

Card-linked offers:

Omni-channel marketing designed for today's consumers



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Card-linked offers enable consumers to receive a discount or cash-back automatically when they pay with a debit or credit card that has been linked to an offer.

CLO industry revelations

Recently, The Digital Commerce Alliance conducted a survey on the overall growth of card-linked offers.

Some highlights of the survey include:

Card-linked marketing moved to the second most preferred channel (21.8%), following social media marketing (22.6%).



Those investing 5% to 10% of their total advertising budget on CLO grew from 37.8% in 2019 to 64.3% in 2020. **Card-linking is emerging as a mainstream advertising channel** along with social media marketing and social engine optimization.

Survey respondents overwhelmingly chose CLO in mobile wallets as the best new technology. 41.2% of respondents selected this as the best new tech.



Among the different merchant types that use card-linking, restaurants remain the most popular. 21% of survey respondents indicate restaurants as the top merchant category for CLO.



New merchants are adopting card-linking all over the world. About one-fourth (25%) of survey respondents reported the growth rate of new merchants to be more than 50%. **Nearly half of survey respondents (47%) reported the growth rate of new merchants at more than 30%.**



Card-linking is at its tipping point, with more traditional retailers starting to complement their traditional digital marketing channels with card-linked technology to drive in-store and online sales.

We would love to hear your thoughts on how you think card-linked offers will impact media planning and loyalty strategies. Are you currently looking into card-linked offers?

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