

Creating your first campaign

What is it for?

This page walks you through setting up your first Bumerang campaign from start to finish. As an example we set up a **Welcome** campaign (*Hoş Geldin* on screen): 30 minutes after a guest connects to Wi-Fi for the first time, they get a thank-you message and a menu link. **We Missed You** (*Seni Özledik*) and **Loyalty** (*Sadakat*) campaigns are set up with the same steps; only the **When?** line changes.

When do you use it?

- When you use Bumerang for the first time.
- When you want to add a new scenario (for example a coupon for guests who have not come for a while).

Before you start

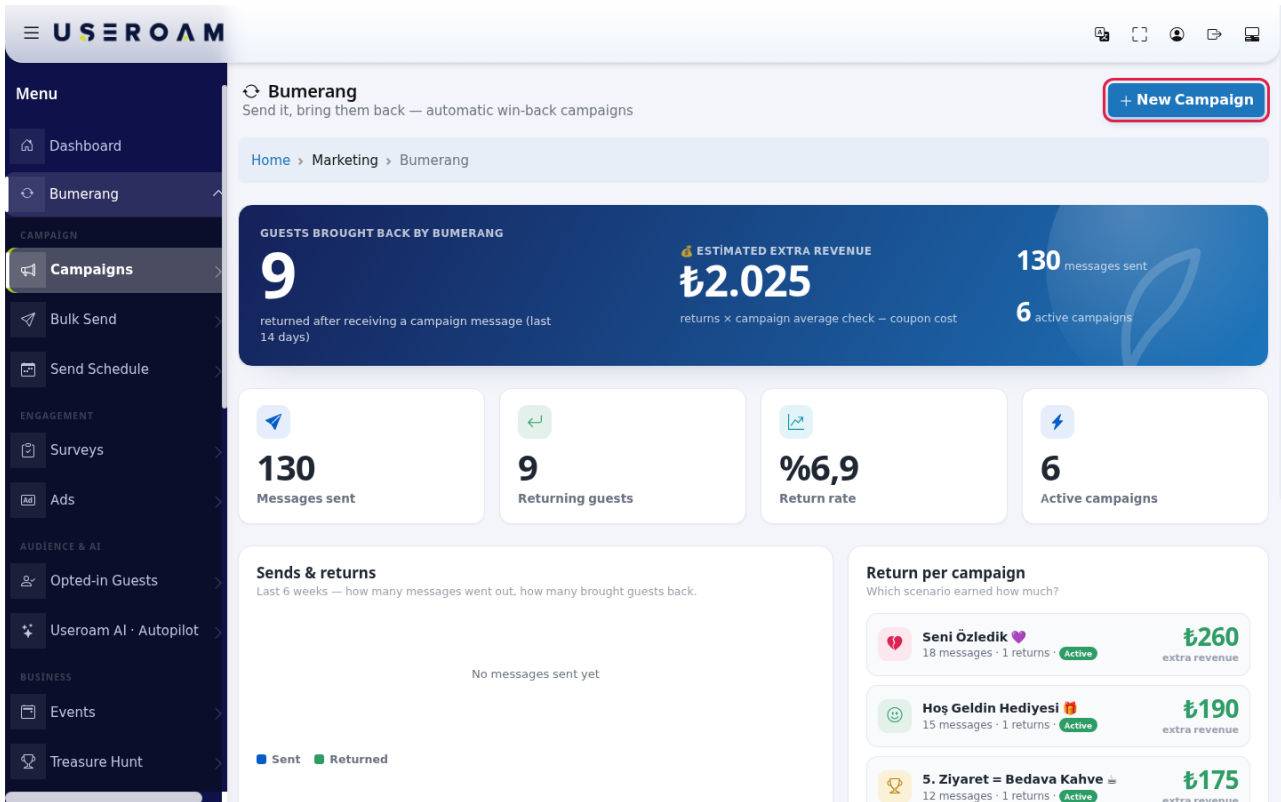
- The Bumerang marketing package must be active.
- Messages only go to guests who gave **commercial message consent** at Wi-Fi login.

Check how many you have on the [Opted-in Guests](#) screen.

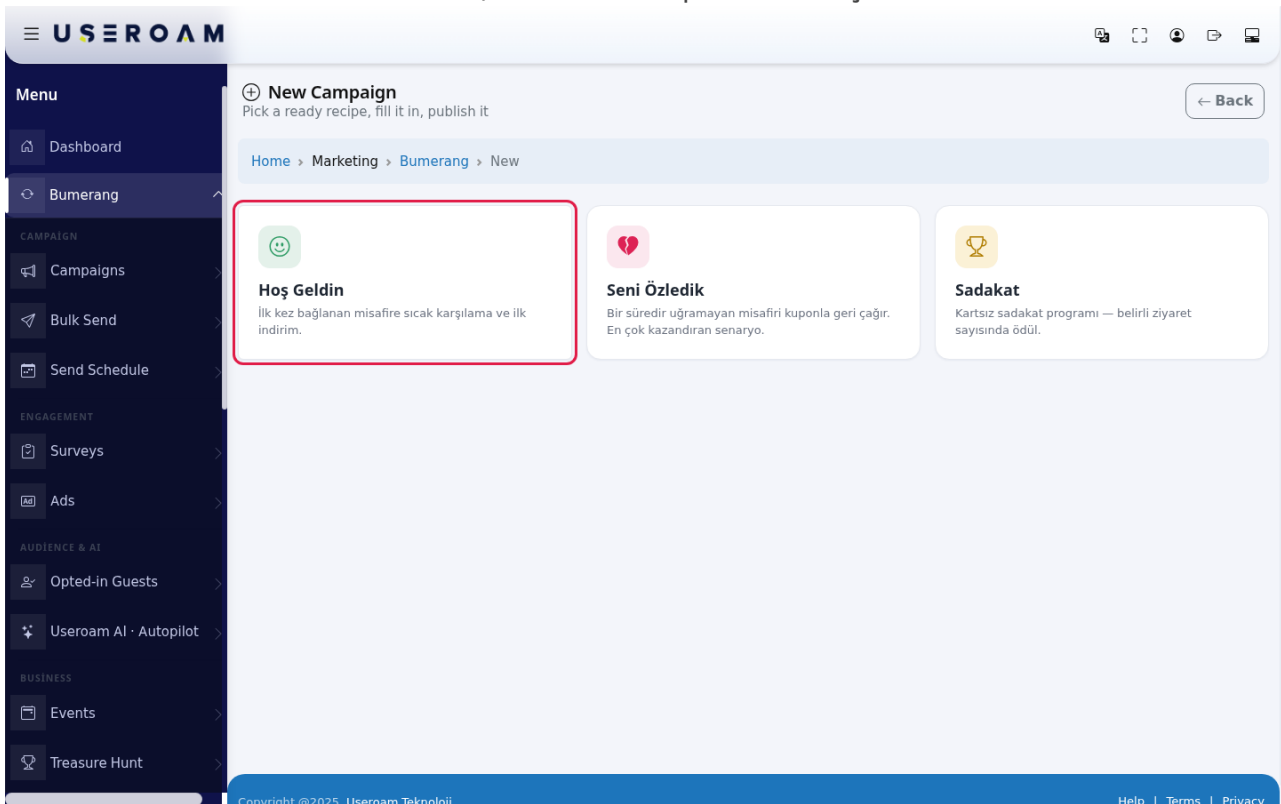
- A **QR Menu** helps, so that the button in the message takes the guest to your menu. You can also give your own web address instead.

Step by step

1. In the left menu, under **Bumerang**, open **Campaigns** and press **New Campaign** at the top right.



2. Pick one of the ready recipes. In the English interface the recipe cards still show their Turkish names: **Hoş Geldin** (Welcome: a warm welcome and a first discount for a guest connecting for the first time), **Seni Özledik** (We Missed You: calls back a guest who has not visited for a while, with a coupon; the scenario that earns most) or **Sadakat** (Loyalty: a reward at a set number of visits). In this example click **Hoş Geldin**.



3. Type the **Campaign name** (example: Welcome Coffee). On the **When?** line, set how long after the visit the message goes out: "Send this message **30 minutes** after a guest connects **for the first time**." Just change the number in the box.



Hoş Geldin

CAMPAIGN NAME

Hoş Geldin

WHEN?

Send this message **30** minutes after a guest connects **for the first time.**

MESSAGE TO SEND

Write with AI

|company|: |ad|, aramıza hoş geldiniz! Size özel fırsatlarımız için: |link|

Business name *

+ name (if any)

+ coupon

+ link

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

ⓘ Not collecting names is fine: |ad| is hidden automatically for guests without a name, so the message still reads well.

COUPON CODE (OPT.)

e.g. SWEET20

BUTTON LINK

Pick from my menus



Useroam Cafe



START TIME

10:00 AM



END TIME

09:00 PM



🛡️ The message goes out automatically over the channel the guest logged in with (WhatsApp for WhatsApp logins, SMS for SMS logins). It only reaches guests who gave **commercial message consent**.

Publish

Save Draft

4. Edit the ready text in **Message to send** in your own words, or press **Write with AI** to let the AI write it (the first time can take 20-40 seconds; when you see "Ready, you can edit it." check the text). Press the tags under the box to add to the message: **Business name** * (required), **+ name (if any)**, **+ coupon**, **+ link**. The tags are filled with real information

at send time.

 **Hoş Geldin**

CAMPAIGN NAME
Hoş Geldin

WHEN?
Send this message **30 minutes** after a guest connects **for the first time.**

MESSAGE TO SEND

✨ Write with AI

|company|: |ad|, aramıza hoş geldiniz! Size özel fırsatlarımız için: |link|

Business name *

+ name (if any)

+ coupon

+ link

* The business name is required: the sender identity must be clearly visible in a commercial message.
 ⓘ Not collecting names is fine: |ad| is hidden automatically for guests without a name, so the message still reads well.

COUPON CODE (OPT.)
e.g. SWEET20

BUTTON LINK
Pick from my menus
Useroam Cafe

START TIME
10:00 AM

END TIME
09:00 PM

🛡️ The message goes out automatically over the channel the guest logged in with (WhatsApp for WhatsApp logins, SMS for SMS logins). It only reaches guests who gave **commercial message consent**.

Publish

Save Draft

5. If you like, type a code in **Coupon code (opt.)** (example: `H0SGELDIN10`). In **Button link** choose where the guest goes: **Pick from my menus** (then choose your menu), **Pick from my events**, **Hotel guest portal**, **Choose from my reward hunts** or **I will enter**

a custom URL.

time.

MESSAGE TO SEND [Write with AI](#)

[company]: [adj], aramızda hoş geldiniz! Size özel fırsatlarımız için: [link] [kupon]

[Business name](#) [+ name \(if any\)](#) [+ coupon](#) [+ link](#)

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

Not collecting names is fine: [adj] is hidden automatically for guests without a name, so the message still reads well.

COUPON CODE (OPT.) [BUTTON LINK](#)

HOSGELDIN10 [Pick from my menus](#)

[Useroam Cafe](#)

START TIME [END TIME](#)

10:00 AM 09:00 PM

The message goes out automatically over the channel the guest logged in with (WhatsApp for WhatsApp logins, SMS for SMS logins). It only reaches guests who gave **commercial message consent**.

[Publish](#) [Save Draft](#)

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fırsatlarımız için: <https://menu.useroam.com/dab63ddcef> HOSGELDIN10

[JOINED VIA WHATSAPP](#)

Hello 🍌 Useroam Demo (Salt-Okunur): aramızda hoş geldiniz! Size özel fırsatlarımız için: HOSGELDIN10 Have a great day!

[View Campaign](#)

On WhatsApp the message goes into a fixed template and the link becomes a button. It is sent automatically to guests who registered via WhatsApp.

6. With **Start time** and **End time**, set the hours in which the message may go out (default 10:00 to 21:00). Messages are only sent within these hours, so guests do not get messages at night.

time.

MESSAGE TO SEND [Write with AI](#)

[company]: [adj], aramızda hoş geldiniz! Size özel fırsatlarımız için: [link]

[Business name](#) [+ name \(if any\)](#) [+ coupon](#) [+ link](#)

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

Not collecting names is fine: [adj] is hidden automatically for guests without a name, so the message still reads well.

COUPON CODE (OPT.) [BUTTON LINK](#)

e.g. SWEET20 [Pick from my menus](#)

[Useroam Cafe](#)

START TIME [END TIME](#)

10:00 AM 09:00 PM

The message goes out automatically over the channel the guest logged in with (WhatsApp for WhatsApp logins, SMS for SMS logins). It only reaches guests who gave **commercial message consent**.

[Publish](#) [Save Draft](#)

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[JOINED VIA WHATSAPP](#)

Hello 🍌 Useroam Demo (Salt-Okunur): aramızda hoş geldiniz! Size özel fırsatlarımız için: Have a great day!

[View Campaign](#)

On WhatsApp the message goes into a fixed template and the link becomes a button. It is sent automatically to guests who registered via WhatsApp.

7. Check the **How does the guest see it?** preview on the right. The message is shown separately for a guest who **Joined via SMS** and one who **Joined via WhatsApp**. Use the **Guest without a name** switch to see how it reads for a guest who gave no name. On WhatsApp the message goes into a fixed template and the link becomes a **View**

Campaign button.

HOW DOES THE GUEST SEE IT?



Guest without a name



Every guest receives it **over the channel they registered with.**

✓ SMS · on

📞 WhatsApp · on

📞 JOINED VIA SMS

Useroam Demo (Salt-Okunur): aramıza hoş geldiniz! Size özel fırsatlarımız için: <https://menu.useroam.com/dab63ddcef>
HOSGELDIN10

📞 JOINED VIA WHATSAPP

Hello 🙌 Useroam Demo (Salt-Okunur): aramıza hoş geldiniz!
Size özel fırsatlarımız için: HOSGELDIN10 Have a great day!

🔗 **View Campaign**

On WhatsApp the message goes into a fixed template and the link becomes a button. It is sent automatically to guests who registered via WhatsApp.

8. Press **Publish** to start right away. If you want to finish later, press **Save Draft**; a draft campaign sends nothing.

9. One more step to measure the campaign's gain: click the campaign in the **Campaigns** list, press **Edit** and, under **Advanced settings**, enter the **Average check amount** (example:). If you gave a coupon, use **Link the coupon to the menu** to apply the discount to menu prices. Press **Save**.

ADVANCED SETTINGS

AVERAGE CHECK AMOUNT (₺, FOR THE GAIN ESTIMATE)

260.00

LINK THE COUPON TO THE MENU (APPLIED TO PRICES, 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).

START TIME

--:-- --



END TIME

--:-- --



DAYS (LEAVE EMPTY = EVERY DAY)

Mon

Tue

Wed

Thu

Fri

Sat

Sun

The When? line (by campaign type)

Recipe	Sentence on screen	Default
Hoş Geldin (Welcome)	"Send this message ... minutes after a guest connects for the first time ."	30 minutes
Seni Özledik (We Missed You)	"Send this message if a guest has not visited for ... days."	30 days
Sadakat (Loyalty)	"Send this message when a guest visits for the ... th time."	5th time

Message tags

Tag (button)	Added to the message	What happens at send time?
Business name *	<code> company </code>	Your business name is written. Required: "The business name is required: the sender identity must be clearly visible in a commercial message."
+ name (if any)	<code> ad </code>	The guest's name is written. "Not collecting names is fine: ad is hidden automatically for guests without a name, so the message still reads well."
+ coupon	<code> kupon </code>	The coupon code is written. Saving is not allowed if the coupon code is empty.
+ link	<code> link </code>	On SMS the button link is written; on WhatsApp the link becomes a button under the message.

In the preview the sample name is "Jane"; the WhatsApp template adds "Hello" at the start and "Have a great day!" at the end.

Other fields and information

Item	Description
Channel note	"The message goes out automatically over the channel the guest logged in with (WhatsApp for WhatsApp logins, SMS for SMS logins). It only reaches guests who gave commercial message consent." The preview shows the SMS · on and WhatsApp · on badges and "Every guest receives it over the channel they registered with."
Button link boxes	A second box opens for the type you choose: Select a menu, Select an event, Choose hotel portal, Choose reward hunt . With I will enter a custom URL an address box opens (example: <code>https://...</code>).
AI status	When you press Write with AI you see "Useroam AI is writing... (the model warms up on first use, ~20-40 s)"; when done, "Ready, you can edit it."
Box examples	The grey example in Coupon code (opt.) is "e.g. SWEET20". The path under the title (Home, Marketing, Bumerang, New) takes you back.

Item	Description
Preview note	"On WhatsApp the message goes into a fixed template and the link becomes a button. It is sent automatically to guests who registered via WhatsApp."
Back	Returns to the recipe choice (or to the campaign list); what you typed is not saved.
Page tour	On first opening, a short tour explains Message to send , Menu link , Coupon code and Average check . Tour texts: "The text your guest will receive. The sim , kupon and link tags are filled in automatically at send time."; "Pick one of your menus or give a custom URL; the button takes the guest there."; "If you offer a coupon, you can also link it to your menu prices as an automatic discount."; "Your average spend per guest. The gain from returns is calculated with this value." The average check field is not on this screen; it is on the Edit screen after saving (step 9).

Warnings when saving

Warning	What to do
"The business name is required in the message. Please add the company placeholder."	Press the Business name * tag.
"The message uses link ; fill in the Link field or remove link from the message."	Make a choice in Button link .
"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 .
"Invalid campaign type." / "The campaign could not be saved." / "Error: ..."	Open the page again from New Campaign and try again.
"The AI did not respond, please try again." / "Connection error, please try again."	Press Write with AI again, or write the message yourself.

Frequently asked questions

I published it. Did my old guests get a message too?

The Welcome campaign only goes to new guests; when switched on it does not send a mass message to guests older than the last 24 hours.

Can I test the message myself?

If you register on the Wi-Fi for the first time with your own phone and tick the commercial message

consent, the message reaches you too once the time has passed. You must be within the send hours.

Do I write separate messages for SMS and WhatsApp?

No. The same text is adapted to both channels; you see both in the preview.

Can I change the campaign later?

Yes. See the editing steps on the [Campaigns](#) page.

Related pages

- [Campaigns](#)
- [Opted-in Guests](#)
- [Bumerang Reports](#)

Revizyon #3

tugay tarafından 25 Eylül 2026 22:15:25 oluşturuldu

tugay tarafından 25 Eylül 2026 23:06:00 güncellendi