



e-LinX

NEWSLETTER

Issue No: 29
April 2016

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.

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Card-Linking Transactions Surge

The industry is abuzz with [CardLinX's 2016 Card-Linking Industry Survey](#). Survey respondents consisted of merchants, payment companies, publishers and card-linked technology companies. Over 50% reported a card-linked transaction growth of over 50%. Other notable findings include card-linking's \$10 billion digital marketing potential, adding to its allure as the next \$1 trillion online-to-offline industry poised to take off.

CardLinX Insight: Card-linking is garnering interest in multiple industries and the growth numbers show it. The collaborative focus of CardLinX is an attractive value proposition for virtually all companies involved in digital commerce.



Is Facebook Prepping an In-Store Payments Play?

The code in Facebook's Messenger app revealed the ability for consumers to make in-app purchases. The company has made past statements about potentially partnering with a company like Apple to enable in-app purchases within Messenger. Whatever the partnership may look like, Apple continues to forge ahead with integrating its mobile wallet into websites through the Safari browser.

CardLinX Insight: CardLinX member Facebook is part of an industry trend that sees companies incorporating card-linking and digital commerce tools such as digital wallets and payment options into more and more of their infrastructure.



CardLinX Members Thanks Again and Empyr Partner for Loyalty Rewards

CardLinX members Thanks Again and Empyr announced a partnership to provide their loyalty members more access and flexibility to earn rewards through participating merchants and restaurants. Thanks Again was recently highlighted in a [New York Times roundup](#) of travel rewards programs that deserve a closer look.

CardLinX Insight: CardLinX forums and working groups help foster the fast growing card-linking ecosystem with partnerships such as these.