



The CardLinX Association

Mission

The CardLinX Association increases interoperability, eliminates friction, and promotes the growth of the card linked offers industry.

CardLinX Association Value Proposition

Improving the consumer and merchant experience by eliminating friction



Standards That Minimize Friction

- Standard consumer and merchant consents, standard offer and ad insertion orders, and standard syndication agreements for consumers and advertisers
- Member participation in industry technical and business standards committees



Enable Syndication

- Access to CardLinX card linked offer tracking service to mitigate offer return fraud, reduce consumer "stacking" of card linked offers and provide industry wide attribution tracking

Member Services



Standards

- Access to and participation in industry standards committees



Meetings

- Annual member meetings enable access to key decision makers across the ecosystem including merchants, banks, publishers, card networks, payment processors and technology platform providers



Best Practice / Reference Documents

- Card-linked offer best practice reference guides and monthly teleconferences



News

- Monthly newsletter

Membership Industry Participation

- Merchants/ Advertisers
- Banks
- Payment Processors
- Publishers
- Card Networks
- Offer Technology Platforms

Membership Requirements

- By Invitation Only – Referral by Existing Member
- Dues: \$25,000 Annually
- Term: 1 year