

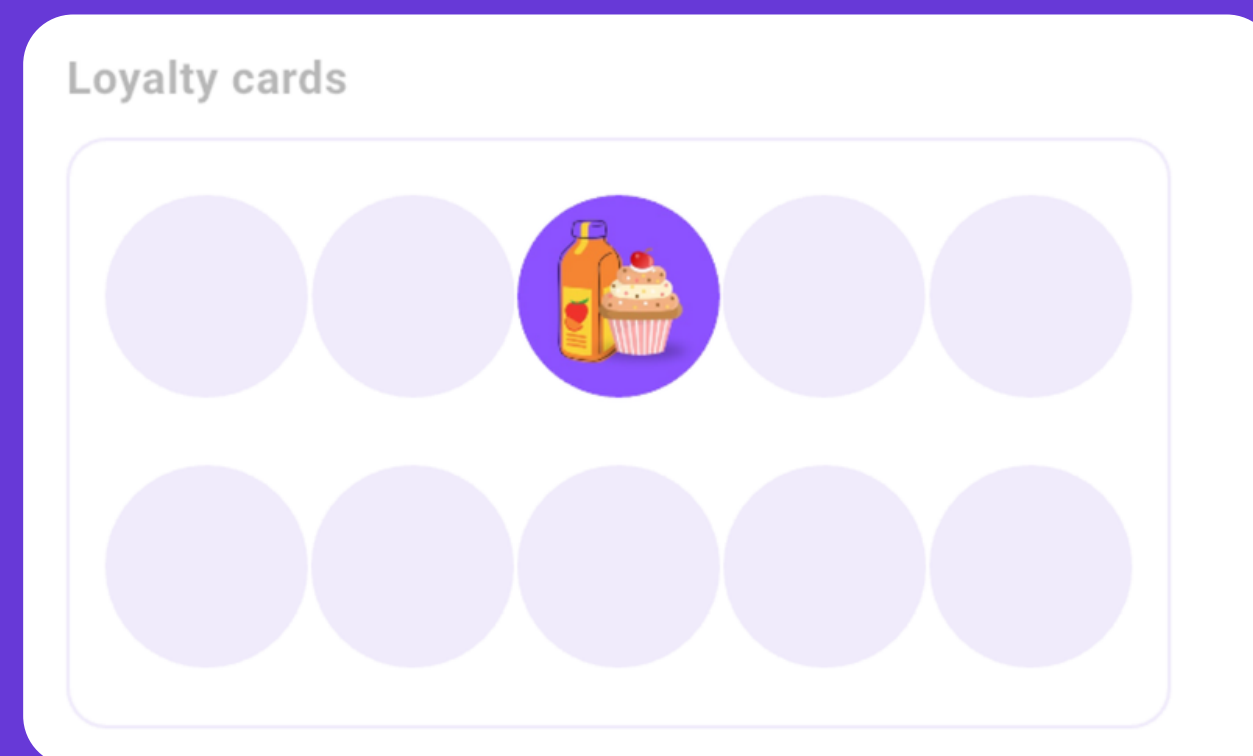
Chapter 04. Voucher Management

The Vouchers section allows partners to reward visitors for their loyalty and encourage repeat visits. Unlike discounts or promotional campaigns, Vouchers are designed to motivate customers to return to your park by offering rewards after completing a defined number of visits.

Every voucher is fully customizable and can contain its own:

- *reward;*
- *description;*
- *target audience;*
- *participating parks;*
- *expiration date;*
- *repeatability settings.*

Using vouchers effectively is one of the best ways to increase customer retention and encourage repeat business.



Chapter 04. Voucher Management

How the Voucher System Works?

*The Voucher system is based on completed visits, not purchases.
A customer earns progress only after physically visiting your park.
The process works as follows:*

Customer purchases a ticket



Customer arrives at the park



Reception Admin scans the QR code



Ticket becomes redeemed



One visit is added to the customer's Voucher card



Required progress is reached



Reward becomes available

Loyalty cards



Important

*Purchasing a ticket does not increase Voucher progress.
A visit is recorded only after the ticket has been scanned by a Reception Admin.*

Chapter 04. Voucher Management

Creating a Voucher

To create a new Voucher:

- 1. Open the Vouchers section.*
- 2. Click Add Voucher.*
- 3. Complete the voucher information.*
- 4. Save your changes.*

The voucher becomes available according to its configured settings.

Cover Photo

Each voucher contains one cover image.

The image is displayed inside the customer's Voucher card.

Recommended size:

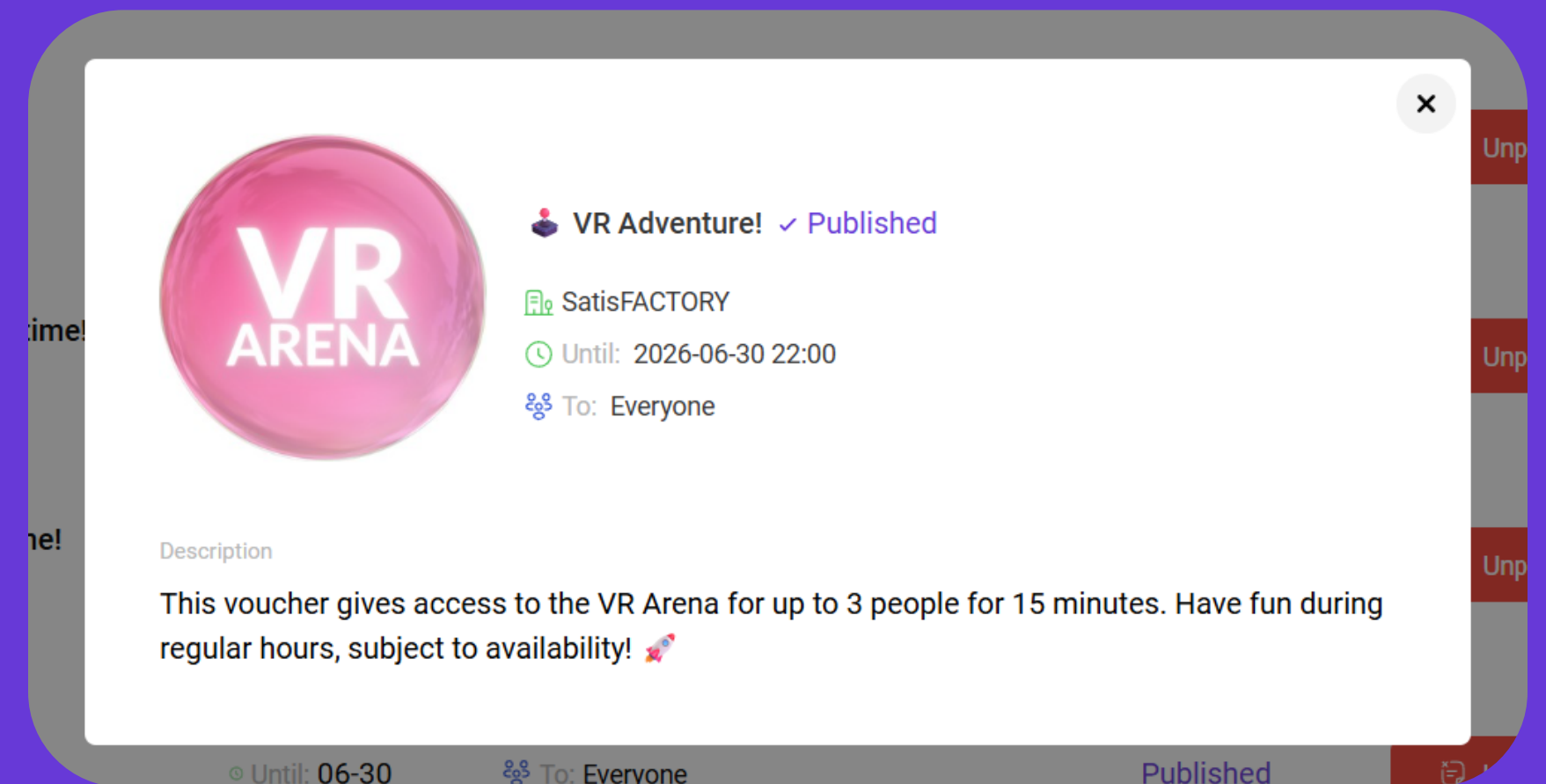
300 × 300 pixels

Only one image may be uploaded.

A clear and attractive image helps customers recognize the reward.

Examples include:

- Free Ticket*
- Coffee Cup*
- Popcorn*
- Toy*
- Birthday Gift*



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Selecting Parks

A Voucher may be assigned to one or multiple parks.

If multiple parks are selected, visits to any of those parks contribute to the same Voucher progress.

Example:

Voucher applies to:

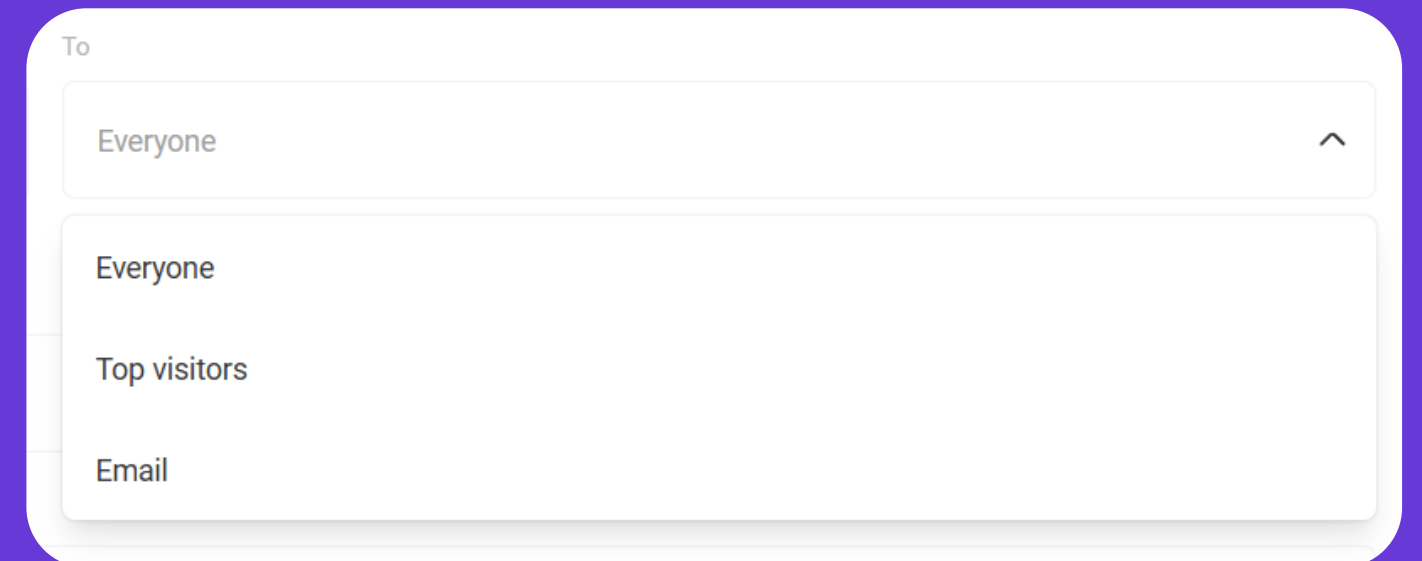
- Park A
- Park B
- Park C

A customer visiting any of these parks will earn progress toward the same reward.

Target Audience

The To field determines who receives the Voucher.

Three options are available.



The image shows a mobile application interface for selecting a target audience. At the top, there is a label 'To' next to a search icon. Below it is a dropdown menu with the text 'Everyone' and an upward arrow. The dropdown is open, showing three options: 'Everyone', 'Top visitors', and 'Email'.

Everyone

The Voucher is automatically available to every registered PlayFull user. This is the most common option for public loyalty campaigns.

Top Visitors

The Voucher is automatically assigned to the Top 10 visitors of the selected park. This option is useful for rewarding your most loyal customers.

By Email

The Voucher is available only to specific users. Enter one or multiple email addresses. Only those users will see the Voucher in their PlayFull application.

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Voucher Name

The Voucher Name is displayed prominently inside the PlayFull application.
Choose a short and attractive title.

Description

Use the Description field to explain:

- what the reward includes;
- how it can be redeemed;
- any restrictions;
- operating hours;
- expiration rules.

Voucher Name

Get your free coffee!

0/100 symbols

Description

Description

0/320 symbols

Needed progress: form 0 to 10

0

Needed Progress

Needed Progress defines how many completed visits are required before the reward becomes available.
Available values range from 0 to 10.

Needed progress: form 0 to 10

0

Progress	Reward
1	Welcome Gift
3	Free Drink
5	Free Admission
10	VIP Reward

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Expiry Date

Every Voucher has an expiration date.

Once the expiration date is reached:

- *the Voucher automatically moves from Current Vouchers to Expired Vouchers;*
- *customers can no longer redeem the reward.*

Use expiration dates to create seasonal or limited-time campaigns.

Repeatable Vouchers

The Is Repeatable option determines whether customers can complete the Voucher multiple times.

When enabled:

- *after receiving the final reward, the progress resets;*
- *customers may start collecting visits again.*

When disabled:

- *the Voucher ends permanently after completion.*

Expiry date  7/14/2026 22 : 00	is Repeatable ☐
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