

What Is the Difference Between Rewards and Campaigns?

What Is This?

Make sure your birthday offer includes both the gift and the message. A **reward** gives your customer a voucher, such as a free drink or RM10 off. A **campaign** sends a message by WhatsApp, SMS or email.

Video Walkthrough



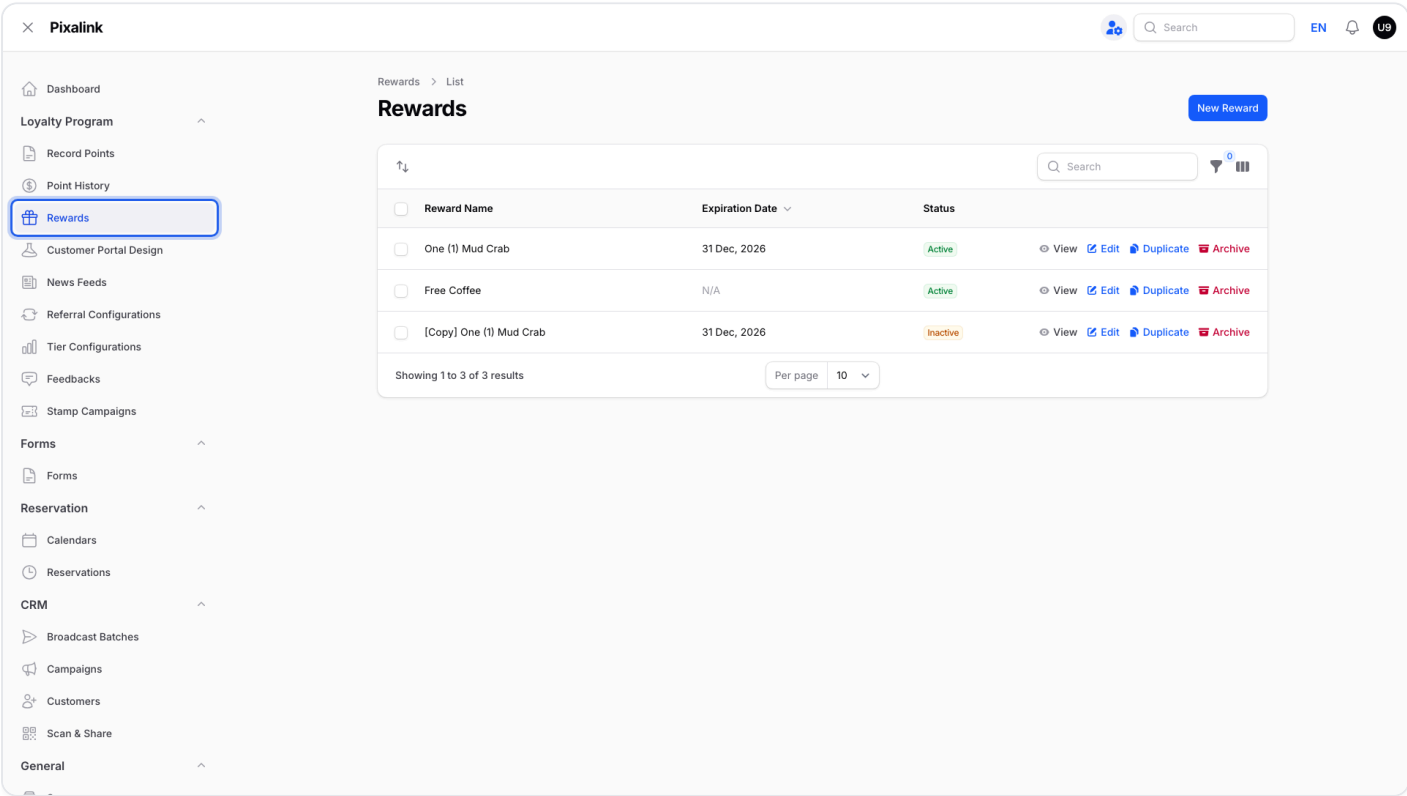
Watch the video: <https://www.youtube.com/watch?v=ZybZWI2TvDY>

How It Works

	Reward	Campaign
What it is	A voucher or gift	A message
Where you set it up	Loyalty Program → Rewards	CRM → Campaigns
What the customer gets	A voucher in their portal, used at your counter	A WhatsApp, SMS or email message
How it reaches them	They claim it with points, or you give it to them	You send it, or it goes out on a trigger
Can it send a message?	Yes, if its New Reward Notification is on	Yes, that is its whole job
Can it give a voucher?	Yes	No

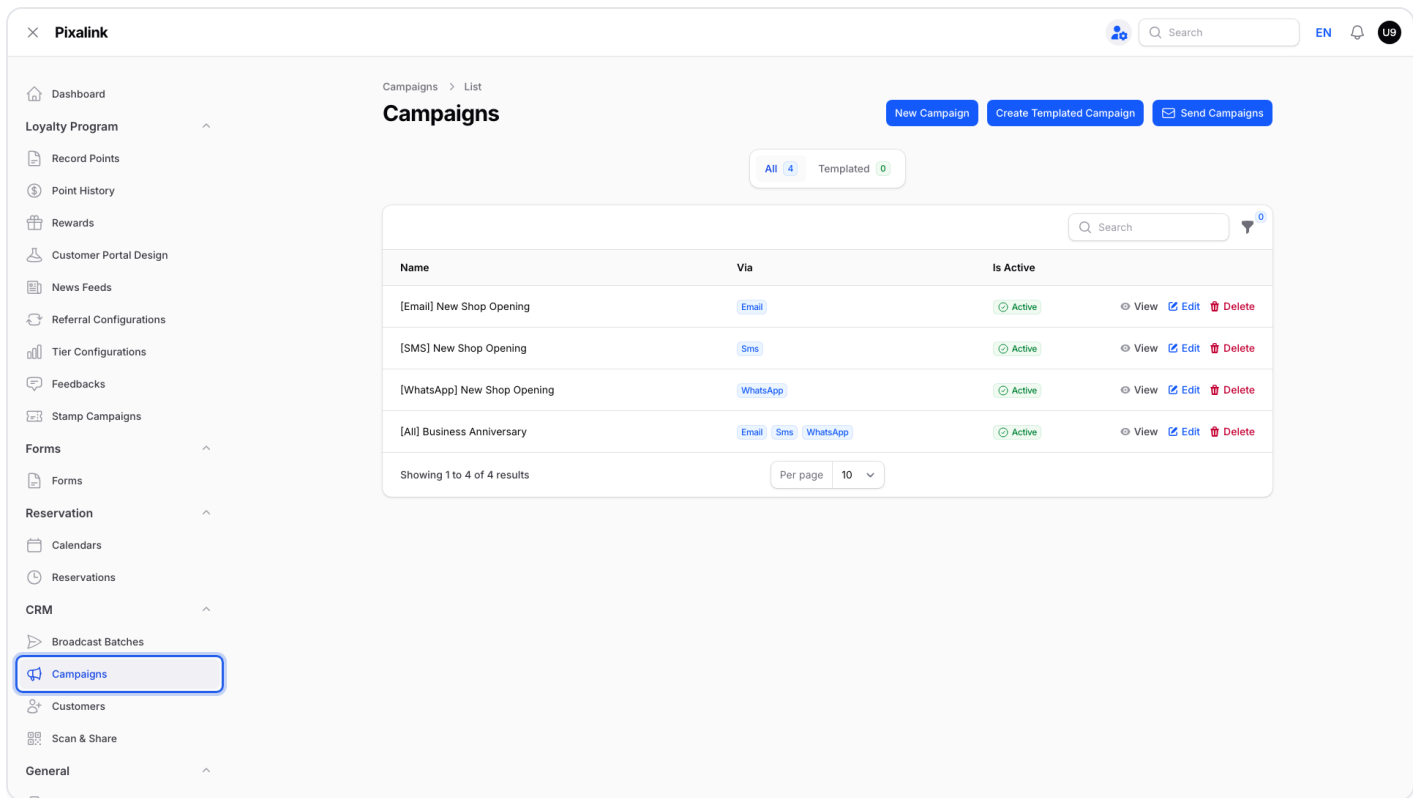
Where rewards live

Your rewards sit under **Loyalty Program → Rewards**. Each one is a voucher your customer can hold in their portal.



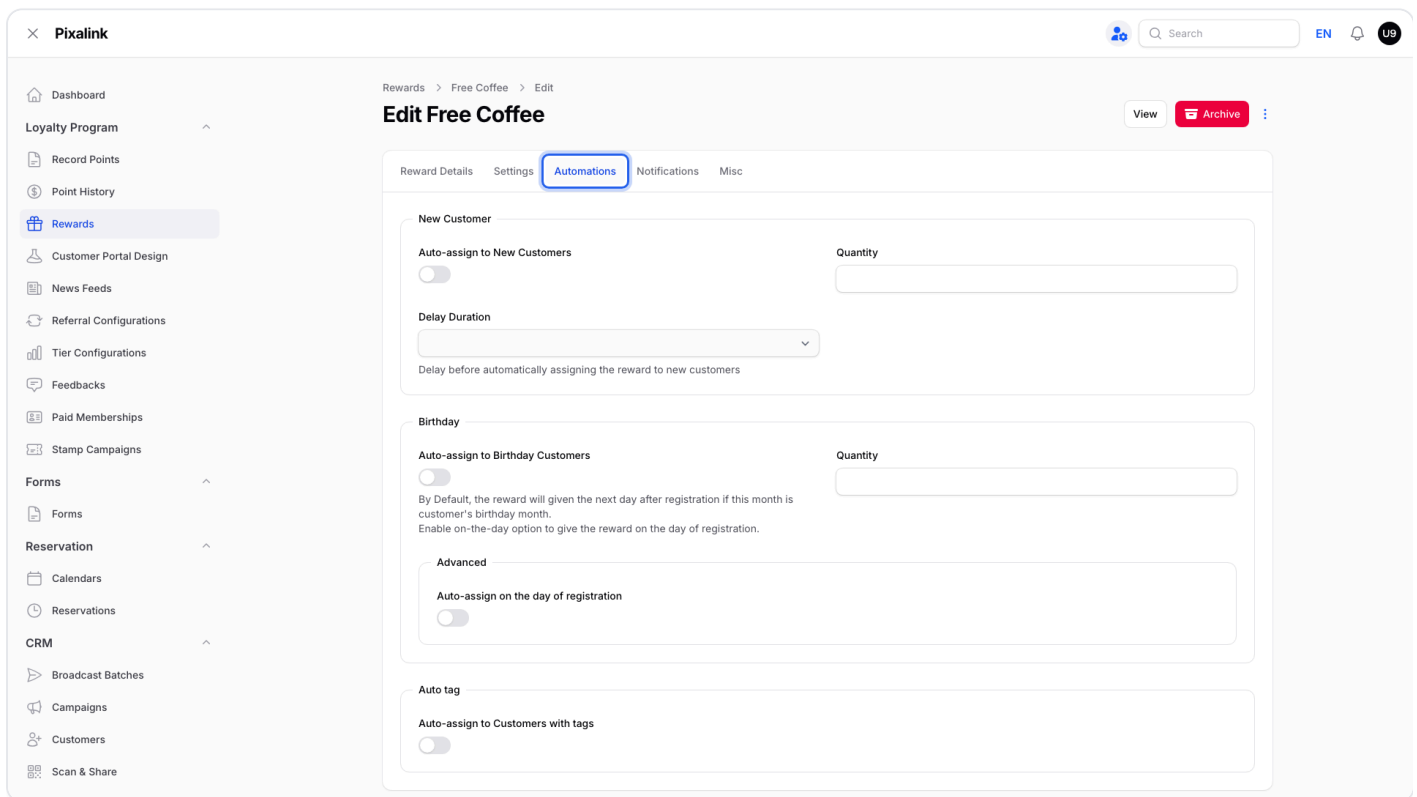
Where campaigns live

Your campaigns sit under **CRM → Campaigns**. A campaign only carries words, pictures and links. It never puts a voucher in the portal on its own.



How to send a gift and a message together

The gift: open the reward and go to its **Automations** tab. Turn on **Auto-assign to New Customers**, **Auto-assign to Birthday Customers**, or **Auto-assign to Customers with tags**.



The message: click **Create Templated Campaign** for one that goes out on its own, such as **New Customer** or **Birthday**. A campaign made with **New Campaign** goes out when you send it under **CRM** → **Broadcast Batches**.

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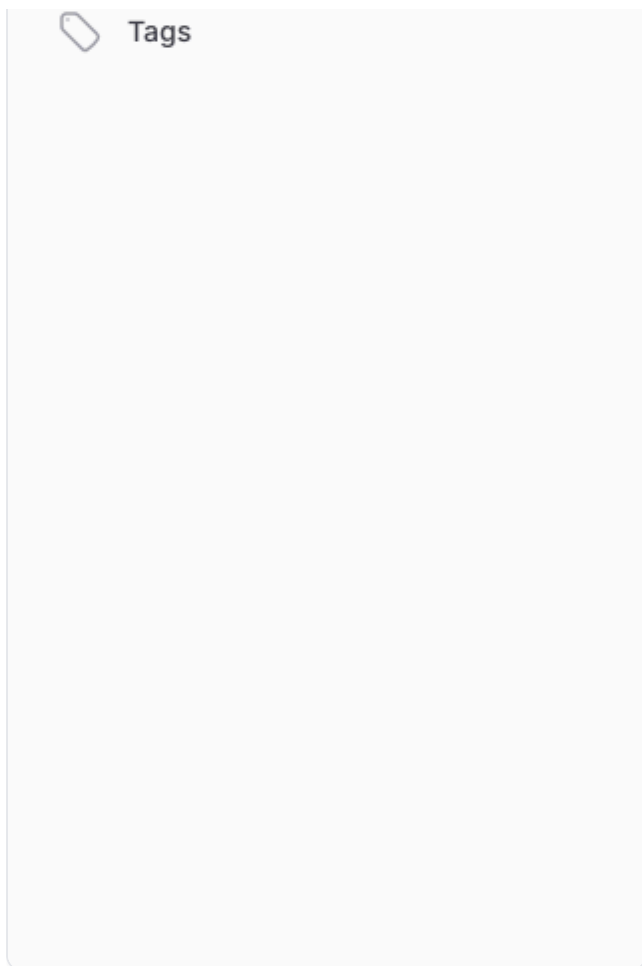
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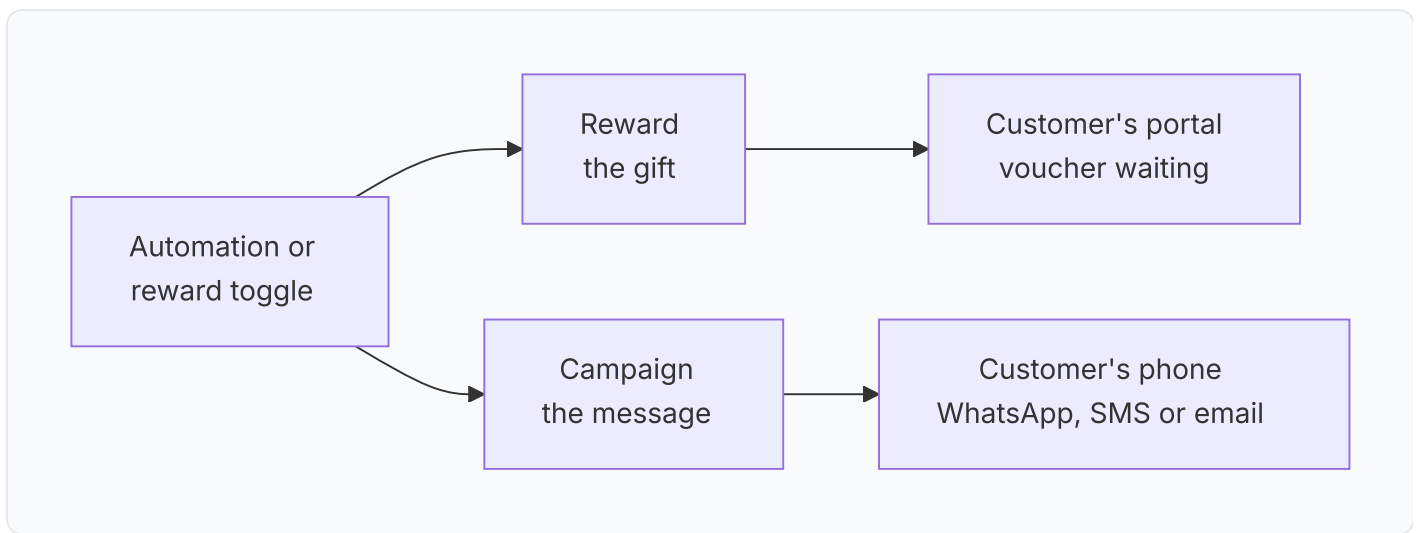
 Configurations



A short message only: the reward can tell the customer about itself. Open its **Notifications** tab and turn on **New Reward Notification**. It goes by email or WhatsApp, whichever channels you tick.

The screenshot shows the Pixalink interface with the 'Rewards' tab selected in the left sidebar. The main content area is titled 'Notifications' and contains a red warning banner stating 'WhatsApp is not connected, so these notifications will not be sent to your customers yet. [Connect your WhatsApp](#)'. Below this, the 'Notification Settings' section allows configuring WhatsApp notifications. Under 'Notification Channels', both 'Email' and 'WhatsApp' are selected. The 'Notifications for Customers' section lists four notification types: 'New Reward Notification' (highlighted with a blue border), 'Expiring Reward Notification', 'Expired Reward Notification', and 'Reward Used Notification'. The 'Notifications for Vendor' section lists 'Reward Claimed Notification'. Each notification type has a dropdown arrow indicating further configuration options.

If your account shows **CRM → Automations**, one automation can do both. Pick a trigger such as **Customer Birthday**. Then add the actions **Give a Voucher** and **Send a Message**.



Real-Life Example

Siti runs a hair salon in Petaling Jaya. She set up a **Birthday** campaign that says "Happy birthday! Enjoy a free hair wash this month." Her customers loved the message. But when they came in, there was no voucher in their portal. Siti had only set up the message. She created a "Free Hair Wash" reward and turned on **Auto-assign to Birthday Customers** in its **Automations** tab. Now each birthday customer gets the message and a voucher they can show at the counter.

Good to Know

Warning

A campaign alone never gives a voucher. If your message promises a treat, set up the reward too.

- A free gift you hand out (welcome, birthday or tag gifts) must cost **0** points. Pixalink won't save a reward with auto-assign turned on and a points price.
- Rewards customers buy with points show up in their portal marketplace. Turn on **Display in Customer Portal (Marketplace)** in the reward's **Settings** tab.

- Sending a campaign uses the message channel you chose. Giving a reward can also send a message when its **New Reward Notification** is on.

Need Help?

Not sure which one you need? Contact our support team and tell us what you want your customers to get.

What's Next?

- [What Are Rewards and How to Create Them](https://kb.pixalink.io/articles/what-are-rewards-and-how-to-create-them) (https://kb.pixalink.io/articles/what-are-rewards-and-how-to-create-them)
- [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)
- [Set Up Welcome Messages and Vouchers for New Customers](https://kb.pixalink.io/articles/set-up-welcome-messages-and-vouchers-for-new-customers) (https://kb.pixalink.io/articles/set-up-welcome-messages-and-vouchers-for-new-customers)

► **Video transcript: Rewards vs Campaigns**