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New CardLinX Study Finds Accelerating Growth and High Conversion Rates for Card-Linked Offers

New Study Finds 92% of Companies Report Increased Consumer Use of Card-Linked Offers

SAN FRANCISCO--([BUSINESS WIRE](#))-- Card-linking is growing rapidly by several key measures, finds a new study from The CardLinX Association, the leading global organization for card-linking standards, interoperability, and collaboration.

More than 50 of the largest companies in the space participated in the new study, with 92 percent reporting increases in the consumer use of card-linked offers over the past 12 months. CardLinX will present the research at the April 28 forum in New York, "[From Search to Purchase: Card-Linked Commerce](#)."

Card-linking—the practice of associating deals, offers, and loyalty rewards with a consumer’s choice of payments card—eliminates the need for paper coupons or promotion codes. Highlights from the study demonstrate card-linking’s rising popularity. Of the companies participating in the new study:

- Over 92 percent report more consumers using card-link offers over the past 12 months.
- Over 95 percent report more merchants using card-linked offers over the past 12 months.
- Nearly a third report card-linked offers growing at more than 30 percent annually.
- Over 40 percent report conversion rates higher than 10 percent for card-linked marketing campaigns.

The research also sheds light on merchant categories, consumer preferences, and reward program approaches. Professionals in financial services, digital advertising, and payments technology can learn more and meet card-linking executives and innovators by registering for the upcoming forum here: <http://cardlinx.org/cardlinx-new-york>

“The results from this new study demonstrate the accelerating momentum in card-linking, and the real value it delivers to consumers and merchants,” said CardLinX President and CEO Silvio Tavares. “Major advancements in payments over the past year and heightened expectations among consumers and merchants have drastically increased card-linking’s value proposition of better targeting, measurable ad spend ROI, and a seamless customer experience.”

About The CardLinX Association:

The CardLinX Association, cardlinx.org, is the leading association for the card-linked industry. The organization brings together leading merchants, digital publishers, payment networks, and banks—including MasterCard, Discover, Microsoft, Facebook, and First Data, among others—to develop industry standards that eliminate friction for consumers and merchants. CardLinX members serve or represent over 6 million merchants, have issued over 1.9 billion payment cards, and serve consumers with over 200 million card-enabled accounts and over 700 million active daily users.

Contacts

CardLinX
Katherine Kane, 503-477-9243
Public Relations Advisor
katherine@cardlinx.org

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