

Points Mall

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What business scenarios does the points function support?



Supports text and images, audio, video, open courses (live streaming), e-books, columns, mega-columns, camps, memberships, premium memberships, class courses, offline courses, physical products, affiliate products, and valuable coupons.

Can multiple custom activities be created simultaneously for the points issuance based on consumption?



No, the validity period of the rule cannot overlap with existing activity rules.

Are custom activities in the points distribution for consumption supported to be modified after creation?



Before the event becomes effective, you can modify the event rules. After the event becomes effective, you can only delete it and cannot modify it.

Can the same product support both points redemption and points deduction for cash at the same time?



Yes, the same product can be applicable to both point redemption and point cashback simultaneously.

What are frozen points?



If merchants set a freeze period for points in the backend, the points obtained by users cannot be used during the freeze period.

Which marketing campaigns can be combined with point deductions?



Supports coupons, promo codes, limited-time discounts, flash sales, and Joint Orderg.