

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.

SURVEY: CARD-LINKING HIGHLY EFFECTIVE

In This Issue

1. [Survey: Card-Linking Highly Effective](#)
2. [First Data Expands CLO Redemption Platform](#)
3. [American Express and Coupons.com Make Card-Linking News](#)
4. [RetailMeNot Demos Card-Linking Program at SXSW](#)

Card-linked offers are very successful, but underutilized. A Bank of America/CMO Club poll found that card-linking lifted revenue in nine out of ten programs, 98% of chief marketing officers who had used card-linking found it effective in reaching the target audience, and 96% plan to use it again. However 62% of the CMOs surveyed had yet to give it a try.



CardLinX Comment: The poll is a resounding validation of consumer demand for card-linking. The data suggests that increased consumer awareness will be the tipping point for broader consumer adoption. [Read more >](#)

First Data Expands CLO Redemption Platform

First Data added two new services to its OfferWise solution that will simplify redemption for consumers and merchants participating in Microsoft's Bing Offers.

CardLinX Comment: Collaboration among CardLinX members is moving the industry forward! The momentum and growing membership of the CardLinX Association is evidence of the critical mass for card-linked offers. Our recent forum in Las Vegas had a standing-room only crowd of over 100 participants, including all of the leading payment networks and most of the top US banks, processors, and digital publishers. [Read more >](#)



American Express and Coupons.com Make Card-Linking News

American Express launched amexoffers.com "a one-stop shop for Card Members to get relevant, curated merchant offers," and Coupons.com which went public in March, announced that it is now offering card-linked deals. PYMNT.com described Coupon.com's news as a "big card-linked move" and praised how the discounts show up immediately at the point-of-sale.

CardLinX Comment: Coinciding with the CardLinX Forum, our two newest members have pushed important developments card-linking. Amex Offers says that cardholders have saved over \$80 million in the program. As excitement grows, companies are finding more ways to simplify the experience and broaden the reach of card-linking. [Read more >](#)



RetailMeNot Demos Card-Linking Program at SXSW

Online coupon site RetailMeNot's new card-linked program debuted at the South by Southwest film and music festival. TechCruch lauded the program's ease, noting "RetailMeNot's partnership with First Data lets it check your credit card history for purchases where you've loaded discounts."

CardLinX Comment: Once again partnerships and collaboration are front and center in the success of card-linking. As the RetailMeNot program rolls out over the summer expect to see more customers and merchants getting savvy to the benefits of card-linking. [Read more >](#)

