

What Is This?

A stamp card is the digital version of the paper card you punch at the counter. Buy nine coffees, get the tenth free. Customers collect stamps on their phone, and when the card is full they get the reward you choose, automatically.

Real-Life Example

Aishah runs a cafe and wants regulars coming back. She creates a card that needs six stamps, gives one stamp per visit, and sets a free drink voucher as the prize. Ahmad collects his sixth stamp on a Friday, gets a message that his card is complete, and his free drink lands in his rewards list.

Video Walkthrough

How to Set Up a Stamp Card Campaign

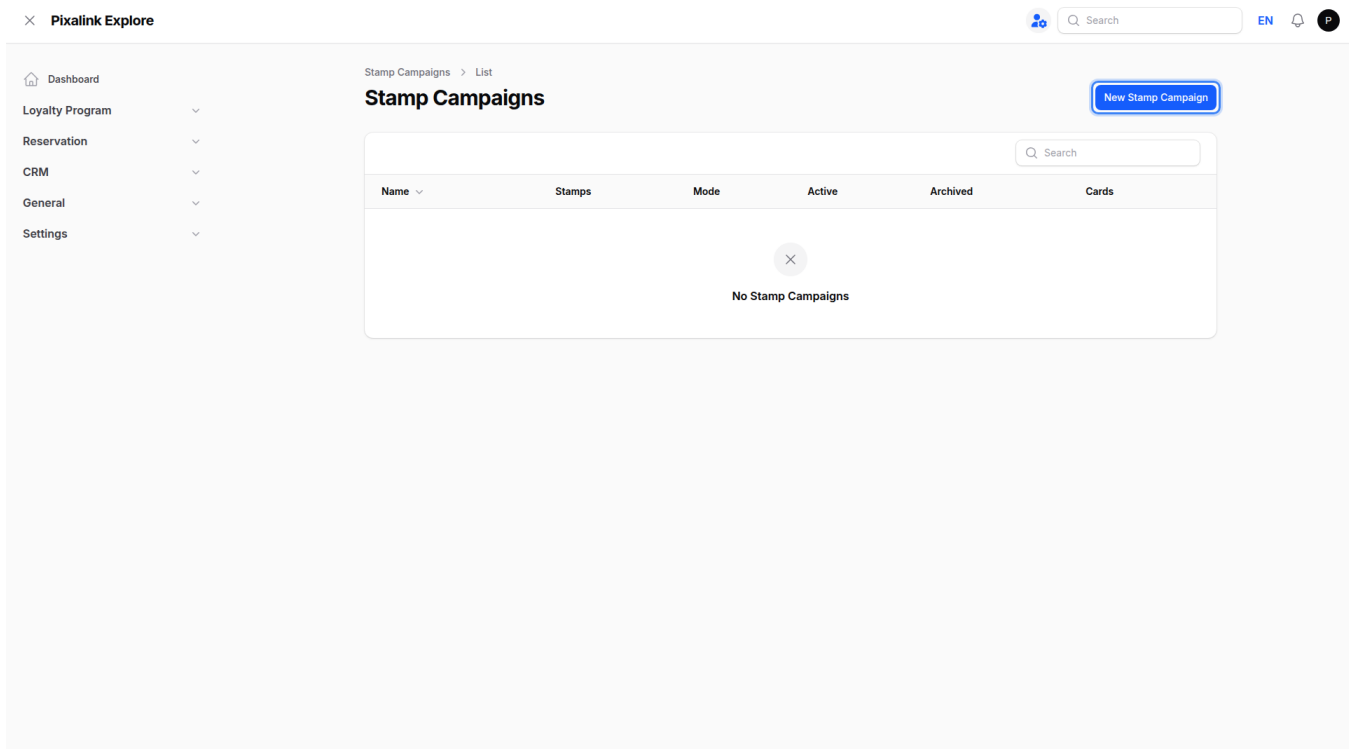
Pixalink Customer Loyalty Program Software



Watch on

How to Set It Up

1. Go to **Loyalty Program** and then **Stamp Campaigns** in the Admin Panel sidebar, then click **New Stamp Campaign**.



- On the **Details** tab, enter a **Name**, set **Stamps required**, and turn on **Active**. Add **Instruction text** and a **Card image** so the card looks right in the customer portal, and set a **Start date** and **End date** if the campaign runs for a limited period.

- Open the **Completion** tab and choose a **Completion behaviour**. Pick **One-time only** for a single card per customer, **Unlimited repeats** so the card resets after every completion, or **Limited repeats** with a **Maximum completions** number.

Pixalink Explore

Stamp Campaigns > Create

Create Stamp Campaign

Details **Completion** Auto Trigger Automations

Name* Active
Coffee Lovers Card

Instruction text
Collect 6 stamps and get a free drink

Card image
Drag & Drop your files or [Browse](#)

Shown above the stamps on the customer stamp card. A wide 16:9 image works best.

Stamps required* 6 Start date mm/dd/yyyy, --:--:-- --

End date mm/dd/yyyy, --:--:-- --

Create Create & create another Cancel

4. Open the **Auto Trigger** tab if you want stamps given automatically. Choose **Spend threshold** to give a stamp once a customer spends a set amount, or **Spend ratio** to give a stamp for every set amount spent, then enter the **Amount**.

Pixalink Explore

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Create Stamp Campaign

Details Completion **Auto Trigger** Automations

Name* Active
Coffee Lovers Card

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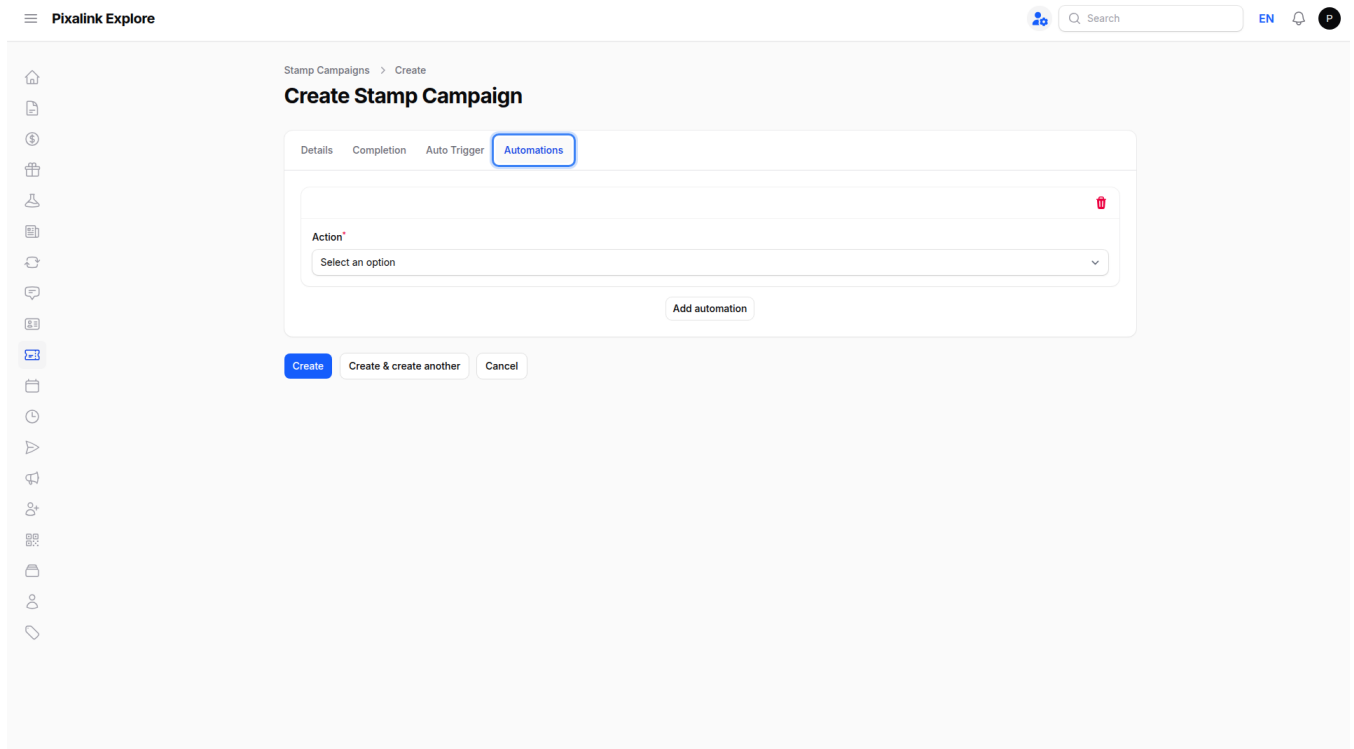
Shown above the stamps on the customer stamp card. A wide 16:9 image works best.

Stamps required* 6 Start date mm/dd/yyyy, --:--:-- --

End date mm/dd/yyyy, --:--:-- --

Create Create & create another Cancel

5. Open the **Automations** tab, click **Add automation**, and choose what happens when the card is completed. You can **Issue a reward**, **Award bonus points**, or **Send a notification**. Then click **Create** to save the campaign.



What Your Customers Will See

Customers see the stamp card in their portal, with your card image and the stamps filled in as they collect them. When the last stamp lands, they get a message telling them the card is complete, and whatever you set in Automations is given to them straight away.

Good to Know

- **Give a stamp by hand** from the **Record Points** page using the **Issue Stamp** action, by entering the customer's phone number and picking the campaign.
- **Stamps stop when the card is full.** A stamp is not given if the card is already complete or the campaign is not active.
- **Archive rather than delete** a campaign you have finished with, so past cards stay in your records.
- **Not seeing Stamp Campaigns?** The feature is switched on per account, so contact support and we will enable it for you.

Need Help?

If you are not sure which completion behaviour suits your promotion, reach out to our support team and we will help you set it up.

What's Next?

- [What Are Rewards and How to Create Them](#) — create the reward your card gives out
- [What Is the Customer Portal and How to Set It Up](#) — where customers see their card

- [What Are Campaigns and How to Create One](#) — tell customers about your new stamp card

► Video transcript: How to Set Up a Stamp Card Campaign