

How to Send Reward Notifications by Email

What Is This?

Reward notifications can go out by email, WhatsApp, or both. Email is free for every business and never puts your WhatsApp number at risk of a ban. If you'd rather not spend WhatsApp messages on reward alerts, you can switch a reward to email only in a few clicks.

Real-Life Example

Wei Lin runs a small bakery chain in Penang. Every WhatsApp message she sent for reward updates ate into her quota — and one busy month her number got flagged. So she switched her rewards to email only. Now her customers still get a clear email when they earn a reward or when it's about to expire. It costs her nothing, and her WhatsApp number stays safe for the messages that really need it.


How to Set It Up


1. Open the reward you want and click the **Notifications** tab. To find your rewards, go to **Admin Panel** → **Loyalty Program** → **Rewards**.


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 v

Wallet Management v

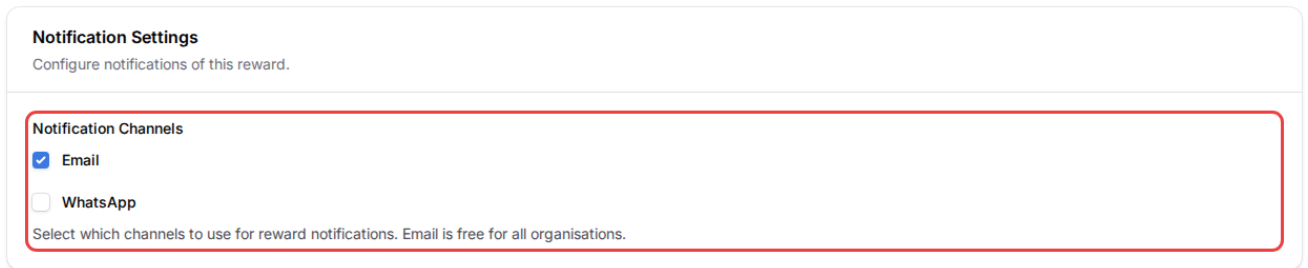
Reservation v

CRM v

General v

Settings v

2. Find **Notification Channels** under **Notification Settings**. Tick **Email**. For email only, untick **WhatsApp**.



Notification Settings
Configure notifications of this reward.

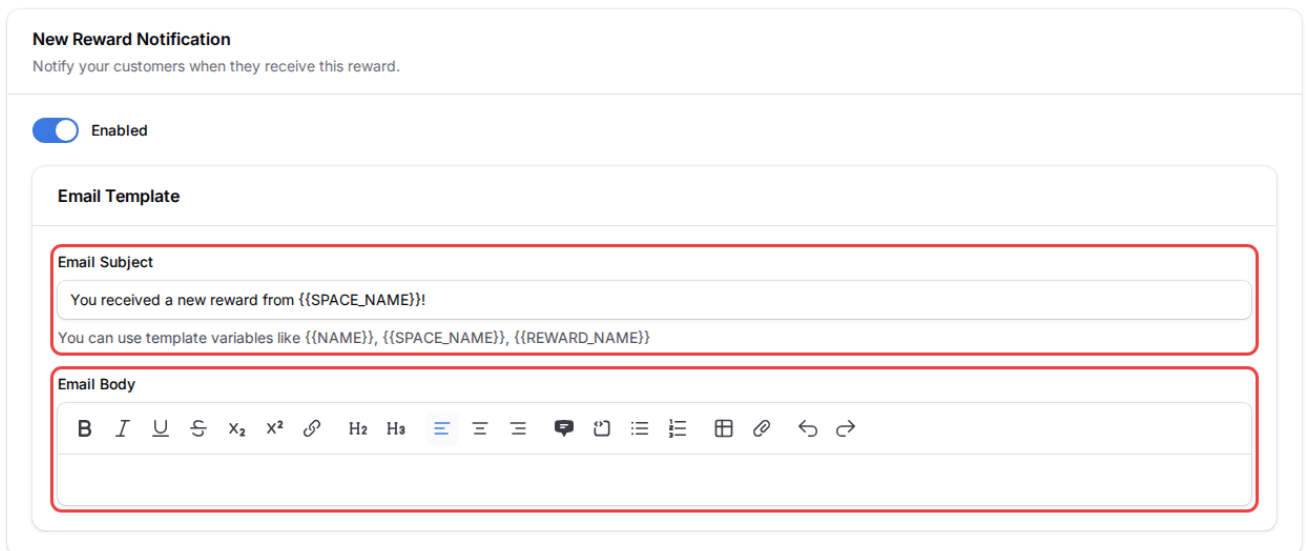
Notification Channels

Email

WhatsApp

Select which channels to use for reward notifications. Email is free for all organisations.

3. Turn on each notification you want to send, then write the **Email Subject** and **Email Body**. Each one comes with a ready-made template — edit it, or use **Reset Email to Default** to start over. Add variables like `{{NAME}}` and `{{REWARD_NAME}}` to personalise the message.



New Reward Notification
Notify your customers when they receive this reward.

Enabled

Email Template

Email Subject

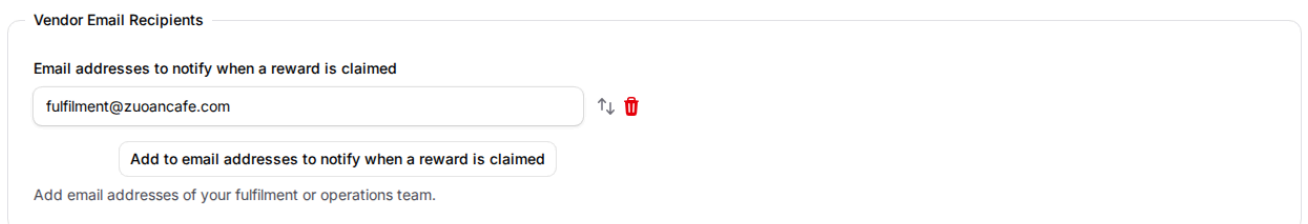
You received a new reward from `{{SPACE_NAME}}`!

You can use template variables like `{{NAME}}`, `{{SPACE_NAME}}`, `{{REWARD_NAME}}`

Email Body

B I U x_2 x^2 H_2 H_3

4. Add your team's address under **Vendor Email Recipients** to get an email when a customer claims a reward. Click **Save** when you're done.



Vendor Email Recipients

Email addresses to notify when a reward is claimed

fulfilment@zuoncafe.com

Add email addresses of your fulfilment or operations team.

What Your Customers Will See

Your customers get a clear email at each step — when they receive a reward, when it's about to expire, and after it expires. Each email uses the subject and message you wrote, with their name and reward details filled in for them.

Good to Know

- **Email is free for every business.** Unlike WhatsApp, there's no sending cost and no risk of your number being blocked.

- **WhatsApp is the default.** New and existing rewards stay on WhatsApp until you switch the channel, so nothing changes unless you choose email.
- **You can use both.** Tick Email and WhatsApp together to send through both at once.
- **Personalise with variables.** Tags like {{NAME}}, {{SPACE_NAME}} and {{REWARD_NAME}} are swapped for real details in each email.

Need Help?

Reach out to our support team — we're happy to help you set up your reward emails.

What's Next?

- [What Are Rewards and How to Create Them](https://kb.pixalink.io/articles/what-are-rewards-and-how-to-create-them) (https://kb.pixalink.io/articles/what-are-rewards-and-how-to-create-them) — start here if you're new to rewards
- [How to Manage Your Rewards \(View, Edit & Delete\)](https://kb.pixalink.io/articles/how-to-manage-your-rewards-view-edit-amp-delete) (https://kb.pixalink.io/articles/how-to-manage-your-rewards-view-edit-amp-delete) — update your rewards anytime