution with significant R&D and collective input from some of the largest and most demanding retail brands. Loop is backed by influential leaders in technology, e-commerce and retail. For more information about Loop Commerce, visit

our website [www.loopcommerce.com](http://www.loopcommerce.com), and follow us on [LinkedIn](#).

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