

How to Set Up QR Rewards (Scan & Earn)

By Zu Wei | Published Mar 19, 2026 | Rewards | 3 min read

What Is This?

QR Rewards (called **Scan & Share** in the Admin Panel) is a feature that rewards customers for engaging with your social media. You create a QR code that customers scan, then they follow your social media pages (Facebook, Instagram, Google, TikTok, etc.) and earn a reward in return. It's a clever way to grow your online presence while keeping customers engaged.

Real-Life Example

Kak Wani owns **Dapur Wani Catering** in Setapak. She prints a QR code on her packaging. When customers scan it, they see buttons for her Facebook, Instagram, and Google Reviews pages. After following or reviewing, they earn a free drink voucher. In three months, her Google Reviews jumped from 50 to 300, and her Instagram following tripled.






How to Set Up QR Rewards

Step 1: Open the Scan & Share Page

From the Admin Panel sidebar, go to **CRM** → **Scan & Share**. Click **Create** to set up a new QR reward.

Pixalink

CRM

-  Broadcast Batches
-  Campaigns
-  Customers
-  **QR Rewards**
-  Tags

Step 2: Fill In Basic Information

- **Space** — Select which outlet this QR reward applies to
- **Reward Name** — Give it a clear name (e.g., "Follow Us & Get Free Drink")

Basic Information

Space

Dapur Wani Catering — Setapak

Reward Name

Follow Us & Get Free Drink

Step 3: Add Social Media Links

Add the social media platforms you want customers to engage with:

Built-in platforms:

- **Facebook URL** — The URL of a specific Facebook **post** (not your page URL)
- **Instagram URL** — The URL of a specific Instagram **post** (not your profile URL)
- **Google URL** — Your Google Reviews/Maps link (profile link is correct here)
- **TikTok URL** — The URL of a specific TikTok **video** (not your profile URL)
- **Tripadvisor URL** — Your Tripadvisor listing link

Leave any platform blank if you don't use it.

Social Media Links

Facebook URL

<https://facebook.com/dapurwani/posts/123456>

Instagram URL

<https://instagram.com/p/ABC123>

Google URL

<https://g.page/dapur-wani-setapak>

TikTok URL

<https://tiktok.com/@user/video/123>

Tripadvisor URL

<https://tripadvisor.com/your-listing>

Step 4: Add Custom Social Media (Optional)

Need to link to a platform that's not in the default list? Use the **Custom Social Media** section:

1. Click **Add** to create a new entry
2. Enter the **Name** (e.g., "YouTube", "Xiaohongshu")
3. Enter the **Link** (full URL)
4. Pick a **Colour** using the colour picker
5. Choose an **Icon** from the icon picker

You can add multiple custom platforms.

Custom Social Media

Name

YouTube

Link

<https://youtube.com/@dapurwani>














Step 5: Write the Reward Description

In the **Reward Text** field, describe what customers will earn. Use the rich text editor to format your message:

Follow us on social media and earn a FREE drink on your next visit! Just scan this QR code, follow our pages, and show the confirmation to our staff.

Reward Description

Reward Text

B *I* U  x₂ x²  H₂ H₃           

Step 6: Set Instruction Template

Choose an instruction template that tells customers what to do.

Note: The Instruction Template selector only appears when creating a new QR reward. When editing, you can update the Instruction Terms text directly.

Template	What It Says
All Social Media	Instructions for following all platforms
Post Share	Instructions for sharing a post
Google Review Only	Instructions for leaving a Google review

The **Instruction Terms** field auto-populates based on your selection. You can edit the terms if needed.

Instructions

Instruction Template

All Social Media

Instruction Terms

B *I* U ~~ABC~~ x₂ x² [Link](#) H₂ H₃

Step 7: Upload a Featured Image

Upload an eye-catching image for the QR reward page. The recommended aspect ratio is **16:9** (max 10 MB).

Featured Image

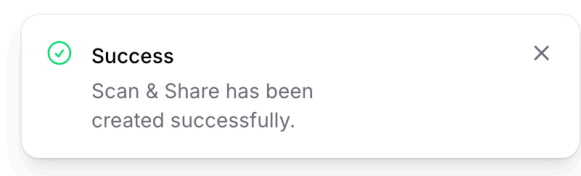
Featured Image

Drag & drop your file or browse

Aspect ratio: 16:9. Max file size: 10 MB.

Step 8: Save and Share

Click **Create** to save. Your QR reward is created as **inactive** by default. To activate it, go back to the Scan & Share list and click the status badge on your QR reward's row to toggle it to active. Print or display the QR code at your outlet — customers scan it with their phones to start earning.



Good to Know

- **Active toggle** — You can activate/deactivate QR rewards directly from the list view without opening the edit page.
- **Multiple QR rewards** — Create different QR rewards for different spaces or promotions.
- **Custom colours and icons** — Custom social media buttons can match your brand colours for a professional look.
- **Works on any device** — Customers scan the QR code with their phone camera and the reward page opens in their browser.
- **No app needed** — Customers don't need to install anything. The QR code opens a web page directly.