

Card-linked marketing gains popularity with innovative companies like Linkable Networks leading the way.



A. Lyle Elias
IPayments Forum Chairman

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In the BankAmeriDeals/Chief Marketing Officer Club Poll, seventy-five percent of CMOs say targeting and customer insights (purchase history, frequency, location, spend, etc.) are the most crucial aspects to a marketing program's success. The survey, which polled CMOs on their preferences and marketing program needs, found that card-linked marketing may be the industry's best kept secret. Of the CMOs who had used card-linked marketing, nine out of 10 experienced revenue lift from a program, 98 percent deemed it an effective solution for reaching their target audience and 96 percent are planning to use card-linked marketing in future campaigns.

"Program innovations have gone beyond streamlined redemption at the point-of-sale to not only address what CMOs value in a marketing program, but what they need to be successful in customer loyalty and engagement," said Pete Krainik, founder of The CMO Club (www.thecmoclub.com), a membership organization that brings together more than 850 heads of marketing. The survey found:

- 44 percent said that the task of targeting and reaching the right consumers also ranked as the most difficult aspects.
- 23 percent said measurement was among their greatest challenge.

Respondents also noted that card-linked marketing helped meet other marketing objectives, including:

- Sixty-four percent said it drove customer loyalty.
- Fifty-four percent said it generated repeat sales.
- Forty-eight percent said it drove store traffic.
- Forty-four percent said it helped with brand recognition.
- Forty percent said it introduced new customers.
- Nearly half (48 percent) believe card-linked marketing is more effective or comparable to targeted social media advertising, while 72 percent rank it higher or comparable to store branded gift cards.

Linkable Networks' shopper marketing and loyalty platform drives consumer engagement, acquisition and retention while providing leading retailers and CPG/MFG brands pin-point analytics on consumer shopping behaviors and patterns. Linkable Networks' patented technology enables brands and retailers to reach consumers with targeted whole store, SKU-level and loyalty card linked offers in any media type, providing 100% attribution from advertisement to point of sale. Retailers and brands can deploy offers across The Linkable Network's 10,000 online and mobile publishers or leverage Linkable Network Platform and manage their own card linked shopper marketing or loyalty program. Linkable Networks bridges the gap between advertisers, brands, and consumers, leading the way in the transformation of the modern shopper marketing and loyalty model.

According to Tom Burgess, Linkable Networks CEO, "Our latest innovation enables brick-and-mortar retailers to take advantage of the power of card-linked marketing by utilizing our patented SKU based redemption." Tom explained why SKU-level matters, but it isn't one-size fits all solution. "With SKU-level card-linked offers, brands and retailers are able to track the success of each campaign for item-level products with full point-of-sale attribution from any advertising medium."

Tom said, “We are the only company offering a SKU level card-linked solution and we have three models for retailers and marketers, cash back, real-time integrated POS on receipt discount, and plug and play retail POS integration. With 70 percent of advertising budgets coming from consumer package good manufacturers for individual brand products, it’s important for both retailers and brands to better utilize advertising dollars to drive sales of individual items or SKUs both in-store and online.”

A. Lyle Elias
ATMIA Founding Director
