

How Birthday Voucher Timing Works: Month, Late Sign-ups, Notifications

What Is This?

A birthday voucher rewards each customer around their birthday, without you tracking dates by hand. This guide explains when the voucher becomes claimable. It also settles the most common question: is the voucher valid for the whole birthday month, or only a few days around the date?

How It Works

The short answer: a birthday voucher follows the birthday **month**, not the exact date. Any customer whose birth month matches the current month is eligible. There is no seven-day window and no single-day rule.

You set the birthday voucher on a reward, under **Loyalty Program > Rewards**.

 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

Open a reward and choose the **Automations** tab. Turn on **Auto-assign to Birthday Customers**, then set the quantity and the **Birthday Reward Assignment Time**. This time is the hour of day the voucher is delivered.

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Search

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

New Customer

Auto-assign to New Customers

Quantity

Delay Duration

Delay before automatically assigning the reward to new customers

Birthday

Auto-assign to Birthday Customers

Quantity

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.

Advanced

Auto-assign on the day of registration

Auto tag

Auto-assign to Customers with tags

Save changes

Cancel

Customer Rewards

Reward Vouchers

Customer Rewards

By default, an eligible customer receives the voucher on the next daily run during their birthday month. A brand-new sign-up does not get it on the spot. This holds back people who register only to

collect a free voucher and leave. If you would rather use the voucher as a welcome treat, turn on **Auto-assign on the day of registration** so a customer who signs up during their birth month gets it straight away. Choose based on your business: protection from voucher hunters, or a stronger reason to sign up.

Each customer receives a given birthday voucher once per calendar year. The voucher appears in their portal, and they get a message if reward notifications are on.

Real-Life Example

Aishah runs a cafe. A regular, Ahmad, signs up on 20 May, but his birthday was on 3 May. Because eligibility covers the whole month of May, Ahmad still qualifies. He receives his voucher the next day, even though the date had passed.

Aishah also has customers who shared only their birth month, not the exact day. That works fine, because the voucher is month-based to begin with.

Good to Know

- **Whole month, not a set number of days.** The window is always the birthday month. There is no setting to change it to seven days or to a fixed 31-day span.
- **A date of birth is needed.** A customer with no birthday on file will not receive a birthday voucher.
- **Once per year.** Each birthday voucher reaches a customer only once in a calendar year.
- **Keep "Single Redemption" turned off for a yearly birthday voucher.** The once-per-year behaviour only repeats every year while the reward's **Single Redemption** setting is off. If you turn Single Redemption on, each customer can receive that voucher only one time ever: they get it the first year and then never again, with no error shown. For a birthday voucher you want to repeat every year, leave Single Redemption off.
- **Long-standing customers are included.** A daily check assigns the voucher to everyone in the birth month, not only new sign-ups.
- **Notifications land when the voucher is given,** at the assignment time you set. The voucher has no "days before the birthday" option, because it follows the month and not the exact date.
- **Want a message a few days early?** Use a birthday campaign, which can send ahead of the actual date.

Need Help?

If a customer did not receive their birthday voucher, contact Pixalink support and we will check it with you.

What's Next?

- [Birthday Rewards: Automatically Reward Customers on Their Birthday](#)
- [How to Create a Birthday Campaign](#)

- [What Voucher Expiry Dates Mean in Pixalink](#)