



e-LinX

NEWSLETTER

Issue No: 23
October 2015

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.

MASTERCARD AND BMO (BANK OF MONTREAL) LAUNCH MAJOR CARD-LINKED PROGRAM IN CANADA

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Bank of Montreal launched their new BMO Perks Rewards Program allowing customers a convenient, no coupons program that links directly to their BMO MasterCard. This rewards program provides customers with customized, relevant retail offers including cash back or bonus AIR MILES on the customers next statement. In addition, customers will receive emails from popular participating merchants.

CardLinX Comment: The MasterCard BMO card-linked programs casts these two innovators as firmly in the lead for card-linked commerce in Canada. The launch is another example of the continued rapid growth of card-linking around the world. Many of the initial merchants in the program also have significant operations in the US such as Shell, National Car Rental, Alamo, Staples and Toys R Us. [Read more >](#)



CardLinX Now

Join Shell, Joe's Jeans and Home Depot at the upcoming CardLinX Retailer Advisory Council, occurring in conjunction with Money2020 October 28, 2015 Wynn Hotel Las Vegas, NV [Register Now>](#)

The CardLinX Association Launches Free "MLS" for Card-Linked Industry

The CardLinX Association announced the availability of a new online system enabling merchants and their card-linked technology partners to share their card-linked offers with digital advertising publishers. Card-linking enables consumers to link their existing credit or debit cards to digital coupons, loyalty programs or mobile wallets. Consumers then simply pay with their registered card or mobile phone and no paper coupon, promo code or QR code is needed to get the discount or loyalty benefit."

CardLinX Comment: As consumer demand for card-linked offers has grown, digital publishers have often found it cumbersome to consistently source high quality merchant card-linked offers. Merchants and retailers have also found it difficult to find the broadest possible audience for their card-linked offers and card-linked loyalty programs. The CardLinX Listing Information Monitor eCenter or "CLIMe" solves these problems by providing a central online platform for merchants and their card-linked technology partners to publish the availability of their card-linked offers to large-scale digital publishers, payment card issuers and mobile wallets. [Read more >](#)



Edo Interactive "Delivers" Card-linked Restaurant Program

The advertising technology innovator, Edo Interactive and the dining rewards program, Rewards Network have partnered together allowing 11,000 participating restaurants and more than 40 million cardholders access to cash back for everyday dining purchases. Edo's cardholders are automatically enrolled in the Rewards program through their credit or debit cards and can be accessed using desktop, tablet or mobile.

CardLinX Comment: CardLinX member Edo Interactive has added a new "menu" for its card-linking capability. Its new agreement adds over 11,000 restaurants to the Edo interactive network. The move shows the continued

appeal of card-linking to the restaurant industry. This segment of merchants consistently scores among the earliest and most successful adopters of card-linking technology. [Read more >](#)