



Card-Linked Marketing The Cardlytics Way: Key Lessons Learned

Alternately: “What I wish I knew then but at least I know now.”

Key lessons learned in our 6-year journey

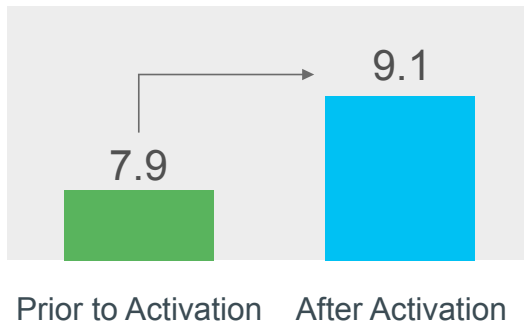
- Card-linked marketing (CLM) has multiple benefits for FI's beyond direct revenue
- FI's value operations as much as privacy and compliance
- CLM can accelerate an FI's Customer Relationship Management program
- CLM can be a 'marketing assist' for FI's
- Scale matters
- Plus one other lesson learned

CARD-LINKED MARKETING HAS MULTIPLE BENEFITS FOR FI'S BEYOND DIRECT REVENUE

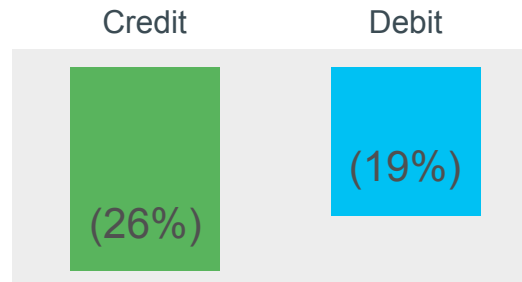
CARD LINKED MARKETING



INCREASES
online banking usage



REDUCES
account attrition



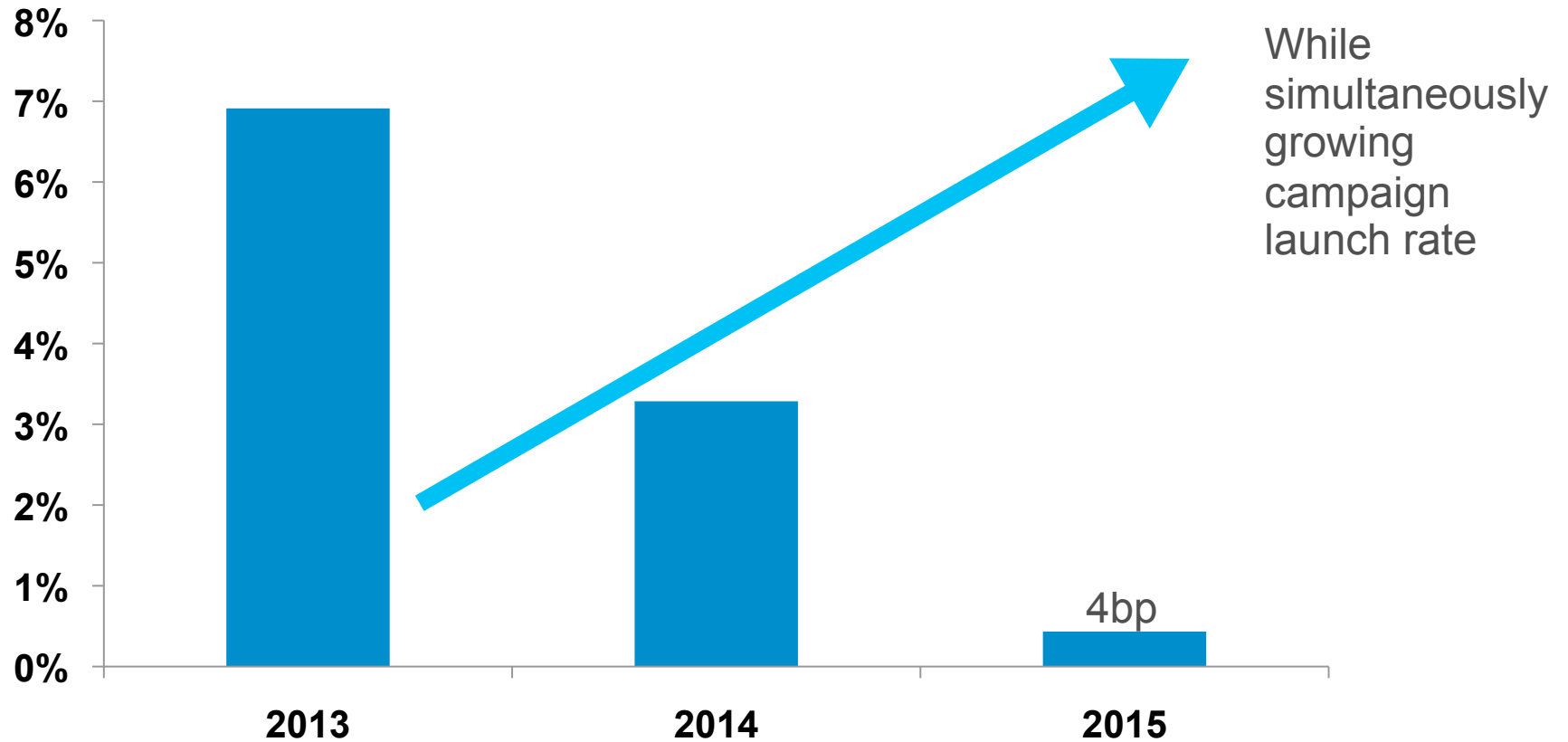
DRIVES
incremental spend

5 - 7% Increase
in total monthly spend
after first redemption

Source: Cardlytics data

OPERATIONS IS JUST AS IMPORTANT AS COMPLIANCE AND PRIVACY TO FINANCIAL INSTITUTIONS

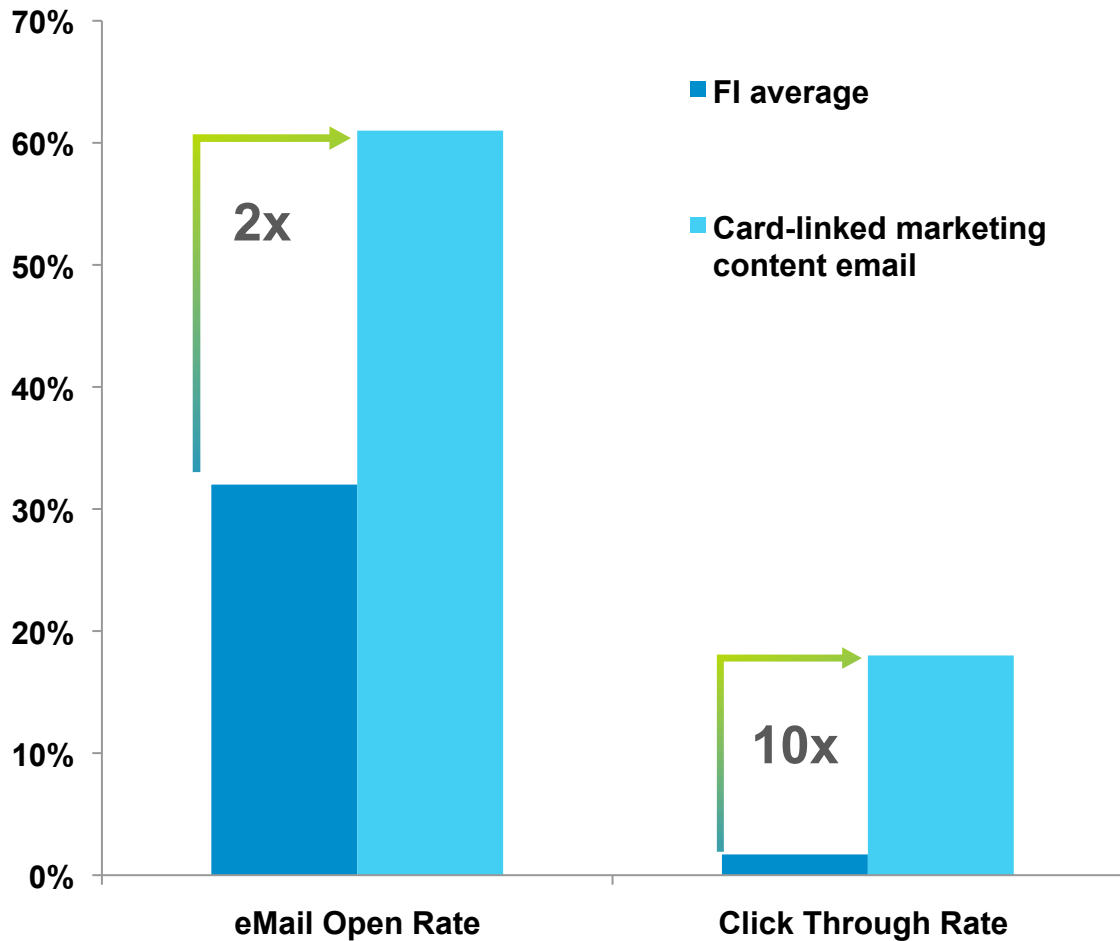
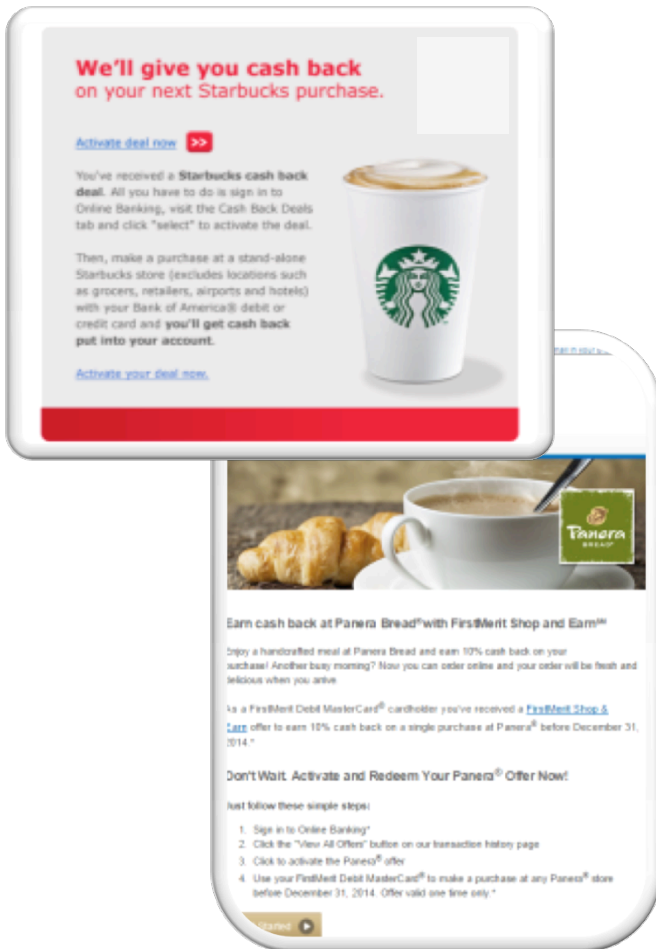
CARDLYTICS CAMPAIGN ERROR RATE



Source: Cardlytics data

CLM CAN ACCELERATE AN FI'S CRM PROGRAM

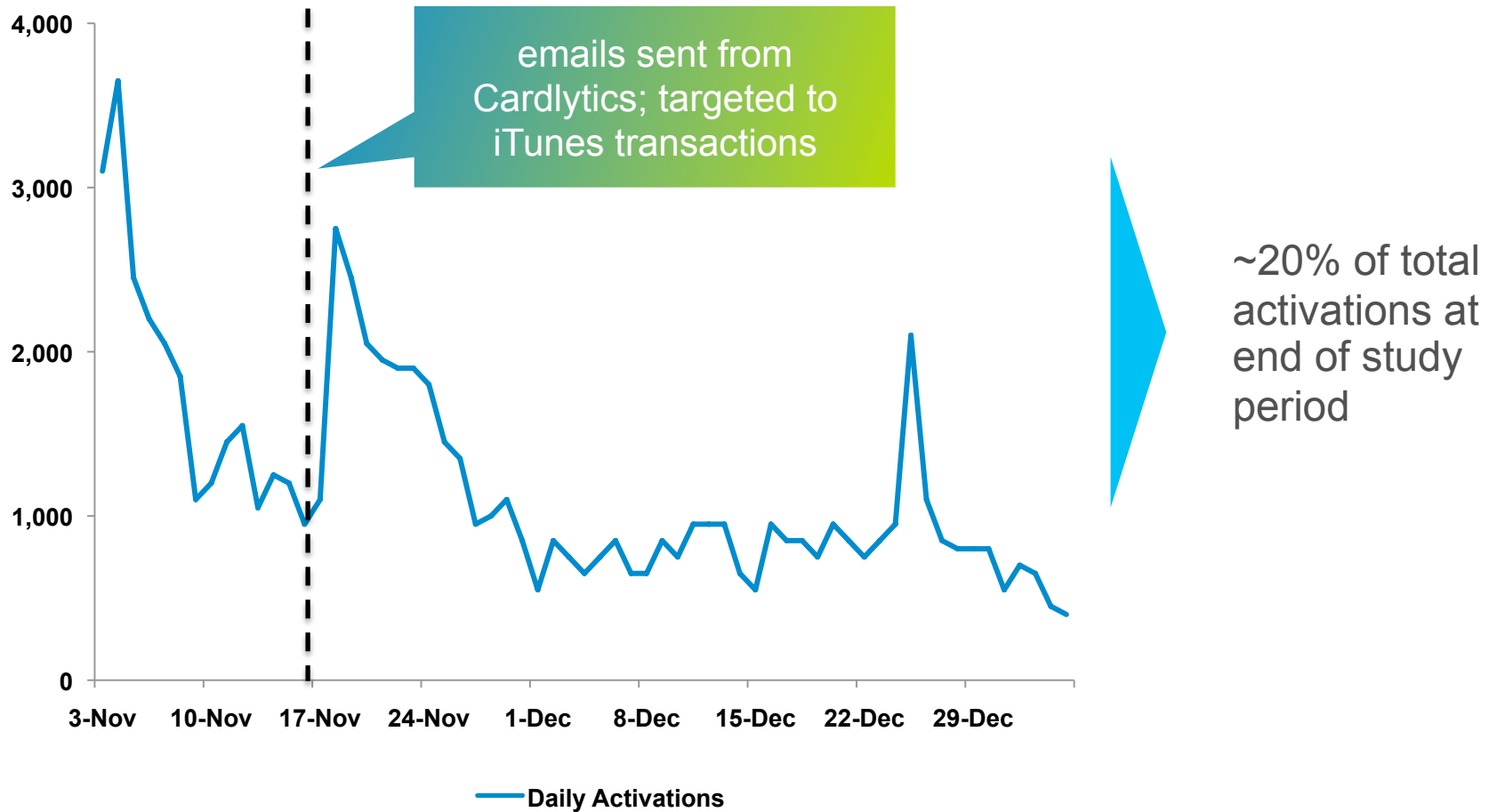
Email open rate and click through rate for FI email vs email with card-linked offers



Source: FI data

CLM CAN BE A 'MARKETING ASSIST' FOR FI'S

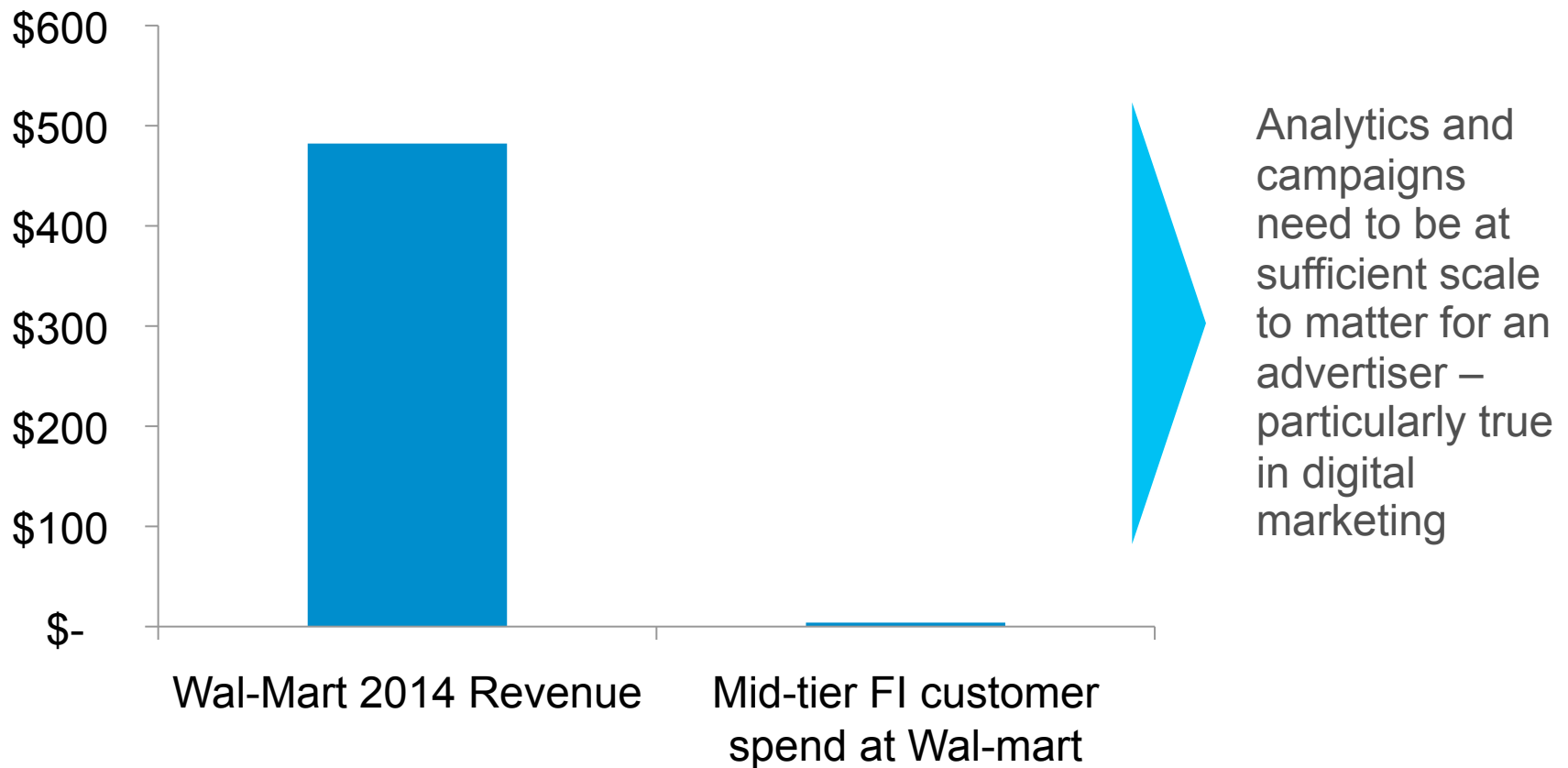
DAILY ACTIVATIONS OF APPLE PAY SERVICE FOR MID-TIER FI



Source: FI data

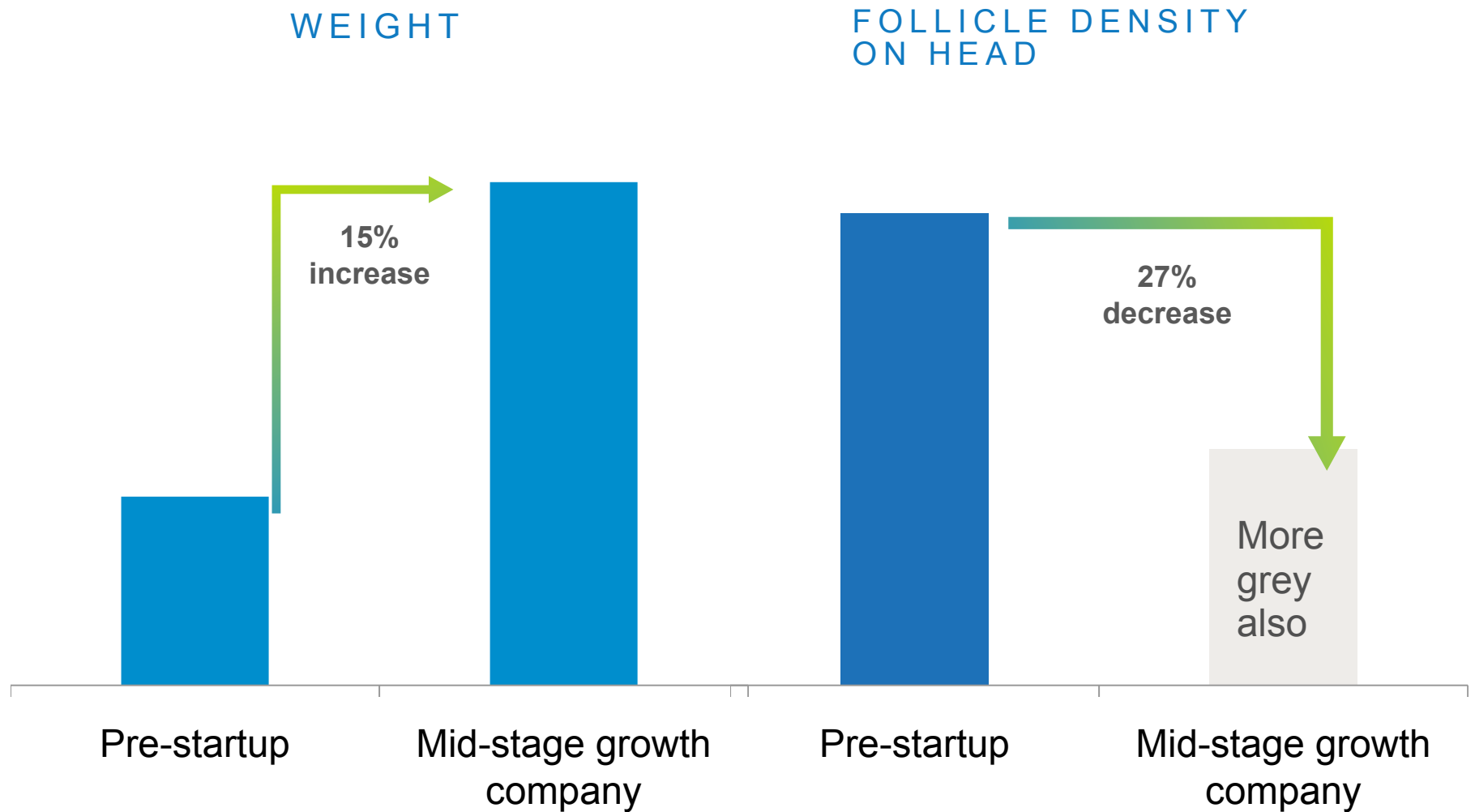
Scale matters

Wal-Mart revenue vs. customer spend from typical mid-tier FI



Source: Cardlytics data, 2015; Wal-Mart annual report

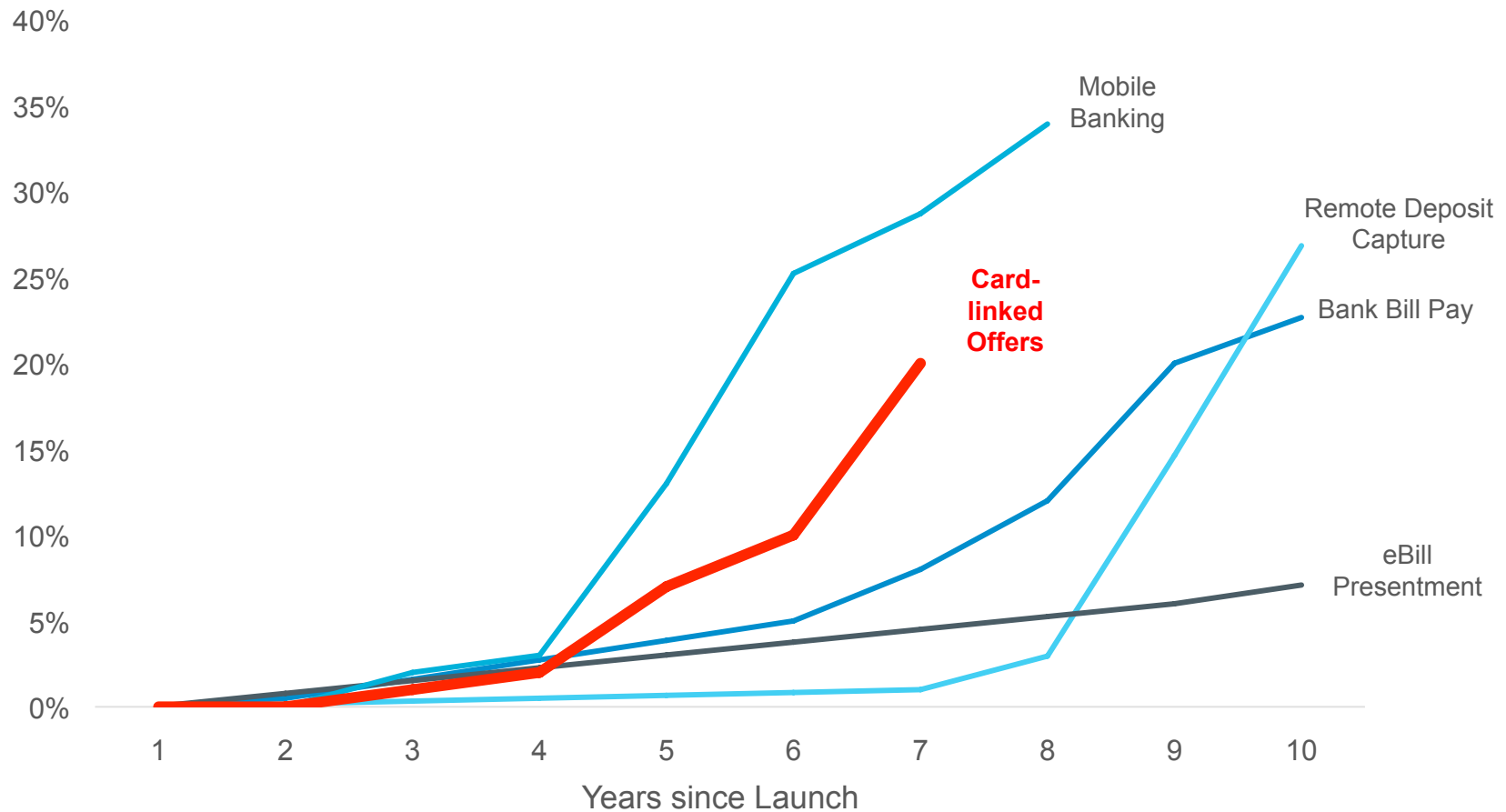
MOST IMPORTANTLY, STARTING A BUSINESS IS A GOOD WAY TO MOVE THE RIGHT METRICS IN THE WRONG DIRECTION



Source: Personal experience

THE ADOPTION CURVE HAS OUTPACED OTHER FI PRODUCTS

CONSUMER ADOPTION RATE OF BANK PRODUCTS



Source: Cardlytics data, Fiserv white paper, Forrester research