

LinX

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NEWSLETTER

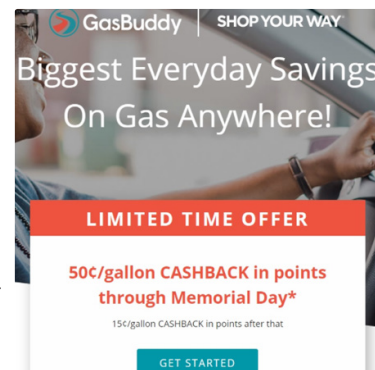
E-linx is the e-newsletter for The CardLinX Association. For more information or to subscribe go to www.cardlinx.org or email info@cardlinx.org.

SHOP YOUR WAY BRINGS CARD-LINKING AND REWARDS TO THE GAS STATION WITH GASBUDDY

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CardLinX member Shop Your Way is expanding their network and benefits through a strategic partnership with GasBuddy, whose Pay with GasBuddy gasoline payment service entitles hundreds of thousands of its users to a discount on every gallon of gas they pump. With over 200 million drivers in the U.S., spending more than \$315 billion on gasoline each year, card-linking programs like Shop Your Way that offer cash back at the pump will see accelerated consumer usage. Consumers who sign up will receive \$.30/gallon cash back in points for paid fill-ups for first 60 days after pairing account with Shop Your Way and \$.15/gallon cash back in points after. [Learn more.](#)



CardLinX Insight: Driving and shopping are two of America's favorite past times. The new Shop Your Way and GasBuddy partnership is a great innovation using a mobile app that links consumers to physical merchant locations where they can earn points and discounts. This innovative online-to-offline partnership is an example of how leading retailers, loyalty programs and apps are increasingly using data to match consumers with their favorite merchants and discounts.



Mastercard Partners with SAP to Bring Live Transactions to Cars

The CardLinX Europe Forum on March 20th was the largest CardLinX gathering in Europe to date. The topic on how IoT and AI are expanding the definition of retail resonated with many at the conference and was reinforced by the large number of attending companies working throughout the card-linking and O2O ecosystem. Dev Subrata, Fidel's CEO and the first Europe-based CardLinX board member discussed using financial data as a catalyst for a new wave of fintech innovation. Mastercard's Matous Michnevic delivered a stirring presentation on Europe's implementation of card-linking using data and commerce with the partnerships and networks across the region. Campbell Shaw from Cardlytics provided compelling data for card-linking from their client case studies in European online-to-offline commerce. Meniga's Jakub Piotrowski showcased the consumer preference and subsequent impact of using financial data to design loyalty programs that drive consumer engagement.

CardLinX Insight: As CardLinX has reported in the past, cars are poised to become the next interface for the Internet of Commerce Things. Innovative companies like CardLinX member Mastercard are working in collaboration with other companies to make cars the ultimate connected mobile device. Americans on average spend 48 minutes a day in

their cars and this presents the opportunity to create not only more conveniences with payment-enabled cars but also ways for carmakers and consumer-facing companies to create a truly immersive branding experience in the car. [Learn more.](#)

CardLinX Europe Drives Next Gen O2O with Mastercard, Fidel, Meniga and Cardlytics

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Members can watch all the CardLinX Europe Forum presentations in the [CardLinX Best Practices Portal](#). Our upcoming flagship US forum in San Diego Forum will be held on April 10th. [Register now for the San Diego Forum.](#)





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CardLinX Introduces New Startup Roundtable for CardLinX West Forum

We are excited to announce a new opportunity for CardLinX members: the CardLinX Startup Roundtable. The roundtable provides opportunities for startups and early growth, small cap companies in the association to exchange ideas and connect. Roundtable participants receive special networking and learning sessions at CardLinX Forums, an invitation to a private LinkedIn Group, and quarterly webinars with experts on topics like: different strategies for acquiring venture capital and maintaining growth past the founder stage.

The inaugural meeting will take place on April 9th before the CardLinX West Forum the following day. The guest speaker at the roundtable session will be Matthew Trusz, a leading Equity Research Analyst at Gabelli & Co., one of the largest investment managers on Wall Street. A graduate of Wharton, Matthew covers the O2O industry including CardLinX member Groupon.

To attend the CardLinX Roundtable on April 9th in San Diego email christina@cardlinx.org. If you are unable to attend in person but would like to join the CardLinX Startup Roundtable, receive communications about the LinkedIn private

group and webinars, please email info@cardlinx.org.

