Campaigns

What is it for?

The **Campaigns** (Bumerang) screen is where you manage the automatic messages that bring your guests back by themselves. You set them up once; the message goes out when a guest visits for the first time, has not come for a while, or has come a set number of times. The screen also shows how many guests came back after a campaign and roughly how much revenue that brought.

If you are setting up your first campaign, go straight to Creating your first campaign. This page covers following, editing, pausing and deleting campaigns you already have.

When do you use it?

- When you want to see how many messages your campaigns sent and how many guests they brought back.
- When you want to change a campaign's message, coupon or sending hours.
- When you want to pause a campaign for a while (for example during renovation) or remove it completely.

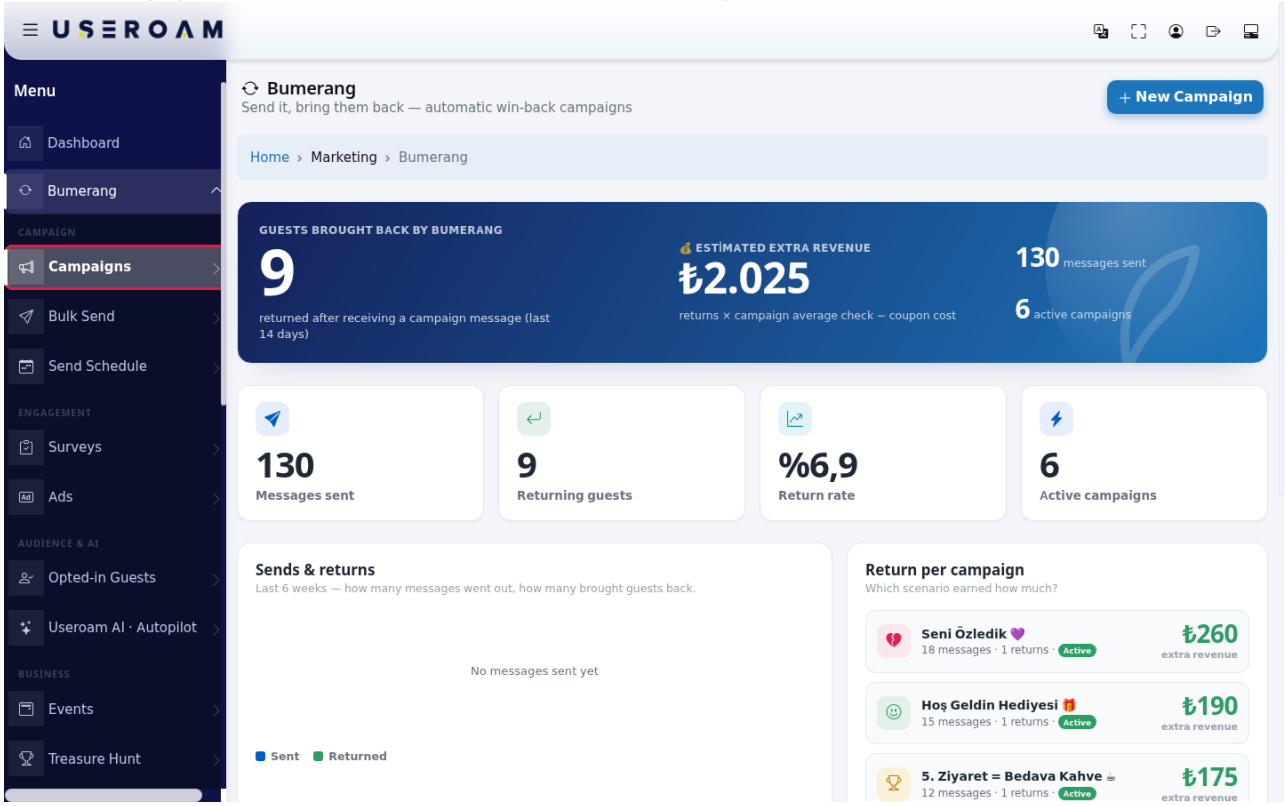
Before you start

- You need the Bumerang marketing package. Without it, this menu opens an introduction screen instead of the campaign list.
- Campaigns only go to guests who gave **commercial message consent** at Wi-Fi login.

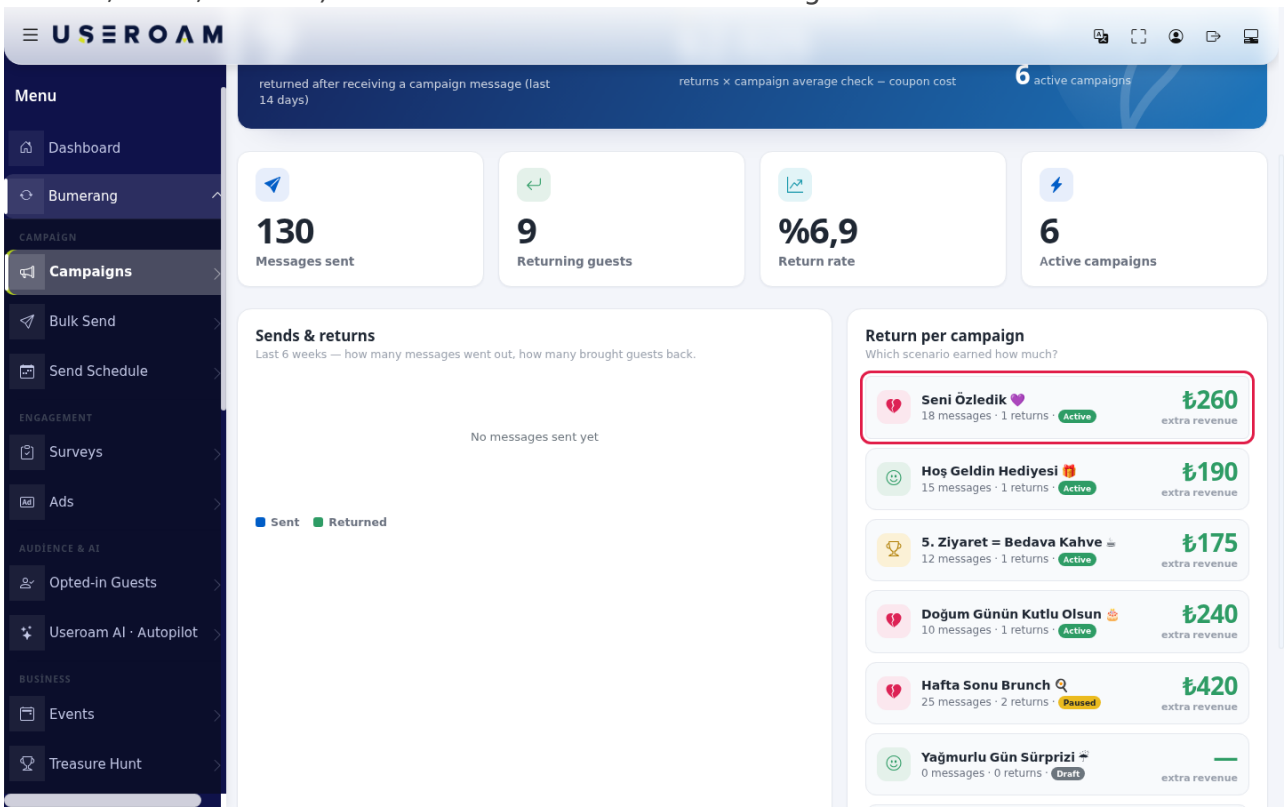
  See how many you have on Opted-in Guests.

Step by step: read your campaign results

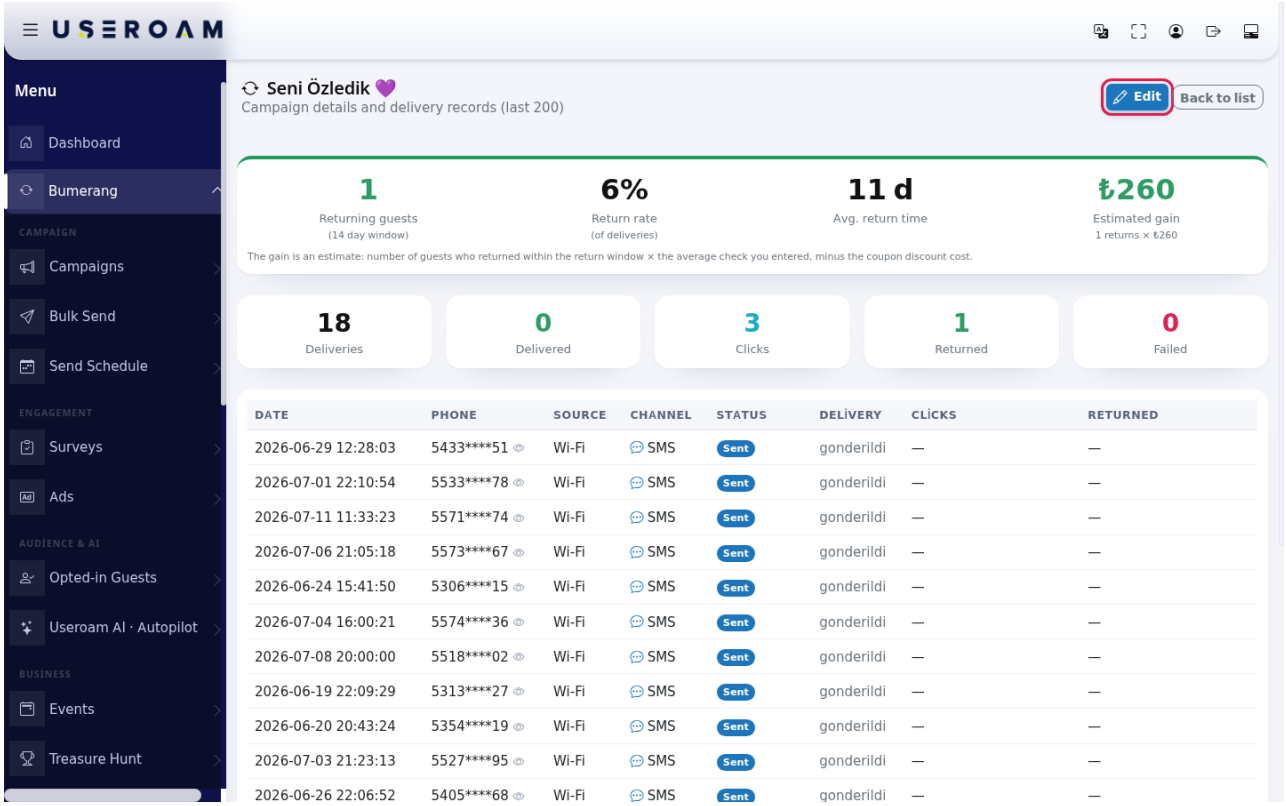
1. In the left menu, under **Bumerang**, open the **CAMPAIGN** heading and click **Campaigns**. The dark blue summary card at the top shows **Guests brought back by Bumerang** (last 14 days) and the **Estimated extra revenue**. The four boxes below: **Messages sent**, **Returning guests**, **Return rate**, **Active campaigns**.



2. In the **Return per campaign** list on the right, each campaign is a row: its name, how many **messages** went out, how many **returns** there were, a status badge (*Active*, *Paused*, *Draft*, *Archive*) and the **extra revenue** on the right. Click a row for details.



3. The campaign details screen opens. At the top: **Returning guests** (14 day window), **Return rate** (of deliveries), **Avg. return time** and **Estimated gain**; below: **Deliveries**, **Delivered**, **Clicks**, **Returned**, **Failed** and the list of the last 200 deliveries. To make changes press **Edit** at the top right; to go back press **Back to list**.



Step by step: edit, pause or delete a campaign

1. On the **Edit Campaign** screen you can change the **Campaign name**, the **When?** value and the **Message to send**. To pause the campaign, choose **Paused** in **Status**; to start it again choose **Active (running)**. **Draft** and **Archived** send nothing either.

Seni Özledik

CAMPAİGN NAME

Seni Özledik 💜

STATUS

Active (running)

WHEN?

Send this message if a guest has not visited for **30** **days**.

MESSAGE TO SEND

|company|: Seni özledik! Bu hafta uğra, %20 indirim seni bekliyor ☕

Business name * **+ name (if any)** **+ coupon** **+ link**

∗ The business name is required: the sender identity must be clearly visible in a commercial message.

ⓘ If you do not collect names, `|ad|` is hidden automatically for guests without a name.

COUPON CODE (OPT.)

e.g. SWEET20

BUTTON LİNK

Pick from my menus

Useroam Cafe

The message goes out **automatically** over the channel the guest logged in with: WhatsApp for WhatsApp logins, SMS for SMS logins. No separate channel choice or template approval is needed.

ADVANCED SETTİNGS

AVERAGE CHECK AMOUNT (₺, FOR THE GAİN ESTİMATE)

260.00

LİNK THE COUPON TO THE MENU (APPLİED TO PRİCES, OPT.)

% percent

20.00

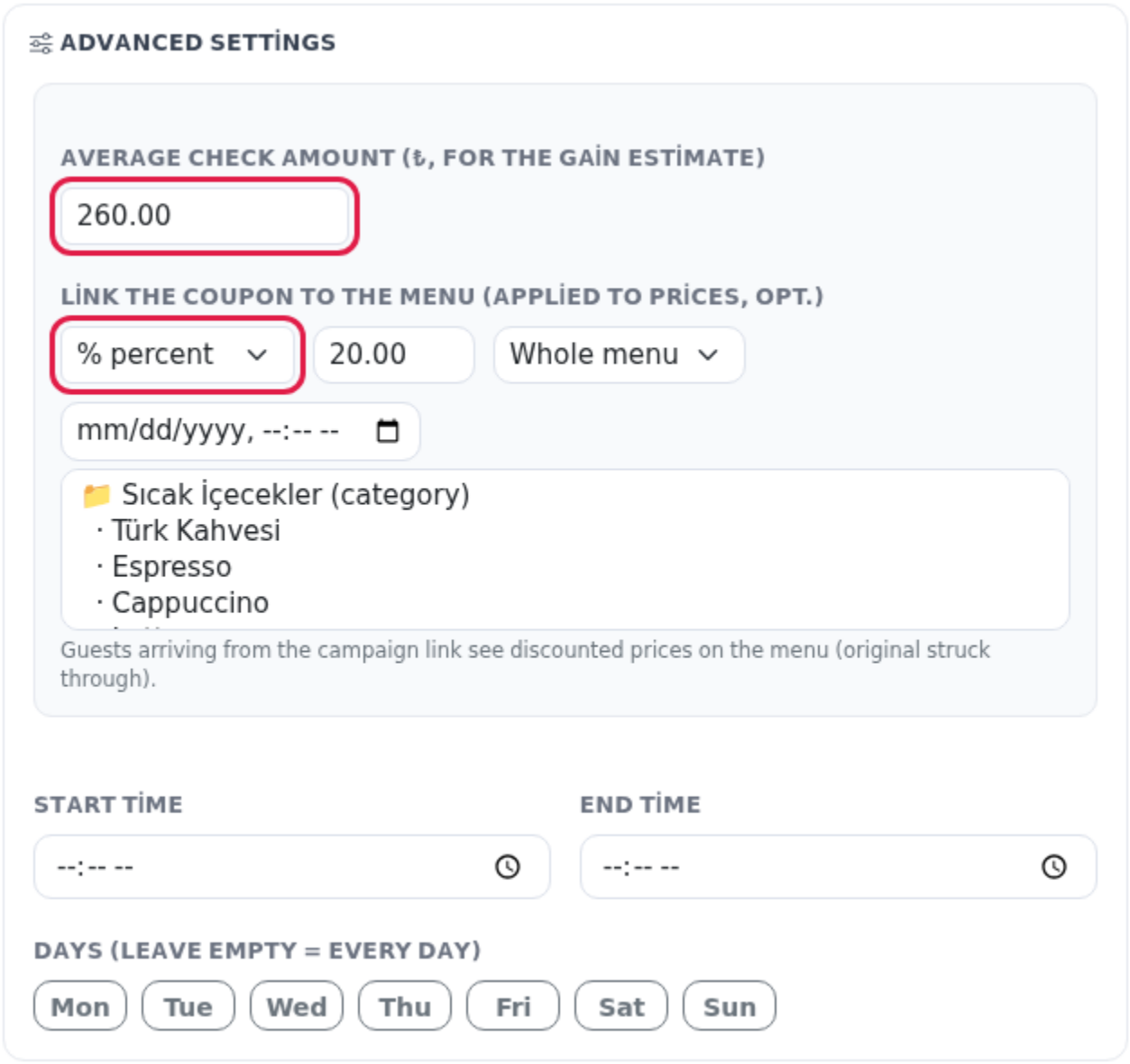
Whole menu

mm/dd/yyyy, --:-- --

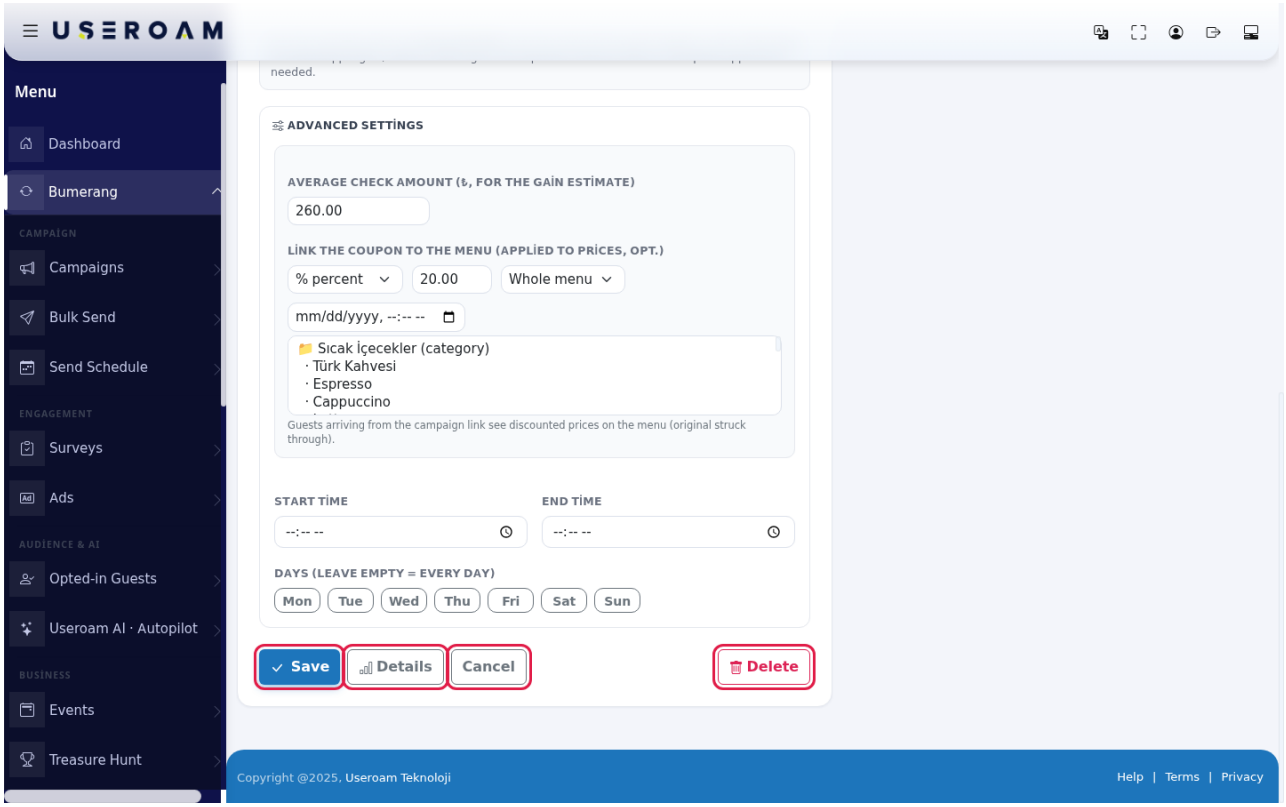
📁 Sıcak İçecekler (category)
· Türk Kahvesi
· Espresso
· Cappuccino

Guests arriving from the campaign link see discounted prices on the menu (original struck through).

2. Under **Advanced settings**, enter the **Average check amount (₺, for the gain estimate)** (example: `350`); the gain is calculated with this value. If you gave a coupon, use **Link the coupon to the menu (applied to prices, opt.)** to tie the discount to the menu: **No discount**, **% percent** or **₺ amount**; scope **Whole menu**, **Selected categories** or **Selected products**; **Expiry (empty = unlimited)**. To limit sending to certain hours and days, use **Start time**, **End time** and **Days (leave empty = every day)** (Mon, Tue, Wed, Thu, Fri, Sat, Sun).



3. Press **Save**; "Saved." appears at the top of the screen. **Details** opens the campaign details, **Cancel** leaves without saving. To remove the campaign completely, press the red **Delete** and confirm "Delete this campaign and all of its delivery records? This cannot be undone." To keep past reports, choose the **Archived** status instead of deleting.



Campaign types

Type	When does it go out?	Default
Welcome (*Hoş Geldin*)	A set number of **minutes** after a guest connects **for the first time**. Goes to each guest once. When you switch it on, only guests who came for the first time in the last 24 hours count; older guests do not get a mass message.	30 minutes
We Missed You (*Seni Özledik*)	When a guest has not visited for a set number of **days**. It does not go to guests who have been away for more than 180 days.	30 days
Loyalty (*Sadakat*)	When a guest visits for the set **th time**. Goes to each guest once.	5th visit

Fields on the screen

Field	Meaning

Title and path	Under the title: "Send it, bring them back: automatic win-back campaigns". The path at the top (Home, Marketing, Bumerang) takes you back to earlier screens.
Guests brought back by Bumerang	"returned after receiving a campaign message (last 14 days)". Next to it the number of **messages sent** and **active campaigns**.
Estimated extra revenue	The formula under the card: "returns × campaign average check − coupon cost".
Chart subtitle	"Last 6 weeks: how many messages went out, how many brought guests back."
Page tour	Two steps on first opening: **Create a campaign** ("Create a new trigger campaign here: write your message, add the coupon and menu link.") and **Campaign card** ("Each card is a campaign: status, sends, clicks and returns. Click a card for details.").
Hints on the edit screen	The preview on the right and the tour texts are described on Creating your first campaign. Grey examples in the boxes: "e.g. SWEET20" for the coupon, "e.g. 350" for the average check.
Details: subtitle	"Campaign details and delivery records (last 200)". Under the gain card: "The gain is an estimate: number of guests who returned within the return window × the average check you entered, minus the coupon discount cost."
Sends & returns chart	Last 6 weeks: weekly **Sent** and **Returned**. With no sends it says "No messages sent yet".
Return per campaign	"Which scenario earned how much?" Each row shows messages, returns, status and extra revenue.
"No campaigns yet"	Shown when there are no campaigns: "Set it up once and let guests return on their own. Pick a ready recipe, fill it in, and go live." Press **Set up →** on one of the recipe cards below it.
Details: **Estimated gain**	Calculated as "returns × average check"; the discount is deducted for coupon returns. If the average check is empty it says "For a gain estimate enter the average check amount".
Details table	Columns: **Date**, **Phone** (masked), **Source** (Wi-Fi or Hotel), **Channel**, **Status**, **Delivery**, **Clicks**, **Returned**. With no sends it says "No deliveries yet."
Status badges	*Pending* (queued), *Sent*, *Failed*, *Clicked* (the guest pressed the button), *Returned* (the guest came back within 14 days).
Delivery column	On WhatsApp *Read*, *Delivered* or *Not delivered*; on SMS *Delivered* or *Not delivered*. If the operator has not reported yet, the raw Turkish status (for example "gonderildi") is shown.

Custom URL warning	"With a custom URL the coupon cannot be linked to a menu: that menu is not your Useroam menu, so discount settings are not saved." If the button link is your own website, the discount settings are not used.
Scope selection	If the scope is **Selected categories** or **Selected products**, pick from the list ("Select if the scope is category/product (Cmd for multiple)"; Ctrl on Windows). Categories are marked "(category)". "Guests arriving from the campaign link see discounted prices on the menu (original struck through)."

Warnings when saving

Warning	What to do
"The campaign name cannot be empty."	Give the campaign a name.
"The business name is required in the message. Please add the |company| placeholder."	Press the **Business name** tag under the message; the sender must be clearly visible in a commercial message.
"The message uses |link|; fill in the Link field or remove |link| from the message."	Choose a menu in **Button link**, or delete the link tag from the message.
"You used |kupon| in the message but the coupon code is empty. Enter a coupon code or remove the |kupon| tag from the message."	Fill in **Coupon code**, or delete the tag.
"Error: ..."	The save failed; read the message, refresh the page and try again.

Frequently asked questions

My campaign is active but no message went out.
There may be no consented guests (see Opted-in Guests), or you are outside the hour and day limits. **Welcome** only goes to new guests; it does not go to guests from before you switched it on.

Does the message go by SMS or WhatsApp?
Over the channel the guest logged in to Wi-Fi with: WhatsApp for WhatsApp logins, SMS for SMS logins. No separate channel choice or template approval is needed. On WhatsApp the message goes into a fixed template and the link becomes a button.

Why is the estimated extra revenue zero?
The campaign has no average check amount. Open **Advanced settings** with **Edit** and enter it.

Does the same guest get the message again and again?
Welcome and **Loyalty** go to a guest once. **We Missed You** can go again if the guest stays away

for a long time again.

I deleted a campaign and its reports are gone.
Delete also removes all delivery records and cannot be undone. Use **Paused** to stop and **Archived** to keep.

Related pages

- Creating your first campaign
- Bulk Sending (one-off announcement)
- Sending Calendar
- Bumerang Reports

Revizyon #5
tugay tarafından 11 Ağustos 2026 07:29:24 oluşturuldu
tugay tarafından 25 Eylül 2026 23:05:58 güncellendi