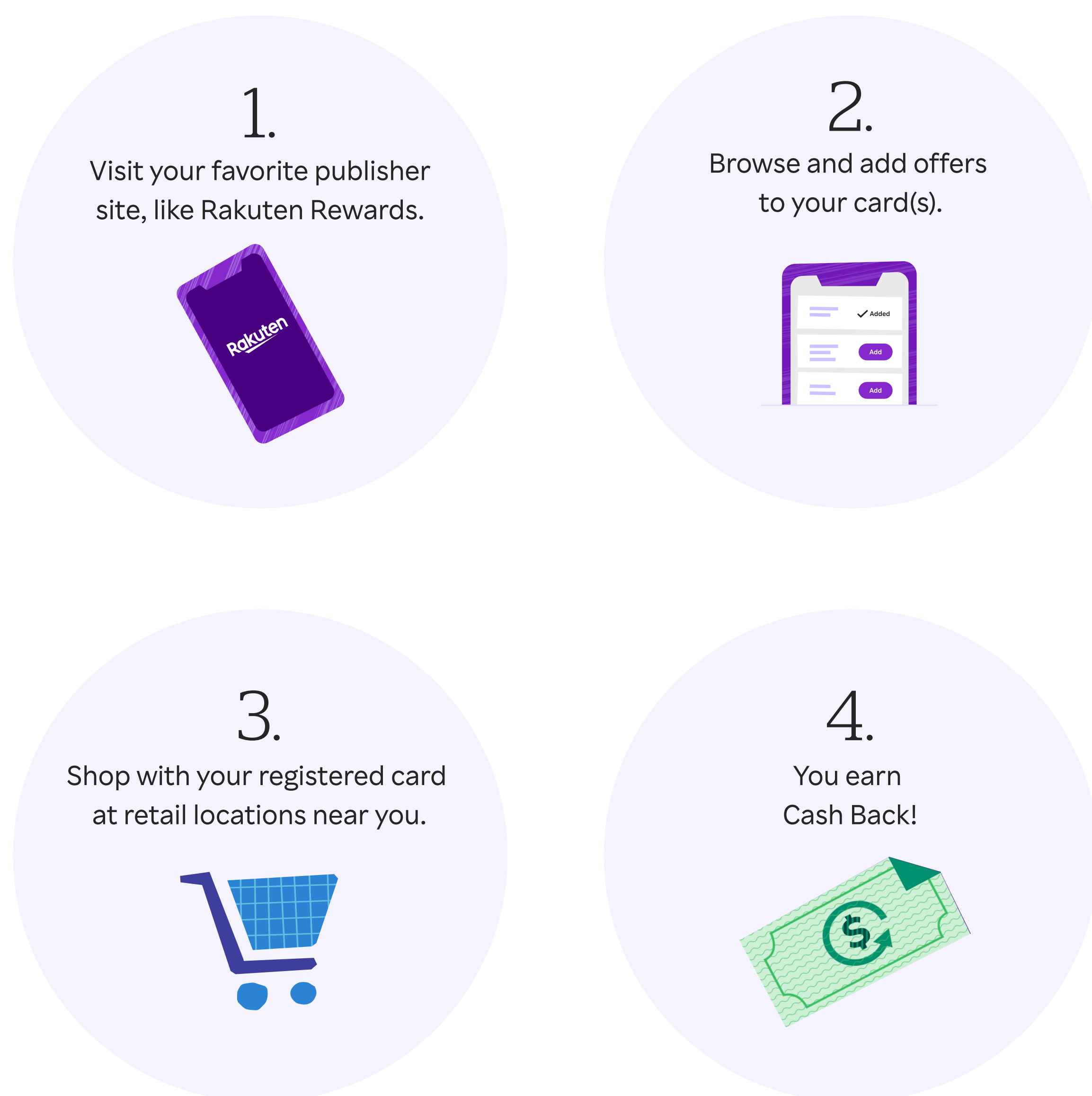


Card-Linked Offers

Driving sales with consumer rewards

Rakuten Card Linked Offers drives merchant growth In Store and Online through consumer rewards powered by credit card transaction tracking. Work with us to meet your marketing goals across a range of publishers through a strategic and flexible partnership leveraging market-leading technology and our commitment to your success.

How it works



We provide access to top publisher partners

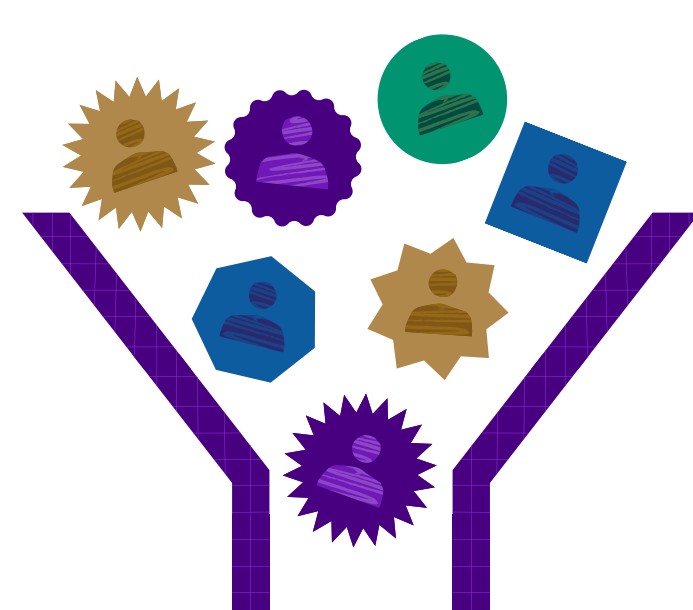
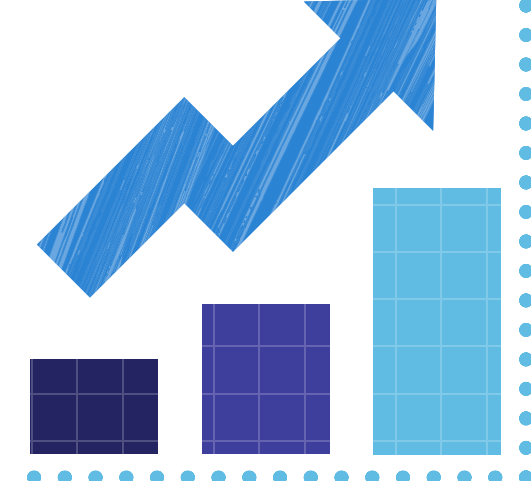
With 16 unique publishers and growing, we deliver scale and breadth like no one else in the business. With market leaders like Rakuten Rewards and American Express coupled with niche audiences from platforms like Fanatics and Givebacks, we can deliver a program to meet any merchant's needs



We solve for key merchant challenges

Program Growth

A large regional grocery chain delivered 2.5X sales growth at a ROAS of \$18 when launching an In-Store CLO offer to complement its Online Affiliate offering



Customer Acquisition

Always on shopping - be in front of the customer no matter where and how they choose to shop. 58% average program NTF rate. Highly engaged, high-value shoppers.

Incremental Value

A national children's retailer wanted to determine if an In-Store offer drove additional value for their business. Through a test and control study, we demonstrated that the presence of an In-Store offer drove: 85% of total buyers, 51% higher AOV and 10X more Sales



Efficiencies

No tech resources required to launch. Data enhancements available to integrate CLO reporting to your network or third-party system of choice. \$15 average program return on advertising spend. 1 single strategy, point of contact and invoice for all your CLO partners

We deliver for you

Scale

Reach 200M customers with a single, tech-free integration, and achieve efficient optimization with dedicated support from a single team.

Engagement

Intentional action behind every payout. No passive sales, just incremental value.

Transparency

Detailed transaction-level reporting and deduped purchases to drive insight and value.

Flexibility

Maximize ROAS with tailored rewards like budget caps, cash back, and points, while enhancing performance with personalized offers and media strategies.

National brands recognize the value of our program

