# 🎁 Reward Redemption Shop + 🤝 Loyalty Profiles

## ✅ Module Overview

This module enables brands to gamify user engagement by offering point-based rewards through a virtual Reward Shop and trackable Loyalty Profiles for each customer. It connects with the Points + Tier Engine, allowing users to redeem rewards based on their accumulated points, loyalty status, or campaign participation.

## 💰 Key Features

### 1. **Reward Redemption Shop (Frontend Widget + Backend Panel)**

* **Frontend Interface:**
  + Shop-like UI with product cards (images, title, points required)
  + Filters: Category, Point Range, Loyalty Tier Required
  + Dynamic point balance shown in header
  + “Redeem” button triggers confirmation + delivery option (email/coupon/auto-order)
  + Responsive and embeddable on client websites or campaign pages
* **Backend Admin Panel:**
  + Add/edit/delete reward items
  + Fields: Title, Description, Image, Points Required, Tier Required, Reward Type (Coupon, Product, Access Pass, etc.)
  + Inventory controls + reward limits (daily/weekly/user limit)
  + Auto-expiry and activation toggle
* **Redemption Types:**
  + Auto-generated WooCommerce/Shopify coupon code
  + Manual fulfillment request sent to brand admin
  + Auto-apply on next order (if eCommerce linked)

### 2. **Loyalty Profile (Customer View + Admin Insights)**

* **Customer Profile Panel:**
  + Current Point Balance
  + Loyalty Tier Status (Bronze, Silver, Gold, etc.)
  + Rewards Redeemed History
  + Campaigns Participated (with engagement types: comment, tag, share)
  + Referral Activity (if Referral module enabled)
  + Level Progress Bar: e.g. “1200/1500 points to Gold”
* **Admin Dashboard:**
  + Leaderboards by point total, engagement score, tier
  + Redemption analytics: top claimed rewards, most engaged users
  + Filterable view by campaign, time period, user segment
  + CSV export for CRM usage

## 🔧 Technical Structure

### Database Tables:

* rewards\_catalog
  + id, title, description, image\_url, points\_required, tier\_required, reward\_type, stock, daily\_limit, expiry\_date, active
* reward\_redemptions
  + redemption\_id, user\_id, reward\_id, date, status, delivery\_type, fulfilled\_by
* loyalty\_profiles
  + user\_id, total\_points, current\_tier, last\_redeemed\_at, campaigns\_participated

### Backend Services:

* Rewards Engine
* Coupon Generation API
* Tier Evaluator
* CRM Syncer
* Reward Limit Validator

### APIs:

* /api/rewards/catalog
* /api/rewards/redeem
* /api/loyalty/profile
* /api/rewards/admin/\*

## 🚀 Use Cases

* Gamified UGC campaign participation
* Limited-time point redemption sales (“Flash Reward Friday”)
* Exclusive rewards for top-tier members
* Early access unlock via reward redemption

## 📆 Future Extensions

* Gift reward to friend (social reward gifting)
* Group campaigns with collective point goals
* Dynamic rewards based on trending campaigns

🔹 **Next Step:** Connect this module with the Campaign Engine and Points Engine modules for unified loyalty experiences.

Let me know if you want a UI flow diagram or export this module to file!