

How to use Rider Rewards with Black Friday

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Black Friday is one of the biggest sale days of the year. With discounts already offered to your customers, there are a few ways you can set up your reward program to compliment the sale: you can continue to reward customers as you normally do, disable rewards for the day, or you can offer a little extra to your customers.

Using the Event Calendar

If you want to disabled rewards for Black Friday so customers don't earn reward points on top of the discounts, there is a really easy way to set that up! You can do this by creating a Black Friday event in the event calendar, located on the Marketing Tools page of the Intranet.

November 2016 You Can Easily Add Events To This Calendar [add event to calendar](#)
Don't Forget To Publish This Calendar On Your Website

<< October 2016 | December 2016 >> Optional Event Scanner | Publish To Your Website

Sun	Mon	Tue	Wed	Thu	Fri	Sat
30	31	1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	1	2	3

To get started, select the day(s) you wish to add the event, or click “Add Event to Calendar” and manually set the date(s). Keep in mind while entering the event information that while you can set a certain time as it will appear in the calendar, **any rewards added to the event will apply for the entire day.**

Add Event To Calendar

You can add events to your website calendar via this screen.

Enter Event Name
Black Friday

Choose Event Image
Upload Event Image

Choose Event Time all day certain time
6:00 PM to 6:00 PM

Enter Event Description
Black Friday Sales Event

Choose Event Date
November 2016

		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30			

 You can select more than one day!

Event Location Test Google Maps
 At The Dealership Different Location
 Address: 5331 South Spring State: Michigan
 City: Portage Zip: 49002

Attachment a document to event.

Configure Event Rewards Add Event To Calendar

Once all the event information is set up, click “Configure Event Rewards” in the lower, left corner to edit the reward day multiplier.

Configure Event Rewards

You can add events to your website calendar via this screen.

Setup Multipoint Reward Days Setup Event Bonus Points

Reward multipliers are for the entire day and have no bearing on the time of the event.

Reward Members

Default Value	New Multiplier	New Reward Value
P&A Sales - 1 pt per dollar X	1	= 1 Point(s) Per Dollar Spent
Service Sales - 1 pt per dollar X	1	= 1 Point(s) Per Dollar Spent
Vehicle P&A Sales - 1 pt per dollar X	1	= 1 Point(s) Per Dollar Spent

Military

Default Value	New Multiplier	New Reward Value
P&A Sales - 2 pt per dollar X	1	= 2 Point(s) Per Dollar Spent
Service Sales - 2 pt per dollar X	1	= 2 Point(s) Per Dollar Spent
Vehicle P&A Sales - 2 pt per dollar X	1	= 2 Point(s) Per Dollar Spent

First Responders

Default Value	New Multiplier	New Reward Value
P&A Sales - 2 pt per dollar X	1	= 2 Point(s) Per Dollar Spent

Back Add Event To Calendar

Here, you can set up the “New Multiplier” for different types of sales and rewards groups. In this case, to disable rewards for the day, you would want to set all multipliers to “0” which will prevent customers from earning rewards on purchases made the day of the event.

From this same page, you can also set up a greater multiplier. For example, if you wanted to offer customers double rewards points, set the multiplier as “2” for the corresponding sales and reward groups.

Using your Keypad

If you have a Keypad, there are other ways to offer customers rewards on a smaller scale.

A new Keypad Manager feature allows you to award check-in customers with bonus points that automatically get entered into their reward account. This feature updates in real time, so once you enter a bonus point amount (cap of 20 points), customers can start earning. All you would need to do is turn it on, and then reset it after the event.

The screenshot shows the 'Marketing Tools' interface with a navigation bar containing 'Email', 'Events', 'Direct Mail', 'Social Network', and 'Keypad Manager'. The main heading is 'CHECK-INS - LAST 30 DAYS'. To the right, there is a toggle switch for 'ENABLE ADVANCED REWARDS CHECK-IN' with the text 'MTR RECOMMENDS YOU DO NOT ENABLE THIS OPTION'. Below this is a line graph with a y-axis from 0 to 1 and an x-axis with dates from 14 to 11. The graph shows zero entries. Below the graph, there is a 'Total Entries' section with a large '0' and buttons for 'Pick Winner', 'Reset Contest', and 'Export Entries'. A dropdown menu shows 'Bonus Points per Check In: 10'. A yellow callout box contains instructions on how to set up 'Kohl's Cash' style rewards using custom date fields, with an example coupon code: '* Show this text to the cashier to receive \$5 off any purchases made between {NOW+7d} and {NOW+9d} COUPON-212 *'. At the bottom, there is a table with one row: '1st Visit | Welcome to our Black Friday Sales Event! You've earned 10 bonus points for checking in today! | Delete'. Below the table are 'Save Changes' and 'Add New' buttons.

You can also utilize the Keypad to award customers with instant rewards. You can do this by running a raffle for Black Friday, or in the form of virtual coupons like the example below.

The screenshot shows a virtual coupon interface with a table containing one row: '1st Visit | Thank you for shopping our Black Friday Sales Event! Show this message to a cashier for \$5 off \$25 today | Delete'. Below the table are 'Save Changes' and 'Add New' buttons.

No matter what your needs are, we have ways to help reward your customers this Black Friday.

If you have any additional questions on setting up your system for the big day, please contact support at (414) 326-4100 or by email at support@morethanrewards.com.