

Bumerang Reports

Bumerang Reports is where all your marketing data comes together: **filter it, view it, download it**. There are twelve ready-made report tabs — one for every question, from campaign performance to guest lifetime value.

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

The screenshot displays the Useroam Bumerang Reports interface. The left sidebar contains a menu with categories: Menü, KAMPANYA, ETKİLEŞİM, KİTLE & AL, and İŞLETME. The main content area shows the 'Raporlar' section with a filter bar containing tabs like 'Kampanya Performans', 'Tıklayan Misafirler', 'Dönüş Raporu', 'Misafir Yaşam Değeri', 'Menü Görüntüleme', 'Ürün Performans', 'Anket Sonuçları Özeti', 'Masa Çağrıları', 'Otel Talepleri', 'İzinli Misafirler', 'Arıza Analizi', and 'Genel Özet (Yönetici Raporu)'. A 'Rapor türleri' pop-up is visible, explaining the report types. The 'Genel Özet (Yönetici Raporu)' tab is selected, showing a summary of marketing data for the period 07/13/2026 to 08/11/2026. The summary table compares current performance with the previous period, showing a -100% change in most metrics.

GÖSTERGE	BU DÖNEM	ÖNCEKİ DÖNEM	DEĞİŞİM
Tekil misafir (Wi-Fi)	0	76	-100%
Kampanya gönderimi	0	130	-100%
Kampanya tıklaması	0	25	-100%
Geri dönen misafir	0	9	-100%
Dönüş oranı	0%	7%	-100%
Menü görüntüleme	32	480	-93%
Kuponlu menü açılışı	0	0	—
Anket cevabı	0	128	-100%
Tahmini kazanım (net)	₺0	₺2.025	-100%

1. Report tabs

- **Campaign Performance** — sends, clicks and returns per campaign.

- **Guests Who Clicked** — those who clicked a campaign link.
 - **Return Report** — guests who came back after a campaign.
 - **Guest Lifetime Value** — total value per guest.
 - **Menu Views** and **Product Performance** — digital menu statistics.
 - **Survey Results Summary** — survey scores and responses.
 - **Table Calls** — restaurant/table call records.
 - **Hotel Requests** — a breakdown of hotel module requests.
 - **Opted-in Guests** — the marketing-consent pool.
 - **Fault Analysis** — the distribution of fault requests.
 - **General Summary (Manager Report)** — the whole cycle on one page.
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2. Filters

Start / **End** dates, or the **7d** / **30d** / **90d** shortcuts. **Apply** runs the filter; **Clear** resets it.

3. General Summary (Manager Report)

This tab shows the period **compared against the previous one**. The table has four columns: **METRIC, THIS PERIOD, PREVIOUS PERIOD, CHANGE**.

The metrics measured are: unique guests (Wi-Fi), campaign sends, campaign clicks, returning guests, return rate, menu views, coupon-driven menu opens, survey responses, and estimated net revenue.

4. How it is calculated

The definitions stated on screen:

- **Return:** a guest who received a campaign message reconnecting to Wi-Fi **within 14 days**.
- **Revenue:** returns × the average spend you entered on the campaign, **net** of the discount cost on coupon-driven returns.
- **Organic comparison:** the spontaneous visit rate, over the same period, of guests registered before the period who received no campaign.

The campaign-versus-organic comparison needs enough data: without at least **30 organic and 10 campaign guests**, the system does not calculate a proven effect and says so on screen. The comparison switches on automatically as data accumulates.

5. Export

Every report can be downloaded as **XLSX**, **PDF** or **CSV**. Reports that may contain personal data carry a data-protection warning on screen.

 **Related pages: Bumerang → Summary, Campaigns, Opted-in Guests, Guest 360°.**

Revizyon #2
tugay tarafından 11 Ağustos 2026 07:35:29 oluşturuldu
tugay tarafından 11 Ağustos 2026 08:20:14 güncellendi