CardLinX™ 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 or email info@cardlinx.org.

AUGEO ACQUIRES EDO INTERACTIVE: TWO CARDLINX MEMBERS COMBINE

In This Issue

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Come and meet executives from Discover, Augeo Marketing, Empry, Bankrate, Excentus and others at the Reinventing Retail: Mobile & Multi-Channel Commerce Forum in Dallas on March 7, 2017

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The card-linking ecosystem continues to adapt to new technologies and market forces: CardLinx member Augeo is acquiring another CardLinx member Edo Interactive. Augeo is a leader in consumer and employee engagement through card-linking, loyalty and other engagement offerings with over 850 clients in 55 countries. Edo further enhances Augeo's card-linking products with a data-driven online-to-offline card-linked offer platform. A pioneer in card-linking with over 15 years of creating flexible technologies, Augeo remains a leader in the evolving digital marketing industry.

CardLinx Comment: The acquisition of Edo Interactive by Augeo Marketing demonstrates the maturation of the card-linking industry. With refined card-linking and loyalty platforms, the marketplace is filling a market need to bring online consumers to brick-and-mortar stores. CardLinx and its members continue to refine the shopping experience for consumers, creating experiential, frictionless transactions within reach. Read more>

Verifone and FIS Partner to Allow Payments with Loyalty Points

Verifone and FIS have taken loyalty and card-linking to the next level by enabling consumers to pay at the point-of-sale with loyalty points linked to a credit or debit card. Verifone's Points Redemption application connects to the FIS Premium Payback Network to accept third-party loyalty programs. When consumers pay with a loyalty-linked payment card on a Verifone device, it will prompt them automatically when enough points are available to pay for their items.

CardLinx Comment: CardLinx members Verifone and FIS are taking card-linking and loyalty programs to the next level by providing payments with loyalty points. This creates additional branding and online-to-offline transaction opportunities for merchants who creatively engage with consumers through their loyalty programs. Merchants will be clamoring to add loyalty reward point payments and adoption rates for card-linking and loyalty programs will accelerate with this new functionality. Read more>

Samsung Pay Transactions Surge with Loyalty and Rewards

In the three months that Samsung Pay launched Samsung Rewards, the wallet has doubled the number of daily transactions and set new record for daily transactions in December. Samsung Rewards have been embraced by power users whose usage of the wallet doubles every week. Samsung Rewards is wallet-specific giving it an advantage in consumer adoption: 44% of likely US mobile wallet adopters would test the service if given access to a wallet-specific rewards program.

CardLinx Comment: The success of Samsung Pay shows that consumers want card-linked incentives in their wallets. Samsung Rewards as a wallet-specific program eases adoption hurdles and makes online-to-offline offers especially attractive by making the redemption of these offers frictionless. Power users' quick adoption of Samsung Rewards demonstrate that changing consumers' habits to include card-linking is possible with the right program. Read more>

CardLinx Makes Microsoft's Card-Linking Software Publicly Available

A new open source card-linking software suite developed by Microsoft, one of CardLinx's founding members is now available on the CardLinx website. The codebase is free and publicly available under the MIT License so that companies considering a card-linking program can easily build on the code to provide API access to the leading payment networks. This new industry standard will bring more companies into the card-linking ecosystem, both expanding its accessibility for consumers and increasing the complexity of the payments ecosystem.

CardLinx CEO Silvio Tavares contributed to Payment Source's article on this announcement with:

"This is a great example of collaboration between competitors that solves a real pain point for consumers and merchants…When we think about fraud, it's usually an organized crime syndicate or syndicates. They are working together to steal information such as credit card numbers. It's up to our industry to work together to fight that." Read more>