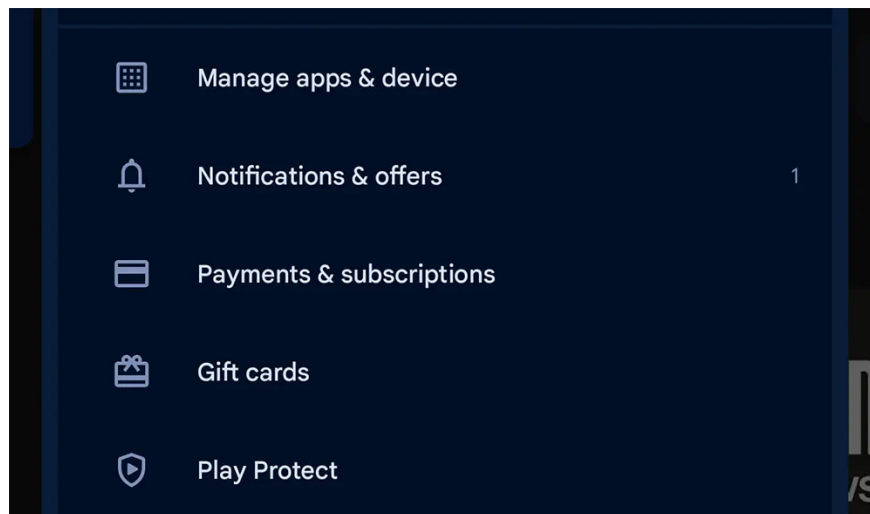


Google Play Store lets you buy and send gift cards

In addition to upcoming updates, the Google Play Store now lets you buy digital gift cards directly on Android.

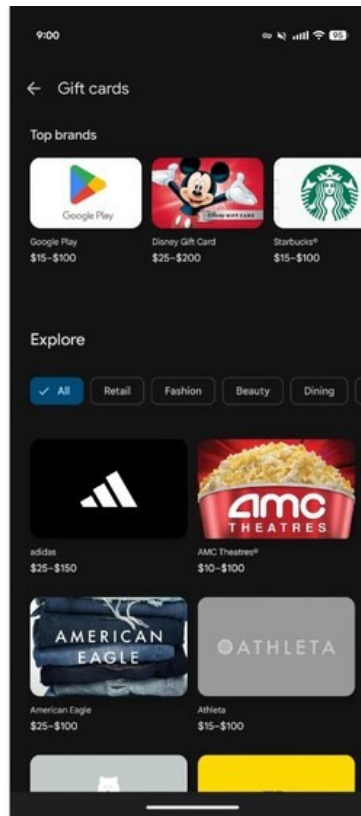
In addition to upcoming updates, the Google Play Store now lets you buy digital gift cards directly on Android.

If the feature has been rolled out, open the profile menu and you should see a new Gift Card entry between Payments & subscriptions and Play Protect.



The ad will feature top brands, including Google Play, with prices ranging from \$15 to \$100. There will also be gift cards across Retail, Fashion, Cosmetics, Food, Entertainment, Home, Travel, and Electronics.

After selecting the card, you can choose from multiple virtual designs and choose an amount. Next, fill in the recipient's email and you can add a Gift Message. The recipient will receive the gift card link via email (or text).



Google is partnering with Blackhawk Network to roll out this integration. Gift cards will be displayed across search, prime in-app placements, and personalized promotions, including curated deals focused on top brands.

'Bringing digital gift cards to the Google Play Store gives users the ability to discover, purchase, and send value without having to switch between apps or websites, providing a simple way for brands to connect with them in a trusted environment,' said Fernanda Murphy, Head of Global Retail Marketing and Payments at Google Play.

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