e-LinX

CardLinX™

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 or email info@cardlinx.org.

MOST MOBILE BANKING CUSTOMERS WOULD USE CARD-LINKING

CardLinx Now

Don't miss the upcoming forums: London Forum, June 11 Featuring HSBC, Discover, Diners Club, and many more … Also Join Microsoft, Affinity Solutions, and FICO for "Data Driven Commerce: Card-Linking and the Transformation of Offers," Sept. 22 in Seattle.

Register Now>

Harris Poll, in a study conducted for Cardlytics, found that 64 percent of U.S. consumers believe that card-linked marketing would be helpful to them. Among mobile and online banking users, 83 percent say they would be likely to use it.

CardLinx Comment: Issuers, ahem, did you catch that? Cardlytics' Kasey Byrne put a finer point on it, "Very rarely do you get a majority of Americans saying they want any kind of marketing." Read more >

Thanks Again Teams Up with Fiesta Rewards in Mexico

Building on its presence in Mexico, Thanks Again has entered an exclusive partnership with Fiesta Rewards, one of the largest hotel and hospitality reward programs in Mexico.

CardLinx Comment: Global alliances are the future of card-linking, and as ecommerce crosses borders interoperability and collaboration in rewards takes on a growing importance. Read more >

Business Insider Profiles Mogl CEO

Would you rather be surfing or launching card-linking ventures? Mogl's Jon Carder explains how making an impact through reward programs drew him back as an entrepreneur.

CardLinx Comment: Card-linking rallies some of the most ingenuitive, dynamic, and visionary business leaders—who also know how to have fun! Read more >