

How to Set Up Conditional Reward Distribution

What Is This?

Stop giving away your best rewards for free. Conditional Reward Distribution lets you hold back a reward until a customer has earned it — by spending enough or accumulating enough points. Loyal customers get rewarded. Casual visitors have a reason to come back.


Real-Life Example

Siti runs a hair salon and creates a "Free Deep Conditioning Treatment" reward worth RM80. She sets a Cumulative condition of 2,000 points before it unlocks. Aishah has 800 points, sees the reward in her portal with a progress bar showing "800 / 2,000", and earns the rest over two more visits — at which point the reward unlocks automatically.


How to Set It Up


1. Go to **Loyalty Program** → **Rewards** in the left sidebar


Pixalink


 Dashboard


Loyalty Program

 Record Points

 Transactions


 Rewards


 E-commerce Transactions

 POS Transactions

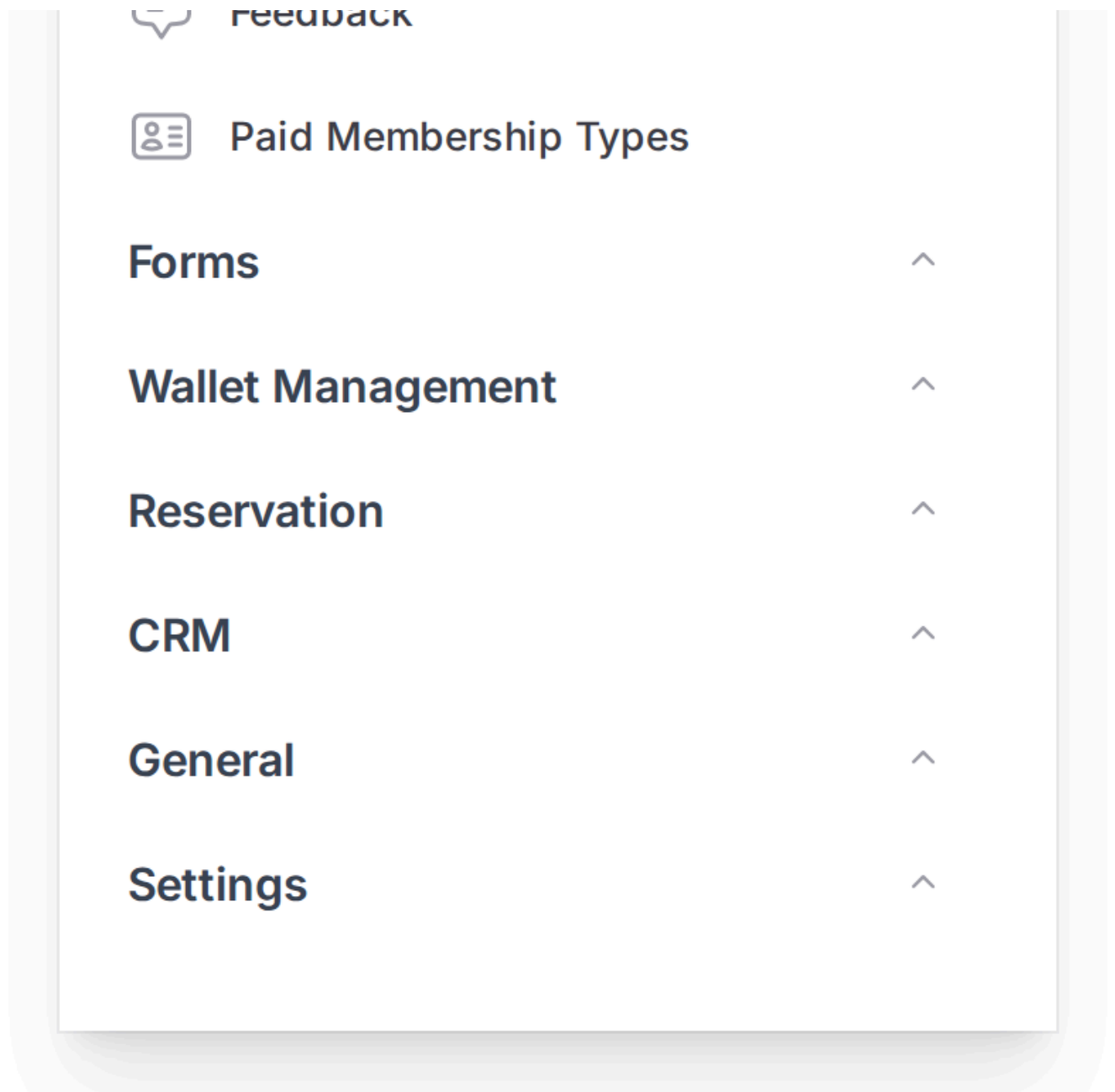
 Customer Portal Design

 News Feed

 Referral Configuration

 Tier Configuration

 Feedback



2. Open the reward you want to set up (or create a new one)

| Rewards | | |
|-----------------|--------------|--------|
| Reward Name | Expiry Date | Active |
| Free Bubble Tea | 31 Dec, 2026 | Active |
| RM5 Voucher | 30 Jun, 2026 | Active |
| Birthday Reward | | Active |

3. Click the **Settings** tab, turn on **Distributable**:

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

Distributable **Schedule**

Enable this option if the reward is for redemption purpose.

Then scroll to **Distribution Condition** and fill in the form:

- **Enable Conditional Distribution** — toggle this ON to reveal the condition fields
- **Minimum Purchase Policy Type** — choose how the minimum is measured:
 - *First transaction* — the customer's very first purchase must hit the amount
 - *Cumulative* — total spending across all visits must reach the minimum
 - *Any transaction* — any single purchase that hits the amount unlocks the reward
- **Minimum Amount** — the points or spend amount the customer must reach
- **Count Transactions From Distribution Start Date** — toggle ON to only count transactions after the reward's start date; leave OFF to count all history

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

Minimum Purchase Policy Type
Cumulative

Minimum Amount
2000
Customer must earn points of at least this amount based on the selected policy.

4. Click **Save**

What Your Customers Will See

When a customer views a locked reward in their portal, it shows an amber "Reward Locked" badge. For **First transaction** and **Cumulative** policy types, a progress bar shows how far they've come (e.g., "800 / 2,000"). Once they hit the required amount, the lock disappears and the normal redemption button appears.

For **Any transaction** type there is no progress bar — the reward either unlocks on a qualifying purchase or it doesn't.

Good to Know

- **Distributable must be ON** — the Distribution Condition section won't appear without it
- **3 policy types:** First transaction (one-shot first purchase), Cumulative (total spend builds up), Any transaction (any single qualifying purchase)
- **Progress bar** only shows for First transaction and Cumulative types — not for Any transaction
- **Points or Credits:** If your organisation has credit wallet enabled, you can switch to credit-based tracking and choose the credit type (Top Up, Purchase Reward, Refund, etc.)
- **Count from start date** is OFF by default — all historical transactions count unless you toggle it on

What's Next?

- [What Are Rewards and How to Create Them](#) — new to rewards? Start here
- [How to Set Up New Customer Reward Automation](#) — give new customers a reward automatically
- [Customer Reward Lifecycle Explained](#) — understand how rewards move from pending to used or expired