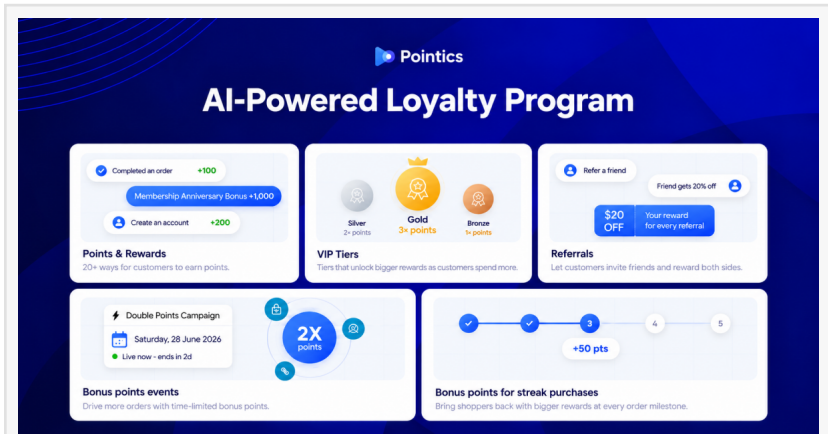


Pointics Launches AI-Powered Loyalty & Rewards Platform for WordPress to Boost Customer Retention

Pointics gives WordPress businesses an easy way to create loyalty programs that reward customers for purchases, referrals, reviews, and repeat engagement.

OTTAWA, ONTARIO, CANADA,
September 29, 2026 /

EINPresswire.com/ -- Pointics, an [AI-powered loyalty and rewards plugin](#) for WordPress, today announced its official launch, giving WordPress businesses a flexible way to create loyalty programs, reward customer activity, and encourage repeat purchases and engagement.



Pointics combines loyalty points, rewards, VIP tiers, referrals, and bonus campaigns to help WordPress businesses build stronger customer relationships and encourage repeat engagement.

Pointics combines loyalty points, rewards, referrals, VIP tiers, point tracking, automated loyalty emails, and AI-assisted setup in one WordPress-based system. It is designed to help businesses

turn one-time customers into repeat customers by rewarding the actions that matter to their business. Unlike loyalty solutions focused primarily on purchases, Pointics allows businesses to create reward rules around a broader range of customer activities, including purchases, referrals, product reviews, signups, bookings, spending milestones, and other business-defined actions.

A COMPLETE LOYALTY POINTS AND REWARDS SYSTEM FOR WORDPRESS

Pointics gives businesses the tools to build and manage a [customer loyalty program](#) directly from WordPress.

“

Customer acquisition is only the beginning. Pointics helps WordPress businesses turn customer activity into loyalty points, rewards, and meaningful reasons to return, engage, and buy again over time.”

*Ehsan Riyadh, Founder
Themewinter*

Businesses can award points based on flexible earning rules and allow customers to redeem their points for discounts, free products, free shipping, cashback-style rewards, and other incentives.

The platform also includes a transaction-based points ledger that records how points are earned, redeemed, adjusted, added, removed, or expired. This gives businesses a transparent way to track customer reward activity and manage their loyalty program.

Pointics also includes referral programs that allow businesses to reward customers for bringing new customers, as well as VIP membership tiers that can provide additional benefits to high-value customers.

BUILT FOR DIFFERENT WORDPRESS BUSINESSES

Pointics is designed to support multiple business models across the WordPress ecosystem.

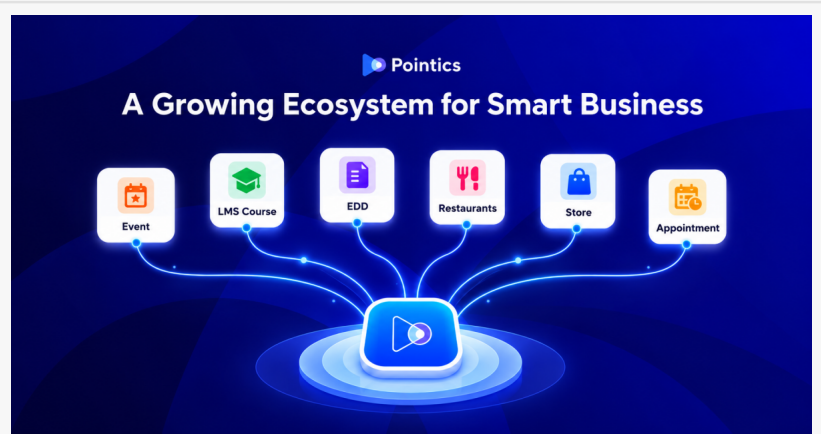
WooCommerce: Reward purchases, repeat orders, reviews, referrals, signups, and spending milestones.

Easy Digital Downloads: Reward digital product purchases, repeat transactions, and customer engagement.

Restaurants: With WPCafe integration, restaurant businesses can reward online orders, repeat customers, and other valuable customer actions.

Events: Planned Eventin integration will allow businesses to reward ticket purchases, event attendance, and repeat participation.

Bookings and appointments: Planned integrations with booking and scheduling platforms will extend loyalty rewards to appointments, consultations, and repeat bookings.



Pointics connects loyalty and rewards across WordPress businesses, including online stores, events, restaurants, digital products, courses, and appointment-based services.



Pointics helps businesses turn customer actions such as purchases, referrals, reviews, event attendance, and bookings into loyalty points and rewards.

Pointics also supports WordPress businesses such as LMS platforms, online course creators, tutors, coaches, membership sites, digital product businesses, subscription services, agencies, and other service-based businesses. More integrations are planned on the Pointics roadmap.

AI-POWERED LOYALTY PROGRAM SETUP

Pointics also brings AI-assisted loyalty program setup to WordPress. Businesses can describe their goals in natural language and use AI assistance to generate loyalty strategies, earning rules, reward ideas, and program structures.

For example, a business could ask Pointics to create a rule that gives customers extra points for high-value purchases, rewards customers for referrals, or creates a re-engagement strategy for customers who have not purchased recently.

The AI capabilities are designed to make loyalty programs easier to plan and configure while keeping businesses in control of their rules, rewards, and customer data.

THE FUTURE OF AI-POWERED LOYALTY WITH MCP

Pointics is also exploring the next generation of AI-powered loyalty management through Model Context Protocol (MCP). As an upcoming roadmap feature, MCP integration is intended to allow supported AI assistants and agents to securely interact with approved Pointics data and capabilities. This could enable businesses to ask questions such as which customers are close to reaching their next VIP tier, which rewards are most frequently redeemed, or which customers have unused points.

Future MCP-enabled workflows may also assist with configuring loyalty rules, analyzing customer activity, preparing campaigns, and performing approved administrative tasks. These capabilities are part of the Pointics roadmap and will be introduced progressively as the underlying integrations and security controls are developed.

FROM LOYALTY POINTS TO CUSTOMER RETENTION

The long-term vision for Pointics goes beyond simply giving customers discounts. It is designed to help businesses turn customer activity into stronger relationships and repeat business. Businesses can use loyalty points and rewards to encourage repeat purchases, referrals, reviews, bookings, event participation, and other valuable customer actions. VIP tiers can recognize high-value customers with exclusive rewards, higher earning rates, free shipping, early access, or other benefits.

ROADMAP FOR INTELLIGENT CUSTOMER RETENTION

The Pointics roadmap includes AI-powered loyalty strategy tools, customer segmentation, advanced referral campaigns, expanded analytics, additional WordPress integrations, MCP connectivity, Aisentic AI Agent integration, and automation platform integrations. The goal is to evolve Pointics from a traditional loyalty points plugin into an intelligent customer retention

platform for WordPress businesses. Pointics is available for WordPress businesses through its free and paid offerings.

Learn more about Pointics, the [loyalty points and rewards plugin for WordPress](https://themewinter.com/pointics/), at: <https://themewinter.com/pointics/>

ABOUT POINTICS AND THEMEWINTER

Pointics is an AI-powered loyalty and rewards plugin for WordPress developed by ThemeWinter. It provides loyalty points, rewards, referrals, VIP tiers, point tracking, automated emails, and AI-assisted loyalty program setup for businesses looking to increase customer retention and repeat engagement.

ThemeWinter develops WordPress and SaaS solutions for events, restaurants, eCommerce, bookings, scheduling, customer engagement, and business automation. Its product ecosystem includes Eventin, WPCafe, Timetics AI, WP Timetics, Booktics, Optiontics, Pointics, and Aisentic.

Sabina Suma

Themewinter

hello@themewinter.com

Visit us on social media:

[LinkedIn](#)

[Facebook](#)

[YouTube](#)

[X](#)

This press release can be viewed online at: <https://www.einpresswire.com/article/946157203>

EIN Presswire's priority is source transparency. We do not allow opaque clients, and our editors try to be careful about weeding out false and misleading content. As a user, if you see something we have missed, please do bring it to our attention. Your help is welcome. EIN Presswire, Everyone's Internet News Presswire™, tries to define some of the boundaries that are reasonable in today's world. Please see our Editorial Guidelines for more information.

© 1995-2026 Newsmatics Inc. All Right Reserved.