



# Points.com for Magento

## Frequently Asked Questions

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Below are the answers to some of the most commonly asked questions about **Points.com for Magento**. Here, you'll also find updates on new features and announcements. If we haven't answered your question, feel free to get in touch by emailing us at [magento@points.com](mailto:magento@points.com).

## Getting Started

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### Q: HOW DO I DOWNLOAD, INSTALL AND REGISTER POINTS.COM FOR MAGENTO?

To get started with Points.com for Magento, you will need to **download**, **install** and **register** the extension.

For steps on how to get started, check out our detailed [Set Up Guide](#).

### Q: HOW DO I APPLY TO BE AN APPROVED MERCHANT?

Once you have completed the installation of Points.com for Magento you will notice a 'Rewards' option in the top nav of your Magento dashboard. When you click there, you will be prompted to apply to be an approved merchant.

To become an approved merchant you'll be asked to fill in some background information about your business, and then read and accept the merchant terms and conditions. Following this, you may submit your application.

Once you've submitted your application, we'll typically get back to you within 24 hours to let you know the status.

Our [Set Up Guide](#) has more information on becoming an approved merchant.

### Q: WHAT HAPPENS AFTER I AM APPROVED?

Once you're approved to use Points.com for Magento, we'll send you an email inviting you to set up your account. Your email will include a secret key that you will need to enter into your Magento dashboard ('Points.com Rewards' - 'Points Account').

You can then purchase points/miles to award to your customers, download banners to advertise your offer, and set up your Earning Rules.

# General

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## Q: WHICH LOYALTY PROGRAMS PARTICIPATE IN POINTS.COM FOR MAGENTO?

- Alaska Airlines Mileage Plan™
- American Airlines AAdvantage®
- AviancaTaca LifeMiles
- Best Buy Reward Zone®
- Frontier Airlines *EarlyReturns*®
- Hawaiian Airlines® HawaiianMiles®
- Icelandair Saga Club
- Priority Club® Rewards
- US Airways® Dividend Miles®
- Virgin Atlantic Flying Club

## Q: WHY SHOULD I REWARD MY CUSTOMERS WITH POINTS/MILES?

What's the point (sorry, couldn't resist) of awarding points and miles? Simply put, loyalty programs help you sell more.

## Here are 5 reasons why loyalty programs can help your business:

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### 1 Loyalty Rewards Make You Stand Out

When you reward a customer for making a purchase, you stand out in an increasingly crowded marketplace. In a recent survey we found that 73% of loyalty program members would pick a retailer that offered points/miles over one that didn't<sup>1</sup>.

### 2 Point/Mile Collectors Spend More

Loyalty program members spend up to 13% more than non-loyalty program members<sup>2</sup>. Attracting point-hungry loyalty program members to your site and then enticing them to make a purchase can help increase your sales, without having to drastically increase your site traffic.

### 3 Loyalty Programs Encourage Return Visits

Recent research from Cartera shows that offering loyalty rewards to customers can increase repeat shopper annual visits by 15- 20%! This increase in visits can contribute to a significant jump in revenue over the long-run.

### 4 Billions of People Collect Points/Miles:

There are over 2 billion loyalty program memberships in the US, and another 120 million memberships in Canada. Given this level of market-penetration, it's likely that many of your site visitors belong to at least one loyalty program.

### 5 Big Brands Bring Big Loyalty:

By offering points/miles from some of the biggest loyalty programs in the world, you can leverage the loyalty these big name programs have already built.

# Buying Points/Miles

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## Q: HOW DO I BUY POINTS/MILES TO REWARD MY CUSTOMERS?

To purchase points/miles, log in to the Magento admin page and click 'Rewards' in the top navigation. Then choose 'Points.com Account'. Click on the Points.com Account Admin page and go to the 'buy points/miles' tab.

This will lead you to a 3-step check out process.

To learn more about buying points/miles, check out our [Set Up Guide](#).

## Q: HOW MUCH DO POINTS/MILES COST?

The current price per point/mile is 0.0415 cents. So if you were to purchase 1,000 points/miles (the minimum), the total cost before tax would be \$41.50.

# Earning Rules

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## Q: WHAT IS AN EARNING RULE?

Earning rules allow you to tell the **Points.com for Magento** app how many points/miles you would like to award your customers, and when you would like them to be awarded.

## Q: WHAT KINDS OF EARNING RULES CAN I SET UP?

**There are 3 types of Earning Rules that you can set up:**

- 1 Shopping Cart Earning Rules** – are the rules you set for awarding points/miles in your customer's cart (or at check-out). For example, this would be a Shopping Cart Earning rule: Every customer who spends over \$200 gets X number of points/miles.
- 2 Catalog Earning Rules** – are the rules you set to award points/miles for purchasing specific products. Here's an example of a Catalog Earning Rule: If you purchase item X, you will earn Y number of points/miles.
- 3 Behavior Based Earning Rules** – are the rules you set to award customers for taking a specific action. For example, you could set up a rule that awards your customers for liking your brand or award them points/miles on their birthday.

## Q: HOW DO I SET-UP MY EARNING RULES?

To set Earning Rules for your store, visit your Magento dashboard. In the top navigation, go to 'Points.com Rewards,' then 'Earning Rules.' You can choose to set-up Catalog rules, Shopping Cart rules, or Customer Behavior rules.

For a step-by-step walk through to help you set up Earning Rules, check out our [Set Up Guide](#).

# Contact Customer Service

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## Q: HOW CAN I REQUEST A CHANGE OR MAKE A SUGGESTION?

If you have an idea for improving **Points.com for Magento**, we'd love to hear it! Send us an email at [magento@points.com](mailto:magento@points.com).

## Q: CAN I REDIRECT MY CUSTOMERS TO POINTS.COM FOR HELP?

We've tried to make all of the information you need to answer your customer's questions about the points/miles available to you in **Points.com for Magento**. In your Magento dashboard, you are able to view transactions and search to find specific users who have received a reward, which we hope will be helpful for any customer inquiries.

If you have any suggestions for new features that would help you better service your customers please send us a note at [magento@points.com](mailto:magento@points.com).

## Glossary

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### Q: WHAT IS A POINT/MILE?

A "point/mile" in **Points.com for Magento** refers to the points and miles your customers can earn for making a purchase at your store. You buy and distribute all the points/miles at the same rate.

Right now, your customers can earn points/miles from the following programs:

- Alaska Airlines Mileage Plan™
- American Airlines AAdvantage®
- AviancaTaca LifeMiles
- Best Buy Reward Zone®
- Frontier Airlines *EarlyReturns*®
- Hawaiian Airlines® HawaiianMiles®
- Icelandair Saga Club
- Priority Club® Rewards
- US Airways® Dividend Miles®
- Virgin Atlantic Flying Club

If you give a customer 100 points/miles, they will get 100 points/miles in the program of their choice.