



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.

TSYS STUDY: "CONSUMERS STILL LOVE COUPONS AND DEALS"

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Most consumers use coupons, more than half use daily deal platforms, and they usually reach for the card with the best rewards program—that's what a study released this month from TSYS found.

CardLinX Comment: "Old school" motivators are strong as ever, and card-linking unites the best of them with advancements in technology.

TSYS observed that card-issuing financial institutions could benefit from tweaking these incentives and raising awareness of card-linked programs. [Read more >](#)



CardLinX Member Cardlytics Rakes In Awards



Recognition has been bestowed upon Cardlytics: Ernst & Young named Lynne Laube, president and COO, a finalist in its [Entrepreneur of the Year Award](#) for the Southeast; the company also earned a ranking on this year's [Georgia Fast 40](#) list.

CardLinX Comment: From top consulting firms and to state-level economic associations, accolades for card-linking done well will expand appreciation for the value of the industry and foster collaboration.

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Facebook Explores UK Mobile Payments

News reports say Facebook is taking measures to gain regulatory approval for a mobile payments system in the UK. The Wall Street Journal observed: "knowing the spending habits of its customers also could allow Facebook to match purchases with ad campaigns."

CardLinX Comment: When one of premier online ad platforms forays into mobile payments, that's e-commerce convergence with a global reach, and evidence that accurately measuring the effectiveness of online advertising matters in the largest card-linking markets. Apropos as we launch the CardLinX European Council in June! [Read more >](#)



Will Apple Announce a Payments Platform?



Rumors have swirled for months that Apple will eventually make a big move in payments. While much anticipation of the company's upcoming conference has focused on other technology, one analyst says: "Look for possible announcements at the Apple Developers Conference next week relating to their payments ambitions."

CardLinX Comment: With competition heating up in the mobile payments space, the added value of card-linked offer functionality stands to give contenders an extra edge in consumer popularity. [Read more >](#)