



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.

FACEBOOK'S MESSENGER ENABLES PAYMENTS FOR ALL OF U.S.

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Facebook users can now make person-to-persons payment through the Messenger platform. This mobile payments capability, announced and rolled out in March, now allows any Facebook user in the U.S. to link their debit card to Messenger.



CardLinX Comment: Facebook just made payments easier and more mobile while accumulating what is expected to be a very large base of debit cards on file. This major step sets the stage for Facebook's greater integration in digital commerce, as online advertising and payments converge through the leading social mobile platform. [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 >](#)

Apple Pay to Link Loyalty Cards in U.K.



Next month the new system will roll out to 250,000 locations in the U.K. including public transportation. Debit cards will also be added to the system and be available at over 1 million locations linking Pinterest and Discover with Apple Pay.

CardLinX Comment: Card-linked offers and loyalty are emerging as the "must have" killer app for mobile payments. Apple's move confirms what CardLinX members already know: card-linked is the future of digital commerce. [Read more >](#)

Card-Linked Offers Continue to Grow



CEO of Edo Interactive explains how mobile can reignite the excitement around card-linked offers and all the benefits to them.

CardLinX Comment: Both the digital marketing and payments industries are recognizing that payments data can help digital ad platforms more effectively target online ads and attribute digital ads to offline purchases. Edo Interactive aims to ride this wave under its new President and CEO. [Read more >](#)