



# e-LinX

## NEWSLETTER

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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).

## SAMSUNG ACQUIRES LOOPPAY

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Samsung announced it has acquired LoopPay, a mobile payments company that uses a magnetic signal for transactions—and can be used on 90 percent of existing POS terminals.

**CardLinX Comment:** As this technology works on all Android-enabled phones, and Samsung recently partnered with CardLinX member Coupons.com, we expect to see the broad adoption of mobile wallets accelerating use of the card-linked channel. [Read more >](#)



### CardLinX Now

Join us for the New York SKU Enabled Card-Linked Commerce Forum on April 28. Speakers include executives from: Cox Target Media, Linkable Networks, Bank of America, and many more.. [Register Now>](#)

## CardLinX Hosts Mobile Forum, Releases Standards

The 2015 CardLinX Forum Series is off to a strong start, those who did not attend the San Francisco forum missed keynotes from Facebook and other industry leaders. We also publically released the final versions of our first four interoperability standards!

**CardLinX Comment:** Get ready for more insights in New York, Atlanta, and London as the series continues. The CardLinX standards will ease the way for consumers, merchants, and new developments in offers. [Read more >](#)



## Strands Combines Financial Management with Card-Linked Offers



Strands Finance launched a platform that integrates business financial management, card-linked offers, and personal financial management. As the company explains: “Applying predefined marketing strategies through Strands CLO with customer spending data collected from Strands PFM, business owners can easily set up campaigns and target highly relevant deals to the clients of the same bank.”

**CardLinX Comment:** Innovators are finding more and more points of convergence for CLO apps. Also, the product’s launch demo at FinovateEurope underscores the global appeal of card-linking. [Read more >](#)

## Visa to Buy TrialPay Loyalty Platform

Visa announced a deal to acquire TrialPay, an offers technology provider. “TrialPay will strengthen our loyalty and offers platform, which we expect to become a strategic and competitive differentiator that can help merchants build customer loyalty and increase sales in both the digital and physical retail environments,” said a Visa SVP.

**CardLinX Comment:** The network’s move reinforces the value merchants place on technology that improves offers and reward programs. The deal reinforces the value of card-linked offers to merchants. [Read more >](#)

