

# Launch a One-Tap Welcome Voucher Campaign

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Print one QR code at your launch and every customer who scans it lands directly on a ready-to-claim reward — no manual assignment, no segmentation work, no spreadsheets. It's the fastest way to turn first-time visitors into registered loyalty members and put a voucher in their hand on the same visit.

This is the classic **scan-and-claim** pattern used at grand openings, soft launches, pop-ups, weekend festivals, and any moment you want every walk-in to walk out with a reward already in their account.

## Why It Works for Marketing

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- **One asset, infinite reach.** A single launch QR works on table tents, posters, receipts, social posts, WhatsApp broadcasts — wherever you can print a code.
- **No staff overhead.** Cashiers don't have to remember to apply a discount or assign a voucher manually. The system does it.
- **Instant gratification.** The customer's first interaction with your loyalty programme ends with a redeemable voucher in hand — not a "you'll get points next visit" promise.
- **Sign-up incentive baked in.** Customers complete sign-up because the reward is the only thing between scanning the QR and getting their discount.
- **Measurable.** Every claim is logged against a real customer record, so you can see exactly how many people the campaign converted.

## Real-Life Example

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Ahmad is opening his new cafe, Kopi Sentral, in Bangsar. He wants every customer who walks in during the soft-launch weekend to get a RM5 voucher off their first RM15 meal combo. He doesn't want his staff manually adding the voucher to every walk-in's account, and he doesn't have a customer list yet.

Ahmad creates one reward called **RM5 Welcome Voucher** in Pixalink, builds a launch URL pointing at it, and turns it into a printed table-tent QR. On opening day, Aishah scans the QR, signs in with her phone number, and lands straight on the reward page. She taps **Redeem** and shows her voucher screen at the counter — RM5 off her nasi lemak combo. No staff training, no spreadsheet, no manual assignment. Forty more customers do the same that day, and Ahmad has forty new registered loyalty members by closing time.

## How to Set It Up

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### 1. Create the reward

Go to **Admin Panel** → **Loyalty Program** → **Rewards** and create a new reward (e.g. "RM5 Welcome Voucher"). Fill in the name, description, and discount amount.

**Reward Information**  
Basic details about your reward.

**Name\***  
RM5 Welcome Voucher

**Description**  
Soft launch promotion. Redeemable on any RM15 meal combo.

**Type** Discount (RM) **Discount Amount (RM)** RM 5.00

## 2. Make the reward visible to every customer

Open the **Settings** tab and find the **Reward Visibility Settings** section.

- Turn **Display in Customer Portal (Marketplace)** ON
- Leave **Tag Visibility** and **Tier Visibility** empty (so the reward shows to everyone, not just a segment)
- Turn **Single Redemption** ON if each customer should only claim it once

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

**Display in Customer Portal (Marketplace)**

**Tag Visibility**  
Visible to Customers with Tags  
  
If no tags is selected, this reward will be visible to all customers.

**Tier Visibility**  
Visible to Specific Tiers  
  
Select which tiers can see this reward. Leave empty to show to all tiers.

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

## 3. Save the reward and note its ID

Click **Save**. After saving, look at your browser's address bar — the URL ends with the reward's ID, for example `/admin/rewards/247/edit`. Note the number (in this case `247`).

## 4. Find your customer portal link

This is the public link customers visit. It looks like:

```
https://<your-portal-domain>/l/<your-space-slug>
```

If you don't know your portal link, ask the Pixalink onboarding team — they set this up during your sign-up.

## 5. Build the launch link

Combine the portal link with `?redirect_url=` pointing at the reward page:

```
https://<your-portal-domain>/l/<your-space-slug>?redirect_url=https://<your-portal-domain>/l/<yo
```

The `redirect_url` must be on the **same portal domain**. Links pointing to a different domain are ignored for security reasons.

## 6. Turn that URL into a QR and distribute it

Print the QR on table tents, posters, receipts, signage, or send it through your launch broadcast. Customers scan, sign in once, and are taken straight to the reward page.

## What Your Customers Will See

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When a customer scans the QR:

1. They land on the customer portal sign-in page.
2. They enter their phone number and the OTP.
3. After signing in, they're redirected automatically to the reward page.
4. They tap **Redeem** and show the voucher screen at the counter.

The voucher is created the moment they redeem — no manual assignment needed.

## Things to Plan For

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- **The reward must exist before you build the URL.** Create and save the reward first.
- **Leave Tag Visibility and Tier Visibility empty** so the reward is available to every scanner. If you set restrictions, non-matching customers will land on the page but won't be able to claim.
- **One reward per launch URL.** This pattern delivers a single voucher. For multi-voucher bundles, run separate campaigns.
- **For targeted drops** (specific tiers or tags only), use a Campaign instead — that's the right tool when you don't want everyone to qualify.
- **The redirect link must stay on your portal domain.** Cross-domain links are ignored.

## Good to Know

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- Turn on **Single Redemption** if each customer should only claim once. Otherwise the same customer can keep redeeming the same voucher.
- Pre-existing customers can use the same QR too — when they sign in, they're taken straight to the reward page just like new customers, so it doubles as a win-back mechanic.
- Keep the reward active only during the launch window. After the soft launch ends, turn it off and the link stops working.

## Need Help?

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Reach out to our onboarding team — they can build the launch URL with you and double-check your reward visibility settings before you print any QR codes.

## What's Next?

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- Run a launch broadcast to drive QR scans during your opening week
- Tag every customer who claims this voucher and follow up with a tier-targeted campaign two weeks later
- Set up a referral programme so claimers can invite friends with their own reward