



# e-LinX

## NEWSLETTER

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

### TWITTER LAUNCHES CARD-LINKING PROGRAM

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**T**witter Offers is a new card-linking program from the social media giant. Adweek observed: “the ability to tweet deals also lets brands track the effectiveness of their ad strategies.”

**CardLinX Comment:** We knew Twitter was savvy about card-linking given its recent acquisition of CardLinX member CardSpring. The broad reach of this platform will help many brands, merchants, and consumers discover the advantages of CLOs. [Read more >](#)



Twitter's bringing coupons straight to your social media account.

#### CardLinX Now

**Announcing The 2015 CardLinX Forum Series: We've selected the best topics and locations. Members just need to register by Dec. 15th to claim their complimentary passes. Keynotes include speakers from Facebook, Microsoft, PayPal, FICO, and more. Register Now>**

#### Linkable Networks Raises \$8 Million Plus

**C**ardLinX member Linkable Networks raised over \$8 million in its seventh round of funding, bringing its total to over \$28.7 million.

**CardLinX Comment:** Another issue of eLinX, another round of funding! Investor confidence in card-linking is high, and for good reason. [Read more >](#)



#### CardLinX Panel Packs the House at Money20/20

**I**t was standing-room only—with over 400 attendees—at our Money20/20 panel, “Card-Linking: Moving to Scale.” Much thanks to our member-panelists for the dynamic conversation.

**CardLinX Comment:** With our conferences, global panels, and presence at the leading payments and digital advertising conferences, CardLinX has been building momentum for CLOs. Market participants want to hear what CardLinX members have to say! [Read more >](#)



#### TV Takes a Page from Card-Linking

**H**ow do you know if your TV ads are driving sales? A new crop of tools from companies such as Simulmedia Inc. has sprung up to apply the lessons of “Big Data” to television, reports the Wall Street Journal.

**CardLinX Comment:** Advertisers want bang for their buck on ad spend. The pressure is on for all channels to use analytics effectively. Card-linking, of course, can meet this demand. It will be interesting to see how traditional media transforms in response to new expectations. [Read more >](#)

