

Collinson Group Strengthens Global Loyalty Proposition with Asset Purchase from Linkable Networks

Expanding card-linked offers and rewards internationally

London, United Kingdom and Boston, USA: Collinson Group, a global leader in influencing consumer behavior and driving customer devotion, today announced the acquisition of a number of assets from Linkable Networks. Purchase of the assets - including Linkable's market-leading card-linked-offer (CLO) platform - has been supplemented by the employment of a number of former senior Linkable employees. Completion of the deal enables Collinson Group to immediately offer CLOs in the US. Work has started to enable provision of card-linked offers and rewards in other geographic regions through a number of Collinson Group's business lines including loyalty, benefits and insurance.

Over the last six years Linkable Networks developed a pioneering platform that gives businesses the ability to reward and incentivize consumers across multiple channels, including online, mobile and in-store by linking offers to their payment cards. In the UK, Collinson Group is already delivering card-linked rewards in the form of payment-linked loyalty currency to companies including British Airways, Avios and Virgin Atlantic and their frequent flyer program members.

In highly competitive markets such as travel, banking and retail including shopping malls and airports, the ability to understand and influence where and when customers transact can significantly improve customer engagement - helping businesses to attract and retain their customers. Furthermore, consumers increasingly expect brands to recognise them and offer tailored, timely and personalised services and rewards across multiple channels. Consumer research conducted by Collinson Group revealed that 60% want to be able to earn loyalty currency both online and in-store. Card linking can play an important role in meeting this demand in-store, seamlessly and effectively.

Colin Evans, Chairman, Collinson Group said, "We continually look to innovate and provide clients with new ways to enhance the service, experience and rewards they offer consumers. Following the success of our existing UK card-linked rewards offering, the acquisition of Linkable Networks' technology strengthens our capabilities in the US and internationally. We are seeing many airlines, hotel groups, banks and other financial service providers wanting to explore the ability to reward customers both off and online, seeking greater insight into consumer behaviour and to create lasting, more profitable relationships.

Tom Burgess, CEO at Linkable Networks commented, "The platform is designed as an omnichannel tracking solution for retailers and brands to measure attribution and drive online and in-store continuity. It's a perfect addition to Collinson Group's extensive reach across loyalty and rewards, and this is an exciting opportunity to combine our market-leading technology with their existing expertise to further unlock the potential of card-linking internationally."

About the research

The study, which was commissioned by Collinson Group and conducted by Qualtrics surveyed 2,250 consumers across four markets - US, UK, Singapore and the UAE. The research was conducted in December 2016 to January 2017.

About Collinson Group

Collinson Group is a global leader in influencing customer behaviour to drive revenue and value for clients.

The Group offers a unique blend of industry and sector specialists who together provide market-leading experience in delivering products and services across four core capabilities: Loyalty, Lifestyle Benefits, Insurance and Assistance. The group provides unrivalled insight and expertise around affluent consumers and frequent travellers, creating and delivering products and services that increase engagement, loyalty and value for customers.

We have 25 years' experience, with 25 global locations, servicing over 800 clients in 170 countries, employing 2,000 staff, and managing over 20 million end customers. Our clients include: Mastercard, Visa, American Express, Diners, Cathay Pacific, British Airways, Air France KLM, Accor Hotels and Mandarin Oriental.

About Linkable Networks

Since 2011, Linkable Networks has been building a scalable platform that provides brands and retailers the ability to engage, reward and incentivize their consumers directly and across any channel - online, mobile and in-store. Linkable Networks pioneered the concept of card-linked-offers and our self-service and SaaS-based platforms enable the creation of actionable ads, coupons, offers, promotions, rebates and more that let you influence and reward consumers no matter where they shop.