

RM30

Contribution per incremental action

: cash collected minus variable fulfilment cost minus reward cost

10

Break-even actions

incremental memberships: campaign operating cost divided by contribution per incremental action

15

Minimum target

incremental memberships, rounded up

Illustrative figures. Replace prices, costs and baselines with club records; results are not guaranteed.

The business problem

Firdaus spends time explaining benefits but struggles to sell memberships. His blanket discount gives away RM8 on an RM80 booking even when the member would have played anyway.

Adam needs a clear reason to join. Firdaus needs to cost the promise for the whole year.

Why the usual promotion falls short

A percentage makes Adam calculate future savings. "Member events" needs dates and admission prices to mean anything.

Paying can encourage him to use purchased benefits, but cannot make inconvenient benefits valuable. Show a dated first-90-day list that fits his routine; paying guarantees no extra visits.

What you set up in Pixalink

[Paid Memberships](#)

[How to Sell a Paid Membership with a Payment Link](#)

Opening scenario

Adam finishes his weekly padel game in Kuala Lumpur and pauses at Firdaus's counter. The annual membership sounds generous: "10% off everything plus member events." Yet Adam has been meaning to ask about it for a month, because he still cannot tell whether joining makes sense for him.

Firdaus repeats the pitch while another player waits to pay. His club, Adam and this scenario are fictional; all figures in this article are illustrative. The offer needs more than a discount percentage: what could Firdaus put in front of Adam that makes its value clear before he leaves?

The campaign recipe

Recipe element	Recommended starting point
Suitable industries	Padel clubs and other sports venues with spare off-peak capacity
Primary goal	Convert interested regulars into active paid members
Customer segment	Weekly players like Adam who have no active paid plan
Offer	RM99 for one year: RM40 court credit, one coaching place worth RM60, then two guest passes worth RM20 together
Validity	Credit issued day 1, expires day 30; coaching available days 31–60; passes issued day 61, usable through annual membership expiry
Minimum spend	RM80 off-peak court booking to use the RM40 credit; no extra purchase for coaching; guest court hire charged separately
Quantity or budget limit	Staff cap: 20 memberships; RM1,200 full-year benefit provision plus RM180 member servicing and RM300 campaign operations
Main success metric	First-benefit activation within 30 days, followed by renewal at annual expiry

The customer values total RM120; the first two benefits already total RM100. Firdaus budgets RM40 for the credit, RM12 for coaching and RM8 for both passes: RM60 per member for the full year.

OFFER AT A GLANCE

DAY 1 · PAY RM99

RM40 court credit

With an RM80 booking

Use by day 30

Budget RM40

▶

DAYS 31–60 · ACTIVE PLAN

RM60 coaching

One group coaching place

No extra purchase

Budget RM12

▶

DAY 61 · ACTIVE PLAN

RM20 guest passes

Two accompanied guest entries

Use by annual expiry

Budget RM8

Staff manage later dates and guest limits; guest court hire costs extra.

RM99 fee · RM120 listed value · RM60 full-year benefit budget

The message your customer receives

This message is fictional, like the merchant and customer. All figures are illustrative.

From Firdaus's padel club via WhatsApp

Adam, thanks for joining. Your RM40 court credit is ready to use. Valid until day 30 of your membership.

Minimum spend RM80 on an off-peak court booking before the credit.

THE JOURNEY

Follow the customer

1. **See the dates.** Adam sees RM99 buying court credit this month, coaching next and guest passes afterwards. Firdaus writes Adam's actual dates beside each benefit.
2. **Add up useful value.** RM40 plus RM60 clears the fee before month three. Adam checks he can attend coaching.
3. **Join and receive something.** Adam pays; his first benefit arrives that day. Staff confirm availability before he leaves.
4. **Find a reason to return.** Adam uses the credit, attends coaching and invites a guest. Extra play is the aim; existing weekly visits remain the baseline.

Use case: how the merchant applies it

Firdaus tests the bundle with a small group. The RM40 credit leaves RM40 payable on one RM80 off-peak booking; coaching buys one scheduled group place.

On day 61, active members receive two accompanied guest entries, normally RM10 each, with court hire separate. These last until annual expiry; later benefits require the date and active membership, not previous redemption.

The annual promise contains these benefits only: no recurring freebies or blanket discount after day 90. Firdaus reserves capacity, manages later issue dates and manually stops sales at 20 members.

How Pixalink supports the strategy

Pixalink supports plans, billing cycles, active-plan handling, issued benefits and expiry. Full-year liability budgeting and guest-pass limits remain Firdaus's responsibility.

Automatic release of this exact sequence is not established here. Firdaus manages later fulfilment and checks the first issue; a written benefit list is not an automatic booking or credit-wallet integration.

Configure this in Pixalink

Start with [Paid Memberships](https://kb.pixalink.io/articles/paid-memberships) (https://kb.pixalink.io/articles/paid-memberships). For the payment-link setup route, use [How to Sell a Paid Membership with a Payment Link](https://kb.pixalink.io/articles/how-to-sell-a-paid-membership-with-a-payment-link) (https://kb.pixalink.io/articles/how-to-sell-a-paid-membership-with-a-payment-link).

THE ECONOMICS

ROI taste test

Count an incremental paid membership as the action. Firdaus collects RM99, budgets RM9 for variable payment and servicing costs, and RM60 for full-year benefits at full use; campaign preparation costs RM300.

- Contribution per incremental action = $RM99 - RM9 - RM60 = RM30$: cash collected minus variable fulfilment cost minus reward cost.
- Break-even actions = $RM300 / RM30 = 10$ incremental memberships: campaign operating cost divided by contribution per incremental action.
- Minimum target = $10 \times 1.5 = 15$ incremental memberships, rounded up.

Charge the full RM40 credit; exclude extra court-booking revenue. Include any displaced full-price business in coaching and guest costs.

Compare joins against an equally sized group receiving the usual pitch. Deduct benefit costs on non-incremental joins before claiming campaign profit; these can raise the required target.

Adam's usual play and voucher use are not automatically extra profit. Replace prices, costs and baselines with club records; results are not guaranteed.

What to watch

- **Incremental paid joins:** bundle-group joins minus comparison-group joins during the same 30-day enrolment window; target at least 15.
- **Activation rate:** first-benefit users within 30 days divided by paid bundle members; start with a 70% threshold.
- **Renewal rate:** renewals divided by members reaching annual expiry; measure when due.

Common mistake: confusing retail value with cost. Adam's RM60 coaching costs Firdaus RM12 only when spare group capacity exists.

Safeguard: maintain a funded register of annual benefits and remaining guest entries. Reconcile it before further sales or guest visits.

Keep when targets and the safeguard hold, with positive surplus after costs on non-incremental joins. Improve one clarity or timing assumption at an interim review if promising; stop expansion if the completed test misses a threshold, contribution becomes non-positive, or the safeguard fails.

YOUR FIRST TEST

Try this first

- ☐ Select 100 weekly players without an active plan; randomly split 50 per pitch and record prior play and joins.
- ☐ Cap bundle sales manually at 20 and reserve the RM1,680 total operating, servicing and benefit budget.
- ☐ Enrol for 30 days with one offer; follow buyers for 90 days and record annual expiry.
- ☐ Record actual costs, first use and the funded fulfilment register, including benefits owed beyond day 90.
- ☐ Apply the decision rule; schedule a renewal check before expanding.

QUESTIONS

Frequently asked questions

Should every regular join?

Only if dates and activities suit them. Adam should count benefits he will use.

Must Adam redeem one benefit to unlock the next?

No: eligibility follows dates and active membership. Firdaus manages later delivery.

Does expiry remove the full-year cost obligation?

Budget full use before selling and honour the disclosed validity. Firdaus cannot spend the guest-pass provision just because the first 90 days ended.

Can Pixalink police guest entry limits?

Staff enforce guest-pass limits. Record the two entries; do not sell unlimited access.

Closing invitation

Test one bundle Adam understands, then measure use and incremental contribution. Selling is the beginning: recipes 29 and 30 continue the work of keeping paid members engaged.