

RETAIL

## Nordstrom extends rewards card program to Canada

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*Nordstrom's rewards card will be powered by Toronto-Dominion Bank in Canada*

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By STAFF REPORTS

Department store chain Nordstrom is expanding its loyalty rewards credit card program to Canadian shoppers this year with the extension of its Visa rewards card.

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This program has been available in the United States for a while now, but is finally making its way north of the border to Canada. Canadian customers will soon be able to earn rewards points for every purchase made on their Nordstrom rewards credit card and apply those points to future purchases.

### Rewards card

Nordstrom has long partnered with credit provider Visa for the Nordstrom Rewards Visa card, a special credit line for Nordstrom customers to earn points for every purchase they make at the store.

Now, the department store chain is bringing that program to Canada with the help of MBNA.

MBNA is a division of the Toronto-Dominion Bank which provides several other co-branded credit cards in addition to Nordstrom's.

The card works by giving customers two points for every dollar spent at Nordstrom and one point for every dollar spent elsewhere. When a customer reaches 2000 points, they receive a \$20 coupon to use at Nordstrom.



*Nordstrom's Spring collection*

Nordstrom notes that customers can take advantage of special triple-point periods where they will earn six points per dollar spent, allowing them to reach the 2000-point milestone with only \$334 spent.

Cardholders also receive early access to Nordstrom's annual anniversary sale.

Nordstrom's rewards program has been a resounding success and its not mystery why the chain is extending its coverage to other countries.

Nordstrom Rewards' move to allow members to earn benefits regardless of their payment method has helped increase enrollment. The number of customers enrolled is now up 70 percent from where it was five years ago, and these members account for almost half of sales ([see story](#)).

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