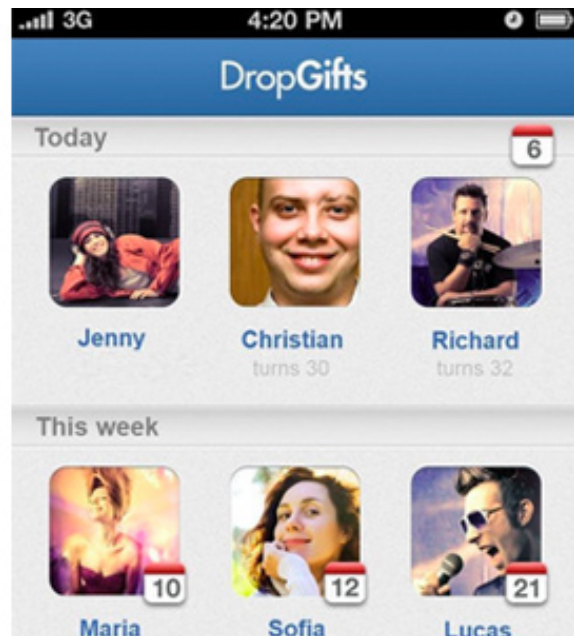


Site lets Facebook friends send each other friend-funded gift cards



Online gifting has been an ongoing theme here at Springwise over the years, and recently we came across an effort with an interesting new twist. Targeting Facebook friends, Delaware-based [DropGifts](#) lets users send each other not gifts, per sé, but rather an assortment of virtual gift cards.

DropGifts offers both Facebook and mobile apps that sync with users' friend lists to remind them of upcoming birthdays and special events. When that happens, users can select a virtual gift card from DropGifts' collection of established partner brands. The sender simply writes a personalized message and the gift is conveyed in a wall post. Friends can then chip in on gifts with the click of a button, DropGifts says — an assortment of free gift cards are available as well.

Some 160 million Americans alone spend an average of 6.5 hours on Facebook each month, while 78 million spend 7.3 hours per month on the mobile version, according to a recent [report](#). How can your brand help the legions keep up their social niceties online?

Website: www.dropgifts.com

Contact: support@dropgifts.com

Spotted by: Eric Tan