Factor4 Gift Card Conversion List

Gift Card Manufacturer	Import	Track 1	Track 2	Swipe*	Numbers (Front)	Numbers (Back)	PIN Digits
App Card	X	X	X			16	8
First Data	X	X	X			16	
Givex	X	X	X	X		19	4
Heartland	X	X	X	X		19	8
Harbortouch	X		X	X		19	
Mercury/ Vantiv	X		X	X		19	6
Opticard	X	X	X			13	
Square	X	X	X	X		16	
TenderCard	X	X	X	X	16		
Valutec	X		X	X		19	8
WorldPay	X	X	X	X		16	
Xgift	X		X	X		16	4

*Factor4 can help get liability report for Opticard.

*Swipe means that the numbers printed on the card match the encoding on Track 1, Track 2, or both. These cards will be able to swipe on all devices except for clover and poynt. This is because in order to swipe on clover and poynt the cards need to start with a specific bin range.

*For First Data Cards, the card number printed on the back does not match the swipe. The cards will still swipe on most devices. We have an algorithm in place for First Data cards so when they are swiped on the POS system / terminal it matches the card number in our system, allowing the cards to swipe. These will swipe on all machines except the PaxS80, Clover & Poynt.

*For OptiCard the card number printed on the back does not match the swipe. The cards can still be swiped in our system if added to our system with a cross reference number. The swipe is 603359 + the card number.

Example: 6033590000428945513. The card number printed on the back is 0000428945513.