

What Is This?

A **Big Spender** campaign thanks your best customers with a special message. It helps you reward the people who bring in the most sales.

Many owners think it goes to members with a high point balance today. It doesn't. It goes to members who have **earned** enough points from purchases over time.

Video Walkthrough

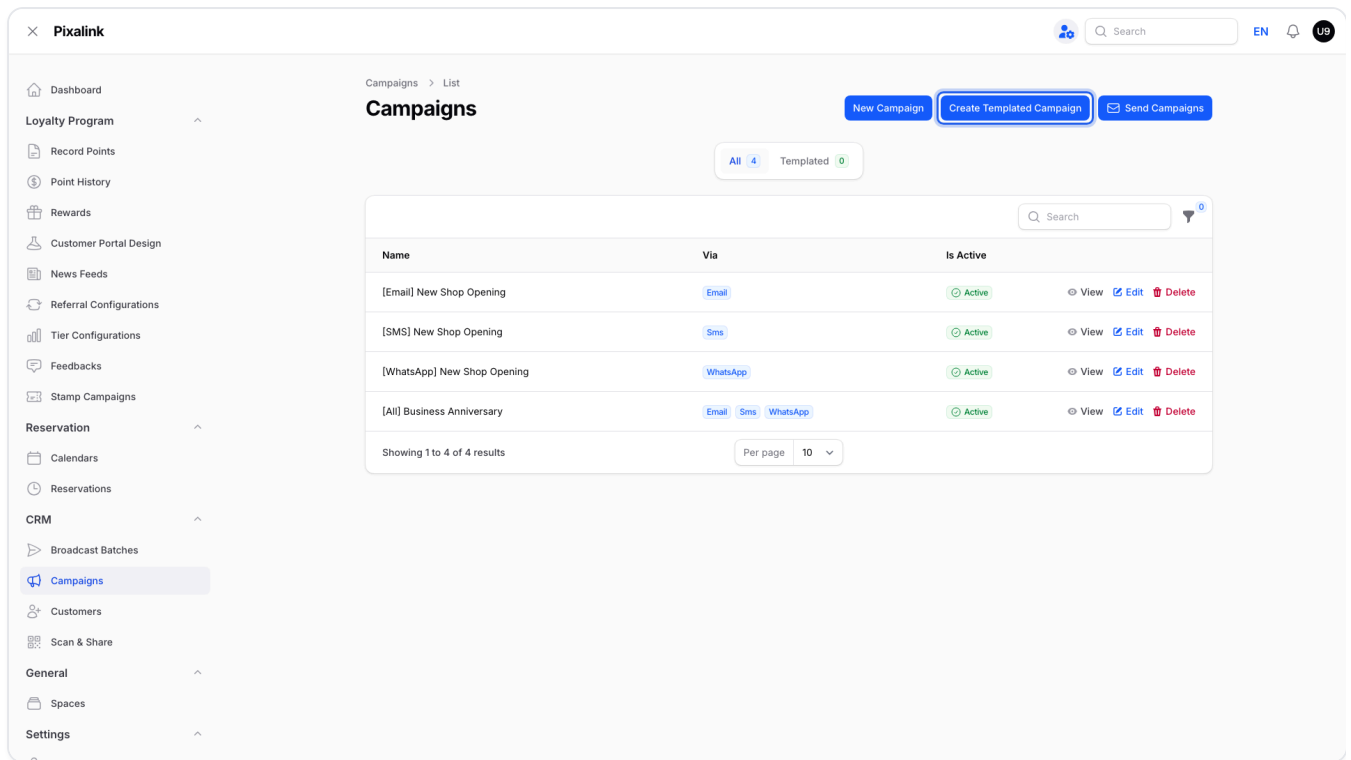


Watch the video: <https://www.youtube.com/watch?v=XibRjC3mMOg>

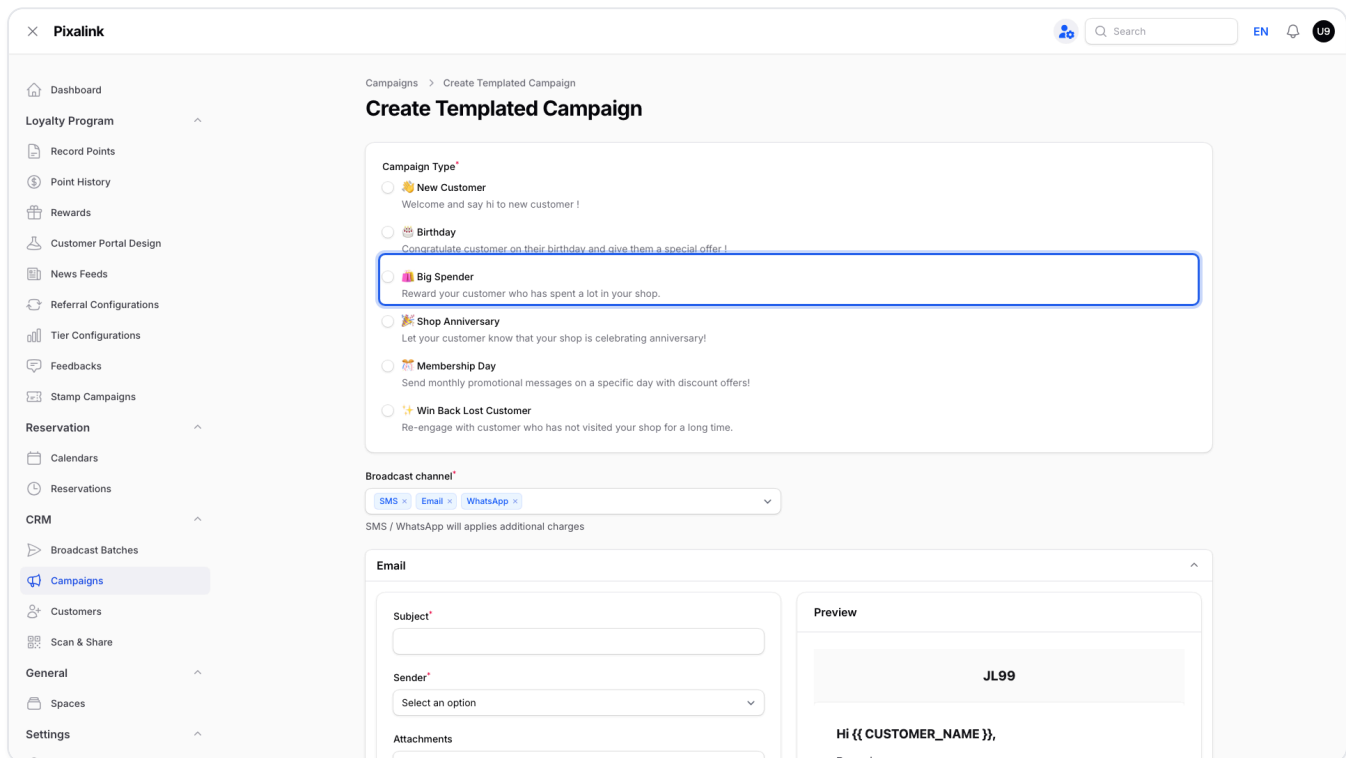
How It Works

You set the target when you create the campaign.

1. Go to **CRM → Campaigns** and click **Create Templated Campaign**.



2. Under Campaign Type, pick Big Spender.



3. Choose Point as the Minimum Spending Type and type the Minimum Spending Amount.

Create Templated Campaign

Campaign Type*

- ☐ New Customer
Welcome and say hi to new customer !
- ☐ Birthday
Congratulate customer on their birthday and give them a special offer !
- ☒ Big Spender
Reward your customer who has spent a lot in your shop.
- ☐ Shop Anniversary
Let your customer know that your shop is celebrating anniversary!
- ☐ Membership Day
Send monthly promotional messages on a specific day with discount offers!
- ☐ Win Back Lost Customer
Re-engage with customer who has not visited your shop for a long time.

Name*
Big Spender Campaign

Broadcast channel*
SMS x Email x WhatsApp x
SMS / WhatsApp will applies additional charges

Minimum Spending Type*
Point

Minimum Spending Amount*
10000

Send At*
09:00 AM

Broadcast Safety Settings
Configure broadcast timing to prevent WhatsApp bans and ensure compliance

Broadcast Interval*
[Dropdown]

Include Weekends
[Toggle]

4. Set the **Send At** time. Turn on **Include Weekends** if you want messages on Saturday and Sunday too.

Big Spender
Reward your customer who has spent a lot in your shop.

Shop Anniversary
Let your customer know that your shop is celebrating anniversary!

Membership Day
Send monthly promotional messages on a specific day with discount offers!

Win Back Lost Customer
Re-engage with customer who has not visited your shop for a long time.

Name*
Big Spender Campaign

Broadcast channel*
SMS x Email x WhatsApp x
SMS / WhatsApp will applies additional charges

Minimum Spending Type*
Select an option

Minimum Spending Amount*
[Empty field]

Send At*
09:00 AM

Broadcast Safety Settings
Configure broadcast timing to prevent WhatsApp bans and ensure compliance

Broadcast Interval*
Select an option

Include Weekends
[Toggle] Enable to send broadcasts on Saturday and Sunday (may affect delivery rates)

Email

Subject*
Top Spender! 🎉

Preview

Who qualifies

With **10000** in the amount box, a member gets the message when all of these are true:

Rule	What it means
Earned from purchases	The points they earned from purchases add up to 10,000 or more. Referral points and automatic bonuses, like a welcome bonus, don't count.
Spent points still count	A member who earned 12,000 and redeemed 5,000 still qualifies.
Expired points don't count	Only if you have point expiry turned on.
Not already scheduled	This campaign has not already been scheduled for them. A member with a scheduled, paused or failed message is not added again automatically.
Can be contacted	They are not marked Do Not Contact or Blocked .

So "only members with 10,000 points and above?" means members who **earned** 10,000 points or more, not members whose **balance** is 10,000 today.

When it sends

Pixalink checks every day while the campaign is active. Members who qualify are scheduled from **Send At**, within the 9 am to 5 pm sending window. Weekends are skipped unless weekend sending is on. Messages go out one at a time to keep your WhatsApp number safe.

Real-Life Example

Siti runs a car accessories shop in Shah Alam. She sets up a Big Spender campaign at 10,000 points.

Her regular, Ahmad, has earned 11,000 points but spent 4,000 on rewards, so his balance shows 7,000. Siti expects him to miss out. But he earned 11,000 from purchases, so he qualifies for the next scheduled send. A new member with 10,000 points from a welcome bonus does not.

Good to Know

- If you have the credit wallet, you can pick **Credit (Deduction)** instead. Then the amount means credits your members have spent.
- A member already included in this campaign is not added again automatically, even if their message has not arrived. To send a new promotion, use a different campaign.
- Members need a contact detail for the channel you chose. No WhatsApp number means no WhatsApp message.
- For current balances, see [How to filter customers by points and activity](https://kb.pixalink.io/articles/how-to-filter-customers-by-points-and-activity) (https://kb.pixalink.io/articles/how-to-filter-customers-by-points-and-activity).

Need Help?

Contact our support team if a member you expected did not get the message.

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 filter customers by points and activity](https://kb.pixalink.io/articles/how-to-filter-customers-by-points-and-activity) (https://kb.pixalink.io/articles/how-to-filter-customers-by-points-and-activity)
- [Why broadcasts send gradually](https://kb.pixalink.io/articles/why-broadcasts-send-gradually-delivery-timing-explained) (https://kb.pixalink.io/articles/why-broadcasts-send-gradually-delivery-timing-explained)

► **Video transcript: Who Gets a Big Spender Campaign Message**