



# e-LinX

## NEWSLETTER

Issue No: 22  
September 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).

### FORRESTER STUDY REVEALS RETAILERS NEED AUTOMATIC LOYALTY PROGRAMS

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A recent Forrester study, commissioned by Linkable Networks, found that CPG retailers and brands need to adopt digital coupon redemption experiences that are automatic in order to reach millennial shoppers – especially those with children. Millennials find most digital coupons (that aren't automatic) to be harder to use than traditional paper coupons. A copy of the full report can be requested [here](#).

**CardLinX Comment:** The Forrester/Linkable Network research highlights the increasing challenges for traditional paper coupons and promo codes. Modern consumers demand the convenience of “no hassle” offer redemption delivered by card-linking. [Read more >](#)



#### CardLinX Now

Dont miss the CardLinX Data Forum in Seattle. You will meet leading retailers including Eddie Bauer, Joe's Jeans, Costco, Nordstrom, and Amazon. Register now before the conference is full. [Register Now>](#)

#### Edo Interactive Launches Blended Activation

Edo Interactive's new tool, Blended Activation, allows advertisers and consumers to better control how their customers redeem offers and better measure cardholder interaction results.

**CardLinX Comment:** There is an old saying that goes “What gets measured, gets done.” The ability to more effectively measure on-line to offline conversion is a unique and powerful feature of card-linking versus more traditional digital advertising. Edo Interactive is the latest CardLinX member to deploy new products delivering on the promise of card-linking's superior ability to be measured and data-driven. [Read more >](#)



#### Discover Launches Prepaid Loyalty Card



Discover is a CardLinX member and this new product enables Discover customer Perk Plastik to deliver loyalty points in the form of cash through a payment card. One of the many benefits of this debit card is that Perk points will covert into money and can then be used at any online or retail store.

**CardLinX Comment:** Discover is a CardLinX member and this new pre-paid card enables Discover customers Perk Plastik to deliver loyalty points in the form of cash through a Discover. The new

products is another data point demonstrating that linking loyalty points and loyalty currencies to payment cards continues to gain favor. [Read more >](#)

#### Apple To Enable Mobile Ad Blockers

The new Apple mobile IOS will let users block ads on their mobile devices.

**CardLinX Comment:** The migration to “opt in” advertising made popular by card-linking is gathering further momentum. The majority of card-linked programs require a user to opt-in, or provide permission, to receive ads or discounts. Apple's move highlights the inherent advantage to card-linked mobile advertising. Card-linked ads won't be blocked because the consumer gets a direct benefit from the ad and has provided permission to get the ad on their mobile device. [Read more >](#)

