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e-LinX is the e-newsletter for The CardLinX Association. For more information go to [www.cardlinx.org](http://www.cardlinx.org) or email [carol@cardlinx.org](mailto:carol@cardlinx.org)

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#### **MasterCard Teams with Points International to Offer Cardholders Enhanced Rewards**

MasterCard has teamed up with Points International, a loyalty platform provider, to let cardholders exchange, trade, buy, and gift rewards points. These enhancements to MasterCard's issuer-based rewards programs will be available later this year.

**CardLinX Comment:** Don't underestimate demand for ease and versatility! Clearly MasterCard sees the value for issuers and customers in enhanced redemption possibilities. Also, the partnership points to more collaboration in the card-linked marketplace. [Read More>](#)



#### **Traffic Cop for Card-Linked Offers Aims to Fight Fraud**

American Banker discussed the CardLinX Chameleon Standard on fraud prevention, then delved further into our focus on data use and how it will play an essential role in the practices and customer expectations around offers. The piece also mentioned a new member joining us: Welcome PayPal!



**CardLinX Comment:** The continued coverage of CardLinX confirms its critical role in the new payment and digital-advertising eco-system. From preventing to fraud to enabling more relevant digital ads, the CardLinX initial standards focus on areas of critical importance for the card-linked industry. [Read More>](#)

## CardLinX Standard Takes Aim at Return Fraud

Retail Customer Experience picked up on the release of the Chameleon standard, drawing attention to how CardLinX "takes aim at return fraud," through reversal policies and reporting requirements that will enable real-time fraud detection.

**CardLinX Comment:** Merchant concerns are crucial in the card-linked offers space. Working together to improve merchant benefits and reduce risks will go a long way to fostering growth. [Read More>](#)



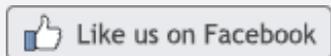
## Linkable Networks Inks Deal with Seasoned Grocery Exec Evan Anthony and Masterpiece USA to Enhance Shopper Marketing and Loyalty Offering

Linkable Networks has partnered with former Kroger executive Evan Anthony. His firm, Masterpiece USA, will use its expertise in customer experience and loyalty to help expand Linkable Network's footprint.

**CardLinX Comment:** The pairing of a cutting-edge firm with a seasoned groceries executive demonstrates how the line between ecommerce and brick & mortar retailing is blurring. [Read More>](#)

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