CardLinX™

e-LinX NEWSLETTER

Issue №: 16
March 2015

E-linx is the e-newsletter for The CardLinx Association. For more information or to subscribe go to www.cardlinx.org or email info@cardlinx.org.

FACEBOOK ENTERS PAYMENTS BY ENABLING DEBIT CARD LINKING TO MESSENGER

In This Issue

1. Facebook Enters Payments by Enabling Debit Card Linking to Messenger
2. American Express Builds New Loyalty Coalition
3. Card-Linking = 20% Uplift for Restaurants, Finds Mogl
4. Digital Advertisers Demand Better Outcome Data

CardLinx Now

Calling All Merchants! On April 1 at Facebook headquarters, join the CardLinx's Merchant Advisory Council, which will include a card-linking best practice presentation by Whole Foods Market, VP of Payment Marketing, Chris Jensen. Register Now>

CardLinx member Facebook announced that its Messenger App will provide P2P payments for users with a Visa or MasterCard debit card linked to their Facebook account, through a feature that will roll out over the coming months.

CardLinx Comment: This major move from the largest social media player speaks to the demand for easy, seamless transactions that integrate social, mobile, and payment cards. The launch of this feature positions Facebook to launch future capabilities linked to cards, including offers and more. Read more >

American Express Builds New Loyalty Coalition

The Plenti program, led by CardLinx member American Express, will allow consumers to earn and redeem points across a diverse array of brands including AT&T, ExxonMobil, Macy's, Nationwide, and Rite Aid. "AXP's work in helping to create the first loyalty coalition program in the U.S. is a milestone for the company as it shows how its relationships with merchants can help other areas of its business," said a KBW research note.

CardLinx Comment: With this collaborative effort American Express takes the scope and scale of loyalty programs to a new level, creating value for merchants and improved choice for consumers. Read more >

Card-Linking = 20% Uplift for Restaurants, Finds Mogl

Mogl, a restaurant rewards platform and CardLinx member, worked with Visa to measure increased customer spend and transaction frequency for participants in its card-linking program, and over a two year period found and overall average uplift of 20 percent.

CardLinx Comment: Yes, card-linked offers work, but even more important, with card-linking we can directly measure that success. Read more >

Digital Advertisers Demand Better Outcome Data

Eyeballs and clicks aren't enough anymore. The Wall Street Journal's CMO blog says digital advertisers want data on resulting sales. The post quoted CardLinx members Simulmedia and Facebook on how they are providing more meaningful outcome data to advertisers.

CardLinx Comment: In the era of Big Data, measurable return on investment for digital ads is a completely reasonable expectation for merchants—and card-linking is delivering on that expectation. Read more >

All rights reserved | Copyright 2015 CardLinx Association