

Who Can See and Redeem a Reward in the Customer Portal

What Is This?

When you create a reward, every customer can see it in the portal by default. Seeing a reward and redeeming it are two different things. A customer without enough points still sees the reward and its price, so it works as a goal to save up for.

How It Works

See or Redeem: the Difference

	Who it applies to	What decides it
See the reward	Customers who match your visibility settings	Active, dates, marketplace display, tags, tiers, paid membership
Redeem the reward	Customers who can see it and meet its claim rules	Points (or credits), dates, claim limits, stock and conditions

Who Sees the Reward

A reward shows in the **Reward Marketplace** when all of these are true:

- **Active** is on, and the **Expiration Date** has not passed.
- **Display in Customer Portal (Marketplace)** is on.
- Today falls inside the **Set Visibility Period** dates, if you set them.
- The **Distribution End Date** has not passed, if you set one.

To show a reward to only some customers, go to **Loyalty Program → Rewards → Edit → Settings → Reward Visibility Settings**.

Validity
Valid use period of the reward.

Expiration Date
12/31/2026

Warning: Reward is currently being used. Changing the end date will only affect upcoming rewards usage. Existing assigned/ redeemed rewards will retain their original end date.

☒ Custom Valid Day(s) after redemption
If disabled, it can be used anytime until expiry date.

Valid Day(s)*
14
The reward can be used within the specified day(s) after redemption.

Delayed Usage

☐ Delay Voucher Activation
If enabled, the voucher can only be used a number of days after the customer receives it (e.g. 1 = next day onwards).

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

☒ Display in Customer Portal (Marketplace)

☒ Set Visibility Period

Visibility Schedule

Display From (Start Date)
06/10/2026

Display Until (End Date)
07/10/2026

Tag Visibility

Visible to Customers with Tags
Select an option

If no tags is selected, this reward will be visible to all customers.

- **Tag Visibility** shows the reward only to customers with one of the tags you pick. Leave it empty for everyone.
- **Tier Visibility** shows the reward only to customers in the tiers you pick. This box only appears if you use loyalty tiers. A customer without a tier won't see a tier-only reward.

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

☒ Display in Customer Portal (Marketplace)

☒ Set Visibility Period

Visibility Schedule

Display From (Start Date)
07/28/2026

Display Until (End Date)
08/28/2026

Tag Visibility

Visible to Customers with Tags
Select an option

If no tags is selected, this reward will be visible to all customers.

Tier Visibility

Visible to Specific Tiers
Select an option

Select which tiers can see this reward. Leave empty to show to all tiers.

Paid Membership Visibility

Paid Member Visibility
Visible to all customers

Restrict this reward to paid members. Hidden removes it from non-members; Locked shows it with an upgrade prompt.

Distribution
Enable this to let customers redeem rewards on their own.

☒ Distributable
Enable this option if the reward is for redemption purpose.

☒ Schedule

Distribution Start Date
07/28/2026

Distribution End Date
08/28/2026

- **Paid Membership Visibility** only appears if you sell paid memberships. It can hide the reward from non-members, or show it locked with an upgrade prompt.

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Rewards Centre

 **0** pts. |  **0.00** cdt.

0 Points will expire by 02 Dec, 2026

Reward Marketplace

My Rewards

 Search rewards

Active Filters:

 Recommended



Buy 1 Free 1

Redeem your points for a
buy-one-free-one treat.

 **800** pts



8000 pts



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Home



Order



Rewards



Profile

When they open it, the button at the bottom says **Insufficient Points** and is greyed out. They can't tap it until they earn more points.

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Reward Details



Buy 1 Free 1

Available redemption options:



800 Points

Description

Redeem your points for a buy-one-free-one treat.



Terms & Conditions



Qui vero neque aliquid voluptas aspernatur. Inventore

Insufficient Points

Note

Points come off the customer's balance only when they redeem, not when they view the reward.

Real-Life Example

Aishah runs Boba Lab, a bubble tea shop in Petaling Jaya. She creates a "Free Bubble Tea" reward for 100 points. Nurul has 60 points, so she sees the drink but her button says **Insufficient Points**. Two visits later Nurul reaches 100 points, and the button turns into **Redeem Now**. Aishah also makes a Gold-only reward and picks Gold under **Tier Visibility**. Bronze and Silver members never see that one at all.

Good to Know

- A reward set to 0 **Points to Redeem** costs no points. Its dates, membership rules, claim limits and other conditions still apply.
- **Display in Customer Portal (Marketplace)** off hides the reward from the marketplace. You can still give it to customers yourself.
- A redeem button can also be blocked for other reasons, like a used-up limit. See [How to Set Up Conditional Reward Distribution](https://kb.pixalink.io/articles/how-to-set-up-conditional-reward-distribution) (https://kb.pixalink.io/articles/how-to-set-up-conditional-reward-distribution) for spending conditions.

Need Help?

If a customer can't find a reward they should see, contact our support team.

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)
- [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)
- [How to Create a Hidden Voucher and Give It to a Specific Member](https://kb.pixalink.io/articles/how-to-create-a-hidden-voucher-and-give-it-to-a-specific-member) (https://kb.pixalink.io/articles/how-to-create-a-hidden-voucher-and-give-it-to-a-specific-member)