



# e-LinX

## NEWSLETTER

Issue No: 14  
January 2015

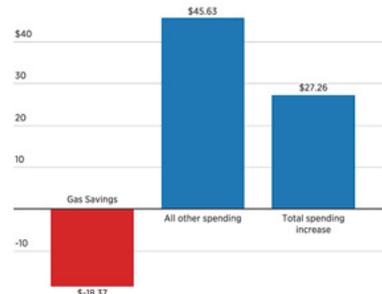
E-linx is the e-newsletter for The CardLinX Association. For more information or to subscribe go to [www.cardlinx.org](http://www.cardlinx.org) or email [info@cardlinx.org](mailto:info@cardlinx.org).

## CNBC FEATURES CARDLYTICS DATA ON GAS SAVINGS

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When gas prices went down in December, what did Americans spend their money on instead? CardLinX member Cardlytics has the answers: e-commerce and fast food. Cardlytics also found that consumers' increase in spending surpassed their gas savings.



**CardLinX Comment:** Card-linking providers have reached scale to become economic data heavy-weights. What's the consumer behavior implication for card-linked offers? The sense of saving can lead to a larger spend. [Read more >](#)

### CardLinX Now

Register now for the San Francisco Mobile Card-Linked Forum on February 24. Speakers include executives from: Facebook, Pinterest, Coupons.com, Cardlytics, and many more.. [Register Now>](#)

### Sign of a Good Investment? Card-Linking

GuruFocus sings praises of VeriFone's value, citing card-linked offers as an indicator of how the company is investing in the future. "VeriFone signed a deal with MasterCard to provide card-linked offers in Las Vegas cabs. It provided offers from local merchants leveraging swipe messengers to significantly link offers on its taxi screens to the particular card used while paying for their ride."



**CardLinX Comment:** The investment community has a growing appreciation for the value of card-linking, particularly when it taps the capabilities of the mobile. [Read more >](#)



### MasterCard Helps Loyalty Platform Partner with Merchants

Fuel Rewards, a loyalty platform program by Excentus, a CardLinX member, credits MasterCard for its winter promotion involving major retailers. "The card-linked (technology) eliminates a lot of the friction for both merchants and consumers, which has been a critical missing ingredient" said the FuelRewards CEO about a promotion partnering Shell with Toys "R" Us, JCPenney, and Olive Garden.

**CardLinX Comment:** Reducing friction, building partnerships, and collaborating with merchants — these are all key elements in the future of offers and card-linking. [Read more >](#)

### New Year's Resolution: Seamless Rewards Through CLOs

Bryan Pearson, blogger and CEO of LoyaltyOne, has set some goals for 2015. The first is making interactions seamless by "offering real-time rewards through card-linked services."

**CardLinX Comment:** A resolution well worth keeping! We saw a lot of momentum in payments, mobile, and card-linking last year. Consumers are expecting even more in 2015. [Read more >](#)

