

Merchant Admin Panel Pages: Herethere Loyalty App

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1 App's Welcome Page

The welcome page introduces merchants to the Herethere Loyalty app and guides them through initial setup tasks.

1.1 Welcome to Herethere Loyalty!

Here's a preview of what's ahead as your program creates repeat purchases.

1.1.1 Congratulations!

- **Your First Customer Earned!**
 - This customer is 1.5x more likely to make a repeat purchase!
 - *Within 90 days*
- **First Customer Redeems**
 - Customers that redeem points spend 3x more on average than other customers!
 - *After customer redeems*
- **Repeat Order Placed**
 - Customers are more likely to place this order because of their points discount.

1.1.2 Finish Setting Up Your Loyalty Program

Complete the tasks below to ensure your customers can benefit from your loyalty program:

- Launch your loyalty program.
- Add Herethere Loyalty to your store theme.
- Choose a plan.

2 Program

The Program section allows merchants to configure how customers earn and redeem points, manage referrals, set up VIP tiers, track activity, and create bonus campaigns.

2.1 Points

Manage how customers earn and redeem points.

2.1.1 Earn Points

Create ways merchant's customers can earn points when they join, share, and engage with the merchant's brand.

Ways to Earn Points

Online Store

- **Celebrate a Birthday**

1. *Earning Value*

- Points awarded: 200 (default 200 points, editable).

2. *Customer Eligibility*

- Tailor actions to specific customer conditions.

3. *Limit*: 1 time per year.

4. *Requirement*: Customers must enter their birthday in Herethere Loyalty UI at least 30 days in advance to be rewarded.

5. *Status*

- Active
- Disable

6. *Icon*

- Default icon
- Upload your own icon

• **Signup**

1. *Earning Value*

- Points awarded: 200 (default 200 points, editable).

2. *Customer Eligibility*

- Tailor actions to specific customer conditions.

3. *Status*

Social

– **Like on Facebook**

(a) *Social Link*

- * Facebook page URL: Input merchant's Facebook page URL (check validity).

(b) *Earning Value*

- * Points awarded: 50 (default 50 points, editable).

(c) *Customer Eligibility*

- * Tailor actions to specific customer conditions.

(d) *Limit*: 1 per customer.

(e) *Status*

- * Active
- * Disable

(f) *Icon*

- * Default icon

- * Upload your own icon
- **Share on Facebook**
 - (a) *Social Link*
 - * URL to share: Input a URL (check validity).
 - (b) *Earning Value*
 - * Points awarded: 50 (default 50 points, editable).
 - * Limit the times each customer can earn points for this action: 5 (default 5, editable).
 - (c) *Customer Eligibility*
 - * Tailor actions to specific customer conditions.
 - (d) *Status*
 - * Active
 - * Disable
 - (e) *Icon*
 - * Default icon
 - * Upload your own icon
- **Follow on Instagram**
 - (a) *Social Link*
 - * Instagram username: Merchant's Instagram username (check validity).
 - (b) *Earning Value*
 - * Points awarded: 50 (default 50 points, editable).
 - (c) *Customer Eligibility*
 - * Tailor actions to specific customer conditions.
 - (d) *Limit*: 1 per customer.
 - (e) *Status*
 - * Active
 - * Disable
 - (f) *Icon*
 - * Default icon
 - * Upload your own icon
- **Share on X**
 - (a) *Social Link*

- * URL to share: Input a URL merchant wants customers to share (check validity).
- * Message: e.g., I love this store! (Message cannot be blank).

(b) *Earning Value*

- * Points awarded: 50 (default 50 points, editable).
- * Limit the number of times each customer can earn points for this action.

(c) *Customer Eligibility*

- * Tailor actions to specific customer conditions.

(d) *Status*

- * Active
- * Disable

(e) *Icon*

- * Default icon
- * Upload your own icon

– **Follow on X**

(a) *Social Link*

- * X username: Merchant's X username (check validity).

(b) *Earning Value*

- * Points awarded: 50 (default 50 points, editable).

(c) *Customer Eligibility*

- * Tailor actions to specific customer conditions.

(d) *Limit*: 1 per customer.

(e) *Status*

- * Active
- * Disable

(f) *Icon*

- * Default icon
- * Upload your own icon

– **Follow on TikTok**

(a) *Social Link*

- * TikTok username: Merchant's TikTok username (check validity).

(b) *Earning Value*

- * Points awarded: 50 (default 50 points, editable).

(c) *Customer Eligibility*

- * Tailor actions to specific customer conditions.

(d) *Limit*: 1 per customer.

(e) *Status*

- * Active
- * Disable

(f) *Icon*

- * Default icon
- * Upload your own icon

2.1.2 *Redeem Points*

Create rewards customers can redeem with the points they've earned.

Ways to Redeem

Online Store

– Amount Discount

(a) *Points Redemption Style*

- * Fixed amount of points
- * Increments of points

(b) *Reward Value*

- * *For Fixed Amount of Points:*

- Points cost: 500
- Discount value: \$5

- * *For Increments of Points:*

- Customer redeems increment of: 100
- Customer gets: \$1
- Set a minimum amount of points required to redeem this reward.
- Set a maximum amount of points the customer can spend on this reward.

(c) *Applies to*

- * Entire order
- * Specific collection

(d) *Minimum Requirement*

- * None
- * Minimum purchase amount

(e) *Discount Code*

- * Add a prefix to discount codes: Custom prefix (discount code created randomly, merchant can customize a prefix).

(f) *Combinations*

- * This discount can be combined with:
 - Order discount (applies to both fixed amount and percentage off discounts)
 - Shipping discount
 - Product discount

(g) *Reward Expiry*

- * Set a time duration for when customer rewards will expire after being issued.

(h) *Status*

- * Active
- * Disable

(i) *Icon*

- * Default icon
- * Upload your own icon

– **Percentage Off**

(a) *Reward Value*

- * Points cost: 1000
- * Discount value: 10%

(b) *Applies to*

- * Entire order
- * Specific collection

(c) *Minimum Requirement*

- * None
- * Minimum purchase amount

(d) *Discount Code*

- * Add a prefix to discount codes: Custom prefix (discount code created randomly, merchant can customize a prefix).

(e) *Combinations*

Shopify POS

*** POS Amount Discount**

i. Reward Value

- Points cost: 500 points
- Discount value: \$5

ii. Status

- Active
- Disabled

iii. Icon

- Default
- Upload your own

*** POS Percentage Off**

i. Reward Value

- Points cost: 1000 points
- Discount value: \$10

ii. Status

- Active
- Disabled

iii. Icon

- Default
- Upload your own

2.1.3 Points Branding

Name your points currency to match your brand. Tips for naming your points currency are provided.

*** Points Currency**

- Plural: e.g., Points (Example message: You've earned 10 Points!)
- Singular: e.g., Point (Example message: You've earned 1 Point!)

2.1.4 Points Expiry

Manage when customers' points expire. Expiring points is an effective way to re-engage customers who haven't shopped recently.

*** Get Points Expiry**

- Drive customers to make a purchase by expiring their rewards after a specific amount of time has elapsed.

2.1.5 Points Status

- * Active
- * Disable

2.2 Referrals

Manage the referral program to reward customers for referring friends.

i. Referral Rewards

- * Reward existing customers for referring friends once the friend makes their first order.
- * *Referring Customer Reward*
 - Change reward way
 - Edit reward way
- * *Referred Friend Reward*
 - Change reward way
 - Edit reward way

ii. Referral Nudge

2.3 VIP

Give your best customers the VIP treatment.

- * VIP is a great option to reward top customers through increasing rewards, statuses, and perks.

2.4 Activity

Track customer activities related to points, referrals, and VIP tiers.

A. Points

- * Example:
 - Customer: Jinshan He
 - Action: Placed an order
 - Points: 6,121
 - Date: Apr 27, 2025

B. Referrals

- * Example:

2.5 Bonus Campaigns

Drive engagement with bonus points campaigns.

- Let shoppers earn rewards faster with targeted bonus points campaigns.

- More points, more prizes, more loyalty.

3 Customers

Manage and view customer details.

- *Search:* Search by customer name or email.
- *Example Customers:*
- **Jinshan He**
- Email: hechengxun@gmail.com
- Status: Success
- Type: Member
- Points: 6,121
- Referrals: 0
- VIP Tier: None
- **Karine Ruby**

4 Analytics

View analytics and insights about the loyalty program.

4.1 Analytics

4.1.1 Analytics Overview

Here's what's happening in your reward programs:

- Sales influenced
- Orders influenced
- 1 Customer with points

Program Members

- Gain insights into membership growth over time for more effective marketing campaigns.
- Members added last 30 days: 0

Points Transactions

- Encourage profitable actions by increasing engagement with your points program.
- Points transactions last 30 days: 0

Referral Purchases

- View revenue lifts driven by referrals and measure increases in referral volume.
- Referral purchases last 30 days: 0

4.2 Reports

Data on this page updates daily. Last updated 10 hours ago.

- *Reports*
- List of customers
- List of customers who can redeem
- List of discounts created by Herethere Loyalty
- List of orders placed by referred customers
- List of points redemptions
- List of points transactions
- List of referrals
- List of Herethere Loyalty influenced orders
- List of top earning customers all-time
- *Advanced Reports* (Requires plan upgrade)

4.3 Insights

- *Business Growth*
- See how Herethere Loyalty contributes to your bottom line over the last 12 months.
- Metrics:

5 On-site Content

Features designed to make the loyalty program visible, engaging, and easy to use.

- *Launcher*
- Define the content and appearance of the floating button on the site.
- *Panel*

6 Integrations

One-click integrations to connect Herethere Loyalty with marketing tools. Integrations are available when you upgrade.

6.1 Recommended for You

- **Klaviyo**
- Make every email a rewarding experience.
- Increase loyalty program discovery by inserting points data into emails.
- Drive customer acquisition by embedding unique referral links.
- Segment and target customers based on points balance or VIP tier for personalized email/SMS marketing.

6.2 Featured Integrations

- Klaviyo: Email marketing service to target, personalize, and measure results for ecommerce.
- Gorgias: Customer support helpdesk for Shopify stores, centralizing communication channels and automating support.
- Gatsby: Link Instagram engagement to loyalty rewards.
- Mailchimp: Email marketing service for managing contacts, sending emails, and tracking results.

6.3 Automate Your Marketing

6.4 Do Right by Your Customers

6.5 Get Insights and Grow Your Business

6.6 Get Social Proof with Reviews

6.7 Give Quality Customer Support

7 Settings

Configure store, billing, branding, and other settings.

7.1 General

View and update store details.

- *Store Details*

7.2 Billing

- *Plan Details*

7.3 Branding

Personalize the look and feel of the loyalty program.

- *Customize Your Loyalty Program*

7.4 Customer Emails

Manage email reminders sent to customers.

- *Keep Loyalty Top of Mind*

7.5 Account

Manage account login information.

7.6 Language

Manage the program language customers see in the Herethere Loyalty UI.

7.7 Developer Tools

Add features and functionality to the account.

- *Technical Contact*

7.8 Platform

Manage ecommerce platform settings.

- *Connect Account*
- *Exclude Products*

7.9 Program Participants

Manage who can participate in the loyalty program.

- *Select Participants*