



e-LinX

NEWSLETTER

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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.

We all know that card-linking is becoming more user friendly and sophisticated. In this edition of E-Linx, we take a look at how companies are creating consumer experiences that “surprise and delight” with card-linked offers and loyalty programs.

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News America Marketing® Partners with Linkable Networks to Help Specialty Retailers Reach and Influence Millions of Shoppers

Linkable Networks forms a partnership with News America Marketing (NAM) to bring card-linked offers to millions of consumers through SmartSource Magazine and SmartSource.com. Offers from specialty retailers and brands will be in front of over 70 million households and will now be redeemable within stores using Linkable Networks’ payment card-based savings technology.

CardLinX Insight: The \$1 trillion offline-to-online industry is taking shape, one partnership at a time. CardLinX member Linkable networks delivers substantial card-linking scale with this new distribution deal.



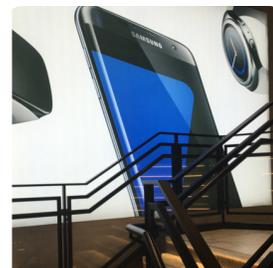
CardLinX Now

Join Samsung, LivingSocial, and many more at the Digital Loyalty Forum New York April 26, 2016 Register Now>

A Brand Experience All About ‘Being’ Not ‘Buying’

Samsung opens a 40,000sf brand experience store in Manhattan in the same building as their North American headquarters. With a large screen selfie station, photo booths and virtual reality stations, Samsung’s newest retail store elevates its brand experience to burnish the buying experience.

CardLinX Insight: Samsung, one of CardLinX’s newest members, is using its latest retail store to increase its brand halo. This is an example of how brands are creating 3D purchasing experiences to make mobile wallets and card-linking more top-of-wallet. Stop by Samsung 837 after the [CardLinX New York Forum on April 26th](#).



MasterCard’s Fashion-Forward Digital Payments Hackathon



MasterCard’s latest connected commerce experience is a partnership with The New School’s Parsons School of Design in New York City for a jointly sponsored fashion and payments design hack. The student teams will compete for \$15,000 by designing clothing that includes connected commerce features such as embedded payments functionality in new designs.

CardLinX Insight: Since 2015 MasterCard has been committed to bringing payments to a wide array of consumer projects. Their latest collaboration with Parsons School of Design is an example of increasing awareness of their payments business to other sectors, this time fashion and design. MasterCard recently launched a partnership with Coin to make even small household devices into payment devices. As the definition of payments devices gets larger, the opportunity and efficiency of card-linked offers will only increase.

Apple Pay a Hit in China with 3 Million Cards Added in 2 Days

Apple Pay debuted in China in mid-February at a blistering pace. Nearly 20 banks representing 80 percent of payment cards issued in China are part of the Apple Pay platform. One bank reported that over 3 million payment cards were issued in the first two days of availability. Merchants who saw the most transactions were Groupon competitors Meituan and Dianping and food chains like Starbucks, McDonald’s and Kentucky Fried Chicken.

CardLinX Insight: Card-linking has huge potential in Asia and represents the next growth region for card-linked offers. Come to our Asia Forum on April 14th to meet industry leaders like Samsung and Groupon competitor Living Social.

