

What Is This?

Words in double curly brackets, like `{{CUSTOMER_NAME}}`, are **variables**. They let one message feel personal to every customer.

When the message is sent, Pixalink swaps each variable for that customer's real details. You write the message once, and each customer sees their own name and points.

How It Works

Your customer notifications live in **Settings → Configurations**, under **Notification Settings**.

 Dashboard

Loyalty Program

 Record Points

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 Customer Portal Design

 News Feeds

 Referral Configurations

 Tier Configurations

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General

 Spaces

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 Users

 **Configurations**



Tags

Note

Configurations only appears once WhatsApp is set up for your business. See [why the Configurations menu is missing](https://kb.pixalink.io/articles/why-the-configurations-menu-is-missing) (<https://kb.pixalink.io/articles/why-the-configurations-menu-is-missing>).

Open the **Transaction** tab, then **New Transaction Notification**.

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General

Email template

Email subject*

You earned {{POINT_AMOUNT}} points at {{SPACE_NAME}}

The subject line of the email.

Email message*

B I       

Hi {{CUSTOMER_NAME}}, earned {{POINT_AMOUNT}}. Now {{CURRENT_POINT}}.

You can add images with the image button. Keep each image under 2 MB — large images are slow to load and can push your email into the spam folder.

Reset email to default

Hi Ali, earned 10. Now 100.

Show Variable

Notification for Vendor

Point Usage Notification

Notify yourself when your customers use their points for reward redemption.

Save

Each variable has a short meaning and an example. Click the clipboard icon to copy one, then paste it into your message.

Variable	Description
{{CUSTOMER_NAME}}	 This tag will return the customer name in the message that you are sending. Example Output: Ali
{{CUSTOMER_PHONE}}	 This tag will return the customer's phone number in the message that you are sending. Example Output: +60123456789
{{SPACE_NAME}}	 This tag will return the name of space that customer has booked in the message that you are sending. Example Output: Restoran Makanan Laut 99
{{POINT_AMOUNT}}	 This tag will return the amount of point that you gave to the customer. Example Output: 10
{{CURRENT_POINT}}	 This tag will return the current point of customer in the message that you are sending. Example Output: 500
{{REWARD_NAME}}	 This tag will return the name of the reward redeemed by the customer in the message that you are sending. Example Output: One (1) Mud Crab
{{USED_AT}}	 This tag will return the used date and time of the customer points in the message that you are sending. Example Output: 02 Oct 2026, 5:02 PM
{{POINT_HISTORY}}	 This tag will return the URL of the Point History page in the message that you are sending. Example Output: http://127.0.0.1:8000/l/restoran-makanan-laut-99/points
{{VIEW_TRANSACTION_LINK}}	 This tag will return an URL to view the point usage transaction in the message that you are sending. Example Output: http://127.0.0.1:8000/admin/customers/1

Can I Use the Same Variables in a Campaign?

Only some of them. A campaign message is not linked to one purchase, so it has a shorter list. Open a campaign in **CRM → Campaigns** and click **Show Variable** under the message.

Variable	Notifications	Campaigns
{{CUSTOMER_NAME}}	Yes	Yes
{{CURRENT_POINT}}	Yes	Yes
{{CURRENT_CREDIT}}	Credit notifications	Yes
{{RANDOM_TAG}}	No	Yes
{{POINT_AMOUNT}}, {{REWARD_NAME}}, {{SPACE_NAME}}, {{USED_AT}}	Yes	No

A variable that is not on the campaign list is not filled in. It goes out exactly as you typed it, curly brackets and all.

Real-Life Example

Farah runs a fashion boutique in Johor Bahru. Her points message says "Hi {{CUSTOMER_NAME}}, you earned {{POINT_AMOUNT}} points." She copies it into a campaign for her year-end sale.

Her test message reads "you earned {{POINT_AMOUNT}} points", with the brackets showing. She swaps it for {{CURRENT_POINT}} and writes "you now have {{CURRENT_POINT}} points". The campaign goes out with each member's real balance.

Good to Know

- Type variables exactly as shown: two curly brackets on each side, capital letters, no spaces.
- Each notification has its own list. A points message and a reward message offer different variables.
- {{RANDOM_TAG}} adds a random four-digit number, like #0185. It makes each WhatsApp message a little different.
- If your shop uses the official WhatsApp number from Meta, the points message also has an approved template with its own fixed placeholders. See [how to edit the official WhatsApp points message](https://kb.pixalink.io/articles/how-to-edit-the-official-whatsapp-points-message) (https://kb.pixalink.io/articles/how-to-edit-the-official-whatsapp-points-message).

Need Help?

Not sure which variable fits your message? Contact our support team.

What's Next?

- [What are campaigns and how to create one](https://kb.pixalink.io/articles/what-are-campaigns-and-how-to-create-one) (https://kb.pixalink.io/articles/what-are-campaigns-and-how-to-create-one)
- [How to send a broadcast campaign](https://kb.pixalink.io/articles/how-to-send-a-broadcast-campaign) (https://kb.pixalink.io/articles/how-to-send-a-broadcast-campaign)

- [How to get your WhatsApp notification templates approved](https://kb.pixalink.io/articles/how-to-get-your-whatsapp-notification-templates-approved) (<https://kb.pixalink.io/articles/how-to-get-your-whatsapp-notification-templates-approved>)