



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 or email info@cardlinx.org.

PINTEREST & INSTAGRAM SOON TO LAUNCH “BUYABLE PINS” AND “SHOP NOW” BUTTON

In This Issue

- [1. Pinterest & Instagram Soon to Launch “Buyable Pins” and “Shop Now” Button](#)
- [2. Microsoft Launches Pilot Rewards Program Called Earn](#)
- [3. Excentus CLO Fuel Rewards Program Ramps Up Growth](#)

Pinterest will launch their “Buy Button” and “Buyable Pins” later this month allowing both buyers and merchants to experience Pinterest as a “shoppable” platform. Partners include Jo-Ann Fabrics, Macy’s and Nordstrom’s. In addition, Facebook’s Instagram has announced that they will launch new tools called “Shop Now”, “Install Now” and “Sign Up” which will encourage consumers to sign up for specific offers or download their app.

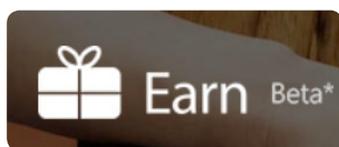


CardLinX Comment: The age of “shoppable” or “pay enabled” digital advertising has arrived! So what do you need for your digital ad to be actionable? The answer is card-linked offers. Merchants and eco-system partners that invest in enabling their digital ads to be card-linked will soon find a new universe of digital publishers hungry for their content. Pinterest and Facebook’s Instagram are recent examples. However Microsoft, Twitter, Apple Pay and Samsung are other examples of large platforms that have enabled or are planning to enable card-linking. [Read more >](#)

CardLinX Now

Join Microsoft, Affinity Solutions, and FICO at the upcoming forum for “Data Driven Commerce: Card-Linking and the Transformation of Offers,” Sept. 22 in Seattle. [Register Now>](#)

Microsoft Launches Pilot Rewards Program Called Earn



Earn, a customer rewards program launched by Microsoft, gives both consumers and merchants a reason to be happy. Not only do Earn points go towards Microsoft laptops, phones, games, etc. but they also drive consumers into merchant’s stores at no cost to them.

CardLinX Comment: The Microsoft Earn program is the latest example of an innovative card-linked loyalty offering that is a win for both consumers and merchants. Leading technology companies including Microsoft are positioning themselves as marketing partners for savvy merchants. The success of this program will demonstrate that large technology players like Microsoft can deliver advertising scale for merchants in an attributable way. [Read more >](#)

Excentus CLO Fuel Rewards Program Ramps Up Growth



The Excentus CLO Fuel rewards programs enables consumers to earn rewards from thousands of brands. Using the program, merchants gain the ability to create cents-per-gallon rewards for their consumers by being a part of the Fuel Rewards card-linked program.

CardLinX Comment: The Excentus Fuel Reward program is an example of the increasing popularity of multi-merchant loyalty programs. While popular overseas, nationwide programs in the US have been less successful until Excentus. Data from card-linked loyalty programs enable participating merchants to provide high value rewards to consumers and keep them coming back. [Read more >](#)