Bulk Sending

What is it for?

Bulk Delivery (**Bulk Send** in the menu) lets you send a **one-off** announcement to your guests by SMS or WhatsApp (for example a power outage, pool maintenance, a new menu). The difference from campaigns: a campaign runs by itself off a condition; a bulk send goes once, at the moment you choose, to the audience you choose. The delivery report after sending is in the same menu.

When do you use it?

- When you must tell the guests at your venue about something urgent (outage, maintenance, evacuation drill).
- When you want to announce an event or opening to all your registered guests.
- When you check how many people an announcement reached.

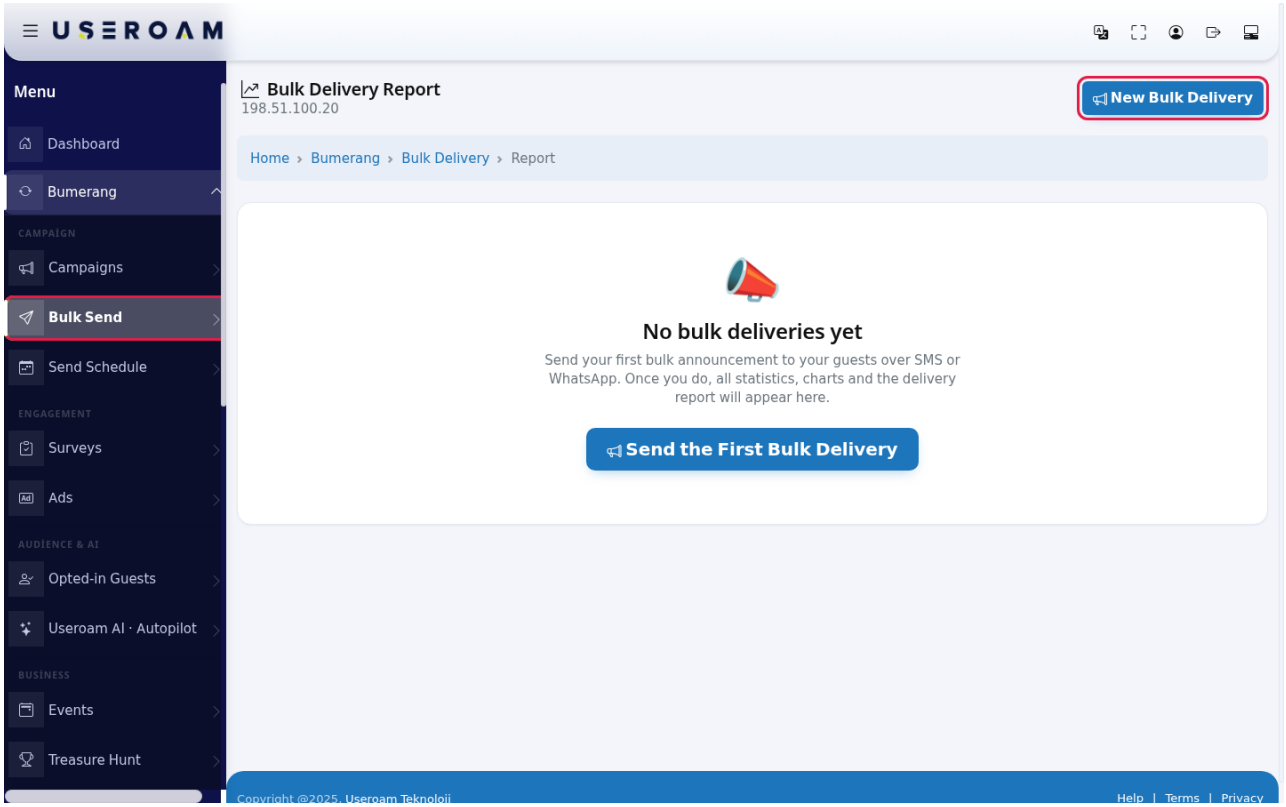
Before you start

- **Marketing** messages (discounts, promotions) may only go to guests who gave explicit consent (IYS and KVKK). Service announcements (outage, maintenance) can go to everyone.
- A bulk send cannot be undone. Before starting, use **Test send** to send the message to your own phone and check it.

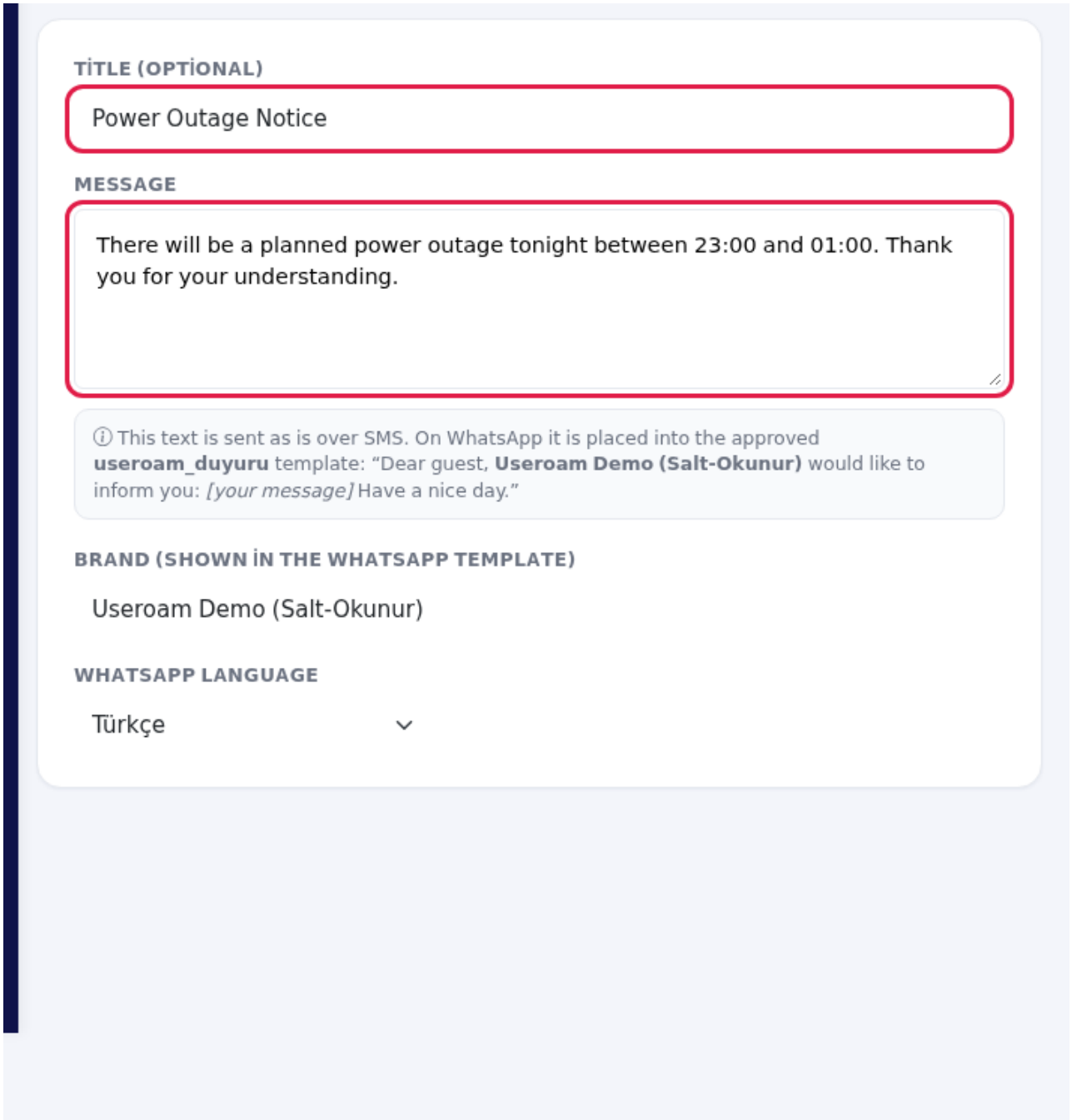
Step by step: send an announcement

1. In the left menu, under **Bumerang**, open the **CAMPAIGN** heading and click **Bulk Send**. The **Bulk Delivery Report** opens. If there are no sends yet it says "No bulk deliveries yet". Press **New Bulk Delivery** at the top right (or **Send the First Bulk Delivery** in the

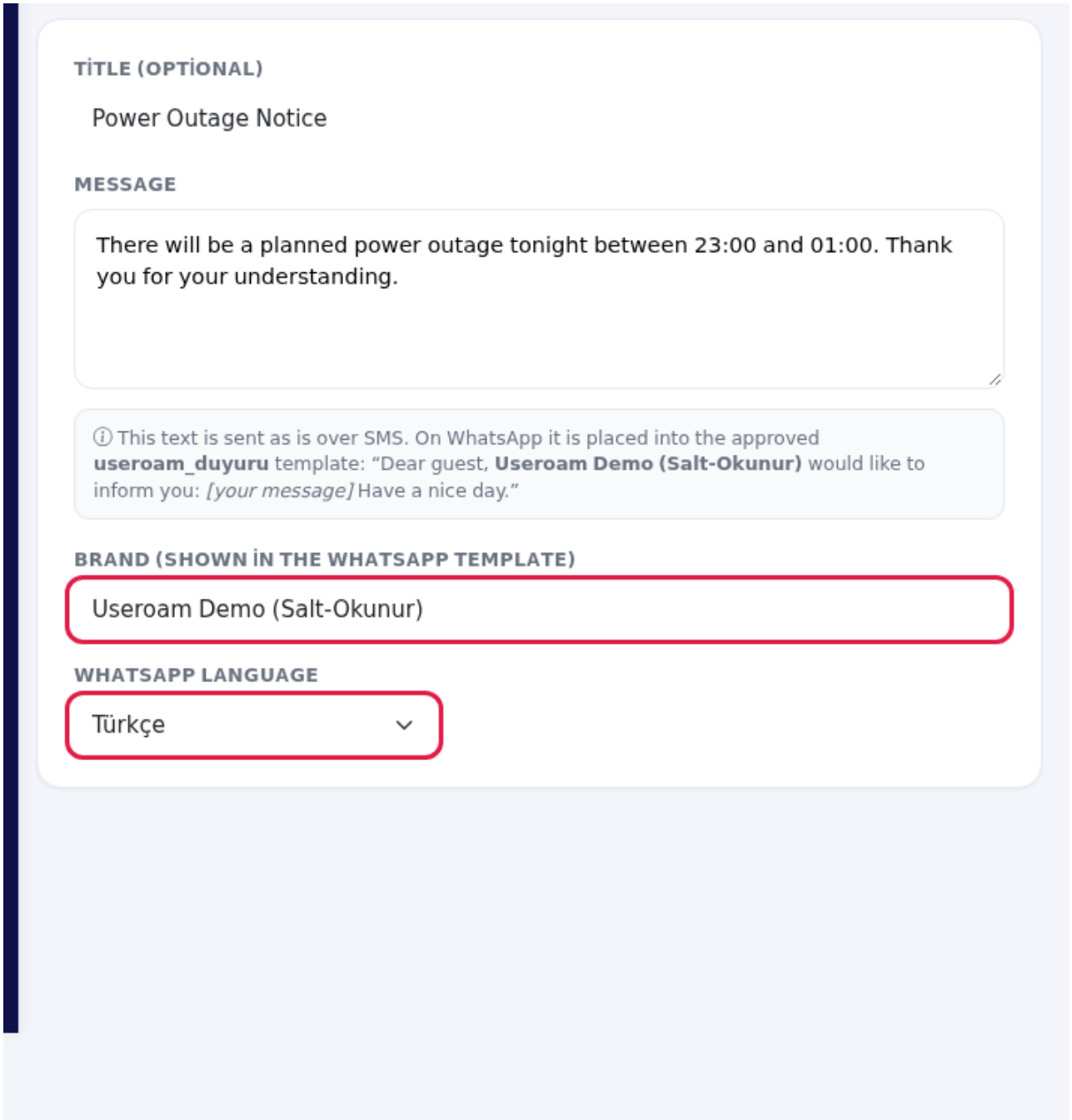
middle).



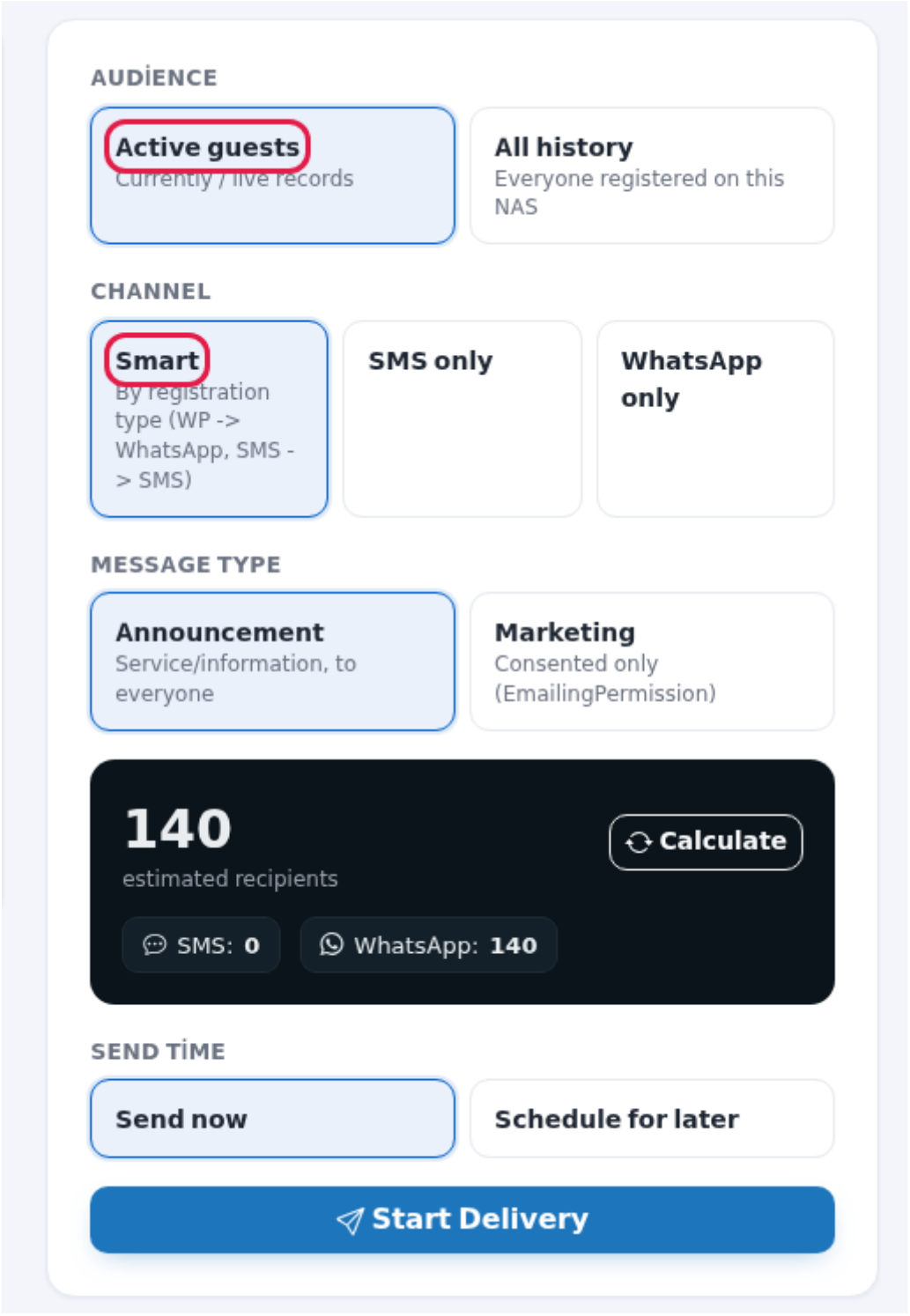
2. Type a name for the announcement in **Title (optional)** (example: `Power Outage Notice`); it only shows in the report. Type the text for guests in **Message** (up to 600 characters).



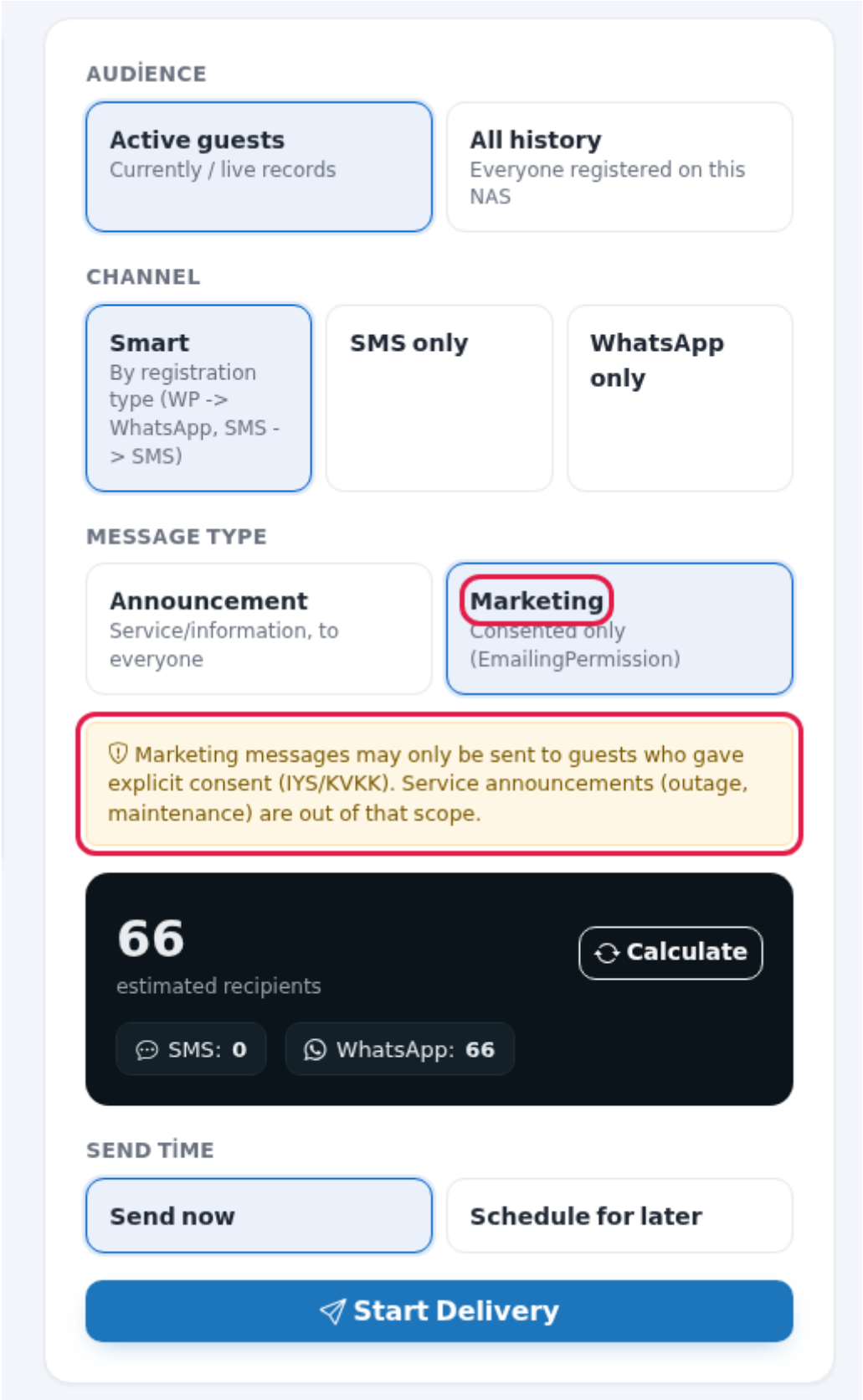
3. Check that your business name is right in **Brand (shown in the WhatsApp template)** and choose the **WhatsApp language** (Türkçe, English, Deutsch, Русский, العربية, Українська, فارسی). On SMS the text goes as is; on WhatsApp it is placed into the approved **useroam_duyuru** template: "Dear guest, *Brand* would like to inform you: *[your message]* Have a nice day."



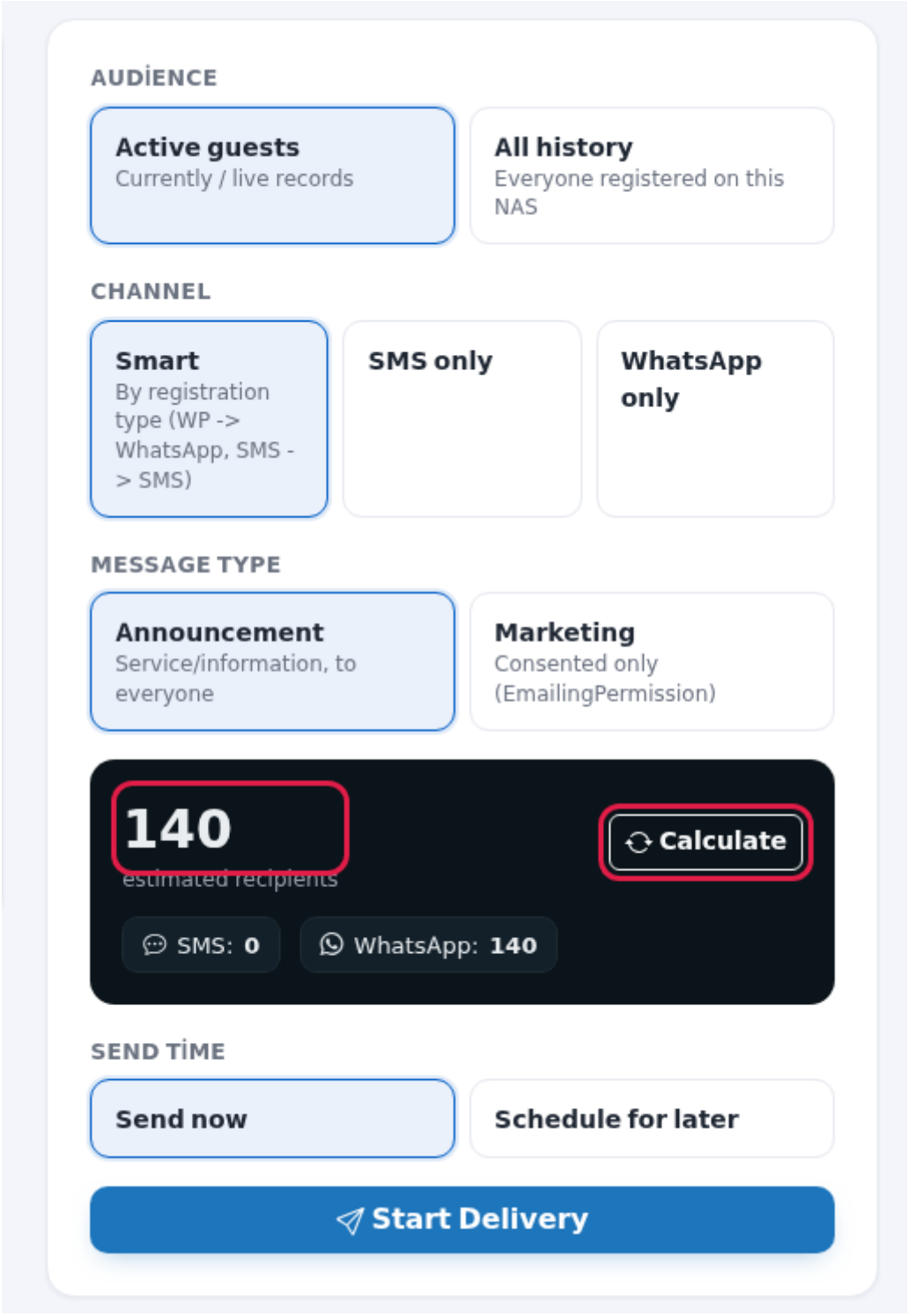
4. On the right, choose the **Audience** and **Channel**. Audience: **Active guests** (shown as "Currently / live records": guests whose Wi-Fi registration is valid right now, for example hotel guests in house) or **All history** (shown as "Everyone registered on this NAS": every guest who has ever registered on this device). Channel: **Smart** (WhatsApp for WhatsApp registrations, SMS for SMS registrations), **SMS only** or **WhatsApp only**.



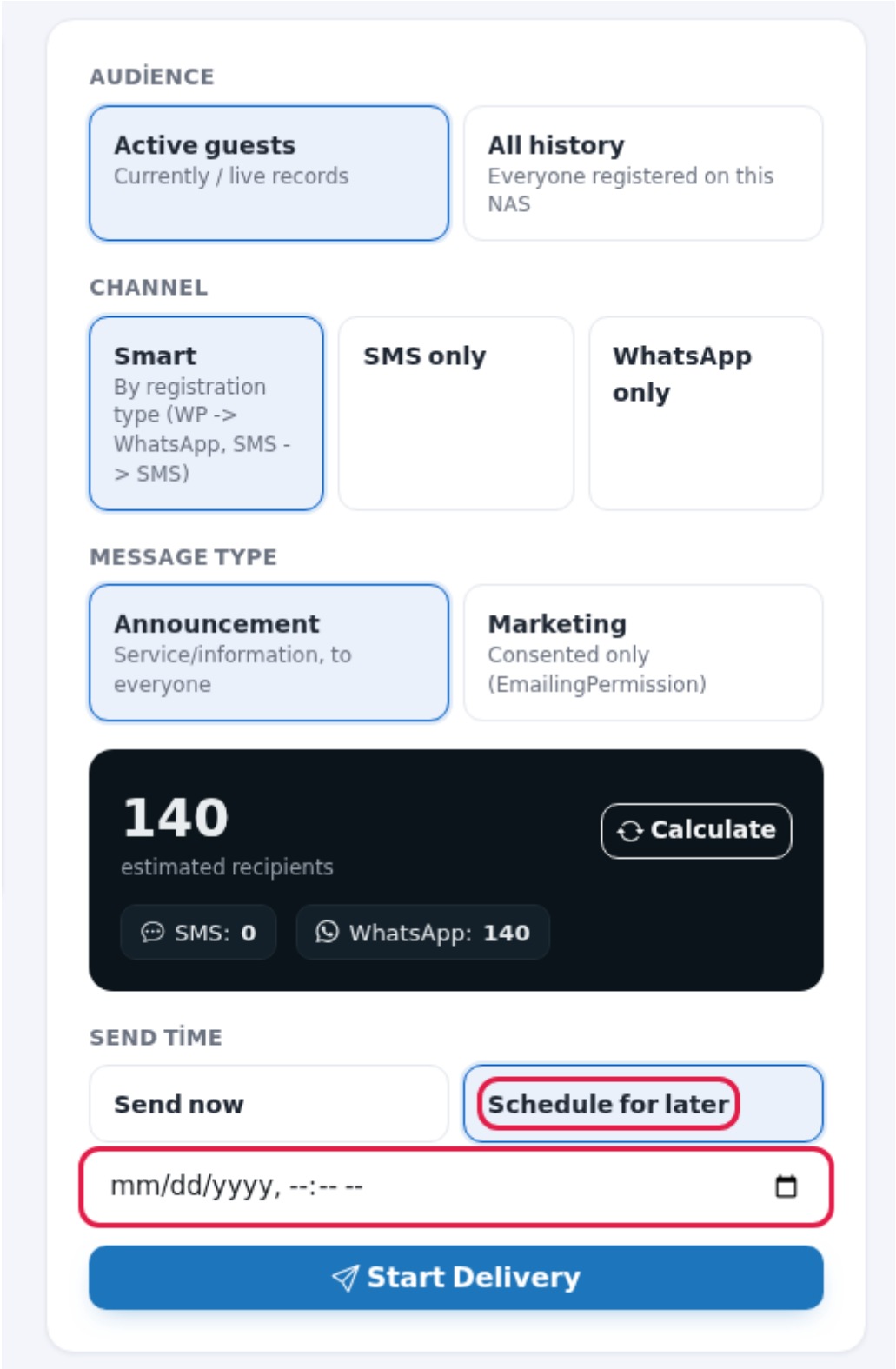
5. Choose the **Message Type**: **Announcement** (service and information, to everyone) or **Marketing** (consented guests only). When you pick Marketing, the warning "Marketing messages may only be sent to guests who gave explicit consent (IYS/KVKK). Service announcements (outage, maintenance) are out of that scope." appears and the recipient count drops.



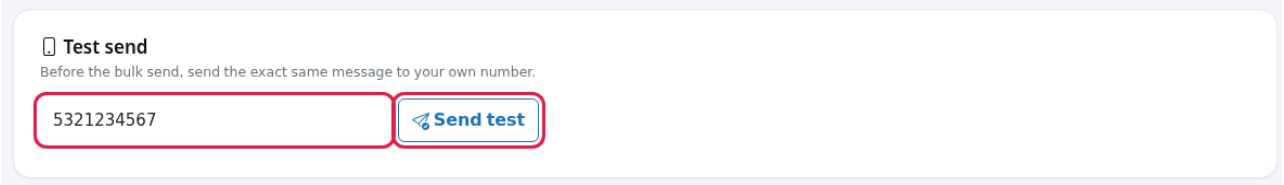
6. Check the **estimated recipients** and the SMS / WhatsApp split in the black box. After changing your choices, press **Calculate** for an up-to-date number.



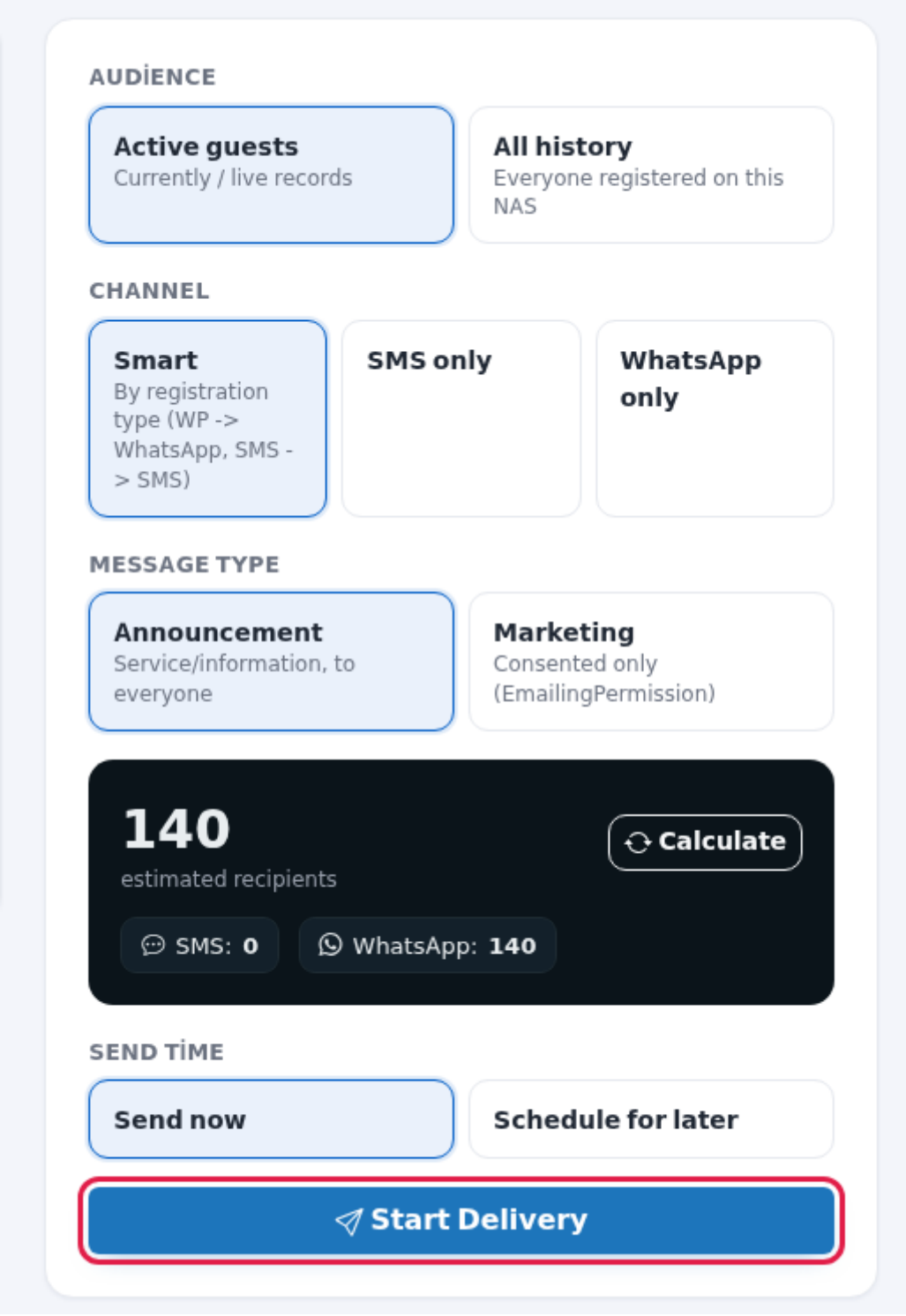
7. Choose the **Send time**: **Send now** or **Schedule for later**. If you schedule, pick a date and time in the box that opens; a past time cannot be chosen.



8. In the **Test send** card below, type your own mobile number (example: `5321234567`) and press **Send test**. The exact same message goes only to you; "Test sent to ...." appears. Check the message on your phone.



9. If everything is right, press **Start Delivery** and confirm "Start the delivery? Estimated recipients: …". The screen shows "Delivery queued: … recipients (… SMS, … WhatsApp). The engine will send it within a few minutes." or, if you scheduled, "Scheduled to be sent on …".



Recent Deliveries list

Below the form, the last 15 sends are listed: **Title**, **Type**, **Recipients**, **Sent** (and the *failed* count, if any), **Status**, **Date**. Status values: *Scheduled*, *Ready*, *Sending*, *Completed*, *Cancelled*.

- To stop a scheduled send, press **Cancel** and confirm "Cancel this scheduled send?". If it has already started you see "Could not cancel: the send may have already started, or the record was not found."
- To send the same message again, press **Send again**. You are asked "This message will be sent again to the CURRENT list of … people. Continue?"; the recipient list is recalculated from the current audience.

Bulk Delivery Report

After the first send, the report screen fills up:

Section	What it shows
Summary boxes	**Total Deliveries** (recipients), **Sent** (and failed), channel split, **Delivery Rate** (delivered).
Charts	**Channel Split** and **Recent Deliveries (recipients/sent)** .
Deliveries table	**Title**, **Type** (*Announcement* / *Marketing*), **Audience** (*Active* / *All history*), **Recipients**, **Status** (*Ready*, *Sending*, *Completed*, *Cancelled*), **Date** and a **Details** button. When empty it says "No deliveries yet."
Details screen	The **MESSAGE** text and **Brand** of the selected send; **Total Recipients**, **Sent**, **Not Delivered**, **SMS (carrier)** boxes; **Delivery Status** and **Delivery Result** charts. **All Reports** takes you back to the list.
Recipients list	The first 1000 recipients ("+ (first 1000)"): **Phone**, **Channel**, **Status**, **Delivered**, **Sent at**, **Delivery Time**. Search a number with **Search phone...**. Delivery values: *Read*, *Delivered*, *Not delivered*, *Failed*, *Pending*.
Refresh SMS Delivery	Asks the carrier again for SMS delivery information. The button shows "Querying...", then "Updated", or "Error" / "Try again" if it fails.

Other texts on the screen

Where	Text
Subtitle	The device address and "bulk SMS / WhatsApp announcement to guests". The path at the top (Home, Marketing, Bumerang) takes you back; **Back** returns to the Campaigns screen.

Where	Text
Empty report	"Send your first bulk announcement to your guests over SMS or WhatsApp. Once you do, all statistics, charts and the delivery report will appear here."
Grey examples	Title: "e.g. Power Outage Notice"; Message: "e.g. There will be a planned power outage tonight between 23:00 and 01:00."
Note under the message	"This text is sent as is over SMS. On WhatsApp it is placed into the approved useroam_duyuru template:" and an example of the template.
Option descriptions	**Smart**: "By registration type (WP -> WhatsApp, SMS -> SMS)". **Announcement**: "Service/information, to everyone". **Marketing**: "Consented only (EmailingPermission)", that is, guests who gave commercial message consent.
Test card	"Before the bulk send, send the exact same message to your own number."
Confirmation window	If the recipients were not calculated it shows "(not calculated)"; press **Calculate** and try again. After you confirm, the button shows "Queueing...".

Messages you may see

Message	What to do
"The message cannot be empty." / "Please enter the message text first."	Fill in the message box.
"No valid mobile number was found for these criteria."	Switch the audience to **All history** or the type to **Announcement**; the chosen audience has no numbers.
"A pending send already exists for the same message."	The same announcement is already queued; check the pending send in the list.
"You cannot pick a past date. Please enter a future date and time." / "The scheduled send time is invalid."	Choose a future date and time.
"Invalid number. It must be 10 digits and start with 5 (example: 5321234567)."	Type the test number as 10 digits.
"Test send failed: ..."	Read the reason; check the number and text and try again.
"Send #... has been queued again. Recipients: ... (... SMS / ... WhatsApp)."	**Send again** was confirmed.
"Scheduled send has been cancelled."	Cancellation is done.
"Save error: ..."	Refresh the page and try again.

Frequently asked questions

What is the difference between Active guests and All history?
Active guests are guests whose Wi-Fi registration is valid right now (for example hotel guests in house, or guests whose Wi-Fi access has not expired). They do not need to be connected at that moment. **All history** is everyone who has ever registered on this device.

Why did the estimated recipients drop when I chose Marketing?
Marketing messages only go to guests who gave commercial message consent. Guests without consent are removed from the list.

I started the delivery. When do the messages go out?
The send is queued and goes out within a few minutes. You can follow it in the **Recent Deliveries** list and in the report.

Why does my WhatsApp message start with "Dear guest"?
Bulk WhatsApp messages go through an approved template; your text is placed in the middle of it. On SMS the text goes as is.

Related pages

- Campaigns (automatic messages)
- Sending Calendar
- Opted-in Guests

Revizyon #4
tugay tarafından 11 Ağustos 2026 07:32:21 oluşturuldu
tugay tarafından 25 Eylül 2026 23:06:02 güncellendi