



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.

EMPYR POWERS YELP'S CASH BACK PROGRAM

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Yelp launched a Cash Back rewards program through a card-linking partnership with CardLinX member Empyr and its online-to-offline card-linked offers platform. Consumers will receive up to 10% cash back on purchases at participating businesses in the US that are discovered through the Yelp mobile app. The program is active with bars and restaurants and will be rolled out to more stores over the following year.



CardLinX Comment: Card-linking continues to spread to the online-to-offline industry as Empyr's recent partnership with Yelp demonstrates. General purpose mobile apps like Yelp increasing are adding card-linked offers as a differentiating feature. In addition, Empyr's CardLinX membership has facilitated relationships and ultimately business deals with other CardLinX members. [Read more>](#)

CardLinX Now

Join Samsung Card, Mastercard Japan, and many more at the Asia Mobile Commerce and Card-Linking Forum Japan, Tokyo February 7, 2017 [Register Now>](#)

FIS Partners with Paypal

FIS reached an agreement with PayPal that will make it easier for customers to choose the payment and funding source when using PayPal. This new technology gives consumers access to their bank accounts with one touch from their smartphones at more than 2,000 ATMs nationwide. PayPal is also exploring ways to give consumers even more ways to pay including checking accounts, credit lines and reward points.



CardLinX Comment: As the number of internet connected devices proliferate, consumers are requesting more control over how they pay and from which funding source. CardLinX members, such as FIS, are at the forefront of the payments evolution linking the online and offline. Card-linking provides payment systems an incentive to broaden their services to include card-linked offers and loyalty benefits. [Read more>](#)

Meet Our Newest Members at the First 2017 CardLinX Forum in Tokyo



The Asia Internet & Mobile Commerce Forum in Tokyo will provide an international perspective on card-linking and online-to-offline commerce to start the 2017 CardLinX event calendar. Our newest members including Sumitomo Mitsui Card, Mitsubishi UFJ, DNP, AEON and T Point will be in attendance. Additionally, executives from Sumitomo Mitsui Card, Samsung Card, Rakuten, DNP and FIS will add their insights on the leading trends driving card-linking and loyalty in Asia. The conference is almost at capacity so register today. [Register Now>](#)

CardLinX's Take on Collaboration in Visa and Mastercard Tokenization Partnership

Last week Visa and Mastercard announced a reciprocal tokenization agreement that allows each payment network to accept the other's payment token for Visa Checkout and MasterPass, their digital payment platforms. This will help strengthen security for online and mobile payments as well as enlarge the types of accepted payment methods.

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>](#)

