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Digital Banking Gets More Rewarding as Fiserv Partners with Cardlytics

- Reward programs are currently available through Corillian Online(R), with plans to integrate into Mobile Money™
- Targeted, merchant-funded reward offers appear in customer transaction history
- Customers can redeem rewards in-store or online, without coupons

BROOKFIELD, Wis.--(BUSINESS WIRE)-- [Fiserv, Inc.](#) (NASDAQ: FISV), the leading global provider of financial services technology solutions, and [Cardlytics](#), the leader of [transaction marketing](#), have partnered to deliver merchant-funded rewards through Corillian Online, an integrated banking, payment and personal financial management solution used by millions of consumers nationwide. Through this partnership, Fiserv is providing financial institutions with the ability to integrate targeted reward offers into the daily banking experience. Customers can redeem rewards, typically as "cash back", by clicking on an offer within their transaction history and then spending at the designated merchant using their financial institution-issued debit, credit or prepaid card. This gives cardholders an opportunity to save money without the hassles of coupons and provides a compelling reason to use both online banking and financial institution-issued cards.

Cardlytics' transaction marketing platform is unique in that it enables financial institutions to present offers that are funded by local, regional and national merchants, and are personalized using an account holder's actual spending patterns to ensure the offers are relevant to each recipient. For example, a customer who ate at a fast food restaurant earlier this week might be presented with an offer to earn rewards from another fast food chain. [Offers are presented directly beneath relevant line item transaction records](#) when customers view their transaction history online or through a mobile device. This is accomplished without using any personally-identifiable information and no transaction data ever leaves the security of the financial institution.

Regions Bank is one of the first financial institutions to offer targeted rewards to online banking customers supported by Fiserv and Cardlytics platform solutions. "We strive to add value to every interaction we have with our customers," said Tom Brooks, EVP, Cards & Payments, Regions Bank. "Our program allows us to deliver offers from recognizable companies that people interact with everyday, so we're providing our customers with a simple way to earn relevant rewards based on their individual spending patterns. And, because the offers are integrated into online banking, we can present them in a seamless, unobtrusive way"

"The integration of merchant rewards into the daily banking experience is a highly relevant proposition for both consumers and financial institutions," said Jacob Jegher, senior analyst,

Celent. "They provide a unique marketing opportunity for financial institutions and enhance the banking relationship for the consumer. This type of value-added convenience has the potential to become a key component of online banking."

Rewards programs initiated through Fiserv and Cardlytics are highly personalized. Offers can be targeted based on a variety of factors, such as where consumers shop or how much they spend. Participating merchants include national and local restaurants, retailers and service and entertainment providers. While the programs are initially available to users of Corillian Online, there are plans to integrate into the Mobile Money mobile banking service from Fiserv.

"Our partnership with Cardlytics allows our financial institution clients to leverage existing transaction data to deliver highly relevant offers that benefit consumers," said Erich Litch, president, Digital Channels, Fiserv. "Consumers can opt-out or opt-in to the service anytime, so it's another way we are putting them in the driver's seat of their own digital banking experience."

The Cardlytics reward program can be implemented as cash-back, points or miles but is typically implemented as a cash-back rewards program, complementing existing card rewards programs the financial institution may have in place.

"Financial institutions are looking for ways to differentiate themselves in the marketplace while continuing to provide added value to their customers, and our platform is a proven method to achieve both," said Lynne Laube, President of Cardlytics. "We are pleased to count an industry leader like Fiserv as a partner and look forward to working closely with them to serve the needs of their financial institution clients."

Additional Resources:

Fiserv - <http://www.fiserv.com/>

Cardlytics - <http://www.cardlytics.com/>

Cardlytics Offer Example - <http://ow.ly/4sKjt>

About Cardlytics

Through a highly relevant, "market-of-one" approach, Cardlytics unites banks and merchants to provide rich rewards to customers based on their individual purchase behavior. Its technology tracks consumers' actual purchases, providing the first digital channel that can guarantee offline sales and help consumers realize savings of hundreds of dollars per year on the products they purchase every day. The rewards improve consumers' banking behavior by increasing usage, reducing attrition and strengthening engagement with online banking. Cardlytics' multi-channel approach includes online banking, SMS, e-mail, mobile, online-mall and social networks. For more information about Cardlytics, visit www.cardlytics.com.

About Fiserv

Fiserv, Inc. (NASDAQ: FISV) is the leading global provider of information management and electronic commerce systems for the financial services industry, driving innovation that transforms experiences for financial institutions and their customers. Fiserv is ranked No. 1

on the FinTech 100 survey of top technology partners to the financial services industry. For more information, visit www.fiserv.com.

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Source: Fiserv, Inc.