



# The Owner's Guide

*For the person who runs the place.*

Plain language. No jargon. What Bribe is, how to set it up, what to check every month, and what to do when something looks weird.

# Bribe — The Owner's Guide

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For the person who runs the place.

## What Bribe is, in 30 seconds

Bribe is a way to reward your regulars without any extra work for them or your staff.

**Here's the whole idea:** A customer signs up on their phone, adds their credit or debit card to your rewards program, and from then on, every time they pay you with that card, they earn rewards automatically. No apps to open at the register. No punch cards. No PINs. No barcodes.

That's it. The customer pays like normal. The reward shows up on their phone a minute later.

You set the rules ("spend \$50, get \$5 back" — whatever you want). We handle the rest.

**Why "Bribe"?** Because you're rewarding customers for doing nothing different. They were going to pay you anyway. You're "bribing" them to come back.

## What this guide covers

This guide is for **you, the owner or manager**. It walks through:

1. How a customer actually experiences your rewards program
2. Your first day on Bribe — getting set up
3. Picking what rewards to offer (and which ones work best)
4. How tiers work (treating your regulars like regulars)
5. Sending messages to your customers
6. What to check every month
7. When something looks weird
8. The boring legal stuff (one page, but you have to do it)

There are two other documents that go with this one:

- **The Staff Cheat Sheet** — a one-page printout to tape next to the register. Your bartenders and servers don't need to read this guide. They need that sheet.
- **The Customer Flyer** — a one-page handout or table tent that tells customers how to sign up.

You can use those without reading this guide first, but you'll get more out of them if you understand the basics here.

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# Part 1 — How a customer experiences Bribe

Read this part first. Once you know what the customer sees, everything else makes more sense.

## The five things they do

### 1. They sign up

A customer walks into your place, sees a QR code on the menu (or you hand them a flyer with one), and scans it with their phone camera. Their phone opens your rewards app — looks like your brand, your colors, your logo.

They type in an email and password. Or they tap "Continue with Google" or "Continue with Apple." Takes about 30 seconds.

### 2. They link their card

The app asks: "Add a card to start earning." They tap the button and a secure form pops up. They type their card number, expiry, and the 3-digit code on the back.

**We never see the actual card number.** A company called Fidel handles that part — they're who Visa, Mastercard, and Amex trust to watch transactions. We just get a thumb-print of the card so we can recognize it later. The customer's card details stay private.

### 3. They pay you, like they always do

The customer orders. The bartender or server runs the bill. The customer taps or swipes the card they linked. Bill is paid. They leave.

**No one at the register did anything different.** Your staff doesn't need to ask, "Are you on our rewards program?" There's no app to scan, no phone number to type, no barcode to read.

### 4. They get a notification

Sometime in the next minute or two — sometimes instantly, sometimes after the bank clears the charge later that day — their phone buzzes:

**Your Place Rewards** You just earned \$5. Use it next visit.

Or if they haven't hit a threshold yet:

**Your Place Rewards** You spent \$32 — \$18 to go for your next \$5 back.

## 5. Next visit, they redeem

When they come back and the bill arrives, they say "I have a reward to use." They show the bartender a 6-letter code on their phone screen (something like **K7P-X2N** ).

The bartender types the code into a tablet at the register, the screen shows the discount amount, and they apply it. Done.

**If you use Toast or Clover for your POS**, the bartender types the code directly into the POS itself — no separate tablet step. We send the discount straight into the bill. Setup takes one phone call.

# Part 2 — Your first day on Bribe

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Plan an hour, plus time to decide what your rewards should be.

## Step 1 — Get your login

Someone from Bribe creates your account and emails you a setup link. You'll click it, pick a password, and you're in.

The page you'll land on is called the **Dashboard**. It's mostly empty at first. That's normal — you haven't done anything yet.

## Step 2 — Make it look like you

In the menu on the left, click **Settings**. You'll see a section called **Tenant Settings** or **Branding** (depending on the screen).

Three things to fill in:

- **Business name** — what customers see in the app and in emails. Example: "Goats Arena Rewards."
- **Logo** — a square image, at least 512 pixels on each side. PNG with a transparent background works best. Drop the file in or paste a link.
- **Brand color** — a color code (like `#0E5C46`). This becomes the color of the buttons, the header bar, and the app icon. If you don't have one, your designer or web person can give you the hex code. Or just pick one of the suggested options.

Save. The customer app will now show your brand instead of the default.

## Step 3 — Add your locations

Open **Locations** in the left menu. Click **Add location**. Fill in:

- The name customers see ("Downtown Bar," "Goats Arena West Side")
- The street address
- City, state, postal code, country
- Latitude and longitude (the form has an address search that fills these in automatically when you pick the right result)

Repeat for every physical location you have. **If a place isn't listed, transactions there won't count toward rewards.** This is the most common reason a customer says "I paid you but didn't

get a reward" — the address isn't registered.

If you have one location, you do this once and forget it.

## Step 4 — Pick at least one reward

Open **Reward Programs** in the menu. Click **Create program**. You'll see four types of reward. The next section explains each one in detail; for now, pick the first one ("Spend X, get Y") and set it to something reasonable.

A safe starting point for a bar or restaurant: **spend \$50, get \$5 back**. It's easy for customers to understand and it pays out at about 10% of your tab — which is roughly what a punch card or happy-hour discount costs you anyway.

Set it to **Active**. Save.

## Step 5 — The mailing address thing

Open **Settings** → **Compliance & Legal**. Fill in your business's mailing address.

This is a US legal requirement (it's called CAN-SPAM). Every marketing email you send has to show where you're physically located. We won't send marketing emails on your behalf until this is filled in. The address goes in the footer of every email so customers can verify you're a real business.

This takes 30 seconds. Skip it and you simply won't be able to send marketing emails — your regular reward notifications still go out.

While you're there, paste in your **privacy policy URL** and **terms of service URL** if you have them. (If you don't, your website hosting company or a service like Termly can generate a basic one for you in 10 minutes.)

## You're live

Customers can now sign up, link cards, and earn rewards. You're done.

## Part 3 — Picking your rewards

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You have four types to choose from. They're all valid; they suit different businesses.

### Type 1 — "Spend \$X, get \$Y back"

Example: "Spend \$50, get \$5 back."

This is the most common reward and the easiest to understand. The customer's spending adds up. When the total hits your threshold, they get a reward and the count resets.

**Good for:** restaurants, bars, coffee shops where the bill varies.

**Customer sees:** a progress bar that fills as they spend. Very satisfying.

**You pay:** about 10% if you set it to "spend \$50, get \$5." 5% if you set it to "spend \$100, get \$5." It scales with how generous you are.

**Suggested starting point:** \$50 → \$5 for bars and casual restaurants. \$25 → \$5 for coffee shops.

### Type 2 — "Visit X times, get a free thing"

Example: "Visit 10 times, get a free coffee."

The classic punch card, except invisible. Each visit counts. After the 10th visit, the free reward appears. Two transactions in the same day at the same place count as one visit (so the customer can't game it by paying twice).

**Good for:** coffee shops, smoothie bars, places where the item is small and the visit-count feel matters.

**Customer sees:** "7 of 10 visits — 3 to go!" A little stamp-card-style progress on the home screen.

**You pay:** the cost of the free item. Usually nice because the customer paid for 10 first.

### Type 3 — "X% back every time"

Example: "5% back on every visit."

No threshold. Every transaction earns immediately. Pay \$40, earn \$2. Pay \$80, earn \$4. Customer sees their reward balance grow with every visit.

**Good for:** higher-end restaurants and places where the "instant" feeling is part of the experience.

**Customer sees:** rewards stacking up after every visit. No waiting.

**You pay:** the exact percent you set. Easy to budget.

## Type 4 — "Points per dollar"

Example: "2 points per \$1 spent. 500 points = a free entrée."

Like an airline miles program. Customers earn points per dollar and redeem them against a catalog (e.g., "500 points for a free entrée"). You can give the points a custom name — Goats Arena calls them "Horns."

**Good for:** larger operations that want a flexible, branded loyalty currency.

**Customer sees:** point balance, conversion ratio, and a redemption catalog.

**You pay:** harder to predict than the others. Best with an accountant or someone who's modeled the math first.

## Mixing programs

You can run more than one at the same time. A reasonable mix:

- **One main program:** "Spend \$50, get \$5 back" (everyone qualifies)
- **One welcome program:** "First visit: free appetizer" (first-time customers only)
- **One seasonal:** "Spend \$100 in October to enter a giveaway" (limited-time)

Resist running more than 3 at once — customers get confused, and you spend more on rewards than you intended.

## The Tuesday-night rule

When picking a threshold, ask: "**Would I be excited if this happened on a Tuesday night?**"

If "Spend \$50, get \$5 back" means every Tuesday you're giving a regular \$5 — that's fine, that's the cost of having a regular. If it means every Friday you're giving away \$50 to every table because the threshold is too low, that's bad.

You can change the thresholds at any time. Start with something conservative and loosen up as you learn.

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# Part 4 — Tiers: treating your regulars like regulars

Tiers are a way of saying "you're a regular, here's a perk for it" without you having to remember everyone's face.

## How it works

Every customer starts at the bottom tier. As their total spend at your place adds up over time, they climb. Each tier pays out **more** rewards from the programs you've set up.

Tier	Lifetime spend with you	Reward multiplier
Rookie	\$0+	1× (full reward as set)
Pro	\$250+	1.25× (25% bigger rewards)
All Star	\$1,000+	1.5× (50% bigger rewards)
GOAT	\$5,000+	2× (double rewards)

Example: your program is "spend \$50, get \$5 back." A Rookie earns \$5. A Pro earns \$6.25. An All Star earns \$7.50. A GOAT earns \$10.

## Why this works

Your regulars notice. They like it. Tier names show up on their phone every time they open the app — "All Star" sounds better than "tier 3." When they cross a threshold, they get a celebration push: "*You're an All Star now.*" That moment is sticky.

## Changing the names

You can rename the tiers to fit your brand. Goats Arena uses Rookie / Pro / All Star / GOAT (sports bar). A coffee shop might use Bean / Brewed / Roasted / Master Barista. A barbershop might use First Cut / Regular / Loyal / VIP.

You can also adjust the thresholds — make them lower if you have lots of casual customers, higher if you have a small base of big spenders.

## What you can't change easily

The tiers always climb in one direction. A customer doesn't lose tier status if they stop coming for a month. (Some loyalty programs do that to manufacture urgency — we don't, because customers find it punishing and unfair.)

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# Part 5 — Talking to your customers

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Sometimes you'll want to send your customers a message. Game-night reminder, monthly recap, a special offer. Bribe has two channels: **push notifications** and **email**.

## Push notifications

These are the bubble messages that pop up on a customer's phone — only if they have your app installed. Quick, attention-grabbing, free.

**Use them for:** - Game-night reminders ("Cowboys vs Giants tonight at Goats — come hang.") - Time-sensitive offers ("Happy hour starts in an hour.") - Reward expiration warnings ("Your \$5 expires in 3 days.")

**Don't use them for:** - Long messages — they get cut off after about 100 characters - Things that aren't actually useful — annoyed customers turn off notifications

## Email

Slower, longer, cheaper to send in bulk, and works whether the customer has the app or not.

**Use it for:** - Monthly recap ("Here's how April went at Your Place. You visited 4 times, earned \$20 in rewards.") - Big announcements ("New location opening Saturday") - Welcome emails after signup

## Sending a message — the basics

In your dashboard, open **Campaigns**. Click **Create campaign**. Pick:

- **Who** — a saved group of customers (called a "segment"). Bribe seeds three for you on day one:
- **Lapsed Winback** — people who haven't visited in 30+ days
- **First-time** — people who linked a card in the last week
- **Top Spenders** — your top 10% by spend
- **What channel** — push or email
- **What to say** — title and body. Keep it under 100 characters for push.
- **When** — now, or scheduled for later

Hit send.

## The one-per-week rule

Bribe automatically refuses to send any one customer more than **one marketing message per week**, no matter how many campaigns you run. This protects your customers from message fatigue (which protects your account from being marked as spam by Apple, Google, and Gmail).

You can't override this. It's a guardrail, and it'll save you from yourself if you ever get tempted to send a "blast" three days in a row.

## A pattern that works

For a bar or restaurant, this rhythm: - **Once a month:** a "monthly recap" email to everyone. ("Here's what April looked like for you.") - **Once a week or less:** one targeted message to one segment. ("Lapsed customers — we miss you, \$10 off your next visit.")

That's it. Resist the urge to send more.

# Part 6 — What to check every month

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Your dashboard has an Analytics page. Don't try to read it all. Here's the short version.

## Once a week (30 seconds)

Open the dashboard. Look at the three cards at the top:

- **Active customers today** — anyone with a linked card who paid you
- **Rewards earned today** — count and dollar value
- **Rewards redeemed today** — count and dollar value

If "earned" is consistently double "redeemed" or more, your customers don't know they have rewards. Send a "you have an unused reward" reminder.

## Once a month (10 minutes)

Open **Analytics** → **Customer Intelligence**. Look at:

- **Lapsed customers** — anyone who hasn't visited in 30+ days. Run the seeded "Lapsed Winback" campaign monthly to bring them back.
- **At-risk** — customers whose visit frequency is dropping. Earlier intervention than lapsed.

Then open **Reward Programs**. Look at the **redemption rate** for each program:

- Below 25%? Customers don't care about that reward. Either change it or kill it.
- Above 50%? Customers love it. Don't change anything — let it run.

## Once a quarter (an hour)

Look at the bigger trends:

- Is your active-customer count going up, flat, or down?
- What percent of customers are in each tier? If 99% are Rookie, your thresholds are too high. If 30% are GOAT, you're paying out too much.
- Are your monthly recap emails getting opened? (You can see this in the Campaigns page.)

You don't need to make a decision every quarter. Sometimes the right answer is "leave it alone for another quarter and see."

# Part 7 — When something looks weird

The five things that go wrong most often and what to do about each.

## "I paid at your place but didn't get a reward"

The most common one. Four possible causes:

1. **They paid in cash** (or split via Venmo, or used an un-linked card). Card-linking can't see those. **If Bribe has enabled the Manual Earn feature for your tenant**, your bartender can credit the visit at the register by typing the customer's phone + the bill amount. See "*Manual Earn at the register*" below.
2. **They didn't pay with the linked card.** If they have two cards in their wallet, only the linked one earns. Ask them to check.
3. **They haven't hit the threshold yet.** If the reward is "spend \$50, get \$5" and they spent \$30, the progress bar moved — but no reward yet. Show them the progress in the app.
4. **The transaction is still pending.** Most cards clear within a minute, but some take overnight to settle. Ask them to check the next day before escalating.

If none of those — your location might not be set up correctly in Fidel. Contact Bribe support and we'll check.

## Manual Earn at the register (for sports bars, group venues)

If your business has a lot of cash transactions, group payments, or split bills (sports bars on game day, restaurants with big tables, event venues) — card-linking misses some of your loyal customers. Bribe has an optional **Manual Earn** feature that closes the gap.

There are **two ways** to use it depending on whether you have Toast:

### Option A — Toast integration (no retyping)

If you use **Toast for your POS**, the bartender does the whole thing inside Toast — they never open a second device.

- Bartender opens the check in Toast like normal
- Bartender taps the **Loyalty** button in Toast
- Bartender types the customer's phone number into Toast's loyalty field
- Toast shows the bartender the customer's name and any unused rewards (purely informational — useful if the customer also wants to redeem something)

- Bartender closes the check
- **We credit the visit automatically.** Toast sends us the check total, we match it to the customer, the reward earns within a second.

The bartender did one phone-number entry. No retyping, no second device, no manual amount confirmation.

## Option B — Bribe Cashier tablet (any POS, or no POS)

If you don't use Toast (or your Toast integration isn't set up yet):

- Customer tells the bartender "I want to earn rewards for this."
- Bartender opens the **Cashier** screen on the Bribe tablet and switches to the **Manual Earn** tab.
- Bartender types the customer's phone number and the bill amount.
- The reward earns the same way it would if Fidel had seen a card transaction.

## How to turn it on

**The feature is off by default.** It's enabled per-tenant by a Bribe platform admin (not by you), because it has different fraud and operational characteristics than card-linking. Ask your Bribe rep to flip it on.

When Manual Earn is on: - The **Manual Earn** tab appears on the Cashier screen automatically. - The Staff Cheat Sheet gets a fifth scenario covering it. - If you're a Toast tenant, the Toast loyalty flow starts crediting too — no extra setup needed (your existing loyalty integration handles it). - Customers must have signed up first (any way: email, Google, Apple, or phone-OTP if that's enabled too — see below).

When Manual Earn is off (the default): - The Cashier screen has only the **Redeem** tab. No manual earn anywhere. - The Toast loyalty webhook still works for redemption, but not for earn. - Card-linking is the only path to earn rewards.

## Phone-number signup (also gated by Bribe)

Alongside Manual Earn, there's a sibling feature called **Phone-number signup**. When it's on, customers can sign up with just a phone number + a 6-digit code we text them — no email, no Google account, no Apple ID.

This is the friendliest possible signup for a sports bar: someone walks up with cash, the bartender hands them a flyer, they scan the QR, type their phone number, and they're in within a minute. No fumbling with passwords, no "I don't remember my Google login" complaints.

**Why it's also off by default:** SMS costs real money per verification (about \$0.05/customer), and phone numbers get recycled — Alice's old number in 2024 is Bob's number in 2026. Card-linking doesn't have that risk because the bank handles identity continuity. For coffee shops, email signup is fine; for high-volume sports bars, the friction reduction pays for itself.

**Ask your Bribe rep to flip on both:** - "Manual earn at the register" — lets staff credit cash customers - "Phone-number signup" — lets customers sign up without an email

These together close the gap between card-linking and what a sports-bar customer can realistically do.

## "The code didn't work at the register"

Three checks:

1. **Did the staff type it correctly?** Codes look like `K7P-X2N` . The dash matters in some cases; the case (upper/lower) doesn't.
2. **Is the customer in the right app?** If they have multiple loyalty programs, they might be showing a code from a different one.
3. **Is the reward expired?** Rewards expire after 30 or 60 days depending on your setup. Expired rewards disappear from the app, but customers sometimes screenshot them and try later.

The Staff Cheat Sheet covers this in more detail.

## "I want to delete my account"

A customer in the app can do this themselves. **Profile** → **Your privacy rights** → **Delete my account**. It's immediate and irreversible. Their data is scrubbed within 30 days.

You don't have to handle this manually. If a customer emails you asking, point them to the screen.

## "I unsubscribed from emails but I'm still getting them"

A customer who unsubscribes stops getting **marketing** emails (monthly recap, promotions). They still get **operational** emails — receipts, password resets, account changes. That's by design and by law.

If they're still getting marketing emails after a day, something's wrong. Contact Bribe support.

## "Can I give a customer a one-time reward as a favor?"

Not from the dashboard, today. The Bribe philosophy is that all rewards come from real transactions — that way, no one accidentally gives away the bar by clicking the wrong button.

If you genuinely need to do this (loyalty mistake, customer service gesture, special VIP), reach out and we'll discuss case by case.

# Part 8 — The boring legal stuff

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Read this once. It'll save you a headache later.

## The mailing address

You filled this in during setup (Part 2, Step 5). If you didn't, marketing emails won't go out. Go fix it now: **Settings → Compliance & Legal**.

This is the address that appears in the footer of every marketing email. It's a US legal requirement (CAN-SPAM Act), and your customers like seeing it — it tells them you're a real business.

It can be your business address, a PO box, or your mailing address if you work from home. It just has to be real and a place mail can be sent.

## Your customer's data

Bribe stores:

- Your customer's name, email, phone, and address (encrypted, only decrypted when needed for receipts or redemption)
- A token for each card they linked — **not the actual card number**
- Their transactions at your place (amount and location — not what they ordered)
- Their reward history

That's it. **Bribe does not sell or share customer data**. Every customer can see this in the privacy-rights screen of your app. It's a real selling point — most loyalty programs don't say this out loud.

## When a customer asks to download their data

In your app: **Profile → Your privacy rights → Download my data**. They get a JSON file with everything we have. You don't have to do anything.

## When a customer asks to delete their account

Same screen, "Delete my account" button. Immediate. You don't have to do anything.

This is required by California (CCPA) and EU (GDPR) law. Even if all your customers are local, the law applies if even one is from California or Europe.

## Privacy policy and terms of service

If you have these on your website, paste the URLs into **Settings → Compliance & Legal** so they show up on the signup screen. If you don't have them yet, a service like Termly or iubenda can generate basic ones for \$10–20/month.

Customers will look. Having something there is better than nothing.

# That's it

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If you read this whole thing, you know more about running a loyalty program than 90% of bar and restaurant owners. The rest is just doing it.

Two follow-ups:

1. **Hand the Staff Cheat Sheet to your bartenders and servers.** They don't need to read this guide.
2. **Print the Customer Flyer** (or table tents) and put them somewhere customers will see — the menu, the bar top, the host stand.

Questions? Your Bribe support rep is one phone call away.