

Bumerang Reports

What is it for?

The **Reports** screen brings all of your venue's marketing data together in one place: campaigns, returning guests, menu, surveys, table calls, hotel requests and the consented guest pool. You pick a date range, see the table on screen and download it as **XLSX**, **PDF** or **CSV**.

When do you use it?

- At the end of the month, when your boss or partner asks "what did Bumerang bring in this month?" (**Executive Summary**).
- When you want to see which campaign actually brought guests back (**Campaign Performance, Return Report**).
- When you want to know which menu item is never opened, or which table calls the waiter most.
- When you want to check whether the same hotel room keeps having faults (**Fault Analysis**).

Before you start

- The screen shows the data of the device (venue) selected in the panel. If you have several venues, select the right device first.
- Campaign reports only fill up after at least one campaign has run. The menu, table and hotel tabs fill up when those modules are set up.

Step by step: open and download a report

1. In the left menu, under **Bumerang**, open the **ANALYTICS** heading and click **Reports**. The screen first opens on the **Executive Summary** tab with the last 30 days.

The screenshot shows the Useroam Reports interface. The left sidebar has a menu with 'Reports' highlighted. The main area displays the 'Campaign Performance' tab. At the top, there are filters for 'Start' (06/01/2026), 'End' (09/26/2026), 'Campaign' (All), and 'Channel' (All). Below these are buttons for '7g', '30g', and '90g'. The 'Apply' button is highlighted. The table below shows campaign data:

CAMPAIGN	STATUS	SENT	WHATSAPP	SMS	CLICKS	RETURNS	RETURN %	ESTIMATED GAIN
Hoş Geldin	aktif	30	12	18	6	2	7%	440
Hafta Sonu Brunch	duraklatildi	25	0	25	5	2	8%	420
5. Ziyaret = Bedava Kahve	aktif	12	0	12	2	1	8%	175
Seni Özledik	aktif	18	0	18	3	1	6%	260
Doğum Günün Kutlu Olsun	aktif	10	0	10	2	1	10%	240
Hoş Geldin Hediyesi	aktif	15	0	15	3	1	7%	190
Sadakat	aktif	20	5	15	4	1	5%	300
Yağmurlu Gün Sürprizi	taslak	0	0	0	0	0	0%	—

2. Choose the report you want from the tabs at the top. The selected tab turns blue.

The screenshot shows the report tabs at the top of the interface. The 'Guests Who Clicked' tab is selected and highlighted in blue. Other tabs include 'Campaign Performance', 'Return Report', 'Guest Lifetime Value', 'Menu Views', 'Product Performance', 'Survey Results Summary', 'Table Calls', 'Hotel Requests', 'Consented Guests', 'Fault Analysis', and 'Executive Summary'.

3. Set the date range: type dates into **Start** and **End**, or press one of the quick buttons **7g**, **30g**, **90g** (last 7, 30 or 90 days; the buttons keep the Turkish "g" for "gün", day, in the English interface). Quick buttons count back from today and refresh the report at once.

The screenshot shows the date range filters. The 'Start' date is 06/01/2026 and the 'End' date is 09/26/2026. The '30g' button is selected. Other filters include 'Campaign' (All), 'Channel' (All), 'Opened coupon menu' (All), and 'Registration type' (All). The 'Apply' button is highlighted.

4. If the report has its own filters (for example **Campaign**, **Channel**, **Opened coupon menu**), choose them and press **Apply**. Press **Clear** to reset the filters.

The screenshot shows the report filters. The 'Opened coupon menu' dropdown is set to 'All'. The 'Apply' button is highlighted.

5. Review the table. To get it as a file, press **XLSX** (Excel), **PDF** or **CSV** at the top right. The file uses the same filters as the screen.

Campaign Performance

Guests Who Clicked

Return Report

Guest Lifetime Value

Menu Views

Product Performance

Survey Results Summary

Table Calls

Hotel Requests

Consented Guests

Fault Analysis

Executive Summary

Start

End

Campaign

Channel

06/01/2026

09/26/2026

7g

30g

90g

All

All

Apply

Clear

Campaign Performance

Delivery, receipt, click, return and estimated gain summary for each campaign.

01.06.2026 – 26.09.2026

XLSX

PDF

CSV

CAMPAIGN	STATUS	SENT	WHATSAPP	SMS	CLICKS	RETURNS	RETURN %	ESTIMATED GAIN ₺
Hoş Geldin	aktif	30	12	18	6	2	7%	440
Hafta Sonu Brunch	duraklatildi	25	0	25	5	2	8%	420
5. Ziyaret = Bedava Kahve	aktif	12	0	12	2	1	8%	175
Seni Özledik	aktif	18	0	18	3	1	6%	260
Doğum Günün Kutlu Olsun	aktif	10	0	10	2	1	10%	240
Hoş Geldin Hediyesi	aktif	15	0	15	3	1	7%	190
Sadakat	aktif	20	5	15	4	1	5%	300
Yağmurlu Gün Sürprizi	taslak	0	0	0	0	0	0%	—

6. Guest lists (**Guests Who Clicked**, **Return Report**, **Guest Lifetime Value**, **Consented Guests**) can be clicked row by row. Click a row.

Campaign Performance

Guests Who Clicked

Return Report

Guest Lifetime Value

Menu Views

Product Performance

Survey Results Summary

Table Calls

Hotel Requests

Consented Guests

Fault Analysis

Executive Summary

Start

End

Campaign

Channel

Registration type

06/01/2026

09/26/2026

7g

30g

90g

All

All

All

Apply

Clear

Guests Who Clicked

XLSX

PDF

CSV

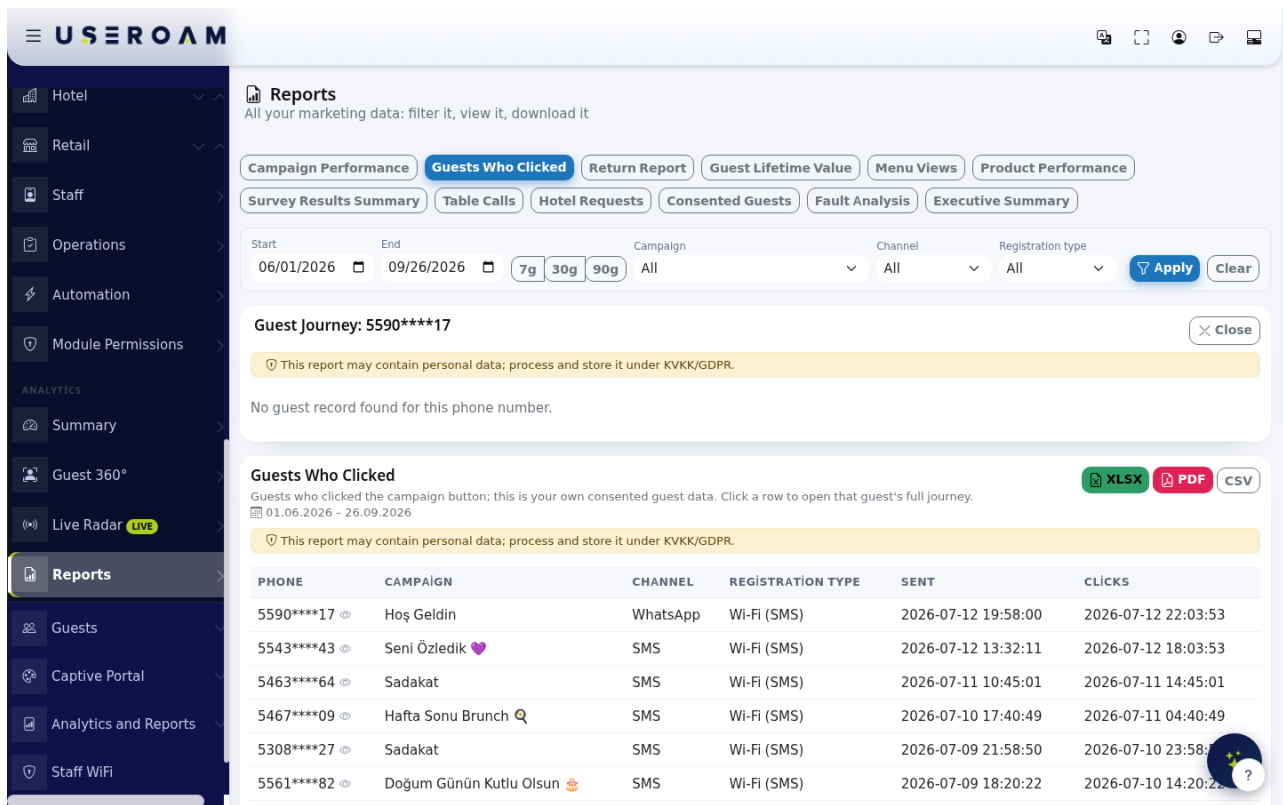
Guests who clicked the campaign button; this is your own consented guest data. Click a row to open that guest's full journey.

01.06.2026 - 26.09.2026

This report may contain personal data; process and store it under KVKK/GDPR.

PHONE	CAMPAIGN	CHANNEL	REGISTRATION TYPE	SENT	CLICKS
5590****17	Hoş Geldin	WhatsApp	Wi-Fi (SMS)	2026-07-12 19:58:00	2026-07-12 22:03:53
5543****43	Seni Özledik	SMS	Wi-Fi (SMS)	2026-07-12 13:32:11	2026-07-12 18:03:53
5463****64	Sadakat	SMS	Wi-Fi (SMS)	2026-07-11 10:45:01	2026-07-11 14:45:01
5467****09	Hafta Sonu Brunch	SMS	Wi-Fi (SMS)	2026-07-10 17:40:49	2026-07-11 04:40:49
5308****27	Sadakat	SMS	Wi-Fi (SMS)	2026-07-09 21:58:50	2026-07-10 23:58:50
5561****82	Doğum Günün Kutlu Olsun	SMS	Wi-Fi (SMS)	2026-07-09 18:20:22	2026-07-10 14:20:22
5478****89	Hoş Geldin	WhatsApp	Wi-Fi (SMS)	2026-07-10 10:54:30	2026-07-10 12:54:30
5540****60	Hoş Geldin Hediyesi	SMS	Wi-Fi (SMS)	2026-07-09 15:19:15	2026-07-10 01:19:15
5570****13	Hoş Geldin Hediyesi	SMS	Wi-Fi (SMS)	2026-07-08 18:47:16	2026-07-09 05:47:16
5574****36	Hafta Sonu Brunch	SMS	Wi-Fi (SMS)	2026-07-08 09:29:09	2026-07-08 12:29:09
5457****72	Sadakat	SMS	Wi-Fi (SMS)	2026-07-06 15:42:35	2026-07-07 09:42:35
5447****36	Hoş Geldin	SMS	Wi-Fi (SMS)	2026-07-05 13:12:33	2026-07-06 05:12:33
5300****03	Hoş Geldin Hediyesi	SMS	Wi-Fi (SMS)	2026-06-30 21:45:59	2026-07-01 20:45:59
5568****07	Doğum Günün Kutlu Olsun	SMS	Wi-Fi (SMS)	2026-06-30 09:04:54	2026-06-30 11:04:54
5574****36	Hoş Geldin	SMS	Wi-Fi (SMS)	2026-06-28 11:02:03	2026-06-28 19:02:03
5313****27	Sadakat	WhatsApp	Wi-Fi (SMS)	2026-06-27 13:45:51	2026-06-28 02:45:51
5508****97	Hafta Sonu Brunch	SMS	Wi-Fi (SMS)	2026-06-26 16:08:22	2026-06-27 13:08:22
5312****42	Hafta Sonu Brunch	SMS	Wi-Fi (SMS)	2026-06-26 19:24:06	2026-06-27 06:24:06
5520****94	Seni Özledik	SMS	Wi-Fi (SMS)	2026-06-26 08:50:15	2026-06-27 01:50:15
5377****92	5. Ziyaret = Bedava Kahve	SMS	Wi-Fi (SMS)	2026-06-24 15:09:31	2026-06-25 09:09:31
5459****50	Hoş Geldin	SMS	Wi-Fi (SMS)	2026-06-22 14:19:44	2026-06-23 16:19:44
5577****81	5. Ziyaret = Bedava Kahve	SMS	Wi-Fi (SMS)	2026-06-22 15:18:10	2026-06-22 22:18:10
5420****80	Hafta Sonu Brunch	SMS	Wi-Fi (SMS)	2026-06-21 21:42:17	2026-06-22 01:42:17
5396****83	Hoş Geldin	SMS	Wi-Fi (SMS)	2026-06-18 22:44:05	2026-06-19 08:44:05
5339****37	Seni Özledik	SMS	Wi-Fi (SMS)	2026-06-18 18:55:09	2026-06-18 20:55:09

7. A **Guest Journey** card opens above the table: every event from the guest's Wi-Fi registration to the campaign and the return visit, in date order. Press **Close** to close it.



Report tabs

There are 12 tabs. Under each tab title there is a short description and the selected date range.

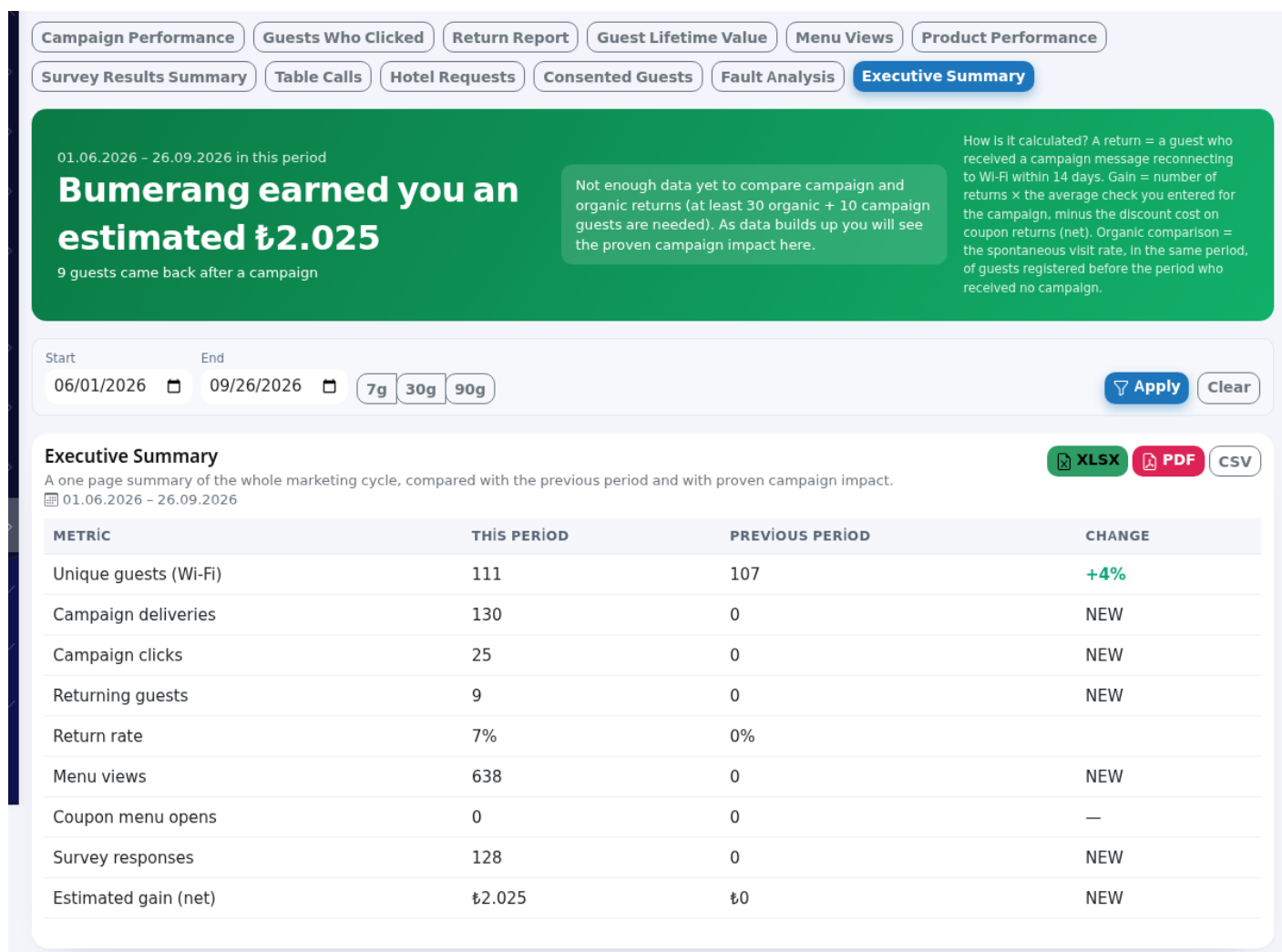
Tab	What it shows	Columns	Extra filters
Campaign Performance	Delivery, receipt, click, return and estimated gain summary for each campaign.	Campaign, Status, Sent, WhatsApp, SMS, Clicks, Returns, Return %, Estimated Gain ₺	Campaign, Channel
Guests Who Clicked	Guests who clicked the button in a campaign message. This is your own consented guest data.	Phone, Campaign, Channel, Registration Type, Sent, Clicks	Campaign, Channel, Registration type
Return Report	Guests who came back after a campaign (14 day window) and how long it took.	Phone, Campaign, Channel, Message Date, Return Date, Elapsed (hours), With Coupon	Campaign, Channel, Opened coupon menu, Registration type
Guest Lifetime Value	The big picture per guest: how often they came, how they reacted to campaigns, their estimated total spend.	Phone, Registered, Total Visits, Last Visit, Campaigns Received, Clicked, Returned, Estimated Total Spend ₺	Received a campaign
Menu Views	How many times your digital menu was opened, day by day.	Date, Views, QR, Wi-Fi, Campaign, Direct, Unique	Source (QR, Wi-Fi, Campaign, Direct), Language, Table

Tab	What it shows	Columns	Extra filters
Product Performance	How often each product's detail was opened, and guest ratings. Review the ones at zero.	Product, Category, Detail Opens, Rating ★, Responses	Category
Survey Results Summary	Impressions and completions per survey. For question level detail use the report and export on the Surveys screen.	Survey, Impressions, Completed, Completion %	None
Table Calls	Waiter call and bill request records.	Date, Table, Type (<i>Called a waiter / Requested the bill</i>), Status (<i>Answered / Pending</i>)	Table
Hotel Requests	Housekeeping and extra requests from the guest portal.	Date, Room, Type, Detail, Preferred Time, Status, Amount ฿, Note	None
Consented Guests	The pool of guests who gave marketing consent. Details: Opted-in Guests .	Phone, Registration Type, Full Name, Registration Date, Last Login, Login Count, Overseas Consent	Channel
Fault Analysis	Fault history per room, recurring issues and an AI summary.	Room, Total Faults, Open, Last Fault, Avg. Resolution (min), Assessment	None
Executive Summary	A one page summary of the whole marketing cycle, compared with the previous period.	Metric, This Period, Previous Period, Change	None

In **Hotel Requests**, the **Type** column can be *Housekeeping*, *Extra*, *Late Checkout*, *Early Check-in*, *Fault* or *Room Service*. **Status** can be *Pending*, *In progress*, *Completed* or *Cancelled*. The **Registration Type** column shows where the guest came from: *Wi-Fi (SMS)* or *Hotel (PMS)*. **With Coupon** shows *Yes* or *No*. Products without a category name show "Category #" and a number.

Executive Summary

A green **gain card** appears at the top of this tab: "Bumerang earned you an estimated ฿...", how many guests came back after a campaign in the period, and the change **versus the previous period**. The middle box shows the **Proven campaign impact**: the **return with campaign** rate, the **organic return** rate, and how many times **more frequent returns** guests with a campaign make.



The table metrics are: **Unique guests (Wi-Fi)**, **Campaign deliveries**, **Campaign clicks**, **Returning guests**, **Return rate**, **Menu views**, **Coupon menu opens**, **Survey responses**, **Estimated gain (net)**. With enough data, three more rows are added: **Return rate of guests with campaigns**, **Organic return rate (no campaign)** and **Campaign impact multiplier** ("x more frequent returns"). The **Change** column shows increases in green and decreases in red; if the previous period is zero it shows **NEW**.

If you see "**Not enough data yet to compare campaign and organic returns (at least 30 organic + 10 campaign guests are needed)**", this is not an error. The comparison appears by itself as data builds up. In the meantime, widening the date range (for example **90g**) is often enough.

How is it calculated? It is also written on the right of the card: a *return* is a guest who received a campaign message reconnecting to Wi-Fi within 14 days. *Gain* is the number of returns times the average bill you entered in the campaign; for coupon returns the discount cost is deducted (net). The *organic comparison* is the rate at which guests registered before the period, who received no campaign, came back on their own in the same period.

Fault Analysis

If the hotel module is set up, this tab lists rooms by number of faults. The **Assessment** column has three values: *One off*, *Recurring* and *CHRONIC (permanent maintenance advised)*. The **AI Fault Analysis** card above the table summarises the common pattern of recurring faults ("Summary generated with Groq; verify technical decisions with your own observation."). If no two rooms have more than one fault, the card says "No recurring fault pattern was found, or the analysis could not be generated right now."

Campaign Performance

Guests Who Clicked

Return Report

Guest Lifetime Value

Menu Views

Product Performance

Survey Results Summary

Table Calls

Hotel Requests

Consented Guests

Fault Analysis

Executive Summary

Start

End

06/01/2026

09/26/2026

7g

30g

90g

Apply

Clear

AI Fault Analysis

No recurring fault pattern was found, or the analysis could not be generated right now. Once at least two rooms have more than one fault, a chronic issue summary appears here.

Fault Analysis

Fault history per room, recurring (chronic) issues and an AI assisted pattern summary. Recurring faults may need permanent maintenance.

01.06.2026 – 26.09.2026

XLSX

PDF

CSV

ROOM	TOTAL FAULTS	OPEN	LAST FAULT	AVG. RESOLUTION (MIN)	ASSESSMENT
205	1	1	2026-06-16 16:12:14	—	One off
115	1	1	2026-06-15 12:46:35	—	One off

Guest Journey card

It opens when you click a guest row. At the top: the phone number (masked), **Registered:**, **Total visits:** and **Last visit:**. Below: the events in date order (up to 60). The events you can see:

Event	Meaning
Wi-Fi registration created / Joined your guest pool	The guest registered on Wi-Fi for the first time.
Visited the venue (Wi-Fi), "stayed connected ... min"	A visit and how long the guest stayed on Wi-Fi.
Campaign "... " was sent, Coupon: ...	A campaign message went to the guest; the coupon code is shown if there was one.
Clicked the campaign button	The guest pressed the button in the message.
CAME BACK to the venue, after campaign "... "	The guest came back within 14 days of the campaign.
Opened the coupon menu	The guest opened the menu link from the campaign.
Completed the survey	The guest answered a survey to the end.

If the guest has no Wi-Fi record (for example only a campaign record), the card says "No guest record found for this phone number." If there are no events it says "No events recorded yet."

Other items on the screen

Item	What it does
Start / End	Free date range. You cannot pick a date after today; the range is at most 365 days. If Start is after End, the two are swapped.
7g / 30g / 90g	Selects the last 7, 30 or 90 days. The active one is darker.
Filter boxes	Each tab shows only the filters that fit that report. When a filter is set to All , nothing is filtered by that field. In Table you type a table number (example: 12).
Apply / Clear	Runs the filters / goes back to the tab's default.
XLSX / PDF / CSV	Downloads the report as Excel, PDF or CSV. The file contains all rows (up to 2000).
Yellow KVKK strip	"This report may contain personal data; process and store it under KVKK/GDPR." It appears on guest reports.
Masked phone and eye icon	Phone numbers are masked on screen and in the file, like 5590****17 . If you have the View guest data (unmask) permission (Module Permissions), an eye icon appears next to the number; pressing it shows the full number.
"Showing the first 200 rows; the full set is in the download files."	The screen draws at most 200 rows; download the file for the rest.
"No data for this period and these filters."	There are no records in the selected range. Widen the date range or reset the filters with Clear .
Page tour	The first time you open the screen a short tour appears (Report types, Proof of gain, Filters, Download, Data table). You can close it; the question mark at the bottom right opens it again.

Frequently asked questions

The report looks empty, but my campaign is running.

The default range is the last 30 days. If the campaign was sent earlier, press **90g** or move **Start** back.

Why is the estimated gain zero?

Gain is calculated with the average bill you entered in the campaign. If the campaign has no average bill, the gain shows zero. Edit the campaign and enter the average bill.

Why are phone numbers starred in my download?

Under KVKK the numbers are masked in the file too. If you need the full number, ask your

administrator for the unmask permission and use the eye icon on screen.

The tour says "nine ready reports", but I see 12 tabs.

The tour text is outdated; the screen has 12 tabs and all of them are described on this page.

Do my own staff appear in the reports?

Phone numbers on the **Excluded Users** list are removed from **Guest Lifetime Value, Consented Guests** and the unique guest count in the **Executive Summary**.

Related pages

- [Opted-in Guests](#)
- [Campaigns](#)
- [Summary](#)
- [Guest 360°](#)

Revizyon #4

tugay tarafından 11 Ağustos 2026 07:35:29 oluşturuldu

tugay tarafından 25 Eylül 2026 23:06:27 güncellendi