

How to Encourage Customers to Pin Your Portal to Their Home Screen

What Is This?

Your customer portal lives at a web link, and most customers forget where to find it after signing up. The Announcement feature in your Customer Portal Design lets you show a friendly pop-up nudging customers to "Add to Home Screen" — turning your portal into a tap-from-home icon. Pinned users come back three to five times more often.


How to Set It Up


1. Go to **Admin Panel** → **Loyalty Program** → **Customer Portal Design** and click **Edit** on your active theme.


Pixalink

 Dashboard

Loyalty Program

 Record Points

 Transactions


 Rewards

 POS Transactions

 E-commerce Transactions


 Customer Portal Design

 News Feed

 Referral Configuration

 Tier Configuration

 Feedback

 Paid Membership Types

Forms

Wallet Management

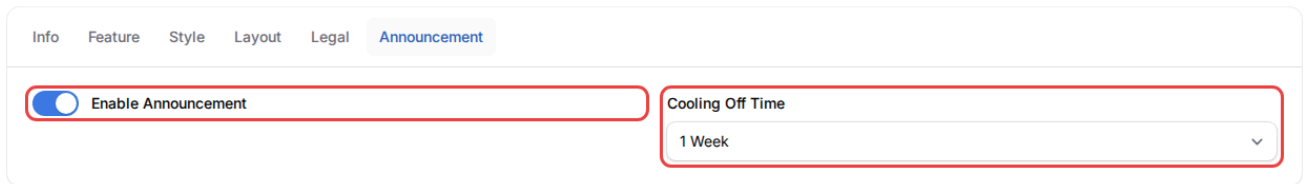
Reservation

CRM

General

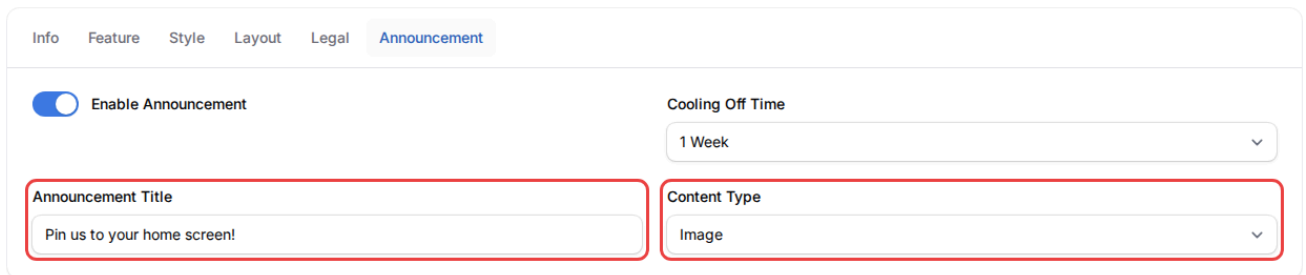
Settings

2. Click the **Announcement** tab. Turn on **Enable Announcement**, then set **Cooling Off Time** to **1 Week** — one week nudges casual visitors without nagging regulars.



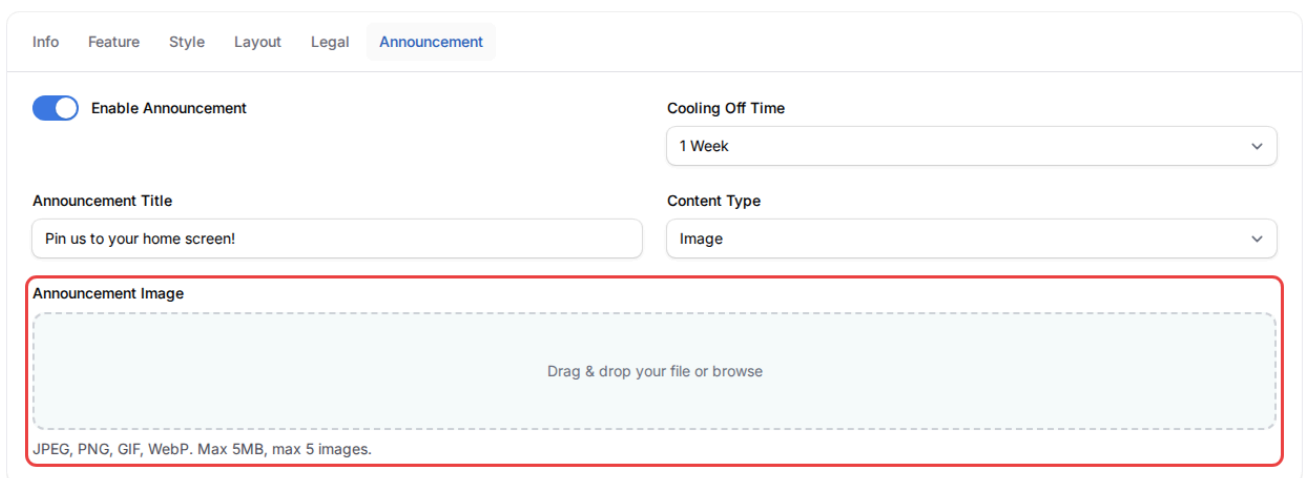
The screenshot shows the 'Announcement' settings panel. At the top, there are tabs for 'Info', 'Feature', 'Style', 'Layout', 'Legal', and 'Announcement'. Below the tabs, there is a toggle switch for 'Enable Announcement' which is turned on. To the right of the toggle is a dropdown menu for 'Cooling Off Time' set to '1 Week'. Both the toggle and the dropdown are highlighted with a red border.

3. In **Announcement Title**, write a friendly line like "Pin us to your home screen!" Set **Content Type** to **Image**. Pictures work better here because customers need to see which buttons to tap on their phone.



The screenshot shows the 'Announcement' settings panel. The 'Enable Announcement' toggle is still on. The 'Cooling Off Time' dropdown is still set to '1 Week'. Below these, there is a text input field for 'Announcement Title' containing the text 'Pin us to your home screen!'. To the right of this field is a dropdown menu for 'Content Type' set to 'Image'. Both the text input and the dropdown are highlighted with a red border.

4. Create one image showing both flows — iPhone (tap share → Add to Home Screen) and Android (tap the three-dot menu → Add to Home screen). Canva has free templates. Drag your image into **Announcement Image** and click **Save**.



The screenshot shows the 'Announcement' settings panel. The 'Enable Announcement' toggle is on, 'Cooling Off Time' is '1 Week', 'Announcement Title' is 'Pin us to your home screen!', and 'Content Type' is 'Image'. Below these fields is a large dashed box for 'Announcement Image' with the text 'Drag & drop your file or browse'. At the bottom left of this box, it says 'JPEG, PNG, GIF, WebP. Max 5MB, max 5 images.' The entire 'Announcement Image' section is highlighted with a red border.

What Your Customers Will See

The next time a customer opens your portal, your pop-up appears over the home page. They see your image with both phone types covered, follow the steps, and won't see it again for a week. Members who already pinned the portal just close it once.

Good to Know

- **Pictures over text** — phone diagrams with arrows beat a wall of text. Customers shouldn't need to read to know what to tap.
- **One week is the sweet spot** — short enough to nudge stragglers, long enough that regulars don't feel pestered.

- **Re-open button (optional)** — turn on Custom Button under the Feature tab and set a button mode to **Announcement pop-up**. Customers can then re-open your pin guide on demand.
- **Refresh seasonally** — once most regulars are pinned, swap the announcement to a promo or holiday menu so it stays useful.

Need Help?

Can't see the Announcement tab? Send us a message.

What's Next?

- [How to Customise Your Customer Portal Theme](#)
- [How to Add Custom Buttons to Your Customer Portal](#)