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2017 -- WHAT HAPPENED? ...AND WHAT TO EXPECT IN 2018

In This Issue

2017 - Growth and Complexity

As 2017 closes, CardLinx and the online-to-offline commerce industry are growing more rapidly, more globally and with more complexity than ever before. Our 2017 CardLinx Annual Survey measured 50%+ growth in card-linked transactions. Card-linking and on-line to off-line applications grew in number and scale including new or enhanced programs from companies as diverse as Groupon, Uber, Rakuten, Bank of America, Sumitomo Mitsui Card, Hilton and Collinson's Priority Pass. New countries got involved with card-linking including new CardLinx members from China, Singapore, Japan, Sweden and the United Kingdom. But two key trends stand out from the rest in 2017: 1) artificial intelligence embedded in online-to-offline applications and 2) the globalization of card-linking. Learn more.

Artificial Intelligence Becomes Real

Artificial Intelligence emerged as the key enabling technology for all aspects of payment and card-linking including origination of new card accounts, personalization of card-linked offers, fraud detection and on-line to offline attribution. CardLinx members including AEON and Bank of America announced new initiatives using AI for card origination, customer service and personalization of card-linked offers. In 2017, CardLinx held the first global conference on this topic hosting keynotes from companies including Alipay, Hilton and Discover with industry leaders including Google, MasterCard, Transunion and others. Learn more.

CardLinx Driving Global Change

The CardLinx Association took center stage leading numerous inter-operability and standardization initiatives enabling the industry to grow more rapidly around the globe. For example, under the auspices of The CardLinx Association, the largest US debit networks collaborated with the largest publishers of card-linked offers to develop new API's supporting card-linking on debit cards.

In Japan, the largest Japanese card issuers, card networks, and digital publishers worked together to develop standards and a platform for greater interoperability for card-linking.

AI GOES MAINSTREAM

TOKYO - Feb 6th
LONDON - March 20th
SAN DIEGO - April 10th

Three Trends For 2018

Looking forward to 2018, we predict that three key trends will shape the future of online- to- offline and card-linking.

1-Artificial Intelligence Becomes Mainstream:
2018 is the year that artificial intelligence will go mainstream and be used to predict and drive consumer shopping for card-issuers, CLO publishers and merchants. Learn more at our upcoming CardLinx Forums in Tokyo (February 6), London (March 20) or San Diego (April 10).

2-Data Portability for Consumers:
Say good-bye to data silos for consumers. Consumers will increasingly control and share their card-transaction data, browsing data and social media data with third parties in return for personalized benefits. Europe is leading the way with new regulations requiring banks to share data with consumer permissioned 3rd parties including card-linked publishers and social media platforms. Learn more at our upcoming conferences and participate in the CardLinx work group that are enabling enhanced data portability.

3-Product and Technical Collaboration Become the Rule Rather Than the Exception:
In the recent past, some leading payment companies and technology platforms sought to build walled gardens excluding incumbent companies. A notable example includes Amazon. While this has had some success, the scale and complexity of global commerce requires a more pragmatic approach for 2018. The largest companies in the world are increasingly looking to partner rather than exclude. Apple's approach to Apple Pay demonstrates how collaboration with incumbent banks and merchants can yield better results than a walled garden approach. CardLinx continues to drive cross industry partnerships across payments, digital advertising, retailing, loyalty, cross border offers and much more open way.

Wishing you and your family happiness, health and prosperity in 2018! The CardLinx Association