



CardLinX™

# e-LinX

## NEWSLETTER

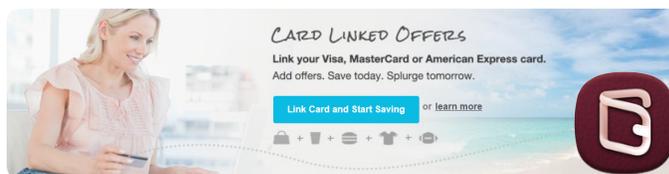
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## SAMSUNG AND COUPONS.COM ANNOUNCE CARD-LINKING PARTNERSHIP

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CardLinX member Coupons.com announced a partnership that will enable Samsung mobile device users to select among Coupons.com's Card Linked Offers (CardLink iQ™) via their Samsung Wallet.

**CardLinX Comment:** The future of customer convenience is all about mobile. This collaboration shows how card-linking and mobile payments will gain scale together. [Read more >](#)

### CardLinX Now

**"CardLinX Completes Market Study on Global Card-linking; Industry Is Booming"**  
[Read more >](#)

### FICO Joins The CardLinX Association

Fair Isaac Corp. announced that it has joined CardLinX. PaymentsSource quoted FICO vice president of marketing solutions Matt Beck: "the space is evolving rapidly, with the mobile channel becoming the primary way consumers link offers to cards."



**CardLinX Comment:** FICO is a long-time innovator in the card industry and a perfect fit among the payments and digital advertising leaders that comprise CardLinX. [Read more >](#)

### Cardlytics Raises \$70 Million More; Partners with Santander UK



Cardlytics, a CardLinX member, raised \$70 million in its latest round of financing, for a total venture funding of just over \$170 million. "We want to be ready to take advantage of the market, and getting ready for an IPO takes work," said co-founder and president Lynne Laube. Also, Santander UK is offering CLOs to its customers via a [new partnership](#) with Cardlytics.

**CardLinX Comment:** Cardlytics will use the funding to make marketing more relevant and measurable—one of the biggest virtues of card-linked offers, and one that investors and issuers clearly appreciate. [Read more >](#)

### Visa Europe to Launch Card-Linked Program

Visa Europe has partnered with edo interactive for a card-linked cash-back program that will launch in the U.K. Visa Europe said card-linking has the potential for "increased reach, revenue and brand loyalty for content and channel partners."



**CardLinX Comment:** Yet another major network throws its weight behind the channel! This news shows how strong partnerships are driving the global growth of card linking. [Read more >](#)