



e-Linx

NEWSLETTER

Issue No: 36
November 2016

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.

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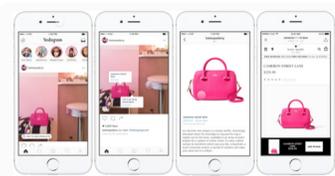
First Data and Verifone Reach US-Bound Chinese Consumers with Alipay

CardLinX members First Data and Verifone have partnered with Alipay to bring easier payments to Chinese consumers visiting the USA. With over 450 million users, Alipay is the leading payments company in China and an affiliate of Alibaba.com, a China-based online auction website. Some estimates indicate that the number of Chinese consumers traveling overseas will double to over 200 million per year by 2020. [<Read more>](#)



CardLinX Insight: Asia continues to be a region where enthusiasm for alternative payments and card-linking is building. CardLinX members are expanding the card-linking ecosystem either directly or through partnerships like the one First Data and Verifone reached with Alipay. We expect to see more partnerships that expand card-linking offers to Asian consumers in 2017.

Instagram Goes Shoppable



Instagram launches shoppable tags to allow consumers to view more information about an item: price, description details, additional photos along with a “Shop Now” button to buy it on the web. Unlike shoppable pins on Pinterest and Houzz, Instagram’s tags are hidden behind a “Tap to view products” button. Instagram plans on monetizing the tags by selling ads allowing brands to show their tagged images to Instagrammers who are not yet following their brand. [<Read more>](#)

CardLinX Insight: CardLinX The card-linking ecosystem continues to grow as opportunities to present personalized offers and loyalty rewards grow. Shoppable pins present yet another platform to utilize card-linking offers and create a 360 branding experience.

CardLinX Honey Bee Standard Approved

On October 14th, 2017, The CardLinX Association board of directors voted unanimously to adopt the Honey Bee Model Consumer Consent for Card-Linking v1.0. The Honey Bee Model Consumer Consent is a useful guideline that adheres to industry best practices for consumer disclosure and consent to opt-in to a card-linking program.



Click [here](#) for more information about the card-linking industry standards.

**CardLinX
Now**

Come and meet executives from AEON, T Point, DNP, Samsung Card, Sumitomo Mitsui Card, MUFG Nicos and others at the Asia Mobile Commerce and Card-Linking Forum in Tokyo on February 7, 2017

[Register Now](#)