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CARDLINX EUROPE COUNCIL LAUNCHED IN LONDON

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The CardLinX Europe Council met for the first time this June in London and brought together senior executives from influential card-linking companies in Europe. PaymentsSource, in coverage preceding the meeting, emphasized the "growing interest in card-linked offers."

CardLinX Comment: This charter meeting demonstrated the appreciation for standards and interoperability in one of the largest global card-linking markets. [Read more >](#)



Social Media, Mobile Fueling Card-Linking Growth



A Paybefore article on the increasing momentum in card-linked offers highlights several CardLinX member companies and the association, citing social media and mobile apps as key factors in usage and awareness.

CardLinX Comment: As the space heats up we'll see advancements in customer engagement strategies, winning collaborations among players, and a higher interest in the value of card-linked offer programs. [Read more >](#)

Savor to Add Card-Linked Offers

Digital coupon company Savor plans to add card-linked offers through its mobile shopping app, which will also use beacons to deliver deals to consumers while they are in a store, reports PaymentsSource.

CardLinX Comment: Card-linking has become the imperative in the deal and discount world, and integrating these offers with greater mobile functions will be an ongoing trend. [Read more >](#)



"Card-Linked" Cuts Through Marketing Jargon

"Alternative mobile driven technologies, such as card-linked and in-store offers are playing an increasingly crucial role in this area [performance-based payments] and are set to push the industry forward in the coming years," wrote a blogger in a critique of affiliate marketing terminology.

CardLinX Comment: Yes, card-linking provides direct metrics that can transform the pricing and value proposition of online advertising. Not just the buzzword-of-the-month, the relevance of card-linking is gaining recognition. [Read more >](#)



Uber and Amex Launch Seamless Rewards Program

The latest update of Uber's iOS app prompts cardholders in Amex's Membership Rewards to opt-in to a program that gives them a choice to toggle easily between "earn 2x rewards" or "use rewards" with each ride.

CardLinX Comment: Talk about mobile driving advancements card-linked programs! Giving customers an in-app and real time redemption experience will enhance loyalty for both companies in this partnership. [Read more >](#)



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