Loyalty Configuration and Administration

The following guide walks through Gigya's Loyalty (GM) setup and serves as a reference document for the configuration options.

> **Note:** The Loyalty configuration and administration pages are visible only if Game Mechanics is part of your site package and has been activated by Gigya.

Introduction

This guide is divided into three main sections, according to the three GM pages on Gigya's site:

1. Setup - This section describes the general GM settings, such as a callback URL, and client-side API access. It also explains the challenges table, and how to create a new challenge.
2. Challenge Settings - This section describes the specified challenge's configuration, i.e., the challenge title, description, status, and ID. It also explains about the challenge actions and how to add or remove actions associated with the challenge. This section also includes information about the challenge levels table, and here is where a new level is added to the challenge.
3. Actions - This section describes the action types and the action properties. It also explains about the default Gigya actions, the custom user actions, and the referral actions. In this section you can also learn about editing actions, and adding a new action.

Unable to render {include}   The included page could not be found.

Watch an Instructional Video

To watch a video about this subject, you can visit our Enablement portal with your approved SAP customer or partner ID (S user). Please visit the About page to find out how to get an S user.

Setup

Go to the Game Mechanics Setup section of Gigya's website. Please make sure you are signed in.

The Game Mechanics Setup page may also be accessed by clicking **Settings** in the upper menu and then **Game Mechanics Setup** in the left menu:

General Settings

Under the General Settings section, you can define settings that apply to all challenges on your site.

Export and Import

This button enables you to export your GM settings once they are defined, and import them in order to clone the settings across sites. This is explained in full at the Duplicating Your GM Settings section of this page.

Callback URL

You can define a callback URL, which is the web address through which the site will be notified for each new user achievement. This means that every time a user achieves a new level in a challenge, the site will be notified of the event with a **POST** method, with the following parameters:

- *event* - the event is *newLevel*, which is the newly achieved level
- *eventData* - an **encoded** object with the following fields:
  - *UID* - The site user ID
  - *challengeID* - The ID of the challenge
  - *level* - The newly achieved level of the challenge
  - *points* - The accumulated points for the challenge
- *nonce* - A cryptographic number that is unique per callback *
- *timestamp* - The GMT time of the callback in UNIX time format (i.e., the number of seconds since Jan. 1st 1970) *
- *signature* - The callback is signed using HMAC-SHA1 digital signature *

```
event=newLevel&
eventData={"UID":"id_test","challengeID":"ch1","level":2,"points":80}&
nonce=b7a00b88e1b9469599e5f53049eb1b6d&
timestamp=1332079751&
signature=gCLCNiNxt8xGkzqzP7MugKLv2Ak=
```

Sample Code PHP:

```php
<?php
    /**
     * --- Sample Event Data ---
     * event=newLevel&
     *
eventData={"UID":"id_test","challengeID":"ch1","level":2,"points":80}&
     * nonce=b7a00b88e1b9469599e5f53049eb1b6d&
     * timestamp=1332079751&
     * signature=gCLCNiNxt8xGkzqzP7MugKLv2Ak=
     */

    static function calcSignature($baseString,$key)
    {
        $baseString = utf8_encode($baseString);
        $rawHmac = hash_hmac("sha1", utf8_encode($baseString),
base64_decode($key), true);
        $signature = base64_encode($rawHmac);
        return $signature;
    }

    function doGMCallback()
    {
        $event = $_GET["event"];
        $eventData = $_GET["eventData"];
        $nonce = $_GET["nonce"];
        $timestamp = $_GET["timestamp"];
        $signature = $_GET["signature"];
        $signatureBase = $event . "_" . $eventData . "_" . $nonce . "_" .
$timestamp;
        $secret = "[your gigya secret key]";
        $expectedSignature = calcSignature($signatureBase, $secret);

        // Now compare the expectedSignature value to the signature value
returned in the callback
        if ($signature === $expectedSignature)
        {
            // Do something interesting with the eventData here
            $jsonEventData = json_decode($eventData);
            $UID = $jsonEventData->{'UID'};
            $challengeID = $jsonEventData->{'challengeID'};
            $level = $jsonEventData->{'level'};
            $points = $jsonEventData->{'points'};
        }
    }

    doGMCallback();
?>
```

* **Security Validation:**

Gigya generates the *nonce*, *timestamp*, and *signature* in the same manner as described under Signing requests section. You may use these fields to enhance security and validate the authenticity of the callback source (make sure that the source is in fact Gigya). To do that:

a. Generate a signature in the same manner, based on the values in the request url (i.e., timestamp, secret key, nonce and all request parameters). Note - if you are using one of our SDKs, you may use the SigUtils.calcSignature method to generate the signature.
b. Compare the generated signature with the signature received in the callback URL. Make sure both signatures are identical.

Sample Code (C#):

```
string evt = "[the value of the event parameter]";   // e.g., "newLevel"
string nonce = "[the value of the nonce parameter]"; // e.g.,
"b7a00b88e1b9469599e5f53049eb1b6d"
string timestamp =  "[the value of the timestamp parameter]";   // e.g.,
"1332079751"
string data = "[the value of the eventData parameter]";    // e.g.,
"{\"UID\":\"id_test\",\"challengeID\":\"ch1\",\"level\":2,\"points\":80}";
string signatureBase = String.Format("{0}_{1}_{2}_{3}", evt, data, nonce,
timestamp);
string secret = "[your gigya secret key]";
string expectedSignature =
Gigya.Socialize.SDK.SigUtils.CalcSignature(signatureBase, secret);   //
Using Gigya's .Net SDK
// Now compare the expectedSignature value to the signature value returned
in the callback
```

Client Side Access

You can enable client-side access to the API to allow updating of user actions. This will enable the usage of the gm.notifyAction API method from your client application. We do not encourage executing this method from your client side. It is highly advised disabling client access and executing this method from your server so as to prevent hacking. Please find the server side API in REST API > gm.notifyAction.

Challenges

The Challenges section on the Game Mechanics Setup page displays the challenges associated with the site. This includes a default challenge called Overall Rank, which is displayed in the first challenges table (expand to view), and custom challenges that you can define, which are displayed in the second table.

▼ **Default Challenge**

Overall Rank is a powerful socially engaging challenge, which is provided as Gigya's default challenge and has all default actions associated with it.

ID	Title	Actions	No.Levels	Status	Settings
_default	Overall Rank	All	4	●	📝

Challenges

Create custom challenges, define actions and levels of achievements per challenge.   Add new challenge

| ID	Title	Actions	No.Levels	Status	Settings
cooking	Top Chef		0	●	📝 ❌

Challenges Tables

The challenges tables displays the details of each challenge:

- ID - A unique string representing the ID of the challenge
- Title - The challenge name.
- Actions - The actions associated with the challenge, for which a user can gain points
- No.Levels - The number of levels defined for the challenge
- Status - The status of the challenge, either enabled or disabled
- Settings - Includes a delete icon and an edit icon. Pressing the **Challenge Settings edit** button opens the challenge settings page described in the Challenge Settings section on this page.
  You can delete any challenge except for the default challenge. If you delete a challenge all associated data will also be deleted.

Adding a New Challenge

To add a new challenge, press the **Add new Challenge** button and the following popup will appear:
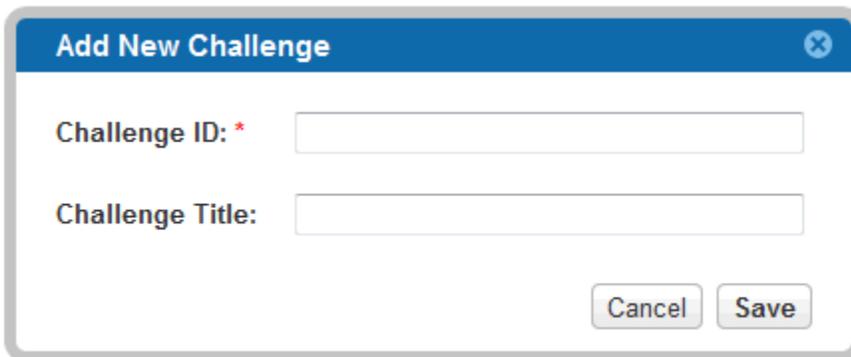
Fill in a unique challenge ID and a optionally a challenge title, and press save. For example, use "cooking" as the challenge ID and "Top Chef" for the challenge title.

The new challenge is now added to the custom challenges table:

The status of the newly added challenge is disabled (see screenshot above). To complete the process of adding a new challenge, configure the settings of the new challenge by clicking the **Challenge Settings** button. This opens the Challenge Settings page described in the Challenge Settings section on this page.

Deleting A Challenge

You can delete any challenge, except for the default challenge.

Deleting a challenge removes all of it's data, including all user achievements associated with the challenge. This process may take a while, during which the challenge status will be set to 'deleting'.

While in deletion mode, the challenge status will change to "Deleting..." (the challenge will not appear in the 'settings' page challenges drop-down while in 'deleting' state) and the ID of the challenge will be unavailable (i.e., attempts to create a new challenge by the same ID will result in an error).

Once the deletion process is complete, the challenge will no longer appear in the console and the ID will regain availability.

Challenge Settings

You can open the Challenge Settings page on Gigya's site by clicking **Settings** in the upper menu and then **Challenge Settings** in the left menu. This opens the Challenge Settings page for the default challenge:

Challenge Settings

Site Settings
Certificate Provisioning
Providers Configurations
Permissions
Restrictions
SAML Login
OIDC Login
SAML Identity Provider
OpenID Connect Provider
Signals

IDX ▼
ETL Data Flows
Integrations

Registration-as-a-Service ▼
Policies
Screen-Sets
RBA
Webhooks
Email Templates

Comments ▼
Comments
Comments Settings
Moderator
Email Templates

Game Mechanics ▼
Game Mechanics Setup
Challenge Settings
Actions

Challenge Settings

Challenges provide virtual representation of user accomplishment of activities on the website. Achievements can be based on a single action or a set of actions. It is recommended to define several levels for each achievement to provide the user with an indication of reaching a milestone on a challenge. Each level is defined with a threshold the user needs to reach to "unlock" the level. To learn more about using challenges and levels in Game Mechanics, please read our Developer Guide.

Select challenge:
Overall Rank (ID: _default) ▼

Configuration

Title: Overall Rank

Description: Interested in seeing how you stack up against your peers? Earn points for all of the actions you take on the site such as sharing and commenting to advance in your Overall Rank.

Status:
● Enabled
○ Disabled

Challenge ID: _default

Advanced Settings

☐ Hide challenge from user until first level is achieved
☐ Enable time window
☐ Enable Challenge Variants (more info here)

Actions

Select actions to activate: [Add action]

ID	Name	Triggering Action	Points	Lifetime Cap	Daily Cap	Min. Interval	Status	Settings
_chatMsg	Post chat message		10	0	10	300	●	
_checkin	Checked-in		15	0	2	300	●	
_clickback	Click-backs		5	0	0	0	●	
_comment	Comment		10	0	10	60	●	
_commentFlagged	Comment Flagged		0	0	0	0	●	
commentReply	Comment		10	0	0	0	●	

You can also access the Challenge Settings page by clicking the **Challenge Settings** button of a specific challenge.

Once on the page, you can select the challenge name from the drop-down menu, in this case "Top Chef":

Select challenge:
Top Chef ▼

Overall Rank
Enabled
  Book Worm
  Top Chef
Disabled
  Book Worm
  Music Fan

← Drop-down menu

The challenges are divided into enabled and disabled challenges.

Configuration

The **Configuration** section includes the challenge title, description, status, and challenge ID:

- Title - The title of the challenge as defined when the challenge was added. You may change the challenge title. The challenge title is optional, but we recommend adding one to each challenge.
- Description - The description of the challenge. This description will later be used by the Game Mechanics plugins.
- Status - The status of the challenge, can be enabled or disabled. A new challenge is at first disabled, and can be enabled only after defining at least one level and one action.
- Challenge ID - The ID of the challenge as defined when the challenge was added. The challenge ID cannot be changed.

Add a description (optional), and proceed to add Challenge Actions and Levels, as explained in the following sections. Once you define the actions and levels, return here to enable the challenge.

> **Note:** Challenges created via API (gm.setChallengeConfig) can be edited from the Platform UI.

Advanced Settings

The **Advanced Settings** section includes the "Hide challenge from user until first level is achieved" checkbox, and the "Enable time window" checkbox:

- "Hide challenge from user until first level is achieved" checkbox - provides an option to hide the specified challenge from being displayed in any of the GM plugins if the user hasn't yet achieved at least one level (minimum threshold).
- "Enable time window" checkbox - allows you to define the challenge "time window" in which the challenge will be active (not the same as enabled). Outside of the "time window" the user actions assigned to the challenge will not be counted and the locked badges will not be shown, however the challenge will appear as enabled (unless it is defined as hidden).
- Start Date and End Date - When "Enable time window" checkbox is checked the "Start Date " and the "End Date" can be defined

- "Hide unlocked badges outside the time window" - When "Enable time window" checkbox is checked this checkbox appears, allowing you to hide the unlocked badges from the user when not in the defined time window.
- "Enable challenge variants" - allows you to use challenge variants, meaning that the specific challenge will support Variants and Action Attributes. When the check box is checked, a challenge variant will be automatically created for each attribute that is reported for a relevant action. Read more about Variants and Action Attributes.

Challenge Actions

Each challenge is associated with actions to be performed by the user in order to level up.
An action can grant the user points on the level, and also advance his progress on an action based level.

In this section you may define which actions you want to associate with your challenge.

The **Actions** section displays a table of actions associated with the challenge for which the user can achieve points.

At first, a new challenge has no actions associated with it, and you must add at least one action from the available actions, by clicking the **Add action** button:

Actions

Select actions to activate: Add action

ID	Name	Triggering Action	Points	Lifetime Cap	Daily Cap	Min. Interval	Status	Settings

You can then select the actions you want associated with the new challenge from the list of actions that are displayed:

Add Action

Add the actions you want to associate with the challenge:

ID	Name	Triggering Action	Points	Lifetime Cap	Daily Cap	Min. Interval

All defined actions are listed here, including both Default Gigya Actions and Custom User Actions. You can add Custom User Actions in the Actions section of this page.

Each action has the following information:

- ID - The unique ID of the action.
- Name - The name of the action.
- Triggering Action - The name of the action that triggered the current action (see Referral Actions below). If the current action is not triggered by another, this column is blank.
- Points - The number of points a user earns for performing this action. In strictly action-based challenges (see below), these points only count towards Leaderboard ranking.
- Lifetime Cap - The maximum amount of times that performing this action awards the user points. The default value "0" means there is no limit on the number of times the user can earn points for performing this action.
- Daily Cap - The maximum amount of times a day that performing this action awards the user points. The default value "0" means there is no limit on the number of times the user can earn points for performing this action. A day is defined as the 24 hour period from 00:00 - 23:59 UTC.
  Note: There is also a technical limit of 1000.
- Min. Interval - The number of seconds that need to pass from the time a user performs this action before he can earn more points for performing this action again.
- Status - The status of the action, either Enabled or Disabled.
- Settings - Clicking the "Settings" icon in the "Actions" table, you can edit the:
    - Value - The number of points a user earns for performing this action.
    - Lifetime Cap - The set amount of times that performing this action awards the user points.

For more information about the actions, their properties, and how to add a new action, refer to the Actions section of this page.

> **Note:** The Overall Rank challenge has all enabled Default Gigya Actions and Custom User Actions assigned to it, and you cannot remove any actions.

Group Actions

Group actions are marked with a "*". Group challenges and actions are defined in the primary site of a group and displayed on each of the site's child sites. Also in the primary site settings you can see all child site's actions/challenges. Read more about Game Mechanics in Site Groups.

Levels

This section includes a table of the levels of the challenge, and a button to add a new level.
At first, the new challenge has no defined levels, and you must add at least one level in order to activate the challenge:

Levels Table

The levels table displays the following information for each level:

- Badge - The icon representing the level badge.
- Title - The title of the level. This can be between 3-18 characters in length and will appear when displaying this level in the Achievements plugin. Note however, that the Achievements plugin can only display 9 characters (i.e., anything after 9 characters is truncated).
- Description - The description you want displayed for the level
- Threshold - The number of points the user needs to earn in order to reach ("unlock") the level, and/or the actions that the user needs to perform in order to reach ("unlock") the level, with the number of times the action needs to be performed. The limit of the threshold is 999999.
- Settings - The level settings opens the Add New Level popup, described in the next paragraph

Adding a New Level

Press **Add new Level** in the **Levels** table in order to open a blank new level form:

In order to add a new level, you must fill in the following fields and press **Apply**:

- Title - The title of the level, i.e., 'Cook'. The level title is optional, but we recommend adding one to each level.
- Description - The description you want displayed for the level.
- Badge URL - The URL of the icon representing the level badge. The icon should appear as it will be displayed. There is a default badge, as seen in the "Add New Level" dialog, but we recommend adding a new one to each level.
- Locked Badge URL - The URL of the icon representing the locked level badge (usually a grayed out version of the unlocked level badge). The icon should appear as it will be displayed. There is a default badge, as seen in the "Add New Level" dialog, but we recommend adding a new one to each level.
- Thresholds:
    - Point threshold - The number of points the user needs to earn in order to reach ("unlock") the level. The limit of the threshold is 999999.
    - Actions threshold - The actions that the user needs to perform in order to reach ("unlock") the level. When you click on the empty textbox the available actions are presented, and you can select the actions and the number of times they must be performed.

   Notes: This field determines whether the level is action based, point based or mixed. You must add at least one action or a number of points to the level threshold in order to add a new level.

   If both points and actions thresholds are specified, achieving both of them are needed in order to level up. In this case, in order to level up, the user must perform 2 shares and earn 10 points.

- Points bonus - the number of points that will be awarded to the user when the level is reached ("unlocked"). The values can be between 0 and 99999.

- Action URL - a URL to which a user can be redirected to receive details on how to level up and be induced to perform an action and earn points. If the level has an **Action URL** defined, the badge and title are clickable. By clicking either of them, the user is redirected to this given URL. The action URL parameter will also affect the footer of the Notifications plugin, as well as the footer of the tooltip for User status and Achievements plugins. If the action URL is set, the bottom part of the notification popup will not mention the amount of points required to level up. Instead, a link will appear saying "Learn how to unlock the *<level name>* badge". The link will forward users to the "Action URL".

> **Note:** The level **title** and **badge URL** are optional, but for the best practice implementation, we recommend adding a level title and badge URL to each level.

Action Based vs. Point Based Levels

When adding a new level, the thresholds that you set up define whether the level is action based, point based or mixed (level has both a points threshold and an actions threshold).

A point-based level means that the user has to accumulate the number of points defined in the threshold in order to level up, regardless of the type of actions that he performed in order to receive the points.
For an action-based level, the user has to perform certain actions that are defined in the actions threshold, regardless of the points he has accumulated.
Defining both a points threshold and an actions threshold creates a mixed-based level, where the user must complete the actions defined in the actions threshold as well as accumulate the points threshold in order to level up.

The levels you add to the challenge are displayed in the levels table. In this example, we added three levels to the **Top Chef** challenge:

Levels

Configure levels for the challenge, or reorder them by using the handles:

Badge	Title	Description	Threshold	Settings
	Cook	Interested in seeing how you stack up against your peers? Earn points for sharing recipes to advance in Top Chef challenge.	10 points (10 total) Actions: (2) _share	
	Sous Chef	Interested in seeing how you stack up against your peers? Earn points for sharing recipes to advance in Top Chef challenge.	90 points (100 total)	
	Chef	Interested in seeing how you stack up against your peers? Earn points for sharing recipes to advance in Top Chef challenge.	150 points (250 total)	

You can remove a level by pressing the "**X**" icon, and edit a level by pressing the "**Edit**" icon. You can also reorder the levels by using the handles on the left side of each row.

> **Note:** Now that your new challenge has at least one action and at least one level, you can return to the Configuration section of the page and enable the challenge.
>
>> Once a **Challenge** is enabled, you should not add additional **Levels**. Adding levels to an existing Challenge will result in a user's points not translating across levels correctly and may also result in negative points for some levels.

Actions

You can open the Actions page on Gigya's site by clicking **Settings** in the upper menu and then **Actions** in the left menu:

Sidebar Navigation

Site Settings ▼
- Site Settings
- Certificate Provisioning
- Providers Configurations
- Permissions
- Restrictions
- SAML Login
- OIDC Login
- SAML Identity Provider
- OpenID Connect Provider
- Signals

IDX ▼
- ETL Data Flows
- Integrations

Registration-as-a-Service ▼
- Policies
- Screen-Sets
- RBA
- Webhooks
- Email Templates

Comments ▼
- Comments
- Comments Settings
- Moderator
- Email Templates

Game Mechanics ▼
- Game Mechanics Setup
- Challenge Settings
- Actions

Actions

Define the actions and point values for each u
There are 2 types of actions:

Gigya default actions - actions that are initiate

Custom actions - any user-defined action rep

In addition there are referral actions, which ar
points after the referred user performs one of
Guide.

Custom User Actions

Configure additional user actions. The action

ID	Name	Des
newAction_001	newAction_001	new
newAction_002	newAction_002	new
PurchaseA	PurchaseA	Pur
PurchaseC	PurchaseC	Pur Use B's i

Referrer-Rewarding Actions

A user who refers another user to the site will
actions are tracked and reported by Gigya an

ID	Name	Trigger
PurchaseB	PurchaseB	Purcha

Default Gigya Actions

The following user actions are tracked and re

A user can earn points by performing actions on your site, such as logging in or sharing content.

Action Properties

Each action has the following information:

- ID - The unique ID of the action.
- Name - The name of the action.
- Description - The description of the action.
- Points Value - The number of points a user earns by performing this action.
- Daily Cap - The maximum number of times per day that performing this action awards the user points. The value "0" means there is no limit on the number of times the user can earn points for performing this action. Note: There is a technical limit, which currently stands at 1000.
- Minimal Interval - The number of seconds that need to pass from the time a user performs this action before he can earn more points for performing this action again.
- Status - The status of the action, can be enabled or disabled.

> **Note:** Actions created or updated via API (gm.setActionConfig) can be edited from the Platform UI.

Action Types

There are three types of actions:

- Default Gigya Actions

- Custom User Actions

- Referral Actions

All enabled actions are assigned to the Overall Rank challenge. This means that every time a user on your site performs an action, default or custom, he will earn points towards the Overall Rank challenge. You may assign any of these default Gigya actions and custom user actions to new challenges, and then when a user performs one of the actions, he will earn points towards all challenges that include this action.

Assign actions to challenges in the Challenge Settings page on Gigya's site, and read about it in the Challenge Actions section of this page.

Default Gigya Actions

Default Gigya actions are actions that are initiated by Gigya plugins or APIs. Gigya tracks these actions, and the site does not need to report them.

A few examples of default Gigya actions are:

- **Social Login** - Returning user logs in via Gigya's Social Login.
- **Share** - A user shares/posts content to a social network or a bookmark destination (via one of Gigya's Sharing methods)
- **Comment** - A user posts a comment (via the Gigya's Comments plugin)
- **React** - A user clicks on a reaction button (Gigya's Reactions plugin)

The Actions page on Gigya's site displays the full list of the default Gigya actions:

Default Gigya Actions

The following user actions are tracked and reported by Gigya and do not require initiating an API call.

ID	Name	Description	Points Value	Daily Cap	Min. Interval	Status	Settings
_chatMsg	Post chat message	Post chat message (via Gigya's chat plugin)	10	10	300	●	📝
_checkin	Checked-in	User checked-in via Gigya API	15	2	300	●	📝
_clickback	Click-backs	Referred traffic as result of shared items by the user	5	0	0	●	📝
_comment	Comment	Post a comment (via the Gigya's comment plugin)	10	10	60	●	📝
_commentFlagged	Comment Flagged	Another user flagged the comment	0	0	0	●	📝
_commentReply	Comment Reply	Another user replied on the user comment	10	0	0	●	📝

Edit an action by pressing the action's **Settings** icon in the table. This opens the Edit Actions popup, described in the next paragraph.

> When using the Share Bar with Gamification to award points via **_clickbacks**, for certain providers that do not support appending additional tracking parameters to the share URL (twitter-tweet, googleplus-share, Facebook Share dialog), it is necessary to use a work around to count **_clickbacks**. In order to award **_clickback** points to the user using the above providers, please call socialize.shortenURL prior to including the URL in the User Action object that is passed to the socialize.showShareBarUI method.
>
> **Note:** This solution is not effective with Facebook's Share dialog.

Edit Actions

Edit an action by pressing the settings icon of the action in the **Actions** table. For example, press the settings icon of the **Share** action. This opens the following **Edit Actions** popup:

Refer to the Action Properties section of this page to understand the **Share** action's information.

Custom User Actions

Custom actions are actions that you have defined. These custom actions must be reported to Gigya by the site, through the gm.notifyAction API method with a unique action identifier.

A few examples of possible custom user actions are:

- **Poll** - A user votes on a poll
- **Page View** - A user performs a page view
- **Survey** - A user answers a survey

The Actions page on Gigya's site displays the full list of the custom user actions if defined:

Adding a New Action

You can add custom user actions by pressing the **Add new Action** button, and filling in the Action Properties:

> **Notes:**
> - The Action ID cannot begin with the "_" sign for Custom User Actions, because actions that begin with "_" are reserved for Gigya default Action IDs.
> - The action **name** is optional, but for the best practice implementation, we recommend adding an action name to each action.

The actions you add are displayed in **Custom User Actions** table. In this example, we added the **Poll** action:

Custom User Actions

Configure additional user actions. The actions are reported by the site through an API notification.

Add new action

ID	Name	Description	Points Value	Daily Cap	Minimal Interval	Status	Settings
poll	Poll	Vote on a site poll	20	1	0	●	

All custom user actions that you define are automatically assigned to the Overall Rank challenge, Gigya's default challenge. You can also assign them to new challenges that you define.

Note: In order to make a full use of the action, your site must report to Gigya each time a user performs this action in your site. Reporting the action is done by executing the gm.notifyAction method and passing the action's ID (as defined in the above table).

Negative Points

You are allowed to give Custom User Actions negative point values, and every time a user performs an action that has a negative point value, the points will be deducted from the user's points. The only limitation is that the user cannot have accumulated points that are less than zero.

Referral Actions

Users may refer other users to your site, and actions performed by a referred user may grant the original user (referrer) additional points. For example, a logged-in user shares a link, and as a result a second user clicks the link and reaches the site. The new referred user then decides to register to the site and perform an action, such as commenting. The new user will be granted points for commenting, while the referrer will be granted points for referring the user for this specific action (comment).

The actions the referred user performs can be either Default Gigya Actions or Custom User Actions, and are called triggering actions since the action triggers allocation of points to the original user.

In this section you can see, add, edit, and delete the list of actions that reward original users with points.

The Actions page on Gigya's site displays the full list of the actions that reward the referring user with points:

Adding a New Referral Rewarding Action

You can add actions that will reward original referring users with points by pressing the **Add new Action** button, and filling in the Action Properties:

In addition to the general Action Properties, please select the triggering action from the drop-down menu. The triggering action is an action that the user who was referred to the site performs. This can be any one of the listed default Gigya actions or the custom user actions.

The actions you add are displayed in **Referral Actions Rewarding** table. In this example, we added the **Example** action:

Using Referral Action Triggers Across Challenges

There is a use case for referral actions that deserves its own explanation - using referral action triggers that aren't themselves part of a challenge. This is a special case because ordinarily, any action used as a trigger for a referral action must also be assigned to any challenge awarding points to the referrer. But what if you don't want the *referred* user to be awarded any points for performing said action?

The rest of this section will use a purchase scenario as an example.

Assume that purchase actions award points equal to the purchase amount to the user (by calling gm.notifyAction and overriding the point value). But let's say that you only want to use the purchase as a trigger, and award a pre-defined number of points to the referring user regardless of the purchase amount, and zero points to the referred user.

To make this possible, first, you need to set up two new actions:

1. Create a new custom user action with an ID of "purchase_for_referral" and a point value = 0.

2. Create a new referrer-rewarding action called "friend_purchased" with a point value equal to the number of points awarded to the referring user once the referred user makes a purchase. The triggering action for this should be the action defined in step 1 - "purchase_for_referral".

Edit Referral Rewarding Action ⊗

Action ID: friend_purchased

Name: Friend Purchased

Triggering action:* purchase_for_referral ⌄

Description: Someone that you referred purchased something. You deserve some points.

Value: 5 Points ?

Daily cap: 0 Actions per day ?
0 = No limit

Min. Interval: 0 Seconds ?

Status: ⦿ Enabled ◯ Disabled

Cancel **Apply**

Now, when a user makes a purchase on your site, call gm.notifyAction twice - passing the purchase action the first time, and the referrer-rewarding action the second time.

This will award zero additional points to the referred user while awarding five points to the referring user for the purchase.
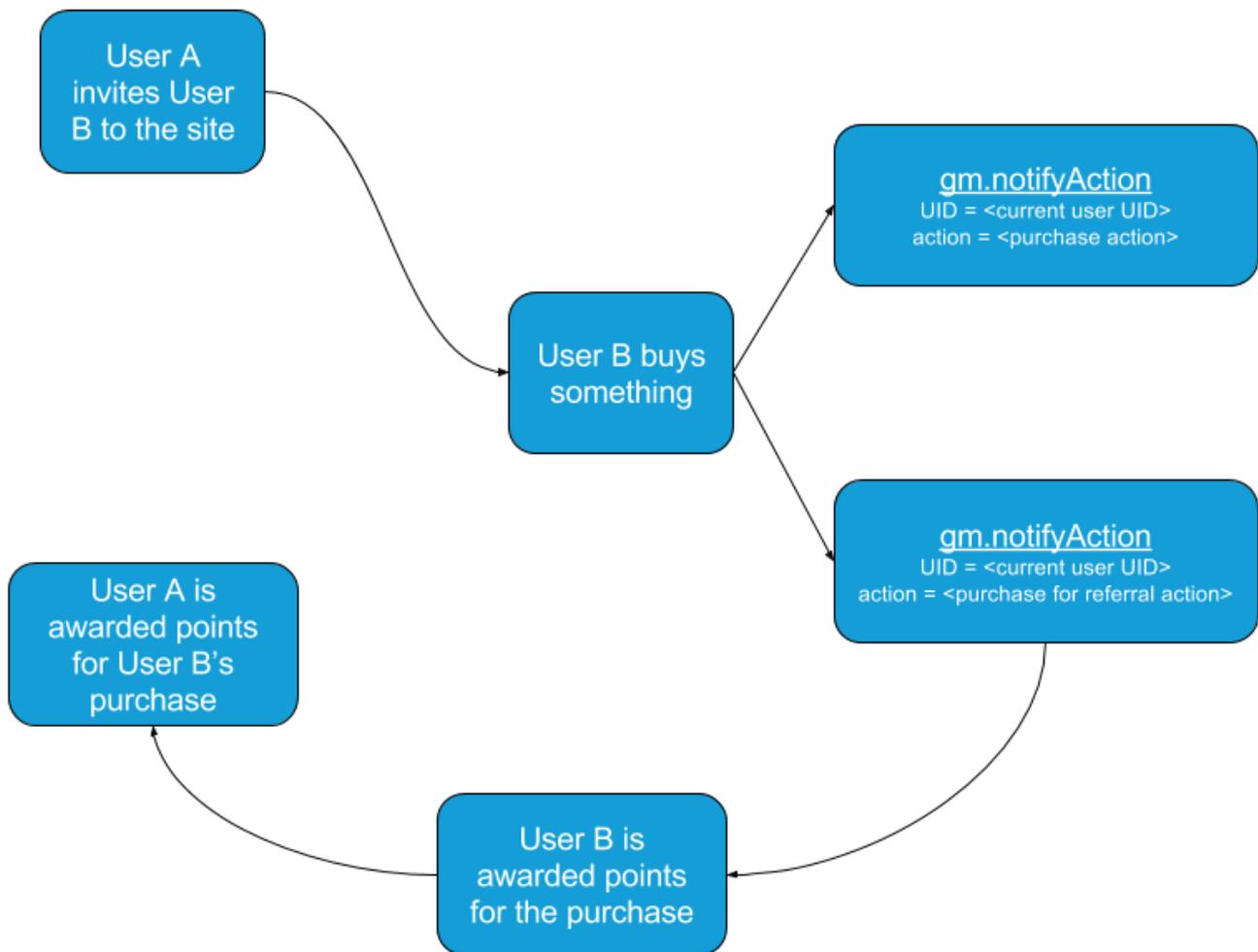
Duplicating Your GM Settings

After configuring GM settings for your site, you might want to duplicate these settings for other sites you have, without having to define all the GM settings again.

In the Game Mechanics Setup section of Gigya's website, under the General Settings section, there is an **Export and Import** button. This button enables you to export your GM settings once they are defined, and import them in order to clone the settings across sites.

The import and export process is done by generating a JSON file with all the source site GM settings, including all challenges, the actions and levels associated with each challenge, and the rest of the GM settings.
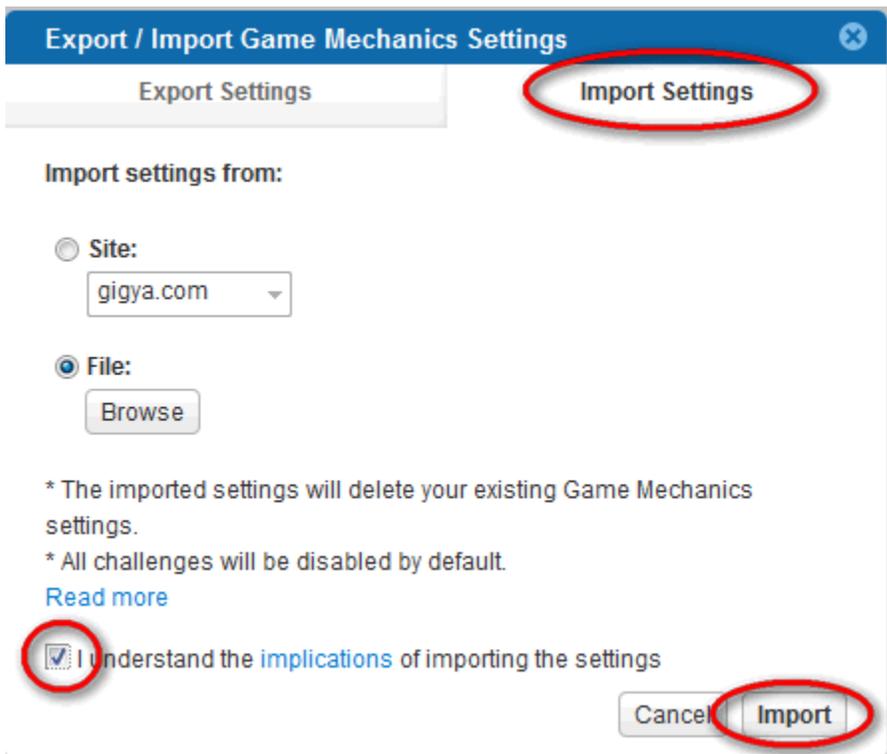
Exporting GM Settings

If you wish to export the GM settings you defined for your site, click the **Export and Import** button. The following dialog will open:
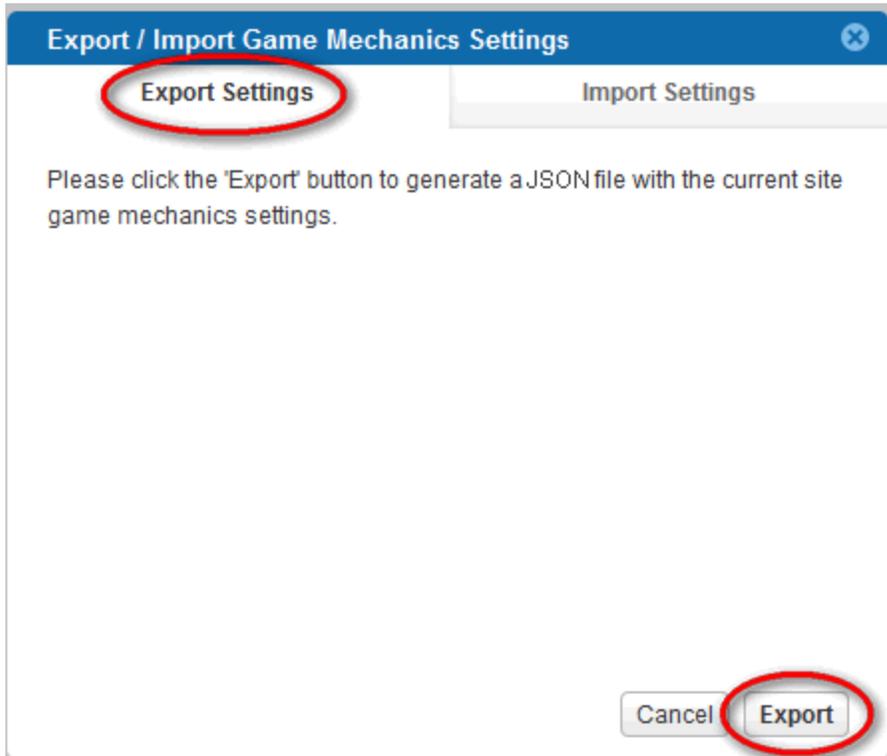
Click the **Export** button to generate a JSON file with current site's GM settings. When the file is ready, save it to your desktop.

Importing GM Settings

If you wish to import GM settings that you have defined earlier to another site, click the **Export and Import** button, then click the **Import** tab. The following dialog will open:

Choose whether you want to import the settings directly from one of your sites, or from the file that you saved when you exported the settings.

Make sure you are importing the settings to the correct site, by selecting the site from the drop-down menu at the top of the page:

Select your site:
mysite.com

When Importing GM settings to this site, settings with the same name as existing settings **will be deleted**, and the rest of the imported settings will be added.

Now that you understand that importing the settings will override the site's current GM settings by the same name (if defined), check the checkbox to verify that you understand the implications, and click the **Import** button.

> **Note:** In order to properly import a GM settings JSON file, it is extremely important that you do not make any changes to the JSON file you exported.

After you successfully import the GM settings, for each challenge, go to the Challenge Settings and change the challenge status to **Enabled**.

Game Mechanics in Site Groups

When you have multiple sites using a single database and a site group has been configured by a Gigya admin, you can create Challenges and Actions at the Parent site level.

GM Group Behavior Summary

1. Challenges that are created in the master (father) site are available to his children too.
2. Actions that are created in one of the children, are available to the master too as virtual actions (he cannot edit it, but can use to link it in his challenges).
3. A brother cannot see the other brother actions. When a challenge is defined at the master then its points are accumulated there, so all the children see the same points and levels, even if they were generated by another brother. Shared actions should be defined at the master level and then all children can call notifyAction on them.
4. If a child has an action with the same name as the master, it will override it.
5. The third table in the actions page (Group Custom User Actions) will not appear on children sites.

Group Custom User Actions

Go to the GM Actions page of Gigya's website. The page may also be accessed by clicking **Settings** in the upper menu and then **Actions** in the side menu:

Scroll to the bottom of the page, and you will see the **Group Custom User Actions** table. The table lists all custom user actions from sites that belong to the group, not including custom actions of the primary site, which are listed in the previous table named **Custom User Actions**.

Group Custom User Actions

Custom user actions from group sites. These actions can only be modified in the site where they originated.

ID	Name	Description	Points Value	Daily Cap	Minimal Interval	Status	Site Source
1	107_act1	107_act1_desc	10	0	0	🟢	
2	act2	act2 desc	40	100	2	🟢	
3	act3	act3 desc	40	100	3	🟢	
4	act4	act4 desc	4	14	4	🟢	
5	act5	act5 desc	5	15	5	🟢	

Each group custom user action has the following details:

- **ID** - The unique ID of the action.
- **Name** - The name of the action.
- **Description** - The description of the action.
- **Points Value** - The number of points a user earns for performing this action.
- **Daily Cap** - The set amount of times a day that performing this action awards the user points. The value "0" means there is no limit on the number of times the user can earn points for performing this action.
- **Minimal Interval** - The number of seconds that need to pass from the time a user performs this action before he can earn more points for performing this action again.
- **Status** - The status of the action, can be enabled or disabled.
- **Site Source** - The domain and ID of the site where the action was created.

These group custom user actions cannot be deleted or edited from here (the primary group site view); you can delete or edit a group custom user action only by going to its origin site.

Group Challenges

Go to the Game Mechanics Setup page of Gigya's website. The page may also be accessed by clicking **Settings** in the upper menu and then **Game Mechanics Setup** in the side menu:

The challenges that are associated with the primary challenge are listed under the default challenge (Overall Rank), and can be used in any of the sub-sites of the group. When you define a new challenge for the group, you can assign any action to it, including actions from sub-sites. You cannot edit these actions that were defined in the sub-sites, you have to go to its origin site to edit or delete a group custom user action.

An action that exists on a Child will always override a Parent action of the same name.

Child Actions override Parent Actions with the same name *Even If The Child Action Is Disabled*!

This is especially important regarding the Gigya **_default** Challenge which exists on all sites. If your SSO Group utilizes Gigya Default Actions, these Actions MUST be configured at the individual Child Level. See Loyalty Configuration and Administration - Exporting GM Settings for how to streamline the configuration process.

Recommended Best Practice is to always create uniquely named Challenges and Actions at the **Parent** level for use throughout the SSO group, if all children will use these same settings.