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PAYPAL TO FORGE SEPARATE FUTURE FROM EBAY

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CardLinX member PayPal will spin off from eBay, the company's board of directors announced last week. American Express executive Dan Schulman was named president of PayPal and will become CEO. Industry pundits guessed about the timing and reasons behind the split. However one thing is certain—



payments capabilities like those at PayPal are increasingly in demand. News coverage also cited the launch of Apple Pay as a factor prompting the decision.

CardLinX Comment: As online and POS transactions converge, leading companies are continually reevaluating their partnerships and value propositions to merchants and consumers. [Read more >](#)

Affinity Solutions Completes Acquisition of SMB Platform

Affinity Solutions, a CardLinX member, completed its integration of 2Go Media, a marketing technology solutions company focused on small- and medium-sized businesses. "The coming together of Affinity Solutions with 2Go Media creates a comprehensive ecosystem of product, services, and partnerships, designed to help merchants grow sales, precision-target their offers, and better engage their customers," said SVP Ted Mooney.



CardLinX Comment: Strong merchant relationships are critical in payments, and engaging small businesses on a large scale has tremendous potential in the sphere of loyalty and offers. [Read more >](#)

South Korea's SKP in Deal for Shopkick

SK Planet Group, which operates mobile platforms and shopper rewards program in South Korea, announced a planned acquisition of the app shopkick, "Together, we will expand well beyond mobile, connecting online and offline shopping experiences in unprecedented ways," said an SKP executive.



CardLinX Comment: From Seoul to Redwood City, loyalty and mobile are driving deals... for shoppers as well as industry leaders. [Read more >](#)