



Manage: Marketing Campaigns

## Training Manual

Parent SOP: Manage: System Overview & Basics| Estimated Time 5 minutes



## 1. Objective

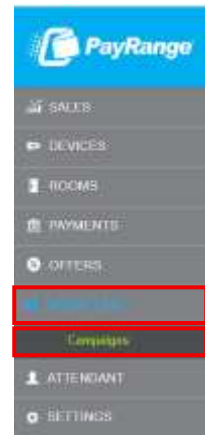
This manual explains how to configure promotional Campaigns within the Manage Console.

By the end of this training, users will be able to:

- Enable or disable available Campaigns
- Adjust reward amounts and spending thresholds
- Update Campaign settings
- Understand how Campaigns affect customer incentives

## 2. Accessing Marketing Campaigns Settings

1. Log in to your Manage account:  
<https://manage.payrange.com/#/login/>
2. Click "Marketing" in the left sidebar (see **Figure 1**).
3. Select "Campaigns" from the sub-menu.



**Figure 1**

## 3. Marketing Campaigns Page Overview

The "Marketing Campaigns" page contains all available promotional programs for your account (see **Figure 2**).

Both programs appear on the same page:

- New User Program
- STARS Program

Each program:

- Is enabled or disabled using a checkbox
- Has configurable Settings
- Requires selecting "Update" to save changes

When enabled, Campaigns apply to all registered devices.

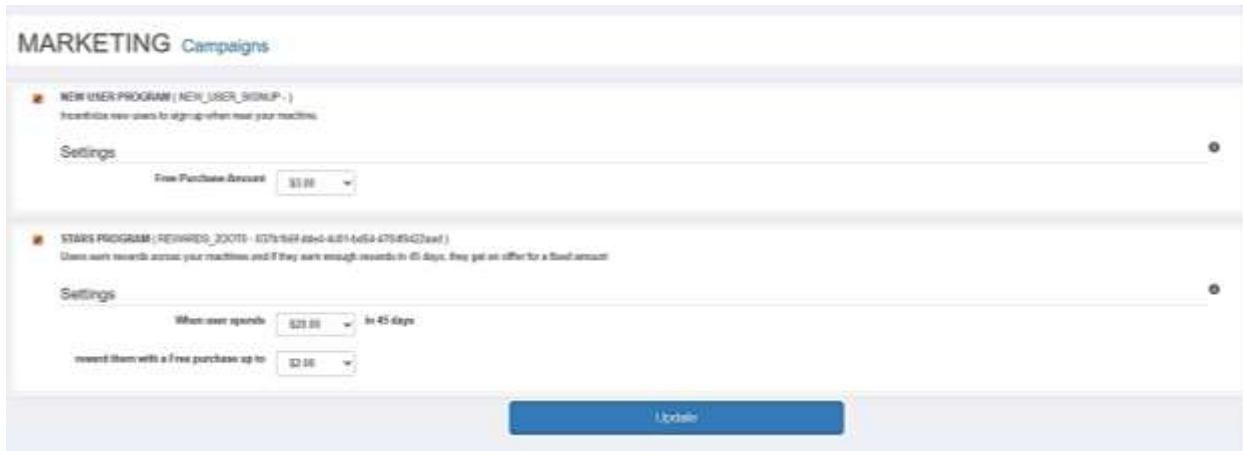


Figure 2

## 4. New User Program

The “New User Program” incentivizes customers to sign up and complete their first mobile purchase.

### How It Works

- Provides a one-time free purchase reward.
- Reward is delivered automatically in the PayRange app.
- Designed to increase mobile signups.
- Not available for age-restricted PayRange devices

### Configuration

1. Enable by checking the box.
2. Set the Free Purchase Amount.
3. Select “**Update**”.

By default, the program applies to all devices when enabled.

Note:

Operators who promote the First Purchase Free signage have seen increased mobile adoption (approximately 30%).

## 5. STARS Program

The “STARS Program” is a customer loyalty program that rewards repeat spending.



## How It Works

- Customers earn STARS based on their spend amount.
- If they meet the defined spend threshold within 45 days, they receive a free purchase reward.
- STARS expire on a rolling 45-day basis.
- Rewards expire 30 days after being issued.
- Rewards are delivered automatically in the PayRange app.
- The cost of the program is incurred only when the reward is redeemed

## Configuration

1. Enable by checking the box.
2. Configure the Settings.
3. Select "Update".

When enabled, the program applies to all registered devices.

## Settings Explained

When user spends \$20.00 in 45 days

- Customers earn **4 stars per \$1 spent**.
- \$20 spend = 80 stars.
- The reward is issued once the required stars are earned within the 45-day rolling window.

If the spend requirement is not met within 45 days, progress resets.

## Reward them with a Free purchase up to \$2.00

- Customer receives a free purchase credit up to the configured amount.
- If the vend price exceeds the reward amount, the customer pays the difference.
- Cost is incurred only when the reward is redeemed.

## 6. Financial Impact Considerations

Operators should consider:

- Reward value relative to average vend price
- Redemption frequency
- Customer behavior patterns
- Expiration timelines



STARS and New User rewards only create cost when the consumer redeems their reward.