Loyalty.lt partner portal guide

docs.loyalty.lt/en/partners · 2026-11-26

Partner portal

A guide for partners – how to manage shops, the loyalty programme, customers and the till.

The portal is at partners.loyalty.lt. There you manage everything your customers and cashiers see.

At the top left of the portal there is a question mark. It opens the guide page about the screen you are on.

I want to...

Start from scratch
From an empty account to the first purchase.

Add a staff member
Code, PIN and the first sign-in.

Give a discount at the till
A button for the cashier, with conditions.

Create a tier with a discount
A discount for loyal customers, but not on gift vouchers.

Find a purchase
Who, when, at which till and with what discount.

Refund part of the money
And what happens to the points.

Write to customers
SMS, email or a push notification.

Win customers back
Those who have not visited for a long time.

Move a customer list
From Excel or CSV.

Understand the invoice
What the plan includes and what is extra.

Solve a problem
By what you see.

What's new
What changed in the portal.

Work at the till

A guide for cashiers.

What's new

What changed in the portal and the loyalty programme.

Till changes are **listed separately**.

2026-11-26

- The guide in English – switch the language at the top. The addresses are now in English, such as `/till/customer`; the old ones still work.
- The whole guide as a PDF – the link is on the section's first page.
- In English, the shop form's name field says “Shop name”.

2026-11-25

- This guide. The question mark at the top left opens the page about the screen you are on.
- **Till discounts** with conditions, times and manager approval.
- **Till devices**: code, shop, who can sign in with a PIN.
- The staff page shows the till PIN status, **Reset PIN** and the sign-in history with the device.
- The purchase page is a breakdown: parts, discounts, points, till, staff member.
- Purchases have a reference number. The customer's page shows their purchases.
- After a purchase the customer gets a notice with the amount, the discount and the points.
- Refunds reduce the turnover on the dashboard, in reports and at the till.
- The shop's page shows real numbers and its purchases.
- The coupons section also shows coupons won in games.
- Our replies are visible again in support tickets.
- In billing, the estimate matches what will be on the invoice.
- The SMS sent to a new customer at the till reminds them to sign in with the same phone number.

2026-11-24

- Purchase parts: separate rules for goods, services, promotions and gift vouchers.
- The shop's settings have the till's quick keys and the lock after inactivity.

2026-11-19

- An email builder with blocks, templates and campaign steps.
- Promotions show in the app only after our approval.
- The customer's page shows SMS and email consents.
- All dates follow the chosen format.

2026-11-18

- Products and services with a duration. A promotion for a whole category.
- A full customer details form.

2026-11-07

- Tiers: 3 and 6 month periods, a point value and a limit on the part paid with points.

The first 30 minutes

From an empty account to the first purchase with points.

These steps are the least you need to serve your first customer.

1. **Company.** Enter your details and upload the logo: Company information.
2. **Shop.** Add the address, opening hours and till type: Shops.
3. **Card.** Set how many points per euro and what they are worth: Loyalty cards.
4. **Staff.** Add the cashiers and give them their codes: Staff.
5. **Till.** Install the app and sign in with a code: Installing.
6. **Test.** At the till, register yourself with your phone and make a €1 purchase. It appears under Transactions.

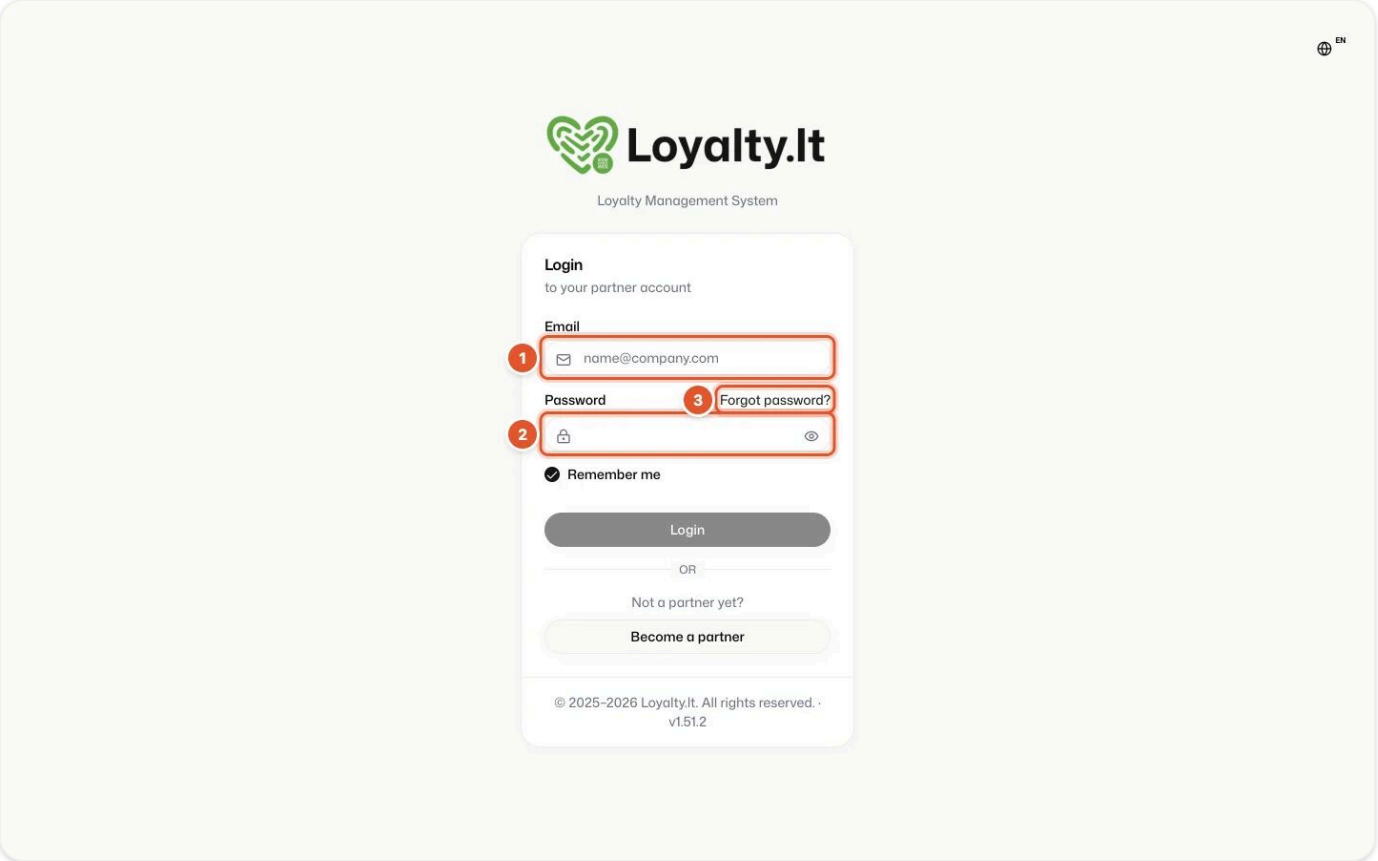
Later

- Tiers – discounts for the most loyal.
- Till discounts – buttons for the cashier.
- Games – stamps or a wheel of fortune.
- Customer import – if you already have a customer list.

Signing in

How to sign in to the portal, reset the password and sign the confidentiality pledge.

The portal is at **partners.loyalty.lt**. You sign in with your email and password.

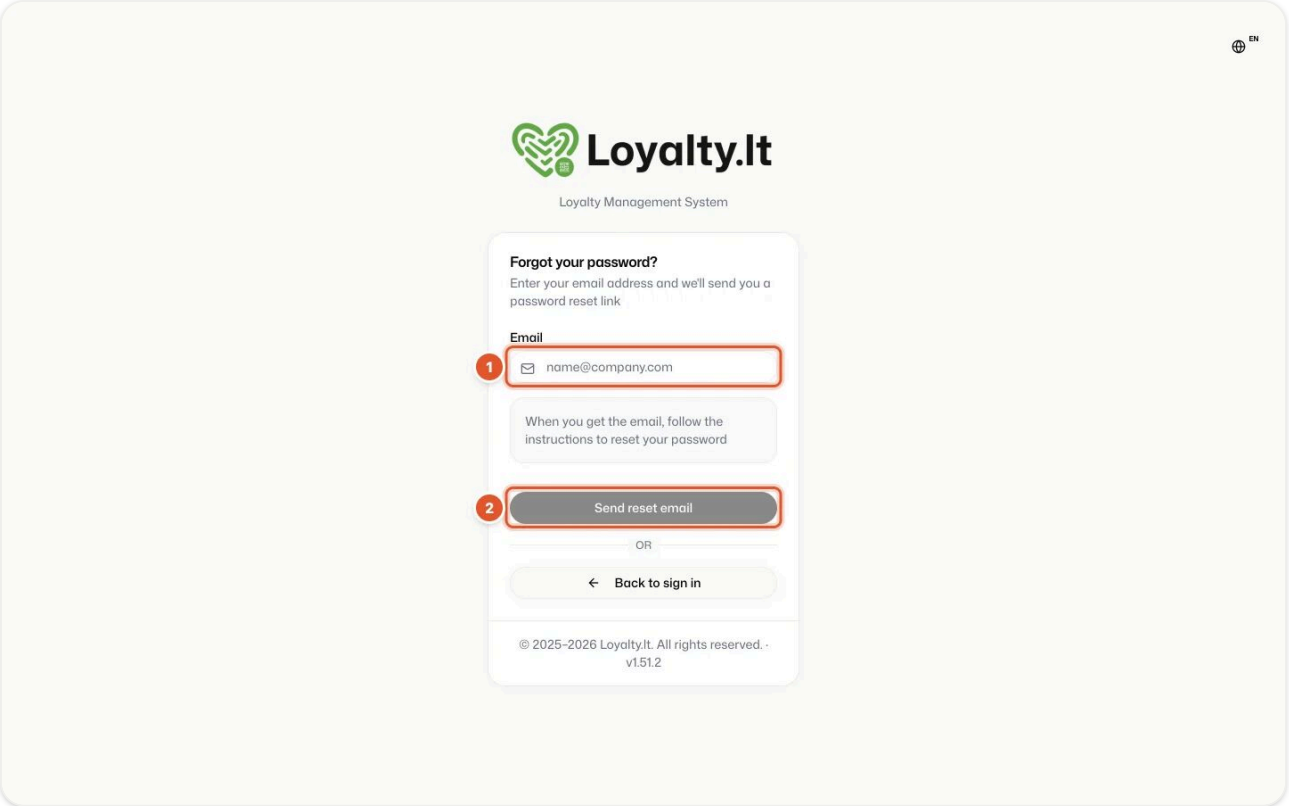


1. **Email** – the one you got the invitation to.
2. **Password** – at least 8 characters.
3. **Forgot password?** – we send you a link.

Cashiers do not sign in to the portal – they use the **till app**.

Forgot the password

1 Press **Forgot password?** and type your email.



1. **Email** – the one you sign in with.
2. **Send reset email** – the email arrives within minutes.

2 Open the email and press the link. It is valid for 24 hours.

3 Type the new password twice. It must be at least 8 characters long.

Confidentiality pledge

If the portal asks, sign that you will protect your customers' data. You confirm your identity with a one-time code and draw your signature. Until you sign, you do not see customer data.

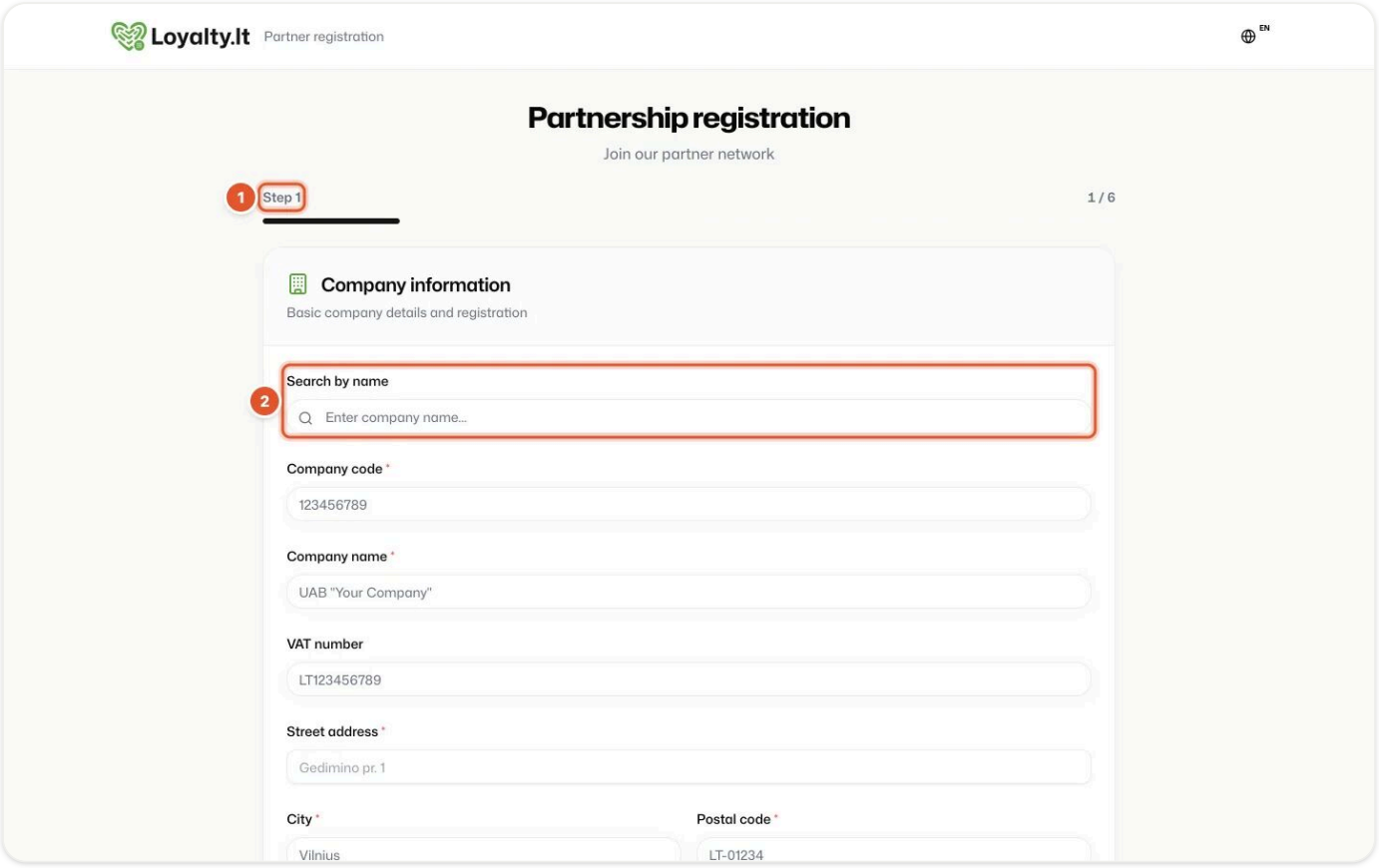
If something goes wrong

What you see	What to do
“Invalid email or password”	Check that Caps Lock is off. Reset the password.
No email arrives	Look in the spam folder. Make sure it is the same email address.
“The link has expired or has already been used”	Ask for a new link.
“Security check failed. Please try again.”	Reload the page. Turn off ad blocking for this site.

Registration

How to become a partner, submit an application and follow its status.

You submit the application yourself at partners.loyalty.lt/lt/onboarding.



1. **Steps** – 6 in total.
2. **Search by name** – the details fill in by themselves.

Submit an application

1. **Company information.** Find your company by name – the register's details fill in by themselves.
2. **Contact information.** Enter the contact person and the person who can sign the contract.
3. **Business and additional information.** Tell us what you do and what you expect.

4 **Plan.** Choose a plan. It decides how many shops, customers and messages the price includes.

5 **Review and confirmation.** Check, tick the consents and press **Submit application**.

Follow the status

After submitting you get a tracking code and a link. There you see what is done and can send us a message.

Status	What it means
Submitted	We have it and will review it soon.
More information needed	Write or upload what is asked.
Contract sent	Sign the contract.
Awaiting payment	Pay the first invoice.
Active	You can sign in to the portal.

Related pages

- The first 30 minutes

Dashboard

What the portal's start page, the getting-started guide and the charts show.

You land here after signing in. You see what matters most today.

Dashboard

Welcome, Rasa Pavyzdė

1 unpaid invoice

Amount due: **249.00 EUR**

1

View invoices →

2

Startup Guide

To make it easier to start using the system, we recommend completing these steps – they will help you maximize all capabilities.

Progress 6 / 8

75% completed

- Business Information → — Complete your business details and banking...
- Branding Setup → — Upload your company logo and set...
- Create Shop — Add at least one shop location
- Add Loyalty Card — Set up your loyalty card design and settings
- Add Staff — Add employees who will manage the system
- Add Product — Add at least one product to your catalog
- Create Game — Set up at least one loyalty game
- Generate Report — View your first analytics report

3

The report in plain language

Explain with AI

Only the numbers on this page are used – nothing is invented.

This content was generated by AI. It can be wrong – review and edit it before you use it.

e.g. why were more points redeemed than last year?

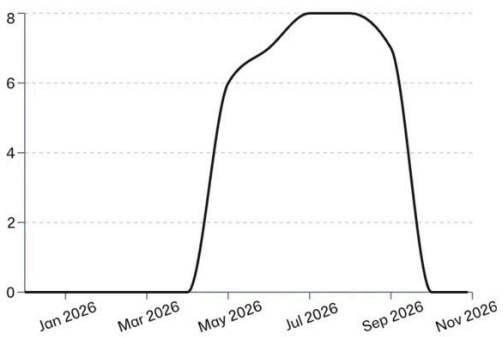
Customers	Cards	Points	Transactions
36	36	7,527	€11,770.50
12 active (33%)	36 active (100%)	Points issued: 7,527	Transaction count: 178

4

5 **Statistics and Charts**

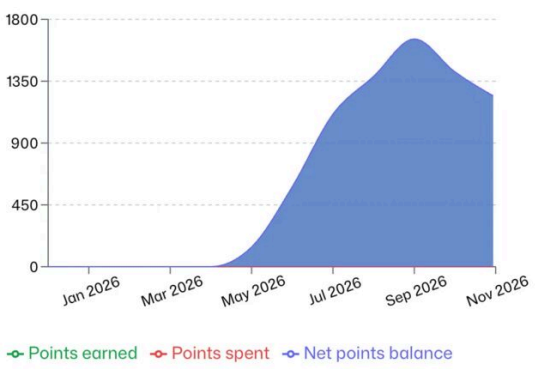
Customer Growth

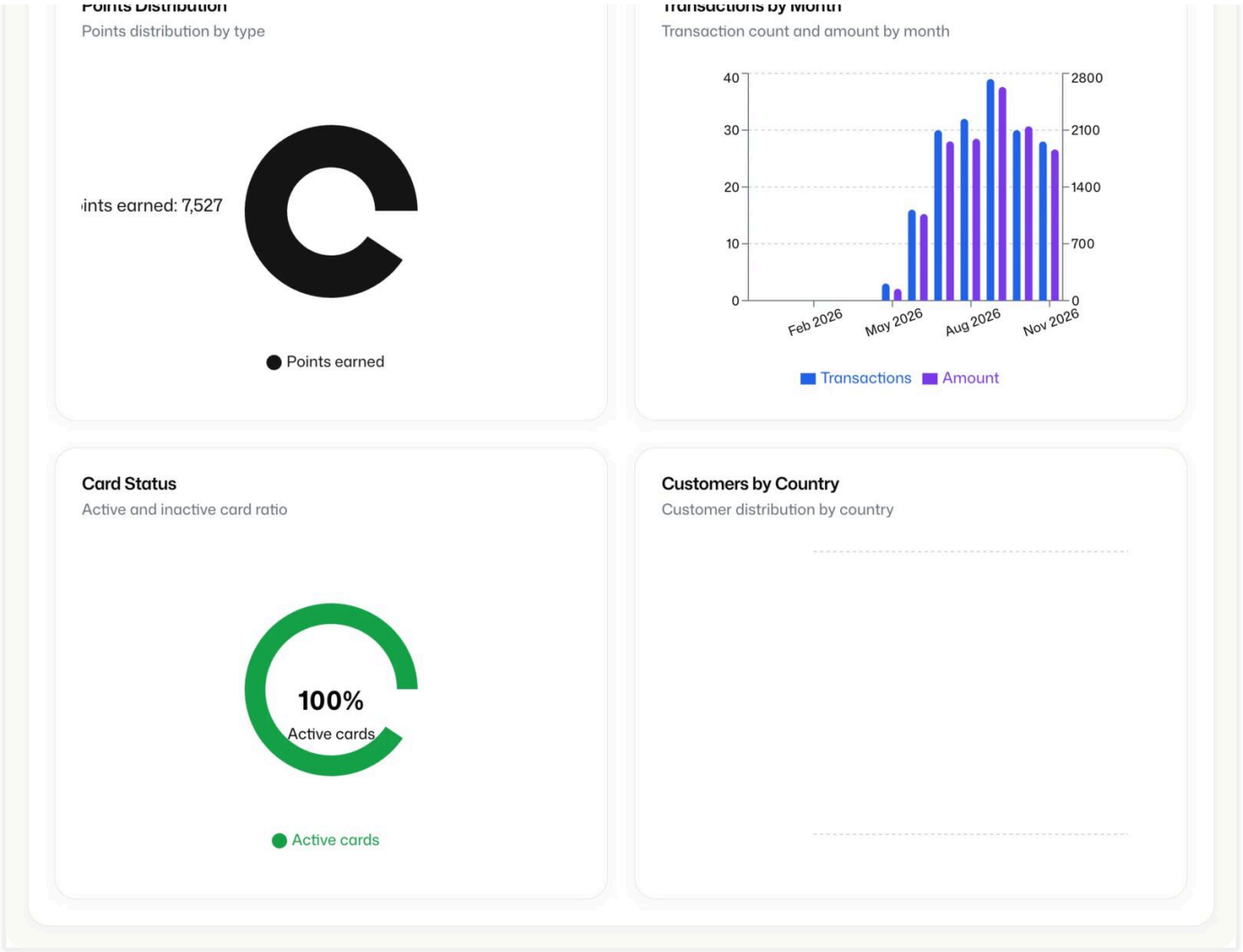
New customer registrations by month



Points Statistics

Earned and spent points by month





1. **Invoices** – whether any are unpaid.
2. **Getting started** – what is still worth doing.
3. **The report in plain language** – a question in your own words.
4. **Numbers** – customers, cards, points, purchases.
5. **Charts** – how it changed over the year.

- **Invoices** - whether any are unpaid.
- **Getting started** - what is still worth doing. Done steps are marked. The cross hides the guide.
- **Numbers** - customers, cards, points and the purchase total. Refunds are taken off the total.
- **Charts** - how it changed over the year.

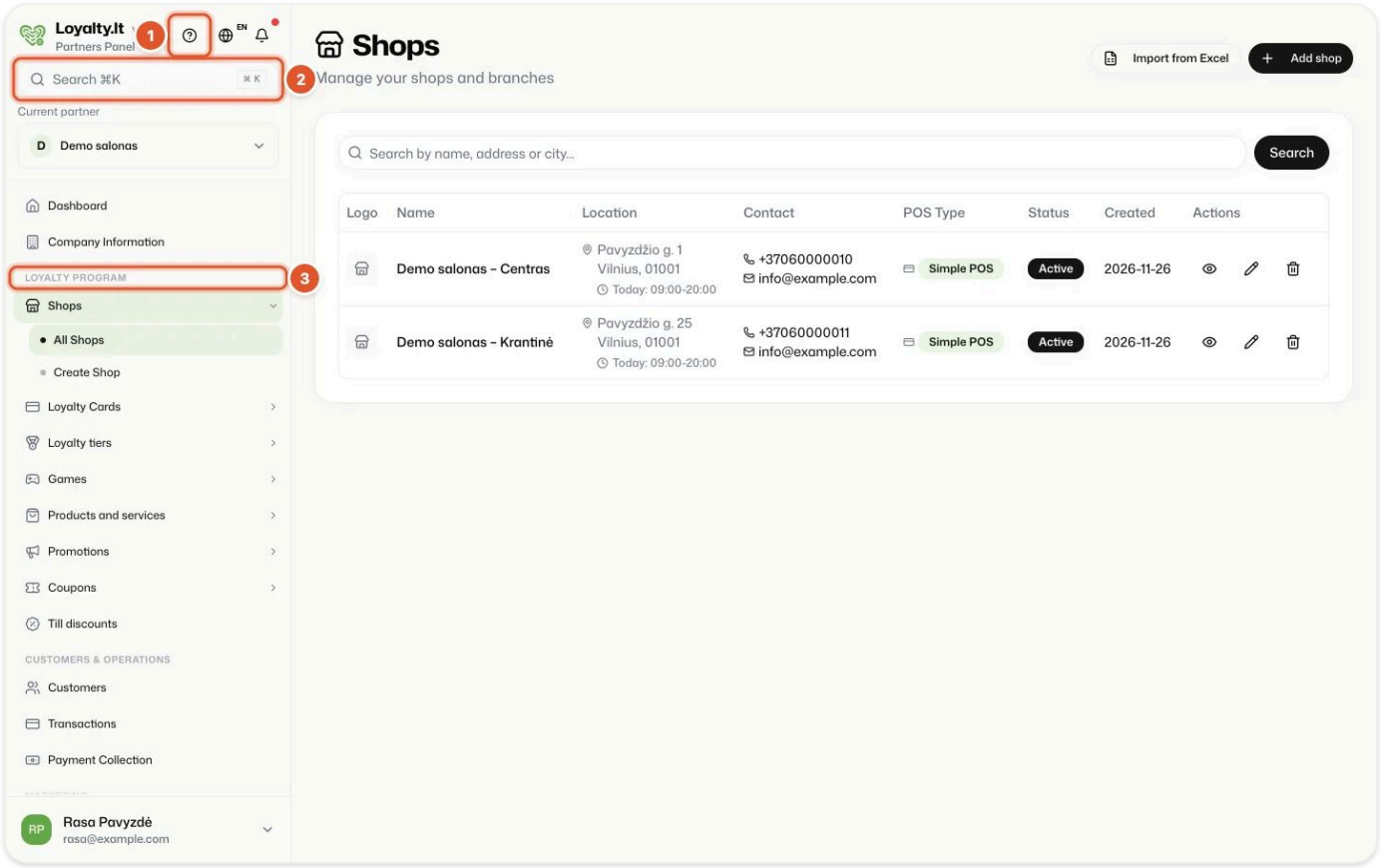
Ask in your own words

In the **The report in plain language** block type a question and press **Explain with AI**. The AI uses only this page's numbers.

> **AI can be wrong**
>
> Check the numbers in a report before making a decision.

Menu

On the left – all sections of the portal. At the top – search, language, notifications and help. The question mark opens the guide page about what you see.



1. **Help** – the guide page about this screen.
2. **Search** – customers, purchases, pages.
3. **Sections** – programme, customers, marketing, administration.

Related pages

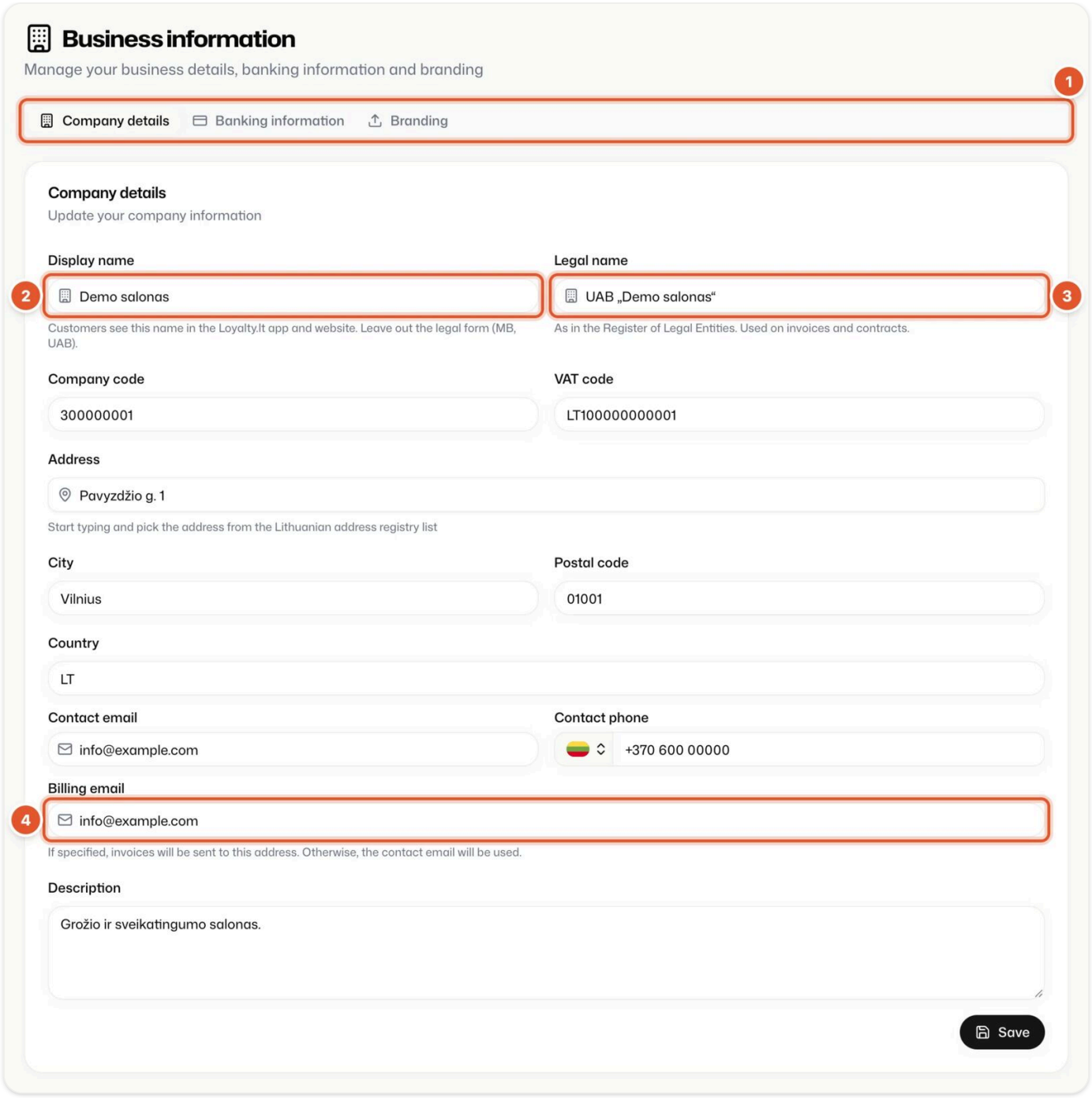
- Reports
- The first 30 minutes

Company information

How to change the company details, bank account, logo and colours.

We use these details on invoices; customers see the name and the logo.

Open **Company Information** .

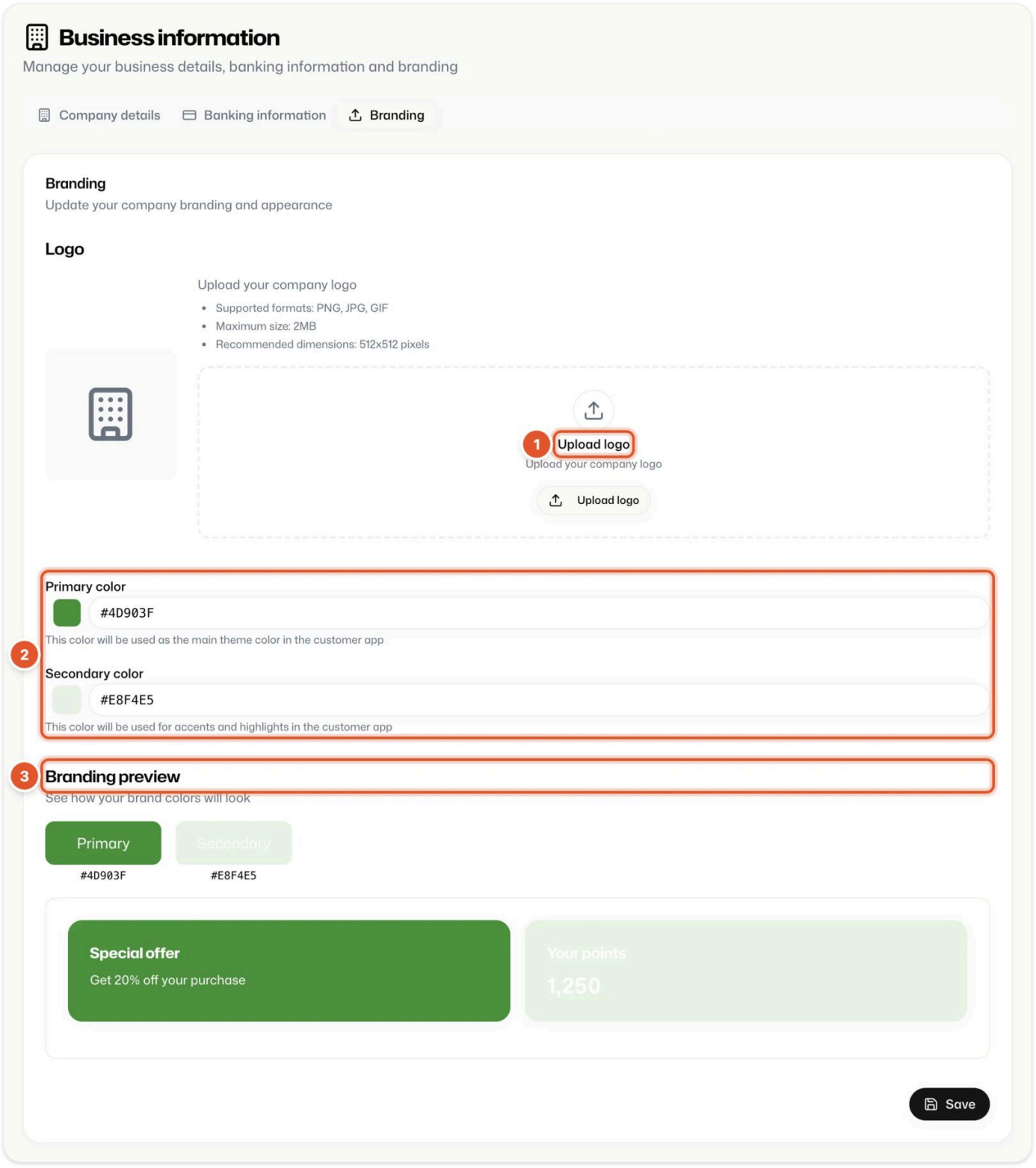


1. **Tabs** – details, bank, brand.
2. **Display name** – customers see it.
3. **Legal name** – goes on invoices.
4. **Billing email** – where we send invoices.

Tabs

- **Company details** – names, codes, address and contacts.
- **Bank details** – the bank and the account number.

- **Brand** – the logo and the colours. They colour what customers see in the app.



1. **Upload logo** – PNG, JPG or GIF, up to 2 MB.
2. **Colours** – used in the app.
3. **Branding preview** – how the colours will look.

After changing, press **Save**.

Two names

The “Display name” is what customers see. The “Legal name” is what goes on invoices.

If something goes wrong

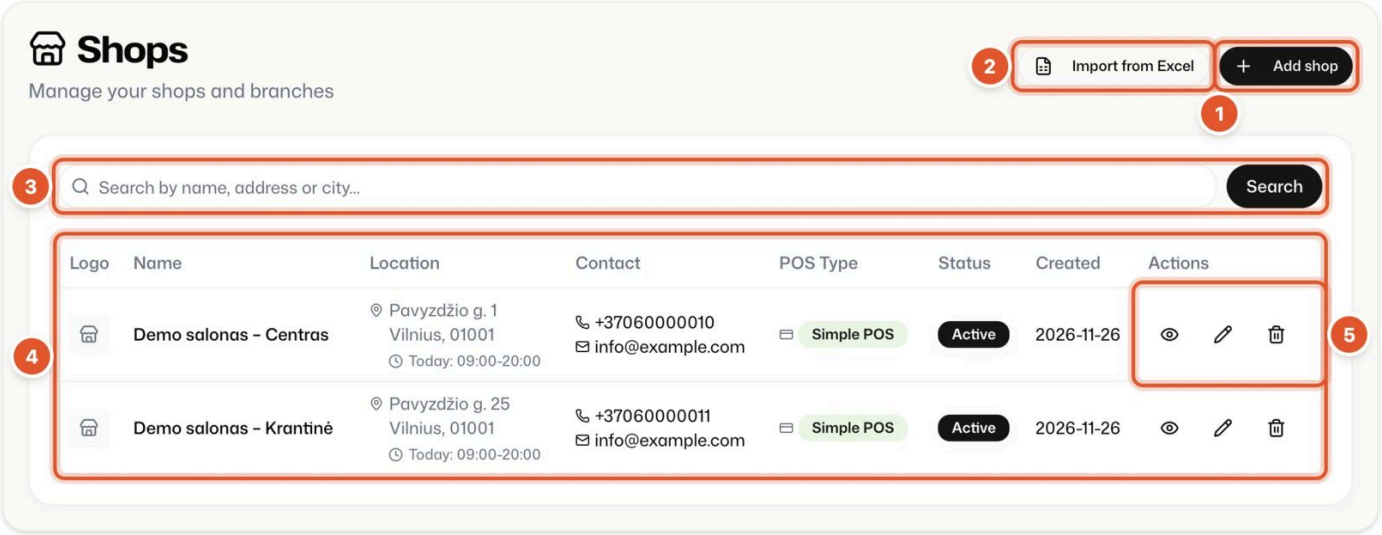
What you see	What to do
Invoices go to the wrong person	Fill in **Billing email**. If it is empty, the contact email is used.
The colour is not saved	Write it with a hash and 6 characters, such as `#4D903F`.

Shops

How to add a shop and set the opening hours, the till's quick keys and the lock.

Here you manage all your locations: what customers see about them and how the till works there.

Open **Shops** → **All Shops**.

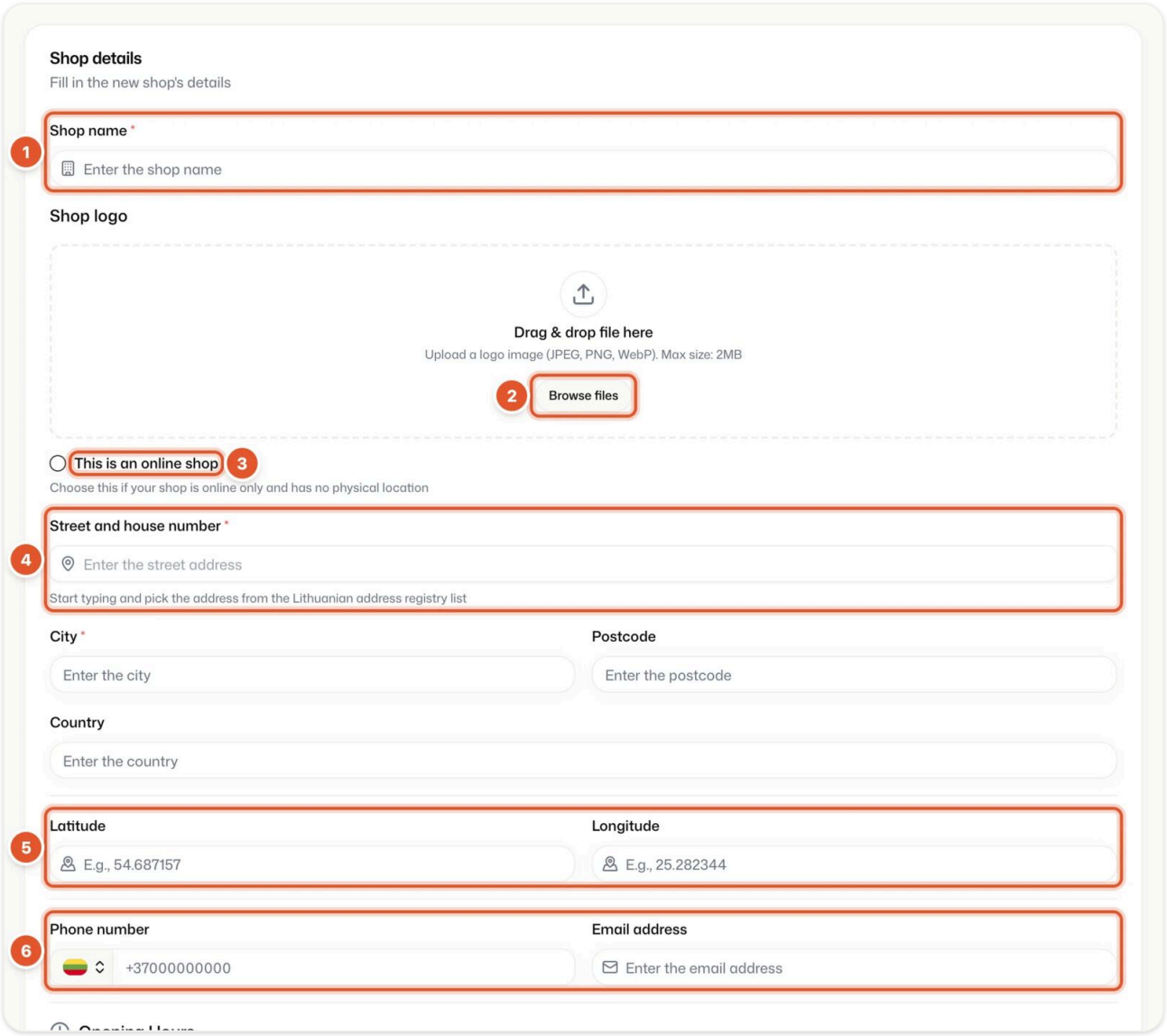


1. **Add shop** – a new shop.
2. **Import from Excel** – many shops at once.
3. **Search** – finds by name, address or city.
4. **Shops list** – address, today's opening hours, contacts, POS type and status.
5. **Actions** – the eye - view, the pencil - edit, the bin - delete.

Add a shop

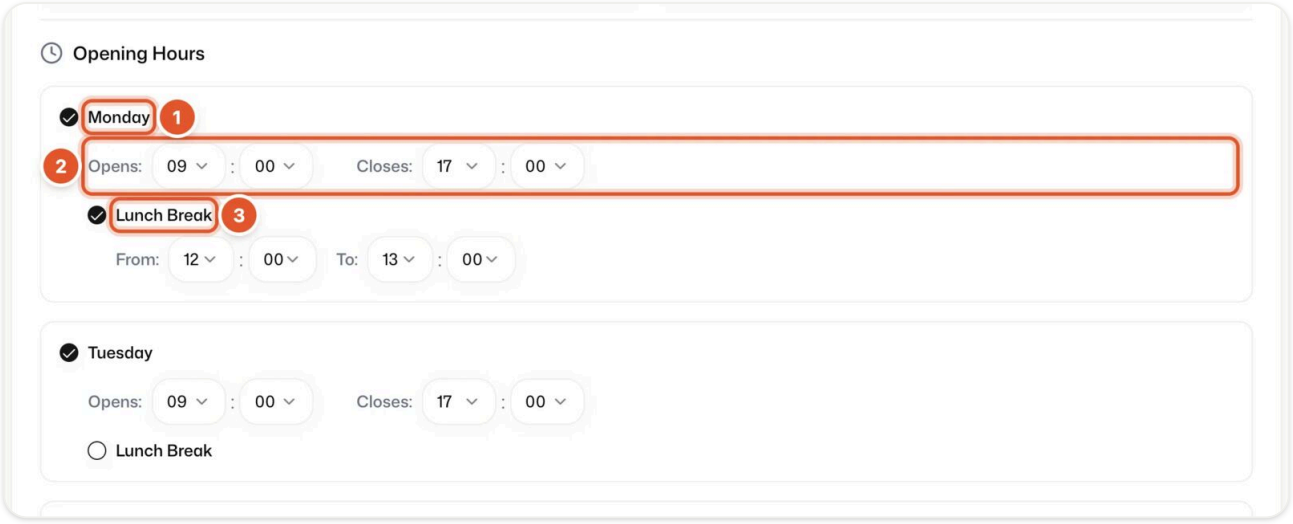
> ⚠ **May cost extra**
>
> How many shops the price includes depends on your plan. The portal warns you when you go over.

1 Press **Add shop** and type the name, address and contacts.



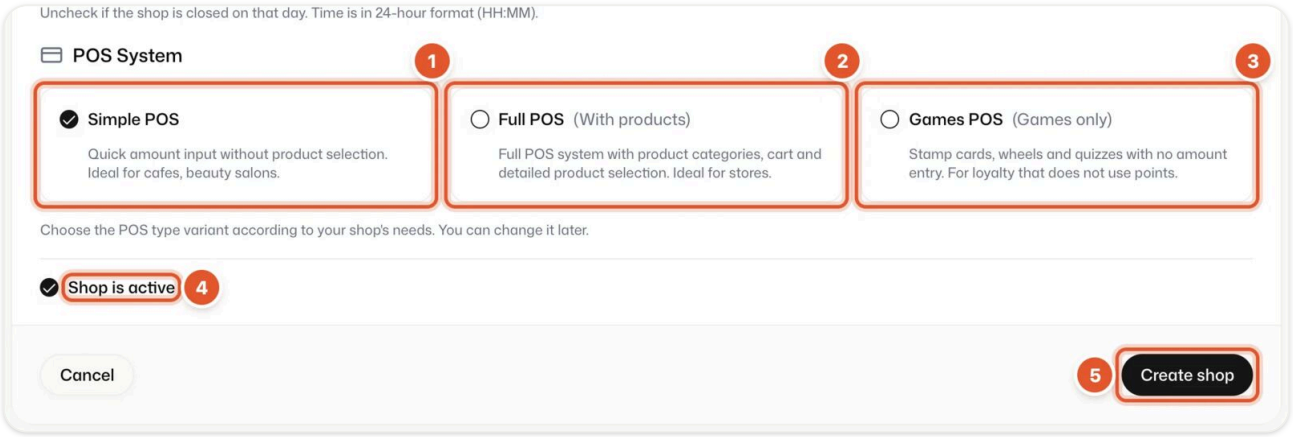
1. **Shop name** – customers and cashiers see the shop by this name.
2. **Browse files** – the shop's logo. Optional.
3. **This is an online shop** – you enter a website instead of an address.
4. **Street and house number** – start typing and choose the address from the list.
5. **Latitude and Longitude** – the place on the map.
6. **Phone number and Email address** – contacts customers will see.

2 Set the opening hours. Customers see them in the app.



1. **Monday** – untick it if you do not work that day.
2. **Opens and Closes** – hours and minutes.
3. **Lunch break** – when ticked, the break time appears.

3 Choose which till the staff will see and press **Create shop**.



1. **Simple POS** – the cashier enters an amount. Suits salons and cafés.
2. **Full POS** – the cashier picks products from your list.
3. **Games POS** – games only, no amounts.
4. **Shop is active** – neither customers nor the till see an inactive shop.
5. **Create shop** – saves it.

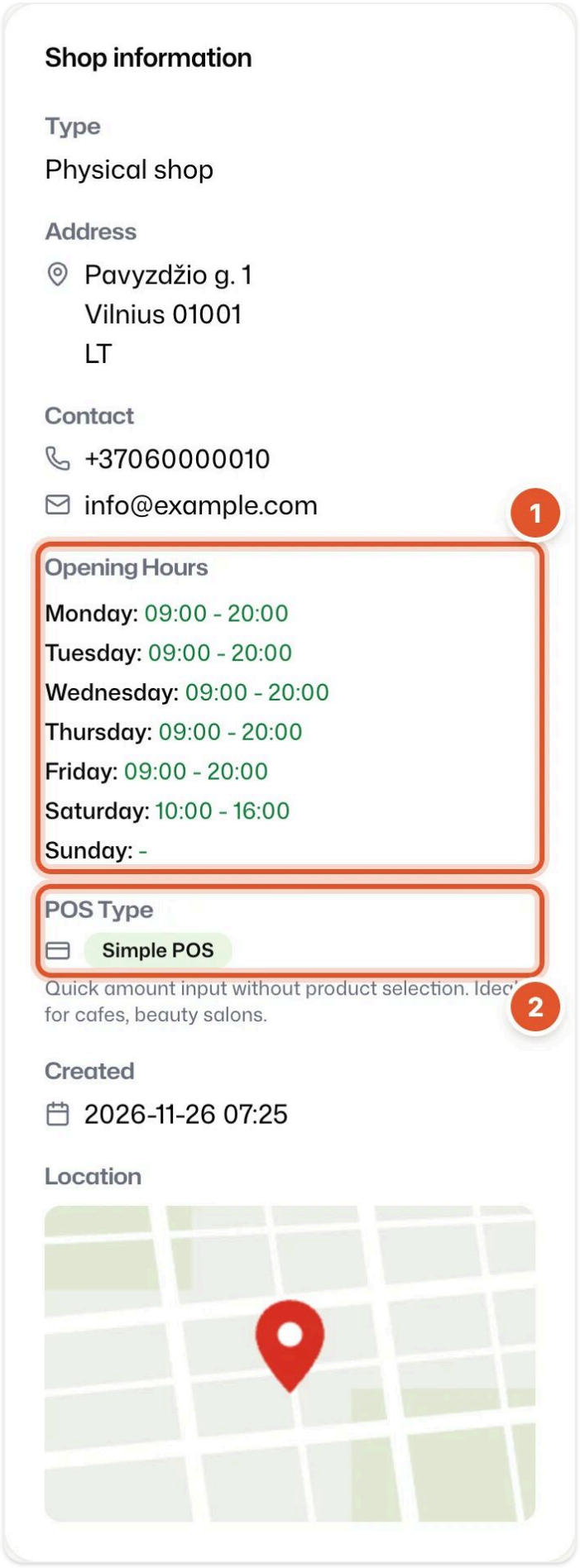
You can change the till type later.

Change a shop

In the list press the pencil, change the fields and press **Save changes**. The fields are the same as when creating.

View a shop

In the list press the eye. On the left you see what customers know about the shop.

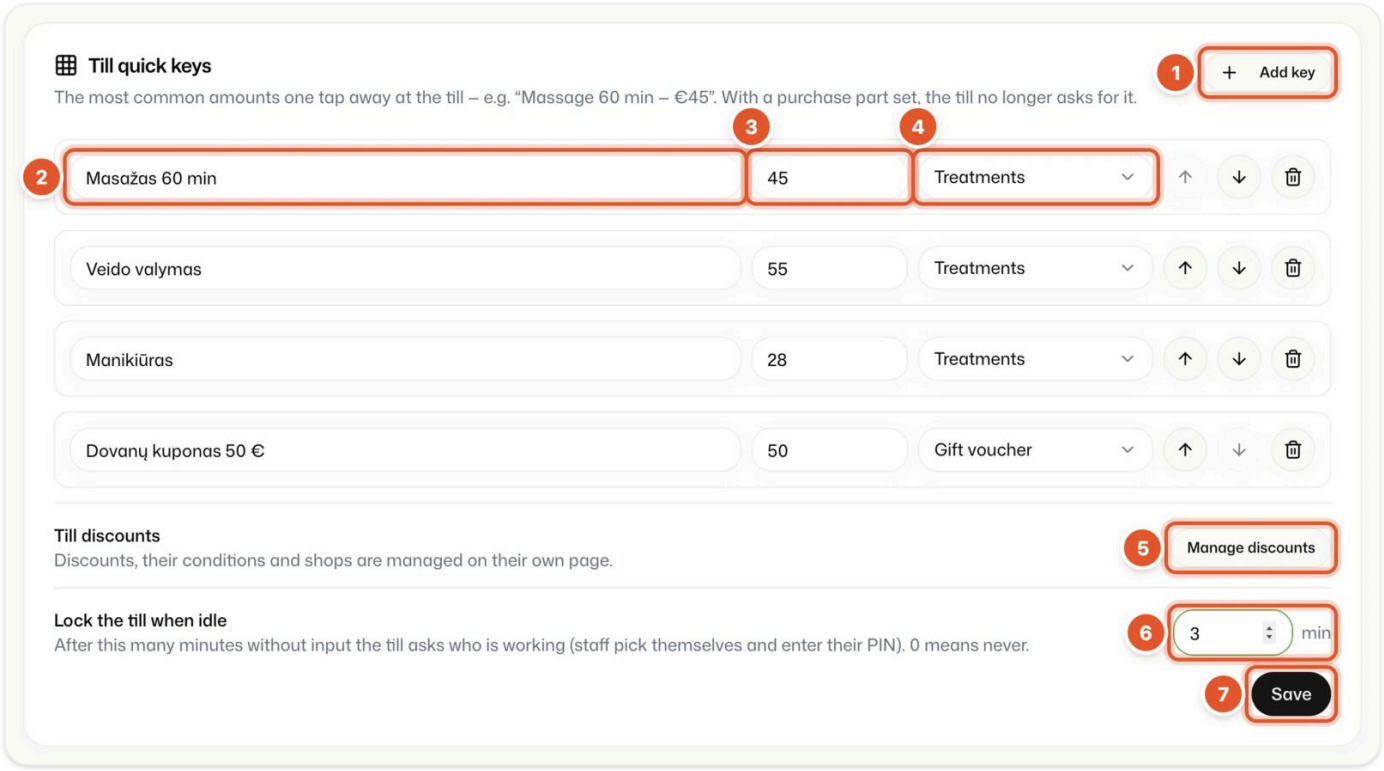


1 **Opening hours** – this is how customers see them.

2 **POS Type** – which screen the cashier sees.

Till quick keys and lock

This block is at the bottom of the shop's page. The settings apply to this shop only.



1 **Add key** – a new row at the end of the list.

2 **Label** – what is written on the key at the till.

3 **Amount** – what the key enters.

4 **Purchase part** – when chosen, the till does not ask what the amount is for.

5 **Manage discounts** – opens the "Till discounts" page.

6 **Lock the till when idle** – after how many minutes the till asks for the PIN. 0 – never.

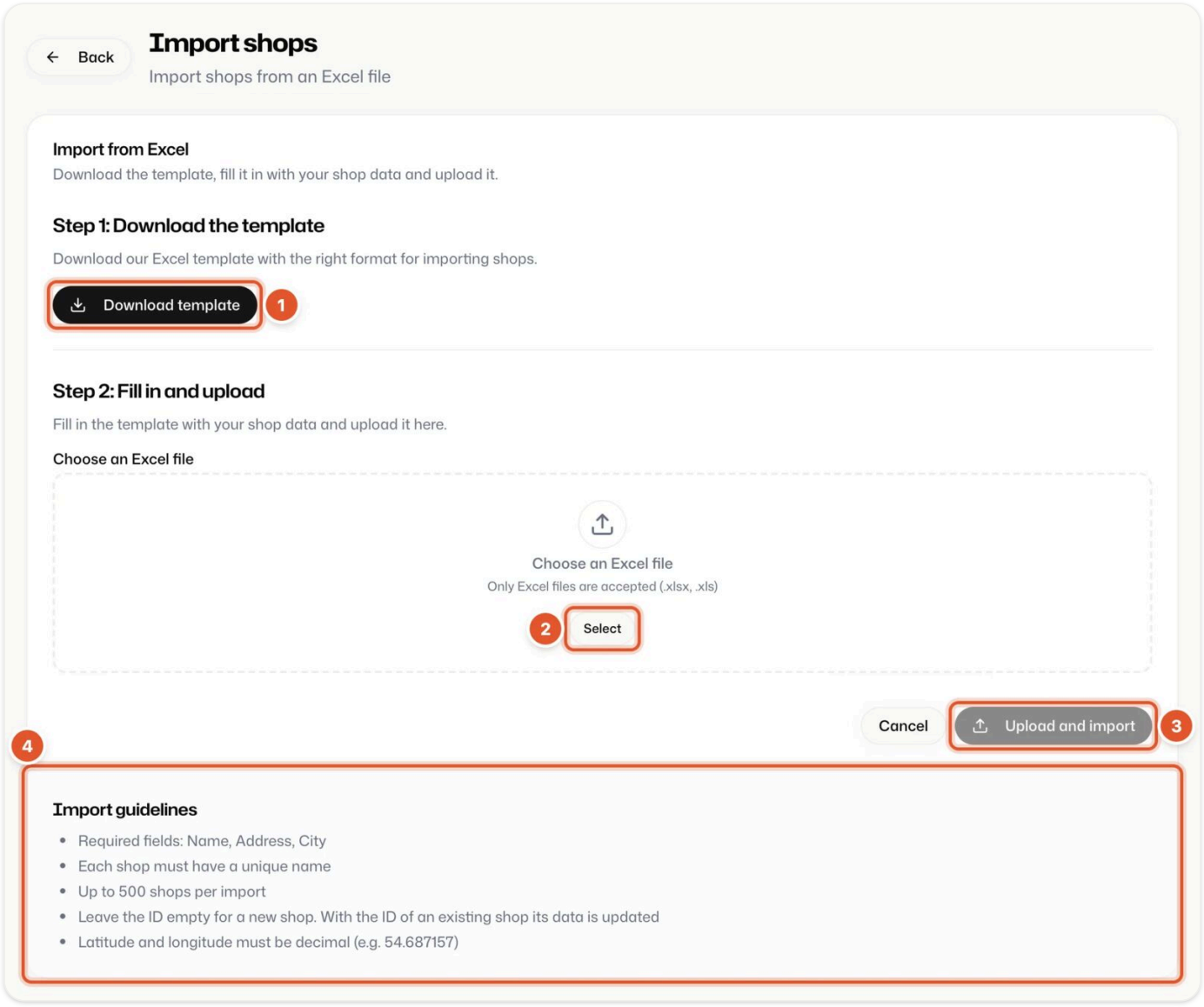
7 **Save** – appears once something has changed.

- **Quick keys** - the cashier enters an amount with one press. The arrows change their order.
- **Till lock** - after the set time without activity the till asks for the PIN. This way nobody works under someone else's name.

After changing, press **Save**. The button appears only once something has changed.

Upload many shops from Excel

1. Press **Import from Excel**, then **Download template**.
2. Fill in the template. Leave the ID empty for a new shop; to change an existing one, enter its ID.
3. Upload the file and press **Upload and import**.

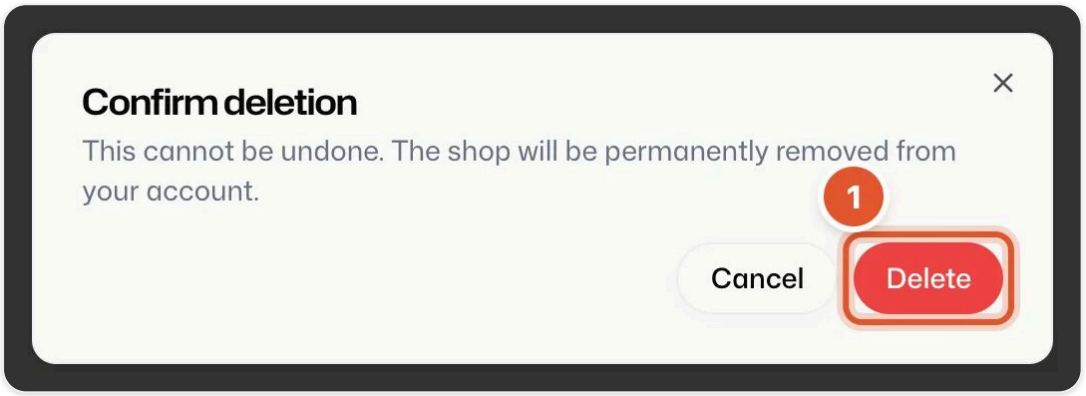


1. **Download template** – an Excel file with the right columns.
2. **Choose** – the filled-in file (.xlsx or .xls).
3. **Upload and import** – works once a file is chosen.
4. **Import guidelines** – required fields and limits.

Delete a shop

> **Cannot be undone**
>
> A deleted shop cannot be restored. If it is only closed for a while, edit it and untick “Shop is active”.

In the list press the bin and confirm.



1. **Delete** – deletes it for good.

The shop's purchases stay under **Transactions**, only without the shop's name.

If something goes wrong

What you see	What to do
“Plan location limit exceeded”	The plan allows fewer shops. Change the plan or turn off the limit on extra quantities.
“Enter a label and an amount for every key”	Fill in the empty row or delete it.
“Please upload a valid Excel file (.xlsx or .xls)”	Save the file in Excel format, not CSV.
New keys do not show at the till	At the till press the refresh arrow at the top.

Related pages

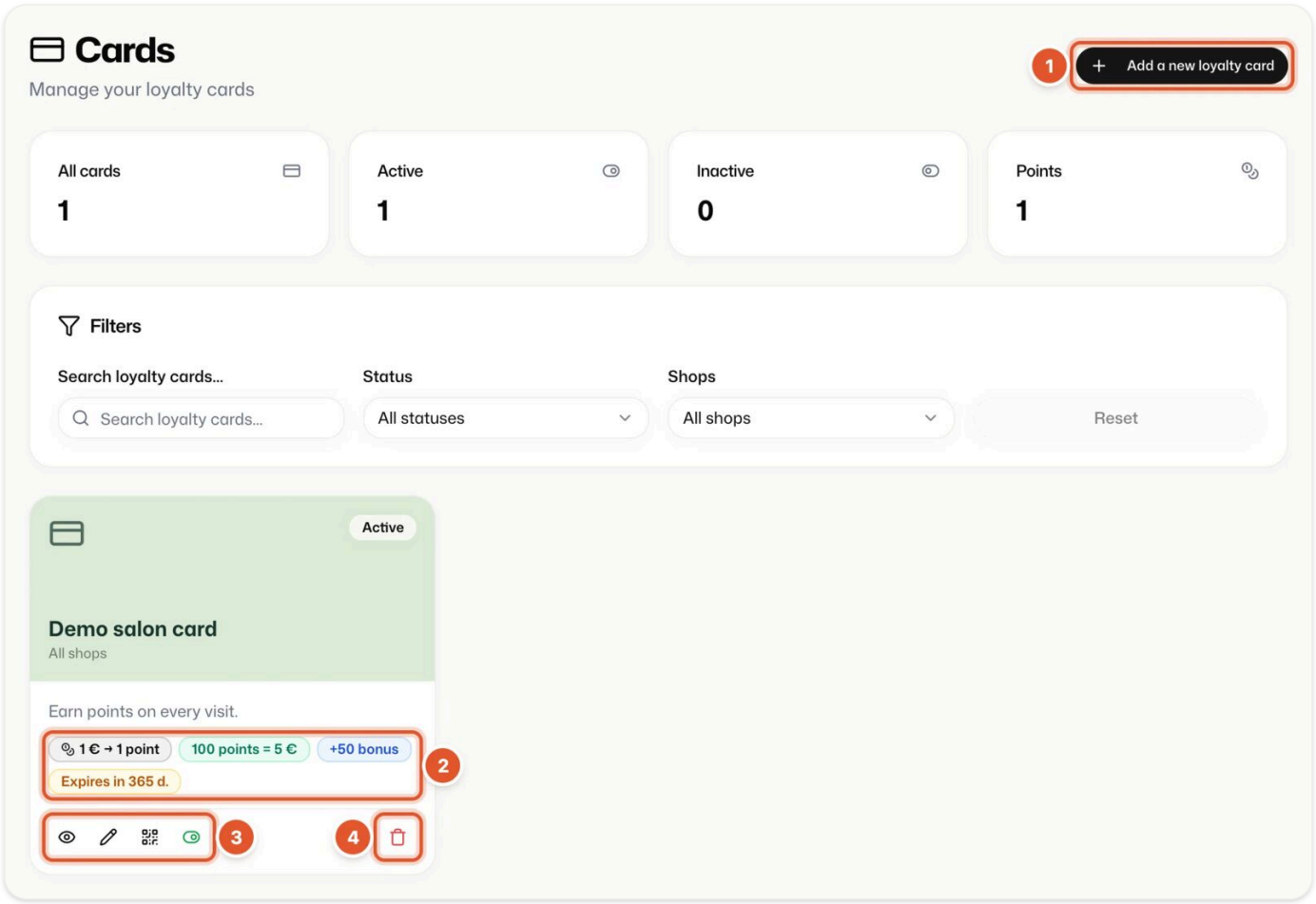
- **Amount and discount** – how the cashier uses the keys and discounts

Loyalty cards

How to create a card, set up earning and redeeming points, and the card's look.

The card decides how many points a customer gets and what they are worth. The customer sees it in the Loyalty.lt app.

Open **Loyalty Cards** → **All Cards** .

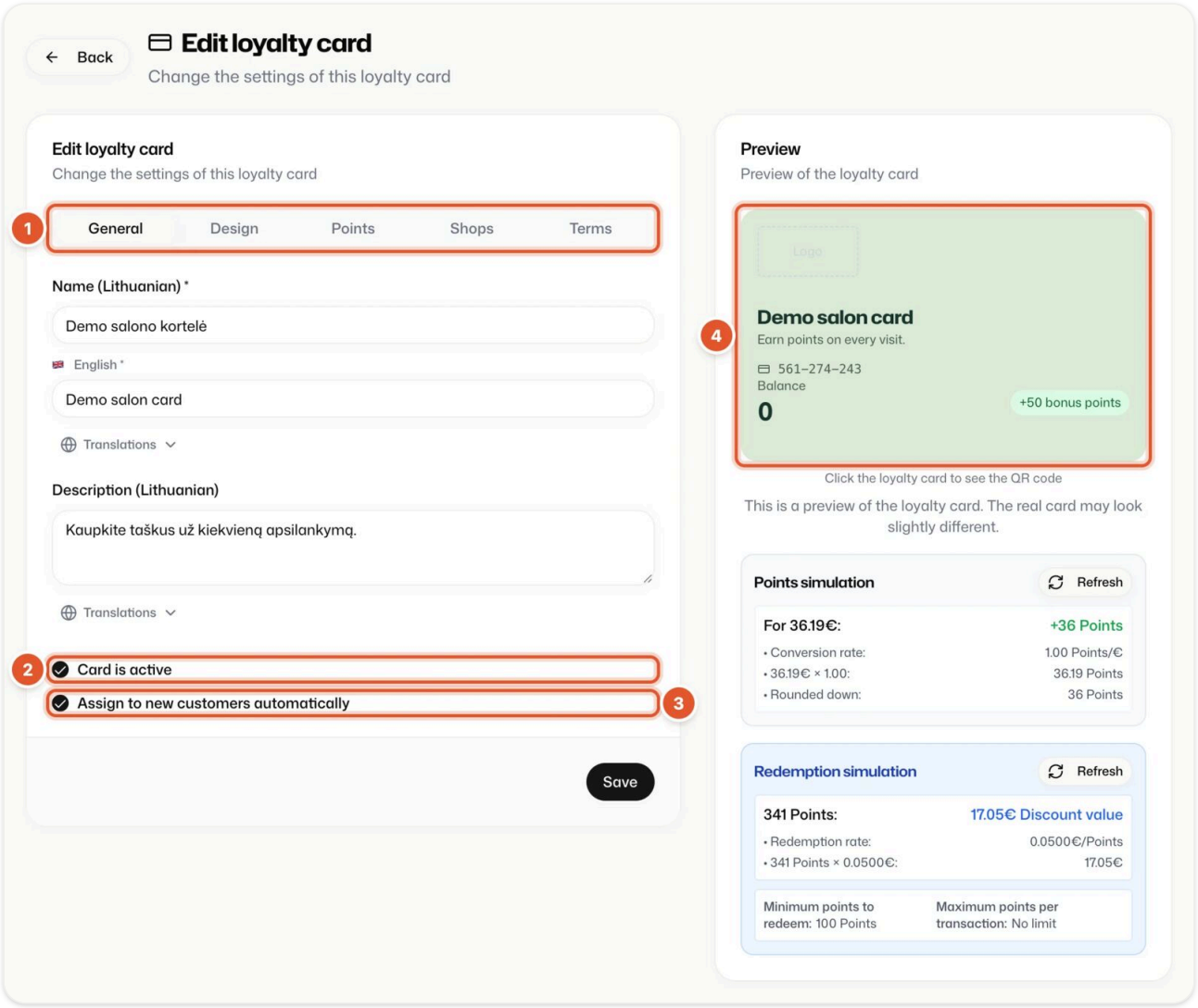


1. **Add a new loyalty card** – a new card.
2. **Rules** – what earns points, what they are worth and how long they last.
3. **Actions** – view, edit, show the QR code, turn off.
4. **Delete** – cannot be undone.

Create a card

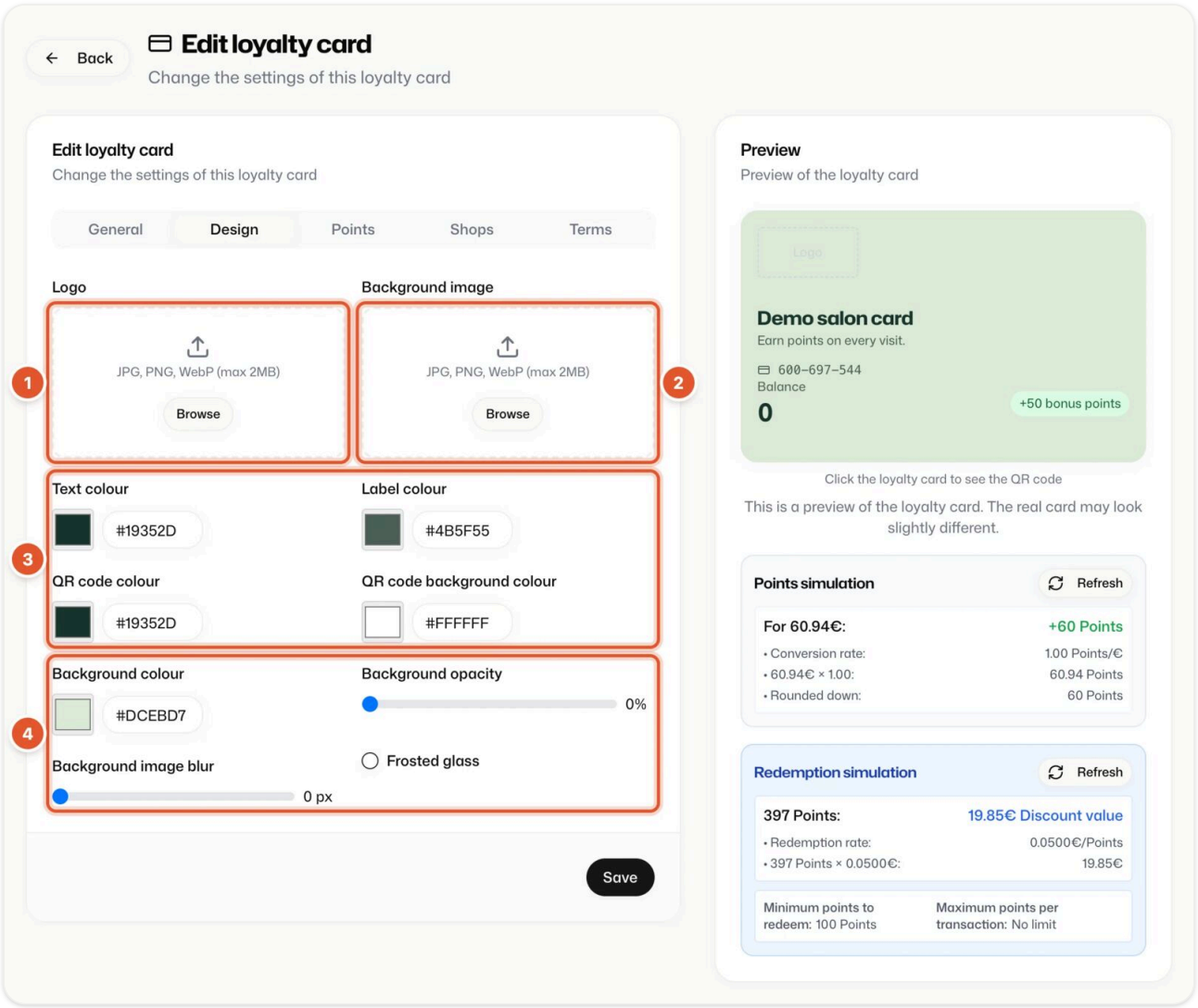
Press **Add a new loyalty card**. The form has 5 tabs; on the right you see at once how the card will look.

1 **General.** Type the name in Lithuanian and English. Other languages open under **Translations**.



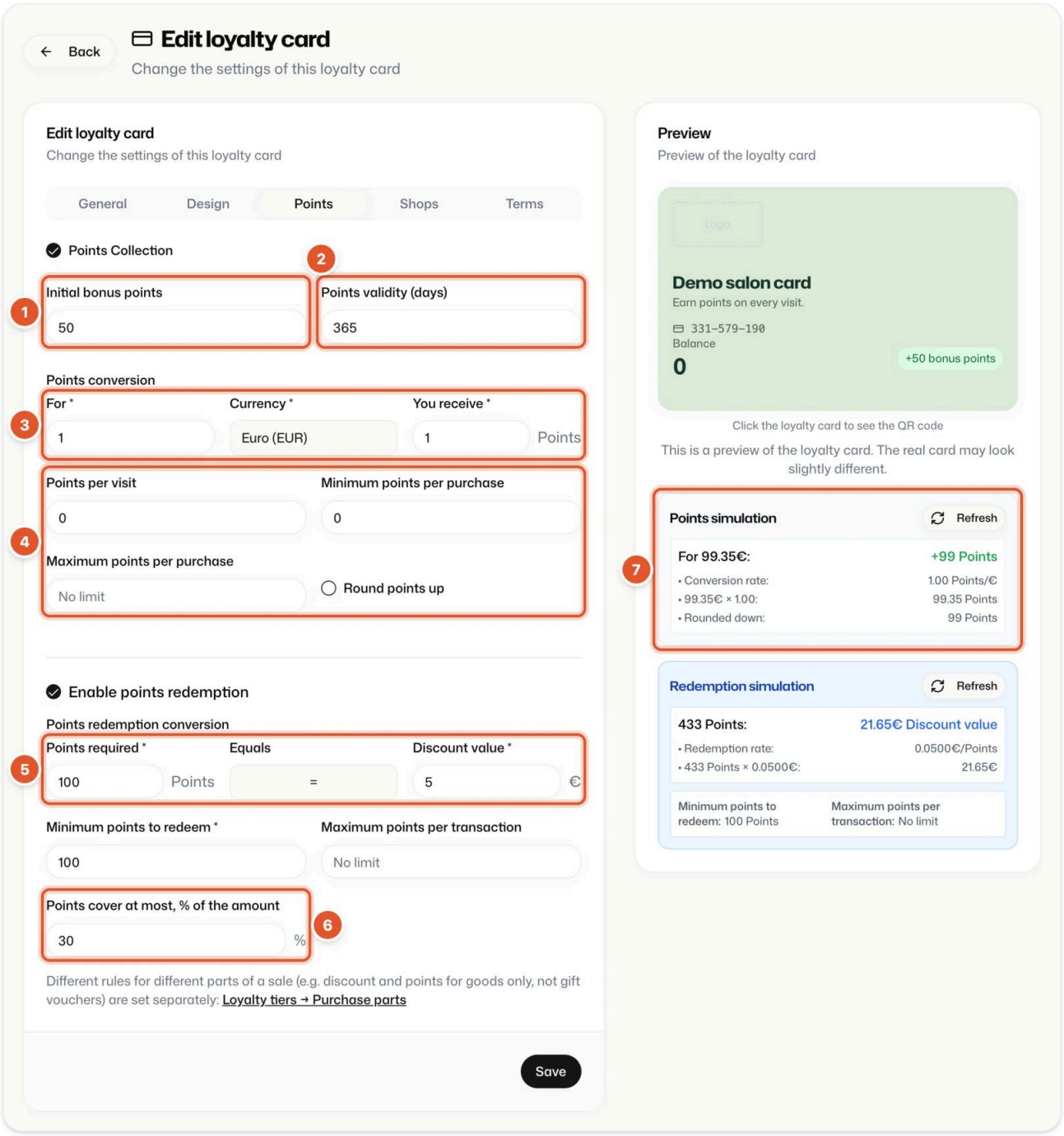
1. **Tabs** – the whole card form.
2. **Card is active** – untick it and the card is not used.
3. **Assign to new customers automatically** – a new customer gets the card by themselves.
4. **Preview** – how the card will look in the app.

2 **Design.** Upload a logo or a background picture and choose the colours.



1. **Logo** – JPG, PNG or WebP, up to 2 MB.
2. **Background image** – instead of a single colour.
3. **Colours** – text, labels and the QR code.
4. **Background** – opacity and blur.

3 **Points.** Set what points are given for and how to spend them.



1. **Initial bonus points** – a gift for a new customer.
2. **Points validity (days)** – after how many days points expire.
3. **Points conversion** – how many points for how many euros.
4. **Limits** – the least and the most points per purchase.
5. **Points redemption** – how many points are worth how many euros.
6. **Points cover at most, % of the amount** – the largest share of a purchase points can cover.
7. **Points simulation** – an example by your rules.

4 **Shops.** Keep all, or choose only some.

5 **Terms.** Write the programme's rules. The customer sees them next to the card. Finally press **Create**.

> **How to check**
>
> The “Points simulation” block on the right shows how many points a customer would get for a sample purchase. **Refresh** picks another amount.

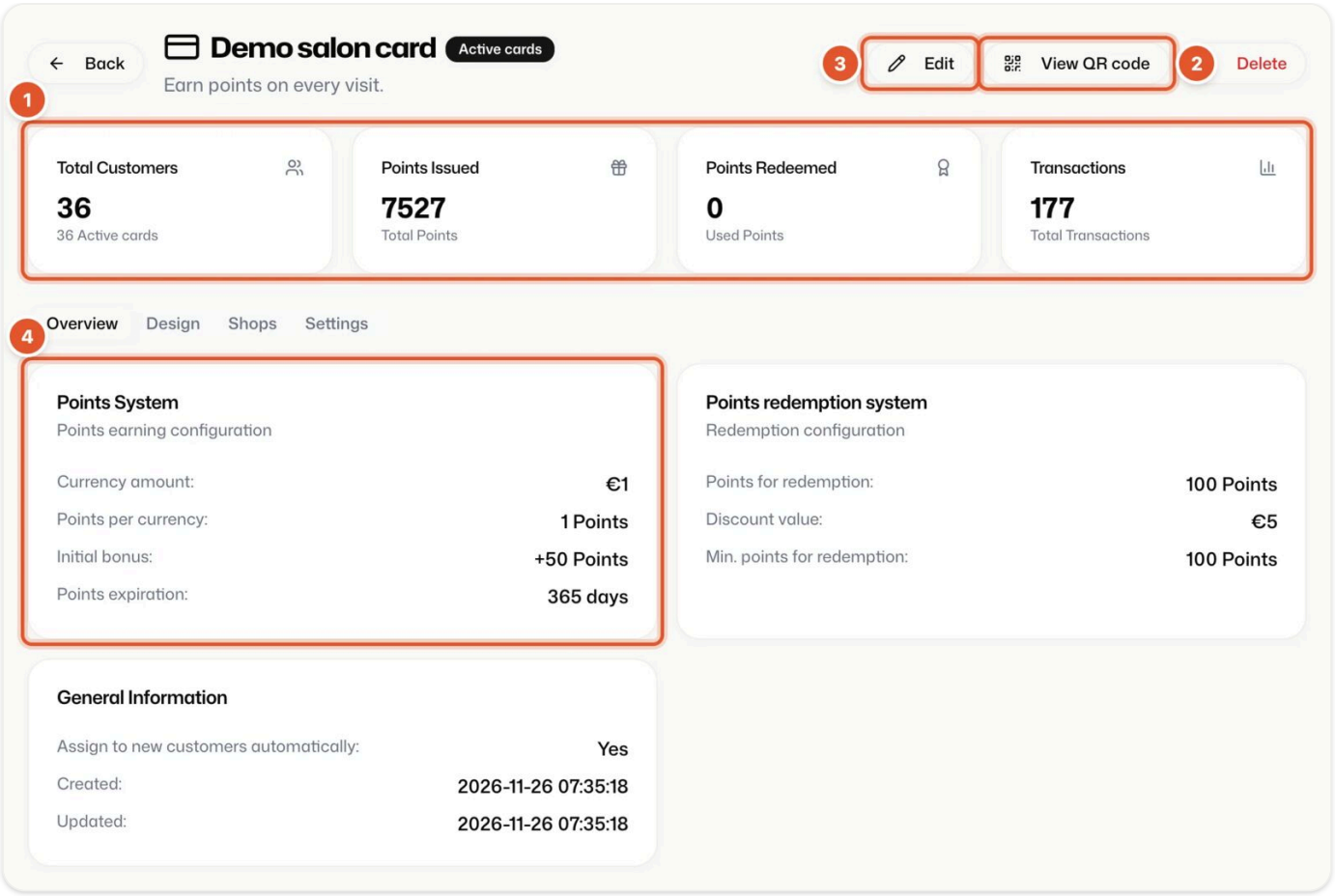
Points settings

Field	What it means
Initial bonus points	The customer gets them once, when their card appears.
Points expiration (days)	After this many days, unused points expire. Empty – they never expire.
Minimum and maximum points	Limits for one purchase. Empty – no limit.
Enable points redemption	The customer can pay part of a purchase with points.
At most this % paid with points	The largest share of a purchase that points can cover.

If different goods need different rules, use purchase parts.

View a card

In the list press the eye. You see how many customers have the card and how many points were given and used.



1. **Numbers** – customers, points given and used, purchases.
2. **View QR code** – a code for customers.
3. **Edit** – change the rules or the look.
4. **Rules** – what applies now.

View QR code opens a code you can print. A customer scans it with the app and the card appears for them.

Change a card

In the list press the pencil, change and press **Save**.

> ⚠ **Applies at once**
>
> A new points rate applies to the next purchase. Points already given do not change.

The switch at the bottom of the card turns it off. Customers cannot use a card that is off, but the data stays.

Delete a card

> **Cannot be undone**
>
> A deleted card cannot be restored. If it is only temporarily not needed, turn it off with the switch.

If something goes wrong

What you see	What to do
The till gives no points	Check that the card is active, earning is on and the shop is assigned to the card.
The till does not let customers pay with points	Check **Enable points redemption**, the minimum points and the largest share.
A customer does not see the card	**Assign to new customers automatically** must be ticked, or the customer must scan the QR code.

Related pages

- Loyalty tiers – more benefits for the most loyal
- Points at the till – how the cashier uses points

Loyalty tiers

How to create tiers with discounts and set up purchase parts.

Tiers make customers come back: the more they buy, the more they get. Here you also set what a purchase consists of.

Open **Loyalty tiers** .

Loyalty tiers

The ladder a customer climbs by shopping. Independent of game levels.

3 Design with AI | Refresh | Templates 2

1 + Add tier

Customers with a tier	Tiers	On the top tier	No tier
36	3	0	0

Program settings

What moves a customer up, and how long a tier lasts.

Enabled
While off, customers see no tiers and multipliers do nothing.

4

Metric	Validity	Grace period (days)
Points earned	Never resets	30

How long a tier is kept after the customer drops below the threshold.

Allow downgrades
Turn off to make a reached tier permanent.

Tiers

Lowest to highest.

Standard	from 0.00 points	×1	0%	15	
Silver	from 300.00 points	×1.2	3%	21	6
Gold	from 800.00 points	×1.5	5%	0	

5

Purchase parts

What a sale consists of and the rules for each part: discount, points, tier progress. With no parts the till takes one plain amount.

+ Add part

- **Cosmetics** — Points ×1 · Tier discount applies · Can be paid with points
- **Treatments** Default — Points ×1 · No tier discount · Cannot be paid with points
- **Promotions, memberships** — No points · No tier discount · Cannot be paid with points
- **Gift voucher** — No points · No tier discount · Cannot be paid with points

Notifications

What the customer gets when their tier changes.

Manage notifications

2/2 rules · Push · Email

1. **Add tier** – a new tier.
2. **Templates** – ready programmes.
3. **Design with AI** – describe it in words; AI suggests the tiers.
4. **Programme settings** – what moves customers up and how long it lasts.
5. **Tiers** – from the lowest to the highest.
6. **Actions** – change the order, edit, delete.

Start from a template

Press **Templates**, look through them and press **Use**.

> ⚠ **Replaces your current tiers**
>
> Applying a template replaces the current tiers with the template's tiers.

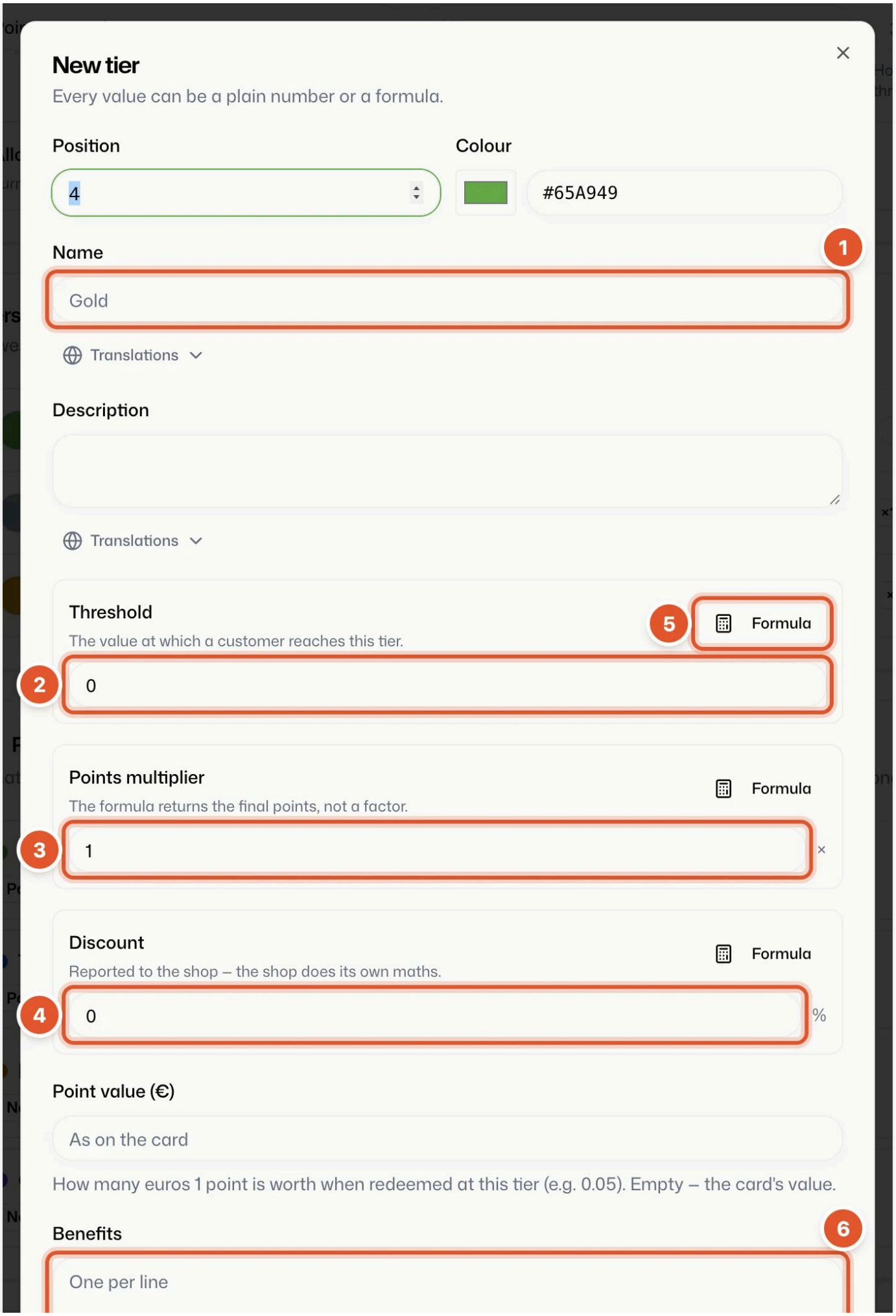
Programme settings

Field	What it means
Metric	What moves a customer up: points earned, amount spent or visits.
Period	Over what time it counts: always, 3, 6 or 12 months, or a calendar year.
Allow downgrade	When on, a customer can drop. When off, a reached tier stays for good.
Grace (days)	How many days a tier holds after falling below the threshold.

Changes are saved at once.

Add a tier

Press **Add tier** and fill in the window.


New tier
Every value can be a plain number or a formula.
Position
4
Colour
#65A949
Name
1
Gold
Translations
Description
Translations
Threshold
The value at which a customer reaches this tier.
5
Formula
2
0
Points multiplier
The formula returns the final points, not a factor.
Formula
3
1
×
Discount
Reported to the shop – the shop does its own maths.
Formula
4
0
%
Point value (€)
As on the card
How many euros 1 point is worth when redeemed at this tier (e.g. 0.05). Empty – the card's value.
Benefits
6
One per line



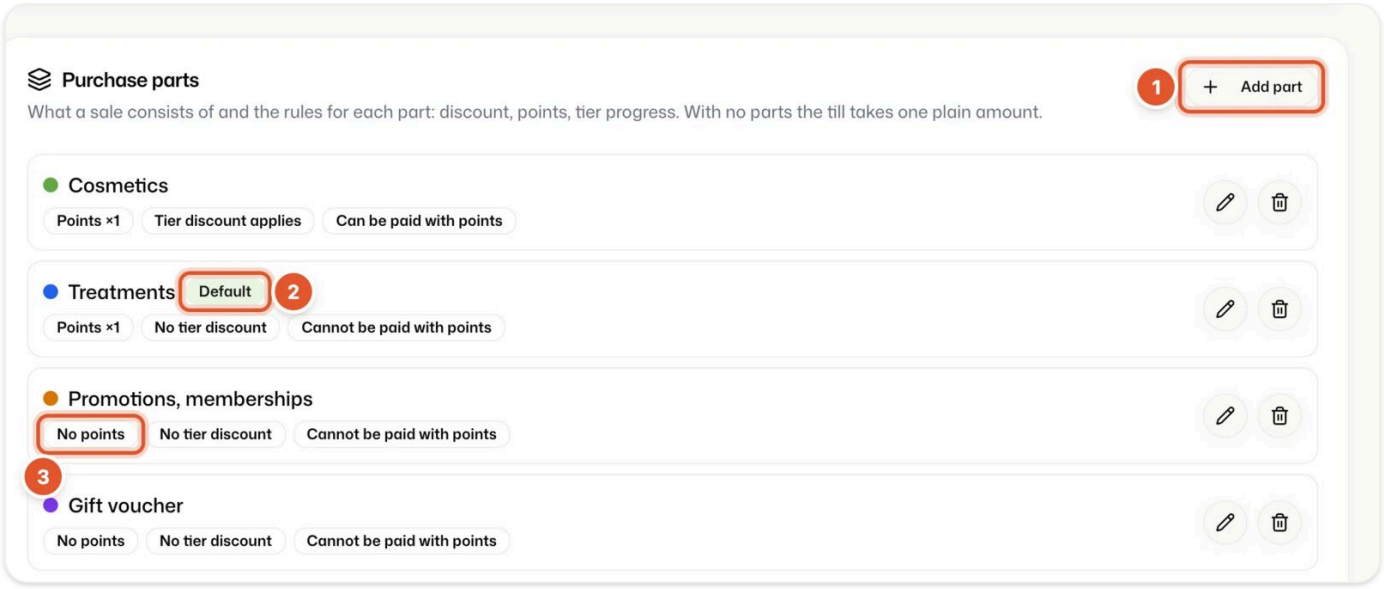
1. **Name** – how the customer sees the tier.
2. **Threshold** – the value at which the tier is reached.
3. **Points multiplier** – 1.2 - a fifth more points.
4. **Discount** – percent for this tier.
5. **Formula** – a condition instead of a number.
6. **Benefits** – what else the customer gets, one per line.

The **Formula** switch lets you write a condition instead of a number. If the formula fails, the simple value applies. AI can write the formula - describe the rule in your own words and check it with **Test**.

The arrows in the list change the order of tiers. The bin deletes a tier.

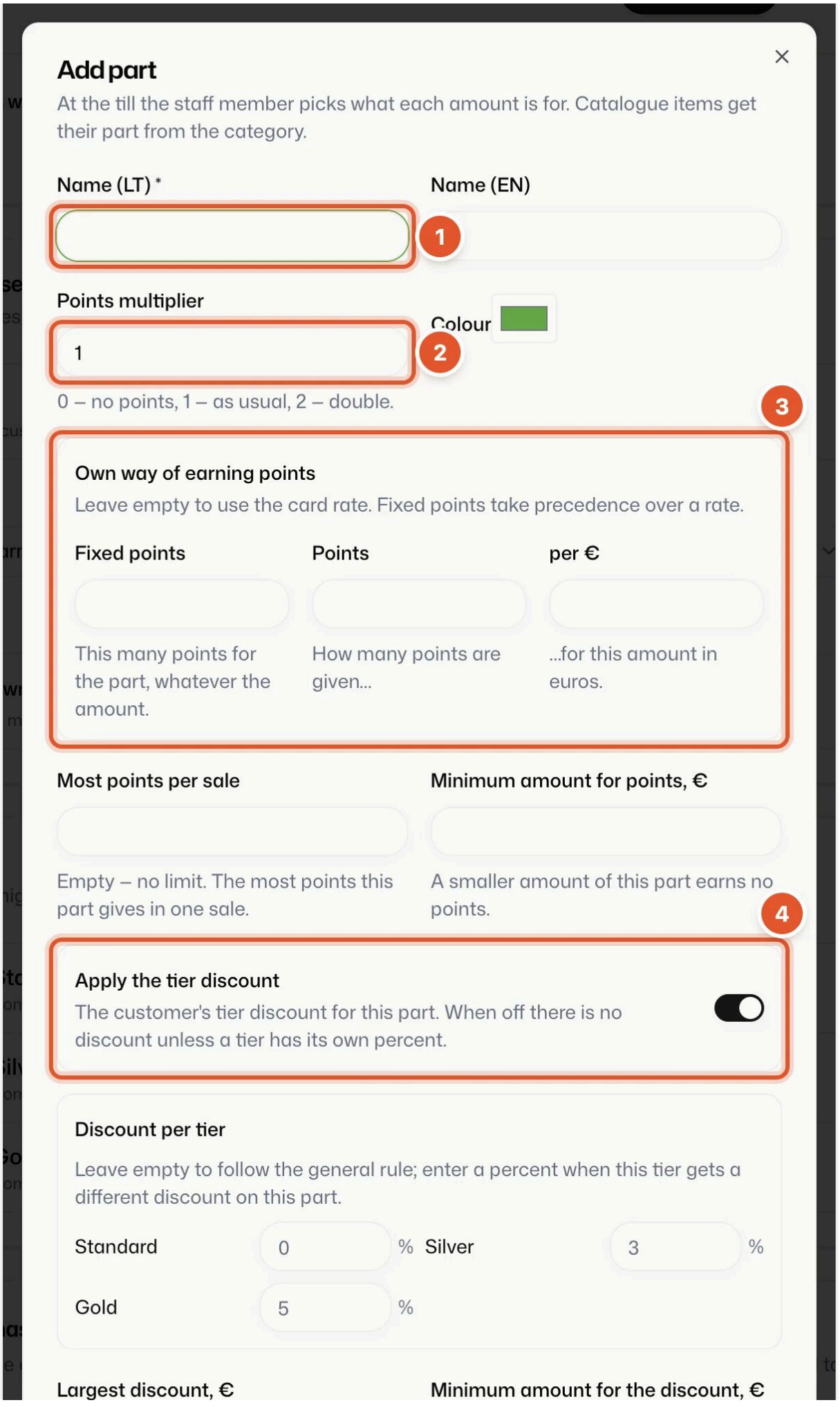
Purchase parts

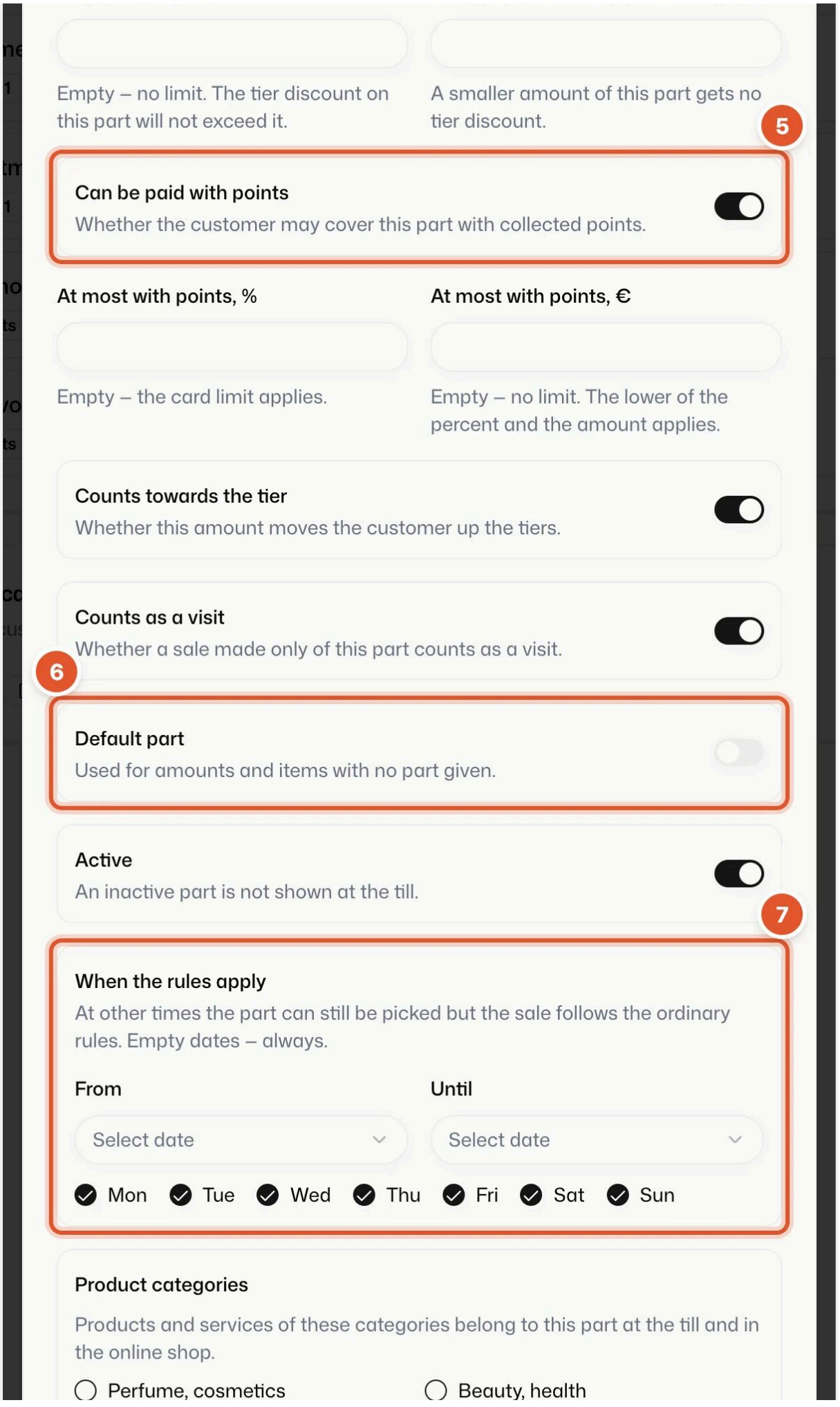
Parts let you apply different rules, for example: a tier discount only on cosmetics, and no points for a gift voucher. The cashier chooses what each amount is for.



1. **Add part** – a new purchase part.
2. **Default** – applies when the cashier does not choose a part.
3. **Rules** – points, tier discount, paying with points.

Press **Add part** or the pencil.


Add part
At the till the staff member picks what each amount is for. Catalogue items get their part from the category.
Name (LT) *
Name (EN)
1
Points multiplier
Colour
1
2
0 – no points, 1 – as usual, 2 – double.
3
Own way of earning points
Leave empty to use the card rate. Fixed points take precedence over a rate.
Fixed points
Points
per €
This many points for the part, whatever the amount.
How many points are given...
...for this amount in euros.
Most points per sale
Minimum amount for points, €
Empty – no limit. The most points this part gives in one sale.
A smaller amount of this part earns no points.
4
Apply the tier discount
The customer's tier discount for this part. When off there is no discount unless a tier has its own percent.
Discount per tier
Leave empty to follow the general rule; enter a percent when this tier gets a different discount on this part.
Standard
0
%
Silver
3
%
Gold
5
%
Largest discount, €
Minimum amount for the discount, €


Empty – no limit. The tier discount on this part will not exceed it.
A smaller amount of this part gets no tier discount.
5
Can be paid with points
Whether the customer may cover this part with collected points.
At most with points, %
At most with points, €
Empty – the card limit applies.
Empty – no limit. The lower of the percent and the amount applies.
Counts towards the tier
Whether this amount moves the customer up the tiers.
Counts as a visit
Whether a sale made only of this part counts as a visit.
6
Default part
Used for amounts and items with no part given.
Active
An inactive part is not shown at the till.
7
When the rules apply
At other times the part can still be picked but the sale follows the ordinary rules. Empty dates – always.
From
Until
Select date
Select date
Mon
Tue
Wed
Thu
Fri
Sat
Sun
Product categories
Products and services of these categories belong to this part at the till and in the online shop.
Perfume, cosmetics
Beauty, health



1. **Name** – the cashier sees it at the till.
2. **Points multiplier** – 0 – no points.
3. **Own way of earning points** – a rate other than the card's.
4. **Apply the tier discount** – whether the tier percentage applies.
5. **Can be paid with points** – whether points can cover this part.
6. **Default part** – when no part is chosen.
7. **When the rules apply** – dates and weekdays.

- **Points multiplier** – 0 means "no points", 1 – as usual, 2 – double.
- **Apply the tier discount** – whether the customer's tier discount applies to this part. Below you can set another percentage for a single tier.
- **Can be paid with points** – whether the customer can cover this part with points.
- **Counts towards tier progress** – whether this amount moves the customer up.
- **Default part** – applies when the cashier does not choose one.

> **Promotions and memberships**
>
> Create a part "Promotions, memberships": multiplier 0, no tier discount, no paying with points. Then a promotion does not stack with the loyalty discount.

Assign a tier manually

Open the customer's page and press **Assign tier**. More in Customers.

If something goes wrong

What you see	What to do
The customer should have moved up but did not	Tiers are recalculated after a purchase and once a day. Check that the part counts towards tier progress.

What you see	What to do
No tier discount at the till	Check that the purchase part allows it and the programme is on.
“The formula must return a number.”	The formula's result must be a number, such as `amount > 50 ? 2 : 1`.

Related pages

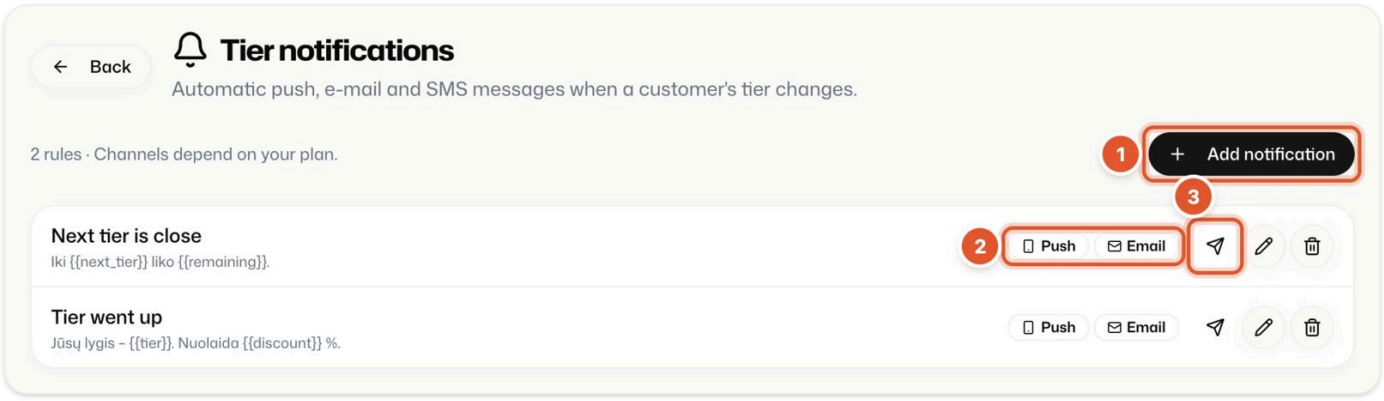
- Tier notifications
- Loyalty cards

Tier notifications

How to tell a customer automatically that their tier went up, down or is about to go up.

A rule sends the customer a notification when their tier changes. You can send push, email and SMS – the channels your plan includes.

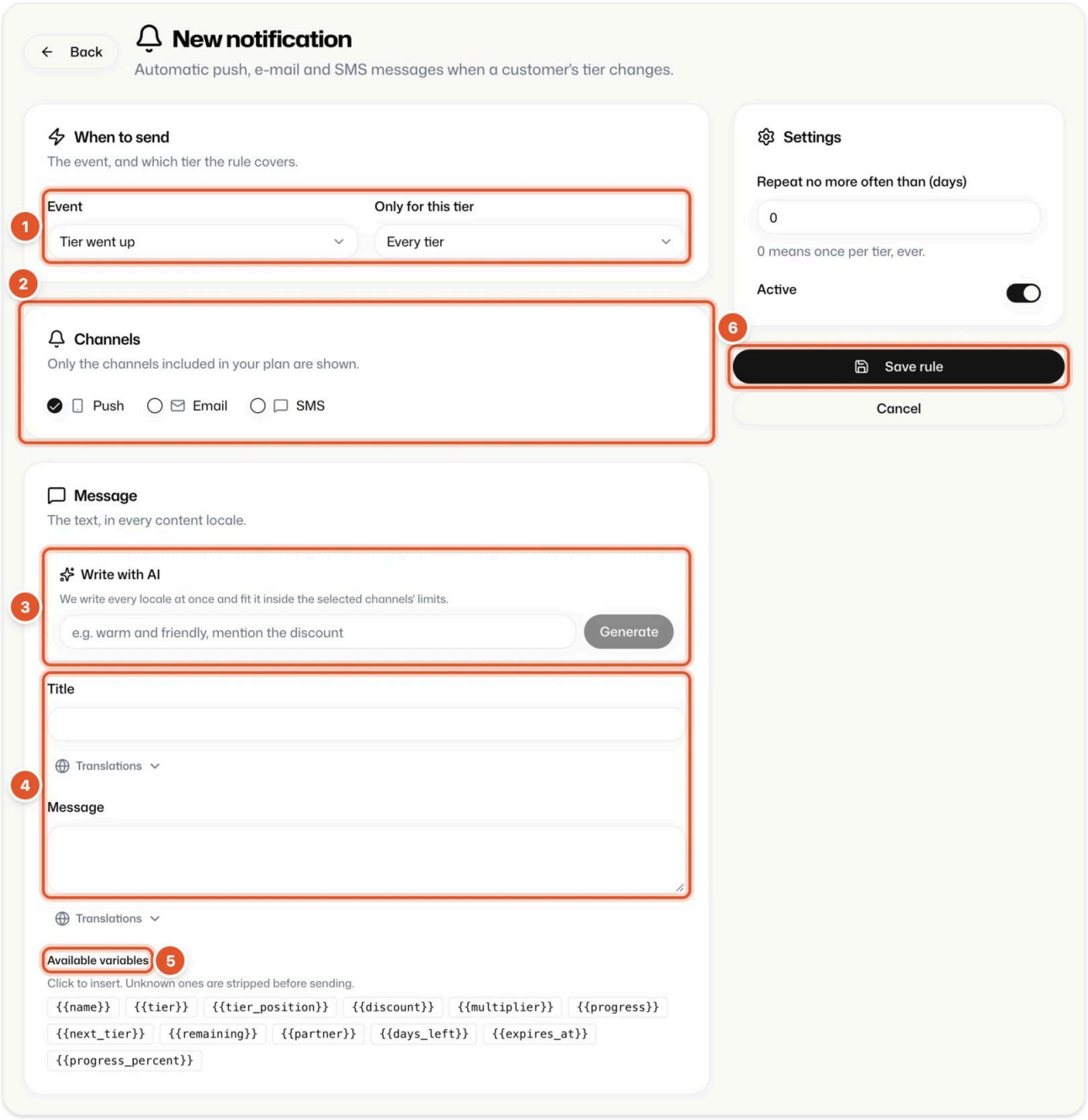
Open **Loyalty tiers** and press **Manage notifications**.



1. **Add notification** – a new rule.
2. **Channels** – how it is sent.
3. **Send me a test** – a test notification to you.

Create a rule

1 Press **Add notification** and choose the event. If needed, choose one tier.



1. **Event** – when to send and for which tier.
2. **Channels** – push, email, SMS.
3. **Write with AI** – AI suggests the text, you correct it.
4. **Title and Text** – what the customer gets.
5. **Available variables** – click to insert into the text.
6. **Save rule** – the rule starts working.

2 Tick the channels and write the title and text. Click a variable to insert it, such as `{{tier}}` – the tier's name.

3 Press **Save rule** .

> ⚠ **SMS costs money**
>
> You pay for every SMS at your rates. Push and emails count towards your plan.

Events

Event	When it is sent
Tier upgraded	The customer reached a higher tier.
Next tier approaching	The customer has gone the set share of the way, such as 80 %.
Grace ending	The tier will drop soon.
Tier downgraded	The customer went back to a lower tier.
Tier assigned manually	You changed the tier on the customer's page.

Test it

In the list press **Send me a test** . The test notification comes to you, not to customers.

If something goes wrong

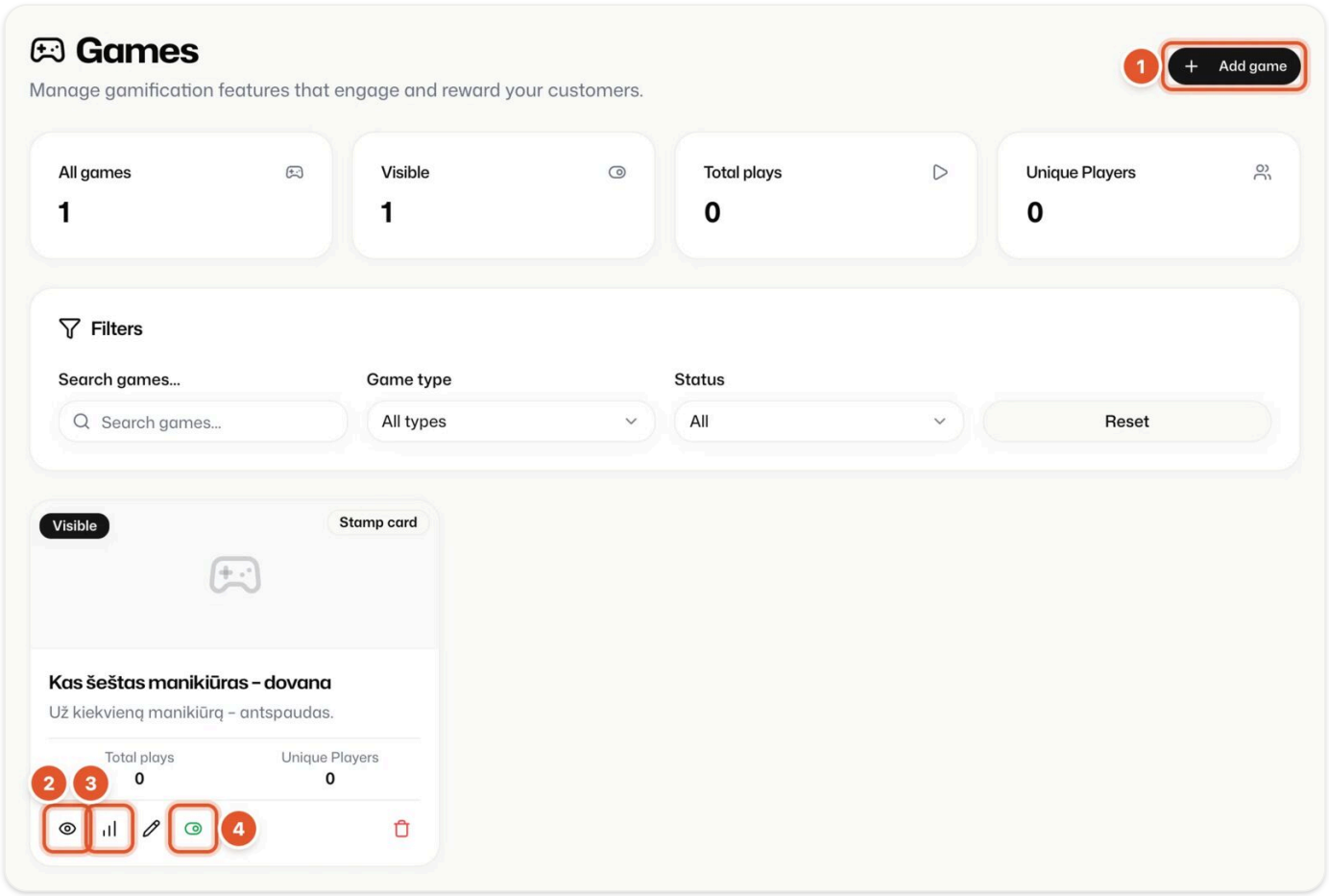
What you see	What to do
“Your plan includes no notification channels.”	Change the plan or turn the service on.
The customer did not get it	Push reaches only those with the app. SMS and email need a phone or an email address.

Games

How to create a stamp card, a wheel of fortune or another game and follow the results.

The customer plays in the Loyalty.lt app; the cashier adds stamps. A winner gets a coupon or points.

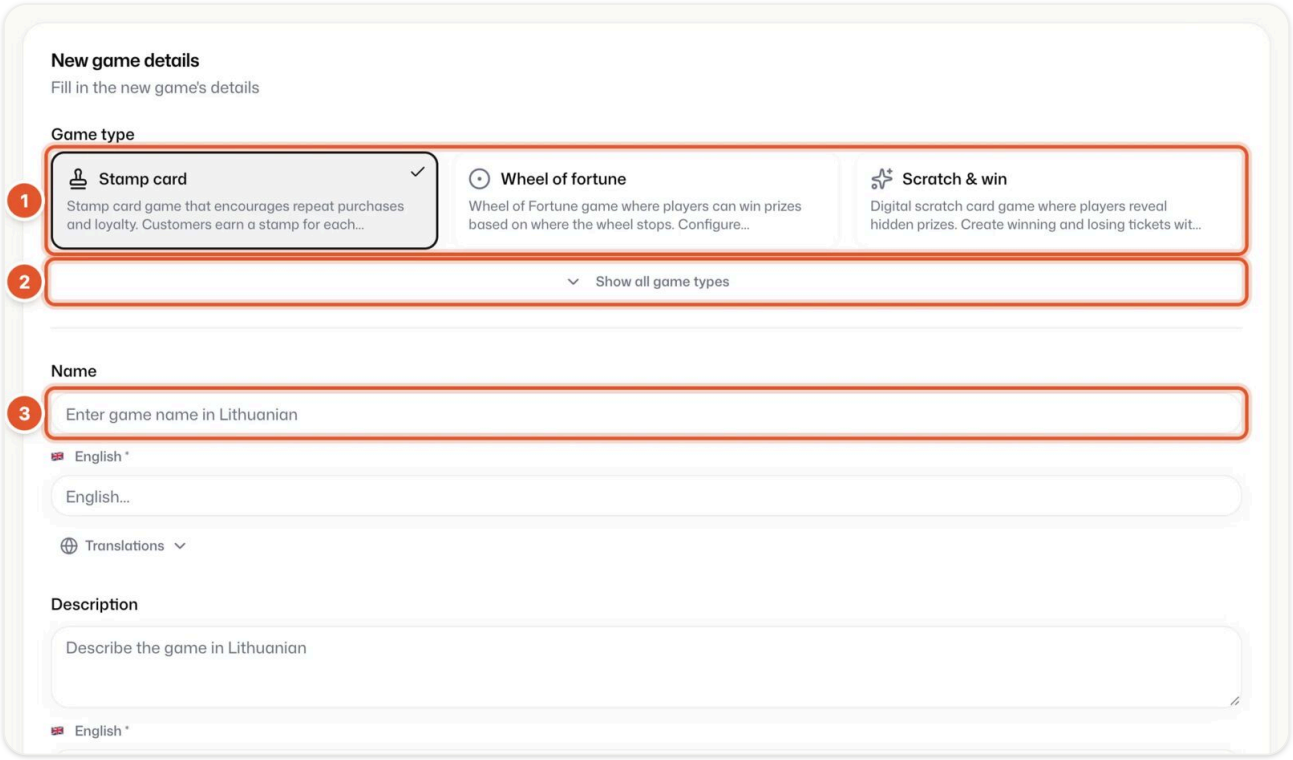
Open **Games** → **All Games**.



1. **Add game** – a new game.
2. **View** – the game's page.
3. **Statistics** – who played and how much.
4. **Deactivate** – hides the game.

Create a game

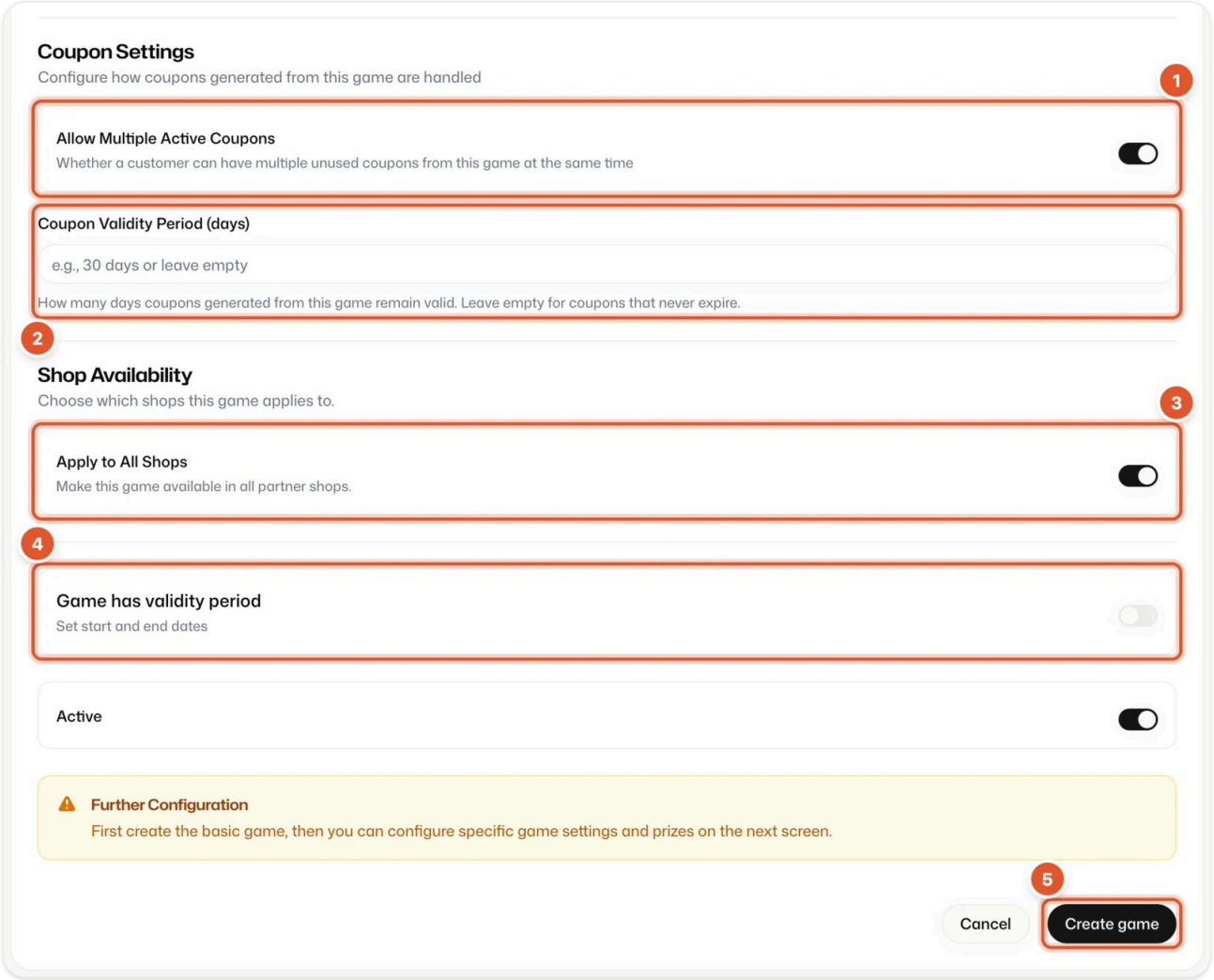
1 Press **Add game** and choose the type. All types open under **Show all game types** .



1. **Game type** – the three most popular.
2. **Show all game types** – quiz, lottery, calendar and more.
3. **Name** – how the customer sees the game.

2 Type the name, description and prize, upload the pictures.

3 Set up the coupons: how many days they are valid and whether a customer can have several.



1. **Allow Multiple Active Coupons** – whether a customer can have several unused ones.
2. **Coupon validity** – empty - no end.
3. **Apply to all shops** – turn off to choose some.
4. **Validity period** – from when until when.
5. **Create game** – next - the prizes.

4 Press **Create game**. Then set the prizes and rules.

> **Until the prizes are set**
>
> A new game has no prizes yet. Set them first, then turn the game on.

Set the prizes

On the game's page press the type's settings, for example the stamps settings. On the right you see how the game looks on a phone.

Back

Kas šeštas manikiūras – dovana - Manage Game

Configure game settings and content

Stamps

Configure loyalty card that encourages repeat purchases

Live Mobile Preview

This preview shows exactly how your stamp card will appear in the mobile app. Adjust the settings in the previous tab to see real-time changes. Use the slider above to simulate different collection states. Preview updates instantly.

Stamp icon selection

Choose icon used on stamps card

Icon type

- Default
- Icon Library
- Uploaded image

Card settings

Configure stamps card appearance and behavior

Required stamps count

1 6

How many purchases customer needs to make to get free product

Layout

- Horizontal
- Vertical
- Grid

Rows: 2

Columns: 3

Appearance

Configure stamps card style

Background color

Text color

Active stamp background color

Active stamp icon color

Inactive stamp background color

Inactive stamp icon color

Stamp Shape

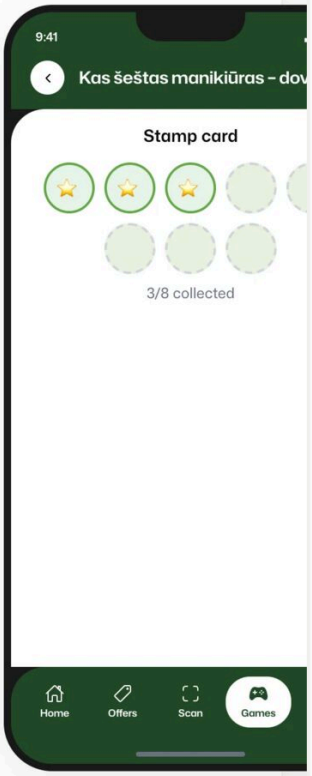
Circle

Choose how the stamp background shape should look

Text settings

Mobile App Preview

Real-time preview of how this game looks in the Loyalty.lt app



Configure text shown on stamps card

Item name (singular)

Lithuanian

2 manikiūras

English

manicure

Item name (plural)

Lithuanian

manikiūrai

English

manicures

Stamp text

Text shown on stamps card

Lithuanian

Antspaudas

English

Stamp

Reward text

Text shown when customer collects all stamps

Lithuanian

Nemokamas manikiūras

English

Free manicure

Reward settings

Configure what customers will get after collecting all stamps

Reward type

3 Free product

How will the reward system work?

You can choose 3 ways:

- **Select specific product(s)**
  - If you select **one product** - customer will automatically get that product
  - If you select **multiple products** (e.g. Latte + Cappuccino) - customer can choose from them
- **Select categories** (e.g. Desserts) - customer can choose **ANY** product from these categories
- **Select both** - customer will see **ALL** selected products + **ALL** products from categories and can choose

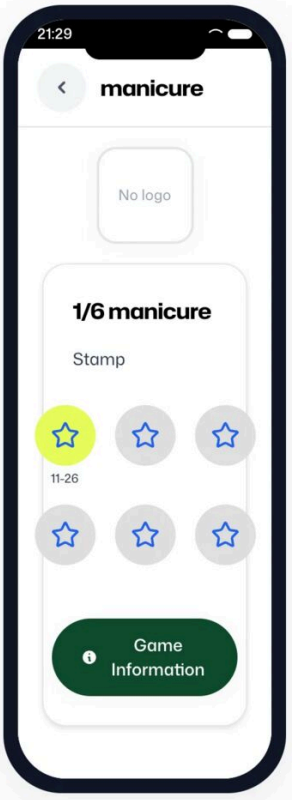
Select Products

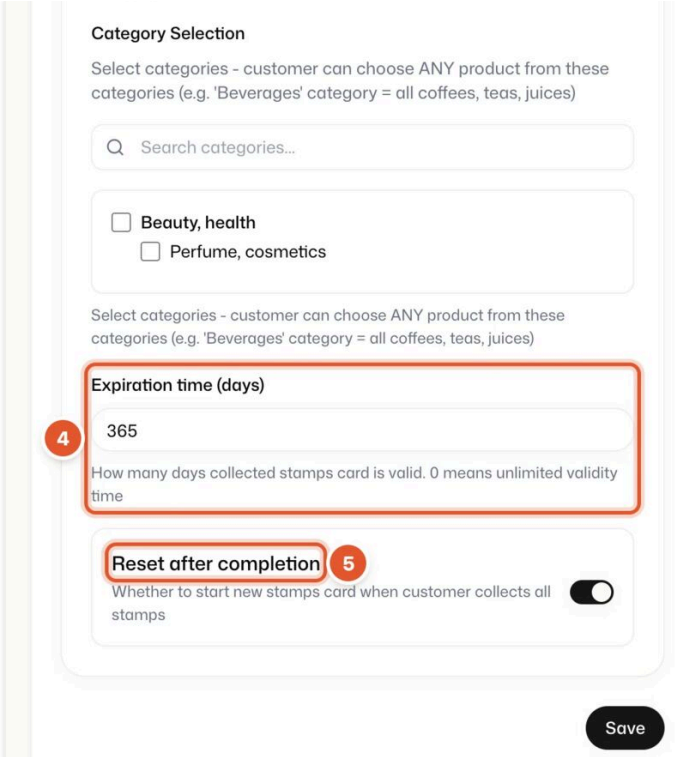
Select products (1 product = auto gets it, >1 product = can choose)

Select products as reward. 1 product = customer automatically gets it, multiple products = can choose

Preview controls Changes are instantly visible in the preview

Preview collected: 1/6





1. **Required stamps count** – how many stamps to collect.
2. **Card name** – what the customer collects.

3. **Reward type** – a free product, a discount or points.
4. **Expiration time (days)** – within how many days to collect.
5. **Reset after completion** – a new card starts after the gift.

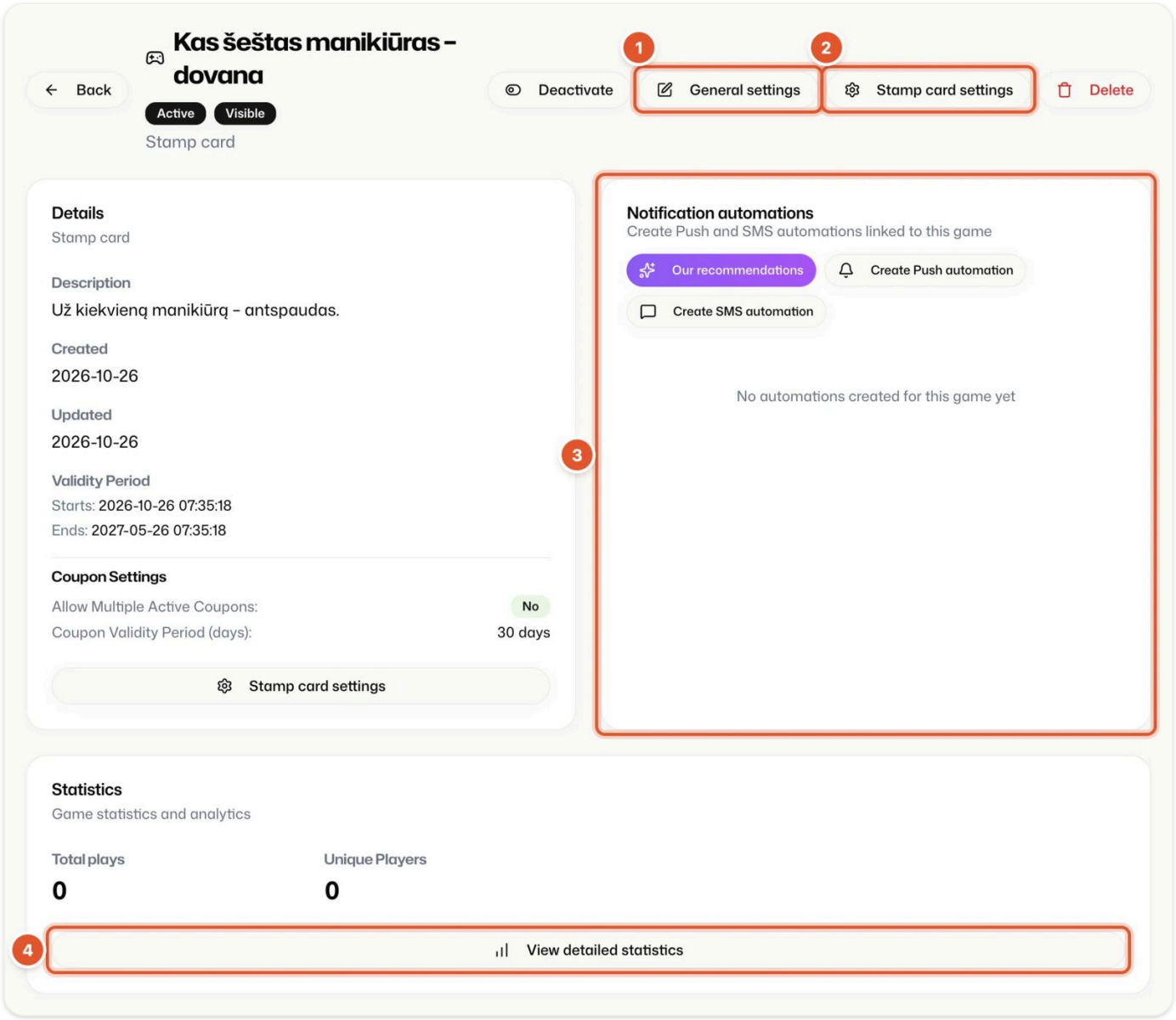
Type	What you set
Stamp card	How many stamps are needed and what the customer gets.
Wheel of fortune	The wheel's segments, their prizes and chances.
Scratch and win	The tickets, prizes and cover colour.
Quiz	Questions, answers and time.

Rules

Field	What it means
Cooldown (min)	How often one can play. 1440 – once a day.
Max plays per day	The limit for one customer per day.
Max plays in total	The limit for one customer over all time.
Play cost (points)	How many points one play costs. 0 – free.
Require a purchase	A purchase is needed first.

Remind about the game

On the game's page, in the **Notification automations** block, create a push or SMS reminder. **Our recommendations** suggests ready-made ones.



1. **General settings** – name, dates, shops.
2. **Stamp card settings** – the prize and the look.
3. **Notification automations** – reminders about the game.
4. **View detailed statistics** – players and prizes.

Results

Press **View detailed statistics**. You see how many times it was played, who played most and which prizes were given.

Turn off and delete

Deactivate hides the game, but the results stay. Coupons already won stay valid.

> **Cannot be undone**
>
> A deleted game cannot be restored. If it has only ended, deactivate it.

If something goes wrong

What you see	What to do
The customer does not see the game	Check that the game is active and the dates and shop fit.
No game at the till	At the till, choose the customer first. The game must be assigned to that shop.

Related pages

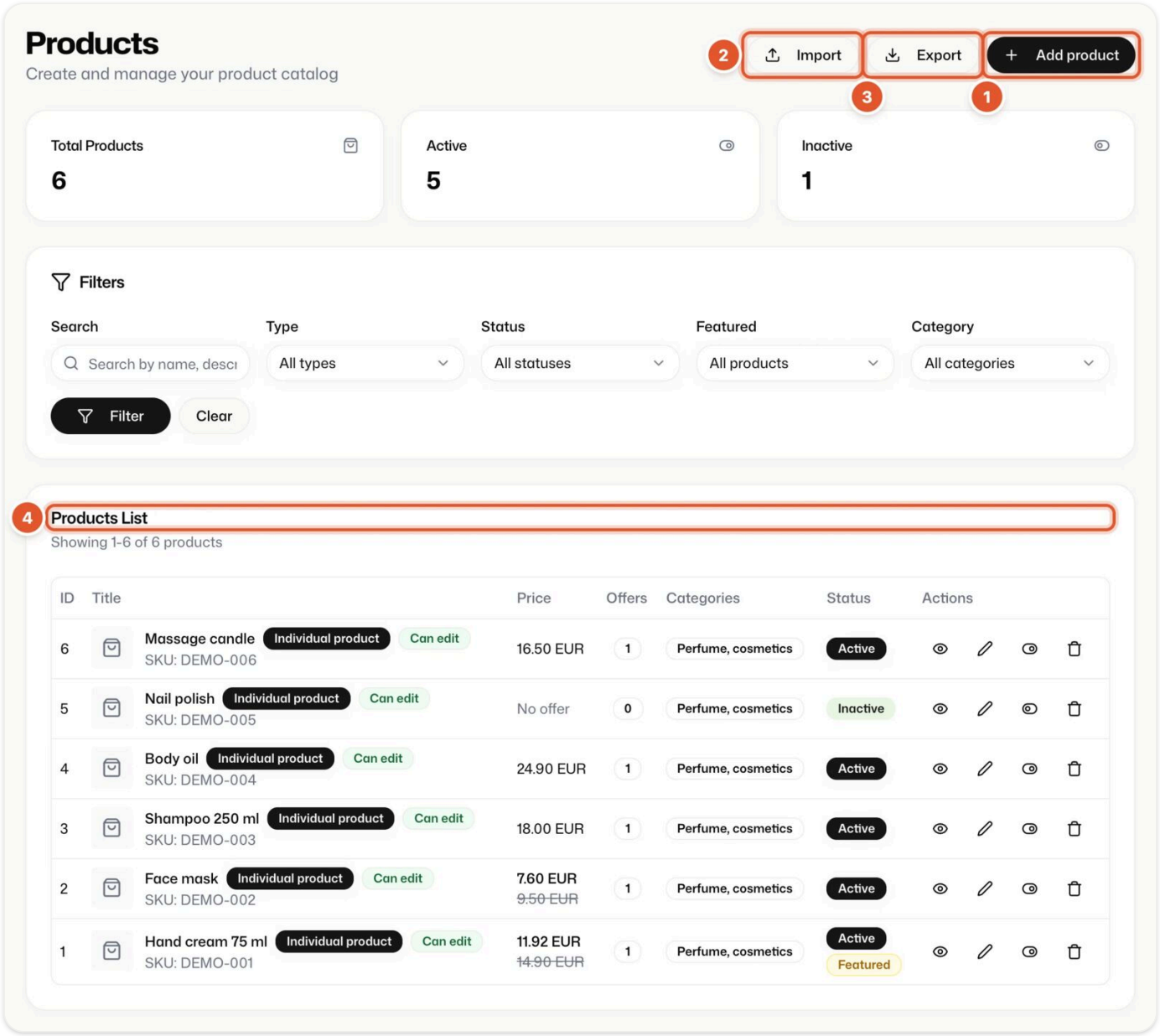
- Games at the till
- Coupons

Products and services

How to build a product catalogue, upload and export products.

Customers see the catalogue in the Loyalty.lt app. The cashier picks from it too if the shop uses “Full POS”.

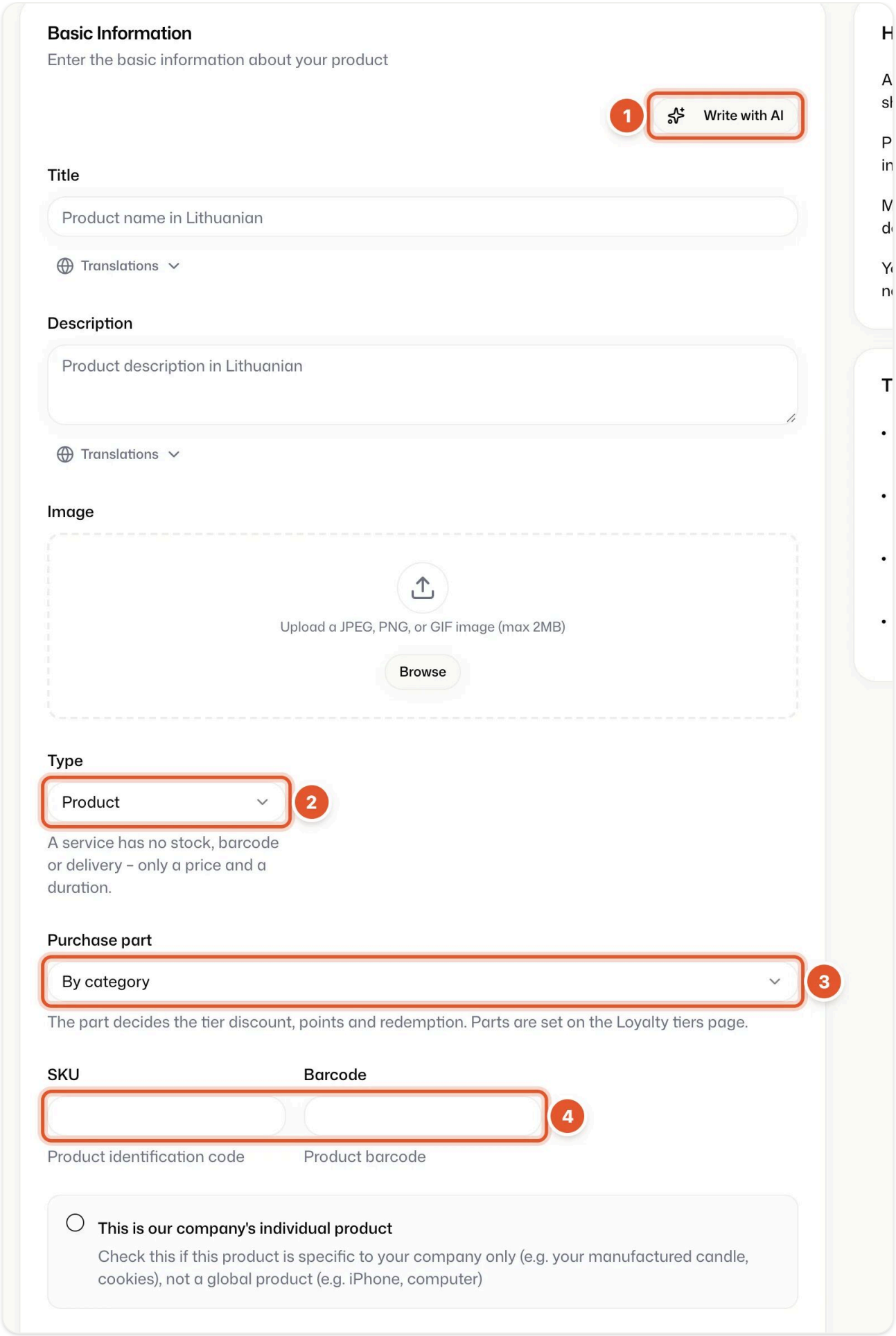
Open **Products and services** → **All products and services** .



1. **Add product** – a new product or service.
2. **Import** – many products from an XML file.
3. **Export** – save products to a file.
4. **Products list** – the crossed-out price is the usual one, the other is the promotion.

Add a product

1 Press **Add product**, type the name and description and upload a picture. **Write with AI** helps with the text.



1 **Write with AI** – suggests the name and description.

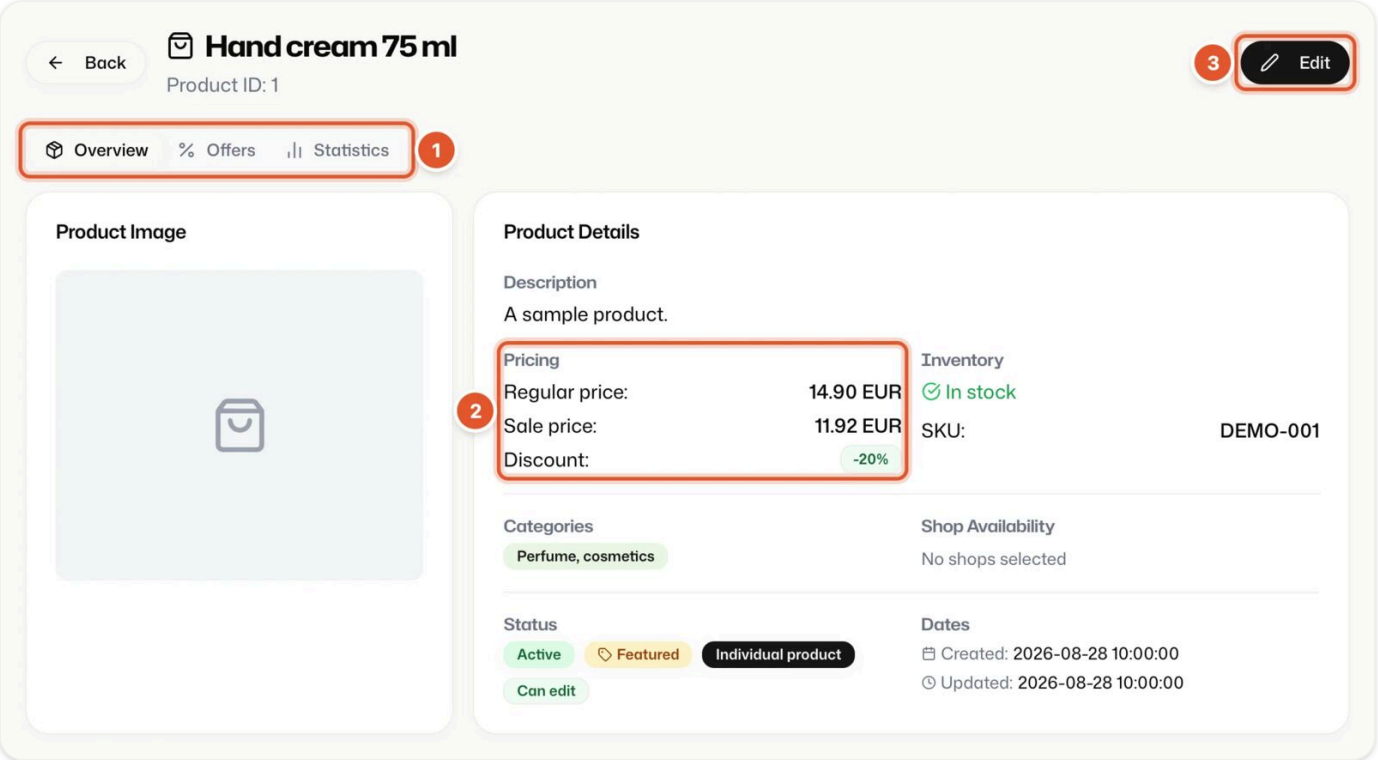
2. **Type** – product or service.
3. **Purchase part** – points and discounts depend on it.
4. **Codes** – so the product can be scanned at the till.

2. Mark whether it is a product or a service and choose the **purchase part**. Points and discounts depend on it.

3. Enter the price and choose a category. Press **Create**.

> **Your own or a shared product**
>
> Tick “This is our company's individual product” if you make the product yourself. You cannot change the description of shared products (such as a phone).

Product page

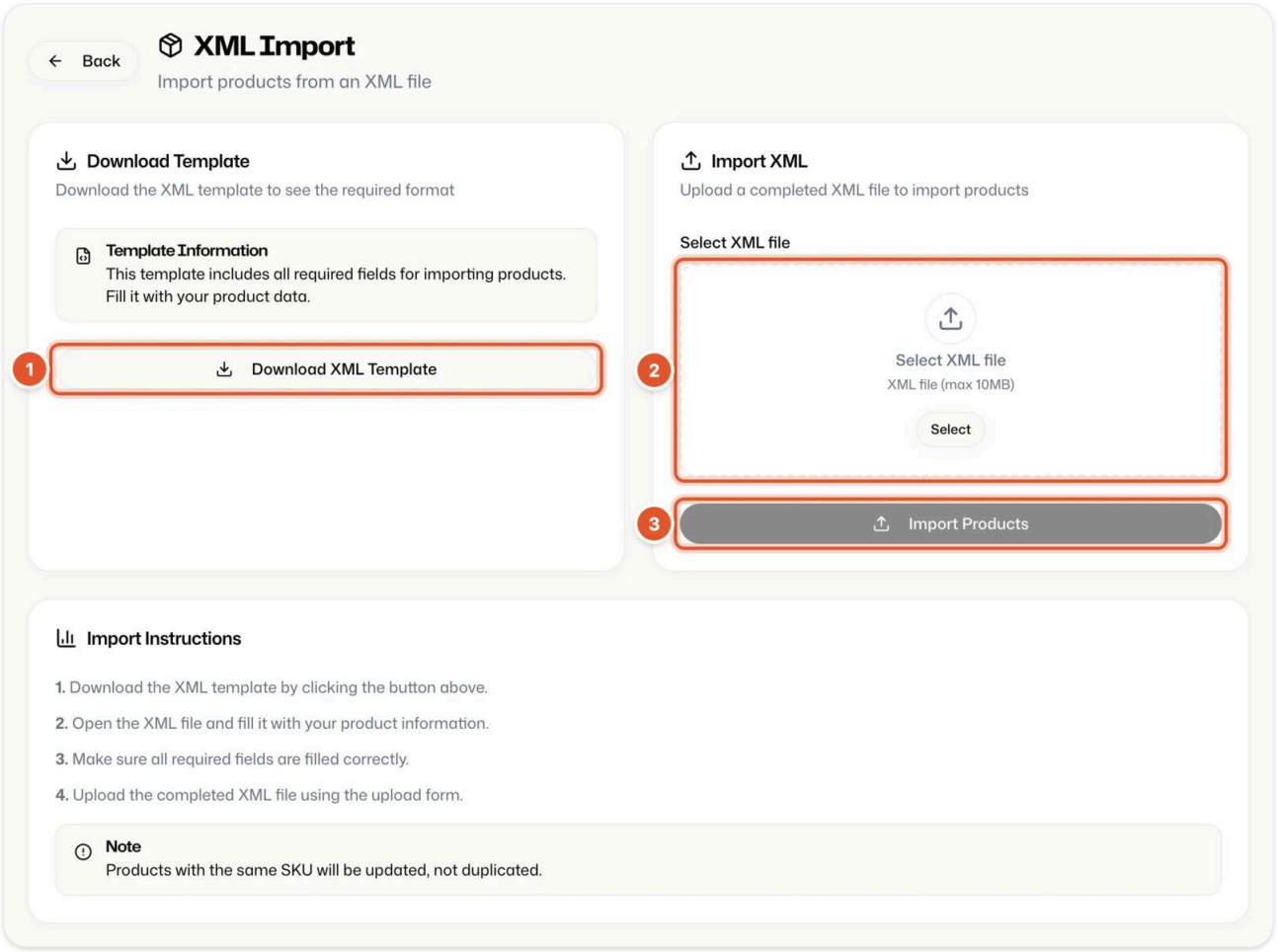


1. **Tabs** – overview, prices and statistics.
2. **Pricing** – the usual and the promotional price.
3. **Edit** – change the product.

The **Offers** tab has prices and discounts, **Statistics** – how many times the product was viewed and clicked.

Upload many products

1. Press **Import**, then **Download XML Template**.



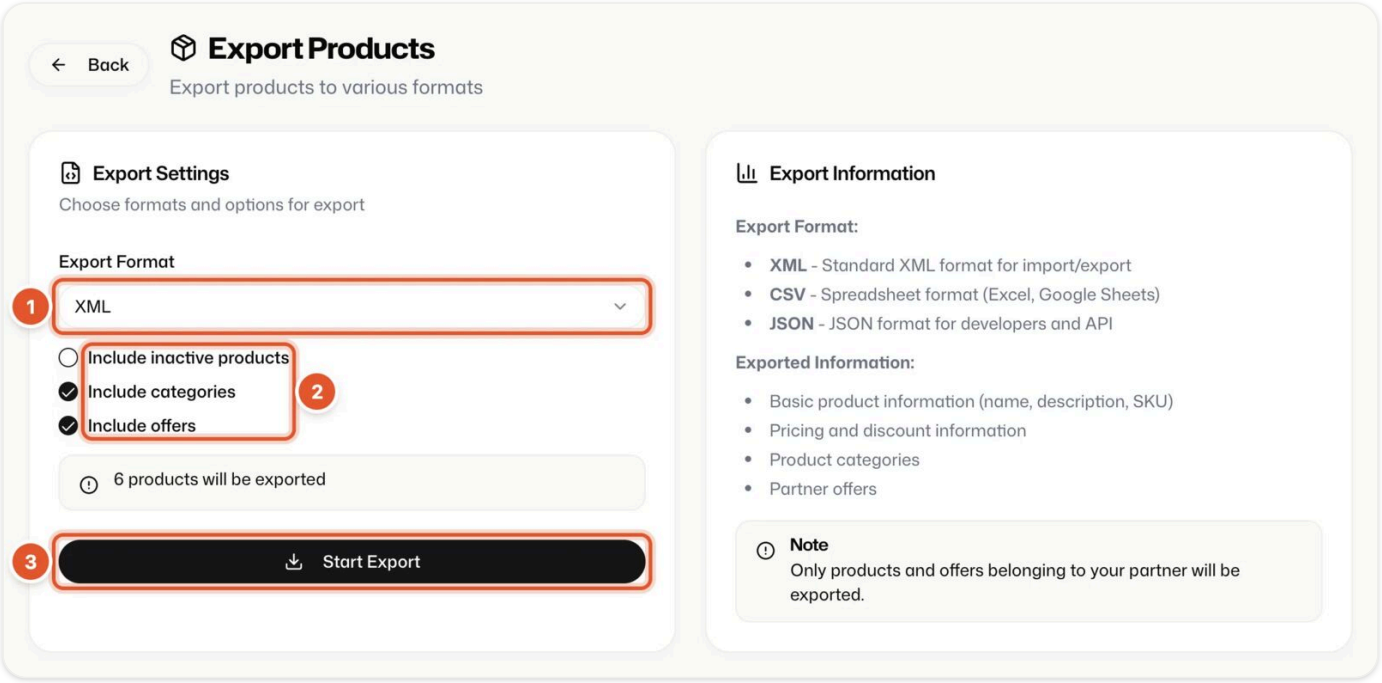
1. **Download XML Template** – which fields are needed.
2. **XML file** – up to 10 MB.
3. **Import Products** – uploads the products.

2. Fill in the template. Products with the same SKU are updated, not added twice.

3. Upload the file (up to 10 MB) and press **Import Products**.

Save products to a file

Press **Export**, choose XML, CSV or JSON and press **Start Export**. Only your products and offers are saved.



1. **Export format** – XML, CSV or JSON.
2. **What to include** – inactive products, categories, promotions.
3. **Start Export** – the file downloads.

If something goes wrong

What you see	What to do
“Invalid file type. Please select an XML file.”	Excel cannot be uploaded here – fill in the XML template.
The product is not at the till	Check that it is active and assigned to the shop.

Related pages

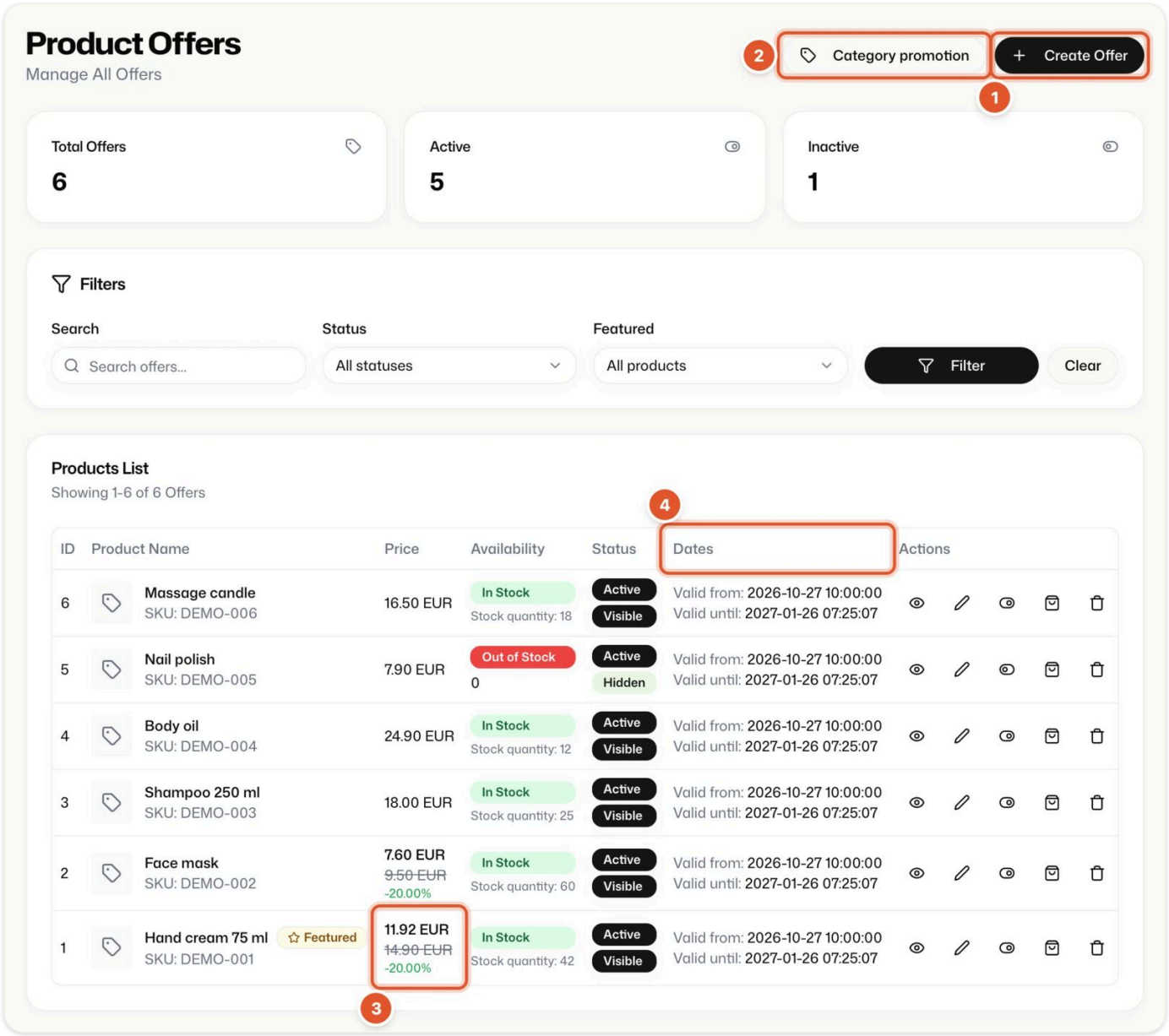
- Product promotions

Product promotions

How to set a product's promotional price, for one product or a whole category at once.

A promotion sets the product's price, discount and the time it is valid. Customers see it next to the product in the app.

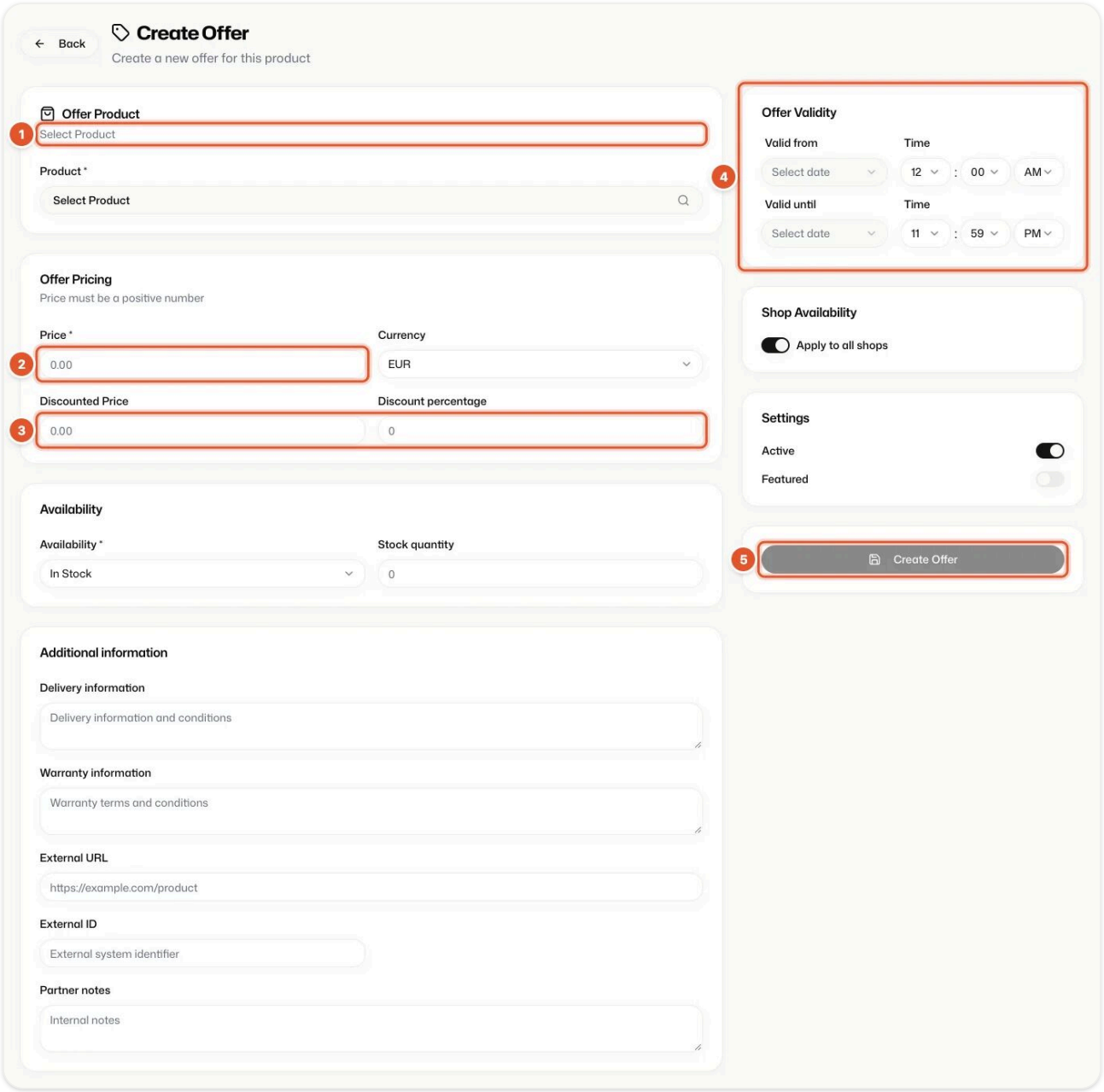
Open **Products and services** → **Product Offers** .



1. **Create Offer** – for one product.
2. **Category promotion** – many products at once.
3. **Price** – promotional, usual and the discount.
4. **Dates** – when the promotion is valid.

Create a promotion for one product

1 Press **Create promotion** and choose the product.



1. **Product** – which product.
2. **Price** – the usual price.
3. **Discount** – the discounted price or a percentage.
4. **Validity** – from when until when.
5. **Create Offer** – saves it.

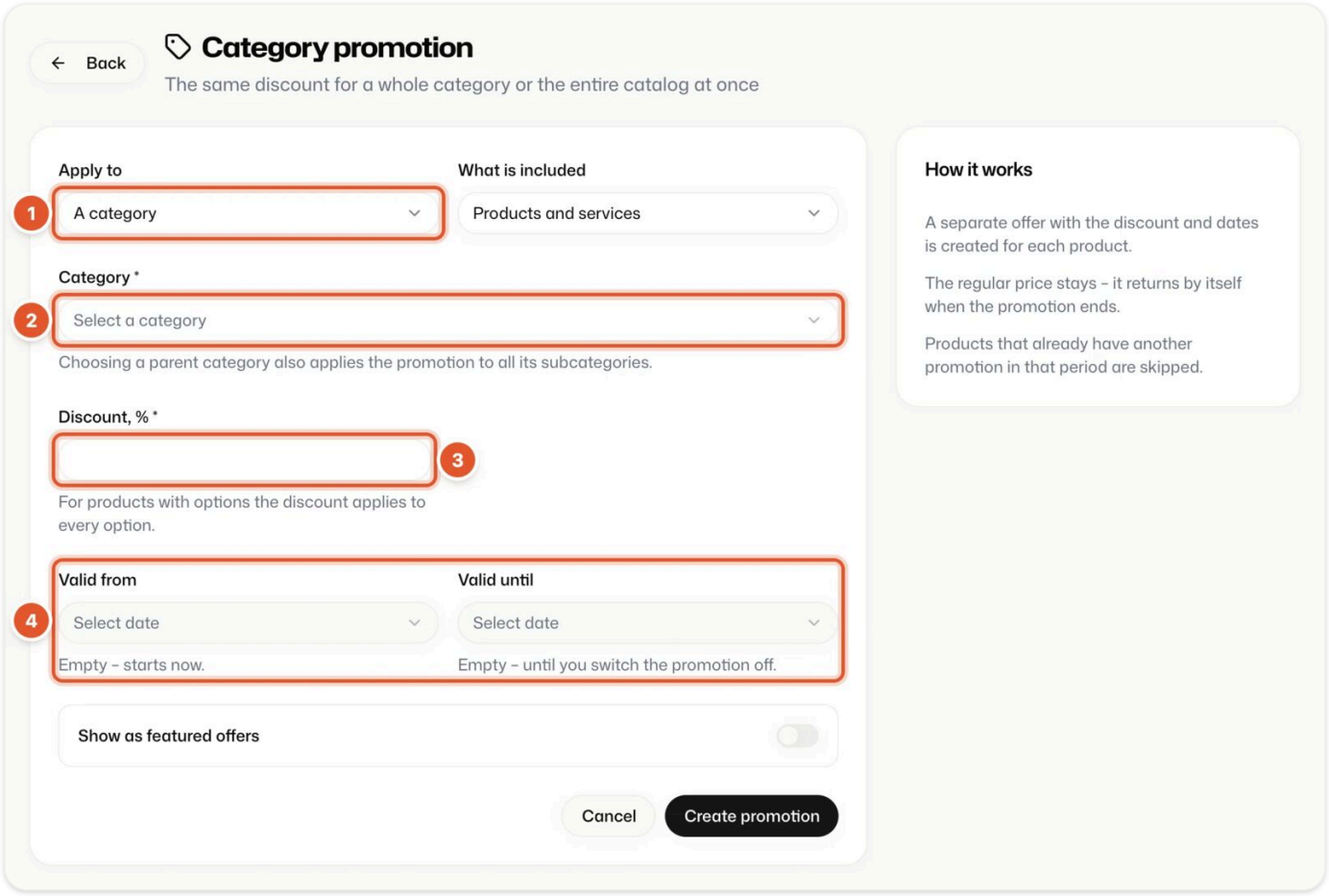
2 Enter the price and the discounted price, or the discount percentage.

3 Set from when until when it is valid, and save.

A promotion for a whole category

> ⚠ **Changes many products at once**
>
> The discount applies to all products of the chosen category and its subcategories. Products that already have another promotion at that time are skipped.

Press **Category promotion**, choose the category, the discount and the dates. The usual price does not change – it comes back by itself when the promotion ends.



1. **Apply to** – a category or the whole catalogue.
2. **Category** – its subcategories too.
3. **Discount, %** – the same for all products.
4. **Validity** – empty – from now until you turn it off.

Stop a promotion

In the list press the switch. A hidden promotion is not shown to customers.

If something goes wrong

What you see	What to do
“You already have an active offer for this product during the provided dates. Offers cannot overlap in time.”	Change the dates or stop the earlier promotion first.

Related pages

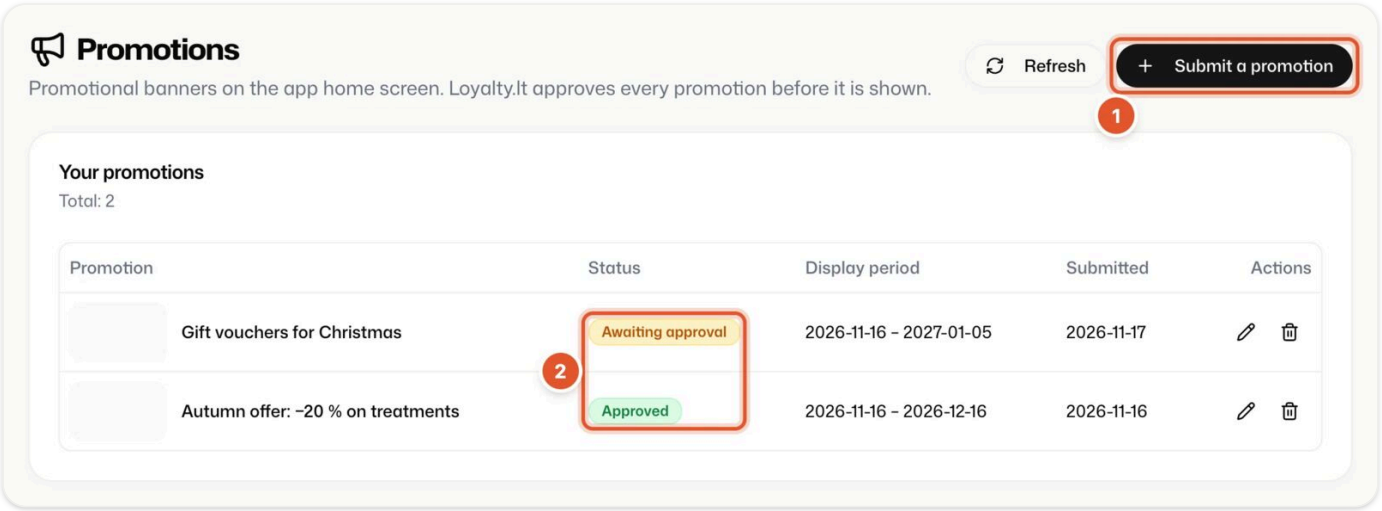
- Products and services
- Till discounts

Promotions

How to submit a promotional banner for the start of the Loyalty.lt app.

A promotion is a banner at the start of the Loyalty.lt app. All app users see it, so Loyalty.lt reviews it before showing it.

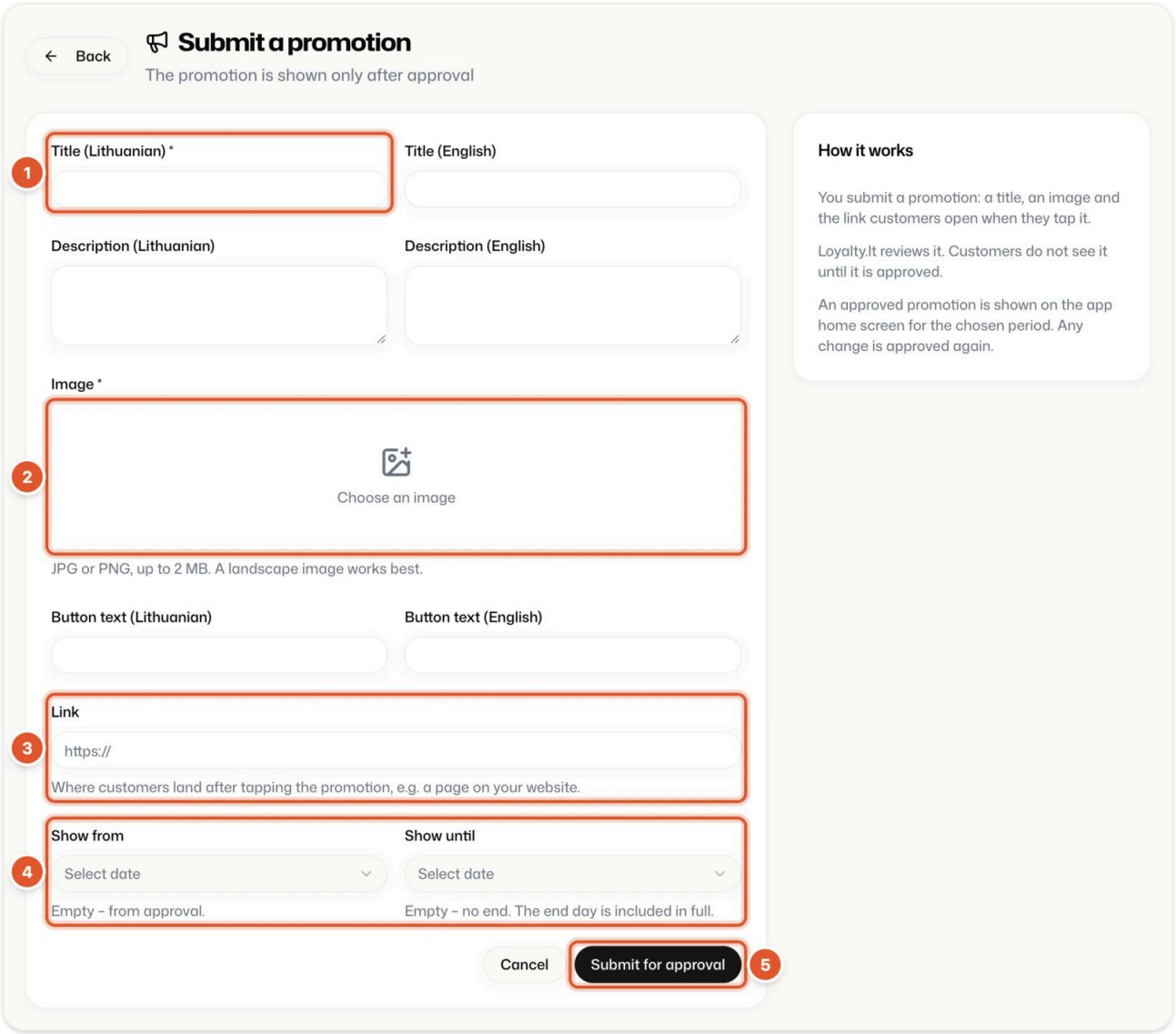
Open **Promotions**.



1. **Submit a promotion** – a new promotion.
2. **Status** – customers see only an approved one.

Submit a promotion

1 Press **Submit a promotion**, type the title and add a picture.



1. **Title** – Lithuanian is required.
2. **Image** – JPG or PNG, up to 2 MB.
3. **Link** – where the customer goes with a tap.
4. **Display time** – optional.
5. **Submit for approval** – Loyalty.lt reviews the promotion.

2 Enter the link the customer opens with a tap. It must start with `https://`.

3 If needed, set from when until when to show it. Press **Submit for approval**.

A change needs approval again

A changed promotion is not shown in the app until we approve it again.

If something goes wrong

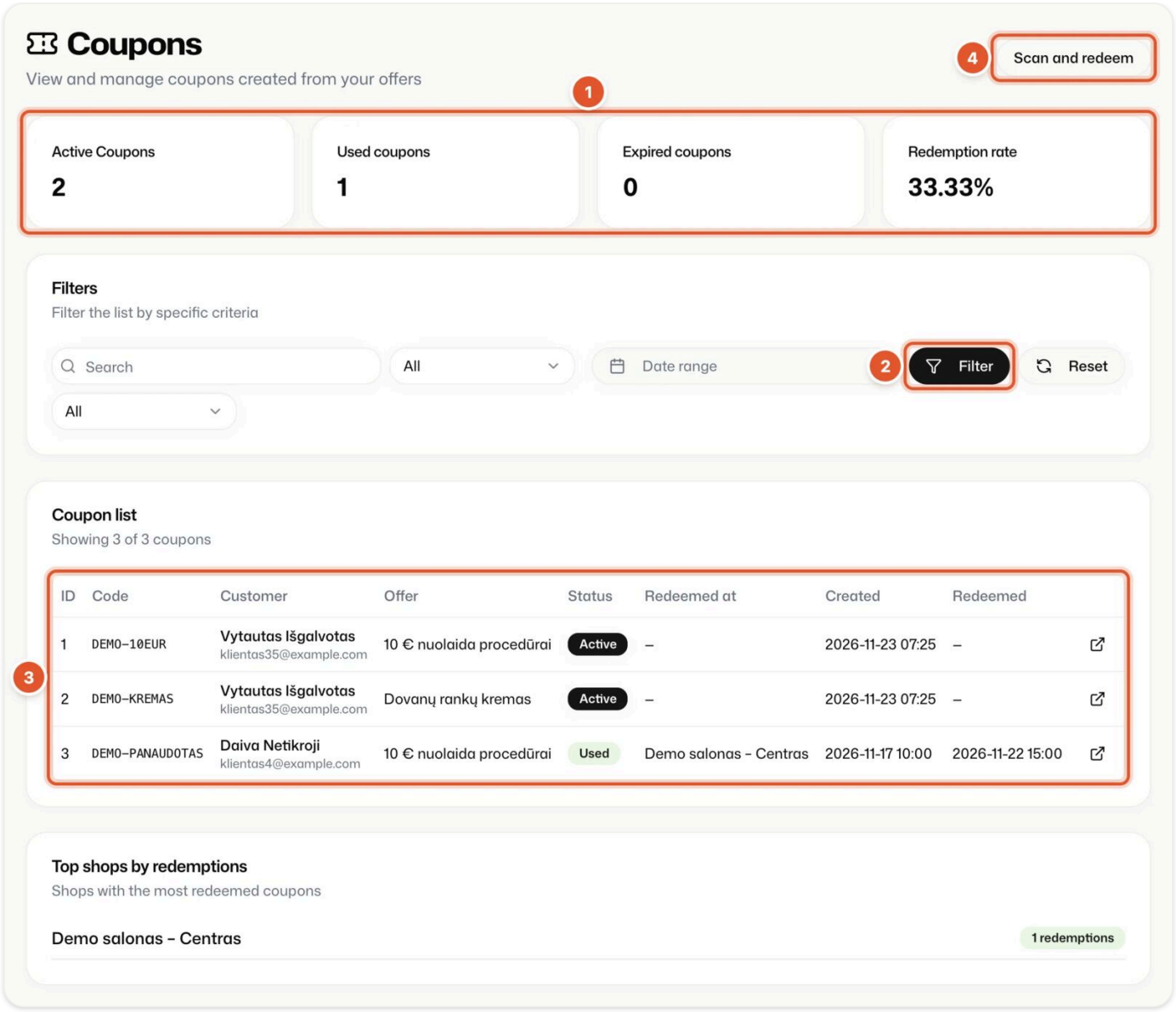
What you see	What to do
“Image is too large – up to 2 MB”	Make the picture smaller. JPG and PNG work.
“The link must start with https://”	Paste the full web address.
Status **Rejected**	Open the promotion – the reason is at the top. Fix it and submit again.

Coupons

How to find a customer's coupon, see its status and redeem a coupon in the portal.

A customer wins a coupon in a game (for example, by collecting stamps) or gets it for an offer. Usually the cashier redeems it. Here you see all coupons.

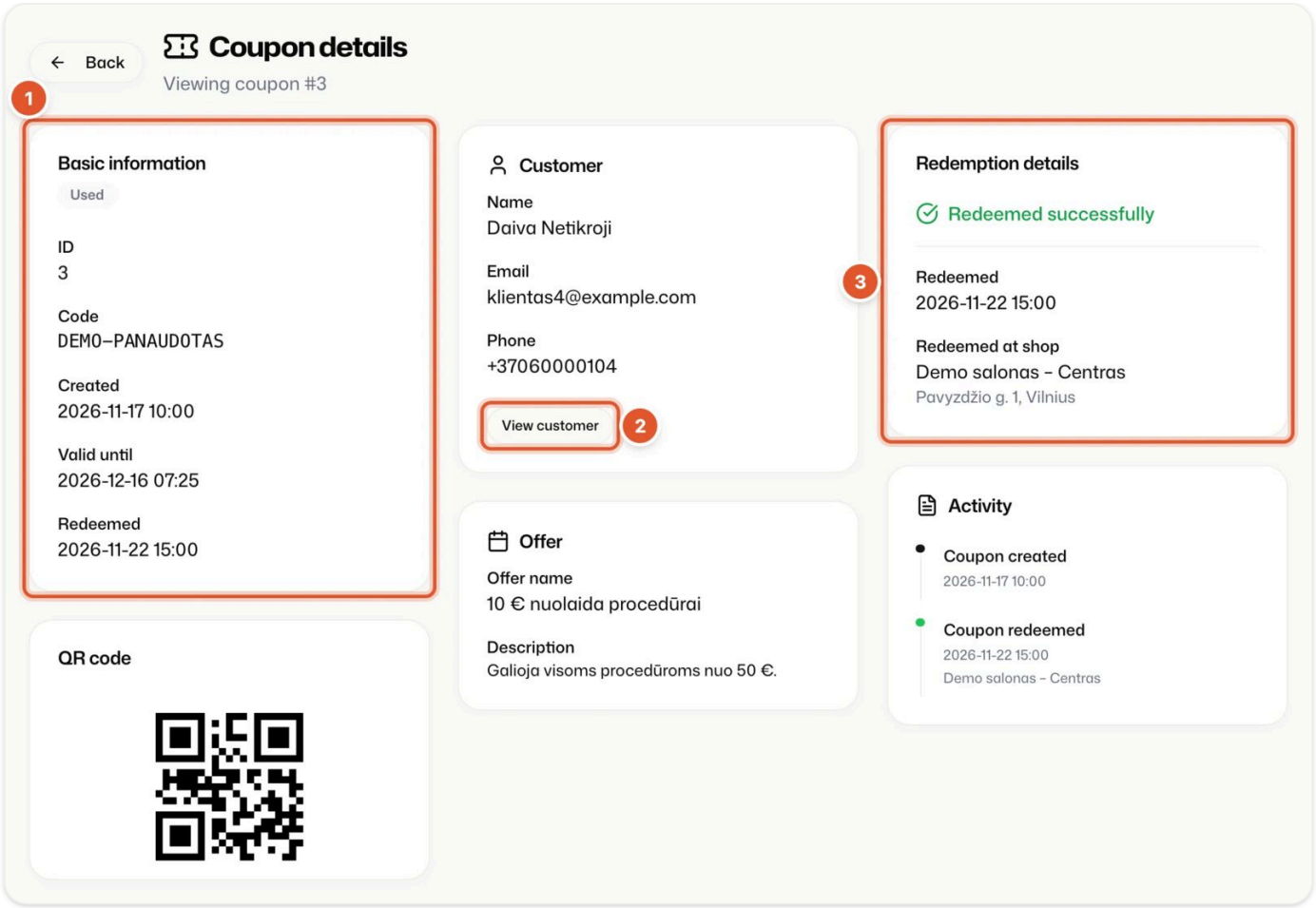
Open **Coupons** .



1. **Numbers** – how many are active, used, expired.
2. **Filter** – by code, customer, status, date.
3. **Coupon list** – who it belongs to, what for and its status.
4. **Scan and redeem** – redeem a coupon without the till.

Coupon page

In the list press the eye. You see who the coupon belongs to, until when it is valid and who redeemed it.



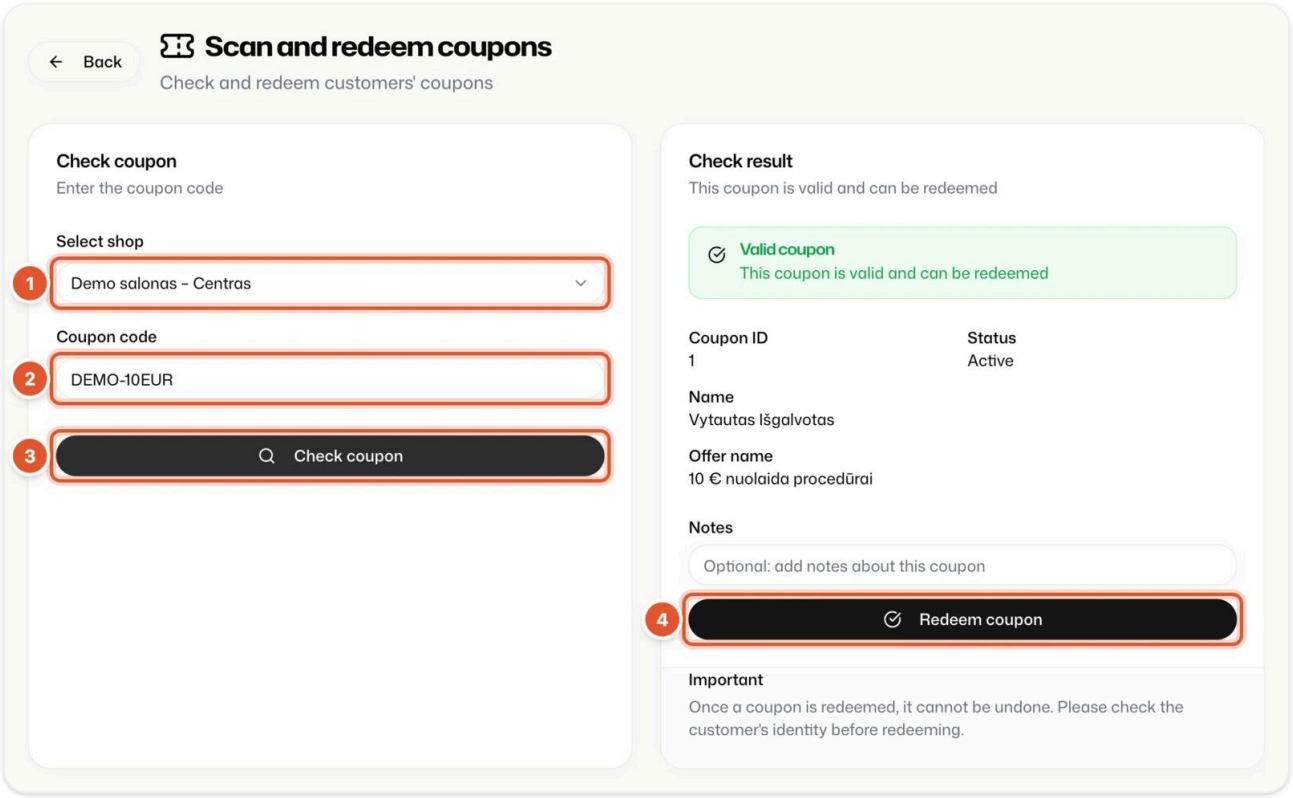
1. **Basic information** – code and validity.
2. **View customer** – the customer's page.
3. **Redemption information** – when and where it was redeemed.

Redeem a coupon in the portal

Use this when no till is at hand.

> **A redeemed coupon cannot be returned**
>
> Before confirming, make sure the customer really gets the gift now.

1. Press **Scan and redeem**.



1. **Shop** – where the coupon is redeemed.
2. **Coupon code** – type it or scan it with a scanner.
3. **Check coupon** – does not redeem anything yet.
4. **Redeem coupon** – cannot be undone.

2. Choose the shop, type the coupon code and press **Check coupon**.
3. Look at what the coupon is and press **Redeem coupon**.

Statuses

Status	What it means
Active	Can be redeemed.
Used	Already redeemed; you see when and where.
Expired	Its validity ended.

Status	What it means
Cancelled	Can no longer be redeemed.

Related pages

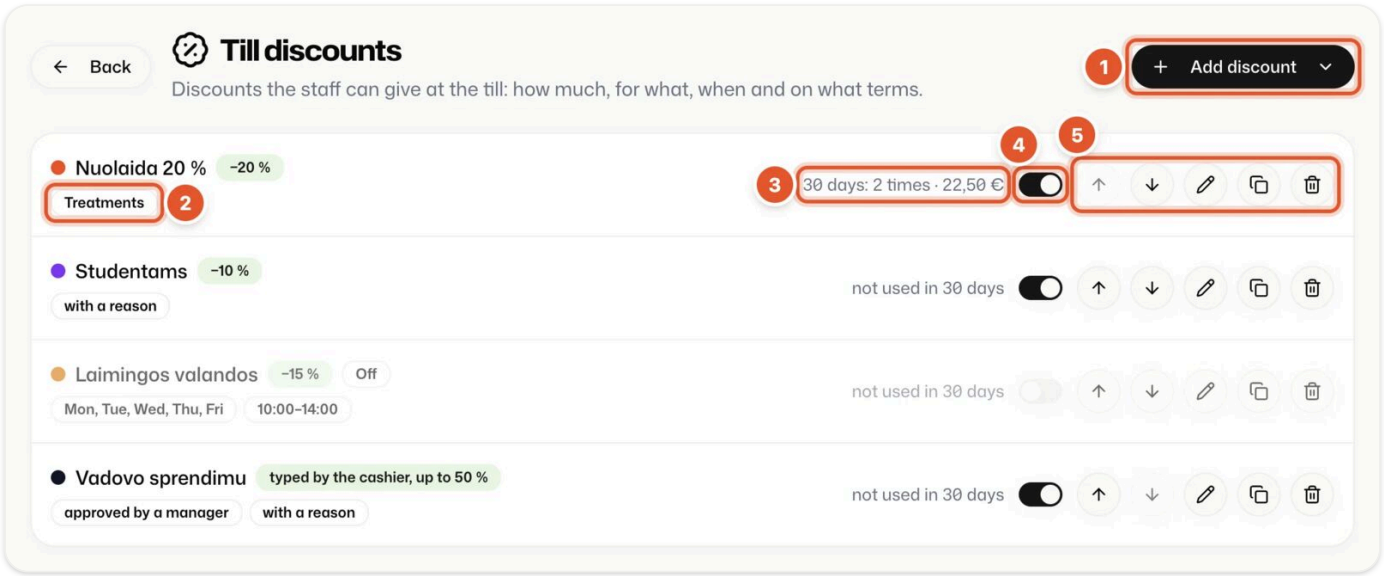
- Coupons at the till
- Product promotions

Till discounts

How to create a discount the cashier applies with one button, and its conditions.

The discounts created here appear as buttons next to the amount at the till. For each you set how much, for whom, when and on what conditions.

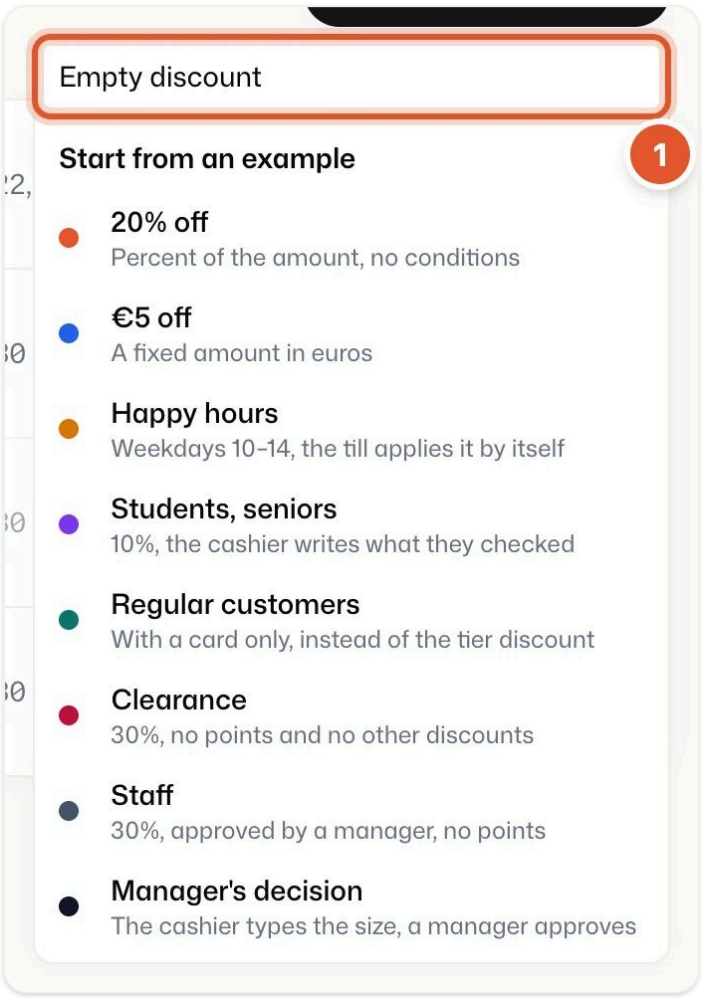
Open **Till discounts** .



1. **Add discount** – a new discount or an example.
2. **Conditions** – for whom, when and how it applies.
3. **Usage** – how many times and how much in 30 days.
4. **On** – a disabled one does not show at the till.
5. **Actions** – order at the till, edit, copy, delete.

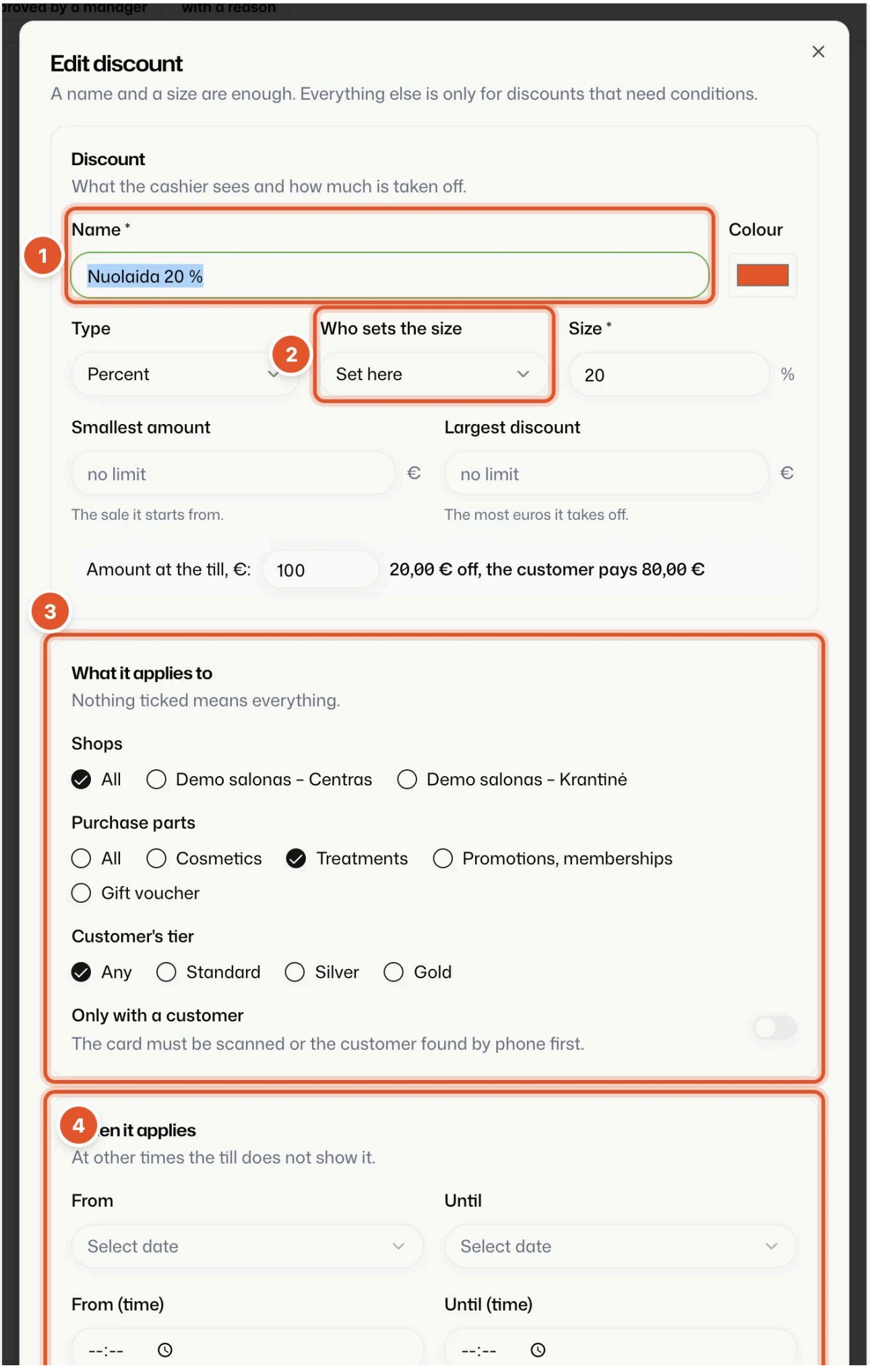
Create a discount

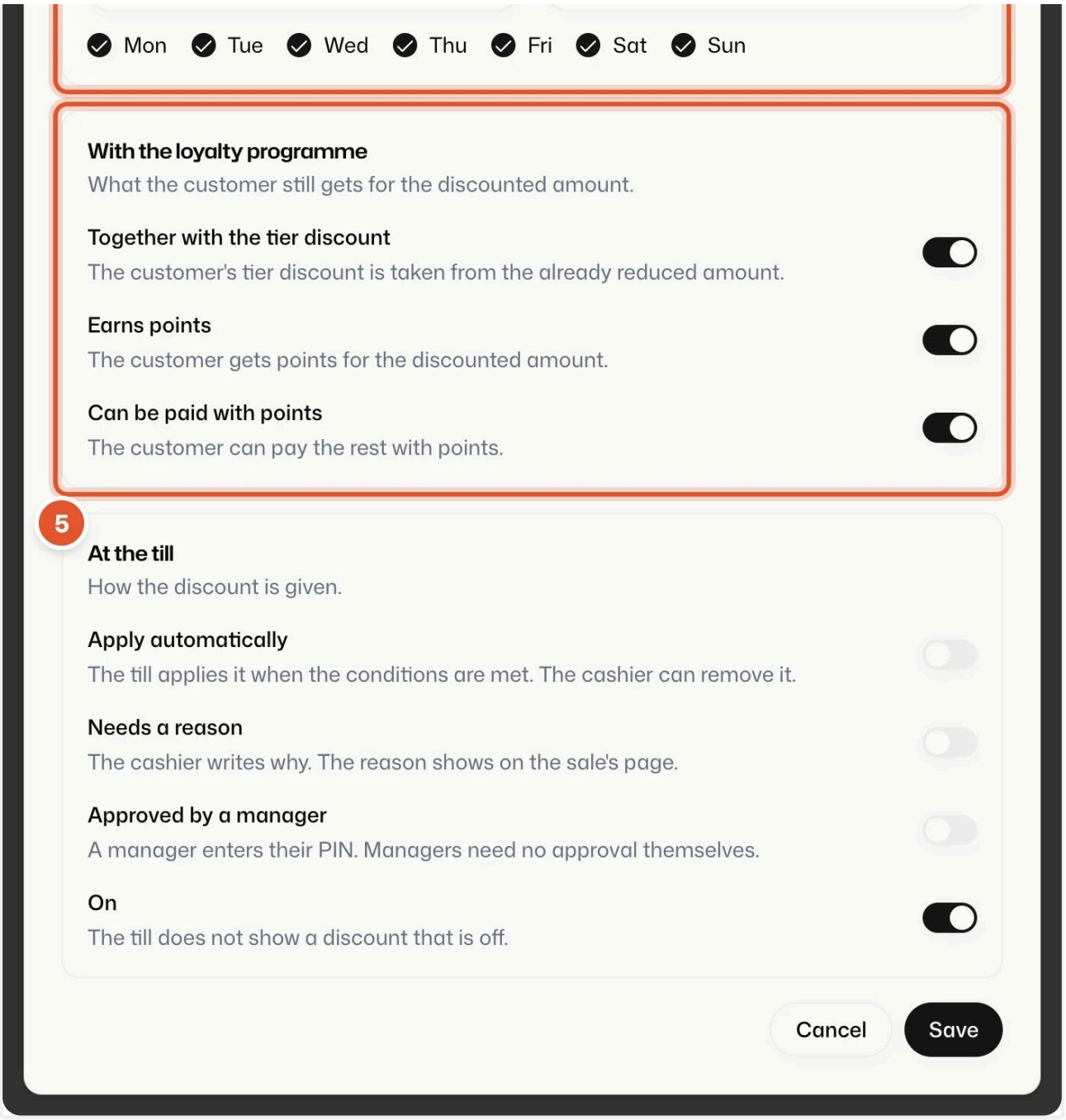
1 Press **Add discount** and choose an example or **Empty discount**.



1 **Empty discount** – start from nothing.

2 Type the name and the size. Everything else only if the discount needs conditions.


Edit discount
A name and a size are enough. Everything else is only for discounts that need conditions.
Discount
What the cashier sees and how much is taken off.
1
Name *
Nuolaida 20 %
Colour
Type
Percent
2
Who sets the size
Set here
Size *
20
%
Smallest amount
no limit
€
The sale it starts from.
Largest discount
no limit
€
The most euros it takes off.
Amount at the till, €:
100
20,00 € off, the customer pays 80,00 €
3
What it applies to
Nothing ticked means everything.
Shops
All
Demo salonas - Centras
Demo salonas - Krantinė
Purchase parts
All
Cosmetics
Treatments
Promotions, memberships
Gift voucher
Customer's tier
Any
Standard
Silver
Gold
Only with a customer
The card must be scanned or the customer found by phone first.
4
en it applies
At other times the till does not show it.
From
Select date
Until
Select date
From (time)
--:--
Until (time)
--:--



1. **Name** – the label of the button at the till.
2. **Who sets the size** – set here or entered by the cashier.
3. **What it applies to** – shops, parts, tiers.
4. **When it applies** – dates, days, hours.
5. **With the loyalty programme** – whether together with the tier and points.

3 Press **Save**. At the till the discount appears after refreshing.

Conditions

Section	What you set
Discount	Percent or euros. You set the size here, or let the cashier enter it up to a limit.
Applies to	Shops, purchase parts, customer tier. Nothing ticked – applies to all.
When valid	Dates, weekdays, hours. At other times the discount does not show at the till.
Combining with the loyalty programme	Whether the tier discount also applies, points are earned, points can pay.
At the till	Whether it applies by itself, needs a reason or a manager's approval.

When a manager's PIN is needed

With **Approved by a manager** ticked, a manager enters their PIN at the till. The reason and the approving person stay on the purchase page.

How much it is used

Next to each discount you see how many times it was applied in 30 days and the total. A discount that is off does not show at the till but stays in the list.

If something goes wrong

What you see	What to do
The discount is not at the till	Check that it is on and the shop, day and hour fit. At the till press the refresh arrow.

What you see	What to do
“Enter both hours: from and until”	The time needs both a start and an end.
“The end date is before the start”	Swap the dates.

Related pages

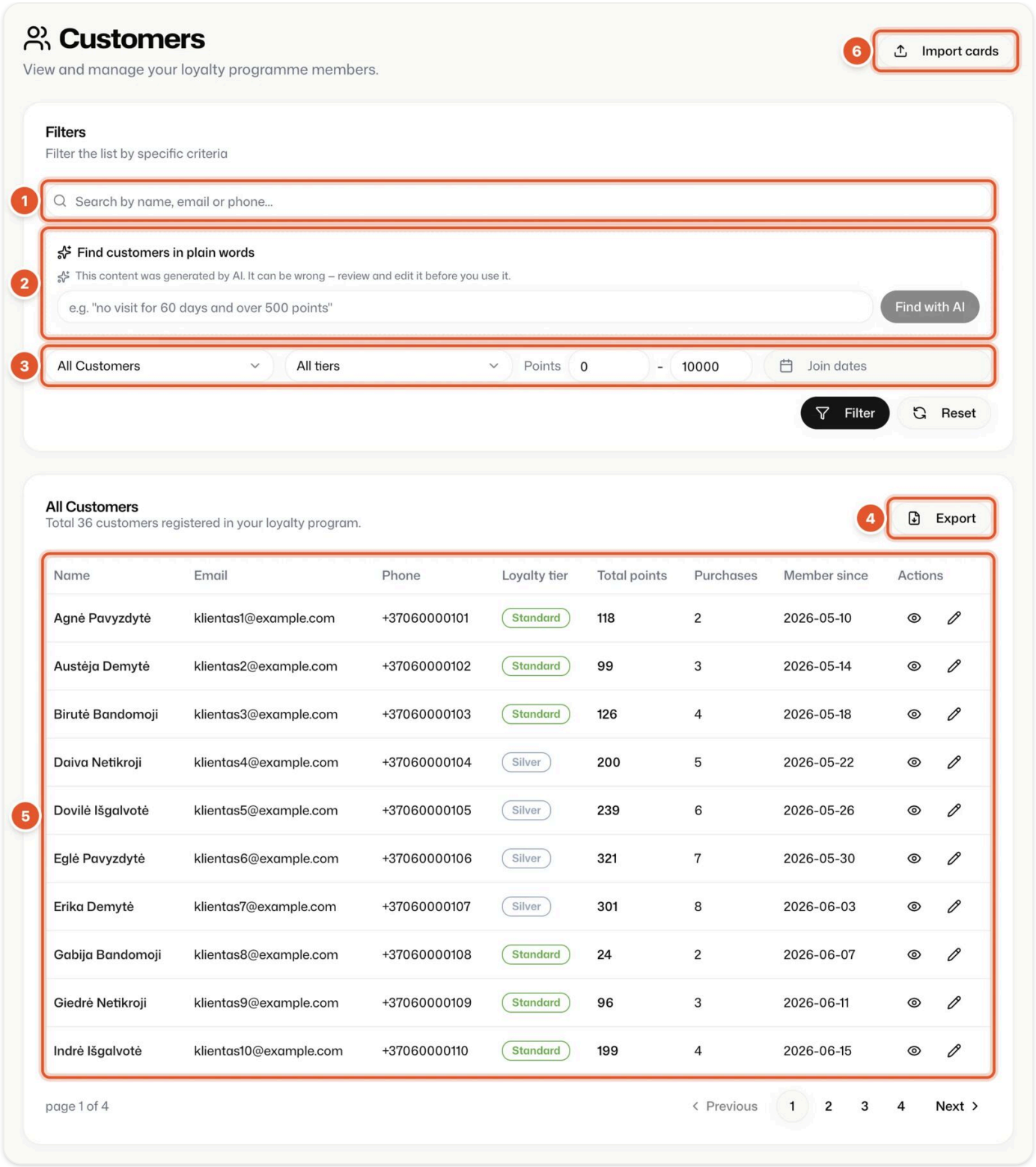
- Amount and discount – how the cashier applies the discount

Customers

How to find a customer, change their details, tier and consents, and save the list.

Here you see everyone who has your loyalty card.

Open **Customers** .



1. **Search** – name, email or phone.
2. **Find customers in plain words** – AI picks the filters from your sentence.
3. **Filters** – card, tier, points, date.
4. **Export** – the list as a CSV or Excel file.
5. **Customer list** – the eye - the customer's page, the pencil - change details.
6. **Import cards** – upload an existing customer list.

Find customers

Search by name, email or phone. Filters narrow the list by tier, points and joining date.

Find customers in plain words lets you write what you are looking for, such as “no visit for 60 days and over 500 points”. AI turns it into filters – check them before using.

Customer page

In the list press the eye.

← Back

Vytautas Išgalvotas

View and manage customer details and transactions

1 Edit

Customer profile

Member since 2026-09-23

Contact information

- Vytautas Išgalvotas
- klientas35@example.com
- +37060000135
- 1976-11-08 · Male
- Vilnius

Loyalty information

- Total purchases: **9**
- Total points: **431**
- Loyalty tier: Silver — Assign tier (2)

Next tier: Gold – 246

Loyalty card

Loyalty card information and status

View card

- Card number: **700004795**
- Last used: 2026-11-26 07:09
- Valid until: Does not expire

Active

3

QR code type: QR — Active



Card ID: 700004795

4

Consents

Marketing consents of this customer. With a channel off, the customer will not receive your campaigns.

SMS messages — No consent

+37060000135

The customer has not given consent

Emails — No consent

klientas35@example.com

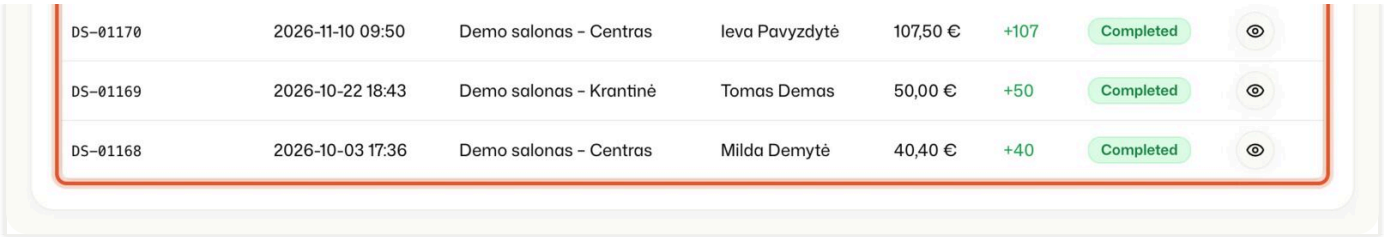
The customer has not given consent

Transaction history

Customer has completed 9 transactions

5

Reference number	Date	Shop	Staff	Amount	Points	Status	Actions
DS-R0001	2026-11-26 08:30	Demo salonas - Centras	Ieva Pavyzdytė	-20,00 €	-20	Completed	
DS-01171	2026-11-26 07:09	Demo salonas - Centras	Jonas Pavyzdys	27,90 €	+27	Completed	
DS-01172	2026-11-26 07:08	Demo salonas - Centras	Milda Demytė	120,00 €	-	Completed	
DS-01173	2026-11-26 07:07	Demo salonas - Krantinė	Tomas Demas	45,40 €	+45	Completed	
DS-01174	2026-11-26 07:06	Demo salonas - Centras	Ieva Pavyzdytė	55,00 €	+55	Completed	
DS-01175	2026-11-26 07:05	Demo salonas - Centras	Jonas Pavyzdys	107,50 €	+107	Completed	



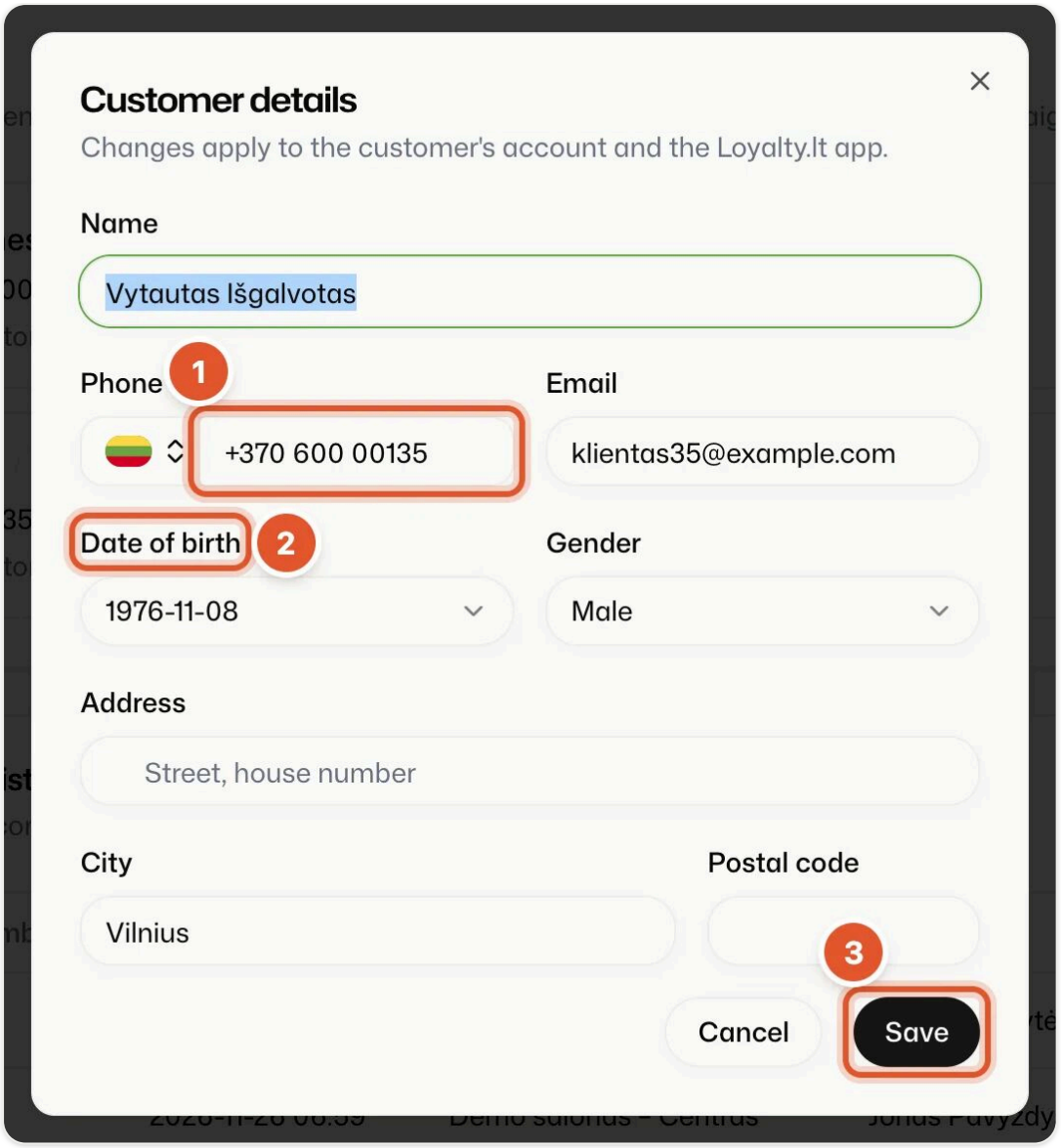
DS-01170	2026-11-10 09:50	Demo salonas - Centras	Ieva Pavyzdytė	107,50 €	+107	Completed	
DS-01169	2026-10-22 18:43	Demo salonas - Krantinė	Tomas Demas	50,00 €	+50	Completed	
DS-01168	2026-10-03 17:36	Demo salonas - Centras	Milda Demytė	40,40 €	+40	Completed	

1. **Edit** – change the customer's details.
2. **Assign tier** – a tier by hand.
3. **QR code** – the same one the customer shows at the till.
4. **Consents** – SMS and email.
5. **Transaction history** – all purchases; the eye – the purchase page.

Change a customer's details

> ⚠ **Changes the customer's account too**
>
> Changes apply to the customer's account and the Loyalty.lt app. Change only what the customer asked for.

Press **Edit**, change and save.

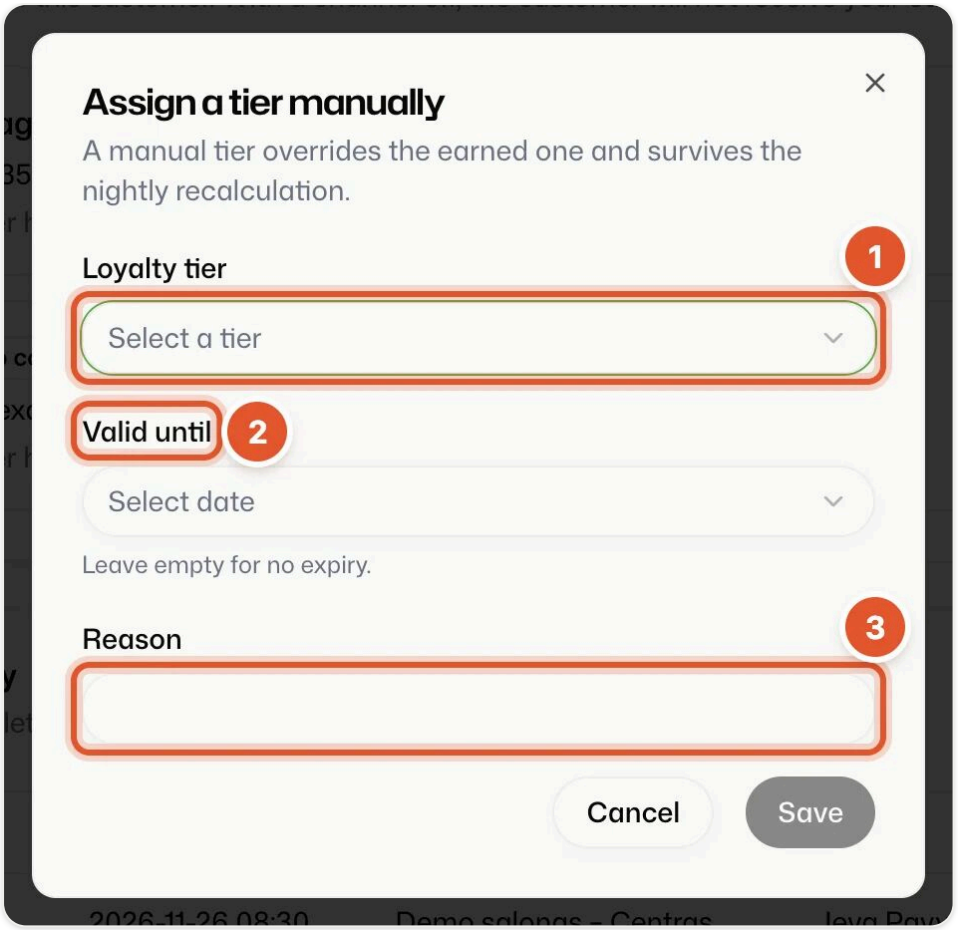


1. **Phone** – the customer signs in to the app with this number.
2. **Date of birth** – needed for birthday gifts.
3. **Save** – applies at once.

The **Check contacts** badge in the list means the phone number is wrong or there is no contact.

Assign a tier manually

Press **Assign tier**, choose the tier and, if needed, until when it is valid.



1. **Loyalty tier** – which tier to give.
2. **Valid until** – empty - without limit.
3. **Reason** – a note for you.

A manual tier applies instead of the automatic one. **Remove manual assignment** cancels it.

Consents

The **Consents** block shows whether the customer agreed to your SMS and emails. Turning a channel off stops your campaigns to them.

> ⚠ **The consent is the customer's**
>
> Turn it on only when the customer really agreed. If they opted out themselves, only they can give it back.

Save the list

Press **Export** and choose CSV or Excel. The customers you see with the current filters are saved.

> ⚠ **Personal data**
>
> The file has names, phone numbers and email addresses. Keep it safe and delete it when no longer needed.

If something goes wrong

What you see	What to do
The customer is not in the list	They do not have your card yet. Register them at the till.
“Withdrawn by the customer – only they can give it again”	Ask the customer to agree in the app.
The customer does not see points in the app	They probably signed in with another phone number or email. They must sign in with the number given at the till.

Related pages

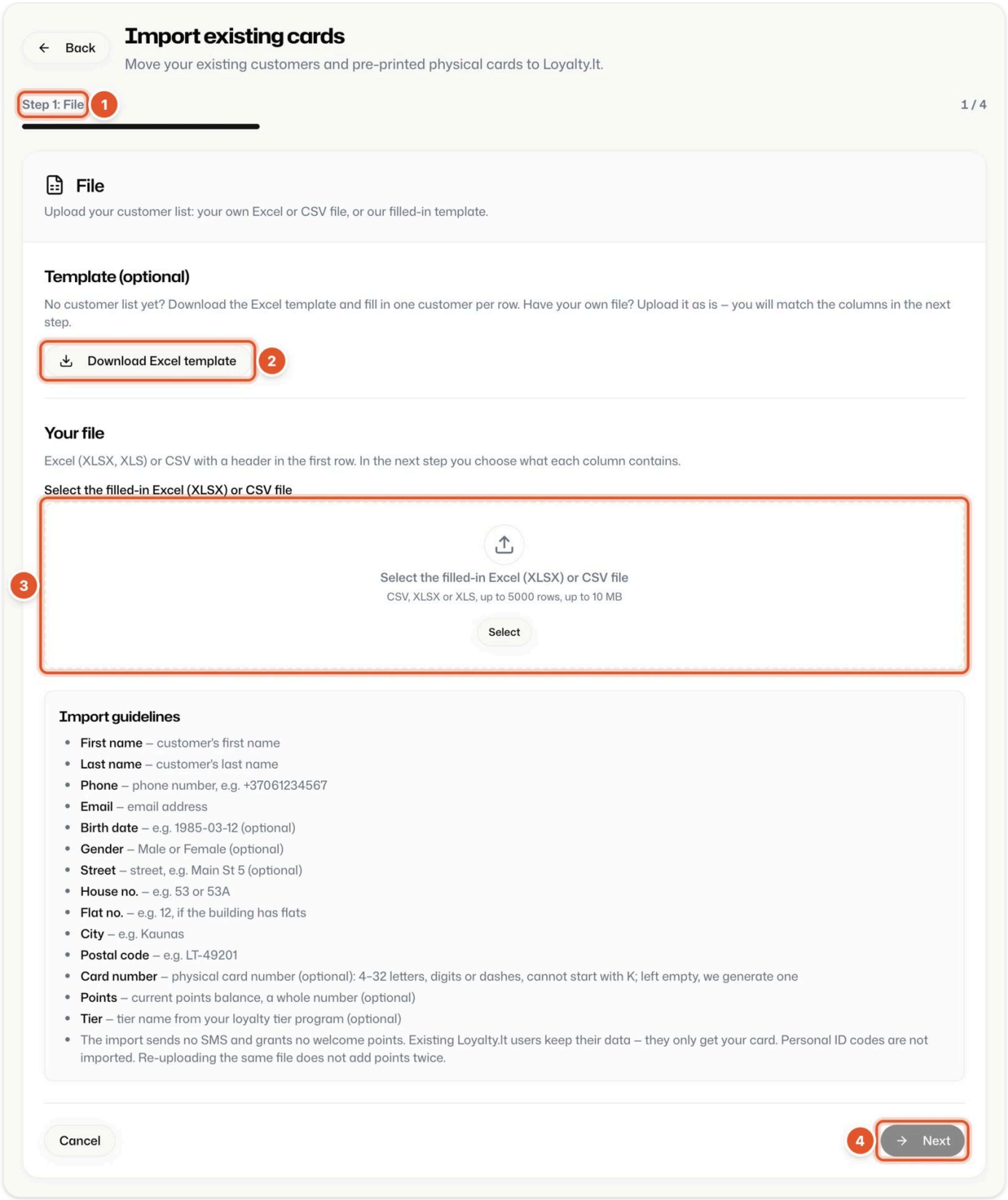
- Customer import
- Transactions
- Loyalty tiers

Customer import

How to move an existing customer list and printed cards from Excel.

If you already have a customer list, move it in one go. Your own Excel or CSV file works.

Open **Customers** and press **Import cards**.



1. **Steps** – 4 in total.
2. **Download Excel template** – if you have no file of your own.
3. **Your file** – Excel or CSV.
4. **Next** – matching the columns.

Nothing is sent to anyone

The import sends no SMS and gives no welcome points. Existing Loyalty.lt users' details do not change – they only get your card.

Import

1. **File.** Upload your file. If you have none, press **Download Excel template** and fill it in: one row – one customer.
2. **Columns.** Say what is in each column. Leave unneeded ones as **Do not import**.
3. **Review.** Check what will be saved. Nothing changes until you confirm.
4. **Done.** You see how many customers are new, how many were linked to existing ones and how many were skipped.

What the file needs

- A phone or an email – at least one. The phone works best with the country code: `+37061234567`.
- The card number is optional. If it is missing, we create one.
- Points – a whole number. Uploading the same file again does not add the points twice.
- Up to 5000 rows and 10 MB. More – split into several files.
- We do not import personal identity codes.

If something goes wrong

What you see	What to do
“Assign at least one column to phone or email.”	Choose which column has the contact.
“This field is already assigned to another column.”	Keep one column per field.

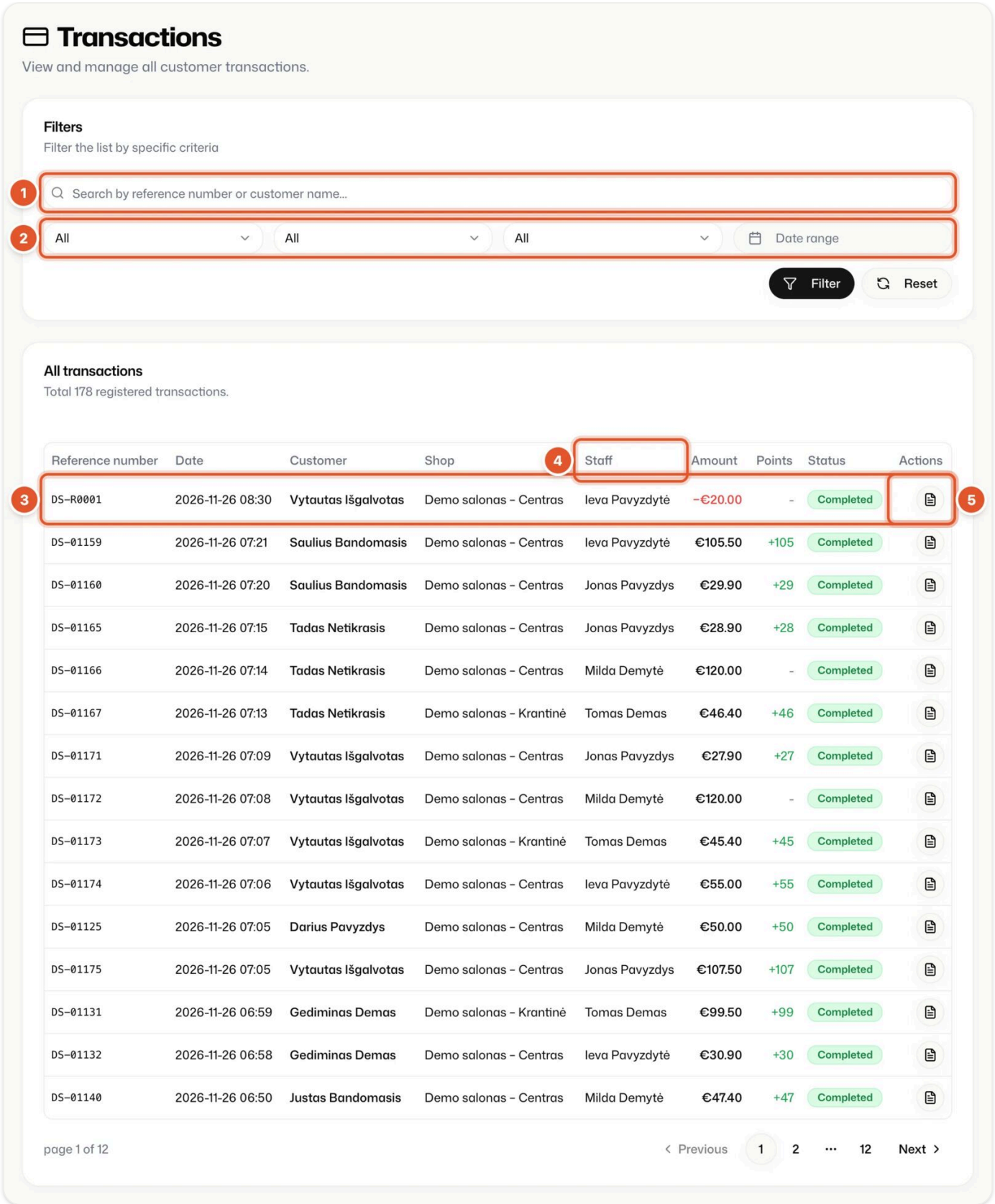
What you see	What to do
“There are no rows to import. Fix the errors and check the file again.”	Read the note next to each row and fix the file.

Transactions

How to find a purchase or a refund and see everything that happened in it.

Every purchase and refund is here: from the till, a website or the API.

Open **Transactions**.



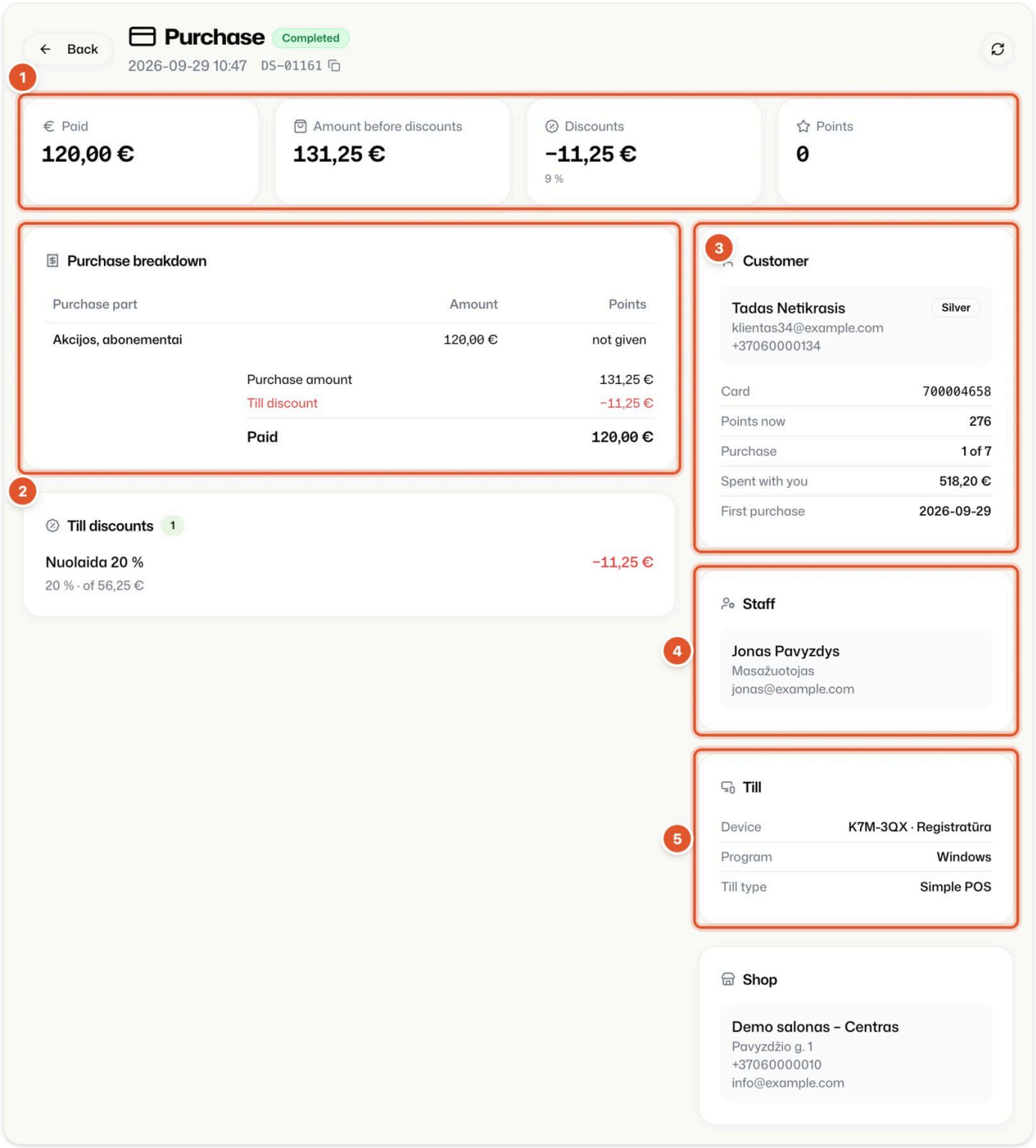
1. **Search** – reference number or customer.
2. **Filters** – shop, staff, status, date.
3. **Refund** – an amount with a minus.
4. **Staff** – who sold it.

5 **Actions** — open the purchase.

A refund is a separate row with a minus. It reduces the turnover; the original purchase stays.

Purchase page

In the list press the sheet icon on the right.



1. **Summary** – what was paid, points and discounts.
2. **Purchase breakdown** – each part separately.
3. **Customer** – who bought.
4. **Staff member** – who sold.
5. **Till** – on which device.

- **Purchase breakdown** – what was paid for, which discounts, how many points for each part.

- **Customer** – their tier, current points, which purchase this is and how much they spent in total.
- **Staff member** and **Till** – who sold it and on which device. The device code is also at the till, at the bottom left.

Refunds

A refund is made at the till: the customer's **Previous Purchases** → **Refund**. More in Past purchases.

If something goes wrong

What you see	What to do
The device is “Unknown”	The purchase was made with an older till version. Update the till.
A purchase is missing	Clear the filters: **Reset**. Check the date and the shop.

Related pages

- Customers
- Reports

Payment collection

How to take customer payments through Stripe and what it costs.

The service lets you take customer payments online. The money goes to your Stripe account; the fee is taken off by itself.

Open **Payment Collection** .

Payment collection

Automatic collection of customer payments with transparent fees

How does it work?

1

Turn on the service

Payment collection is switched on automatically for all your transactions

2

The customer pays

Fees are deducted automatically from the payment according to your rates

3

You receive the rest

The remaining funds are transferred automatically to your Stripe Connect account

1

€ Pricing

Clear and transparent fees for every transaction

Stripe fee	Platform fee
2.90% + €0.30	1.50% + €0.10

Total fee

4.40% + €0.40

Fee calculator

See exactly how much you will receive after fees

Transaction amount (€)

100

Customer pays:	€100.00
Stripe fee:	-€3.20
Platform fee:	-€1.60
You receive:	**€95.20**

2

3

Available discount codes

Apply a discount code to lower your fees

Have a discount code? Enter it here:

Enter a discount code (e.g. SAVE15) Apply

The discount code will be applied automatically and shown in the calculator

No discount codes available right now

Payment collection settings

Turn on payment collection to start using the service

Complete the Stripe Connect setup first

To turn on payment collection, finish setting up your Stripe Connect account below.

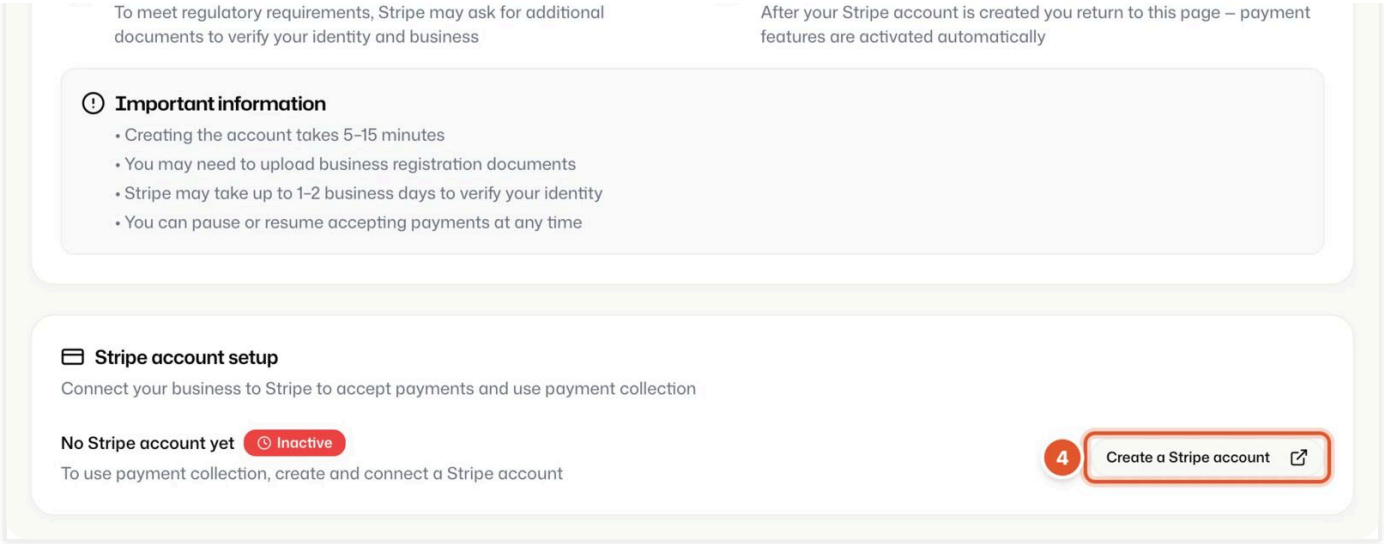
Service off

Turn it on to start collecting payments

How to start collecting payments

Follow these steps to connect your business to Stripe and start accepting payments

1. **1. Create a Stripe account**
   The button below takes you to Stripe, where you can create a new account or sign in to an existing one
2. **2. Fill in your business details**
   Stripe will ask for business details: company name, address, line of business and other required information
3. **3. Verify your identity**
4. **4. Set up a bank account**
   Add the bank account Stripe will transfer your funds to. It can be any Lithuanian or EU bank account
5. **5. Confirm and activate**
   Once everything is submitted, Stripe checks the details and activates your account for payments
6. **6. Come back to the platform**



1. **Pricing** – Stripe and platform fees.
2. **Fee calculator** – what is left from an amount.
3. **Discount code** – if you have one.
4. **Create a Stripe account** – start here.

Turn it on

1. At the bottom of the page press **Create a Stripe account**. The Stripe website opens.
2. Fill in the company details, confirm your identity and enter the bank account. It takes 5–15 minutes.
3. Come back to the portal. When Stripe approves the account (up to 1–2 working days), turn the service on.

What it costs

The **Pricing** block shows the prices. The **Fee calculator** shows what is left from a given amount.

If you have a discount code, type it on the right and press **Apply**.

If something goes wrong

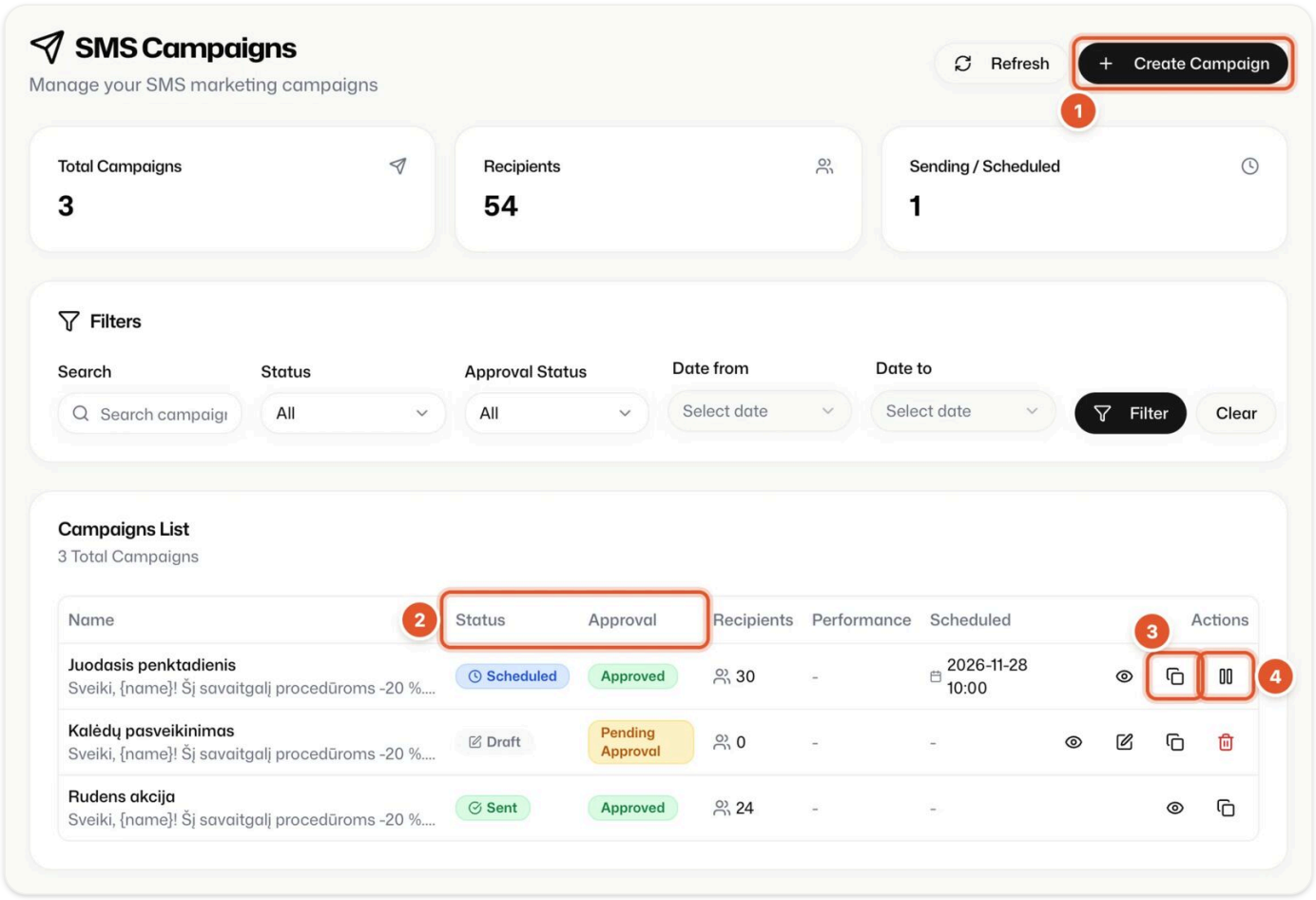
What you see	What to do
“Complete the Stripe Connect setup first”	The Stripe account is not finished. Continue with the same button.
Stripe asks for more documents	Upload them on the Stripe website. Loyalty.It does not see them.

SMS campaigns

How to send an SMS to customers, what it costs and what the results show.

An SMS reaches everyone whose phone number you have and who agreed. No app is needed.

Open **SMS Marketing** → **Campaigns**.



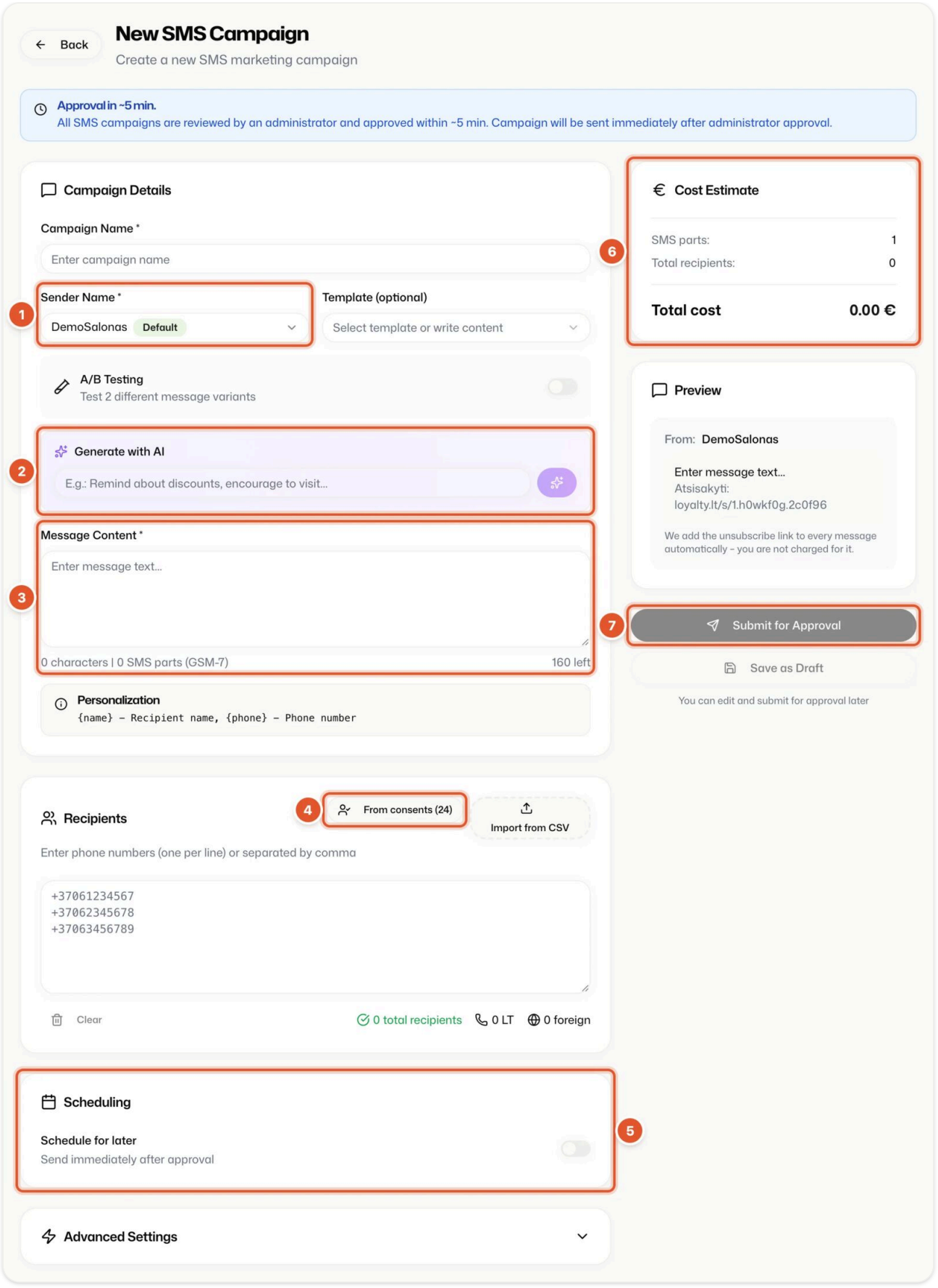
1. **Create Campaign** – a new campaign.
2. **Status and approval** – only an approved one is sent.
3. **Duplicate** – a copy for a new campaign.
4. **Cancel campaign** – while it is not sent yet.

If you see a request form instead of campaigns, the SMS service is not on yet. Fill in the form – we will get in touch.

Send a campaign

> ⚠ **Costs money and cannot be undone**
>
> You pay for every part of a message. Sent messages cannot be taken back. Send only to those who agreed.

1 Press **Create Campaign** . Choose the sender name and write the text.



1. **Sender name** – what the customer sees instead of a number.
2. **Generate with AI** – suggests the text.
3. **Message content** – below it – characters and parts.

4. **From consents** – those who agreed.
5. **Scheduling** – send later.
6. **Cost Estimate** – what it will cost.
7. **Submit for Approval** – Loyalty.lt reviews it before sending.

2. Choose the recipients: the button with the number of consents takes those who agreed.

3. Check the **Cost Estimate** and press **Submit for Approval**.

Loyalty.lt reviews the campaign – usually within 5 minutes. An approved campaign is sent at once or at the set time.

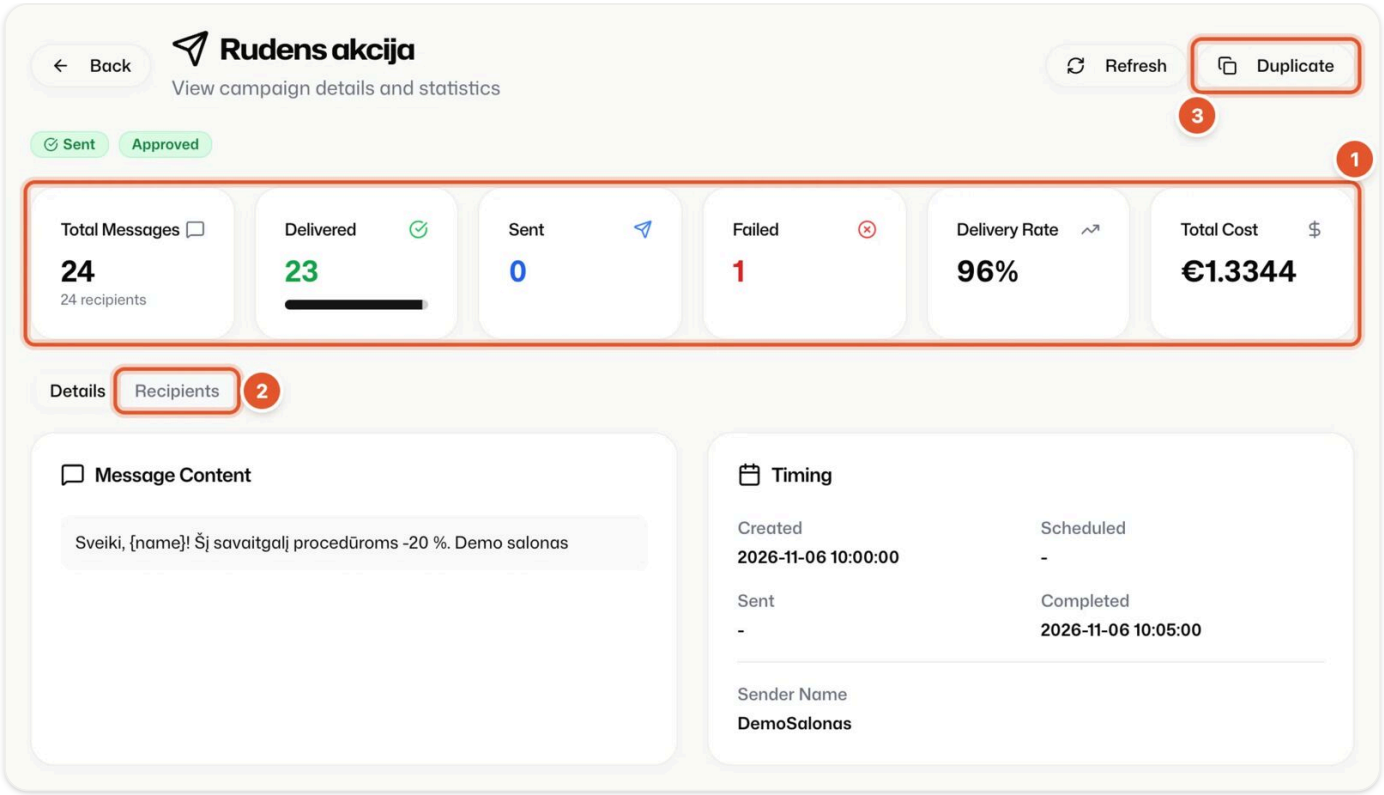
How many parts a message takes

- Without Lithuanian letters, one part is 160 characters.
- With Lithuanian letters (ą, č, ę, ė, į, š, ų, ū, ž) – 70 characters.
- A longer message is sent in several parts. You pay for each.

We add the opt-out link to the message ourselves. You do not pay for it.

Results

Open the campaign. You see how many messages were delivered, how many failed and what it cost. The **Recipients** tab lists every number.



1. **Results** – delivered, failed, cost.
2. **Recipients** – every number.
3. **Duplicate** – send a similar one.

If something goes wrong

What you see	What to do
“No approved sender names”	First register a sender name.
Approval **Rejected**	Open the campaign, read the reason, fix it and submit again.
The message was not delivered	The number is wrong or switched off. Fix the customer's contacts.

Related pages

- Templates and sender names
- SMS automation
- Consents and messages

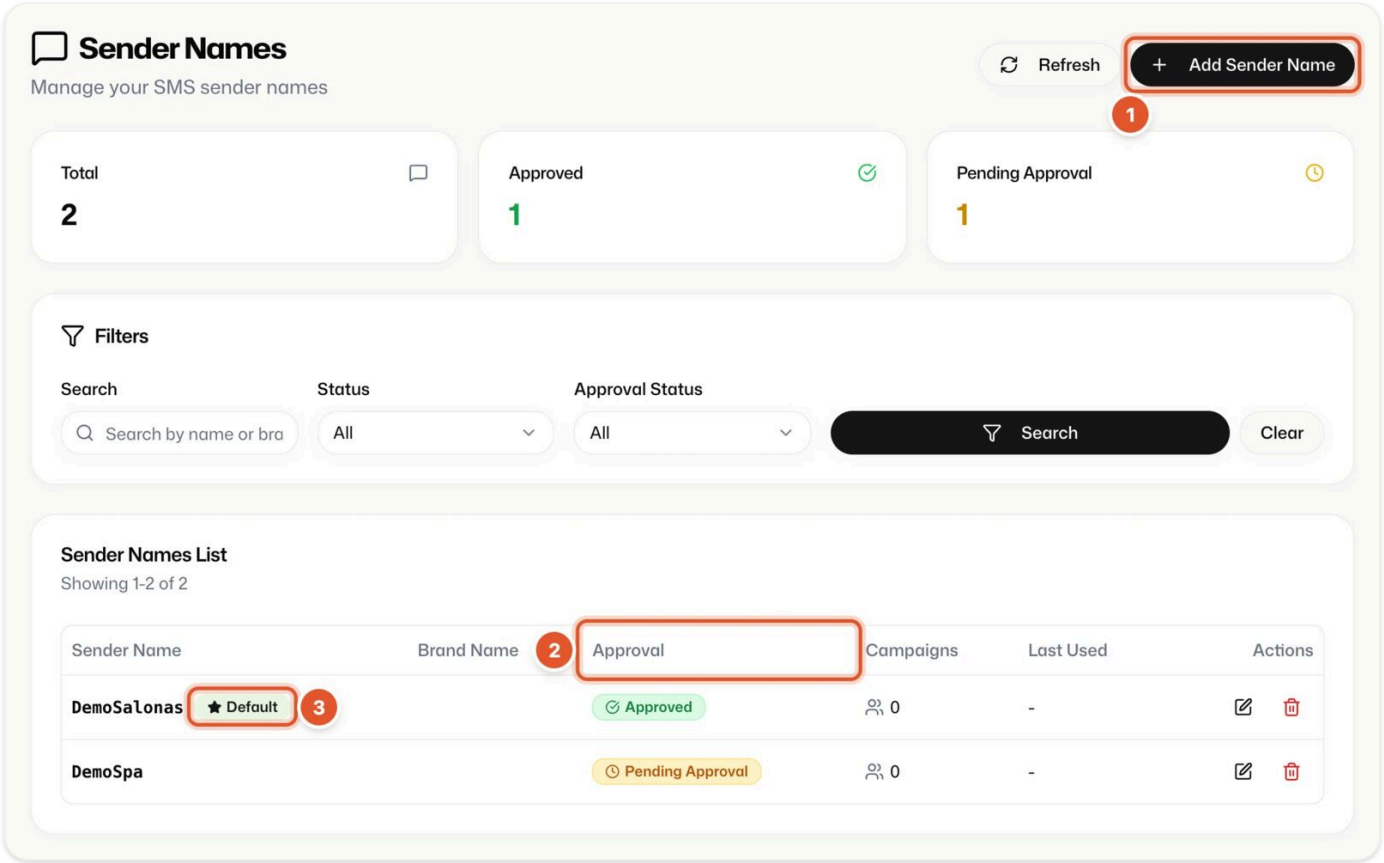
SMS templates and sender names

How to register the name a customer sees instead of a number, and prepare texts.

Sender name

The customer sees the sender name instead of a number. Without an approved name a campaign cannot be sent.

Open **SMS Marketing** → **Sender Names**.



1. **Add Sender Name** – a new name.
2. **Approval** – only an approved one can be used.
3. **Default** – chosen by itself.

1 Press **Add Sender Name**.

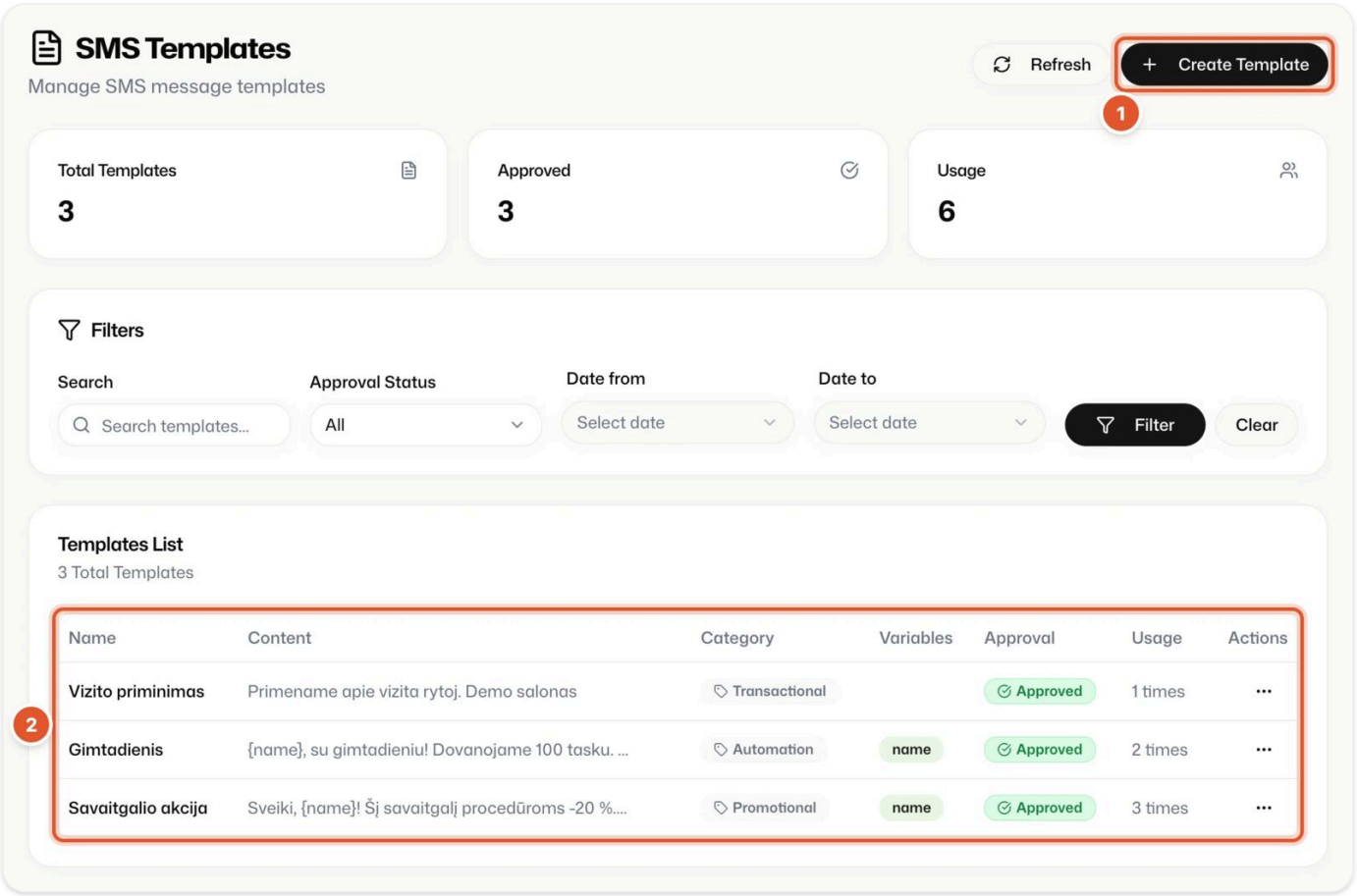
2 Type up to 11 characters: letters, digits, dot, hyphen, space. The name cannot be changed later.

3 Wait for our approval. The name must match your company or brand.

Templates

A template is a ready text for a campaign or an automatic message.

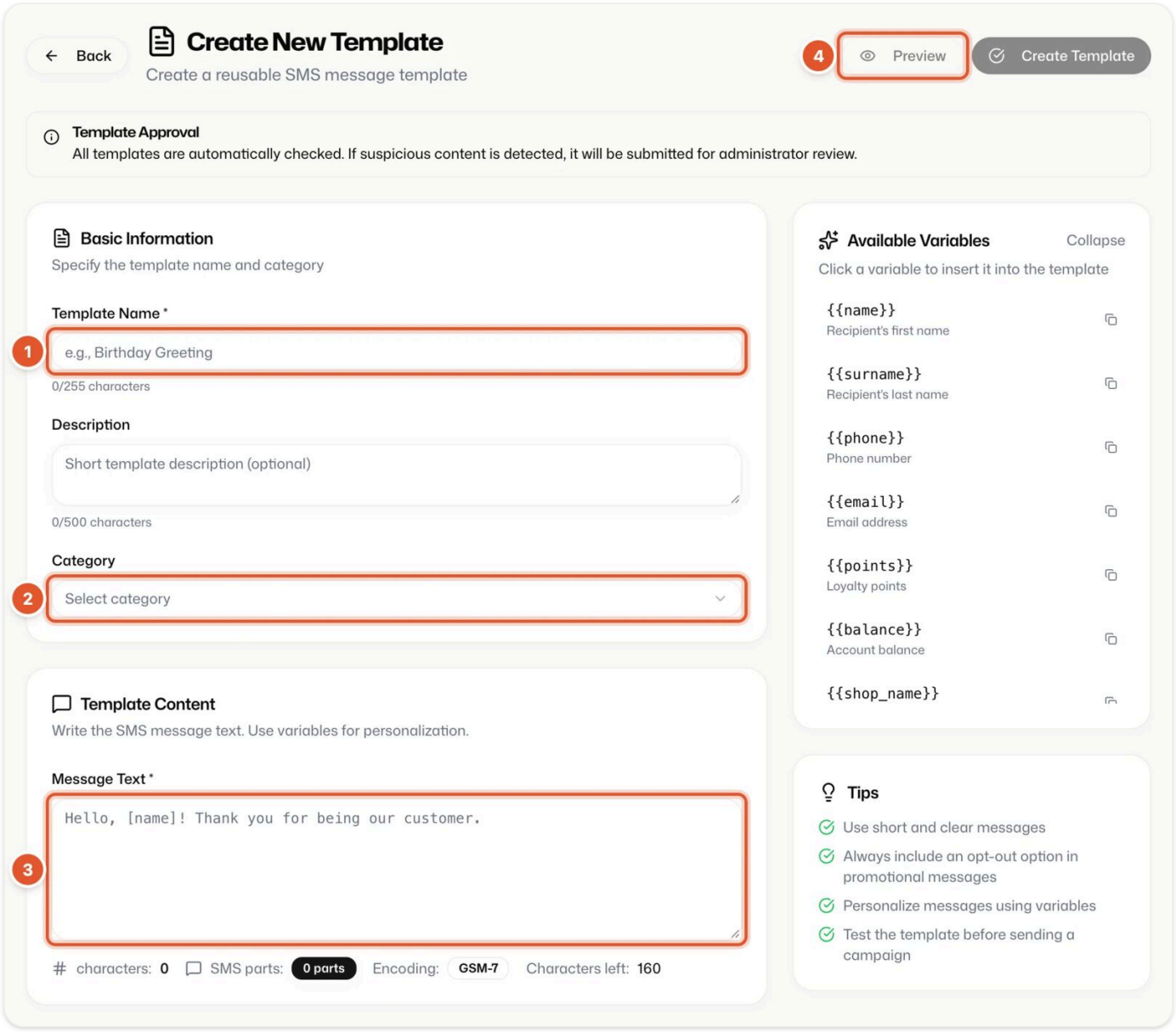
Open **SMS Marketing** → **Templates**.



1 **Create Template** – a new text.

2 **Templates** – text, category, how many times used.

Press **Create Template**, type the name, category and text. You can insert the customer's name into the text.



1. **Template name** – only you see it.
2. **Category** – promotion, reminder or automatic.
3. **Message text** – what the customer gets.
4. **Preview** – how it will look on the phone.

If something goes wrong

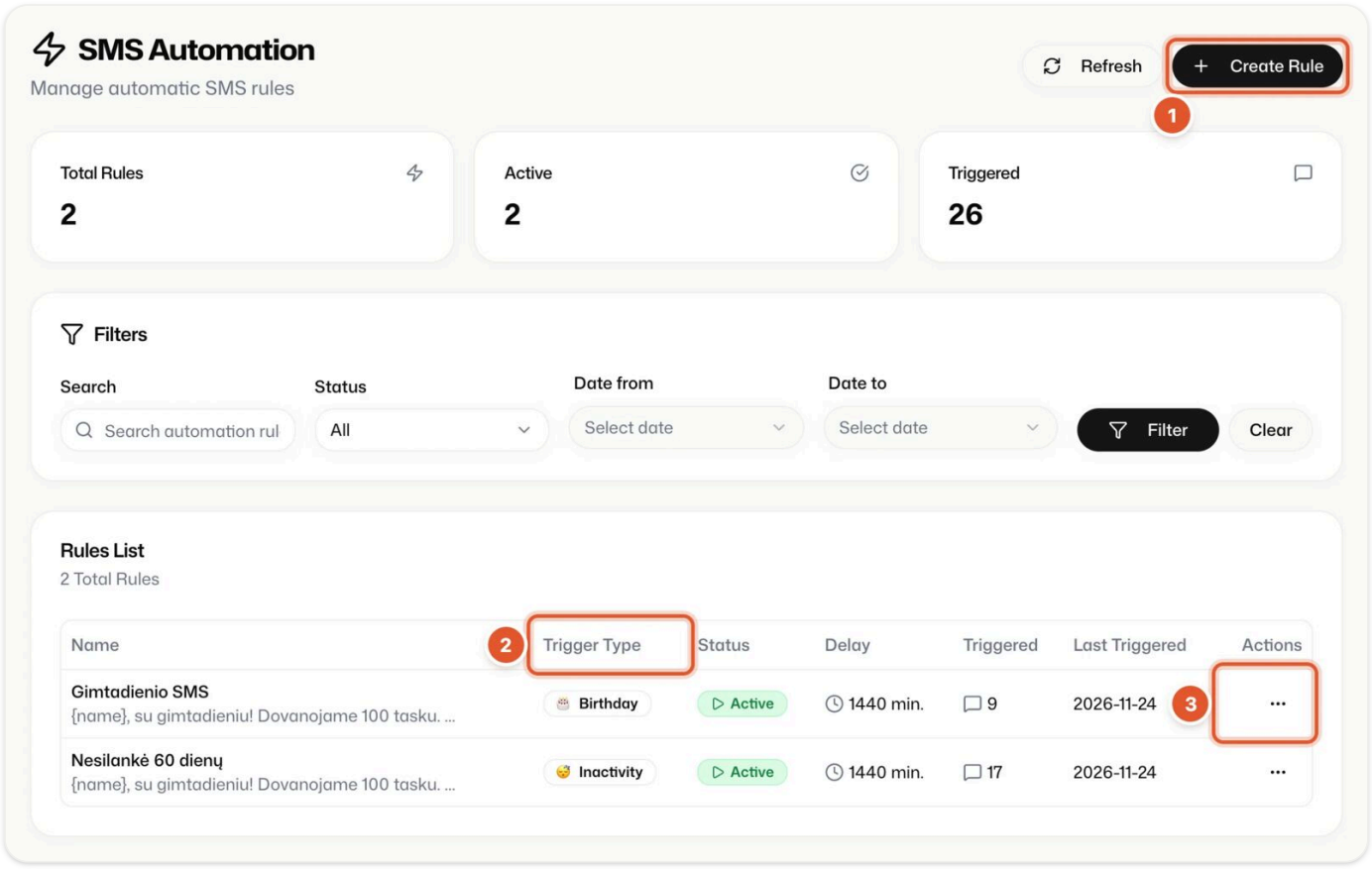
What you see	What to do
The name is rejected	Choose a name close to your company's name. Other brands cannot be used.

SMS automation

How to send SMS automatically – on a birthday, after a purchase or after a long absence.

A rule sends an SMS by itself when a customer meets the condition.

Open **SMS Marketing** → **Automation**.

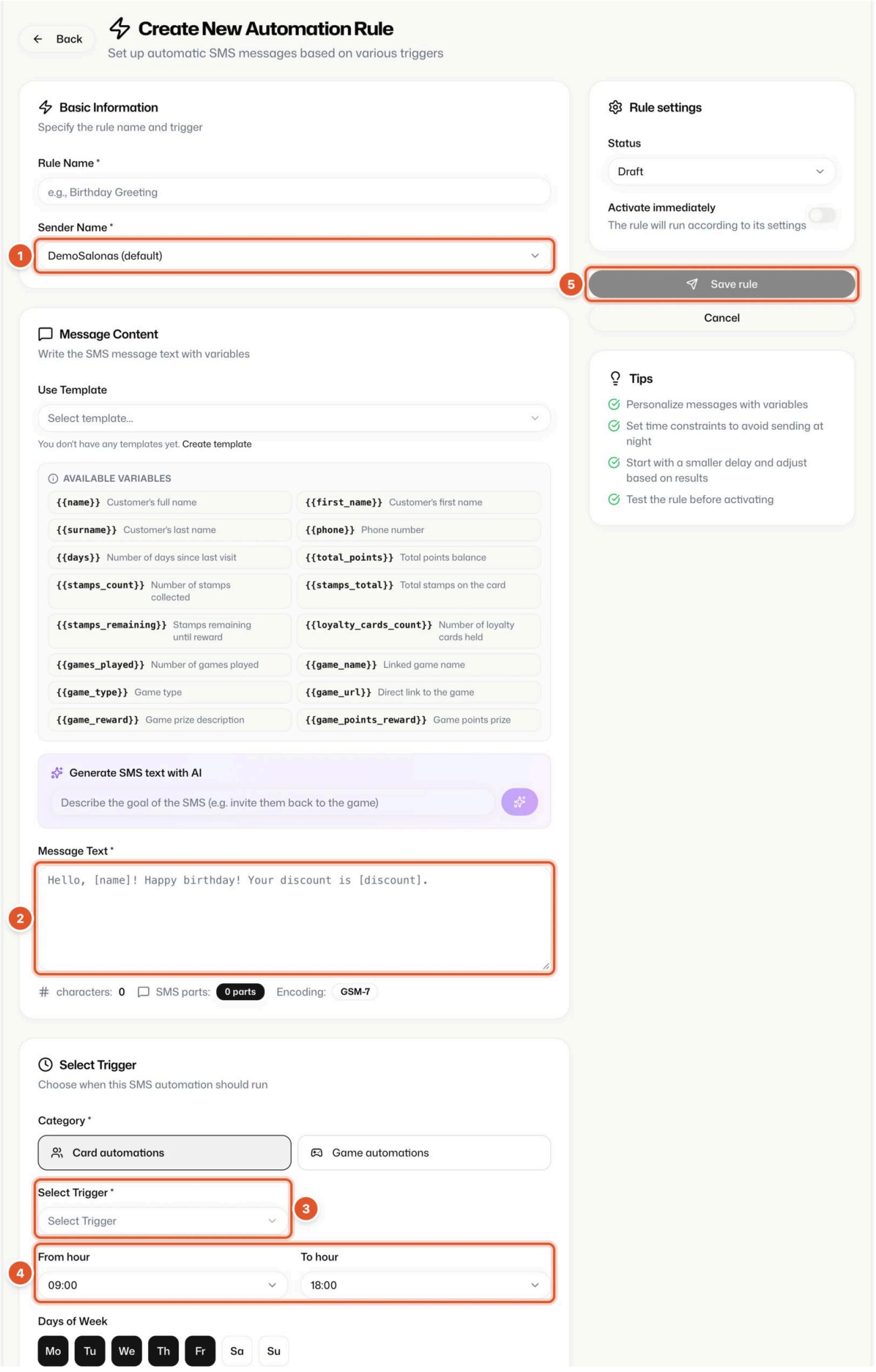


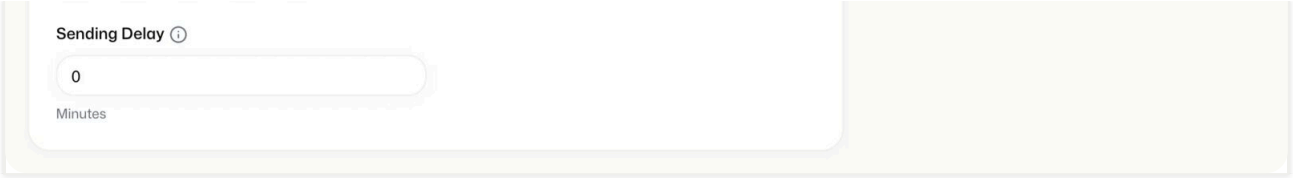
1. **Create Rule** – a new rule.
2. **Trigger type** – when it is sent.
3. **Actions** – edit, turn off, delete.

Create a rule

> ⚠ **Every message costs money**
>
> The rule keeps sending until you turn it off. First check how many customers meet the condition.

1 Press **Create Rule**, choose the sender name and a template, or write the text.


Back
Create New Automation Rule
Set up automatic SMS messages based on various triggers
Basic Information
Specify the rule name and trigger
Rule Name *
e.g., Birthday Greeting
Sender Name *
1
DemoSalonas (default)
Rule settings
Status
Draft
Activate immediately
The rule will run according to its settings
5
Save rule
Cancel
Message Content
Write the SMS message text with variables
Use Template
Select template...
You don't have any templates yet. Create template
AVAILABLE VARIABLES
{{name}} Customer's full name
{{first_name}} Customer's first name
{{surname}} Customer's last name
{{phone}} Phone number
{{days}} Number of days since last visit
{{total_points}} Total points balance
{{stamps_count}} Number of stamps collected
{{stamps_total}} Total stamps on the card
{{stamps_remaining}} Stamps remaining until reward
{{loyalty_cards_count}} Number of loyalty cards held
{{games_played}} Number of games played
{{game_name}} Linked game name
{{game_type}} Game type
{{game_url}} Direct link to the game
{{game_reward}} Game prize description
{{game_points_reward}} Game points prize
Generate SMS text with AI
Describe the goal of the SMS (e.g. invite them back to the game)
Message Text *
2
Hello, [name]! Happy birthday! Your discount is [discount].
characters: 0
SMS parts: 0 parts
Encoding: GSM-7
Tips
Personalize messages with variables
Set time constraints to avoid sending at night
Start with a smaller delay and adjust based on results
Test the rule before activating
Select Trigger
Choose when this SMS automation should run
Category *
Card automations
Game automations
Select Trigger *
3
Select Trigger
4
From hour
09:00
To hour
18:00
Days of Week
Mo
Tu
We
Th
Fr
Sa
Su



1. **Sender name** – an approved name.
2. **Text** – from a template or your own.
3. **Trigger** – when to send.
4. **Hours** – when sending is allowed.
5. **Save rule** – sends by itself when on.

2. Choose the trigger – when to send.
3. Set the hours and days when sending is allowed. Press **Save rule**.

Only customers who agreed to your messages get the SMS.

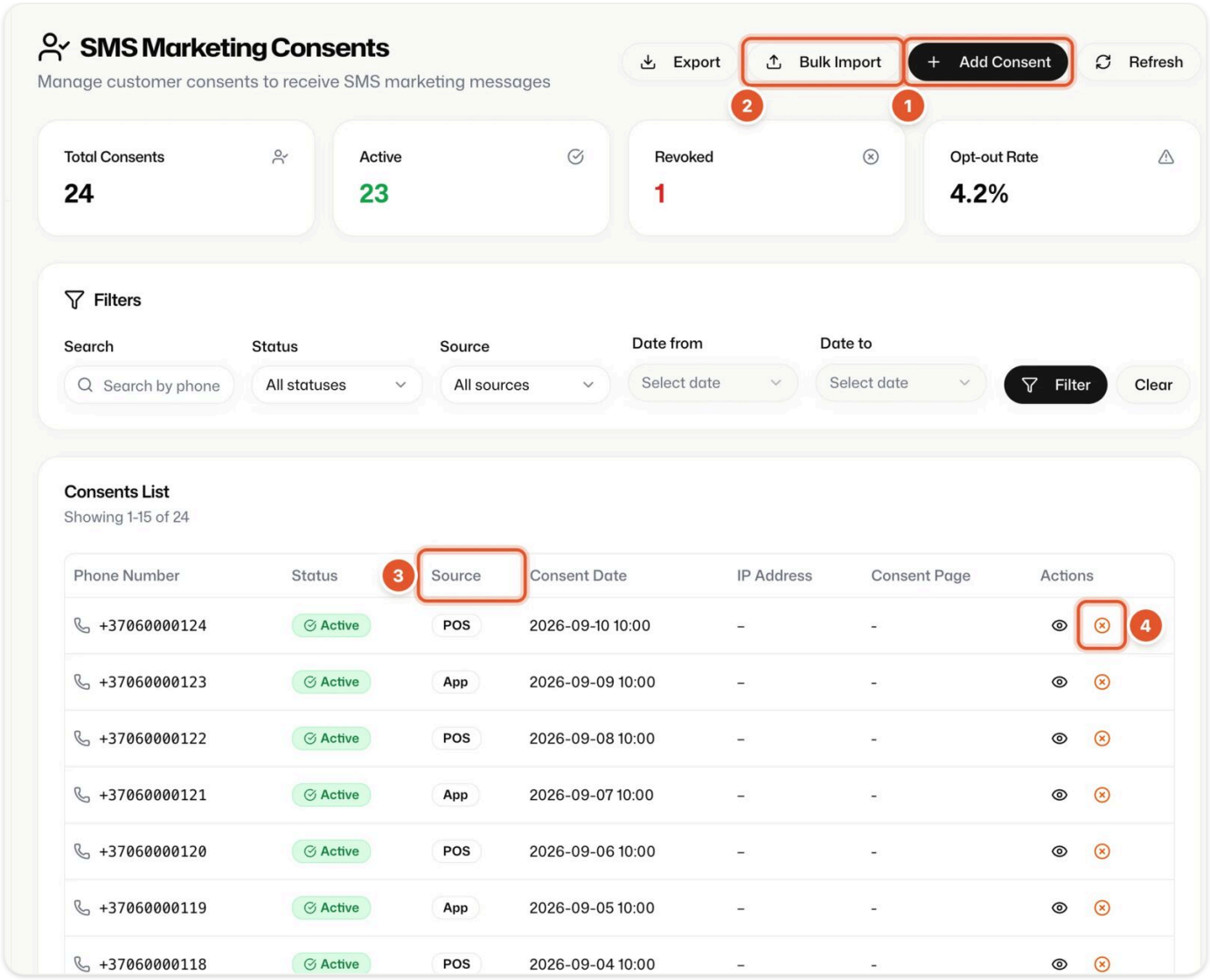
SMS consents, messages and analytics

Who agreed to get SMS, what was sent and what it cost.

Consents

Without consent, promotional SMS cannot be sent. The customer gives consent in the app or at the till.

Open **SMS Marketing** → **Consents**.

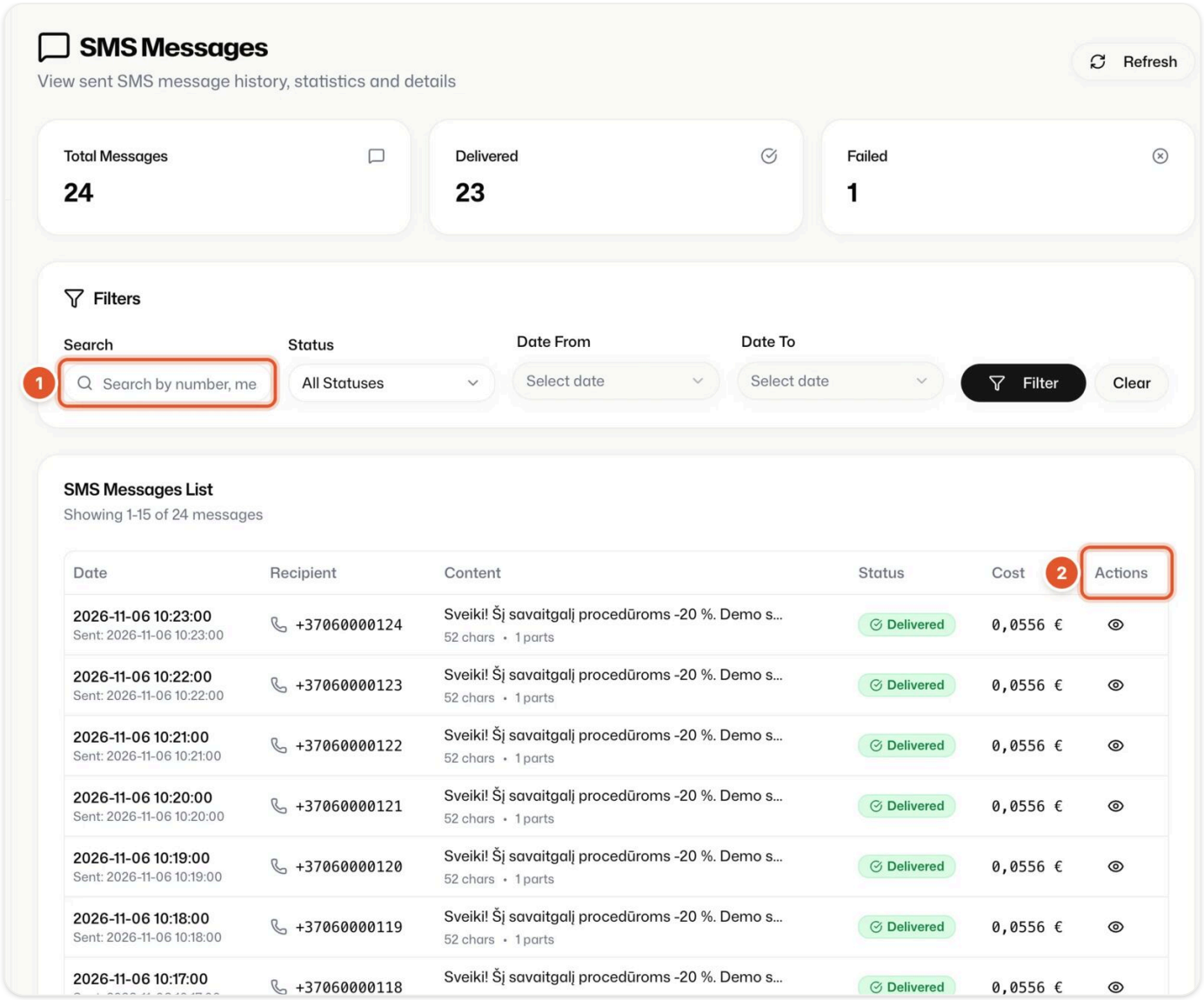


1. **Add consent** – one number.
2. **Bulk import** – many numbers.
3. **Source** – where the consent came from.
4. **Revoke** – stop sending to this number.

> ⚠ **Add only real consents**
>
> By adding or importing numbers you confirm that the customers really agreed. Those who opted out must not get messages.

Sent messages

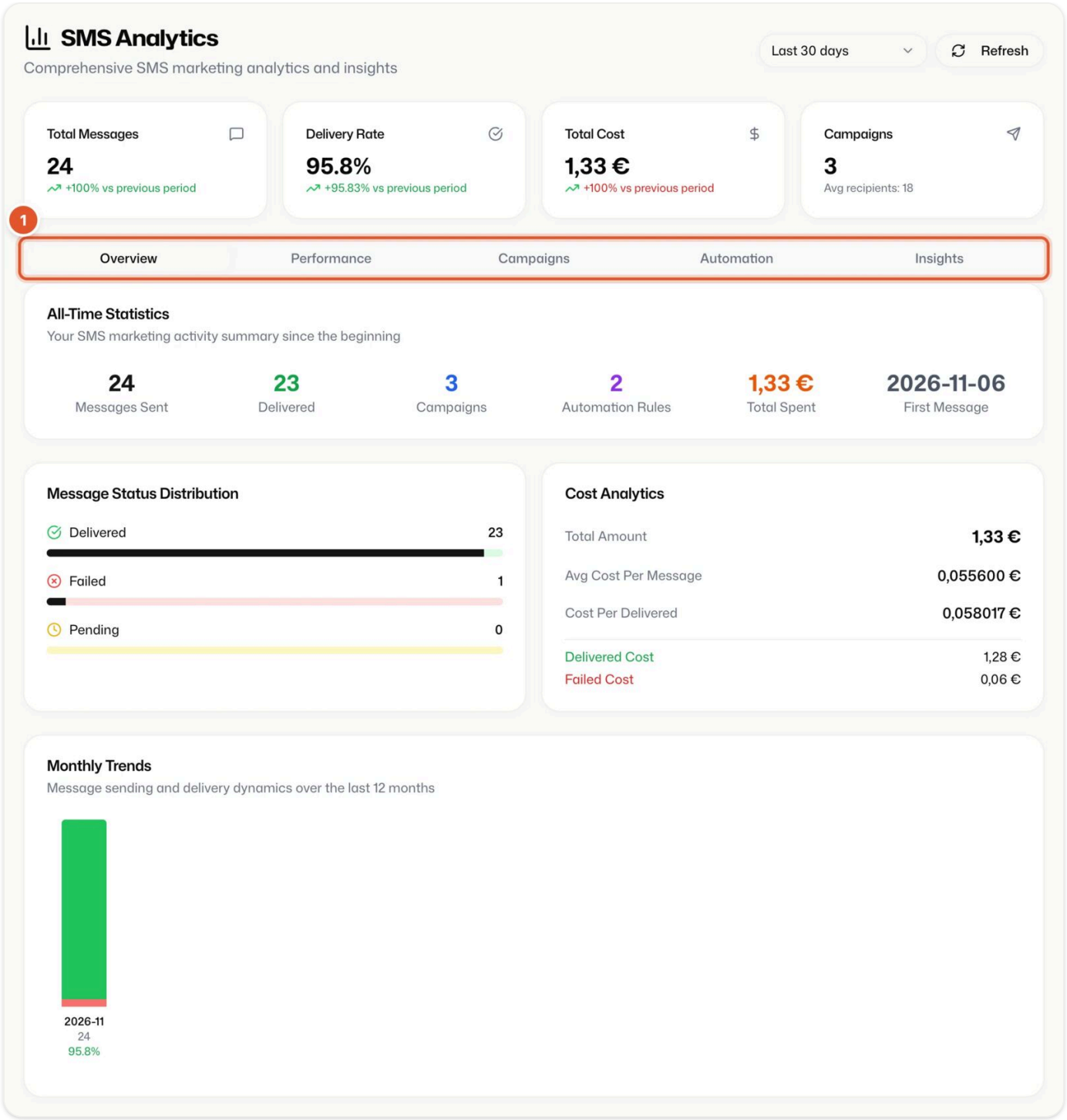
SMS Marketing → **Messages** shows every SMS: to whom, when, whether it was delivered and what it cost.



1. **Search** – number, text or ID.
2. **Cost** – what the message cost.

Analytics

SMS Marketing → **Analytics** shows delivery, spending and how the campaigns did.

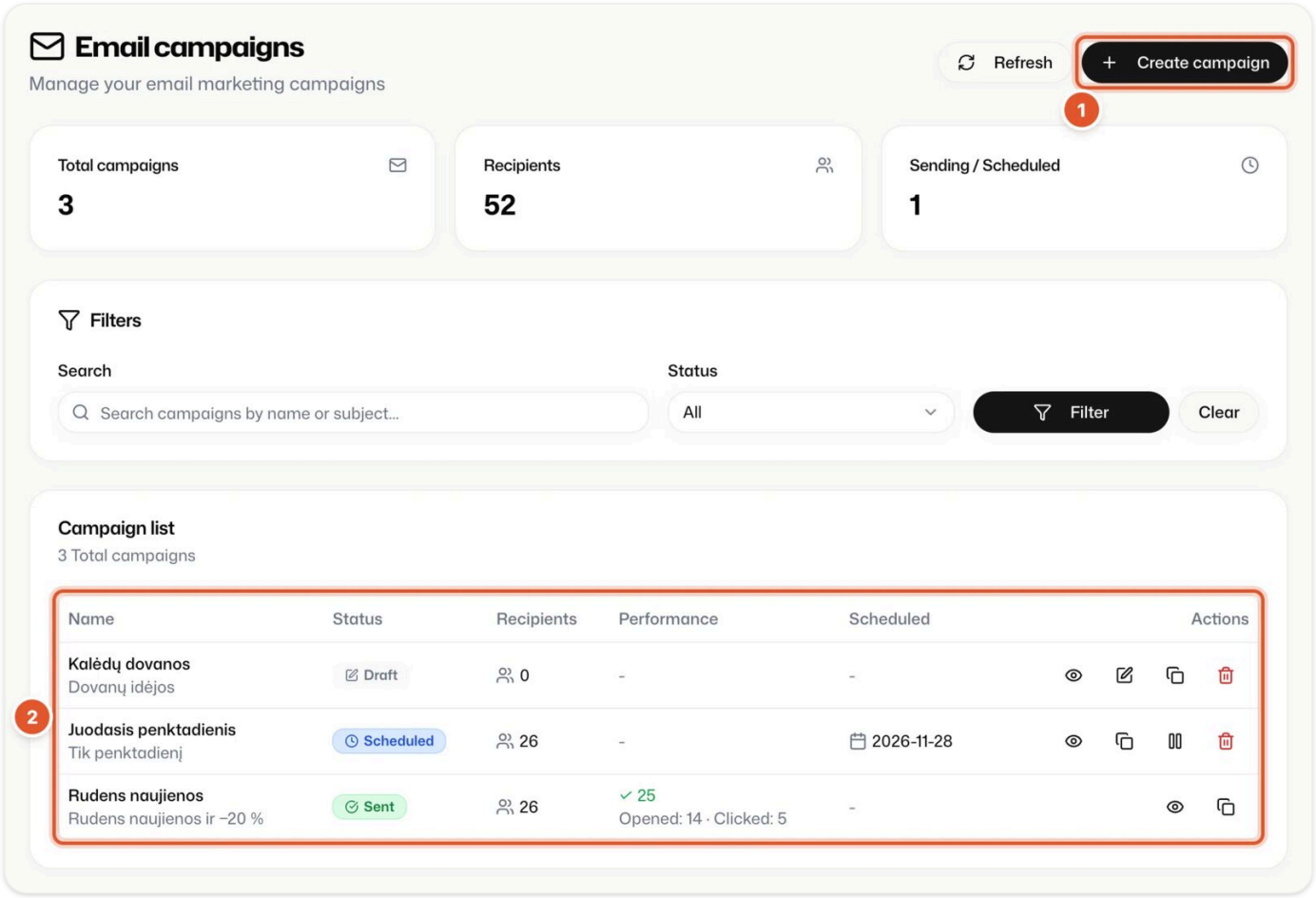


1 **Tabs** – performance, automation, insights.

Email campaigns

How to create and send an email to customers and see who opened it.

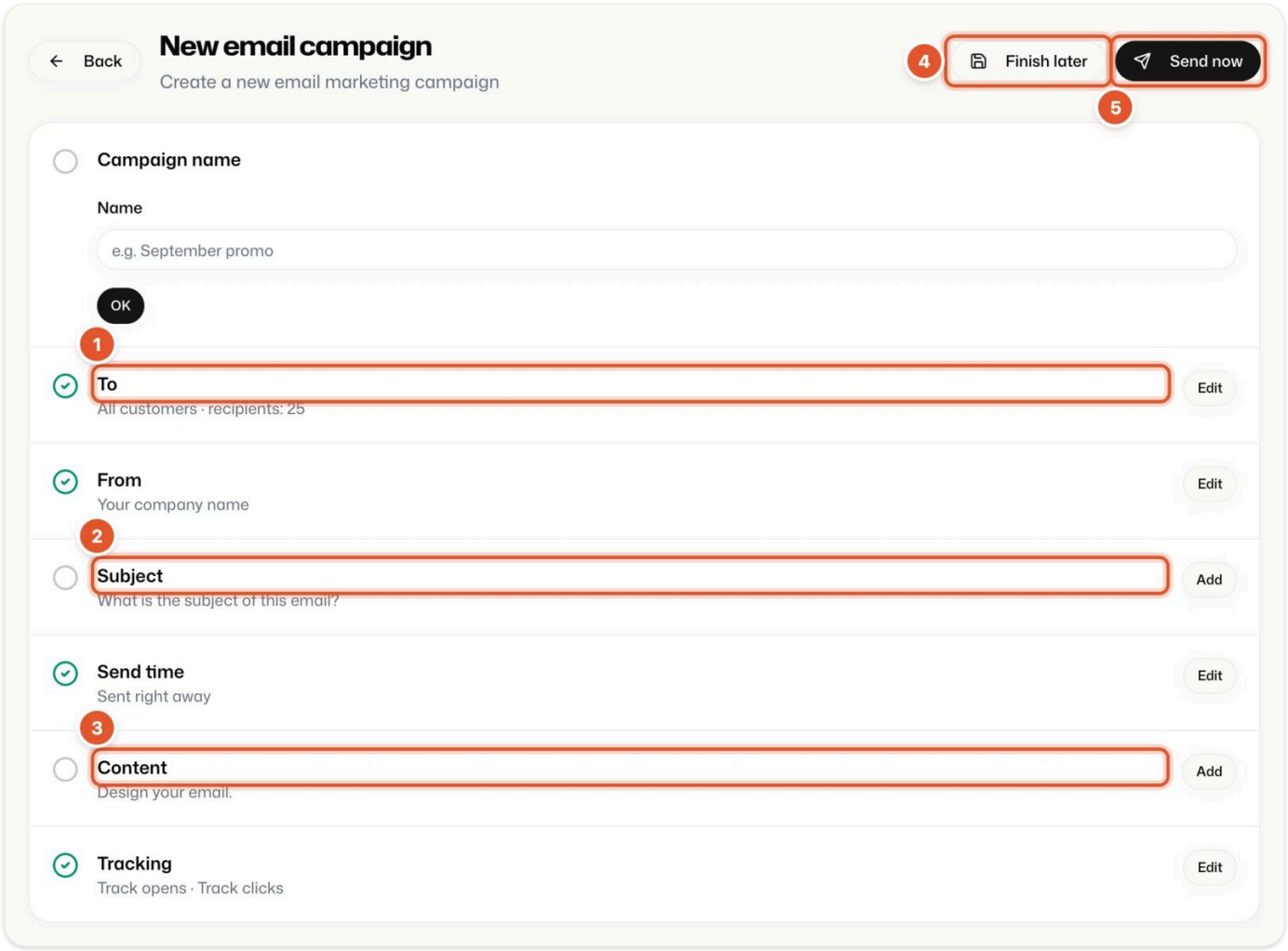
Open **Email messages** → **Campaigns**.



1. **Create Campaign** – a new email.
2. **Campaign list** – status, recipients and results.

Create a campaign

Press **Create Campaign**. A campaign is a list of steps. A finished step is marked green.



1. **To** – the recipients and their number.
2. **Subject** – what the customer sees in the inbox.
3. **Content** – the email's design.
4. **Finish later** – saves a draft.
5. **Send now** – cannot be undone.

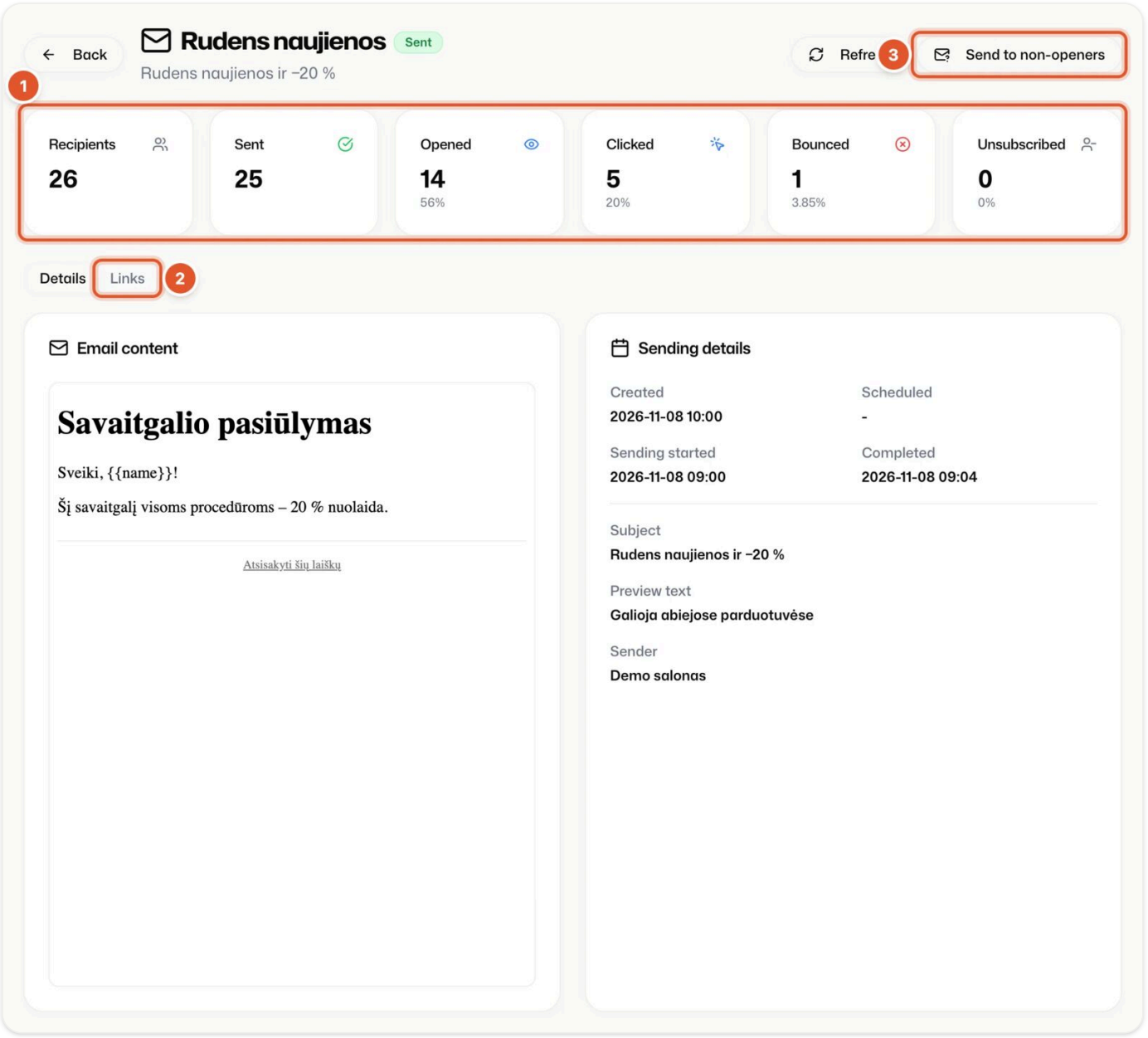
1. **To** – all customers, a saved audience or a filter. You see the number of recipients.
2. **From** – the sender name and the email for replies.
3. **Subject** – what the customer sees in the inbox. You can test two subjects (A/B).
4. **Content** – the email's design. Start from a template or build it from blocks.
5. Send a test email to yourself. If all is well – **Send now** or set a time.

> ⚠ **A sent email cannot be recalled**

Finish later saves an unfinished campaign.

Results

Open a sent campaign. You see how many people opened the email and what they clicked.



1. **Results** – opened, clicked, bounced, unsubscribed.
2. **Links** – what people clicked.
3. **Send to non-openers** – a follow-up email.

Send to non-openers creates a follow-up for those who did not open the first one.

If something goes wrong

What you see	What to do
0 recipients	Check who agreed to get emails: **Consents**.
Emails land in spam	Verify **your domain**.

Related pages

- Templates and audiences
- Automation

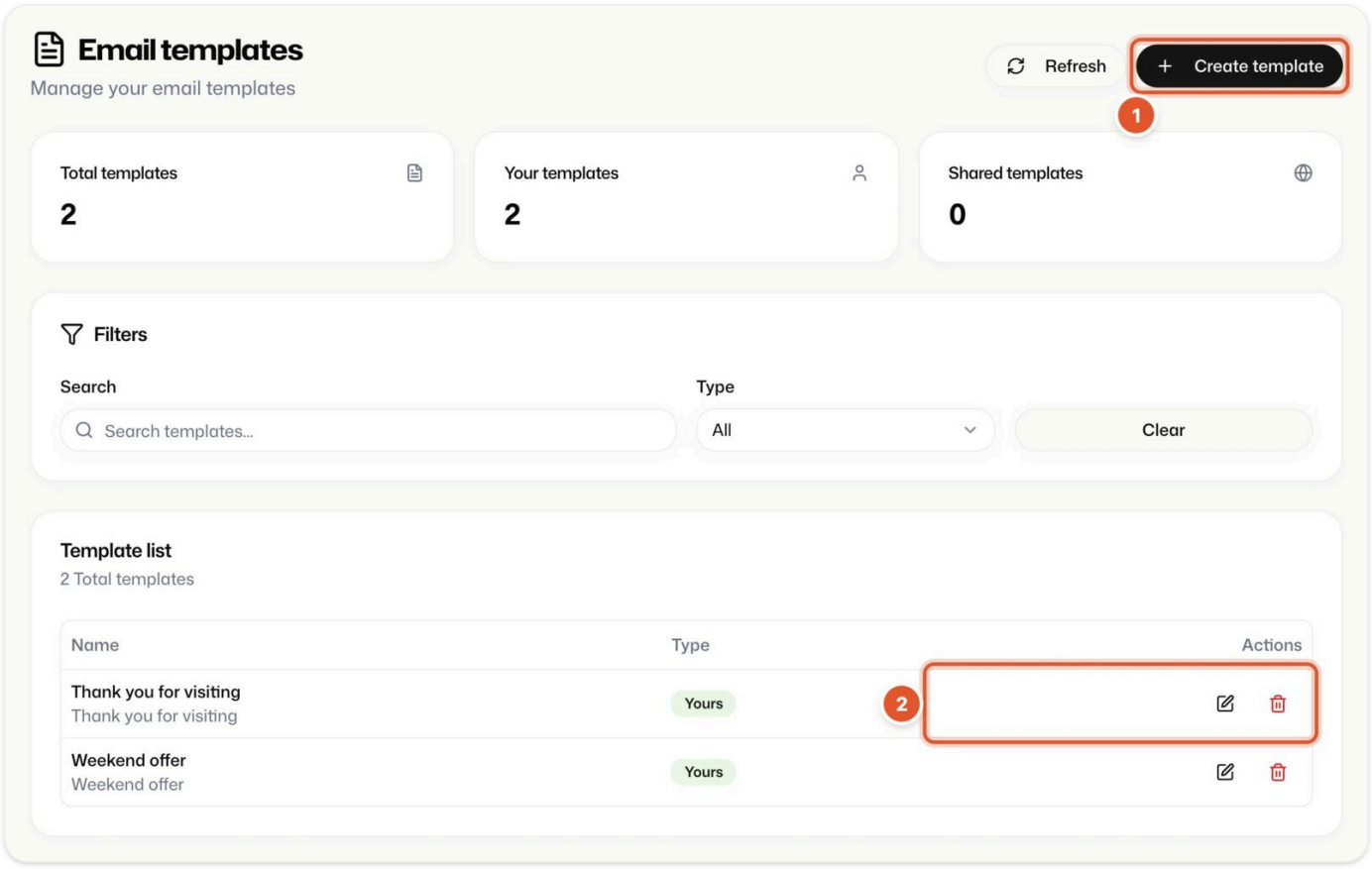
Email templates and audiences

How to prepare an email design and save a group of recipients.

Templates

A template is an email design you use many times.

Open **Email messages** → **Templates**.



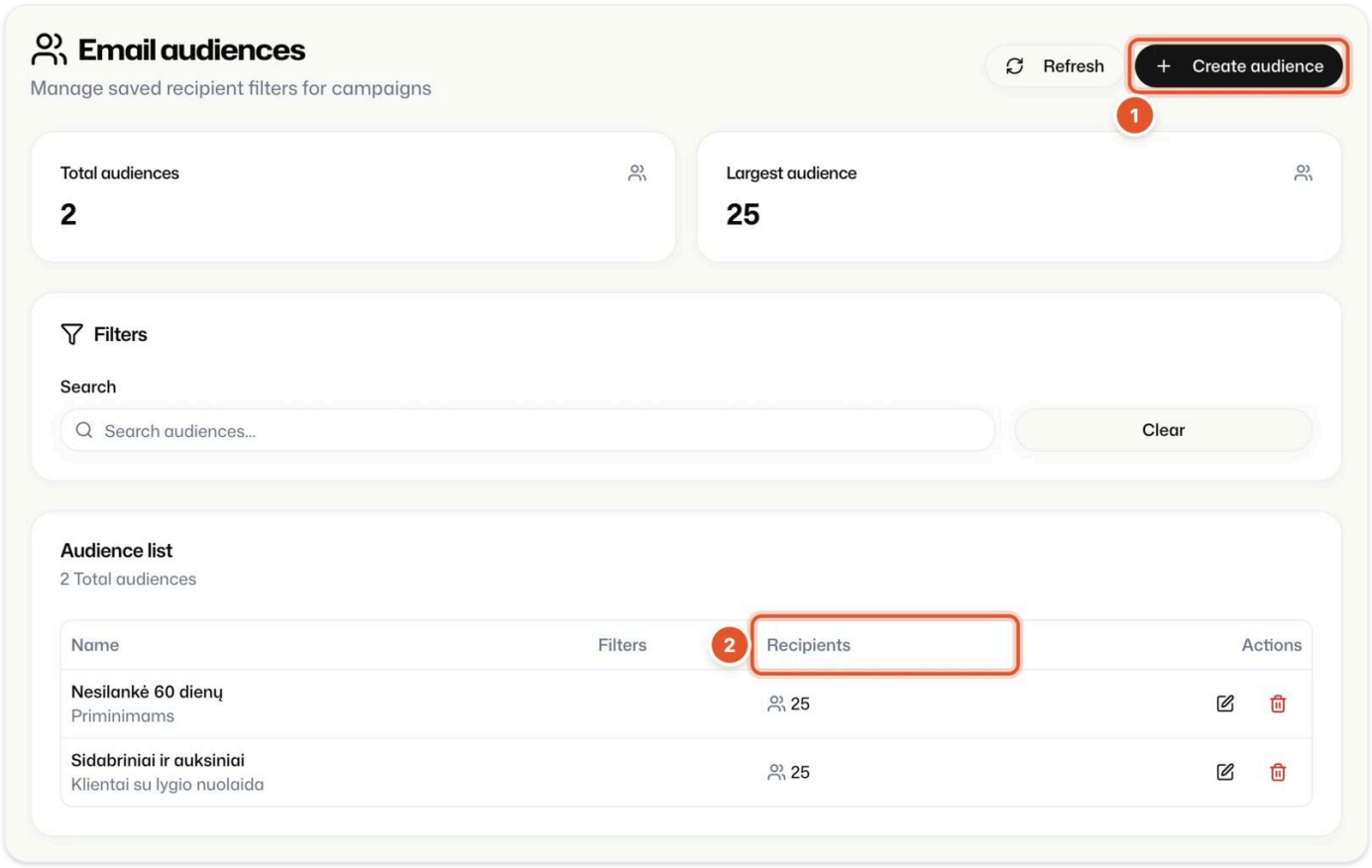
1. **Create template** – opens the builder.
2. **Actions** – edit, delete.

Create template opens the builder. You cannot change shared templates, but you can use them.

Audiences

An audience is a saved filter, such as “no visit for 60 days”. The recipients are chosen anew every time.

Open **Email messages** → **Audiences**.



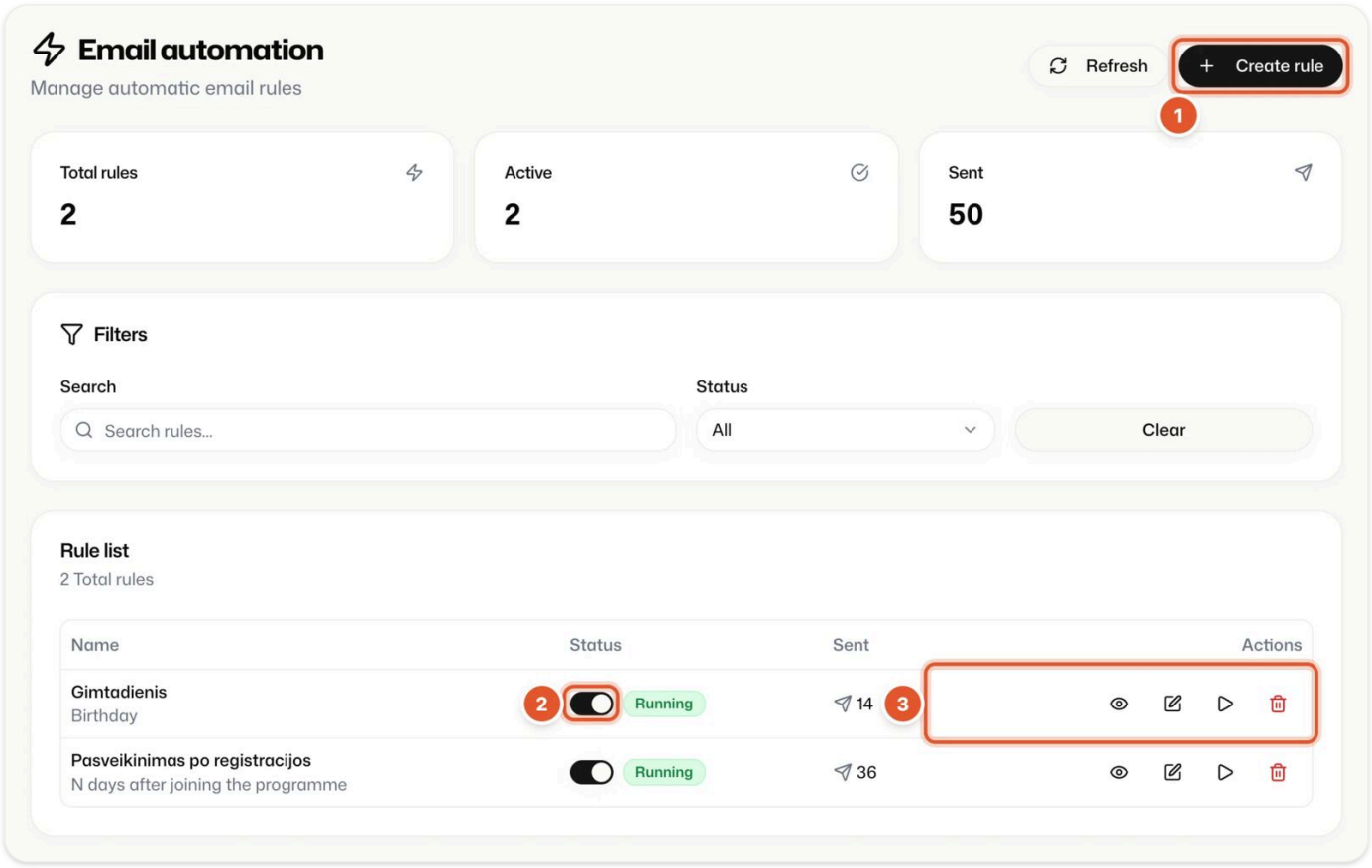
1. **Create audience** – a new saved filter.
2. **Recipients** – how many people match now.

Press **Create audience**. You can filter by tier, points, joining date, days inactive and whether a campaign was left unopened.

Email automation

How to send emails automatically – after joining, on a birthday or when points expire.

Open **Email messages** → **Automations**.



1. **Create rule** – a new rule.
2. **Status** – on or off.
3. **Actions** – who would get it, edit, run now, delete.

Create a rule

Press **Create rule**, choose when to send and write the email.

When	What it means
N days after joining the programme	A welcome for a new customer. 0 – the same day.

When	What it means
Birthday	An email on the birthday.
No purchase for N days (bought before)	A reminder about you.
Points expire within N days	Encourages using the points.
Anniversary of joining the programme	Thanks for staying.

Emails are sent only between 08:00 and 20:00 Lithuanian time.

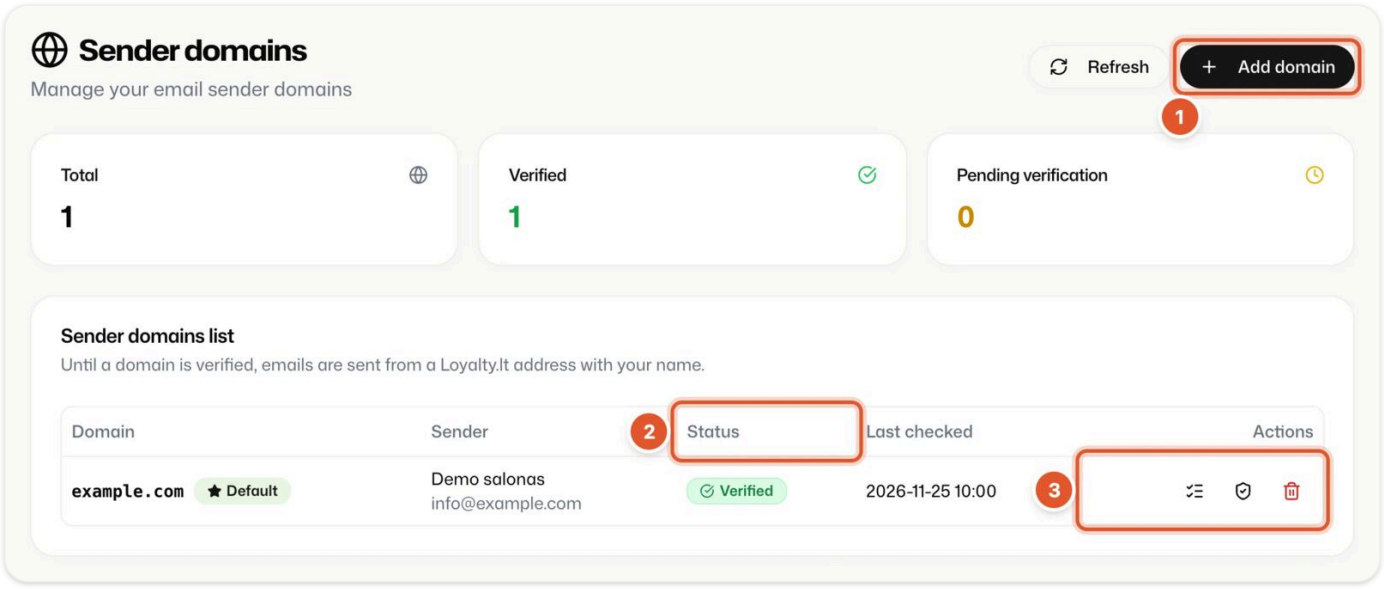
> ⚠ **Run now**
>
> When you run a rule by hand, everyone who meets the condition right now gets the email at once. Look at who they are first.

Sender domains

How to send emails from your own address so they do not land in spam.

Until the domain is verified, emails are sent from a Loyalty.lt address with your name. Once verified, you send from your own, such as `info@jusu-domenas.lt`.

Open **Email messages** → **Sender domains**.



1. **Add domain** – a new domain.
2. **Status** – verified or not yet.
3. **Actions** – DNS records, verify, delete.

Add a domain

1. Press **Add domain**, type the domain, the sender email and the name.
2. Copy the DNS records shown into your domain's control panel. If you do not manage it yourself, forward them to whoever does.
3. Press **Verify**. DNS changes sometimes take a few hours.

If something goes wrong

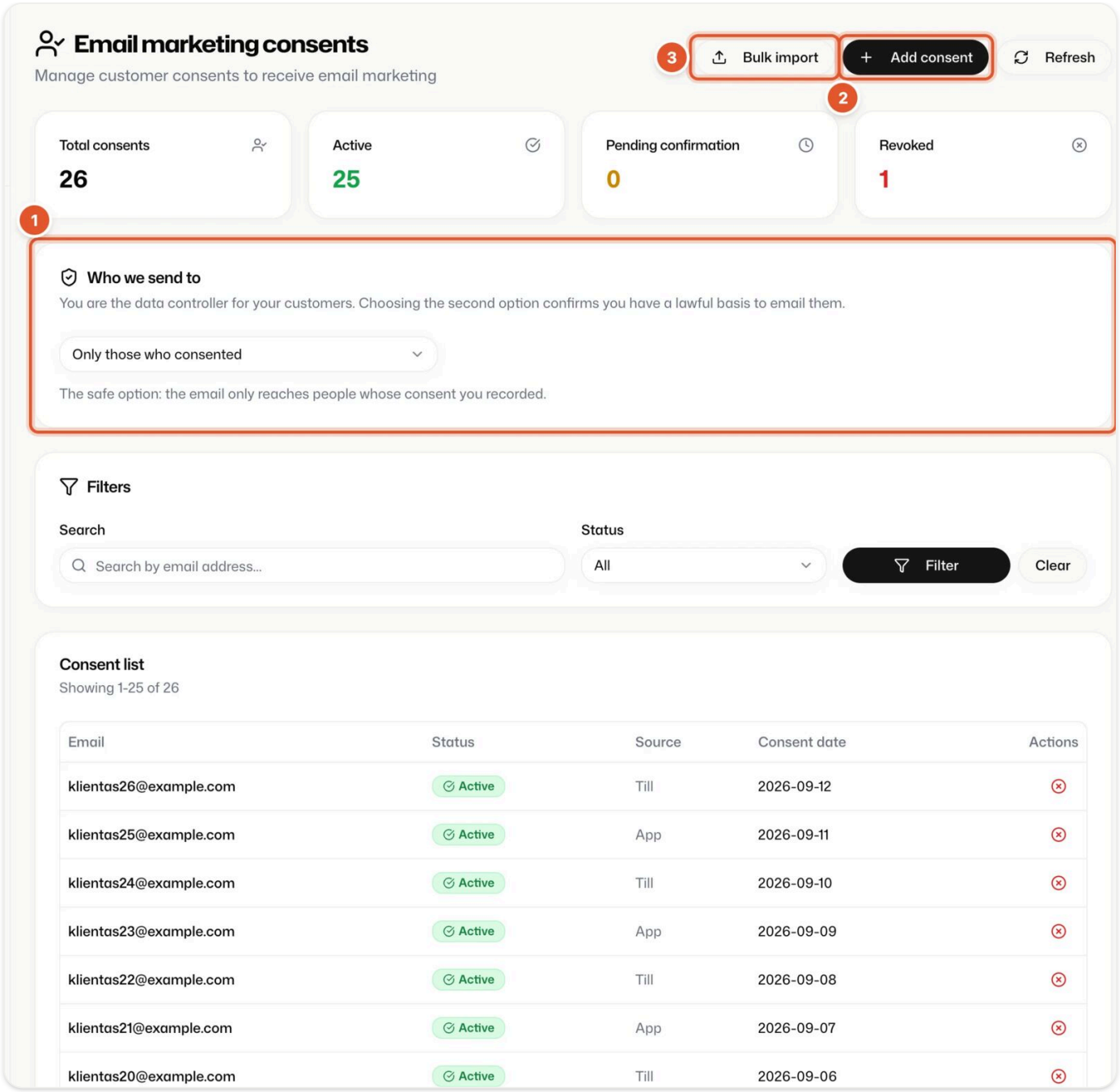
What you see	What to do
Still not verified	Wait a few hours and check again. The records must match exactly.
Emails go from the Loyalty.It address again	The domain was deleted or its records removed. Add them again.

Email consents and emails

Who agreed to get emails, who opted out and what has been sent.

Who we send to

Open **Email messages** → **Consents**.



1. **Who we send to** – only those who consented, or everyone who has not opted out.
2. **Add consent** – one address.
3. **Bulk import** – those who opted out are skipped.

- **Only those who consented** – the safest choice.
- **Everyone who has not opted out** – a larger audience, but the legal basis is your responsibility.

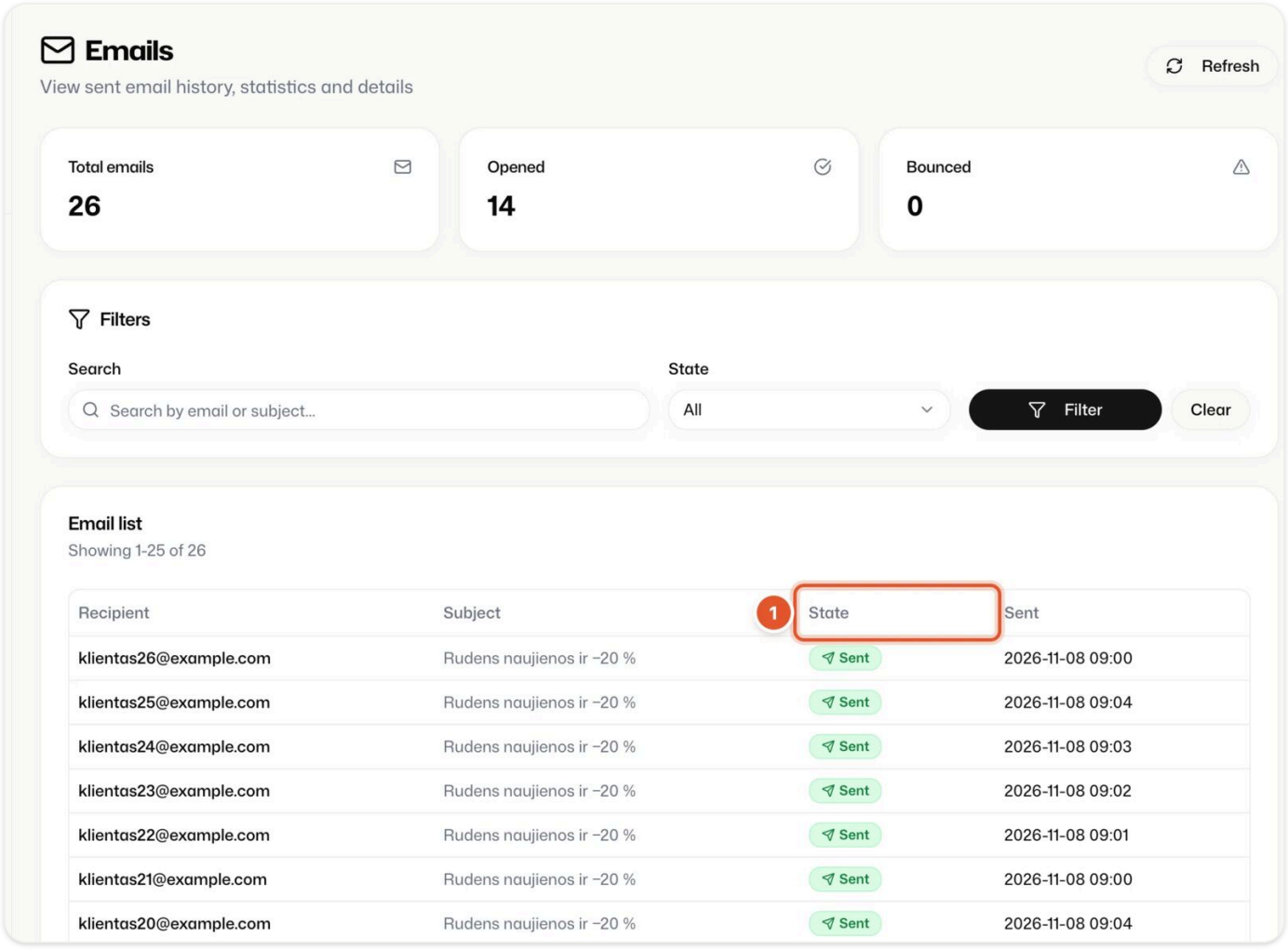
The customer gives consent in the app, at the till or on a website. Consent ticked at the till is confirmed by the customer through an email.

We no longer email

The **We no longer email** list has those who opted out, whose address does not exist and who complained. They get no emails.

Sent emails

Email messages → **Emails** shows every email: to whom, when, whether it was opened.



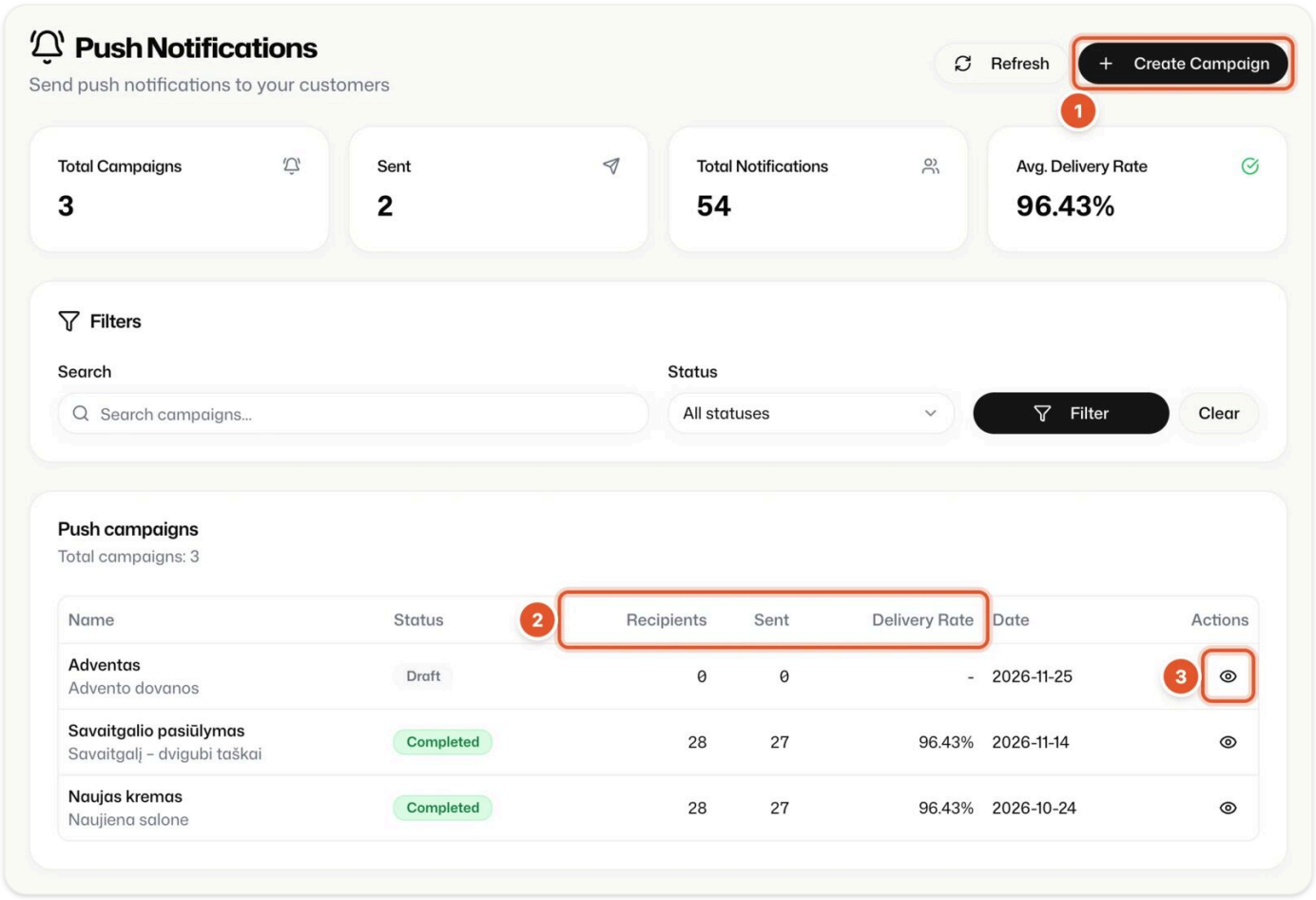
1 **State** – sent, opened, clicked.

Push notifications

How to send a notification to customers' phones and what the results show.

A push notification appears on the customer's phone if they have the Loyalty.lt app and allowed notifications.

Open **Push Notifications** → **Campaigns**.



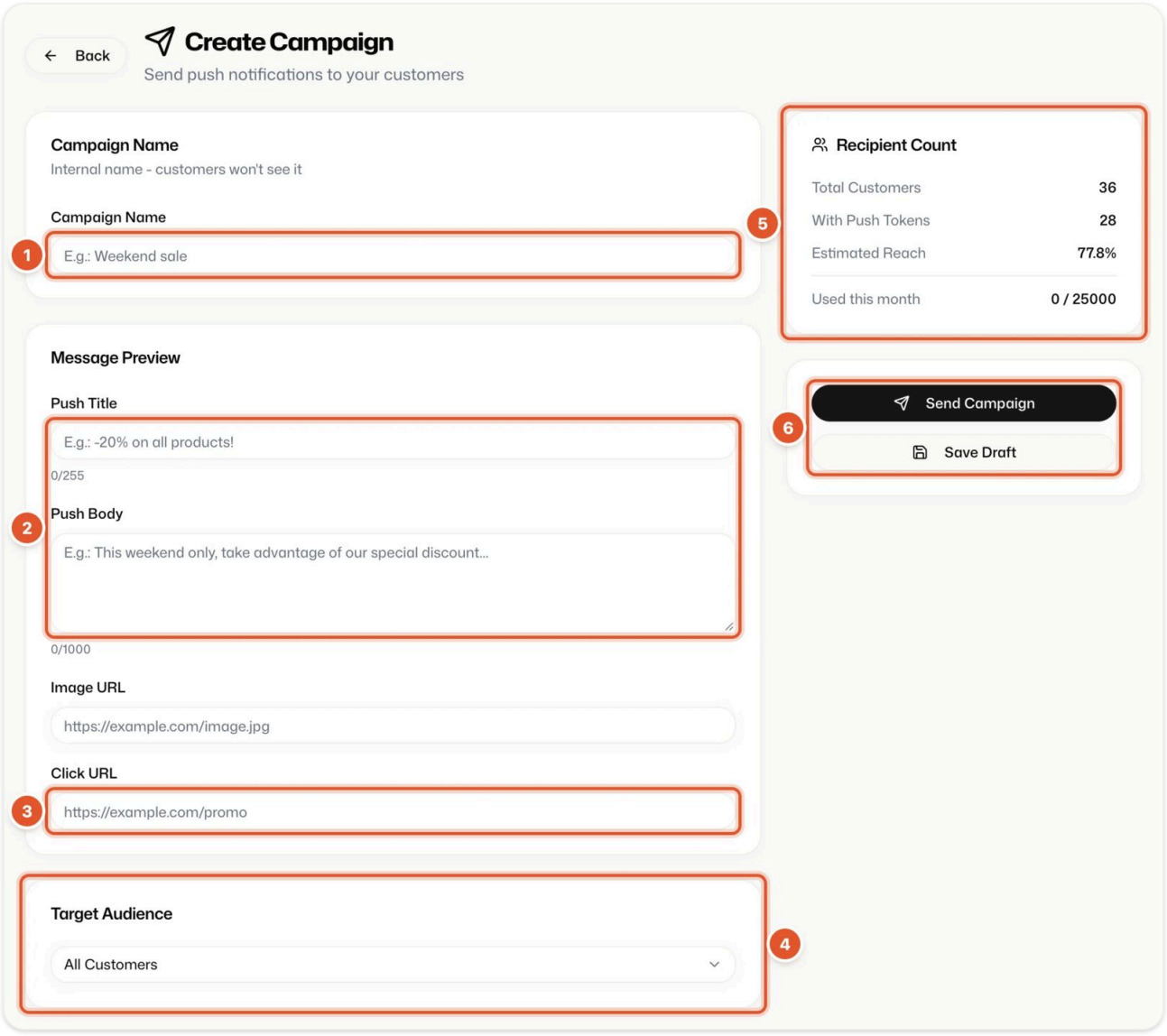
1. **Create Campaign** – a new notification.
2. **Results** – recipients, sent, delivery rate.
3. **View** – the campaign's page.

Send a campaign

> ⚠ A sent notification cannot be recalled

> Read the text once more before sending. If unsure, save a draft.

1. Press **Create Campaign** and fill in the form.



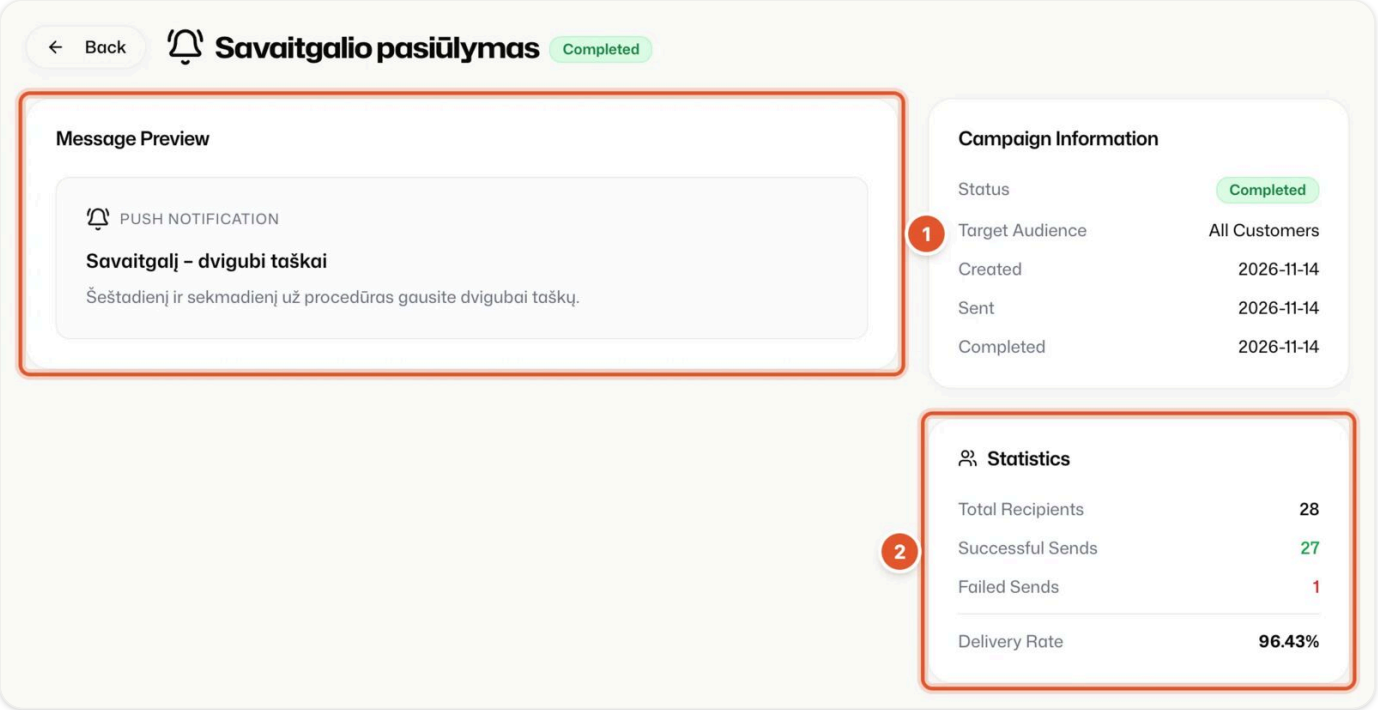
1. **Campaign name** – customers do not see it.
2. **Title and text** – what the customer sees on the phone.
3. **Click URL** – where the customer goes.
4. **Target audience** – who to send to.
5. **Recipients** – how many will get it and how much is left in the plan.
6. **Send or save** – a sent notification cannot be recalled.

2. Choose who to send to. On the right you see how many customers will get it.

3. Press **Send Campaign**.

Results

In the list press the campaign. You see how many recipients there were and how many got it.



1. **Notification preview** – what the customer got.
2. **Statistics** – recipients, successful and failed sends.

If something goes wrong

What you see	What to do
Fewer recipients than customers	Only those who installed the app and allowed notifications get them.
The plan limit is reached	The limit shows next to the recipient count. Wait for next month or change the plan.

Related pages

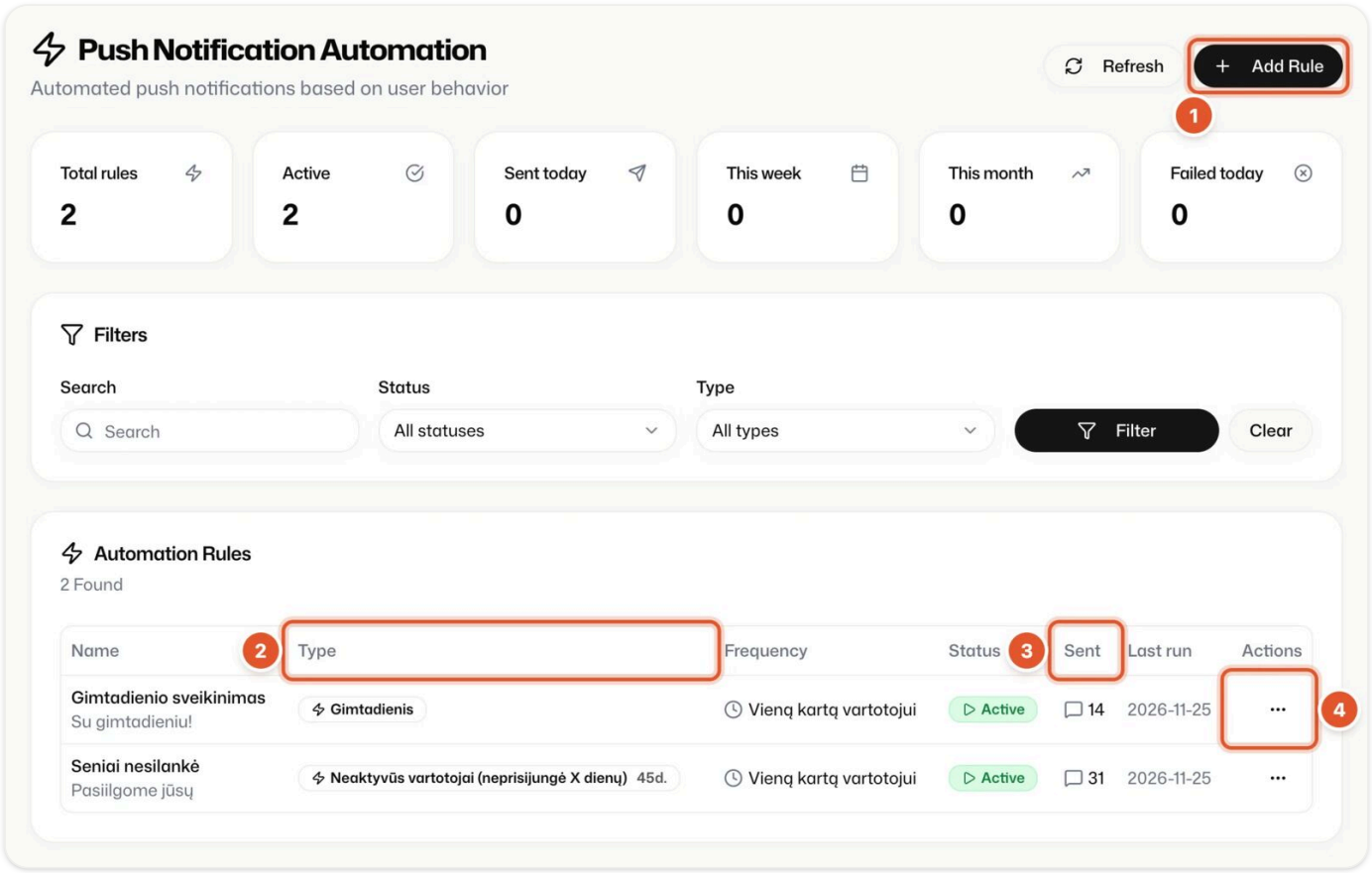
- Push automation

Push automation

How to make notifications go out by themselves – on a birthday or after a long absence.

A rule sends a notification by itself when a customer meets the condition.

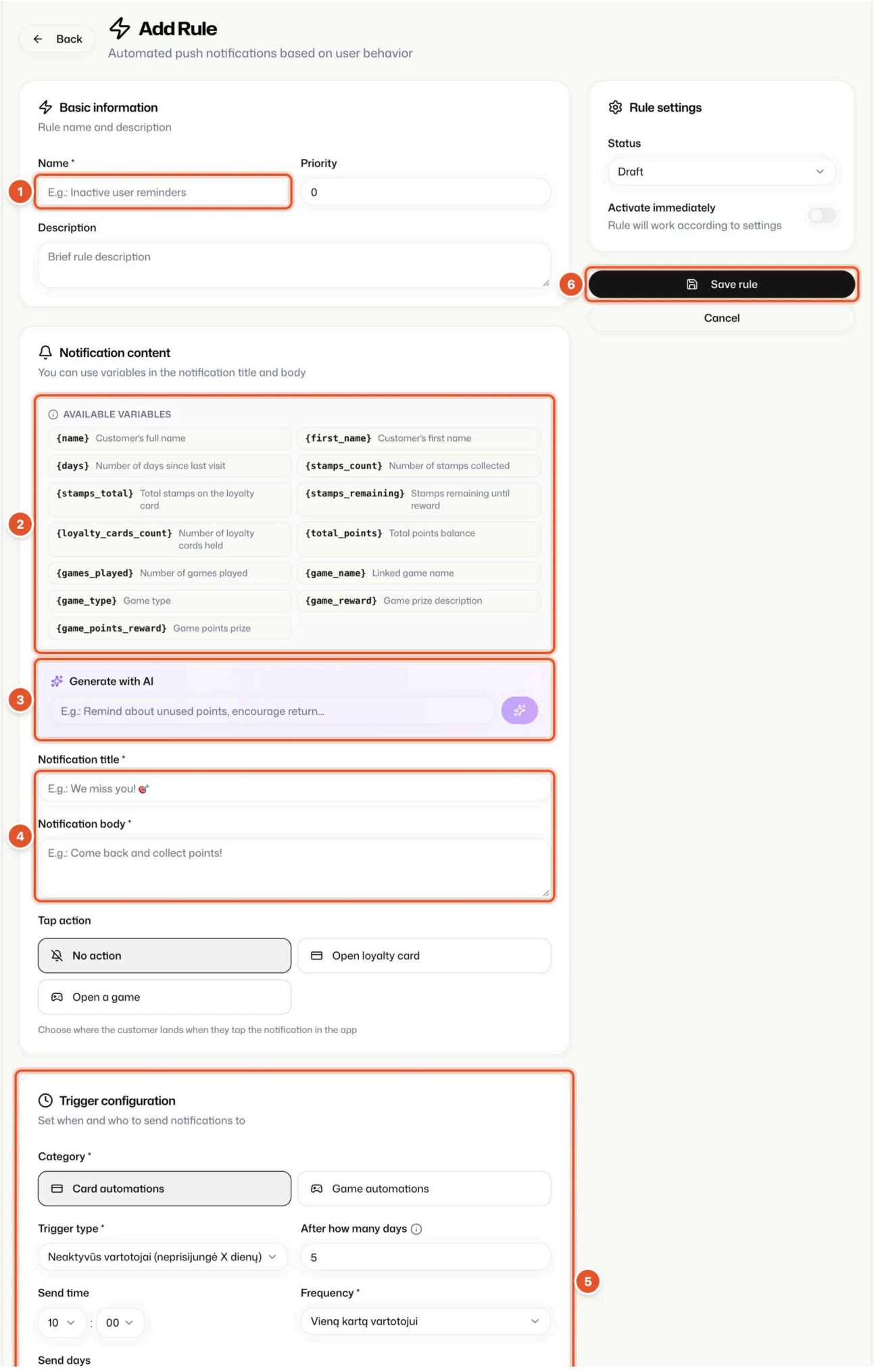
Open **Push Notifications** → **Automation**.

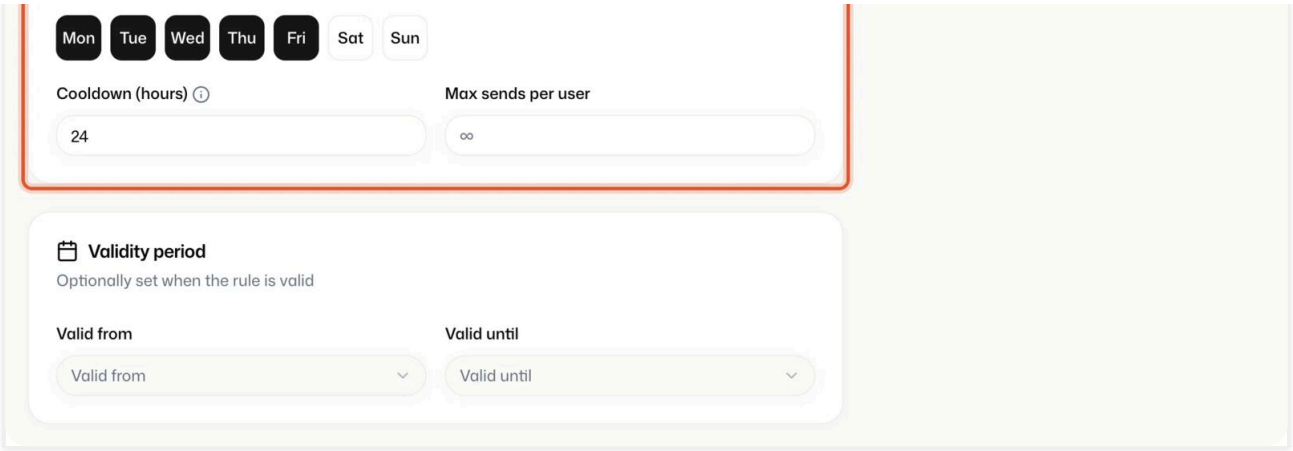


1. **Add Rule** – a new rule.
2. **Type** – when it is sent.
3. **Sent** – how many notifications went out.
4. **Actions** – edit, pause, delete.

Create a rule

1 Press **Add Rule** , type the name and the text. AI can suggest the text.


Back
Add Rule
Automated push notifications based on user behavior
Basic information
Rule name and description
Name *
1
E.g.: Inactive user reminders
Priority
0
Description
Brief rule description
Rule settings
Status
Draft
Activate immediately
Rule will work according to settings
6
Save rule
Cancel
Notification content
You can use variables in the notification title and body
AVAILABLE VARIABLES
{name} Customer's full name
{first_name} Customer's first name
{days} Number of days since last visit
{stamps_count} Number of stamps collected
{stamps_total} Total stamps on the loyalty card
{stamps_remaining} Stamps remaining until reward
2
{loyalty_cards_count} Number of loyalty cards held
{total_points} Total points balance
{games_played} Number of games played
{game_name} Linked game name
{game_type} Game type
{game_reward} Game prize description
{game_points_reward} Game points prize
Generate with AI
3
E.g.: Remind about unused points, encourage return...
Notification title *
E.g.: We miss you!
Notification body *
4
E.g.: Come back and collect points!
Tap action
No action
Open loyalty card
Open a game
Choose where the customer lands when they tap the notification in the app
Trigger configuration
Set when and who to send notifications to
Category *
Card automations
Game automations
Trigger type *
Neaktyvūs vartotojai (neprisijungė X dienų)
After how many days
5
5
Send time
10
00
Frequency *
Vieną kartą vartotojui
Send days



1. **Name** – only you see it.
2. **Available variables** – insert the customer's name, points and more.
3. **Generate with AI** – suggests the text.
4. **Notification** – what the customer gets.
5. **Trigger setup** – when, at what time and how often.
6. **Save rule** – works at once when on.

2. Choose when to send, for example when a customer has not visited for a number of days.

3. Set the time, the days and how often for the same person. Press **Save rule**.

> **So it does not look like spam**
>
> **Cooldown (hours)** stops sending too often. **Max sends per user** limits how many times one person gets the same one.

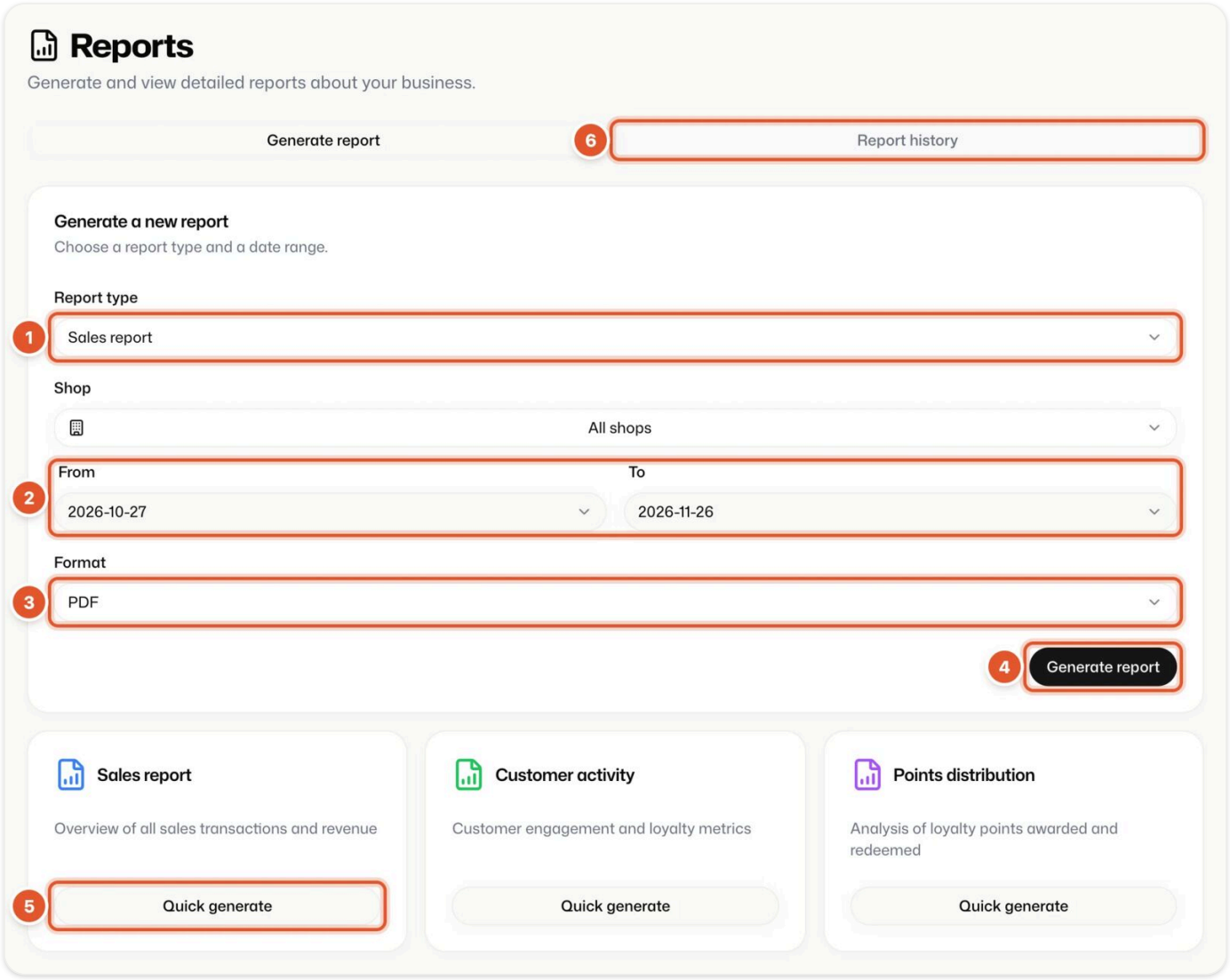
Stop a rule

Open the rule and turn off **Activate immediately** or change its status.

Reports

How to get sales, customer, points and other reports as a PDF or Excel file.

Open **Reports** .



1. **Report type** – what you need.
2. **Dates** – the period.
3. **Format** – PDF or a spreadsheet.
4. **Generate report** – creates the file.
5. **Quick generate** – with one press.
6. **Report history** – reports made earlier.

Generate

1. Choose the report type, the shop and the dates.
2. Choose the format and press **Generate report**.

Quick generate at the bottom creates the most common reports with one press.

Report	What is in it
Sales report	Purchases and revenue. Refunds are taken off.
Customer activity	Who comes back and who stopped visiting.
Points distribution	How many points were given and used.
Card usage	How the cards are used.
Transaction report	Every purchase on its own.

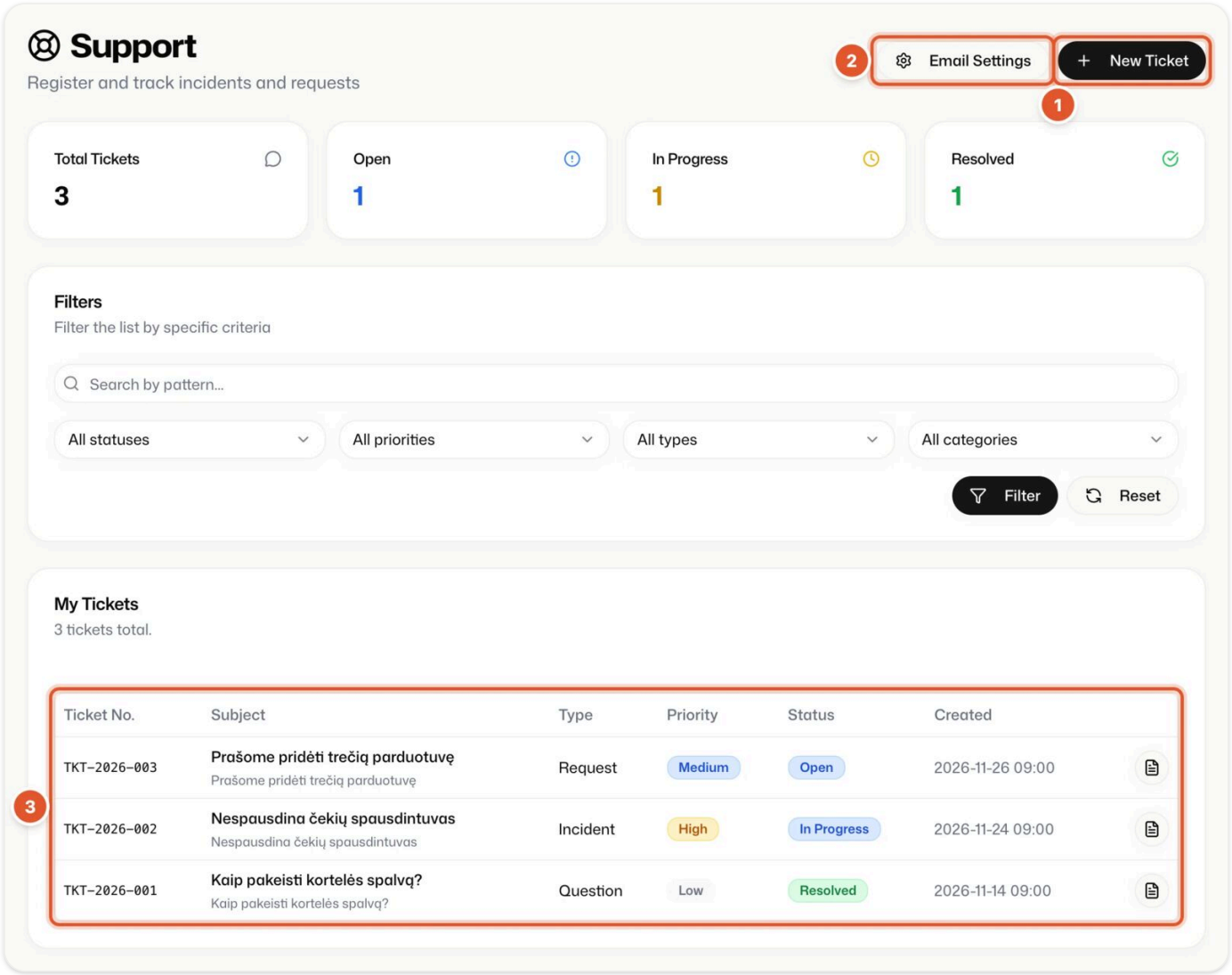
Earlier reports are under the **Report history** tab.

Support tickets

How to write to Loyalty.lt, follow the answer and attach a file.

Here you report a problem or ask for help.

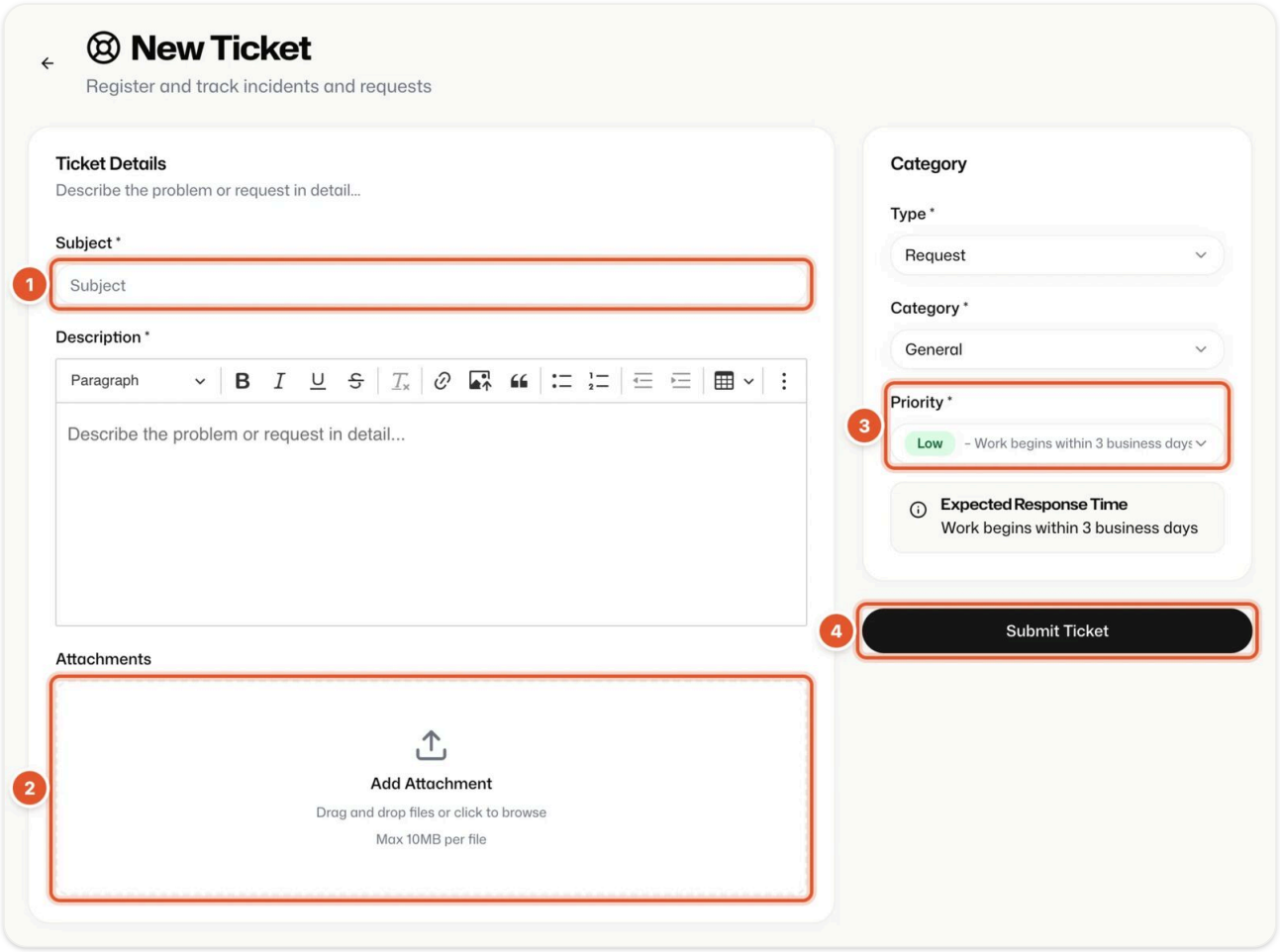
Open **Support** → **All Tickets**.



1. **New Ticket** – write to us.
2. **Email Settings** – tickets by email.
3. **All Tickets** – press the subject - the conversation opens.

Write to us

1 Press **New Ticket** .



1. **Subject** – briefly, what happened.
2. **Attachments** – a screenshot helps a lot.
3. **Priority** – how soon it is needed.
4. **Submit Ticket** – sends it to us.

2 Type the subject and the description: what you did, what you saw, when. Attach a screenshot.

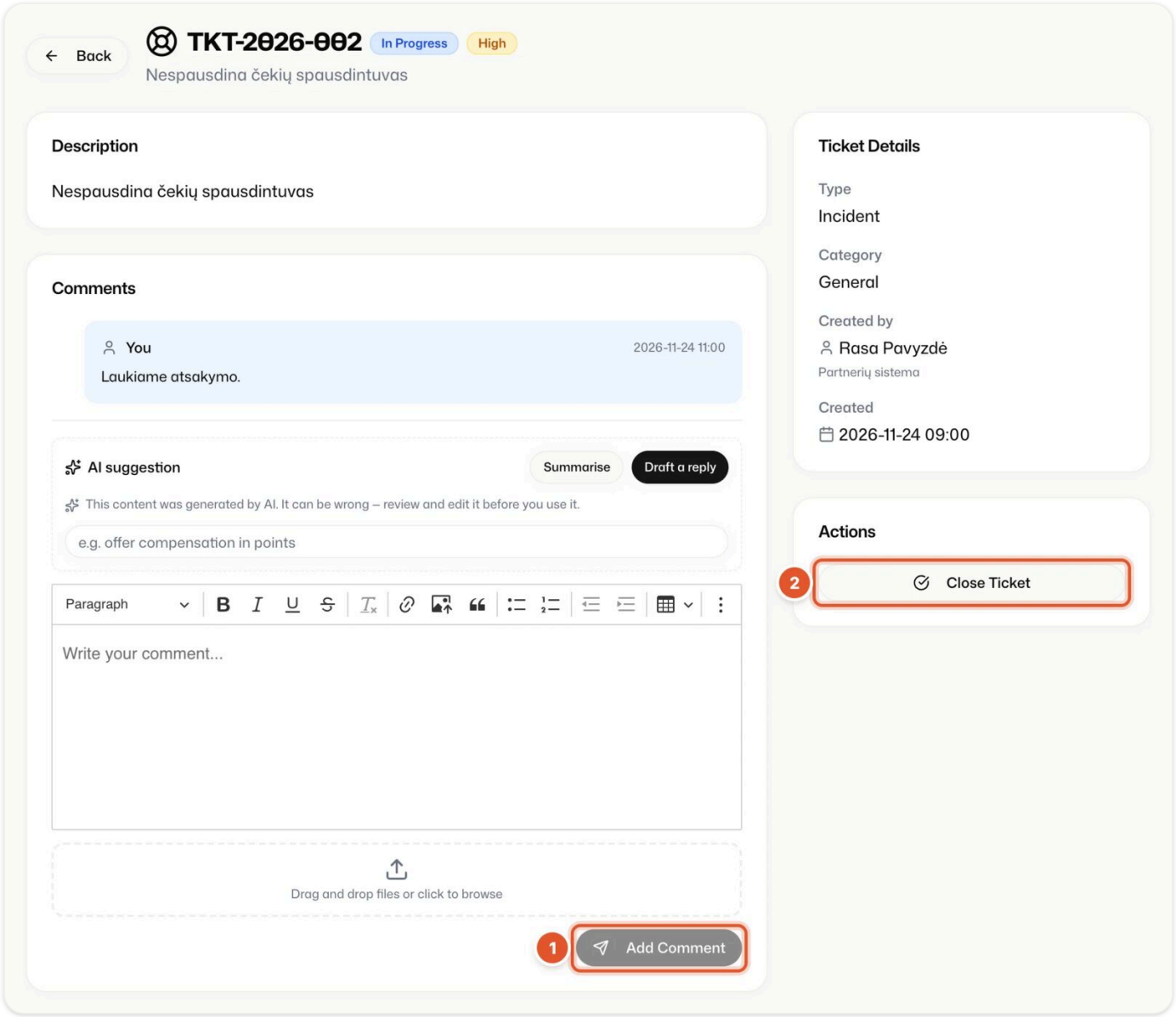
3 Choose the type and the priority, press **Submit Ticket** .

When to choose a high priority

When you cannot sell or the till does not work. Each priority shows how soon we start working on it.

The answer

Open the ticket. Here you see the conversation and can add a comment. You get a notification about our answer.



1. **Add comment** – your answer.
2. **Close ticket** – when the problem is solved.

Tickets by email

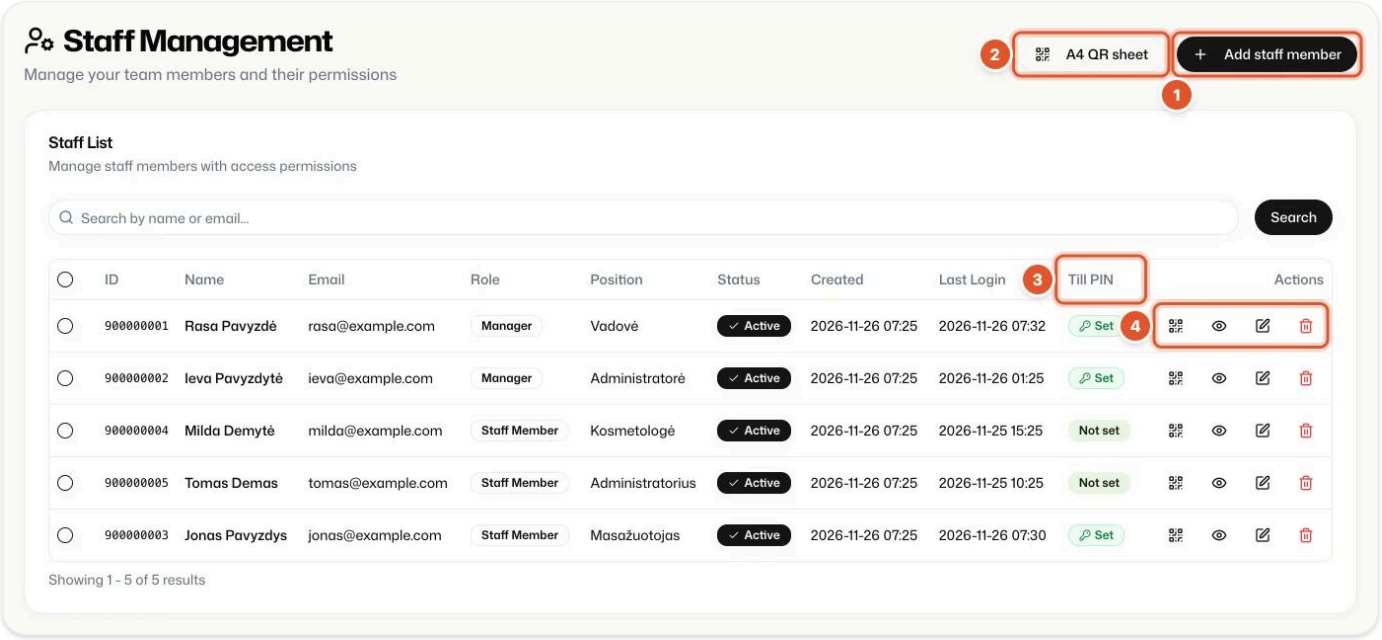
Under **Email Settings** you link your address. Then an email sent to the address shown there becomes a ticket by itself.

Staff

How to add a staff member, give them a code, set the role and see their sign-ins.

Everyone who works at the till has their own staff record. That way a purchase shows who sold it.

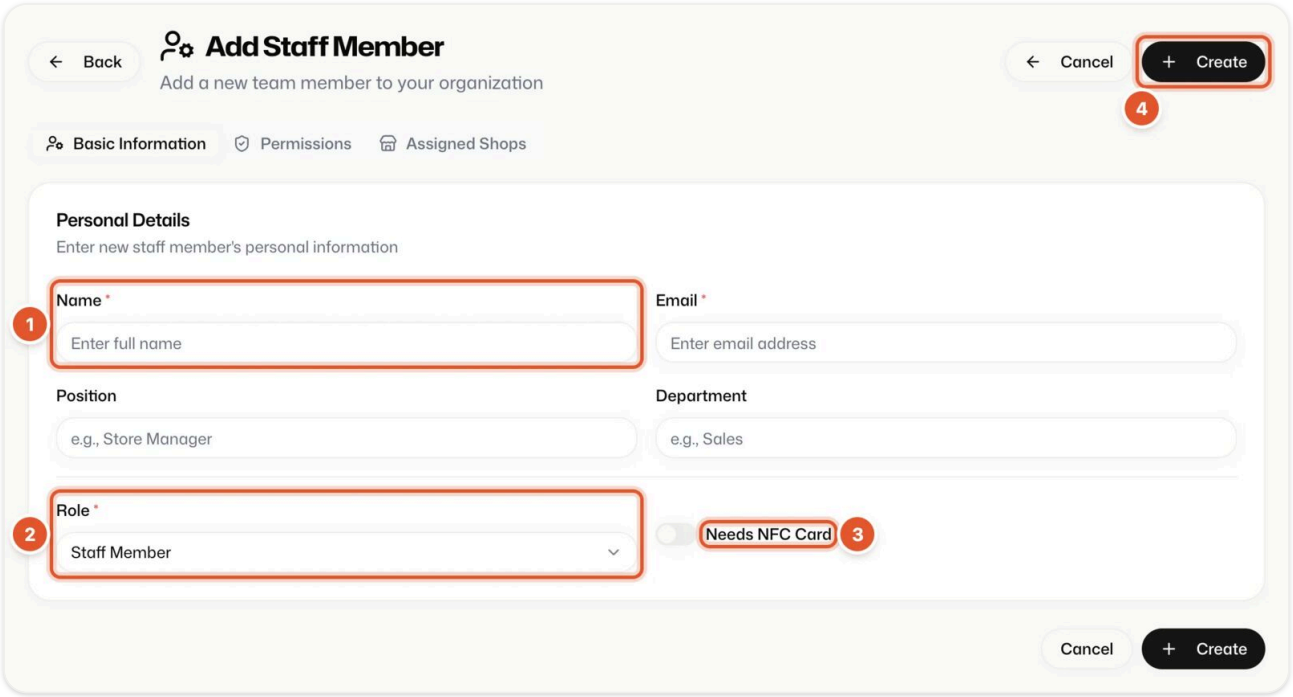
Open **Staff** → **All Staff**.



1. **Add staff member** – a new person.
2. **A4 QR sheet** – the ticked staff members' codes for printing.
3. **Till PIN** – set or not yet.
4. **Actions** – QR code, view, edit, delete.

Add a staff member

1 Press **Add staff member**, type the name, email and position.



1. **Name** – first and last name.
2. **Role** – staff member or manager.
3. **Needs NFC Card** – if they will sign in by holding a card.
4. **Create** – saves the staff member.

2 Choose the role.

Role	What they can do
Staff member	Work at the till.
Manager	Work at the till, approve discounts with their PIN and use the portal.

3 Press **Create**. Then assign shops and permissions on the staff member's page.

4 Give the staff member their code: **Generate Card** creates a card with the code, **Send welcome email** sends it by email.

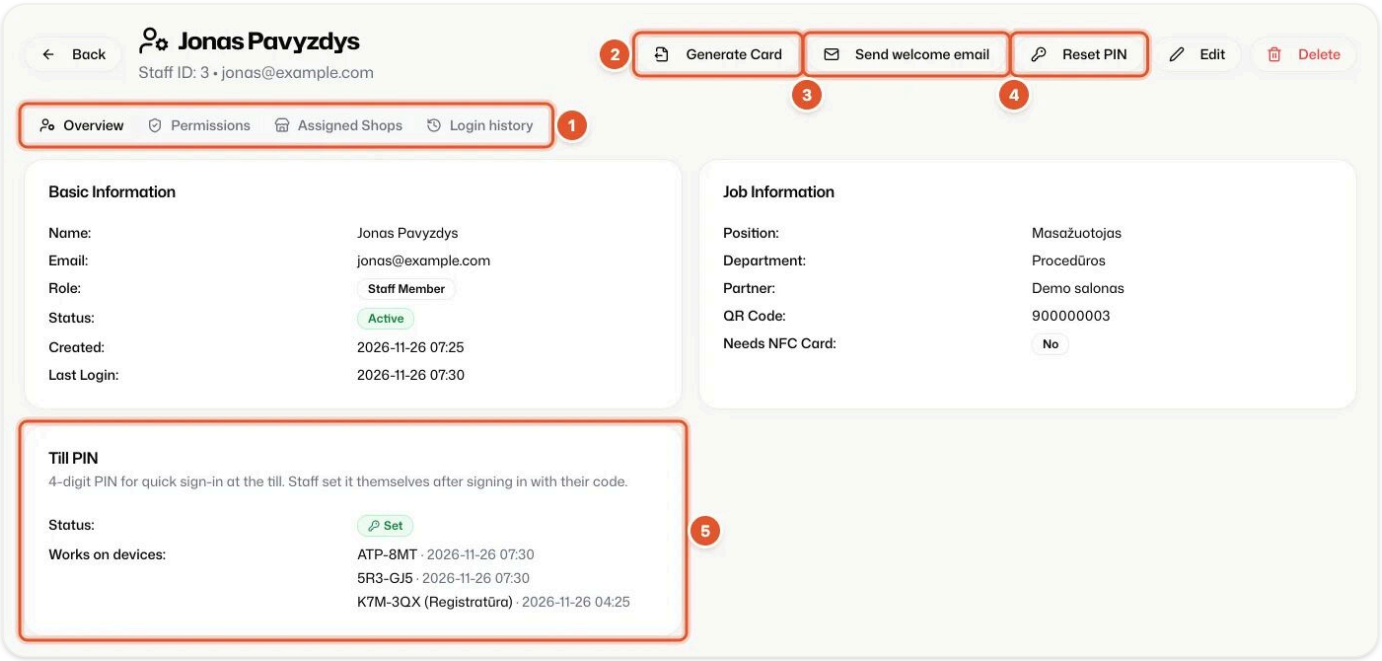
> ⚠ The code is like a key

> Anyone with the code can sign in to the till. Do not stick it where it can be seen. If it is lost, generate a new one.

Many staff at once: tick them and press **A4 QR sheet** – you print the codes on one sheet.

Staff member page

In the list press the eye.



1. **Tabs** – overview, permissions, shops, sign-ins.
2. **Generate Card** – a card with the sign-in code.
3. **Send an email** – the code by email.
4. **Reset PIN** – forgotten or learned by someone.
5. **Till PIN** – status and devices.

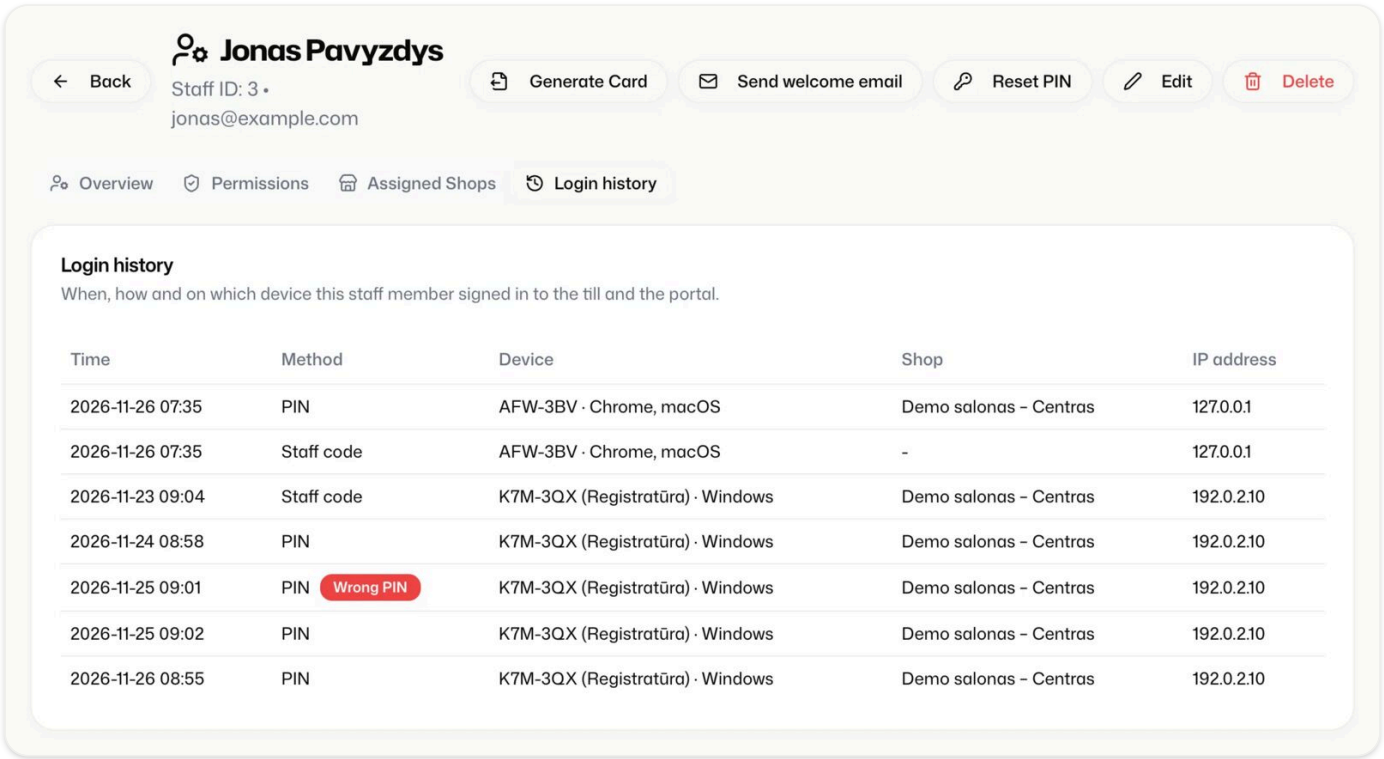
- **Overview** – details, the till PIN and the devices it works on.
- **Permissions** – what they see and can change in the portal.
- **Assigned shops** – where they can work. Nothing chosen – everywhere.
- **Sign-in history** – when, how and on which device they signed in.

Till PIN

The staff member creates the PIN at the till, the first time they sign in with the code. The portal only shows whether it exists.

If the PIN is forgotten or someone else learned it, press **Reset PIN**. Next time the staff member signs in with the code and creates a new PIN.

Sign-in history



Failed attempts are shown too. The device code is the same as in the till's corner and on the Till devices page.

A staff member left

Turn the staff member off or delete them.

> **Deleting cannot be undone**
>
> Earlier purchases stay. If they may come back, only turn them off.

If something goes wrong

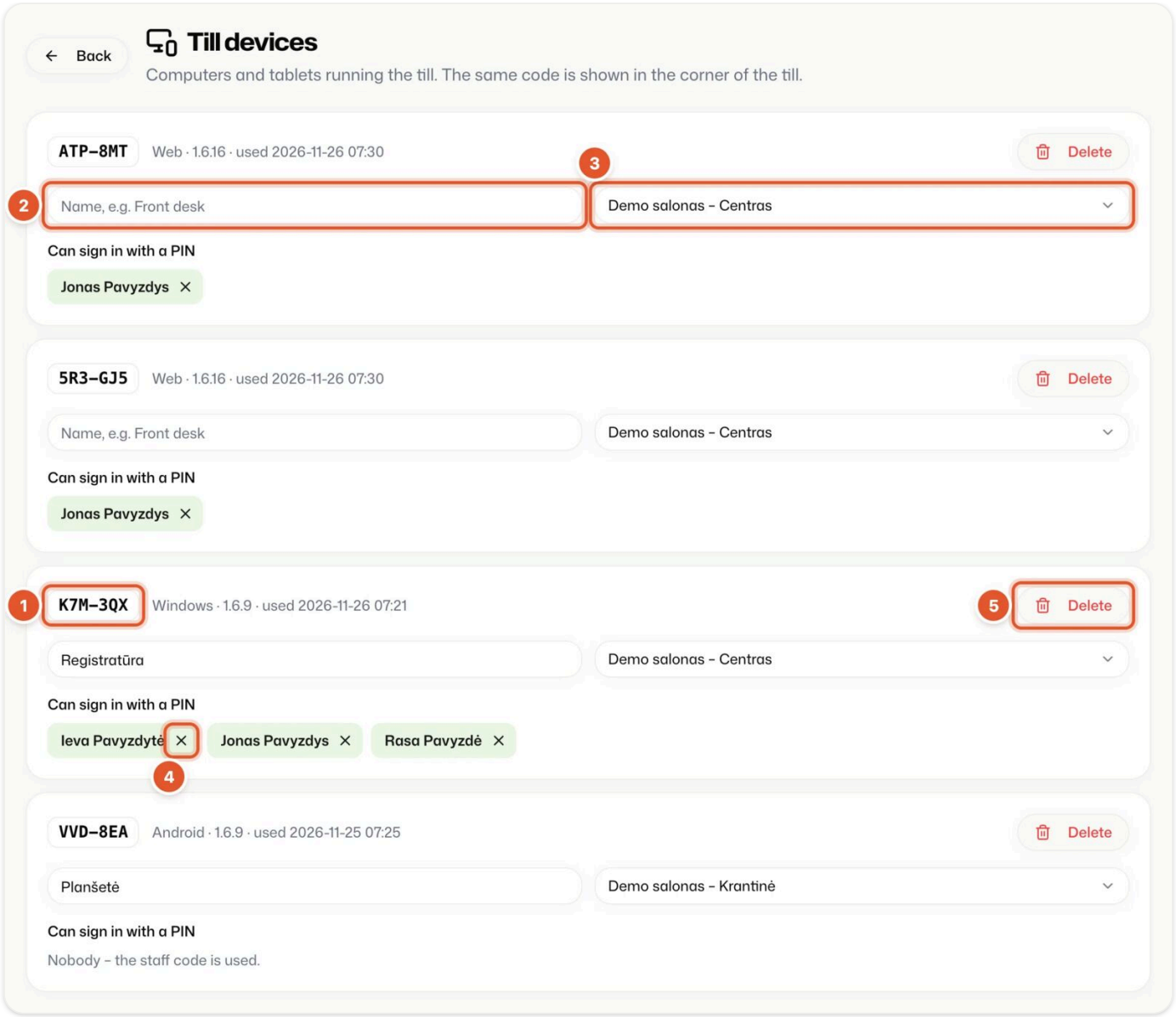
What you see	What to do
The staff member cannot sign in	Check that they are active and assigned to that shop.
The PIN is locked until a time	Too many wrong attempts. Wait or reset the PIN.
No device in the sign-in history	These are old sign-ins. New ones record the device.

Till devices

Which computers and tablets use the till and who can sign in with a PIN on them.

A device appears by itself when a staff member signs in on it. The same code shows in the till's corner.

Open **Till devices** .



1. **Code** – the same as in the till's corner.
2. **Name** – write where the device stands.
3. **Shop** – which shop it belongs to.
4. **Remove from device** – the person will sign in with the code again.
5. **Delete** – everyone will sign in with the code again.

- **Name** – so you know which device it is, such as “Front desk”.
- **Shop** – where the device stands.
- **Can sign in with a PIN** – who already signed in on this device with a code and has a PIN. The cross removes a person from this device.

A device is lost or sold

1. Find it by its code and press **Delete**.
2. Everyone who used it will have to sign in with their staff code next time.

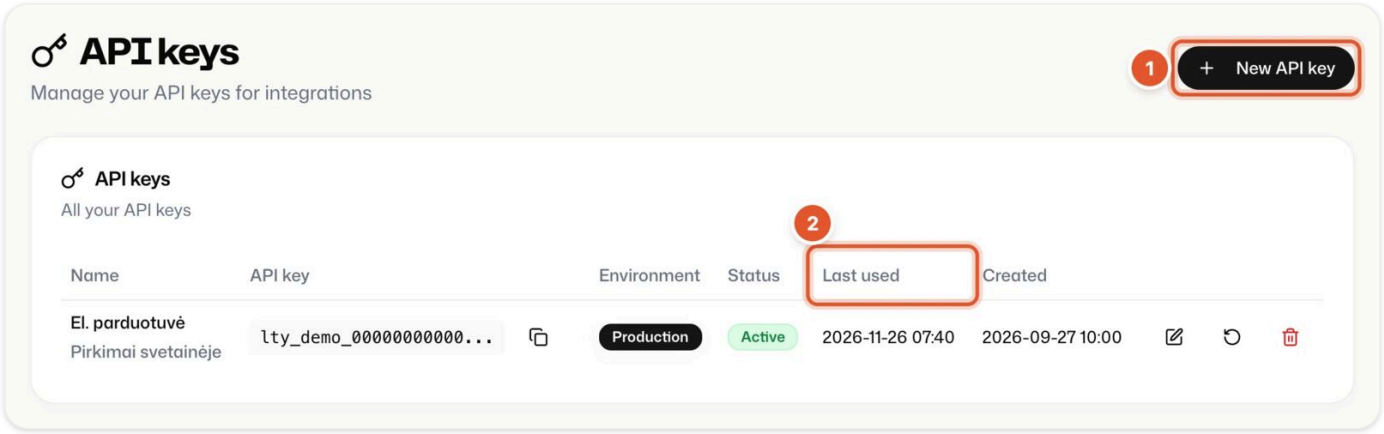
If a staff code was lost too, generate a new card: **Staff**.

API keys

How to create a key for an online shop or another program.

An API key lets another program, such as an online shop, work with your loyalty programme. A developer needs it.

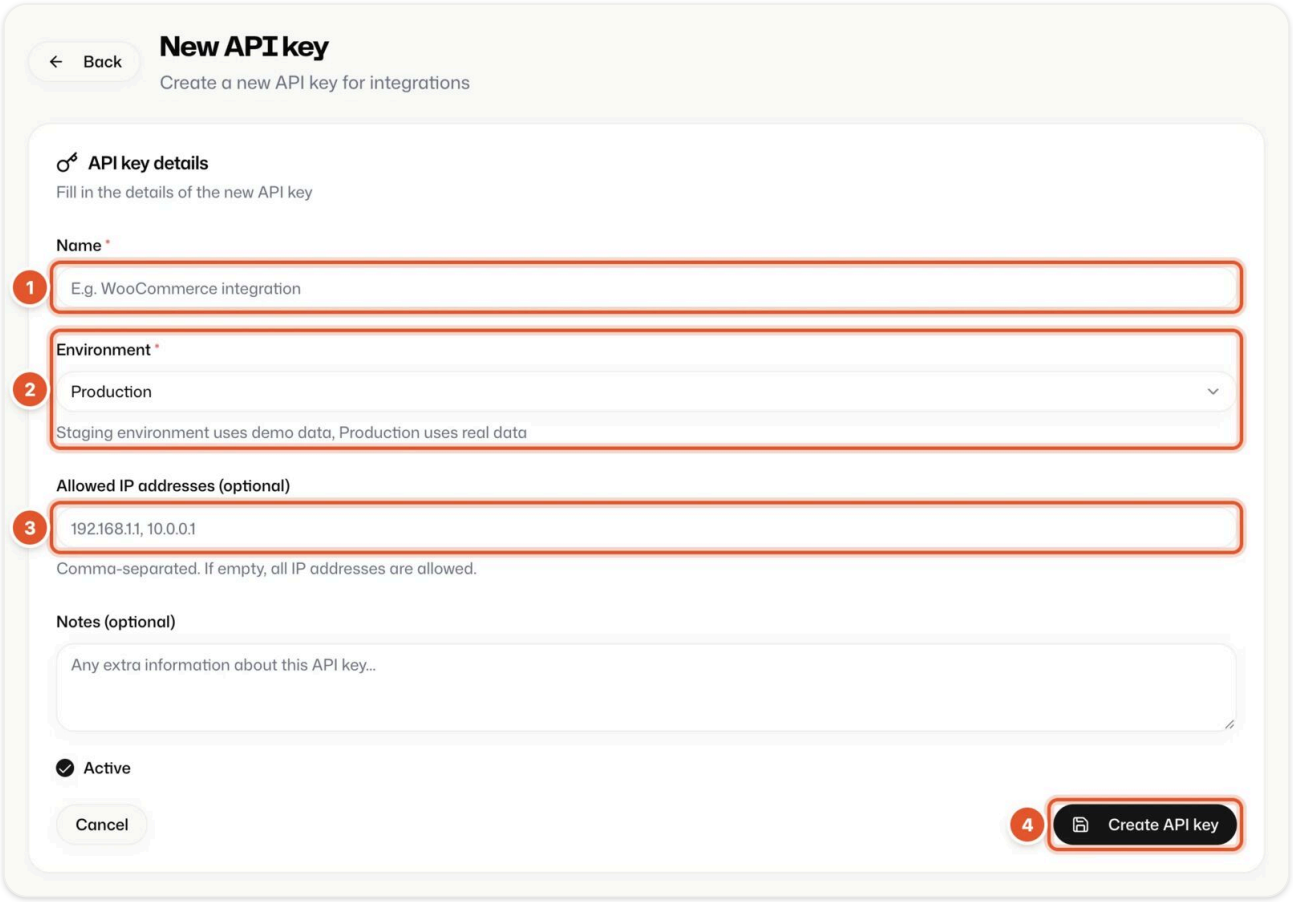
Open **API Credentials** → **All Credentials**.



1. **New API key** – for a new program.
2. **Last used** – whether the key is still in use.

Create a key

1 Press **New API key**, type what it is for and choose the environment.



1. **Name** – what the key is for.
2. **Environment** – real or test data.
3. **Allowed IP addresses** – the key works only from them.
4. **Create API key** – the secret is shown once.

2 Copy the key and the secret. The secret is shown only once.

3 Give them to the developer safely, not by email.

Deleting a key stops the integration

All programs using it stop working at once.

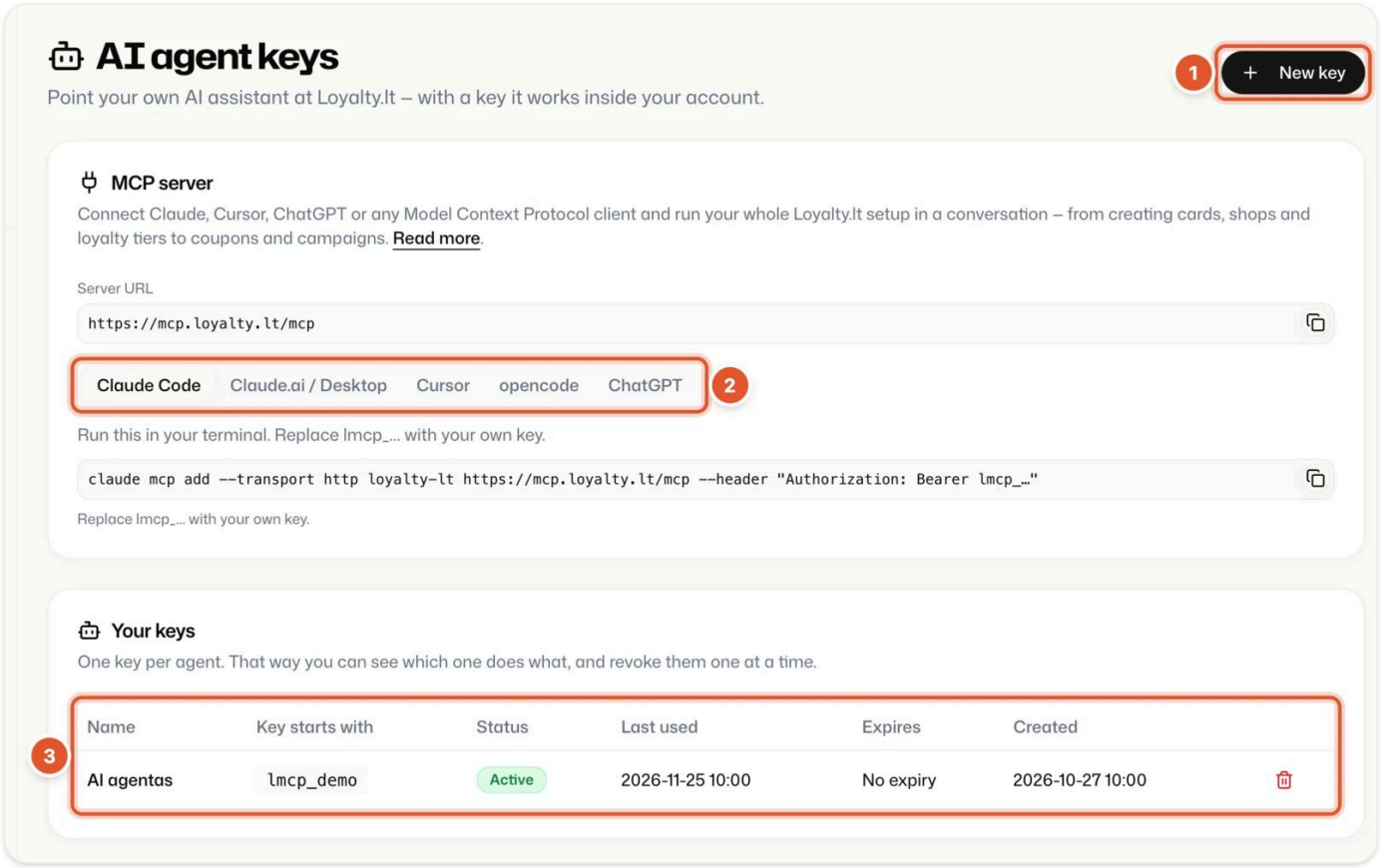
For developers: API documentation.

AI agent keys

How to let your AI assistant work in Loyalty.lt on your behalf.

With a key, your AI assistant (Claude, ChatGPT, Cursor and others) can work in the portal through chat: find a customer, prepare a campaign, create a discount.

Open **AI agent keys**.



1. **New key** – for a new assistant.
2. **Assistant** – how to connect each one.
3. **Your keys** – when they were used and until when they are valid.

Connect

1. Press **New key** and name the assistant it is for.
2. Copy the key – we will not show it again.

3 On the page choose your assistant and follow the steps. Put your key in place of `lmcp_…`.

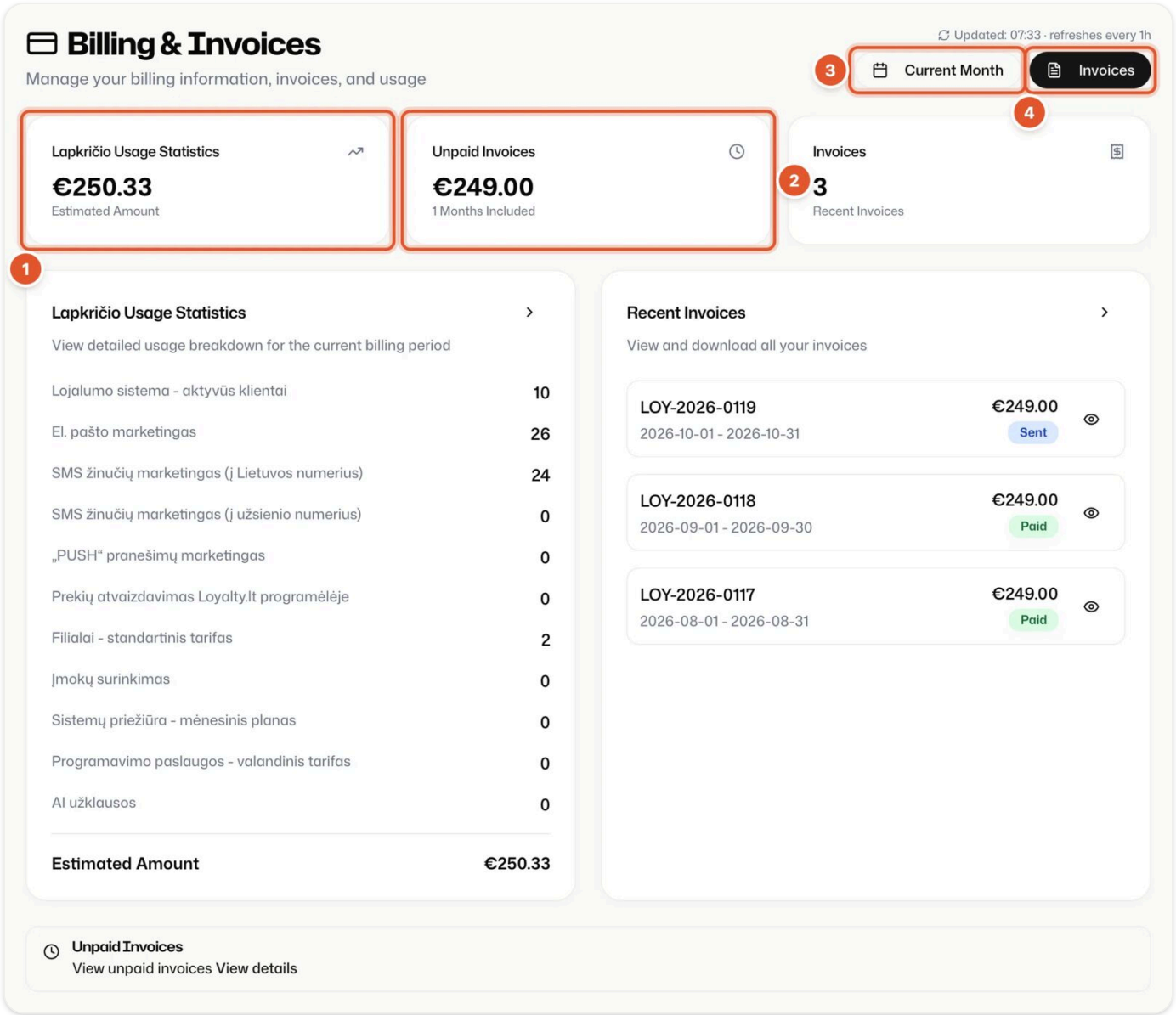
> **The key can do what you can**
>
> The agent can change prices, send campaigns and see customers. Keep the key like a password. Revoke the ones you no longer need.

Only the account owner creates and revokes keys.

Billing

What this month will cost, how much is used and what the plan includes.

Open **Billing** → **Overview**.



1. **Estimated amount** – what this month will cost.
2. **Unpaid invoices** – what needs paying.
3. **Current Month** – in detail.
4. **Invoices** – all invoices.

Current month

Press **Current Month** . You see how much is used and what it will cost.

Current Month

Lapkričio 2026

Updated: 07:33 · refreshes every 1h

1

November 2026

2

Monthly plan

Monthly fee: €249.00

Loyalty operations	10 / 10000	Marketing emails	26 / 50000	Push notifications	0 / 25000
Within the limit		Within the limit		Within the limit	
Tracked products	0 / 100000	Shops	2 / 10		
Within the limit		Within the limit			

Lojalumo sistema - aktyvūs klientai
10 vnt.
€0.45

El. pašto marketingas
26 vnt.
€0.02

SMS žinučių marketingas (į Lietuvos numerius)
24 vnt.
€1.33

SMS žinučių marketingas (į užsienio numerius)
0 vnt.
€0.00

„PUSH“ pranešimų marketingas
0 vnt.
€0.00

Prekių atvaizdavimas Loyalty.lt programėlėje
0 vnt.
€0.00

Filialai - standartinis tarifas
2 vnt.
€6.00

Įmokų surinkimas
0 vnt.
€0.00

Sistemų priežiūra - mėnesinis planas
0 val.
€0.00

Programavimo paslaugos - valandinis tarifas
0 val.
€0.00

AI užklausos
0 1000 tok.
€0.00

3

Usage

Detailed usage for this period

Lojalumo sistema - aktyvūs klientai	10 vnt.
El. pašto marketingas	26 vnt.
SMS žinučių marketingas (į Lietuvos numerius)	24 vnt.
SMS žinučių marketingas (į užsienio numerius)	0 vnt.
„PUSH“ pranešimų marketingas	0 vnt.
Prekių atvaizdavimas Loyalty.lt programėlėje	0 vnt.
Filialai - standartinis tarifas	2 vnt.
Įmokų surinkimas	0 vnt.
Sistemų priežiūra - mėnesinis planas	0 val.
Programavimo paslaugos - valandinis tarifas	0 val.
AI užklausos	0 1000 tok.

4

Pricing

Pricing by service

SMS žinučių marketingas (į Lietuvos numerius)	Quantity: 24 vnt.	€1.33 Unit Price: €0.0556/vnt.
SMS žinučių marketingas (į užsienio numerius)	Quantity: 0 vnt.	€0.00 Unit Price: €0.1295/vnt.
Įmokų surinkimas	Quantity: 0 vnt.	€0.00 Unit Price: €0.00/vnt.
Sistemų priežiūra - mėnesinis planas	Quantity: 0 val.	€0.00 Unit Price: €200.00/val.
Programavimo paslaugos - valandinis tarifas	Quantity: 0 val.	€0.00 Unit Price: €50.00/val.
AI užklausos	Quantity: 0 1000 tok.	€0.00 Unit Price: €0.00/1000 tok.
Loyalty.lt planas „Pro“	Quantity: 1 vnt.	€249.00 Unit Price: €249.00/vnt.

Subtotal	€250.33
Monthly Total	**€250.33**

1. **Month** – choose another month.
2. **Monthly plan** – what is included and how much is used.
3. **Usage** – each service.
4. **Pricing** – what will be on the invoice.

- **Monthly plan** – what is included and how much is used. “Within the limit” – you pay nothing extra.
- **Usage** – each service on its own.
- **Pricing** – what will be on the invoice. The **Monthly Total** row is the estimate.

The arrows choose earlier months. The numbers refresh every hour.

Related pages

- Plan and services
- Invoices

Plan and services

How to change the plan, turn on an add-on and find the contract.

Plan

Open **Billing** → **Monthly plan** .

Monthly plan

Your plan, included limits and how much of them you have used

Pro

From 2026-03-26

Monthly fee
249.00 €

Billing cycle
Monthly

Billed separately at standard rates: SMS, development and maintenance hours, equipment rental, payment collection fees.

1

Limit usage (2026-11)

Active members	10 of 10 000	Emails	26 of 50 000
Push notifications	0 of 25 000	Product tracking events	0 of 100 000
Locations	2 of 10		

Available plans

Start
19.00 €
Annual: 192.00 €

Vienam filialui pradedantiems lojalumo programą.

Active members	200
Emails	2 000
Push notifications	1 000
Product tracking events	5 000
Locations	1

Included
- ✓ Loyalty system
- ✓ Product display
- ✓ Email marketing
- ✓ Push notifications
- ✓ SMS (billed separately)

3 Select

Grow
79.00 €
Annual: 804.00 €

Augančiam tinklui su keliais filialais ir pilna rinkodara.

Active members	1 000
Emails	10 000
Push notifications	5 000
Product tracking events	20 000
Locations	5

Included
- ✓ Loyalty system
- ✓ Product display
- ✓ Email marketing
- ✓ Push notifications
- ✓ SMS (billed separately)
- ✓ API and SDK
- ✓ Support system

Select

Pro
2 Current

249.00 €
Annual: 2544.00 €

Dideliems tinklams: iki 10 filialų ir prioritetinis palaikymas.

Active members	10 000
Emails	50 000
Push notifications	25 000
Product tracking events	100 000
Locations	10

Included
- ✓ Loyalty system
- ✓ Product display
- ✓ Email marketing
- ✓ Push notifications
- ✓ SMS (billed separately)
- ✓ API and SDK
- ✓ Support system
- ✓ Priority support

Current

Enterprise
Custom pricing

Individualūs limitai ir kaina pagal sutartį.

Active members	Unlimited
Emails	Unlimited
Push notifications	Unlimited
Product tracking events	Unlimited
Locations	Unlimited

Included
- ✓ Loyalty system
- ✓ Product display
- ✓ Email marketing
- ✓ Push notifications
- ✓ SMS (billed separately)
- ✓ API and SDK
- ✓ Support system
- ✓ Priority support

Contact us

1. **Limit usage** – how much is left.
2. **Current** – your plan.
3. **Select** – change the plan.

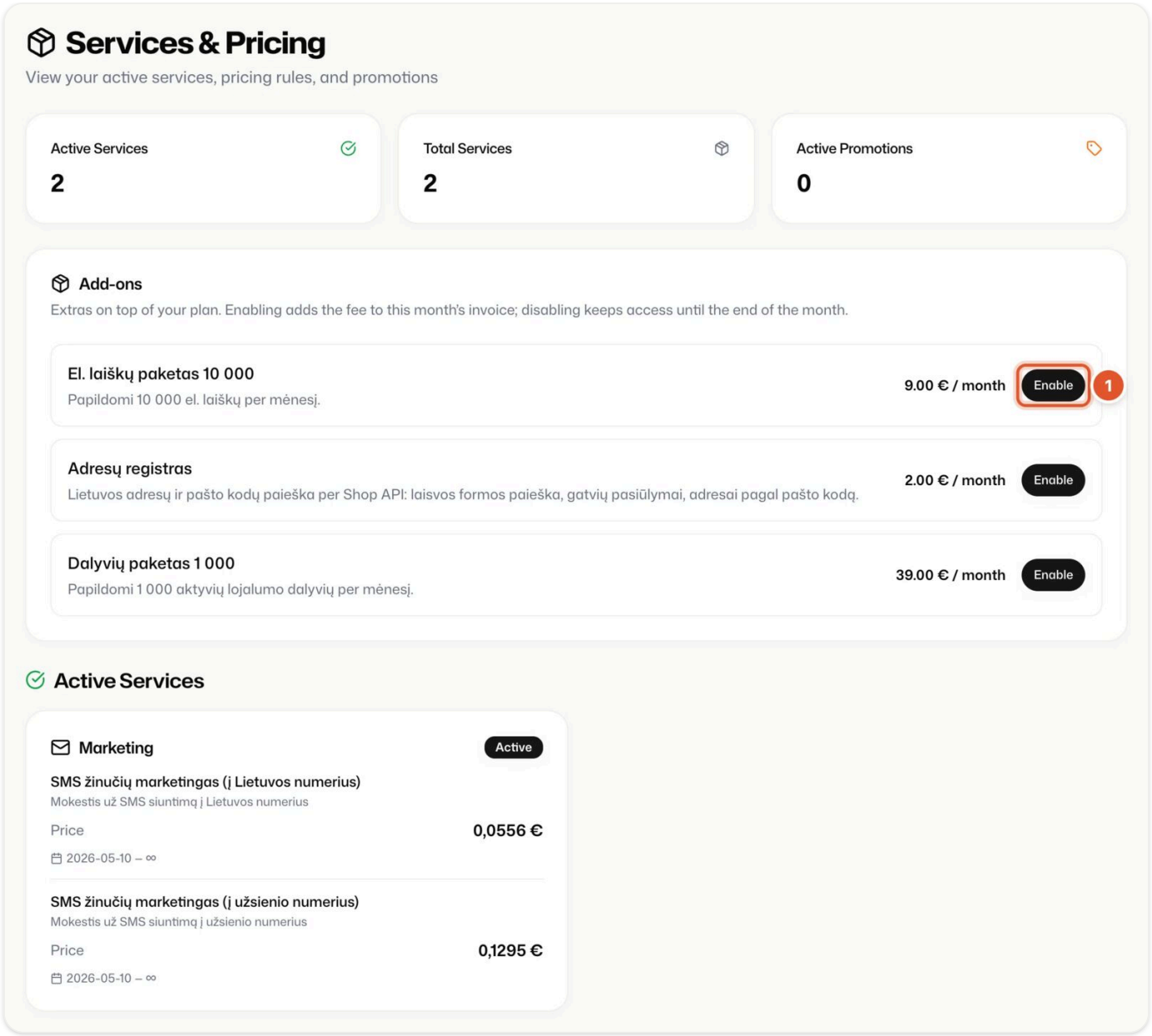
You see your plan, its limits and the other plans. To change, press **Select** next to a plan.

Before confirming you see from when it applies and what it costs.

> ⚠ **The price changes**
>
> The plan should be changed by whoever is responsible for invoices. If unsure, write a support ticket.

Add-ons

Billing → **Services & Pricing**: extras on top of the plan, such as more emails.



1 **Enable** – the fee is added to the invoice.

Once turned on, the fee is added to the monthly invoice. A turned-off add-on stays valid until the end of the month.

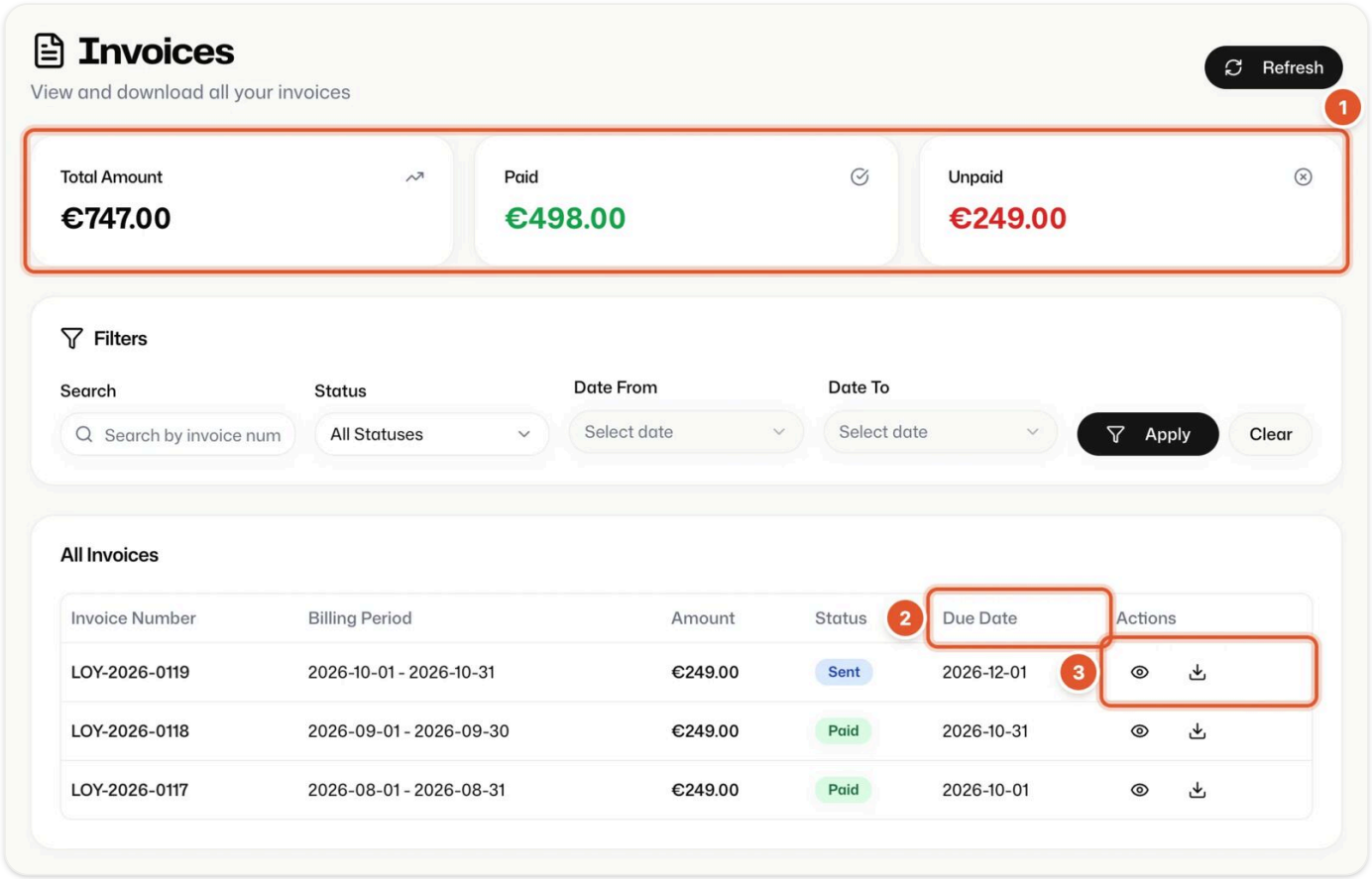
Contract

Billing → **Contract** : the contract number, status and a file to download.

Invoices

How to find, download and pay an invoice.

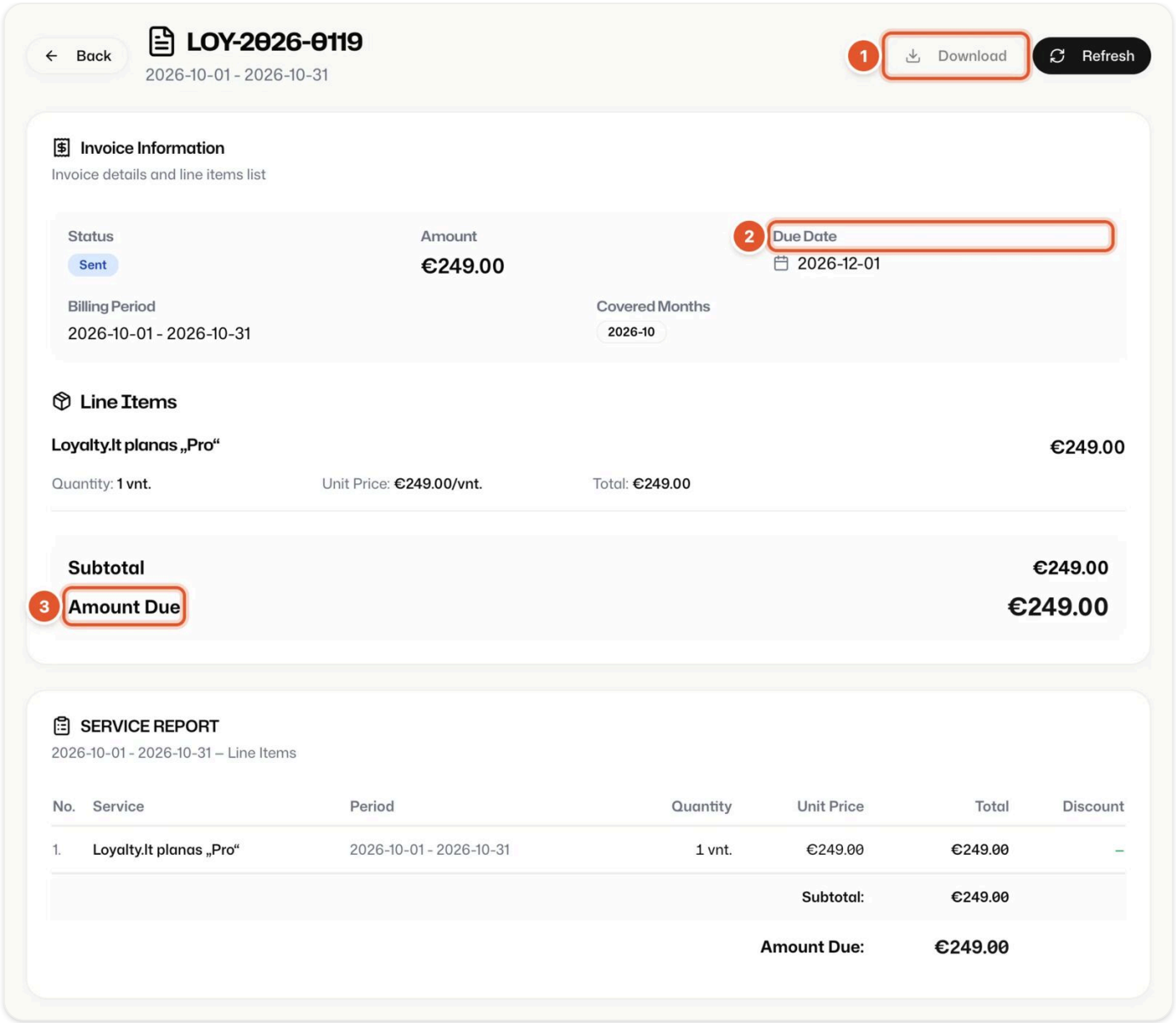
Open **Billing** → **Invoices**.



1. **Totals** – total, paid, unpaid.
2. **Due date** – until when to pay.
3. **Actions** – view, download PDF.

Invoice page

In the list press the eye. You see what it is for, the due date and the lines.

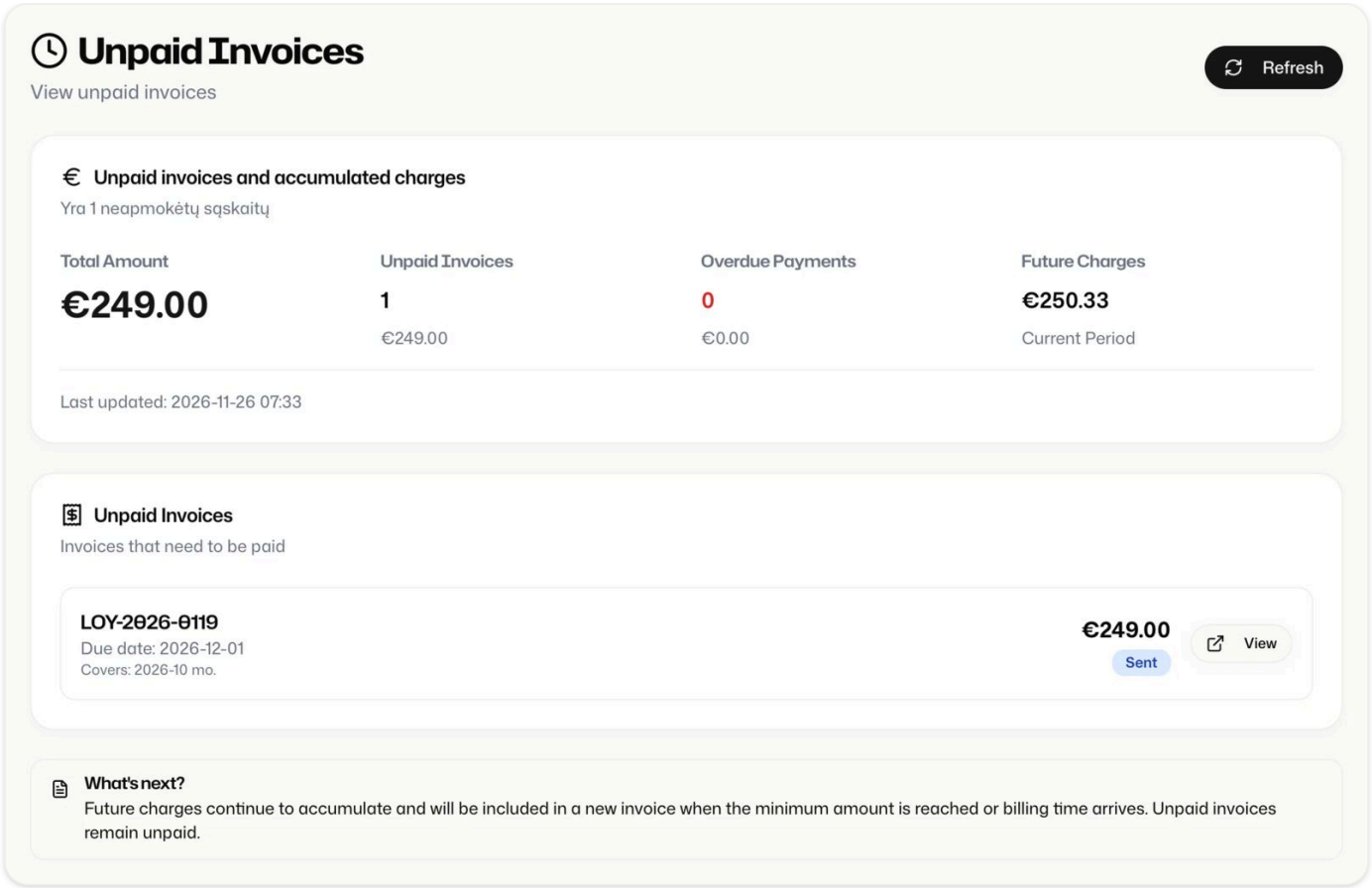


1. **Download** – a PDF file.
2. **Due date** – until when to pay.
3. **Amount due** – the final amount.

Download saves a PDF. You also get the invoice by email.

Unpaid

Billing → **Pending Payments** shows what needs paying and what is still accumulating.



> ⚠ **Late payment interest applies when overdue**
>
> Late payment interest is a separate line on the invoice, with the rate and the number of days.

If something goes wrong

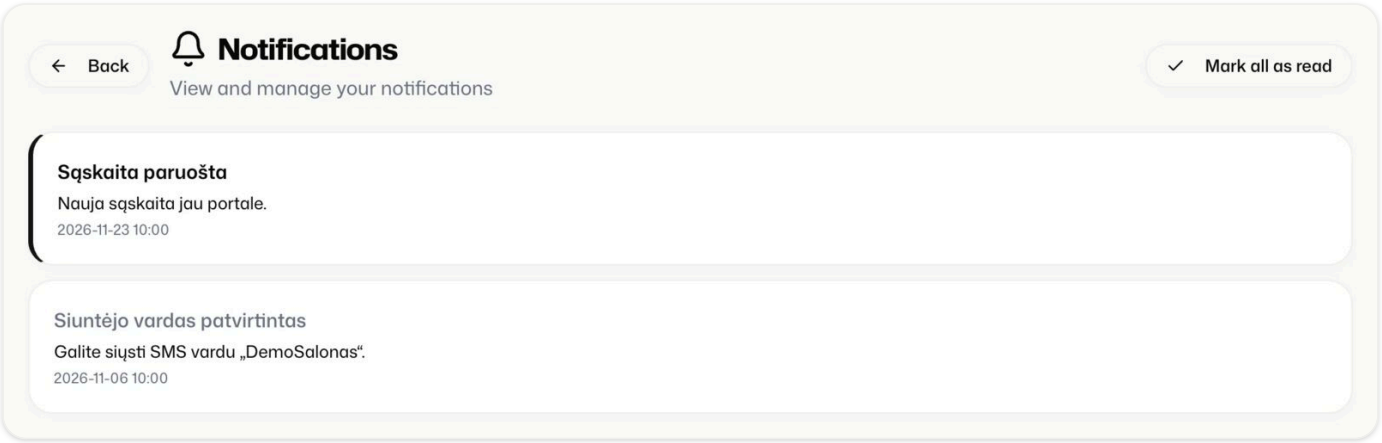
What you see	What to do
You paid, but the invoice shows unpaid	A bank transfer sometimes takes 1–2 days. If it does not update, write a support ticket.
You do not get invoices by email	Check **Billing email** on the **Company information** page.

Notifications

Where to see what the portal tells you and how to choose the channels.

Notifications are messages to you: about invoices, approvals, plan limits.

The bell at the top opens the newest. All of them are under **Notifications**.

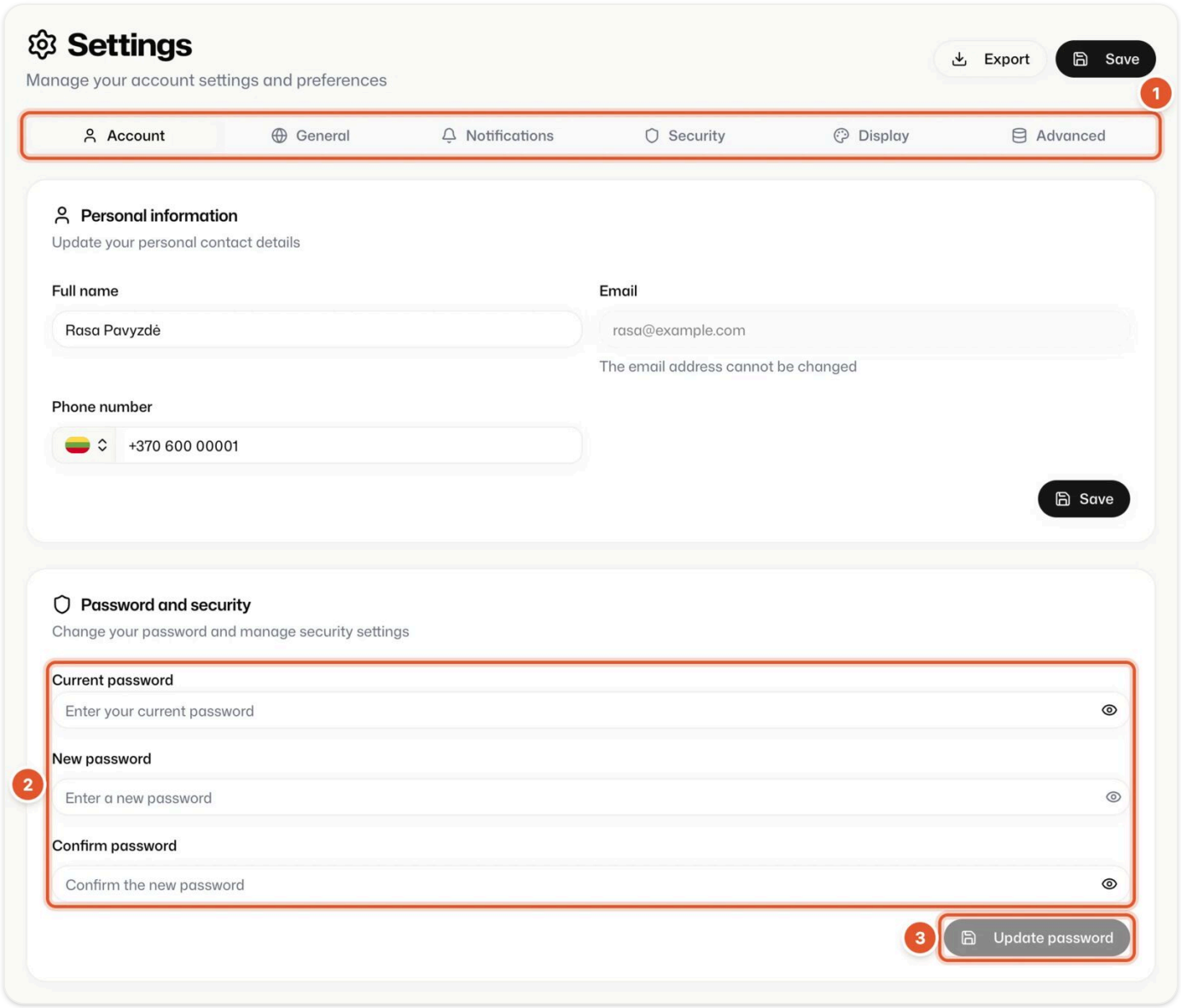


You choose the channels in Settings.

Settings

How to change your details, password, language, notifications and plan limits.

Open **Settings**.



1. **Tabs** – all the settings.
2. **Password** – the current one and the new one.
3. **Update password** – applies at once.

Tab	What you change
Account	Name, phone, password.
General	Language and region.
Notifications	Which channels we notify you by. Plan limit warnings.
Security	Sign-in notifications and when to sign out.
Display	Light or dark, menu size.
Advanced	Data and deleting the account.

Plan limits

When you reach 80 % or 100 % of a plan limit, we notify you through the chosen channels. Going over does not stop the service; the excess goes on the invoice.

If you do not want to go over, turn on the hard limit in the **Notifications** tab.

> **Deleting the account cannot be undone**
>
> Deleting the account removes all the data. If you only want to pause the service, write a support ticket.

If something goes wrong

What you see	What to do
The password does not change	Type the current password. If you do not remember it, sign out and reset it.
The email cannot be changed	Write a support ticket – we will change it.

A new staff member at the till

From the record in the portal to the first sale with a PIN.

Time needed: 5 minutes.

1. In the portal: **Staff** → **Add staff member**. Type the name, email and role.
2. Assign a shop and press **Generate Card**.
3. At the till: the staff member scans the code and creates a 4-digit PIN. Next time the PIN is enough.
4. Give them the one-page guide to read.

Check that it worked

On the staff member's page the **Login history** tab shows the sign-in with the code, and **Till PIN** shows **Set**.

A tier with a discount

How to create a tier whose customers get a discount, but not on gift vouchers.

When: you want loyal customers to pay less, but not on gift vouchers and promotions. **Time needed:** 10 minutes.

1. **Loyalty tiers** : choose the metric, such as **Amount spent (€)** .
2. Press **Add tier** : type the name, the threshold (such as 300) and the discount (such as 3 %).
3. Press **Add part** and create a part “Gift voucher”: turn off **Apply the tier discount** and **Can be paid with points** , points multiplier 0.
4. Do the same for the “Promotions, memberships” part.
5. Choose the default part – the one you sell most often.

Check that it worked

At the till, choose a customer of that tier and enter an amount. You see the discount on the right. When you change the part to “Gift voucher”, the discount must disappear.

Refund part of a purchase

How to give a customer part of the money back and what happens to the points.

When: the customer returns only part. **Where:** at the till.

1. At the till choose the customer and press **Previous Purchases**.
2. Next to the purchase press **Refund** and enter the amount. More in Past purchases.

Points earned on the refunded amount are taken back, and the part paid with points goes back to the customer.

Check that it worked

In the portal, on the Transactions page, a row with a minus appears. The turnover drops by the refunded amount.

Birthday SMS

How to greet a customer on their birthday automatically and give points.

When: you want a customer to get a message on their birthday. **Needed:** an approved sender name. **Time needed:** 10 minutes.

> ⚠ **Costs money**
>
> The rule sends SMS every day until you turn it off.

1. Create a **template**. A message without Lithuanian letters is cheaper.
2. **SMS Marketing** → **Automation** : press **Create Rule** and choose the birthday trigger.
3. Set the hours, such as 10:00–12:00, and turn on **Activate immediately** .
4. Press **Save rule** .

Check that it worked

The next day the **SMS messages** page shows the sent messages. Only customers who agreed and have a birth date get them.

Win customers back

How to write to those who have not visited for a long time, once or all the time.

When: you notice that some customers do not come back. **Time needed:** 15 minutes.

Once

1. **Email messages** → **Audiences**: create an audience with **Inactive for at least (days)** – 60.
2. **Email messages** → **Campaigns**: create a campaign for this audience.
3. Send a test email to yourself, then to everyone.

All the time

Create a rule: push, SMS or email.

> **One channel**
>
> Start with one channel. The same reminder through three channels is annoying.

Troubleshooting

The most common problems by what you see, and how to solve them.

Customers and points

What you see	What to do
A customer does not see points in the app	They signed in with another number or email. They must sign in with the number given at the till.
A customer did not get the SMS with the app link	The SMS goes only to brand-new customers. You can tell them the link: loyaltylt.app.
The till gives no points	See **cards** and **purchase parts**.
A customer did not move up a tier	See **tiers**.

Till

What you see	What to do
A new discount or key is not at the till	At the till press the refresh arrow.
A staff member cannot sign in	Check that they are active and assigned to the shop: **Staff**.
A forgotten PIN	On the staff member's page press **Reset PIN**.
Other till problems	**Till troubleshooting**.

Campaigns

What you see	What to do
The SMS is waiting for approval	We usually approve within 5 minutes.

What you see	What to do
Few recipients	Promotions reach only those who agreed: SMS, email.
Emails land in spam	Verify your domain.

Invoices

What you see	What to do
The amount is higher than the plan's price	See what went over: Billing.
A paid invoice shows unpaid	A transfer sometimes takes 1–2 days.

Did not find it?

Write a support ticket. Say what you did, what you saw and when. Attach a screenshot.

Glossary

What the words that keep coming up in the portal and the till mean.

Word	What it means
Audience	A saved filter of who to send emails to.
Consent	The customer's permission to send them promotions.
Coupon	A gift or a discount the customer uses once.
Location	One shop or point of sale.
Loyalty card	The rules of how many points a customer gets, and the card in their app.
PIN	4 digits for a quick sign-in at the till.
Points	What the customer collects when buying and can spend.
Promotion	A banner at the start of the app, or a product's promotional price.
Purchase part	What the amount is for: goods, services, a gift voucher. Each has its own rules.
Push	A notification on the phone from the app.
Reference number	The purchase number you can find it by.
Staff code	The code a staff member signs in to the till with the first time.
Template	A ready text or design.
Threshold	The value at which a tier is reached.
Tier	The customer's level. A higher one – more benefits.
Till discount	A discount the cashier applies with a button.
Transaction	One purchase or refund.
Trigger	The condition when a message is sent automatically.