

RM30

**Contribution per
incremental action**

6

Break-even actions

incremental paid return visits

9

Minimum target

incremental paid return visits,
rounded up

Illustrative figures. Vino, Lina and the store are fictional; all figures in this article are illustrative.

The business problem

A tier nobody notices gives customers little reason to choose the shop again. Vino cannot tell whether gold encourages visits or merely labels people who already buy more. He needs to compare visit frequency before and after promotion, then check how much of any change exceeds normal behaviour.

Why the usual promotion falls short

A blanket discount rewards the next purchase without explaining why Lina matters. For example, 10% off a RM300 basket costs RM30 in foregone revenue, even when she planned to buy anyway. A modest celebration can instead connect something she earned with useful service and a clear next milestone.

What you set up in Pixalink

[How to Set Up Loyalty Tiers](#)

Opening scenario

Vino straightens the spectacle cases in his Seremban optical store as Lina finishes her purchase. He introduced bronze, silver and gold tiers eighteen months ago. Points accumulate and customers move up, yet nobody has ever mentioned their status at the counter.

Lina crossed into gold in April, but nobody told her. She leaves with her glasses and no idea that anything has changed. Vino, Lina and the store are fictional; all figures in this article are illustrative. Vino has already invested time in the programme, but what should happen at the moment a customer earns a new tier?

The campaign recipe

Celebrate the upgrade, make gold useful immediately, and explain the next threshold. These starting assumptions suit Vino's shop; they are not promised results.

Recipe element	Recommended starting point
Suitable industries	Optical stores; adapt for retail or service businesses with earned tiers
Primary goal	Increase useful return visits after a tier promotion
Customer segment	Newly promoted gold customers; exclude existing gold members from this pilot
Offer	Gold perks: priority fitting appointments and lens-cleaning service. One celebration care kit costs RM4; allow RM2 for cleaning, RM6 combined
Validity	Collect the kit within 30 days from promotion; staff record each deadline
Minimum spend	RM0 for the kit and cleaning; purchases are optional
Quantity or budget limit	20 invitations and kits; RM120 benefit provision plus RM60 administration, RM180 total; staff-controlled
Main success metric	Visit frequency before versus after promotion, compared with a similar group without the celebration

Vino keeps gold at 500 qualifying points and adds platinum at 1,000 for the example. At exactly 500, Lina needs another 500 qualifying points; staff explain the gap using the shop's actual tier rules.

OFFER AT A GLANCE

Earn gold

500 points

Priority fitting appointments
Lens-cleaning service
Staff arrange the service

Collect within 30 days

RM0 minimum

Care kit costs RM4
Cleaning costs RM2
One kit; staff check deadline

Know the next threshold

Platinum: 1,000

500 more qualifying points
from Lina's gold starting point
Collection alone adds no tier

Earn the status; return for a RM6 celebration; see what comes next.

The message your customer receives

This message is fictional, like the merchant and customer. All figures are illustrative.

From Vino's optical store via WhatsApp

Lina, welcome to gold. Enjoy priority fitting appointments and lens-cleaning service, and collect your celebration care kit within 30 days of your promotion.

Minimum spend RM0 for the kit and cleaning. One care kit per customer; purchases are optional.

THE JOURNEY

Follow the customer

1. **Hear about the upgrade.** Reimagine Lina's April purchase with the celebration in place: it tips her into gold, and staff tell her that day. Vino has enabled gold promotion notifications too.
 2. **Understand the perks.** Her message names priority fitting appointments and lens-cleaning service. Staff explain how to arrange a visit, so "gold" means something concrete.
 3. **Use the welcome benefit.** Alongside the recognition, Lina receives the offer of a care kit, available for 30 days from promotion. She returns for cleaning and collects it without having to buy anything.
 4. **See the next milestone.** After collection, staff show Lina the platinum threshold and her remaining qualifying points. She now understands what future eligible purchases work towards, without being pushed to replace glasses unnecessarily.
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Use case: how the merchant applies it

Vino uses Lina's missed April moment to design a prospective pilot for new upgrades. He reserves 20 kits and chooses appointment times his team can honour. Each invitation states the kit, RM0 minimum spend and exact collection deadline; staff record promotion date and collection to prevent repeat gifts.

For comparison, Vino randomly divides 40 comparable newly promoted gold customers into 20 offered customers and 20 comparison customers. Everyone retains normal gold perks and notifications; only the offered group gets the extra kit invitation. This tests the added celebration, not whether earned benefits should be withheld.

At collection, staff greet the customer as a gold member and explain the next threshold. Priority fitting is arranged by staff, not an automatic booking guarantee. The kit deadline does not define how long gold status lasts.

HOW THE PLATFORM HELPS

How Pixalink supports the strategy

Pixalink enforces configured tier thresholds and tier-visible rewards, displays perks in the portal, and supports promotion notifications once enabled for each tier. Vino must still ensure staff recognise the tier in person. He treats same-day acknowledgement as a service commitment, not a guaranteed message-delivery time.

Automatic promotion-triggered kit issuance, a promotion-relative expiry and a 20-recipient cap are not established for this recipe. The pilot therefore uses a staff-managed kit register, dates and invitation list. Do not assume that displaying a gold reward restricts it to newly promoted members.

Configure this in Pixalink

Use [How to Set Up Loyalty Tiers](https://kb.pixalink.io/articles/how-to-set-up-loyalty-tiers) (https://kb.pixalink.io/articles/how-to-set-up-loyalty-tiers) for thresholds, perks and tier notifications. Keep the physical kit workflow with the counter team.

ROI taste test

Count an incremental paid return visit as the economic action. Assume RM60 cash collected for optional accessories and RM30 variable fulfilment cost; a free cleaning visit is engagement, not RM60 revenue.

Reserve all benefit costs upfront: $20 \times \text{RM}6 = \text{RM}120$, plus RM60 administration gives RM180 campaign operating cost. Reward cost below is RM0 because every kit and cleaning allowance is already budgeted, including customers who buy nothing or would return anyway.

- Contribution per incremental action = cash collected - variable fulfilment cost - reward cost.
- Contribution per incremental action = $\text{RM}60 - \text{RM}30 - \text{RM}0 = \text{RM}30$.
- Break-even actions = campaign operating cost / contribution per incremental action.
- Break-even actions = $\text{RM}180 / \text{RM}30 = 6$ incremental paid return visits.
- Minimum target = $6 \times 1.5 = 9$ incremental paid return visits, rounded up.

Separate visits from additional value

Compare each group's 30 days before and after promotion, excluding the promotion purchase. Estimate additional paid visits from the offered group's change minus the comparison group's change; Lina's ordinary purchase must not become campaign profit. Replace every price, cost and behaviour assumption, include extra service time if incurred, and treat a small pilot as uncertain evidence, never guaranteed ROI.

What to watch

- **KPI 1 — Visit frequency change:** before versus after promotion, adjusted for the comparison group's change.
- **KPI 2 — Incremental paid return visits:** use the same comparison and exclude the upgrade purchase.
- **KPI 3 — Net incremental contribution:** additional paid visits × actual contribution, less all campaign costs.

Common mistake: setting up tiers and then leaving them unused. Vino should make each perk understandable at the counter, not just list a colour.

Safeguard: keep one promise register covering invitation count, reserved kits, collection deadlines and appointment capacity. Pause new invitations whenever staff cannot honour an existing promise.

Keep when at least nine incremental paid returns and the safeguard hold. Improve in a fresh test when the target holds but collection is weak, changing only the invitation timing. Stop expansion if contribution is non-positive, the safeguard fails or the test misses nine.

YOUR FIRST TEST

Try this first

- ☐ Define 40 comparable new gold members, record baseline visits and randomly split the two groups.
- ☐ Cap exposure at 20 invitations and RM180 total provision, managed by staff.
- ☐ Fix one kit offer and the 30-day collection and comparison windows before starting.
- ☐ Record actual basket, fulfilment and benefit costs; check the promise register throughout.
- ☐ Apply the pre-set keep, improve or stop rule once both groups finish observation.

QUESTIONS

Frequently asked questions

Can existing gold members join this pilot?

No, this test concerns new promotions. Vino can plan separate recognition for members like Lina whose earlier milestone was missed.

Must the customer spend again?

No, the kit and cleaning have RM0 minimum spend. Record optional purchases separately from free visits.

Does enabling notifications issue the kit automatically?

That combined behaviour is not established here. Staff manage the kit invitation, deadline and collection separately.

Does platinum require another purchase immediately?

No immediate purchase is required. Explain the qualifying-point threshold and the shop's actual rules without inventing a deadline.

Closing invitation

Start with one promotion moment and a benefit Vino can afford to honour. Give the next Lina a reason to notice her status, then let measured additional visits decide whether the celebration deserves another run.