



VIP Tiers

- Earn more than 500 Points
1.5 x Points Multiplier **Bronze**
- Earn more than 1000 Points
2 x Points Multiplier **Silver**
- Earn more than 1500 Points
2.5 x Points Multiplier **Gold**

Redeeming your points!

- 100 Points = \$5 Gift Card
- 180 Points = \$10 Gift Card
- 220 Points = \$20 Gift Card

Simply exchange your points for discount coupons to spend in any order.

8+
Sign Up New Account
+50 Shade Points

+
Celebrate B...
with Free P...
+100 Shade Points

READY, SET, LAUNCH

Stamped Loyalty 101

Performance
Here's what's happening in your loyalty program

Points Overview

Total Loyalty Revenue

Sources

Rule Type	Orders	Total Revenue
10% discount	124	347,200
Variable discount	101	77,499
5% discount	51	76,500
Manual Adjustment	12	12,752

513,951 points
Total Redeemed

● Loyalty Orders

● New orders

● Repeat orders

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Get to know Stamped Loyalty, including what it offers, what each pricing plan includes, and how it stacks up against other loyalty platforms.

⁰² **Getting started with Stamped Loyalty**

Follow step-by-step instructions for installation, onboarding, and other settings you need to know about to set yourself up for success.

⁰³ **Doing more with Stamped Loyalty**

Make the most of Stamped Loyalty by checking out other conversion-driving features, including custom rules, VIP tiers, referrals, and more.

⁰⁴ **Integrating with Stamped Loyalty**

Get a quick summary of Stamped's tech integration partners and what they can do for you, including Klaviyo, Attentive, Gorgias, and more.

Looking for something specific? Click to jump ahead and get started.

Stamped Loyalty

Overview

Pricing

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Setting up your loyalty program emails

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Creating a referral program

Integrating with Stamped Loyalty

Get a **quick overview** of Stamped's loyalty integrations with Klaviyo, Attentive, Gorgias, and more.



Quick tip on how to use this guide: *italicized bold* text takes you to the related help article, while **bold underlined** text takes you to the specified page, setting, or file in your Stamped dashboard. For example:

Learn how to ***create a new earning rule*** and engage with your customers.

Go to **Loyalty > Earning Points > Create New Rule** to get started.

Introduction



In an overcrowded ecommerce landscape burdened with growing costs and shrinking budgets, brands often find it hard to engage with customers and even harder to convince them to keep coming back.

If you're looking to give customers the motivation they need to keep returning to your brand, you need a loyalty program. Customers want to be rewarded for making purchases and engaging with your products and your brand. Without a clear incentive, they're more likely to take their loyalty - and their business - somewhere else.

Loyalty programs are a key component of every effective retention marketing strategy. They can also be used to gain new business, boost sales, and increase average order value (AOV) and customer lifetime value (LTV). Simply put, brands without some sort of loyalty initiative are missing out on major opportunities for driving more sales, revenue, retention, and growth.

The importance of loyalty

When choosing between different brands, are you more likely to choose the one that sends you an order confirmation email, or the one that sends you an order confirmation email *and* reward points for your next purchase? If you're like most people, chances are you chose the latter: **56% of consumers are more likely to buy from a brand with a loyalty program than from a brand without.**

Here's some other interesting stats:

71%

OF CUSTOMERS SAY
LOYALTY PROGRAMS ARE A
MEANINGFUL PART OF THEIR
BRAND RELATIONSHIPS

83%

OF PEOPLE SAY JOINING A
LOYALTY PROGRAM
MOTIVATES THEM TO MAKE
REPEAT PURCHASES

73%

OF CUSTOMERS ARE MORE
LIKELY TO RECOMMEND
BRANDS WITH GOOD
LOYALTY PROGRAMS

MORE THAN

90%

OF DTC BRANDS HAVE SOME SORT OF LOYALTY PROGRAM

58%

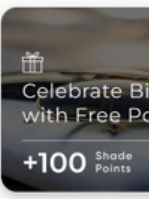
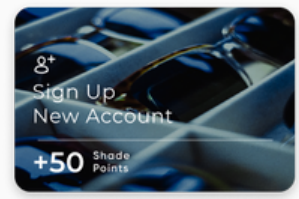
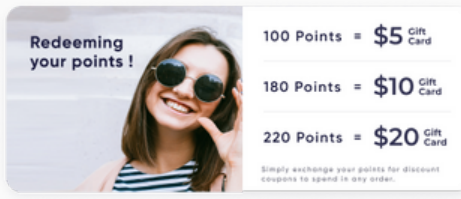
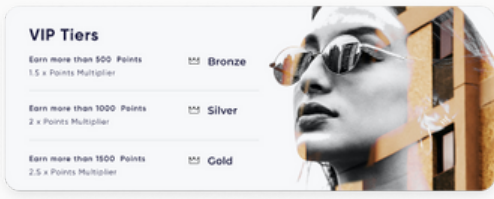
OF CUSTOMERS IN A
LOYALTY PROGRAM BUY
FROM THAT BRAND AT
LEAST ONCE PER MONTH

HAVING A LOYALTY PROGRAM CAN INCREASE
YOUR AVERAGE BASKET SIZE BY AS MUCH AS

319%

EMOTIONALLY CONNECTED CUSTOMERS HAVE
A HIGHER LIFETIME VALUE BY AS MUCH AS

306%



Stamped Loyalty

Stamped Loyalty enables brands to drive faster, more efficient growth with the help of points & rewards, VIP tiers, and referral programs. Here's a quick overview:

01 Points & Rewards

Boost engagement and customer lifetime value with the right incentives at the right time.

02 VIP Tiers

Increase average order value and stickiness with exclusive offers and benefits for your best customers.

03 Referrals

Leverage existing customers to drive new business with referral incentives that their family and friends will love.

04 Analytics

Track and optimize your loyalty program's impact on your acquisition, conversion, and retention rates.

Premium

For professionals

- ✓ Up to 500 monthly orders
- ✓ Advanced point earning rules
- ✓ Custom referral codes and URLs
- ✓ Helpdesk and POS integrations

Give customers the option to purchase products with their reward points, integrate with apps like Gorgias and Shopify Point-of-Sale, and reward customers with discounts, gifts, and free shipping.

\$49 /month

billed annually

Business

For mid-sized businesses

- ✓ Up to 1,500 monthly orders
- ✓ HTML and CSS editor
- ✓ Language translations
- ✓ Email integrations

Personalize your loyalty emails with HTML and CSS, translate your program into different languages for customers around the world, and integrate with ESP apps like Klaviyo, Omnisend, and ActiveCampaign.

\$149 /month

billed annually

Professional

For growing businesses

- ✓ Up to 3,500 monthly orders
- ✓ VIP tiers, rewards, and entry perks
- ✓ VIP program analytics

Identify and segment your customers based on how many points they earn or how much they spend, then offer tier-exclusive benefits, rewards, and experiences.

\$399 /month

billed annually

Enterprise

For enterprise-level businesses

- ✓ Customized monthly orders
- ✓ Dedicated success manager
- ✓ Ongoing customization support
- ✓ API access

Accelerate business growth, boost lifetime value, and retain your customers with Stamped's enterprise platform, built and designed to scale alongside your ecommerce business.

Custom



Already using Stamped Reviews and interested in Stamped Loyalty? Save more and do more with:



[VISIT OUR PRICING PAGE](#)

Competitors

How does Stamped Loyalty compare to other leading loyalty platforms on the market? Here's a quick summary:



Stamped is a more user-friendly platform than Yotpo, with transparent pricing plans and a strong integration ecosystem, helping you grow your loyalty strategy at scale.



Stamped offers advanced customer profiles and data sync, better customization for emails and widgets, no hidden fees, and faster customer support that Okendo just doesn't have.



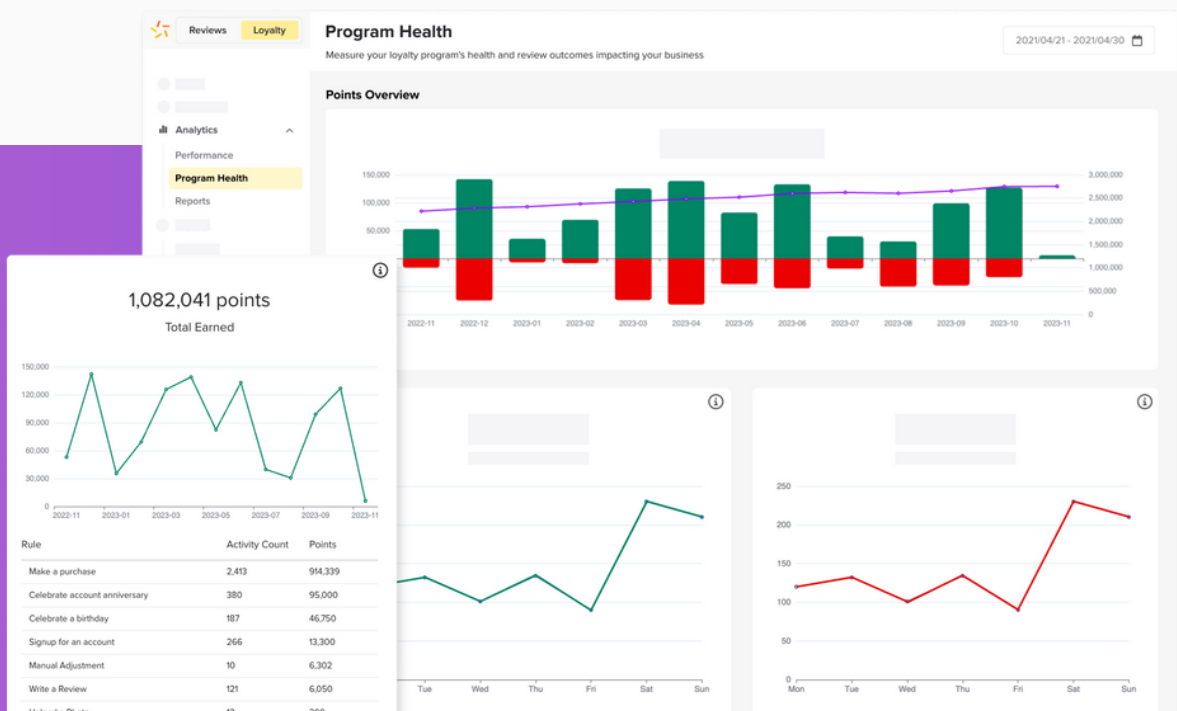
Stamped has better program personalization and visibility, more features and integration depth at lower costs, and dedicated support resources for brands around the world.



Stamped provides greater program visibility, stronger campaign flexibility, better analytics tools, and more pricing options for driving engagement and conversions at scale.



To learn more, **check out this article** for an in-depth comparison of each loyalty platform that covers pricing, features, and support options.



Getting started with Stamped Loyalty

Importing your existing customer and program data

Import your existing customer and points data into Stamped to keep your loyalty program experience seamless for both you and your customers.

Note: *If you're setting up your loyalty program for the first time, skip ahead to the next step.*

Importer

Customers

Import Customers and reward points

Import your existing customers and their current points manually via a CSV file import.

Upload a CSV file: *email, first_name, last_name, points (optional), birthday (optional), vip_tier (optional)*

stamped.io_rewards_customers_import_sample.csv

Select file ...

Upload

NOTE

You can download this [sample CSV file](#) for reference. [Learn more](#)

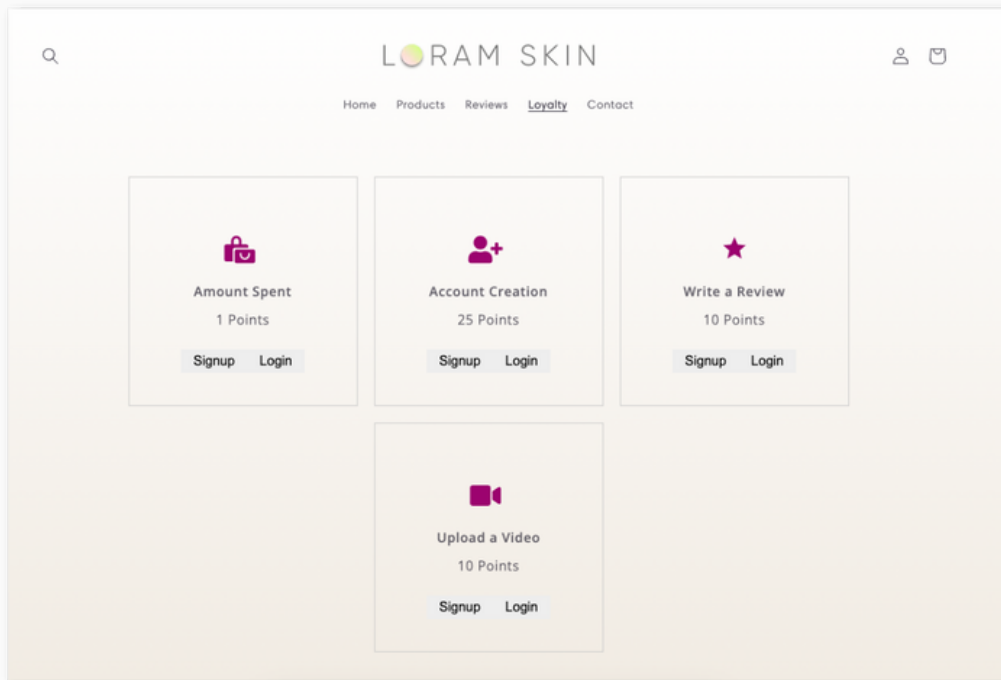
Import History & Status

The progress, and status of your imports will show here.

Queued On	Last Processed	Total Rows	Progress	Status
-----------	----------------	------------	----------	--------

1. In your Stamped dashboard, go to **Settings > Importer**, then download the CSV file linked under "Note".
2. Add your customer data, including their points, birthdays, and VIP tiers if applicable.
3. Return to your Stamped dashboard, then select your CSV file and click **Upload**.

Note: *If you need assistance with importing your existing loyalty data, please email us at support@stamped.io and our support team will be happy to assist you.*



Setting up your earning and redeeming rules

Create earning and redeeming rules to engage with your customers and give them a reason to keep coming back to your brand. Set up a variety of activities and rewards that excite and benefit both you and your customers.

Note: For loyalty program inspiration, check out our [loyalty templates](#).

Customizing your points settings

In your Stamped dashboard, go to [Loyalty > Earning Points](#) and scroll down to Points Settings.

Points Expiry

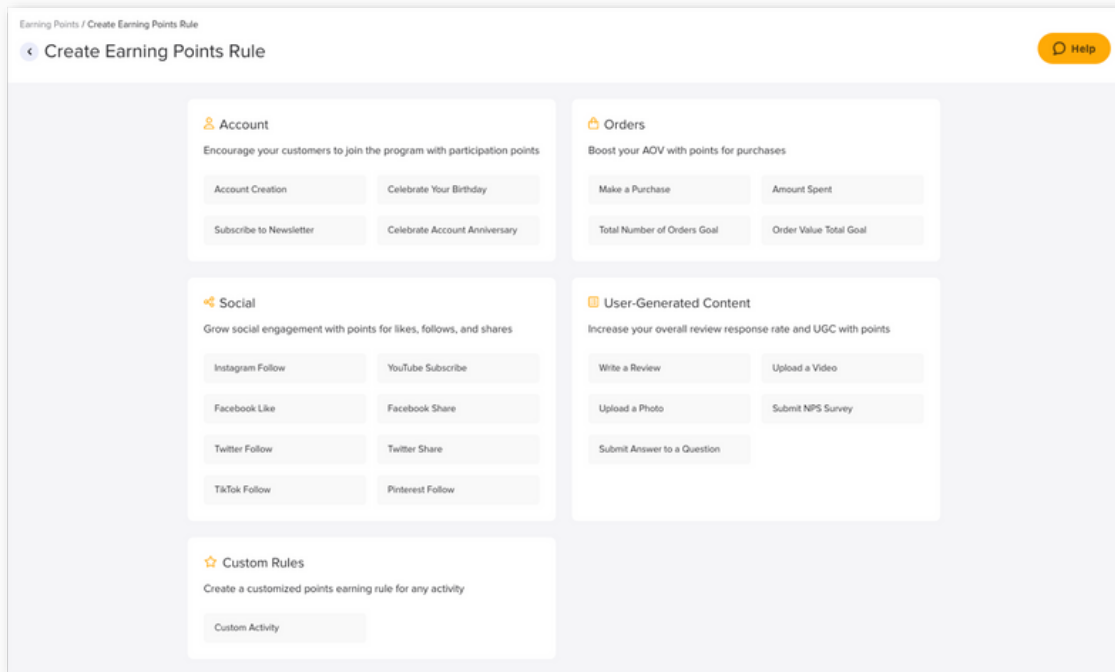
Reset a customer's points balance to zero after a specific period of account inactivity. For example, you might reset your customers' points balance after 365 days of inactivity. You can also set up reminder emails to encourage customers to return to your loyalty program. This increases overall program engagement, as customers are motivated to use their points before they expire.

Order Settings

Reward or cancel points based on your customers' order's set status, e.g. pending, paid, fulfilled, refunded, returned, etc. You can also configure whether points round down or up (i.e. whether an order total of \$19.99 is worth 19 points or 20 points) and whether point totals include tax and shipping.

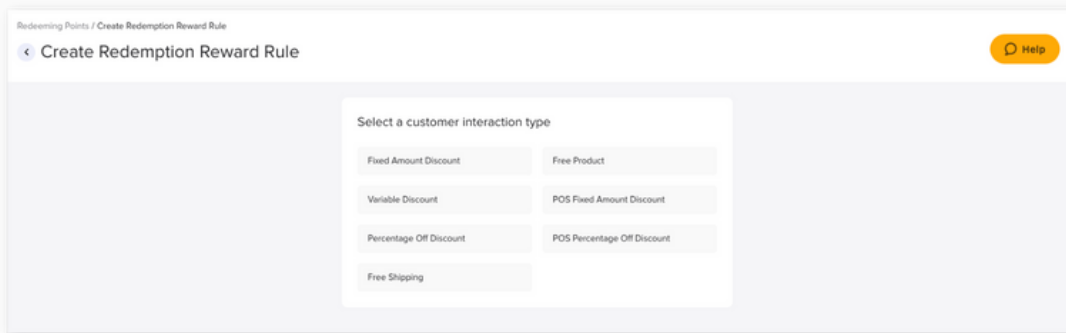
Customer Exclusions

Set up exclusion rules to exclude specific customers from participating in your loyalty program. You can do this by creating a tag and/or listing their email addresses or domain names.



Creating a new earning rule

1. In your Stamped dashboard, go to [Loyalty > Earning Points](#) and click **Create New Rule**.
2. Select the type of rule you'd like to set up. There are five rule categories to choose from: Account, Orders, Social, User-Generated Content, and Custom.
3. When creating a new earning rule, configure the following:
 - a. *Display*: Design how this earning rule will appear in your loyalty launcher and widgets. This includes the rule's name, description, and icon.
 - b. *Reward*: Set how many points this earning rule is worth.
 - c. *Reward Protections*: Set limits on when and how often the rule's points can be earned to prevent misuse. Specify an effective date range and/or set delay intervals and earning limits.
 - d. *Applies only to*: Limit your earning rule to specific groups of customers by tag or specific products by product ID.
 - e. *Exclusions*: Exclude specific groups of customers from your earning rule by tag or VIP tier or specific products from your earning rule by product ID.
4. Toggle **This rule is enabled** at the top of the page and click **Create Rule** at the bottom of the page to enable and create your new earning rule.
5. Return to [Loyalty > Earning Points](#) and toggle **This program is enabled** at the top of the page to enable your earning rules.
6. To create more earning rules, click **Create A New Rule** above your List of Rules. To edit or delete your existing earning rules, click the three dots in the right-hand column beside the rule you'd like to update.

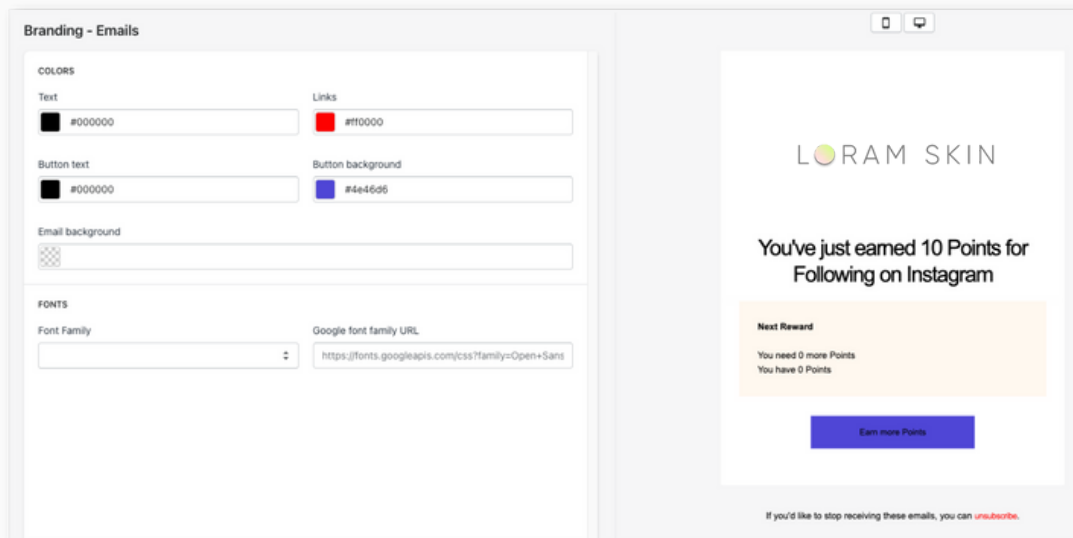


Creating a new redeeming rule

1. In your Stamped dashboard, go to **Loyalty > Redeeming Points** and click **Create New Rule**.
2. Select the type of rule you'd like to set up. There are seven types to choose from.
3. When creating a new redeeming rule, configure the following:
 - a. *Display*: Design how this redeeming rule will appear in your loyalty launcher and widgets. This includes the rule's name, description, and icon.
 - b. *Coupon Settings*: Customize the redemption settings for your redeeming rule, including the number of points it's worth, its unique code prefix, and if and when it expires.
 - i. For discount-related rules, you'll also need to set the discount's value or percentage and whether there are any additional rule conditions based on minimum order value or product IDs.
 - ii. For free products, you'll also need to specify the product's name.
 - iii. For free shipping, you'll also need to specify the maximum shipping amount.
 - c. *Reward Protections*: Set limits on when and how often the rule's reward can be redeemed to prevent misuse. Specify an effective date range and/or set delay intervals and redeeming limits.
 - d. *Customer Eligibility*: Limit your redeeming rule to specific groups of customers or exclude specific groups of customers from your redeeming rule by customer tag or VIP tier.
 - e. *API Notification Setting*: Send a notification via API when customers redeem this reward. **Note**: for custom ecommerce platforms only.
4. Toggle **This rule is enabled** at the top of the page and click **Create Rule** at the bottom of the page to enable and create your new redeeming rule.
5. Return to **Loyalty > Redeeming Points** and toggle **This program is enabled** at the top of the page to enable your redeeming rules.
6. To create more redeeming rules, click **Create A New Rule** above your List of Rules. To edit or delete your existing redeeming rules, click the three dots in the right-hand column beside the rule you'd like to update.



Earning and redeeming rules should be direct, accessible, and unambiguous, where customers have a clear understanding of what to do. You should also avoid creating too many rules: the more options or variables there are, the harder it is for customers to choose.



Setting up your loyalty program emails

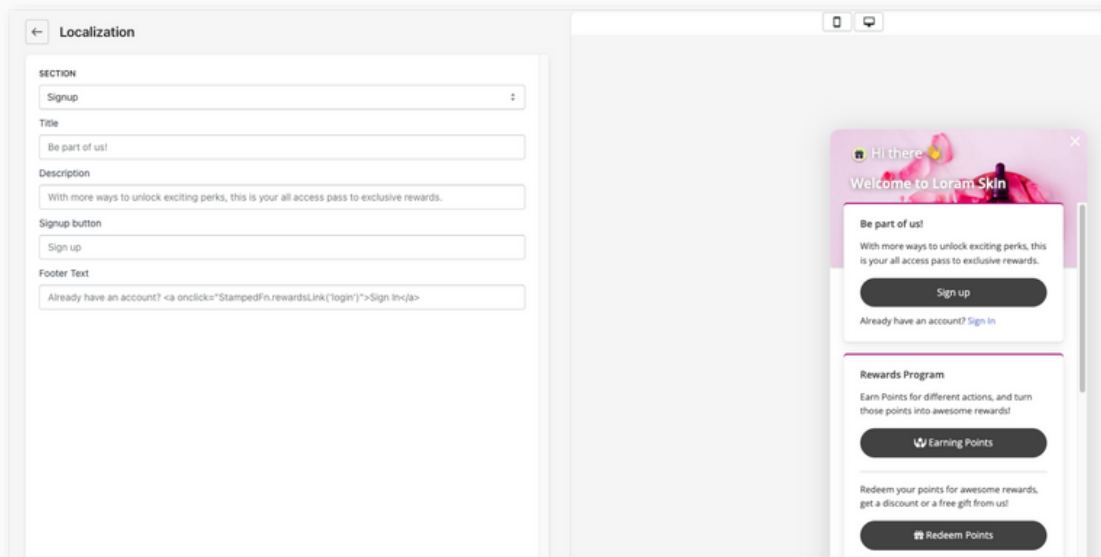
Keep customers up-to-date with your loyalty program by notifying them when they earn points, redeem rewards, share and claim referrals, or move to a new VIP tier. You can also remind them when their points or rewards are about to expire.

Creating your loyalty emails

1. In your Stamped dashboard, go to **Display > Loyalty Emails > Branding** to match your emails' fonts and colors to your branding.
2. Go to **Display > Loyalty Emails** and select which email you'd like to customize, then personalize your email's layout, subject line, and content as needed.
3. To personalize your loyalty emails even further, **add liquid variables** such as the customer's name or the reward they earned to your email subject line or body.

Completing your email set-up

1. In your Stamped dashboard, go to **Display > Global Email Settings** and update your **From Name** and **From Email** so customers know that your emails are from you.
2. Click **Add a logo** to feature your brand's logo at the top of your emails.
3. Switch to the **Deliverability** tab to verify your SPF/DKIM and DMARC records.
 - a. **SPF (Sender Policy Framework)** and **DKIM (DomainKeys Identified Mail)** are email authentication protocols that help to verify the authenticity of emails sent from a domain. Without these records, your review requests will not work. **DMARC (Domain-based Message Authentication, Reporting, and Conformance)** is a powerful tool that helps prevent email spoofing and phishing attacks. Google requires all merchants to update their DMARC records as of February 2024.
4. If you don't already see a list of records, click **Get DNS Records**.
5. Add your SPF/DKIM records by following the instructions [here](#) and configure your DMARC records by following the instructions [here](#).
6. To validate your SPF/DKIM records, return to your Stamped dashboard and click **Validate Records**. To validate your DMARC records, we recommend using a free DMARC validator tool like [this one](#).

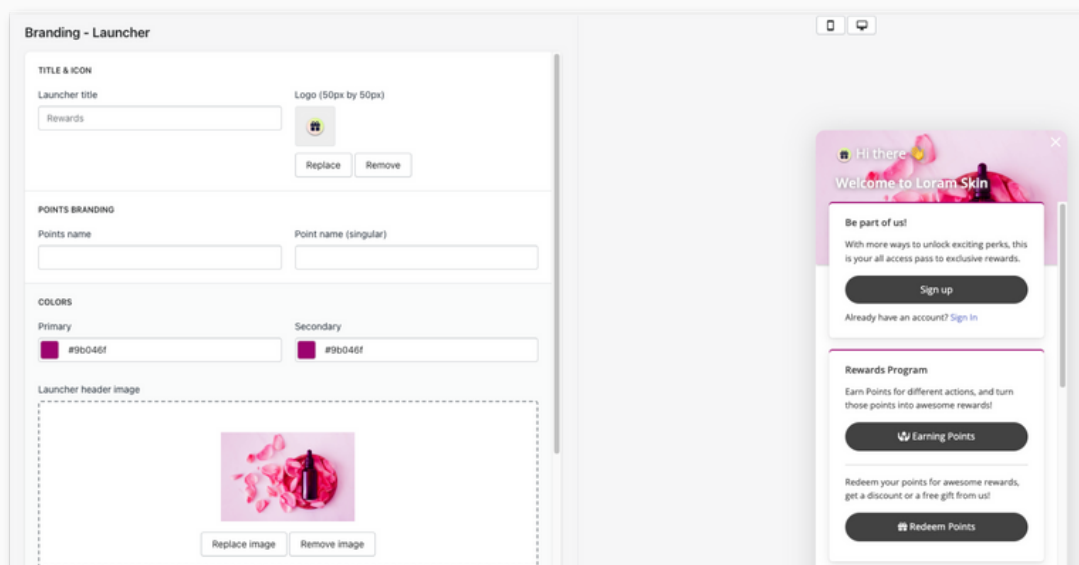


Setting up your loyalty launcher

Give customers easy access to your loyalty program and their account information from anywhere on your website with a loyalty launcher. Customers can view point balances, program rules, and more without needing to navigate away from the page they're on.

Customizing your loyalty launcher

1. In your Stamped dashboard, go to **Display > Launcher > Settings**.
 - a. Under **Heading**, you can customize your launcher's title and subtitle.
 - b. Under **Localization**, you can customize each section of your launcher, including their titles and descriptions, icons, button names, and placeholders.
 - c. Under **Placement**, you can customize the placement of your launcher and its visibility across different devices.
 - d. Under **CSS Editor**, you can add custom CSS code to your launcher.
2. Go to **Display > Launcher > Branding** to match your launcher's colors, images, and logo to your branding. You can also customize the name of your reward points to match your brand language.



Installing your loyalty launcher



For Shopify 2.0:

1. In your Shopify dashboard, go to **Online Store > Themes > Customize**.
2. Go to **Theme settings > App embeds**, then toggle **Rewards Launcher** to enable it.
3. If your launcher isn't showing or updating after making changes, switch to your Stamped dashboard and go to **Display > Launcher > Settings** and click **Installation**, then click **Install Launcher**.

For Shopify Vintage:

1. In your Stamped dashboard, go to **Display > Launcher > Settings** and click **Installation**, then click **Install Launcher**.



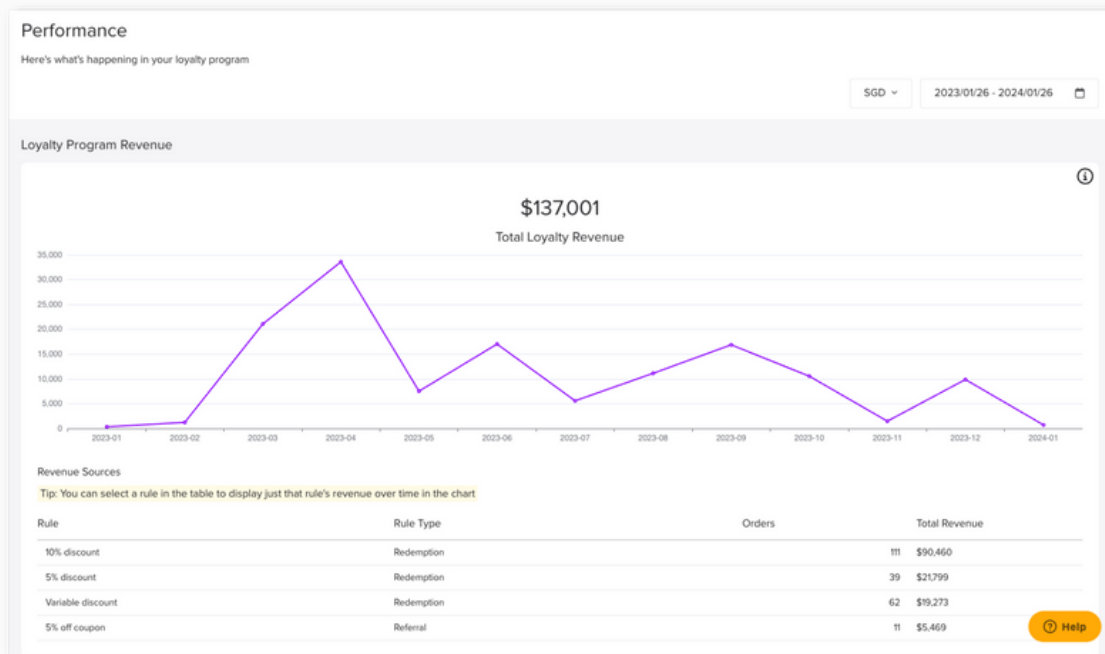
For BigCommerce:

1. In your Stamped dashboard, go to **Display > Launcher > Settings** and click **Installation**, then click **Install Launcher**.



For WooCommerce:

1. In your WordPress dashboard, activate your Stamped plug-in.
2. Go to **WooCommerce > Settings > Advanced** and click the **REST API** tab, then click **Add key**.
3. Fill out the following information and click **Generate API key**.
 - a. *Description:* Stamped
 - b. *User:* admin_user
 - c. *Permissions:* Read/Write
4. Once your API key has been generated, copy the "Consumer key" and "Consumer secret" fields.
5. In your Stamped dashboard, go to **Settings > Loyalty Integrations > Apps** and select **WooCommerce**, then click **Install App**.
6. Fill in the "Consumer key" and "Consumer secret" fields, then click **Save**.



Understanding your loyalty analytics

Stamped Loyalty's analytics enables you to learn more about your customers and measure their overall satisfaction with your loyalty program. You can filter and analyze your data to make smarter, more effective business decisions.

Performance

In the Performance section of your Analytics dashboard, you will be able to review the performance of your loyalty program and gain insights into its overall results and outcomes to measure your return on investment (ROI). This will help you determine your loyalty program's effectiveness and success, as well as identify areas of improvement. Here, you'll find your loyalty program revenue, average order value and average basket size, loyalty revenue as a percentage of total, and repeat rate, also known as customer retention rate.

Program Health

In the Program Health section of your Analytics dashboard, you will be able to get an in-depth analysis of the health of your loyalty program and its effects on your business. This will allow you to gain valuable insights and make data-driven decisions to drive growth and improve customer engagement. Here, you'll find your points overview (i.e. points earned and points redeemed), earning and redemption overviews, and total number of new customers.

Reports

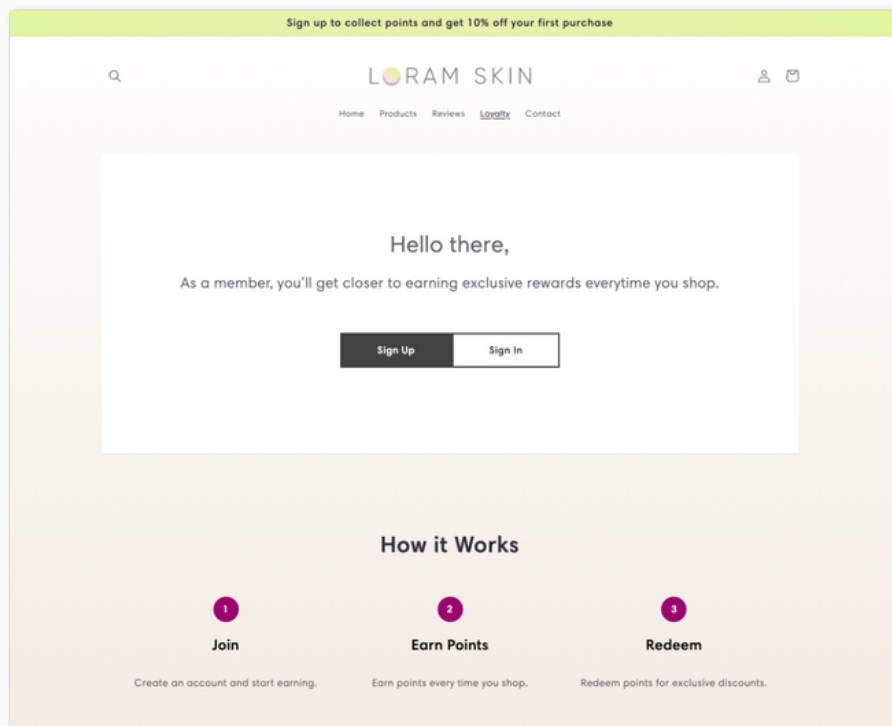
In the Reports section of your Analytics dashboard, you can view and export your Customer Overview (i.e. points balances, activities, referrals, and VIP tiers) and your Activities & Rewards Overview (i.e. loyalty activities and their associated rewards). You can adjust the filter to view data collected over a specific period of time.

Doing more with Stamped Loyalty

Creating a dedicated loyalty landing page

By having a **dedicated landing page** for your loyalty program, customers can get a fully branded overview of how your program works and how to participate. They'll be able to see your earning and redeeming rules, VIP tiers, and referral program at a glance.

You can customize the page to feature brand imagery and content, add an FAQ, promote other areas of your website, and more. Doing so will give customers the information they need to participate in your loyalty program and encourage them to engage with your brand.



Setting up custom earning rules

With our API endpoint, you can **create custom earning rules** tailored to your brand's goals, creating a unique brand experience for your customers. For example, reward customers with points for participating in a contest or registering for an event.

LORAM'S STORE

Platinum
30,000
Kopari Points

Benefits

- ✓ \$70 Welcome Credit
- ✓ 2x points more for every \$1 spent
- ✓ Free Shipping on all U.S. orders
- ✓ Free Shipping on all U.S. orders

VIPs Earn More

BENEFITS	BRONZE	SILVER	GOLD	PLATINUM
Points Per \$ Spent	—	—	—	—
Free Shipping	—	—	🕶️	🕶️
Annual Birthday Gift	—	—	—	—
Double Points Day	—	🕶️	🕶️	🕶️
Welcome Credit	—	—	—	—
Exclusive Access	—	—	🕶️	🕶️

Creating a VIP program

VIP tiers are a common feature of loyalty programs, as they encourage customers to reach a specific point total or spend amount to gain access to exclusive benefits and rewards. Loyalty programs with tiers are reported to result in a 1.8x higher ROI and a 2.1x higher AOV compared to loyalty programs without.

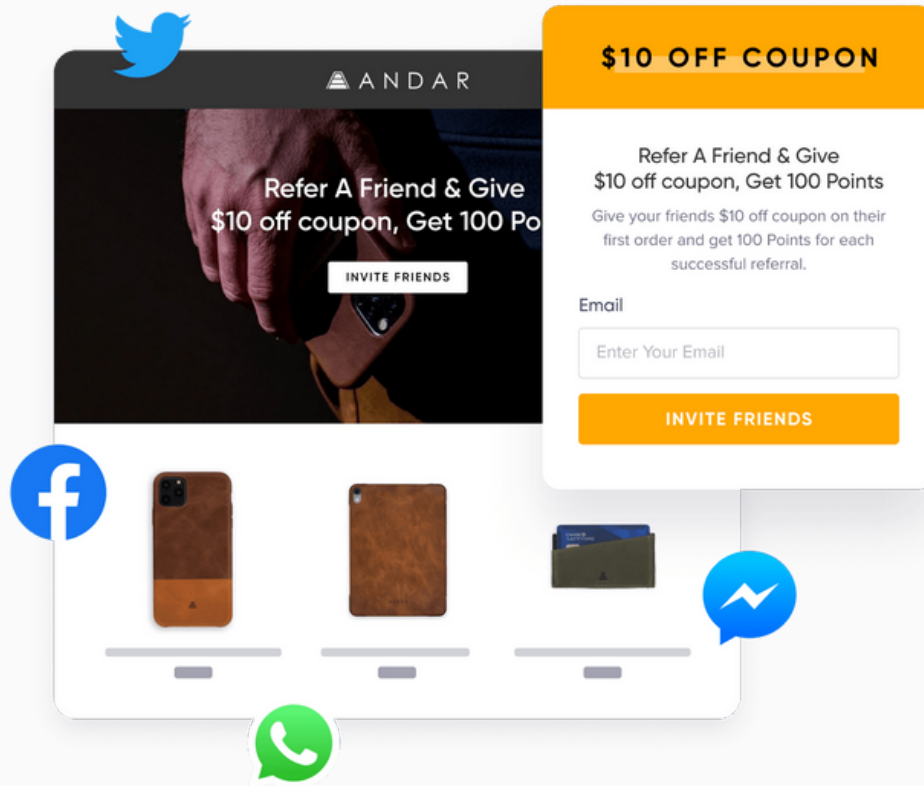
When done right, VIP tiers create insight-driven user segments, inform customer personalization strategies, boost customer acquisition and retention, drive sales and engagement, and strengthen customer relationships and brand advocacy. Brands should strongly consider creating VIP tiers with on-brand names and conversion-driving benefits like points multipliers, free gifts, and early access to sales.

Loram's Store
UPLOAD YOUR LOGO

VIP's Rewards

BENEFITS	BRONZE 0 points	SILVER Earn 1000 points	GOLD Earn 6,000points	
Points multiplier	1 x	2 x	2.5 x	
Entry reward	500 points	1000 points	1,500points	2,000 points
Mystery gift	☀️	☀️	☀️	☀️
Pre-order			☀️	☀️
Free Shipping			☀️	☀️

CUSTOM ICONS



Creating a referral program

Referral programs are the perfect way to leverage existing customers and drive new business, as 92% of customers trust recommendations from friends and family more than advertising campaigns. Referred customers have a 16% higher lifetime value, spend 200% more, and have a 37% higher retention rate than customers acquired through other marketing channels.

To set up your referral program, decide how to reward your customers and their friends for every successful referral, whether it's with discounts, points, or free shipping. Customize your referral emails to stay on brand with the rest of your loyalty program and other marketing campaigns.

Reward Rule

Reward Settings

Reward value:

Reward expiration:

Applies to

Status

Entire Order Only selected collections

Customers

Reward customers who refer their friends with:

Points
500 Points EDIT

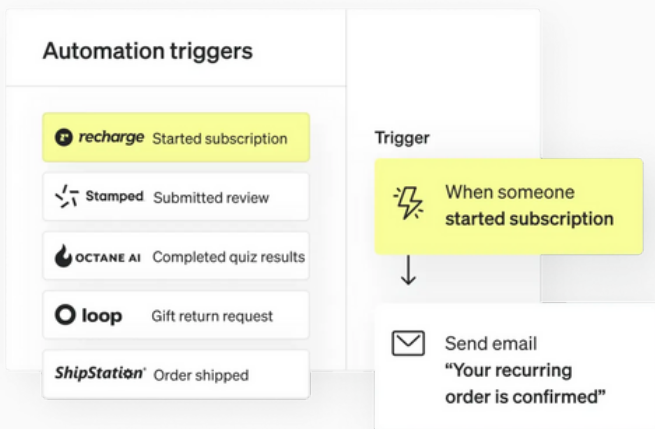
Friends

Reward their friends with:

Fixed amount discount
\$5 off coupon EDIT

Integrating with Stamped Loyalty

Stamped connects with several other tools, applications, and platforms to share data and expand functionality. Our integrations help brands improve their marketing workflow, accomplish their business goals, and make smarter decisions.



Klaviyo

The **Stamped x Klaviyo integration** helps incorporate your loyalty program right into your email and SMS strategies.

Create advanced segments based on your customers' loyalty activity and remind customers to redeem points for rewards by keeping them in the loop about their point expiry dates.

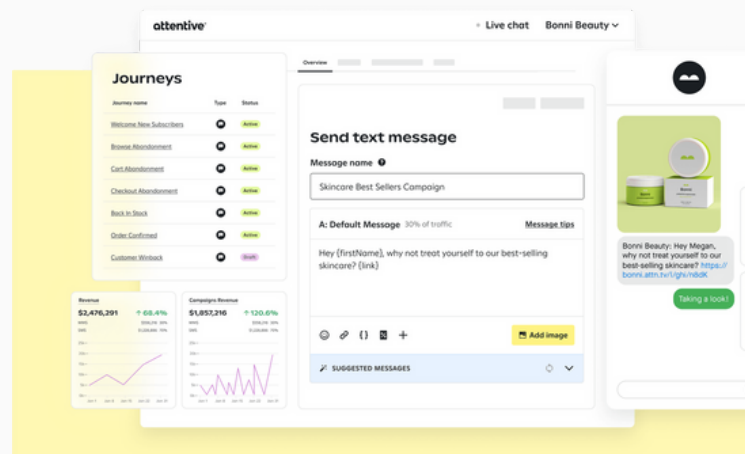
[Learn more →](#)

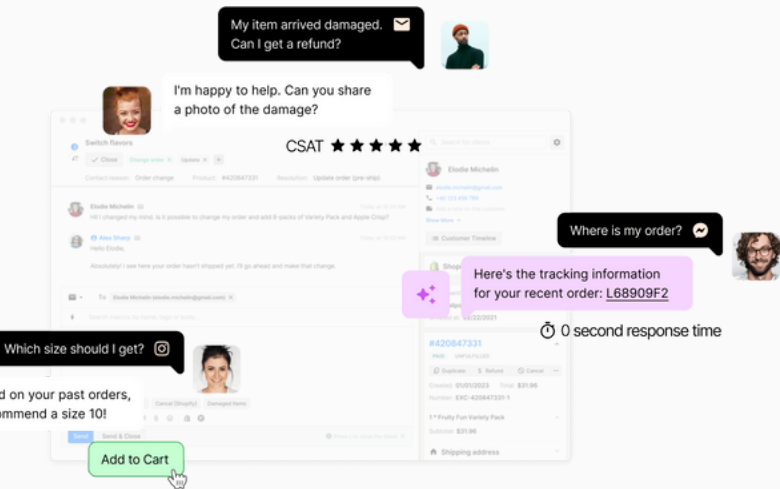
Attentive

The **Stamped x Attentive integration** helps you communicate and manage your customers' loyalty activity through SMS.

Reach customers at their own convenience and keep your brand top of mind by sending customers updates on their points, rewards, and referrals via text message.

[Learn more →](#)





Gorgias

The **Stamped x Gorgias integration** brings your loyalty data right to your help desk so you can get the full picture.

Sync your loyalty data with your Gorgias inbox so you can centralize all of your information and view customer insights like VIP tiers and point balances on every ticket.

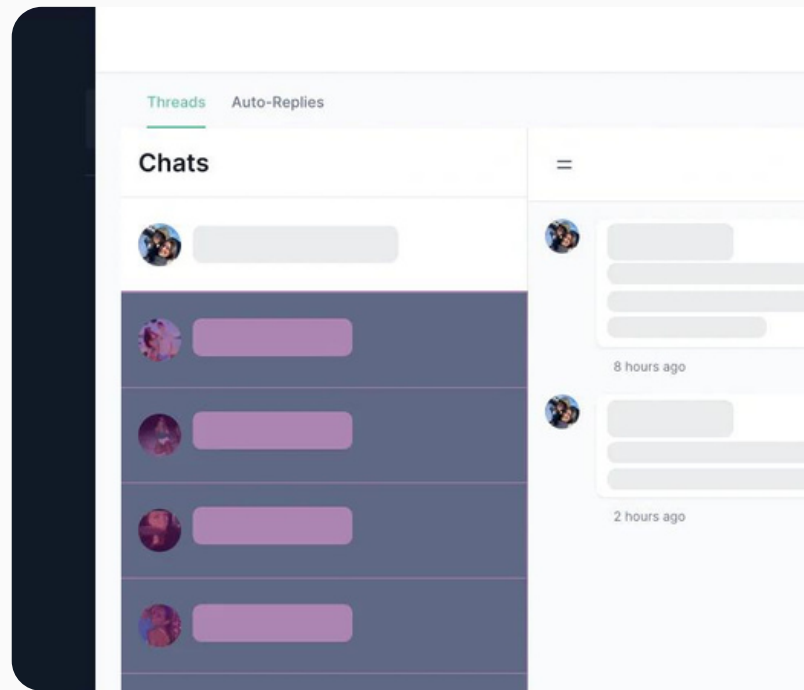
[Learn more →](#)

Gatsby

The **Stamped x Gatsby integration** helps you reward customers for mentioning your brand on Instagram and TikTok.

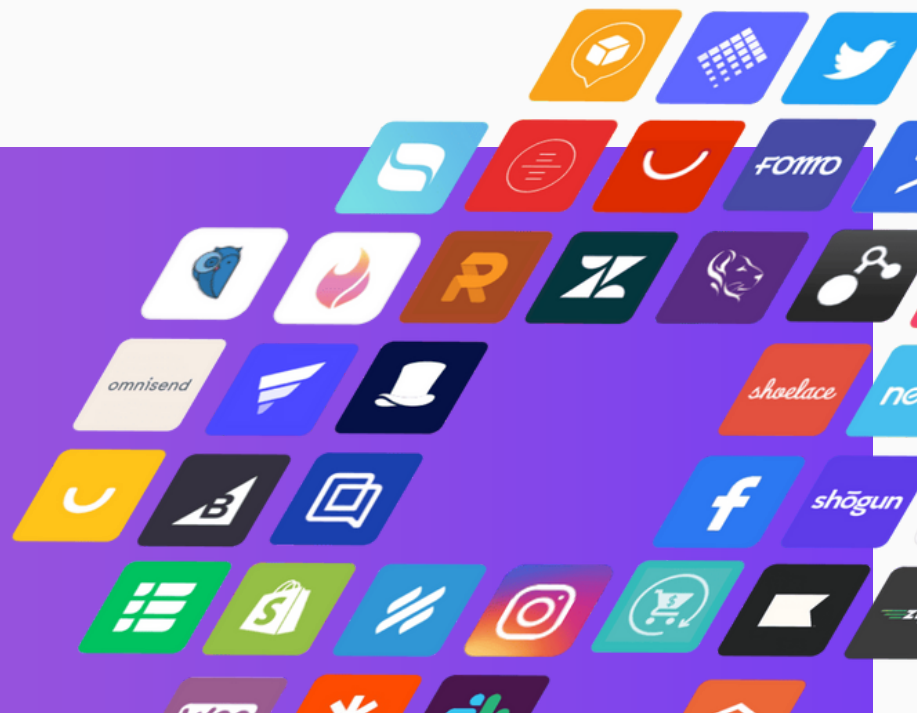
Boost social engagement, increase visibility and brand awareness, and collect user-generated content to drive more website traffic, revenue, and conversions.

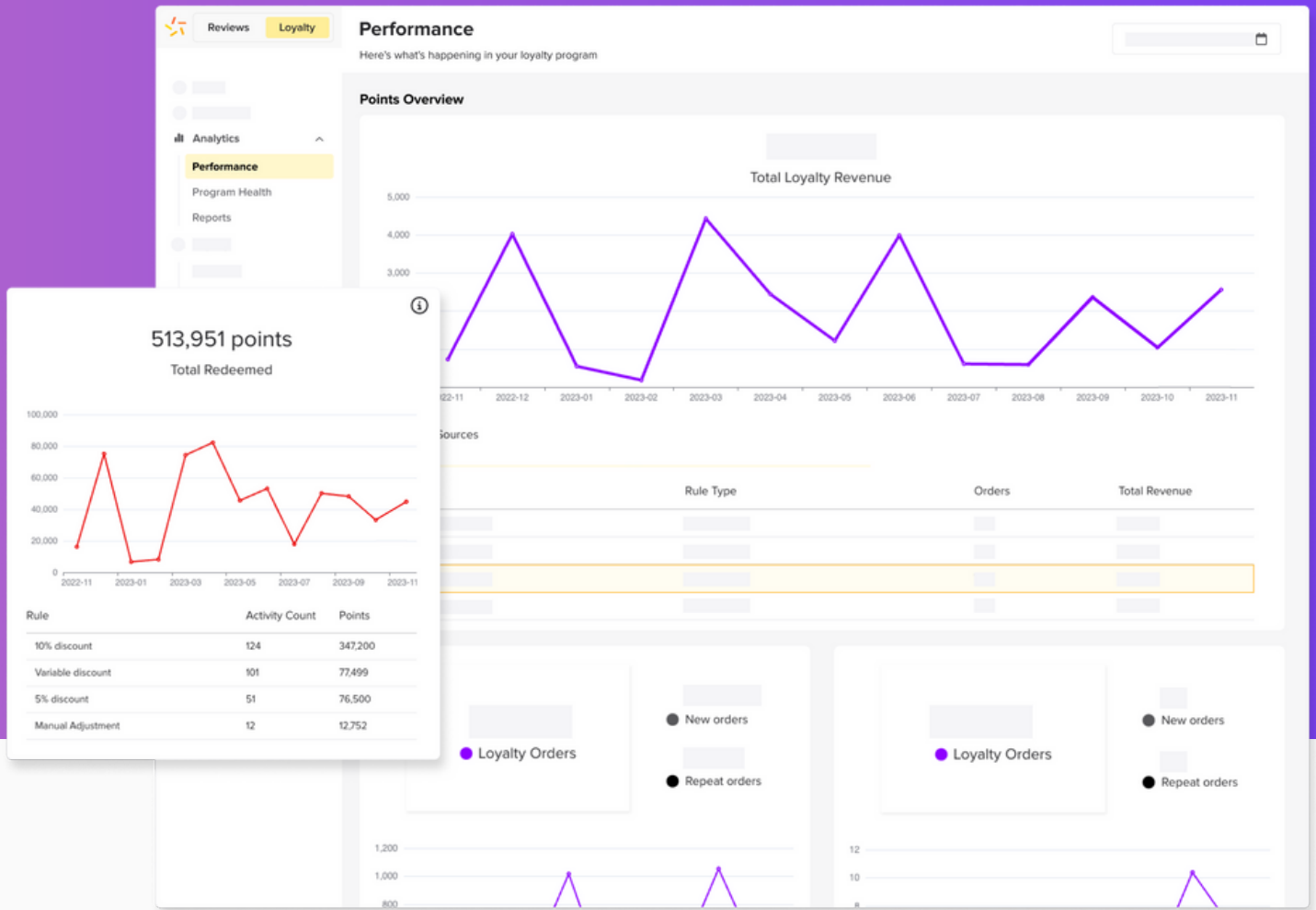
[Learn more →](#)



Searching for a specific tool, application, or platform you're already using? Check out our complete list of integrations:

[VISIT OUR INTEGRATION DIRECTORY](#)





Customer retention can be expensive, complicated, and time-consuming, but it doesn't have to be. Loyalty programs are the perfect way to build long-lasting relationships with customers, driving more sales, engagement, and revenue over time.

With Stamped Loyalty, brands gain access to all the features and insights they need at scale to accelerate business growth.

Need a little extra help? Reach out to your dedicated Customer Success Manager or get in touch with our support team at support@stamped.io. If you're new to Stamped and looking to learn more, **book a demo** with us today.