



CardLinX™

# e-Linx

NEWSLETTER

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e-Linx is the e-newsletter for The CardLinX Association. For more information go to [www.cardlinx.org](http://www.cardlinx.org) or email [info@cardlinx.org](mailto:info@cardlinx.org)

*Join us for the Inaugural CardLinX Forum! This first annual event focusing on the convergence of digital advertising and card-linked offers will take place April 7, 2014 at the Mandalay Bay Hotel & Casino in Las Vegas. Visit [us today](#) to register. Space is limited!*

## In This Issue

- 1. Coverage Aflutter over CardLinX Hummingbird Standard**
- 2. Happy Card-Linked Offer Year: Plink CEO**
- 3. Deals for Data: Amazon's Payments Play**
- 4. "Sleeping Giant" Apple Awakes to Mobile Payments**
- 5. Start-Up Taps Local Establishments with Card-Linking Program**

### COVERAGE AFLUTTER OVER THE CARDLINX HUMMINGBIRD STANDARD

PaymentsSource turned its spotlight on CardLinX! In a piece on the Hummingbird Standard, CEO Silvio Tavares and board member Dom Morea, SVP of First Data, explained our mission to increase interoperability in the card-linked marketplace.

**CardLinX Comment:** The Hummingbird Standard, with its precise measurement of ad spend ROI, is a perfect example of how card linking can revolutionize advertising. The piece made a strong case for how standard metrics will benefit the promotions marketplace, and an outside consultant's quote validated our arguments. [Read More>](#)



### Happy Card-Linked Offer Year: Plink CEO

Paul Vogel, CEO of Plink, predicts the industry will see "close to 100% growth" in purchases motivated by card-linked offers in 2014 and that they will grow hand-in-hand with mobile wallets. What's more, he pointed to the creation of The CardLinX Association as evidence that card-linked



offers are more than a passing fad.

**CardLinx Comment:** He practically took the words out of our mouth: "Participation in the card-linked offer economy from many of the largest media companies in the world will be the fuel that propels card-linked offers into the mainstream and positions the industry for the long-term." [Read More>](#)

## Deals for Data: Amazon's Payments Play

Amazon plans to offer Kindle-based checkout systems to smaller merchants this summer, which would vastly broaden its data on consumer spending habits. Sources say the firm may woo merchants with access to Amazon Local.



**CardLinx Comment:** Whoa, when the dominant force in online retailing moves to brick and mortar, that's clear evidence of the convergence of digital advertising and real-world commerce! The move-particularly the value proposition of its discount platform-showcases how card-linking is primed to break down traditional divides, be it between industries or online vs. instore. [Read More>](#)



## "Sleeping Giant" Apple Wakes to Mobile Payments

The Wall Street Journal reported that Apple has been talking to industry executives about leveraging iTunes for mobile payments of physical goods and services. One research analyst said "They have the capability; they just haven't tied it all together."

**CardLinx Comment:** Again, another tech titan, making inroads on the traditional retail world! Clearly customers want frictionless transactions at their instore point-of-sale, and Apple realizes the appeal of ready access to an existing account. Parallels to card-linked offers? You bet. [Read More>](#)

## Start-Up Taps Local Establishments with Card-Linking Program

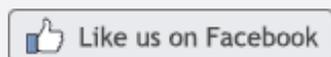
Spring Marketplace launched with over 200 Chicago bars and restaurants signed up for its offers program. "It works off the payment card that people already carry," said CEO Bruce Mitchell, a former adviser to Groupon.

**CardLinx Comment:** Let's grab a Goose Island beer and toast to small merchants' appreciation of card-linked offers! [Read More>](#)



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