

AMERICAN BANKER®

THE FINANCIAL SERVICES DAILY

Tuesday, April 24, 2007

IN BRIEF

Revamp by Reward Unit at MasterCard

MasterCard Inc.'s advisory unit said it has enhanced the loyalty programs it runs for card issuers.

Laura Kreps, who leads the MasterCard Advisors LLC unit that runs the programs, said in an interview Monday that it had "married" its data on reward redemption with the parent company's data on transactions. The combination lets her unit conduct more customer segmentation up front, she said.

MasterCard Advisors also expanded the parameters for pinpointing cardholders to reward, Ms. Kreps said. For example, though it has long been able to identify customers who shop at certain

retailers, the unit now can determine which ones shop at a specific store, or at a particular department of a store, she said.

Finally, MasterCard Advisors has automated the process for crediting loyalty rebates to cardholders' accounts, so that the rewards can appear on an account statement the next day. This feature saves issuers the trouble of having to build the process themselves, Ms. Krebs said.

Since October, MasterCard has required issuers to have some kind of system in place to handle rebates.

— **Marc Hochstein**