**🪙 Points + Loyalty Tier Engine**

## ✅ Module Overview

The Points + Loyalty Tier Engine is a gamified rewards system designed to boost user engagement, retention, and community involvement for brands running on the SaaS platform. It works across UGC campaigns, purchases, referrals, and social actions (like commenting, sharing) and supports both dynamic point systems and tiered memberships (Bronze, Silver, Gold, etc.).

This module is **fully independent** and **optional**, with per-brand customization, and full control by the superadmin for point multipliers, feature access, and tier rules.

## 🎯 Goals

* Reward users for engaging across FB, IG, website, and campaigns
* Allow brands to define tier thresholds and reward structures
* Build long-term user retention through milestone-based gamification
* Enable point redemption for discount codes or exclusive rewards
* Allow brand control over reward topics, points, tiers, and store linkage

## 🧩 Core Features

### 1. **Point Rules Engine**

* Points can be earned from:
  + FB/IG post comment participation
  + UGC campaign entry
  + Purchase on WooCommerce/Shopify store
  + Referrals (tracked via links/codes)
  + Reacting to content (like, share, save)
* Rules:
  + Dynamic points by action type and frequency (e.g., “5 pts per UGC entry”, “2 pts for comment”)
  + Time-limited bonuses (e.g., “2x points this week”)
  + Brand-defined blacklist or whitelist actions

### 2. **Tiered Loyalty System**

* Default Tiers:
  + **Bronze** (0–299 pts), **Silver** (300–999 pts), **Gold** (1000+ pts)
* Custom tier names and thresholds per brand
* Each tier can unlock:
  + Exclusive rewards or bundles
  + Early access to campaigns
  + Higher reward limits or point multipliers
  + Shiny badges shown on profiles or UGC entries

### 3. **Rewards Redemption Shop**

* Admins can define:
  + Reward items (discounts, vouchers, exclusive bundles)
  + Point costs per item
  + Limits (e.g., 1 redemption per user per month)
* End-users:
  + See available rewards
  + Click to redeem using their current point balance
  + See redemption history in their profile

### 4. **Progress Tracker & Profile Integration**

* For logged-in website users:
  + Show current tier and points
  + Show campaign actions completed
  + List of active campaigns they can join
  + Gamified UI with progress bar or badges

### 5. **Admin Panel for Brands**

* Control point values for each action
* Define and edit tiers + reward unlocks
* View engagement stats (points distributed, redemptions)
* Filter top users, campaign-wise performance
* Set auto-expiry or monthly point resets (optional)

## 🛠️ Backend Requirements

### Tables:

* user\_points: user\_id, brand\_id, points, last\_updated
* user\_tiers: user\_id, brand\_id, tier, achieved\_at
* points\_log: action\_type, user\_id, brand\_id, points, source, campaign\_id, timestamp
* rewards\_catalog: brand\_id, reward\_id, title, points\_required, qty\_available, valid\_till
* redemption\_log: user\_id, reward\_id, brand\_id, timestamp

### Services:

* Points Tracker Service
* Tier Evaluator Service (runs when points update)
* Reward Redemption API
* Campaign Action Logger

## 🤖 AI-Powered Enhancements (Optional)

* AI suggestions for point rule improvements
* Auto-upgrade tier names and reward ideas using seasonal trends
* UGC template matching: bonus points for “high-performing” entries

## 🔐 Roles & Controls

* **Superadmin**:
  + Enable/disable module per brand
  + Control quota/limits on redemptions
  + Pre-define common reward templates
* **Brand Admin**:
  + Full control of points, tiers, and rewards
  + Access to redemption logs and user tiers

## 📊 KPIs to Track

* Total users in each tier
* Redemption conversion rate
* Points earned vs used
* Campaign-specific points boost
* Top-performing UGC contributors

✅ Ready for export and implementation.