

# STAMP CARD DESIGN GUIDE

Your guide to creating the perfect stamp card



## WHAT MAKES AN EFFECTIVE LOYALTY PROGRAM?

Here are a few key things required to create a stamp card that your customers will adore. With over 12 years experience, we have seen a lot of stamp cards come and go. But these are the core essentials of an effective program.

### APPEALING

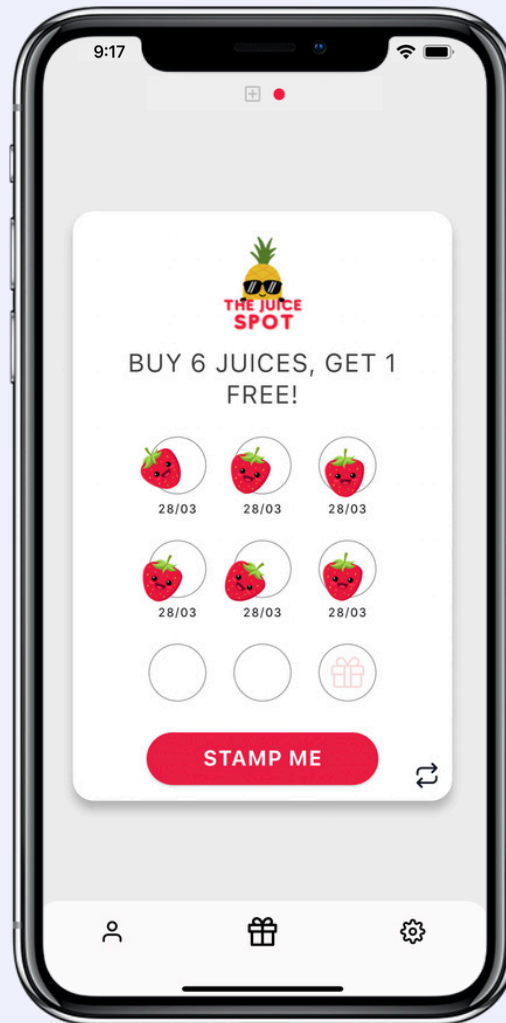
If rewards are not seen as valuable or relevant, will not bother joining or participating in your loyalty program.

Also, if rewards expire too soon, this can cause frustration from your customers, so be mindful of this when choosing an expiry timeframe.

### ACHIEVEABLE

If a customer is required to **earn too many stamps** to achieve the reward, this will **put people off** using the loyalty program.

According to our data, the ideal number of stamps is between 6-10, depending on your type of business, purchase frequency and spend per transaction.



### EXCITEMENT

A good loyalty program is a fun and exciting loyalty program!

Things like interim rewards, Surprise & Delight, Birthday Club and Gamification with Scratch & Win get people excited and keep them engaged!

### SIGN UP REWARD

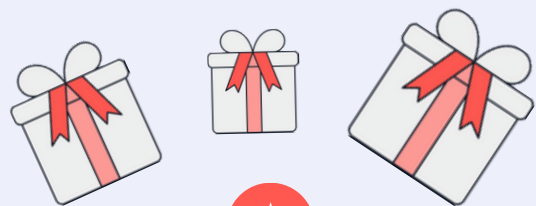
Never underestimate the importance and benefit of a signup reward!

This simple tactic is incredibly powerful in getting people to join your program and provides you with the opportunity to build their loyalty from then on.

## WHAT TYPE OF REWARD(S) SHOULD I OFFER?

Figuring out the best type of reward for your business comes down to one thing: what do your customers love most? Feel free to ask around and see what your loyal customers would be most interested in. That will ensure the most success for your loyalty program.

Here are some types of rewards and examples of each to help get the cogs turning.



### Reward Idea #1: Freebies!



**Cafe/Restaurants:** Free drink, dessert, or buy-one-get-one deal



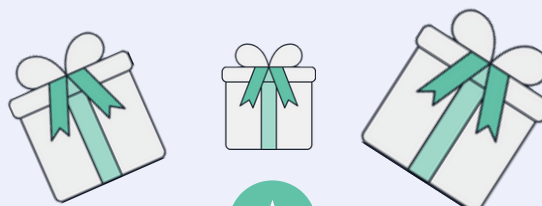
**Beauty/Hair:** Free sample, service upgrade, or product



**Car Wash:** Free add-on (wax, air freshener)



**Retail:** Free item or branded merch



### Reward Idea #2: Discounts!



**Cafe/Restaurants:** 50% off a drink or dessert, buy-one-get-one-half-off deal



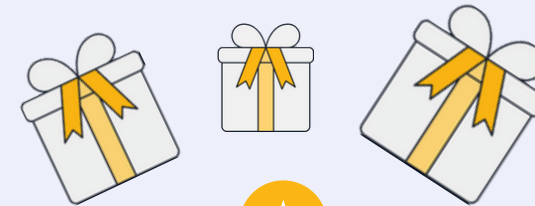
**Beauty/Hair:** Discounted sample products, 20% off service upgrade



**Car Wash:** Discounted premium add-on (wax, interior detail), percentage off a wash package



**Retail:** \$ amount off purchase, free standard shipping



### Reward Idea #3: Experiences!



**Cafe/Restaurants:** A curated tasting of new menu items or seasonal flavors



**Beauty/Hair:** Hair styling class, a mini-makeover session



**Car Wash:** "Detailing Demo": showcase specific detailing techniques



**Retail:** Styling session, an exclusive preview event



Want more reward ideas? [Click here.](#)

## BUSINESS DETAILS

Let's dive into the elements that will give your stamp card that 'wow' factor. To add these stamp card elements, head to the **Stamp Cards** area of your Merchant Console and click on the stamp card you wish to edit. All of these elements can be found there.

**MANDATORY****OPTIONAL**

### Business Logo

Feature your business logo on your loyalty card for instant **brand recognition**.

[Click here](#) for instructions.

### Stamp Icon

A custom stamp icon makes your loyalty card **unique** and promotes your brand.

[Click here](#) for instructions.

### Location/Address

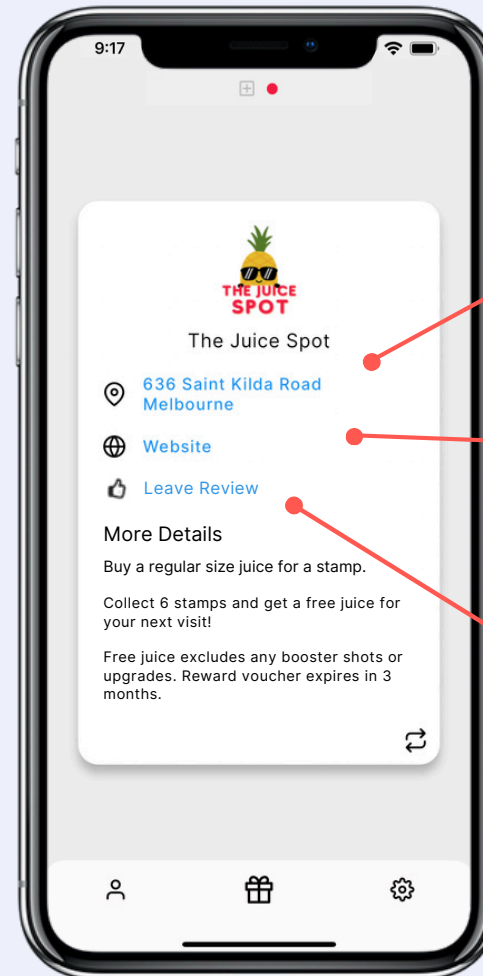
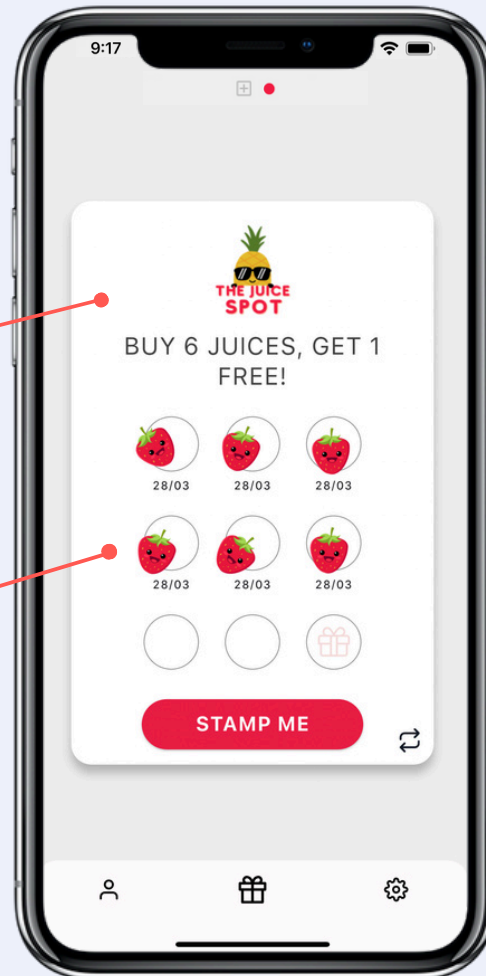
Add location for directions, hours & reviews on the loyalty card.

### Website URL

Add your website/social media for a complete business profile.

### Review Link

Include a Google Review, Trustpilot, or TripAdvisor link to encourage reviews.



## OFFER DETAILS

Make your loyalty program a positive experience by including all important offer details on your stamp card. This helps customers easily understand the terms, rewards, and expectations, preventing potential confusion and ensuring they have the information they need.

## Card Description

Keep this as simple and clear as possible, so that customers understand the offer of the card.

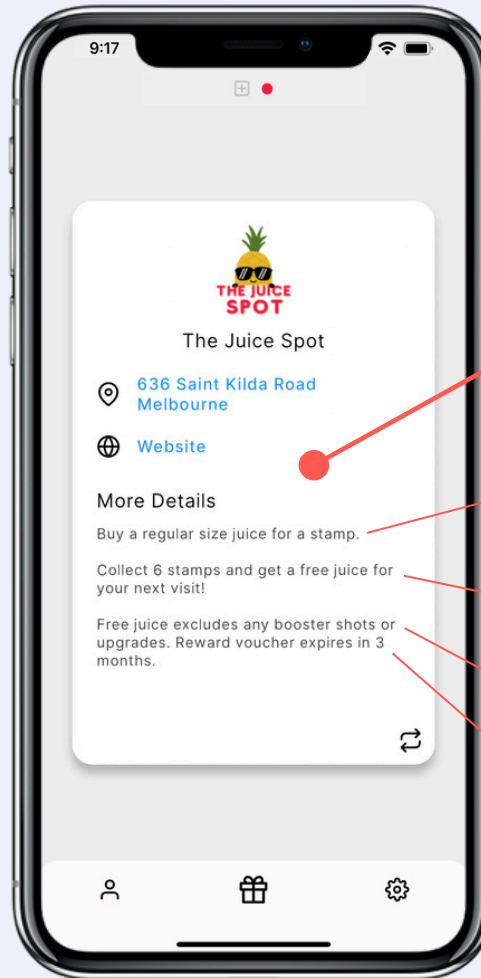
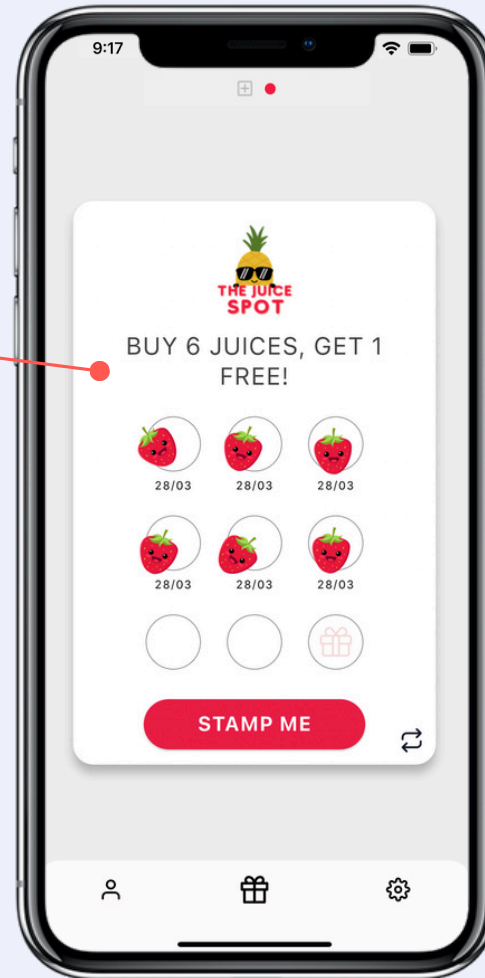
Here are a few examples of different businesses:

"Buy 6 coffees, Get 1 Free"

"Get 5 manicures, Get 1 Free Pedicure"

"Collect 10 stamps, receive a \$4 discount"

"Buy 10 bubble teas, Get 1 Free"



## Offer Details

It's important to let your customers know the important details of your offer. [Click here](#) for instructions.

## What qualifies as a stamp

## Offer detail

## T&amp;Cs

## Expiry



## OPTIONAL SETTINGS

Discover optional features you can add to your loyalty card at any point in your program's journey. Understanding how they work can help you tailor a rewarding customer experience. Remember, you can easily activate these features anytime from your Merchant Console.

## Stamping Delay

Setting up a time delay is an additional security measure that can help prevent misuse by users claiming unearned or accidental additional stamps.

## Advanced card settings (optional)

Private Card ⓘ



Stamping time delay ⓘ



10

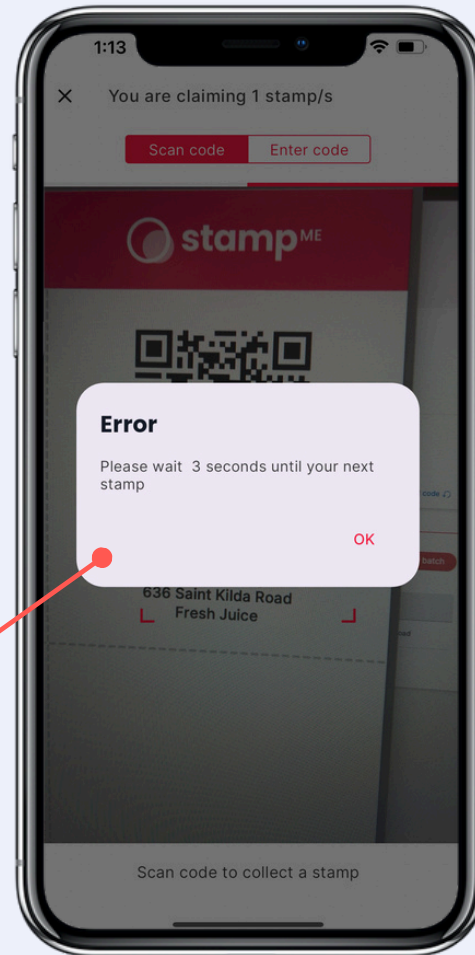
Second

1

Once set up, a member can collect their first stamp but the next one cannot be issued for the period of time you set.

2

Customers will see an error message if they try to collect stamps too quickly.



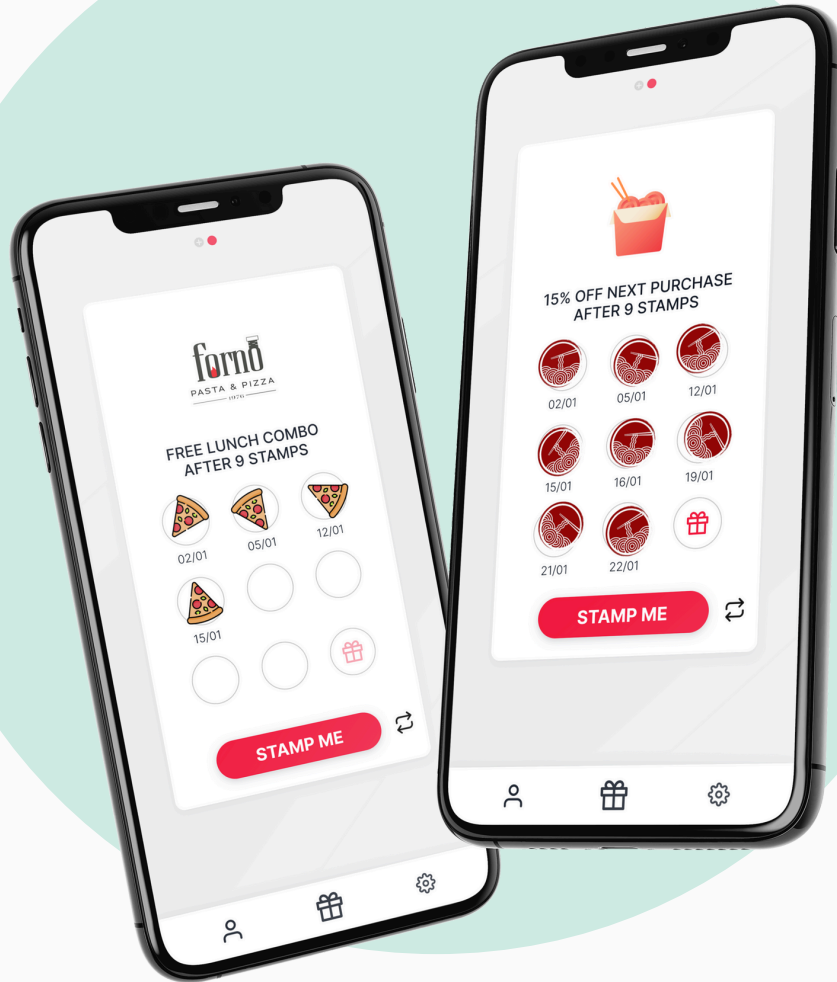
## Reward Validation

This setting adds a security step where members must verify their reward voucher on your device before it's activated. [Click here](#) for more information.

## Multi-stamping

Save customers time by letting them add several stamps with a single scan. [Click here](#) for more information.





We hope you have found this guide helpful! If you have any questions, please don't hesitate to contact us.

