

Birthday Voucher Validity Explained

What Is This?

A birthday voucher gives each customer a treat around their birthday. A common question is where you set how long that voucher stays usable. The answer catches most merchants out. There is no validity setting inside the Birthday section. Validity comes from the reward itself, on a different tab.

How It Works

Go to **Loyalty Program > Rewards** and open your birthday reward.

 Dashboard

Loyalty Program ^

 Record Points

 Point History

 Rewards

 Customer Portal Design

 News Feeds

 Referral Configurations

 Tier Configurations

 Feedbacks

Reservation ^

 Calendars

 Reservations

CRM ^

 Broadcast Batches

 Campaigns

 Customers

 Scan & Share

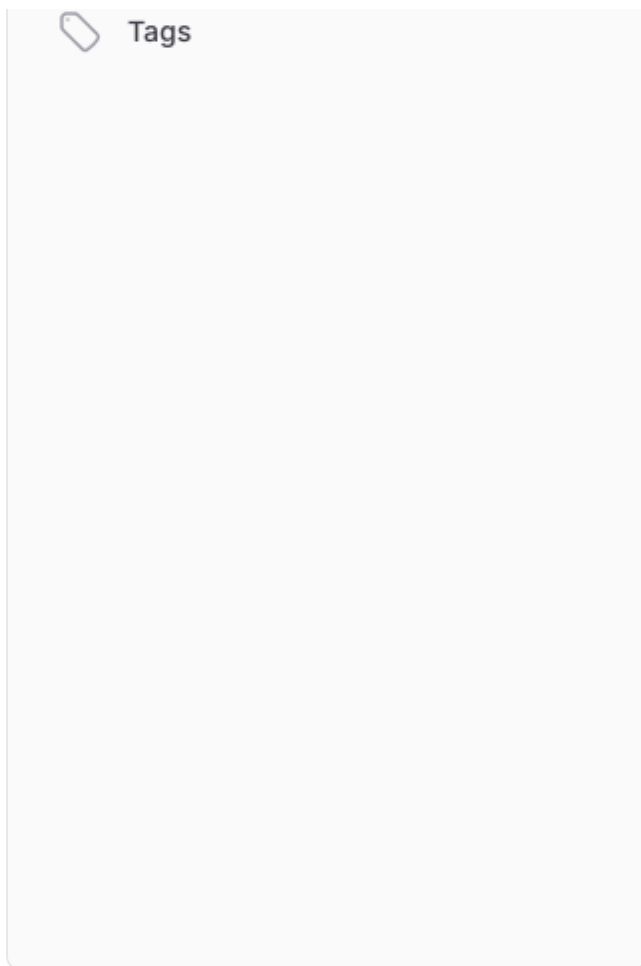
General ^

 Spaces

Settings ^

 Users

 Configurations



The **Automations** tab holds the Birthday section. It decides who gets the voucher and when. You get the auto-assign toggle, the quantity, the assignment time and the Delivery Schedule. There is no expiry setting here.

Pixalink Explore

Search

Dashboard

Loyalty Program

Record Points

Point History

Rewards

Reward Categories

Customer Portal Design

News Feeds

Referral Configurations

Feedbacks

Reservation

CRM

General

Settings

Auto-assign to New Customers

Quantity

Delay Duration

Delay before automatically assigning the reward to new customers

Birthday

Auto-assign to Birthday Customers

By Default, the reward will given the next day after registration if this month is customer's birthday month.
Enable on-the-day option to give the reward on the day of registration.

Quantity*

1

Birthday Reward Assignment Time*

09:00

Set the specific time the reward is assigned to the customer's account on their birthday. Choosing a time to ensure the customer receives their rewards and notification at a convenient hour.

Delivery Schedule

At the start of the birthday month (everyone at once)

Choose when birthday rewards are assigned: to everyone in their birthday month at the start of the month, or to each customer on their own birthday.

Advanced

Auto-assign on the day of registration

Auto tag

Auto-assign to Customers with tags

Save changes Cancel

Customer Rewards

New customer reward Export customer rewards

Validity sits on the **Settings** tab, in a section called **Validity**. Two settings shape how long a voucher lasts:

- **Expiration Date** is the last day the reward can be used. Customers have until 11:59 PM on that date.
- **Custom Valid Day(s) after redemption** turns on a rolling window. Set **Valid Day(s)** and each customer gets that many days from the moment their voucher arrives.

The screenshot displays the 'Edit Birthday Free Upsize' configuration page in the Pixalink Explore system. The interface includes a sidebar with navigation options like Dashboard, Loyalty Program, Record Points, Point History, Rewards, Reward Categories, Customer Portal Design, News Feeds, Referral Configurations, Feedbacks, Reservation, CRM, General, and Settings. The main content area is titled 'Edit Birthday Free Upsize' and has tabs for Reward Details, Settings (active), Automations, Notifications, and Misc. The 'Validity' section, highlighted with a blue border, contains the 'Expiration Date' (02/26/2027) and the 'Custom Valid Day(s) after redemption' toggle (enabled) with a value of 7. Below this is the 'Delayed Usage' section with a 'Delay Voucher Activation' toggle (disabled). The 'Reward Visibility Settings' section shows 'Display in Customer Portal (Marketplace)' and 'Set Visibility Period' as enabled, with a 'Visibility Schedule' from 08/26/2026 to 02/26/2027.

When you set both, whichever date falls first wins.

Here is the part worth knowing. The countdown starts when the voucher is **given**, not on the customer's birthday. A short Valid Day(s) can therefore run out before the birthday arrives.

Real-Life Example

Aishah runs a bubble tea shop. Her birthday reward uses **Valid Day(s)** of 7, with the Delivery Schedule set to the start of the birthday month.

Siti joins on 7 September and her birthday is 24 September. Her voucher arrives the same day and expires on 14 September. That is ten days before the birthday it was meant to celebrate. Siti opens her portal, sees the date and thinks the shop made a mistake.

Aishah has two clean fixes. She can raise Valid Day(s) so the window covers the whole month. Or she can set the Delivery Schedule to **On each customer's birthday**, so the countdown starts on the day that matters.

Good to Know

- The expiry is locked in when the voucher is given. Editing the reward later leaves issued vouchers untouched.
- Customers see the date in their portal under **My Rewards**, written as "Expires on".

- Vouchers always lapse at the end of the day, at 11:59 PM.
- Leave **Custom Valid Day(s)** off and the voucher simply runs until the Expiration Date.
- Tier birthday vouchers and paid membership birthday vouchers work the same way. Their validity also comes from the reward's own Validity section.

Rewards Centre

 **420** pts.

Reward Marketplace

My Rewards

Status Filter: ▼ Active



✔ Active

Birthday Free Upsize

Redeem this treat with your Boba Lab points.

📅 Expires on Sep 14, 2026 23:59 PM



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Need Help?

If a customer says their birthday voucher expired too soon, compare the reward's Valid Day(s) against its Delivery Schedule. Those two settings are usually the cause. If they look right and the date still

seems wrong, contact Pixalink support and we will walk through the setup with you.

What's Next?

- [How Birthday Voucher Timing Works: Month, Late Sign-ups, Notifications](#)
- [What Voucher Expiry Dates Mean in Pixalink](#)
- [Birthday Rewards: Automatically Reward Customers on Their Birthday](#)