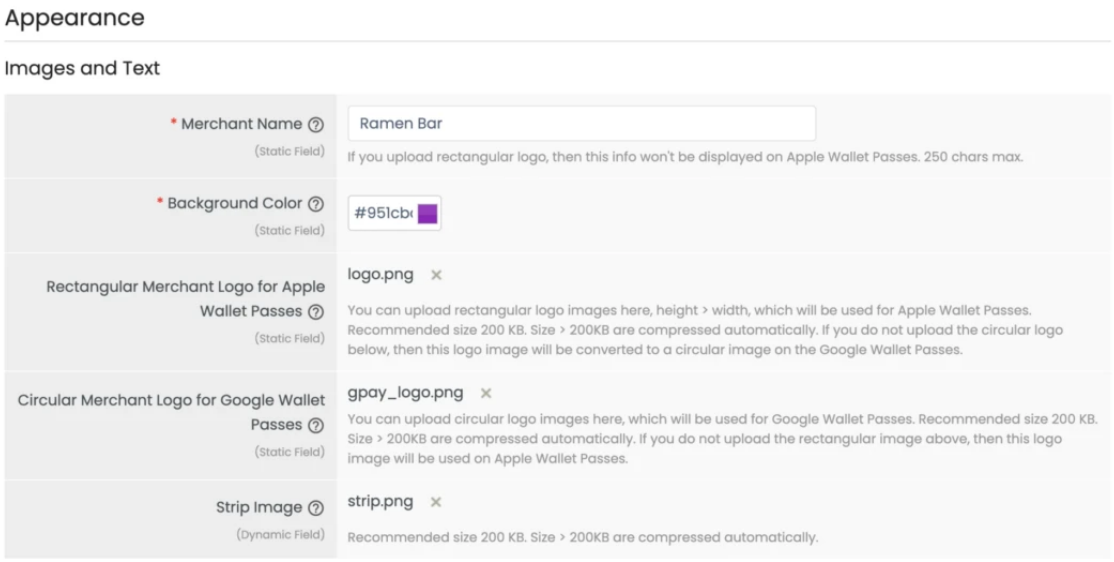
Creating a Pass Template for a Gift Card

Wallet Platform · https://www.walletthat.com/help/creating-a-pass-template-for-a-gift-card/

Pass Template Builder Settings for a Gift Card

Appearance

Customize the appearance for the gift card by adding strip images, logos, and background color.





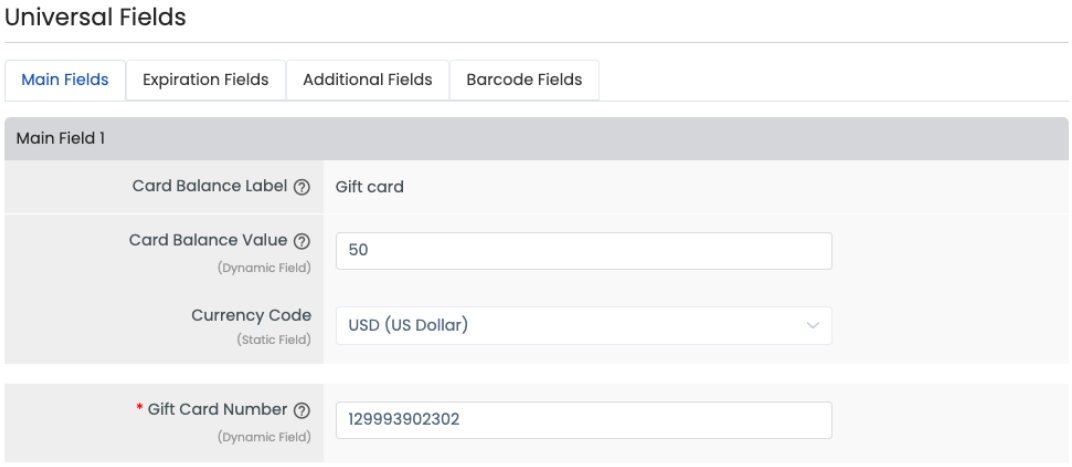
Field	Description
Merchant Name	The name of the company/organization issuing gift cards. The merchant name is displayed below the logo on Google Wallet passes and to the right of the logo on Apple Wallet Passes. An ellipsis will be displayed if the merchant name exceeds 20 characters. This is required.
Background Color	Set a background color for the Pass. The format is #rrggbb, where rrggbb is a hex RGB triplet, such as #ffcc00. The background color is the same for every Pass.
Merchant Logo for Apple Wallet	Upload the rectangular Merchant Logo that will appear on the customer’s gift card. The logo will appear square/rectangular in the top left corner of the Pass on Apple Wallet. It is recommended to leave the logo with a full bleed background color and a 15% margin.

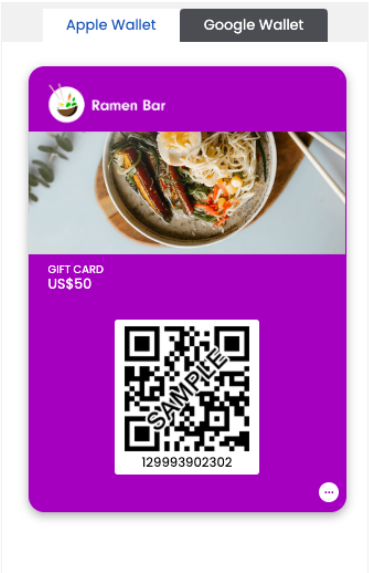
Field	Description
Merchant Logo for Google Wallet	Upload the circular Merchant Logo that will appear on the customer’s gift card. The logo will appear rounded in the top center of the Pass on Google Wallet. The minimum size for the logo is 660px by 660px. It is recommended to leave the logo with a full bleed background color and a 15% margin.
Strip Image	The strip image is displayed as a banner across the center of the Pass for both Apple Wallet and Google Wallet. The required image type is a PNG file. The recommended image size is 1032px by 336px. Use an image with a colored background for the best results.

Universal Fields

Main Fields

These fields will appear on the front of the Pass for both Apple Wallet and Google Wallet.

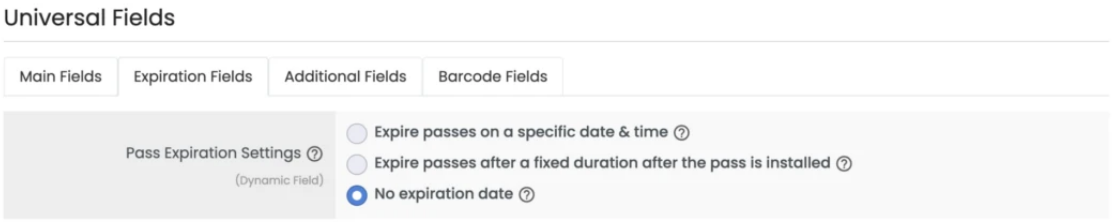


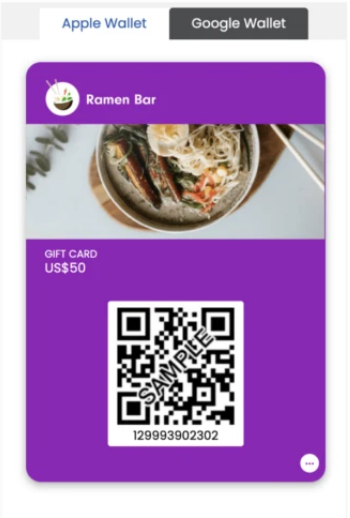


Field	Description
Card Balance Label	This is a fixed label for Gift Cards and will always appear as ‘Gift Card’

Field	Description
Card Balance Value	The monetary value or balance of the Gift Card
Currency Code	Select the currency code for the monetary value of the gift card.
Gift Card Number	The gift card number. This number appears below the barcode on both Apple Wallet and Google Wallet

Expiration Fields

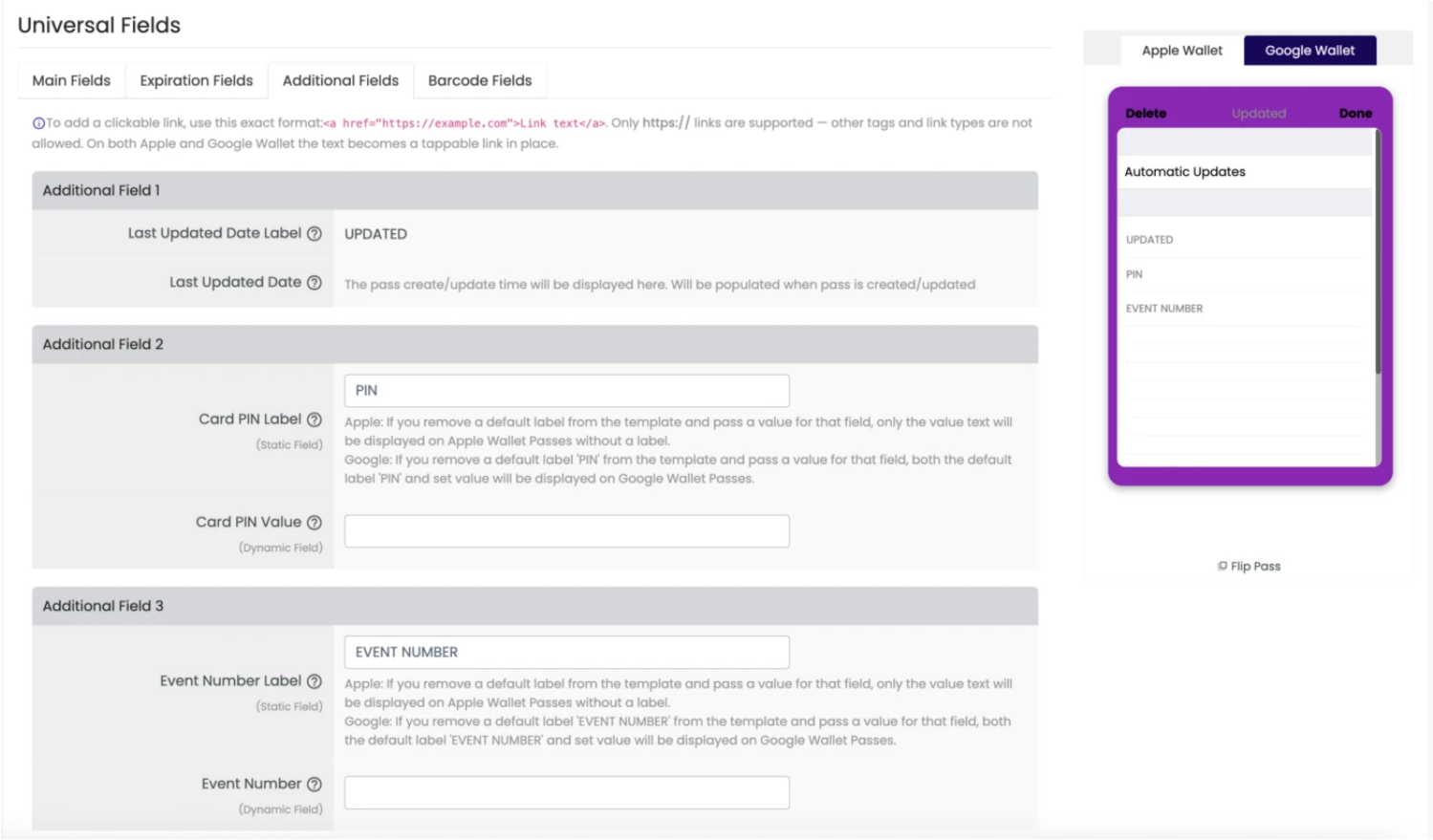


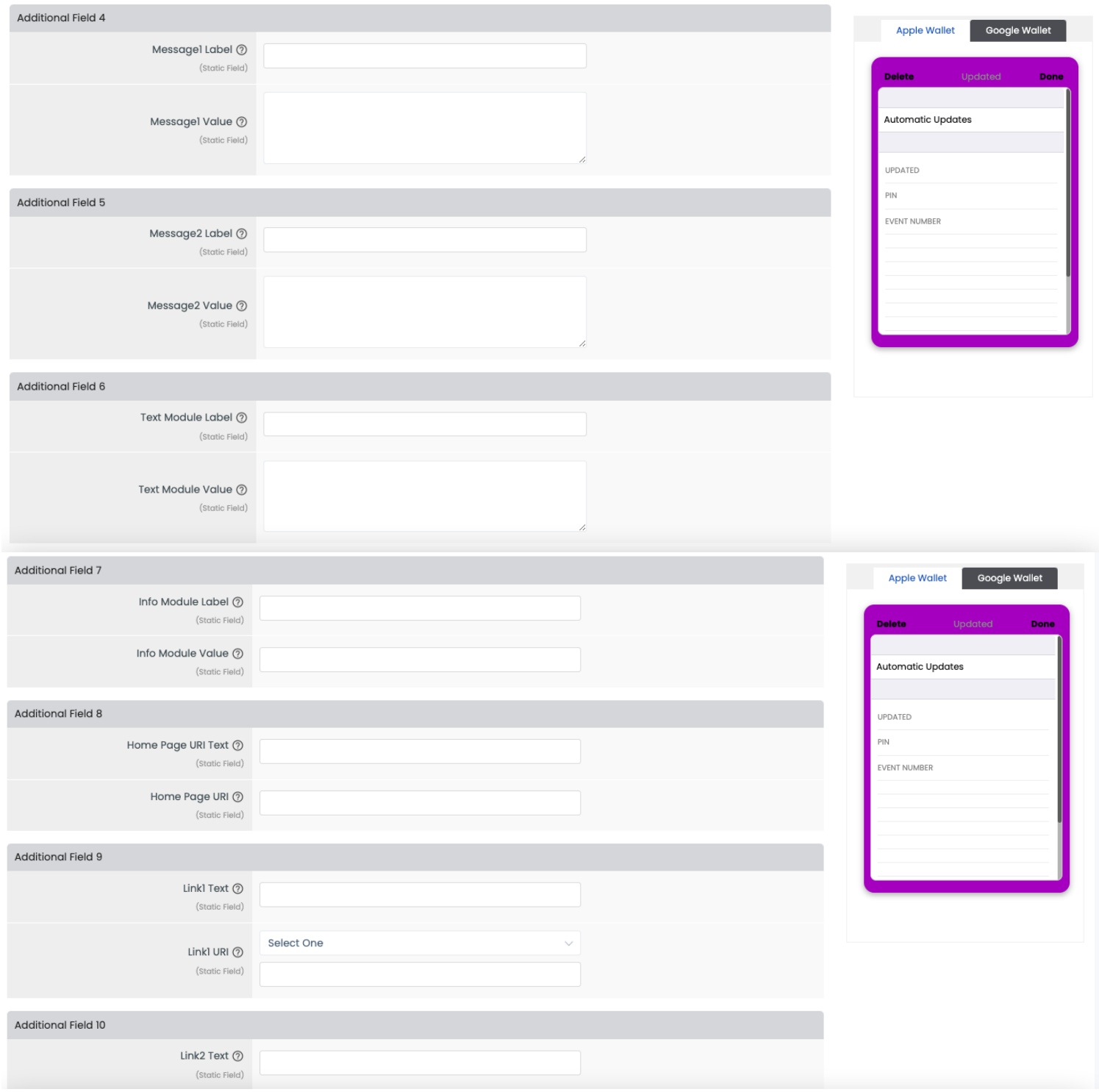


Field	Description
Set default expiration date time	(Optional) Add an expiration date for all Passes that are installed for this Template. The timezone will be used as default, if not sent in the request when generating/updating passes via API.
Expire passes automatically after fixed duration	Auto-expire the pass by setting a fixed duration after which the pass gets expired automatically from the time of its first generation. If a specific expiration date and time is set for the Pass record, then these settings will be overridden by the Pass record’s expiration date and time.
No Expiration Date	Choose this option if you do not want to set an expiration date.

Additional Fields

These fields will appear on the back of the Pass on Apple Wallet and in the Pass Details section on Google Wallet.





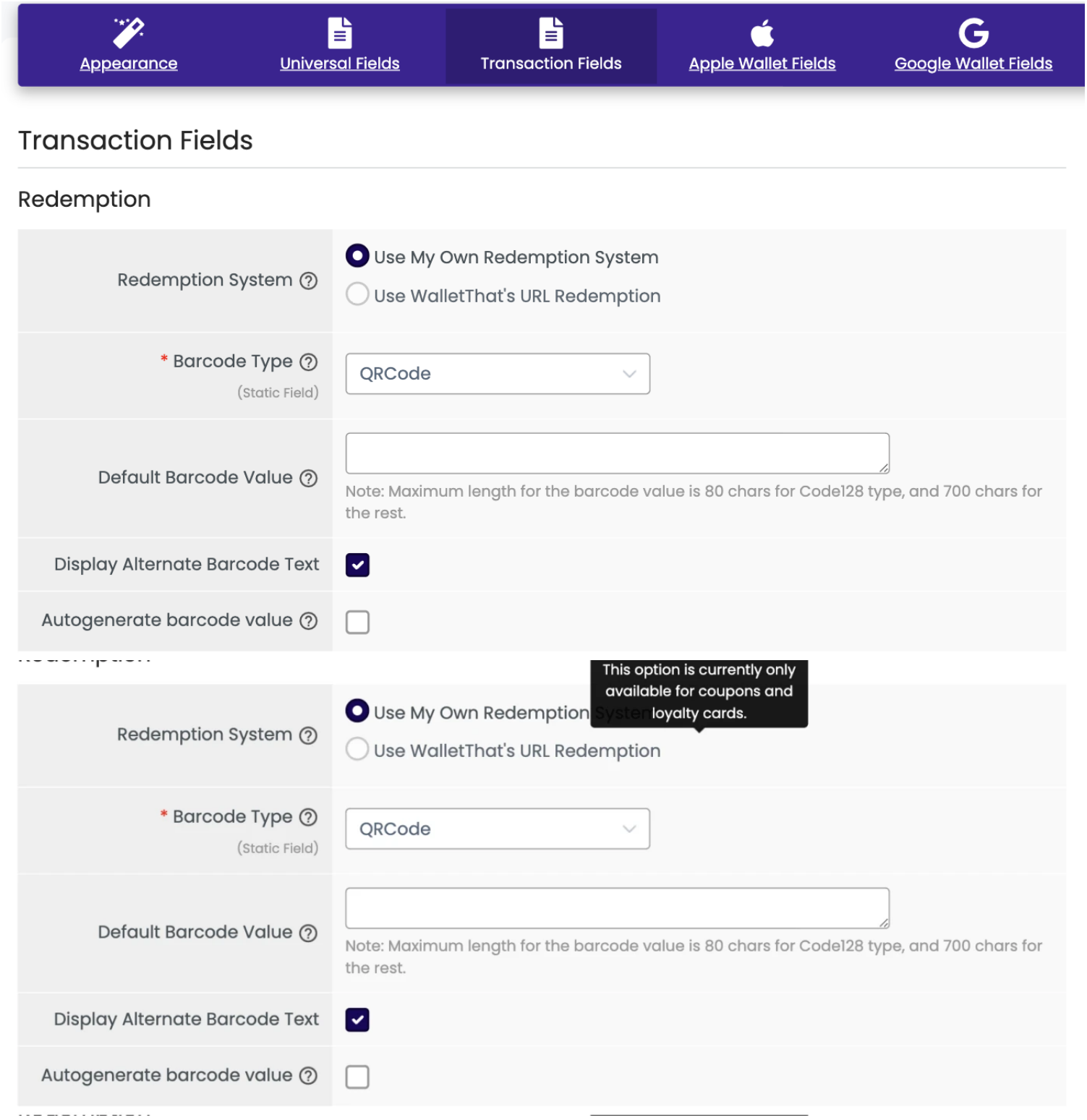
Field	Description
Field 1: Updated	This field will display the date and time that the gift card was last updated.

Field	Description
Field 2: Card PIN	Set the label and value for the gift card PIN.
Field 3: Event Number	The event number field is optional and is used by some merchants for gift cards.
Field 4 & 5: Message 1 & Message 2	These are optional fields to add messages on the back of the Pass for Apple Wallet or below the Pass for Google Wallet. These fields allow line breaks. Supports Link text anchor links (https only) as well.
Field 6: Text Module	The recommended maximum length for the label is 35 characters to ensure the full string is displayed on smaller screens. The value of the Text Module is defined as an uninterrupted string. The recommended maximum length is 500 characters to ensure the full string is displayed on smaller screens. This field also allows line breaks.
Field 7: Info Module	The recommended maximum length for the label is 30 characters to ensure the full string is displayed on smaller screens. The recommended maximum length for the value is 30 characters to ensure the full string is displayed on smaller screens.
Field 8: Home Page URI	Add a link to the merchant’s website.
Field 9 & 10: Link 1 & 2	Add any link including a link to a telephone number, URL, email address, or specific location. Google Wallet uses special icons to distinguish different types of URI’s for the fields that use links. To use an icon, select from the drop-down menu and enter the correct data.

Transaction Fields

The barcode settings for Gift Cards are on their own **Transaction Fields** tab in the Pass Template Builder. They were previously shown under **Universal Fields**; the fields themselves have not changed. This keeps the tab structure consistent across all Pass types.

The **Redemption System** option also appears on this tab, but only *Use My Own Redemption System* can be selected for Gift Cards. *Use WalletThat's URL Redemption* is shown greyed out, and hovering over it displays the message "This option is currently only available for coupons and loyalty cards."

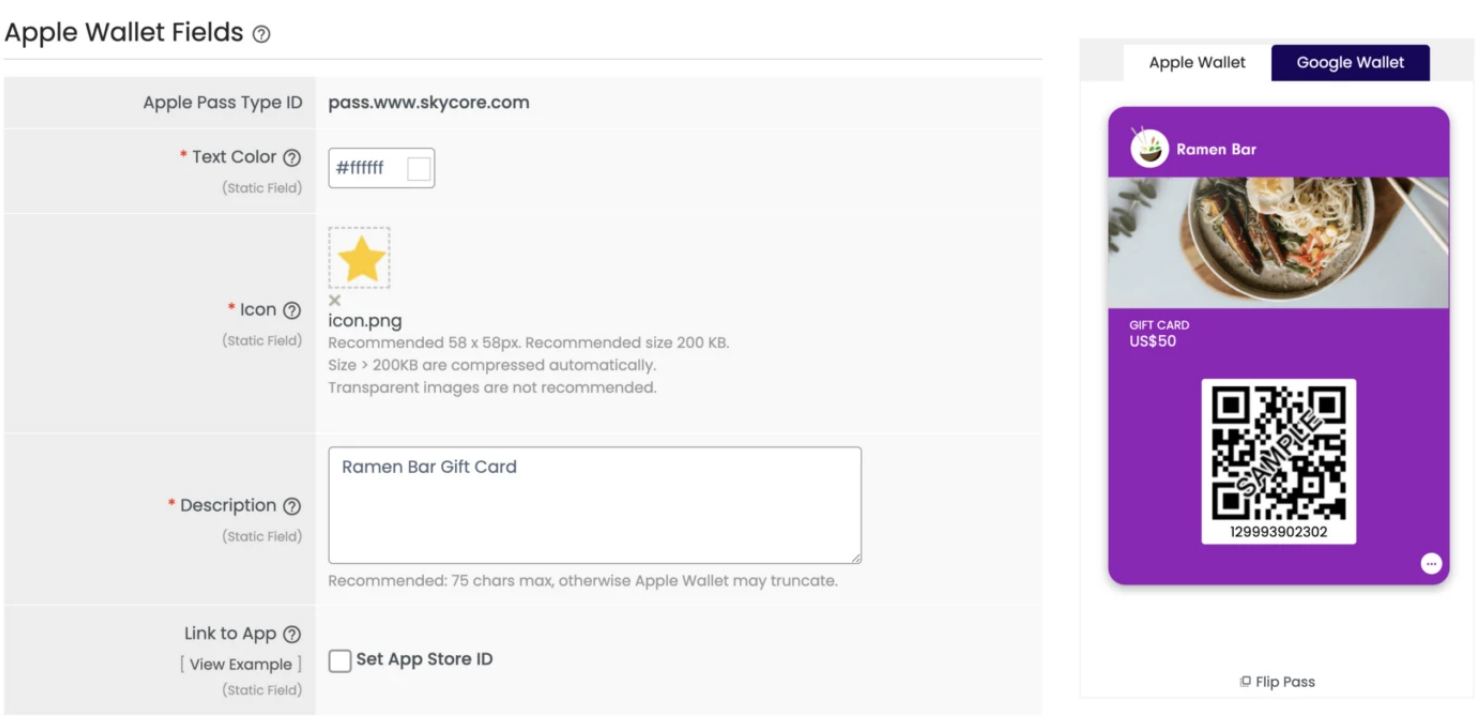


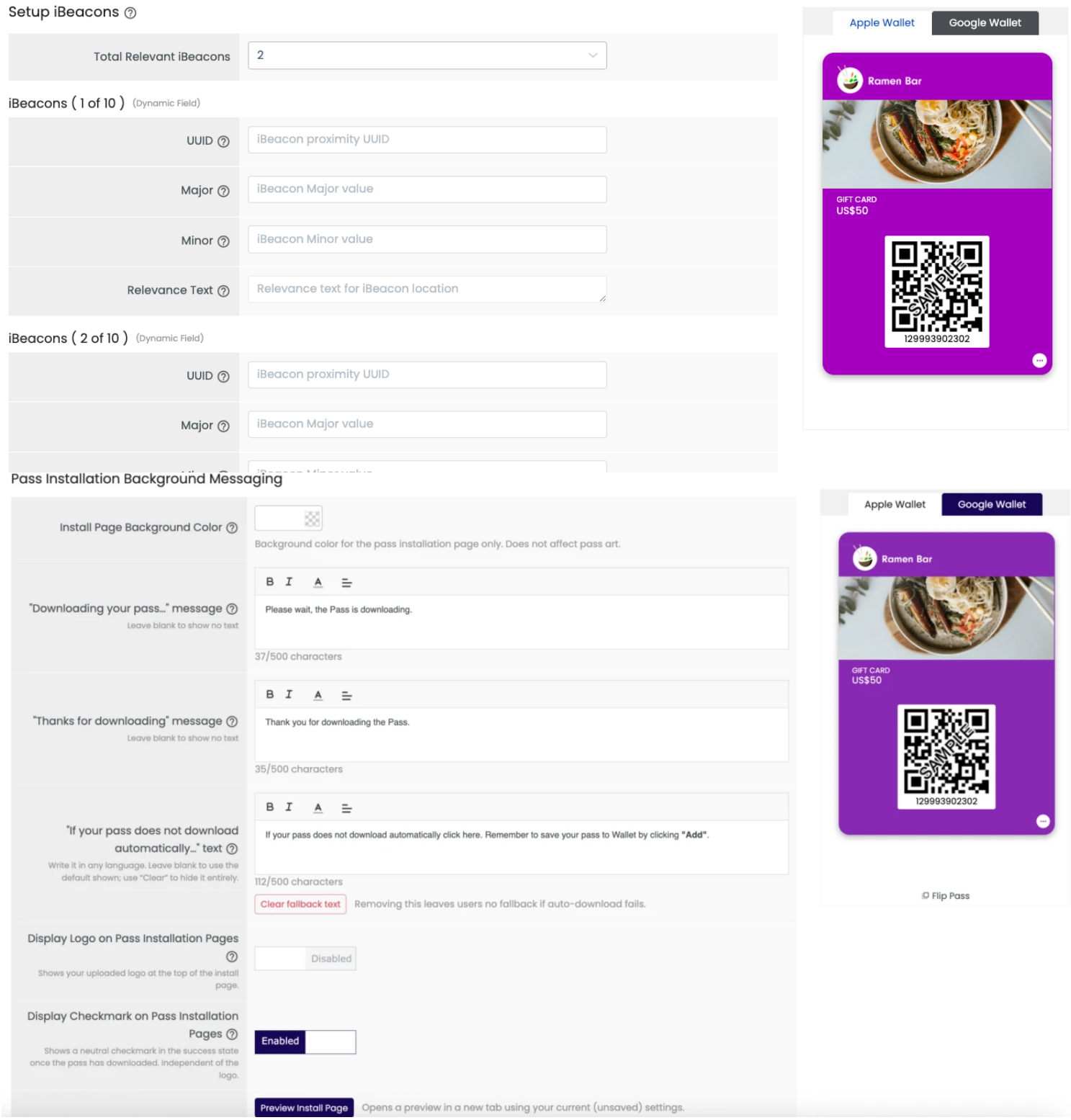
Field	Description
Barcode Type	Select the type of barcode you want to use on the Pass. Supported types include: QR Code, Code 128, Aztec, and PDF 417. You may also choose "No Barcode".

Field	Description
Default Barcode Value	Select the default barcode value that will appear if no value is passed in the API or if you have not selected ‘autogenerate barcode’
Display Alternate Barcode Text	Check this box to show the barcode value as text below the barcode on the Pass. Uncheck it to hide that text. This setting is enabled by default, so Pass Templates created before this option was added are unaffected.
Autogenerate Barcode Value	Check this box if you want to generate a random barcode value for your Passes.
Autogenerate Value	Select the data type and data length (10-100 characters) of barcode you would like to autogenerate:Numeric OnlyAlphabet OnlyAlphanumeric

Apple Wallet Fields

The fields listed in the ‘Apple Wallet Fields’ tab are only applicable to Apple Wallet Passes.



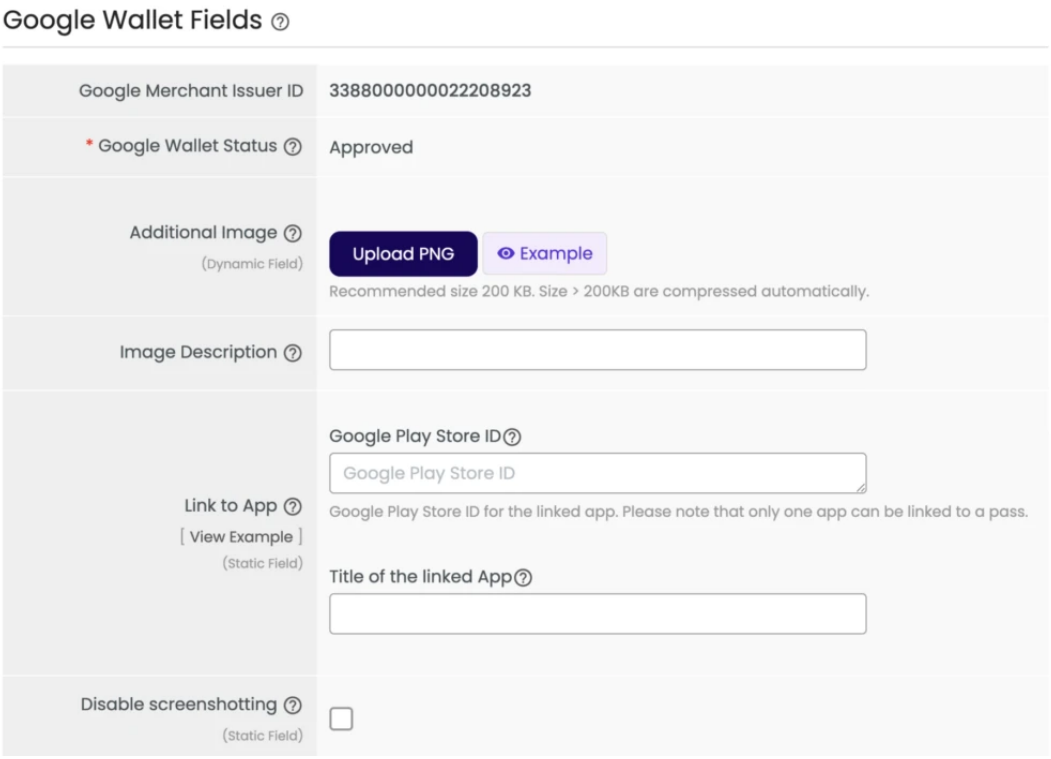


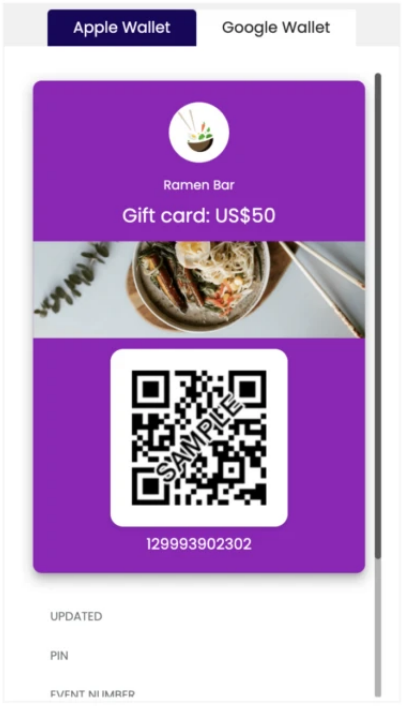
Field	Description

Apple Pass Type Id	The Apple Pass Type ID assigned to this Pass Template. If you have multiple Pass Type IDs, you can select which one to associate with this template from the dropdown menu.
Text Color	Add any color to the text fields on Apple Passes only.
Icon	Add an icon that will appear on your customer’s lock screen for Pass updates and notifications.
Description	Add a description for blind and low vision users on Apple Passes.
Link to App	Link an app to the Pass. The app will only appear on the back of Apple Wallet Passes
iBeacons – UUID, Major, and Minor Values, and Relevant Text	Add up to 10 iBeacons for each Pass. Defining the UUID, Major, and Minor values are necessary for the iBeacon to work. Add relevant text that will appear on the customer’s screen when the iBeacon is detected in a range.
Install Page Background Color	Set the background color for the pass installation pages.
"Downloading your pass..." message	Custom rich-text shown as the "downloading your pass" message on the pass installation page.
"Thanks for downloading" message	Custom rich-text shown as the "thanks for downloading your pass" message on the pass installation page.
"If your pass does not download automatically..." text	Custom rich-text to display to the end user if their Pass fails to download. Write it in any language. Leave blank to use the default shown; use “Clear” to hide it entirely.
Display Logo on Pass Installation Pages	Choose whether or not you want to display the logo uploaded in the above field on the installation pages.
Display Checkmark on Pass Installation Pages	Choose whether or not you want to display a generic checkmark on the installation pages.
Preview Install Page	Click "Preview Install Page" to test your installation pages.

Google Wallet Fields

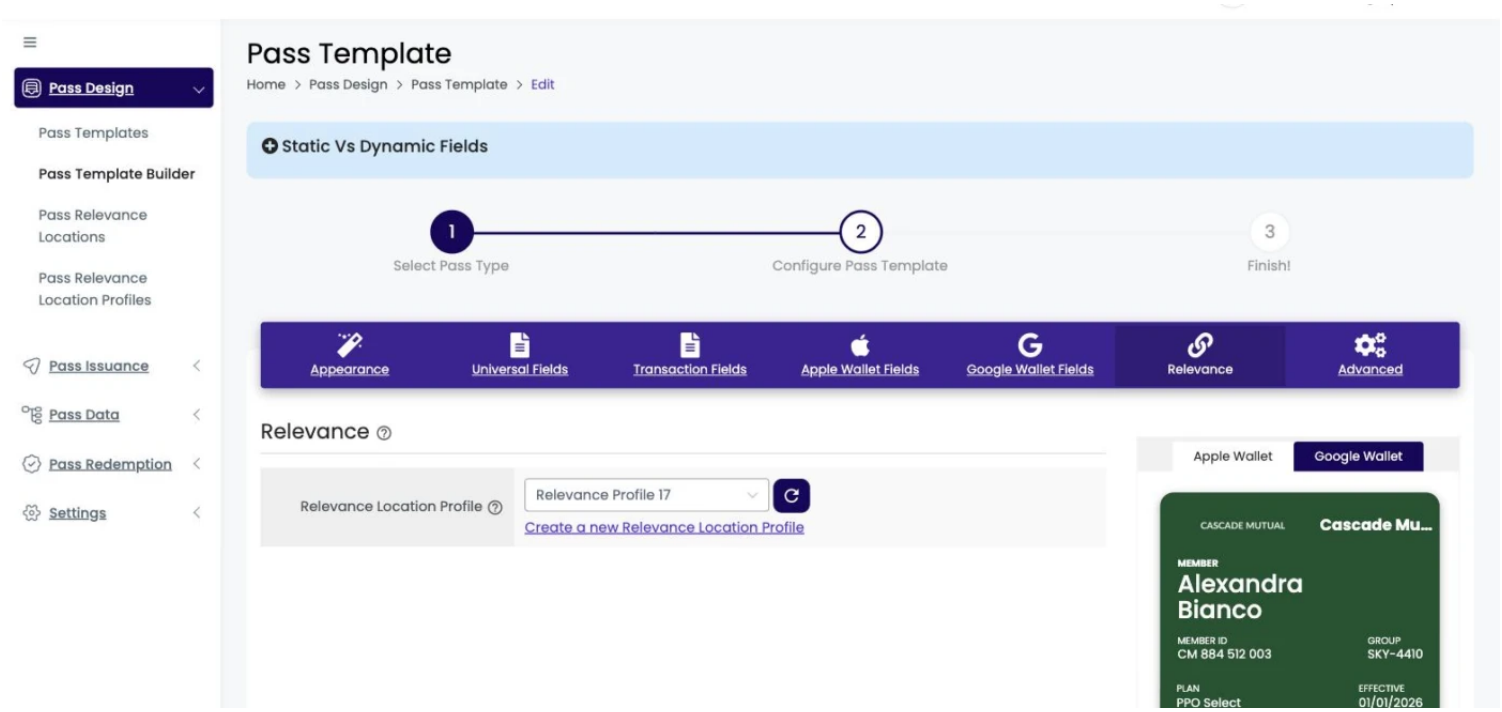
The fields listed in the ‘Google Wallet Fields’ tab are only applicable to Google Wallet Passes.





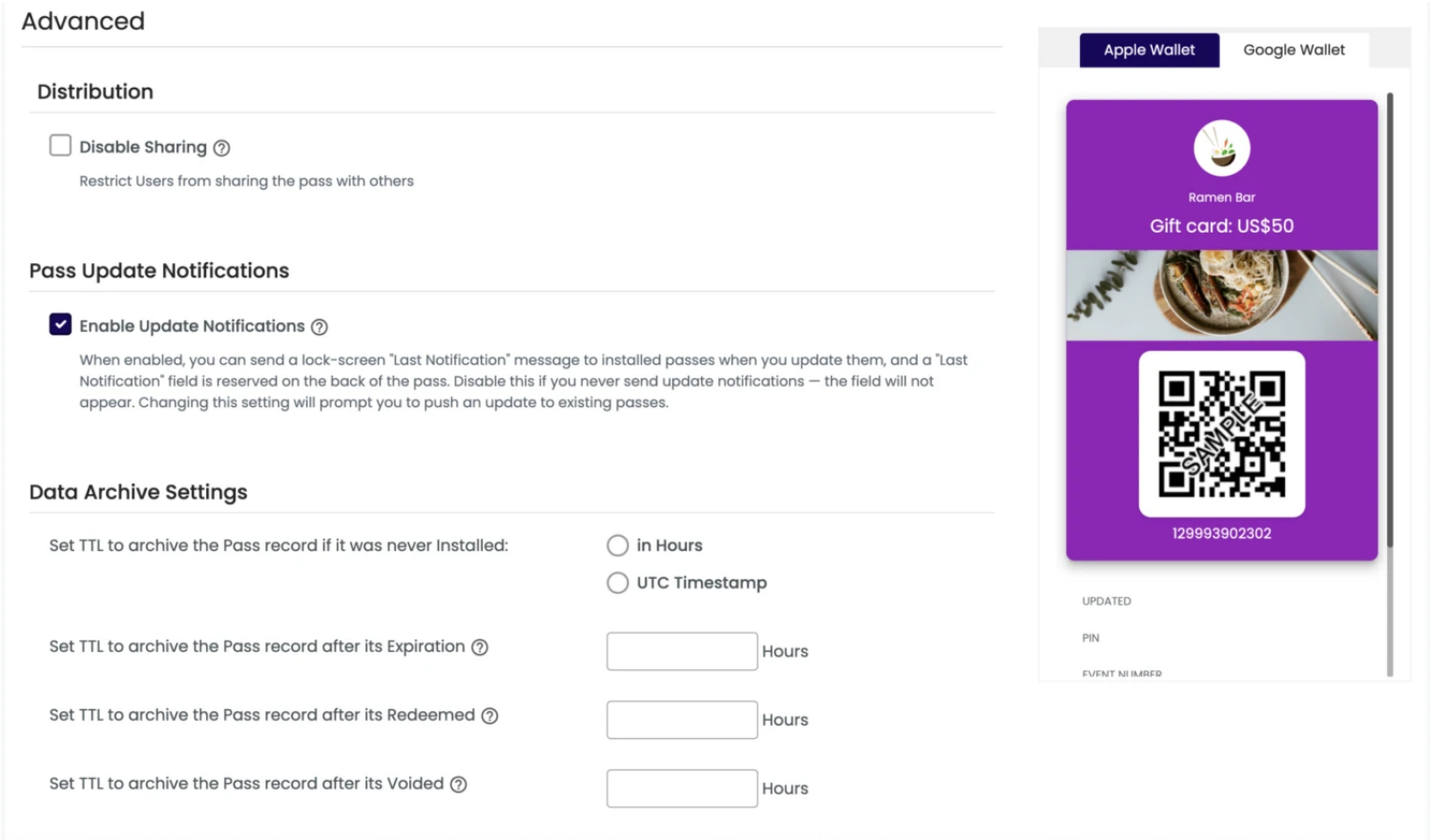
Field	Description
Google Issuer ID	The Google Issuer ID assigned to this Pass Template. If you have multiple Issuer IDs, you can select which one to associate with this template from the dropdown menu.
Additional Image	If you choose to upload an additional image for Google Wallet Passes, the image will appear below the Pass. The image will not appear anywhere on Apple Wallet Passes.
Additional Image Description	Add a description for the additional image. The description will not appear on the Pass.
Link to App	Enter the Google Play Store ID to link an app to the Google Wallet Pass.
Disable Screenshotting	Enable or disable screenshotting on Google Wallet Passes by checking this button.

Relevance



Field	Description
Relevance Location Profile	Select a saved Pass Relevance Location Profile from the drop-down to link it to this Pass Template. When a customer's device is near any location in the profile, a message appears on their lock screen for Apple Wallet Passes; Google Wallet Passes show a predefined message. Select **No relevant locations** to save the template without a profile. If a profile you just created is not listed, click the refresh button next to the drop-down. Relevant locations that were previously added to a template one at a time have been moved into a Relevance Location Profile automatically. Learn more in Pass Relevance Location Profiles.
Create a new Relevance Location Profile	Click this link to open the Create Pass Relevance Location Profile page and build a new profile.
Closest 10 locations	A profile can hold up to 100 locations, but Apple Wallet and Google Wallet only support 10 relevant locations per Pass. When a customer installs a Pass, WalletThat detects their approximate location from their browser's IP address and saves the 10 locations in the linked profile that are closest to them to that Pass. This happens automatically, so there is nothing to configure.

Advanced



Field	Description
Disable Sharing	Selecting this option will disable your customers from sharing the Pass on Apple Wallet or share the Pass install link on both Apple Wallet and Google Wallet to another device. For Google Wallet, this sharing setting becomes permanent once Passes have been issued using this template.
Enable Update Notifications	When enabled, you can send a lock-screen "Last Notification" message to installed passes when you update them, and a "Last Notification" field is reserved on the back of the pass. Disable this if you never send update notifications — the field will not appear. Changing this setting will prompt you to push an update to existing passes.
Pass Data Archive Settings	These settings allow you to set a TTL (time to live) for each Pass. TTL settings can be set per Pass Template so that the value set for the TTL will get updated for each Pass depending on the events that occur.

Prefer to automate this? You can also create and update gift card Pass Templates with the CreatePassTemplate and UpdatePassTemplate calls in the Gift Card API.