

Advertisements

Advertisements manages the adverts and announcements **shown on the captive login screen and after login**. You use the screen the guest is already looking at while connecting to Wi-Fi to promote your own campaign.

“ How do I open this screen? From the left menu, go to **Bumerang** → **ENGAGEMENT** → **Advertisements**.

USEROAM

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Reklamlar

Captive giriş ve login sonrası gösterilen reklamlar

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BAŞLIK	TİP	NOKTA	HEDEF	ZAMANLAMA	GÖSTERİM	TIKLAMA	DURUM	İŞLEM
Mobil Uygulamamızı İndir	banner	cikis	Herkes	2026-06-12 → 2026-08-01	4300	190	Aktif	Durdur
Yeni Sezon Kahveleri	banner	Giriş	Herkes	2026-06-12 → 2026-08-01	6100	288	Aktif	Durdur
Yaz Festivali — Tüm Tatillerde %25	banner	Giriş	Herkes	2026-06-12 → 2026-08-01	8400	512	Aktif	Durdur
İçeceklerde %20 İndirim	Serit	Giriş	Herkes	—	23	2	Aktif	Durdur
Sadakat Kartı — Üye Ol	banner	cikis	Herkes	2026-06-12 → 2026-08-01	2100	64	Pasif	Yayınla

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Table columns

- **TITLE:** the advert's name.
- **TYPE:** how it is displayed — *banner* (image) or *strip* (thin bar).
- **POINT:** where it appears — *login* (before the guest connects) or *exit* (on the page after connecting).
- **TARGET:** who sees it (for example *Everyone*).

- **SCHEDULE:** the publication date range (for example 2026-06-12 → 2026-08-01). With no dates, it runs indefinitely.
- **IMPRESSIONS:** how many times it was shown.
- **CLICKS:** how many times it was clicked.
- **STATUS:** *Active* or *Passive*.
- **ACTION:** a **Stop** button on active adverts and **Publish** on passive ones.

“ **How to read performance:** the click-to-impression ratio is the advert's real effect. For example 8,400 impressions and 512 clicks $\approx 6\%$; 4,300 impressions and 190 clicks $\approx 4.4\%$. A low ratio means the image or the offer is weak — change the headline and the visual, then measure again.

Login or exit?

- **Login point:** the guest sees it while waiting to get online. Attention is highest here, but the guest may be in a hurry — keep the message short and clear.
- **Exit point:** the guest sees it after connecting. Adverts that *ask for an action* — menu, loyalty card, app download — work better here.

New Advertisement

The **New Advertisement** button opens a new record where you enter the title, type, display point, target audience, date range and the image/content.

“ **Note:** you can also manage portal adverts from the **Captive Portal → Portal Settings → Advertisements** tab.

“ **Related pages:** **Captive Portal → Portal Settings, Bumerang → Campaigns, Restaurant Solution → Online Menu.**

Revizyon #3

tugay tarafından 11 Ağustos 2026 07:29:36 oluşturuldu

tugay tarafından 11 Ağustos 2026 10:33:54 güncellendi