

Opted-in Guests

Opted-in Guests shows the **pool of guests who gave marketing consent** on the captive portal. This is the audience your Bumerang campaigns can reach — if this pool does not grow, neither do your campaigns.

“ How do I open this screen? From the left menu, go to **Bumerang** → **AUDIENCE & AI** → **Opted-in Guests**. (It is the same as the **Opted-in Guests** tab on the Reports screen.)

The screenshot shows the Useroam dashboard. The sidebar menu on the left includes 'Menü', 'Dashboard', 'Bumerang', 'KAMPANYA', 'Kampanyalar', 'Toplu Gönderim', 'Gönderim Takvimi', 'ETKİLEŞİM', 'Anketler', 'Reklamlar', 'ETİLE & AI', 'İzinli Misafirler', 'Useroam AI - Otopilot', 'İLETİME', 'Menüler', and 'Etkinlikler'. The main content area is titled 'Raporlar' (Reports) and includes a filter bar with options 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' (Report types) pop-up is visible, stating 'Dokuz hazır rapor: kampanyadan misafir yaşam değerine. Sekmeye tıklayıp geçin.' (Nine ready reports: campaign guest life value. Click the tab and pass). The 'İzinli Misafirler' (Opted-in Guests) section shows a date range of '13.07.2026 - 11.08.2026' and download options for 'XLSX', 'PDF', and 'CSV'. A message at the bottom states 'Bu dönem ve filtrelerde veri yok.' (No data in this period and filters).

1. Filters

- **Start / End:** the date range, also selectable with the **7d**, **30d**, **90d** shortcuts.
- **Channel:** *All*, *WhatsApp* or *SMS*.
- **Apply** runs the filter; **Clear** resets it.

2. Counter cards

- **Total opted-in guests**
- **WhatsApp opted in**
- **SMS opted in**
- **New in the last 7 days** — how fast the pool is growing.

An important distinction: the counter cards show the **all-time** opted-in pool, while the list below shows **new records within the selected date range**. The two numbers therefore do not match — that is not a bug.

3. Growing the pool

The pool only grows if the consent box is shown on the portal. The relevant settings are:

- **Captive Portal** → **SMS Portal Settings** and **WhatsApp Portal** → *Email permission*.
- **Retail** → **Store & QR Registration** → *Show the commercial-message consent box*.

“ If your WhatsApp opt-in count is higher than SMS, sending over WhatsApp is both cheaper and gets better open rates.

4. Export

You can download the list as **XLSX**, **PDF** or **CSV**.

Data-protection warning (also shown on screen): this pool is your own explicitly consented guest data and the report may contain personal data. Process and store it in line with data-protection law.

The other report tabs

The same screen lets you switch to the other report types: **Campaign Performance**, **Guests Who Clicked**, **Return Report**, **Guest Lifetime Value**, **Menu Views**, **Product Performance**, **Survey Results Summary**, **Table Calls**, **Hotel Requests**, **Fault Analysis** and **General**

Summary (Manager Report).

“ Related pages: Bumerang → Bumerang Reports, Campaigns, Bulk Sending.

Revizyon #2
tugay tarafından 11 Ağustos 2026 07:32:27 oluşturuldu
tugay tarafından 11 Ağustos 2026 08:20:10 güncellendi