

How to Run a Buy 1 Free 1 Promotion for a Fixed Period

What Is This?

A Buy 1 Free 1 deal brings customers in fast, but only if it ends on time. You can set it up as a reward that customers claim in their portal. Pixalink opens it on your start date and closes it on your end date, so you don't have to remember.

Video Walkthrough

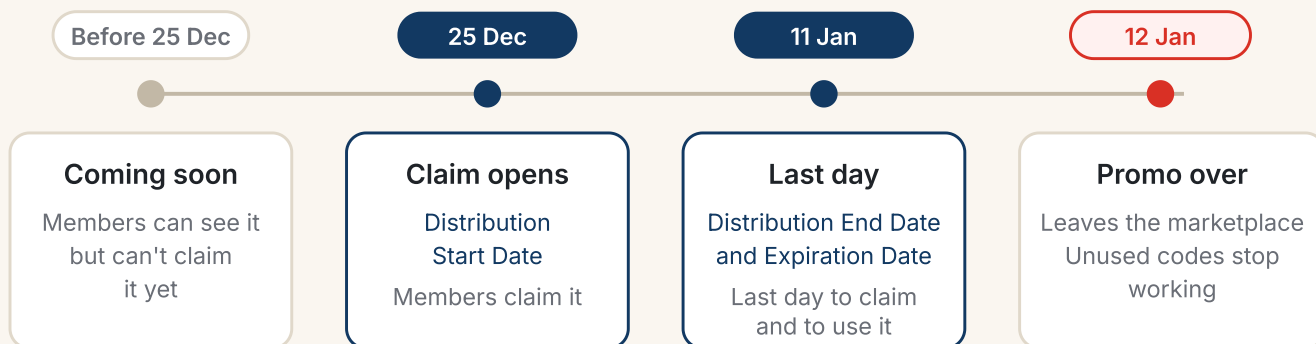


Watch the video: <https://www.youtube.com/watch?v=JxEZK5IZvJ0>

Real-Life Example

Aishah runs Boba Lab in Petaling Jaya. She wants an Ice Lemon Tea Buy 1 Free 1 from 25 December to 11 January. She creates one reward with those dates and sets it to 0 points. Members can see it early, but they can't claim it yet. From 25 December they claim it and show the code at the counter. On 12 January it disappears by itself.

THE REWARD'S LIFECYCLE



Set the start and end once. Pixalink opens and closes the deal for you.

How to Set It Up

1. Go to **Loyalty Program** → **Rewards** and click **New Reward**.

The screenshot shows the Pixalink dashboard with the 'Rewards' section selected. The left sidebar lists various management options, and the main area displays a table of rewards.

Reward Name	Expiration Date	Status	Actions
One (1) Mud Crab	31 Dec, 2026	Active	View Edit Duplicate Archive
Free Coffee	N/A	Active	View Edit Duplicate Archive
[Copy] One (1) Mud Crab	31 Dec, 2026	Inactive	View Edit Duplicate Archive

Showing 1 to 3 of 3 results | Per page: 10

2. If **Space** appears, check it shows the outlet running the deal. With more than one outlet, pick it here.

Pixalink Rewards > Create

Create Reward

Reward Details Settings Automations Notifications Misc

☒ Active

Space*
Restoran Makanan Laut 99

Reward Name*

Description*

Terms & Conditions
Set the terms and conditions for the reward.

Terms & Conditions Template
Select an option

Terms & Conditions*

3. Type the offer in **Reward Name**, then add the promo details in **Description**.

Pixalink Rewards > Create

Create Reward

Reward Details Settings Automations Notifications Misc

☒ Active

Space*
Restoran Makanan Laut 99

Reward Name*
Ice Lemon Tea Buy 1 Free 1

Description*

Terms & Conditions
Set the terms and conditions for the reward.

Terms & Conditions Template
Select an option

Terms & Conditions*

4. Pick **Buy-one-get-one (BOGO) Deals** in **Terms & Conditions Template**, then edit the terms. Say which drink they must buy and which drink is free.

Description*

Terms & Conditions
Set the terms and conditions for the reward.

Terms & Conditions Template
Buy-one-get-one (BOGO) Deals

Terms & Conditions*

- Must purchase [quantity] to receive free item.
- Free item of equal or lesser value.
- Valid until [expiry date] or while stocks last.
- Not valid with other promotions.
- Vouchers cannot be exchanged for cash.
- Shop owner reserves the right to amend T&Cs.

Reward Cover Image
Select a preset cover or upload a custom image.

Cover Image*
Custom

Custom Cover*
Drag & Drop your files or [Browse](#)

If uploaded differently, images auto-adjust to 1:1; ideal viewing at 512x512px.

[Create](#) [Create & create another](#) [Cancel](#)

5. Open the **Settings** tab and set **Expiration Date** to the last promo day.

Create Reward

Reward Details **Settings** Automations Notifications Misc

Validity
Valid use period of the reward.

Expiration Date*
01/11/2027

The last date the reward will be available - customers can still use it until 11:59 PM on this date.

☒ **Custom Valid Day(s) after redemption**
If disabled, it can be used anytime until expiry date.

Valid Day(s)
7
The reward can be used within the specified day(s) after redemption.

Delayed Usage

☒ **Delay Voucher Activation**
If enabled, the voucher can only be used a number of days after the customer receives it (e.g. 1 = next day onwards).

Reward Visibility Settings
Control when and how customers can see this reward in their portal.

☒ **Display in Customer Portal (Marketplace)**

☐ **Set Visibility Period**

Tag Visibility

Visible to Customers with Tags
Select an option +
If no tags is selected, this reward will be visible to all customers.

6. Turn on **Schedule** in the **Distribution** box. Pick the first promo day as **Distribution Start Date** and the last as **Distribution End Date**.

Reward Visibility Settings
Control when and how customers can see this reward in their portal.

☒ Display in Customer Portal (Marketplace)

☐ Set Visibility Period

Tag Visibility

Visible to Customers with Tags

Select an option

If no tags is selected, this reward will be visible to all customers.

Distribution
Enable this to let customers redeem rewards on their own.

☒ Distributable
Enable this option if the reward is for redemption purpose.

☒ Schedule

Distribution Start Date: 12/25/2026

Distribution End Date: 01/11/2027

Distribution Condition
Set minimum spending requirements before customers can receive this reward

☐ Enable Conditional Distribution
Require customers to meet spending criteria before receiving this reward

Details

Points

7. Leave **Points to Redeem** at 0 for a free deal, or type a points price. Then turn on **Single Redemption** so each customer claims it once.

☒ Distributable
Enable this option if the reward is for redemption purpose.

☒ Schedule

Distribution Start Date: 12/25/2026

Distribution End Date: 01/11/2027

Distribution Condition
Set minimum spending requirements before customers can receive this reward

☐ Enable Conditional Distribution
Require customers to meet spending criteria before receiving this reward

Details

Points

Points to Redeem*

0

☒ Single Redemption
Turn on if voucher can only be redeemed once.

☐ Customer Direct Link Access
Enable this option if you want to provide a direct link for customers to redeem the reward.

Availability Management

☐ Enable Reward Limit
Turn on to set a maximum number of rewards that can be redeemed

Low voucher stock alert threshold

10

For rewards backed by a third-party voucher code pool: alert the vendor when remaining codes drop to or below this number. Leave blank to use the organisation default.

8. Click **Create** at the bottom of the page.

×

Pixalink

EN

US

Search

Dashboard

Loyalty Program

Record Points

Point History

Rewards

Customer Portal Design

News Feeds

Referral Configurations

Tier Configurations

Feedbacks

Stamp Campaigns

Wallet Management

Top Up Credits

Credit History

Top Up Configurations

Reservation

Calendars

Reservations

CRM

Broadcast Batches

Campaigns

Customers

Require customers to meet spending criteria before receiving this reward

Details

Points

Points to Redeem*

0

Single Redemption

Turn on if voucher can only be redeemed once.

Customer Direct Link Access

Enable this option if you want to provide a direct link for customers to redeem the reward.

Availability Management

Enable Reward Limit

Turn on to set a maximum number of rewards that can be redeemed

Low voucher stock alert threshold

10

For rewards backed by a third-party voucher code pool: alert the vendor when remaining codes drop to or below this number. Leave blank to use the organisation default.

Auto-Renewal

Auto-Renewing Reward

When enabled, a new copy of this reward is automatically issued to the customer after they use it.

Create

Create & create another

Cancel

What Your Customers Will See

The deal appears in the **Reward Marketplace** of their portal. Before the start date, they can see it, but its page has no button to claim it. From the start date, the button appears, and they tap to claim it and get a code. The code works until the end of your **Expiration Date**.

EN

Rewards Centre

 **0** pts. |  **0.00** cdt.

0 Points will expire by 02 Dec, 2026

Reward Marketplace

My Rewards

 Search rewards

Active Filters:

 Recommended



Buy 1 Free 1

Redeem your points for a
buy-one-free-one treat.

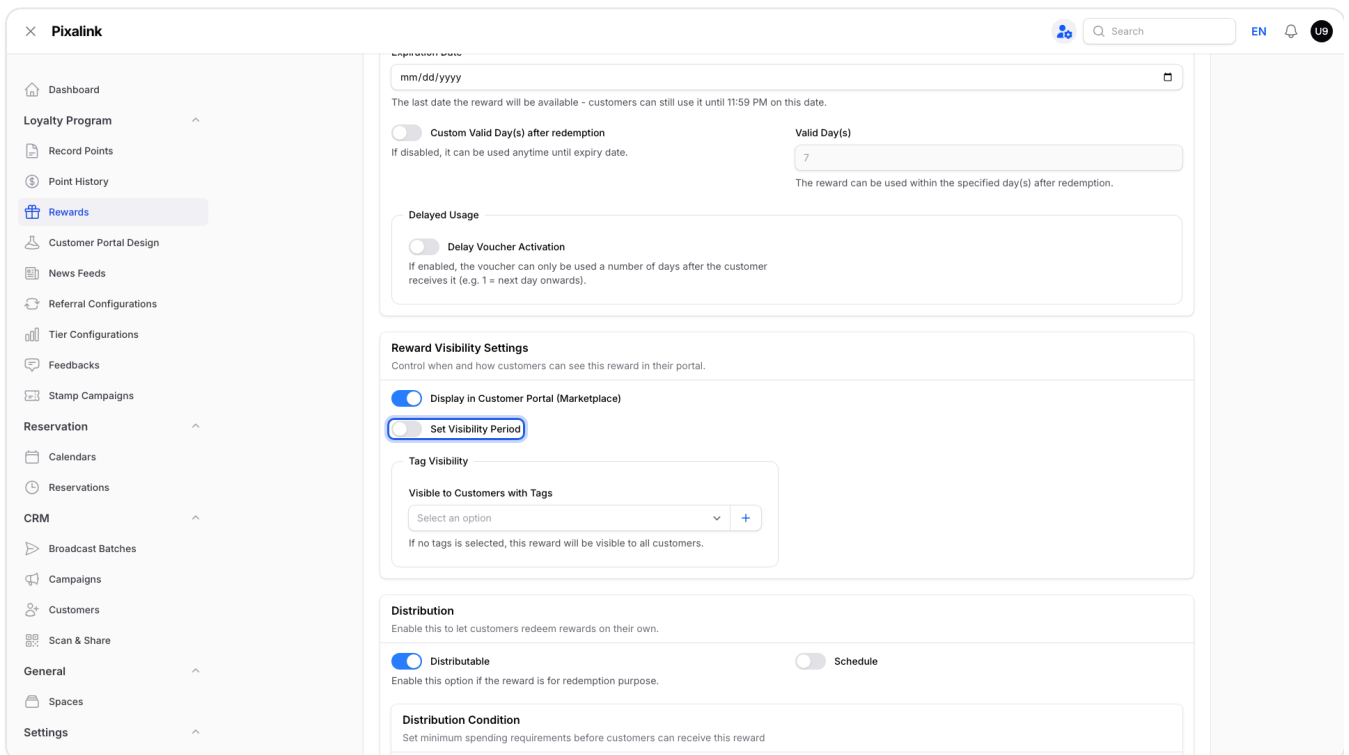
 **800** pts



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Good to Know

- After the **Distribution End Date**, the reward leaves the marketplace.
- To hide the deal before it starts, turn on **Set Visibility Period** in **Reward Visibility Settings** and use the same dates.



The screenshot shows the Pixalink Rewards configuration page. The left sidebar contains a navigation menu with categories: Loyalty Program (Dashboard, Record Points, Point History, Rewards), Customer Portal Design (News Feeds, Referral Configurations, Tier Configurations, Feedbacks, Stamp Campaigns), Reservation (Calendars, Reservations), CRM (Broadcast Batches, Campaigns, Customers, Scan & Share), and General (Spaces, Settings). The main content area is titled 'Experiment name' and includes a date input field (mm/dd/yyyy) with a note: 'The last date the reward will be available - customers can still use it until 11:59 PM on this date.' Below this is a toggle for 'Custom Valid Day(s) after redemption' (disabled) with a note: 'If disabled, it can be used anytime until expiry date.' To the right is a 'Valid Day(s)' input field with the value '7' and a note: 'The reward can be used within the specified day(s) after redemption.' The 'Delayed Usage' section has a toggle for 'Delay Voucher Activation' (disabled) with a note: 'If enabled, the voucher can only be used a number of days after the customer receives it (e.g. 1 = next day onwards).' The 'Reward Visibility Settings' section has a note: 'Control when and how customers can see this reward in their portal.' It includes a toggle for 'Display in Customer Portal (Marketplace)' (checked) and a toggle for 'Set Visibility Period' (checked). Below 'Set Visibility Period' is a 'Tag Visibility' section with a dropdown menu 'Visible to Customers with Tags' (set to 'Select an option') and a note: 'If no tags is selected, this reward will be visible to all customers.' The 'Distribution' section has a note: 'Enable this to let customers redeem rewards on their own.' It includes a toggle for 'Distributable' (checked) and a toggle for 'Schedule' (disabled). The 'Distribution Condition' section has a note: 'Set minimum spending requirements before customers can receive this reward'.

- To cap how many free drinks you give away, see [What Single Redemption and Reward Limit Mean](https://kb.pixalink.io/articles/what-single-redemption-and-reward-limit-mean) (<https://kb.pixalink.io/articles/what-single-redemption-and-reward-limit-mean>).

Need Help?

Contact our support team if your promo dates need a different setup.

What's Next?

- [How to Send a Broadcast Campaign](https://kb.pixalink.io/articles/how-to-send-a-broadcast-campaign) (https://kb.pixalink.io/articles/how-to-send-a-broadcast-campaign)
- [How to Redeem a Customer Voucher at Your Counter](https://kb.pixalink.io/articles/how-to-redeem-a-customer-voucher-at-your-counter) (https://kb.pixalink.io/articles/how-to-redeem-a-customer-voucher-at-your-counter)
- [Who Can See and Redeem a Reward in the Customer Portal](https://kb.pixalink.io/articles/who-can-see-and-redeem-a-reward-in-the-customer-portal) (https://kb.pixalink.io/articles/who-can-see-and-redeem-a-reward-in-the-customer-portal)

► **Video transcript: Buy 1 Free 1 for a Fixed Period**