

How to Group Your Rewards into Categories

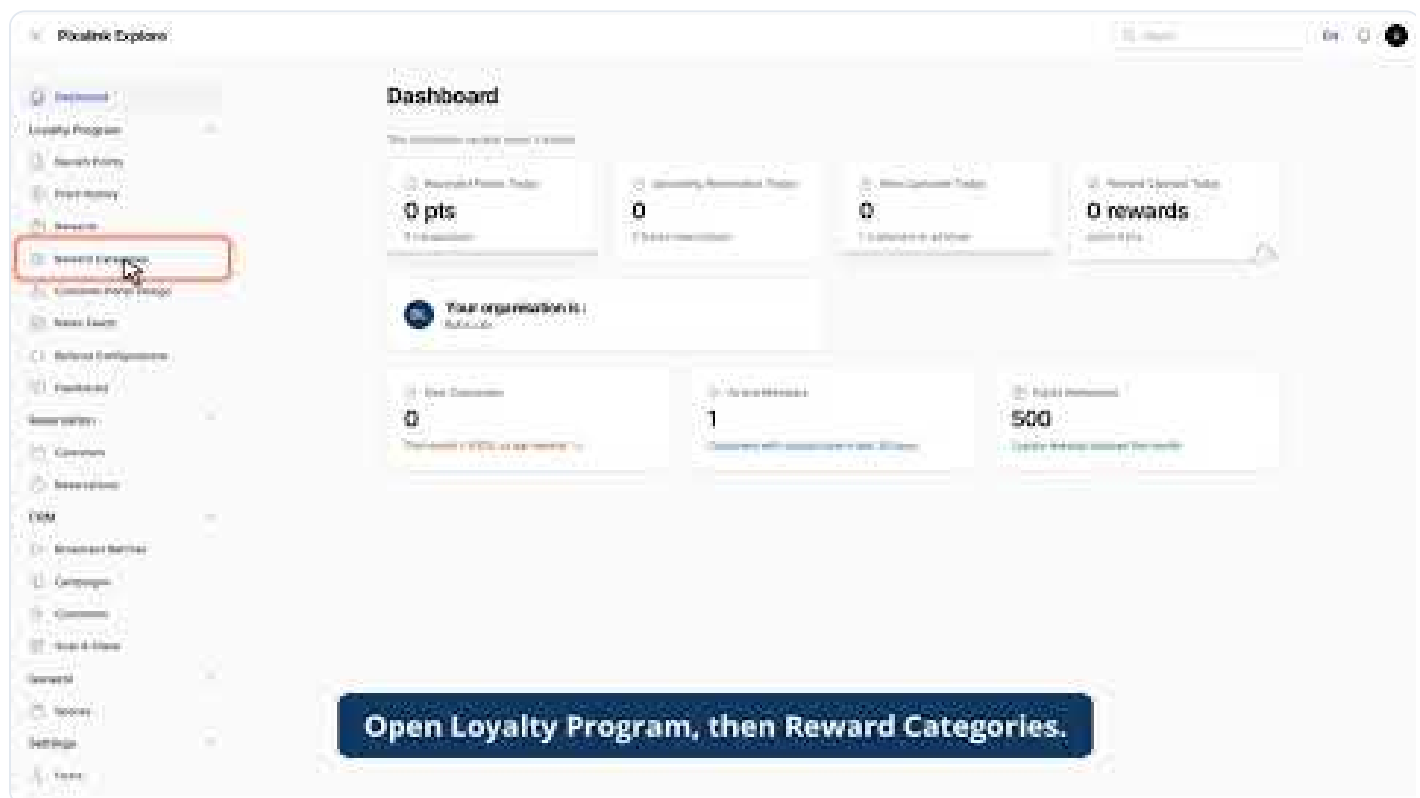
What Is This?

Reward categories let your customers browse your rewards by type instead of scrolling one long list. You group rewards under names you choose, like Drinks or Birthday Treats. Customers tap a category and see only those rewards, so the thing they want is easier to find. A shorter hunt usually means more rewards claimed, and a claimed reward is a customer walking back through your door.

Real-Life Example

Aishah runs Boba Lab, a bubble tea shop in Petaling Jaya. Over two years her rewards list grew to twenty items. Regulars kept telling her they gave up before finding the free drink voucher. Aishah created three categories: Drinks, Snacks and Birthday Treats. She then opened each reward and put it in the right group. Now a customer taps Drinks and sees four rewards instead of twenty mixed ones. Redemptions climbed within the first month, because people stopped scrolling and started claiming.

Video Walkthrough



Watch the video: <https://www.youtube.com/watch?v=jQDXNHT8SJ4>

How to Set It Up

1. Go to **Admin Panel** → **Loyalty Program** → **Reward Categories**.



Dashboard

Loyalty Program



Record Points



Point History



Rewards



Reward Categories



Customer Portal Design



News Feeds



Referral Configurations



Feedbacks

Reservation



CRM



General



Settings



2. Click **New Reward Category** at the top right.

The screenshot shows the Pixalink Explore dashboard. On the left is a sidebar menu with options: Dashboard, Loyalty Program, Record Points, Point History, Rewards, Reward Categories (highlighted), Customer Portal Design, News Feeds, Referral Configurations, Feedbacks, Reservation, CRM, General, and Settings. The main content area is titled 'Reward Categories' and features a 'New Reward Category' button in the top right. Below the button is a table with columns: Icon, Category Name, Rewards, and Status. The table contains two entries: 'Drinks' with 2 rewards and 'Snacks' with 1 reward, both marked as 'Active'. Each entry has 'Edit' and 'Delete' links. At the bottom of the table, it says 'Showing 1 to 2 of 2 results' and 'Per page 10'.

Icon	Category Name	Rewards	Status
	Drinks	2	Active
	Snacks	1	Active

3. Type a **Category Name**, pick an **Icon**, and leave **Active** switched on.

The 'Create Reward Category' form is shown. It has a title bar with a close button. The form contains two input fields: 'Category Name' with the text 'Birthday Treats' and 'Icon' with a dropdown menu showing 'Heroicon o gift'. Below these fields is a toggle switch for 'Active', which is currently turned on. A note states: 'Inactive categories are hidden from your customer portal. Their rewards stay available.' At the bottom are three buttons: 'Create' (highlighted in blue), 'Create & create another', and 'Cancel'.

Create Reward Category

Category Name*

Icon

Shown next to the category name in your customer portal.

☒ **Active**

Inactive categories are hidden from your customer portal.
Their rewards stay available.

4. Click **Create**. Your new category joins the list straight away.

Pixelink Explore

Search

Dashboard

Loyalty Program

Record Points

Point History

Rewards

Reward Categories

Customer Portal Design

News Feeds

Referral Configurations

Feedbacks

Reservation

CRM

General

Settings

Reward Categories

New Reward Category

Search

Icon	Category Name	Rewards	Status	
	Drinks	2	Active	Edit Delete
	Snacks	1	Active	Edit Delete
	Birthday Treats	0	Active	Edit Delete

Showing 1 to 3 of 3 results

Per page 10

5. Open a reward and pick your category in the **Category** field. Leave it empty to keep that reward ungrouped.

Pixelink Explore

Search

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Reward Categories

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General

Settings

Rewards > Birthday Free Upsize > Edit

Edit Birthday Free Upsize

View Archive

Reward Details Settings Automations Notifications Misc

☒ Active

Space*

Boba Lab Petaling Jaya

Reward Name*

Birthday Free Upsize

Category

Select an option

Groups this reward on your customer portal. Leave empty to keep it uncategorised.

Description*

Redeem this treat with your Boba Lab points.

Terms & Conditions

Set the terms and conditions for the reward.

Terms & Conditions Template

Select an option

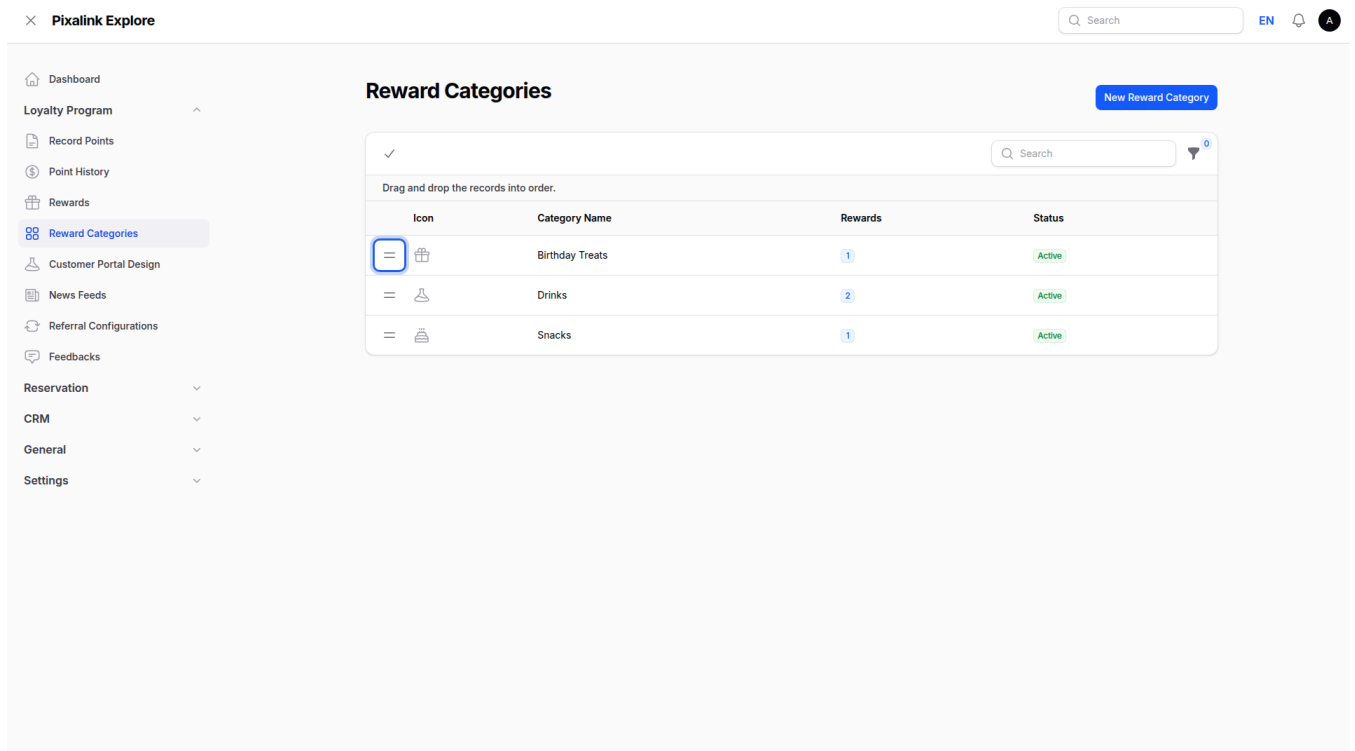
Terms & Conditions*

One redemption per customer. Not valid with other promotions.

Reward Cover Image

Select a preset cover or upload a custom image.

6. Click the reorder button above the list, then drag your categories into the order you want customers to see.



What Your Customers Will See

Your customers see a row of category buttons above the rewards. Tapping one narrows the list to that group. Tapping **All** brings the whole list back.

Rewards Centre

 **500** pts.

Reward Marketplace

My Rewards

 Search rewards

Active Filters:  Recommended



All

 Drinks

 Snacks

 Birthday Treats



Free Bubble Tea

Redeem this treat with
your Boba Lab points.

 **100** pts
 **0.00** credits



RM5 Off Any Drink

Redeem this treat with
your Boba Lab points.

 **50** pts
 **0.00** credits



Home



Order



Rewards



Profile

Good to Know

- A category only shows up for a customer once it holds at least one reward that customer can see.
- Switching a category off hides its button. The rewards inside it stay available under **All**.
- Categories cover your whole business, not one outlet. A reward still belongs to its own outlet.
- A brand new category sits at the end of the list until you drag it somewhere else.
- A reward belongs to one category at a time. Pick the group your customers would look in first.
- You can rename a category or swap its icon at any time. Your customers see the change on their next visit.

Need Help?

Still stuck? Contact our support team and we'll walk you through it.

What's Next?

- [How to Sort Rewards in Your Catalog](#)
- [What Are Rewards and How to Create Them](#)
- [Reward Categories Explained](#)

► Video transcript: How to Group Your Rewards into Categories