



Card-Linked Offers Growing Rapidly, Finds New Study by The CardLinX Association and BIA/Kelsey

Joint Research Initiative Shows Strong Growth in Card-Linking With Signs of Accelerating Momentum

SAN FRANCISCO--([BUSINESS WIRE](#))-- The CardLinX Association™ and BIA/Kelsey have published findings of a first-of-its-kind research initiative on the card-linked offers market. Executives from major global companies shared data and insights on how card-linking has rapidly evolved and the trends, including increased mobile phone usage and social media penetration, that are driving the industry.

Card-linking, the practice of connecting a deal, reward, or discount to a consumer's payment card for automatic paperless redemption, without any codes or coupons, has gained significant momentum, the study found. Consumers are embracing the model, and conversion rates—the percentage of offers redeemed—are substantially outpacing other digital advertising media including display advertising and e-mail marketing.

The study sheds light on critical issues that companies face in reaping the full benefits of card-linked programs. The insights address topics including: merchant marketing best practices, growth benchmarks, reward types, sector leaders, and other best practices.

“The results from this research confirm that the card-linked model is thriving globally and gives us critical insights into how to optimize the experience for merchants and consumers,” said CardLinX President and CEO Silvio Tavares.

“Card-linking bridges traditional and digital venues in a unique way. The respondents in this study shared valuable observations that can help market participants in implementing or growing a card-linking program,” said [Peter Krasilovsky](#), Vice President and Chief Analyst at BIA/Kelsey.

Tavares and Krasilovsky, will discuss the results in a presentation “The Impact of New Loyalty Programs,” at BIA/Kelsey’s Leading in Local conference on Thursday, Dec. 4th, at 10:30 am at the Hyatt Regency San Francisco Airport.

For more information or to get the study please email info@cardlinx.org or visit the website www.cardlinx.org

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About The CardLinX Association:

The CardLinX Association, cardlinx.org, is the leading association for the card-linked industry. The nonprofit group brings together leading merchants, digital publishers, payment networks, and banks—including MasterCard, Discover, Microsoft, Facebook, PayPal, and First Data, among others—to develop industry standards that eliminate friction for consumers and merchants. CardLinX members serve or represent over 6 million merchants, have issued over 1.9 billion payment cards, and serve consumers with over 200 million card-enabled accounts and over 700 million active daily users.

About BIA/Kelsey

BIA/Kelsey advises companies in the local media space through consulting and valuation services, research and forecasts, Custom Advisory Services and conferences. Since 1983 BIA/Kelsey has been a resource to the media, mobile advertising, telecommunications, Yellow Pages, and electronic directory markets, as well as to government agencies, law firms, and investment companies looking to understand trends and revenue drivers.

BIA/Kelsey's annual conferences draw executives from across industries seeking expert guidance on how companies are finding innovative ways to grow. Additional information is available at www.biakelsey.com.

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Source: The CardLinx Association