

Automation

Retail Automation is the rule engine that sends **automatic SMS, coupons and campaigns when data is collected**. You set it up once and the system then acts on its own — on a birthday, on a wheel prize, or when a customer drifts away.

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

USEROAM

Menü

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Retail: Otomasyon
Useroam Store - veri toplandığında otomatik SMS / kupon / kampanya

0 gönderildi 0 planlı **+ Yeni kural** ← Mağaza

Kurallar

Henüz kural yok. "Yeni kural" ile başla.

Son hareketler

KURAL	TELEFON	DURUM	ZAMAN
Henüz hareket yok			

Nasıl çalışır?
Gerçek zamanlı tetikler (yeni kayıt, çark) anında; doğum günü ve geri kazanım her gün otomatik çalışır. SMS'ler kuyruğa girip mevcut gönderim motorundan çıkar. Sessiz saatte planlanır, izinsiz kişilere gönderilmez.

Yardım | Şartlar | Gizlilik

The **sent** and **scheduled** counts appear at the top.

How it works

Real-time triggers (new registration, wheel) fire **immediately**; birthday and win-back rules run **automatically every day**. Messages enter a queue and leave through the existing delivery engine. They are rescheduled around quiet hours and never sent to people without consent.

New rule

1. Definition and trigger

- **Rule name:** a name identifying the rule.
- **Trigger:** when the rule fires:
 - *New registration* — when a guest submits the form.
 - *Won a wheel prize* — when the spin-to-win produces a prize.
 - *Did not win on the wheel* — when the wheel lands on "try again" (a consolation message).
 - *Loyalty visit threshold* — when a certain visit count is reached.
 - *Birthday* — on the member's birthday (automatic/daily).
 - *Win-back* — to members who have not visited in a long time (automatic/daily).

2. Audience conditions

- **Gender:** All / Female / Male.
- **Language:** the customer's language.
- **Min. visits:** the minimum number of visits required.
- **Visit threshold (which visit):** for the loyalty trigger, which visit fires the rule.
- **Days without a visit:** for the win-back trigger, the inactivity period.

3. Action

- **Action:** *Send SMS only* or *Give coupon + send SMS*.
- **Coupon to give:** which coupon, if one is given (chosen from those defined on the **Coupons & Wheel** screen).
- **SMS message:** the text to send.
- **Link (optional):** a survey, campaign or menu link.

4. Timing and limits

- **Delay (min):** how many minutes after the trigger the message goes out. A few minutes' delay on a new registration means the message arrives while the customer is still in the

store.

- **Frequency (days):** how often at most this rule may apply to the same customer. **Always set this so you do not overwhelm people.**
- **Quiet start / Quiet end:** the hours during which nothing is sent (overnight, for example). Messages falling in this window are postponed.
- **Send only to those with marketing consent · GDPR/KVKK:** blocks sending to customers without consent. **We recommend keeping it on.**
- **Rule active:** publishes or pauses the rule.

Save Rule stores it; **Cancel** closes the form.

Rules and Recent activity

Defined rules appear in the list above; with none defined it reads "*No rules yet.*" The **Recent activity** table shows what has been sent, with **RULE**, **PHONE**, **STATUS** and **TIME** columns.

🔗 **Related pages:** Retail → Segments, Coupons & Wheel, Retail Reports, Settings → SMS Settings.

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