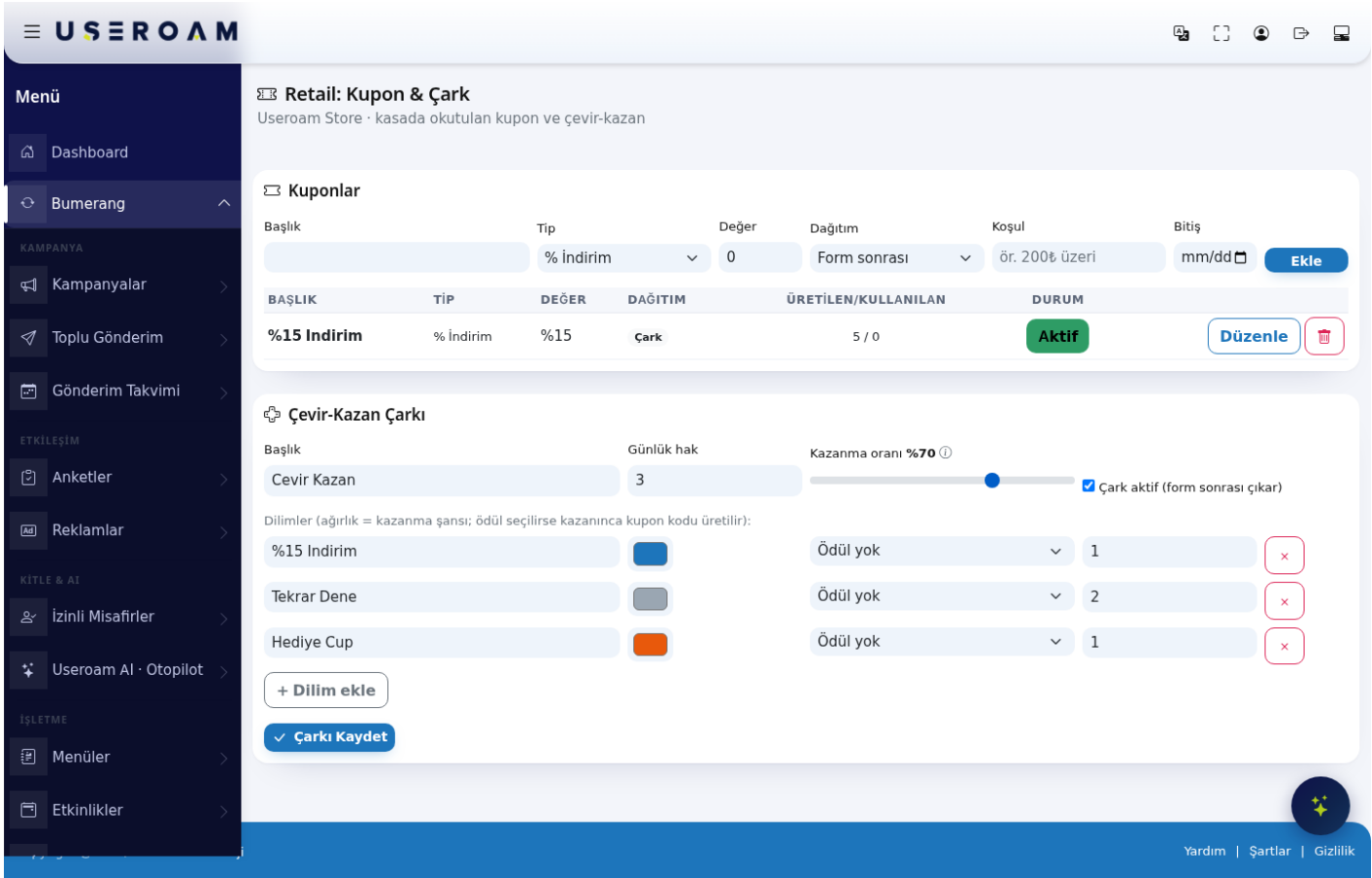


Coupons & Wheel

Coupons & Wheel lets you create **discount coupons redeemed at the till** and show a **spin-to-win wheel** after the registration form. Because you reward completing the form, the completion rate rises noticeably.

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



Menü

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Retail: Kupon & Çark
Useroam Store - kasada okutulan kupon ve çevir-kazan

Kuponlar

Başlık	Tıp	Değer	Dağıtım	Koşul	Bitiş
%15 İndirim	% İndirim	0	Form sonrası	ör. 200₺ üzeri	mm/dd

BAŞLIK **TİP** **DEĞER** **DAĞITIM** **ÜRETİLEN/KULLANILAN** **DURUM**

%15 İndirim % İndirim %15 Çark 5 / 0 **Aktif** **Düzenle** **Çarkı Kaydet**

Çevir-Kazan Çarkı

Başlık: Çevir Kazan Günlük hak: 3 Kazanma oranı: %70

☒ Çark aktif (form sonrası çıkar)

Dilimler (ağırlık = kazanma şansı; ödül seçilirse kazanınca kupon kodu üretilir):

Başlık	Günlük hak	Kazanma oranı
%15 İndirim	1	Ödül yok
Tekrar Dene	2	Ödül yok
Hediye Cup	1	Ödül yok

+ Dilim ekle

Çarkı Kaydet

Yardım | Şartlar | Gizlilik

1. Coupons

When defining a new coupon you fill in:

- **Title:** the coupon's name (for example "15% Discount").
- **Type:** % Discount, ₺ Discount, Gift/Sample or Buy X Pay Y.
- **Value:** the percentage or amount, depending on the type.

- **Distribution:** how the coupon reaches the customer:
 - *After form* — given to everyone who completes the registration form.
 - *Wheel prize* — given only to wheel winners.
 - *Manual* — you hand it out yourself.
- **Condition:** the terms of use (for example "*on purchases of 500€ and over*"). Write it clearly so there is no dispute at the till.
- **End:** the coupon's expiry date.

Add saves it. The list columns are: **TITLE, TYPE, VALUE, DISTRIBUTION, GENERATED/USED** and **STATUS**. Use **Edit** to change a coupon and the **Active** switch to pause it without removing it.

“ **The GENERATED/USED column** shows the campaign's real effect. A coupon generated often but redeemed rarely is either too weak or has a condition that is too demanding.

2. Spin-to-Win Wheel

- **Title:** the text shown above the wheel.
- **Daily allowance:** how many times a customer may spin per day.
- **Win rate:** the wheel's overall winning percentage, set with a slider (for example 70%).
- **Wheel active (appears after the form):** publishes the wheel; it opens once the customer submits the form.

Segments

Four fields are defined for each wheel segment:

- **Label:** the text on the segment.
- **Colour:** the segment's colour.
- **Prize:** *No prize* or one of your defined coupons. **If a prize is selected, a coupon code is generated for the winner.**
- **Weight:** the segment's chance of winning. The greater the weight, the more likely the wheel lands there.

Use + **Add segment** for a new segment and **Save Wheel** to store your changes.

“ **Balancing the wheel:** give "no prize" segments too much weight and customers leave disappointed; put a prize on every segment and the campaign cost runs away from you. Weight small prizes heavily and the big prize lightly.

“ **Related pages: Retail → Till / Coupon Validation** (where the coupon is redeemed), **Store & QR Registration, Retail Reports.**

Revizyon #2

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