



## **Points.com Acquires PointsHound to Enhance Loyalty Platform Offerings**

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**Outlet: Colloquy**

Loyalty currency management provider Points International has purchased all outstanding shares of Accruity, Inc., the operator of hotel booking service PointsHound.

Launched in 2013, San Francisco-based PointsHound is a booking engine that allows frequent travelers to book at more than 150,000 hotels around the world and earn points or miles in the loyalty currency of their choice.

“At its core, the PointsHound proposition was designed to drive incremental revenue to loyalty programs while offering unprecedented value to loyalty program members,” Peter Van Dorn, CEO of Accruity, said in a press release. He said he plans to help accelerate Points.com’s expansion into new industries on a broader scale.

Toronto-based Points International manages Points.com, a loyalty wallet that helps 4 million consumers track all of their loyalty programs, as well as trade, exchange and redeem miles and points. Additionally, Points also offers SaaS products that allow eCommerce merchants to add loyalty initiatives directly to online stores, rewarding customers at point-of-sale.

“This acquisition is a unique opportunity for Points.com to continue to bring new and innovative ideas not only to our loyalty program partners but also to the broader loyalty industry,” Rob MacLean, CEO of Points.com, said in a press release. “The PointsHound team has earned an excellent reputation in the loyalty and travel industries by developing leading-edge technology, strong loyalty program relationships, and impressive consumer adoption, all within a very short time frame.”

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