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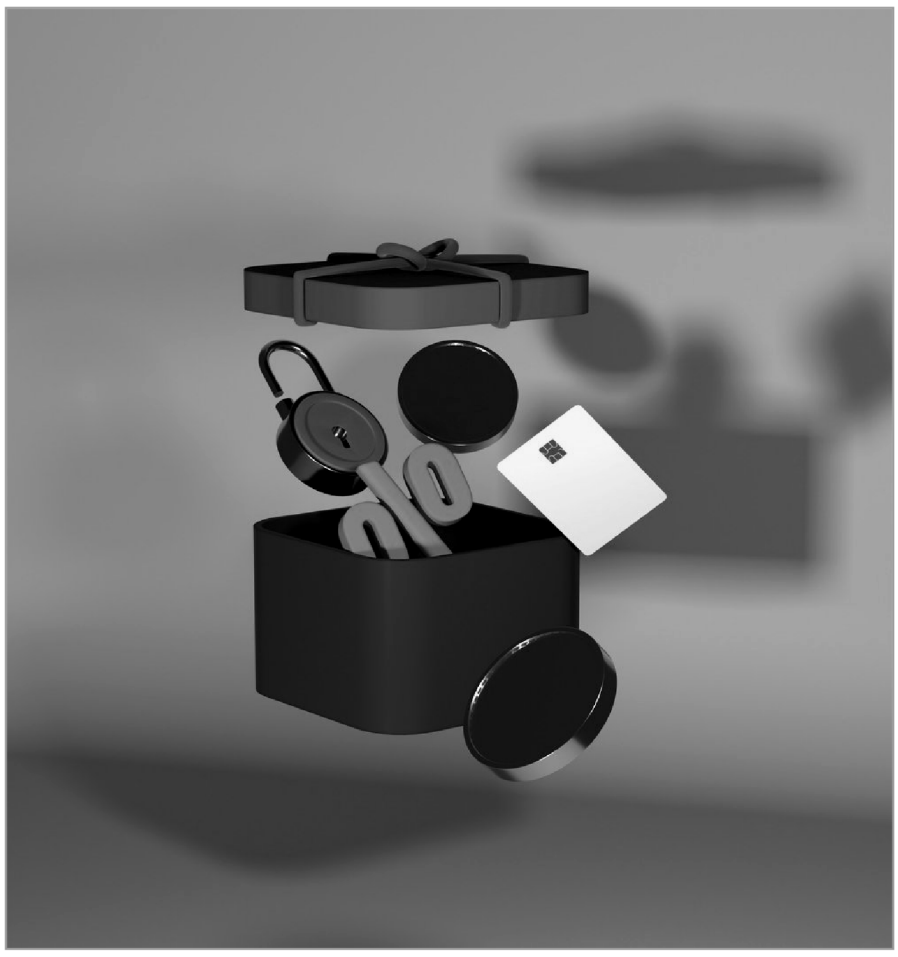
À LA UNE

Dragonpass Buys iCoupon to Build a Global "Loyalty-as-a-Service" Platform

A travel-benefits network already woven into 35 of the world's 50 largest banks absorbs a voucher network spanning 56 countries, a sign that benefit infrastructure — not just loyalty currency — is where the next wave of consolidation is heading.

Dragonpass, the travel and lifestyle benefits platform with more than 45 million members across 140-plus countries and regions, confirmed on 11 November that it has acquired iCoupon, a digital vouchering specialist whose network spans more than 200 airlines, 400 airports and 4,000 retail units across 56 countries and which issued over £100 million in digital vouchers in 2025. The deal follows almost a decade of commercial collaboration between the two firms; Dragonpass plans to extend iCoupon's dining and retail offers to its own bank and card partners and push beyond airport-lounge access into a broader lifestyle and loyalty-as-a-service platform. "The future of loyalty lies in connecting customer intelligence with relevant benefits at scale," said Dragonpass chief executive Jane Zhu. For the bank and card-issuer clients Sillage East works with across Asia-Pacific — many of whom already route lounge access and dining perks through networks like this one — the signal is less about this one deal than about where bargaining power sits next: as benefit infrastructure consolidates into fewer, broader platforms, the breadth of a card's non-points perks increasingly depends on which network it plugs into, not on what the issuer builds in-house.

— Source: **The Week (wire)**



Picture by Kingsley

EN BREF

Everyday Rewards and Middle Launch Australia's Biggest-Ever Loyalty Home-Loan Offer

Woolworths' Everyday Rewards partnered with mortgage-broker platform Middle so members who settle an eligible home loan through more than 60 connected lenders — including all four major Australian banks — earn up to 400,000 points (A$2,000) in total, which Middle calls "the biggest single points offer in the program's history."

— Source: **Woolworths Group**

Singapore's SHOPLINE Adds Gameball's AI-Driven Gamified Loyalty App

Merchants on SHOPLINE, the Singapore-headquartered commerce platform serving more than 700,000 merchants, can now add Gameball's points, challenges and VIP-tier app through SHOPLINE's App Store, with Gameball's AI deciding which customers to reward and when, rather than relying on blanket discounting.

— Source: **The Wise Marketer**

Best Buy Ties a $50 My Best Buy Certificate to GTA VI's Record Launch

Ahead of Grand Theft Auto VI's 19 November launch, Best Buy is leaning on its My Best Buy loyalty tiers rather than a straight discount to capture demand: members who pre-order the game and buy an eligible console receive a $50 certificate, while Plus and Total members pre-ordering the game alone earn 10% back in points — the standard 1% plus a 9% promotional boost — through 18 November, the day before launch.

— Source: **IBTimes UK**

> *"90% of consumers expect to stay loyal to their preferred brand — yet only 32% say its rewards programme consistently exceeds expectations, and 45% say their programmes don't offer benefits for categories like cruising despite high traveller interest."*
>
> ARRIVIA, "BEYOND ENROLLMENT: THE WINS, LOSSES AND OPPORTUNITIES IN LOYALTY" SURVEY OF 2,000+ US CONSUMERS AND 250 BUSINESS DECISION-MAKERS (9 NOVEMBER 2026)

DANS LES DÉPÊCHES

Five9 agrees to acquire AI customer-journey platform Level AI for about US$325 million ◆

Southwest Airlines previews new Rapid Rewards status tiers ahead of a January 2027 rollout ◆

Accor and Hard Rock International sign a global tie-up linking ALL Accor and Unity by Hard Rock across 125m+ members