



User Manual

Omantel Magik

Rev 1.2/ January 2026

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Revision History

Version	Issued Date	Serial Number	Description
1.0			Initial Draft
1.1	25-07-2025		<ul style="list-style-type: none"> 1. <u>Reports (Gamification)</u> have been newly added. 2. <u>Reports (NBO)</u> have been newly added. 3. <u>Reports</u> are newly added. 4. The <u>Omantel Specific Campaigns</u> are newly added under the Rule Engine. 5. The <u>Geo Fencing</u> is newly added under the Dashboard. 6. The <u>Campaign Overview</u> has been newly

Version	Issued Date	Serial Number	Description
			<p>added under the Dashboard.</p> <ol style="list-style-type: none"> 7. The <u>Autopilot</u> has been added. 8. <u>Gamification</u> has been added. 9. The <u>Reports (Gamification)</u>, <u>Reports (NBO)</u>, and <u>Reports</u> have been added.
1.2	16-01-2026		<ol style="list-style-type: none"> 1. The <u>Campaign Workflow</u> has been added. 2. The <u>Insights</u> tab has been added. 3. The <u>Geo Fencing</u> flow has been updated under the Dashboard. 4. The Advance Filters and Remote Copy have been updated under the <u>Segments</u>. 5. The following Gamification menus have been newly added: <ul style="list-style-type: none"> • <u>Match Location</u> • <u>Prediction Event</u> • <u>Questionnaire</u> • <u>Quest Game</u> • <u>Survey N Win Report</u> 6. The <u>Global Lead Policy</u> and <u>Global Contact Lead Policy</u> menus have been newly added under the Policy. 7. The <u>Honeycomb Analytics</u> has been newly added under the Dashboard.

Table of Contents

1	Instructions to the Reader	11
2	Magik	12
3	Logon to the GUI	13
3.1	Reset Password	14
4	Log Off from the GUI	17
5	Dashboard	18
5.1	Campaign	20
5.1.1	Dashboard	21
5.1.2	Campaign Calendar	27
5.1.3	Campaign Overview	29
5.1.3.1	Create Campaign	32
5.1.3.2	View, Modify, Copy, and Delete Campaign	34
5.1.3.3	Campaign Approval Pipeline	35
5.1.4	Campaign Workflow	36
5.2	Insights	46
5.3	Execution Details	58
6	Geo Fencing	61
6.1	Search-Based Geo Fencing	61
6.2	Dropdown-Based Geo Fencing	63
7	Honeycomb Analytics	65
8	Rule Engine	73
8.1	Operators	73
8.2	Dimensions	73
8.3	Segments	74
8.3.1	Create Segment	82
8.3.1.1	Configuration	84
8.3.1.1.1	Profile	85
8.3.1.1.1.1	Create Group	86
8.3.1.1.1.2	Modify and Delete Group	88
8.3.1.1.1.3	Create Sub-Group	88
8.3.1.1.1.4	Modify and Delete Sub-Group	90
8.3.1.1.1.5	Create Variable	91
8.3.1.1.1.6	Modify and Delete Variable	93
8.3.1.1.2	Action	93
8.3.1.1.2.1	Create Action Group	94
8.3.1.1.2.2	Modify and Delete Action Group	96
8.3.1.1.2.3	Create Action	96

8.3.1.1.2.4	Modify, Copy, and Delete Action	98
8.3.1.1.2.5	Create Header Parameter	99
8.3.1.1.2.6	Modify and Delete Header Parameter	101
8.3.1.1.2.7	Create Normal Parameter	102
8.3.1.1.2.8	Modify and Delete Normal Parameter	104
8.3.1.1.2.9	Create Default Parameter	105
8.3.1.1.2.10	Modify and Delete Default Parameter	108
8.3.1.1.2.11	Create Analytics	108
8.3.1.1.2.12	Modify and Delete Analytics	110
8.3.1.1.3	Action Key	111
8.3.1.1.3.1	Create Action Key	113
8.3.1.1.3.2	Modify and Delete Action Key	115
8.3.1.2	Action Key History	116
8.3.1.3	Rule Editor	117
8.3.1.4	Configuration	119
8.3.1.4.1	Add Condition to Rule	121
8.3.1.4.1.1	Action	124
8.3.1.4.2	Add Condition Group to Rule	133
8.3.2	Omantel Specific Campaigns	134
8.3.2.1	GCC_14072025_2	134
8.3.2.1.1	Actions	137
8.3.2.2	Hayyak_PreRenewal_SMS	144
8.3.2.2.1	Actions	149
8.3.2.3	Bengali Non Responders Promo_SEP	162
8.3.2.3.1	Actions	165
8.3.2.4	DCB_Huawei_Feb	175
8.3.2.4.1	Actions	178
8.3.2.5	Xbow_reply1_mainSMS2	187
8.3.2.5.1	Actions	189
8.3.2.6	Non_rechargers_SPIN_AND_WIN_APP_Promo	198
8.3.2.6.1	Actions	203
8.3.2.7	Non_rechargers_SPIN_APP_BNS_TGonetime1	211
8.3.2.7.1	Actions	217
8.3.2.8	Muscat_Airport_SMS_Prepaid	226
8.3.2.8.1	Actions	228
8.3.2.9	DhofarKhareef_Postpaid_Addon1	240
8.3.2.9.1	Actions	245

8.3.2.10 NBO_Menu_Live	256
8.3.2.10.1 Actions	275
8.3.2.11 NBO_Menu_MobileApp_Live	279
8.3.2.12 NBO_Menu_CRM_Live1	282
8.3.2.13 NBO_Activation	285
8.3.2.14 VAS_100Seconds_Promo_Postpaid_Oct14to31	288
8.3.2.14.1 Actions	291
8.3.3 View, Duplicate, Delete, Remote Copy, and Approval Pipeline Segment	299
8.4 Event	300
8.4.1 Create Event	301
8.4.2 Duplicate, Modify, and Delete Event	303
8.5 Formula	304
8.5.1 Create Formula	305
8.5.2 View, Modify, Duplicate, and Delete Formula	307
8.6 Trigger	308
8.6.1 Create Trigger	309
8.6.2 View, Modify, and Delete Trigger	310
8.6.3 Change Status	310
8.7 Sampling	311
8.7.1 Create Sampling	312
8.7.2 Modify and Delete Sampling	317
9 Auto Pilot	319
9.1 Recent Recommendations	320
9.2 Completed Scheduled Recommendations	323
10 Gamification	326
10.1 Game Configuration	326
10.1.1 Create Game	326
10.1.2 View, Modify, Copy, and Delete Game	330
10.2 Spend & Win	331
10.2.1 Create Spend & Win Game	332
10.2.2 View, Modify, and Delete Spend & Win Game	334
10.3 Achievement	335
10.3.1 Create Achievement	335
10.3.2 View, Modify, and Delete Achievement	339
10.4 Survey & Win	339
10.4.1 Create Survey & Win Game	340
10.4.2 View, Modify, and Delete Survey & Win Game	341
10.5 Prediction Game	342
10.5.1 Create Prediction Game	343

10.5.2	View, Modify, and Delete Prediction Game	344
10.6	Prediction Game Result	345
10.6.1	Create Prediction Game Result	346
10.6.2	View Prediction Game Result	349
10.7	Team	349
10.7.1	Create Team	350
10.7.2	View and Modify Team	351
10.8	Quest Game	352
10.8.1	Create Quest Game	353
10.8.2	View, Modify, Copy, and Delete Quest Game	357
10.9	Refer & Win	358
10.9.1	Create Refer N Win	359
10.9.2	View, Modify, and Delete Refer N Win	360
10.10	Match Location	361
10.10.1	Create Match Location	361
10.10.2	View, Modify and Delete Match Location	362
10.11	Prediction Event	363
10.11.1	Create Prediction Event	364
10.11.2	View, Modify and Delete Prediction Event	366
10.12	Questionnaire	366
10.13	Quest Game	367
10.13.1	Create Quest Game	368
10.13.2	View, Modify, Copy and Delete Quest Game	372
10.14	Survey N Win Report	373
11	Campaign Message	376
11.1	SMS Message	376
11.1.1	Category	376
11.1.1.1	Add Category	377
11.1.1.2	Modify and Delete Category	378
11.1.1.3	Add Template	378
11.1.1.4	Modify, Copy, and Delete Template	380
11.2	USSD	381
11.2.1	Category	381
11.2.1.1	Add Category	381
11.2.1.2	Modify and Delete Category	382
11.2.1.3	Add Template	383
11.2.1.4	Modify, Copy, and Delete Template	385
11.3	Email	386
11.3.1	Category	386

11.3.1.1	Add Category	386
11.3.1.2	Modify and Delete Category	387
11.3.1.3	Add Template	388
11.3.1.4	Modify and Delete Template	391
11.4	Push Notifications	391
11.4.1	Category	392
11.4.1.1	Add Category	392
11.4.1.2	Modify and Delete Category	393
11.4.1.3	Add Template	394
11.4.1.4	Modify and Delete Template	396
11.5	WhatsApp	397
11.5.1	Category	398
11.5.1.1	Add Category	398
11.5.1.2	Modify and Delete Category	399
11.5.1.3	Add Template	400
11.5.1.4	Copy, Modify, and Delete Template	402
11.6	Native Display	403
11.6.1	Category	404
11.6.1.1	Add Category	405
11.6.1.2	Modify and Delete Category	406
11.6.1.3	Add Template	407
11.6.1.4	Modify, Copy, and Delete Template	409
12	Configurations	410
12.1	Quarantine	410
12.1.1	Special Dates	411
12.1.1.1	Add Special Date	411
12.1.1.2	Modify and Delete Special Date	413
12.1.2	Week Days	413
12.1.2.1	Add Week Days	414
12.1.2.2	Modify and Delete Week Day	416
12.1.3	BlackList	416
12.1.3.1	Add BlackList	417
12.1.3.2	View, Modify, and Delete BlackList	419
12.1.4	DND	420
12.1.4.1	Add DND	421
12.1.4.2	Modify and Delete DND	423
12.2	Policy	423
12.2.1	Lead Policy	424
12.2.1.1	Add Lead Policy	425

12.2.1.2 Modify and Delete Lead Policy	427
12.2.2 Global Lead Policy	428
12.2.2.1 Create Global Lead Policy	429
12.2.2.2 Modify, Resume, and Delete	431
12.2.3 Contact Policy	432
12.2.3.1 Add Contact Policy	434
12.2.3.2 Modify and Delete Contact Policy	437
12.2.4 Global Contact Lead Policy	438
12.2.4.1 Create Global Contact Lead Policy	440
12.2.4.2 Modify, Resume, and Delete Global Contact Lead Policy	441
12.3 Token	442
12.3.1 Create Token	443
12.3.2 View, Modify, and Delete Token	444
13 Offline Campaign	446
13.1 Offline Segment LMS	446
13.1.1 Add Offline Segment	446
13.1.2 Download Subscriber Number	448
13.1.3 Delete Offline Segment	449
14 Product Catalogue	451
14.1 Product Catalogue	451
14.1.1 Create Product Offer	451
14.1.2 View, Modify, and Delete Product Offer	457
15 Audience Management	458
15.1 Create Audience	459
15.2 View, Modify, Copy, and Delete Audience	460
16 Customer Care	462
16.1 Create Account	462
16.2 User Profile	463
16.3 Transaction History	465
16.4 Delete Account	467
16.5 Response Notification	468
16.5.1 Create Response Notification	469
16.5.2 View, Modify, and Delete Response Notification	471
17 Reports (Gamification)	473
17.1 MTD ARPU Summary Report	473
17.2 Game Wise Product Reward	473
17.3 Gamification Reward Allocated Reports	475
17.4 Daily Summary Report	475
17.5 Day Wise Game Played Report	477

17.6	Monthwise Game Played Report	478
17.7	Day Wise Reward Report	479
17.8	Monthwise Reward Report	480
17.9	Predict & Win	481
17.10	Refer & Win Report	481
17.11	Daily Subscription Report	482
17.12	Daywise Redemption Report	483
17.13	Productwise Redemption Report	484
18	Reports (NBO)	486
18.1	NBO Campaign Summary Reports	486
18.2	NBO Day Wise Revenue Report	486
18.3	NBO DayWise Success and Failure Reports	487
18.4	NBO Hourly Conversion Report	488
18.5	NBO Monthly Revenue Report	489
18.6	Day Wise Summary Report	490
18.7	Channel Wise MTD Vs LMTD Report	491
18.8	Segment Wise MTD Vs LMTD Report	493
18.9	Offer Wise Daywise Summary Report	494
18.10	Offer Wise MTD Summary Report	495
18.11	AON Nationality Report	496
19	Reports	498
19.1	Campaign wise Summary Report	498
19.2	Daily Campaign Report	500
19.3	Segment Wise Summary Report	503
19.4	Monthly Campaign Detailed Report	506
19.5	Weekly Campaign Detailed Report	508
19.6	Weekly Revenue Report	509
19.7	Overall Subscription Report	511
19.8	Weekly Campaignwise Report	512
19.9	Push VS Delivery Report	513
19.10	Daywise Campaign Conversion Report	513
19.11	Daywise Autopilot Report	515
19.12	Prepost Autopilot Report	516
19.13	Overall Detailed Report	518
19.14	Monthly CVM Impact Report	520

1 Instructions to the Reader

The guidelines given below are followed throughout the document. For a better understanding of the document, go through the instructions below.

1. It is mandatory to execute the steps given in a numbered list to achieve the expected result.
2. Steps in a bulleted list explain the optional or additional menu elements.
3. Hyperlinks are used in the document to explain the optional menu elements. Click the hyperlink will navigate you to the corresponding screen.

2 Magik

MAGIK empowers operators with enhanced capabilities to understand the customer's behavior, classify them into various segments, target them with personalized campaigns, and evaluate the outcome of these campaigns to refine them for the future.

It uses cutting-edge technology and proven marketing communication strategies to attract and manage potential customers and ensure that campaigns are approached in the most efficient manner.

6D's MAGIK server gives the power to create target-based marketing campaigns rapidly and cost-effectively in mobile media to make campaigns interactive, relevant, and timely.

3 Logon to the GUI

To logon to the GUI:

1. Enter the URL (found in the release notes) in the web browser. The following login screen will be displayed.



Figure 1 Magik Loyalty Login Screen

2. Enter the **Username** and **Password** in the corresponding fields.
3. Click **Login**.

Note: Click the **Info** button  to view the module guide. The following screen is displayed.



Figure 2 About Magik 3.0 Portal

4. After clicking the **Login** button, the Home screen will be displayed.

The home screen displays the side menu bar, as shown in the following screen:

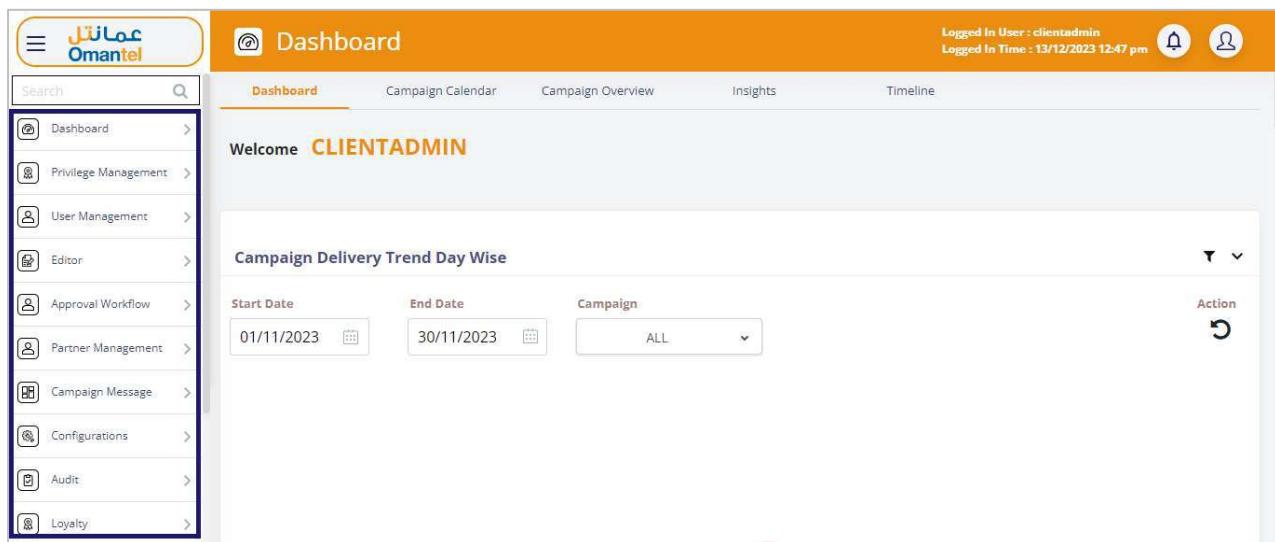

 A screenshot of the Omantel Magik dashboard. On the left is a vertical sidebar with a logo at the top and a search bar below it. Below the search bar is a list of menu items: Dashboard, Privilege Management, User Management, Editor, Approval Workflow, Partner Management, Campaign Message, Configurations, Audit, and Loyalty. The main content area has a header "Dashboard" with tabs for Dashboard, Campaign Calendar, Campaign Overview, Insights, and Timeline. It shows a welcome message "Welcome CLIENTADMIN". Below this is a section titled "Campaign Delivery Trend Day Wise" with filters for Start Date (01/11/2023), End Date (30/11/2023), Campaign (ALL), and Action (refresh icon). There is also a small dropdown menu with icons for settings, help, and user profile.

Figure 3 Dashboard

You can access the following main menu options on this screen:

- Dashboard
- Privilege Management
- User Management
- Editor
- Approval workflow
- Partner Management
- Campaign Message
- Configuration
- Audit
- Loyalty
- Offline Campaign
- Rewards and Offers
- Gamification
- Offer Catalog
- Product Catalog
- Audience Management
- Customer Care
- ABout

3.1 Reset Password

Using this reset password option, you can reset your password. The random password will be sent to the registered Email ID. Using the random password sent to the Email ID, you can log in to the GUI to take you to the Password change screen.

After completing the preferred password step, which will navigate the user to the login page, you can enter the new password to log in to the Magik system.

1. On the **Login Screen**, click the **Reset Password** button to change the password. Refer to the following screen.



Figure 4 Reset Password

2. After clicking the **Reset Password** button, the following screen will be displayed.

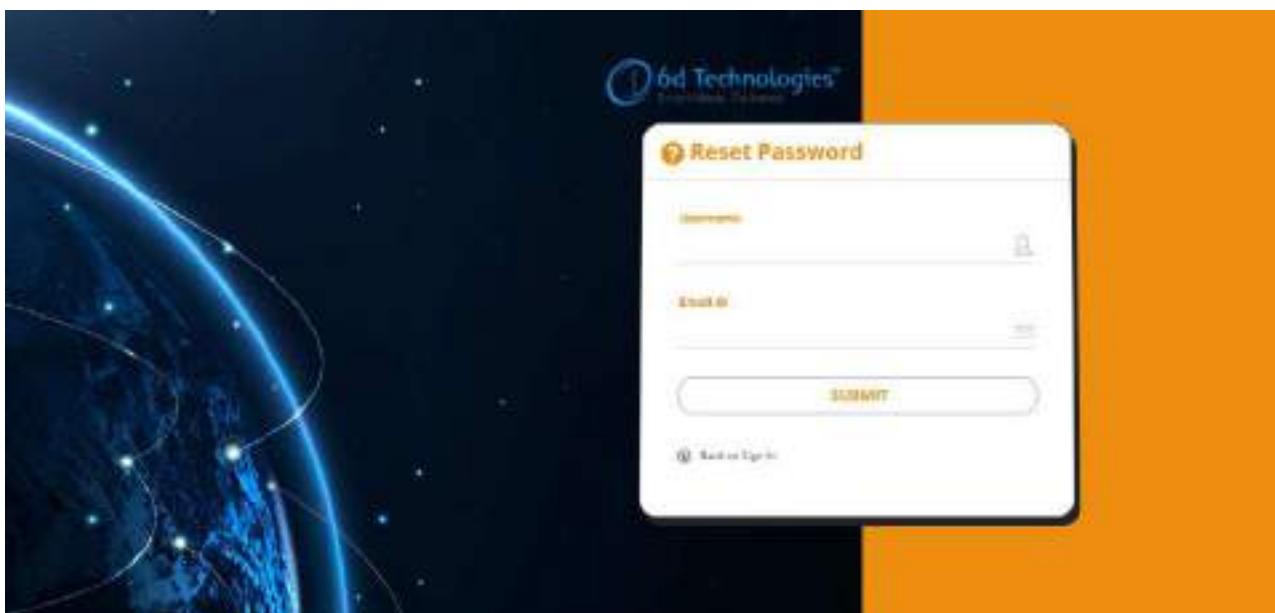


Figure 5 Reset Password Input Screen

- **Username** - Enter the **Username** of the user in the corresponding field.
- **Email ID** – Enter the **Email ID** of the user in the corresponding field.

3. After entering the above details, click the **SUBMIT** button to save the changes.

A confirmation message will be displayed, indicating that the password is sent to the registered email successfully.

Or

Click the **Back to Sign In** button to go login screen.

4 Log Off from the GUI

To log off from the GUI,

1. On the **Dashboard** screen, click the **User Icon**  to view the log-off option in the drop-down list. Refer to the following screen.

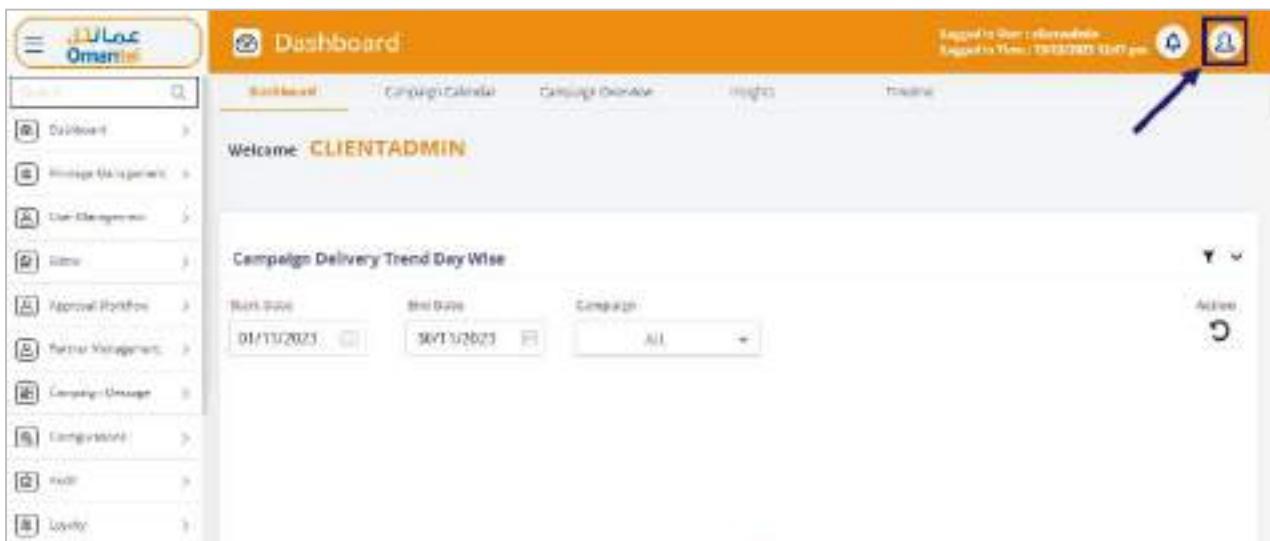


Figure 6 Dashboard – User Icon

2. After clicking the **User Icon** drop-down list, the following screen will be displayed.

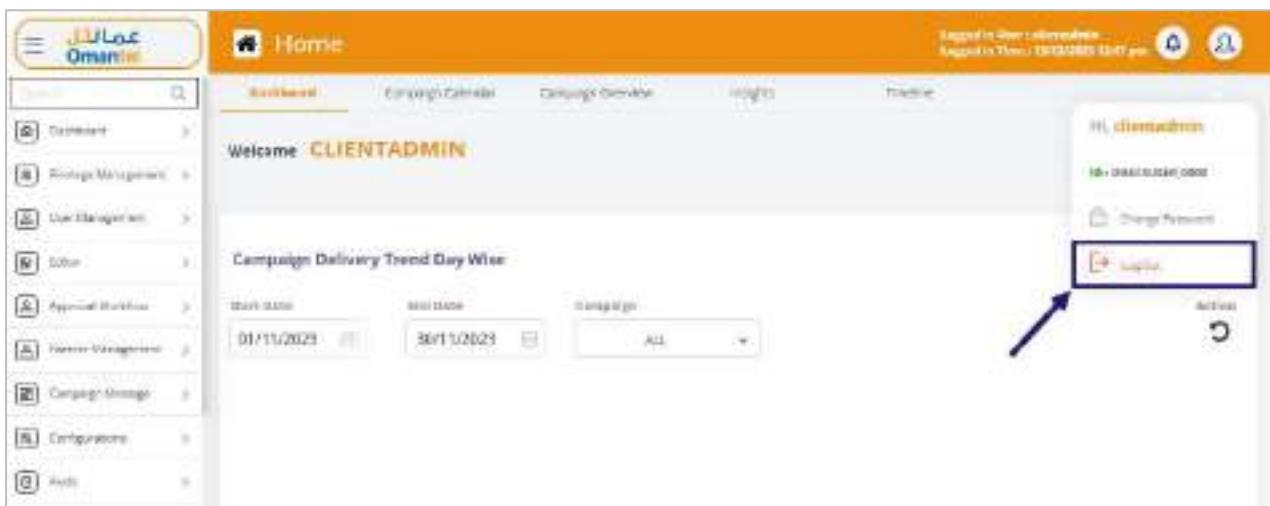


Figure 7 Log Out Option

3. Click **Log Out** to log out of the application at any time.

5 Dashboard

- By default, the dashboard will be displayed after log-in into the system.

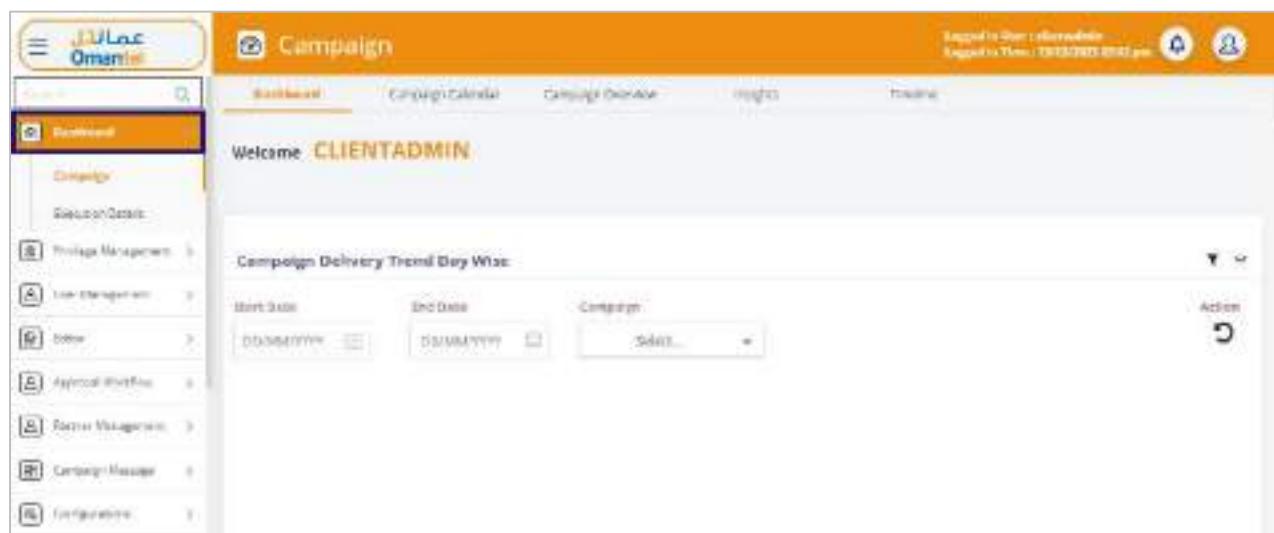


Figure 8 Dashboard

- Click  to view the notification details. The following screen is displayed.

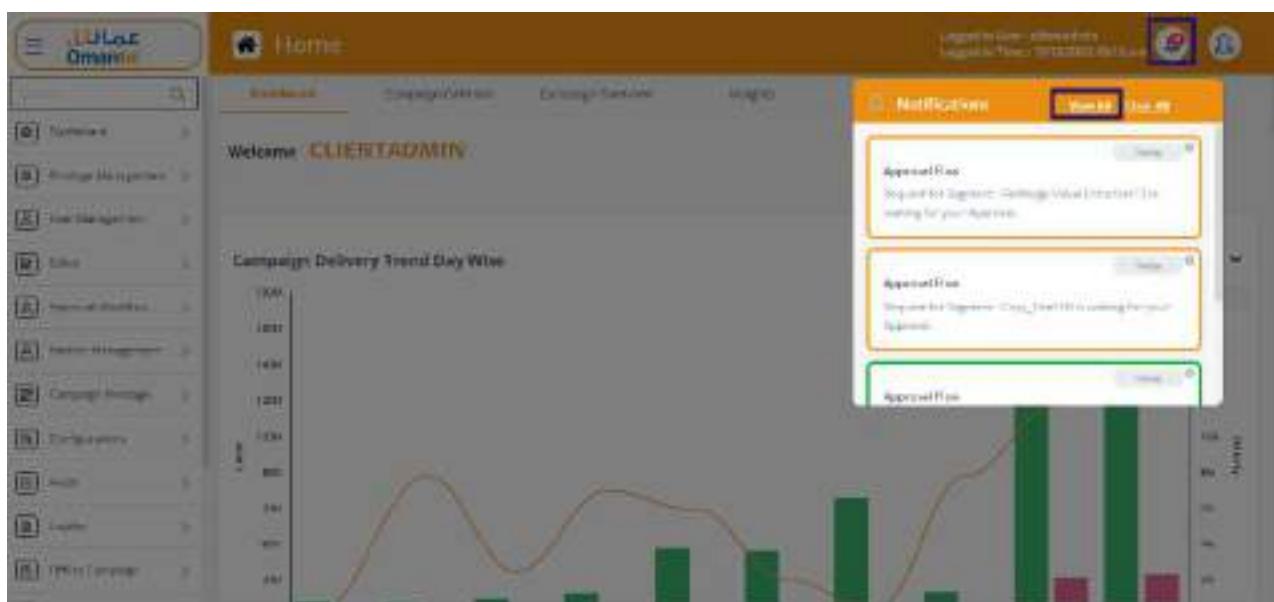


Figure 9 Loyalty – Notifications

- Click **View All** to view all notifications. The following screen is displayed.



DATE	SUBJECT	DESCRIPTION	OWNER/REF
2023-10-15 10:00:00	Approval Page	Request for Segment - Copy_Tax100 is Approved.	clientadmin
2023-10-15 10:00:00	Approval Page	Request for Segment - Copy_Tax100 is Approved.	clientadmin
2023-10-15 10:00:00	Approval Page	Request for Segment - Copy_Tax100 is Approved.	clientadmin
2023-10-15 10:00:00	Approval Page	Request for Segment - Copy_Tax100 is Approved.	clientadmin

Figure 10 View All Notifications

- Click the **Clear All** button to clear all notifications.

Change Password

Using this change password option, you can change the user's password. To change the user password,

1. On the **Dashboard** screen, click  >> **Change Password** to change the user password. Refer to the following screen.

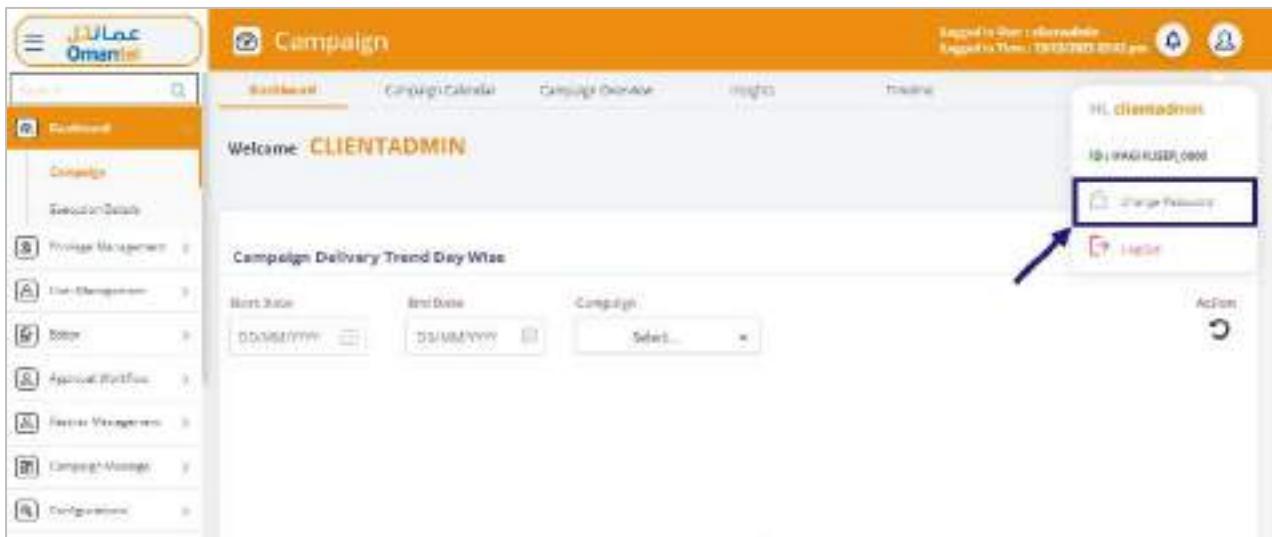
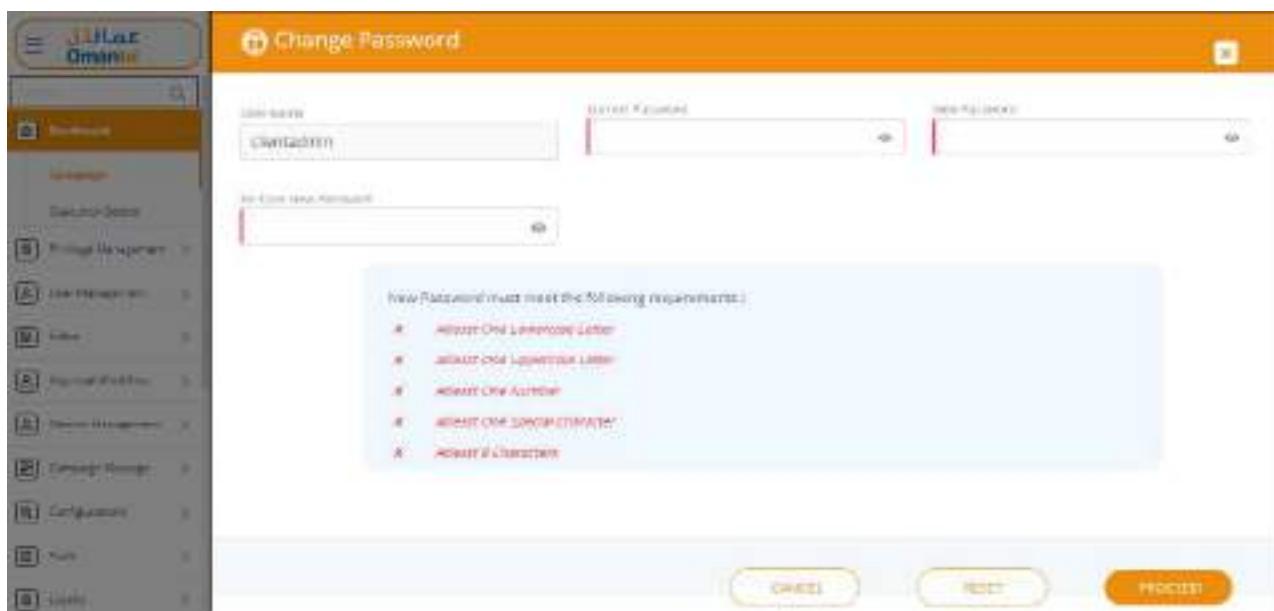


Figure 11 Loyalty – Change Password

2. After clicking the **Change Password**, the following screen will be displayed.



The screenshot shows the 'Change Password' input screen. On the left, there is a vertical navigation menu with options like Home, Reports, Campaign, Configuration, and Help. The main area has a header 'Change Password'. It contains fields for 'Old Password' (containing 'Omantel'), 'New Password' (containing 'Omantel123'), and 'Confirm New Password'. Below these fields is a note: 'New Password must meet the following requirements:' followed by five requirements: 'At least one uppercase letter', 'At least one lowercase letter', 'At least one digit', 'At least one special character', and 'At least 8 characters'. At the bottom are three buttons: 'Cancel', 'Reset', and 'Proceed'.

Figure 12 Change Password Input Screen

- For more details about change the password, refer to the section [Error! Reference source not found..](#)

5.1 Campaign

Users with Campaign Creation privileges will login to the system and have the privilege of creating different campaigns for various products. The user can set a validity period for the Campaign.

To manage the campaign,

- On the side menu, click **Dashboard>>Campaign** to view campaign details. Refer to the following screen.



Figure 13 Dashboard- Campaign

The campaign has the following options:

- Dashboard
- Campaign Calendar
- Campaign Overview
- Insights

5.1.1 Dashboard

The following screenshots depict the campaign dashboard:

1. On the side menu, click **Dashboard>>Campaign** to view campaign details. Refer to the following screen.

Note: By default, the **Dashboard** tab is selected.



Figure 14 Campaign – Dashboard

- You can view campaign details such as **Target Count**, **Message Delivered**, **UCG Count**, **Active Campaigns**, **UTG Total Response**, **UTG Unique Response**, **UCG Response**, **UCG Unique Response**, and **NRR%**.

Note: Data displayed by default is for the Current Month till Date.

Campaign Delivery Trend Day Wise

- You can view the total count of messages pushed and successfully delivered each day, and the percentage of delivery.

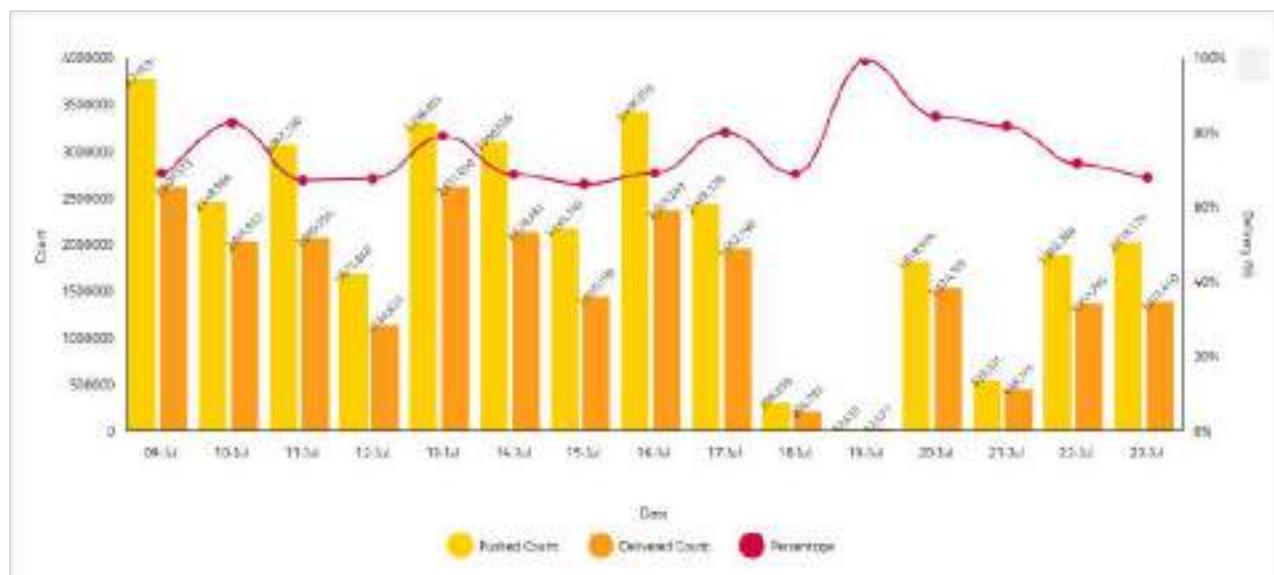


Figure 15 Campaign Delivery Trend Day Wise

Note: Data displayed by default is for the past 14 days, including the current day.

Campaign Wise Delivery Percentage Trend

- You can view the total percentage of the campaign against the campaign name.

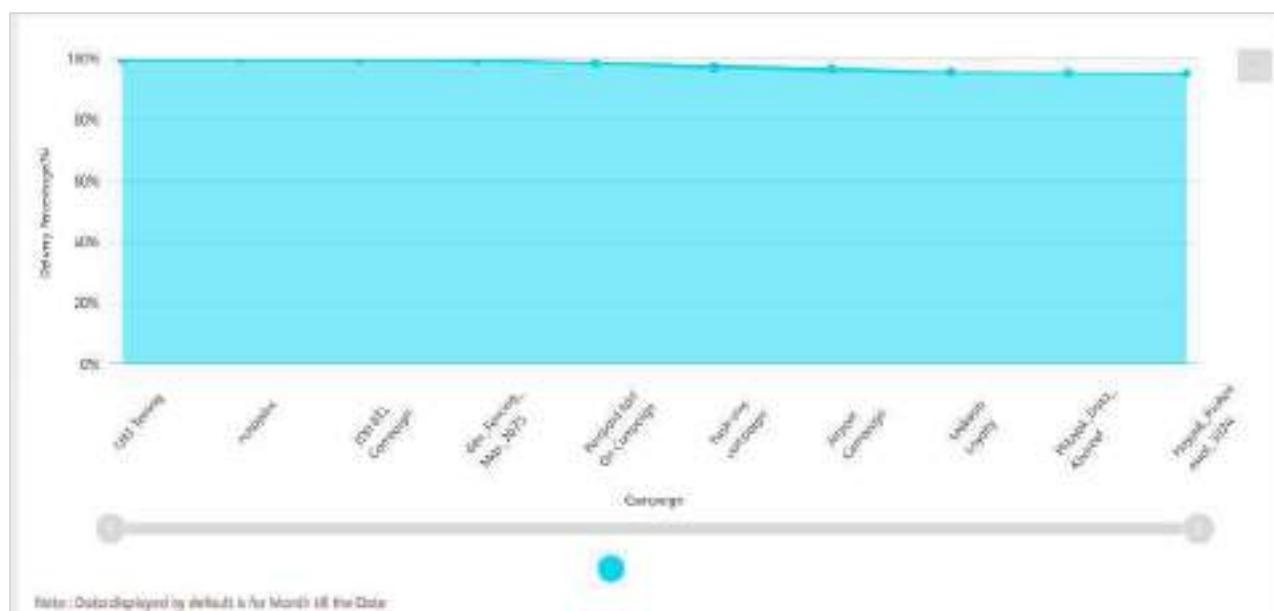


Figure 16 Campaign Wise Delivery Percentage Trend

Note: Data displayed by default is for the Current Month till Date.

Top 5 Campaigns for this Month:

- You can view the top 5 running campaigns of the selected month.

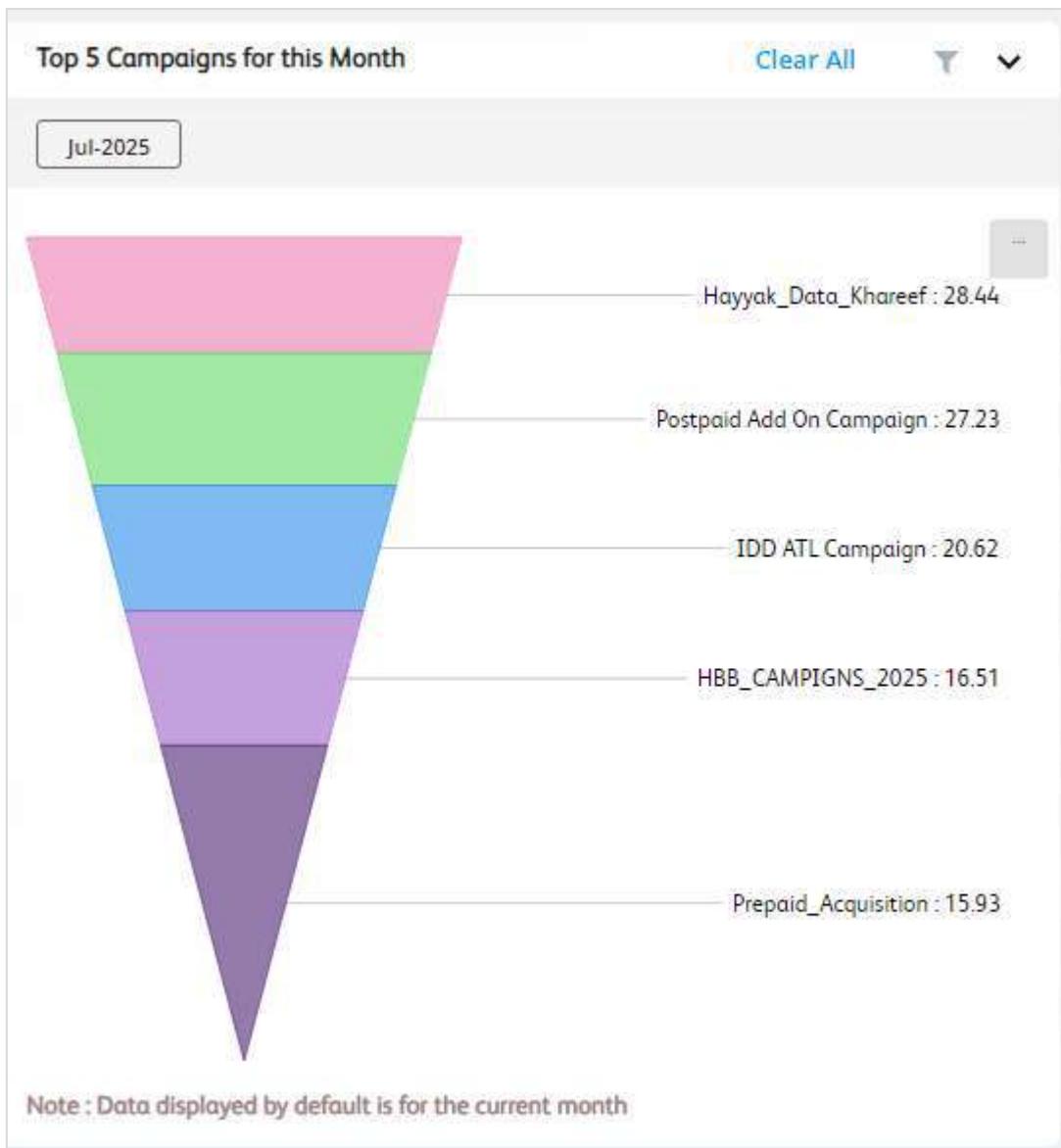


Figure 17 Top 5 Campaigns for this Month

Note: Data displayed by default is for the Current Month till Date.

SMS Delivery Success %

- You can make the successful delivery percentage of the campaign, including success and failure.

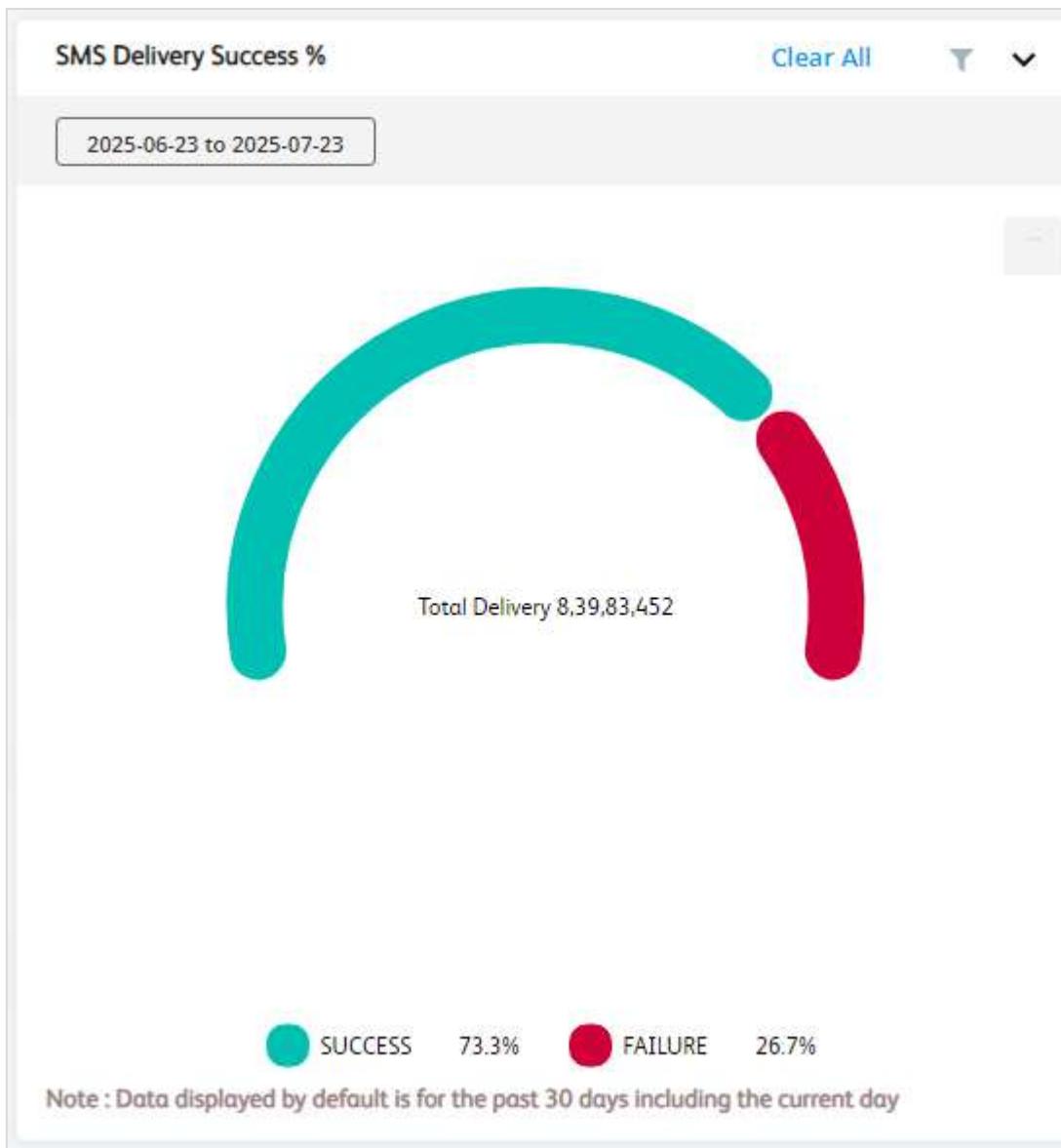


Figure 18 SMS Delivery Success %

Note: Data displayed by default is for the past 30 days.

Campaign Conversion Trend:

- Compare conversions across different campaigns for the selected month.

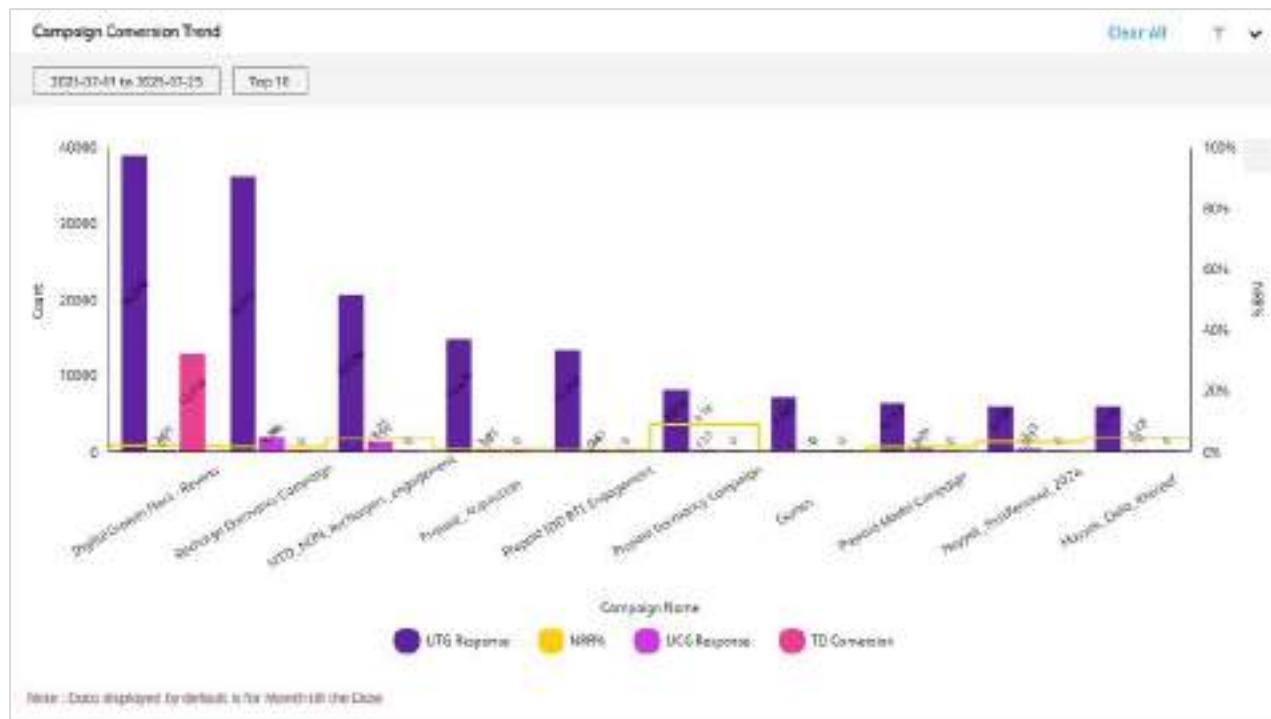


Figure 19 Campaign Conversion Trend

Note: Data displayed by default is for the Month till the Date.

Campaign Wise Incremental Revenue:

- You can view the incremental revenue for the campaign-wise for the last six months.

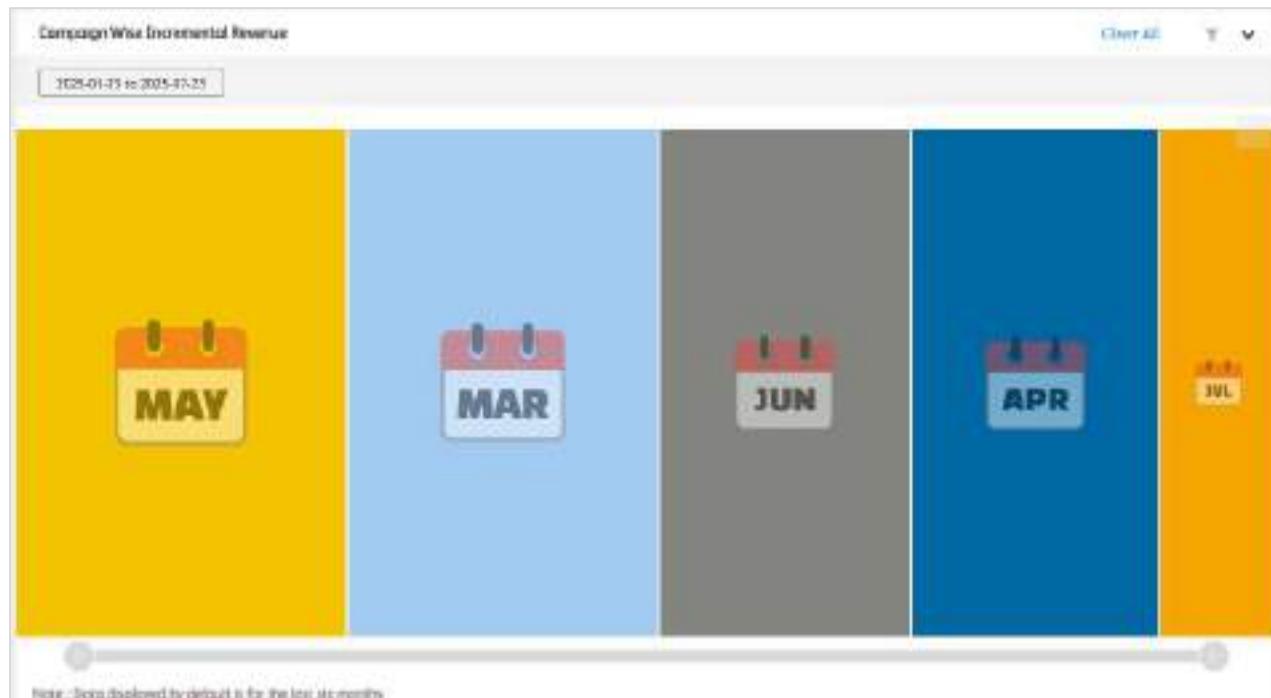


Figure 20 Campaign Wise Incremental Revenue

Note: Data displayed by default is for the last six months.

Daily Campaign Wise Delivery:

- You can view the campaign-level delivery stats over the past 14 days.



Figure 21 Daily Campaign Wise Delivery

Note: Data displayed by default is for the past 14 days, including the current day.

Hourly counts of Pushed, Delivered, and Responders:

- You can view the hourly counts of campaigns pushed, delivered, and responders.

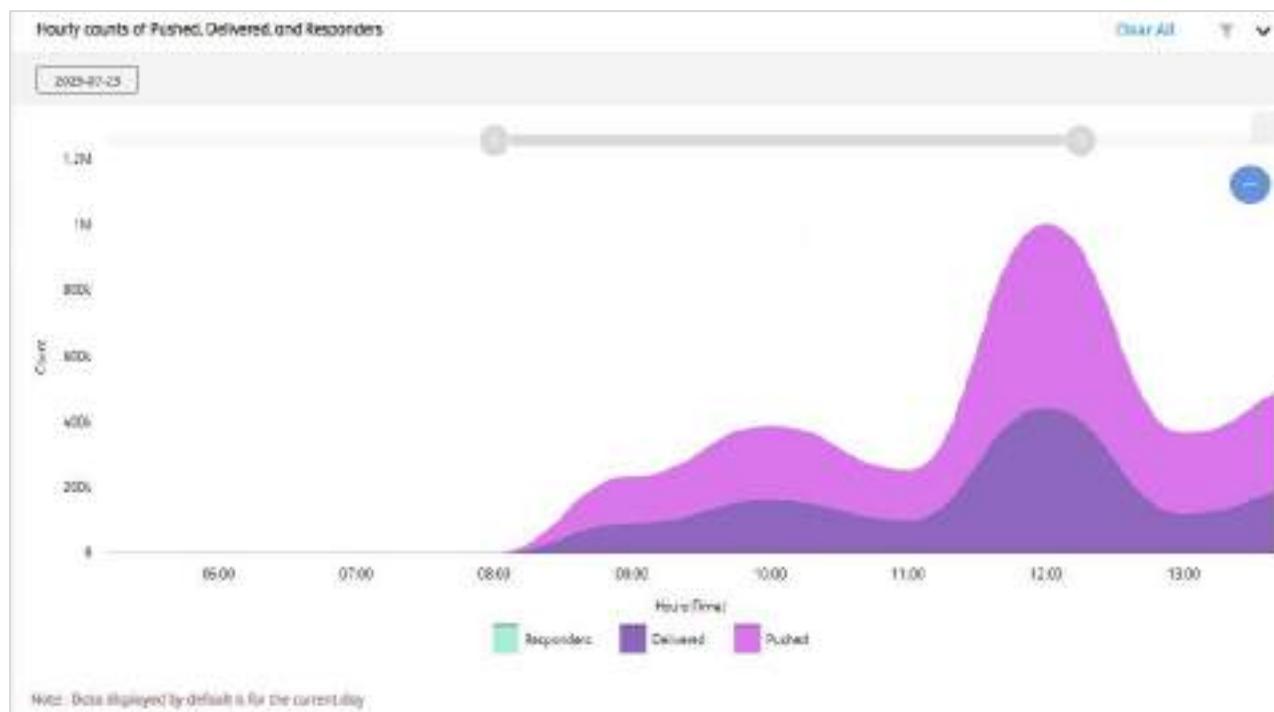


Figure 22 Hourly counts of Pushed, Delivered, and Responders

5.1.2 Campaign Calendar

Using this campaign calendar option, you can view the campaign scheduled for the month.

1. On the **Campaign** screen, click the **Campaign Calendar** tab to view the campaign calendar. Refer to the following screen.

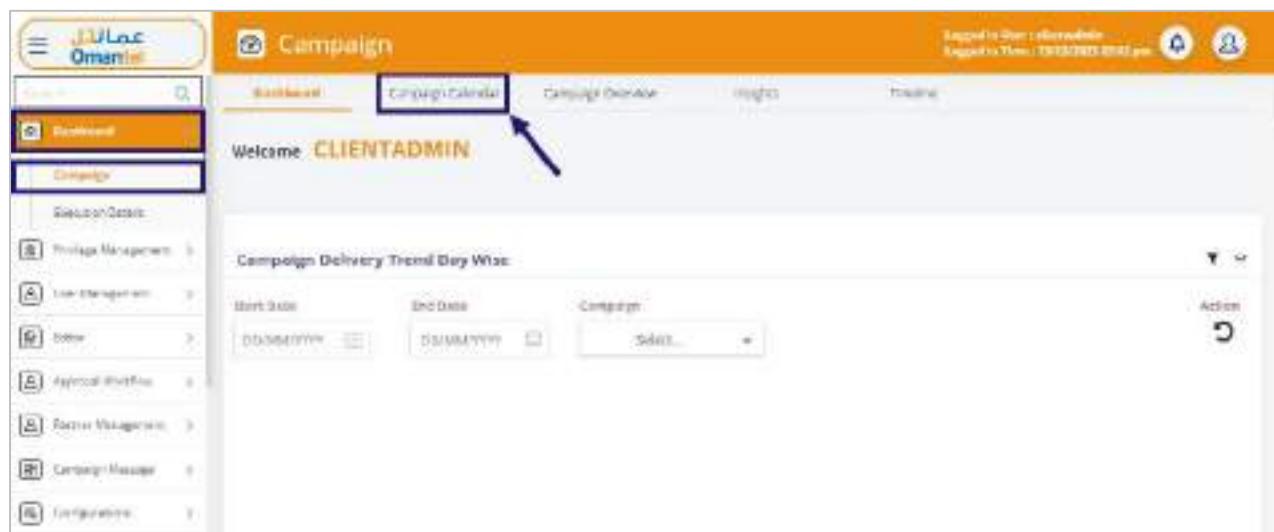


Figure 23 Campaign – Campaign Calendar Tab

2. After clicking the **Campaign Calendar** tab, the following screen is displayed.

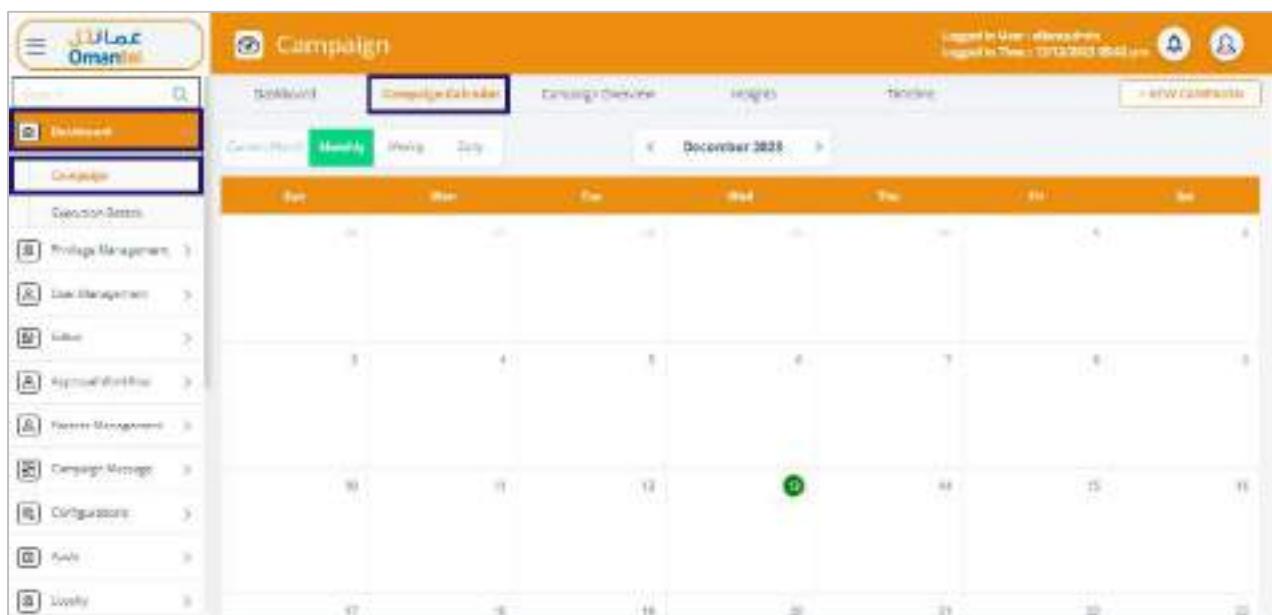


Figure 24 Campaign Calendar Input Screen

- You can view the Monthly, Weekly, and Daily campaign schedules for the current month.
3. On the **Campaign** screen, click the **+New Campaign** button to create a new campaign. Refer to the following screen.

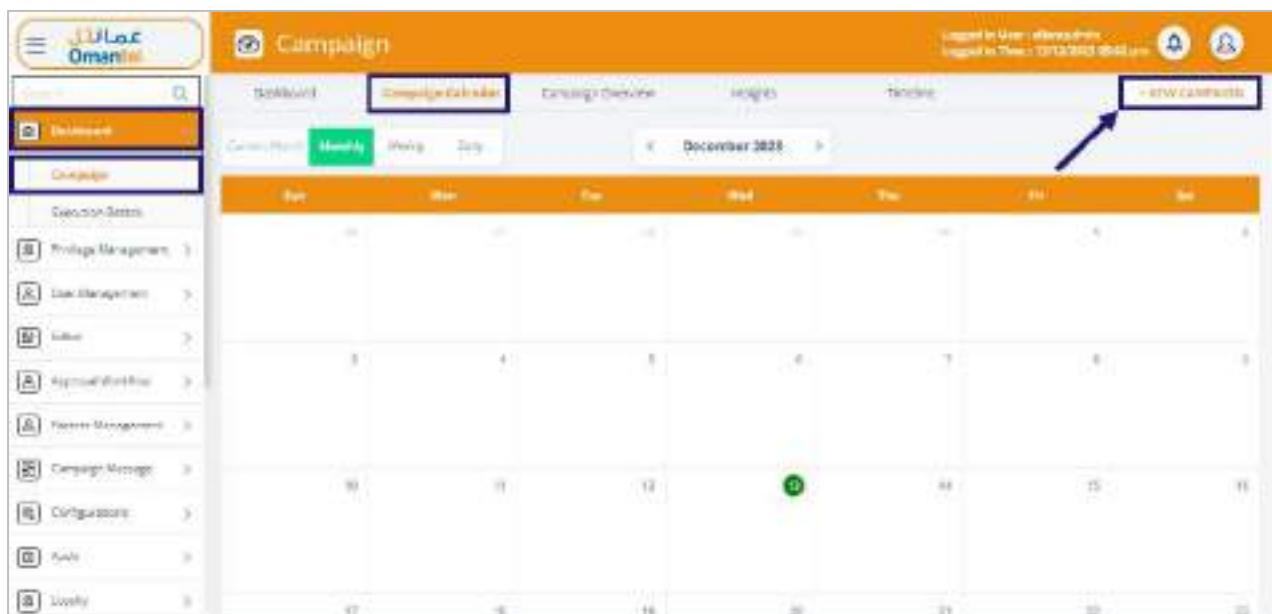
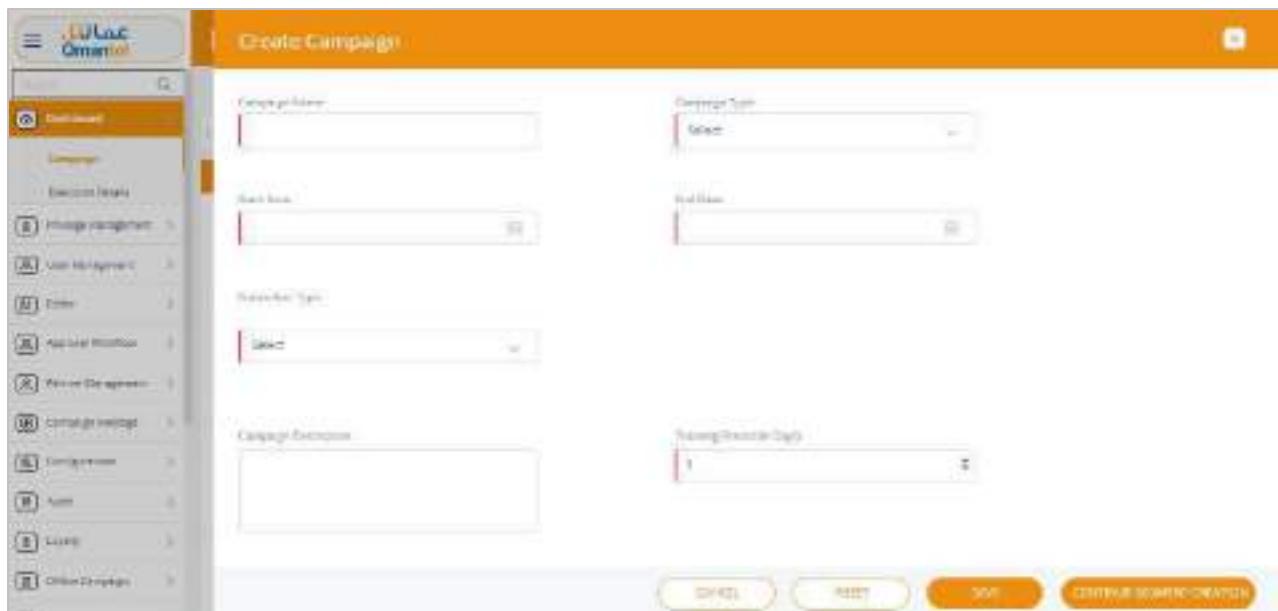


Figure 25 Campaign- New Campaign Button

4. After clicking the **+New Campaign** button, the following screen is displayed.



The screenshot shows the 'Create Campaign' input screen. On the left is a vertical navigation menu with items like 'Dashboard', 'Campaign', 'Message Management', etc. The main area has several input fields: 'Campaign Name' (with placeholder 'Enter campaign name...'), 'Start Date' (with placeholder 'Select date...'), 'End Date' (with placeholder 'Select date...'), 'Campaign Type' (dropdown menu showing 'Email'), 'Campaign Success' (dropdown menu showing 'SELECT'), and 'Number of Recipients' (input field with value '1'). At the bottom are four buttons: 'CANCEL' (grey), 'RESET' (yellow), 'SUBMIT' (orange), and 'CONTINUE SEARCH' (orange).

Figure 26 Create Campaign Input Screen

- For more information about Create Campaign, refer to the section [**Campaign Overview**](#).

5.1.3 Campaign Overview

Using this campaign overview option, you can create, view, modify, and delete the campaign. To manage the campaign overview,

1. On the **Campaign** screen, click the **Campaign Overview** tab to view the campaign overview details. Refer to the following screen.

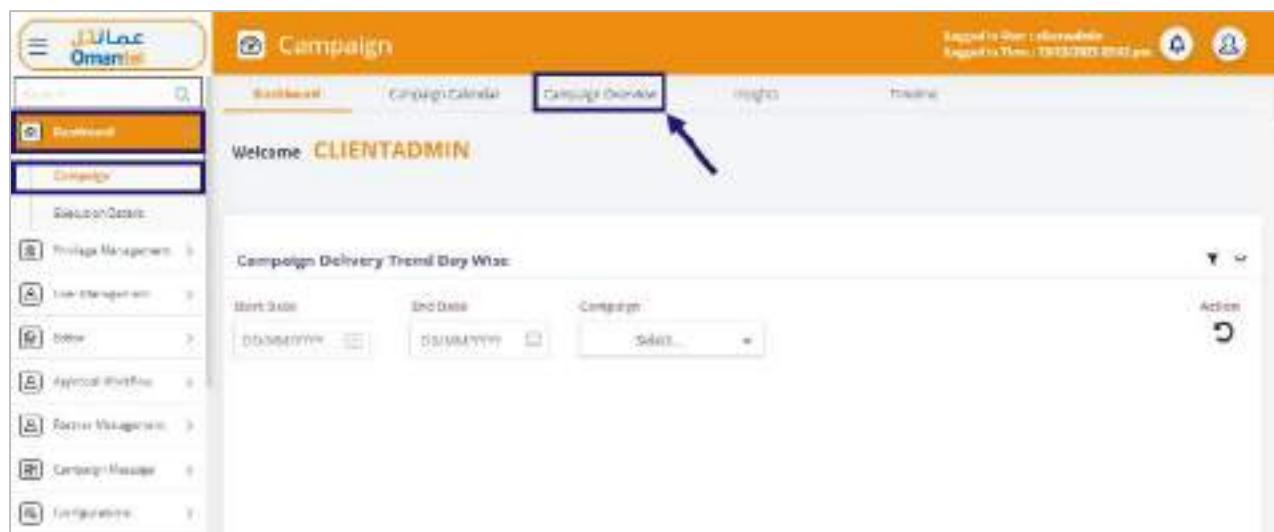


Figure 27 Campaign – Campaign Overview Tab

2. After clicking the **Campaign Overview** tab, the following screen is displayed.

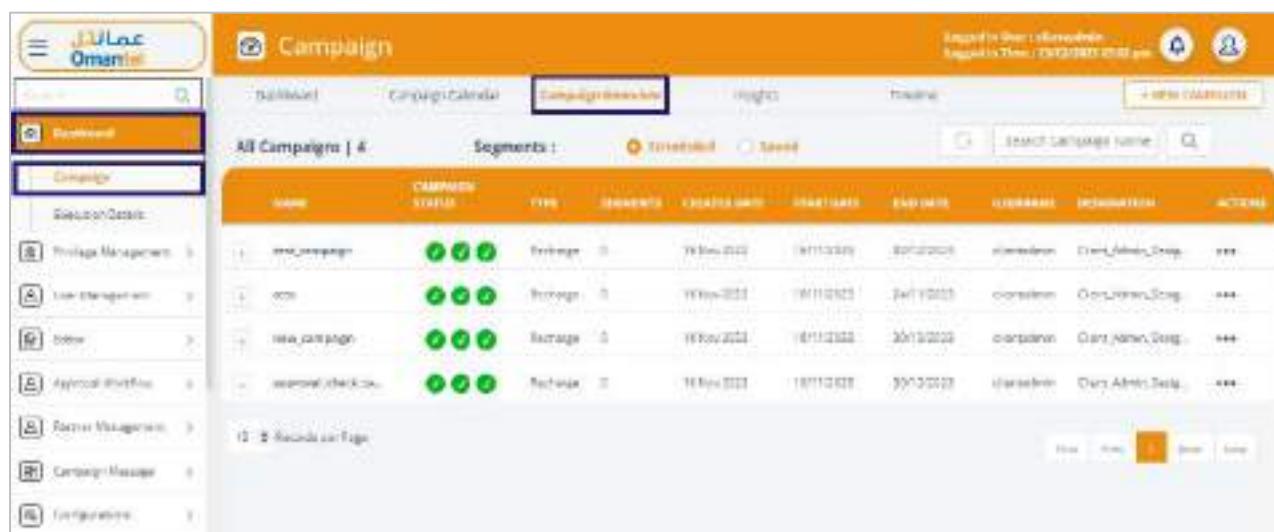
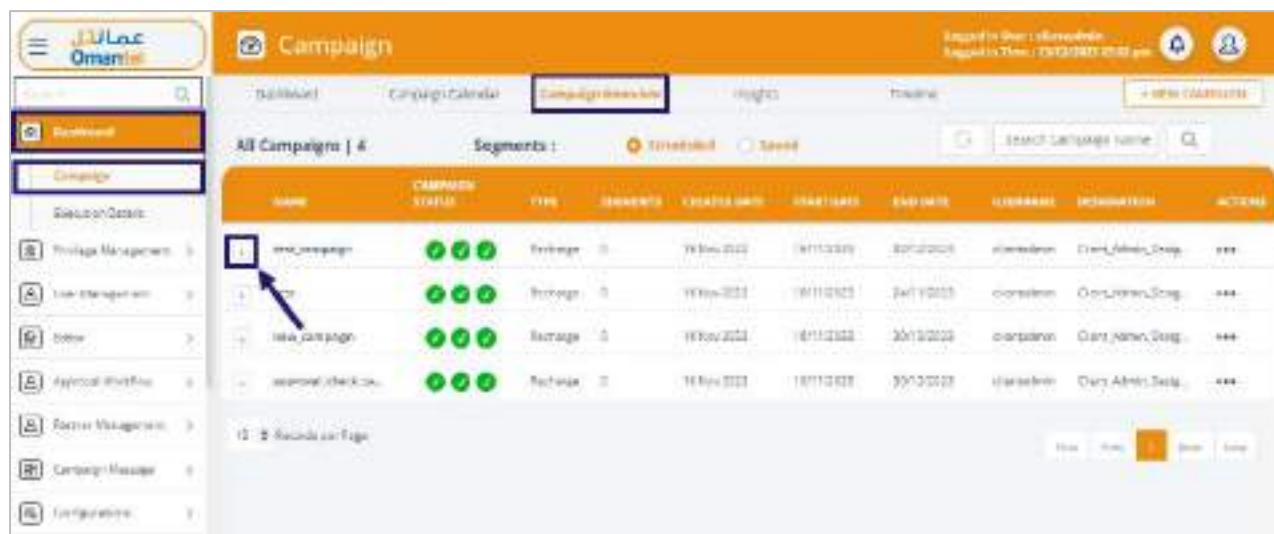


Figure 28 Campaign Overview Input Screen

Note: By default, the **Scheduled** option button is displayed.

- On the **Campaign** screen, click the **Add** button  to open the tree structure. Refer to the following screen.

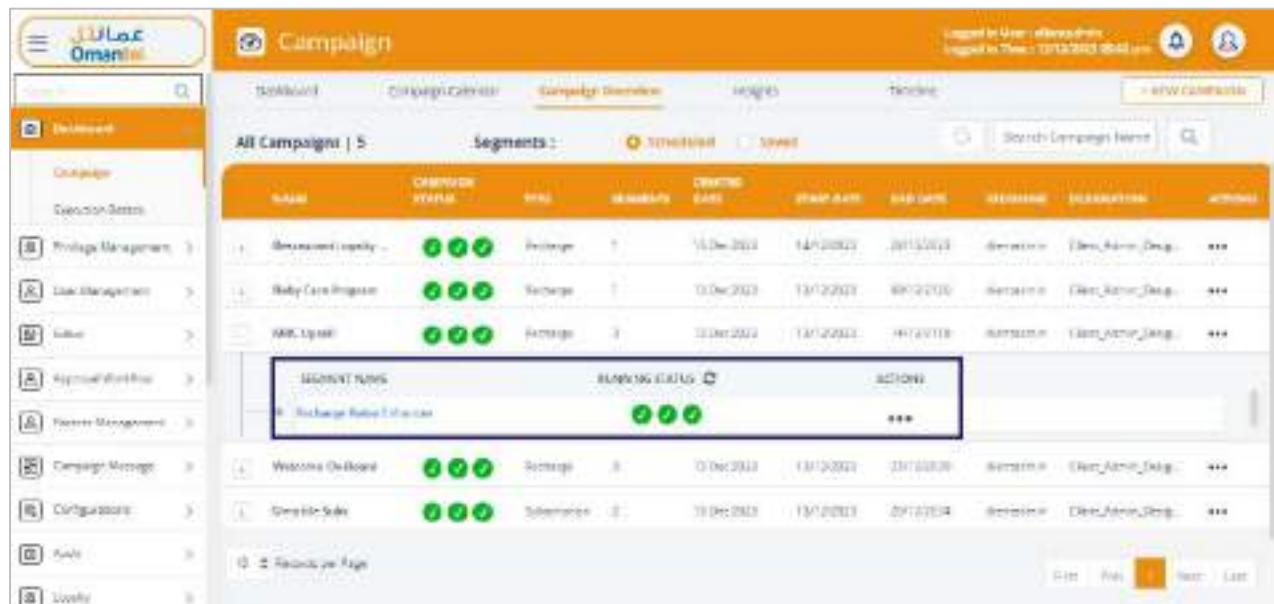


The screenshot shows the 'Campaign' tab selected in the top navigation bar. Below it, a table lists four existing campaigns: 'Omantel Loyalty', 'Omantel Offer', 'Omantel Offer', and 'Omantel Offer'. A blue arrow points to the 'Add' button, which is located at the bottom left of the table area.

Name	Campaign Status	Type	Segments	Created Date	Start Date	End Date	Owner	Description	Action
Omantel Loyalty	Running	Package	3	19-Nov-2022	19-Nov-2022	20-Nov-2022	Admin	Omantel Loyalty	Edit
Omantel Offer	Running	Package	3	19-Nov-2022	19-Nov-2022	20-Nov-2022	Admin	Omantel Offer	Edit
Omantel Offer	Running	Package	3	19-Nov-2022	19-Nov-2022	20-Nov-2022	Admin	Omantel Offer	Edit
Omantel Offer	Running	Package	3	19-Nov-2022	19-Nov-2022	20-Nov-2022	Admin	Omantel Offer	Edit

Figure 29 Campaign Overview – Add Button

- After clicking the **Add** button, the following screen is displayed.



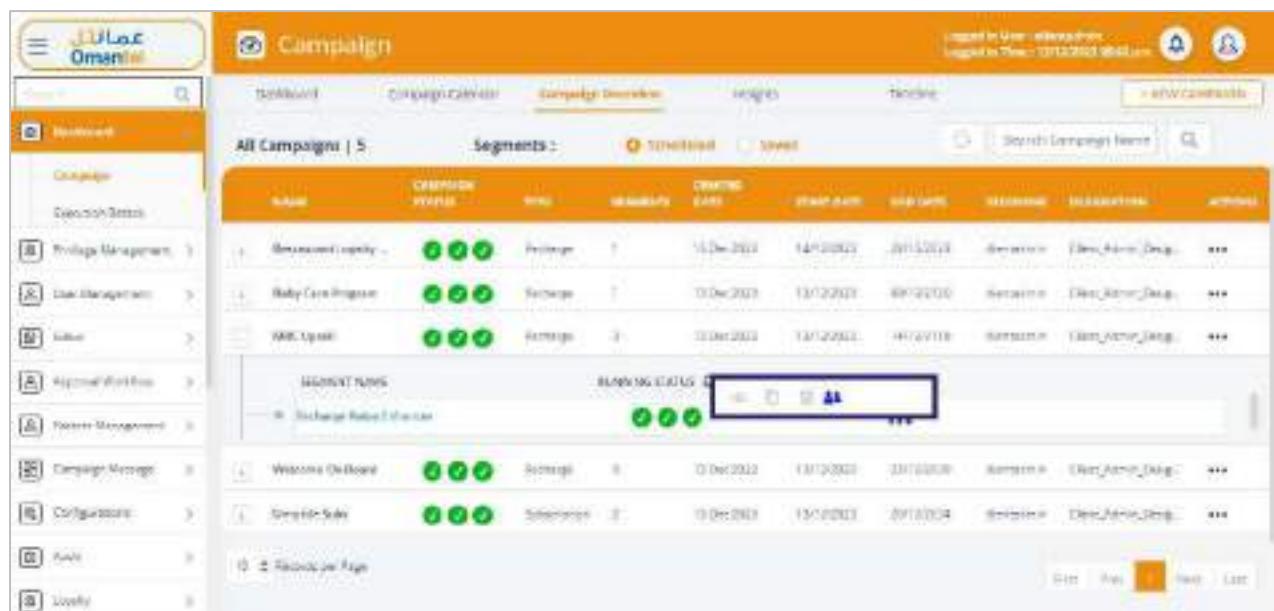
The screenshot shows the 'Segment Details' section for the 'Omantel Loyalty' campaign. It displays a table with three segments: 'Recharge Bonus Offer', 'Welcome On Board', and 'Open Offer'. The 'Recharge Bonus Offer' segment is currently selected, indicated by a blue border around its row.

SEGMENT NAME	BALANCE STATUS	ACTIONS
Recharge Bonus Offer	Available	Edit
Welcome On Board	Available	Edit
Open Offer	Available	Edit

Figure 30 Campaign - Segment Details

- You can view the list of segments configured under the campaign name.

- On the **Campaign** screen, click ••• under the actions to view options. The following screen is displayed.



Name	Campaign Phase	Status	Segments	Created Date	Start Date	End Date	Segment ID	Action
Renewal Activity	✓ ✓ ✓	Pending	1	10 Dec 2022	14 Dec 2022	09 Jan 2023	Segment 1	View Admin Detail ...
Study Care Program	✓ ✓ ✓	Pending	1	10 Dec 2022	13 Dec 2022	09 Jan 2023	Segment 2	View Admin Detail ...
ABC Update	✓ ✓ ✓	Pending	2	10 Dec 2022	13 Dec 2022	09 Jan 2023	Segment 3	View Admin Detail ...
WELCOME OnBoard	✓ ✓ ✓	Pending	0	01 Oct 2022	03 Nov 2022	30 Nov 2022	Segment 4	View Admin Detail ...
Open Site Sales	✓ ✓ ✓	Scheduled	0	10 Dec 2022	13 Dec 2022	09 Jan 2023	Segment 5	View Admin Detail ...
Q3 Resource Plan	✓ ✓ ✓	Approved	0	01 Oct 2022	03 Nov 2022	30 Nov 2022	Segment 6	View Admin Detail ...

Figure 31 Campaign - Actions

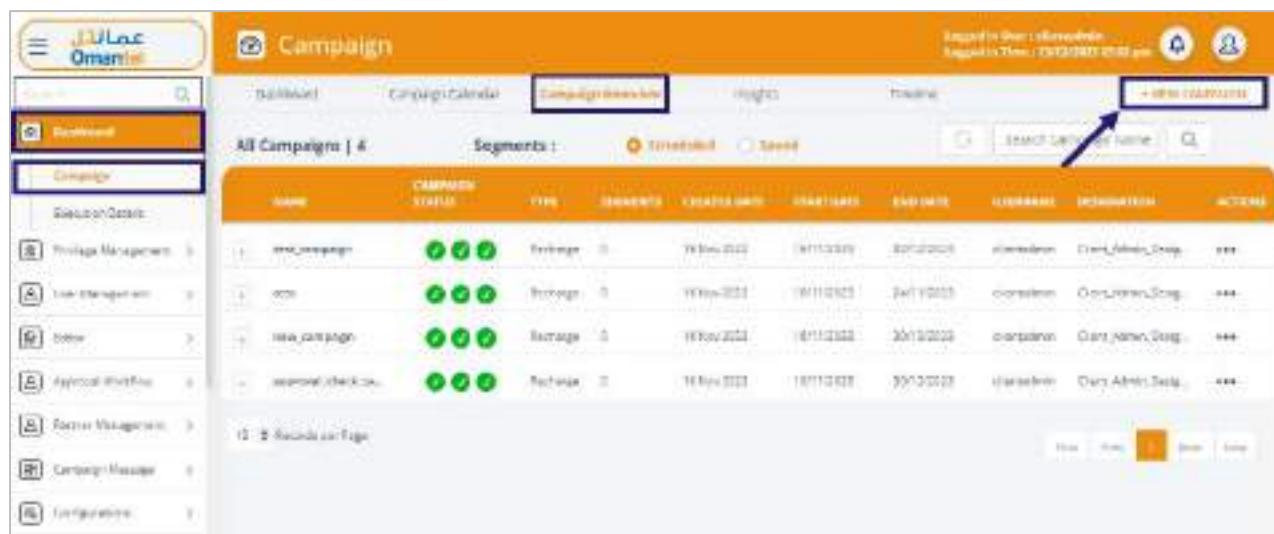
- Click the **View** button  to view the segment.
- Click the **Approval Pipeline** button  to approve the segment in the pipeline.
- Click the **Copy** button  to copy the segment.
- Click the **Delete** button  to delete the segment.

For more details about Segment, refer to the section [Segments](#)

5.1.3.1 Create Campaign

Using this create option, you can create a new campaign.
To create a new campaign:

1. On the Campaign screen, click the **+ New Campaign** tab to create new campaigns. Refer to the following screen.

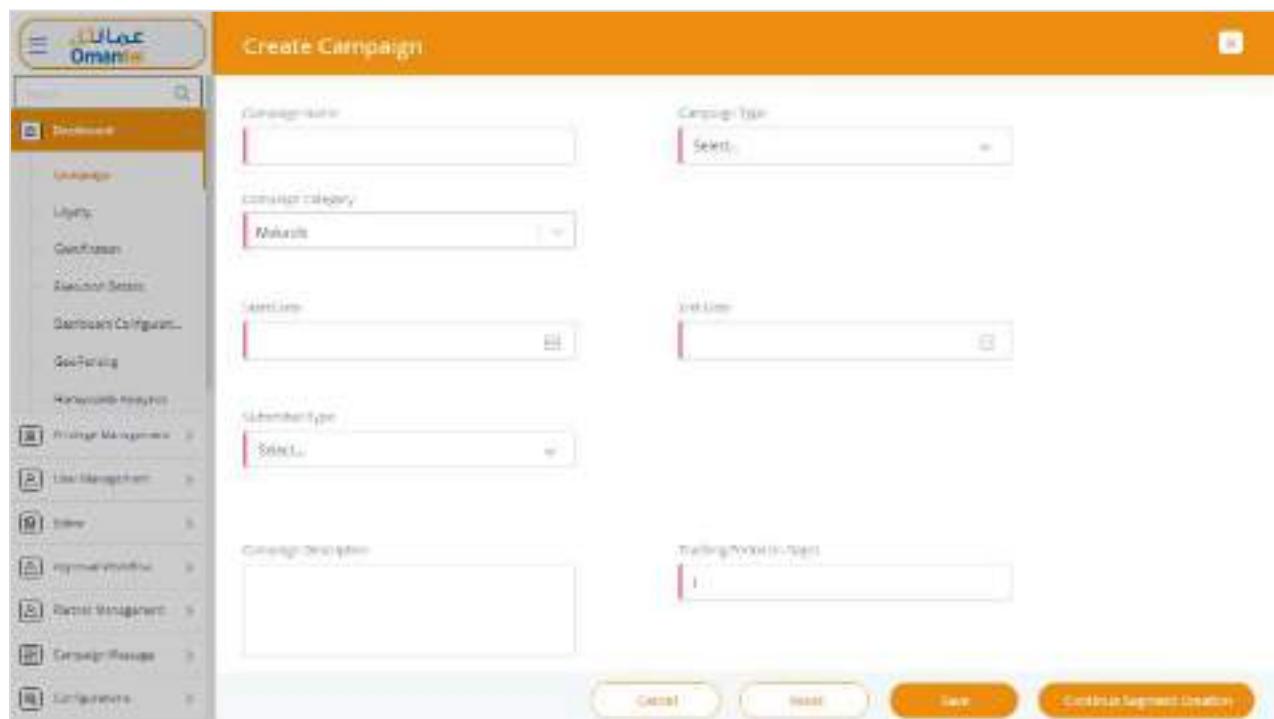


The screenshot shows the 'Campaign' overview page. At the top, there are tabs for 'All Campaigns' (highlighted), 'Campaign Details', 'Segments', 'Insights', and 'Training'. A search bar and a 'SEARCH CAMPAIGN NAME' input field are also present. On the right side, there is a blue arrow pointing to a yellow '+ New Campaign' button.

Name	Campaign Status	Type	Segments	Created Date	Last Update	Owner	Segment	Action
test_campaign	Prepared	Prepared	0	19-Nov-2022	19-Nov-2022	Omantel	Omantel_Segp	
001	Prepared	Prepared	0	19-Nov-2022	19-Nov-2022	Omantel	Omantel_Segp	
new_campaign	Prepared	Prepared	0	19-Nov-2022	19-Nov-2022	Omantel	Omantel_Segp	
newest_checkou	Prepared	Prepared	0	19-Nov-2022	19-Nov-2022	Omantel	Omantel_Segp	

Figure 32 Campaign Overview - + New Campaign Button

- After clicking the **+ New Campaign** button, the following pop-up window is displayed.



The screenshot shows the 'Create Campaign' input screen. It includes fields for 'Campaign Name' (with a red border), 'Campaign Type' (a dropdown menu with 'Select' placeholder), 'Category' (a dropdown menu with 'Not Yet'), 'Alerts' (a dropdown menu with 'None'), 'End Date' (a date picker), 'Subscriber Type' (a dropdown menu with 'Select'), 'Campaign Description' (a text area), and 'Drafting Period (In Days)' (a dropdown menu with '1'). At the bottom, there are four buttons: 'Cancel', 'Reset', 'Create', and 'Create & Segment Creation'.

Figure 33 Create Campaign Input Screen

- Enter or select the following information in the corresponding fields. If fields marked with “|” are mandatory.

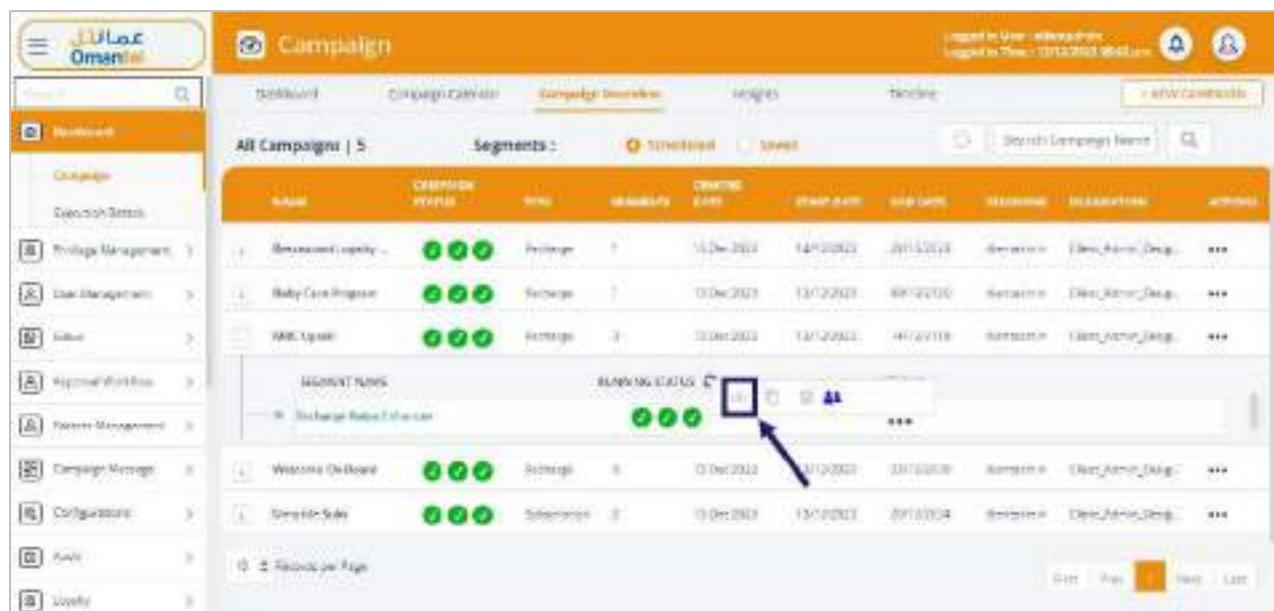
Field	Description
Campaign Name	Enter the name of the campaign in this field.
Campaign Type	Select the Campaign type in the drop-down list. For example, “Revenue”.

Field	Description
Campaign Category	Select the campaign category in the drop-down list. For example, “ VAS ”.
Start Date	Select the start date from which the campaign is valid.
End Date	Enter the end date at which the plan will no longer be valid.
Subscriber Type	Select the Subscriber type in the drop-down list. For example, “ Postpaid ”.
Campaign Description	Enter the description for the campaign.
Tracking Period	Enter the tracking period of the campaign in days.

5.1.3.2 View, Modify, Copy, and Delete Campaign

Using these options, you can view, modify, copy, and delete the existing campaign details.

- On the **Campaign** screen, hover over the mouse under the actions and click the **View** button  to view campaign details. Refer to the following screen.
- On the **Campaign** screen, hover over the mouse under the actions and click the **Modify** button  to modify campaign details. Refer to the following screen.
- On the **Campaign** screen, hover over the mouse under the actions and click the **Copy** button  to copy the campaign detail. Refer to the following screen.
- On the **Campaign** screen, hover over the mouse under the actions and click the **Delete** button  to delete the campaign detail. Refer to the following screen.



Name	CHANNEL	STATUS	PREMIUM	SUBSCRIBERS	DRAFTING DATE	START DATE	END DATE	ACTIVATION	DEACTIVATION	ACTION
Blumenthal Family...	Family	Premium	1	10 Dec 2023	14/12/2023	20/12/2023	06/01/2024	Blumenth...	Blumenth...	
Baby Care Program	Family	Premium	1	10 Dec 2023	13/12/2023	09/01/2024	06/02/2024	Baby Care...	Baby Care...	
WAB Update	Family	Premium	2	10 Dec 2023	13/12/2023	09/01/2024	06/02/2024	WAB Upda...	WAB Upda...	
SEGMENT NAME	SEGMENT STATUS	SEGMENT DATE	SEGMENT ACTIVATION	SEGMENT DEACTIVATION	SEGMENT ACTION					
Recharge Bonus Offer	Active	10 Dec 2023	14/12/2023	20/12/2023						
Welcome OnBoard	Active	10 Dec 2023	13/12/2023	20/12/2023						
Spotify Sale	Active	10 Dec 2023	13/12/2023	20/12/2024						
Q4 Resource Page	Active	10 Dec 2023	13/12/2023	20/12/2024						

Figure 34 Campaign – View, Modify, Copy, and Delete Operations

5.1.3.3 Campaign Approval Pipeline

Using this option, you can approve the list of campaigns in the pipeline.
To delete the campaign detail:

1. On the **Campaign** screen, hover over the mouse under the actions and click the **Approval Pipeline** button  to approve the campaigns in the pipeline. Refer to the following screen.



Figure 35 Campaign – Campaign Approval Button

2. After clicking the **Campaign Approval** button, the following pop-up window is displayed.

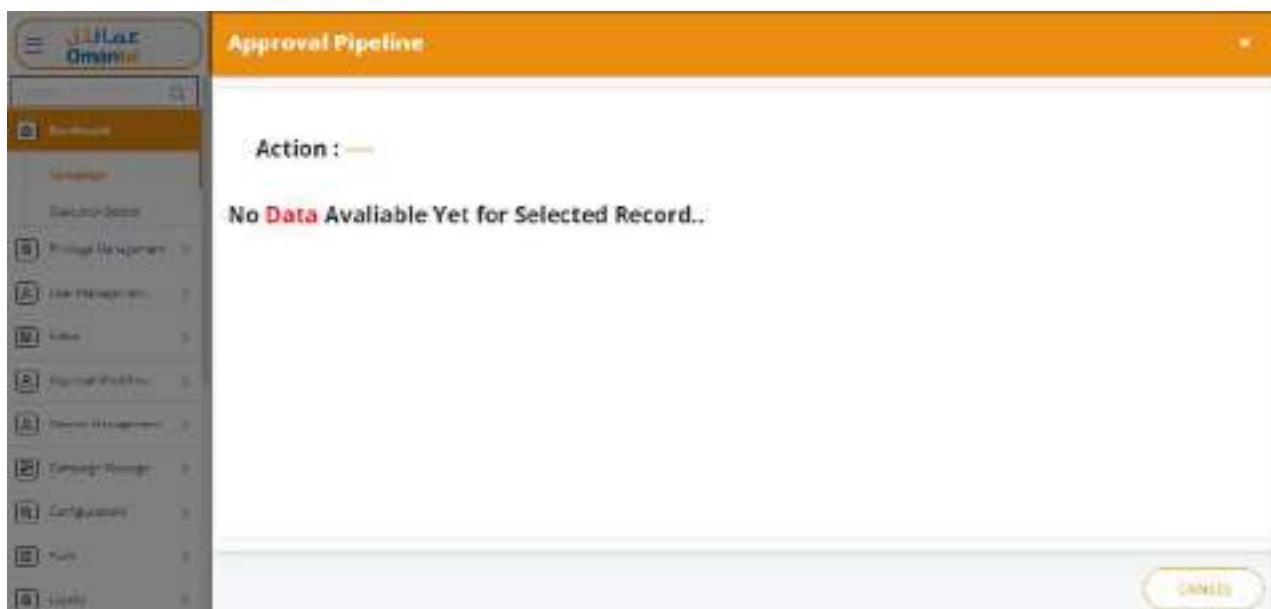


Figure 36 Approval Pipeline

5.1.4 Campaign Workflow

This option allows users to configure the campaign workflow.

1. On the **Campaign** screen, click the **Campaign WORK FLOW** button to configure the new workflow. Refer to the following screen.

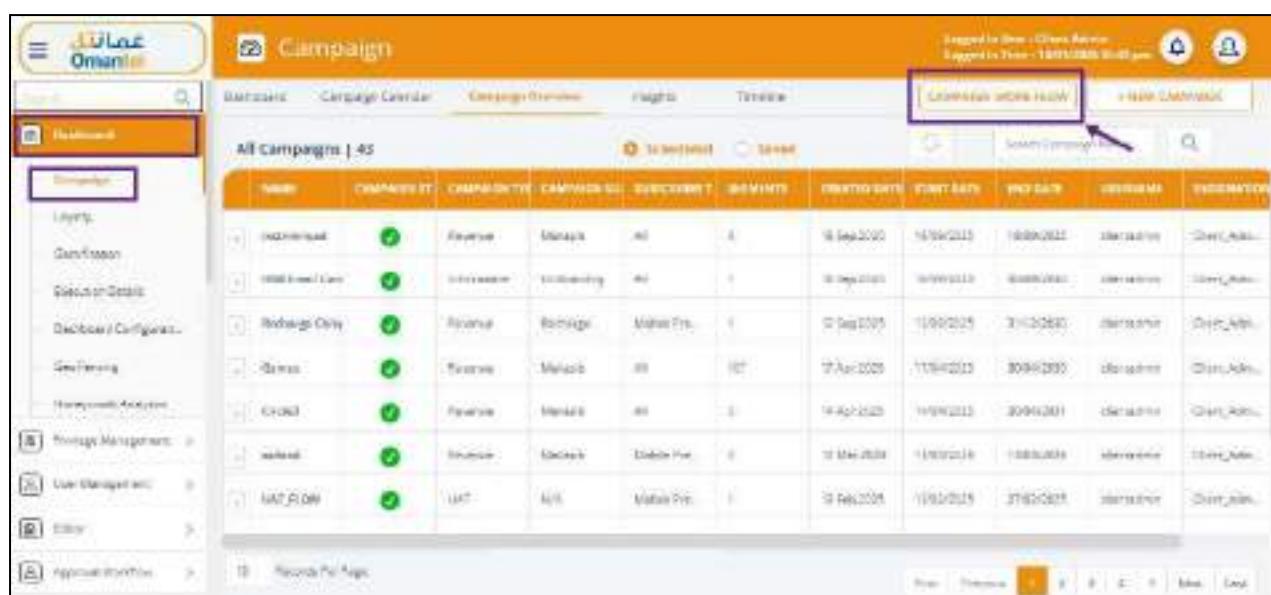
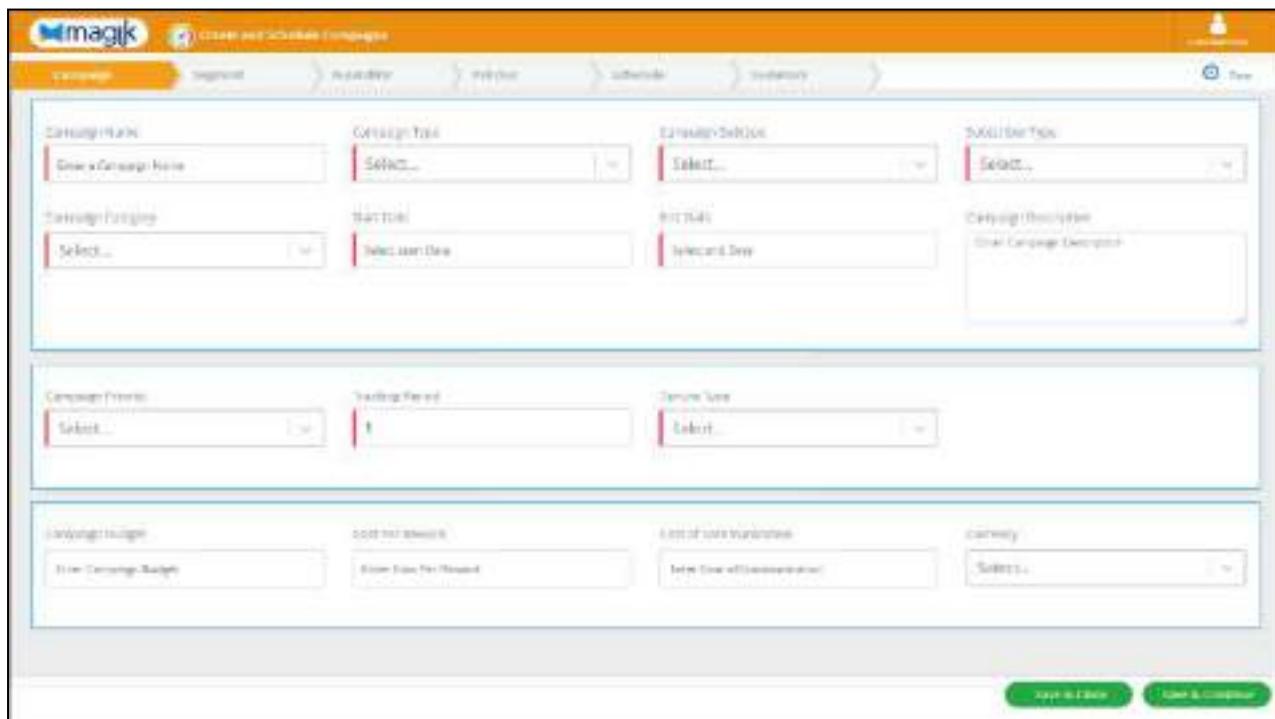


Figure 37 Campaign Overview - Campaign Work Flow

- After clicking the **CAMPAIGN WORK FLOW** button, the following pop-up window is displayed.



The screenshot shows a multi-step wizard titled "Create Campaign Input Screen". The current step is "Step 1: Create Campaign Input". The form contains the following fields:

- Campaign Name:** Enter a Campaign Name (mandatory)
- Campaign Type:** Select... (mandatory)
- Campaign Subtype:** Select... (mandatory)
- Campaign Category:** Select... (mandatory)
- Start Date:** Select... (mandatory)
- End Date:** Select... (mandatory)
- Campaign Description:** Enter a detailed description of the campaign.
- Upload File:** Click the Choose File button to upload the campaign file.
- Campaign Priority:** Select... (mandatory)

At the bottom right are two buttons: "Next >" and "Save & Complete".

Figure 38 Create Campaign Input Screen

- Enter or select the following information in the corresponding fields. If fields marked with “|” are mandatory.

Field	Description
Campaign Name	Enter the name of the campaign.
Campaign Type	Select the type of campaign being created in the drop-down list. The following are the available campaign types: <ul style="list-style-type: none"> Revenue Generating Informational
Campaign Subtype	Select a more specific category within the chosen campaign type in the drop-down list.
Subscriber Type	Select the target subscriber segment for the campaign in the drop-down list.
Campaign Category	Select the category for the campaign based on predefined classifications in the drop-down list.
Start Date	A date picker where the user selects the campaign's start date.
End Date	A date picker where the user selects the campaign's end date.
Campaign Description	Enter a detailed description of the campaign.
Upload File	Click the Choose File button to upload the campaign file.
Campaign Priority	Select the priority level of the campaign in the drop-down list.

Field	Description
Tracking Period	Define the duration (in days or other units) over which the campaign's effectiveness is tracked.
Tenure Type	Select the tenure criteria for campaign eligibility in the drop-down list.
Sampling Required	To turn the Sampling Required “On” or “OFF”, click the Sampling Required under the Campaign section. Note: This field is displayed if Revenue Generating is selected in the drop-down list of Campaign Type.
Campaign Budget	Enter the total budget allocated for the campaign.
Cost Per Reward	Enter the cost associated with each reward within the campaign.
Cost of Communication	Enter the cost associated with communication within the campaign.
Currency	Select the currency for the campaign budget and costs in the drop-down list.

3. After providing the required details, click **Save and Continue**, and the following **Segments** tab is displayed.

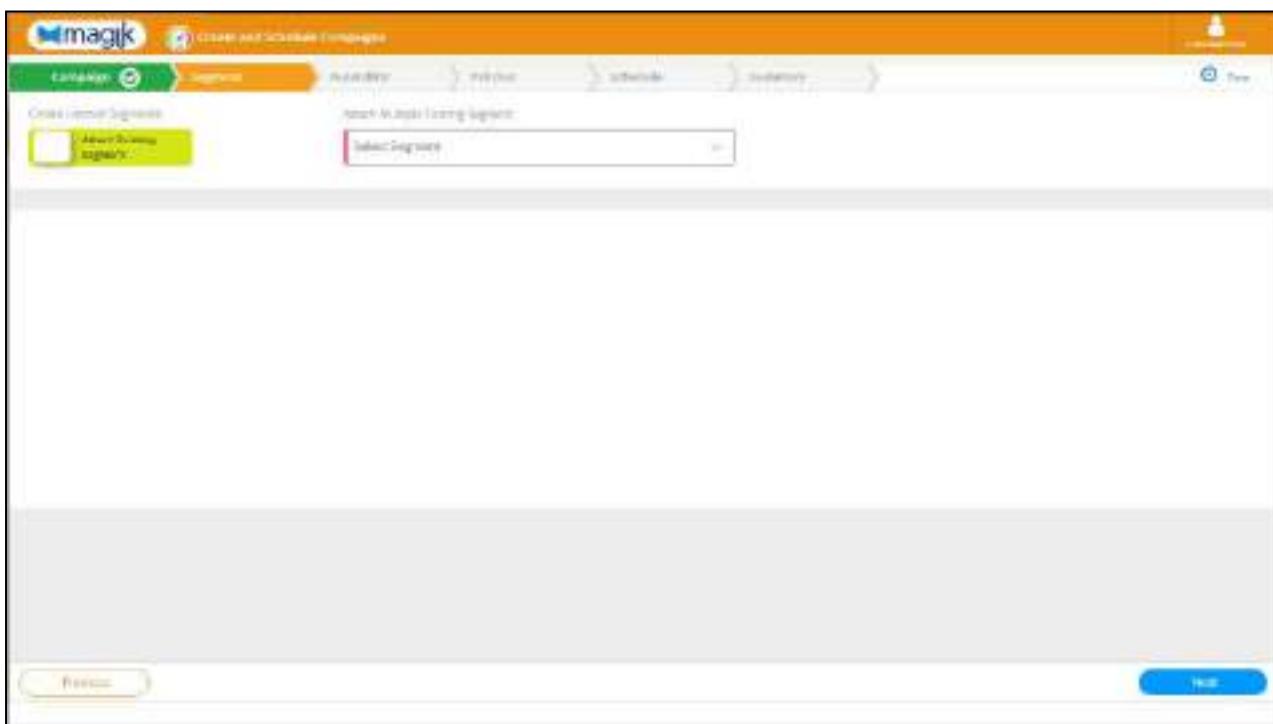


Figure 39 Segments Input Screen

4. Enter or select the following information in the corresponding fields. If fields marked with “|” are mandatory.

Field	Description
Attach Existing Segment	By default, the Attach Existing Segment is selected.

Field	Description
	<p>Note: To create a new segment, users can select the Attach Existing Segment option. The following screen will be displayed.</p> 
Attach Multiple Existing Segments	<p>Select the attached multiple existing segments in the drop-down list. The following screen will be displayed.</p>  <p>Note: Users can select multiple existing segments in the drop-down list.</p>

- After providing the required details, click **Next**. The following **Rule Editor** screen will be displayed.

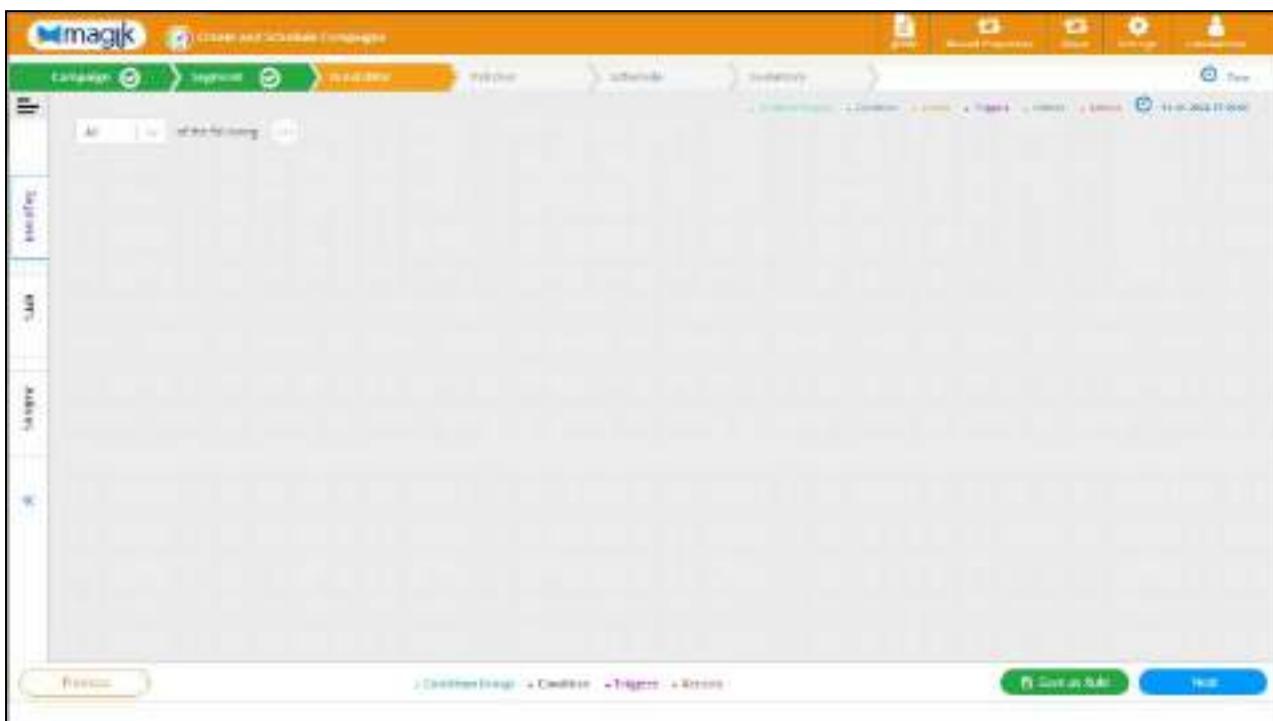


Figure 40 Rule Editor Input Screen

Note: Segments must be created before adding conditions and actions.

- On the **Rule Editor** screen, select the **Segments** tab to create a new segment. The following screen will be displayed.

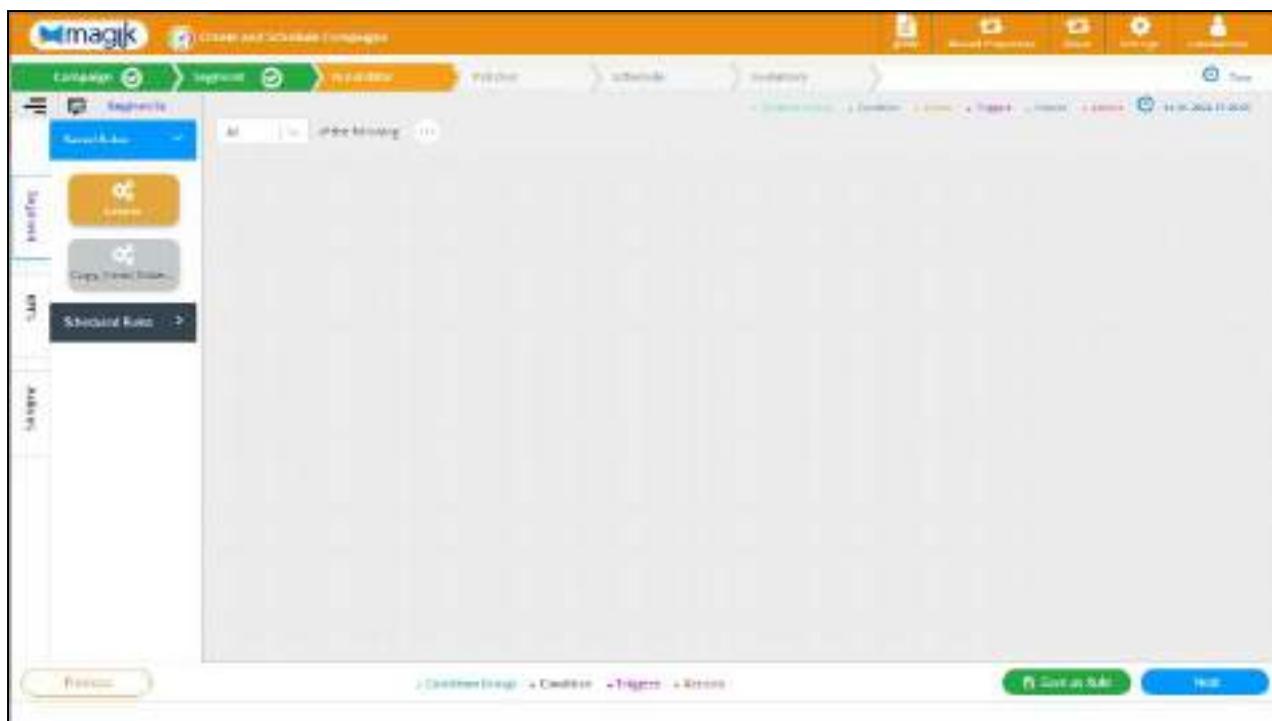


Figure 41 Segments Input Screen

- On the **Rule Editor** screen, select the **Create** button to create a new segment. The following screen will be displayed.

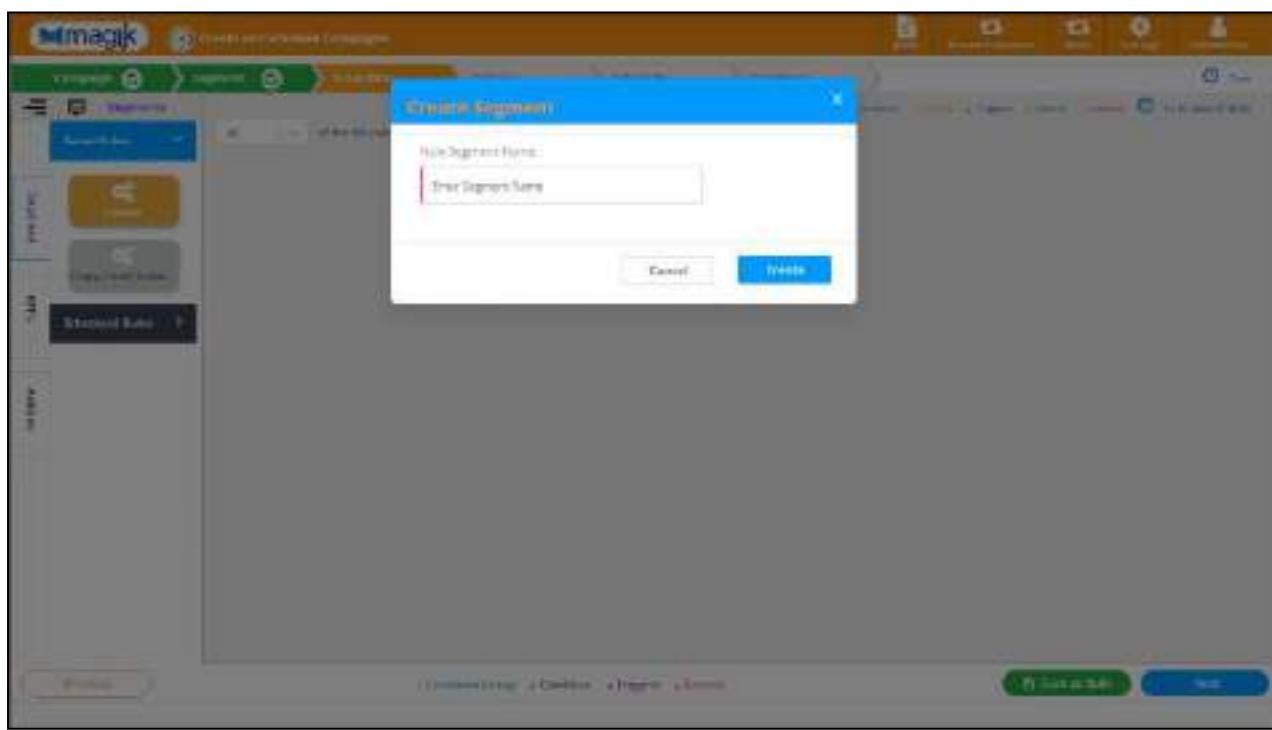


Figure 42 Create Segment Input Screen

- Enter or select the following information in the corresponding fields. If fields marked with “|” are mandatory.

Field	Description
-------	-------------

Field	Description
New Segment Name	Enter the new segment name in the corresponding field.

9. After providing the required details, click **Create**. The following screen will be displayed.

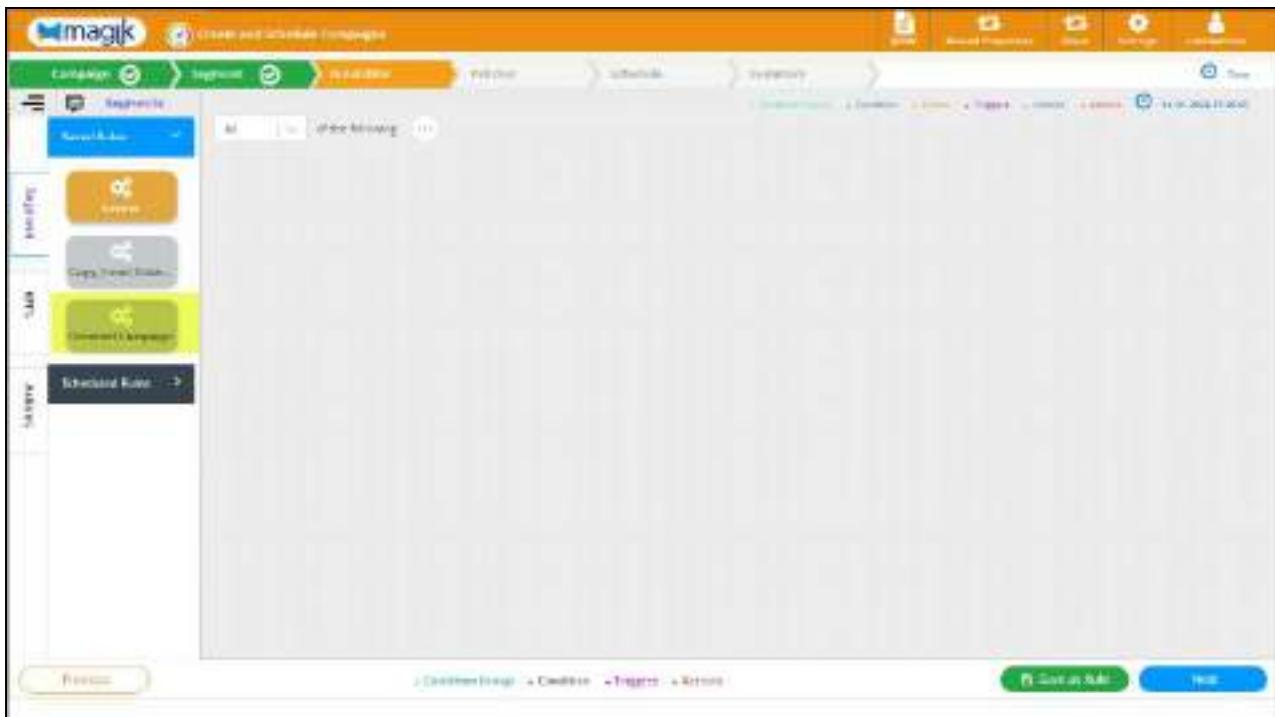


Figure 43 Segments – Newly Created

10. On the **Rule Editor** screen, click  >> **Condition** to add a condition. Refer to the following screen.

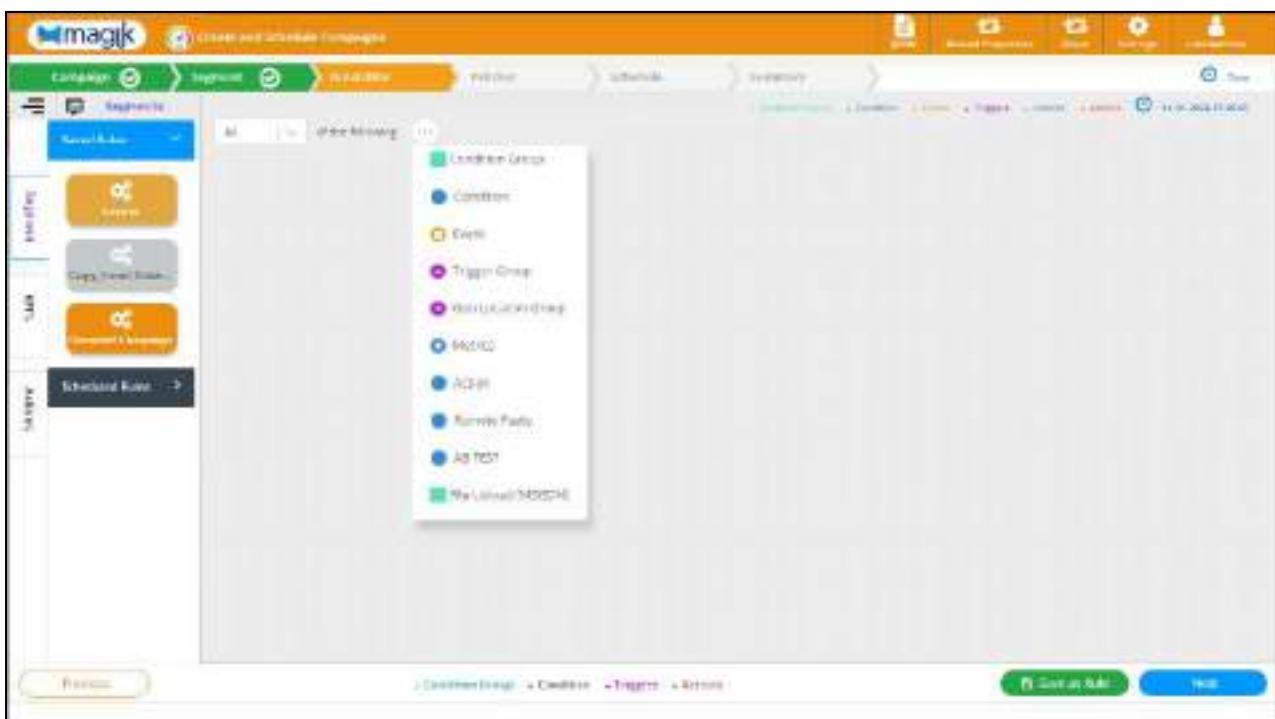


Figure 44 Rule Editor - Condition

For more details about adding conditions and actions, see the section [**Rule Editor**](#).

11. After adding the conditions and actions, the following screen will be displayed.

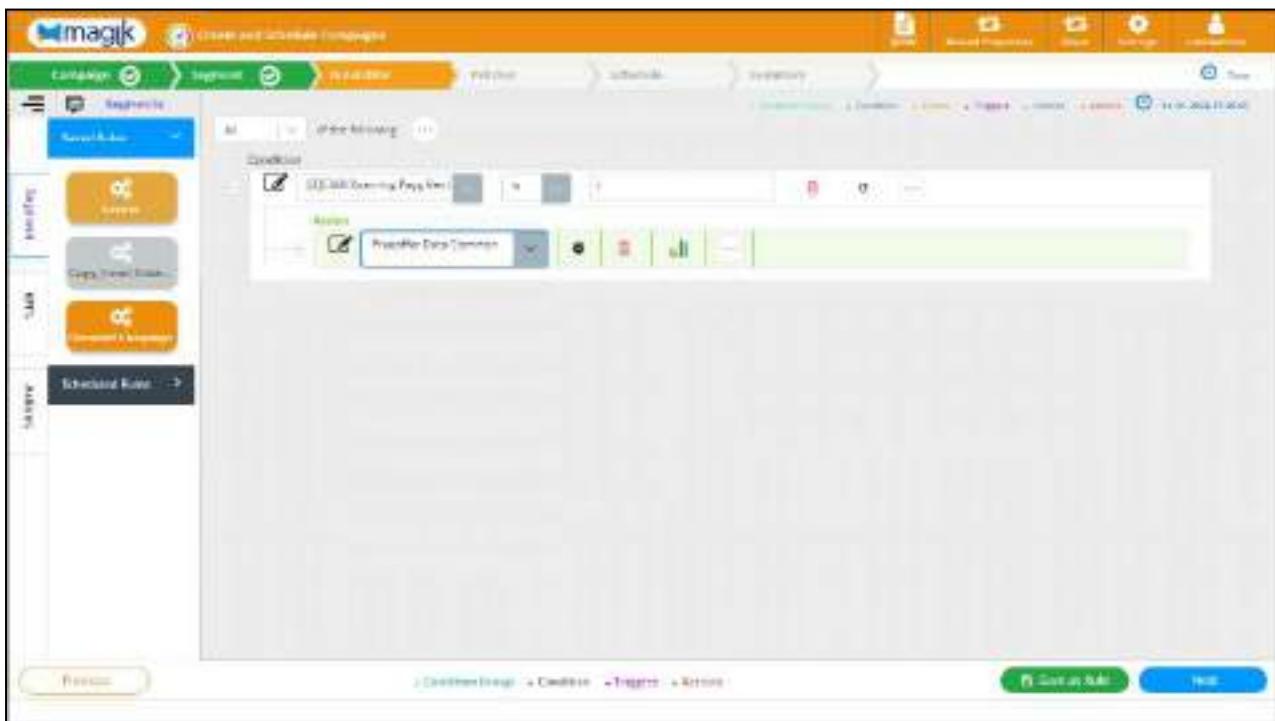


Figure 45 Rule Editor – Conditions Input Screen

12. After providing the required details, click **Next**. The following **Policies** tab is displayed.

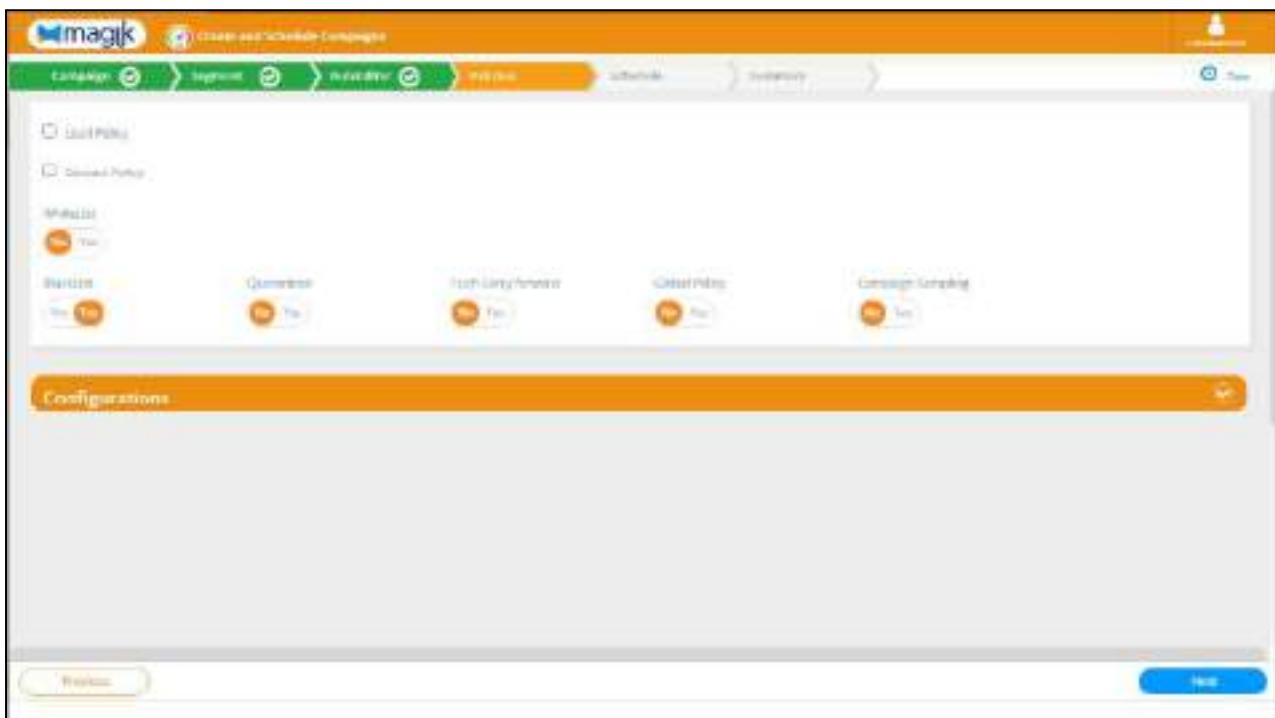


Figure 46 Policies Input Screen

13. Enter or select the following information in the corresponding fields. If fields marked with “|” are mandatory.

Field	Description
Lead Policy	Select the lead policy that governs how leads are managed in the campaign in the drop-down list. Note: This field is displayed if the Lead Policy checkbox is enabled.
Is Communication Category	Select the Is Communication Category checkbox if the campaign falls under the communication category. The following screen will be displayed.  Note: This field is displayed if the Lead Policy checkbox is enabled.
Campaign Category	By default, this field is auto filled and non-editable. Note: This field is displayed if the Lead Policy checkbox is enabled.
Contact Policy	Select the contact policy in the drop-down list. Note: This field is displayed if the Contact Policy checkbox is enabled.
WhiteList	Select the Whitelist to “ Yes ” to allow certain numbers to be exempt from campaign restrictions. The following screen will be displayed.  Or Select the Whitelist to “ No ” to disable the action.
WhiteList Numbers	Enter specific numbers that should be whitelisted. Note: This field is displayed if WhiteList Number is enabled.
Append Numbers	Select the Append Numbers checkbox that allows users to append additional numbers to the whitelist. Note: This field is displayed if WhiteList Number is enabled.
BlackList	Select the BlackList to “ Yes ” to prevent certain numbers from being included in the campaign. Or Select the Whitelist to “ No ” to disable the action.
Quarantine	Select the Quarantine to “ Yes ” to quarantine to temporarily restrict certain contacts from receiving campaign communications. Or Select the Whitelist to “ No ” to disable the action.
Push Carry Forward	Select the Push Carry Forward to “ Yes ” to allow campaign actions to be carried forward if not completed. Or Select the Whitelist to “ No ” to disable the action.

Field	Description
Campaign Sampling	Select the Campaign Sampling to “Yes” to allow controlling whether a subset of the audience is used for testing the campaign. Or Select the Whitelist to “No” to disable the action.
Configurations	
<ul style="list-style-type: none"> Click the Arrow button to view the configuration details. The following screen will be displayed. 	
Configure Contact Policy	Click the Modify button  to create new contact policy details. For more details about contact policy creation, see the section Add Contact Policy .
Configure Lead Policy	Click the Modify button  to create new lead policy details. For more details about lead policy creation, see the section Add Lead Policy .

14. After providing the required details, click **Next**. The following **Schedule** tab is displayed.

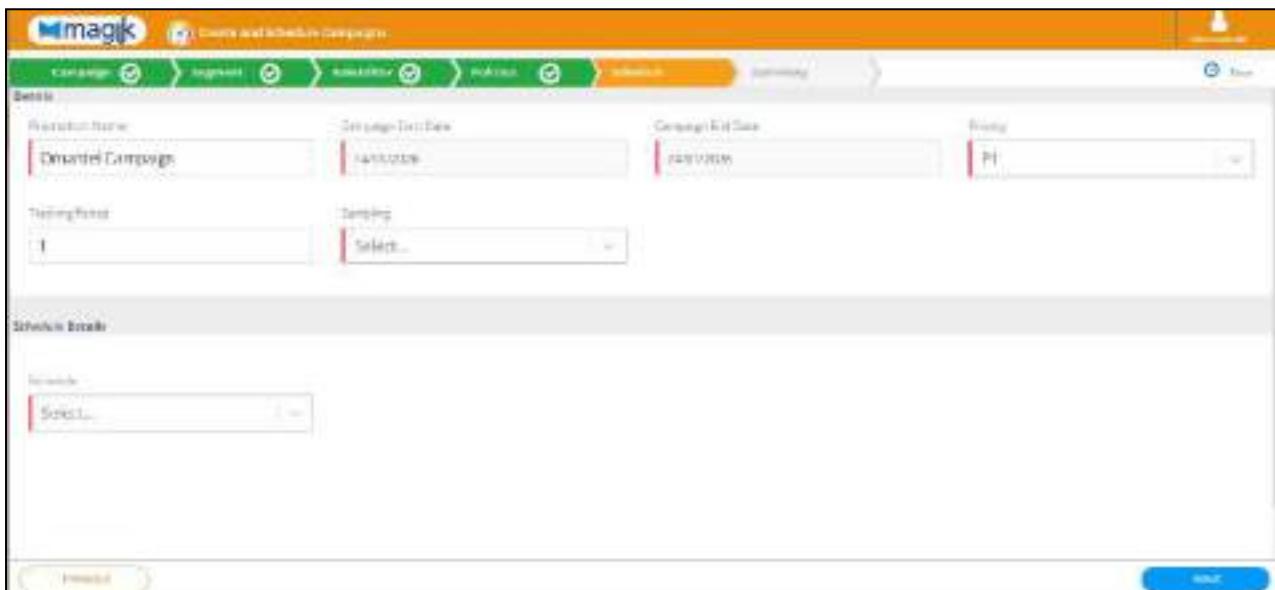


Figure 47 Schedule Details

15. Enter or select the following information in the corresponding fields. If fields marked with “|” are mandatory.

Field	Description
Details	
Promotion Name	Enter the name of the promotion
Campaign Start Date	The campaign start date is auto-filled after selecting the campaign in the

Field	Description
	drop-down list.
Campaign End Date	The campaign end date is auto-filled after selecting the campaign in the drop-down list.
Priority	Select the priority in the drop-down list.
Tracking Period	Enter the tracking period of the campaign in the corresponding field.

Schedule:

For more details about scheduling, see the section [Action](#).

- After scheduling the campaign, click **Next**. The following **Summary** screen will be displayed.

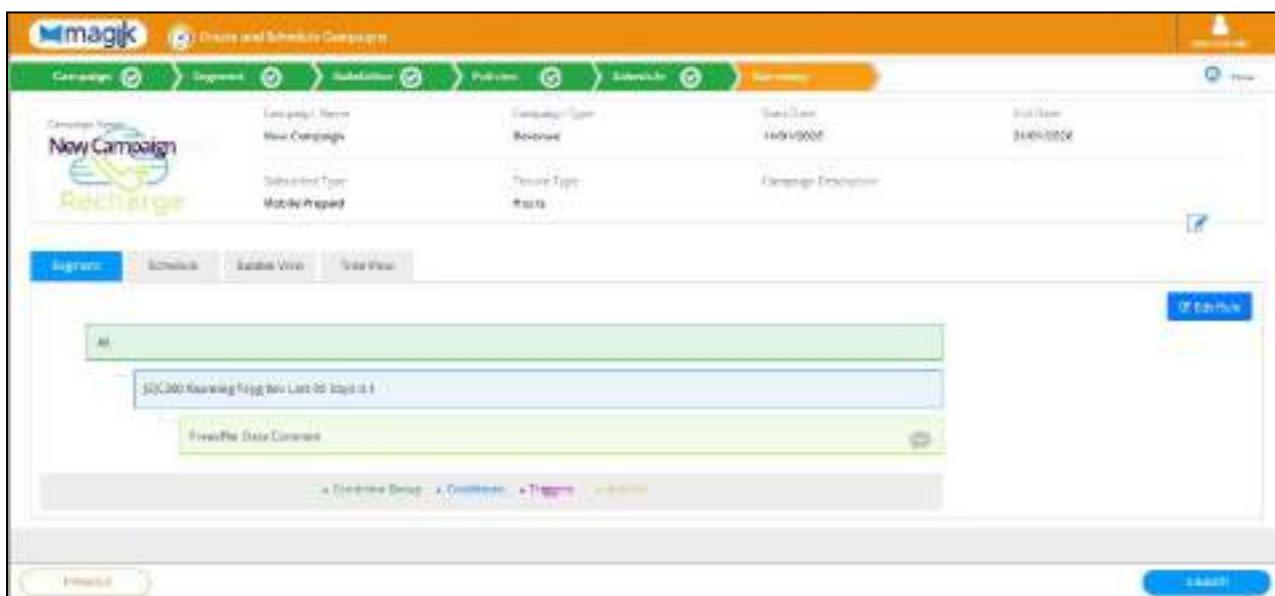


Figure 48 Summary Input Screen

- Users can view details such as Campaign, Segment, and Schedule details.
- Click the **Modify** button to modify the existing details.
- Click the **Bubble View** to view the campaign details in Bubble View.
- Click the **Tree View** to view the campaign details in Tree View.

- After validating the details, click **Launch**. The following screen will be displayed.

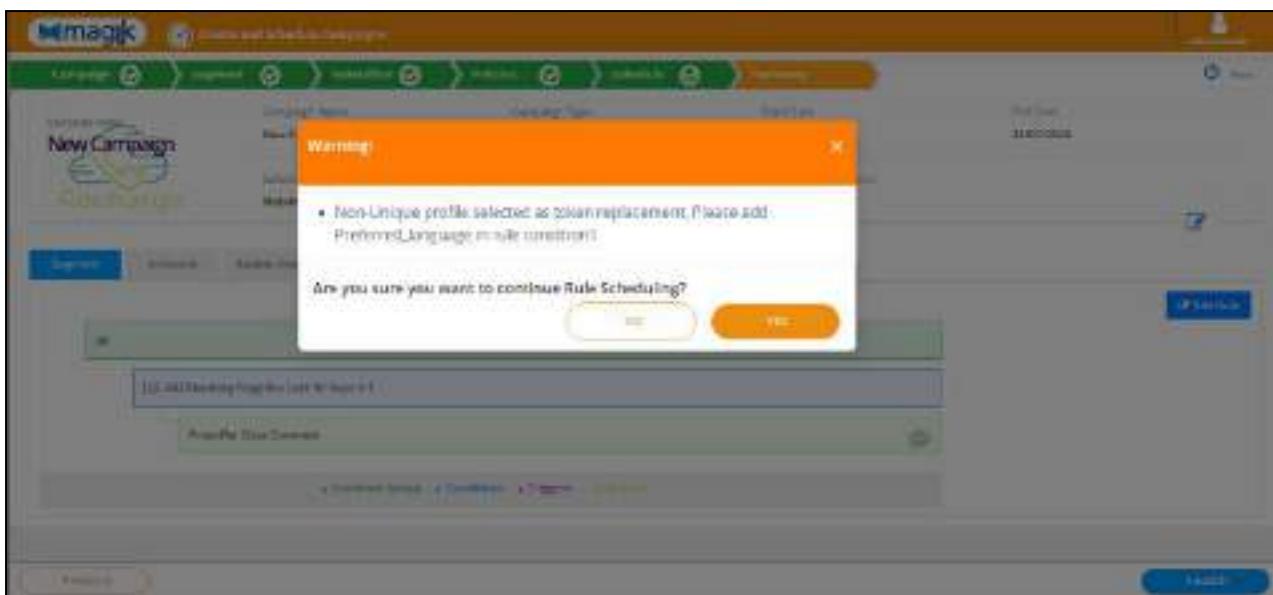


Figure 49 Segment Schedule – Success Message

18. If you receive the message, “**Are you sure you want to continue Rule Scheduling?**”, click “**Yes**” to confirm the action.

A confirmation message is displayed, indicating that the rule is scheduled successfully.

Click “**No**” to cancel the action.

5.2 Insights

The **Insights** tab provides a comprehensive analytical view of campaign performance by transforming raw campaign data into meaningful visual insights.

1. On the **Campaign** screen, click the **Insights** tab to view the Insights details. The following screen will be displayed.

Note: By default, the Age Slab Wise Recharge Trend graph is displayed.

Age Slab Wise Recharge Trend:

Displays recharge distribution across different age groups for the selected month. This helps identify which age segments contribute the most to campaign activity.

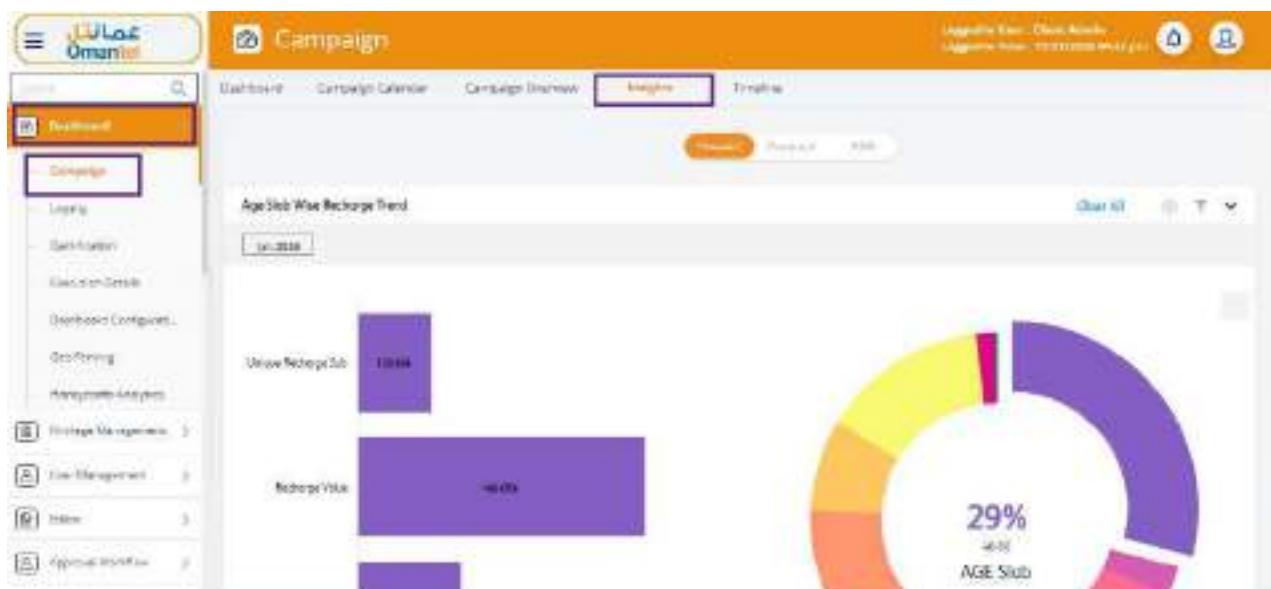


Figure 50 Campaign – Insights (Age Slab Wise Recharge Trend)

The following screen depicts the ARPU Wise Subscriber Movement:

ARPU Wise Subscriber Movement:

ARPU Wise Subscriber Movement represents the migration of subscribers across different ARPU (Average Revenue Per User) segments over two comparison periods.

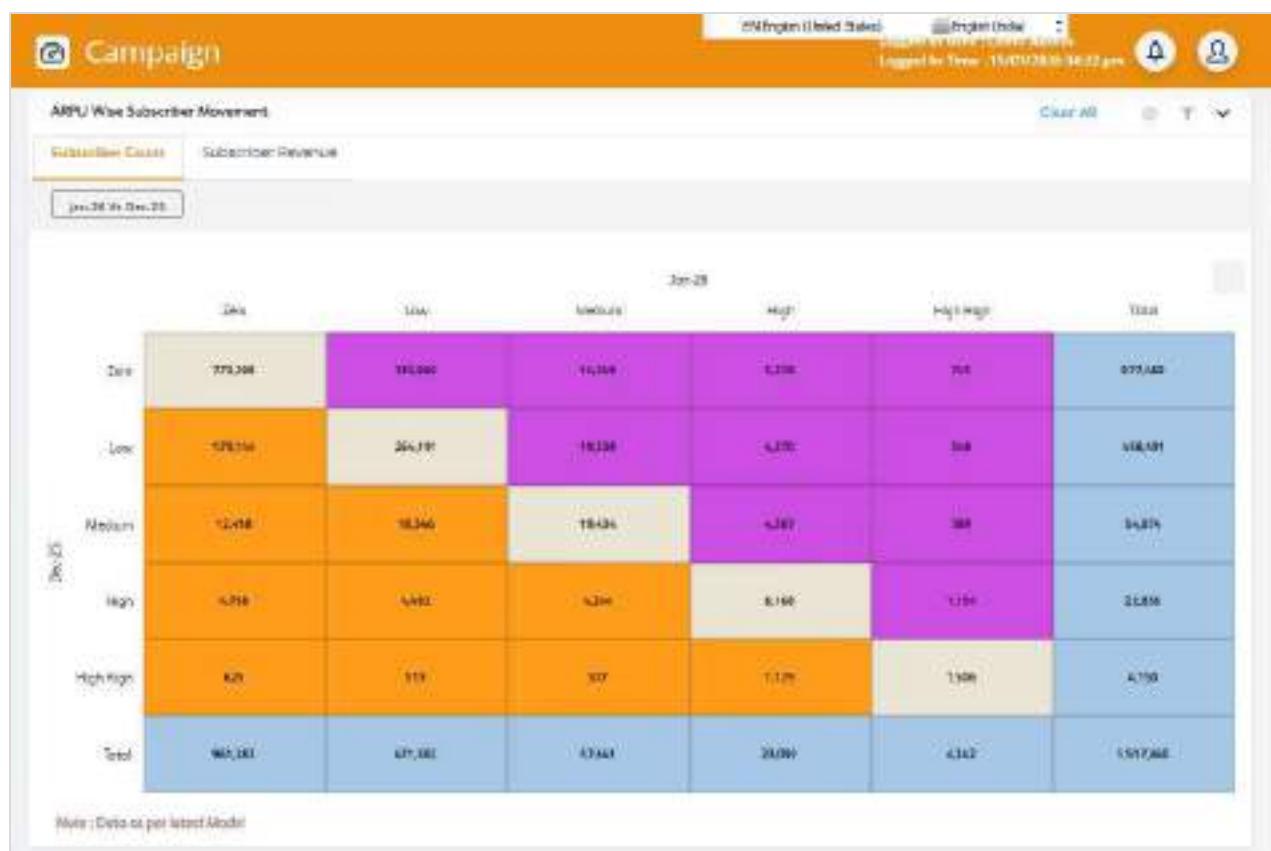


Figure 51 ARPU Wise Subscriber Movement

The following screen depicts the Age Slab-Wise Customer Status:

Age Slab Wise Customer Status:

Age Slab Wise Customer Status provides a segmented view of customers based on their age groups and current service status as of a selected date.



Figure 52 Age Slab Wise Customer Status

The following screen depicts the Revenue Trend Day Wise:

Revenue Trend – Day Wise:

Revenue Trend – Day Wise illustrates the daily variation in revenue and subscriber activity over a selected date range. It enables users to monitor short-term performance trends and understand how revenue correlates with subscriber participation on each day.



Figure 53 Revenue Trend Day Wise

The following screen depicts the Revenue Split Day Wise:

Revenue Split – Day Wise:

Revenue Split – Day Wise presents a daily breakdown of total revenue by service type over a selected date range. It enables users to understand how different revenue streams contribute to overall revenue each day.

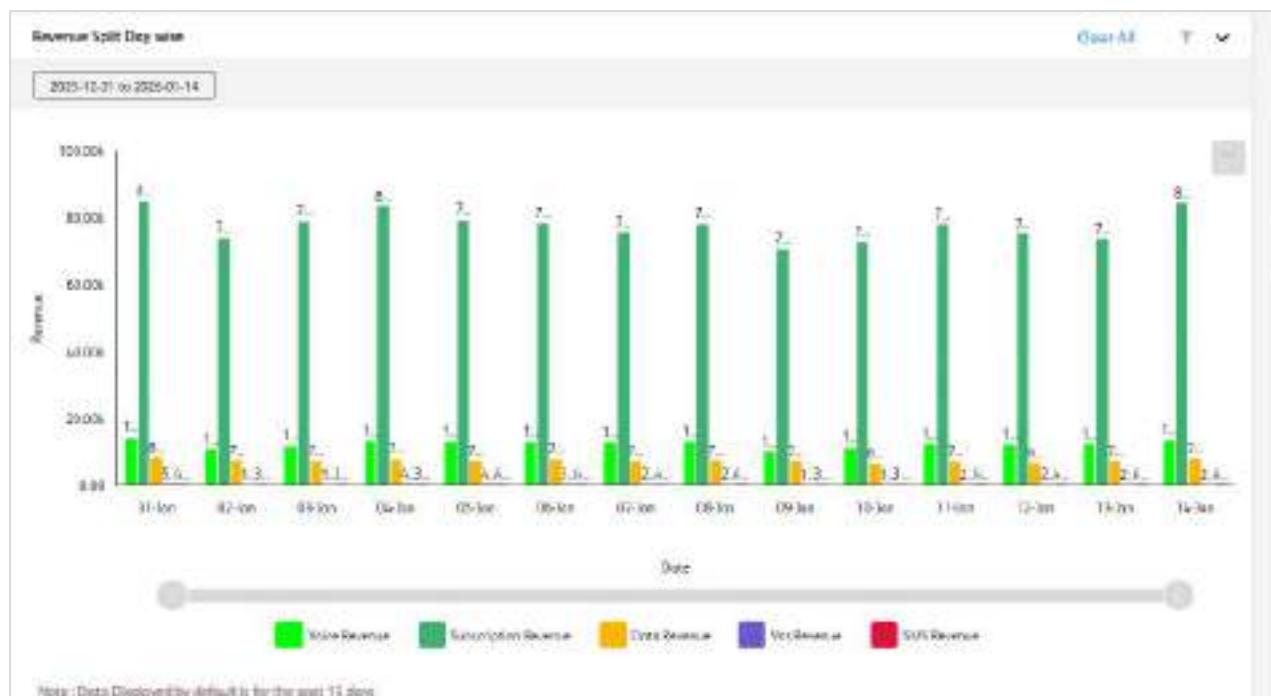


Figure 54 Revenue Split Day Wise

The following screen depicts the Top Up Value by Channel:

Top Up Value by Channel:

Top Up Value by Channel provides a comparative view of recharge (top-up) performance across different channels over a selected date range.

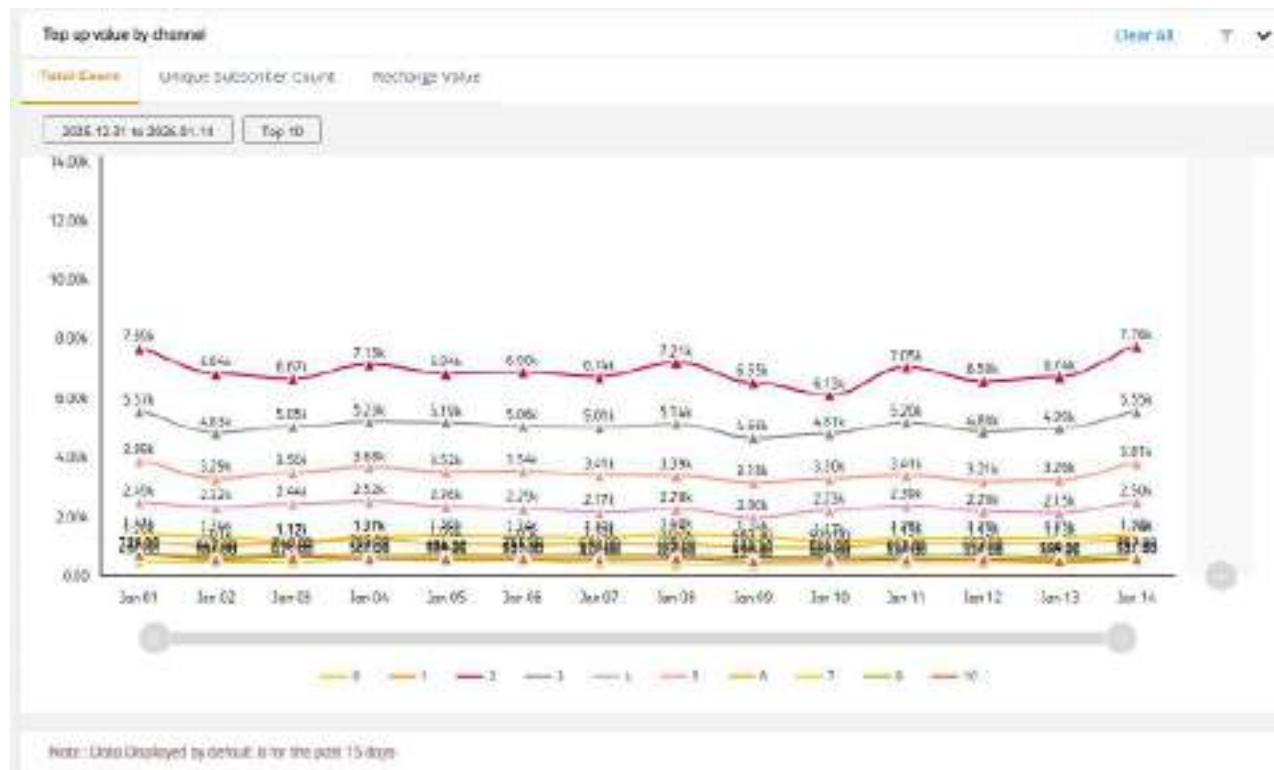


Figure 55 Top Up Value by Channel

The following screen depicts the AON vs ARPU:

AON vs ARPU (Count):

AON vs ARPU provides a cross-analysis of subscriber tenure and revenue behavior, helping understand how long-standing customers and newer customers contribute across different ARPU (Average Revenue Per User) segments



Figure 56 AON vs ARPU

The following screen depicts the AON vs ARPU:

AON vs ARPU (Revenue):

This matrix displays the **total revenue contribution** from subscribers mapped to the same AON and ARPU slab combinations.



Figure 57 AON vs ARPU (Revenue)

The following screen depicts AON vs ARPU (Recharge).

AON vs ARPU (Recharge):

AON vs ARPU (Recharge) presents a matrix-based analysis of recharge value by correlating subscriber tenure (AON – Age on Network) with ARPU (Average Revenue Per User) slabs



Figure 58 AON vs ARPU (Recharge)

The following screen depicts AON vs ARPU (Usage).

AON vs ARPU (Usage):

AON vs ARPU (Usage) provides a matrix-based view of subscriber usage behavior by correlating AON (Age on Network) with ARPU (Average Revenue Per User) slabs. It shows how total usage (MoU – Minutes of Usage) is distributed across subscriber tenure and revenue segments.



Figure 59 AON vs ARPU (Usage)

The following screen depicts Acquisition / MNP Trend – Day Wise.

Acquisition / MNP Trend – Day Wise:

Acquisition / MNP Trend – Day Wise displays the daily movement of new subscriber acquisitions and Mobile Number Portability (MNP) over a selected date range.



Figure 60 Acquisition / MNP Trend – Day Wise

The following screen depicts Net Adds Trend – Month Wise.

Net Adds Trend – Month Wise:

Net Adds Trend – Month Wise provides a consolidated month-to-date (MTD) view of key subscriber movement KPIs compared against last month-to-date (LMTD).



This table provides a month-to-date (MTD) comparison for various subscriber movement KPIs against the previous month-to-date (LMTD).

KPI NAME	MTD	LMTD
New Activation	17,076	15,897
Port ins.	416	447
Port out	1,367	1,487
Other Activations	1,802	1,948
Gross Adds	20,934	19,879
Terminations	19,556	19,926
Port Out	1,221	959
Port-in-out	3,302	3,408

Figure 61 Net Adds Trend – Month Wise

The following screen depicts Net Adds Trend – Day Wise.

Net Adds Trend – Day Wise:

Net Adds Trend – Day Wise provides a day-by-day breakdown of key subscriber movement KPIs for the selected month.

Net Adds Trend MonthWise Wise

Net Adds Trend Day Wise

Clear All

Jan-2020

KPI NAME	DAY 1	DAY 2	DAY 3	DAY 4	DAY 5
New Activation	1,420	-277	2,538	1,267	-120
Port In	44	11	80	39	34
Post-co-pre	238	84	230	148	142
Others (Activations)	118	26	188	123	122
Unins Adds	1,251	986	3,044	1,710	1,748
Termination	1,402	1,267	2,645	1,285	1,403
Port Out	119	76	176	97	105
Pre-co-pre	361	110	330	152	318

Figure 62 Net Adds Trend – Day Wise

The following screen depicts Net Adds Trend – Day Wise (Graphical View).

Net Adds Trend – Day Wise (Graphical View):

Net Adds Trend – Day Wise (Graphical View) presents a comprehensive daily visualization of subscriber additions, losses, and net growth.

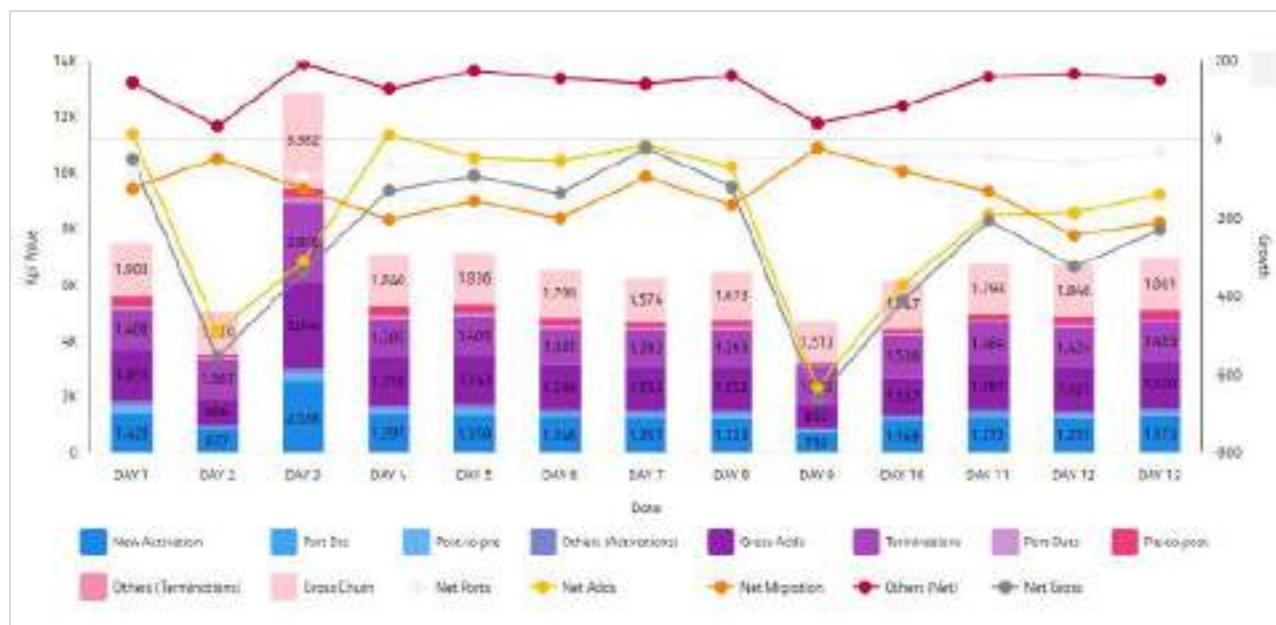


Figure 63 Net Adds Trend – Day Wise (Graphical View)

The following screen depicts ARPU Band Wise Customer Share.

ARPU Band Wise Customer Share:

ARPU Band Wise Customer Share illustrates the distribution and proportion of customers across different ARPU (Average Revenue Per User) bands for a selected month.

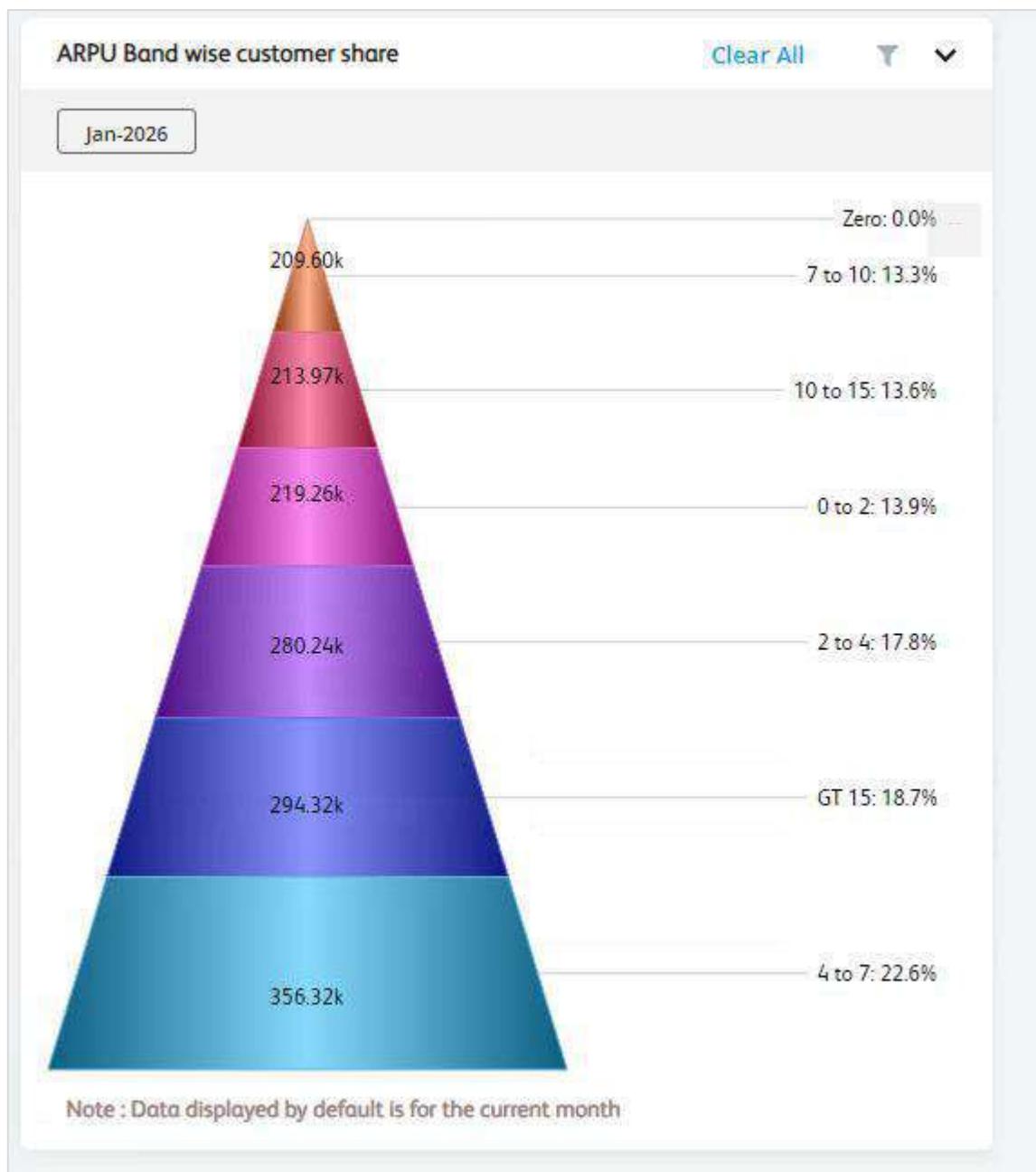
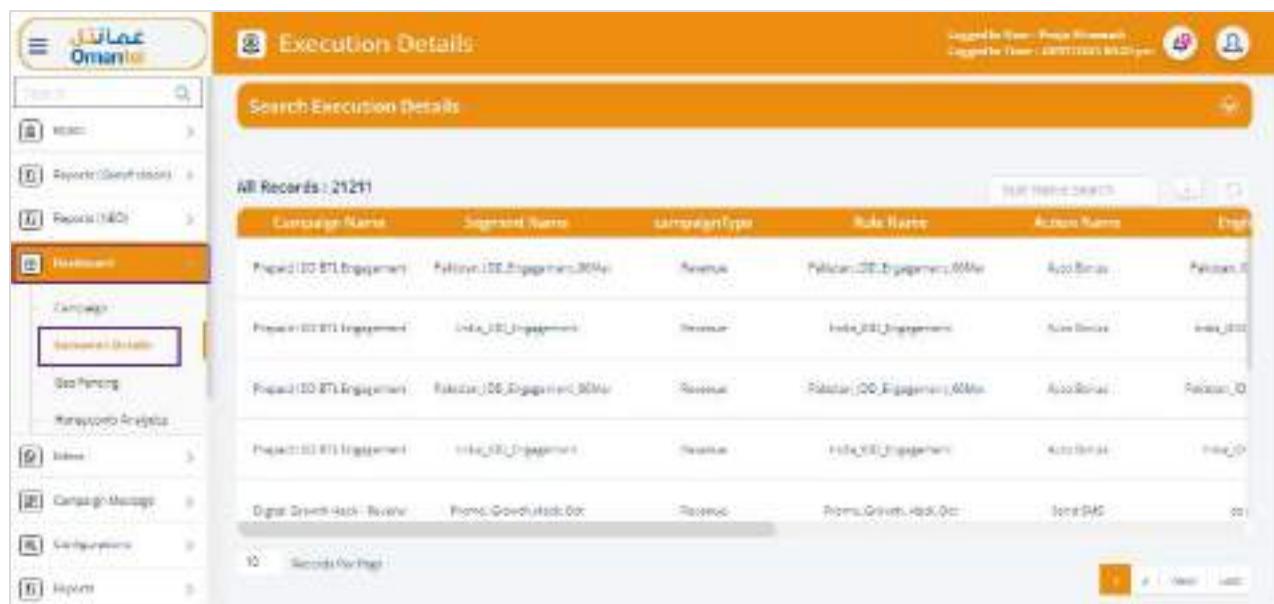


Figure 64 ARPU Band Wise Customer Share

5.3 Execution Details

This option allows you to view all the execution records of the campaign.

1. On the side menu, click **Dashboard > Execution Details** to view the campaign execution details. Refer to the following screen.



The screenshot shows a dashboard titled "Execution Details". The left sidebar includes links for Home, Reports (Summary), Reports (M&O), and Execution. Under Execution, there are sub-links for Campaign, Resources & Details, Scheduling, Marketing Analytics, Jobs, Campaign Message, Workflows, and Reports. The main content area has a search bar "Search Execution Details" and a table titled "All Records: 21211". The table columns are: Contact Name, Segment Name, Campaign Type, Rule Name, Action Name, and End. The data rows include:

Contact Name	Segment Name	Campaign Type	Rule Name	Action Name	End
Pakistan_00_REV_200_300	Pakistan_00_EEngagement_30M	Revenue	Pakistan_00_EEngagement_00M	Auto Bonus	Pakistan_00
India_00_EEngagement	India_00_EEngagement	Revenue	India_00_EEngagement	Auto Bonus	India_00
Pakistan_00_EEngagement	Pakistan_00_EEngagement_30M	Revenue	Pakistan_00_EEngagement_00M	Auto Bonus	Pakistan_00
Project_00_EEngagement	India_00_EEngagement	Revenue	India_00_EEngagement	Auto Bonus	India_00
Digital_Growth_Hack_Review	Promo_GrowthHack_00	Revenue	Promo_Growth_Hack_00	None	2023-07-24

Below the table, it says "12 Records Per Page".

Figure 65 Dashboard - Execution Details (1)

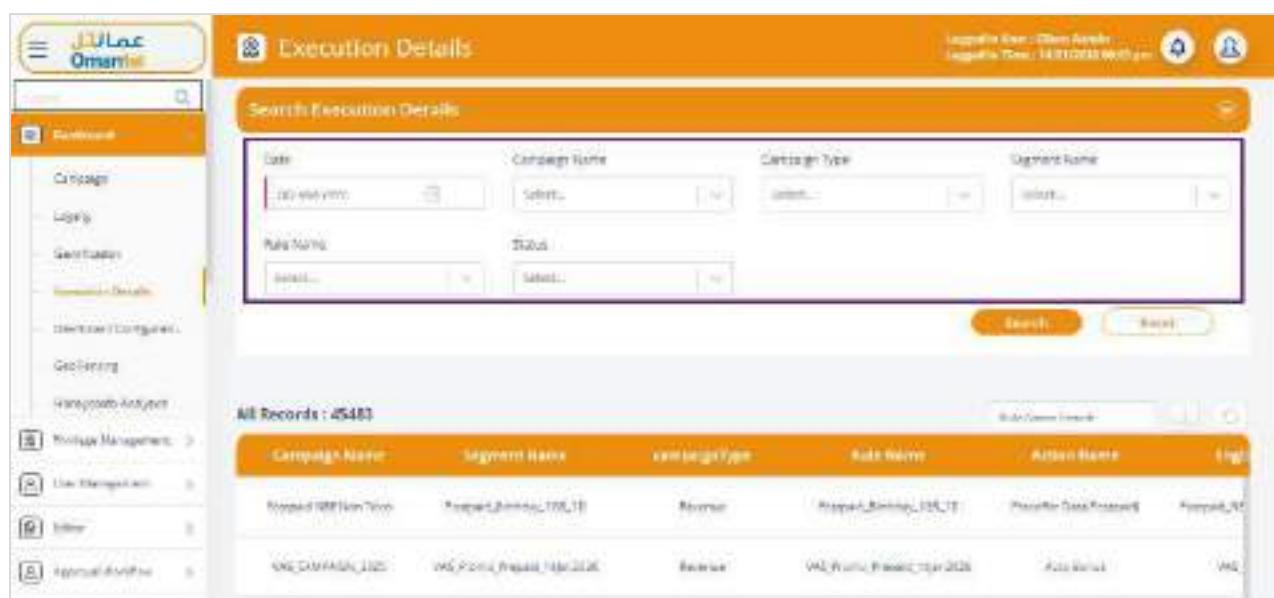
Note: For better viewing, the screen is split into two parts.

English Name	Date	Owner	Status	TG Count	Executive Count	Remaining Count	Delivered Count
Pakistan_00_REV_200_300	24-07-2023	0	COMPLETED	1579	1579	0	0
India_00_REV_2000Z_300	24-07-2023	0	COMPLETED	4154	4154	0	0
Pakistan_00_REV_2000Z_300	24-07-2023	0	COMPLETED	7711	7711	0	0
India_00_REV_0_1000Z	24-07-2023	0	COMPLETED	1258	1258	0	0
dar_positivo	24-07-2023	200	RUNNING	137039	37399	99429	0

Figure 66 Dashboard - Execution Details (2)

Search:

- Click the Arrow button to view the search fields. The following screen will be displayed.



The screenshot shows the 'Execution Details' search interface. On the left, there's a navigation sidebar with various options like Campaign, Logins, Segmentation, etc. The main area has a search bar at the top labeled 'Search Execution Details'. It includes fields for Date (10/09/2018), Campaign Name (Select...), Campaign Type (Select...), Segment Name (Select...), Rule Name (Select...), and Status (Select...). Below the search bar is a table header with columns: Campaign Name, Segment Name, Schedule Type, Rule Name, Action Name, and English Name. Two rows of data are visible: 'Rewards_1000 New Devs' and 'Rewards_1000 New Devs'.

Figure 67 Execution Details – Search Fields

- Users can search for particular execution fields with search fields such as **Date, Campaign Name, Campaign Type, Segment Name, Rule Name, or Status.**

The results will be displayed based on the search criteria.

The following campaign execution details are displayed on the screen

Field	Description
Campaign Name	Indicates the name of the campaign.
Segment Name	Indicates the name of the segment.
Schedule Type	Indicates the type of schedule.
Rule Name	Indicates the name of the rule.
Action Name	Indicates the name of the action.
English Name	Indicates the segment name of the campaign.
Date	Indicates the campaign execution date.
Queue	Indicates the campaigns in queue.
Status	Indicates the status of the campaign rule.
TG Count	Indicates the total campaign count.
Execution Count	Indicates the campaign execution count.
Remaining Count	Indicates the campaign remaining count.
Delivered Count	Indicates the campaign delivered count.

6 Geo Fencing

Geo-fencing is a location-based configuration that allows the system to define, manage, and control geographic boundaries on a map.

These boundaries are used to trigger or restrict campaigns, offers, notifications, and analytics based on a user's physical location within a defined area.

The system supports multiple methods for creating geo-fences:

Users can then define the boundaries by connecting points to form polygon shapes on the map.

After the geo boundary is successfully added, the newly created area is saved and listed in the Area drop-down list for future selection.

1. On the side menu, click **Geo-Fencing** to view the geo-fencing details. Refer to the following screen.

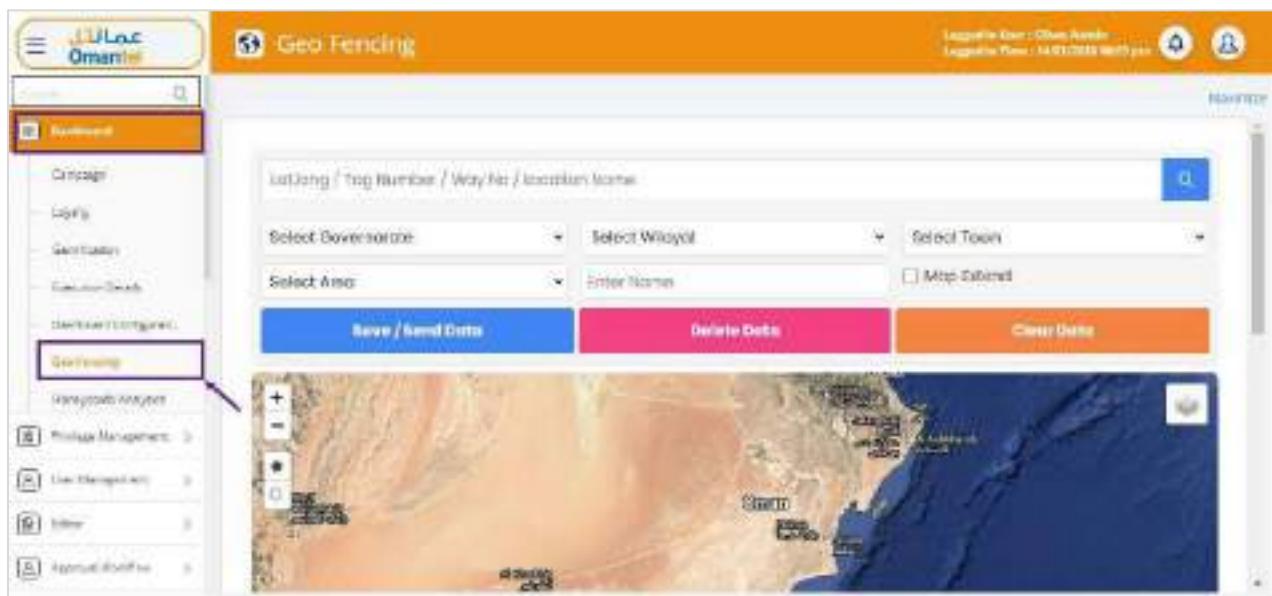


Figure 68 Geo- Fencing

6.1 Search-Based Geo Fencing

Users can search for a location using the search field and perform geo-fencing directly on the map by selecting the required area.

1. Enter the **Latitude, Longitude, Tag Number, Way No, or Location Name** in the search fields and click **Search**. The following screen will be displayed.



Figure 69 Geo- Fencing – Search Results

The results will be displayed based on the search criteria.

2. Connect the dots around the area to form a polygon and complete the geo-boundary. Refer to the following screen.



Figure 70 Geo Fencing- Connect Dots

3. After connecting the dots, enter the **Name** of the area in the name field.
4. After entering the name, click the **Save/Send Data** button to save the action. The following screen will be displayed.

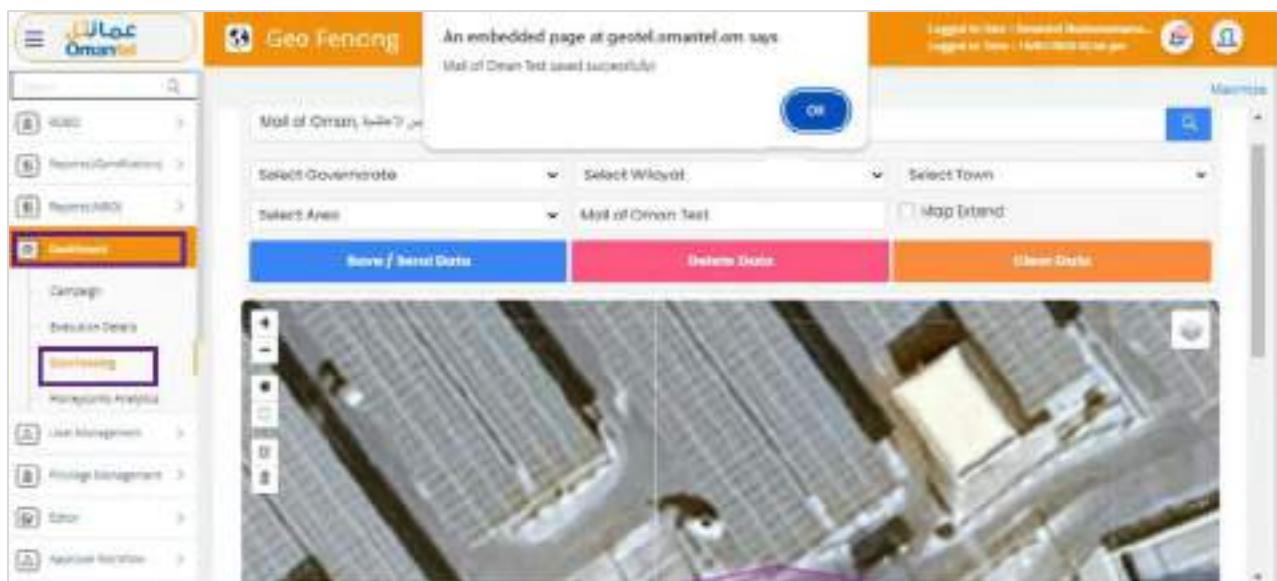


Figure 71 Geo-Fencing – Success Message

A confirmation message is displayed, indicating that the area is saved successfully.

The following screen depicts the added geo-fenced area:

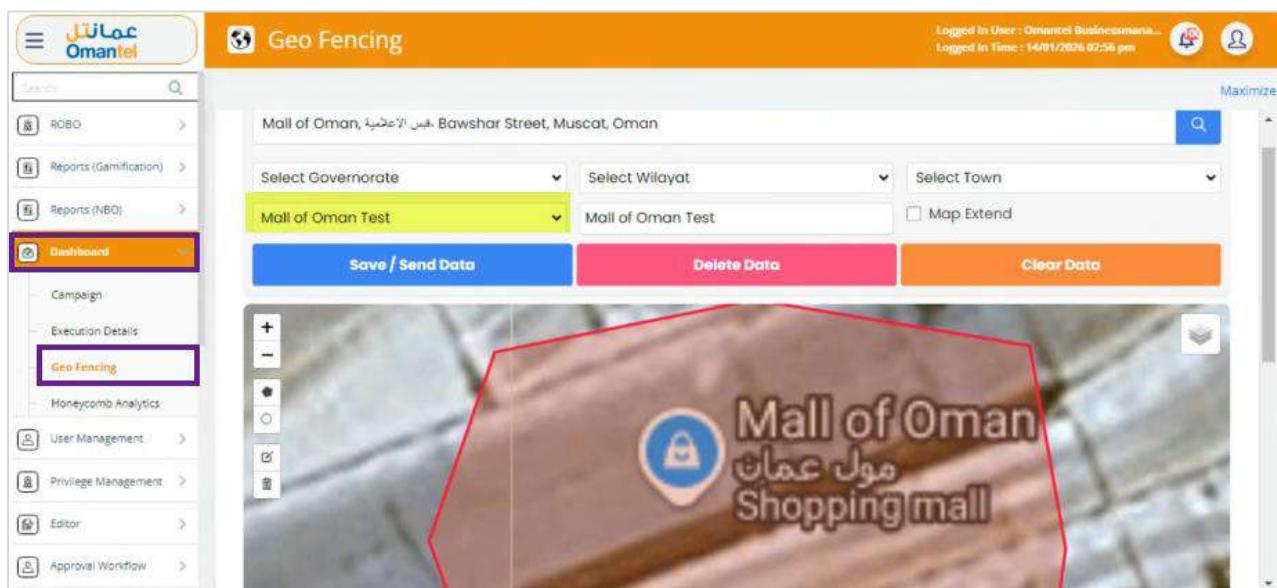


Figure 72 Geo Fenced Area

6.2 Dropdown-Based Geo Fencing

- Users can define a geo fence by selecting Governorate, Wilayat, Town, and Area from the drop-down lists.
 - On the **Geo-Fencing** screen, select the **Governorate**, **Wilayat**, **Town**, or **Area** in the drop-down list. The following screen will be displayed.

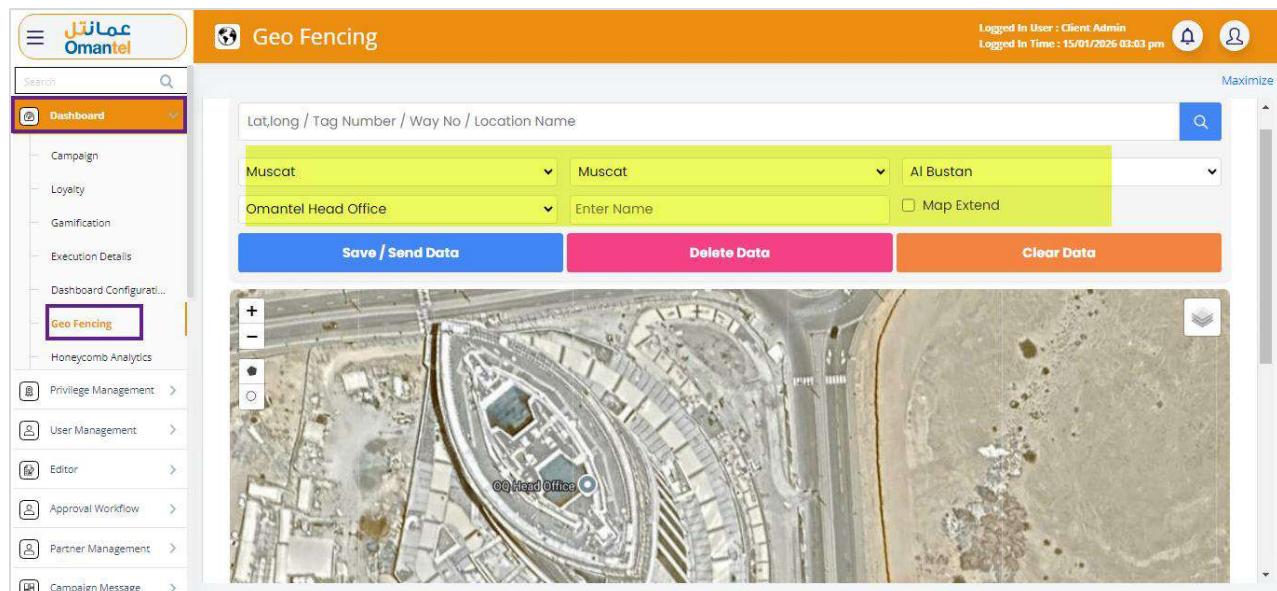


Figure 73 Geo- Fencing – Select Area

The results will be displayed based on the search criteria.

For more details about the area selection and geo-fencing, see the section [Search-Based Geo Fencing](#).

7 Honeycomb Analytics

Honeycomb Analytics is an advanced analytical dashboard that segments the customer base into multiple clusters and presents their revenue, usage, and performance metrics in an intuitive honeycomb-style visualization.

Each hexagon (cell) represents a customer cluster, and the color coding indicates the revenue growth trend for the selected period.

This allows business users to quickly identify high-performing, stable, and underperforming clusters at a glance.

Honeycomb Analytics supports multi-level analysis, enabling users to:

- View cluster-level performance summaries.
 - Go down into detailed metrics for each cluster.
 - Analyze revenue, ARPU, usage, and recharge trends across time periods.
1. On the side menu, click **Honeycomb Analytics** to view the honeycomb analytics details. Refer to the following screen.



Figure 74 Honeycomb Analytics_1

Note: For better viewing, the image is split into two halves.



Figure 75 Honeycomb Analytics_2

2. Select the **Month** from the drop-down list.

The following details of the honeycomb Analytics are displayed:

Field	Description
Honeycomb Grid	Indicates the customer clusters in a honeycomb (hexagonal) layout. Each hexagon represents one cluster.
Cluster ID (C1, C2, and so on)	Indicates a unique identifier assigned to each customer cluster.
Cluster Color	Indicates the revenue growth performance of the cluster for the selected month: <ul style="list-style-type: none"> Green – Positive revenue growth Yellow – Stable or moderate growth Orange – Slight revenue decline Red – Significant revenue decline
Cluster Position	Indicates the placement of clusters to allow quick comparison across performance levels.
Cluster	Indicates the selected cluster ID for which the summary is shown.
Count	Indicates the total number of subscribers in the cluster.
Rev Growth (%)	Indicates the percentage change in revenue for the cluster compared to the previous period. Positive values indicate growth, while negative values indicate decline.

3. On the **Honeycomb Analytics** screen, click the **Detailed View** button to view the detailed honeycomb analytics details. The following screen will be displayed.

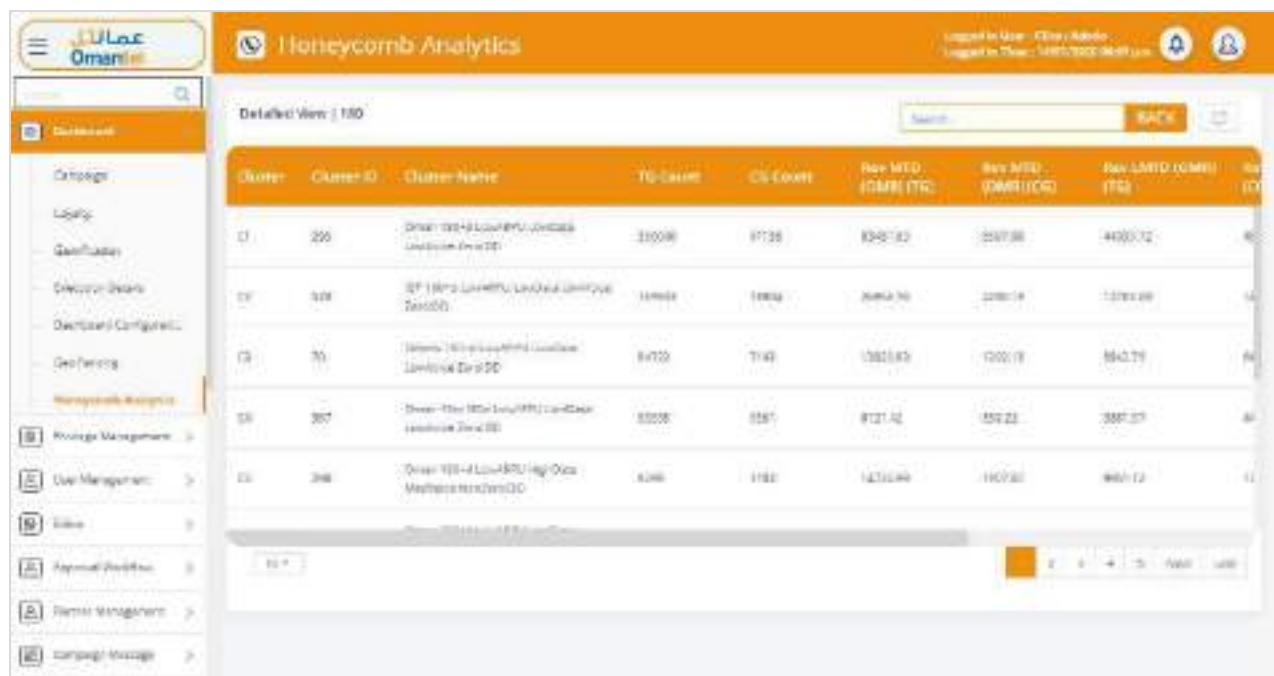


Figure 76 Honeycomb Analytics – Detailed View

- Click the **Export** button to export the cluster details in CSV format.

The following detailed views of the honeycomb Analytics are displayed:

Field	Description
Cluster	Indicates the name of the cluster.
Cluster ID	Indicates the system-generated unique identifier for the cluster.
Cluster Name	Indicates the descriptive name defining the customer segment characteristics. For example, ARPU, data/voice usage, and tenure.
TG Count	Indicates the number of subscribers in the Target Group (TG) for the cluster.
CG Count	Indicates the number of subscribers in the Control Group (CG) for the cluster.
Rev MTD (OMR) (TG)	Indicates the total revenue generated by the Target Group for the current month-to-date, in OMR.
Rev MTD (OMR) (CG)	Indicates the total revenue generated by the Control Group for the current month-to-date, in OMR.
Rev LMTD (OMR) (TG)	Indicates the total revenue generated by the Target Group for the previous month-to-date, in OMR.
Rev LMTD (OMR) (CG)	Indicates the total revenue generated by the Control Group for the previous month-to-date, in OMR.

- On the **Honeycomb Analytics** screen, click the **Individual Cell** to view the cluster details. The following screen will be displayed.



Figure 77 Cluster Details_1

Note: For better viewing, the image is split into two halves.



Figure 78 Cluster Details_2

- Click the **Download** button to download the subscriber count.

Note: Click the **Rolling 30,60,90 Days** and **3 Months Trend** tabs to view the corresponding details.

The Cluster Details screen provides deep-dive insights into a selected customer cluster. It highlights best-performing offers, subscriber and revenue variance, and detailed revenue and usage KPIs across MTD (Month-to-Date) and LMTD (Last Month-to-Date) for Target Group (TG) and Control Group (CG).

The following details of the cluster screen will be displayed.

Field	Description
Best Offer Section	
Offer Name	Indicates the name of the offer recommended for the selected cluster.
Conversion Rate (%)	Indicates the percentage of subscribers who converted after receiving the offer.
ARPU Uplift (%)	Increase in Average Revenue Per User attributed to the offer.
Price (OMR)	Indicates the Price of the offer in OMR.
Launch	Indicates the action link to launch or trigger the selected offer
Cluster Summary Metrics	
Subscriber Count	Indicates the total number of subscribers belonging to the selected cluster.
Revenue Variance	Indicates the absolute difference in revenue between the current and previous comparison period.
Revenue Variance %	Indicates the percentage change in revenue compared to the previous period
Trend Selection	
MTD & LMTD	Indicates the current month-to-date versus last month-to-date insights.
Rolling 30, 60, 90 Days	Indicates the performance trends over rolling periods.
3 Months Trend	Indicates the revenue and usage trends across the last three months.
Revenue Insights	
Revenue Insights Chart	Bar chart comparing revenue metrics between TG and CG for MTD and LMTD periods.
ARPU MTD	Indicates the average revenue per user for the current month-to-date.
ARPU LMTD	Indicates the average revenue per user for the last month-to-date.
Usage Insights	
Usage Insights Chart	Bar chart comparing usage per subscriber for TG and CG.
Usage Per Subs MTD	Indicates the average usage per subscriber for the current month-to-date.
Usage Per Subs LMTD	Indicates the average usage per subscriber for the last month-to-date
KPI Fields	
Revenue (OMR)	Indicates the total revenue generated, in OMR.
ARPU (OMR)	Indicates the Average Revenue Per User.
Data Revenue (OMR)	Indicates the Revenue generated from data services.
Data Revenue Per Subs (OMR)	Indicates the Average data revenue generated per subscriber.
Data Usage (MB)	Indicates the total data consumption in megabytes.
Data Usage Per Subs (MB)	Indicates the Average data usage per subscriber.
Voice Revenue (OMR)	Indicates the Revenue generated from voice services.
Voice Revenue Per Subs (OMR)	Indicates the Average voice revenue per subscriber.

Field	Description
Voice Usage (Mins)	Indicates the Total voice usage in minutes.
Voice Usage Per Subs (Mins)	Indicates the Average voice usage per subscriber.
Recharge (OMR)	Indicates the total recharge amount made by subscribers.
Recharge Per Subs (OMR)	Indicates the Average recharge value per subscriber.

- ON the **Cluster Details** screen, click the **Info** button to view the product details. Refer to the following screen.



Figure 79 Cluster Details – Info Button

- After clicking the **Info** button, the following screen will be displayed.



The screenshot shows the 'Product Details' screen. On the left is a navigation sidebar with various icons and labels. The main area has a title 'Product Details' and a sub-section title 'MBB 1GB Daily'. It displays several fields: 'Offer ID': 1140010, 'Offer Type': Data Offer, 'Offer Status': Telco Product, 'Offer Price (INR)': 0.0168, and 'Offer Price Ratio (%)': 1.51.

Figure 80 Product Details Input Screen

5. On the **Cluster** screen, click the **Launch** button to launch the cluster. Refer to the following screen.



Figure 81 Cluster Details - Launch

6. After clicking the **Launch** button, the following Rule Editor screen will be displayed.

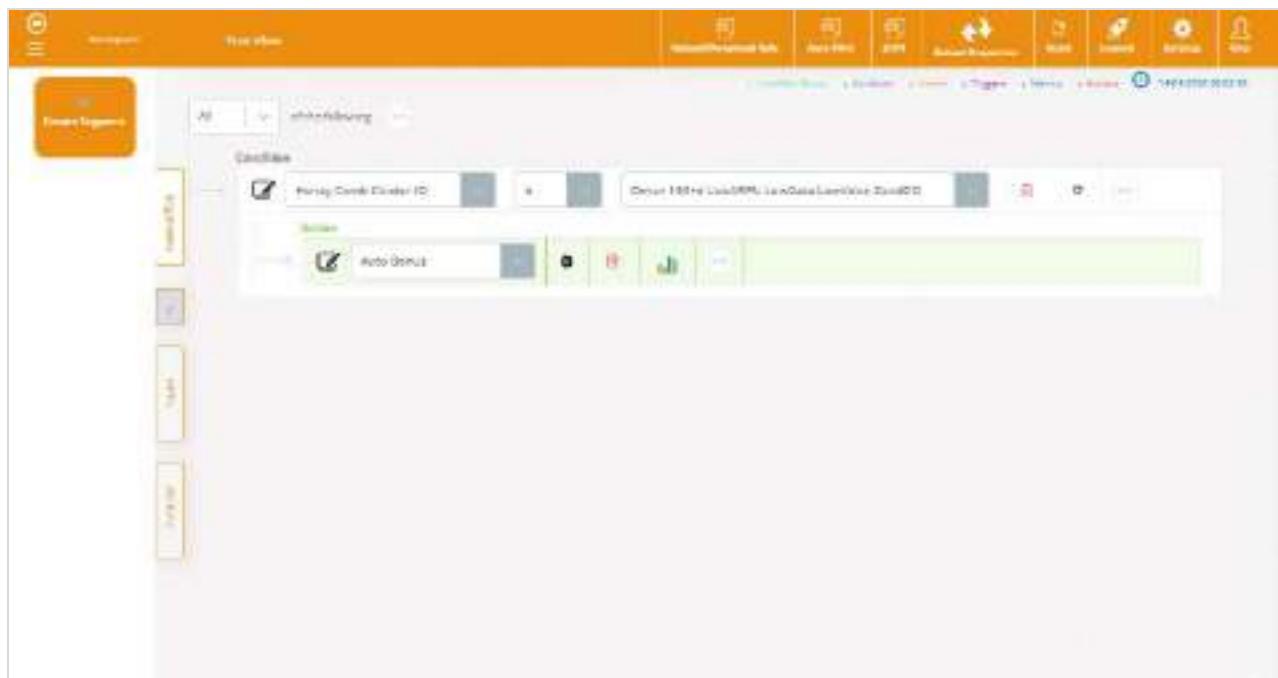


Figure 82 Rule Editor Input Screen

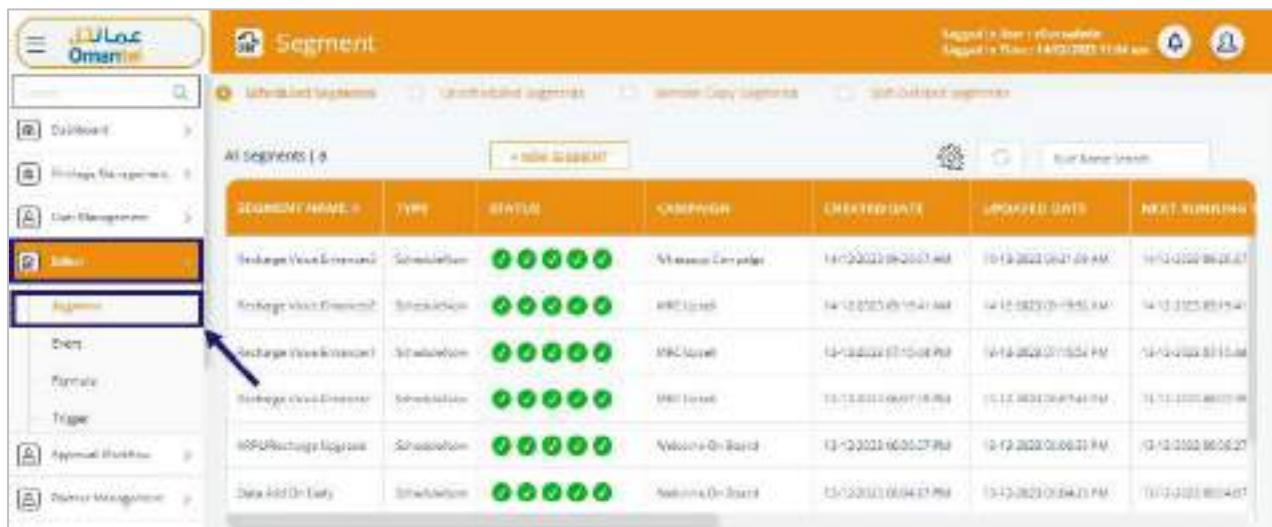
- For more details about the rule, see the section [**Rule Editor**](#).

8 Rule Engine

Rule engine lets you define rules based on events and set an action for them. Rules can have multiple conditions. Comparisons are done with the help of operators or conditions. For a typical event or condition, an action can be set. The rules can also be scheduled to run later.

To view the rule engine,

1. On the side menu, click **Editor>> Segment** to view the segment details. Refer to the following screen.



SEGMENT NAME	TYPE	STATUS	OWNER	CHECKED DATE	UNCHECKED DATES	NEXT RUNNING
Recharge Voucher Reward	ScheduleRun	●	Omni User 100	14-12-2023 09:20:07 AM	14-12-2023 09:21:09 AM	14-12-2023 09:22:07
Recharge Voucher Reward?	ScheduleRun	●	Omni User 100	14-12-2023 09:19:41 AM	14-12-2023 09:19:55 AM	14-12-2023 09:19:41
Recharge Voucher Reward?	ScheduleRun	●	Omni User 100	14-12-2023 09:19:41 AM	14-12-2023 09:19:55 AM	14-12-2023 09:19:41
Recharge Voucher Reward	ScheduleRun	●	Omni User 100	14-12-2023 09:19:41 AM	14-12-2023 09:19:55 AM	14-12-2023 09:19:41
Recharge Voucher Reward	ScheduleRun	●	Omni User 100	14-12-2023 09:19:41 AM	14-12-2023 09:19:55 AM	14-12-2023 09:19:41
Recharge Voucher Reward	ScheduleRun	●	Omni User 100	14-12-2023 09:19:41 AM	14-12-2023 09:19:55 AM	14-12-2023 09:19:41
Data Add On Daily	ScheduleRun	●	Omni User 100	14-12-2023 09:04:07 PM	14-12-2023 09:04:23 PM	14-12-2023 09:04:07

Figure 83 Editor – Segment

8.1 Operators

Operators help compare one or more parameters.

All the operators are explained below:

- Is
- Is Not
- In
- Not In
- Starts With
- Not Starts With
- Ends With
- Not Ends With
- Contains
- Not Contains
- Regex

8.2 Dimensions

Dimensions are time periods. All the listed dimensions are listed below

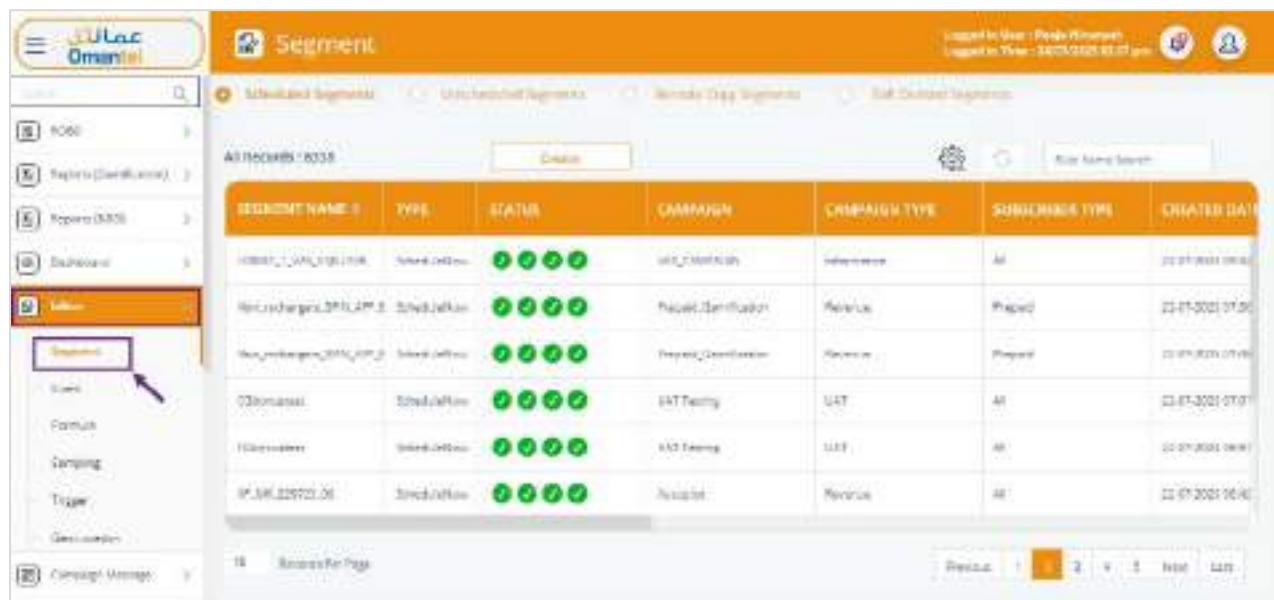
Field	Description
-------	-------------

Yearly	Yearly data
Monthly	Monthly Data
Daily	Daily Data
Date	Data for a specific day
Current Time	The date on which the rule ran or is running
Day	The system day
Month	System month
Current Week	The week in which the rule ran or is running
Current Month	The month in which the rule ran or is running

8.3 Segments

Segments are different CDRs having CDR Fields. These fields may or may not be grouped. To create a new segment,

1. On the side menu, click **Editor>> Segment** to view the segment details. Refer to the following screen.

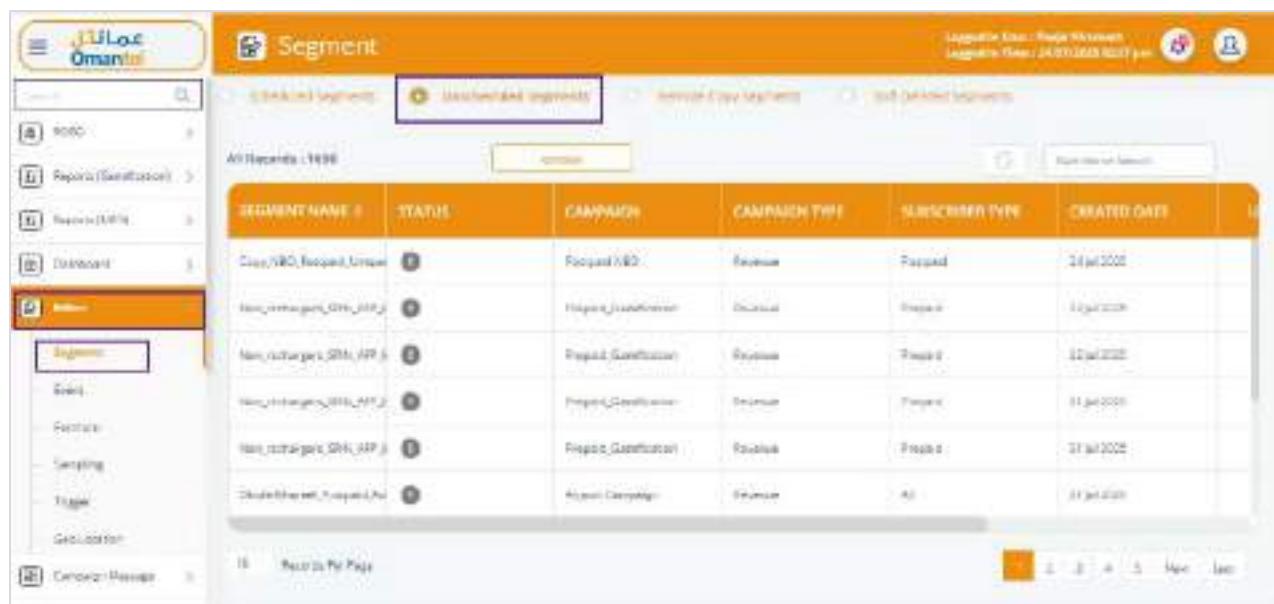


SEGMENT NAME	TYPE	STATUS	CAMPAIGN	CAMPAIGN TYPE	SCHEDULED TIME	CREATED DATE
HOTEL_2021_07_01	Normal	✓ ✓ ✓ ✓	WLT_Monthly	Revenue	All	20-07-2021 09:00
HotelsCharger_2021_07_01	Normal	✓ ✓ ✓ ✓	HotelsCharger	Revenue	Prepaid	20-07-2021 07:00
HotelsCharger_2021_07_01_01	Normal	✓ ✓ ✓ ✓	HotelsCharger	Revenue	Prepaid	20-07-2021 07:00
Omantel...	Scheduled	✓ ✓ ✓ ✓	WLT_Weekly	LAT	All	20-07-2021 07:00
Hotels...	Unscheduled	✓ ✓ ✓ ✓	WLT_Every	LAT	All	20-07-2021 09:00
SP_3K_2021_07	Scheduled	✓ ✓ ✓ ✓	No specific...	Revenue	All	20-07-2021 06:00

Figure 84 Editor – Segment

Note: By default, the **Scheduled Segments** checkbox will be enabled.

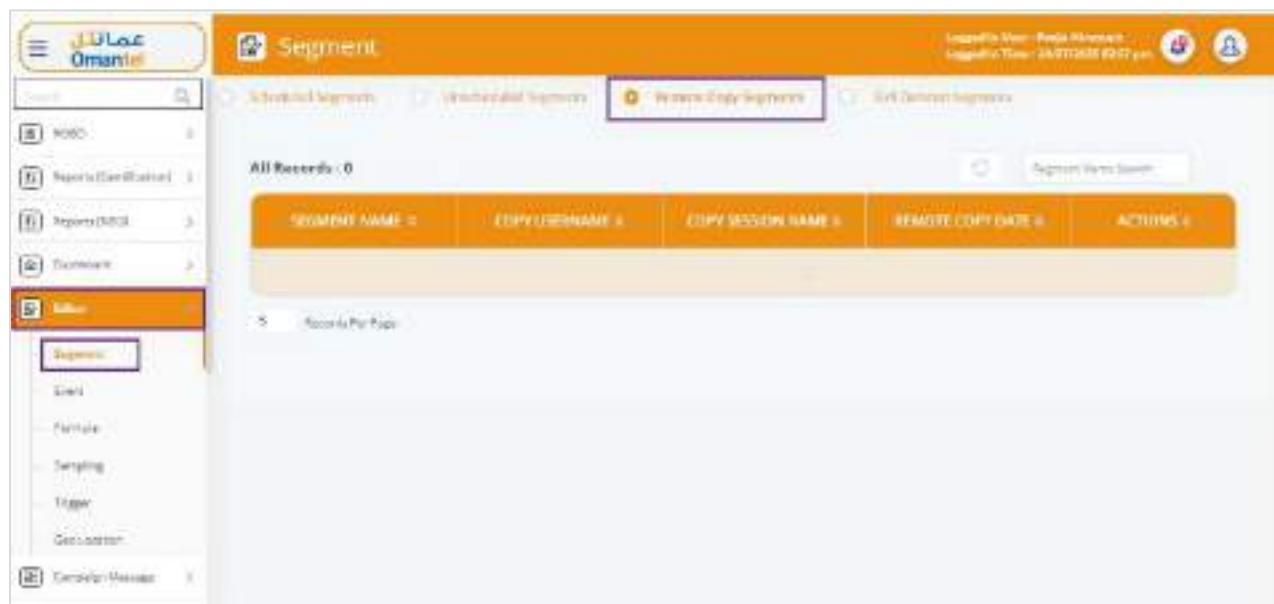
- Click the **Unscheduled Segments** option button to view the Unscheduled Segments details. The following screen will be displayed.



SEGMENT NAME	STATUS	CAMPAIGN	CAMPAGN TYPE	SUBSCRIBER TYPE	CREATED DATE
Proposed_NBO	Pending	NBO	Review	Proposed	11-Jul-2022
New_subscribers_GM_1AP_1	Pending	New_subscribers	Review	Proposed	11-Jul-2022
New_subscribers_GM_1AP_2	Pending	New_subscribers	Review	Proposed	11-Jul-2022
New_subscribers_GM_1AP_3	Pending	New_subscribers	Review	Proposed	11-Jul-2022
Double_Bonus_Proposed_AP	Pending	Double_Bonus	Review	All	11-Jul-2022

Figure 85 Editor- Segments (Unscheduled Input Screen)

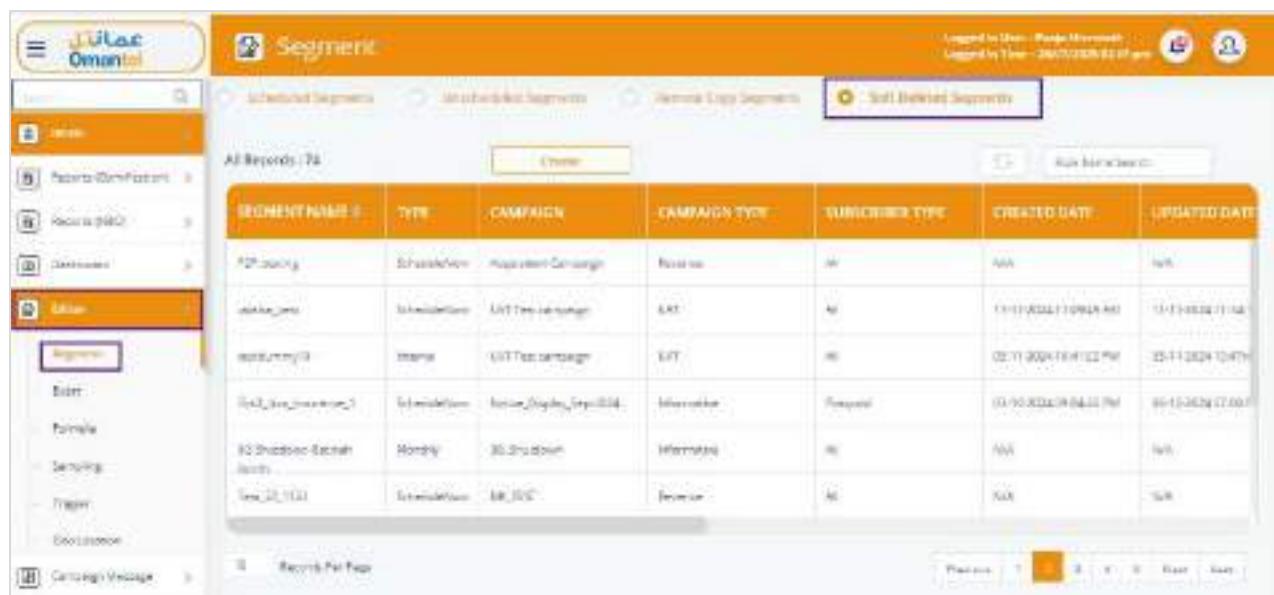
- Click the **Remote Copy** option button to view the copy of the segment to the remote. The following screen is displayed.



SEGMENT NAME	DEPLOYMENT NAME	COPY SESSION NAME	REMOTE COPY DATE	ACTIONS

Figure 86 Segment – Remote Copy

- You can view the segment copied to the remote desktop window.
- Click the **Soft Deleted Segments** option button to view the soft deleted segments. The following screen is displayed.



The screenshot shows the Segment screen with the 'Soft Deleted Segments' tab selected. The main area displays a table of deleted segments, each with columns for Segment Name, Type, Campaign, Campaign Type, Subscriber Type, Created Date, and Updated Date. The table includes rows for various segments like 'P2Busers', 'soft_deleted', 'customers', and 'soft_deleted_segment'. A sidebar on the left provides navigation links for different features.

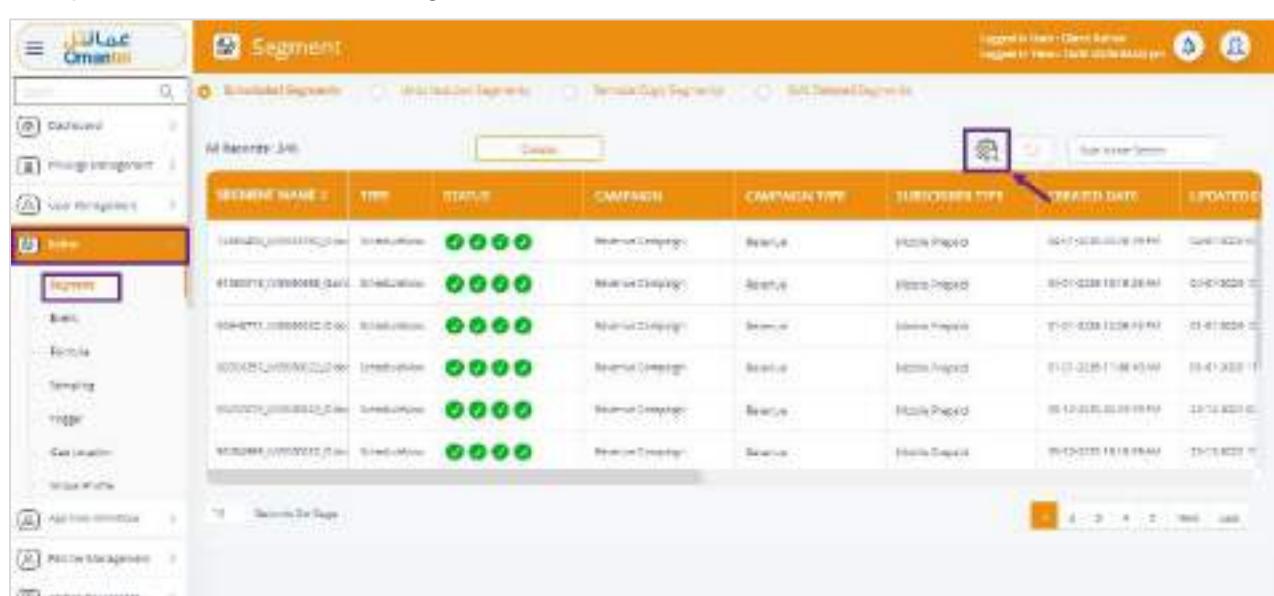
SEGMENT NAME	TYPE	CAMPAIGN	CAMPAGN TYPE	SUBSCRIBER TYPE	CREATED DATE	UPDATED DATE
P2Busers	Scheduled	Mass Email Campaign	Reactive	All	N/A	N/A
soft_deleted	Scheduled	Mass Email Campaign	ERT	All	11-11-2024 11:08:44 AM	11-11-2024 11:08:44
customers	None	ERT Test campaign	ERT	All	03-11-2024 10:12 PM	03-11-2024 10:47 PM
soft_deleted_segment	Scheduled	Reactive/Segmented (Synced)	Interactive	Personal	03-10-2024 09:04:12 PM	03-10-2024 17:00
82 Shared-to-External-Users	Monthly	80_2shared	Interactive	All	N/A	N/A
One_20_112	Scheduled	BB_B2C	Reactive	All	N/A	N/A

Figure 87 Soft Deleted Segments

- You can view the soft-deleted segments details.

Advance Filter:

- On the Segment screen, click the **Advance Filter** button  to view the advance filter options. Refer to the following screen.



The screenshot shows the Segment screen with the 'Advance Filter' button highlighted by a red box. The main area displays a table of segments, each with columns for Segment Name, Type, Status, Campaign, Campaign Type, Subscriber Type, Created Date, and Updated Date. The table includes rows for various segments like 'customers', 'soft_deleted', and 'soft_deleted_segment'. A sidebar on the left provides navigation links for different features.

SEGMENT NAME	TYPE	STATUS	CAMPAIGN	CAMPAGN TYPE	SUBSCRIBER TYPE	CREATED DATE	UPDATED DATE
customers	Scheduled	✓ ✓ ✓ ✓	Reactive Campaign	Reactive	Mobile Prepaid	03-01-2024 11:08:44 AM	03-01-2024
soft_deleted	Scheduled	✓ ✓ ✓ ✓	Reactive Campaign	Reactive	Mobile Prepaid	03-01-2024 11:08:44 AM	03-01-2024
804-B771-00000000000000	Scheduled	✓ ✓ ✓ ✓	Reactive Campaign	Reactive	Mobile Prepaid	03-01-2024 11:08:44 AM	03-01-2024
800425-100000000000000000	Scheduled	✓ ✓ ✓ ✓	Reactive Campaign	Reactive	Mobile Prepaid	03-03-2024 11:08:44 AM	03-03-2024
800425-100000000000000000	Scheduled	✓ ✓ ✓ ✓	Reactive Campaign	Reactive	Mobile Prepaid	03-03-2024 11:08:44 AM	03-03-2024
soft_deleted_segment	Scheduled	✓ ✓ ✓ ✓	Reactive Campaign	Reactive	Mobile Prepaid	03-10-2024 09:04:12 PM	03-10-2024
One_20_112	Scheduled	✓ ✓ ✓ ✓	Reactive Campaign	Reactive	Mobile Prepaid	03-10-2024 11:08:44 AM	03-10-2024

Figure 88 Segment – Advance Filter

- After clicking the **Advance Filter** button, the following screen will be displayed.



Figure 89 Advance Filter Options

- Users can search for the particular segments with search filters such as **Schedule Type**, **Campaign**, **Create Date**, **Last Fetch**, **Segment Start Date**, **Segment End Date**, **Segment Approved Status**, or **Segment Execution Status**, and click **Search**. The following screen will be displayed.



SEGMENT NAME	TYPE	STATUS	CAMPAIGN	CAMPAGNA TYPE	SUBSCRIBERS TYPE	CREATED DATE	UPDATED DATE
10000000000000000000	Segment	✓ ✓ ✓ ✓	Revenue Campaign	Revenue	Mobile Prepaid	14-07-2018 11:00:00 AM	14-07-2018 11:00:00 AM
10000000000000000001	Segment	✓ ✓ ✓ ✓	Revenue Campaign	Revenue	Mobile Prepaid	14-07-2018 11:00:00 AM	14-07-2018 11:00:00 AM
10000000000000000002	Segment	✓ ✓ ✓ ✓	Revenue Campaign	Revenue	Mobile Prepaid	14-07-2018 11:00:00 AM	14-07-2018 11:00:00 AM
10000000000000000003	Segment	✓ ✓ ✓ ✓	Revenue Campaign	Revenue	Mobile Prepaid	14-07-2018 11:00:00 AM	14-07-2018 11:00:00 AM
10000000000000000004	Segment	✓ ✓ ✓ ✓	Revenue Campaign	Revenue	Mobile Prepaid	14-07-2018 11:00:00 AM	14-07-2018 11:00:00 AM

Figure 90 Segment – Search Results

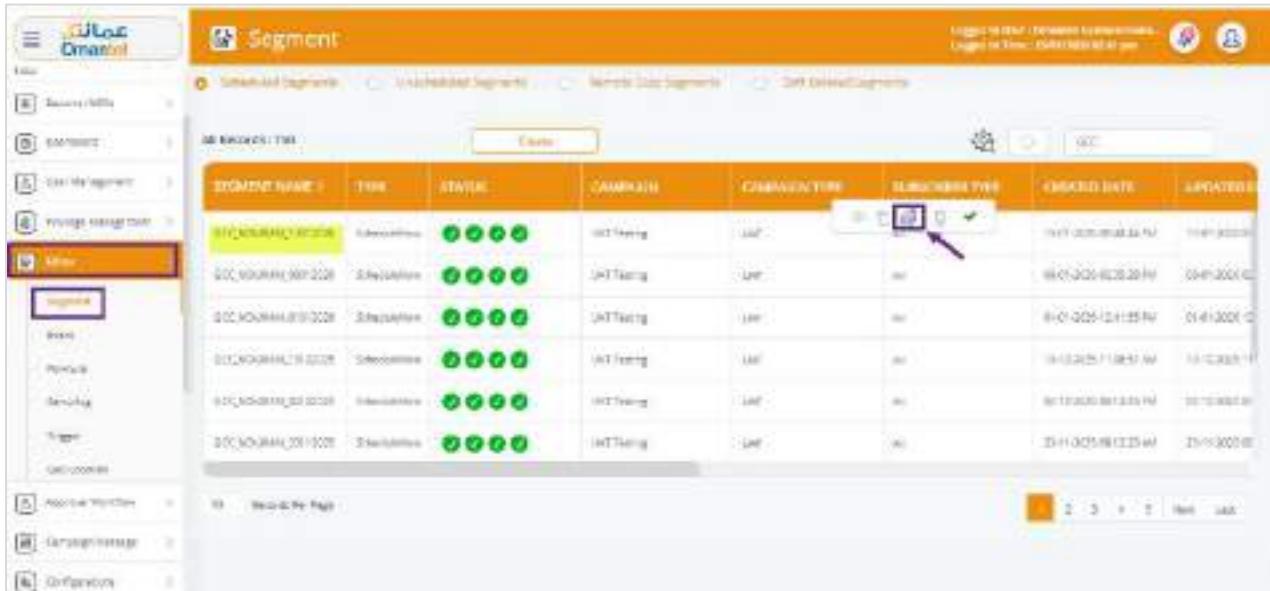
The result will be displayed based on the search criteria.

Remote Copy:

The Remote Copy feature allows users to copy an existing segment configuration from one user account and replicate it for another user.

After the segment is copied:

- Target users can log in to their account and view the copied segments under the **Remote Copy Segments** section.
 - Users can accept the copied segments, after which the segments are moved to the **Unscheduled Segments** section.
 - Users can then modify the segment configuration as required and **schedule** the segment for execution.
1. On the **Segment** screen, click the **Remote Copy** button  under **Scheduled Segments** to copy the segment. Refer to the following screen.



The screenshot shows the 'Segment' screen with the 'Scheduled Segments' tab selected. A list of segments is displayed in a table. The first segment, 'GCC_SOURCE_001_2020', is highlighted with a yellow background. A blue rectangular box highlights the 'Remote Copy' button, which is located in the 'Actions' column of the table. The table columns include: SEGMENT NAME, TIME, STATUS, CAMPAIGN, COMMUNITY, SUBSCRIPTION TYPE, CREATED DATE, and UPDATED DATE.

SEGMENT NAME	TIME	STATUS	CAMPAIGN	COMMUNITY	SUBSCRIPTION TYPE	CREATED DATE	UPDATED DATE
GCC_SOURCE_001_2020	12:00:00	Active	HTTPTesting	HTTP	Subscribed	2020-01-01T12:00:00Z	2020-01-01T12:00:00Z
GCC_SOURCE_001_2020	12:00:00	Active	HTTPTesting	HTTP	Subscribed	2020-01-02T12:00:00Z	2020-01-02T12:00:00Z
GCC_SOURCE_001_2020	12:00:00	Active	HTTPTesting	HTTP	Subscribed	2020-01-03T12:00:00Z	2020-01-03T12:00:00Z
GCC_SOURCE_001_2020	12:00:00	Active	HTTPTesting	HTTP	Subscribed	2020-01-04T12:00:00Z	2020-01-04T12:00:00Z
GCC_SOURCE_001_2020	12:00:00	Active	HTTPTesting	HTTP	Subscribed	2020-01-05T12:00:00Z	2020-01-05T12:00:00Z
GCC_SOURCE_001_2020	12:00:00	Active	HTTPTesting	HTTP	Subscribed	2020-01-06T12:00:00Z	2020-01-06T12:00:00Z

Figure 91 Segment – Remote Copy

2. After clicking the **Remote Copy** button, the following screen will be displayed.



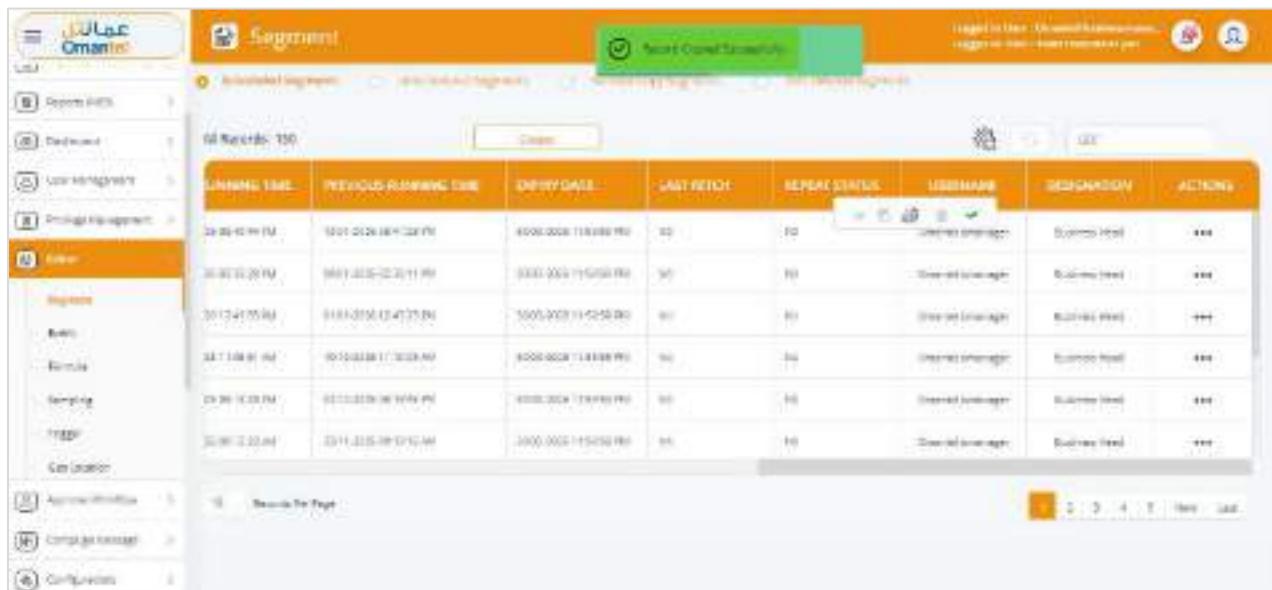
The screenshot shows the 'Remote Copy' input screen. It has three text input fields: 'Source Segment' containing 'GCC_SOURCE_001_2020', 'Destination User' containing 'SDET', and 'Target Segment' containing 'GCC_SOURCE_001_2020'. At the bottom are three buttons: 'Cancel', 'Next', and 'REMOTE COPY'.

Figure 92 Remote Copy Input Screen

3. Enter>Select the following details in the corresponding fields. If the fields are marked with “|” is mandatory.

Field	Description
Remote Copy User	Indicates the user ID from which the segment configuration is copied. This field is auto-populated and read-only.
Remote Paste User	Select the target user to whom the segment configuration will be copied in the drop-down list.
Segment Name	Displays the name of the segment selected for remote copy. This identifies the configuration that will be replicated.

4. After providing the required details, click **Remote Copy**. The following screen will be displayed.



The screenshot shows a software interface for managing segments. At the top, there's a navigation bar with various icons and a search bar. Below it, a green banner displays the message "Success! Segment copied successfully". The main area is a table titled "All Segments - 150" with columns for "RUNNING TIME", "PREVIOUS RUNNING TIME", "COPY DATE", "UNIT REACH", "REFRESH TIME", "LIFESPAN", "DESCRIPTION", and "ACTIONS". There are five rows of data in the table, each representing a different segment with details like running time (e.g., 2021-12-19 11:19 PM), copy date (e.g., 2021-12-19 11:19 PM), and unit reach (e.g., 10). At the bottom of the table, there are buttons for "Search This Page" and a page navigation bar showing pages 1 through 5.

Figure 93 Remote Copy – Success Message

A confirmation message is displayed, indicating that the remote segment is copied successfully.

Note: Target users can log in to their account and view the copied segments under the **Remote Copy Segments** section. Refer to the following screen.

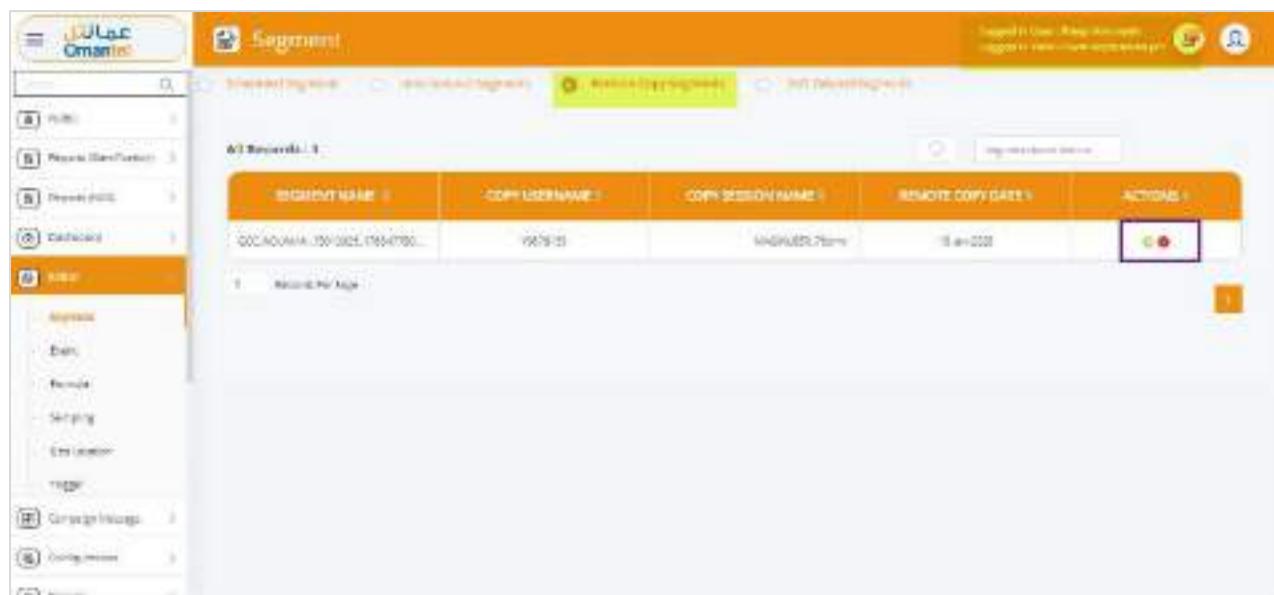


Figure 94 Remote Copy Segments

- Users can perform the following actions:
 - Accept
 - Reject
- 5. Click the **Accept** button to approve the copied segment. The following screen will be displayed.

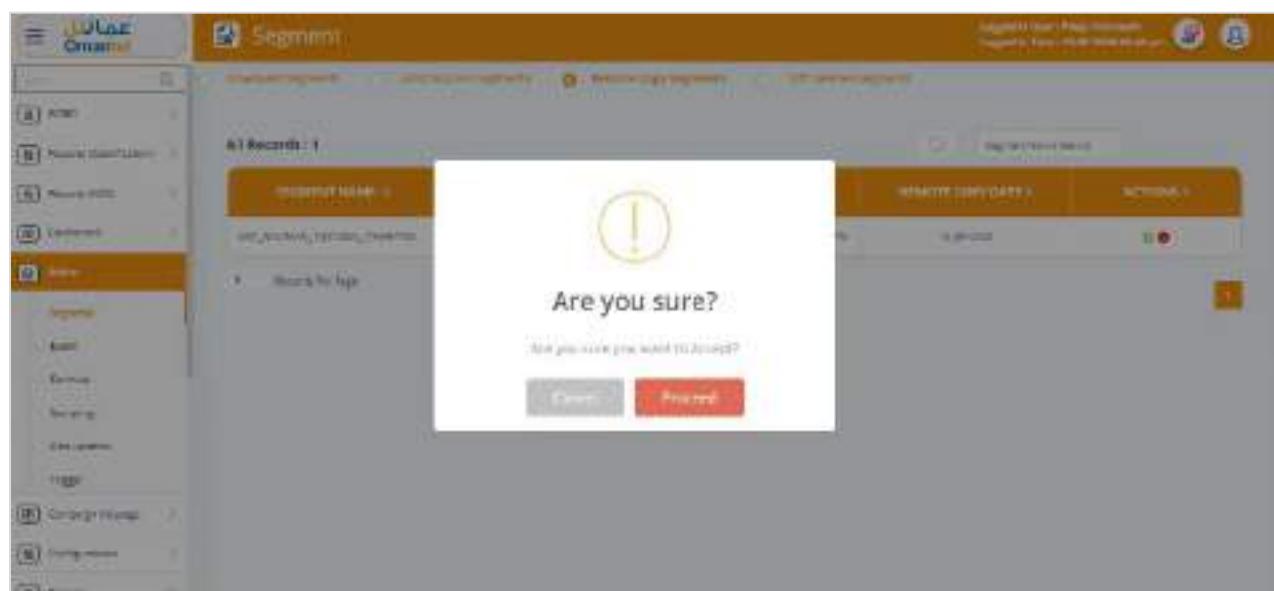


Figure 95 Segment – Approve Button

6. If you receive the message, “Are you sure you want to accept? click “Proceed” to confirm the action. The following screen is displayed.



Figure 96 Segment – Success Message

A confirmation message is displayed, indicating that the remote copy is approved successfully.

Or

Click “Cancel” to cancel the action.

The approved remote copy segment is placed under the **Unscheduled Segments** as depicted in the screen below.

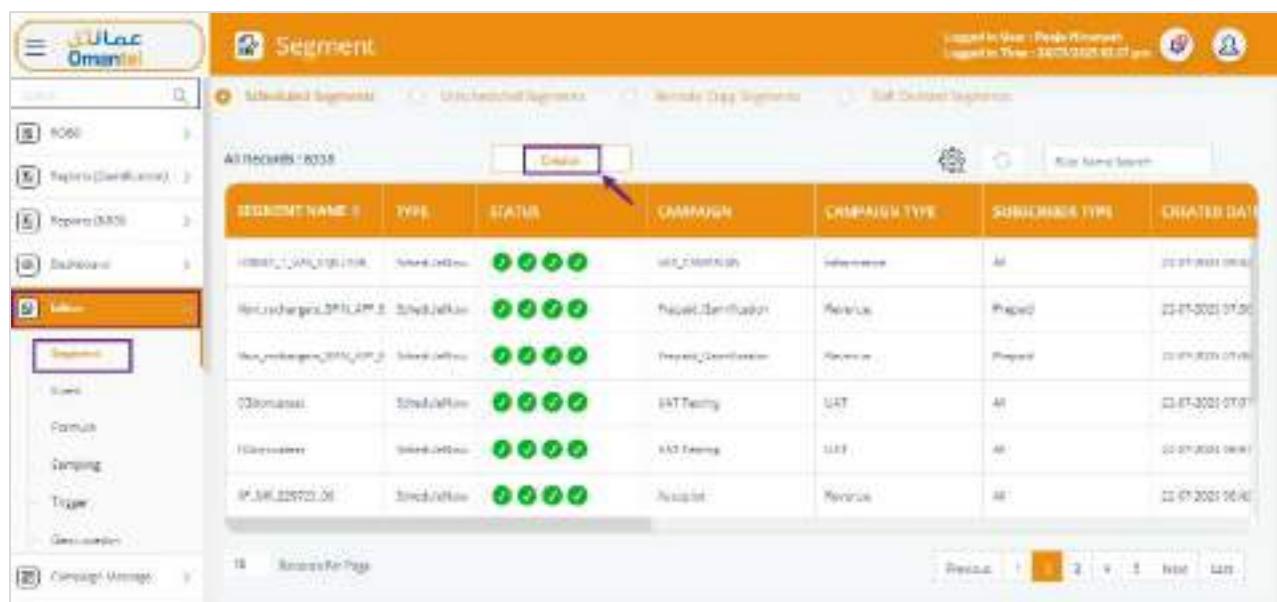
SEGMENTNAME	STATUS	CHANNEL	CHANNEL TYPE	SUBSCRIPTION TYPE	CREATED DATE	LASTNAME
NET24HRS_1M_1000	UNSCHEDULED	UNSC	UNSC	UNSC	10-Jan-2019	10011110
NET24HRS_1M_1000	UNSCHEDULED	UNSC	UNSC	UNSC	10-Jan-2019	10011110
NET24HRS_1M_1000	UNSCHEDULED	UNSC	UNSC	UNSC	10-Jan-2019	10011110
NET24HRS_1M_1000	UNSCHEDULED	UNSC	UNSC	UNSC	10-Jan-2019	10011110
NET24HRS_1M_1000	UNSCHEDULED	UNSC	UNSC	UNSC	10-Jan-2019	10011110

Figure 97 Segment – Unscheduled Segments

8.3.1 Create Segment

Using this create option, you can create a new variable.
To create a variable,

1. On the **Segment** screen, click the **Create** button to create a new segment. Refer to the following screen.



The screenshot shows the 'Segment' screen in the Omantel Magik application. The top navigation bar includes 'Segment', 'Dashboard', 'Reports (MRS)', 'Segments', and 'Campaigns'. The main area displays a table titled 'All Segments - 8338' with columns: SEGMENT NAME, TYPE, STATUS, CAMPAIGN, CAMPAIGN TYPE, SUBSCRIPTION TYPE, and CREATED DATE. The 'Segments' tab is selected in the sidebar. A red arrow points to the 'Create' button at the top right of the table header. The table lists several segments, such as 'Omantel', 'Rechargeers_2015_2016', and 'Omantel_2015_2016', each with its status (Active), campaign details, and creation date.

SEGMENT NAME	TYPE	STATUS	CAMPAIGN	CAMPAIGN TYPE	SUBSCRIPTION TYPE	CREATED DATE
Omantel	Schedule	Active	Omantel	Revenue	All	22-07-2021 07:07
Rechargeers_2015_2016	Schedule	Active	Recharge	Revenue	Prepaid	22-07-2021 07:07
Omantel_2015_2016	Schedule	Active	Recharge	Revenue	Prepaid	22-07-2021 07:07
O2omantel	Schedule	Active	O2 Team	LAT	All	22-07-2021 07:07
Omantel	Schedule	Active	O2 Team	LAT	All	22-07-2021 07:07
Omantel_2015_2016	Schedule	Active	Revenue	All	22-07-2021 07:07	

Figure 98 Segment – Create

2. After clicking the **Create** button, the following screen will be displayed.

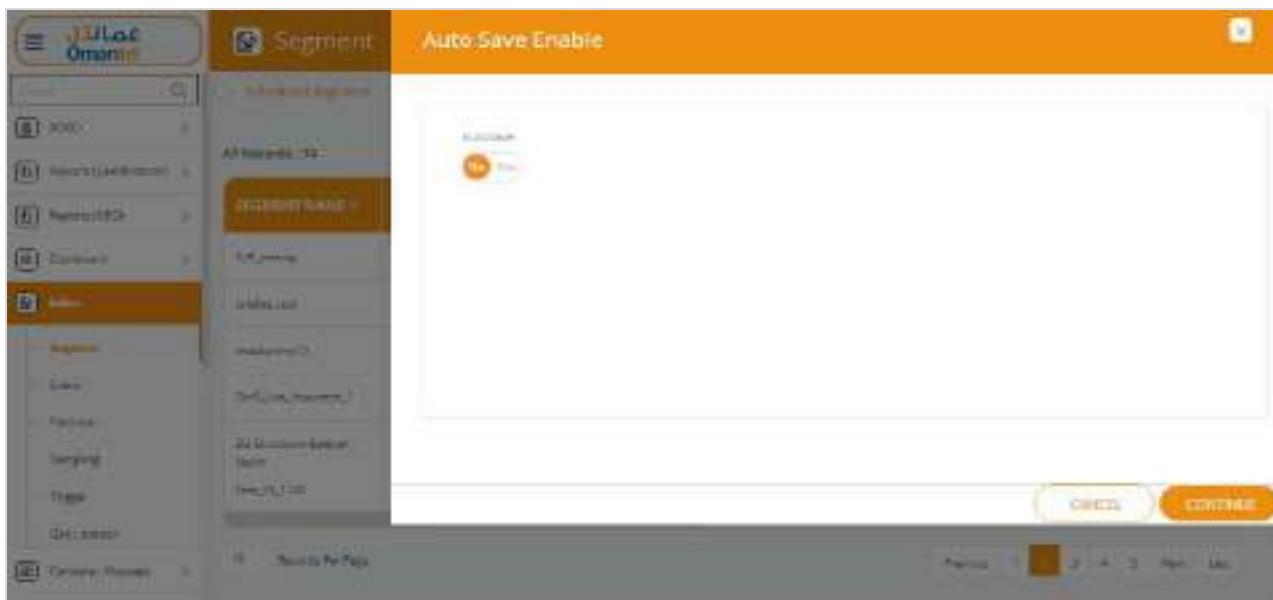


Figure 99 Segment – Auto Save Enable

- Click the “Auto Save” to “Yes” to save the segments. The following screen will be displayed.

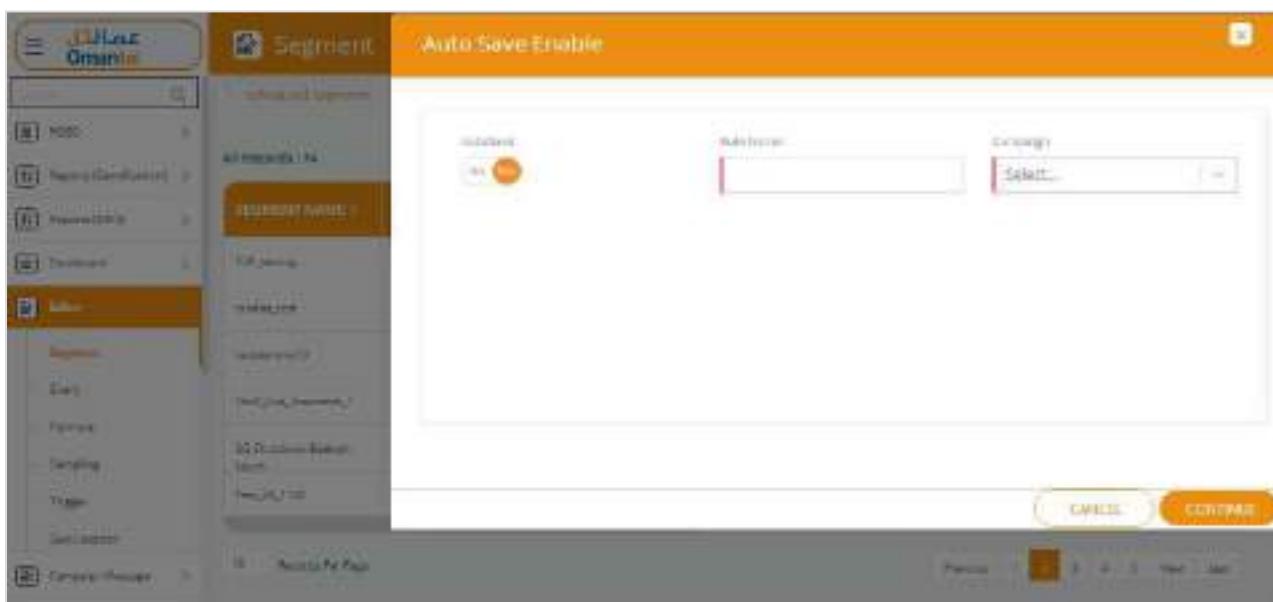


Figure 100 Auto Save Enable – Input Fields

- Enter the following information in the corresponding fields. If fields marked with “|” are mandatory.

Field	Description
Rule Name	Enter the name of the rule.
Campaign	Select the campaign from the drop-down list.

- After providing the required details, click **Continue**. The following screen will be displayed.



Figure 101 New Segment – Input Screen

8.3.1.1 Configuration

Using this menu, you can configure the variables used to create a rule.
To view the configuration menu,

1. On the side menu, click **Editor>> Segment** to view the segment details. For more details, see the section [Create Segment](#).
2. On the right pane of the screen, click **Settings**  to view configurations. Refer to the following screen.

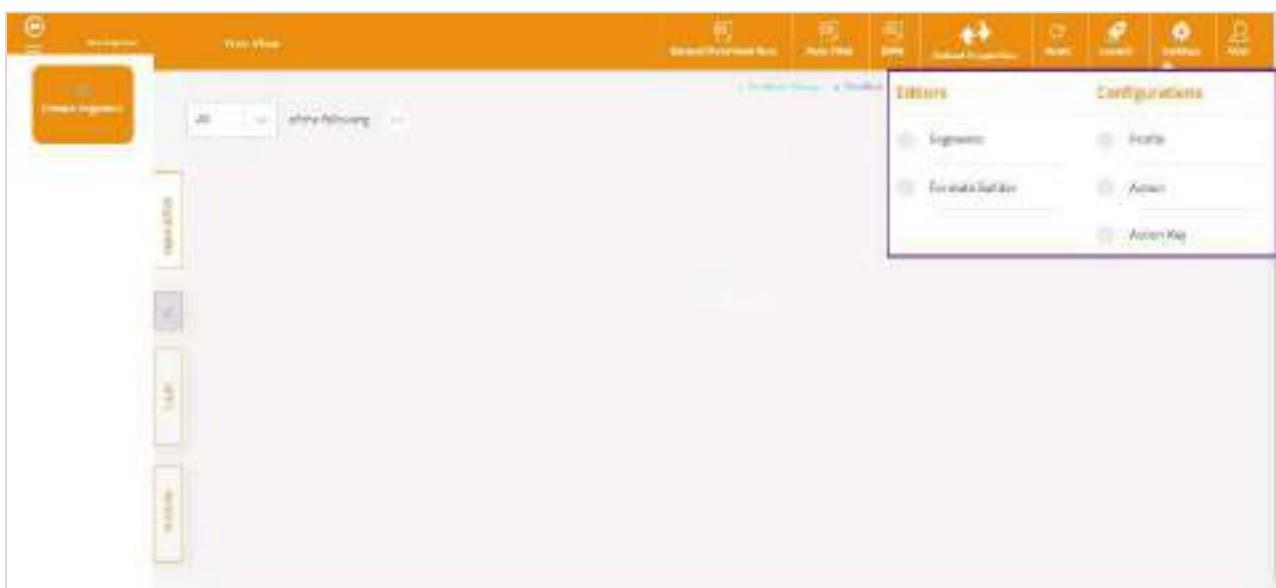


Figure 102 New Segments - Settings

Using this segment's menu, you can configure the following parameters.

- Profile
- Action
- Action Key

8.3.1.1.1 Profile

Using this profile option, you can create a new group, sub-group, and variables. You can also edit and delete the existing groups and subgroups.

To create a profile:

1. On the **New Segment** screen, click the **Profile** to add a new profile. Refer to the following screen.



Figure 103 Configurations – Profile

2. After clicking the **Profile**, the following screen will be displayed.

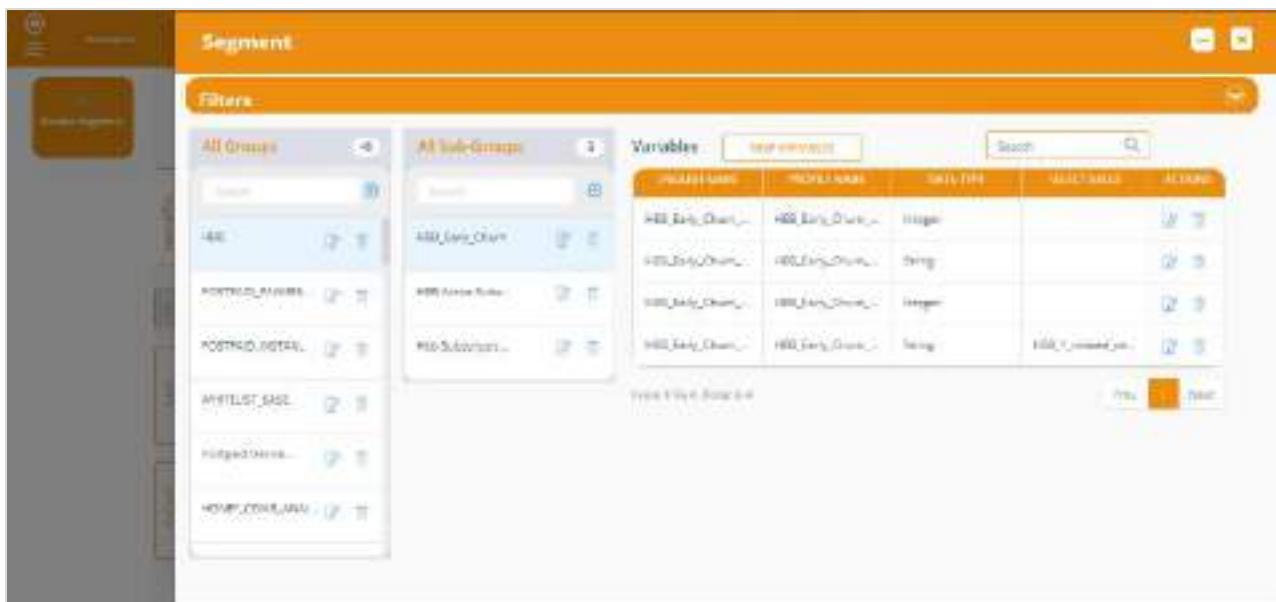


Figure 104 Segment – Profile Input Screen

8.3.1.1.1 Create Group

Segment groups allow you to group related segments together to manage them on a scale. When you create a segment, the first step is to choose a segment group.

1. On the **Segment** screen, click the **Add** button to add a new group. Refer to the following screen.



Figure 105 Segment – Group

2. After clicking the **Add** button, the following pop-up window will be displayed.

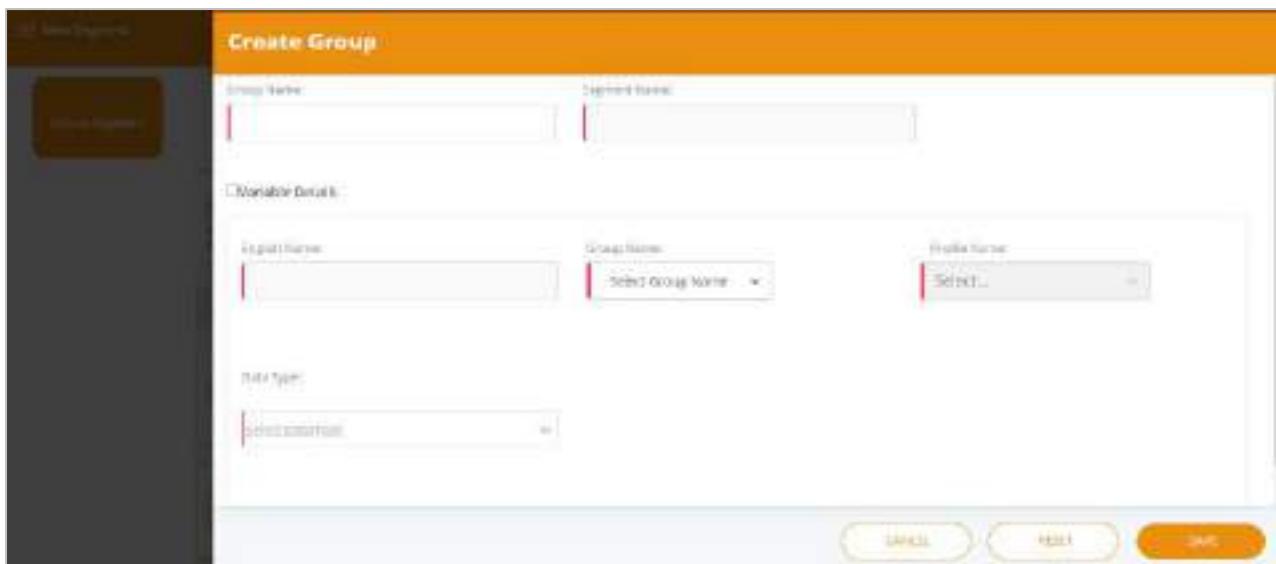


Figure 106 Create Group Input Screen

3. Enter the following information in the corresponding fields. If fields marked with “|” are mandatory.

Field	Description
Group Name	Enter the name of the group.
Segment Name	Enter the name of the segment. Note: This field will be displayed if the Variable checkbox is selected.
Variable Details	
Note: The following fields are editable if the Variable Details checkbox is selected.	
English Name	Enter the variable name in English.
Group Name	Select the Group Name in the drop-down list. For example, “ INSTANT_CDR ”.
Profile Name	Select the Profile Name in the drop-down list. For example, “ I_CREATED_DATE ”.
Data Type	Select the Data Type in the drop-down list. For example, “ Boolean ”.
Values From	Select the Values From option button as Text or Table . Note: This field is displayed if a String or Integer is selected in the drop-down list of the Data Type.
Select Value	Enter the value in the corresponding table. Note: This field is displayed if a String or Integer is selected in the drop-down list of the Data Type.

Value As	Toggle the Value as “Value” or “ID”.
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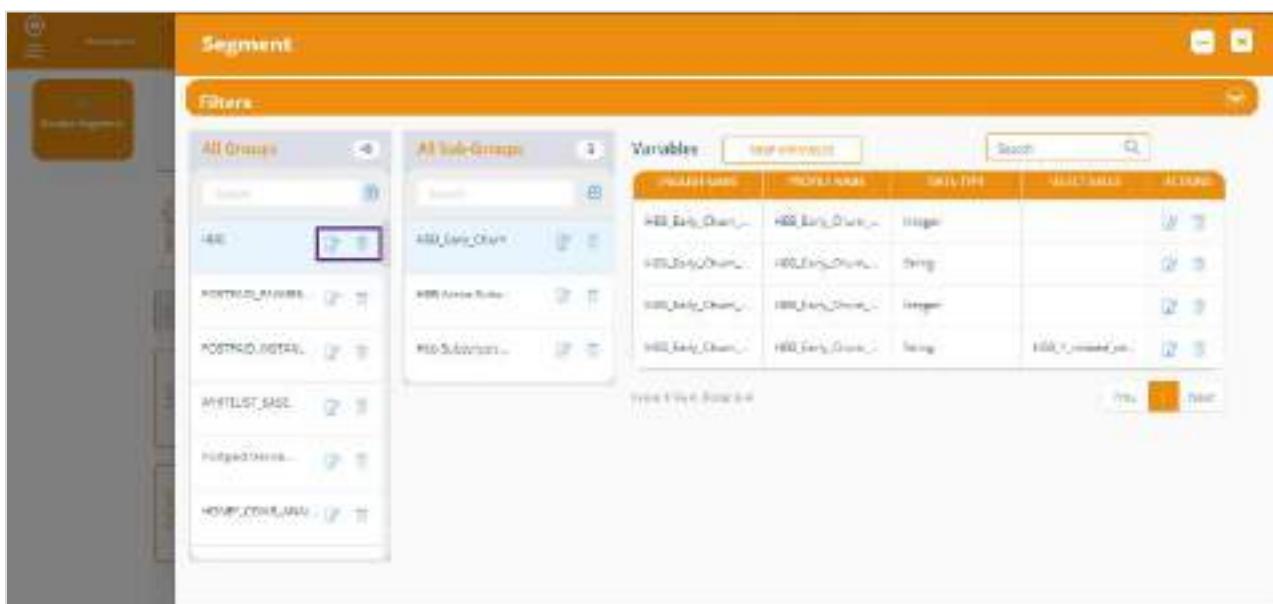
4. After providing the required details, click **Save** to save the changes.

A success message is displayed, indicating that the group is created successfully.

8.3.1.1.1.2 Modify and Delete Group

Using this option, you can modify and delete the existing group.

- On the **Segment** screen, click the **Modify** button  to modify the group. Refer to the following screen.
- On the **Segment** screen, click the **Delete** button  to delete the group. Refer to the following screen.



Variable Name	Type	Default Value	Description
HBL_Early_Charge	Boolean	False	
HBL_Daily_Charge	String		
HBL_Auto_Rule	Boolean	False	
HBL_Subgroup	Boolean	False	
HBL_Early_Charge_1	Boolean	False	
HBL_Daily_Charge_1	String		

Figure 107 Segment – Modify and Delete Operation

8.3.1.1.1.3 Create Sub-Group

Using this subgroup option, you can create a subgroup under the group. You can also edit and delete the existing subgroup.

Note: You must select a group under which the sub-group is created.

1. On the **Segment** screen, click the **Add** button  to add a new subgroup. Refer to the following screen.

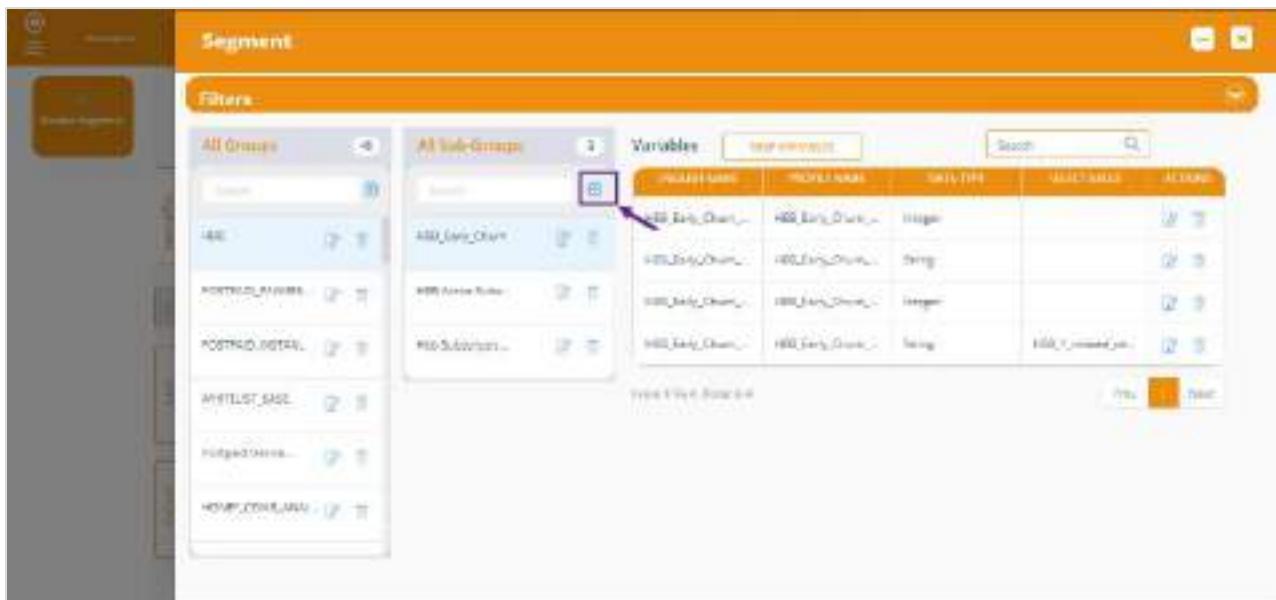


Figure 108 Segment – Sub- Group (Add Button)

2. After clicking the **Add** button, the following screen will be displayed.

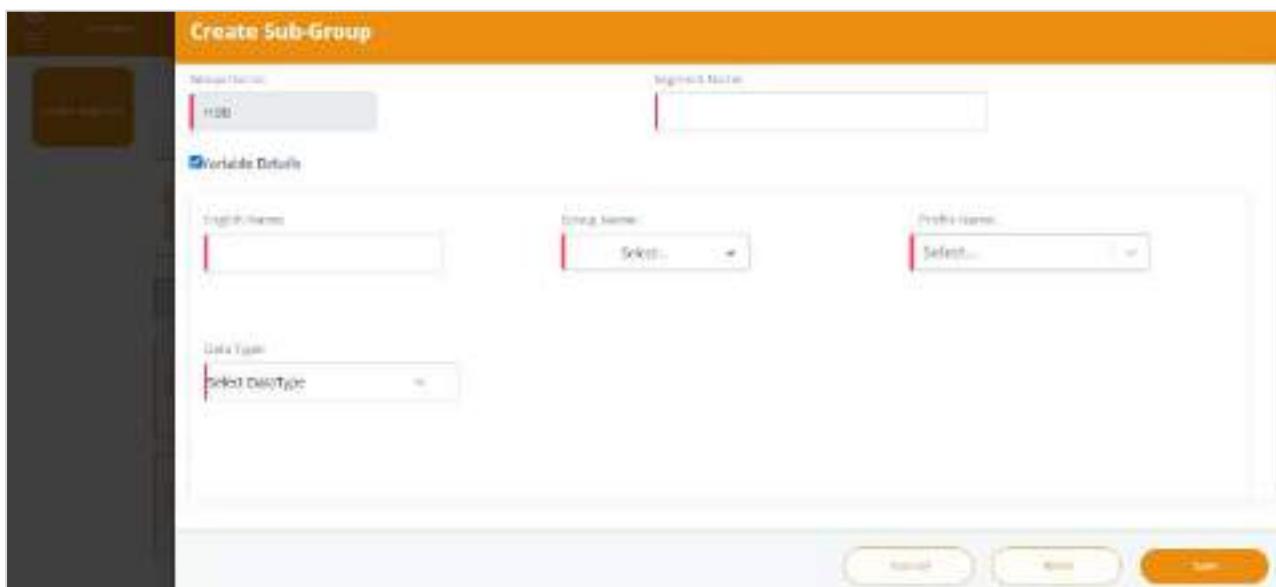


Figure 109 Create Sub- Group Input Screen

3. Enter the following information in the corresponding fields. If fields marked with “|” are mandatory.

Field	Description
Group Name	Enter the name of the subgroup.
Segment Name	Enter the name of the segment. Note: A minimum length is required for the segment name.

Variable Details

Note: The following fields are editable if the **Variable Details** checkbox is selected.

English Name	Enter the variable name in English.
Group Name	Select the Group Name in the drop-down list. For example, “ INSTANT_CDR ”.
Profile Name	Select the Profile Name in the drop-down list. For example, “ B_SUBNUMBER ”.
Data Type	Select the Data Type in the drop-down list. For example, “ Boolean ”.
Values From	<p>Select the Values From option button as Text or Table.</p> <p>Note: This field is displayed if a String or Integer is selected in the drop-down list of the Data Type.</p>
Select Value	<p>Enter the value in the corresponding table.</p> <p>Note: This field is displayed if a String or Integer is selected in the drop-down list of the Data Type.</p>
Value As	Toggle the Value as “ Value ” or “ ID ”.

4. After providing the required details, click **Save** to save the changes.

A confirmation message is displayed, indicating that the sub-group is created successfully.

8.3.1.1.4 Modify and Delete Sub-Group

Using this option, you can modify and delete the existing sub-group.

- On the **Segment** screen, click the **Modify** button  to modify the sub-group. Refer to the following screen.

- On the **Segment** screen, click the **Delete** button  to delete the sub-group. Refer to the following screen.

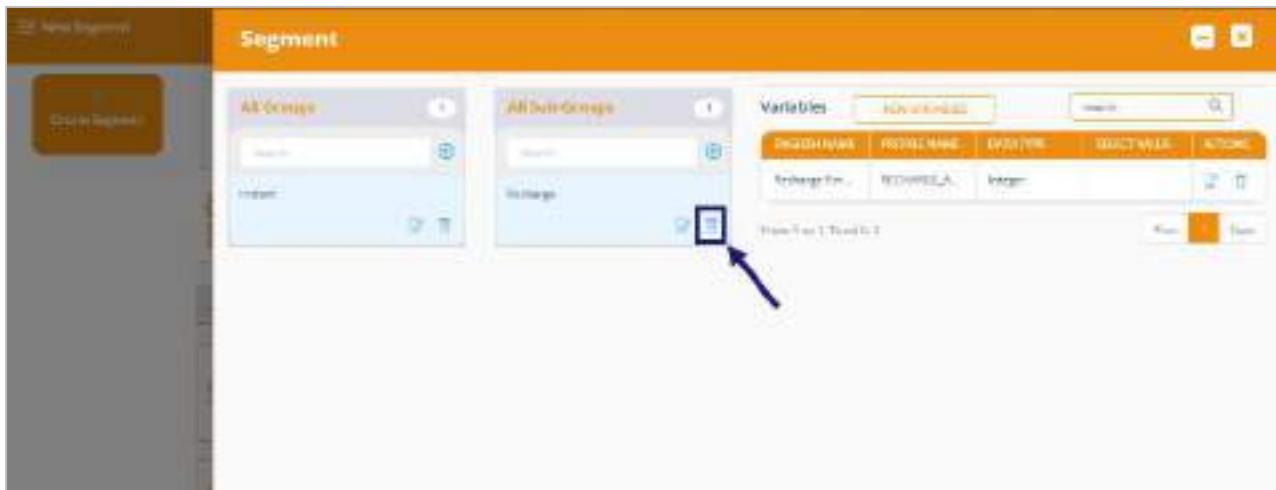


Figure 110 Segment – Modify and Delete Sub-Group

8.3.1.1.1.5 Create Variable

Segment variables are parameters added to incoming links to help identify and apply attribution to marketing segments.

Note: One sub-group selection is mandatory to create a variable.

- On the **Segment** screen, click the **NEW VARIABLES** button to add a new variable. Refer to the following screen.

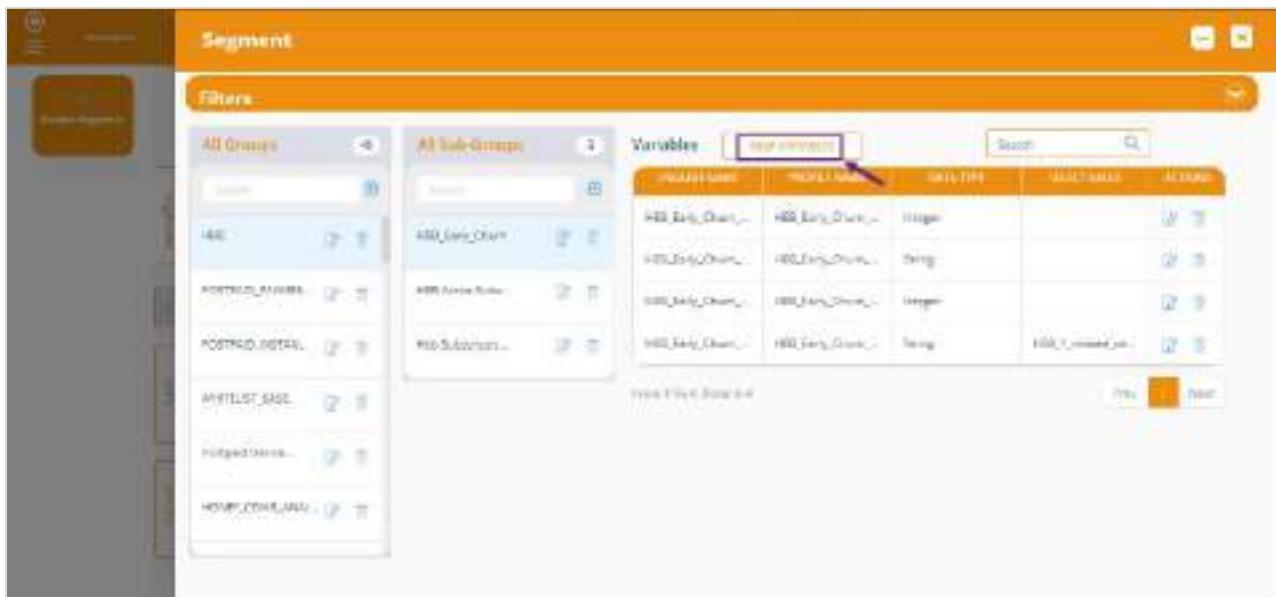


Figure 111 Segment – New Variables

- After clicking the **NEW VARIABLES** button, the following screen will be displayed.

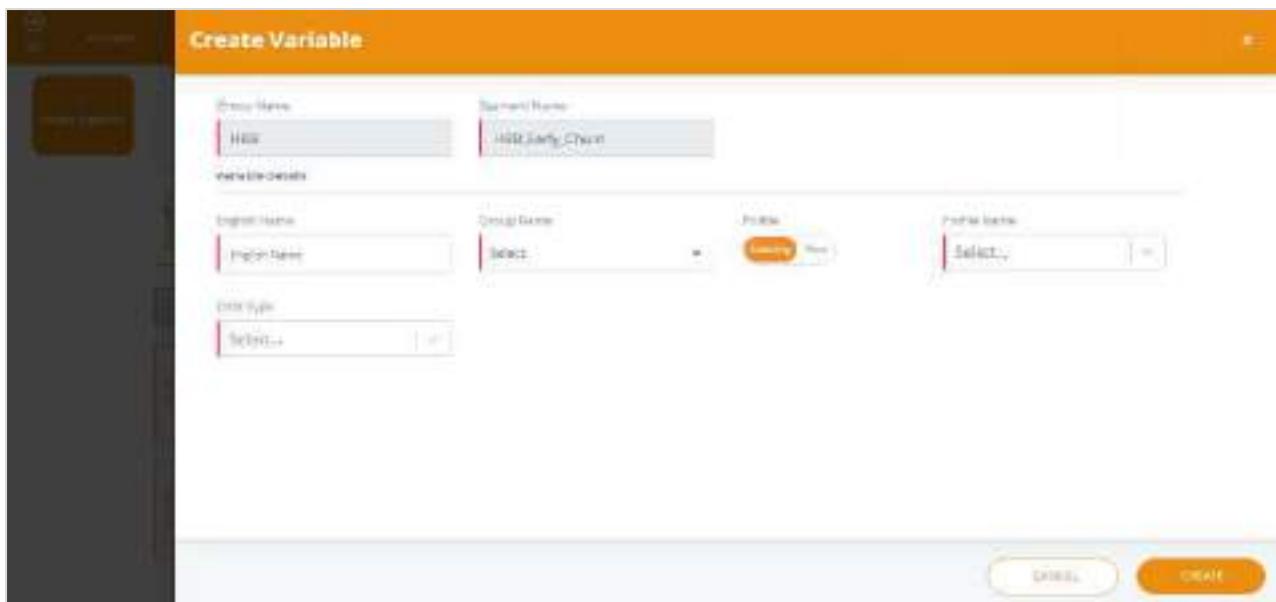


Figure 112 Create Variable Input Screen

3. Enter the following information in the corresponding fields. If fields marked with “|” are mandatory.

Field	Description
Group Name	This field is non-editable
Segment Name	This field is non-editable
Variable Details	
English Name	Enter the variable name in English
Group Name	Select the Group Name in the drop-down list. For example, “ PROFILE_CDR3 ”.
Profile	Select the Profile as “ Existing ” or “ New ”.
Column	Select the column in the drop-down list. Note: This field is displayed if “ New ” is selected as the Profile.
Profile Name	Select the Profile Name in the drop-down list. For example, “ PE_DOB ”.
Data Type	Select the Data Type in the drop-down list. For example, “ Boolean ”.
Values From	Select the Values From option button as Text or Table . Note: This field is displayed if a String or Integer is selected in the drop-down list of the Data Type.
Select Value	Enter the value in the corresponding table. Note: This field is displayed if a String or Integer is selected in the drop-down list of the Data Type.
Value As	Toggle the Value as “ Value ” or “ ID ”.

4. After providing the required details, click **SAVE** to save the changes.

A success message is displayed, indicating that the variable is created successfully.

8.3.1.1.6 Modify and Delete Variable

Using this option, you can modify and delete the existing variable.

- On the **Segment** screen, click the **Modify** button  to modify the variable. Refer to the following screen.
- On the **Segment** screen, click the **Delete** button  to delete the variable. Refer to the following screen.



Variable Name	Description	Status	Action
HBL_Early_Charge	HBL_Early_Debit_early_charge	Active	
HBL_Early_Charge_	HBL_Early_Debit_early_charge	Inactive	
HBL_Early_Charge_	HBL_Early_Debit_early_charge	Inactive	
HBL_Early_Charge_	HBL_Early_Debit_early_charge	Inactive	

Figure 113 Segment – Modify and Delete Operation

8.3.1.1.2 Action

The action menu is used to configure the actions to perform after the conditions for the rule are matched.

1. On the **New Segment** screen, click the **Action** to add a new action. Refer to the following screen.



Figure 114 Configurations – Action

2. After clicking **Action**, the following screen will be displayed.

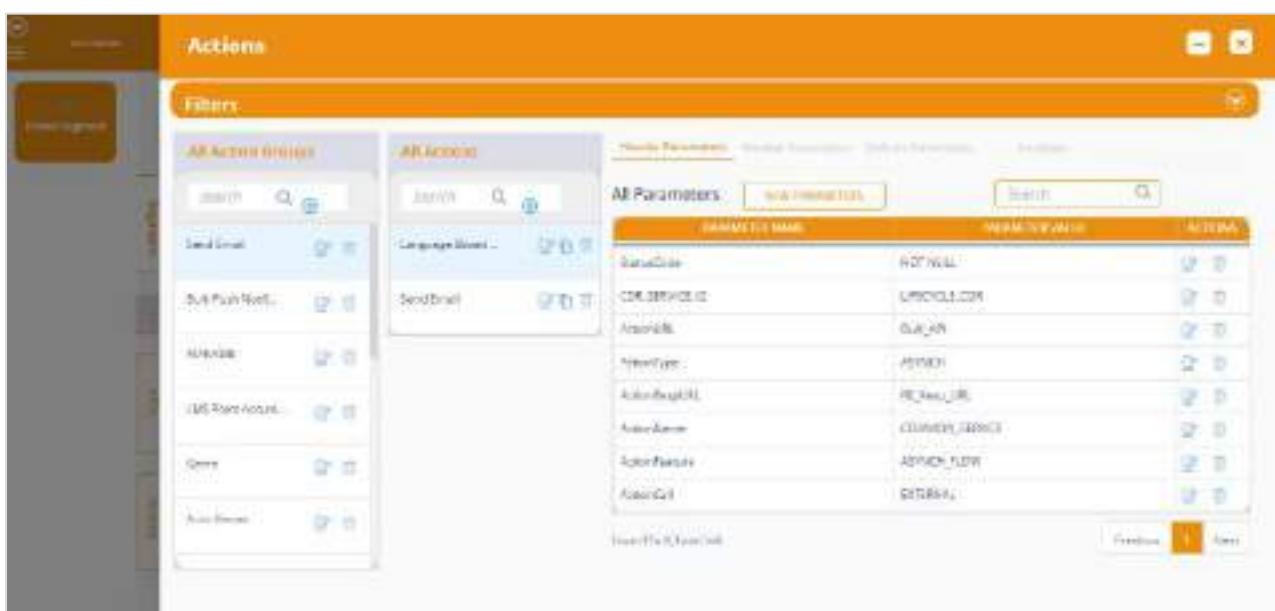


Figure 115 Segment – Action Input Screen

8.3.1.1.2.1 Create Action Group

Using this action group, you can create a new action group. You can also edit and delete the existing action group.

1. On the **Actions** screen, click the **Add** button to add a new action group. Refer to the following screen.

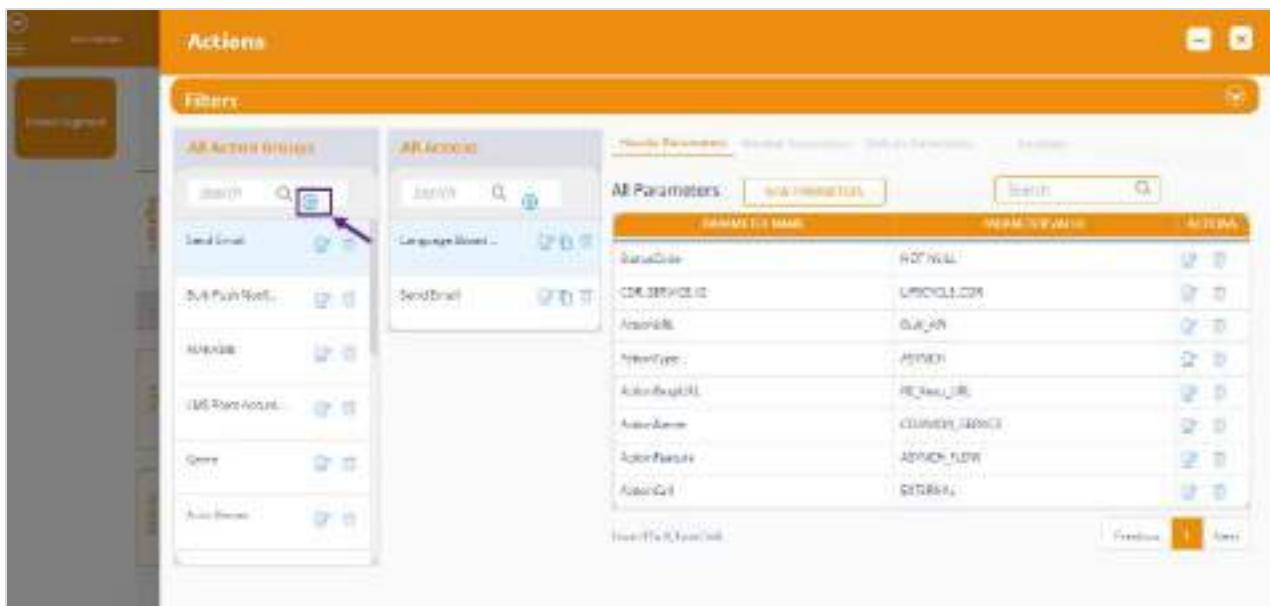


Figure 116 Segment – Action Group

- After clicking the **Add** button, the following screen will be displayed.



Figure 117 Create Action Group Input Screen

- Enter the following information in the corresponding fields. If fields marked with “**|**” are mandatory.

Field	Description
Action Group Name	Enter the name of the action group. For example, “ Promotion ”.

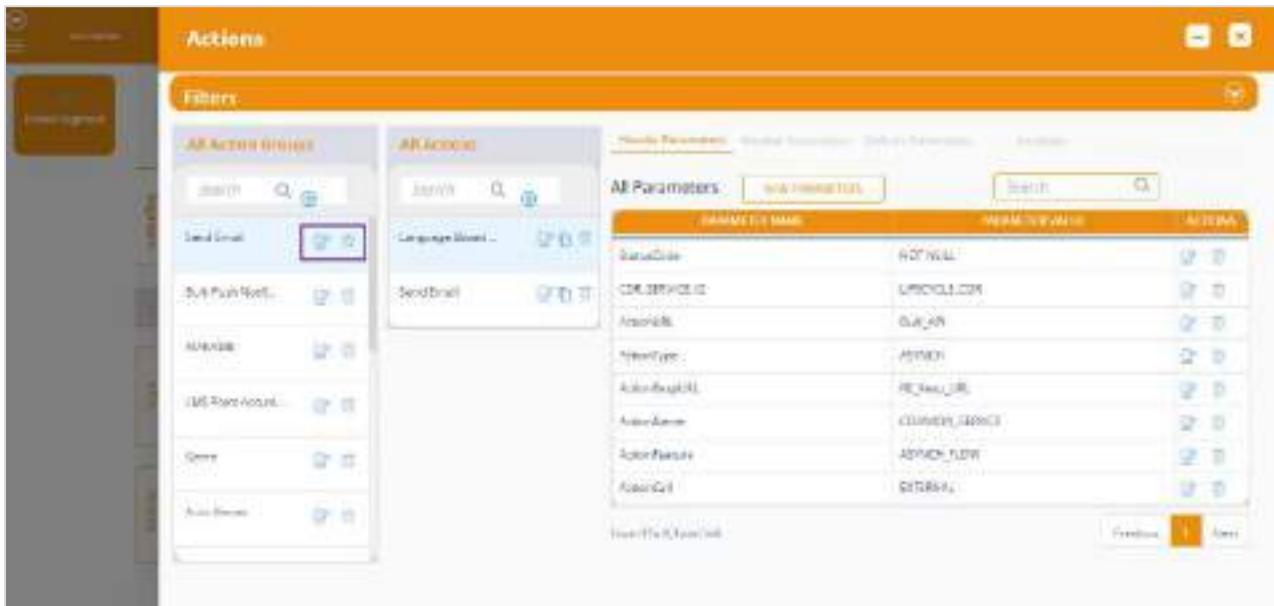
- After providing the required details, click **SAVE** to save the changes.

A success message is displayed, indicating that the action group is created successfully.

8.3.1.1.2.2 Modify and Delete Action Group

Using this option, you can modify and delete the existing action group.

- On the **Actions** screen, click the **Modify** button  to modify the action group. Refer to the following screen.
- On the **Actions** screen, click the **Delete** button  to delete the action group. Refer to the following screen.



The screenshot shows the 'Actions' screen with a sidebar containing 'All Action Groups' and 'All Actions'. The main area has filters for 'Language Based...' and 'Search'. A table lists parameters with columns: NAME, VALUE, and ACTION. One row is selected for modification. Buttons for 'Previous' and 'Next' are at the bottom.

NAME	VALUE	ACTION
ActionID	ADINULL	 
CODESERVICEID	URSCOL.COM	 
AccountID	00000000000000000000000000000000	 
ActionType	ADINON	 
ActionGroupID	RE_Acc_000	 
ActionName	Custom_Adress	 
ActionValue	ADINON_FLOW	 
ActionURL	GETURL	 

Figure 118 Segment – Delete and Delete Action Group

8.3.1.1.2.3 Create Action

Using this create option, you can create a new action.

Note: You need to select an Action Group under which the action is created.

- On the **Actions** screen, click the **Add** button  to add a new action. Refer to the following screen.

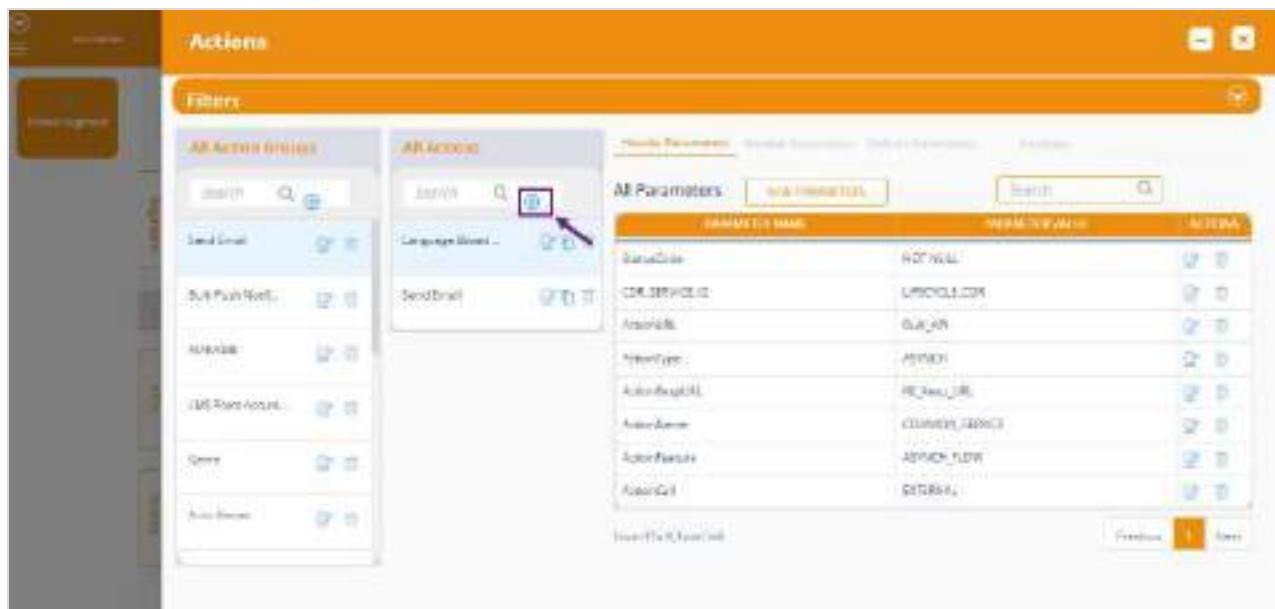


Figure 119 Segment – Action

2. After clicking the **Add** button, the following screen will be displayed.

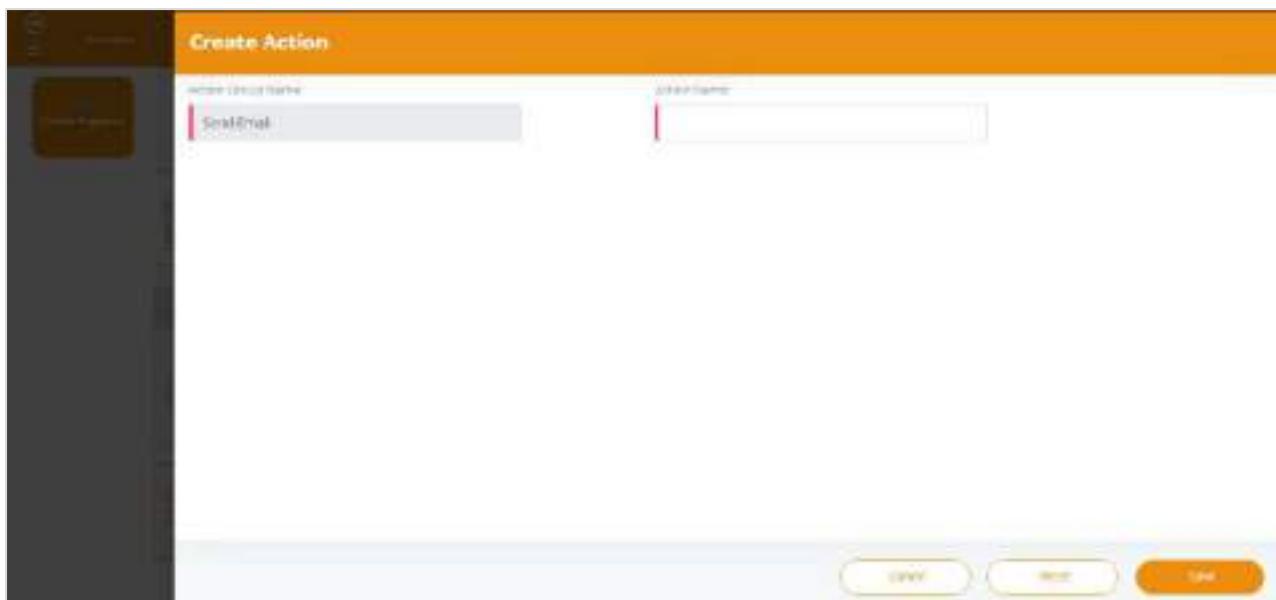


Figure 120 Create Action Input Screen

3. Enter the following information in the corresponding fields. If fields marked with “|” are mandatory.

Field	Description
Action Group Name	This field is auto filled and non-editable
Action Name	Enter the name of the action.

4. After providing the required details, click **Save** to save the changes.

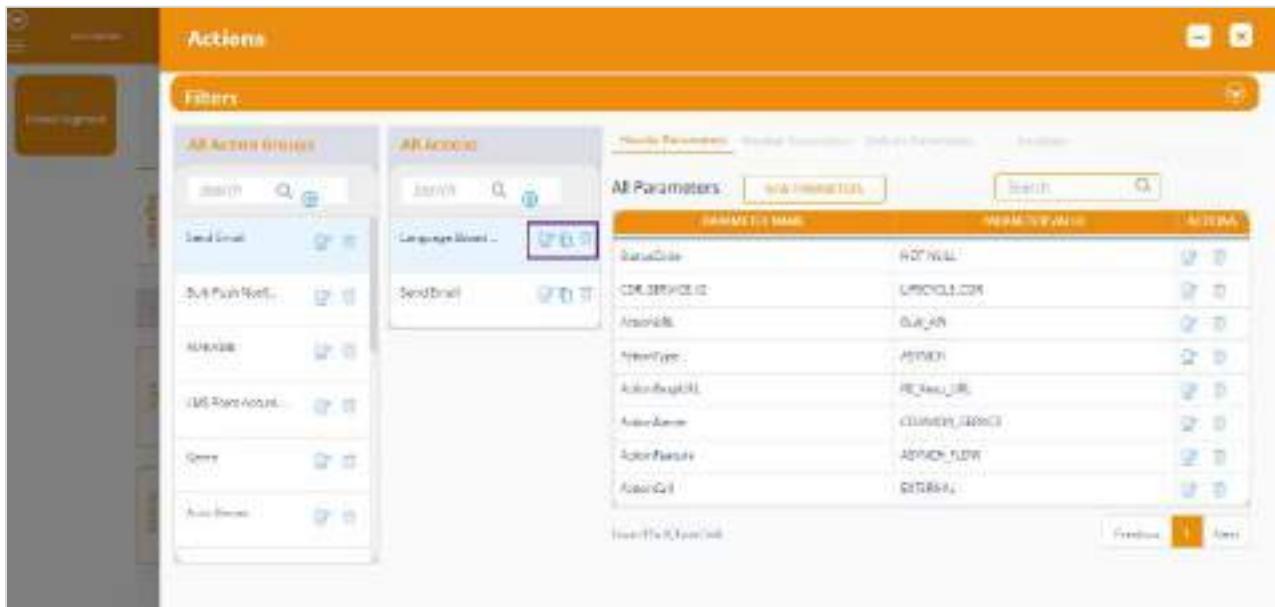
A success message is displayed, indicating that the action is created successfully.

8.3.1.1.2.4 Modify, Copy, and Delete Action

Using this option, you can modify and delete the existing action.

- On the **Actions** screen, click the **Modify** button  to modify the action. Refer to the following screen.

- On the **Actions** screen, click the **Copy** button  to copy the action. Refer to the following screen.
- On the **Actions** screen, click the **Delete** button  to delete the action. Refer to the following screen.



The screenshot shows the 'Actions' screen with a sidebar containing 'All Action Groups' and a main panel titled 'Actions'. The main panel displays a table of parameters with columns: NAME/ID, NAME/VIEWNAME, and ACTION. The parameters listed are:

NAME/ID	NAME/VIEWNAME	ACTION
Barcode	Barcode	 
COR_SERVICE_ID	URCYCLE.COM	 
Available	GLA_0N	 
ActionType	HYPER	 
ActionGroup	RE_Sku_UPS	 
ActionName	CLIENTIN_ADDRESS	 
ActionPriority	ADVANCED_FLOW	 
ActionURL	EXTERNAL	 

Figure 121 Segment – Modify, Copy, and Delete Operations

8.3.1.1.2.5 Create Header Parameter

Using this option, you can create a new header parameter.

Note: One Action Group selection is mandatory to create a parameter.

1. On the **Actions** screen, click the **NEW PARAMETERS** button to add a new parameter. Refer to the following screen.

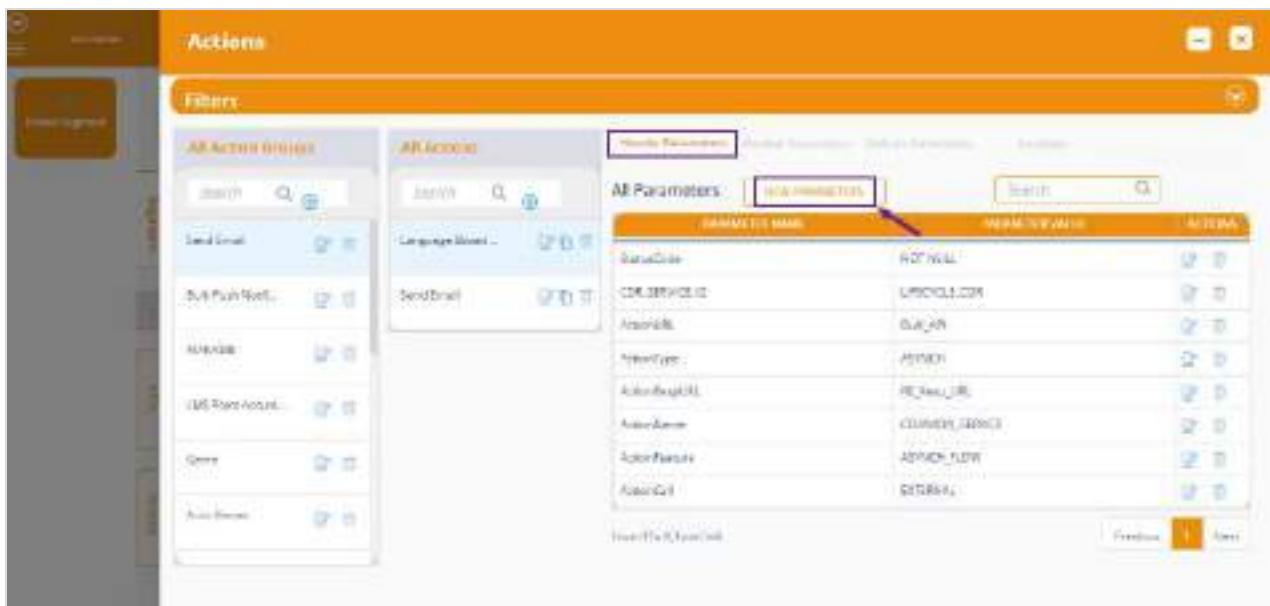


Figure 122 Action Group – New Parameters

- After clicking the **NEW PARAMETERS** button, the following screen will be displayed.



Figure 123 Create Header Parameter Screen

- Enter the following information in the corresponding fields. If fields marked with “|” are mandatory.

Field	Description
Group Name	This field is non-editable. By default, this field will be auto filled.
Action Name	This field is non-editable. By default, this field will be auto filled.

Field	Description
Default Header	<p>Click the Default Headers option button to “Yes” and enable the default parameters.</p> <p>For example, if default Headers for “Online Action” are selected, the following screen will be displayed.</p> 
Parameter Name	<p>Enter the name of the parameter.</p> <p>Note: This field is editable if Default Headers is turned to “No”.</p>
Parameter Value	<p>Enter the value of the parameter.</p> <p>Note: This field is editable if Default Headers is turned to “No”.</p>

4. After providing the required details, click **Create**.

A success message will be displayed, indicating that the parameter is created successfully.

8.3.1.1.2.6 Modify and Delete Header Parameter

Using this option, you can modify and delete the header parameter.

- On the **Actions** screen, click the **Modify** button  to modify the header parameter. Refer to the following screen.
- On the **Actions** screen, click the **Delete** button  to delete the header parameter. Refer to the following screen.

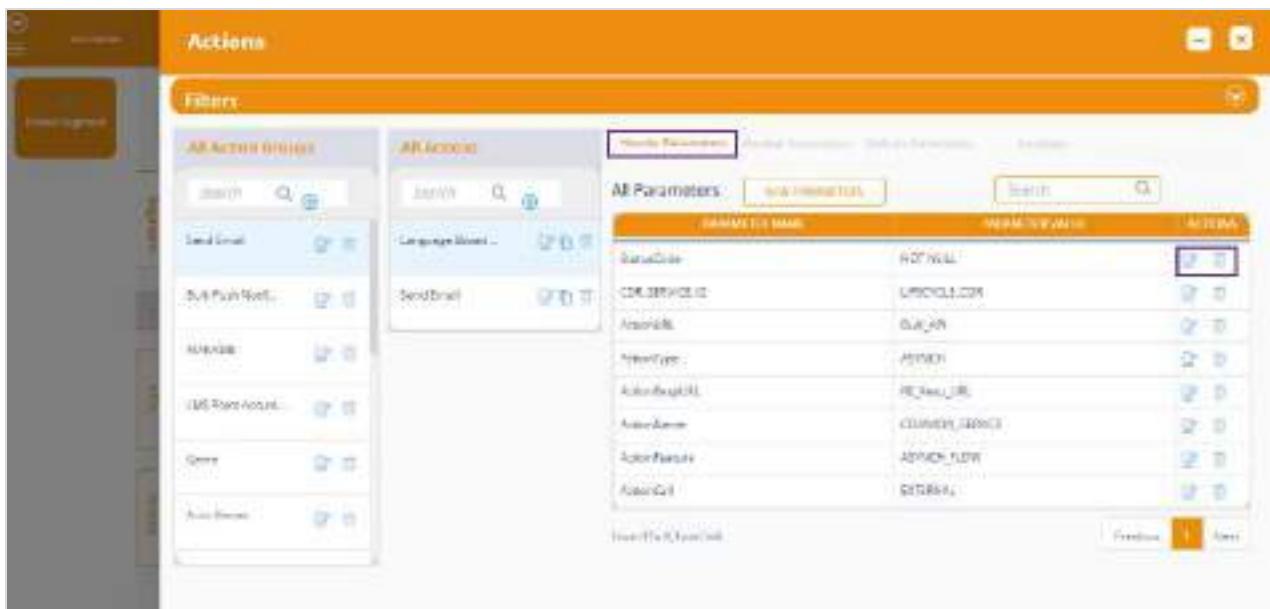


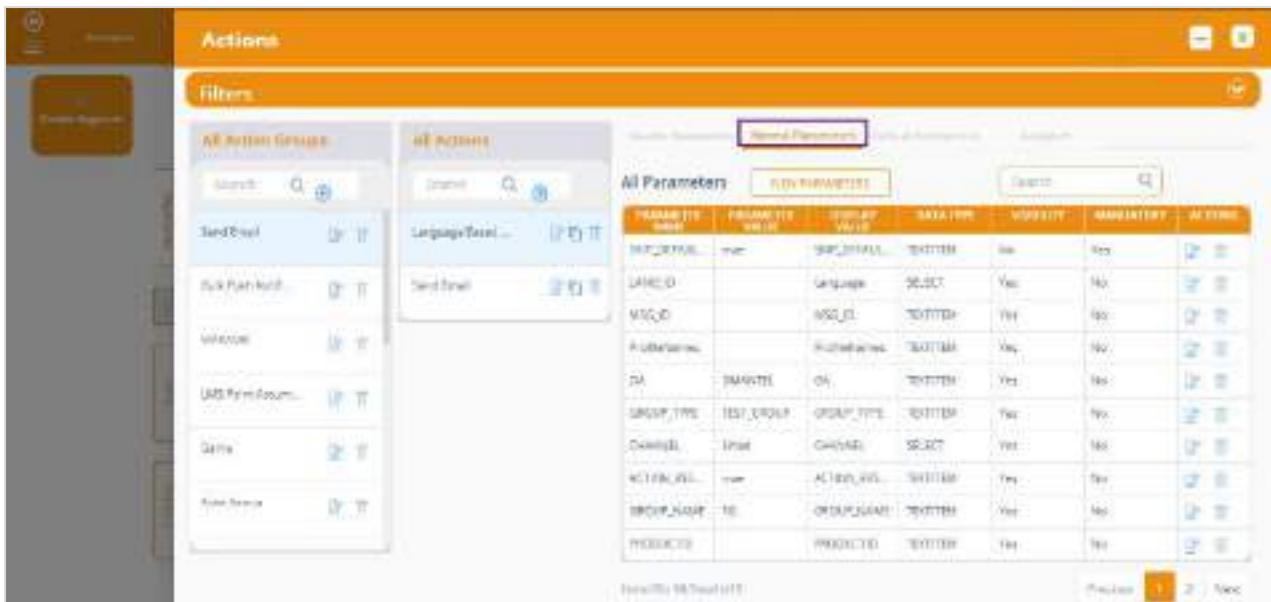
Figure 124 Actions – Modify and Delete Button

8.3.1.1.2.7 Create Normal Parameter

Using this create option, you can create a new normal parameter.

Note: One Action Group selection is mandatory to create a parameter.

1. On the **Actions** screen, click the **Normal Parameters** tab to view the normal parameter details. The following screen will be displayed.

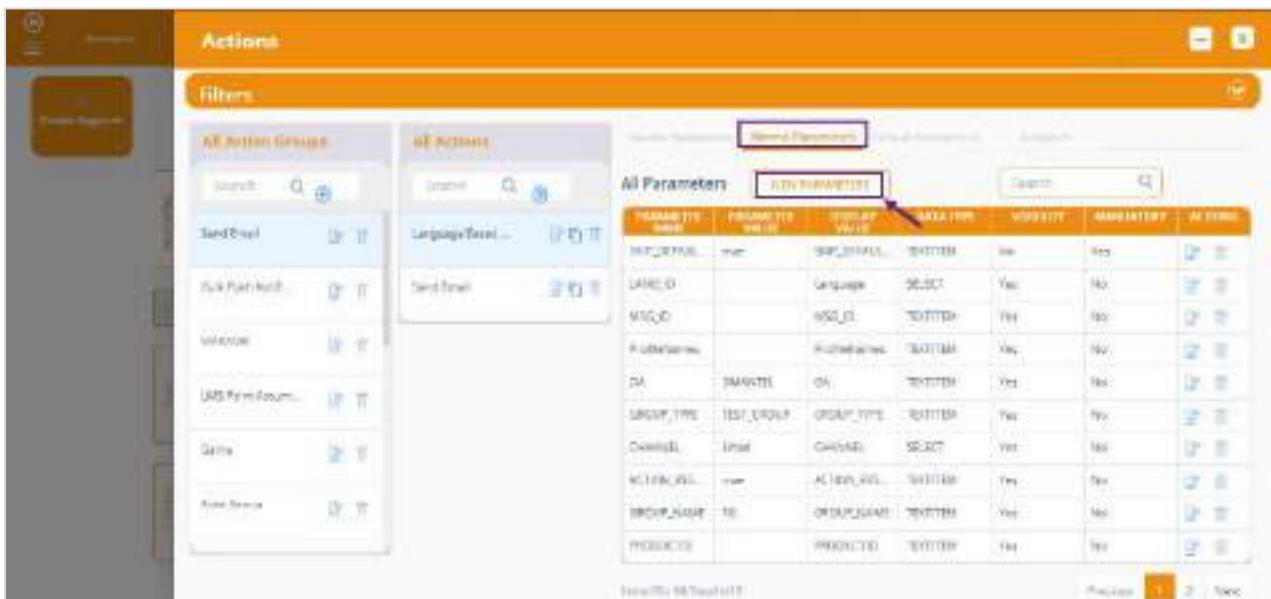


The screenshot shows the 'Actions' screen with the 'Normal Parameters' button highlighted in a purple box. The table below lists various parameters with their details.

PARAMETER NAME	PARAMETER VALUE	DISPLAY VALUE	DATA TYPE	VISIBILITY	MANAGEABLE	ACTION
TEST_GROUP	test	TEST_GROUP	TEXTAREA	Yes	No	
LANDID	Language	SELECT	YES	No		
MSQD	MSQD	TEXTAREA	YES	No		
Autobanner	Autobanner	TEXTAREA	YES	No		
PA	PAINTEE	SELECT	YES	No		
GROUP_TYPE	TEST_GROUP	GROUP_TYPE	TEXTAREA	Yes	No	
Category	test	CATEGORY	SELECT	Yes	No	
ACTIVITIES	test	ACTIVITIES	TEXTAREA	Yes	No	
GROUPNAME	ORGNAME	TEXTAREA	Yes	No		
PRODUCTS	PRODUCT	TEXTAREA	YES	No		

Figure 125 Actions – Normal Parameters

2. On the **Actions** screen, click the **NEW PARAMETERS** button to add a new parameter. Refer to the following screen.



The screenshot shows the 'Actions' screen with the 'New Parameters' button highlighted in a purple box. The table below lists various parameters with their details.

PARAMETER NAME	PARAMETER VALUE	DISPLAY VALUE	DATA TYPE	VISIBILITY	MANAGEABLE	ACTION
TEST_GROUP	test	TEST_GROUP	TEXTAREA	Yes	No	
LANDID	Language	SELECT	YES	No		
MSQD	MSQD	TEXTAREA	YES	No		
Autobanner	Autobanner	TEXTAREA	YES	No		
PA	PAINTEE	SELECT	YES	No		
GROUP_TYPE	TEST_GROUP	GROUP_TYPE	TEXTAREA	Yes	No	
Category	test	CATEGORY	SELECT	Yes	No	
ACTIVITIES	test	ACTIVITIES	TEXTAREA	Yes	No	
GROUPNAME	ORGNAME	TEXTAREA	Yes	No		
PRODUCTS	PRODUCT	TEXTAREA	YES	No		

Figure 126 Action– Normal Parameters (New Parameters)

3. After clicking the **NEW PARAMETERS** button, the following screen will be displayed.

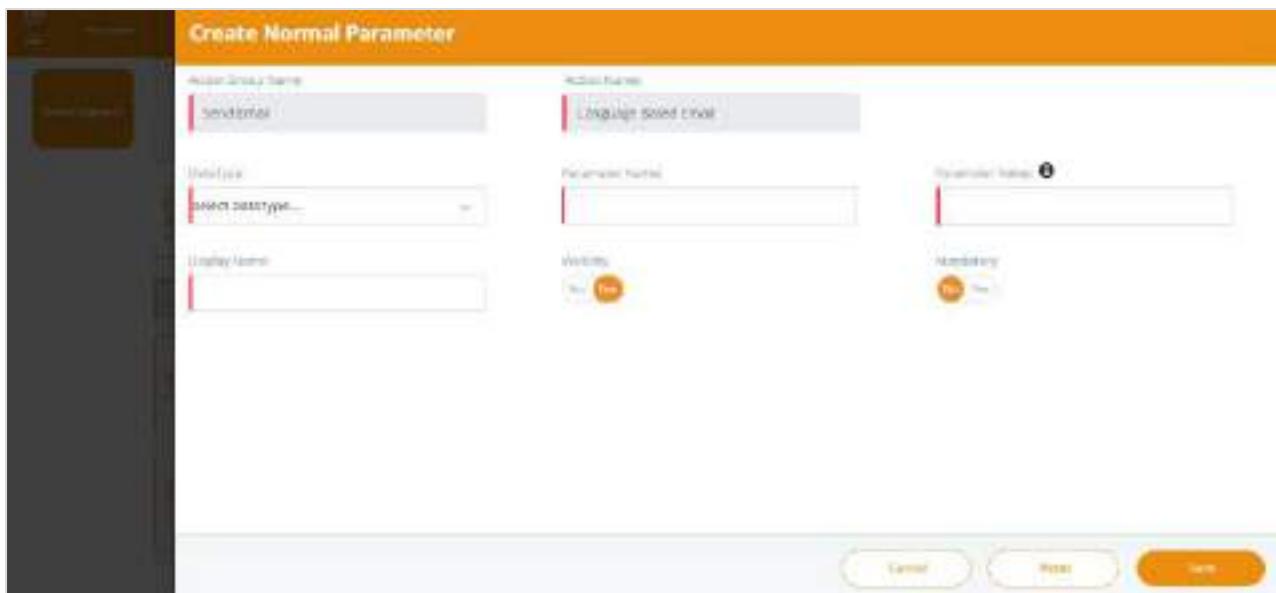


Figure 127 Create Normal Parameter Screen

4. Enter the following information in the corresponding fields. If fields marked with “!” are mandatory.

Field	Description
Action Group Name	This field is non-editable. By default, this field will be auto-filled.
Action Name	This field is non-editable. By default, this field will be auto-filled.
Data Type	Select the data type in the drop-down list. For example, “Time”.
Parameter Name	Enter the name of the parameter.
Parameter Value	Enter the value of the parameter.
Display Name	Enter the display name of the parameter.
Visibility	Click the Visibility option button to “Yes” to make the parameter visible for configuration.
Mandatory Value	Click the Mandatory Value option button to “Yes” to make the parameter values mandatory for configuration.

5. After providing the required details, click **SAVE**.

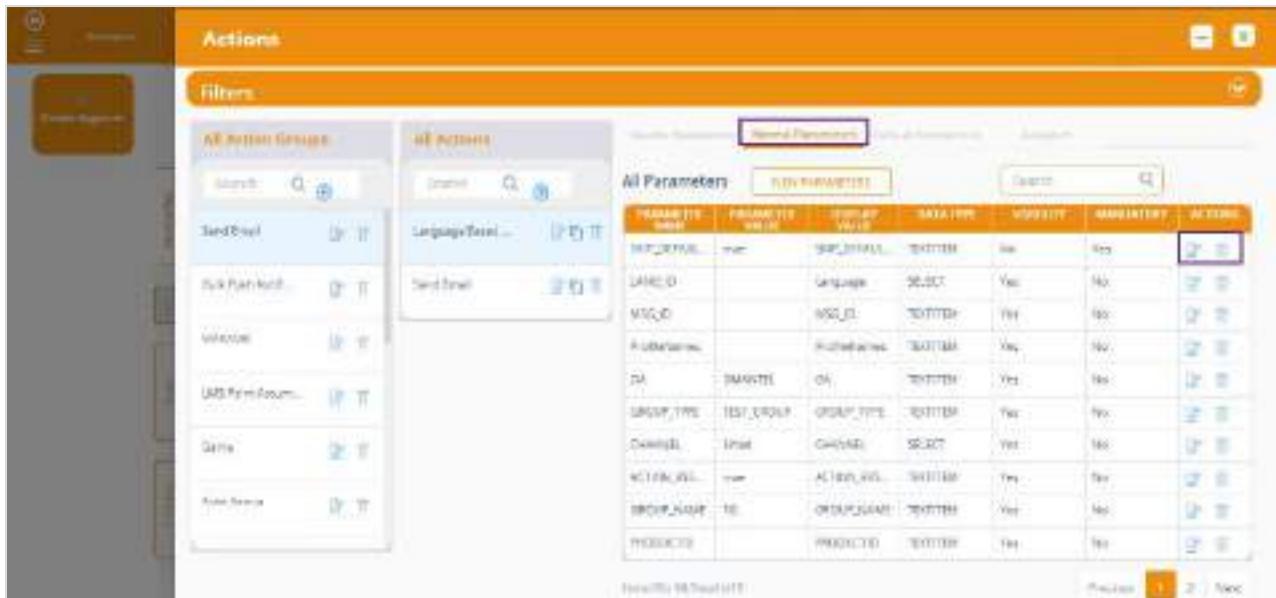
A success message will be displayed, indicating that the parameter is created successfully.

8.3.1.1.2.8 Modify and Delete Normal Parameter

Using this option, you can modify and delete the normal parameter.

- On the **Actions** screen, click the **Modify** button  to modify the normal parameter. Refer to the following screen.

- On the **Actions** screen, click the **Delete** button  to delete the normal parameter. Refer to the following screen.



The screenshot shows the 'Actions' screen with the 'All Parameters' tab selected. On the left, there are two filter panels: 'All Action Groups' and 'All Actions'. The 'All Actions' panel has a dropdown set to 'LanguageBased' and a search bar containing 'SendEmail'. The main area displays a grid of parameters with columns: PARAMETER NAME, PRIMARY VALUE, DISPLAY VALUE, DATA TYPE, VISIBILITY, ANDABILITY, and ACTION. One row in the grid has a yellow background, and the 'ACTION' column for that row contains a delete icon ().

PARAMETER NAME	PRIMARY VALUE	DISPLAY VALUE	DATA TYPE	VISIBILITY	ANDABILITY	ACTION
INPUT_EMAIL	new	INPUT_EMAIL	TEXTAREA	No	No	
LANGUAGE	Language	SELECT	YES	No	No	
MSQD	MSQD	MSQD	TEXTAREA	Yes	No	
ALERTNAME	AlertName	TEXTAREA	YES	No	No	
PA	PA	PA	TEXTAREA	Yes	No	
GROUP_TYPE	TEST_GROUP	GROUP_TYPE	TEXTAREA	No	No	
Category	Unit	CATEGORY	SELECT	Yes	No	
ACTIVATION	new	ACTIVATION	TEXTAREA	Yes	No	
DEMO_NAME	DEMO	DEMO_NAME	TEXTAREA	Yes	No	
PRODUCTS	PRODUCTS	PRODUCTS	TEXTAREA	Yes	No	

Figure 128 Actions – Modify and Delete Operations

8.3.1.1.2.9 Create Default Parameter

Using this create option, you can create a new default parameter.

Note: One Action Group selection is mandatory to create a parameter.

- On the **Actions** screen, click the **Default Parameters** tab to view the default parameters details. Refer to the following screen. The following screen will be displayed.

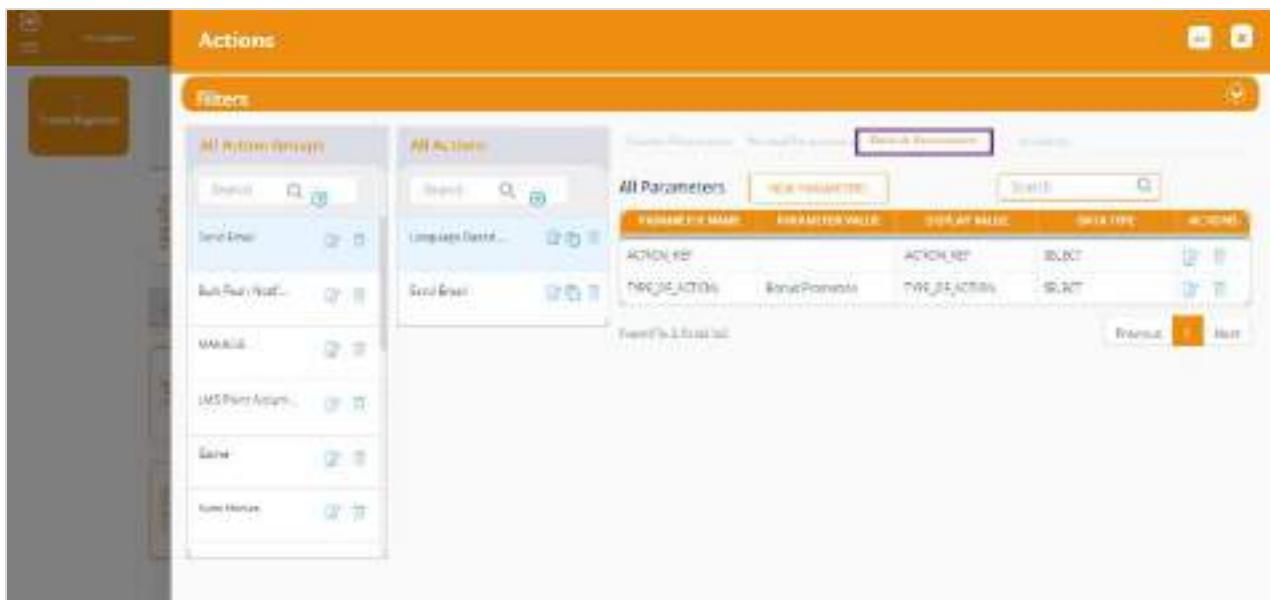


Figure 129 Actions – Default Parameters (Input Screen)

2. On the **Actions** screen, click the **NEW PARAMETERS** button to add a new parameter. Refer to the following screen.

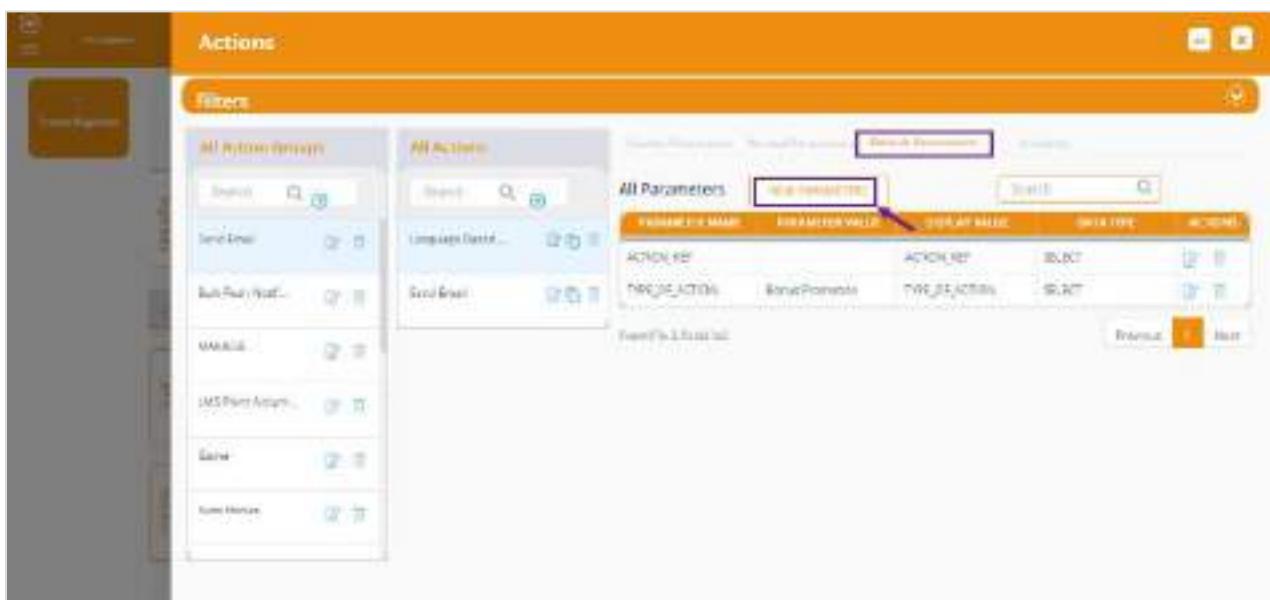


Figure 130 Action– Default Parameters (New Parameters)

3. After clicking the **NEW PARAMETERS** button, the following screen will be displayed.

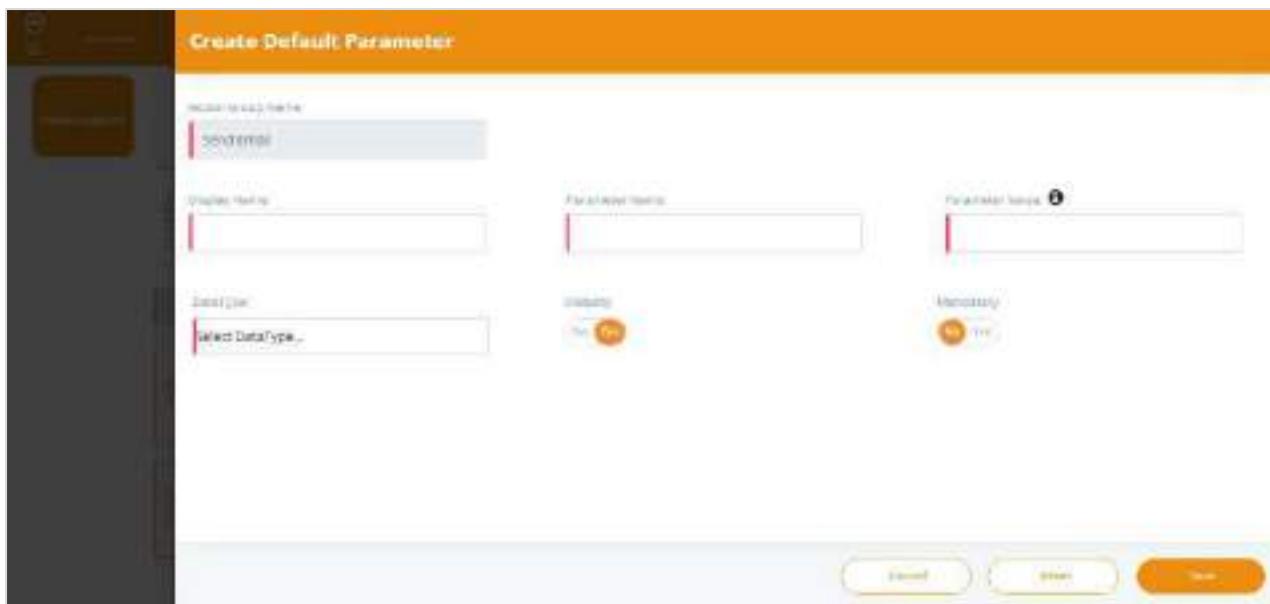


Figure 131 Create Default Parameter Screen

- Enter the following information in the corresponding fields. If fields marked with “|” are mandatory.

Field	Description
Action Group Name	This field is non-editable. By default, this field will be auto-filled.
Display Name	Enter the display name of the default parameter.
Parameter Name	Enter the name of the parameter.
Parameter Value	Enter the value of the parameter.
Data Type	Select the Data Type in the drop-down list. For example, “Time”.
Visibility	Click the Visibility option button to “Yes” to make the parameter visible for configuration.
Mandatory Value	Click the Mandatory Value option button “Yes” to make the parameter values mandatory for configuration.

- After providing the required details, click **SAVE**.

A success message will be displayed, indicating that the parameter is created successfully.

8.3.1.1.2.10 Modify and Delete Default Parameter

Using this option, you can modify and delete the default parameter.

- On the **Actions** screen, click the **Modify** button  to modify the default parameter. Refer to the following screen.
 - On the **Actions** screen, click the **Delete** button  to delete the default parameter. Refer to the following screen.

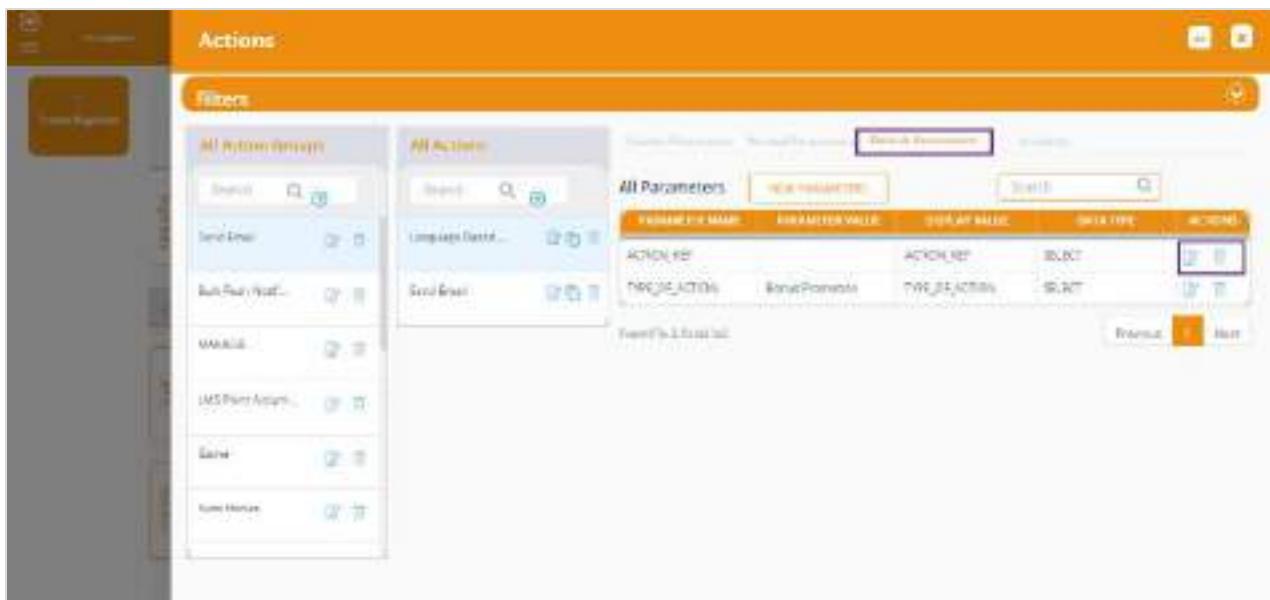


Figure 132 Actions – Default Parameter (Modify and Delete Operations)

8.3.1.1.2.11 Create Analytics

Using this option, you can create a new analytic.

Note: One Action Group selection is mandatory to create an analytic.

1. On the **Actions** screen, click the **Analytics** tab to view the analytic detail. Refer to the following screen. The following screen will be displayed.

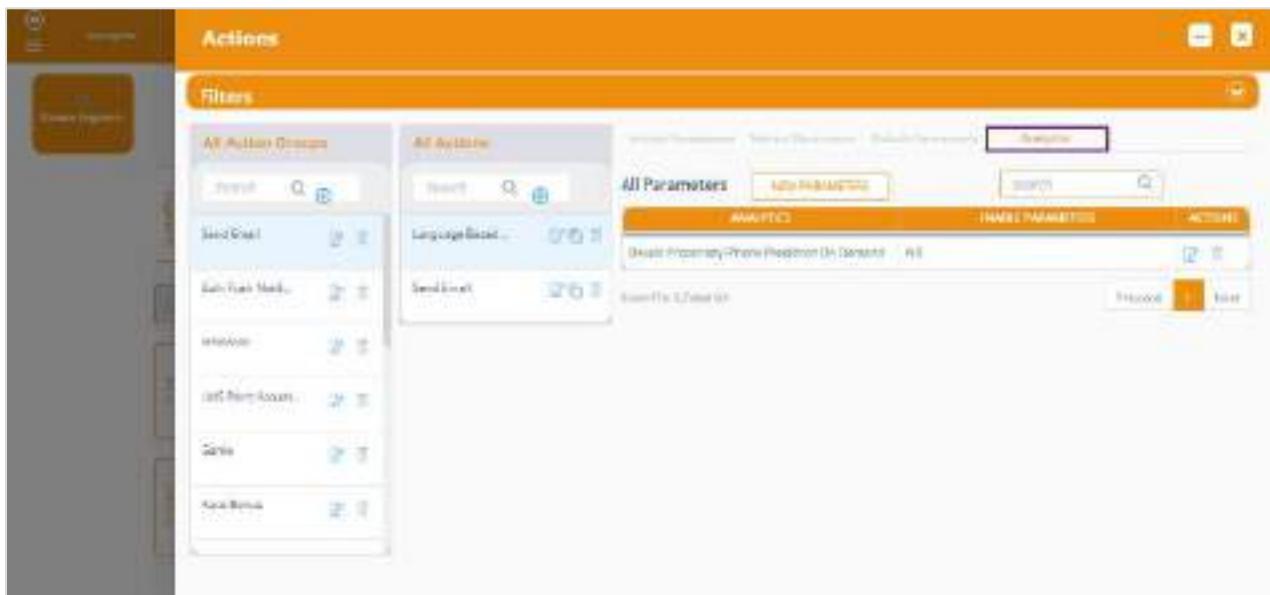


Figure 133 Actions – Analytics

2. On the **Actions** screen, click the **NEW PARAMETERS** button to add a new parameter. Refer to the following screen.

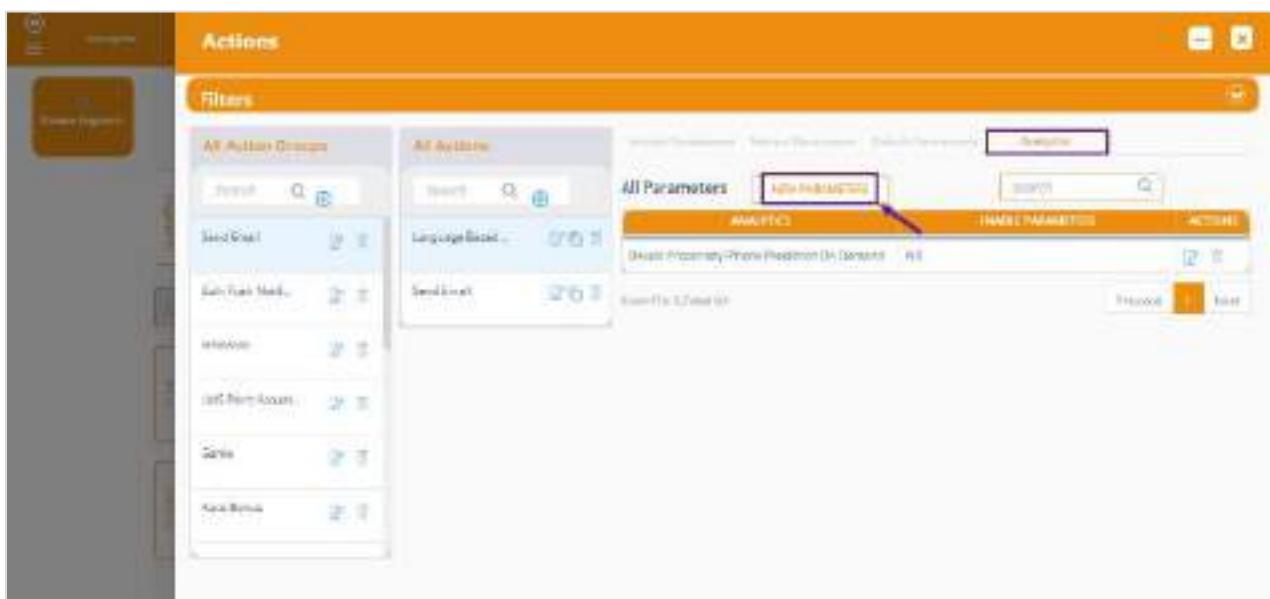


Figure 134 Action- Analytics (New Parameters)

3. After clicking the **NEW PARAMETERS** button, the following screen will be displayed.

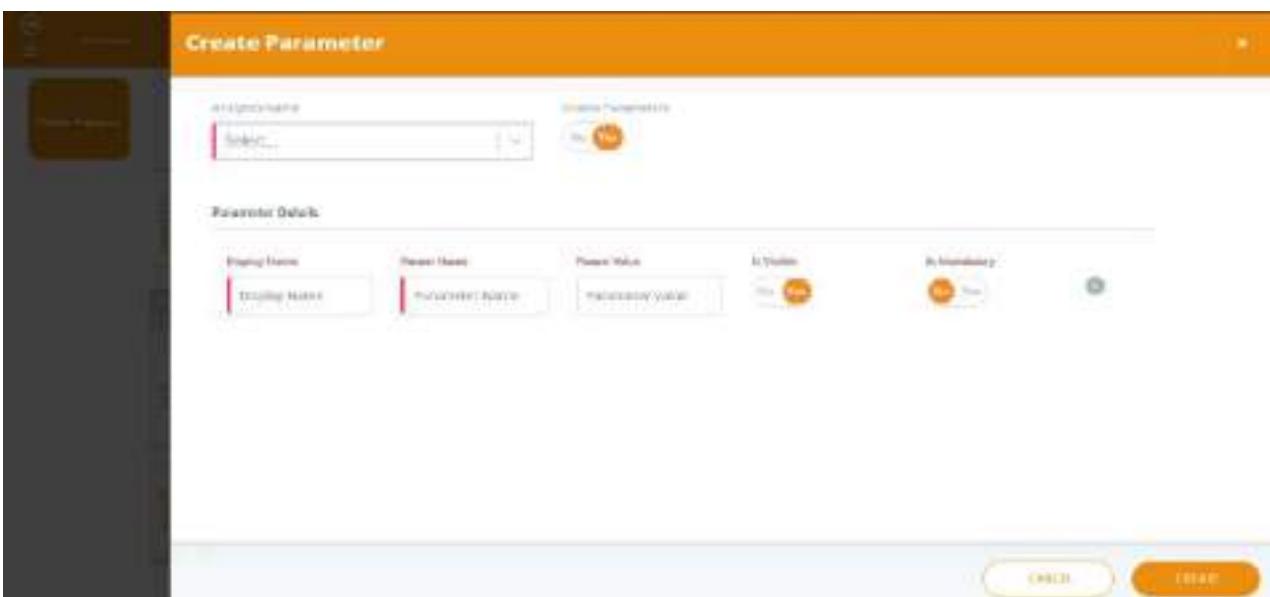


Figure 135 Create Analytics Parameter Screen

4. Enter the following information in the corresponding fields. If fields marked with “**|**” are mandatory.

Field	Description
Analytics Name	Select the target analytics to which the parameter is to be applied in the drop-down list.
Enable Parameters	A toggle option (Yes/No) to activate or deactivate the use of parameters for the selected analytics report.
Display Name	Enter the name for the parameter that will be shown in the interface. Note: This field is displayed if “ Enable Parameters ” is set to “ Yes ”.
Param Name	Enter the name of the parameter. Note: This field is displayed if “ Enable Parameters ” is set to “ Yes ”.
Param Value	Enter the default value assigned to the parameter. Note: This field is displayed if “ Enable Parameters ” is set to “ Yes ”.
Is Visible	A toggle (Yes/No) to control whether the parameter should be visible to the end user in the UI.
Is Mandatory	A toggle (Yes/No) to define whether providing a value for the parameter is mandatory. If set to "Yes", the user must enter a value to proceed.

5. After providing the required details, click **Create**.

A success message will be displayed, indicating that the parameter is created successfully.

8.3.1.1.2.12 Modify and Delete Analytics

Using this option, you can modify and delete the analytics.

- On the **Actions** screen, click the **Modify** button  to modify the analytics. Refer to the following screen.
- On the **Actions** screen, click the **Delete** button  to delete the analytics. Refer to the following screen.



Figure 136 Actions – Analytics (Modify and Delete Operations)

8.3.1.1.3 Action Key

Using this option, action keys for different campaigns. You can also modify and delete the existing action keys.

1. On the **New Segment** screen, click the **Action Key** to view the action key details. Refer to the following screen.



Figure 137 Configurations - Action Key

- After clicking the **Action Key**, the following screen will be displayed.

Note: By default, the **Action Key List** option is selected.

ACTION KEYS	
	Authorizing List
	Action Key History
	New
	Edit
	Delete
	Import
	Export
	Advanced Search
ACTION KEY NAME	ACTION
98-0000-A0	
Phone_Wi_Finder	
Brain_Uptime_Upgrade_Func	
Blue_Gamma_Upgrade_Func	
Green_Gamma_Upgrade_Func	
Yellow_Gamma_Upgrade_Func	
Pink_Gamma_Upgrade_Func	
Red_Gamma_Upgrade_Func	
11. Reserve for Page	

Figure 138 Action Keys Details Screen

- Click **Export to CSV** to export the action keys in .csv format.

The following is the sample .csv file format:



Action_Key.csv

8.3.1.1.3.1 Create Action Key

Using this action key, you can create a new action key for a specific campaign.

1. On the **Action Keys** screen, click the **+CREATE** button to create the new action key. Refer to the following screen.



Figure 139 Action Keys - +Create Button

2. After clicking the **+ CREATE** button, the following screen will be displayed.



Figure 140 Create Action Key – Bulk Upload Option Button

Note: If the “**Bulk Upload**” option button is selected, the following screen is displayed.

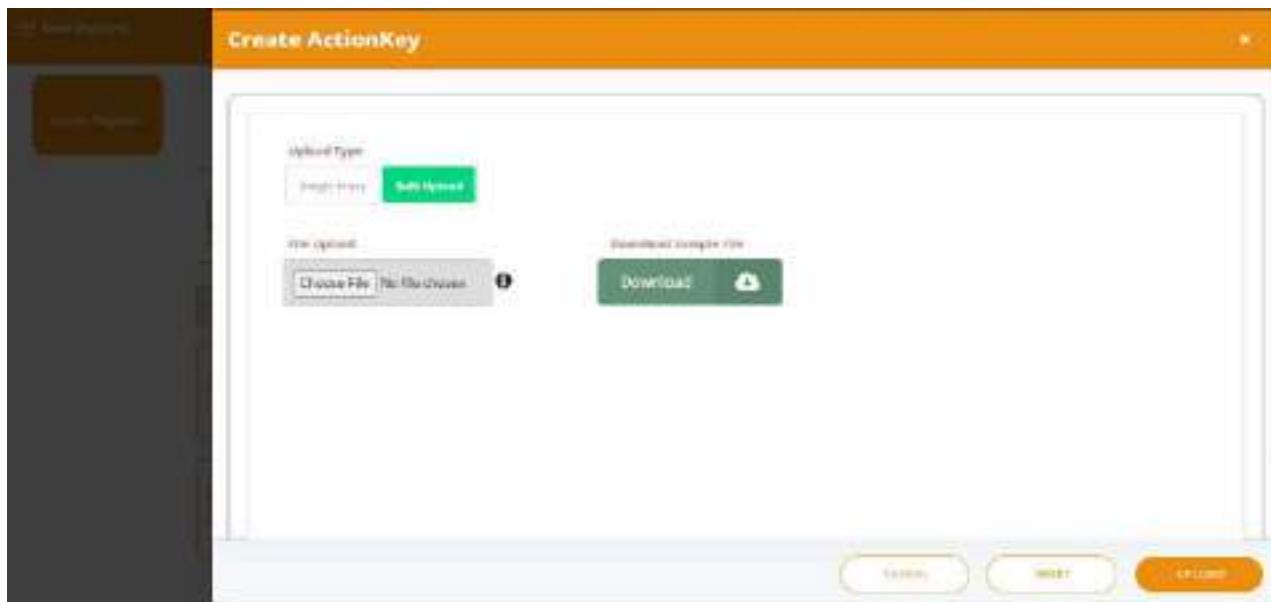


Figure 141 Create Action Key – Bulk Upload Option Button

3. Enter the following information in the corresponding fields. If fields marked with “|” are mandatory.

Field	Description
Bulk Upload	Click the Bulk Upload option button to upload the action keys.
File Upload	Click the Choose File button to upload the bulk action key. <ul style="list-style-type: none"> • Click Download to download the action key.

Note: The following fields are displayed if the “**Single**” option button is selected.

CG Required	Click the “ CG Required ” option button to “ Yes ” and enable the CG for the action key.
Action Key	Enter the name of the action key. For example, “ Promotion ”.

Note: The following fields are displayed if the “**Is Promotion**” option button is selected.

Is Promotion	Click “ Yes ” if the action key is having a promotion. Or Click the “ No ” button to not activate the promotion.
--------------	--

Is Recharge	Click the “ Yes ” option button to enable the recharge. Or Click “ No ” to not activate the recharge.
-------------	---

English Name	Enter the name of the action key in English.
--------------	--

Pack Description	Enter the description of the pack.
------------------	------------------------------------

Target Band	Enter the target band of the action key.
Note: The following fields are displayed if the “ Is Recharge ” option is disabled.	

Field	Description
Minimum Target Value	Enter the minimum target value of the action key. Note: The following fields are displayed if the “Is Recharge” option is disabled.
Note: The following fields are displayed if the “Is Recharge” option button is selected.	
Upsell Bundle	Select the upsell bundle in the drop-down list. For example, “ Excess Assist ”.
Upsell Bundle Sub Group	Select the upsell bundle sub group in the drop-down list.
Upsell Bundle Products	Select the upsell bundle products in the drop-down list.
Promoted Bundle	Select the promoted bundle in the drop-down list. For example, “ Recharge ”.
Promoted Bundle Sub Group	Select the promoted bundle sub group in the drop-down list.
Promoted Bundle Products	Select the promoted bundle products in the drop-down list.

4. After entering all the required details, click **CREATE**.

A success message is displayed, indicating that the action key is saved successfully.

8.3.1.1.3.2 Modify and Delete Action Key

Using this option, you can modify and delete the existing action key details.

- On the **Action Keys** screen, click the **Modify** button  to modify the existing action key details. Refer to the following screen.
- On the **Action Keys** screen, click the **Delete** button  to delete the action key. Refer to the following screen.



Figure 142 Action Key – Modify and Delete Operations

8.3.1.2 Action Key History

Using this action key history option, you can view the history of the action keys.

1. Click the **Action Key History** option button to view the action key history. Refer to the following screen.

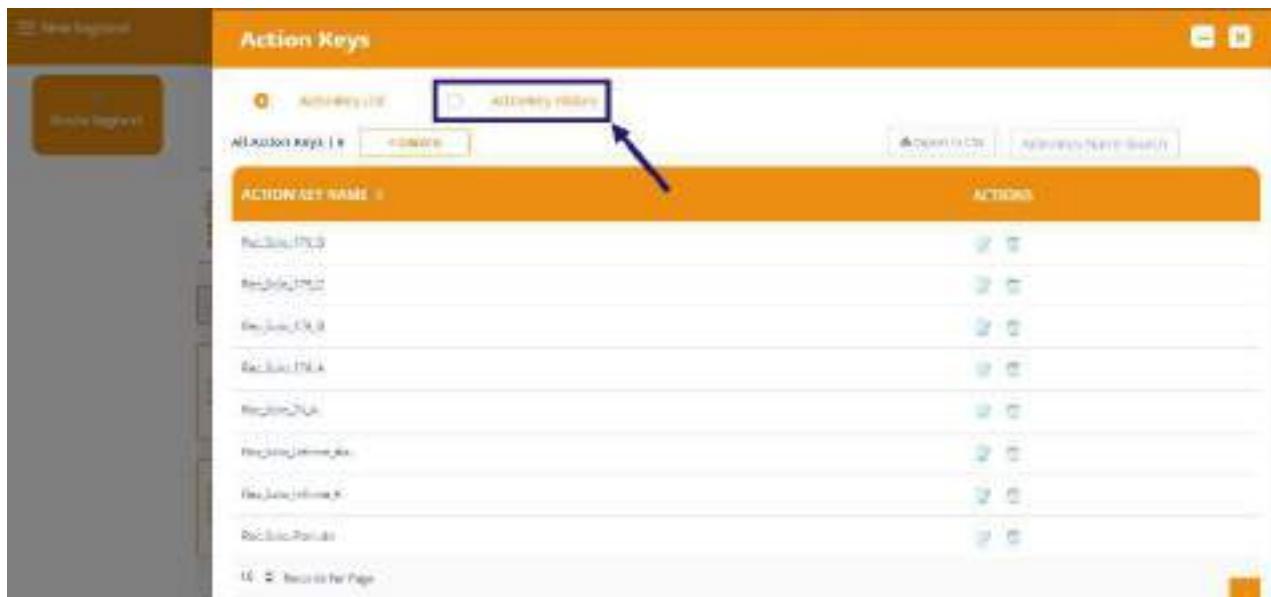
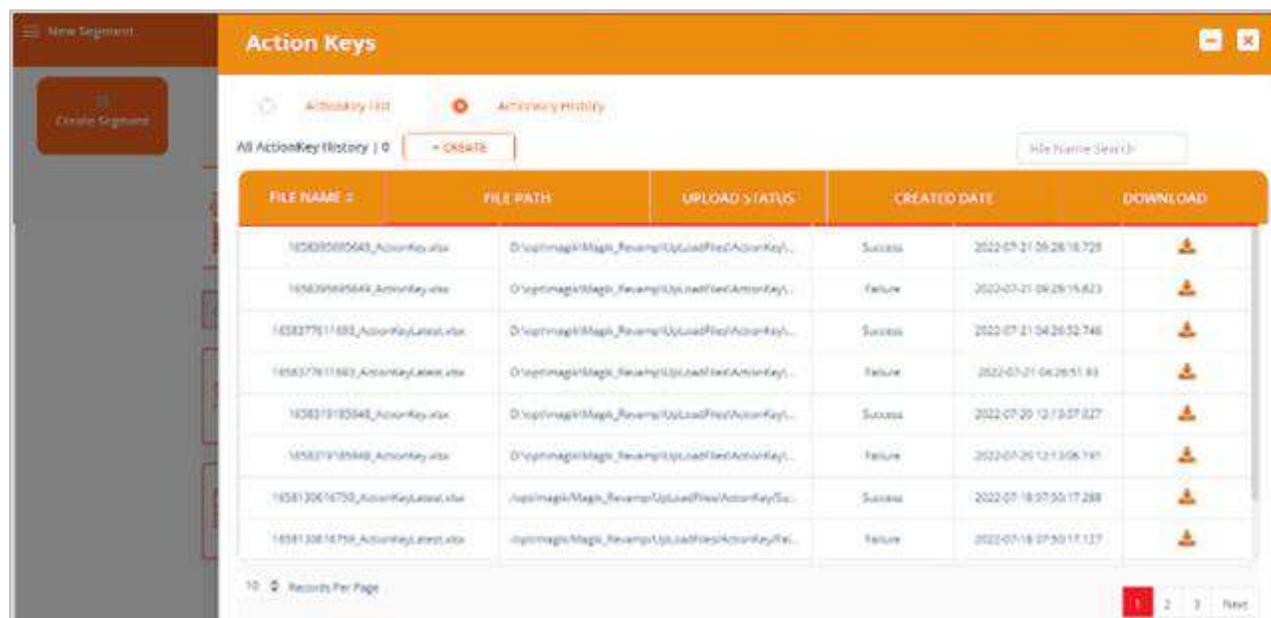


Figure 143 Action Keys – Action Key History

2. After clicking the **Action Key History**, the following screen is displayed.



FILE NAME	FILE PATH	UPLOAD STATUS	CREATED DATE	DOWNLOAD
165030695643_ActionKey.xlsx	D:\omantel\Magik_Revamp\UploadFiles\ActionKey\..	Success	2022-07-21 09:28:18.729	
165030695649_ActionKey.xlsx	D:\omantel\Magik_Revamp\UploadFiles\ActionKey\..	Failure	2022-07-21 09:29:15.823	
1650377611692_ActionKeyLatest.xlsx	D:\omantel\Magik_Revamp\UploadFiles\ActionKey\..	Success	2022-07-21 04:26:52.746	
1650377611693_ActionKeyLatest.xlsx	D:\omantel\Magik_Revamp\UploadFiles\ActionKey\..	Failure	2022-07-21 04:26:51.83	
1650377611694_ActionKey.xlsx	D:\omantel\Magik_Revamp\UploadFiles\ActionKey\..	Success	2022-07-20 12:13:57.827	
1650377611695_ActionKey.xlsx	D:\omantel\Magik_Revamp\UploadFiles\ActionKey\..	Failure	2022-07-20 12:13:06.941	
1650377611696_ActionKey.xlsx	D:\omantel\Magik_Revamp\UploadFiles\ActionKey\..	Success	2022-07-19 07:50:17.288	
1650377611697_ActionKeyLatest.xlsx	D:\omantel\Magik_Revamp\UploadFiles\ActionKey\..	Failure	2022-07-19 07:50:17.127	
16 - 5 Records Per Page				

Figure 144 Action Key History

- Click the **Download** button to download the action key History.

8.3.1.3 Rule Editor

Using this menu, you can create and manage rules. When the conditions for the rules are satisfied, the campaign can be launched.

- On the **Segment** screen, click the **Create** button to create a new segment. Refer to the following screen.

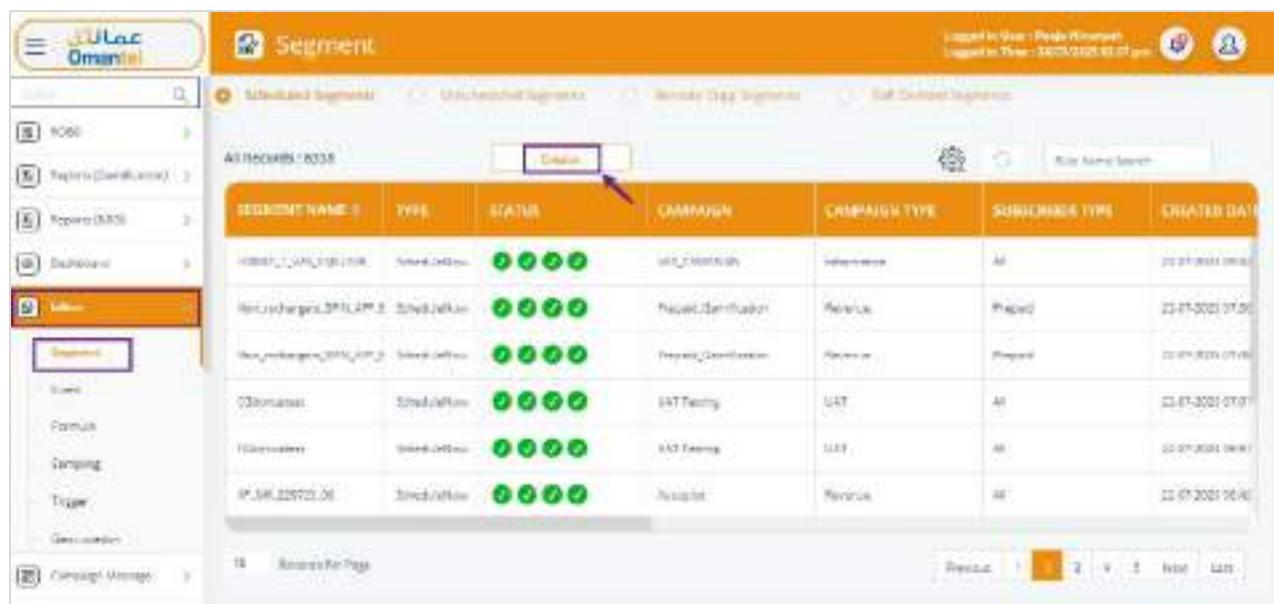


Figure 145 Segment – Create

- After clicking the **Create** button, the following screen will be displayed.

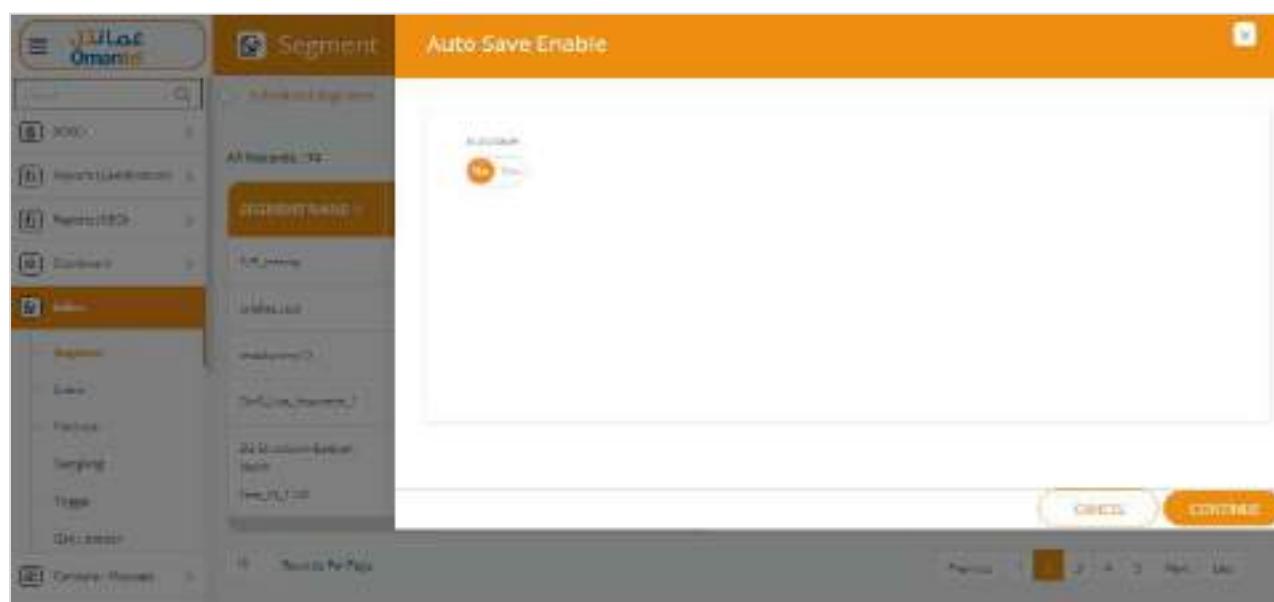


Figure 146 Segment – Auto Save Enable

- Click the “Auto Save” to “Yes” to save the segments. The following screen will be displayed.

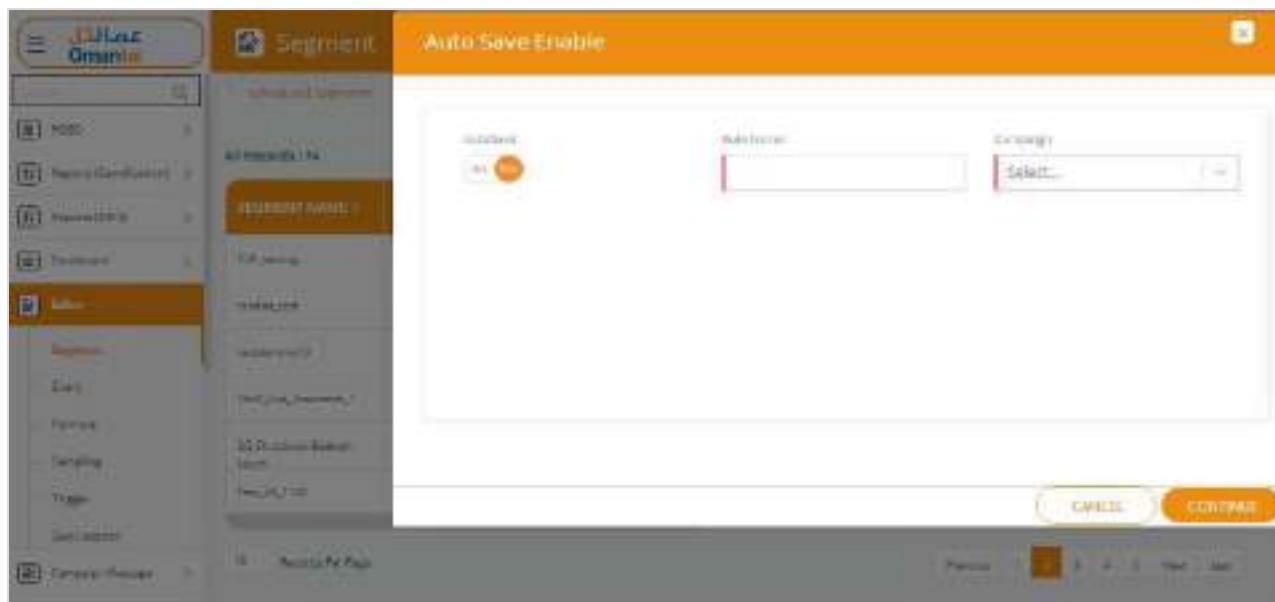


Figure 147 Auto Save Enable – Input Fields

4. Enter the following information in the corresponding fields. If fields marked with “|” are mandatory.

Field	Description
Rule Name	Enter the name of the rule.
Campaign	Select the campaign from the drop-down list.

5. After providing the required details, click **Continue**. The following screen will be displayed.



Figure 148 New Segment – Input Screen

8.3.1.4 Configuration

Using this menu, you can configure the variables used to create a rule.

To view the configuration menu,

1. On the side menu, click **Editor>> Segment** to view the segment details. For more details, see the section [**Create Segment**](#).
2. On the right pane of the screen, click **Settings**  to view configurations. Refer to the following screen.

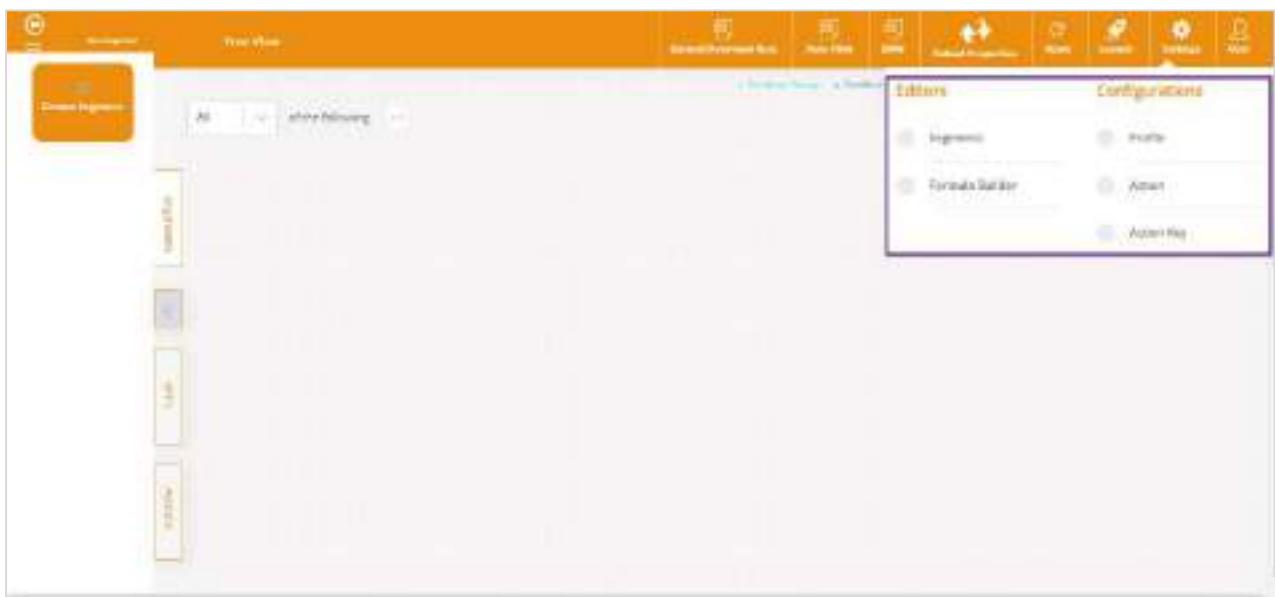


Figure 149 New Segments - Settings

3. On the **New Segment** screen, click  to view the additional menu. Refer to the following screen.

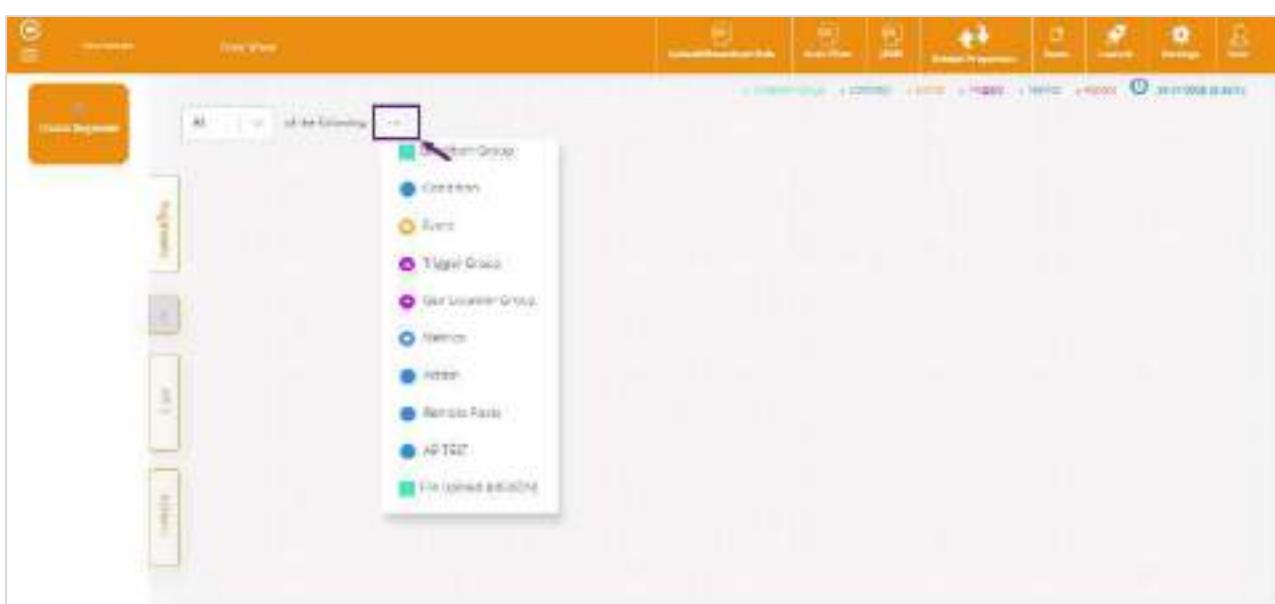


Figure 150 New Segment - Condition

You can add the following segments to the rule.

- Condition
- Condition Group

Note: You can add multiple segments to a rule.

8.3.1.4.1 Add Condition to Rule

Conditions can be a set of conditions with logical “AND” or “OR”.

To add a condition to a rule:

1. On the **New Segment** screen, click  >> **Condition** to add a condition. Refer to the following screen.

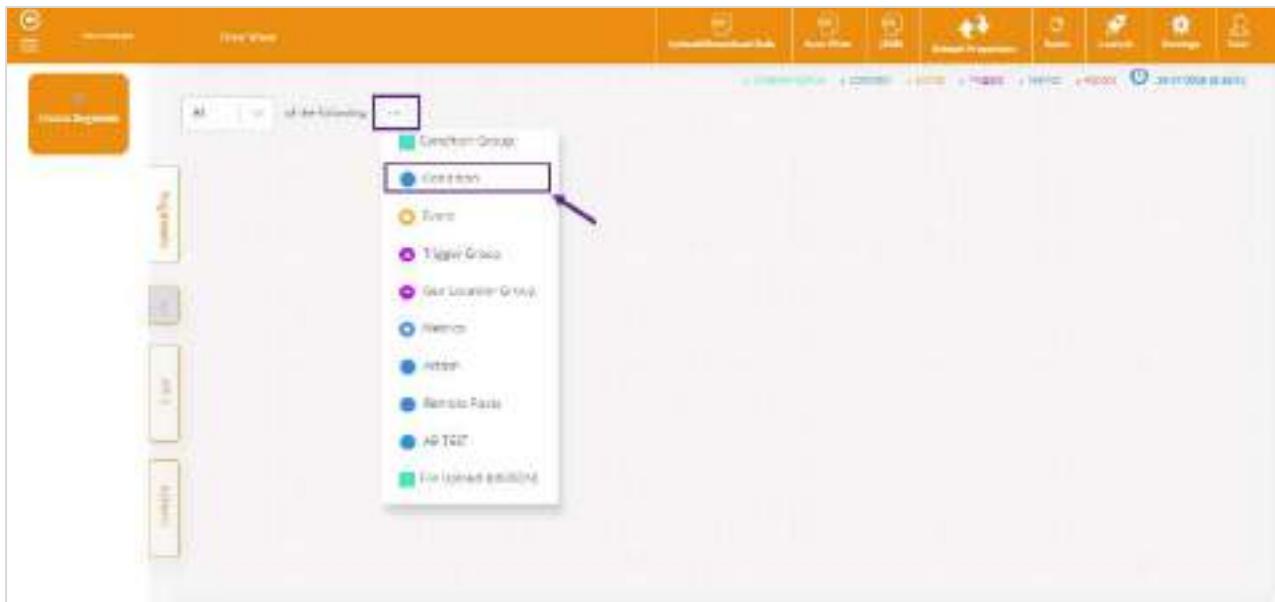


Figure 151 New Segment - Condition

2. After clicking the **Condition**, the following screen will be displayed.

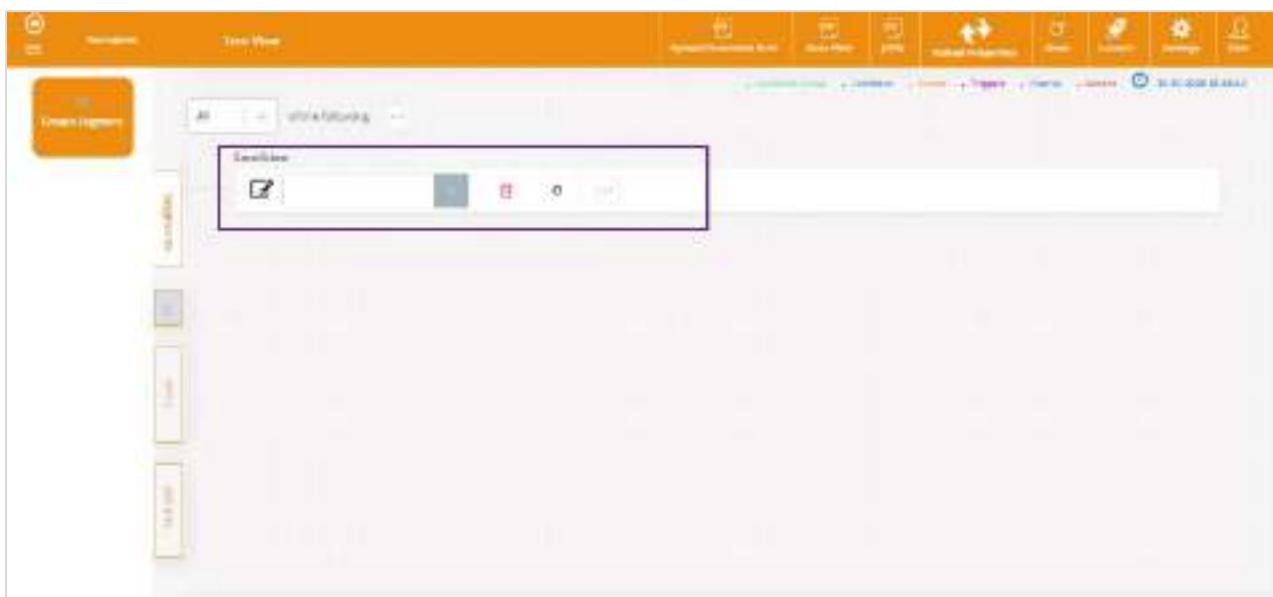


Figure 152 New Segment – Condition Input Screen

3. Enter the Profile name in the Search Profile text box. For example, “[L] 360 Loyalty Last Points Credited Date”.
4. After entering the profile name, a condition box will be displayed. Refer to the following screen.

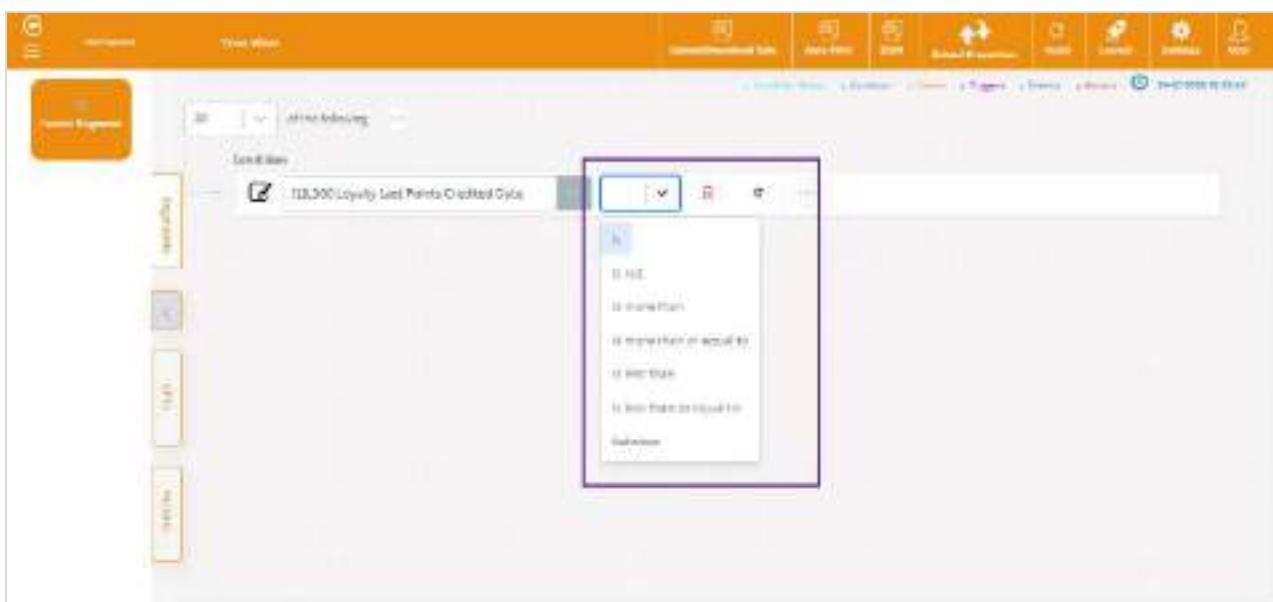


Figure 153 Segment – Conditions (Search Options)

You can select any of the following conditions.

- Is
- Is Not
- In
- Not In
- Starts With

- Not Starts With
- Ends With
- Not Ends With
- Contains
- Not Contains
- Regex

5. After selecting the condition, enter the **Value** in this field. Refer to the following screen.

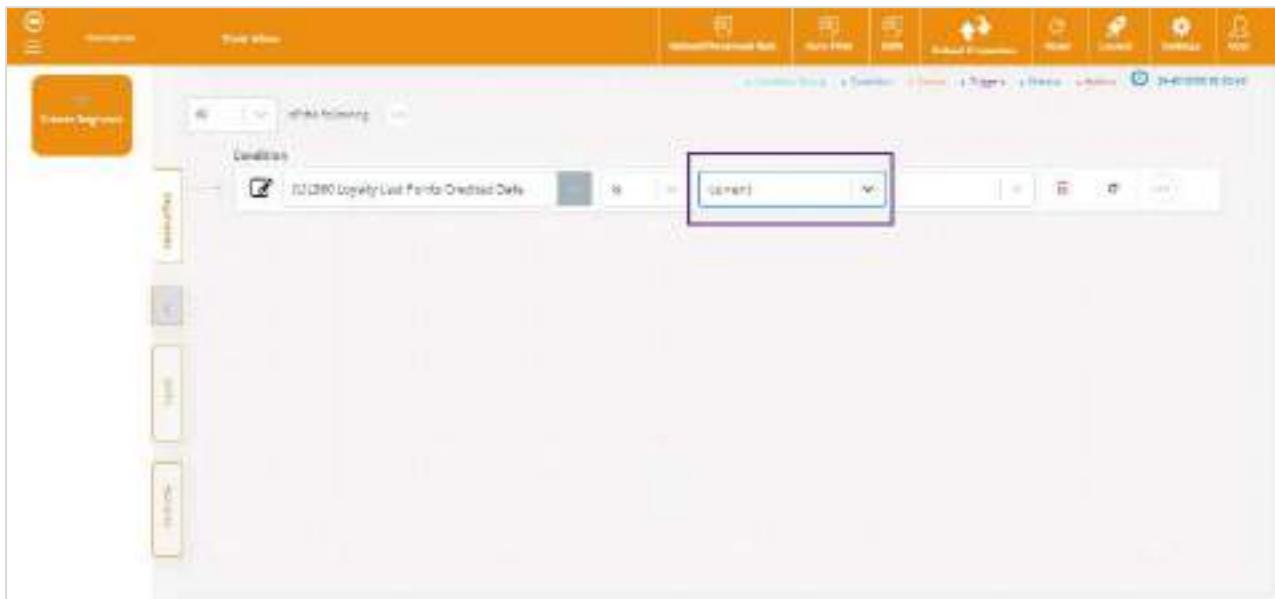


Figure 154 Condition – Value

- Click the **Arrow** button  to increase the value.
- Click the **Arrow** button  to decrease the value.

- Click the **Modify** button  to modify the condition details. The following screen is displayed.

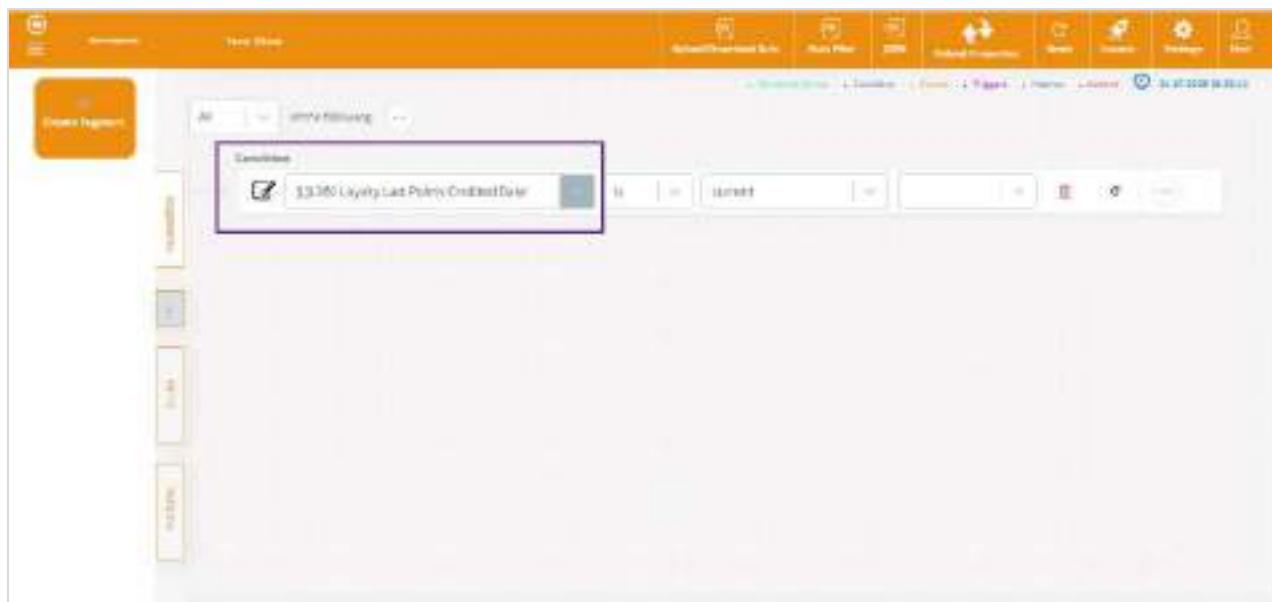


Figure 155 Modify Condition Details

8.3.1.4.1.1 Action

1. On the **Segment** screen, click  >> **Action** to add an action. Refer to the following screen.

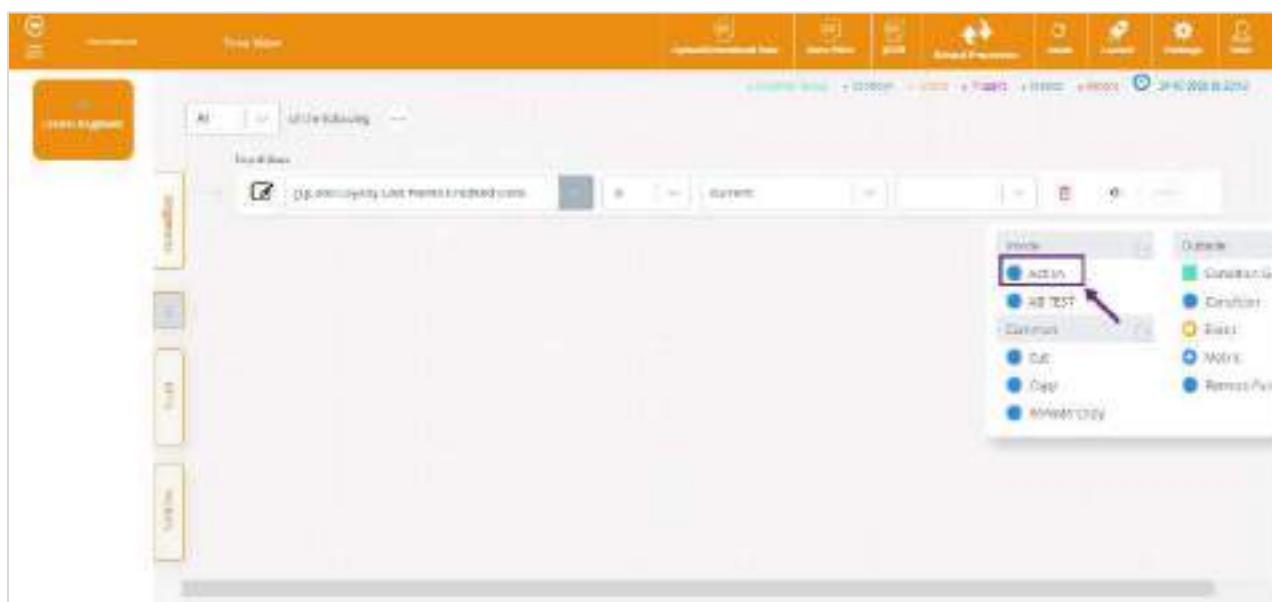


Figure 156 Segment – Condition (Action)

2. After clicking **Action**, the following screen will be displayed.

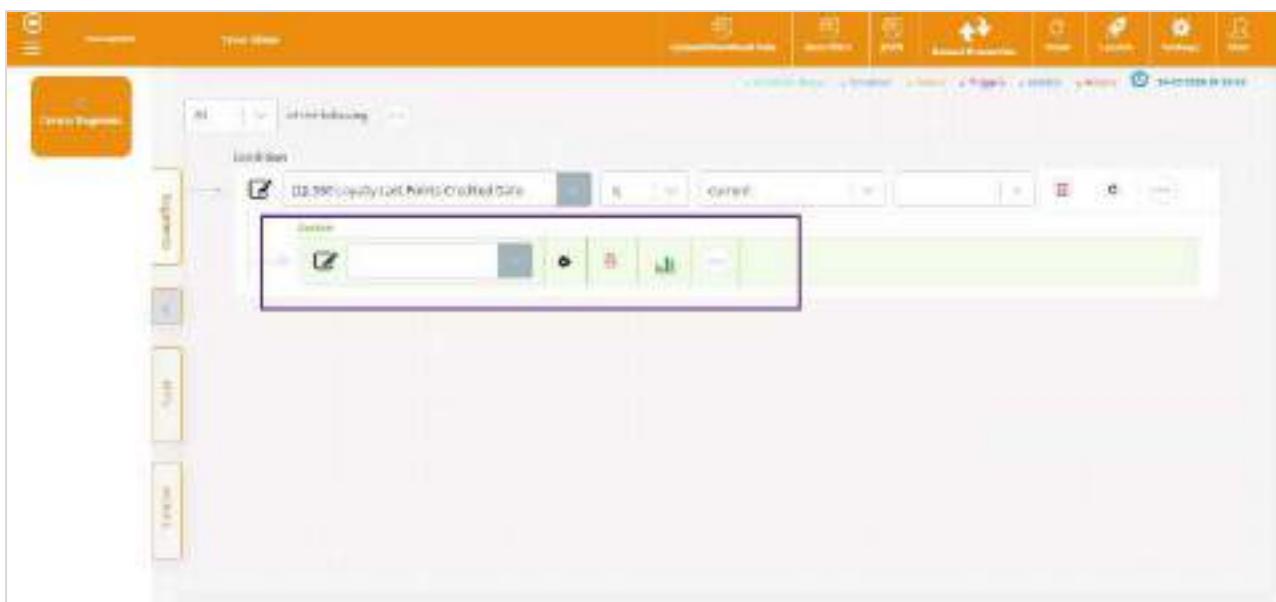


Figure 157 New Segment – Action Input Detail Screen

3. Specify the action to perform in the Search Action box. For example, “**Bulk Send SMS**”. Refer to the following screen.

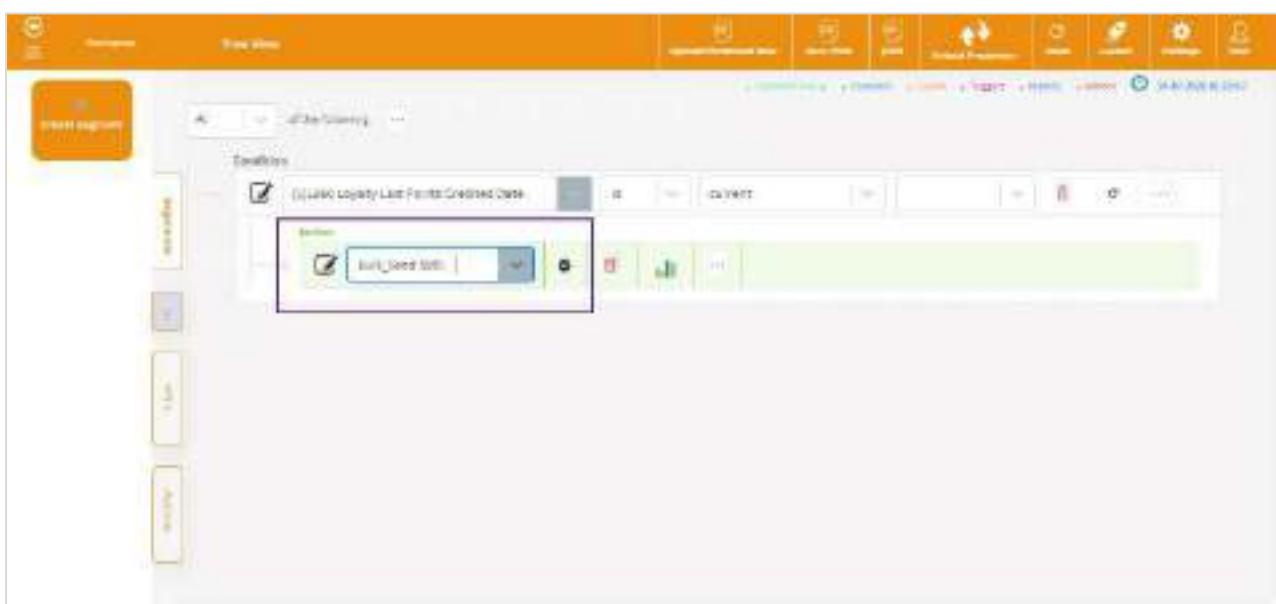


Figure 158 Condition – Action Input Values

4. After entering the required details, click the **Launch** button to launch the segment. Refer to the following screen.

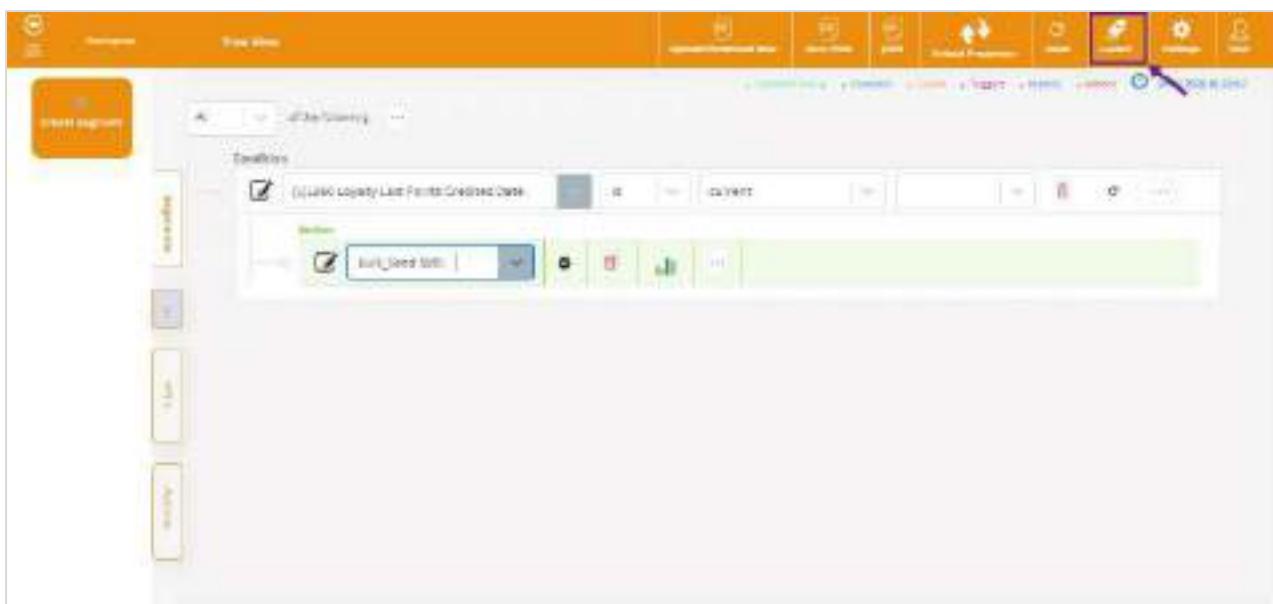


Figure 159 New Segment – Launch Button

- After clicking the **Launch** button, the following screen will be displayed.

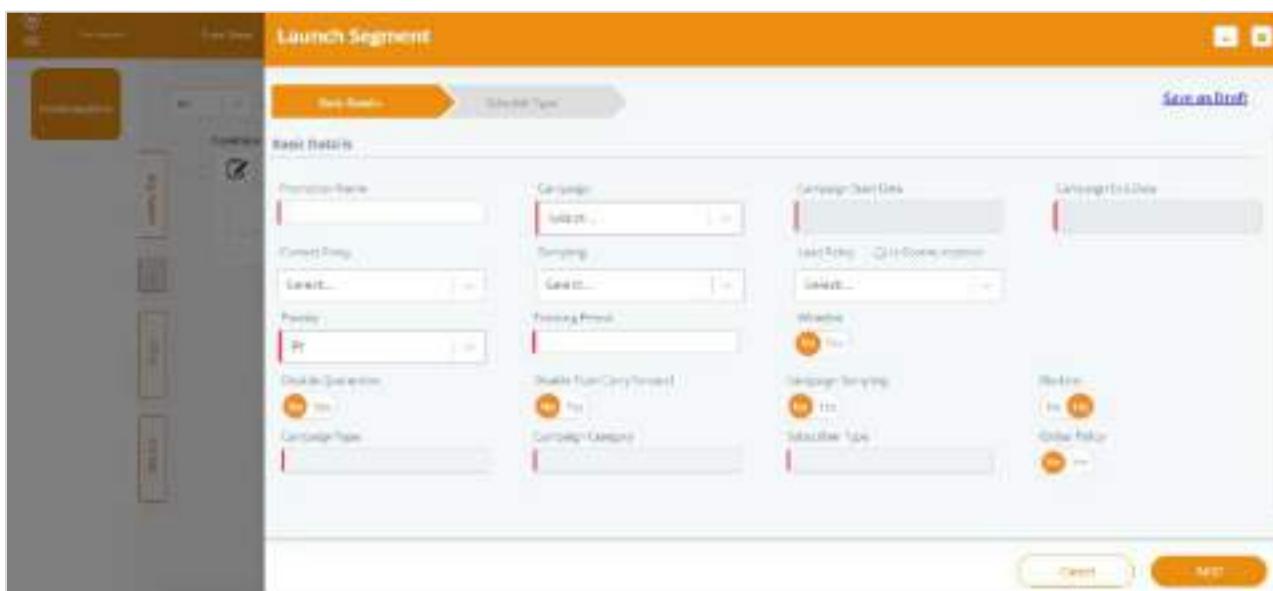


Figure 160 Launch Segment – Input Screen

- Enter the following information in the corresponding fields. If fields marked with “|” are mandatory.

Field	Description
Promotion Name	Enter the name of the promotion or segment being launched.
Campaign	Select the campaign under which the segment is launched from the drop-down list.
Campaign Start Date	Select the date from which the campaign becomes active.
Campaign End Date	Select the date until which the campaign remains active.

Field	Description
Contact Policy	Selects the contact policy that controls how frequently subscribers can be contacted from the drop-down list.
Lead Policy	Selects the lead policy that governs communication category rules for the campaign from the drop-down list.
Is Communication	Select the “ Is Communication ” checkbox to specify if this segment is used for communication purposes.
Campaign Category	Select the campaign based on business objectives from the drop-down list.
Campaign Type	Select the campaign type from the drop-down list.
Subscriber Type	Select the subscriber scope for the campaign from the drop-down list.
Priority	Select the execution priority of the campaign from the drop-down list.
Tracking Period	Enter the number of days for tracking campaign performance or customer response.
Whitelist	Click the Whitelist option button to enable or disable the whitelist.
Whitelist Numbers	Enter the numbers that need to be whitelisted. Note: This field is displayed after selecting the Whitelist option button.
Append Numbers	Select the “ Append Numbers ” checkbox to decide whether the new whitelist numbers should be appended to existing ones.
Is Informative	Toggle the button “ Yes ” to indicate whether the campaign is informational only and does not trigger commercial actions. Or Toggle the button “ No ”.
Disable Quarantine	Toggle the button “ Yes ” to disable the quarantine. Or Toggle the button “ No ”. Note: For real-time campaigns, the “ Disabled Quarantine ” option should always be enabled.
Disable Push Carry forward	Toggle the button “ Yes ” to disable the push carry forward. Or Toggle the button “ No ”.
Campaign Sampling	Toggle the button “ Yes ” to sampling logic at the campaign level. Or Toggle the button “ No ”.
Blacklist	Toggle the button “ Yes ” to apply the blacklist filter to exclude certain users from the campaign. Or Toggle the button “ No ”.
Disable Quarantine	Toggle the button “ Yes ” to disable the quarantine. Or

Field	Description
	<p>Toggle the button “No”.</p> <p>Note: For real-time campaigns, the “Disabled Quarantine” option should always be enabled.</p>
Global Policy	<p>Toggle the button “Yes” to apply the global policies to the campaign.</p> <p>Or</p> <p>Toggle the button “No”.</p>

7. After providing the required details, click **Next**. The following pop-up window will be displayed.

Note: By default, **Schedule Now** is selected in the Schedule Type drop-down list.



Figure 161 Launch Segment – Schedule Now Type

Note: The following screen is displayed when **Interval** is selected as the schedule type.

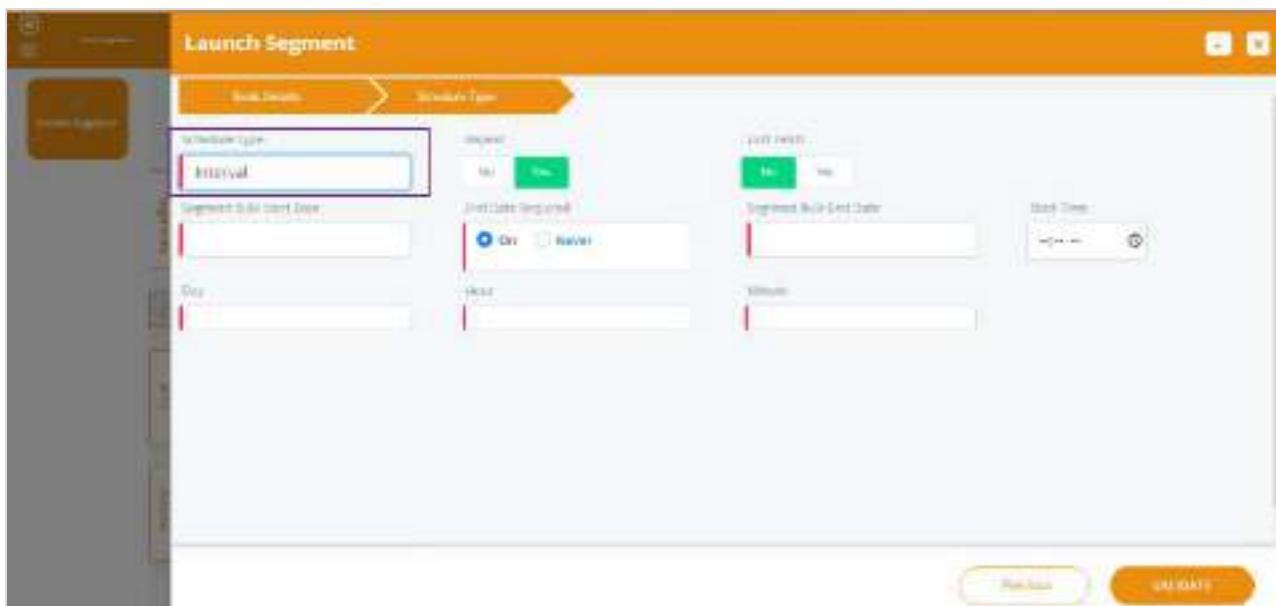


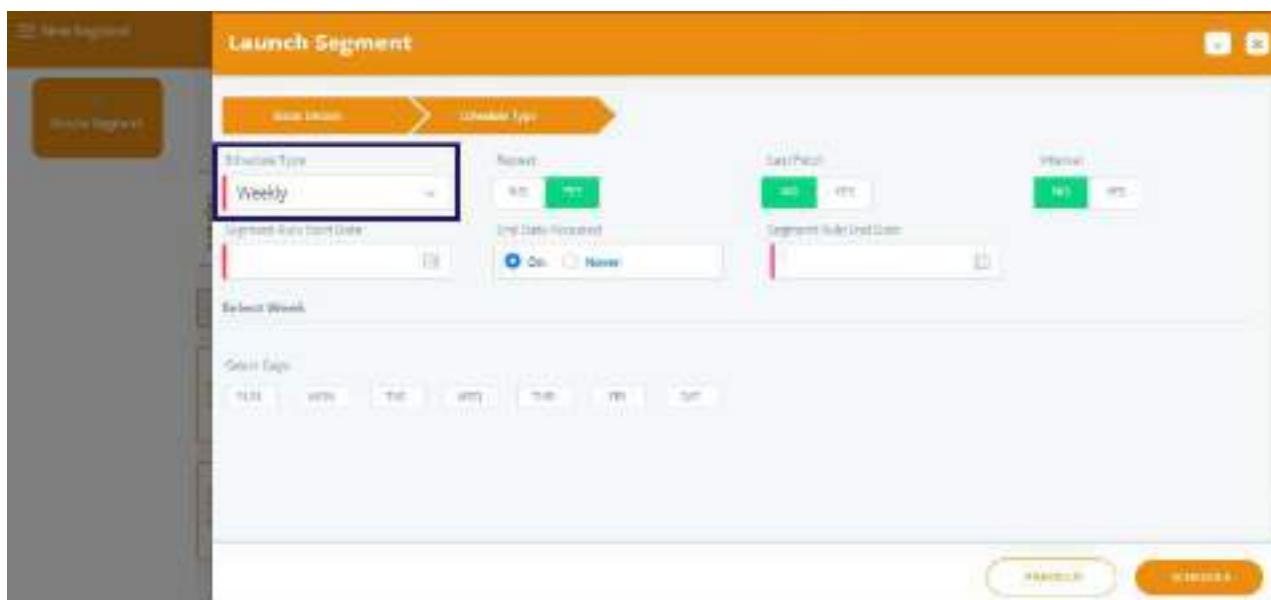
Figure 162 Launch Segment – Schedule Type (Interval)

Note: The following screen is displayed when **Daily** is selected as the schedule type.



Figure 163 Launch Segment – Schedule Type (Daily)

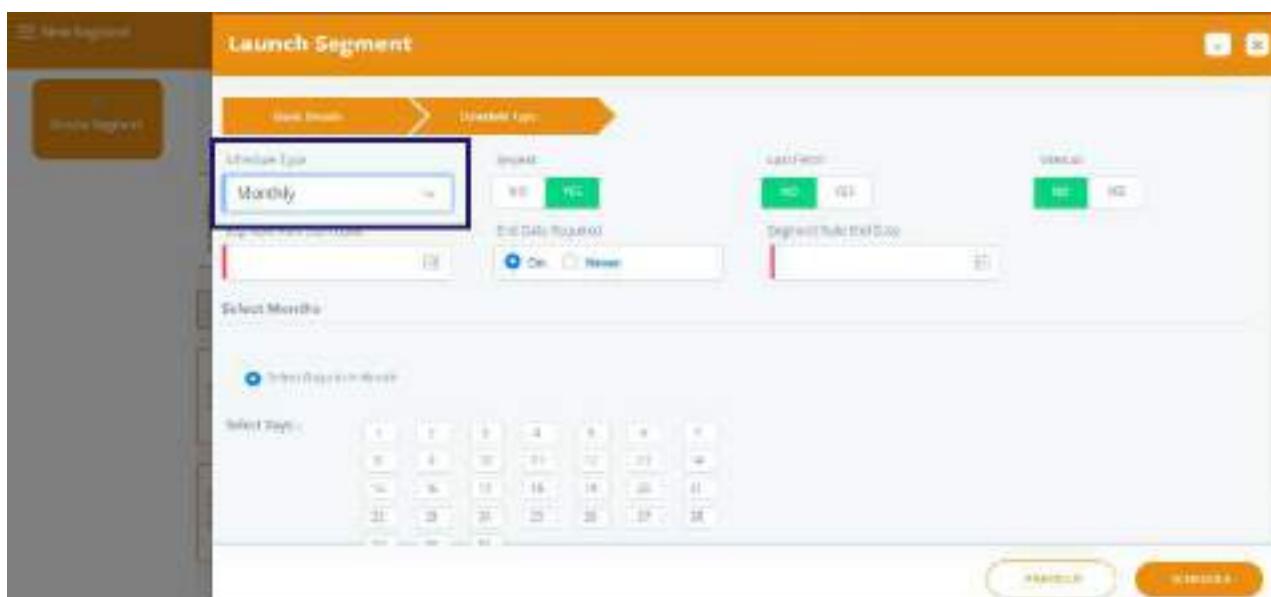
Note: The following screen is displayed when **Weekly** is selected as the schedule type.



The screenshot shows the 'Launch Segment' interface. At the top, there's a navigation bar with 'New Segment' and 'Launch Segment'. Below it is a progress bar with 'Next Step' and 'Previous Step'. A dropdown menu for 'Schedule Type' is open, showing 'Weekly' as the selected option. Other options like 'Monthly', 'Quarterly', and 'Yearly' are also visible. To the right of the dropdown are buttons for 'Segment Rule Start Date' (with a date selector), 'Last Fetch' (with a date selector), and 'Interval' (with a date selector). Below these are sections for 'Select Weeks' (with a calendar grid) and 'Select Days' (with a day-of-the-week grid). At the bottom are 'Save' and 'Cancel' buttons.

Figure 164 Launch Segment – Schedule Type (Weekly)

Note: When **Monthly** is selected as the schedule type, the following screen is displayed.

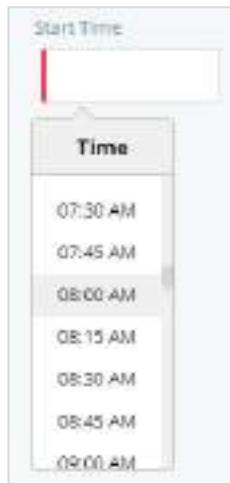
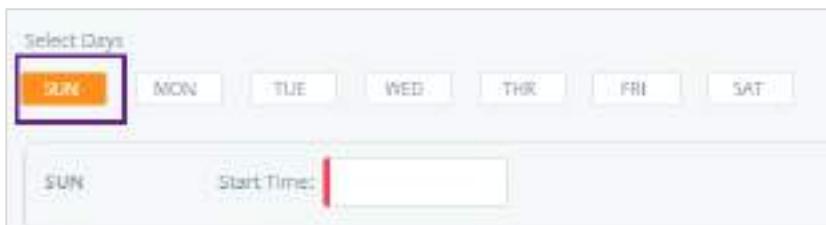


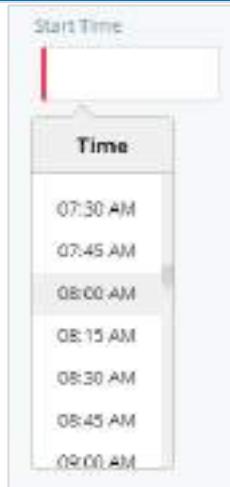
This screenshot shows the same 'Launch Segment' interface as Figure 164, but with 'Monthly' selected in the 'Schedule Type' dropdown. The 'Select Month' section includes a 'From Date' input field and a 'To Date' input field. The 'Select Days' section features a grid for selecting specific days of the month. The bottom of the screen has 'Save' and 'Cancel' buttons.

Figure 165 Launch Segment – Schedule Type (Monthly)

- Enter the following information in the corresponding fields. If fields marked with “|” are mandatory.

Field	Description
Interval	
Repeat	Click the Repeat option button to repeat the schedule
Last Fetch	Click the Last Fetch option button to enable the last fetch of the schedule. Note: For Geolocation and Real-Time data, the " Last Fetch " option should always be enabled.
Segment Rule	Select the Start Date of the Segment Rule.

Field	Description
Start Date	
End Date Required	Click the “ON” checkbox to enable the End Date of the Segment Rule Click the “Never” checkbox to disable the End Date of the Segment Rule
Segment Rule Start Date	Select the End Date of the Segment Rule. Note: This field will be enabled if the “ON” checkbox is selected under the End Date Required section.
Day	Click the Arrow button ▲ to increase the day. Click the Arrow button ▼ to decrease the day.
Hour	Click the Arrow button ▲ to increase the hour. Click the Arrow button ▼ to decrease the hour.
Minute	Click the Arrow button ▲ to increase the minute. Click the Arrow button ▼ to decrease the minute.
Daily	
Start Time	Select the start time of the segment. Refer to the following screen.  A screenshot of a mobile-style time picker. At the top is a header labeled "Start Time". Below it is a "Time" section with a downward arrow icon. A vertical list of times is displayed: 07:30 AM, 07:45 AM, 08:00 AM (which is highlighted with a light gray background), 08:15 AM, 08:30 AM, 08:45 AM, and 09:00 AM.
Weekly	
Select Days	Select the Days to schedule the segment. Refer to the following screen.  A screenshot of a mobile-style day selector. At the top is a header labeled "Select Days". Below it is a row of buttons for each day of the week: MON, TUE, WED, THR, FRI, SAT. The "SUN" button is highlighted with a purple border. Below this is another row with "SUN" and "Start Times" followed by an empty input field.
Start Time	Select the start time of the segment. Refer to the following screen.

Field	Description
	
Monthly	
Select Days	Select a day in a month to schedule the segments. Refer to the following screen.
Start Time	Select the Start Time of the corresponding day.

9. After providing the required details, click the **Validate** button to validate the schedule. The following screen will be displayed.



Name	Value
ScheduleName	Portait_NBO_Flavorgrade_Inv_Weekly
ScheduleType	Daily
CampaignName	NBO Non-Takers Campaign
TrackingEnabled	True
EnableRetesting	False
DisableBlacklist	False
AppendData	False

Figure 166 Validate Schedule

10. After validating the schedule details, click the **Schedule**.

A confirmation message is displayed, indicating that the segment is launched successfully.

8.3.1.4.2 Add Condition Group to Rule

- You can select the condition group as “**Any**” or “**All**”.
 - **Any**- If any of the given conditions match, proceed with the rule.
 - **All**- All the given conditions should match to proceed with the rule.
1. Click **Condition Group** to add the condition group to the rule. Refer to the following screen.

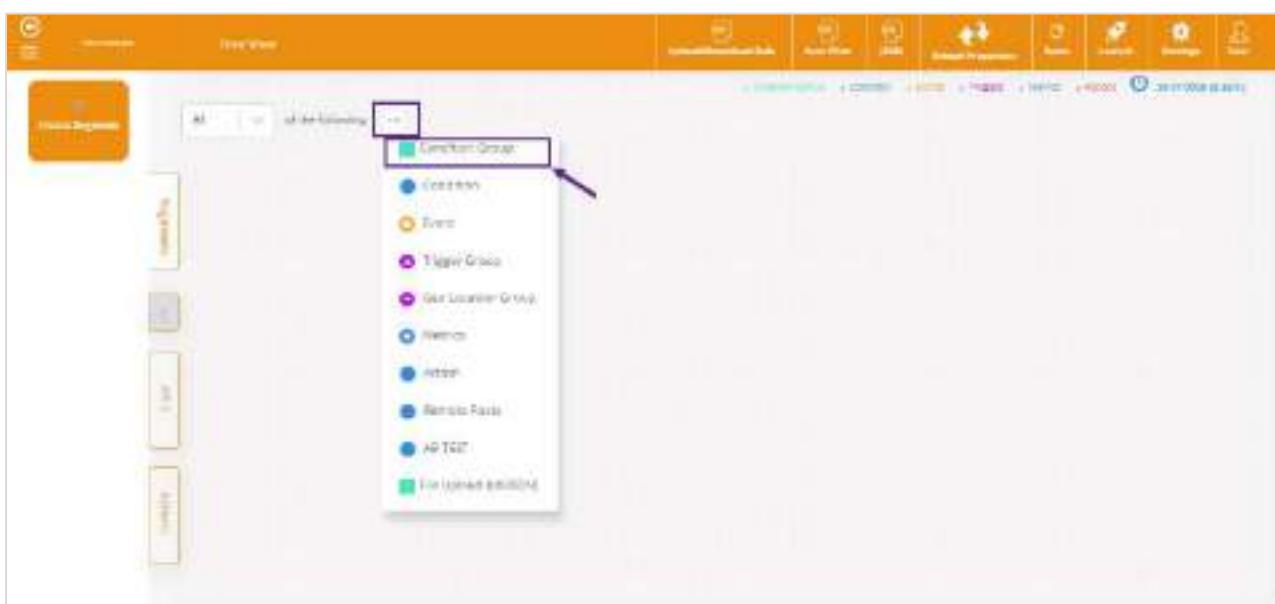


Figure 167 New Segments – Condition Group

2. After clicking the **Condition Group**, the following screen will be displayed.

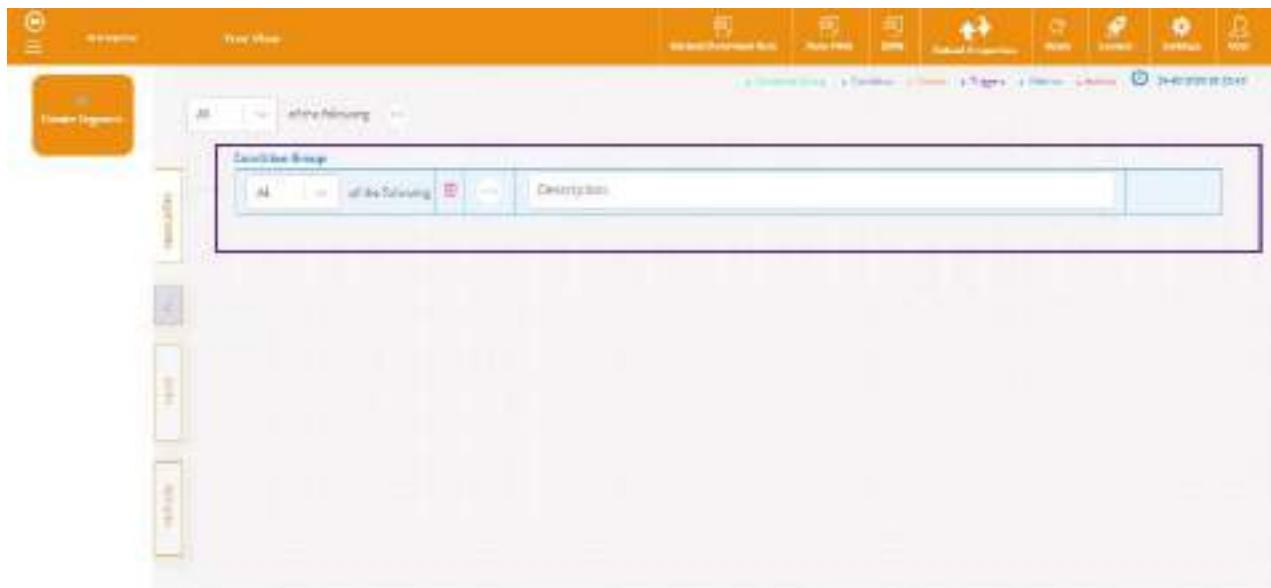


Figure 168 New Segment – Condition Group Input Screen

3. Enter the description of the condition group.

Note: Action is mandatory for launching the condition group. For adding action, see the section [Action](#).

8.3.2 Omantel Specific Campaigns

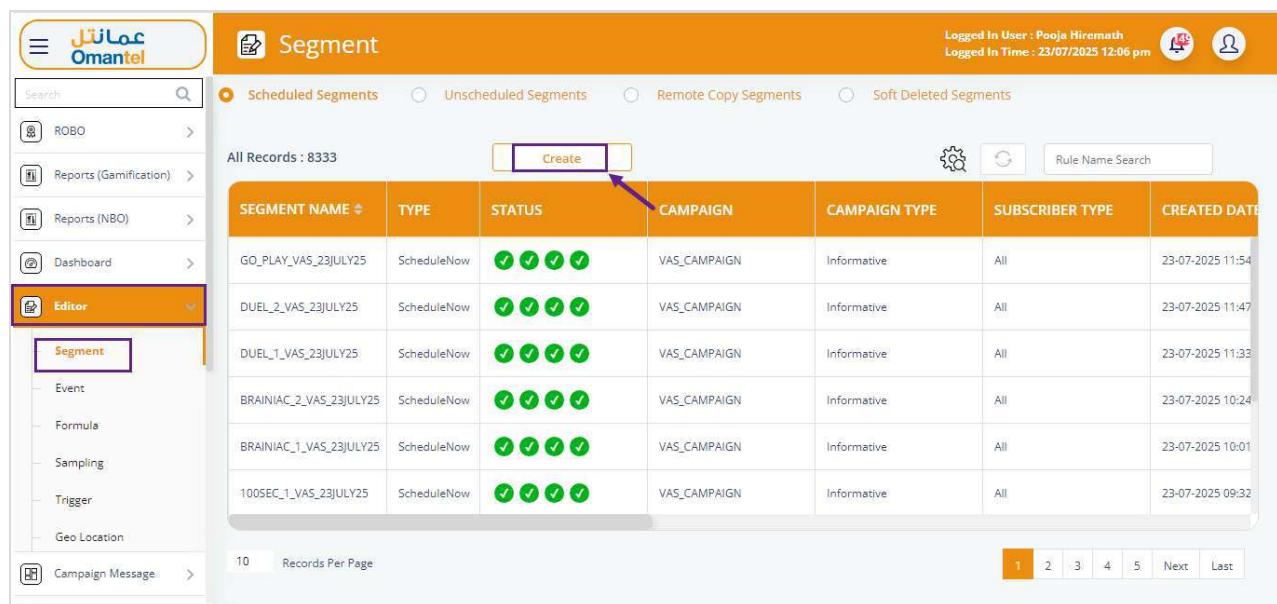
The following is the list of campaigns specific to Omantel:

- GCC_14072025_2
- Hayyak_PreRenewal_SMS_
- Bengali Non Responders Promo_SEP_
- Muscat_Airport_SMS_Prepaid
- DhofarKhareef_Postpaid_Addon1
- DCB_Huawei_Feb
- NBO_Menu_MobileApp_Live
- NBO_Menu_CRM_Live1
- NBO_Activation
- NBO_Menu_Live - USSD"
- Respond with 1 (response capture) - Xbow_reply1_mainSMS2
- Gamification campaign - Non_rechargers_SPIN_AND_WIN_APP_Promo
- 2Non_rechargers_SPIN_APP_BNS_TGonetime1

8.3.2.1 **GCC_14072025_2**

This campaign is configured to deliver a Free Offer Data (Postpaid) action to selected MSISDNs as part of a Post-Acquisition Campaign for postpaid subscriber retention.

1. On the **Segment** screen, click the **Create** button to create a new segment. Refer to the following screen.



The screenshot shows the 'Segment' page in the Omantel Magik interface. The top navigation bar includes the Omantel logo, search bar, and user information (Logged In User: Pooja Hiremath, Logged In Time: 23/07/2025 12:06 pm). Below the navigation is a toolbar with buttons for Scheduled Segments, Unscheduled Segments, Remote Copy Segments, and Soft Deleted Segments. A table displays 'All Records: 8333' with columns: SEGMENT NAME, TYPE, STATUS, CAMPAIGN, CAMPAIGN TYPE, SUBSCRIBER TYPE, and CREATED DATE. The 'Create' button is located at the top right of the table area. The left sidebar shows the 'Editor' section with 'Segment' selected, and other options like Event, Formula, Sampling, Trigger, and Geo Location.

SEGMENT NAME	TYPE	STATUS	CAMPAIGN	CAMPAIGN TYPE	SUBSCRIBER TYPE	CREATED DATE
GO_PLAY_VAS_23JULY25	ScheduleNow	✓ ✓ ✓ ✓	VAS_CAMPAIGN	Informative	All	23-07-2025 11:54
DUEL_2_VAS_23JULY25	ScheduleNow	✓ ✓ ✓ ✓	VAS_CAMPAIGN	Informative	All	23-07-2025 11:47
DUEL_1_VAS_23JULY25	ScheduleNow	✓ ✓ ✓ ✓	VAS_CAMPAIGN	Informative	All	23-07-2025 11:33
BRAINIAC_2_VAS_23JULY25	ScheduleNow	✓ ✓ ✓ ✓	VAS_CAMPAIGN	Informative	All	23-07-2025 10:24
BRAINIAC_1_VAS_23JULY25	ScheduleNow	✓ ✓ ✓ ✓	VAS_CAMPAIGN	Informative	All	23-07-2025 10:01
100SEC_1_VAS_23JULY25	ScheduleNow	✓ ✓ ✓ ✓	VAS_CAMPAIGN	Informative	All	23-07-2025 09:32

Figure 169 Segment – New Segment

2. After clicking the **Create** button, the following screen will be displayed.



Figure 170 New Segment – Input Screen

3. On the **New Segment** screen, click  > **Condition** to add a condition. Refer to the following screen.

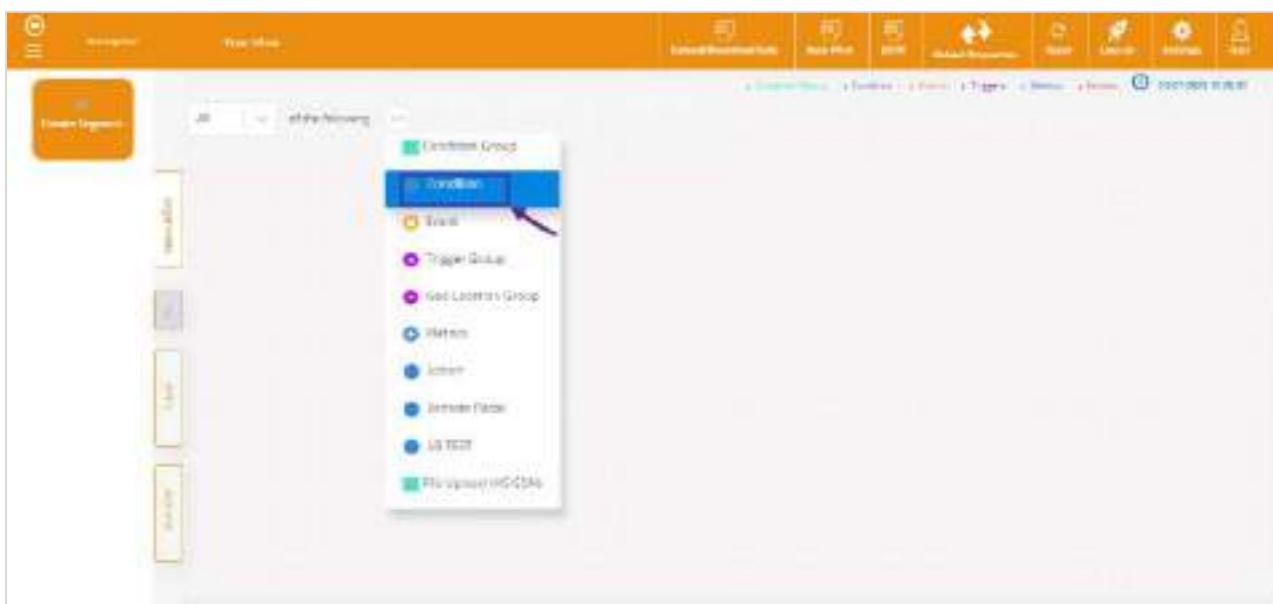


Figure 171 New Segment – Condition

The following are the conditions and actions configured for the campaign:

- MSISDN Condition
- Upload File
- Action
- Free Offer Data (Postpaid)

For more details about adding conditions, see the section [**Add Condition to Rule**](#).

For more details about adding actions, see the section [**Action**](#).

4. After adding the relevant conditions and actions, the following screen will be displayed.

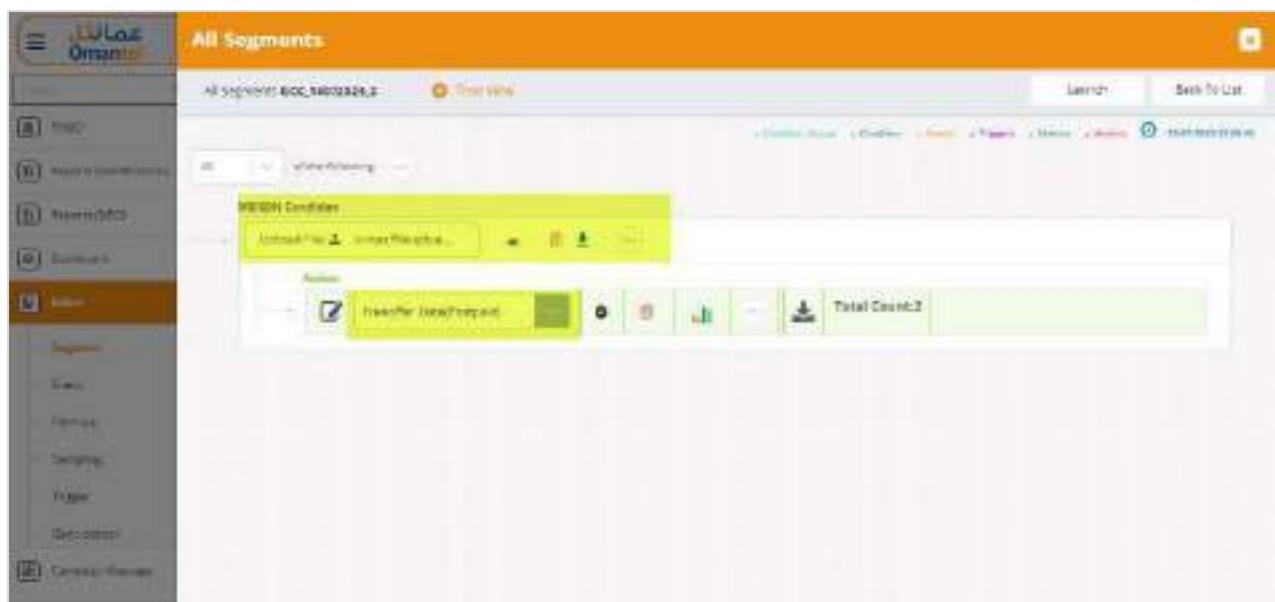


Figure 172 All Segments

8.3.2.1.1 Actions

This option allows users to configure the parameters required to run the selected campaign.

1. On the **New Segment** screen, click the **Settings** button  to configure the parameters. The following screen will be displayed.

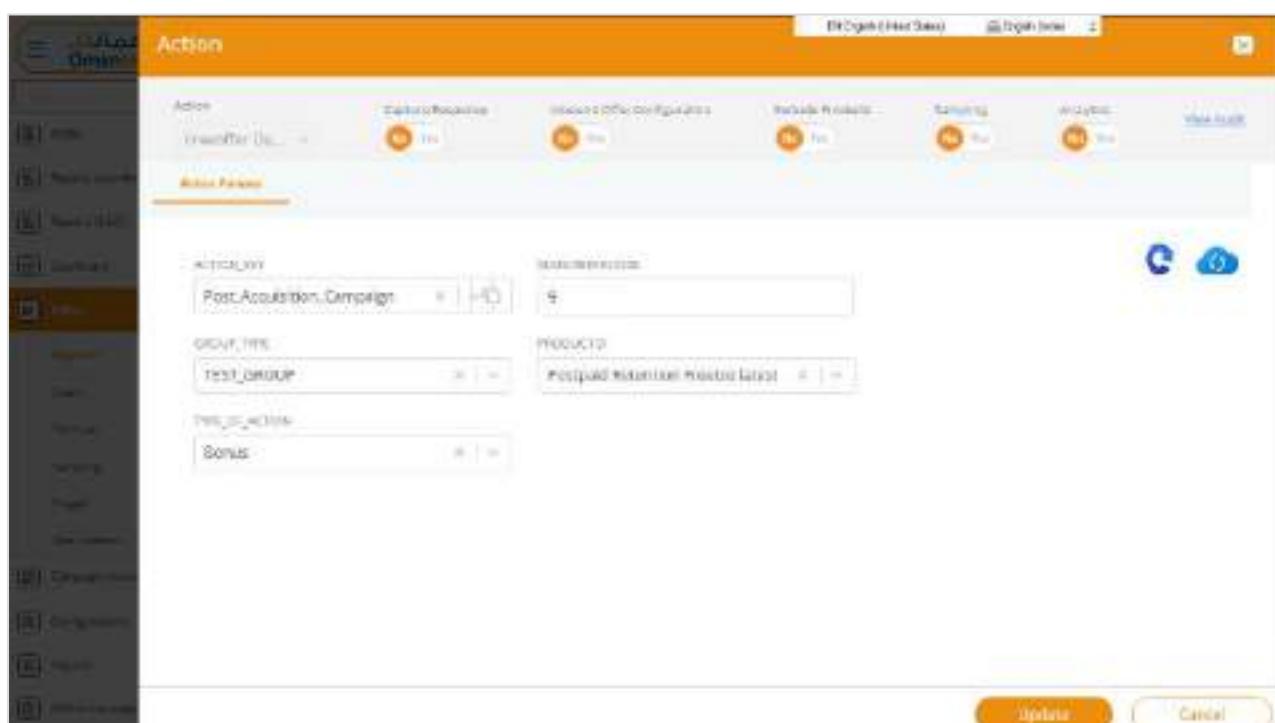


Figure 173 Action Input Screen

2. Enter the following information in the corresponding fields. If fields marked with “|” are mandatory.

Field	Description
-------	-------------

ACTION_KEY	Select the “Post_Acquisition_Campaign” as campaign key in the drop-down list for campaign strategy.
SUBSCRIBERCODE	Enter the subscriber category in this field.
GROUP_TYPE	Select the group type in the drop-down list.
PRODUCTID	Select the “Post Retention Freebies Latest” for the product being offered under this action.
TYPE_OF_ACTION	Select the action type as “Bonus” in the drop-down list.

Note: The following screen is displayed if “Capture Response” is enabled.

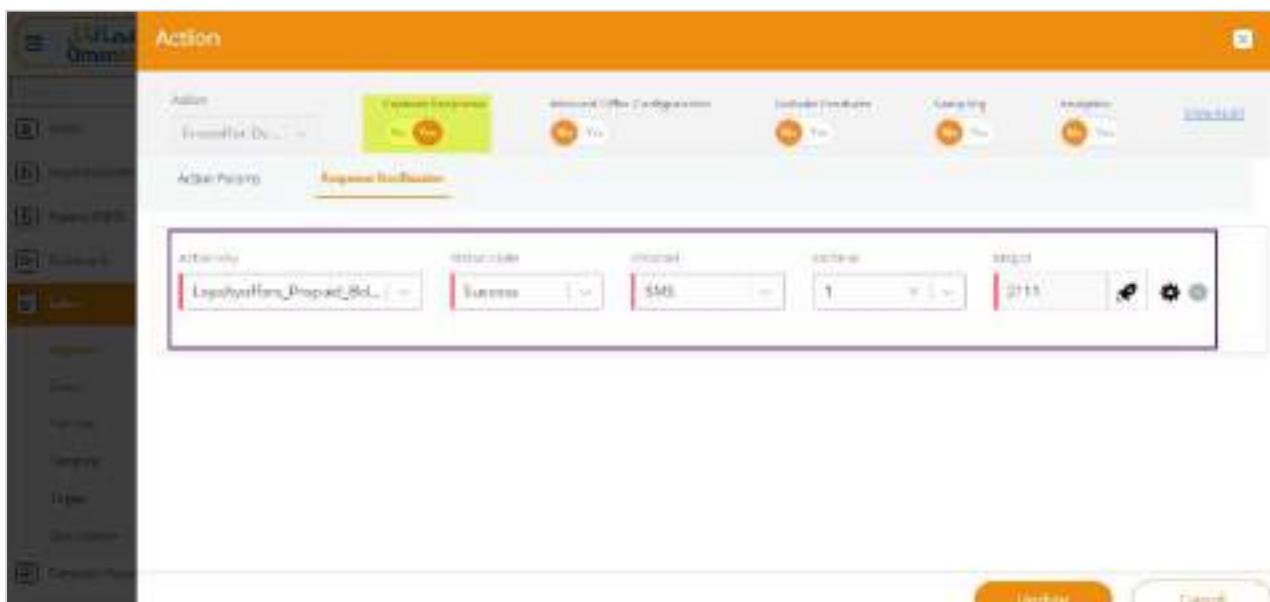
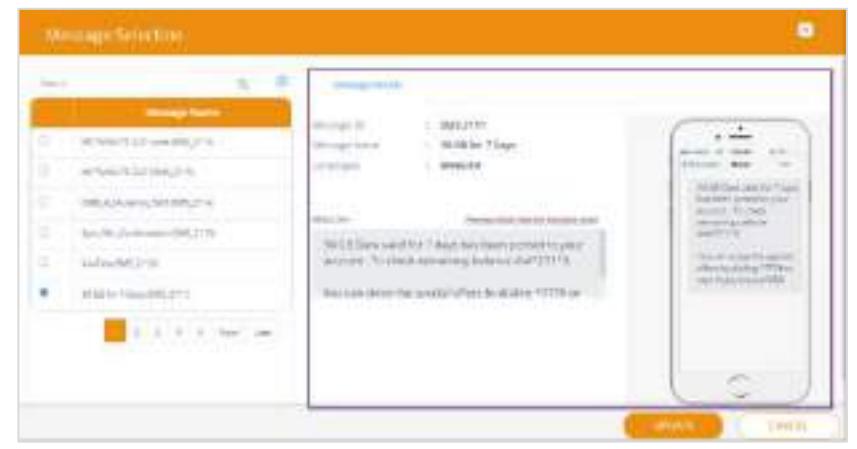


Figure 174 Action– Capture Response

3. Enter the following information in the corresponding fields. If fields marked with “|” are mandatory.

Field	Description
Response Notification	
When enabled, it captures the response status of the targeted users after the offer is sent.	
Action Key	Select the type of action for which the response is being captured in the drop-down list.
Status Code	Select the status of the action in the drop-down list. For example, Success.
Channel	Select the channel used to send the notification to the user. For example, “SMS”.
Circle ID	Select the circle to which the user belongs. For example, “2”.
Msg Id	Indicates the message template ID used for the notification. Select  to select the message. The following screen will be displayed.

Field	Description
	 <ul style="list-style-type: none"> • Select the Message that needs to be sent to the user. The following screen will be displayed.  <ul style="list-style-type: none"> • The selected message details will be displayed, and click Update will save the action.

4. After providing the required details, the following screen will be displayed.

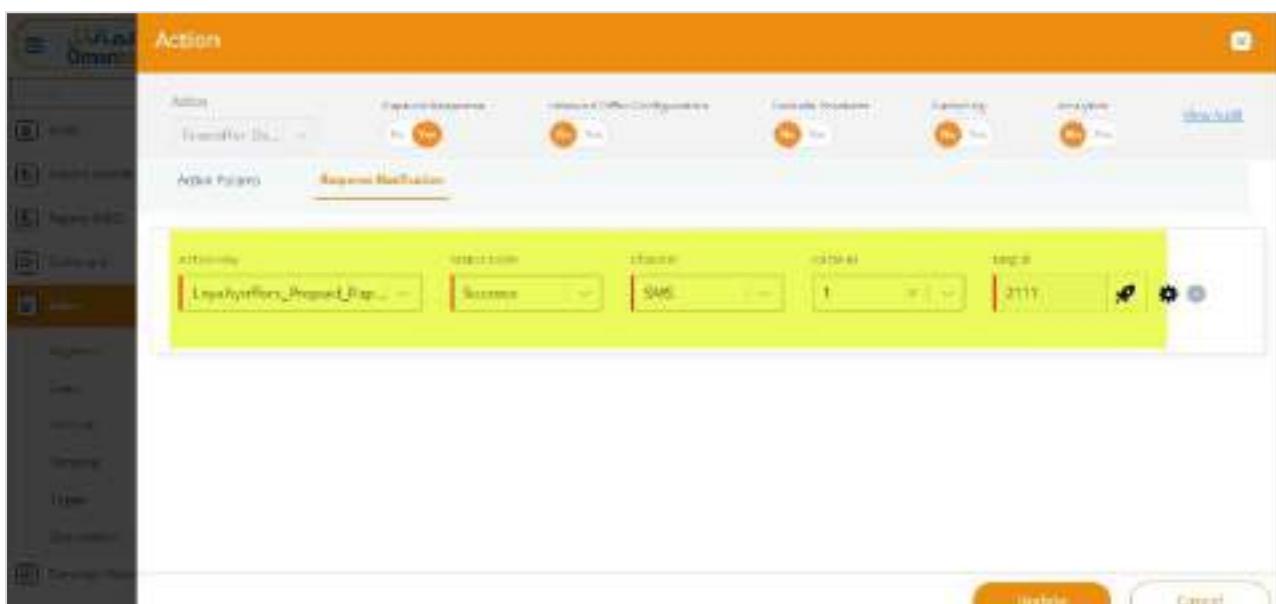
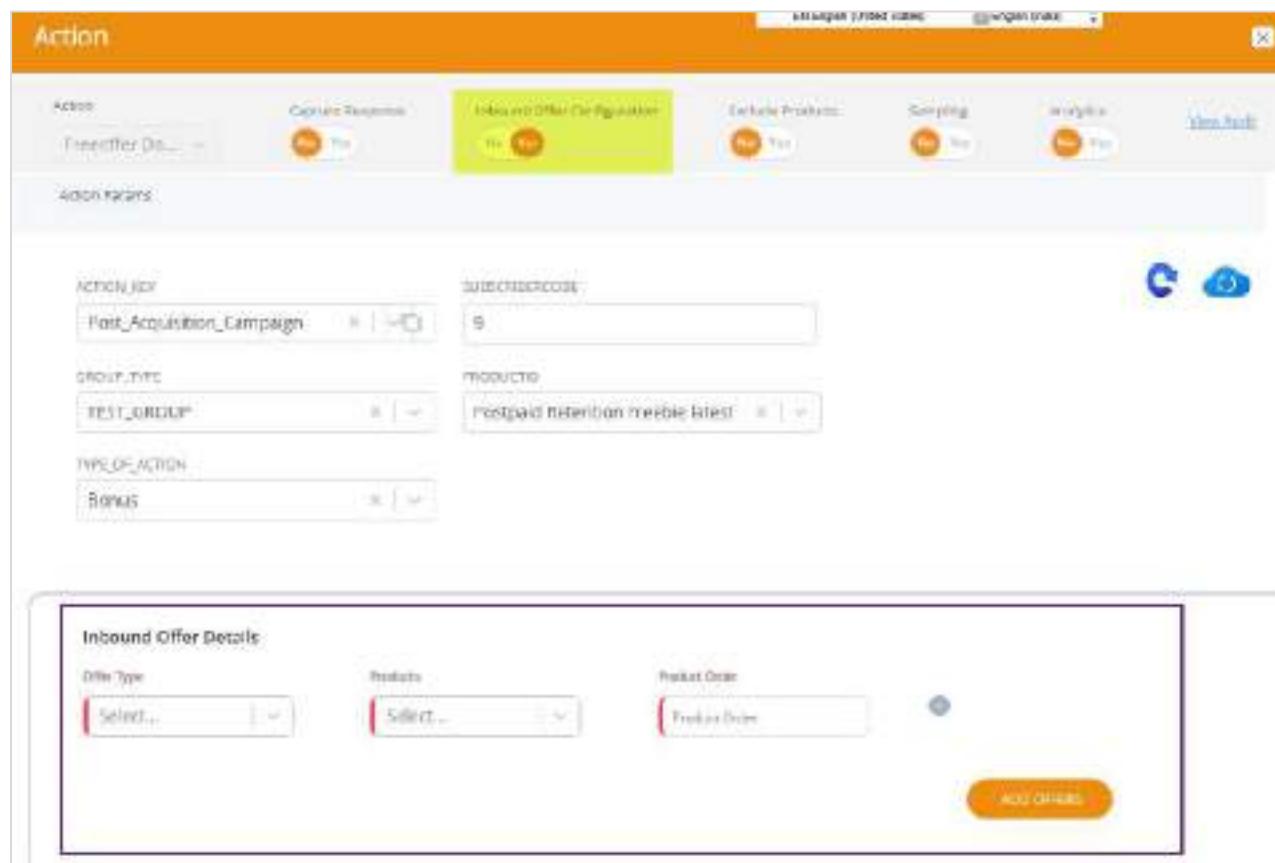


Figure 175 Action – Response Notification

- Click the **Add** button to add multiple response notification details.

Note: The following screen is displayed if “**Inbound Offer Details**” is enabled.



The screenshot shows the 'Action' interface with several tabs at the top: 'Capture Response', 'Inbound Offer Configuration' (which is highlighted in green), 'Exclude Products', 'Sampling', 'Analytics', and 'View Audit'. Below the tabs, there are input fields for 'ACTION_NAME' (Post_Acquisition_Campaign), 'SUBSCRIBERCODE' (9), 'GROUP_TYPE' (TEST_GROUP), 'PRODUCTID' (Postpaid retention mobile latest), and 'TYPE_OF_ACTION' (Bonuses). At the bottom right of the main window, there are two blue circular icons with white letters 'C' and 'D'. A modal window titled 'Inbound Offer Details' is overlaid on the main window. It contains three dropdown menus: 'Offer Type' (Select...), 'Products' (Select...), and 'Product Order' (Fresh Air). An orange 'ADD OFFERS' button is located at the bottom right of the modal.

Figure 176 Action– Inbound Offer Details

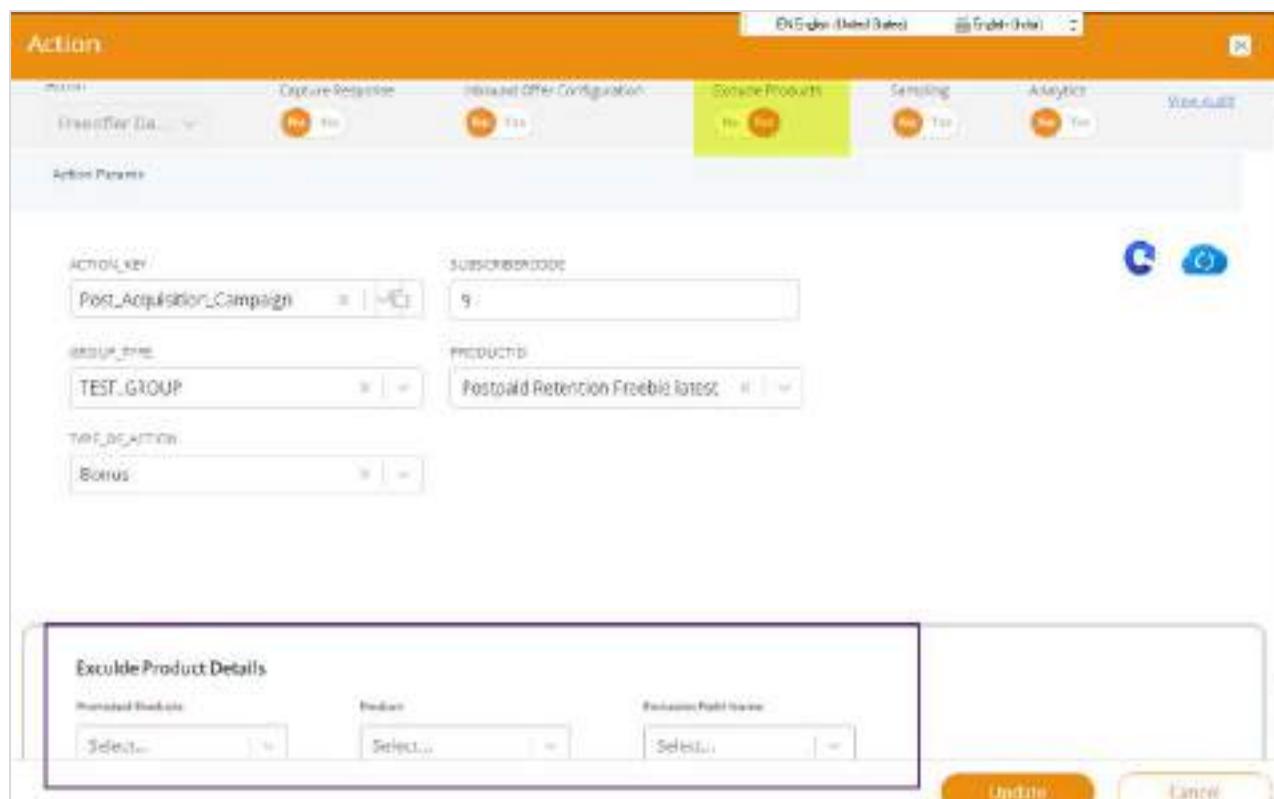
- Enter the following information in the corresponding fields. If fields marked with “**I**” are mandatory.

Field	Description
Inbound Offer Details	
Offer Type	Select the inbound offer in the drop-down list. For example, “ Data Offer ”.
Products	Select the product in the drop-down list. For example, “ Game Prepaid 30 GB 7 Days ”.
Product Order	Execution priority for the product if multiple offers exist. <ul style="list-style-type: none"> Click the Add button to add multiple offer details. Click the Delete button to delete the existing offer details.

- After providing the required details, click **Add Offers**.

A confirmation message is displayed, indicating that the inbound offer is updated successfully.

Note: The following screen is displayed if “**Exclude Products**” is enabled.



The screenshot shows the 'Action' interface with several tabs at the top: 'Inbound', 'Capture Response', 'Rewards Offer Configuration', 'Exclude Products' (which is highlighted in yellow), 'Sampling', 'Analytics', and 'View Audit'. Below the tabs, there are sections for 'Action Params' and 'Exclude Product Details'. In the 'Action Params' section, fields include 'ACTION_KEY' (Post_Acquisition_Campaign), 'SUBSCRIBERCODE' (9), 'GROUP_TYPE' (TEST_GROUP), and 'PRODUCTS' (Postpaid Retention Freebie latest). In the 'Exclude Product Details' section, there are three dropdown menus: 'Promoted Products' (Select...), 'Product' (Select...), and 'Exclusion Field Name' (Select...). Buttons for 'Update' and 'Cancel' are at the bottom right.

Figure 177 Action– Exclude Products Details

- Enter the following information in the corresponding fields. If fields marked with “|” are mandatory.

Field	Description
Exclude Products	
When enabled, this option allows users to specify certain products to be excluded from the campaign based on defined exclusion rules.	
Promoted Products	Select the product being promoted but excluded under certain conditions in the drop-down list. For example, “Game Prepaid 30 GB 7 Days” .
Product	Select the specific product being excluded from this campaign in the drop-down list. For example, “Hayyak 20_Khareef Data 25GB” .
Exclusion Field Name	Select the exclusion field name in the drop-down list. For example, “c360 Roaming Payg Rev Last 60 Days” .

Note: The following screen is displayed if “Sampling” is enabled.

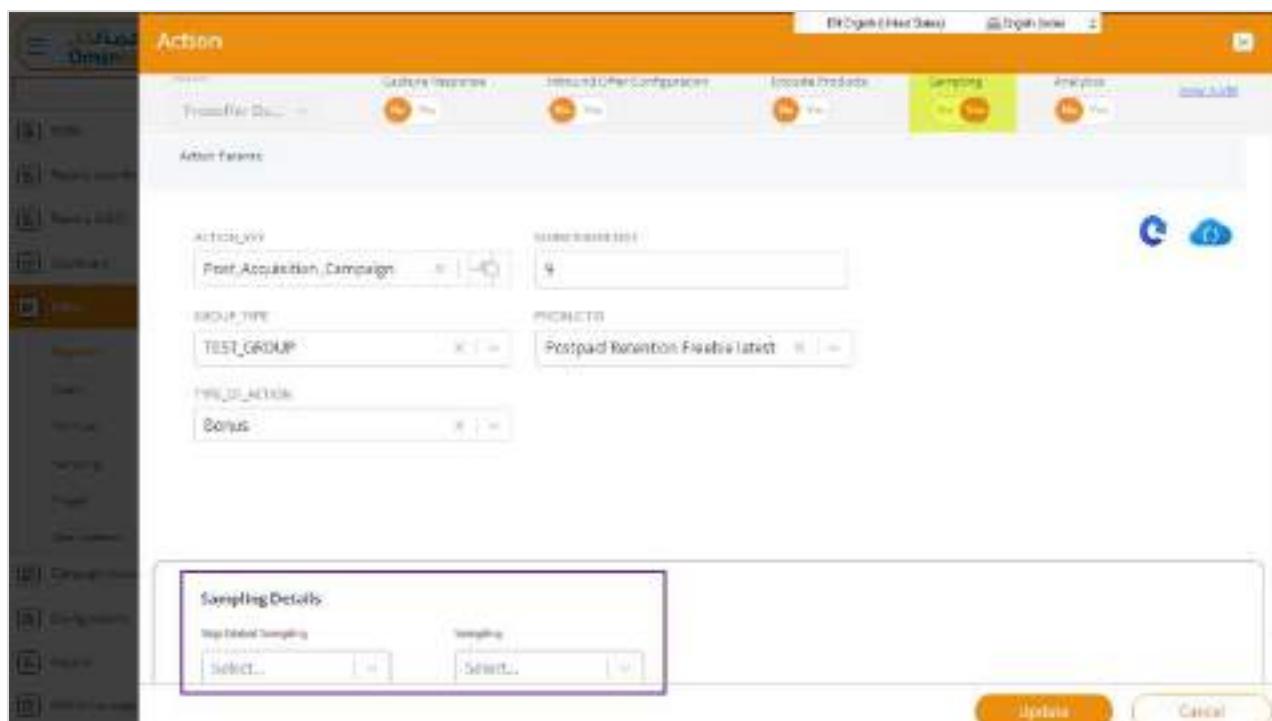


Figure 178 Action– Sampling Details

- Enter the following information in the corresponding fields. If fields marked with “|” are mandatory.

Field	Description
Sampling	
When enabled, the campaign is executed on a selected subset of users based on predefined sampling rules, allowing for controlled targeting.	
Skip Global Sampling	Select “Yes” to skip global sampling logic. Or Select “No” to not skip.
Sampling	Select A defined sample set applied for campaign targeting in the dropdown list. For example, “Universal Sampling”.

Note: The following screen is displayed if “Analytics” is enabled.

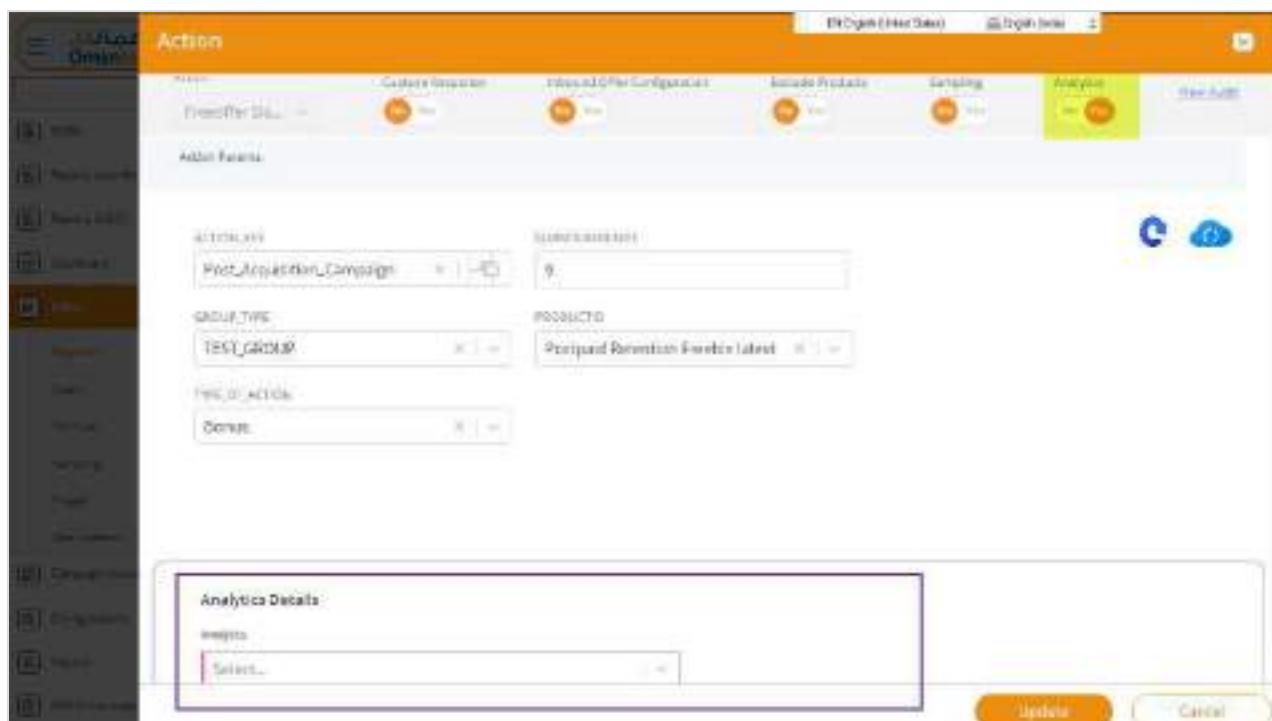
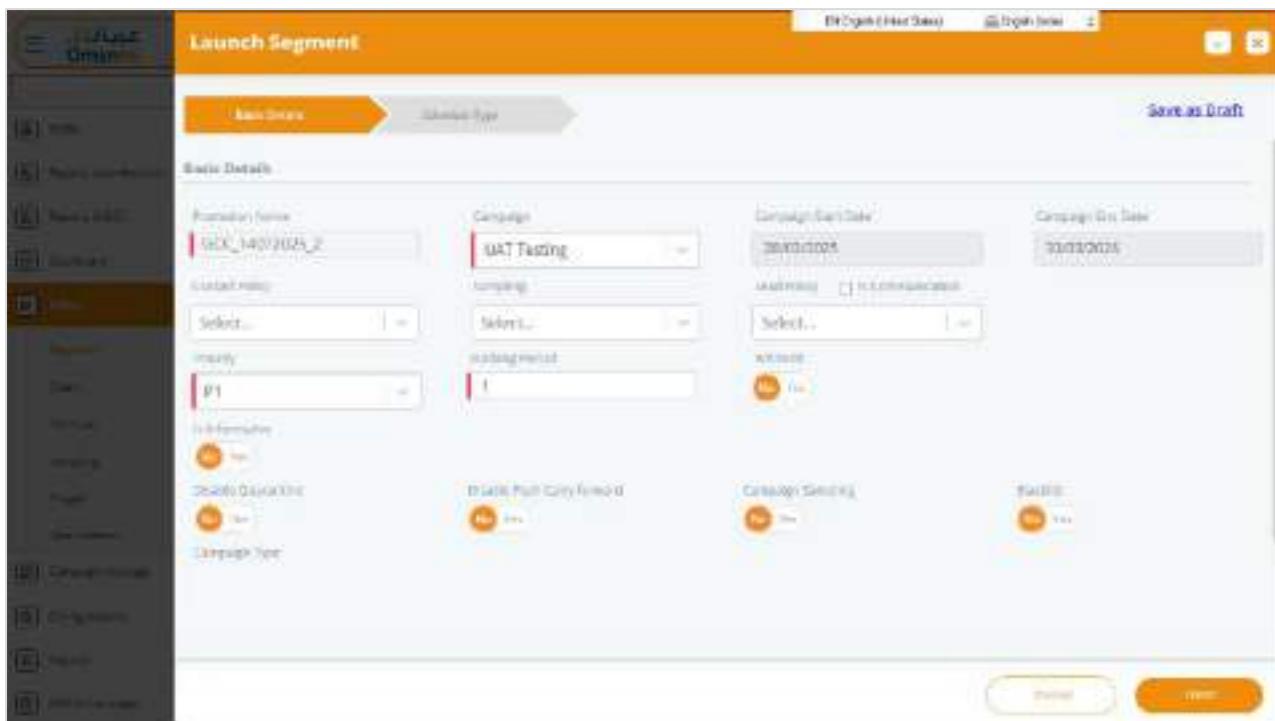


Figure 179 Action– Analytics

- Enter the following information in the corresponding fields. If fields marked with “|” are mandatory.

Field	Description
Analytical Details	
Analytics	Select the predictive model to evaluate campaign details in the drop-down list. For example, “ Auto Pilot”.

- After providing the required details, click **Launch**. The following screen will be displayed.



The screenshot shows the 'Launch Segment' screen. At the top, there are two tabs: 'Launch Details' (selected) and 'Launch Type'. On the right, there is a 'Save as Draft' button. The main area is titled 'Basic Details' and contains the following fields:

- Promotional Name: SEC_14072025_2
- Campaign: UAT Testing
- Campaign Start Date: 2025-07-23
- Campaign End Date: 2025-07-26
- Contact Name: Select... (dropdown)
- Sampling: Select... (dropdown)
- Segment: Select... (dropdown)
- Priority: P1
- Marketing Period: 1
- Delivery Status: In Progress
- Delivery Plan: Not Yet Started
- Delivery Plan ID: 1
- Campaign Status: Not Yet Started
- Campaign Type: UAT Testing

At the bottom right are 'Cancel' and 'Create' buttons.

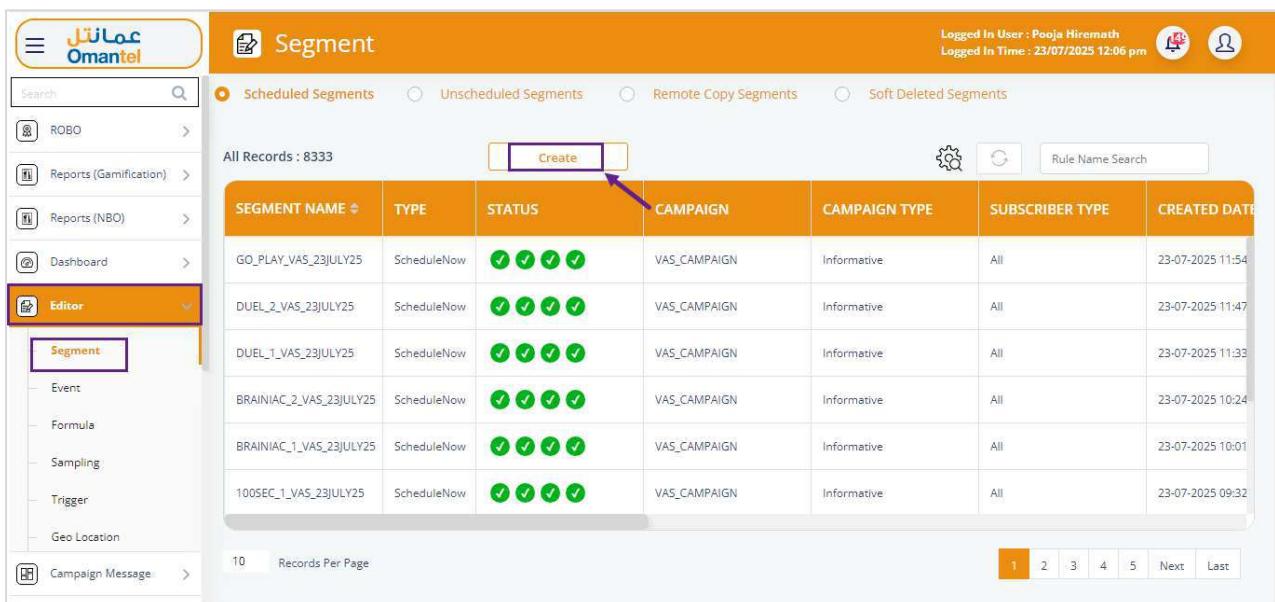
Figure 180 Launch Segment

For more details about the launch segment, see the section [Action](#).

8.3.2.2 Hayyak_PreRenewal_SMS

This campaign targets prepaid mobile users who are nearing renewal or have relevant usage patterns. It aims to recommend specific Hayyak RFM bundles through Auto Bonus actions, depending on the user behavior and subscription history.

- On the **Segment** screen, click the **Create** button to create a new segment. Refer to the following screen.



The screenshot shows the 'Segment' screen. At the top, there is a search bar and a 'Segment' button. To the right, it shows 'Logged In User : Pooja Hirmath' and 'Logged In Time : 23/07/2025 12:06 pm'. Below the search bar are four filter buttons: 'Scheduled Segments' (selected), 'Unscheduled Segments', 'Remote Copy Segments', and 'Soft Deleted Segments'. The main area displays a table of segments with the following columns: SEGMENT NAME, TYPE, STATUS, CAMPAIGN, CAMPAIGN TYPE, SUBSCRIBER TYPE, and CREATED DATE. A 'Create' button is located at the top right of the table area. The table data is as follows:

SEGMENT NAME	TYPE	STATUS	CAMPAIGN	CAMPAIGN TYPE	SUBSCRIBER TYPE	CREATED DATE
GO_PLAY_VAS_23JULY25	ScheduleNow	✓ ✓ ✓ ✓	VAS_CAMPAIGN	Informative	All	23-07-2025 11:54
DUEL_2_VAS_23JULY25	ScheduleNow	✓ ✓ ✓ ✓	VAS_CAMPAIGN	Informative	All	23-07-2025 11:47
DUEL_1_VAS_23JULY25	ScheduleNow	✓ ✓ ✓ ✓	VAS_CAMPAIGN	Informative	All	23-07-2025 11:33
BRAINIAC_2_VAS_23JULY25	ScheduleNow	✓ ✓ ✓ ✓	VAS_CAMPAIGN	Informative	All	23-07-2025 10:24
BRAINIAC_1_VAS_23JULY25	ScheduleNow	✓ ✓ ✓ ✓	VAS_CAMPAIGN	Informative	All	23-07-2025 10:01
100SEC_1_VAS_23JULY25	ScheduleNow	✓ ✓ ✓ ✓	VAS_CAMPAIGN	Informative	All	23-07-2025 09:32

At the bottom left is a 'Records Per Page' dropdown set to 10, and at the bottom right are navigation buttons for page 1, 2, 3, 4, 5, Next, and Last.

Figure 181 Segment – New Segment

- After clicking the **Create** button, the following screen will be displayed.



Figure 182 New Segment – Input Screen

3. On the **New Segment** screen, click  >> **Condition** to add a condition. Refer to the following screen.

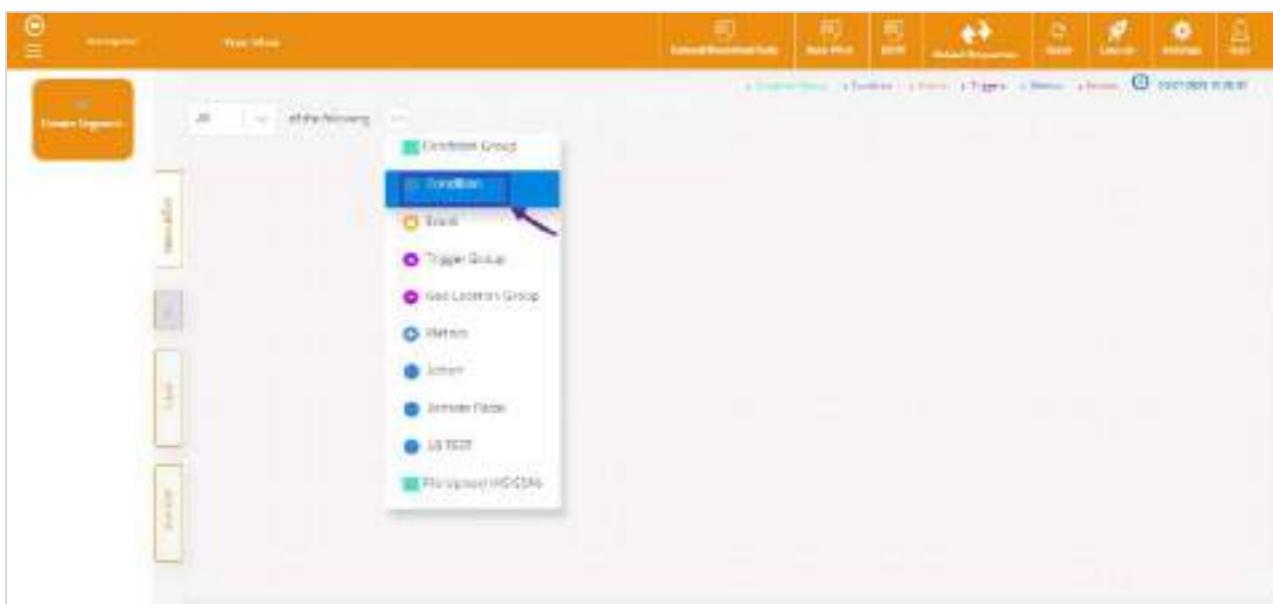


Figure 183 New Segment – Condition

The following are the conditions and actions configured for the campaign:

Top Level Segment Conditions:

- [C]360 Line Type is Mobile Prepaid
- [C]360 Status is Active
- [C]360 Business is CONSUMER
- [C]360 App User Flag is No
- [M]TRA Subs Flag (365 days)
- [ML]Last30D Data Sim User Flag

Conditions Groups 1 :

- Subscribed Monthly Hayyak Bundle subscribed 21 days before.

Conditions:

- [S]Subscription Event Date
- [S]Products Subscribed

Conditions Groups 2 :

- Not subscribed Monthly Hayyak Bundle subscribed before 10 Days.

Conditions:

- [S]Subscription Event Date between last 10 AND 0 Days
- [S]Products Non-Subscribed in

Conditions Groups 3 :

- Not subscribed to Tourist Bundle in the last 120 Days.

Conditions:

- [S]Subscription Event Date between last 120 AND 0 Days
- [S]Products Non-Subscribed in

Conditions Groups 4:

- HAYYAK_RFM_RECOMMENDED_BUNDLES.

Subgroup:

- HAYYAK_RFM_RECOMMENDED_BUNDLE = HAYYAK 4

Conditions:

- Hayyak RFM Recommended Product ID

Action:

- Auto Bonus

Subgroup:

- HAYYAK_RFM_RECOMMENDED_BUNDLE = HAYYAK 7

Conditions:

- Hayyak RFM Recommended Product ID

Action:

- Auto Bonus

Subgroup:

- HAYYAK_RFM_RECOMMENDED_BUNDLE = HAYYAK 10

Conditions:

- Hayyak RFM Recommended Product ID

Action:

- Auto Bonus

Subgroup:

- HAYYAK_RFM_RECOMMENDED_BUNDLE = HAYYAK 12

Conditions:

- Hayyak RFM Recommended Product ID

Action:

- Auto Bonus

Subgroup:

- HAYYAK_RFM_RECOMMENDED_BUNDLE = HAYYAK 15

Conditions:

- Hayyak RFM Recommended Product ID

Action:

- Auto Bonus

Subgroup:

- HAYYAK_RFM_RECOMMENDED_BUNDLE = HAYYAK 20

Conditions:

- Hayyak RFM Recommended Product ID

Action:

- Auto Bonus

For more details about adding conditions, see the section [**Add Condition to Rule**](#).

For more details about adding actions, see the section [**Action**](#).

4. After adding the relevant conditions and actions, the following screen will be displayed.

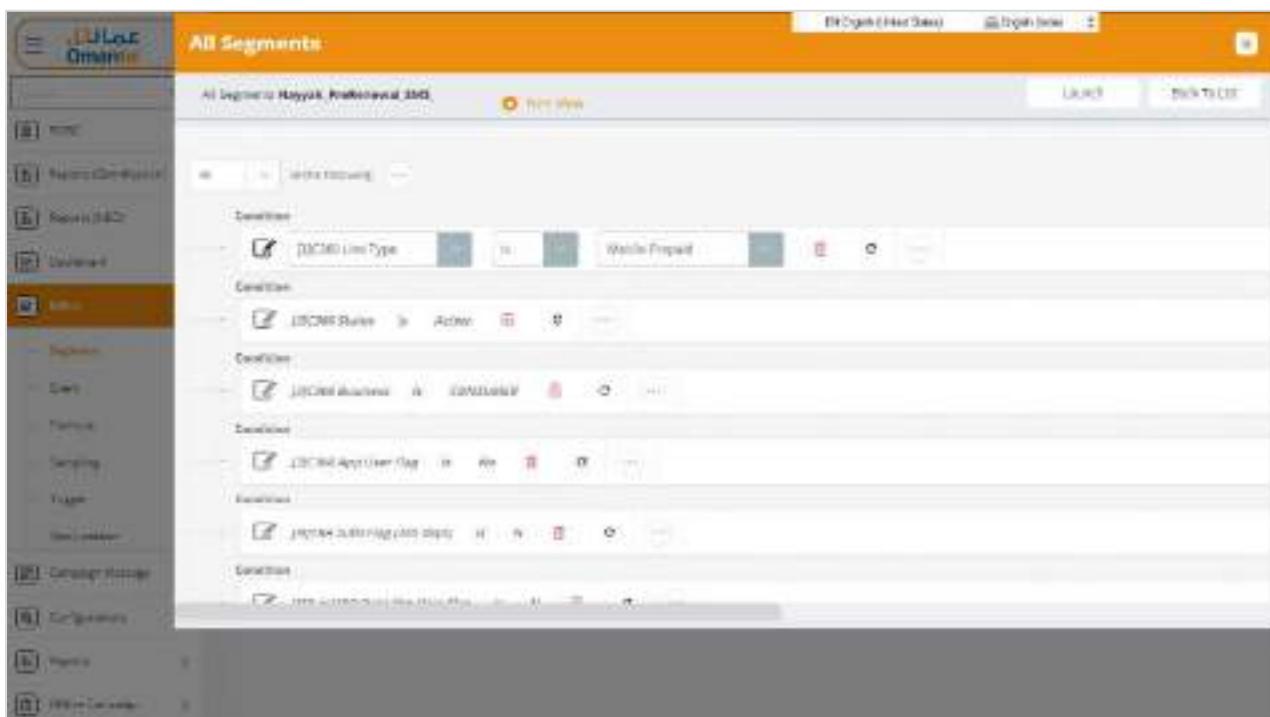
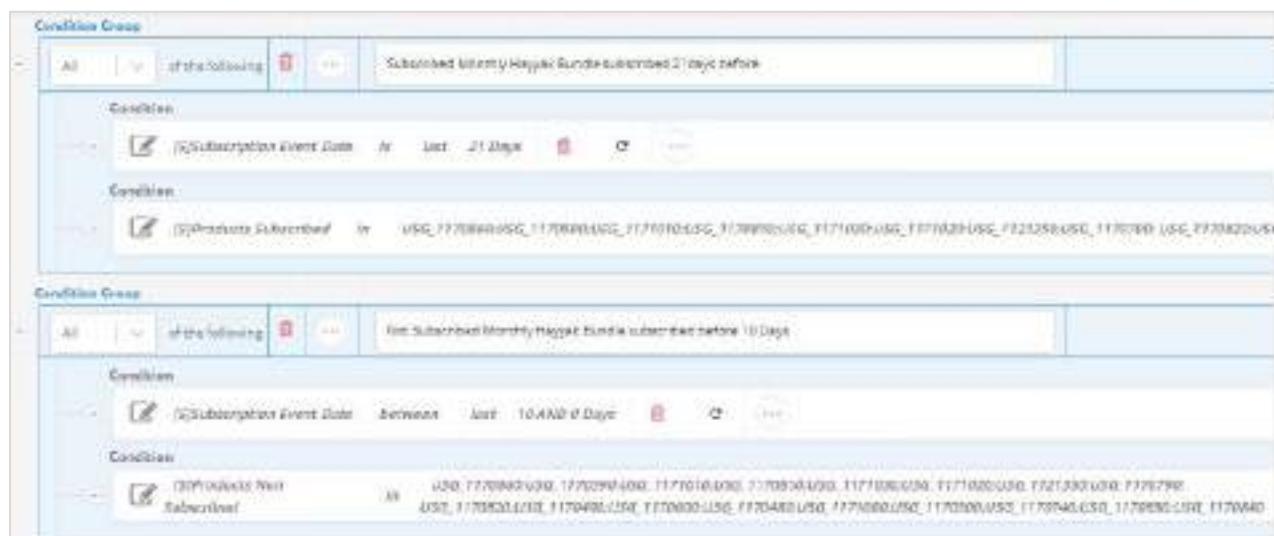


Figure 184 All Segments - Hayyak_PreRenewal_SMS

Note: For better viewing, the image is split into five halves.



The screenshot shows two condition groups defined for the segment.

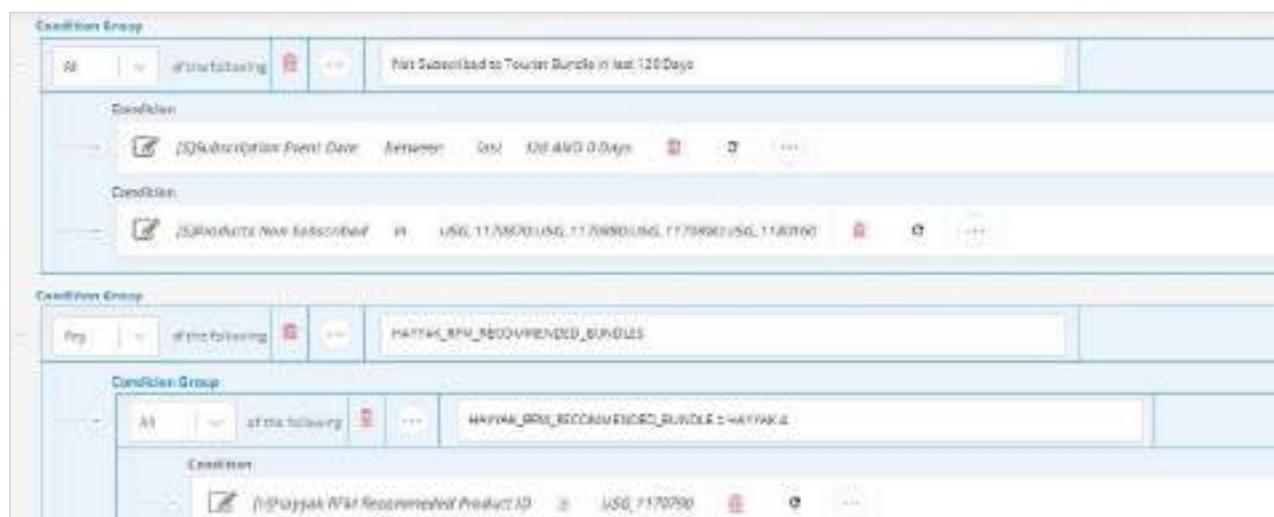
Condition Group 1:

- All
- of the following
- Submitted Monthly Hayyak Bundle submitted 21 days before
- Condition:
 - (Subscription Event Date is Just 21 Days)

Condition Group 2:

- All
- of the following
- Not Subscribed Monthly Hayyak bundle subscribed before 10 Days
- Condition:
 - (Subscription Event Date between Just 10 AND 0 Days)
- Condition:
 - (Product Not Subscribed)

Figure 185 All Segments - Hayyak_PreRenewal_SMS_1



The screenshot shows two condition groups defined for the segment.

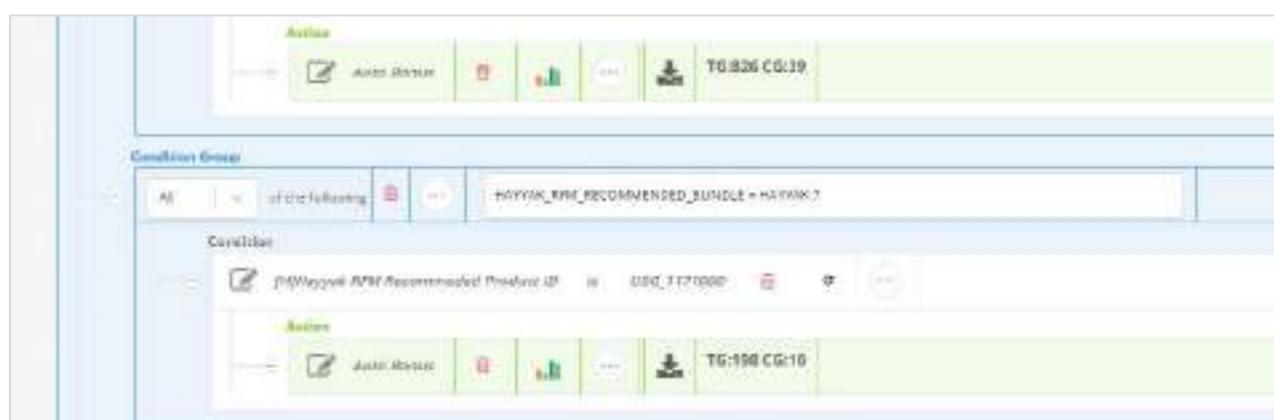
Condition Group 1:

- All
- of the following
- Not Subscribed to Touchar Bundles in last 120 Days
- Condition:
 - (Subscription Event Date Between Oct 120 AND 0 Days)
- Condition:
 - (Product Not Subscribed)

Condition Group 2:

- All
- of the following
- HAYYAK_EPM_RECOMMENDED_BUNDLES
- Condition:
 - (Hayyak PMS Recommended Product ID is USG_7170900)

Figure 186 All Segments - Hayyak_PreRenewal_SMS_2



The screenshot shows two condition groups defined for the segment, each with an associated action.

Action:

- Add Device
- TG826 CG:19

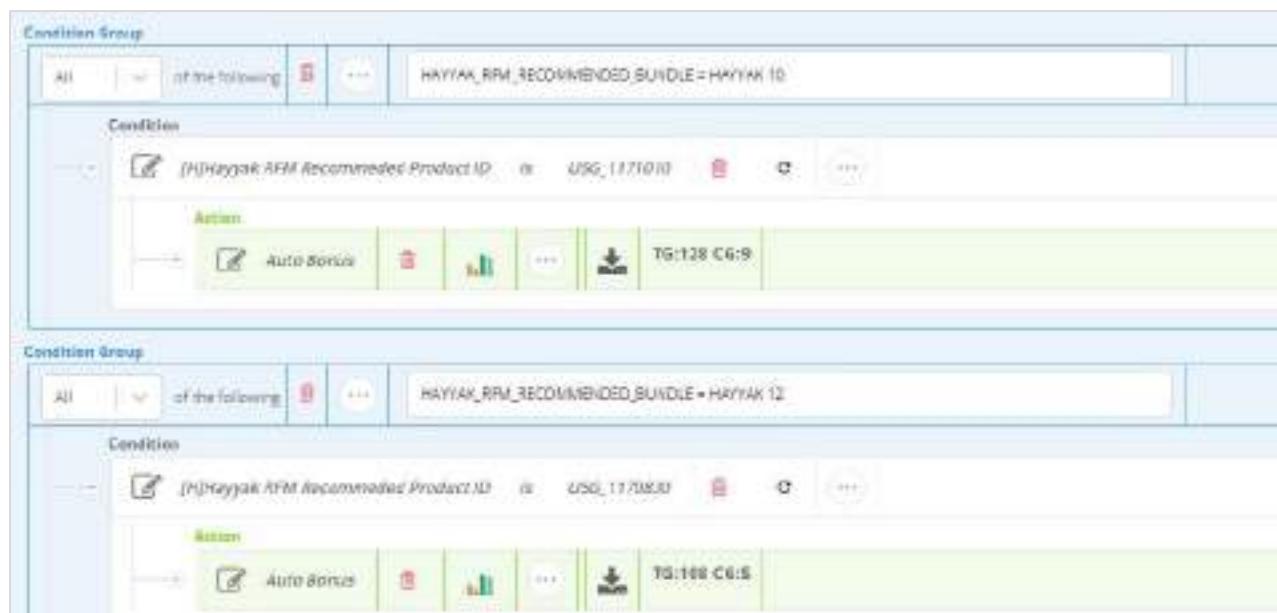
Condition Group 1:

- All
- of the following
- HAYYAK_EPM_RECOMMENDED_BUNDLE = HAYYAK_T
- Condition:
 - (Hayyak PMS Recommended Product ID is USG_7170900)

Action:

- Add Device
- TG198 CG:10

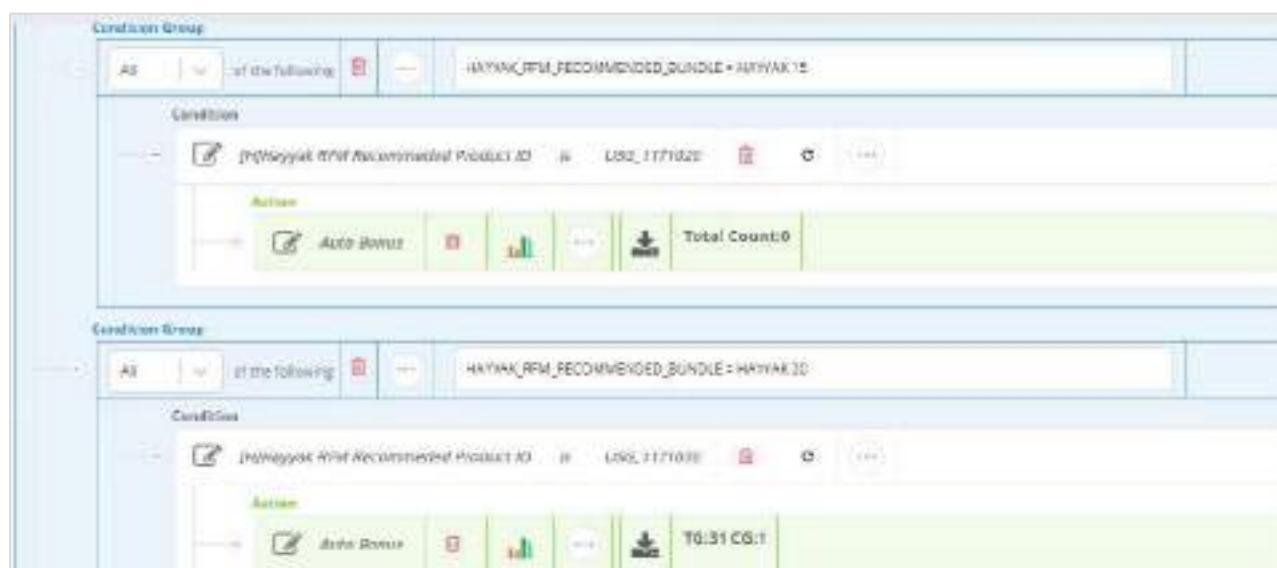
Figure 187 All Segments - Hayyak_PreRenewal_SMS_3



The screenshot displays two condition groups for the 'Hayyak PreRenewal_SMS_4' campaign. Each group consists of a condition and an action.

- Condition Group 1:** All of the following: HAYYAK_RPM_RECOMMENDED_BUNDLE = HAYYAK 10. Action: Auto Bonus, TG:128 C6:9.
- Condition Group 2:** All of the following: HAYYAK_RPM_RECOMMENDED_BUNDLE = HAYYAK 12. Action: Auto Bonus, TG:108 C6:5.

Figure 188 All Segments - Hayyak_PreRenewal_SMS_4



The screenshot displays two condition groups for the 'Hayyak PreRenewal_SMS_5' campaign. Each group consists of a condition and an action.

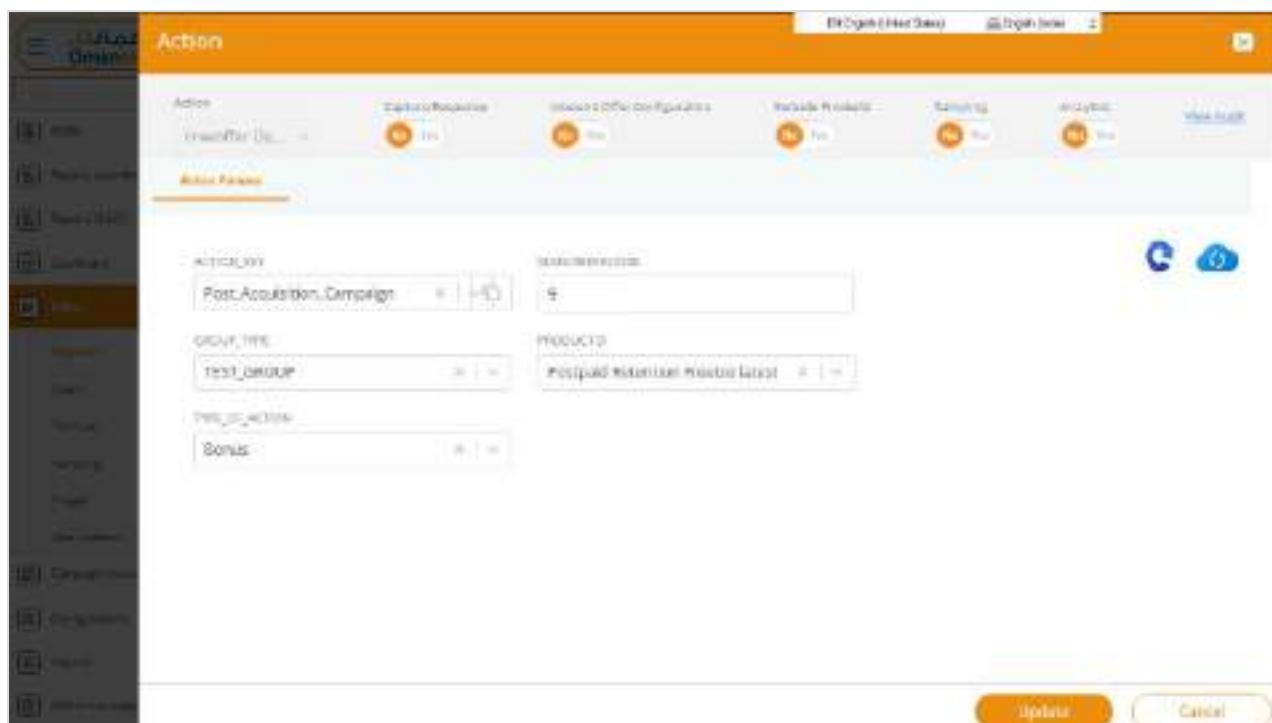
- Condition Group 1:** All of the following: HAYYAK_RPM_RECOMMENDED_BUNDLE = HAYYAK 15. Action: Auto Bonus, Total Count:0.
- Condition Group 2:** All of the following: HAYYAK_RPM_RECOMMENDED_BUNDLE = HAYYAK 30. Action: Auto Bonus, TG:131 C6:1.

Figure 189 All Segments - Hayyak_PreRenewal_SMS_5

8.3.2.2.1 Actions

This option allows users to configure the parameters required to run the selected campaign.

1. On the **New Segment** screen, click the **Settings** button  to configure the parameters. The following screen will be displayed.



The screenshot shows the 'Action' input screen. The top navigation bar includes tabs for 'Omni', 'Action', 'Capture Response' (which is highlighted in orange), 'Include Offer Configuration', 'Include Product', 'Promotion', 'SMS', 'Email', and 'View Task'. Below the tabs, there's a 'Basic Profile' section with dropdown menus for 'Category' (Post-Acquisition_Campaign), 'Delivery Circle' (9), 'Group Type' (TEST_GROUP), 'Product' (Postpaid Residential Product Line), and 'Profile Names' (Bonus). On the right side of the screen, there are two blue cloud icons. At the bottom right are 'Update' and 'Cancel' buttons.

Figure 190 Action Input Screen

- Enter the following information in the corresponding fields. If fields marked with “|” are mandatory.

Field	Description
Delivery Circle	Select the delivery circle in the drop-down list. For example, “ VAS_Campaigns ”.
IS_FLASH_MESSAGE	Select “Yes” in the drop-down list for the SMS to be sent as a flash message. It will appear directly on screen.
Product ID	Select the product or offer being targeted in the drop-down list. For example, “ Dynamic_HAYYAK4 ”.
Segment Name	Enter the name of the segment to which this action is applied. For example, “ Pre_Renewal_Hayyak_4_SMS ”.
Channel	Select the medium used to deliver the offer in the drop-down list. For example, “ SMS ”.
Action Type	Select the type of action in the drop-down list. For example, “ Promotion ”.
Sender ID	Enter the name that appears as the sender of the SMS. For example, “ Omantel ”.
Message ID	Enter the predefined message template ID used for this communication. For example, “ 954 ”.
Profile Names (Optional)	Enter the profile name in this field.

Note: The following screen is displayed if “**Capture Response**” is enabled.

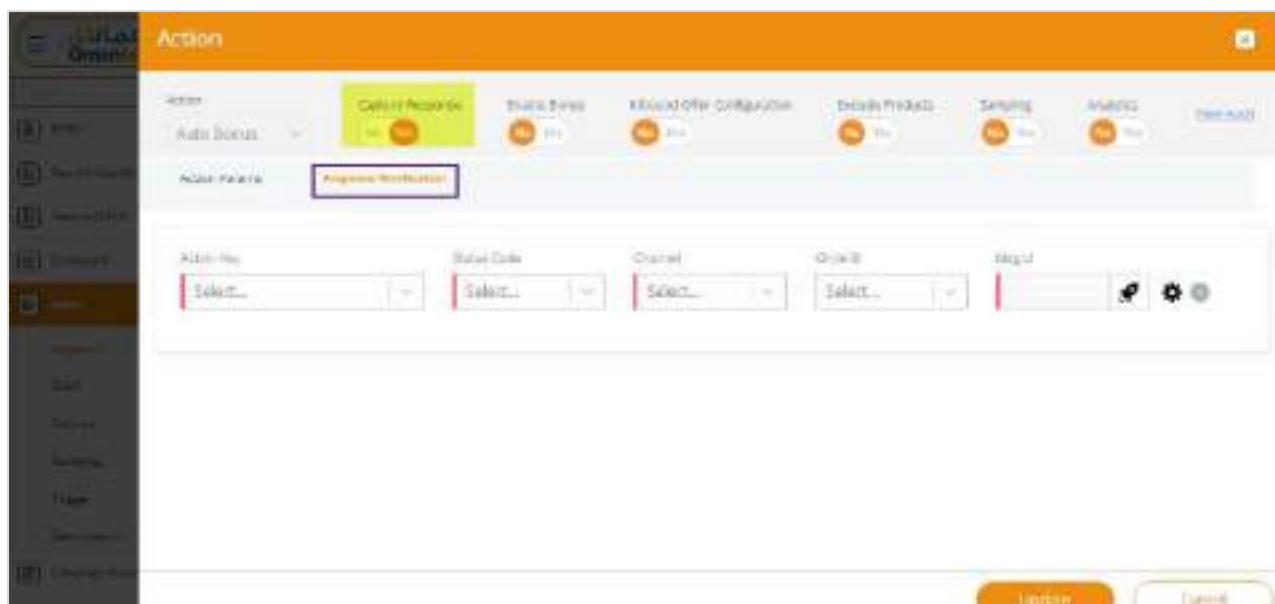
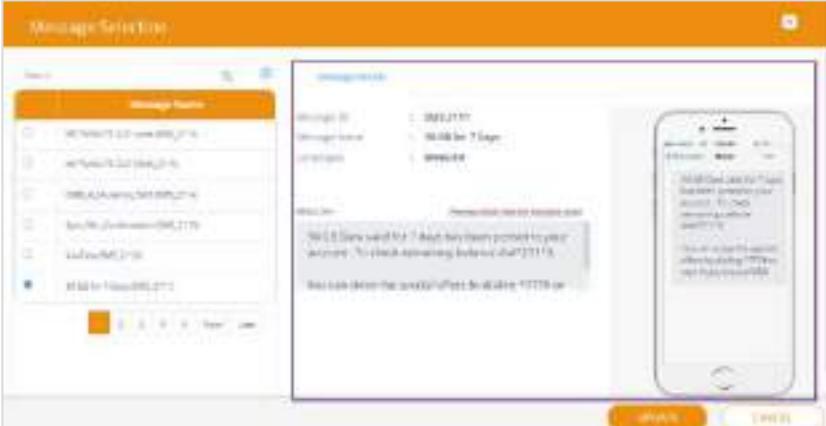


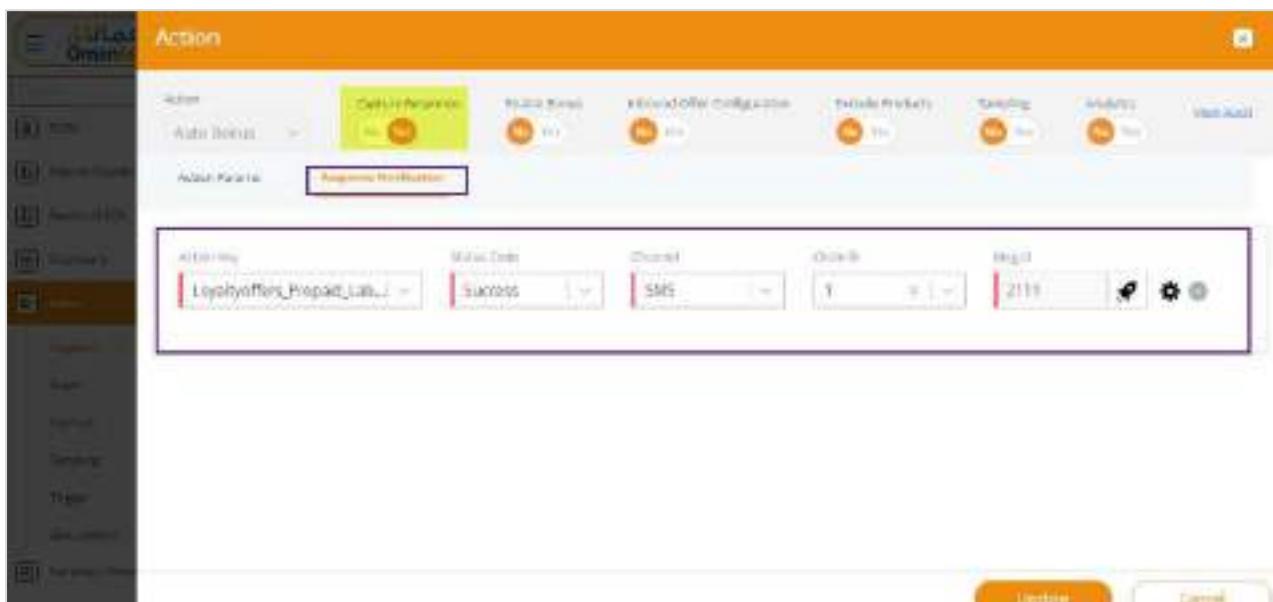
Figure 191 Action– Capture Response

3. Enter the following information in the corresponding fields. If fields marked with “|” are mandatory.

Field	Description
Response Notification	
When enabled, it captures the response status of the targeted users after the offer is sent.	
Action Key	Select the type of action for which the response is being captured in the drop-down list. For example, “ Loyaltyoffers_Prepaid_Tekkers_Percent15 ”.
Status Code	Select the status of the action in the drop-down list. For example, Success.
Channel	Select the channel used to send the notification to the user. For example, “ SMS ”.
Circle ID	Select the circle to which the user belongs. For example, “ 1 ”.
Msg Id	<p>Indicates the message template ID used for the notification.</p> <p>Select  to select the message. The following screen will be displayed.</p>  <ul style="list-style-type: none"> • Select the Message that needs to be sent to the user. The following screen will be displayed.

Field	Description
	 <ul style="list-style-type: none"> The selected message details will be displayed, and click Update will save the action.

4. After providing the required details, the following screen will be displayed.

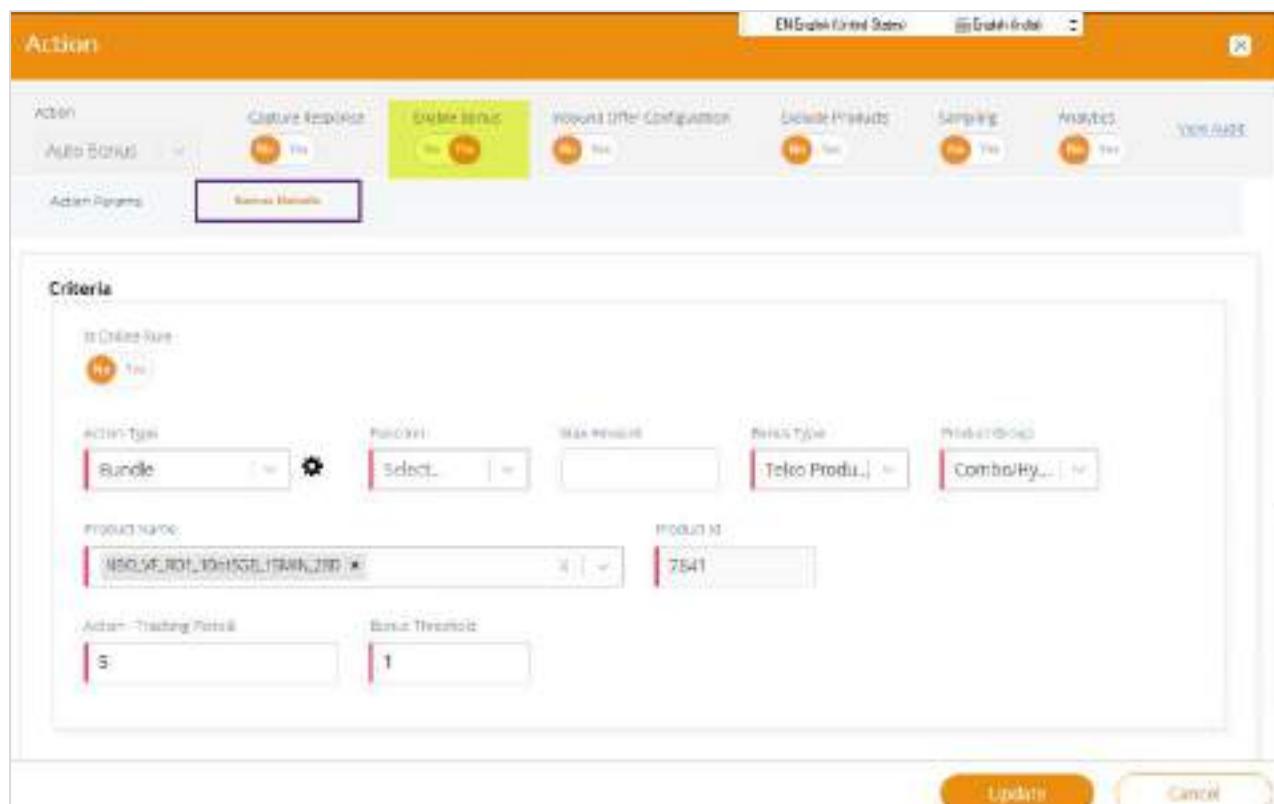


This screenshot shows the 'Action' configuration screen for a response notification. The left sidebar lists various sections like 'Customer', 'Offer', 'Offer Details', 'Offer Status', 'Offer Log', and 'Offer History'. The main area has tabs for 'Action', 'Auto Bonus', 'Add-on Marketing', and 'Response Notification' (which is currently selected). Below these tabs, there are several configuration fields: 'Action Name' (set to 'Loyaltyoffers_Prepaid_Labu'), 'Status' (set to 'Success'), 'Channel' (set to 'SMS'), 'Count' (set to '1'), and 'MsgID' (set to '2111'). At the bottom right are 'Delete' and 'Cancel' buttons.

Figure 192 Action – Response Notification

- Click the **Add** button to add multiple response notification details.

Note: The following screen is displayed if “Enable Bonus” is enabled.



The screenshot shows a software interface titled "Action". At the top, there are several tabs: "Action", "Add Bonus", "Capture Response", "Enable Bonus" (which is highlighted in green), "Report Rule Configuration", "Update Periods", "Selling", "Analytics", and "View Rule". Below the tabs, there's a section for "Action Params" with a "Bonus Details" button. The main area is titled "Criteria" and contains fields for "Is Online Rule" (set to "Yes"), "Action Type" (set to "Bundle"), "Trigger" (set to "Select..."), "Rule Period" (empty), "Bonus Type" (set to "Tele Prod."), "Product ID" (set to "7541"), "Product Name" (set to "M500SF_R01_3G+4G_LTE4G_2100"), "Action Tracking Period" (set to "5"), "Bonus Threshold" (set to "1"), and "Update" and "Cancel" buttons.

Figure 193 Action– Enable Bonus

- Enter the following information in the corresponding fields. If fields marked with “|” are mandatory.

Field	Description
Enable Bonus	
Is Online Rule	Indicates whether the rule is processed in real-time (Yes) or offline (No).
Trigger	Select the trigger in the drop-down list. For example, “SMS Activation”. Note: This field is displayed if “Is Online Rule” is enabled.
Action Type	Select the action that triggers the bonus in the drop-down list. The following are the available action types: <ul style="list-style-type: none"> • Recharge • Bundle • Profile • Spend
Function	Enter the logical operation used for evaluation in the drop-down list. The following are the available functions: <ul style="list-style-type: none"> • Count • Sum • Range

Field	Description
	<ul style="list-style-type: none"> • Equals • Usage
No of Times	<p>Enter the number of times the "Action Type" needs to occur to trigger the rule.</p> <p>Note: This field is displayed if "Count" is selected in the drop-down list of Function.</p>
Denomination	<p>Enter the denomination related to the action type. For "Recharge," it is an exact recharge amount.</p>
Min Amount	<p>Enter the minimum monetary value required for the action to count towards the bonus criteria.</p> <p>Note: This field is displayed if "Sum" or "Range" is selected in the drop-down list of Function.</p>
Max Amount	<p>Enter the maximum monetary value for the action to count towards the bonus criteria.</p> <p>Note: This field is displayed if "Sum" or "Range" is selected in the drop-down list of Function.</p>
Service Type	<p>Select the service type in the drop-down list. For example, "SMS".</p> <p>Note: This field is displayed if "Spend" is selected in the drop-down list of Action Type.</p>
Min Usage	<p>Enter the minimum amount of usage required for the action to count towards the bonus criteria.</p> <p>Note: This field is displayed if "Usage" is selected in the drop-down list of Function.</p>
Max Usage	<p>Enter the maximum amount of usage allowed for the action to count towards the bonus criteria.</p> <p>Note: This field is displayed if "Usage" is selected in the drop-down list of Function.</p>
Value	<p>Enter the value that the action type needs to match in this field.</p> <p>Note: This field is displayed if "Equals" is selected in the drop-down list of Function.</p>
Bonus Type	<p>Select the category of bonus being applied in the drop-down list. For example, "Telco Product".</p>
Product Group	<p>Select the category of the product being targeted in the drop-down list. For example, "Data Offer".</p> <p>Note: This field is displayed if "Telco Product" is selected in the drop-down list of Product Group.</p>
Product Name	<p>Select the specific product(s) associated with the rule in the drop-down list. For example, "Hayyak5".</p> <p>Note: This field is displayed if "Bundle" is selected in the drop-down list of Action Type.</p>
Product ID	<p>Enter the unique identifier for the selected product.</p> <p>Note: This field is displayed if "Bundle" is selected in the drop-down list of Action</p>

Field	Description
	Type.
Action - Tracking Period	Enter the time duration (in days) during which the user action is tracked.
Bonus Threshold	Enter the minimum number of actions required to qualify for the bonus.
Benefit Details	
Bonus Type	<p>Select the type of bonus benefit in the drop-down list.</p> <p>The available bonus types:</p> <ul style="list-style-type: none"> • Others • Telco Products • Voucher
Product Name	Select the name of the product to which the benefit applies in the drop-down list. For example, " Omantel Money Customer ".
Product Id	Enter the unique ID of the product. For example, "4850".
Circle ID	Select the regional circle for the benefit application in the drop-down list. For example, "1".
Lead Policy	Defines how leads are handled for bonus allocation.
Is the Communication Lead policy	<p>Select the "Is Communication Lead policy" checkbox to mark if communication is governed by the lead policy.</p> <ul style="list-style-type: none"> • Click the Message button  to select the message. The following screen will be displayed. 
Message Selection	
Success	
Success Message	Select the message ID to be displayed when the process or action is completed successfully. For example, " 2111 ".
Error	
Error Code	Select the reason for failure in the drop-down list. For example, " Low Balance "

Field	Description
Message	Select the message ID that corresponds to the specific error code selected. This is the text shown when that error occurs.
Default Error Message	Select the fallback message ID that will be displayed if the specific error code is not available or not matched. For example, “ 2115 ”.
Schedule Details	
Schedule Type	<p>Select how frequently the rule should be executed in the drop-down list.</p> <p>The following are the available schedule types:</p> <ul style="list-style-type: none"> • Daily • Interval
Day	Enter the number of days between scheduled runs.
Hour	Enter the hours between intervals if the interval type is selected.
Minutes	Enter the minutes between intervals if the interval type is selected.
Time	Select the time of the schedule to be executed.

Note: The following screen is displayed if “**Inbound Offer Details**” is enabled.

Action

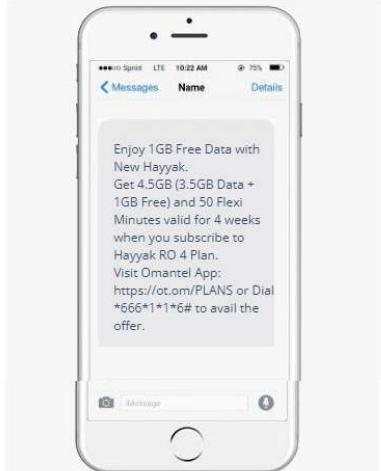
Action	Capture Response	Enable Bonus	Inbound Offer Configuration	Exclude Products	Sampling	Analytics	View Audit
Auto Bonus	No Yes	No Yes	No Yes	No Yes	No Yes	No Yes	

Action Params

Delivery Circle <input type="text" value="VAS_Campaigns"/>	IS_FLASH_MESSAGE <input type="text" value="Yes"/>
Product ID <input type="text" value="Dynamic_HAYYAK4"/>	Segment Name <input type="text" value="Pre_Renewal_Hayyak_4_SMS"/>
Channel <input type="text" value="SMS"/>	Action Type <input type="text" value="Promotion"/>
Sender ID <input type="text" value="Omantel"/>	Message ID <input type="text" value="954"/>
ProfileNames (Optional) <input type="text"/>	

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SMS Preview -ENGLISH



Inbound Offer Details

Offer Type <input type="text" value="Select..."/>	Products <input type="text" value="Select..."/>	Product Order <input type="text" value="Product Order"/>
ADD OFFERS		

Figure 194 Action– Inbound Offer Details

6. Enter the following information in the corresponding fields. If fields marked with “|” are mandatory.

Field	Description
Inbound Offer Details	
Offer Type	Select the inbound offer in the drop-down list. For example, “ Data Offer ”.
Products	Select the product in the drop-down list. For example, “ Game Prepaid 30 GB 7 Days ”.

Field	Description
Product Order	Execution priority for the product if multiple offers exist. <ul style="list-style-type: none"> Click the Add button to add multiple offer details. Click the Delete button to delete the existing offer details.

- After providing the required details, click **Add Offers**.

A confirmation message is displayed, indicating that the inbound offer is updated successfully.

Note: The following screen is displayed if “Exclude Products” is enabled.

Action

Action
EN English (United States)
English (India)

Auto Bonus
Capture Response
Enable Bonus
Inbound Offer Configuration
Exclude Products
Sampling
Analytics

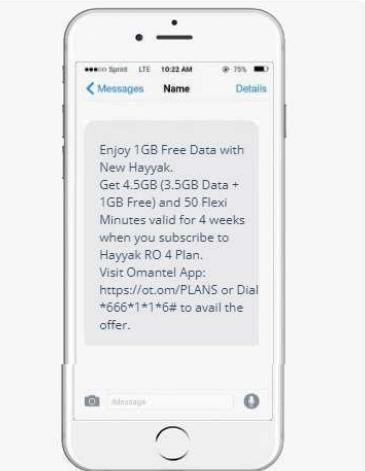
No
Yes
No
Yes
No
Yes
No
Yes

Action Params

Delivery Circle	IS_FLASH_MESSAGE
VAS_Campaigns	Yes
Product ID	Segment Name
Dynamic_HAYYAK4	Pre_Renewal_Hayyak_4_SMS
Channel	Action Type
SMS	Promotion
Sender ID	Message ID
Omantel	954
ProfileNames (Optional)	

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Enjoy 1GB Free Data with New Hayyak.
Get 4.5GB (3.5GB Data + 1GB Free) and 50 Flexi Minutes valid for 4 weeks when you subscribe to Hayyak RO 4 Plan. Visit Omantel App: <https://ot.om/PLANS> or Dial *666*1*1*6# to avail the offer.

Exclude Product Details

Promoted Products	Product	Exclusion Field Name
Select...	Game_Pre... X	Select...

Update
Cancel

Figure 195 Action— Exclude Products Details

Omantel, Magik User Manual.
158

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Page

7. Enter the following information in the corresponding fields. If fields marked with “**|**” are mandatory.

Field	Description
Exclude Products	
Promoted Products	Select the product being promoted but excluded under certain conditions in the drop-down list. For example, “ Game Prepaid 30 GB 7 Days ”.
Product	Select the specific product being excluded from this campaign in the drop-down list. For example, “ Hayyak 20_Khareef Data 25GB ”.
Exclusion Field Name	Select the exclusion field name in the drop-down list. For example, “ c360 Roaming Payg Rev Last 60 Days ”.

Note: The following screen is displayed if “**Sampling**” is enabled.

Action

EN English (United States) English (India) X

Action Capture Response Enable Bonus Inbound Offer Configuration Exclude Products Sampling Analytics View Audit

Action Params

Delivery Circle IS_FLASH_MESSAGE

VAS_Campaigns Yes

Product ID Segment Name

Dynamic_HAYYAK4 Pre_Renewal_Hayyak_4_SMS

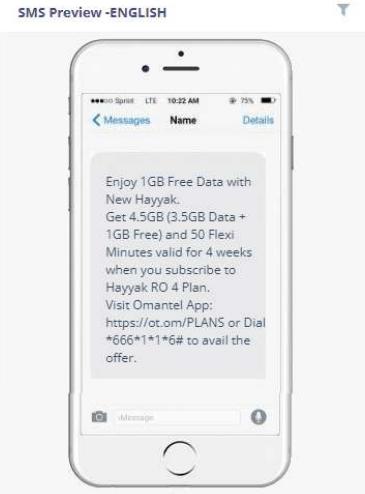
Channel Action Type

SMS Promotion

Sender ID Message ID

Omantel 954 

ProfileNames (Optional)



Sampling Details

Skip Global Sampling Sampling

False UNIVERSAL SAMPL...

Update Cancel

Figure 196 Action– Sampling Details

- Enter the following information in the corresponding fields. If fields marked with “|” are mandatory.

Field	Description
Sampling	
Skip Global Sampling	Select “Yes” to skip global sampling logic. Or Select “No” to not skip.
Sampling	Select A defined sample set applied for campaign targeting in the dropdown list. For example, “Universal Sampling”.

Note: The following screen is displayed if “Analytics” is enabled.

Action

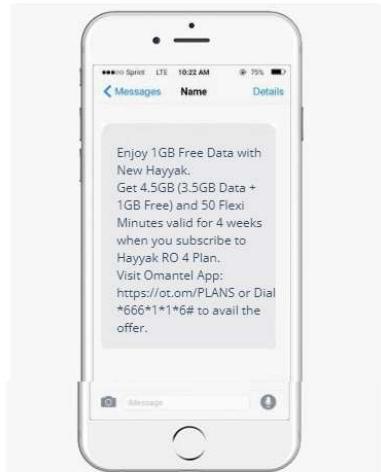
Action
Capture Response
Enable Bonus
Inbound Offer Configuration
Exclude Products
Sampling
Analytics
[View Audit](#)

Auto Bonus
No Yes
No Yes
No Yes
No Yes
No Yes
No Yes

Action Params

Delivery Circle	IS_FLASH_MESSAGE
VAS_Campaigns	Yes
Product ID	Segment Name
Dynamic_HAYYAK4	Pre_Renewal_Hayyak_4_SMS
Channel	Action Type
SMS	Promotion
Sender ID	Message ID
Omantel	954
ProfileNames (Optional)	

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Analytics Details

Analytics

Select...

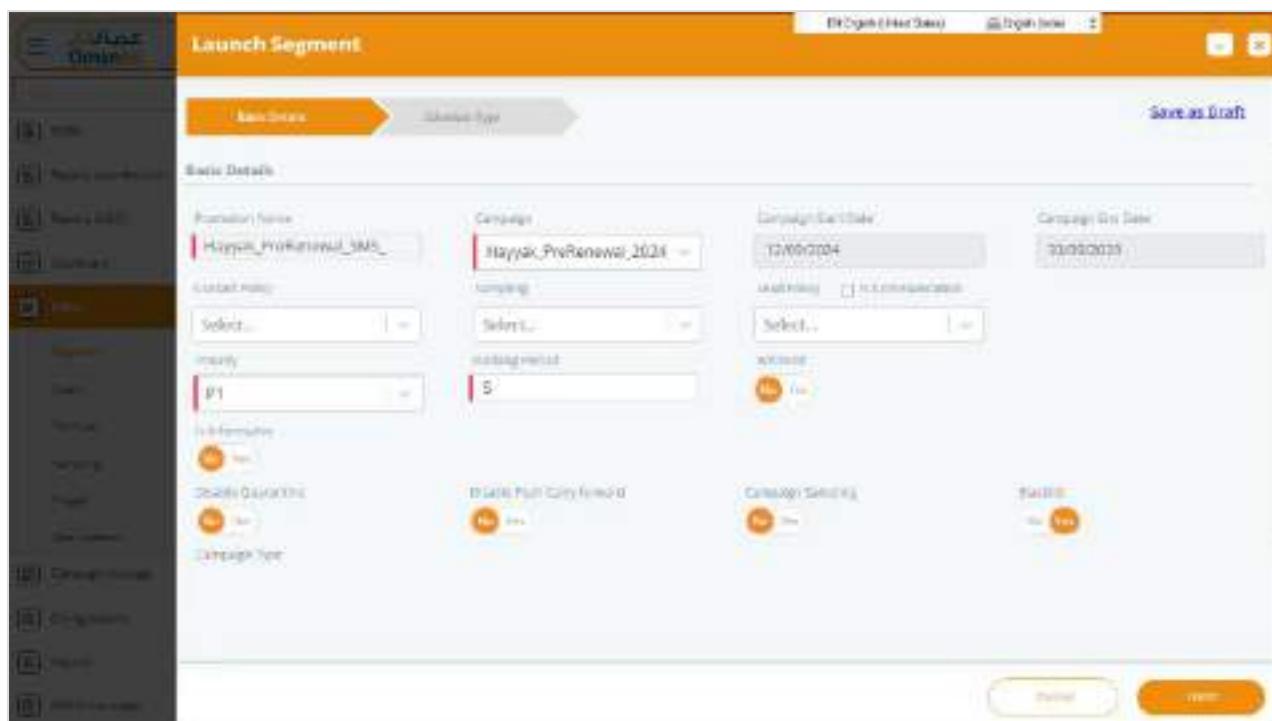
Update
Cancel

Figure 197 Action– Analytics

- Enter the following information in the corresponding fields. If fields marked with “|” are mandatory.

Field	Description
Analytical Details	
Analytics	Select the predictive model to evaluate campaign details in the drop-down list. For example, “ Auto Pilot”.

- After providing the required details, click **Launch**. The following screen will be displayed.



The screenshot shows the 'Launch Segment' creation interface. On the left is a sidebar with navigation links: Home, New segments, New campaign, Contacts, Segments, Groups, Segments, Promotions, Reports, and Help. The main area has tabs 'Launch Segment' and 'Create Segment'. A 'Basic Details' section contains fields for 'Promotion Name' (Happak_ProRenewal_SMS), 'Campaign' (Happak_ProRenewal_2024), 'Campaign Start Date' (12/09/2024), 'Campaign End Date' (10/10/2024), 'Contact Group' (Select...), 'Priority' (P1), 'Starting Period' (5), and 'Segment Type' (Marketing). Below these are sections for 'Segment Duration' (1 day), 'Target Plan Category ID' (10000000000000000000000000000000), 'Campaign Setting' (Default), and 'Segment Type' (Marketing). At the bottom are 'Save as Draft', 'Create', and 'Cancel' buttons.

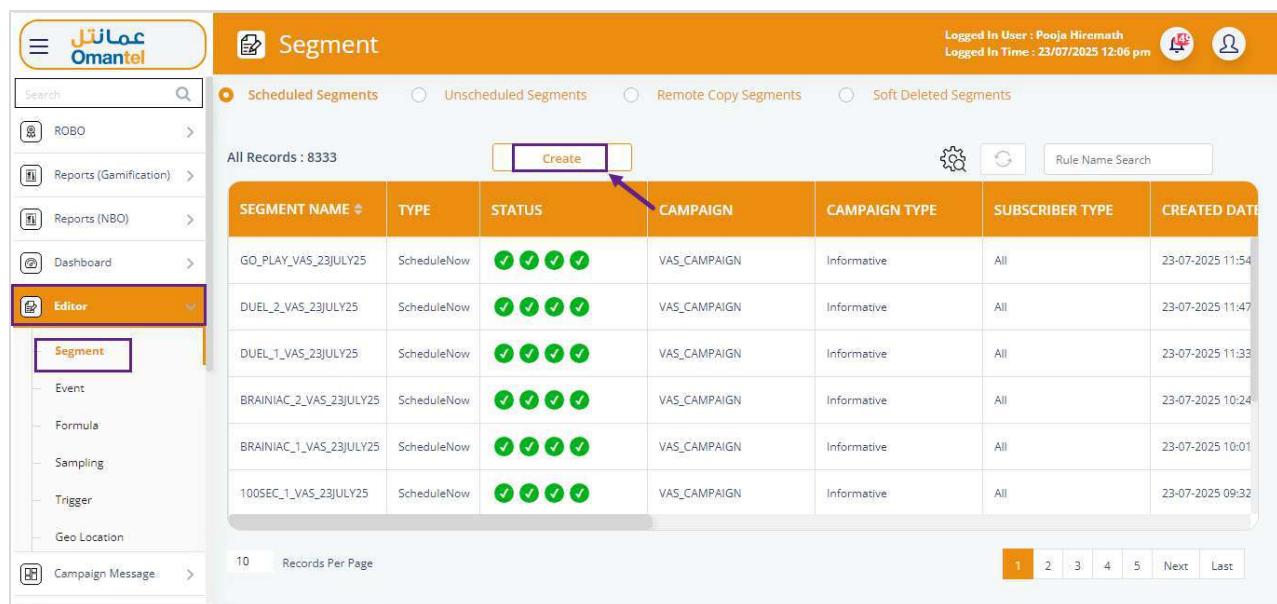
Figure 198 Launch Segment

For more details about the launch segment, see the section [**Action**](#).

8.3.2.3 Bengali Non Responders Promo_SEP

The Bengali Non Responders Promo_SEP segment is a targeted marketing segment created to engage a specific set of users who have not responded to recent promotional communications. This segment focuses on Bengali-speaking customers and forms part of a campaign aimed at re-engaging dormant users through incentive-based promotions.

1. On the **Segment** screen, click the **Create** button to create a new segment. Refer to the following screen.



The screenshot shows the 'Segment' page in a software application. The top navigation bar includes 'Scheduled Segments', 'Unscheduled Segments', 'Remote Copy Segments', and 'Soft Deleted Segments'. The main area displays a table titled 'All Records : 8333' with columns: SEGMENT NAME, TYPE, STATUS, CAMPAIGN, CAMPAIGN TYPE, SUBSCRIBER TYPE, and CREATED DATE. The 'Create' button is highlighted with a purple box and an arrow pointing to it. The table contains several rows of segment data, such as 'GO_PLAY_VAS_23JULY25', 'DUEL_2_VAS_23JULY25', and 'BRAINIAC_2_VAS_23JULY25'. At the bottom, there is a 'Records Per Page' dropdown set to 10, and a navigation bar with pages 1 through 5, 'Next', and 'Last'.

Figure 199 Segment – New Segment

- After clicking the **Create** button, the following screen will be displayed.



The screenshot shows the 'New Segment' input screen. On the left, there is a vertical sidebar with categories: Segment (highlighted in orange), Event, Formula, Sampling, Trigger, and Geo Location. The main area is a large, mostly empty form with some placeholder text and a few input fields. The top navigation bar has tabs for 'Segment' and 'View Details'.

Figure 200 New Segment – Input Screen

- On the **New Segment** screen, click  >> **Condition** to add a condition. Refer to the following screen.



Figure 201 New Segment – Condition

The following are the conditions and actions configured for the campaign:
Conditions:

- Audience segment name
- [L]LC_NONRESPONDER_LAST_1_DAYSAYS

Action:

- Auto Bonus

For more details about adding conditions, see the section [**Add Condition to Rule**](#).
For more details about adding actions, see the section [**Action**](#).

4. After adding the relevant conditions and actions, the following screen will be displayed.

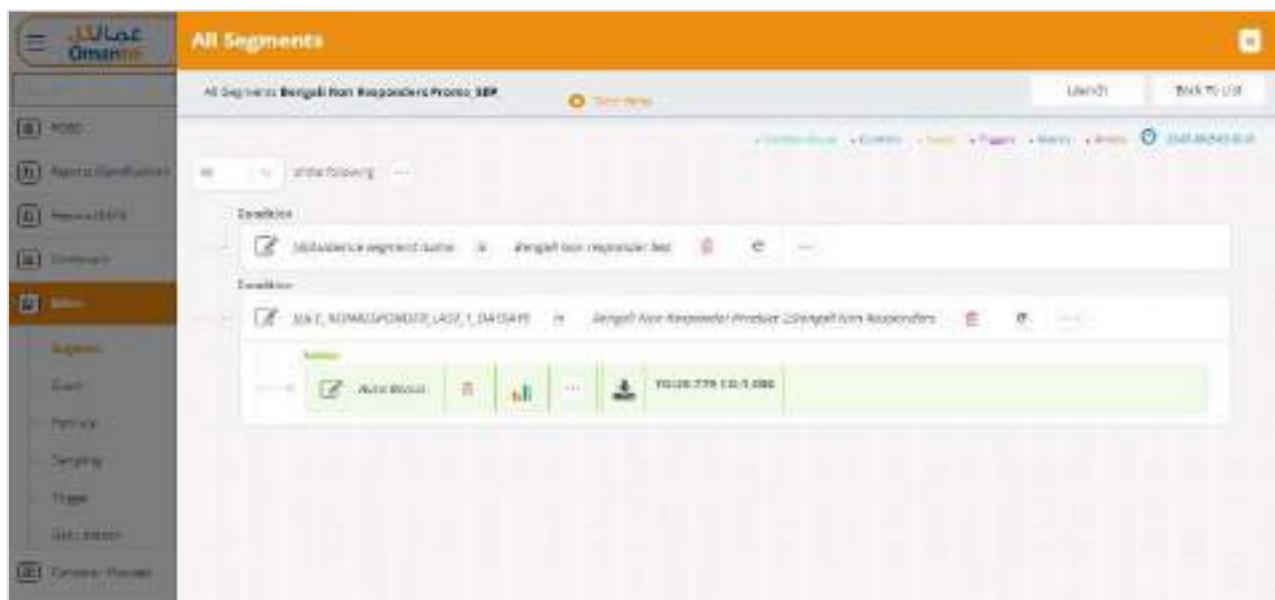
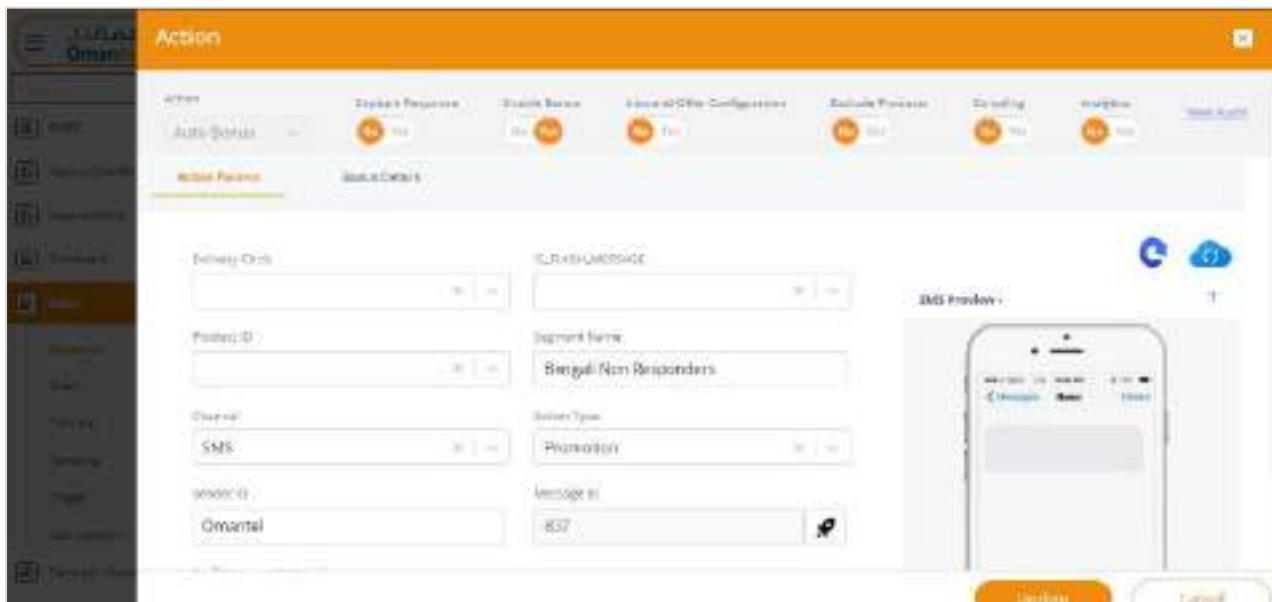


Figure 202 All Segments - Bengali Non Responders Promo_SEP

8.3.2.3.1 Actions

This option allows users to configure the parameters required to run the selected campaign.

1. On the **New Segment** screen, click the **Settings** button  to configure the parameters. The following screen will be displayed.



The screenshot shows the 'Action' input screen. At the top, there are several tabs: Action, Exclude Persons, Segment Banner, Advanced Configuration, Include Persons, Delivery Circle, SMS Preview, and Help & Support. The 'Action' tab is selected. Below the tabs, there are two main sections: 'Action Details' and 'SMS Preview'. In the 'Action Details' section, there are fields for Delivery Circle (set to 'Batch Campaigns'), Product ID (set to 'Game_Prepaid_30GB_70 Days'), Segment Name (set to 'Bengali Non Responders'), Channel (set to 'SMS'), Action Type (set to 'Promotion'), Sender ID (set to 'Omantel'), and Message ID (set to '837'). To the right of these fields is a preview window showing a smartphone displaying an SMS message. At the bottom right of the screen are 'Update' and 'Cancel' buttons.

Figure 203 Action Input Screen

2. Enter the following information in the corresponding fields. If fields marked with “|” are mandatory.

Field	Description
Delivery Circle	Select the delivery circle in the drop-down list. For example, “ Batch Campaigns ”.
IS_FLASH_MESSAGE	Select “ Yes ” in the drop-down list for the SMS to be sent as a flash message. It will appear directly on screen.
Product ID	Select the product or offer being targeted in the drop-down list. For example, “ Game_Prepaid_30GB_70 Days ”.
Segment Name	Enter the name of the segment to which this action is applied. For example, “ Bengali Non Responders ”.
Channel	Select the medium used to deliver the offer in the drop-down list. For example, “ SMS ”.
Action Type	Select the type of action in the drop-down list. For example, “ Promotion ”.
Sender ID	Enter the name that appears as the sender of the SMS. For example, “ Omantel ”.
Message ID	Enter the predefined message template ID used for this communication. For example, “ 837 ”.
Profile Names (Optional)	Enter the profile name in this field.

Note: The following screen is displayed if “Capture Response” is enabled.

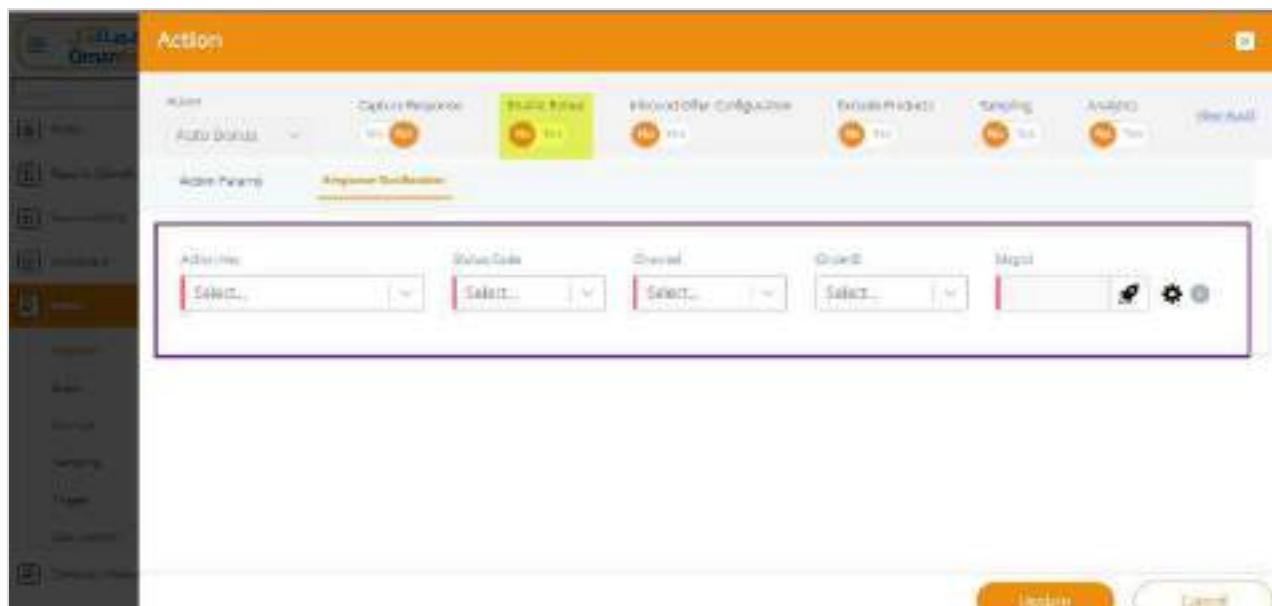


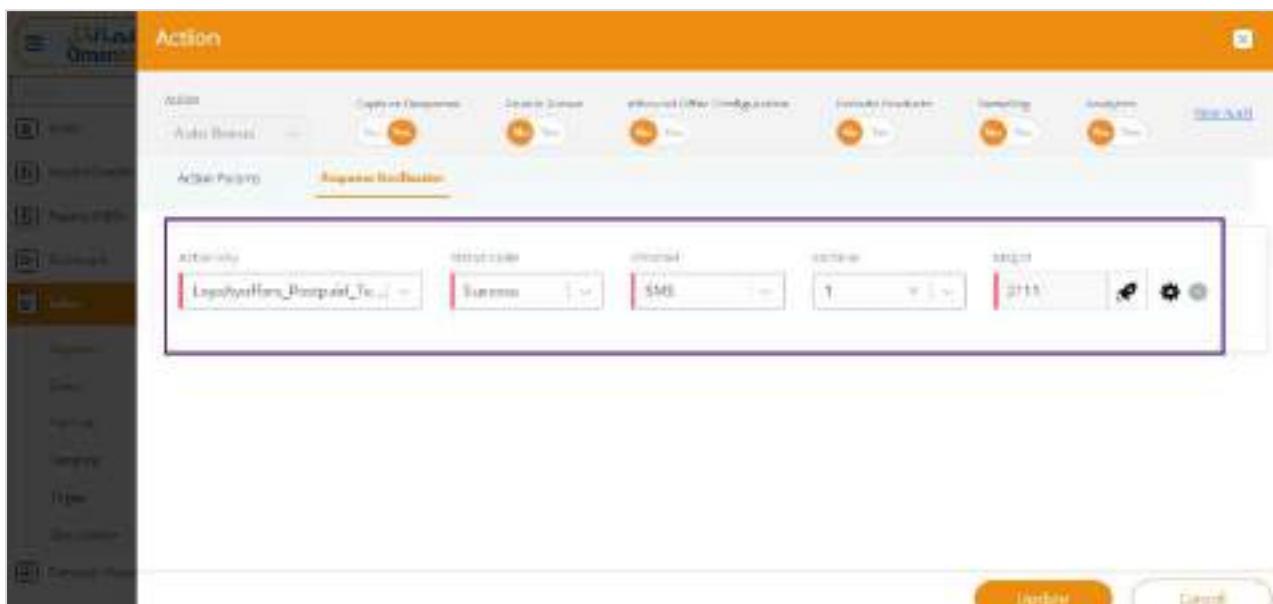
Figure 204 Action- Capture Response

- Enter the following information in the corresponding fields. If fields marked with “|” are mandatory.

Field	Description
Response Notification	
When enabled, it captures the response status of the targeted users after the offer is sent.	
Action Key	Select the type of action for which the response is being captured in the drop-down list. For example, “ Loyaltyoffers_Prepaid_Tekkers_Percent15 ”.
Status Code	Select the status of the action in the drop-down list. For example, Success.
Channel	Select the channel used to send the notification to the user. For example, “ SMS ”.
Circle ID	Select the circle to which the user belongs. For example, “ 1 ”.
Msg Id	<p>Indicates the message template ID used for the notification.</p> <p>Select  to select the message. The following screen will be displayed.</p>  <ul style="list-style-type: none"> Select the Message that needs to be sent to the user. The following screen will be displayed.

Field	Description
	 <ul style="list-style-type: none"> The selected message details will be displayed, and click Update will save the action.

4. After providing the required details, the following screen will be displayed.



This screenshot shows the 'Action' section of the application, specifically the 'Response Notifications' tab. On the left, there's a sidebar with various menu items like 'Home', 'My Account', 'New Offers', 'Rewards', 'Promotions', 'Referrals', 'Logout', and 'Contact Us'. The main area has tabs for 'Add New', 'Edit Bonus', 'Action Points', and 'Response Notifications'. Below these tabs, there are several dropdown menus and input fields for configuring response notifications. The 'Action Points' dropdown is set to 'LoyaltyPoints_Bonus_Tier'. The 'Notification Type' dropdown is set to 'Email'. The 'Category' dropdown is set to 'SME'. The 'Count' dropdown is set to '1'. There are also checkboxes for 'SMS' and 'Email'. At the bottom right, there are 'Update' and 'Cancel' buttons.

Figure 205 Action – Response Notification

- Click the **Add** button to add multiple response notification details.

Note: The following screen is displayed if “Enable Bonus” is enabled.

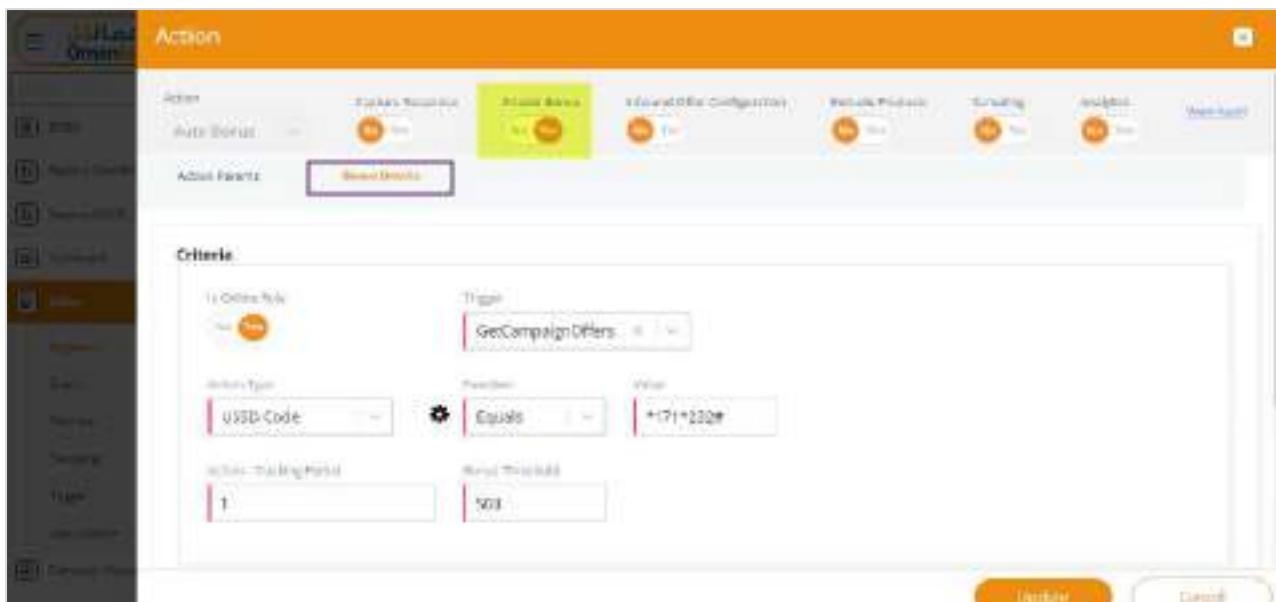


Figure 206 Action– Enable Bonus

- Enter the following information in the corresponding fields. If fields marked with “|” are mandatory.

Field	Description
Bonus Details	
Is Online Rule	Indicates whether the rule is processed in real-time (Yes) or offline (No).
Trigger	Select the trigger in the drop-down list. For example, “ Get Campaign Offers ”. Note: This field is displayed if “ Is Online Rule ” is enabled.
Action Type	Select the action that triggers the bonus in the drop-down list. For example, “ USSD Code ”. The following are the available action types: <ul style="list-style-type: none"> • Trigger • USSD Code • Short Code
Function	Enter the logical operation used for evaluation in the drop-down list. The following are the available functions: <ul style="list-style-type: none"> • Equals
Value	Enter the value that the action type needs to match in this field. For example, “ **171*232# ”. Note: This field is displayed if “ Equals ” is selected in the drop-down list of Function.
Action - Tracking Period	Enter the time duration (in days) during which the user action is tracked.
Bonus Threshold	Enter the minimum number of actions required to qualify for the bonus. For example, “ 500 ”.

Field	Description
Benefit Details	
Bonus Type	<p>Select the type of bonus benefit in the drop-down list.</p> <p>The available bonus types:</p> <ul style="list-style-type: none"> • Others • Telco Products • Voucher
Product Group	Select the product group to which the benefit applies in the drop-down list. For example, “ Data Offer ”.
Product Name	Select the name of the product to which the benefit applies in the drop-down list. For example, “ Hayyak 1 ”.
Product Id	Enter the unique ID of the product. For example, “ 6506 ”.
Circle ID	Select the regional circle for the benefit application in the drop-down list. For example, “ 1 ”.
Message	<p>Click the Message button  to select the message. The following screen will be displayed.</p> 
Message Selection	
Success	
Success Message	Select the message ID to be displayed when the process or action is completed successfully. For example, “ 2111 ”.
Error	
Error Code	Select the reason for failure in the drop-down list. For example, “Low Balance”
Message	Select the message ID that corresponds to the specific error code selected. This is the text shown when that error occurs.
Default Error Message	Select the fallback message ID that will be displayed if the specific error code is not available or not matched. For example, “ 2115 ”.

Note: The following screen is displayed if “**Inbound Offer Details**” is enabled.

Action

Action
Capture Response
Enable Bonus
Inbound Offer Configuration
Exclude Products
Sampling
Analytics
[View Audit](#)

Auto Bonus

No
Yes

Capture Response

No
Yes

Enable Bonus

No
Yes

Inbound Offer Configuration

No
Yes

Action Params

Delivery Circle

X | ▾

X | ▾

Product ID

X | ▾

X | ▾

Channel

X | ▾

X | ▾

Action Type

X | ▾

X | ▾

Sender ID

X | ▾

X | ▾

Message ID

X | ▾

rocket icon

ProfileNames (Optional)

X | ▾

Profile icon

SMS Preview -ARABIC

Cloud icon

Cloud icon



The screenshot shows a mobile phone screen with a message in Bengali. The message content is:

এই চালোগাছি সময়ে আপনার
স্মিগজনের সাথে কৃত ধূসুন
জিবি এবং 100 ক্লোজি মিনিট 4
(মোকাল + বাইলামেশ) 4
সপ্রচাহর জন্য 2 রিয়াল,
সারভাইব করতে +171*232#
ডাইল করুন।
জিবি এবং 150 ক্লোজি মিনিট 7
(মোকাল + বাইলামেশ) 4
সপ্রচাহর জন্য 3 রিয়াল,
সারভাইব করতে +171*237#
ডাইল করুন।

Inbound Offer Details

Offer Type
Products
Product Order

X | ▾

X | ▾

X | ▾

ADD OFFERS

Update
Cancel

Figure 207 Action– Inbound Offer Details

6. Enter the following information in the corresponding fields. If fields marked with “**I**” are mandatory.

Field	Description
Inbound Offer Details	
Offer Type	Select the inbound offer in the drop-down list. For example, “ Data Offer ”.
Products	Select the product in the drop-down list. For example, “ Game Prepaid 30 GB 7 ”

Omantel, Magik User Manual.
170

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Page

Field	Description
	Days".
Product Order	Execution priority for the product if multiple offers exist. <ul style="list-style-type: none"> • Click the Add button to add multiple offer details. • Click the Delete button to delete the existing offer details.

- After providing the required details, click **Add Offers**.

A confirmation message is displayed, indicating that the inbound offer is updated successfully.

Note: The following screen is displayed if “Exclude Products” is enabled.

Action
EN English (United States) | English (India)
x

Action
Capture Response
Enable Bonus
Inbound Offer Configuration
Exclude Products
Sampling
Analytics
[View Audit](#)

Auto Bonus
No Yes
No Yes
No Yes

Action Params

Delivery Circle

IS_FLASH_MESSAGE

Product ID

Segment Name

Channel

Action Type

Sender ID

Message ID

ProfileNames (Optional)



Exculde Product Details

Promoted Products
Product
Exclusion Field Name

Figure 208 Action– Exclude Products Details

7. Enter the following information in the corresponding fields. If fields marked with “|” are mandatory.

Field	Description
Exclude Products	
Promoted Products	Select the product being promoted but excluded under certain conditions in the drop-down list. For example, “ Game Prepaid 30 GB 7 Days ”.
Product	Select the specific product being excluded from this campaign in the drop-down list. For example, “ Hayyak 20_Khareef Data 25GB ”.
Exclusion Field Name	Select the exclusion field name in the drop-down list. For example, “ c360 Roaming Payg Rev Last 60 Days ”.

Note: The following screen is displayed if “Sampling” is enabled.

Action

Action
Capture Response
Enable Bonus
Inbound Offer Configuration
Exclude Products
Sampling
Analytics
[View Audit](#)

Auto Bonus
No Yes
No Yes
No Yes
No Yes
No Yes
No Yes

Action Params

Delivery Circle	IS_FLASH_MESSAGE
Batch_Campaigns	
Product ID	Segment Name
Game_Prepaid_30GB_7Days	Bengali Non Responders
Channel	Action Type
SMS	Promotion
Sender ID	Message ID
Omantel	837
ProfileNames (Optional)	

C Cloud

SMS Preview -ARABIC


Sampling Details

Skip Global Sampling
Sampling

Select...
UNIVERSAL SAMPL...

Update Cancel

Figure 209 Action– Sampling Details

8. Enter the following information in the corresponding fields. If fields marked with “**|**” are mandatory.

Field	Description
Sampling	
Skip Global Sampling	Select “ Yes ” to skip global sampling logic. Or Select “ No ” to not skip.
Sampling	Select A defined sample set applied for campaign targeting in the dropdown list. For example, “ Universal Sampling ”.

Note: The following screen is displayed if “**Analytics**” is enabled.

Action

EN English (United States) English (India) X

Action Capture Response Enable Bonus Inbound Offer Configuration Exclude Products Sampling Analytics View Audit

Auto Bonus No Yes No Yes No Yes No Yes No Yes No Yes

Action Params

Delivery Circle IS_FLASH_MESSAGE

Batch_Campaigns X | V X | V

Product ID Segment Name

Game_Prepaid_30GB_7Days X | V Bengali Non Responders

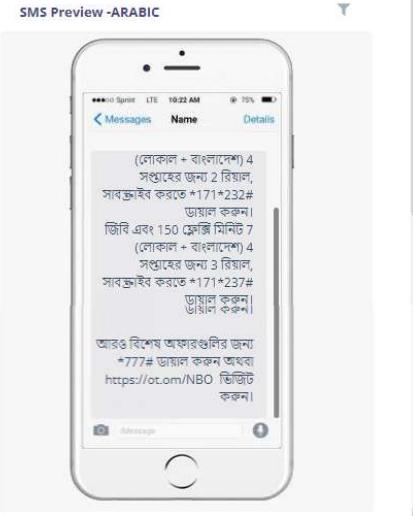
Channel Action Type

SMS X | V Promotion X | V

Sender ID Message ID

Omantel 837 

ProfileNames (Optional)



Analytics Details

Analytics

Select...

Update Cancel

Figure 210 Action– Analytics

9. Enter the following information in the corresponding fields. If fields marked with “|” are mandatory.

Field	Description
Analytical Details	
Analytics	Select the predictive model to evaluate campaign details in the drop-down list. For example, “ Auto Pilot”.

10. After providing the required details, click **Launch**. The following screen will be displayed.

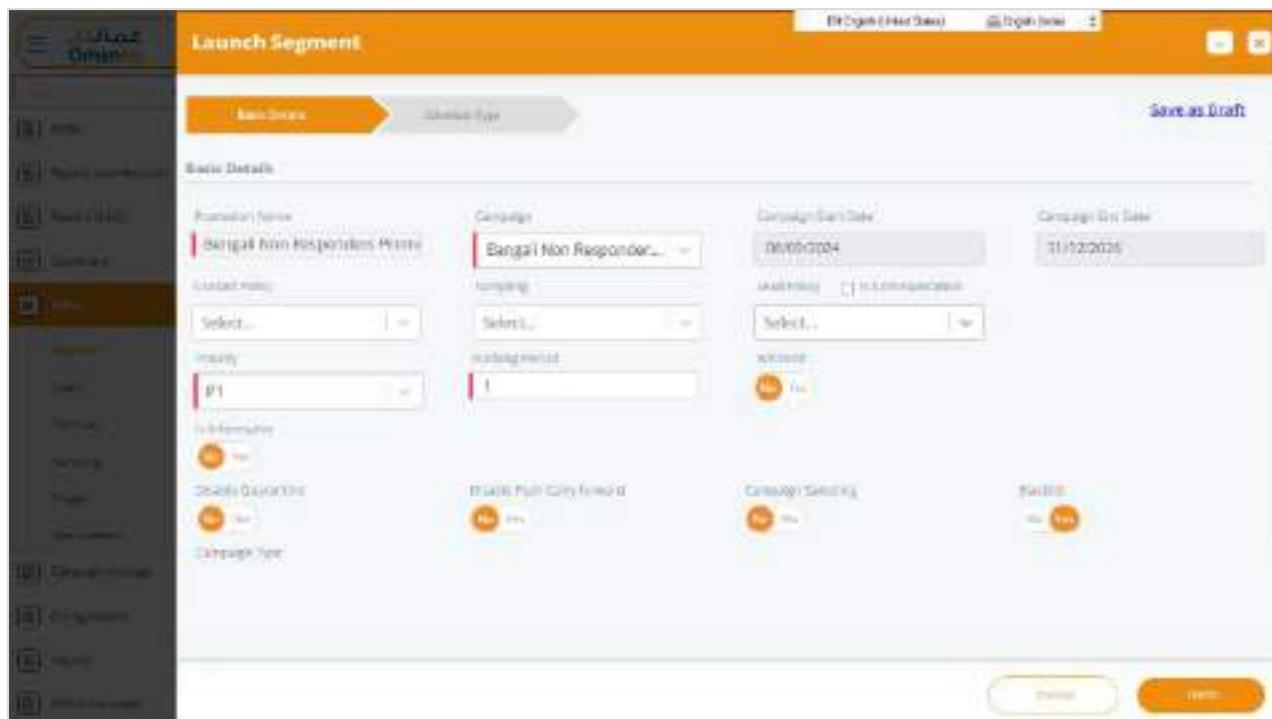


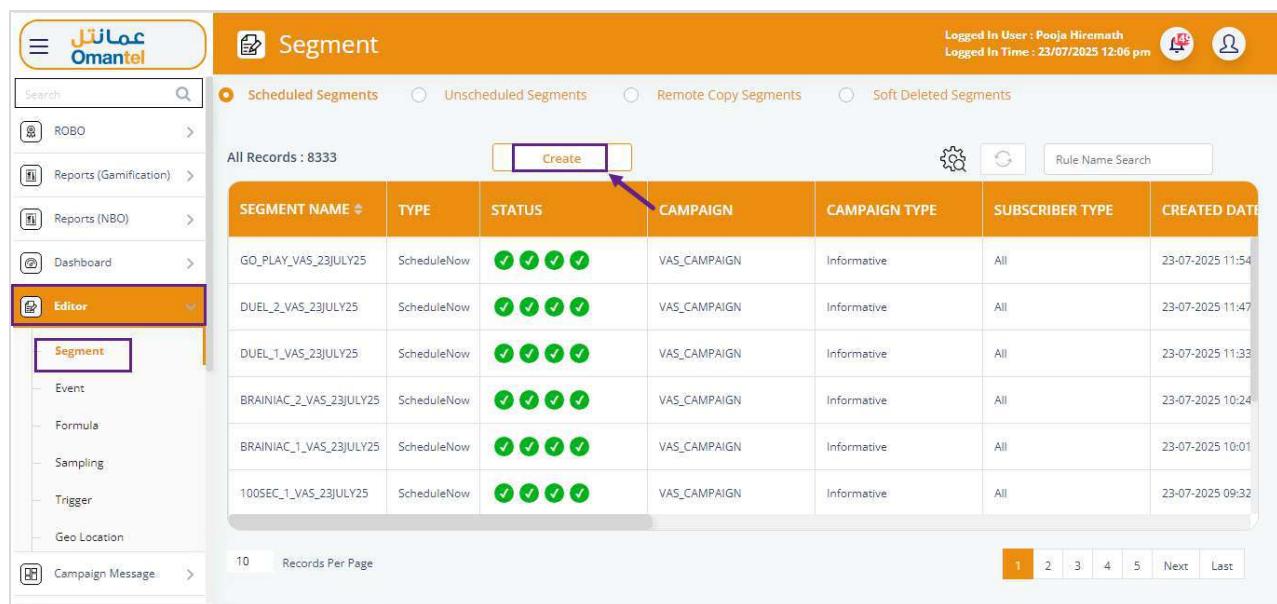
Figure 211 Launch Segment

For more details about the launch segment, see the section [Action](#).

8.3.2.4 DCB_Huawei_Feb

This campaign targets a specific segment of mobile users for a DCB promotion, specifically focusing on Huawei device users in February. The campaign filters users based on handset manufacturer, past campaign delivery status, business segment, and behavioral flags to ensure relevance and higher engagement.

1. On the **Segment** screen, click the **Create** button to create a new segment. Refer to the following screen.



The screenshot shows the 'Segment' page in a software application. The top navigation bar includes 'Scheduled Segments', 'Unscheduled Segments', 'Remote Copy Segments', and 'Soft Deleted Segments'. The main area displays a table with the following columns: SEGMENT NAME, TYPE, STATUS, CAMPAIGN, CAMPAIGN TYPE, SUBSCRIBER TYPE, and CREATED DATE. The table contains six rows of data. A blue arrow points to the 'Create' button at the top right of the table header. The left sidebar has a 'Segment' tab selected under the 'Editor' category.

SEGMENT NAME	TYPE	STATUS	CAMPAIGN	CAMPAIGN TYPE	SUBSCRIBER TYPE	CREATED DATE
GO_PLAY_VAS_23JULY25	ScheduleNow	✓ ✓ ✓ ✓	VAS_CAMPAIGN	Informative	All	23-07-2025 11:54
DUEL_2_VAS_23JULY25	ScheduleNow	✓ ✓ ✓ ✓	VAS_CAMPAIGN	Informative	All	23-07-2025 11:47
DUEL_1_VAS_23JULY25	ScheduleNow	✓ ✓ ✓ ✓	VAS_CAMPAIGN	Informative	All	23-07-2025 11:33
BRAINIAC_2_VAS_23JULY25	ScheduleNow	✓ ✓ ✓ ✓	VAS_CAMPAIGN	Informative	All	23-07-2025 10:24
BRAINIAC_1_VAS_23JULY25	ScheduleNow	✓ ✓ ✓ ✓	VAS_CAMPAIGN	Informative	All	23-07-2025 10:01
100SEC_1_VAS_23JULY25	ScheduleNow	✓ ✓ ✓ ✓	VAS_CAMPAIGN	Informative	All	23-07-2025 09:32

Figure 212 Segment – New Segment

- After clicking the **Create** button, the following screen will be displayed.



The screenshot shows the 'New Segment' input screen. The top navigation bar includes 'Segment', 'Event', 'Formula', 'Sampling', 'Trigger', and 'Geo Location'. The main area features a large input form with several sections and condition builder icons (represented by three dots and arrows) for defining segment criteria.

Figure 213 New Segment – Input Screen

- On the **New Segment** screen, click  >> **Condition** to add a condition. Refer to the following screen.

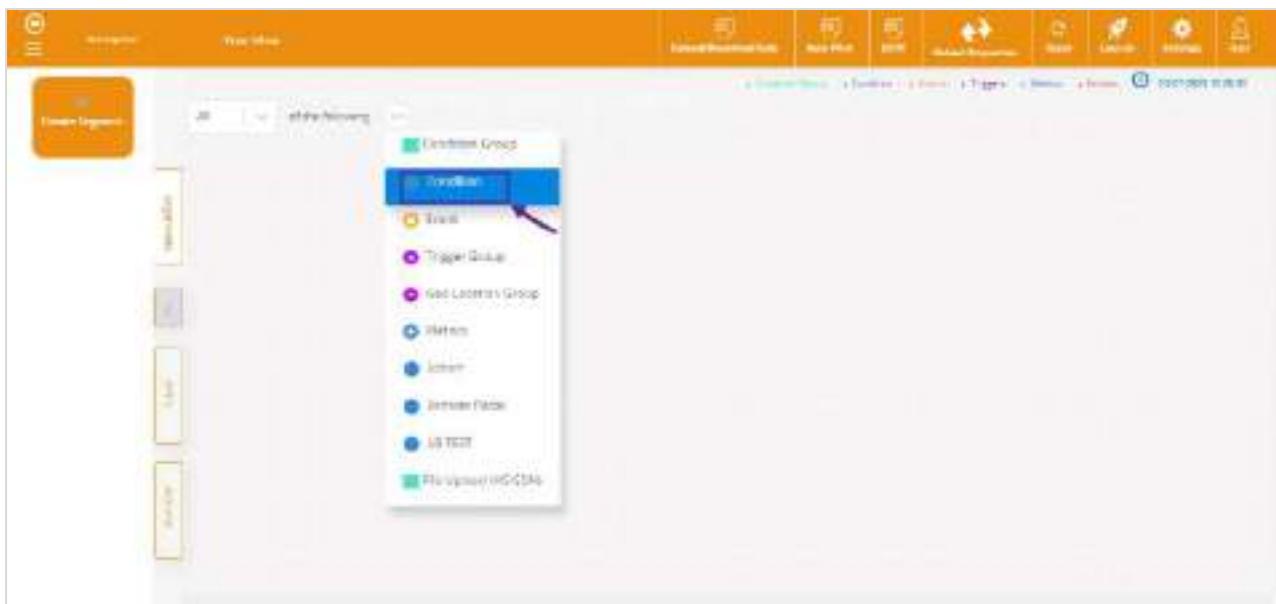


Figure 214 New Segment – Condition

The following are the conditions and actions configured for the campaign:
Conditions:

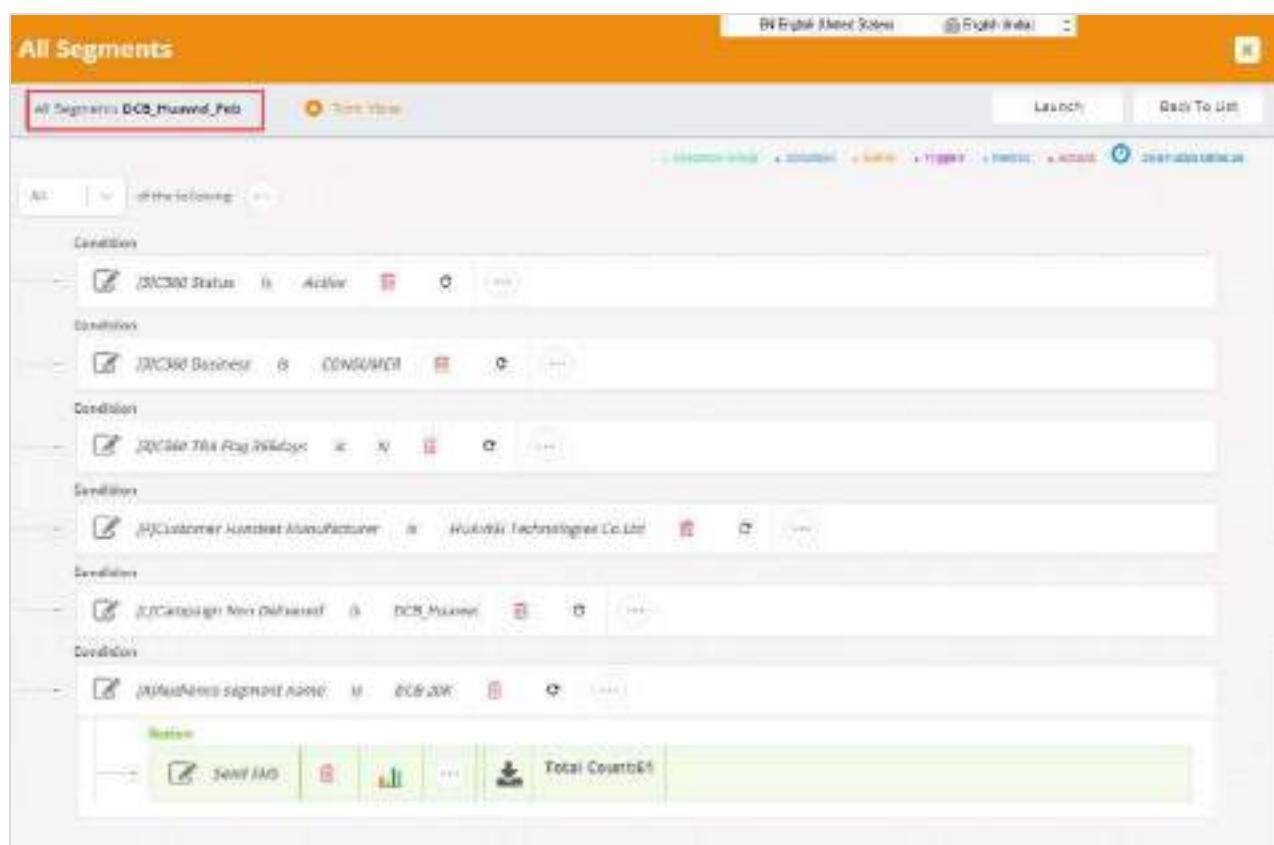
- [3]C360 Status is Active
- [3]C360 Business is CONSUMER
- [3]C360 TRA Flag 365days is N
- [P]Customer Handset Manufacturer is HUAWEI Technologies Co Ltd
- [L]Campaign Non Delivered is DCB_Huawei
- [A]Audience segment name is DCB 20K Audience segment name

Action:

- Send SMS

For more details about adding conditions, see the section [**Add Condition to Rule.**](#)
 For more details about adding actions, see the section [**Action.**](#)

4. After adding the relevant conditions and actions, the following screen will be displayed.



The screenshot shows the 'All Segments' screen with the title 'All Segments' at the top. A red box highlights the tab 'All Segments DCB_Huawei_Feb'. The main area contains five condition blocks:

- Condition: DCB00 Status is Active
- Condition: DCB00 Business is CONSUMERS
- Condition: Update This Record is No
- Condition: DCBCustomer Household Manufacturer is HUAWEI Technologies Co., Ltd.
- Condition: JC/Campaign Not Delivered is DCB_Huawei

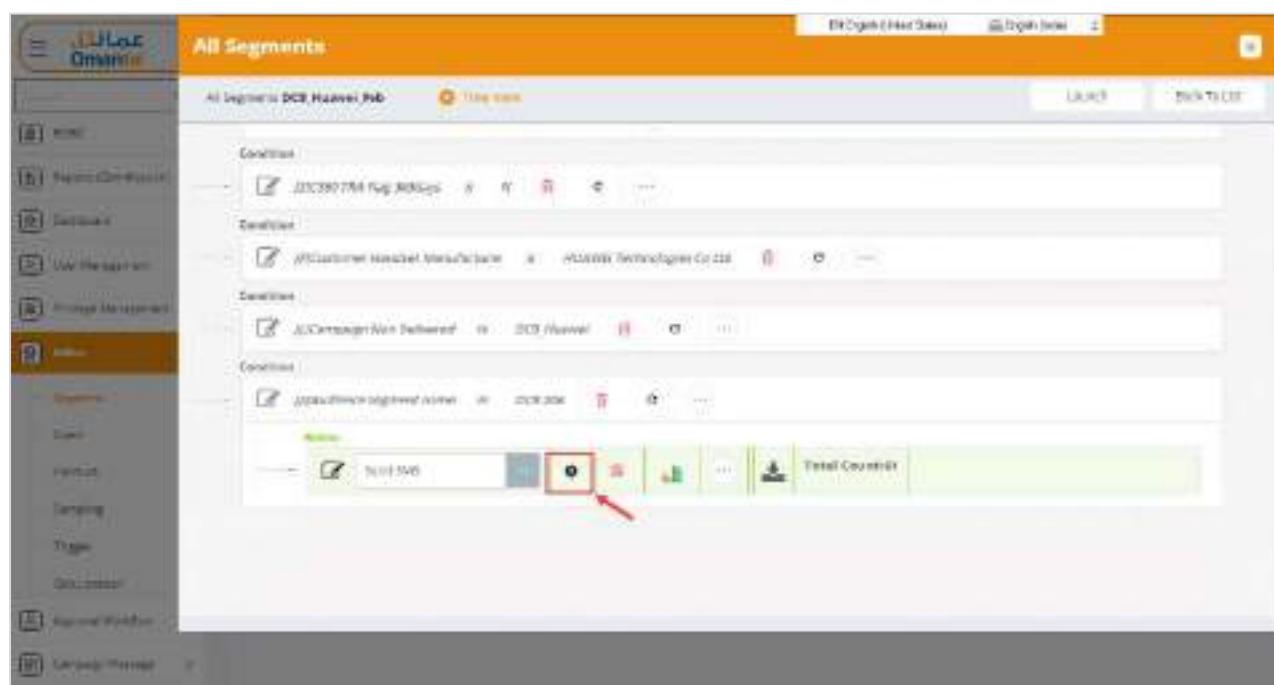
Below the conditions is a 'Buttons' section with several icons: 'Send SMS' (highlighted), 'Email', 'Print', 'CSV', 'PDF', and 'Total Count(6)'. The 'Send SMS' button has a red box around it.

Figure 215 All Segments - DCB_Huawei_Feb

8.3.2.4.1 Actions

This option allows users to configure the parameters required to run the selected campaign.

1. On the **New Segment** screen, click the **Settings** button  to configure the parameters. Refer to the following screen.



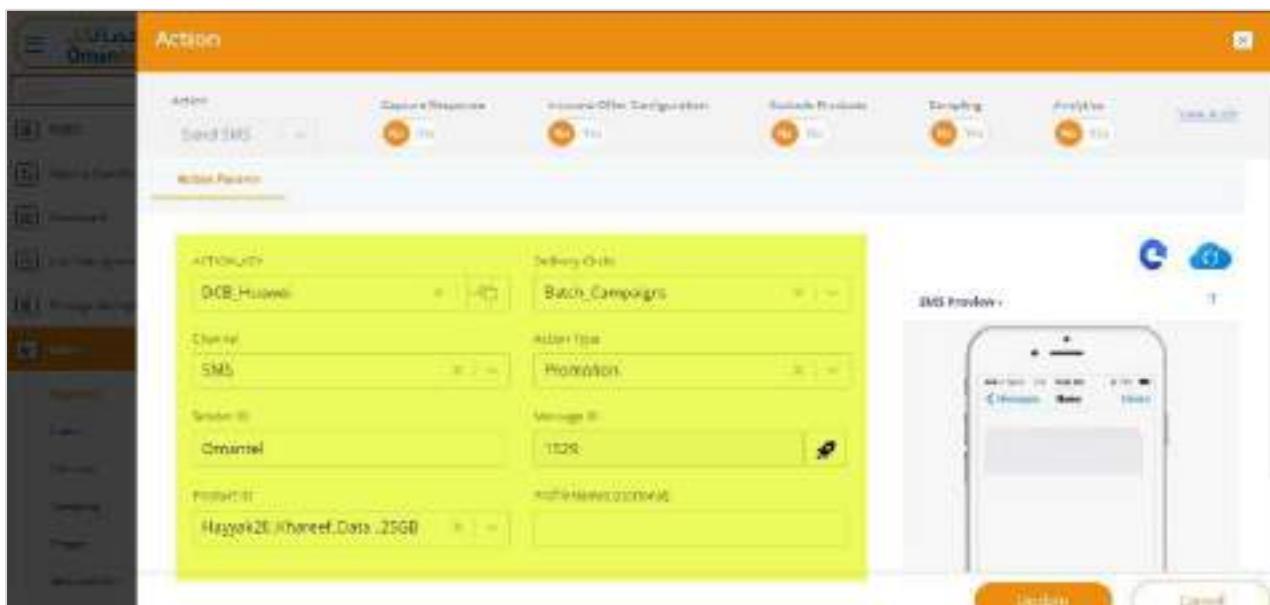
The screenshot shows the 'All Segments' screen with the title 'All Segments' at the top. A red arrow points to the 'Settings' button in the toolbar. The main area contains four condition blocks:

- Condition: DCB00 Status is Active
- Condition: DCBCustomer Household Manufacturer is HUAWEI Technologies Co., Ltd.
- Condition: JC/Campaign Not Delivered is DCB_Huawei
- Condition: Update This Record is No

Below the conditions is a 'Buttons' section with several icons: 'Send SMS' (highlighted), 'Email', 'Print', 'CSV', 'PDF', and 'Total Count(6)'. The 'Send SMS' button has a red box around it.

Figure 216 All Segments - Settings

2. After clicking the Settings button, the following screen will be displayed.



The screenshot shows the 'Action' input screen. At the top, there are several buttons: 'Send SMS' (orange), 'Capture Response' (orange), 'Inbound Offer Configuration' (orange), 'Schedule Previous' (orange), 'Delete' (orange), 'Preview' (orange), and 'Save & Exit' (orange). Below these buttons is a section titled 'Action Parameters'. This section contains the following fields:

- Action Key:** DCB_Huawei
- Delivery Circle:** Batch Campaigns
- Channel:** SMS
- Action Type:** Promotion
- Sender ID:** Omantel
- Message ID:** 1529
- Product ID:** Hayail2B (Kheef Data .25GB)
- Profile Names (Optional):** Kheef Data .25GB

On the right side of the screen, there is a preview area showing a smartphone displaying an SMS message. Below the preview are two buttons: 'Update' (orange) and 'Cancel' (grey).

Figure 217 Action Input Screen

3. Enter the following information in the corresponding fields. If fields marked with “**|**” are mandatory.

Field	Description
Action Key	The action key must be created before running this campaign. For more details about creating action keys, see the section <u>Create Action Key</u> . Select the action key in the drop-down list. For example, “DCB Huaewi”.
Delivery Circle	Select the delivery circle in the drop-down list. For example, “Batch Campaigns”.
Channel	Select the medium used to deliver the offer in the drop-down list. For example, “SMS”.
Action Type	Select the type of action in the drop-down list. For example, “Promotion”.
Sender ID	Enter the name that appears as the sender of the SMS. For example, “Omantel”.
Message ID	Enter the predefined message template ID used for this communication. For example, “1529”.
Product ID	Select the product or offer being targeted in the drop-down list.
Profile Names (Optional)	Enter the profile name in this field.

Note: The following screen is displayed if “Capture Response” is enabled.

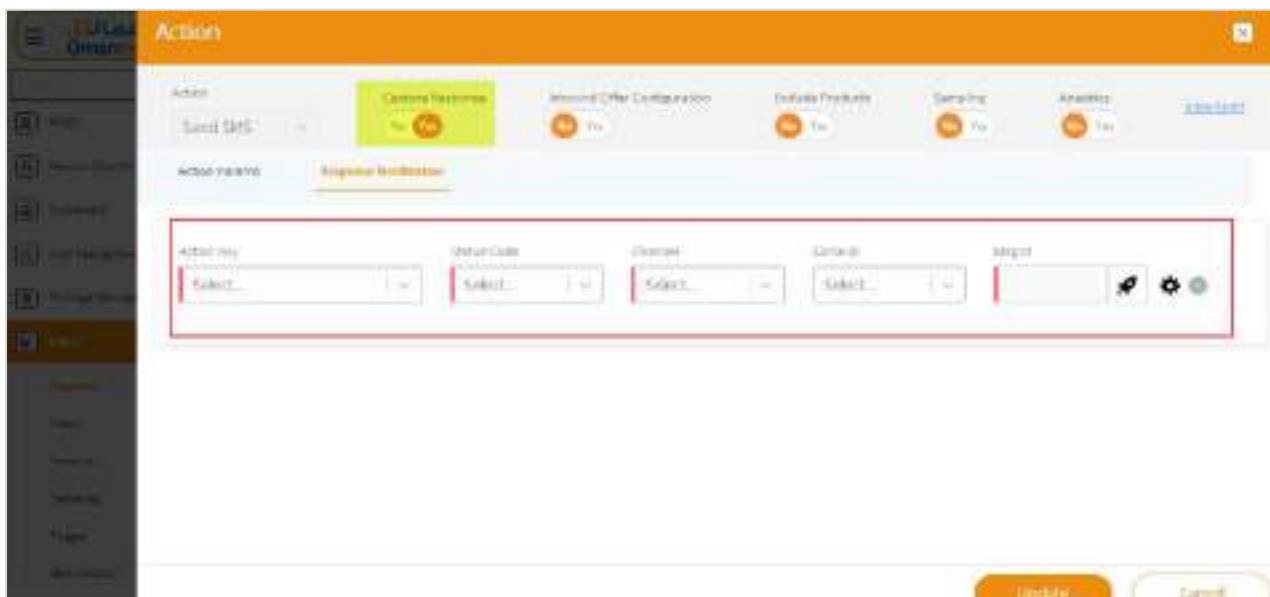
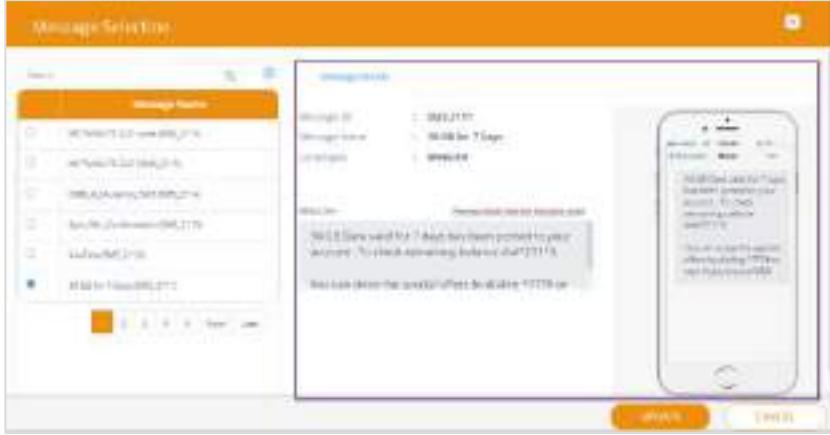


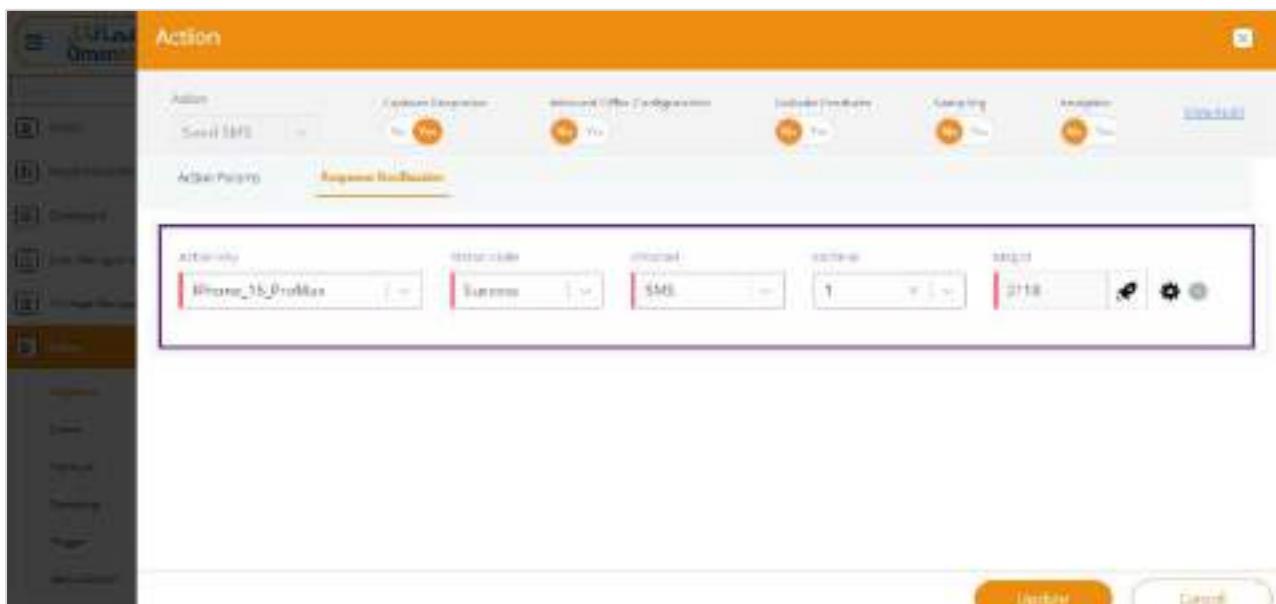
Figure 218 Action– Capture Response

- Enter the following information in the corresponding fields. If fields marked with “|” are mandatory.

Field	Description
Response Notification	
When enabled, it captures the response status of the targeted users after the offer is sent.	
Action Key	Select the type of action for which the response is being captured in the drop-down list. For example, “ Iphone_16_ProMax ”.
Status Code	Select the status of the action in the drop-down list. For example, “ Success ”.
Channel	Select the channel used to send the notification to the user. For example, “ SMS ”.
Circle ID	Select the circle to which the user belongs. For example, “ 1 ”.
Msg Id	<p>Indicates the message template ID used for the notification.</p> <p>Select  to select the message. The following screen will be displayed.</p>  <ul style="list-style-type: none"> Select the Message that needs to be sent to the user. The following

Field	Description
	<p>screen will be displayed.</p>  <ul style="list-style-type: none"> The selected message details will be displayed, and click Update will save the action.

5. After providing the required details, the following screen will be displayed.



The screenshot shows the 'Action' screen with the 'Response Notification' tab selected. The interface includes a sidebar with navigation links like Home, Inbound Offers, Outbound Offers, and more. The main form has fields for Response Type (set to Email), Response Details (Summary), Channel (set to SMS), Frequency (set to 1), and Target (set to 2111). There are also buttons for 'Update' and 'Cancel' at the bottom.

Figure 219 Action – Response Notification

- Click the **Add** button to add multiple response notification details.

Note: The following screen is displayed if “Inbound Offer Details” is enabled.

Action

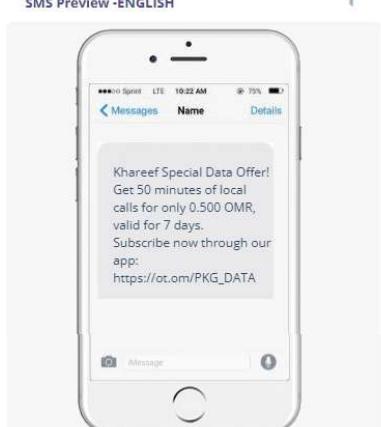
Action
Capture Response
Inbound Offer Configuration
Exclude Products
Sampling
Analytics
[View Audit](#)

No
Yes
No
Yes
No
Yes

Action Params

ACTION_KEY	Delivery Circle
iPhone_16_ProMax	Batch_Campaigns
Channel	Action Type
SMS	Promotion
Sender ID	Message ID
Omantel	2120
Product ID	ProfileNames (Optional)
MBB_2GB_Daily	

SMS Preview -ENGLISH



Inbound Offer Details

Offer Type	Products	Product Order
Data Offer	Free_3GB_3D [Pr...	Product Order

ADD OFFERS

Update
Cancel

Figure 220 Action– Inbound Offer Details

6. Enter the following information in the corresponding fields. If fields marked with “**I**” are mandatory.

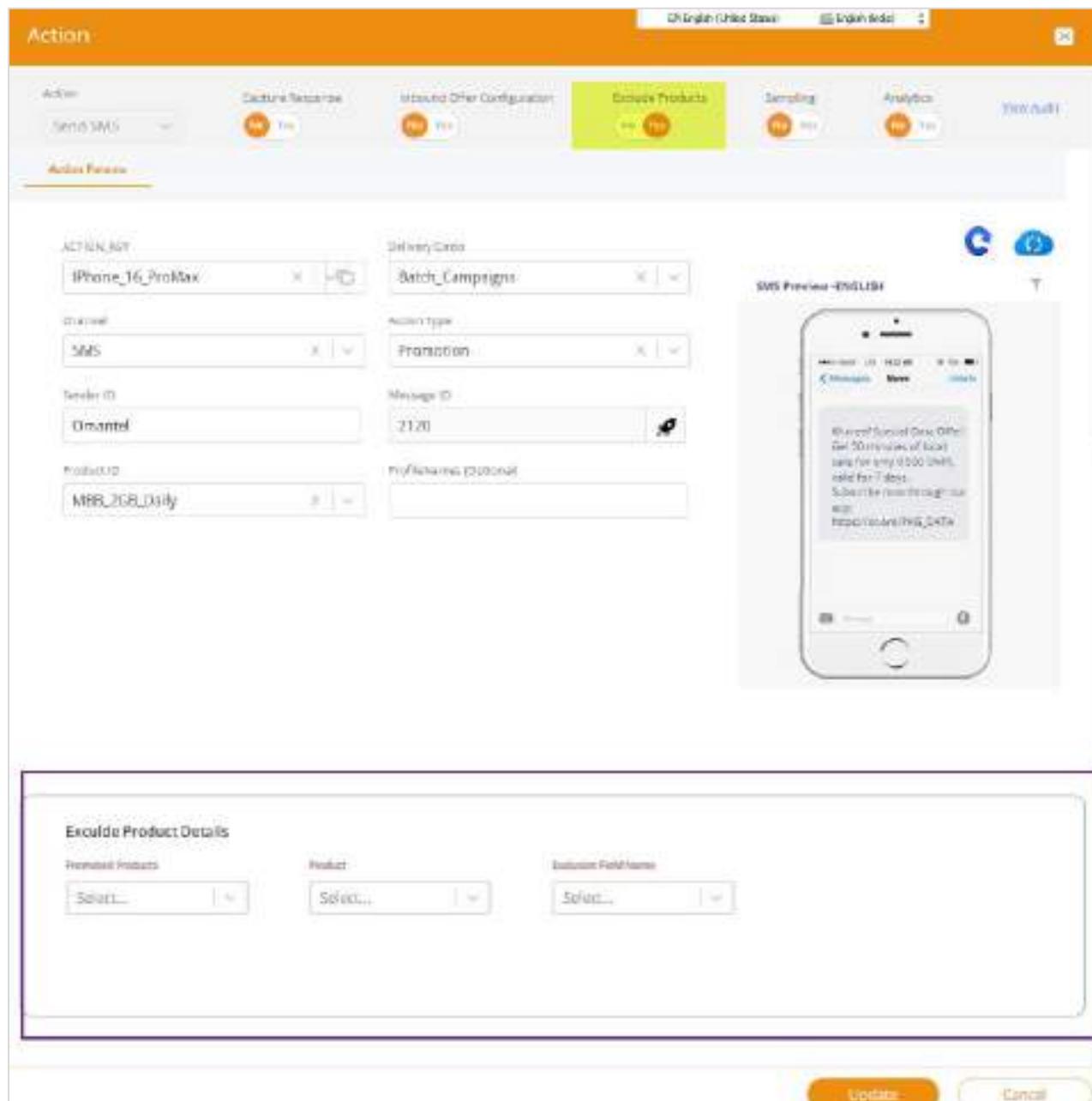
Field	Description
Inbound Offer Details	
When enabled, it allows setting up offer details such as offer type, product, and product order for users matching campaign criteria.	
Offer Type	Select the inbound offer in the drop-down list. For example, “ Data Offer ”.
Products	Select the product in the drop-down list. For example, “ Free 3 GB 3 Days ”.
Product Order	Execution priority for the product if multiple offers exist.

Field	Description
	<ul style="list-style-type: none"> Click the Add button to add multiple offer details. Click the Delete button to delete the existing offer details.

- After providing the required details, click **Add Offers**.

A confirmation message is displayed, indicating that the inbound offer is updated successfully.

Note: The following screen is displayed if “Exclude Products” is enabled.



Action

EN English (United States) EN Indian (India)

ACTION_N_ID: iPhone_16_ProMax

Delivery Group: Batch_Campaigns

Channel: SMS

Account Type: Promotion

Sender ID: Omantel

Message ID: 2120

Profile ID: MRR_2GB_Daily

Profile Names (Optional):

SMS Preview - ENGLISH

Exclude Product Details

Promoted Products: Select...

Product: Select...

Exclusion Field Name: Select...

Update Cancel

Figure 221 Action— Exclude Products Details

- Enter the following information in the corresponding fields. If fields marked with “|” are mandatory.

Field	Description
Exclude Products	
Promoted Products	Select the product being promoted but excluded under certain conditions in the drop-down list. For example, “ Free Data 25 GB 7 Days ”.
Product	Select the specific product being excluded from this campaign in the drop-down list. For example, “ Hayyak 20_Khareef Data 25GB ”.
Exclusion Field Name	Select the exclusion field name in the drop-down list. For example, “ c360 Roaming Payg Rev Last 60 Days ”.

Note: The following screen is displayed if “Sampling” is enabled.

Action

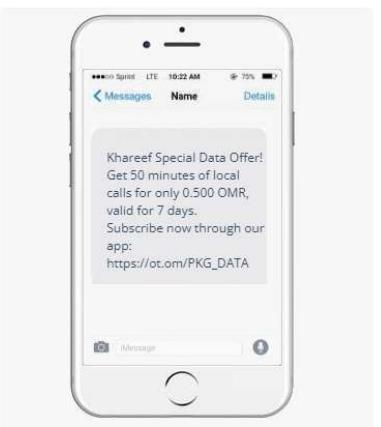
EN English (United States)
English (India) 


Action
Capture Response 
Inbound Offer Configuration 
Exclude Products 
Sampling 
Analytics 
[View Audit](#)

Action Params

ACTION_KEY	<input type="text" value="iPhone_16_ProMax"/>  	Delivery Circle	 
Channel	<input type="text" value="SMS"/>  	Action Type	<input type="text" value="Promotion"/>  
Sender ID	<input type="text" value="Omantel"/>	Message ID	<input type="text" value="2120"/> 
Product ID	<input type="text" value="MBB_2GB_Daily"/>  	ProfileNames (Optional)	<input type="text"/>

SMS Preview - ENGLISH



Sampling Details

Skip Global Sampling	<input type="text" value="False"/>  	Sampling
		<input type="text" value="UNIVERSAL SAMPL..."/>  

Update **Cancel**

Figure 222 Action– Sampling Details

8. Enter the following information in the corresponding fields. If fields marked with “|” are mandatory.

Field	Description
Sampling	
Skip Global Sampling	Select “Yes” to skip global sampling logic. Or Select “No” to not skip.
Sampling	Select A defined sample set applied for campaign targeting in the dropdown list. For example, “Universal Sampling”.

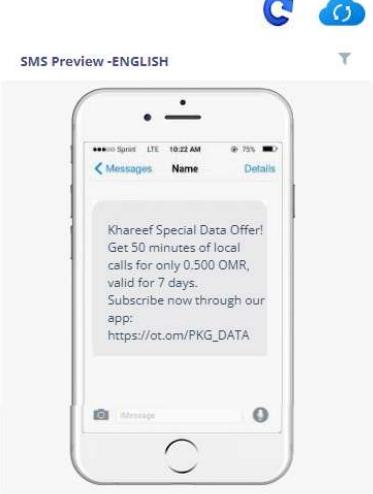
Note: The following screen is displayed if “Analytics” is enabled.

Action

Action
EN English (United States)
English (India)
X

Send SMS
Capture Response
Inbound Offer Configuration
Exclude Products
Sampling
Analytics
View Audit

Action Params

ACTION_KEY	Delivery Circle	SMS Preview -ENGLISH
iPhone_16_ProMax	Batch_Campaigns	
Channel	Action Type	
SMS	Promotion	
Sender ID	Message ID	
Omantel	2120	
Product ID	ProfileNames (Optional)	
MBB_2GB_Daily		

Analytics Details

Analytics

Select...

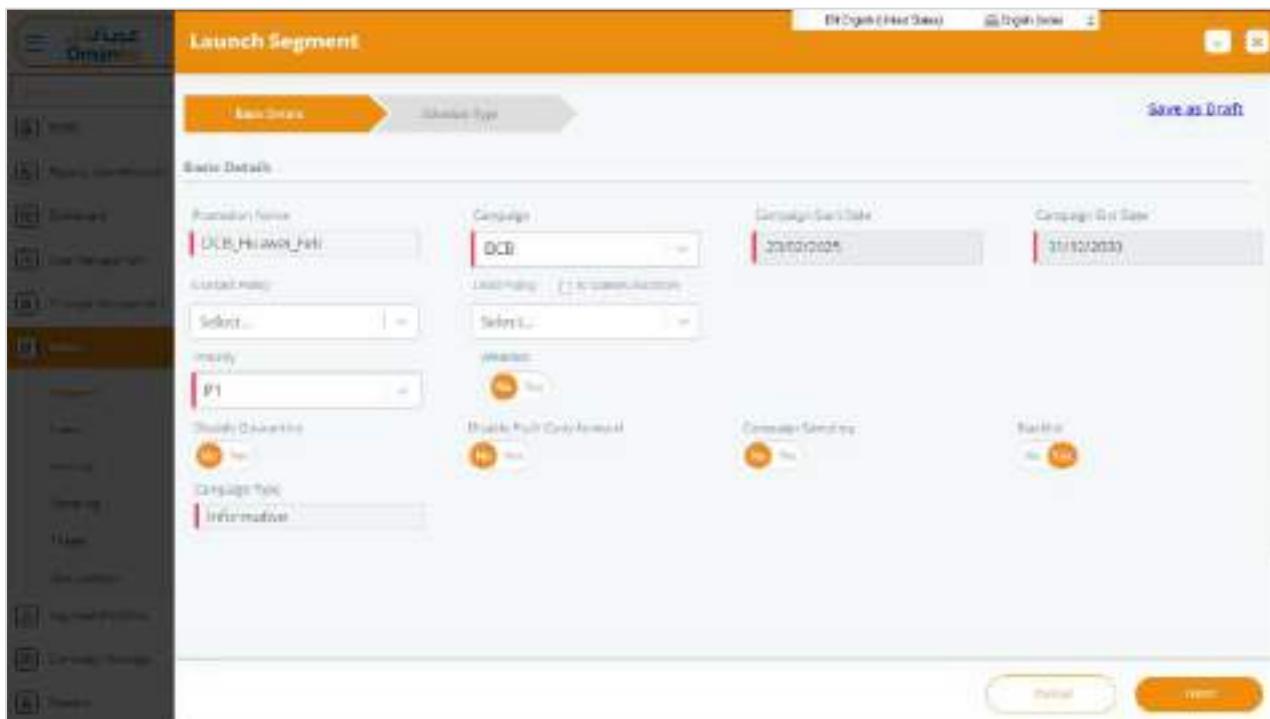
Update
Cancel

Figure 223 Action– Analytics

- Enter the following information in the corresponding fields. If fields marked with “!” are mandatory.

Field	Description
Analytical Details	
Analytics	Select the predictive model to evaluate campaign details in the drop-down list. For example, "Auto Pilot".

10. After providing the required details, click **Launch**. The following screen will be displayed.



The screenshot shows the 'Launch Segment' screen. On the left is a sidebar with various icons and sections. The main area has a header 'Launch Segment' with tabs 'Launch Date' and 'Launch Type'. Below is a 'Basic Details' section with fields: 'Campaign Name' (DCB_Huawei_Heti), 'Lead Status' (Select...), 'Segment' (DCB), 'Campaign Start Date' (23/02/2024), 'Campaign End Date' (31/10/2023), 'Primary' (P1), 'Secondary' (Select...), 'Campaign Type' (Informative), and 'Campaign Status' (Not Started). At the bottom are 'Cancel' and 'Launch' buttons.

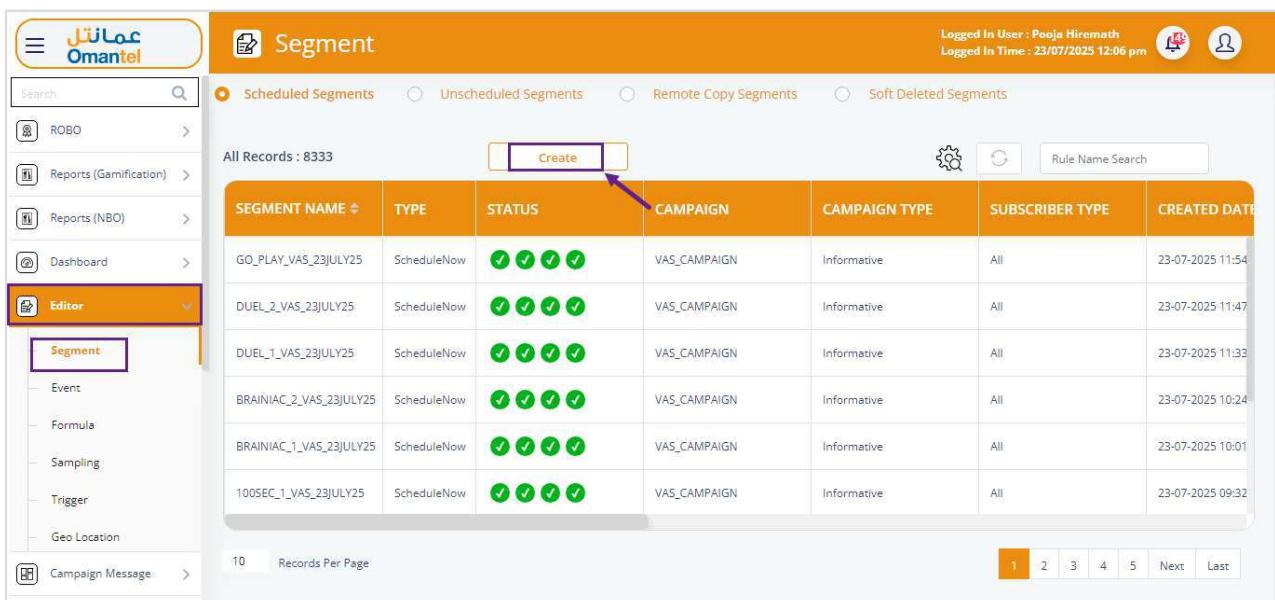
Figure 224 Launch Segment

For more details about the launch segment, see the section [**Action**](#).

8.3.2.5 Xbow_reply1_mainSMS2

This campaign targets a specific group of users whose mobile numbers are provided through an uploaded file. The intent is likely to send a follow-up SMS as part of a response-based campaign, possibly triggered by user activity (For example, replying to an earlier message).

1. On the **Segment** screen, click the **Create** button to create a new segment. Refer to the following screen.



The screenshot shows the Omantel Magik User Manual interface. The left sidebar has sections like ROBO, Reports (Gamification), Reports (NBO), Dashboard, Editor (with Segment selected), Event, Formula, Sampling, Trigger, Geo Location, and Campaign Message. The main area is titled 'Segment' and shows a table of segments. A purple arrow points to the 'Create' button at the top right of the table header. The table columns are SEGMENT NAME, TYPE, STATUS, CAMPAIGN, CAMPAIGN TYPE, SUBSCRIBER TYPE, and CREATED DATE. The table contains several rows of segment data.

SEGMENT NAME	TYPE	STATUS	CAMPAIGN	CAMPAIGN TYPE	SUBSCRIBER TYPE	CREATED DATE
GO_PLAY_VAS_23JULY25	ScheduleNow	✓ ✓ ✓ ✓	VAS_CAMPAIGN	Informative	All	23-07-2025 11:54
DUEL_2_VAS_23JULY25	ScheduleNow	✓ ✓ ✓ ✓	VAS_CAMPAIGN	Informative	All	23-07-2025 11:47
DUEL_1_VAS_23JULY25	ScheduleNow	✓ ✓ ✓ ✓	VAS_CAMPAIGN	Informative	All	23-07-2025 11:33
BRAINIAC_2_VAS_23JULY25	ScheduleNow	✓ ✓ ✓ ✓	VAS_CAMPAIGN	Informative	All	23-07-2025 10:24
BRAINIAC_1_VAS_23JULY25	ScheduleNow	✓ ✓ ✓ ✓	VAS_CAMPAIGN	Informative	All	23-07-2025 10:01
100SEC_1_VAS_23JULY25	ScheduleNow	✓ ✓ ✓ ✓	VAS_CAMPAIGN	Informative	All	23-07-2025 09:32

Figure 225 Segment – New Segment

2. After clicking the **Create** button, the following screen will be displayed.



The screenshot shows the 'New Segment' input screen. It has a header with various icons. The main area has a large orange 'Create Segment' button on the left. To its right is a search bar and a dropdown menu. Below these are several input fields and dropdown menus for defining the segment details.

Figure 226 New Segment – Input Screen

3. On the **New Segment** screen, click  >> **Condition** to add a condition. Refer to the following screen.

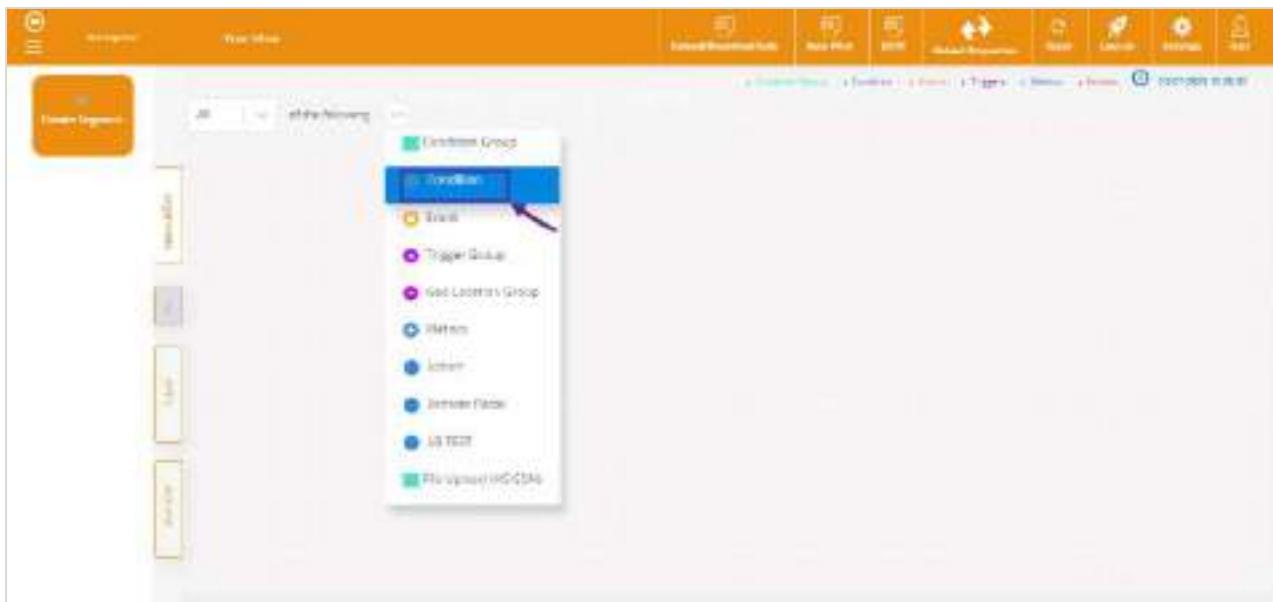


Figure 227 New Segment – Condition

The following are the conditions and actions configured for the campaign:
Conditions:

- MSISDN Condition

Action:

- Send SMS

For more details about adding conditions, see the section [**Add Condition to Rule**](#).
For more details about adding actions, see the section [**Action**](#).

4. After adding the relevant conditions and actions, the following screen will be displayed.

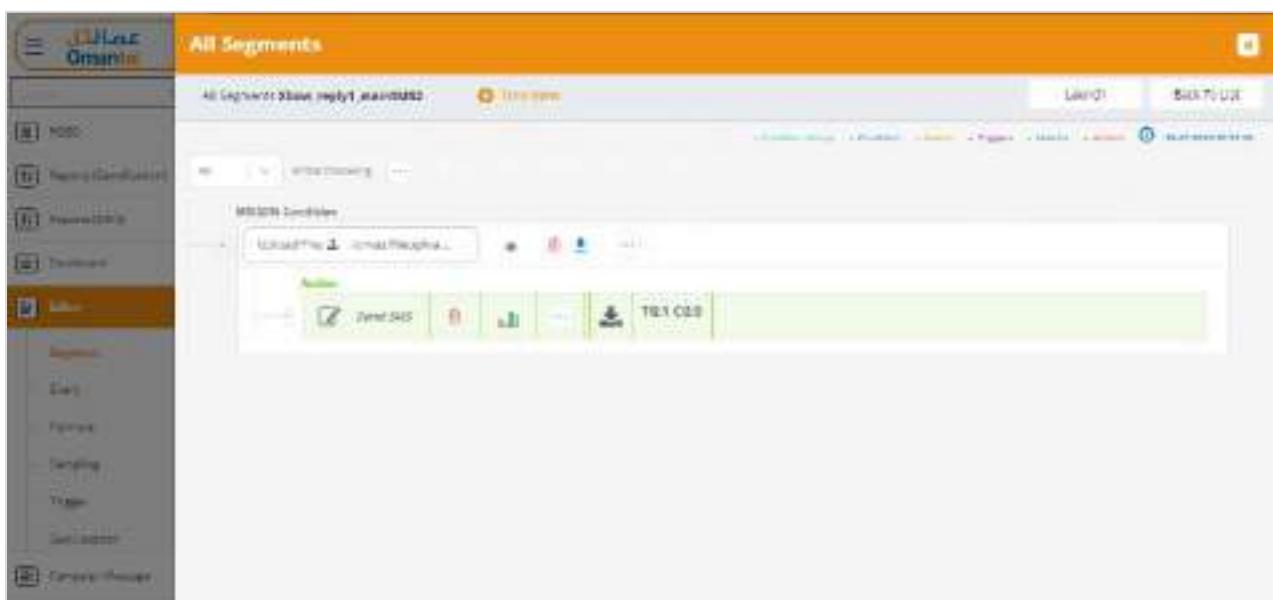


Figure 228 All Segments - Xbow_reply1_mainSMS2

8.3.2.5.1 Actions

This option allows users to configure the parameters required to run the selected campaign.

1. On the **New Segment** screen, click the **Settings** button  to configure the parameters. Refer to the following screen.

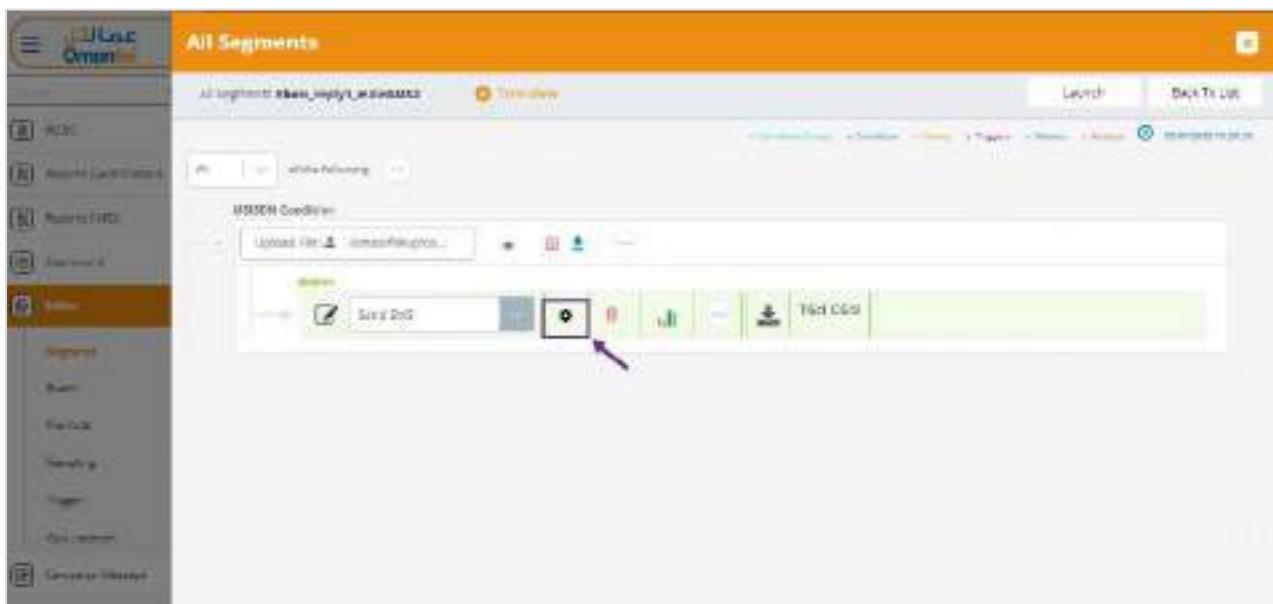


Figure 229 All Segments - Settings

2. After clicking the **Settings** button, the following screen will be displayed.

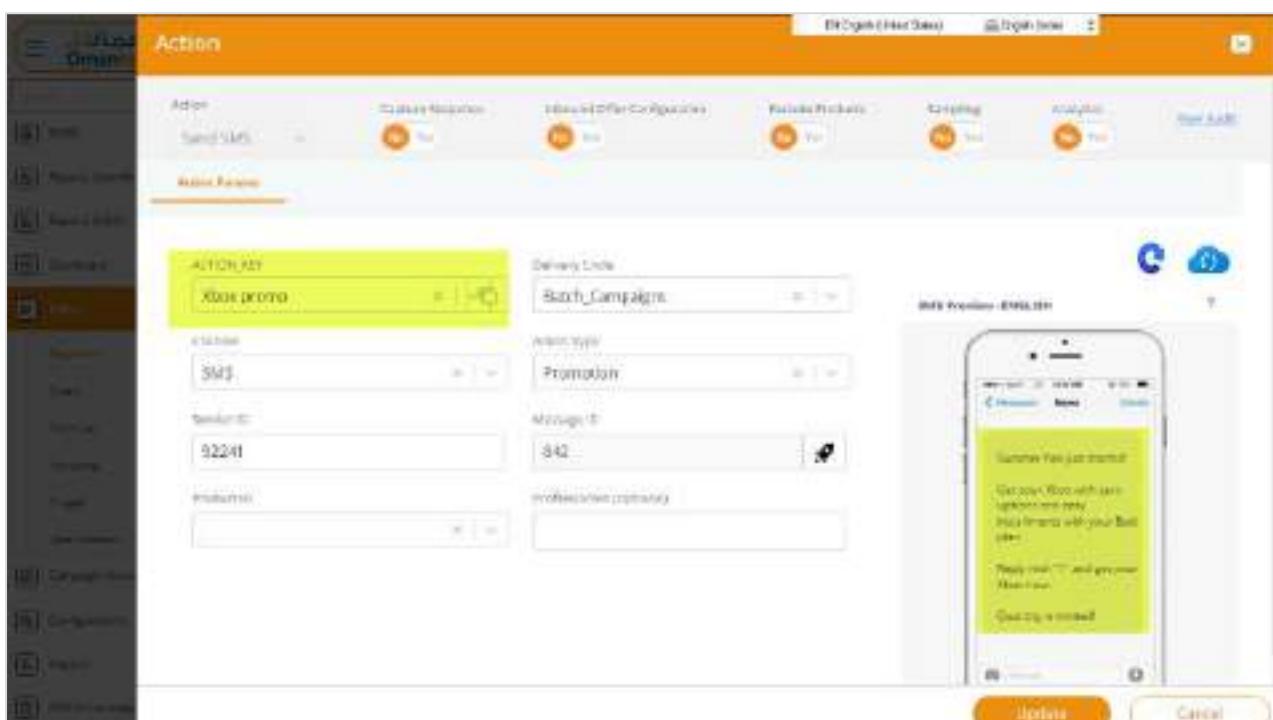


Figure 230 Action Input Screen

3. Enter the following information in the corresponding fields. If fields marked with “|” are mandatory.

Field	Description
Action Key	The action key must be created before running this campaign. For more details about creating action keys, see the section <u>Create Action Key</u> . Select the action key in the drop-down list. For example, “ Xbox Promo ”.
Delivery Circle	Select the delivery circle in the drop-down list. For example, “ Batch Campaigns ”.
Channel	Select the medium used to deliver the offer in the drop-down list. For example, “ SMS ”.
Action Type	Select the type of action in the drop-down list. For example, “ Promotion ”.
Sender ID	Enter the name that appears as the sender of the SMS. For example, “ 92241 ”.
Message ID	Enter the predefined message template ID used for this communication. For example, “ 842 ”.
Product ID	Select the product or offer being targeted in the drop-down list.
Profile Names (Optional)	Enter the profile name in this field.

Note: The following screen is displayed if “Capture Response” is enabled.

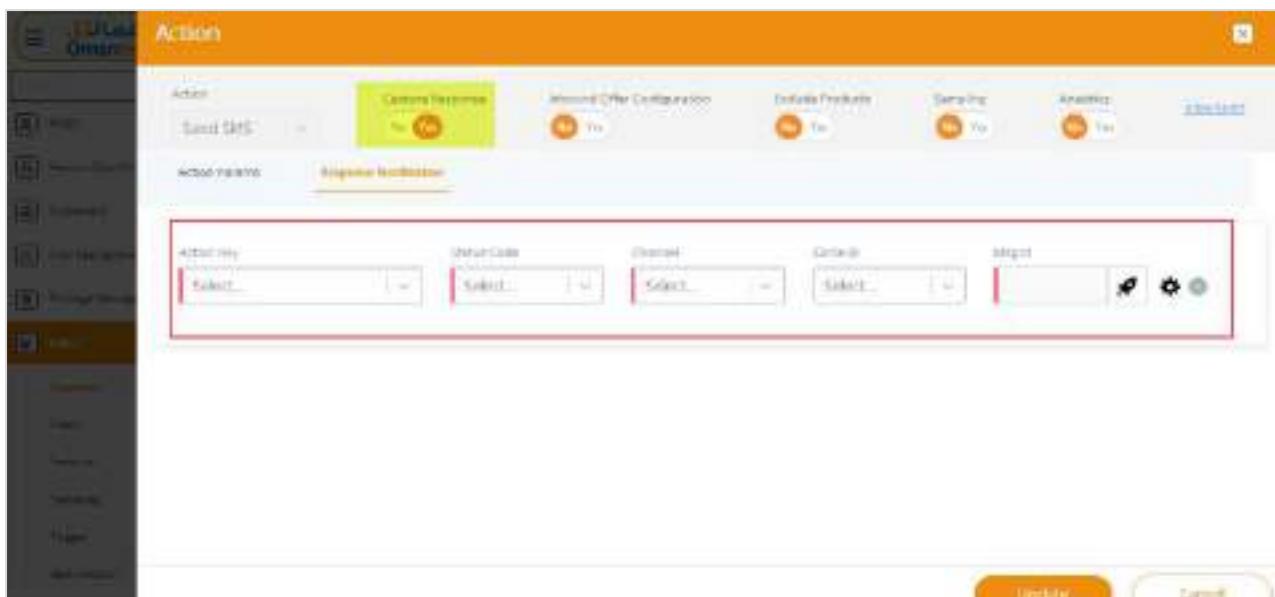
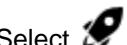


Figure 231 Action- Capture Response

4. Enter the following information in the corresponding fields. If fields marked with “|” are mandatory.

Field	Description
-------	-------------

Field	Description
Response Notification	
	When enabled, it captures the response status of the targeted users after the offer is sent.
Action Key	Select the type of action for which the response is being captured in the drop-down list. For example, " Xbox Promo_CG ".
Status Code	Select the status of the action in the drop-down list. For example, " Success ".
Channel	Select the channel used to send the notification to the user. For example, " SMS ".
Circle ID	Select the circle to which the user belongs. For example, " 1 ".
Msg Id	<p>Indicates the message template ID used for the notification.</p> <p>Select  to select the message. The following screen will be displayed.</p>  <p>The screenshot shows a list of message templates under the heading "Message Selection". The list includes:</p> <ul style="list-style-type: none"> REMARKS_215-000002730 REMARKS_000002730 REMARKS_000002730 REMARKS_000002730 REMARKS_000002730 REMARKS_000002730 <p>At the bottom right of the screen are "SEARCH" and "REFRESH" buttons.</p>
	<ul style="list-style-type: none"> Select the Message that needs to be sent to the user. The following screen will be displayed.  <p>The screenshot shows the "Message Selection" screen with a message template selected. The selected item is "REMARKS_000002730". The right side of the screen displays detailed message information:</p> <p>Message ID: 000002730 Title: REMARKS Message: <i>Dear User, You have been selected for our special offer. Please accept the offer and update your profile.</i> URL: http://www.6dtechnologies.com/offer</p> <p>At the bottom right of the screen are "UPDATE" and "CANCEL" buttons.</p>
	<ul style="list-style-type: none"> The selected message details will be displayed, and click Update will save the action.

5. After providing the required details, the following screen will be displayed.

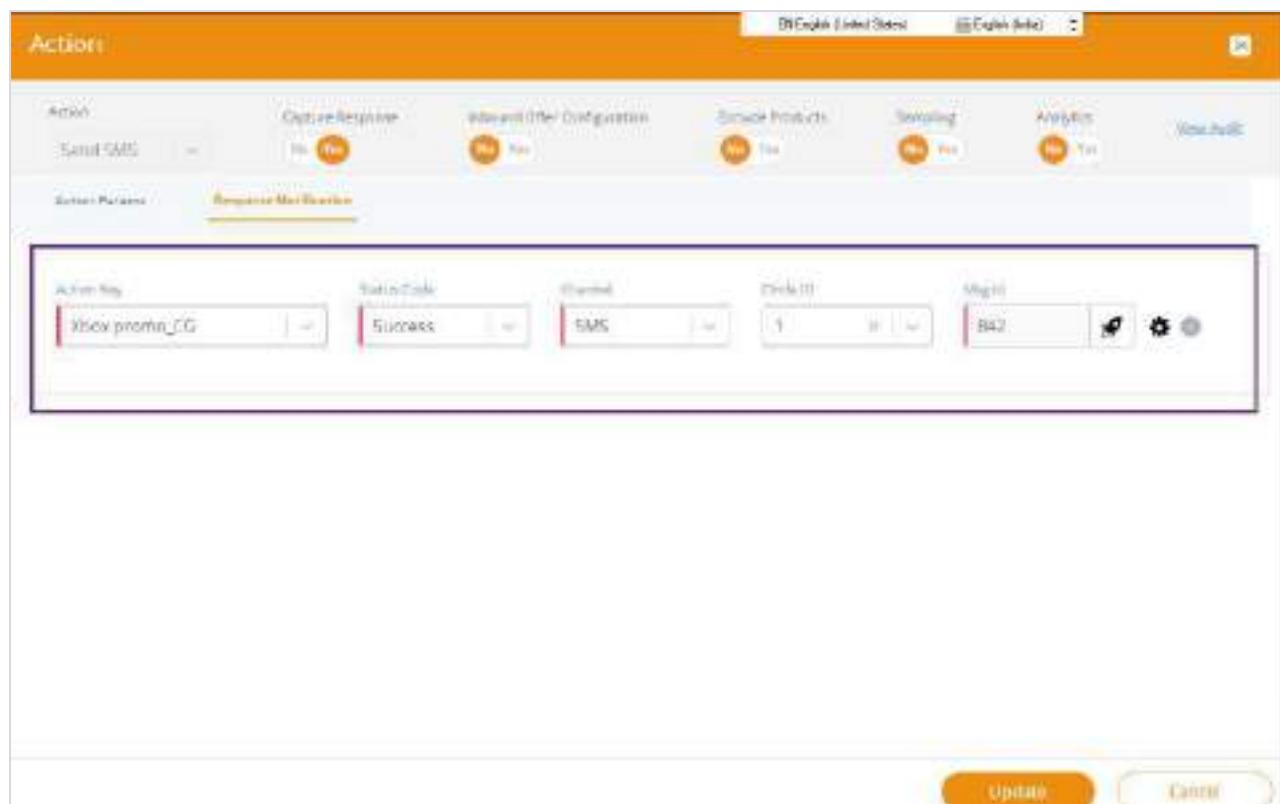
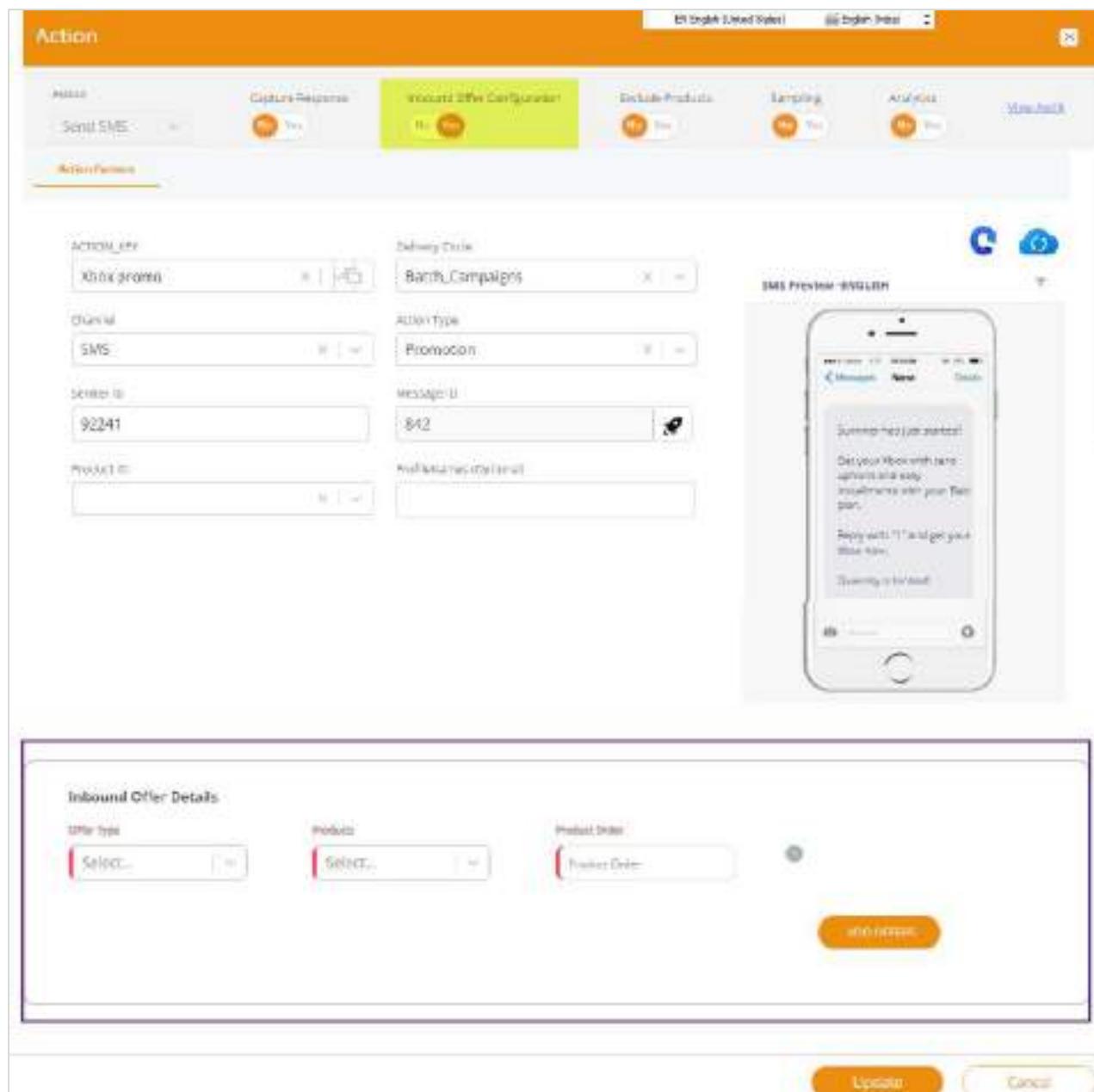


Figure 232 Action – Response Notification

- Click the **Add** button to add multiple response notification details.

Note: The following screen is displayed if “**Inbound Offer Details**” is enabled.



Action

ACTION_ID: KX104000

Delivery Cycle: Batch_Campaigns

Activity Type: Promotion

Message ID: 842

Inbound Offer Details

Offer Type: Select...

Products: Select...

Product Order: Product Order

Add Offer

Update Cancel

Figure 233 Action– Inbound Offer Details

- Enter the following information in the corresponding fields. If fields marked with “|” are mandatory.

Field	Description
Inbound Offer Details	
When enabled, it allows setting up offer details such as offer type, product, and product order for users matching campaign criteria.	
Offer Type	Select the inbound offer in the drop-down list. For example, “ Data Offer ”.
Products	Select the product in the drop-down list. For example, “ Free 3 GB 3 Days ”.
Product Order	Execution priority for the product if multiple offers exist. <ul style="list-style-type: none"> Click the Add button to add multiple offer details.

Field	Description
	<ul style="list-style-type: none"> Click the Delete button to delete the existing offer details.

- After providing the required details, click **Add Offers**.

A confirmation message is displayed, indicating that the inbound offer is updated successfully.

Note: The following screen is displayed if “Exclude Products” is enabled.

Action
EN English (United States) | English (India)
X

Action
Capture Response
Inbound Offer Configuration
Exclude Products
Sampling
Analytics
[View Audit](#)

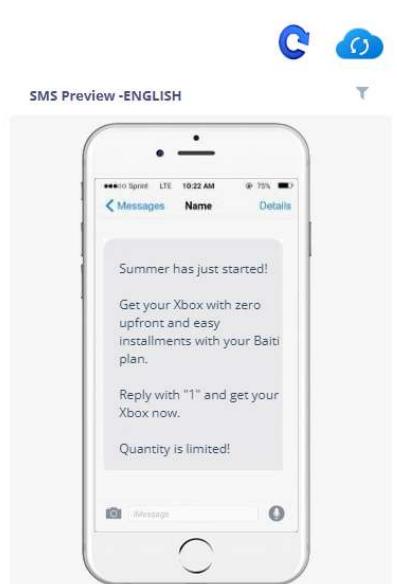
Action Params
SMS Preview -ENGLISH

ACTION_KEY
Delivery Circle

Channel
Action Type

Sender ID
Message ID

Product ID
ProfileNames (Optional)



Exculde Product Details

Promoted Products	Product	Exclusion Field Name
<input type="button" value="Select..."/>	<input type="button" value="Select..."/>	<input type="button" value="Select..."/>

Update
Cancel

Figure 234 Action– Exclude Products Details

- Enter the following information in the corresponding fields. If fields marked with “|” are mandatory.

Field	Description
Exclude Products	
Promoted Products	Select the product being promoted but excluded under certain conditions in the drop-down list. For example, " Free Data 25 GB 7 Days ".
Product	Select the specific product being excluded from this campaign in the drop-down list. For example, " Hayyak 20_Khareef Data 25GB ".
Exclusion Field Name	Select the exclusion field name in the drop-down list. For example, " c360 Roaming Payg Rev Last 60 Days ".

Note: The following screen is displayed if "Sampling" is enabled.

Action
EN English (United States) English (India)

Action
Capture Response
Inbound Offer Configuration
Exclude Products
Sampling
Analytics
[View Audit](#)

Action Params

ACTION_KEY	Xbox promo	Delivery Circle	Batch_Campaigns	SMS Preview -ENGLISH	
Channel	SMS	Action Type	Promotion		
Sender ID	92241	Message ID	842		
Product ID		ProfileNames (Optional)			

Sampling Details
Skip Global Sampling
Sampling

Skip Global Sampling	False	Sampling	UNIVERSAL SAMPL...
----------------------	-------	----------	--------------------

Update
Cancel

Figure 235 Action– Sampling Details

8. Enter the following information in the corresponding fields. If fields marked with “**|**” are mandatory.

Field	Description
Sampling	
Skip Global Sampling	Select “ Yes ” to skip global sampling logic. Or Select “ No ” to not skip.
Sampling	Select A defined sample set applied for campaign targeting in the dropdown list. For example, “ Universal Sampling ”.

Note: The following screen is displayed if “**Analytics**” is enabled.

Action

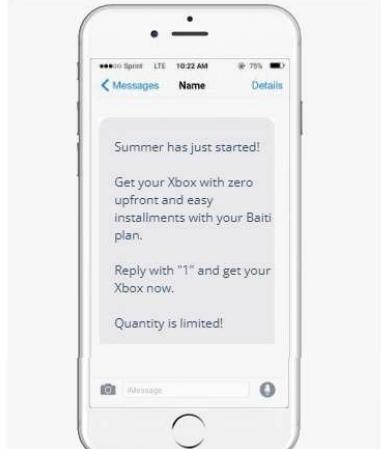
EN English (United States) English (India)

Action Send SMS Capture Response Inbound Offer Configuration Exclude Products Sampling Analytics View Audit

Action Params

ACTION_KEY: Xbox promo | Delivery Circle: Batch_Campaigns | Channel: SMS | Action Type: Promotion | Sender ID: 92241 | Message ID: 842 | Product ID: | ProfileNames (Optional):

SMS Preview -ENGLISH



Analytics Details

Analytics: Select...

Update Cancel

Figure 236 Action– Analytics

- Enter the following information in the corresponding fields. If fields marked with “|” are mandatory.

Field	Description
Analytical Details	
Analytics	Select the predictive model to evaluate campaign details in the drop-down list. For example, “Auto Pilot”.

- After providing the required details, click **Launch**. The following screen will be displayed.

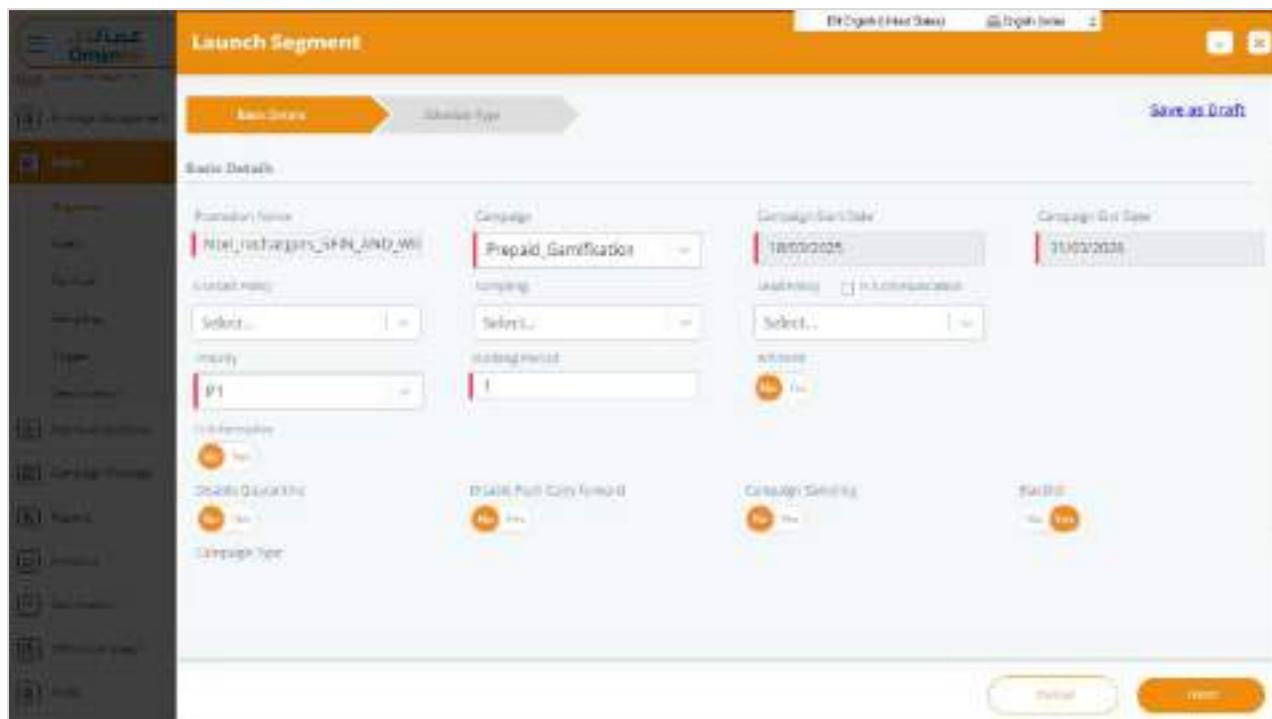


Figure 237 Launch Segment

For more details about the launch segment, see the section [**Action**](#).

8.3.2.6 Non_rechargers_SPIN_AND_WIN_APP_Promo

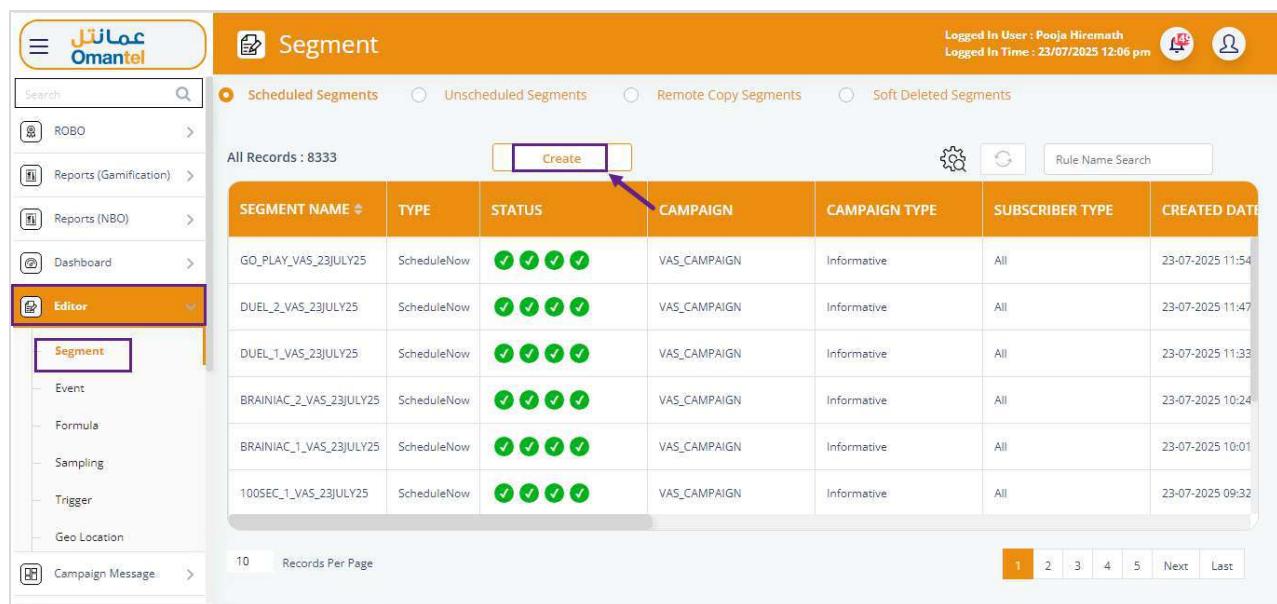
This promotional campaign targets mobile users who are active app users but have not recharged recently, aiming to re-engage them with a "Spin and Win" offer via the mobile app. Users are segmented based on their recharge behavior over the past 90 days, and SMS messages are customized and triggered accordingly to encourage recharges.

Pre-requisites:

- Configure Achievement
- Configure Game

For more details about game creation, see the section [**Gamification**](#).

1. On the **Segment** screen, click the **Create** button to create a new segment. Refer to the following screen.



The screenshot shows the 'Segment' list page. At the top, there are tabs for 'Scheduled Segments', 'Unscheduled Segments', 'Remote Copy Segments', and 'Soft Deleted Segments'. A search bar and a user status message ('Logged In User : Pooja Hiremath, Logged In Time : 23/07/2025 12:06 pm') are also at the top. Below the tabs, it says 'All Records : 8333'. A 'Create' button is highlighted with a blue box and an arrow pointing to it. The main area is a table with columns: SEGMENT NAME, TYPE, STATUS, CAMPAIGN, CAMPAIGN TYPE, SUBSCRIBER TYPE, and CREATED DATE. The table contains several rows of segment data. At the bottom, there is a 'Records Per Page' dropdown set to 10, and a navigation bar with pages 1 through 5, 'Next', and 'Last'.

Figure 238 Segment – New Segment

- After clicking the **Create** button, the following screen will be displayed.



The screenshot shows the 'New Segment' input screen. On the left, there is a sidebar with icons for 'Event', 'Formula', 'Sampling', 'Trigger', and 'Geo Location'. The main area has a large orange 'New Segment' button at the top. Below it, there are several input fields and dropdown menus. A 'Condition' button is highlighted with a blue box and an arrow pointing to it. The rest of the screen is mostly empty input fields.

Figure 239 New Segment – Input Screen

- On the **New Segment** screen, click  >> **Condition** to add a condition. Refer to the following screen.

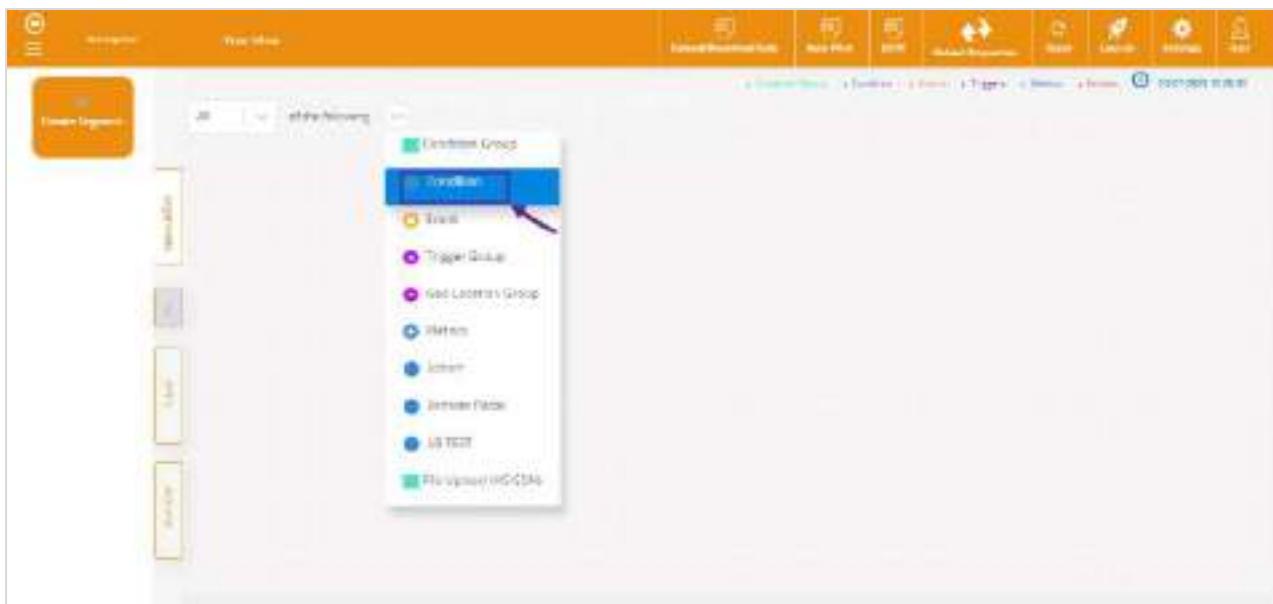


Figure 240 New Segment – Condition

The following are the conditions and actions configured for the campaign:
Conditions:

- [A]Audience segment name
- [3]C360 Line Type
- [3]C360 Status
- [3]C360 Business
- [3]C360 TRA Flag 365days
- [3]C360 App User Flag
- [L]LC_NONDELIVERED_LAST_7_DAYS

Condition Group 1:

- [S]Subscription Event Date
- [S]Products Non Subscribed
- [S]Products Non Subscribed
- Segmented Groups Based on Recharge Amounts (in past 90 days)
- [3]C360 Most Rech Denom 90D

Action:

- Send SMS

For more details about adding conditions, see the section [**Add Condition to Rule.**](#)

For more details about adding actions, see the section [**Action.**](#)

4. After adding the relevant conditions and actions, the following screen will be displayed.

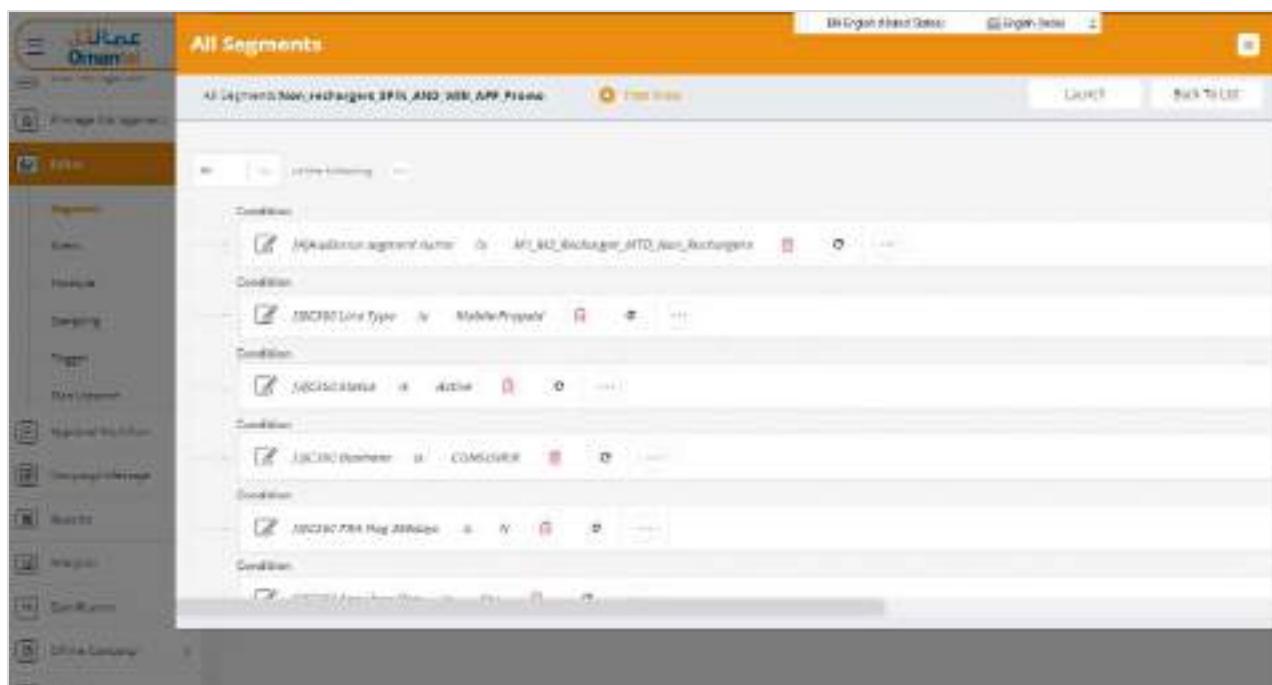


Figure 241 All Segments - Non_rechargers_SPIN_AND_WIN_APP_Promo

Note: For better viewing, the image is split into multiple halves.

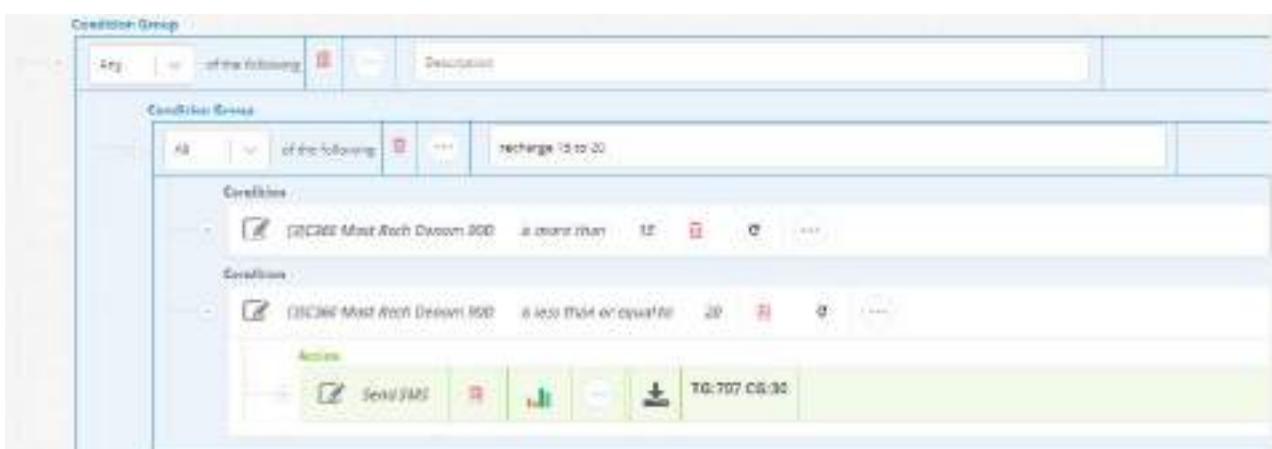


Figure 242 Non_rechargers_SPIN_AND_WIN_APP_Promo_2

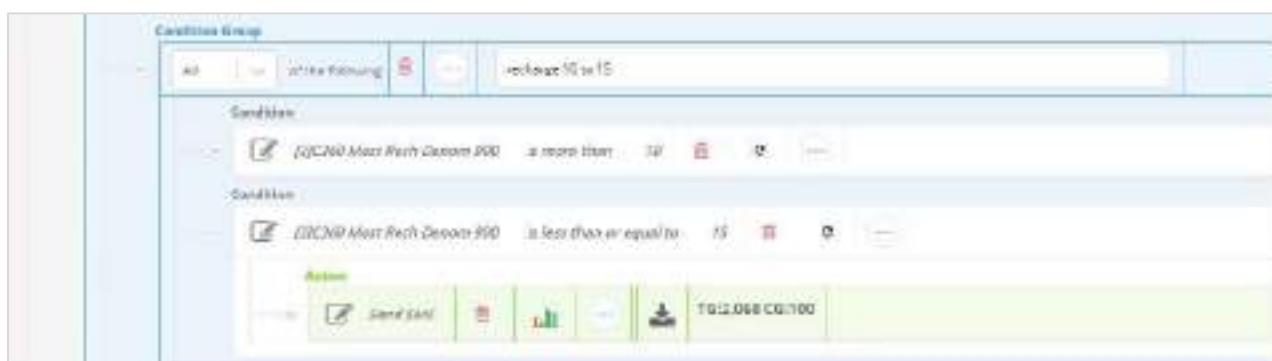


Figure 243 Non_rechargers_SPIN_AND_WIN_APP_Promo_3

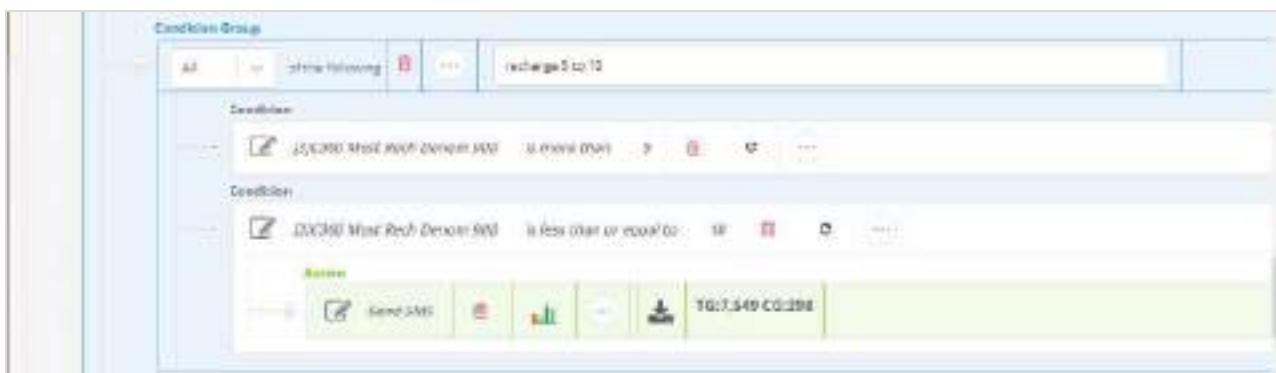


Figure 244 Non_rechargers_SPIN_AND_WIN_APP_Promo_4



Figure 245 Non_rechargers_SPIN_AND_WIN_APP_Promo_5



Figure 246 Non_rechargers_SPIN_AND_WIN_APP_Promo_6



Figure 247 Non_rechargers_SPIN_AND_WIN_APP_Promo_7

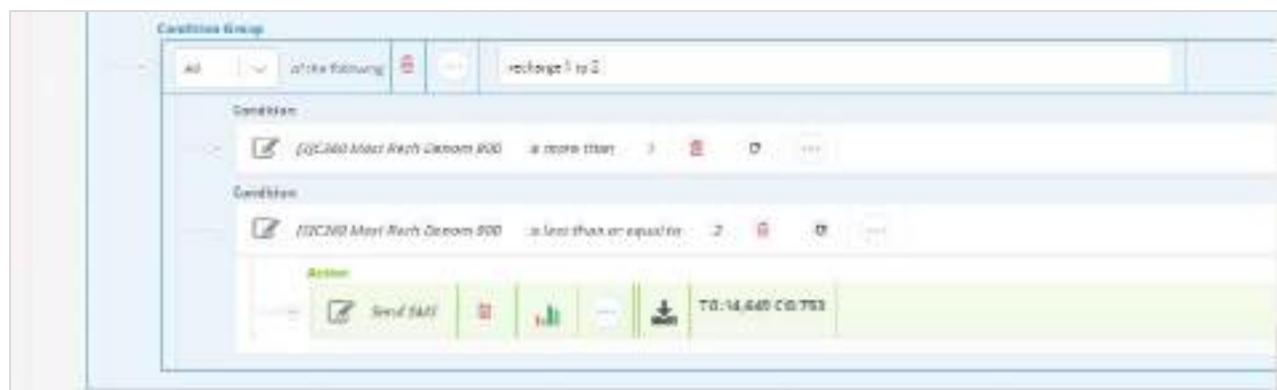


Figure 248 Non_rechargers_SPIN_AND_WIN_APP_Promo_7

8.3.2.6.1 Actions

This option allows users to configure the parameters required to run the selected campaign.

1. On the **New Segment** screen, click the **Settings** button  to configure the parameters. Refer to the following screen.

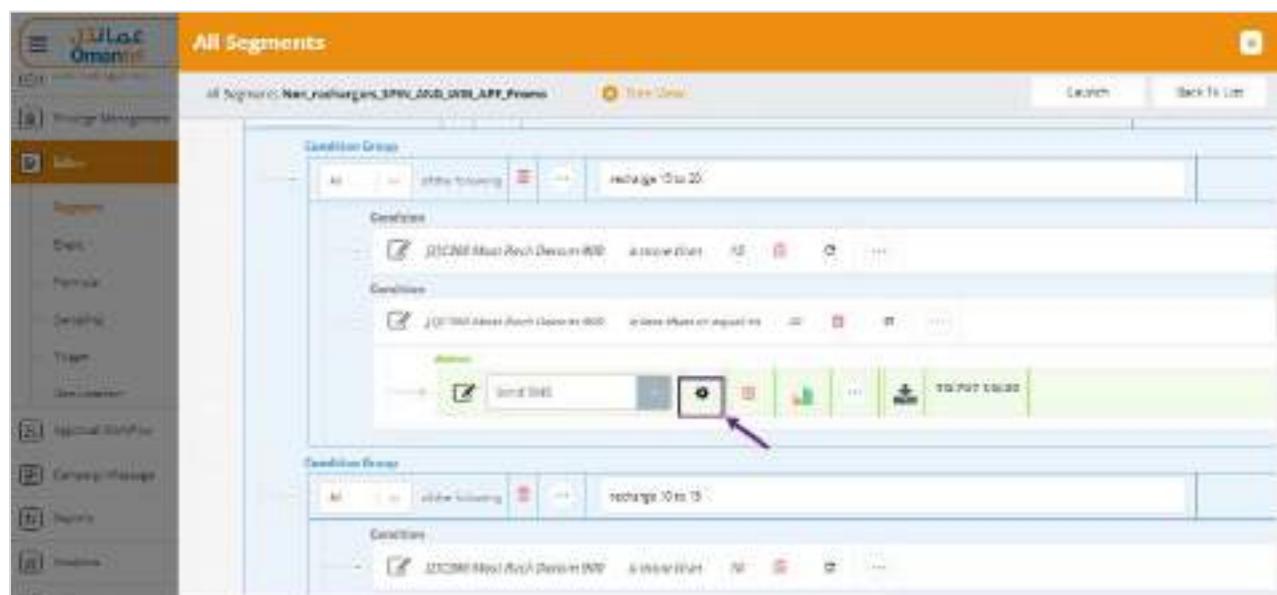


Figure 249 All Segments - Settings

2. After clicking the **Settings** button, the following screen will be displayed.

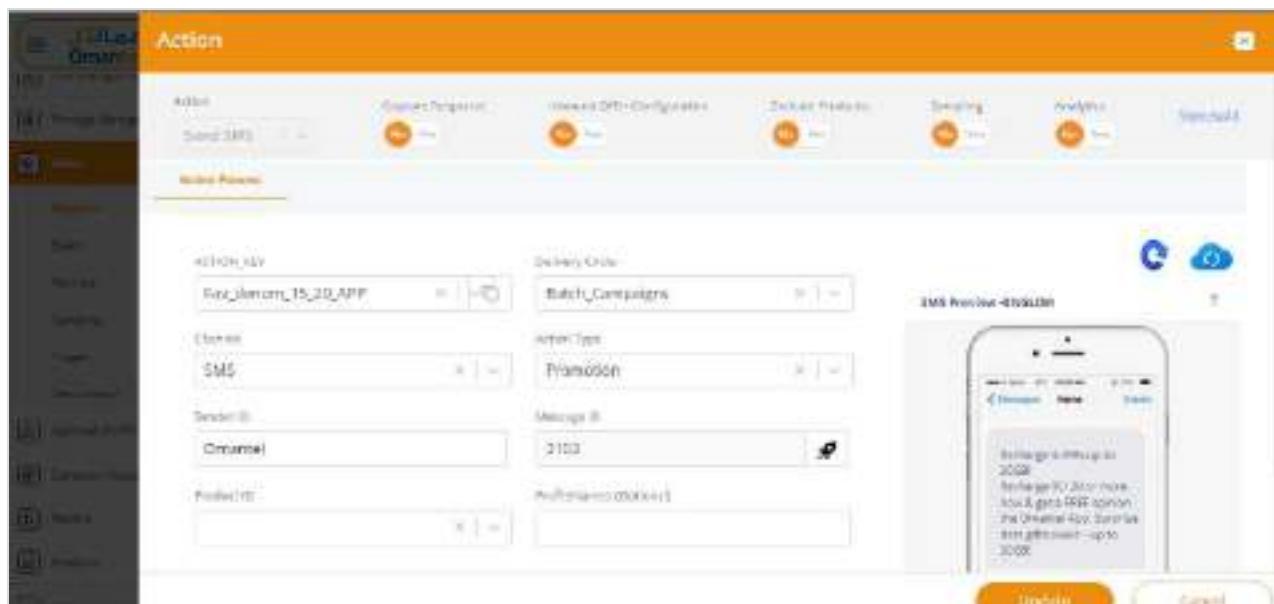


Figure 250 Action Input Screen

3. Enter the following information in the corresponding fields. If fields marked with “|” are mandatory.

Field	Description
Action Key	The action key must be created before running this campaign. For more details about creating action keys, see the section <u>Create Action Key</u> . Select the action key in the drop-down list. For example, “ Fav Denom_15_20_APP ”.
Delivery Circle	Select the delivery circle in the drop-down list. For example, “ Batch Campaigns ”.
Channel	Select the medium used to deliver the offer in the drop-down list. For example, “ SMS ”.
Action Type	Select the type of action in the drop-down list. For example, “ Promotion ”.
Sender ID	Enter the name that appears as the sender of the SMS. For example, “ Omantel ”.
Message ID	Enter the predefined message template ID used for this communication. For example, “ 2102 ”.
Product ID	Select the product or offer being targeted in the drop-down list.
Profile Names (Optional)	Enter the profile name in this field.

Note: The following screen is displayed if “Capture Response” is enabled.

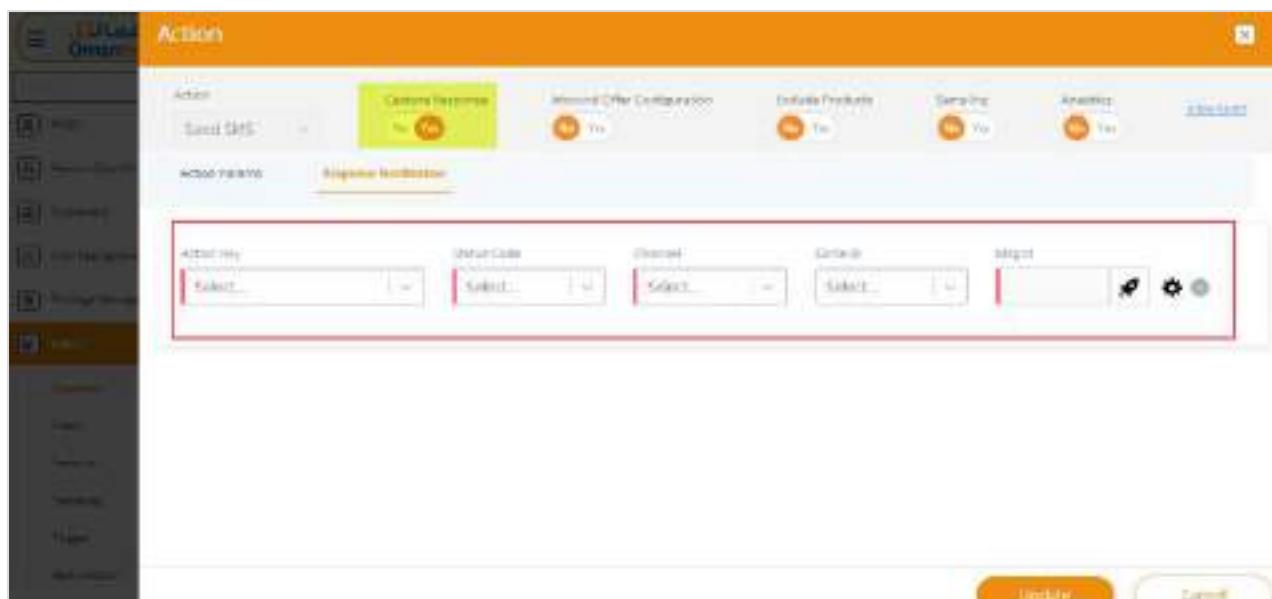


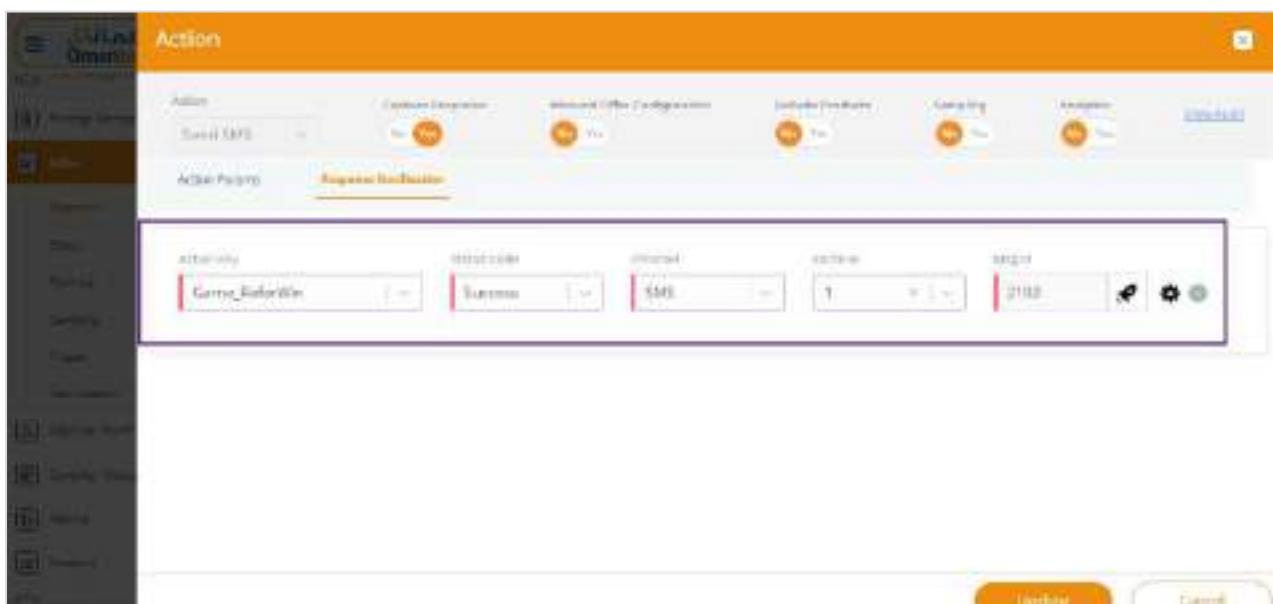
Figure 251 Action- Capture Response

- Enter the following information in the corresponding fields. If fields marked with “|” are mandatory.

Field	Description
Response Notification	
When enabled, it captures the response status of the targeted users after the offer is sent.	
Action Key	Select the type of action for which the response is being captured in the drop-down list. For example, “ Game_Referral_Win ”.
Status Code	Select the status of the action in the drop-down list. For example, “ Success ”.
Channel	Select the channel used to send the notification to the user. For example, “ SMS ”.
Circle ID	Select the circle to which the user belongs. For example, “ 1 ”.
Msg Id	<p>Indicates the message template ID used for the notification.</p> <p>Select  to select the message. The following screen will be displayed.</p>  <ul style="list-style-type: none"> Select the Message that needs to be sent to the user. The following screen will be displayed.

Field	Description
	 <ul style="list-style-type: none"> The selected message details will be displayed, and click Update will save the action.

5. After providing the required details, the following screen will be displayed.



Action	Response Type	Inbound Offer Configuration	Inbound Offer Duration	Last Action	Next Action
Garra_BalorWin	Success	SMS	1	2102	

Figure 252 Action – Response Notification

- Click the **Add** button to add multiple response notification details.

Note: The following screen is displayed if “Inbound Offer Details” is enabled.

Action

Action
Capture Response
Inbound Offer Configuration
Exclude Products
Sampling
Analytics
[View Audit](#)

Send SMS
No Yes
No Yes
No Yes
No Yes

Action Params

ACTION_KEY	Delivery Circle	C	SMS Preview -ENGLISH
Fav_denom_15_20_APP	Batch_Campaigns	X □	X □
Channel	Action Type		
SMS	Promotion	X ▽	
Sender ID	Message ID		
Omantel	2102	X ▽	Message
Product ID	ProfileNames (Optional)		
Game_250MB_DATA_2DAYS_114...	X ▽		

Inbound Offer Details

Offer Type	Products	Product Order
Select...	Select...	<input style="border: 1px solid red; border-radius: 10px; padding: 2px 10px;" type="button" value="+"/>
<input style="background-color: #ff9900; color: white; border-radius: 10px; padding: 2px 10px;" type="button" value="ADD OFFERS"/>		

Figure 253 Action– Inbound Offer Details

6. Enter the following information in the corresponding fields. If fields marked with “|” are mandatory.

Field	Description
Inbound Offer Details	
When enabled, it allows setting up offer details such as offer type, product, and product order for users matching campaign criteria.	
Offer Type	Select the inbound offer in the drop-down list. For example, “ Data Offer ”.
Products	Select the product in the drop-down list. For example, “ Game Prepaid 30 GB 7 Days ”.
Product Order	Execution priority for the product if multiple offers exist. <ul style="list-style-type: none"> Click the Add button to add multiple offer details. Click the Delete button to delete the existing offer details.

- After providing the required details, click **Add Offers**.

A confirmation message is displayed, indicating that the inbound offer is updated successfully.

Note: The following screen is displayed if “**Exclude Products**” is enabled.

Action
EN English (United States)
English (India)
X

Action

 No Yes

Capture Response

 No Yes

Inbound Offer Configuration

 No Yes

Exclude Products

 No Yes

Sampling

 No Yes

Analytics

 No Yes

[View Audit](#)

Action Params
SMS Preview -ENGLISH

ACTION_KEY

X |

Delivery Circle

X |

Channel

X |

Action Type

X |

Sender ID

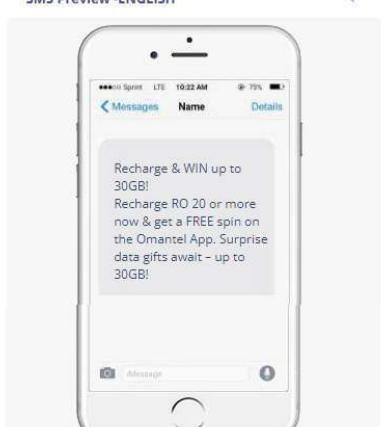
Message ID

Product ID

X |

ProfileNames (Optional)

SMS Preview -ENGLISH



Exclude Product Details

Promoted Products

|

Product

|

Exclusion Field Name

|

Update
Cancel

Figure 254 Action— Exclude Products Details

- Enter the following information in the corresponding fields. If fields marked with “**|**” are mandatory.

Field	Description
-------	-------------

Omantel, Magik User Manual.
208

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Page

Field	Description
Exclude Products	
Promoted Products	Select the product being promoted but excluded under certain conditions in the drop-down list. For example, " Game 1 GB Data 2 Days ".
Product	Select the specific product being excluded from this campaign in the drop-down list. For example, " Game Prepaid 30 GB Data 12 Days ".
Exclusion Field Name	Select the exclusion field name in the drop-down list. For example, " Spend Game_ID ".

Note: The following screen is displayed if "Sampling" is enabled.

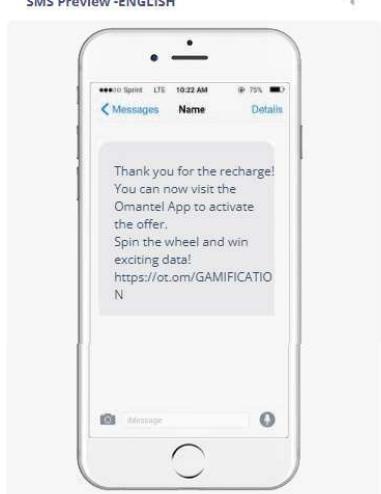
Action
EN English (United States)
English (India)
X

Action
Capture Response
Inbound Offer Configuration
Exclude Products
Sampling
Analytics
[View Audit](#)

Action Params

ACTION_KEY	Delivery Circle	C	U
Fav_denom_15_20_APP_BNS	RealTime_Campaigns	X ▾	X ▾
Channel	Action Type		
SMS	Bonus		
Sender ID	Message ID		
Omantel	2113	<input type="button" value="rocket icon"/>	
Product ID	ProfileNames (Optional)		

SMS Preview -ENGLISH



Sampling Details

Skip Global Sampling	Sampling
False	UNIVERSAL SAMPL...

Update
Cancel

Figure 255 Action– Sampling Details

8. Enter the following information in the corresponding fields. If fields marked with “|” are mandatory.

Field	Description
Sampling	
Skip Global Sampling	Select “Yes” to skip global sampling logic. Or Select “No” to not skip.
Sampling	Select A defined sample set applied for campaign targeting in the dropdown list. For example, “Universal Sampling”.

Note: The following screen is displayed if “Analytics” is enabled.

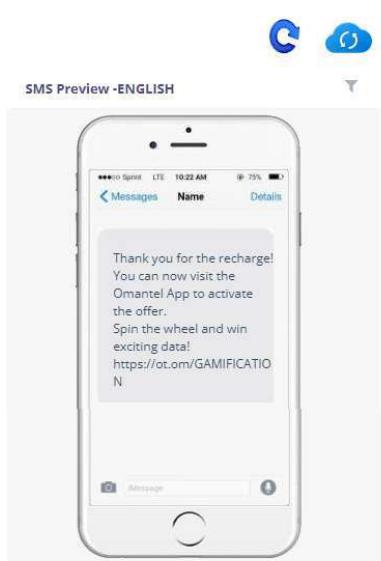
Action
EN English (United States) English (India)
X

Action
Capture Response
Inbound Offer Configuration
Exclude Products
Sampling
Analytics
[View Audit](#)

Send SMS
 Yes
 Yes
 Yes
 Yes
 Yes

Action Params

ACTION_KEY	Delivery Circle	
Fav_denom_15_20_APP_BNS	RealTime_Campaigns	SMS Preview -ENGLISH
Channel	Action Type	
SMS	Bonus	
Sender ID	Message ID	
Omantel	2113	
Product ID	ProfileNames (Optional)	



Analytics Details

Analytics

Update Cancel

Figure 256 Action– Analytics

9. Enter the following information in the corresponding fields. If fields marked with “**|**” are mandatory.

Field	Description
Analytical Details	
Analytics	Select the predictive model to evaluate campaign details in the drop-down list. For example, “ Auto Pilot”.

10. After providing the required details, click **Launch**. The following screen will be displayed.

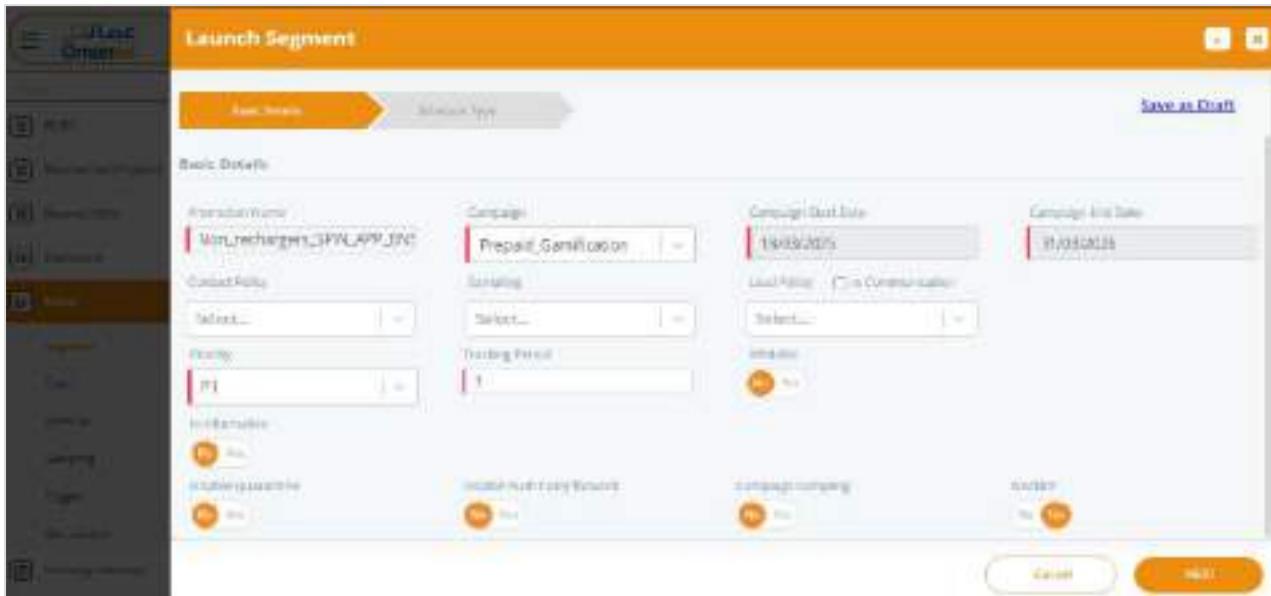


Figure 257 Launch Segment

For more details about the launch segment, see the section [Action](#).

8.3.2.7 Non_rechargers_SPIN_APP_BNS_TGonetime1

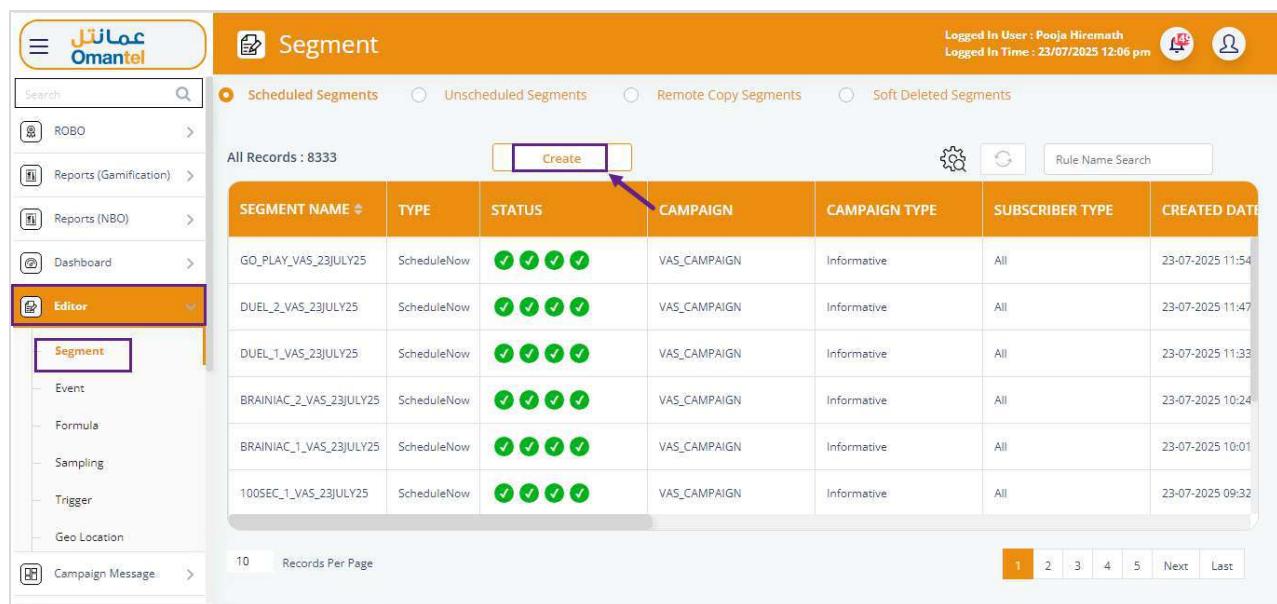
This promotional campaign targets mobile users who are active app users but have not recharged recently, aiming to re-engage them with a "Spin and Win" offer via the mobile app. Users are segmented based on their recharge behavior over the past 90 days, and SMS messages are customized and triggered accordingly to encourage recharges.

Pre-requisites:

- Configure Achievement
- Configure Game

For more details about game creation, see the section [Gamification](#).

1. On the **Segment** screen, click the **Create** button to create a new segment. Refer to the following screen.



The screenshot shows the 'Segment' list page. At the top, there are tabs for 'Scheduled Segments', 'Unscheduled Segments', 'Remote Copy Segments', and 'Soft Deleted Segments'. Below this, a message indicates 'All Records : 8333'. A prominent 'Create' button is highlighted with a blue box and a mouse cursor arrow. The main area displays a table with columns: SEGMENT NAME, TYPE, STATUS, CAMPAIGN, CAMPAIGN TYPE, SUBSCRIBER TYPE, and CREATED DATE. The table contains six rows of segment data. At the bottom, there is a pagination control showing '10 Records Per Page' and a page navigation bar with buttons for 1, 2, 3, 4, 5, Next, and Last.

Figure 258 Segment – New Segment

- After clicking the **Create** button, the following screen will be displayed.



The screenshot shows the 'New Segment' input screen. On the left, there is a sidebar with icons for Home, Segment, Event, Formula, Sampling, Trigger, and Geo Location. The main area has tabs for 'Segment' and 'Event Now'. A large 'New Segment' button is visible. A blue box highlights the 'Condition' button, which is part of a three-dot ellipsis icon. The rest of the screen is mostly blank input fields and buttons.

Figure 259 New Segment – Input Screen

- On the **New Segment** screen, click  >> **Condition** to add a condition. Refer to the following screen.

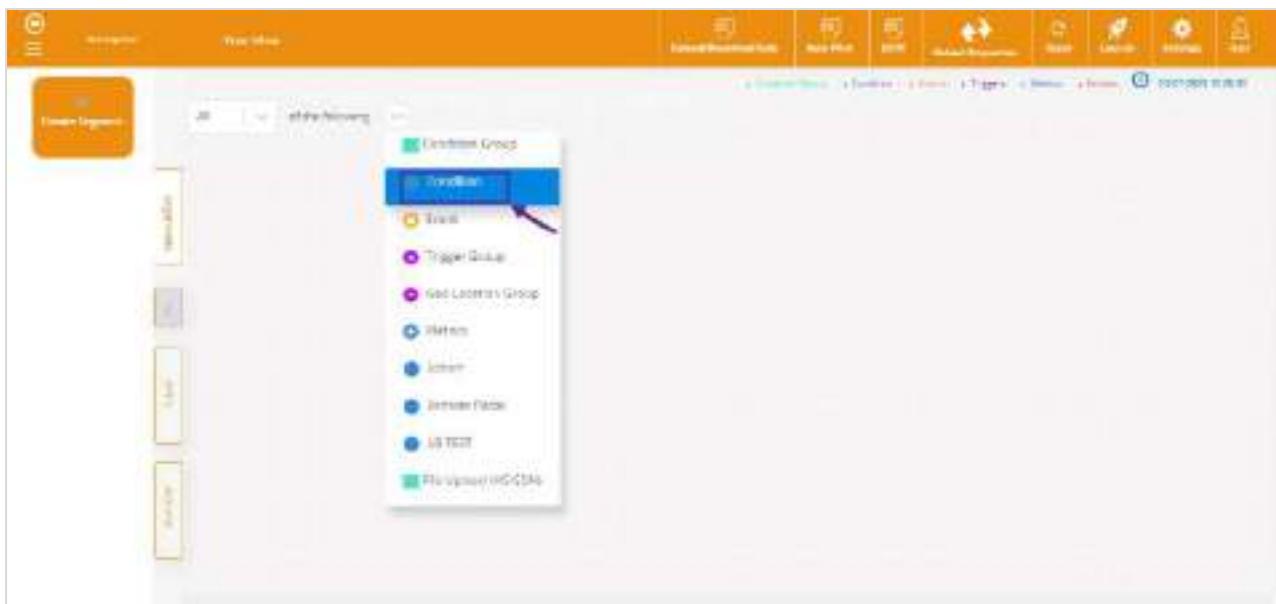


Figure 260 New Segment – Condition

The following are the conditions and actions configured for the campaign:
Condition Group 1

- **Operator:** Any of the following

Sub-Condition Group 1.1

- **Operator:** All of the following

Conditions:

- [L]CHECK_PROMO_LAST_3_DAYSAYS
- [I]Event Date between specificDate
- [I]SumOfRechargeAmount
- [L]CHECK_BONUS_LAST_30_DAYSAYS

Actions:

- GameInsertMapping
- Send SMS

For more details about adding conditions, see the section [**Add Condition to Rule.**](#)
For more details about adding actions, see the section [**Action.**](#)

4. After adding the relevant conditions and actions, the following screen will be displayed.

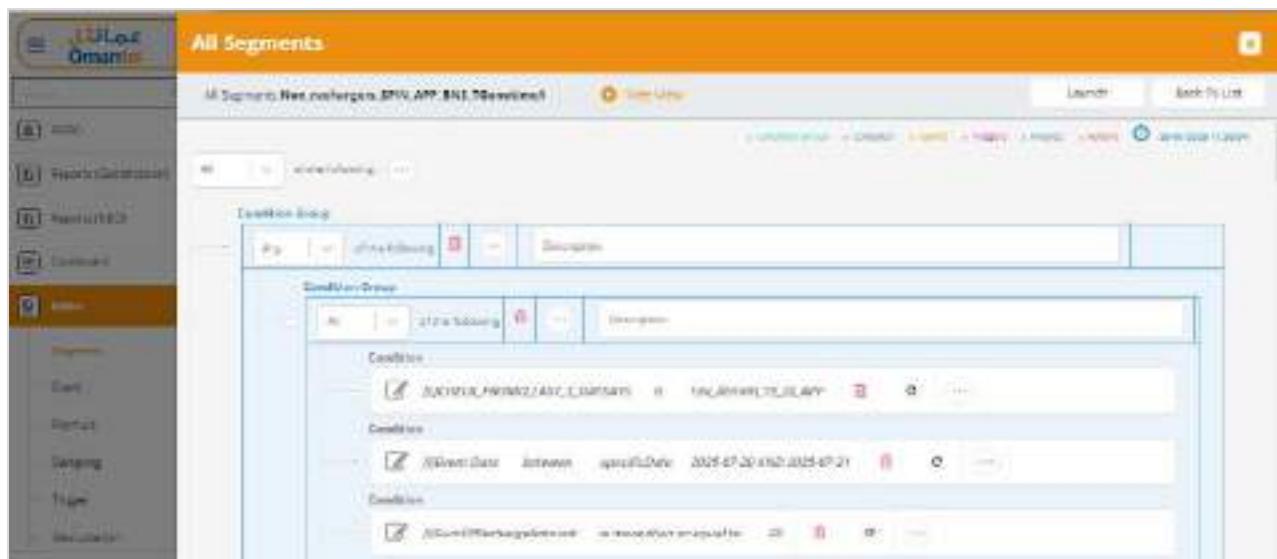


Figure 261 All Segments - Non_rechargers_SPIN_APP_BNS_TGonetime1

Note: For better viewing, the image is split into multiple halves.

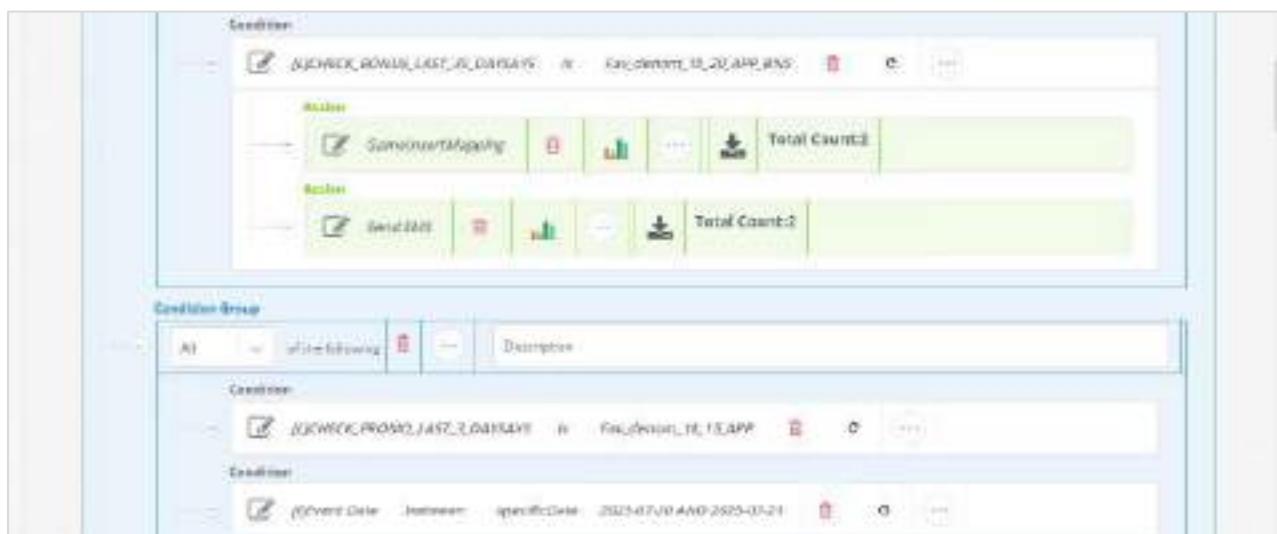


Figure 262 Non_rechargers_SPIN_APP_BNS_TGonetime1_2

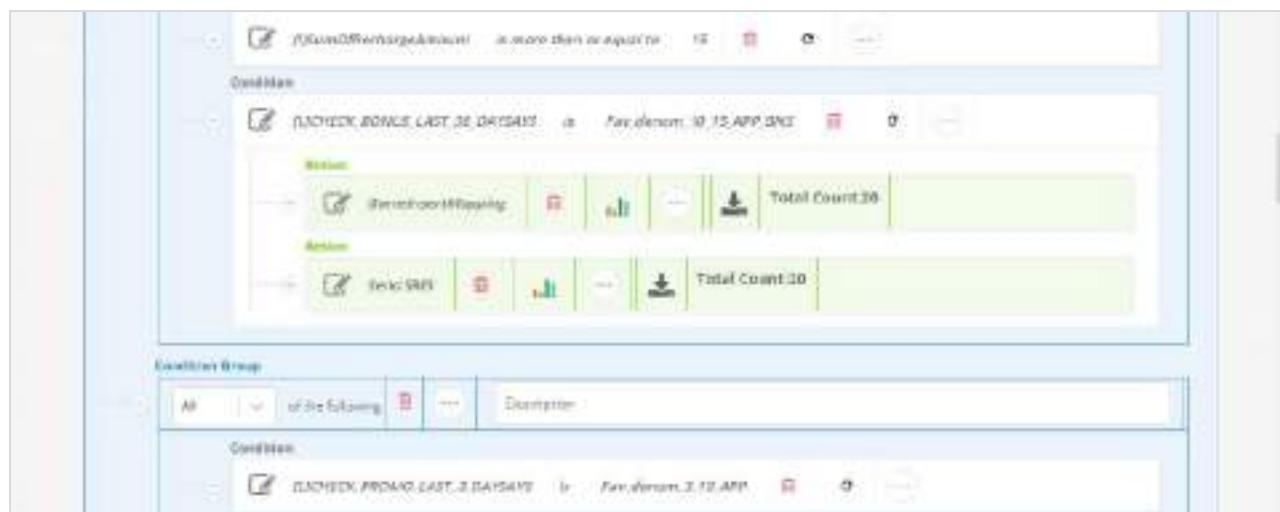


Figure 263 Non_rechargers_SPIN_APP_BNS_TGonetime1_3

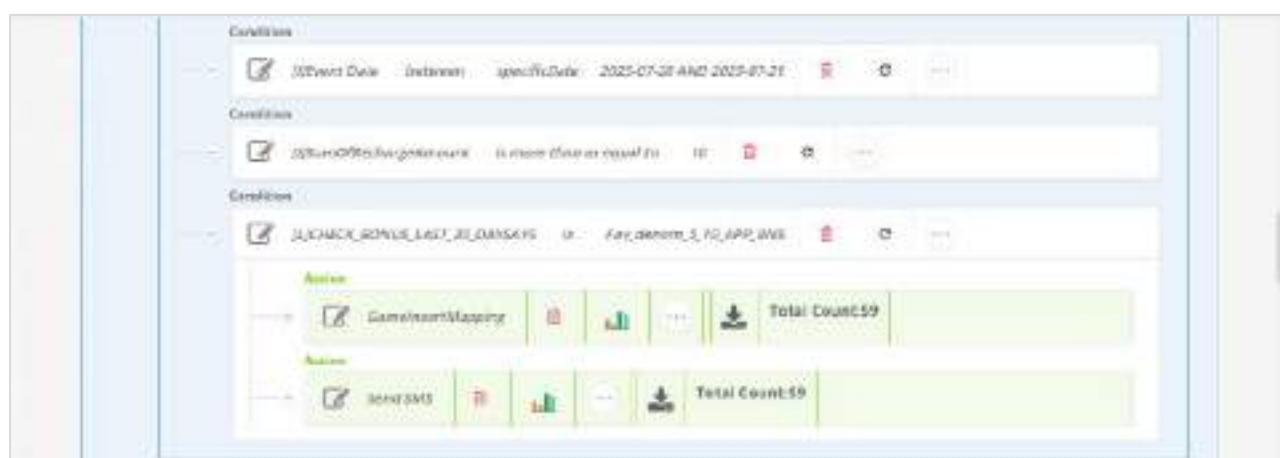


Figure 264 Non_rechargers_SPIN_APP_BNS_TGonetime1_4

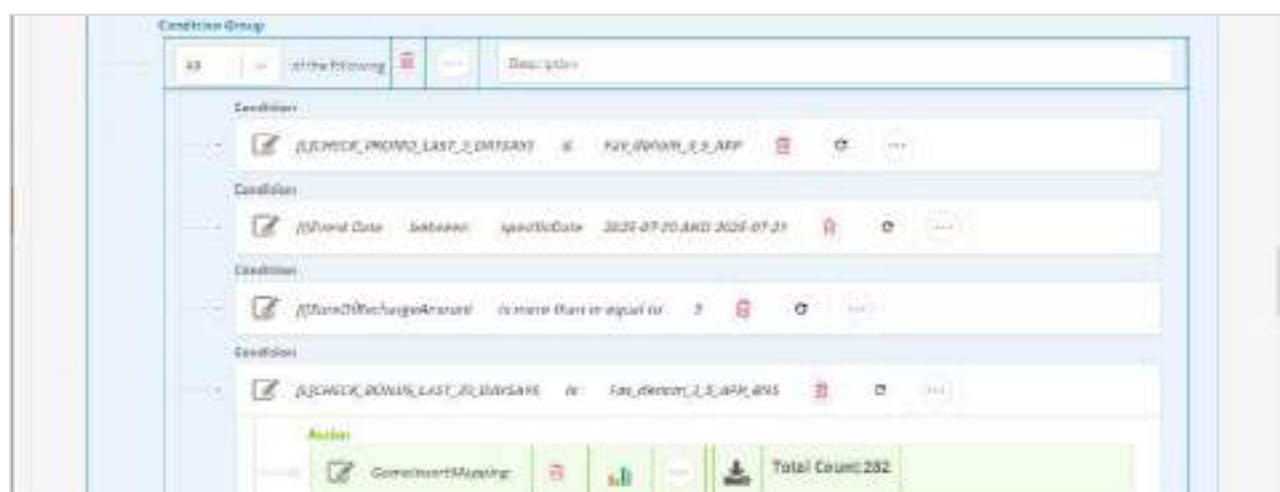


Figure 265 Non_rechargers_SPIN_APP_BNS_TGonetime1_5

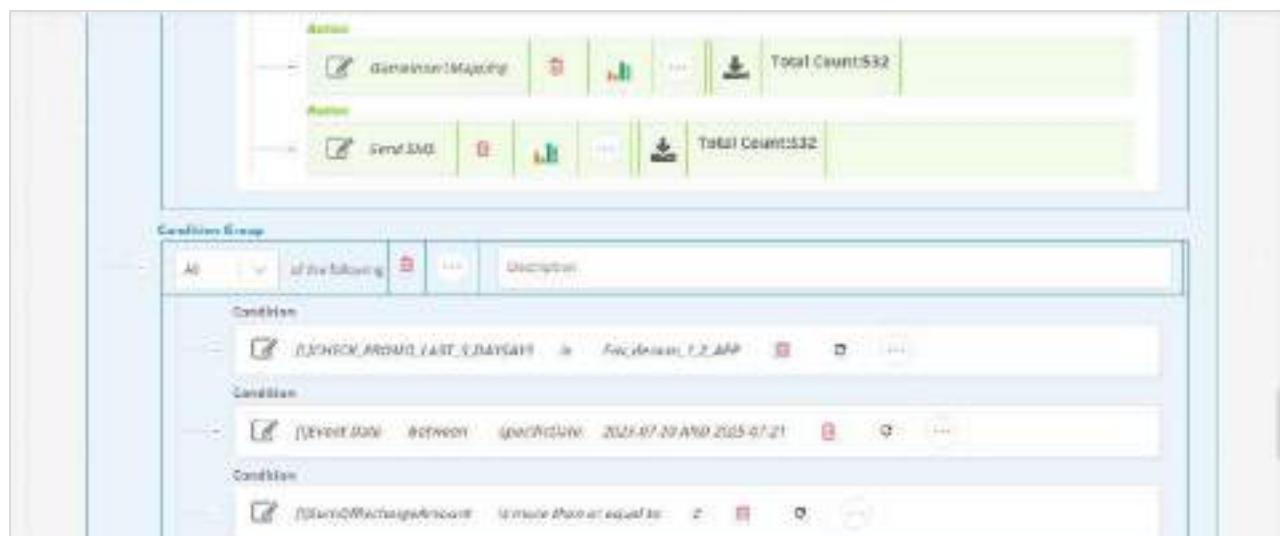


Figure 266 Non_rechargers_SPIN_APP_BNS_TGonetime1_6

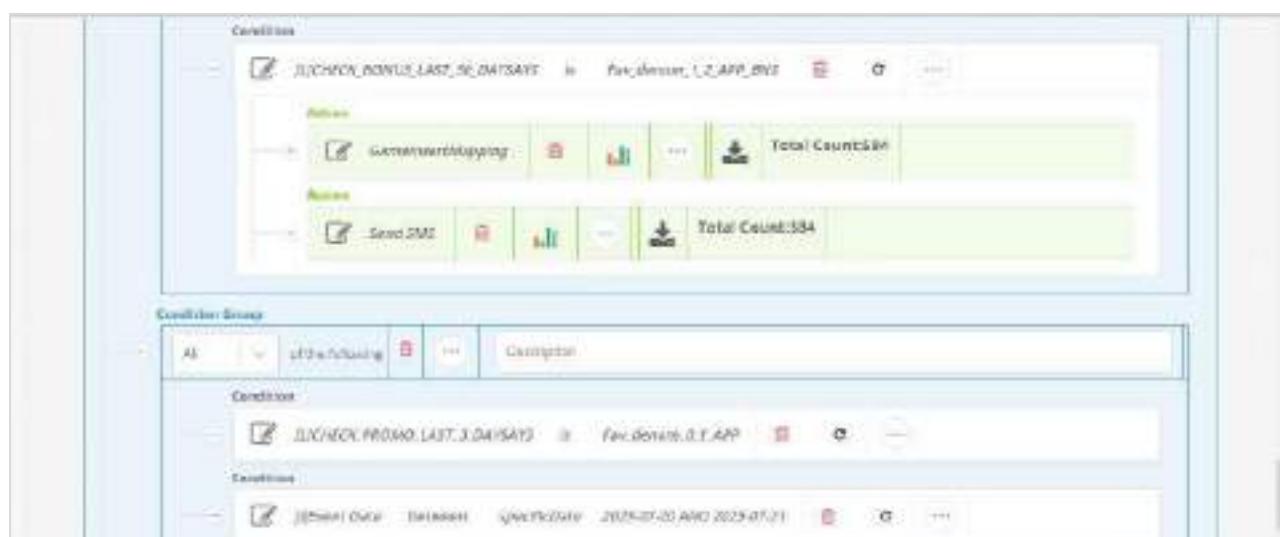


Figure 267 Non_rechargers_SPIN_APP_BNS_TGonetime1_7

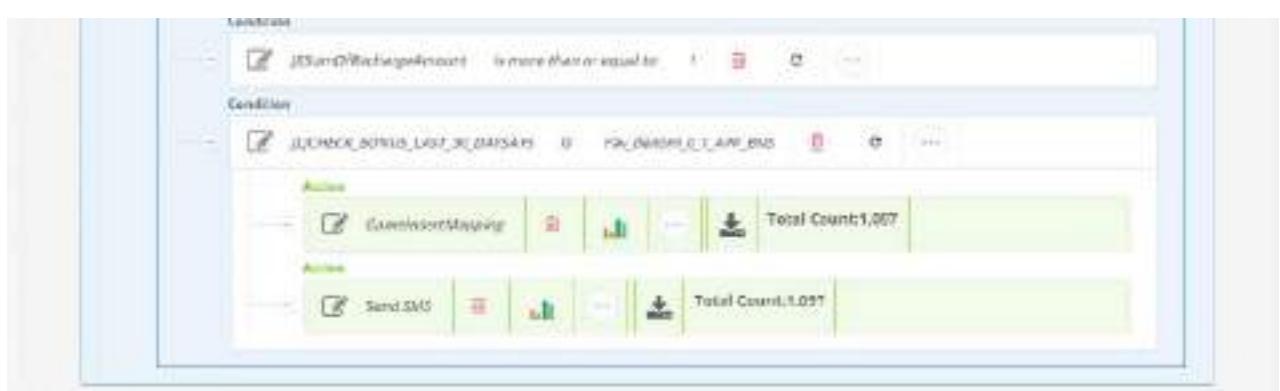


Figure 268 Non_rechargers_SPIN_APP_BNS_TGonetime1_8

8.3.2.7.1 Actions

This option allows users to configure the parameters required to run the selected campaign.

1. On the **New Segment** screen, click the **Settings** button  to configure the parameters. Refer to the following screen.

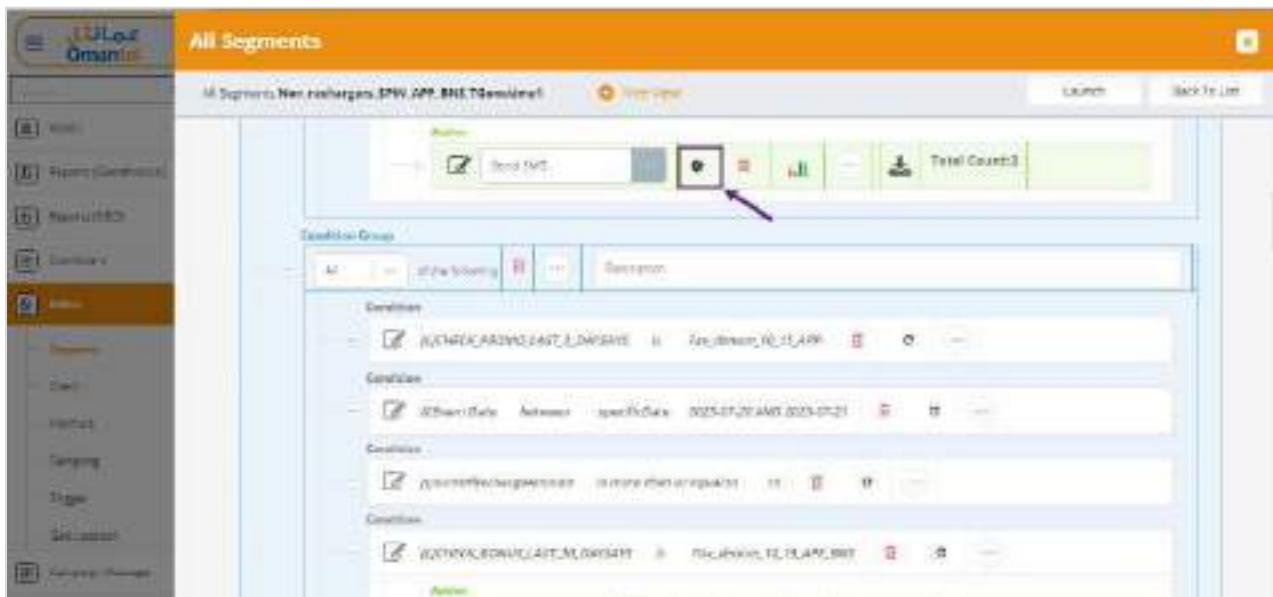


Figure 269 All Segments - Settings

2. After clicking the Settings button, the following screen will be displayed.

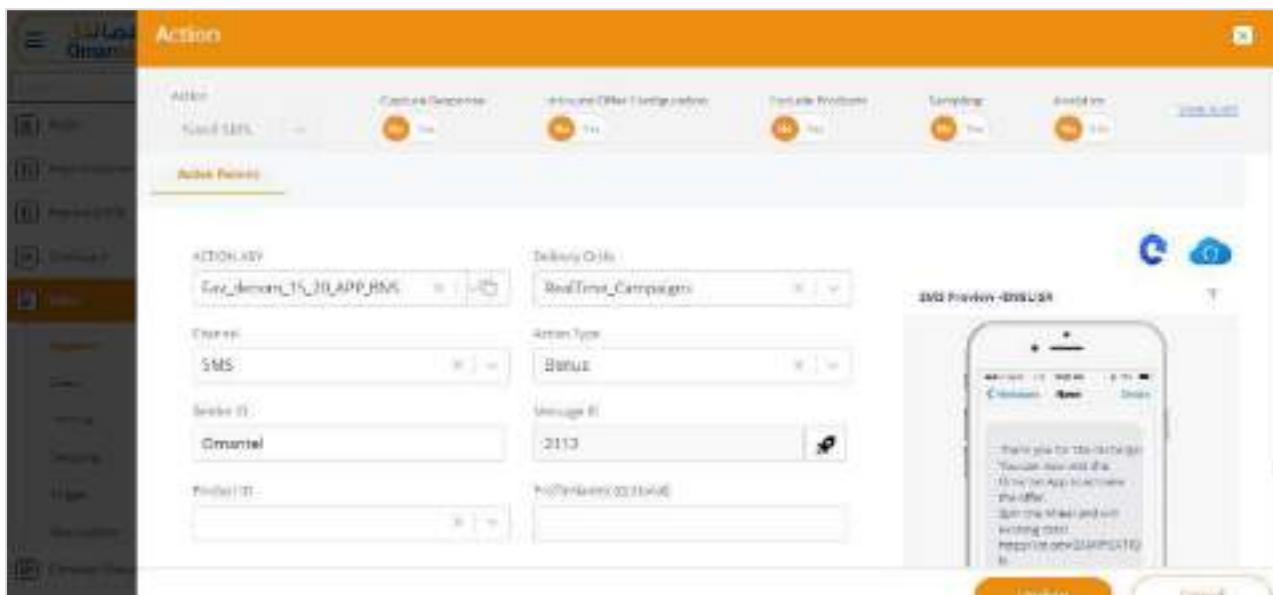


Figure 270 Action Input Screen

3. Enter the following information in the corresponding fields. If fields marked with “|” are mandatory.

Field	Description
Action Key	The action key must be created before running this campaign. For more details about creating action keys, see the section Create Action

Field	Description
	Key. Select the action key in the drop-down list. For example, “ Fav Denom_15_20_APP_BNS ”.
Delivery Circle	Select the delivery circle in the drop-down list. For example, “ Real Time Campaigns ”.
Channel	Select the medium used to deliver the offer in the drop-down list. For example, “ SMS ”.
Action Type	Select the type of action in the drop-down list. For example, “ Bonus ”.
Sender ID	Enter the name that appears as the sender of the SMS. For example, “ Omantel ”.
Message ID	Enter the predefined message template ID used for this communication. For example, “ 2113 ”.
Product ID	Select the product or offer being targeted in the drop-down list.
Profile Names (Optional)	Enter the profile name in this field.

Note: The following screen is displayed if “Capture Response” is enabled.

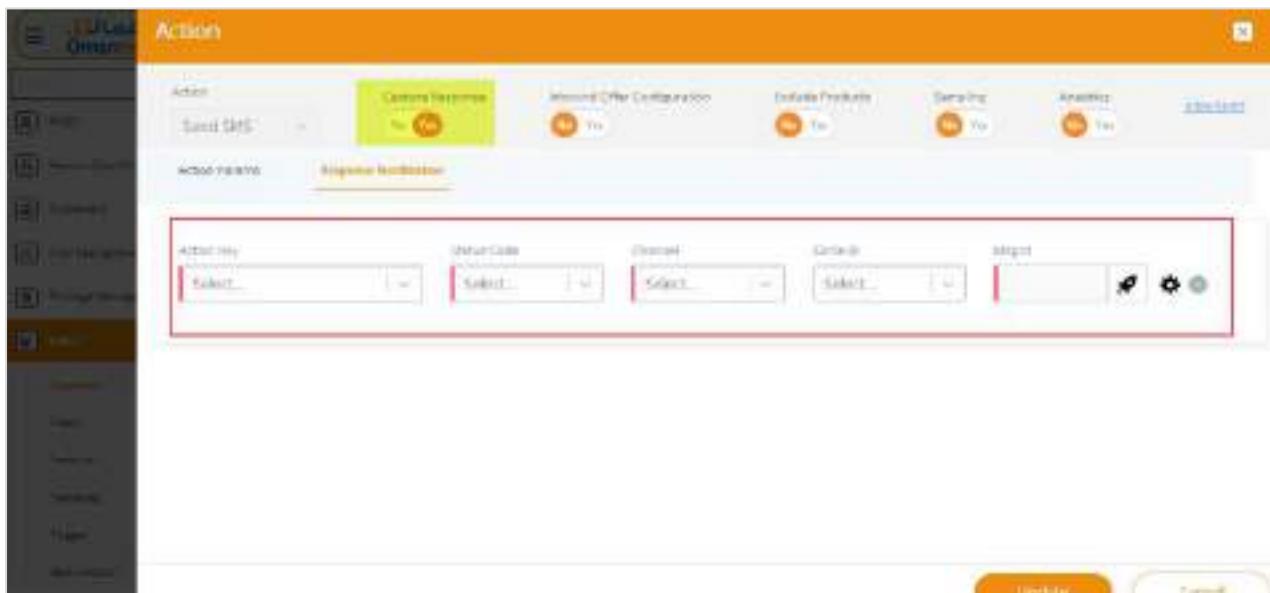
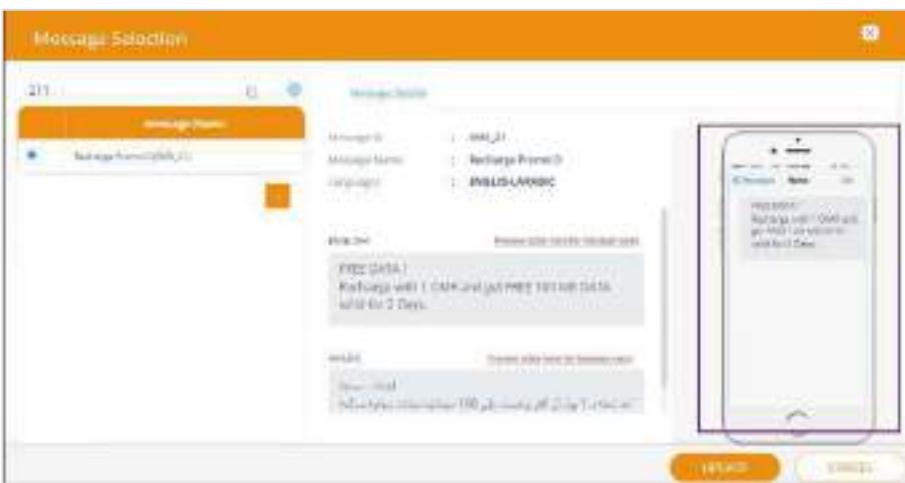


Figure 271 Action– Capture Response

4. Enter the following information in the corresponding fields. If fields marked with “|” are mandatory.

Field	Description
Response Notification	
When enabled, it captures the response status of the targeted users after the offer is sent.	
Action Key	Select the type of action for which the response is being captured in the drop-down list. For example, “ Game_Referral_Win ”.
Status Code	Select the status of the action in the drop-down list. For example, “ Success ”.

Field	Description
Channel	Select the channel used to send the notification to the user. For example, “ SMS ”.
Circle ID	Select the circle to which the user belongs. For example, “ 1 ”.
Msg Id	<p>Indicates the message template ID used for the notification.</p> <p>Select  to select the message. The following screen will be displayed.</p>  <ul style="list-style-type: none"> Select the Message that needs to be sent to the user. The following screen will be displayed.  <ul style="list-style-type: none"> The selected message details will be displayed, and click Update will save the action.

5. After providing the required details, the following screen will be displayed.

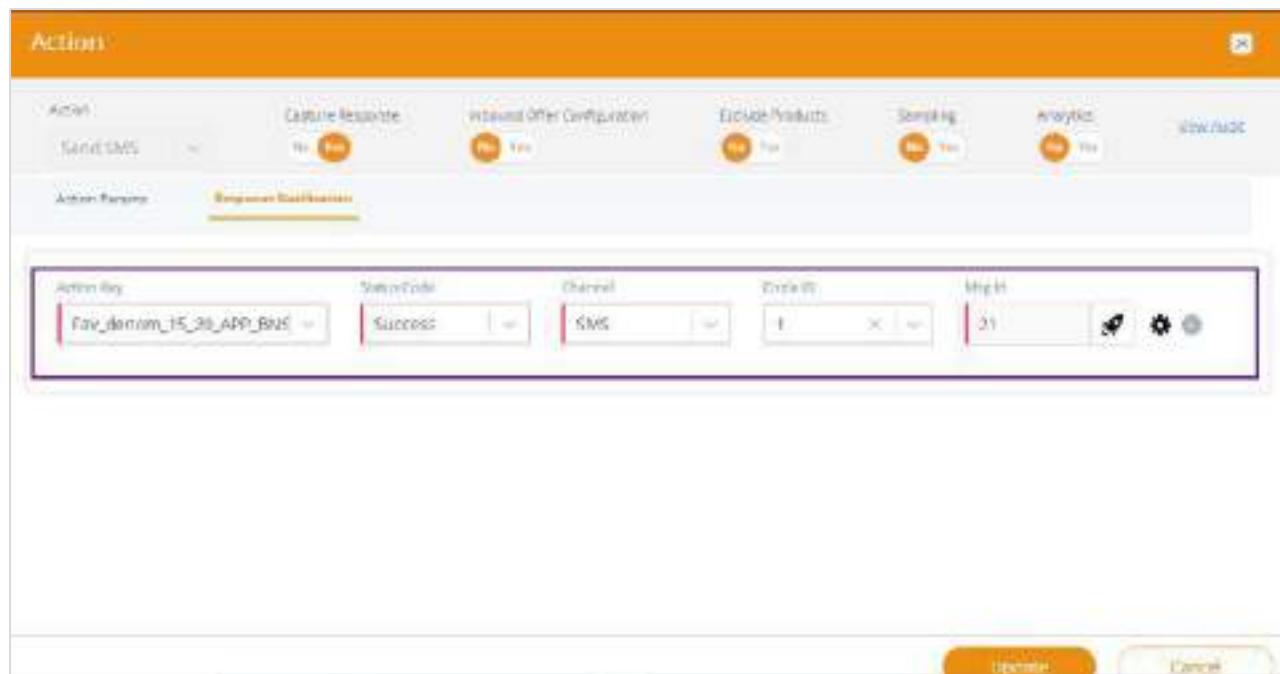


Figure 272 Action – Response Notification

- Click the **Add** button to add multiple response notification details.

Note: The following screen is displayed if “**Inbound Offer Details**” is enabled.

Action

Action
Capture Response
Inbound Offer Configuration
Exclude Products
Sampling
Analytics
[View Audit](#)

No
 Yes

No
 Yes

No
 Yes

No
 Yes

Action Params

ACTION_KEY

Delivery Circle

Channel

Action Type

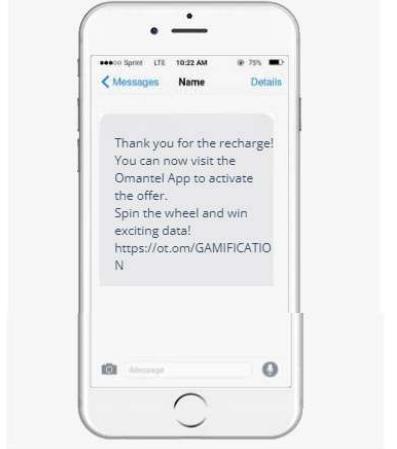
Sender ID

Message ID

Product ID

ProfileNames (Optional)

SMS Preview -ENGLISH



Inbound Offer Details

Offer Type
Products
Product Order

Figure 273 Action– Inbound Offer Details

6. Enter the following information in the corresponding fields. If fields marked with “**I**” are mandatory.

Field	Description
Inbound Offer Details	
Offer Type	Select the inbound offer in the drop-down list. For example, “ Data Offer ”.
Products	Select the product in the drop-down list. For example, “ Game Prepaid 30 GB 7 Days ”.
Product Order	Execution priority for the product if multiple offers exist.

Field	Description
	<ul style="list-style-type: none"> Click the Add button to add multiple offer details. Click the Delete button to delete the existing offer details.

- After providing the required details, click **Add Offers**.

A confirmation message is displayed, indicating that the inbound offer is updated successfully.

Note: The following screen is displayed if “Exclude Products” is enabled.

Action
EN English (United States) English (India)

Action
Capture Response
Inbound Offer Configuration
Exclude Products
Sampling
Analytics
[View Audit](#)

Action Params
SMS Preview -ENGLISH

ACTION_KEY

Delivery Circle

Channel

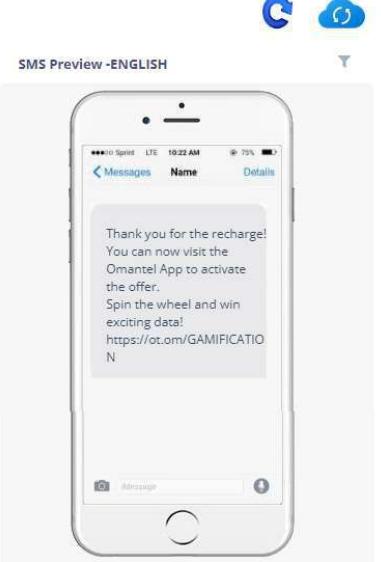
Action Type

Sender ID

Message ID

Product ID

ProfileNames (Optional)



Exclde Product Details

Promoted Products

Product

Exclusion Field Name

Update
Cancel

Figure 274 Action– Exclude Products Details

- Enter the following information in the corresponding fields. If fields marked with “**I**” are mandatory.

Field	Description
Exclude Products	
Promoted Products	Select the product being promoted but excluded under certain conditions in the drop-down list. For example, " Game 1 GB Data 2 Days ".
Product	Select the specific product being excluded from this campaign in the drop-down list. For example, " Game Prepaid 30 GB Data 12 Days ".
Exclusion Field Name	Select the exclusion field name in the drop-down list. For example, " Spend Game_ID ".

Note: The following screen is displayed if "Sampling" is enabled.

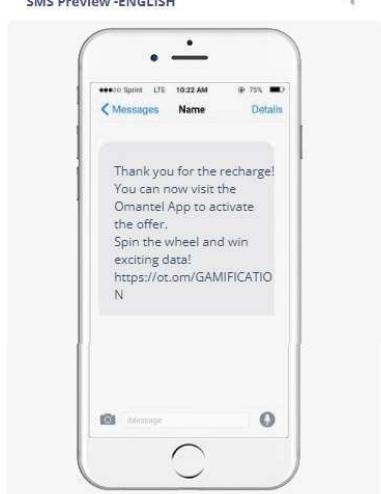
Action
EN English (United States)
English (India)
X

Action
Capture Response
Inbound Offer Configuration
Exclude Products
Sampling
Analytics
[View Audit](#)

Action Params

ACTION_KEY	Delivery Circle	C	U
Fav_denom_15_20_APP_BNS	RealTime_Campaigns	X ▾	X ▾
Channel	Action Type		
SMS	Bonus		
Sender ID	Message ID		
Omantel	2113	<input type="button" value="rocket icon"/>	
Product ID	ProfileNames (Optional)		

SMS Preview -ENGLISH



Sampling Details

Skip Global Sampling	Sampling
False	UNIVERSAL SAMPL...

Update
Cancel

Figure 275 Action– Sampling Details

8. Enter the following information in the corresponding fields. If fields marked with “|” are mandatory.

Field	Description
Sampling	
Skip Global Sampling	Select “Yes” to skip global sampling logic. Or Select “No” to not skip.
Sampling	Select A defined sample set applied for campaign targeting in the dropdown list. For example, “Universal Sampling”.

Note: The following screen is displayed if “Analytics” is enabled.

Action
EN English (United States) English (India)

Action
Capture Response
Inbound Offer Configuration
Exclude Products
Sampling
Analytics
[View Audit](#)

Action Params

ACTION_KEY

Delivery Circle

Channel

Action Type

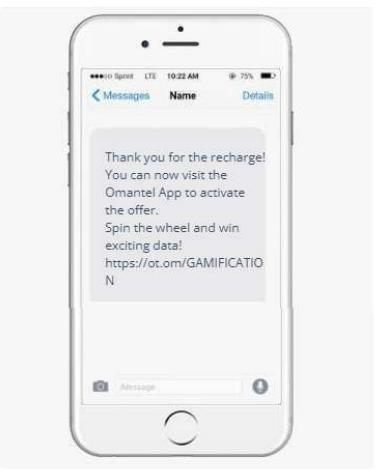
Sender ID

Message ID

Product ID

ProfileNames (Optional)

SMS Preview -ENGLISH



Analytics Details

Analytics

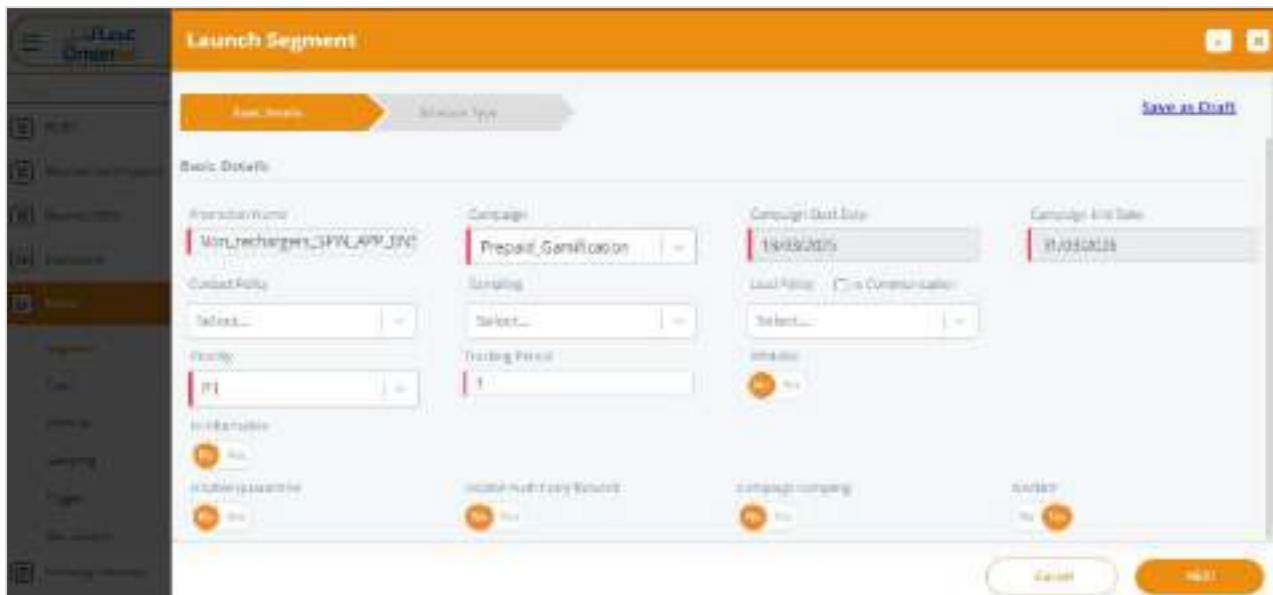
Update
Cancel

Figure 276 Action– Analytics

9. Enter the following information in the corresponding fields. If fields marked with “|” are mandatory.

Field	Description
Analytical Details	
Analytics	Select the predictive model to evaluate campaign details in the drop-down list. For example, “ Auto Pilot”.

10. After providing the required details, click **Launch**. The following screen will be displayed.



The screenshot shows the 'Launch Segment' screen. On the left is a sidebar with various icons and sections. The main area has a header 'Launch Segment' with tabs 'Basic Details' and 'Advanced'. Under 'Basic Details', there are several input fields: 'Segment Name' (set to 'User_recharge13PIN_APP10'), 'Campaign' (set to 'Prepaid_Gamification'), 'Campaign Start Date' (set to '18/09/2015'), 'Campaign End Date' (set to '18/09/2015'), 'Contact Policy' (set to 'Patient...'), 'Segment' (set to 'Select...'), 'Tracking Period' (set to '1'), 'Lead Filter' (set to 'From Communication'), 'Priority' (set to 'P1'), 'Information' (set to 'None'), 'Marketing Segment' (set to 'None'), 'Segment Matching Method' (set to 'None'), 'Campaign Mapping' (set to 'None'), and 'Number' (set to '1'). At the bottom are 'Cancel' and 'Launch' buttons.

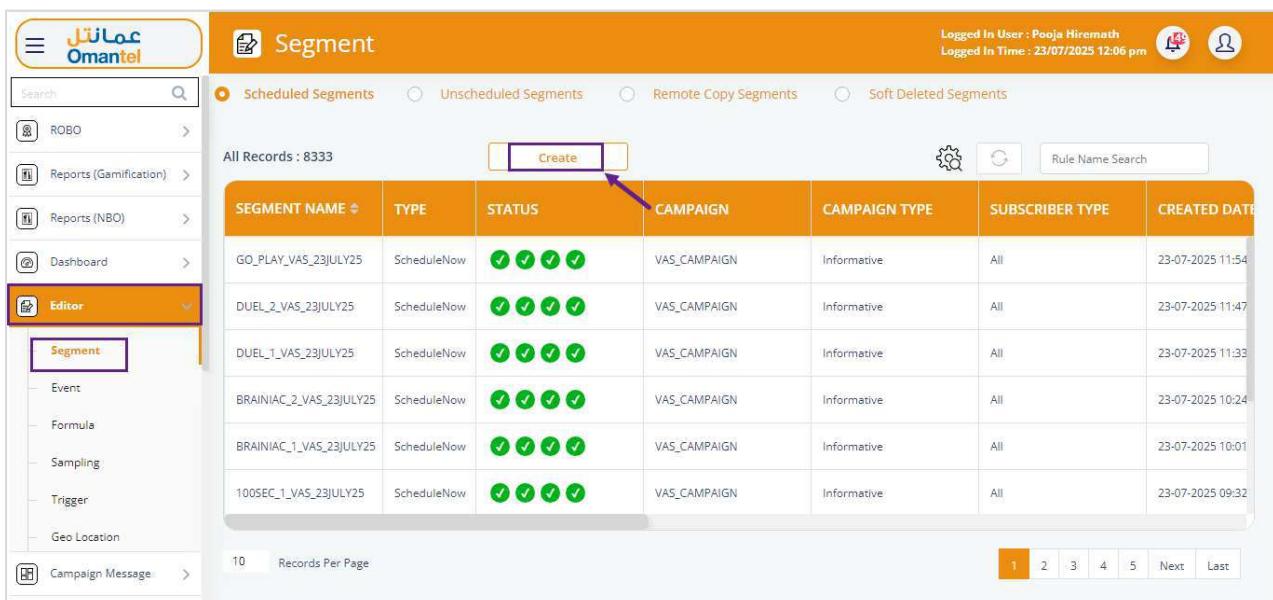
Figure 277 Lauch Segment

For more details about the launch segment, see the section [Action](#).

8.3.2.8 Muscat_Airport_SMS_Prepaid

Muscat_Airport_SMS_Prepaid is a segment for identifying active mobile prepaid consumer users who are physically present at the Muscat Airport area (based on latitude and longitude), have not received a specific Muscat Airport Campaign SMS in the past 7 days, and who are eligible for an automatic bonus action.

1. On the **Segment** screen, click the **Create** button to create a new segment. Refer to the following screen.



The screenshot shows the 'Segment' screen in the Omantel Magik application. The top navigation bar includes the Omantel logo, search, and user information ('Logged In User: Pooja Hiriyath, Logged In Time: 23/07/2025 12:06 pm'). Below the header are tabs for 'Scheduled Segments' (selected), 'Unscheduled Segments', 'Remote Copy Segments', and 'Soft Deleted Segments'. A table lists 8333 records, each with columns for Segment Name, Type, Status, Campaign, Campaign Type, Subscriber Type, and Created Date. The 'Create' button is highlighted with a purple box and an arrow pointing to it. The left sidebar shows navigation links like ROBO, Reports (Gamification), Reports (NBO), Dashboard, Editor (selected), Event, Formula, Sampling, Trigger, Geo Location, and Campaign Message.

SEGMENT NAME	TYPE	STATUS	CAMPAIGN	CAMPAIGN TYPE	SUBSCRIBER TYPE	CREATED DATE
GO_PLAY_VAS_23JULY25	ScheduleNow	✓ ✓ ✓ ✓	VAS_CAMPAIGN	Informative	All	23-07-2025 11:54
DUEL_2_VAS_23JULY25	ScheduleNow	✓ ✓ ✓ ✓	VAS_CAMPAIGN	Informative	All	23-07-2025 11:47
DUEL_1_VAS_23JULY25	ScheduleNow	✓ ✓ ✓ ✓	VAS_CAMPAIGN	Informative	All	23-07-2025 11:33
BRAINIAC_2_VAS_23JULY25	ScheduleNow	✓ ✓ ✓ ✓	VAS_CAMPAIGN	Informative	All	23-07-2025 10:24
BRAINIAC_1_VAS_23JULY25	ScheduleNow	✓ ✓ ✓ ✓	VAS_CAMPAIGN	Informative	All	23-07-2025 10:01
100SEC_1_VAS_23JULY25	ScheduleNow	✓ ✓ ✓ ✓	VAS_CAMPAIGN	Informative	All	23-07-2025 09:32

Figure 278 Segment – New Segment

2. After clicking the **Create** button, the following screen will be displayed.



The screenshot shows the 'New Segment - Input Screen'. The main area is a large, empty white space for entering segment details. On the left side, there is a vertical sidebar with several icons and text labels, likely representing different configuration or selection options for the new segment.

Figure 279 New Segment – Input Screen

3. On the **New Segment** screen, click  >> **Condition** to add a condition. Refer to the following screen.

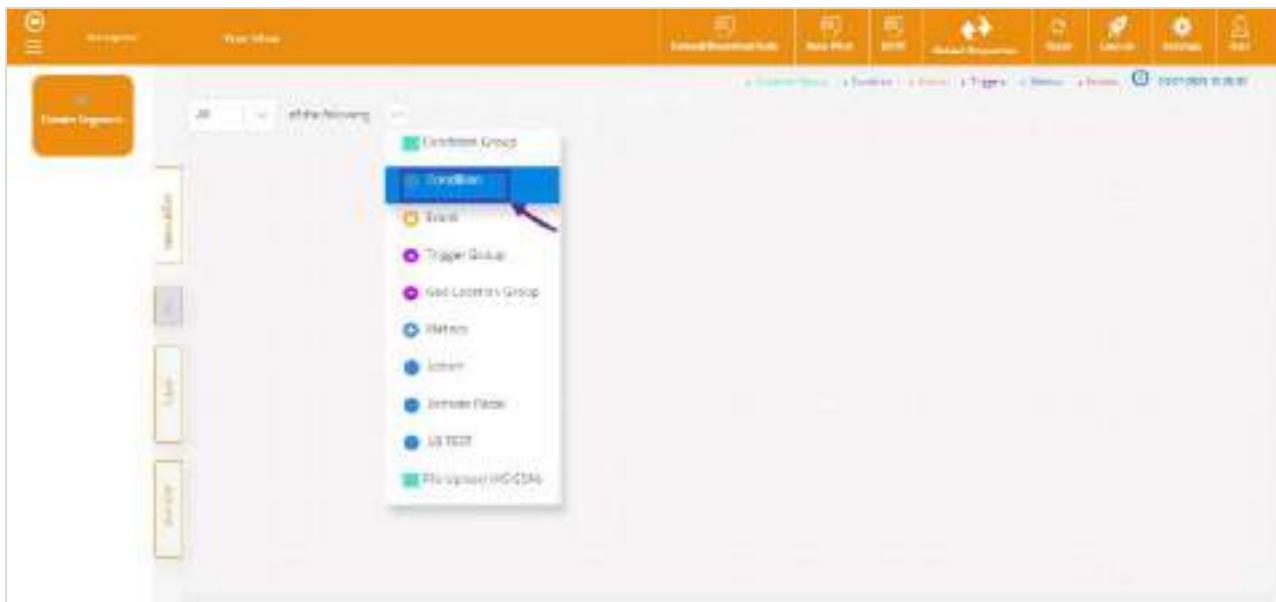


Figure 280 New Segment – Condition

The following are the conditions and actions configured for the campaign:

Top Level Segment Conditions:

- Geo_location_latitude
- Geo_location_longitude
- C360 Status
- C360 Line Type
- C360 Business
- C360 TRA Flag 365days
- LC_NONDELIVERED_LAST_7_DAYS.

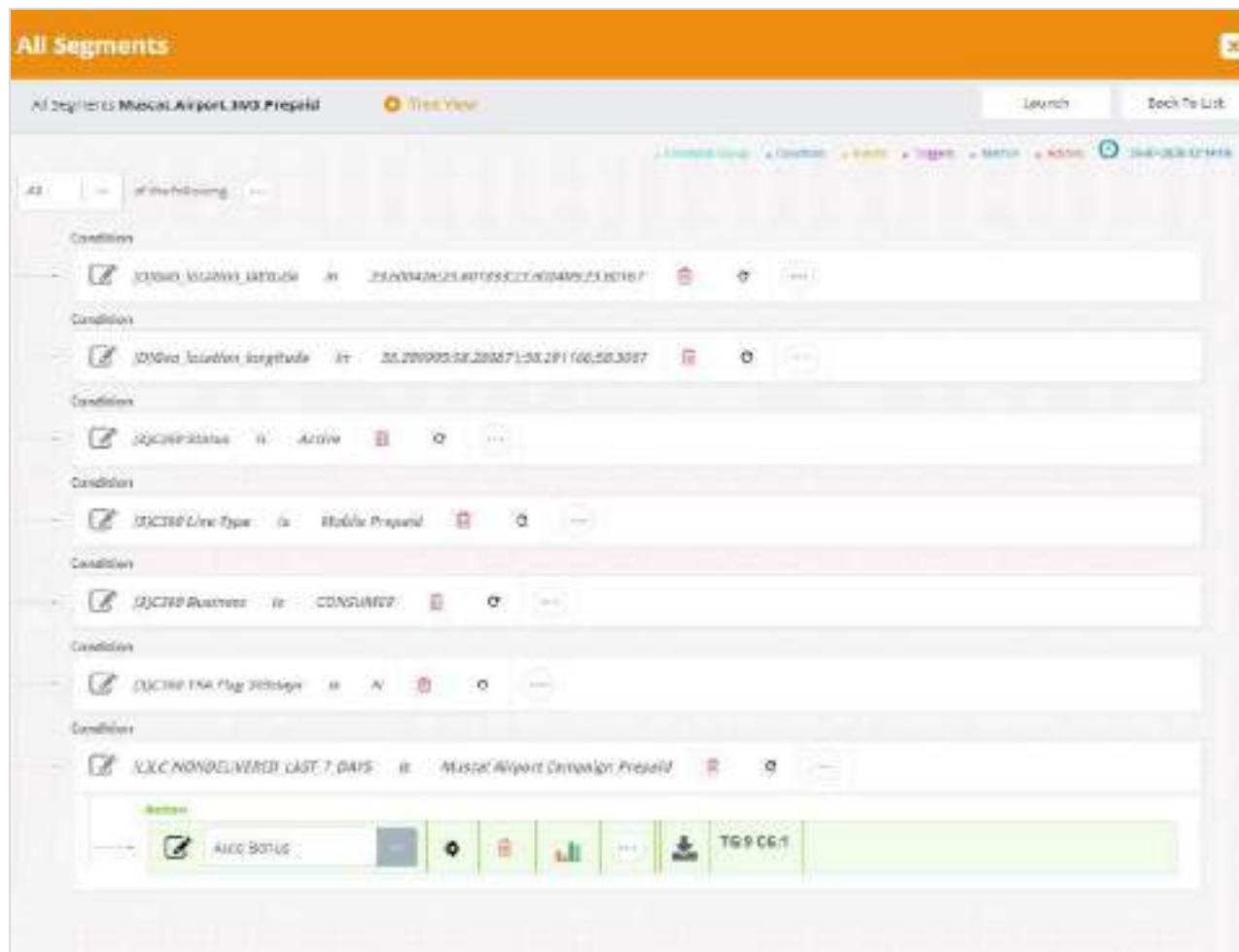
Action:

- Auto Bonus

For more details about adding conditions, see the section [**Add Condition to Rule**](#).

For more details about adding actions, see the section [**Action**](#).

4. After adding the relevant conditions and actions, the following screen will be displayed.



The screenshot shows the 'All Segments' interface with the segment 'All Segments Muscat_Airport_SMS_Prepaid' selected. The interface has a top navigation bar with 'Launch' and 'Back To List' buttons. Below the navigation is a toolbar with icons for 'Conditions', 'Actions', 'Reports', 'Metrics', and 'Admin'. The main area is divided into sections:

- Conditions:** A list of conditions with checkboxes and dropdown menus. Conditions include:
 - Condition: OJACM_VISITORS_LATITUDE <= -29.60042623.801195317.40149923.80167
 - Condition: OJACM_Latitude_longitude <= 23.29999533.202871-38.281160.503087
 - Condition: OJACM_Status = ACTIVE
 - Condition: OJACM_LineType = Mobile_Prepaid
 - Condition: OJACM_Business = CONSUMED
 - Condition: OJACM_FSA_Flag_Disable = N
 - Condition: OJACM_NONDELIVERED_LAST_7_DAYS = Muscat_Airport_Citizen_Prepaid
- Actions:** A section containing a 'Run' button and several icons for different actions: AUDIO BOTUS, FILE, PRINT, REPORT, DOWNLOAD, and TTS CE 1.

Figure 281 All Segments - Muscat_Airport_SMS_Prepaid

8.3.2.8.1 Actions

This option allows users to configure the parameters required to run the selected campaign.

1. On the **New Segment** screen, click the **Settings** button  to configure the parameters. The following screen will be displayed.

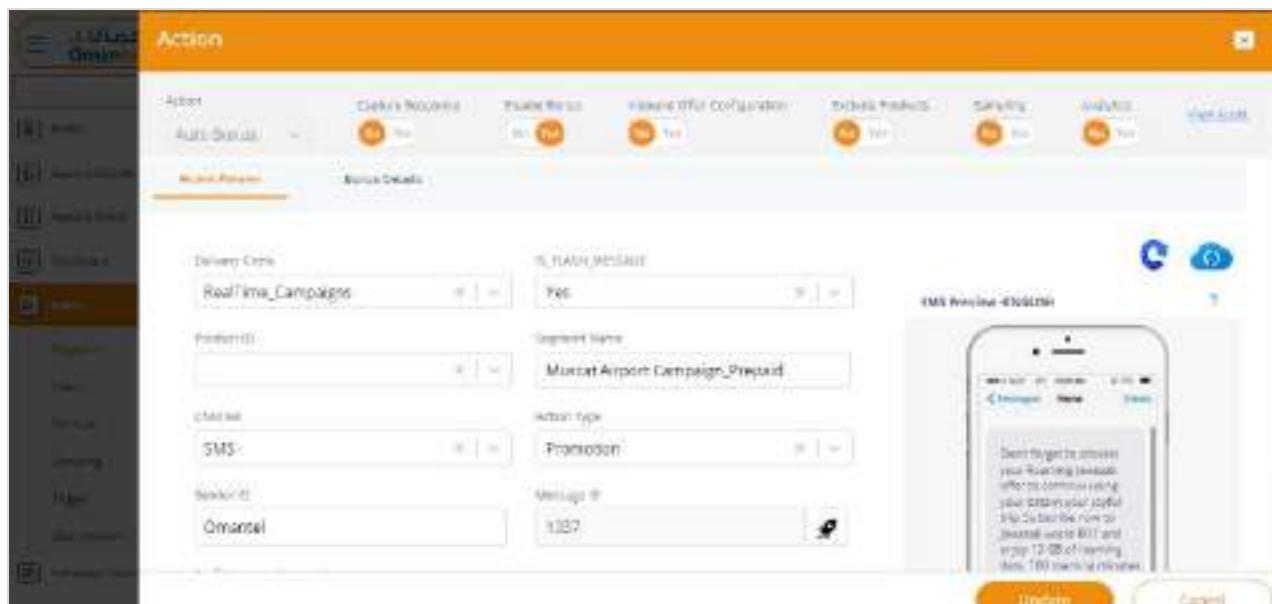


Figure 282 Action Input Screen

2. Enter the following information in the corresponding fields. If fields marked with “|” are mandatory.

Field	Description
Delivery Circle	Select the delivery circle in the drop-down list. For example, “ Real_Time Campaigns ”.
IS_FLASH_MESSAGE	Select “ Yes ” in the drop-down list for the SMS to be sent as a flash message. It will appear directly on screen.
Product ID	Select the product or offer being targeted in the drop-down list. For example, “ Dynamic_HAYYAK4 ”.
Segment Name	Enter the name of the segment to which this action is applied. For example, “ Muscat_Airport_Campaign_Prepaid ”.
Channel	Select the medium used to deliver the offer in the drop-down list. For example, “ SMS ”.
Action Type	Select the type of action in the drop-down list. For example, “ Promotion ”.
Sender ID	Enter the name that appears as the sender of the SMS. For example, “ Omantel ”.
Message ID	Enter the predefined message template ID used for this communication. For example, “ 1337 ”.
Profile Names (Optional)	Enter the profile name in this field.

Note: The following screen is displayed if “Capture Response” is enabled.

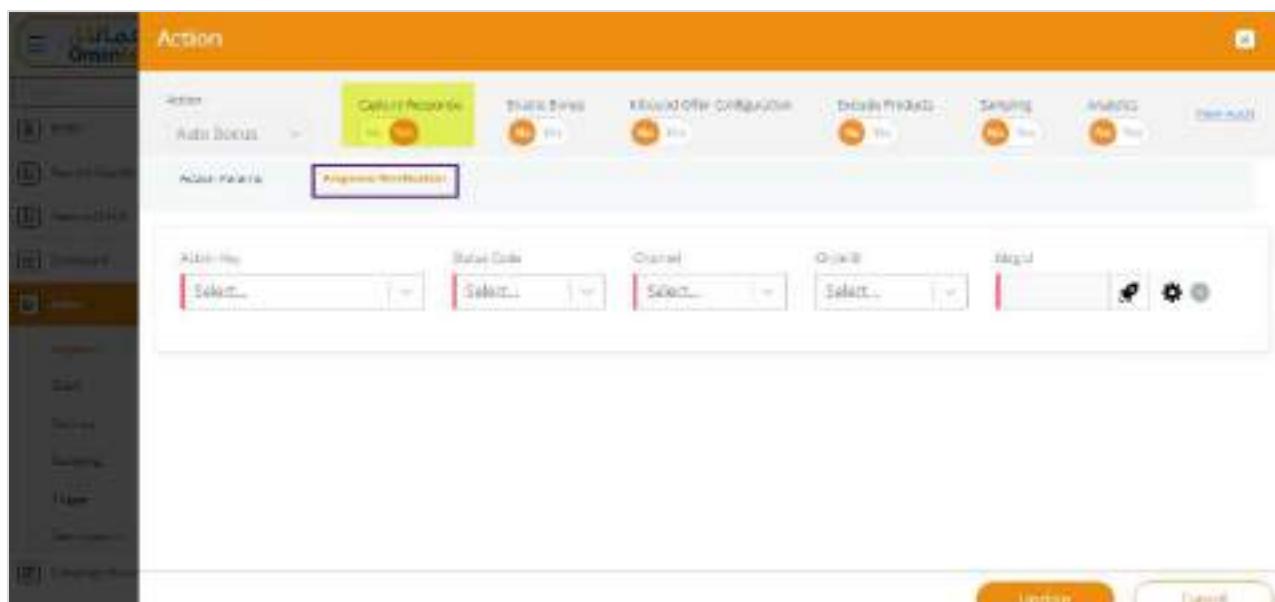
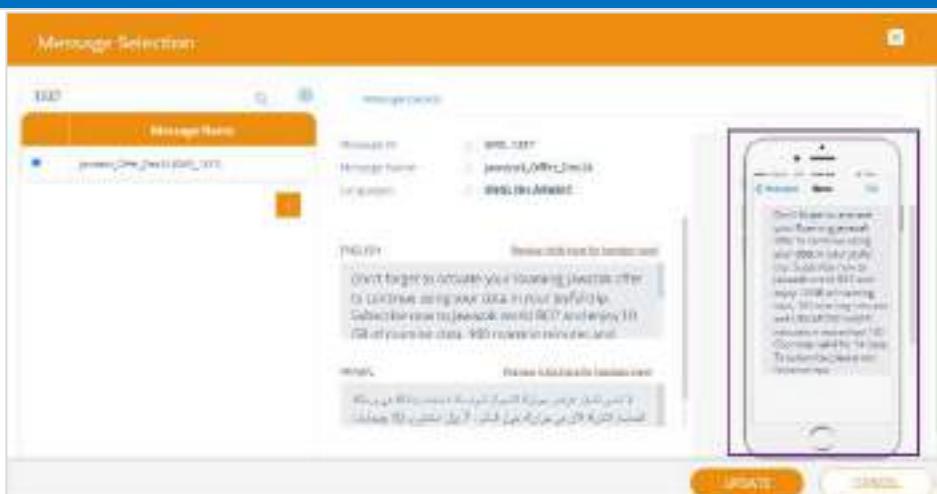


Figure 283 Action– Capture Response

- Enter the following information in the corresponding fields. If fields marked with “|” are mandatory.

Field	Description
Response Notification	
When enabled, it captures the response status of the targeted users after the offer is sent.	
Action Key	Select the type of action for which the response is being captured in the drop-down list. For example, “ Muscat_Airport_Push ”.
Status Code	Select the status of the action in the drop-down list. For example, Success.
Channel	Select the channel used to send the notification to the user. For example, “ SMS ”.
Circle ID	Select the circle to which the user belongs. For example, “ 1 ”.
Msg Id	<p>Indicates the message template ID used for the notification.</p> <p>Select  to select the message. The following screen will be displayed.</p>  <ul style="list-style-type: none"> Select the Message that needs to be sent to the user. The following screen will be displayed.

Field	Description
	 <ul style="list-style-type: none"> The selected message details will be displayed, and click Update will save the action.

4. After providing the required details, the following screen will be displayed.

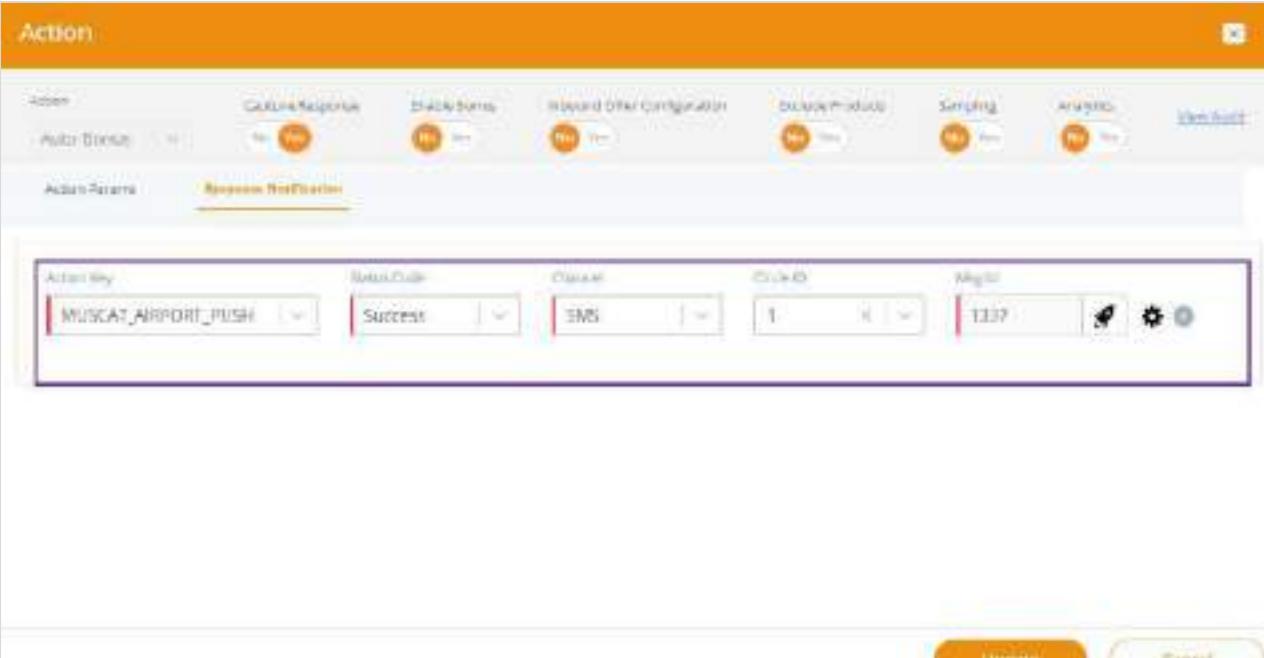


Figure 284 Action – Response Notification

- Click the **Add** button to add multiple response notification details.

Note: The following screen is displayed if “Enable Bonus” is enabled.

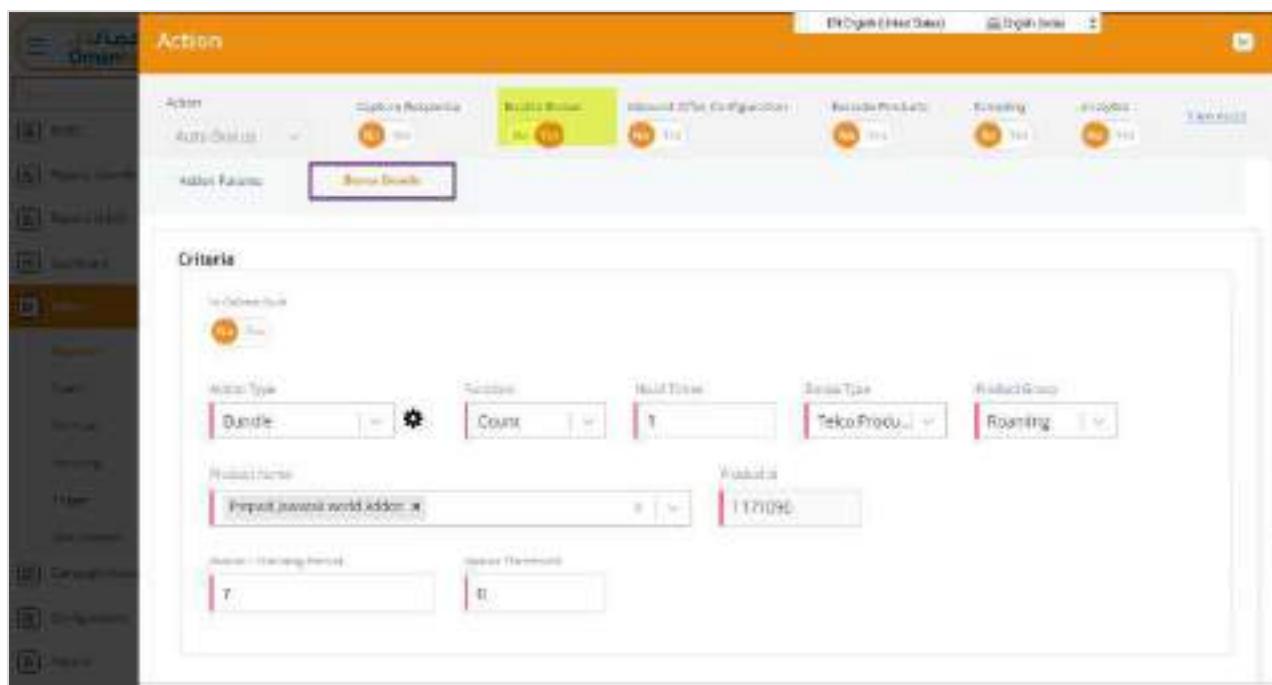


Figure 285 Action– Enable Bonus

- Enter the following information in the corresponding fields. If fields marked with “|” are mandatory.

Field	Description
Enable Bonus	
Is Online Rule	Indicates whether the rule is processed in real-time (Yes) or offline (No).
Trigger	Select the trigger in the drop-down list. For example, “SMS Activation”. Note: This field is displayed if “Is Online Rule” is enabled.
Action Type	Select the action that triggers the bonus in the drop-down list. The following are the available action types: <ul style="list-style-type: none"> Recharge Bundle Profile Spend
Function	Enter the logical operation used for evaluation in the drop-down list. The following are the available functions: <ul style="list-style-type: none"> Count Sum Range Equals Usage
No of Times	Enter the number of times the “Action Type” needs to occur to trigger the rule. Note: This field is displayed if “Count” is selected in the drop-down list of

Field	Description
	Function.
Denomination	<p>Enter the denomination related to the action type. For "Recharge," it is an exact recharge amount.</p> <p>Note: This field is displayed if "Count" is selected in the drop-down list of Function.</p>
Min Amount	<p>Enter the minimum monetary value required for the action to count towards the bonus criteria.</p> <p>Note: This field is displayed if "Sum" or "Range" is selected in the drop-down list of Function.</p>
Max Amount	<p>Enter the maximum monetary value for the action to count towards the bonus criteria.</p> <p>Note: This field is displayed if "Sum" or "Range" is selected in the drop-down list of Function.</p>
Service Type	<p>Select the service type in the drop-down list. For example, "SMS".</p> <p>Note: This field is displayed if "Spend" is selected in the drop-down list of Action Type.</p>
Min Usage	<p>Enter the minimum amount of usage required for the action to count towards the bonus criteria.</p> <p>Note: This field is displayed if "Usage" is selected in the drop-down list of Function.</p>
Max Usage	<p>Enter the maximum amount of usage allowed for the action to count towards the bonus criteria.</p> <p>Note: This field is displayed if "Usage" is selected in the drop-down list of Function.</p>
Value	<p>Enter the value that the action type needs to match in this field.</p> <p>Note: This field is displayed if "Equals" is selected in the drop-down list of Function.</p>
Bonus Type	<p>Select the category of bonus being applied in the drop-down list. For example, "Telco Product".</p>
Product Group	<p>Select the category of the product being targeted in the drop-down list. For example, "Data Offer".</p> <p>Note: This field is displayed if "Telco Product" is selected in the drop-down list of Product Group.</p>
Product Name	<p>Select the specific product(s) associated with the rule in the drop-down list. For example, "Jawazak UAE Unlimited".</p> <p>Note: This field is displayed if "Bundle" is selected in the drop-down list of Action Type.</p>
Product ID	<p>Enter the unique identifier for the selected product.</p> <p>Note: This field is displayed if "Bundle" is selected in the drop-down list of Action Type.</p>

Field	Description
Action - Tracking Period	Enter the time duration (in days) during which the user action is tracked.
Bonus Threshold	Enter the minimum number of actions required to qualify for the bonus.
Schedule Details	
Schedule Type	<p>Select how frequently the rule should be executed in the drop-down list. The following are the available schedule types:</p> <ul style="list-style-type: none"> • Daily • Interval
Day	Enter the number of days between scheduled runs.
Hour	Enter the hours between intervals if the interval type is selected.
Minutes	Enter the minutes between intervals if the interval type is selected.
Time	Select the time of the schedule to be executed.

Note: The following screen is displayed if “Inbound Offer Details” is enabled.

Action

Action
Capture Response
Enable Bonus
Inbound Offer Configuration
Exclude Products
Sampling
Analytics
[View Audit](#)

Auto Bonus
No | Yes

Action Params
Bonus Details

Delivery Circle

IS_FLASH_MESSAGE

Product ID

Segment Name

Channel

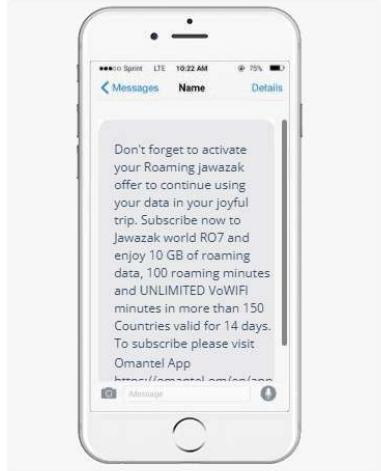
Action Type

Sender ID

Message ID

ProfileNames (Optional)

SMS Preview -ENGLISH



Inbound Offer Details

Offer Type
Products
Product Order

Figure 286 Action– Inbound Offer Details

6. Enter the following information in the corresponding fields. If fields marked with “|” are mandatory.

Field	Description
Inbound Offer Details	
Offer Type	Select the inbound offer in the drop-down list. For example, “ Data Offer ”.
Products	Select the product in the drop-down list. For example, “ Game Prepaid 30 GB 7 Days ”.

Field	Description
Product Order	Execution priority for the product if multiple offers exist. <ul style="list-style-type: none"> • Click the Add button to add multiple offer details. • Click the Delete button to delete the existing offer details.

- After providing the required details, click **Add Offers**.

A confirmation message is displayed, indicating that the inbound offer is updated successfully.

Note: The following screen is displayed if “Exclude Products” is enabled.

Action

EN English (United States)
English (India)
X

Action
Capture Response
Enable Bonus
Inbound Offer Configuration
Exclude Products
Sampling
Analytics
[View Audit](#)

Action Params
Bonus Details

Delivery Circle
IS_FLASH_MESSAGE

RealTime_Campaigns
Yes

Product ID
Segment Name

Muscat Airport Campaign_Prepaid

Channel
Action Type

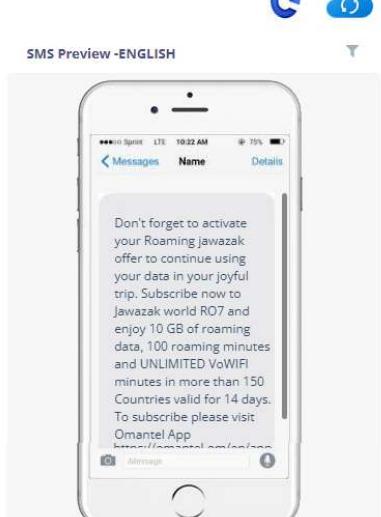
SMS
Promotion

Sender ID
Message ID

Omantel
1337

ProfileNames (Optional)

SMS Preview -ENGLISH



Exclude Product Details

Promoted Products	Product	Exclusion Field Name
Select...	Select...	Select...

Update
Cancel

Figure 287 Action– Exclude Products Details

- Enter the following information in the corresponding fields. If fields marked with “|” are mandatory.

Omantel, Magik User Manual.
236

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Page

Field	Description
Exclude Products	
Promoted Products	Select the product being promoted but excluded under certain conditions in the drop-down list. For example, " Game Prepaid 30 GB 7 Days ".
Product	Select the specific product being excluded from this campaign in the drop-down list. For example, " Hayyak 20_Khareef Data 25GB ".
Exclusion Field Name	Select the exclusion field name in the drop-down list. For example, " c360 Roaming Payg Rev Last 60 Days ".

Note: The following screen is displayed if "Sampling" is enabled.

Action
EN English (United States)
English (India)
X

Action
Capture Response
Enable Bonus
Inbound Offer Configuration
Exclude Products
Sampling
Analytics

No
 Yes
 No
 Yes
 No
 Yes
 No
 Yes
[View Audit](#)

Action Params
Bonus Details

Delivery Circle

IS_FLASH_MESSAGE

Product ID

Segment Name

Channel

Action Type

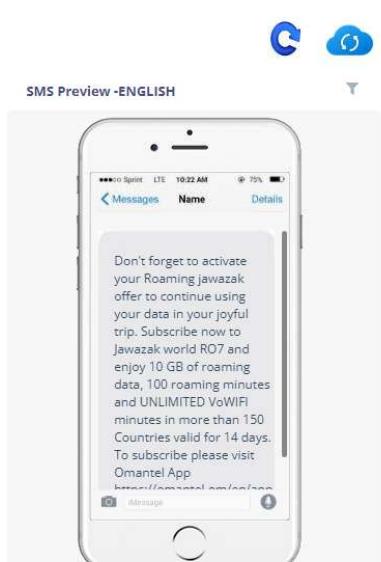
Sender ID

Message ID

Rocket icon

ProfileNames (Optional)

SMS Preview -ENGLISH



Sampling Details

Skip Global Sampling
Sampling

False
 UNIVERSAL SAMPLING

Figure 288 Action– Sampling Details

8. Enter the following information in the corresponding fields. If fields marked with “**|**” are mandatory.

Field	Description
Sampling	
Skip Global Sampling	Select “ Yes ” to skip global sampling logic. Or Select “ No ” to not skip.
Sampling	Select A defined sample set applied for campaign targeting in the dropdown list. For example, “ Universal Sampling ”.

Note: The following screen is displayed if “**Analytics**” is enabled.

Action

EN English (United States) English (India)

Action

Auto Bonus Capture Response Enable Bonus Inbound Offer Configuration Exclude Products Sampling Analytics

Action Params Bonus Details

Delivery Circle: IS_FLASH_MESSAGE
RealTime_Campaigns Yes

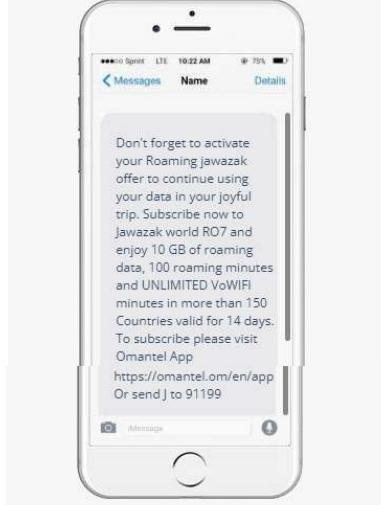
Product ID Segment Name
MUSCAT_AIRPORT_CAMPAIGN_PREPAID

Channel Action Type
SMS Promotion

Sender ID Message ID
Omantel 1337

ProfileNames (Optional)

SMS Preview -ENGLISH



Analytics Details

Analytics

Select...

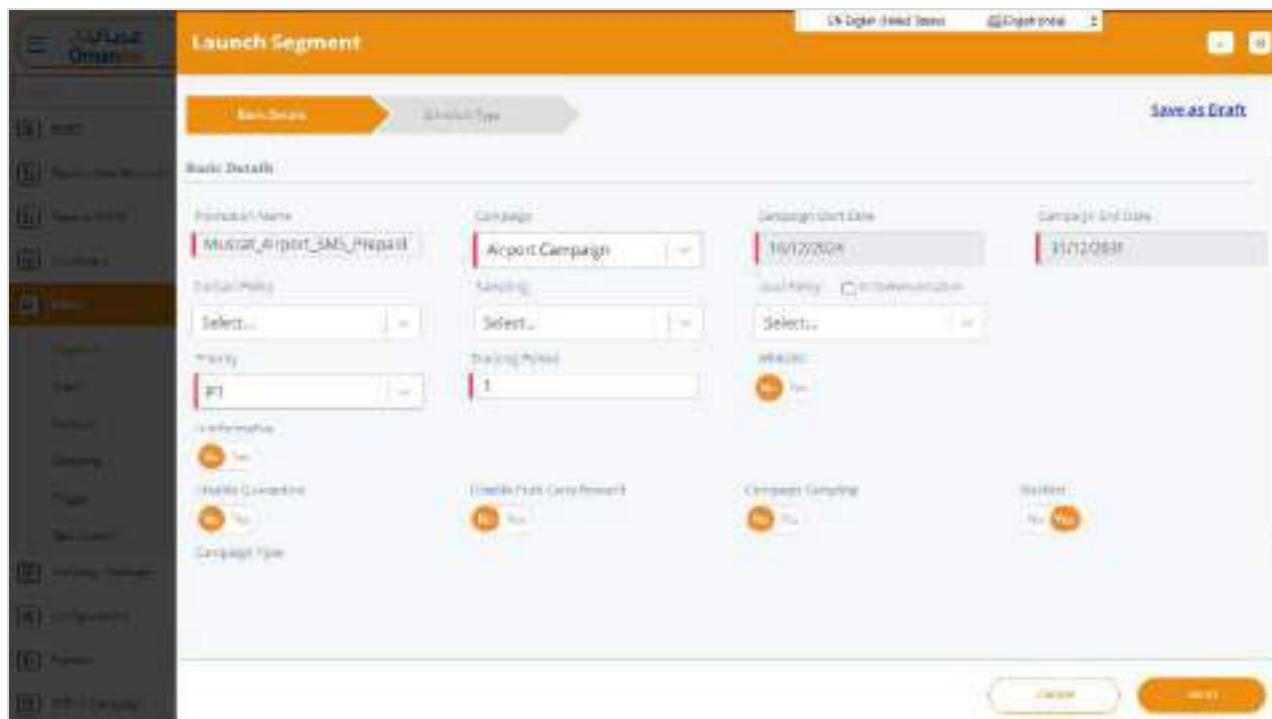
Update Cancel

Figure 289 Action– Analytics

- Enter the following information in the corresponding fields. If fields marked with “!” are mandatory.

Field	Description
Analytical Details	
Analytics	Select the predictive model to evaluate campaign details in the drop-down list. For example, “ Auto Pilot”.

- After providing the required details, click **Launch**. The following screen will be displayed.



The screenshot shows the 'Launch Segment' screen in a software application. The top navigation bar includes 'Omantel', 'Digital', 'Digital Tools', 'Digital Tools', 'Save as Draft', and other icons. On the left, a sidebar lists various menu items under 'Omantel'. The main form is titled 'Launch Segment' and has two tabs: 'Basic Details' (selected) and 'Advanced'. Under 'Basic Details', there are fields for 'Protocol Name' (MUSCAT_Airport_SMS_Prepaid), 'Campaign' (Airport Campaign), 'Campaign Start Date' (16/12/2018), 'Campaign End Date' (31/12/2018), 'Targeting' (Select...), 'Priority' (P1), 'Tracking Period' (1), 'Status' (Active), and 'Information' (Health Monitoring, Create Plan, Carry Forward, Segment Type). At the bottom are 'Cancel' and 'Save & Next' buttons.

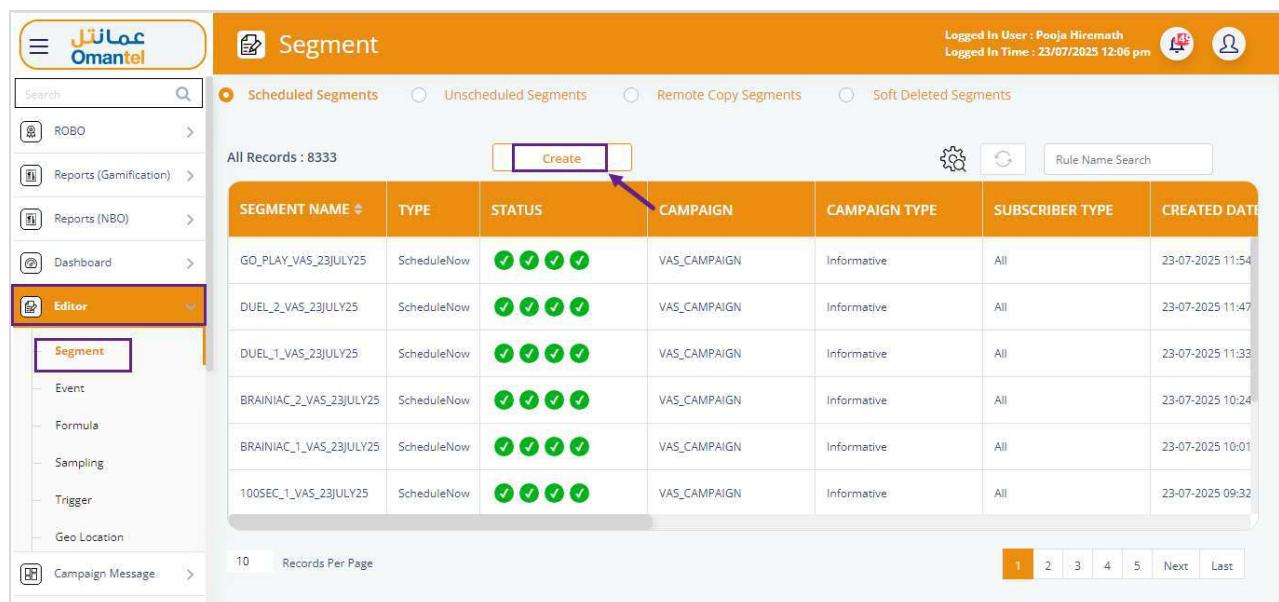
Figure 290 Launch Segment

For more details about the launch segment, see the section [**Action**](#).

8.3.2.9 DhofarKhareef_Postpaid_Addon1

This segment is designed to target specific Omantel postpaid customers in the Dhofar region. The segment first filters for a general audience and then checks if they belong to any one of several specific plan-based sub-groups.

1. On the **Segment** screen, click the **Create** button to create a new segment. Refer to the following screen.



The screenshot shows the 'Segment' page in a software application. At the top, there are tabs for 'Scheduled Segments', 'Unscheduled Segments', 'Remote Copy Segments', and 'Soft Deleted Segments'. The 'Scheduled Segments' tab is selected. The main area displays a table with the following columns: SEGMENT NAME, TYPE, STATUS, CAMPAIGN, CAMPAIGN TYPE, SUBSCRIBER TYPE, and CREATED DATE. There are six rows of data in the table. A blue arrow points to the 'Create' button at the top right of the table header. The left sidebar has a 'Editor' section with a 'Segment' option selected.

SEGMENT NAME	TYPE	STATUS	CAMPAIGN	CAMPAIGN TYPE	SUBSCRIBER TYPE	CREATED DATE
GO_PLAY_VAS_23JULY25	ScheduleNow	✓ ✓ ✓ ✓	VAS_CAMPAIGN	Informative	All	23-07-2025 11:54
DUEL_2_VAS_23JULY25	ScheduleNow	✓ ✓ ✓ ✓	VAS_CAMPAIGN	Informative	All	23-07-2025 11:47
DUEL_1_VAS_23JULY25	ScheduleNow	✓ ✓ ✓ ✓	VAS_CAMPAIGN	Informative	All	23-07-2025 11:33
BRAINIAC_2_VAS_23JULY25	ScheduleNow	✓ ✓ ✓ ✓	VAS_CAMPAIGN	Informative	All	23-07-2025 10:24
BRAINIAC_1_VAS_23JULY25	ScheduleNow	✓ ✓ ✓ ✓	VAS_CAMPAIGN	Informative	All	23-07-2025 10:01
100SEC_1_VAS_23JULY25	ScheduleNow	✓ ✓ ✓ ✓	VAS_CAMPAIGN	Informative	All	23-07-2025 09:32

Figure 291 Segment – New Segment

- After clicking the **Create** button, the following screen will be displayed.



The screenshot shows the 'New Segment' input screen. On the left, there is a vertical sidebar with icons for 'Event', 'Formula', 'Sampling', 'Trigger', and 'Geo Location'. The main area contains a large, empty text input field. In the top right corner of this field, there is a small icon consisting of three dots connected by lines, which is typically used for opening a dropdown or a modal dialog. The top navigation bar includes tabs for 'Segment', 'Event', 'Formula', 'Sampling', 'Trigger', and 'Geo Location'.

Figure 292 New Segment – Input Screen

- On the **New Segment** screen, click  >> **Condition** to add a condition. Refer to the following screen.

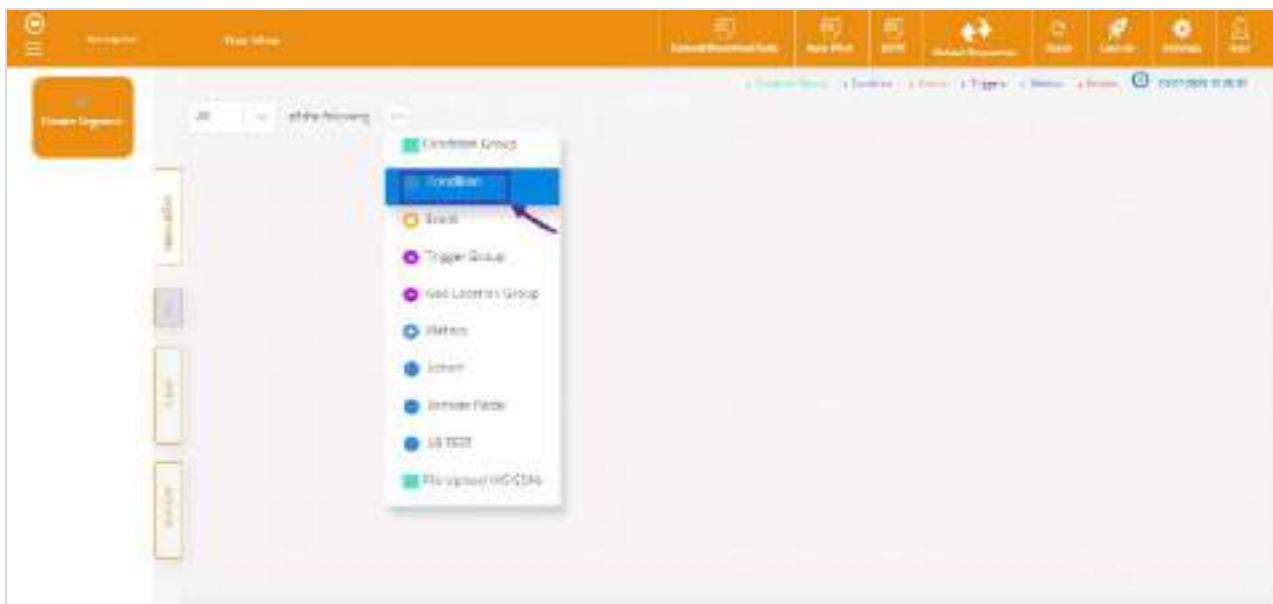


Figure 293 New Segment – Condition

The following are the conditions and actions configured for the campaign:

Top Level Segment Conditions:

- [D]Geo_location_region is Dhofar
- [3]C360 Status is Active
- [3]C360 Line Type is Mobile Postpaid
- [3]C360 Business is CONSUMER
- [3]C360 TRA Flag 365days is N

Condition Group:

- [L]Campaign Sent Date
- [L]Campaign Non Delivered
- [S]Subscription Event Date
- [S]Products Non Subscribed

Conditions:

- [3]C360 Current Plan
- [L]LC_NONDELIVERED_LAST_7_DAYS

Action:

- Auto Bonus

For more details about adding conditions, see the section [**Add Condition to Rule.**](#)

For more details about adding actions, see the section [**Action.**](#)

4. After adding the relevant conditions and actions, the following screen will be displayed.

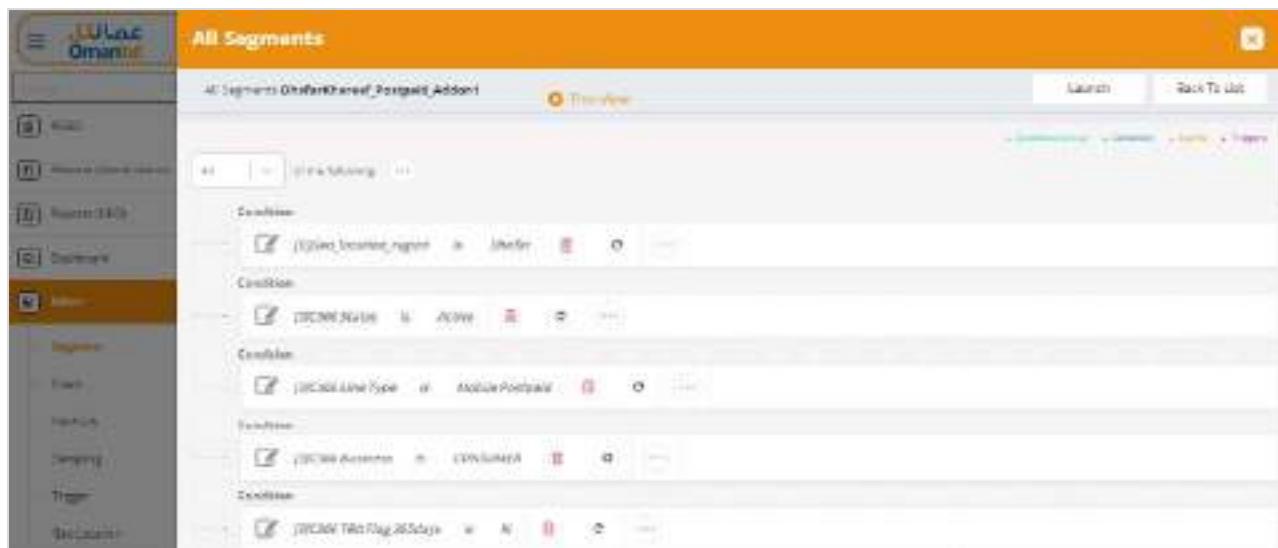


Figure 294 All Segments - DhofarKhareef_Postpaid_Addon1

Note: For better viewing, the image is split into multiple halves.

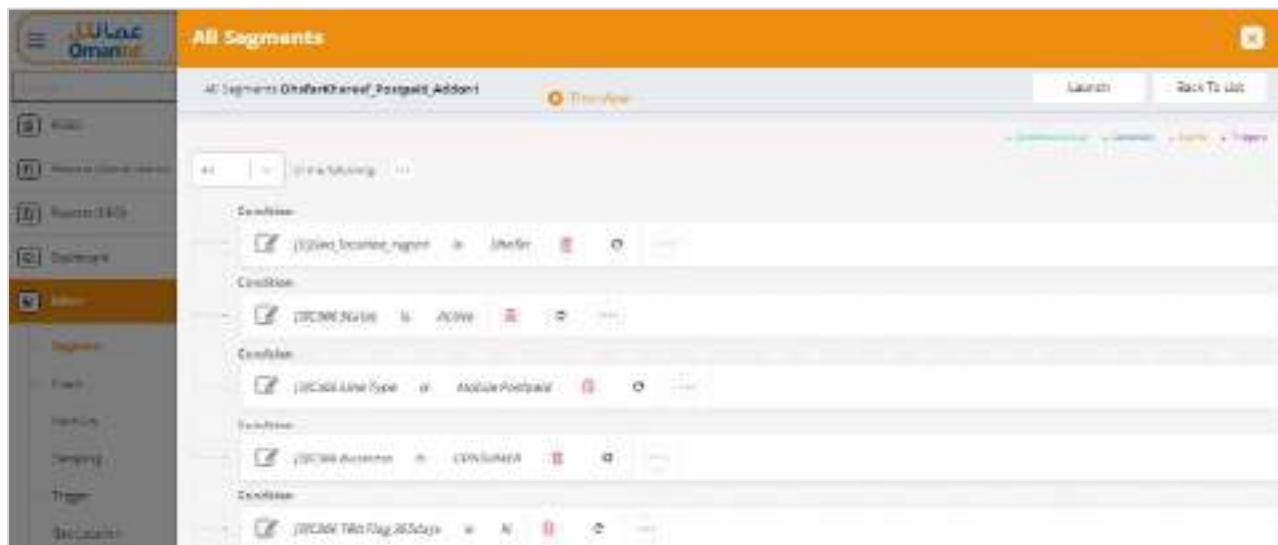


Figure 295 All Segments - DhofarKhareef_Postpaid_Addon_1

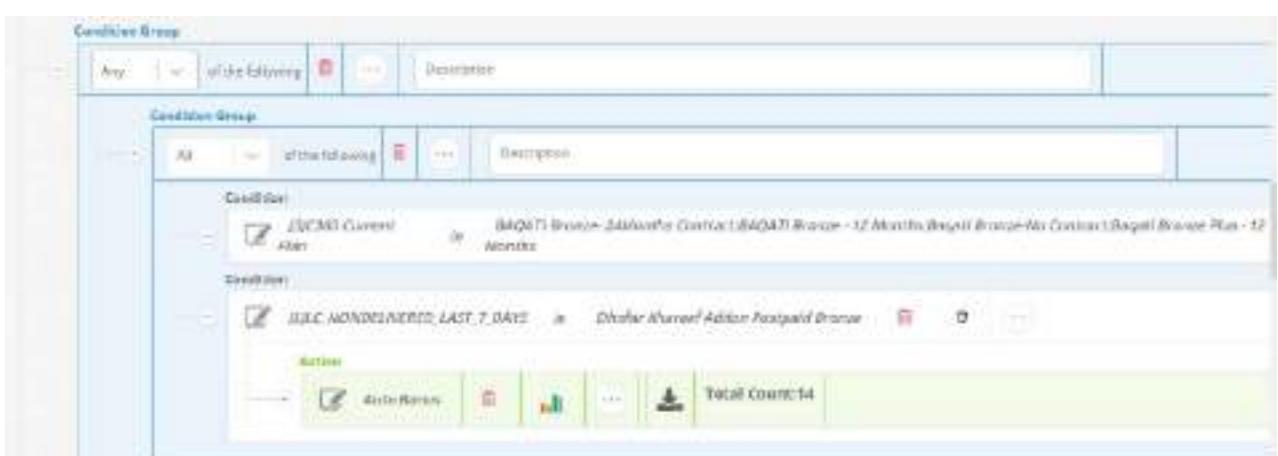


Figure 296 All Segments - DhofarKhareef_Postpaid_Addon_2

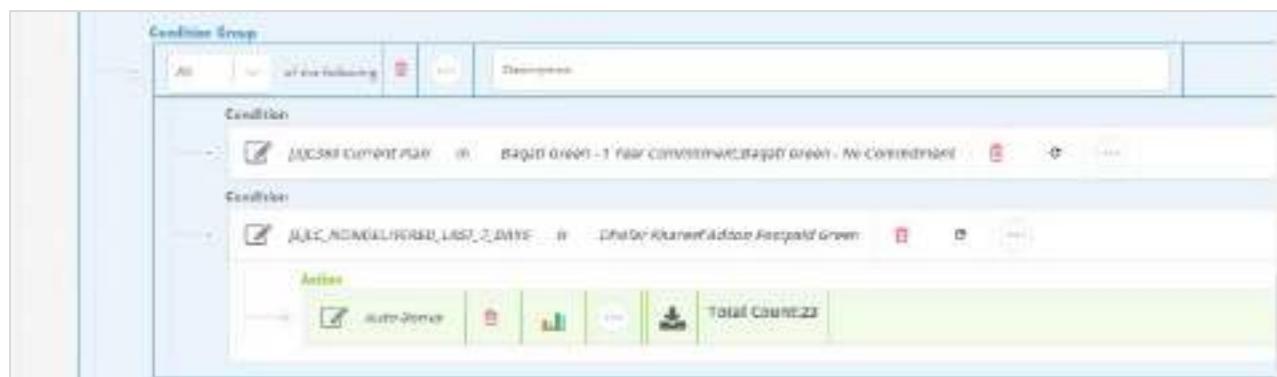


Figure 297 All Segments - DhofarKhareef_Postpaid_Addon_3

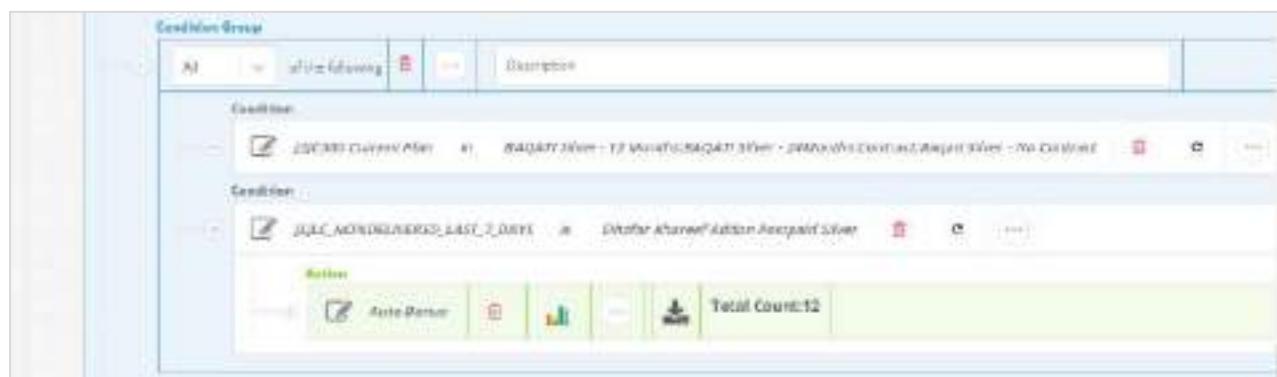


Figure 298 All Segments - DhofarKhareef_Postpaid_Addon_4

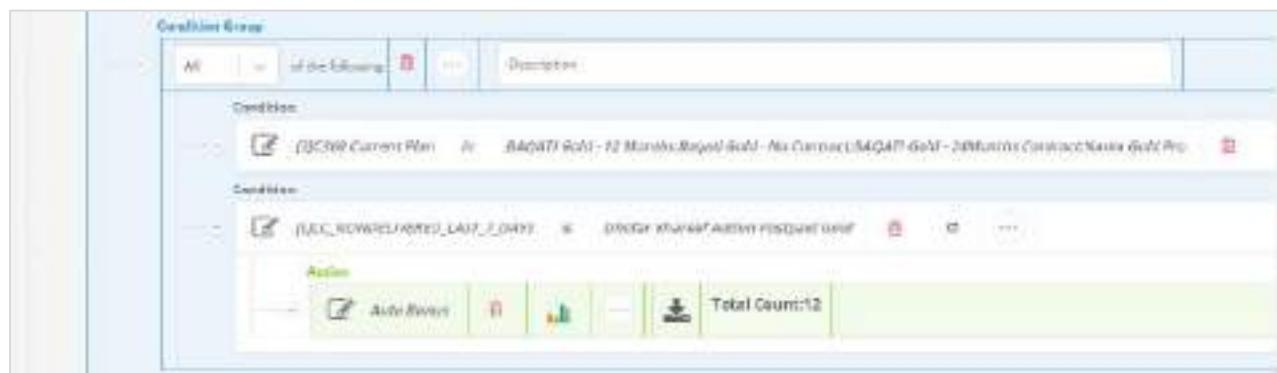


Figure 299 All Segments - DhofarKhareef_Postpaid_Addon_5

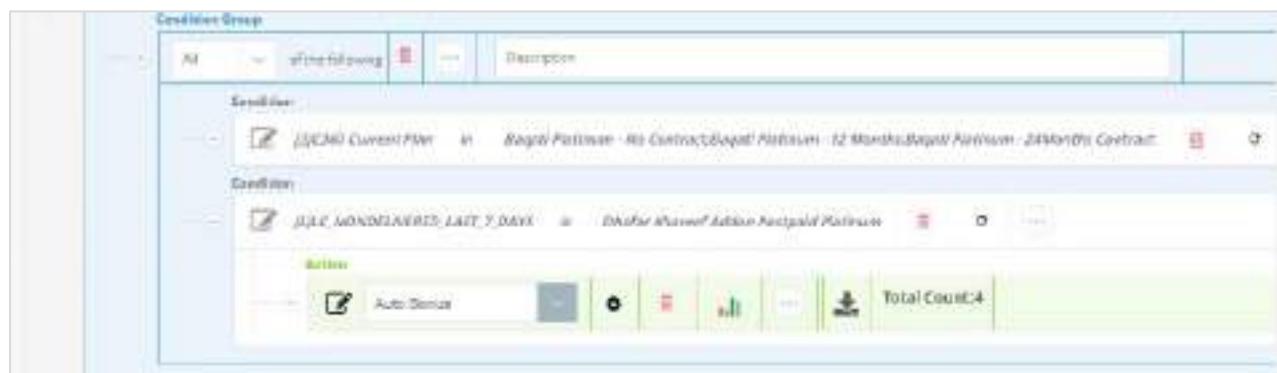
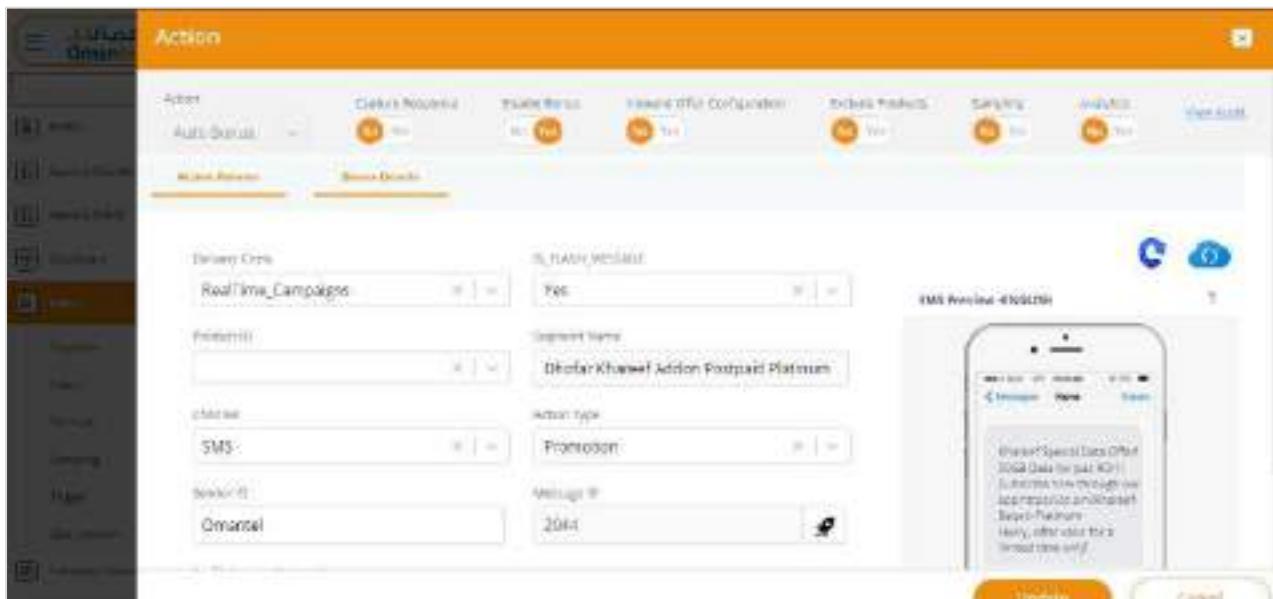


Figure 300 All Segments - DhofarKhareef_Postpaid_Addon_6

8.3.2.9.1 Actions

This option allows users to configure the parameters required to run the selected campaign.

1. On the **New Segment** screen, click the **Settings** button  to configure the parameters. The following screen will be displayed.



The screenshot shows the 'Action' input screen. The top navigation bar has tabs for 'Action', 'Delete Recipient', 'Segment Rules', 'Forward RTFM Configuration', 'Exclude Products', 'Sampling', 'Analytics', and 'View Assets'. Below the tabs, there are two tabs: 'New Action' (selected) and 'Update Action'. The main form fields include:

- Delivery Circle:** RealTime_Campaigns
- IS_FLASH_MESSAGE:** Yes
- Product ID:** Dhofar Khareef Addon Postpaid Platinum
- Channel:** SMS
- Action Type:** Promotion
- Sender ID:** Omantel
- Message ID:** 2044

On the right side, there is a preview window showing a mobile phone displaying a message from 'Omantel' with the text: 'Dhofar Special Data Offer 10GB Data for just R0! Get more through our app or via our website. Dofar-Premiere. Hurry, offer valid for a limited time only.' Below the preview are 'Next Step' and 'Cancel' buttons.

Figure 301 Action Input Screen

2. Enter the following information in the corresponding fields. If fields marked with “|” are mandatory.

Field	Description
Delivery Circle	Select the delivery circle in the drop-down list. For example, “ Real_Time Campaigns ”.
IS_FLASH_MESSAGE	Select “Yes” in the drop-down list for the SMS to be sent as a flash message. It will appear directly on screen.
Product ID	Select the product or offer being targeted in the drop-down list.
Segment Name	Enter the name of the segment to which this action is applied. For example, “ Dhofar Khareef Addon Postpaid Platinum ”.
Channel	Select the medium used to deliver the offer in the drop-down list. For example, “ SMS ”.
Action Type	Select the type of action in the drop-down list. For example, “ Promotion ”.
Sender ID	Enter the name that appears as the sender of the SMS. For example, “ Omantel ”.
Message ID	Enter the predefined message template ID used for this communication. For example, “ 2044 ”.
Profile Names (Optional)	Enter the profile name in this field.

Note: The following screen is displayed if “Capture Response” is enabled.

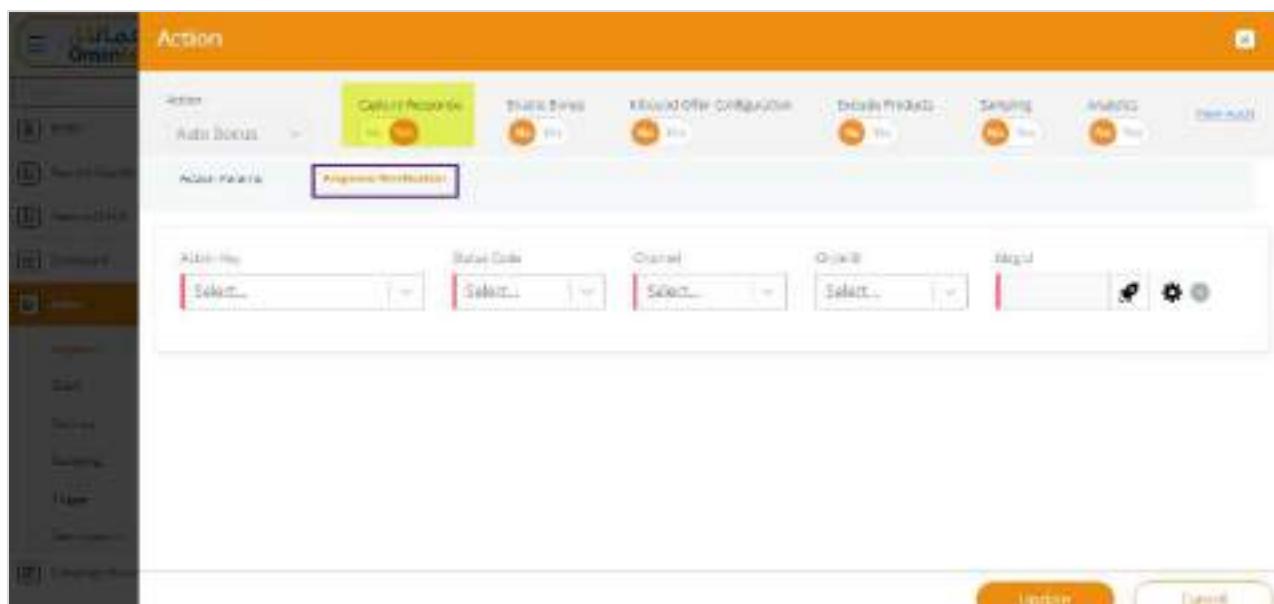
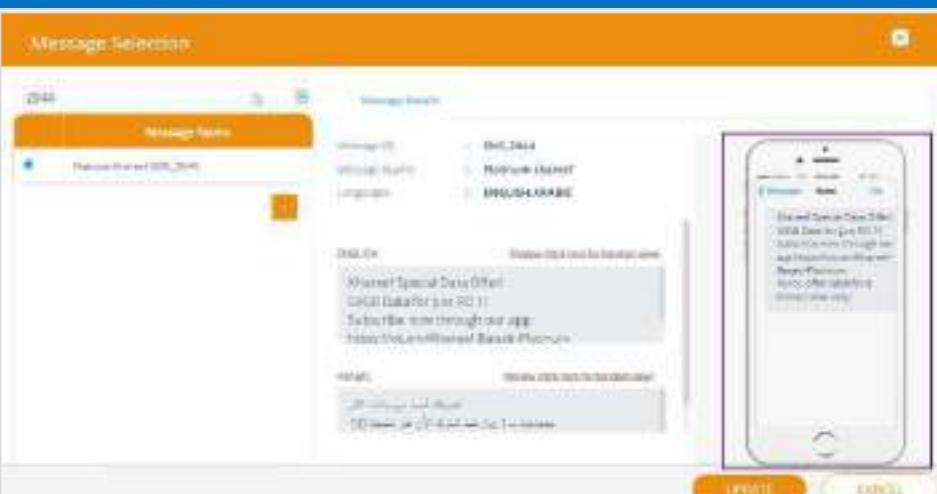


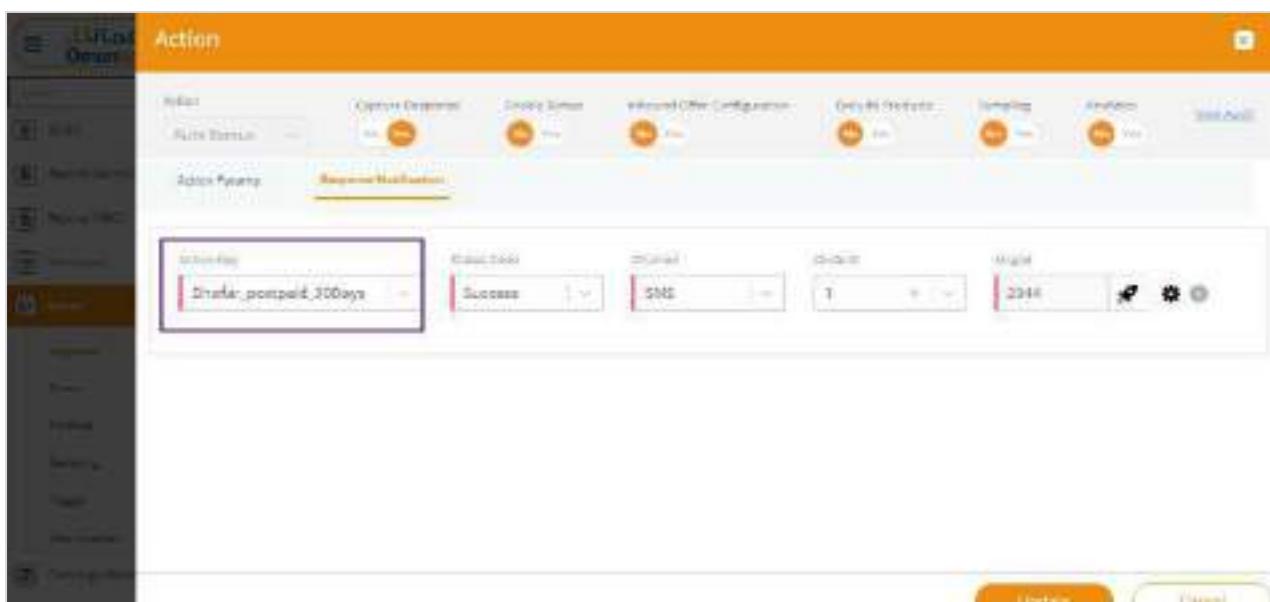
Figure 302 Action– Capture Response

- Enter the following information in the corresponding fields. If fields marked with “|” are mandatory.

Field	Description
Response Notification	
When enabled, it captures the response status of the targeted users after the offer is sent.	
Action Key	Select the type of action for which the response is being captured in the drop-down list. For example, “ Dhofar Postpaid 30 ”.
Status Code	Select the status of the action in the drop-down list. For example, Success.
Channel	Select the channel used to send the notification to the user. For example, “ SMS ”.
Circle ID	Select the circle to which the user belongs. For example, “ 1 ”.
Msg Id	<p>Indicates the message template ID used for the notification.</p> <p>Select  to select the message. The following screen will be displayed.</p>  <ul style="list-style-type: none"> Select the Message that needs to be sent to the user. The following screen will be displayed.

Field	Description
	 <ul style="list-style-type: none"> The selected message details will be displayed, and click Update will save the action.

4. After providing the required details, the following screen will be displayed.



This screenshot shows the 'Action' configuration screen. On the left, there's a sidebar with navigation links. The main area has tabs for 'Action', 'Response Web Function', and 'Response Web Function'. Below these tabs, there are several configuration fields:

- Action Type: Set to 'Response Web Function'.
- Action Params: A dropdown menu showing 'Similar_promotion_300days'.
- Status: Set to 'Success'.
- Medium: Set to 'SMS'.
- Count: Set to '1'.
- Origin: Set to '2344'.
- Buttons: Includes a 'Send' button and other icons.

Figure 303 Action – Response Notification

- Click the **Add** button to add multiple response notification details.

Note: The following screen is displayed if “Enable Bonus” is enabled.

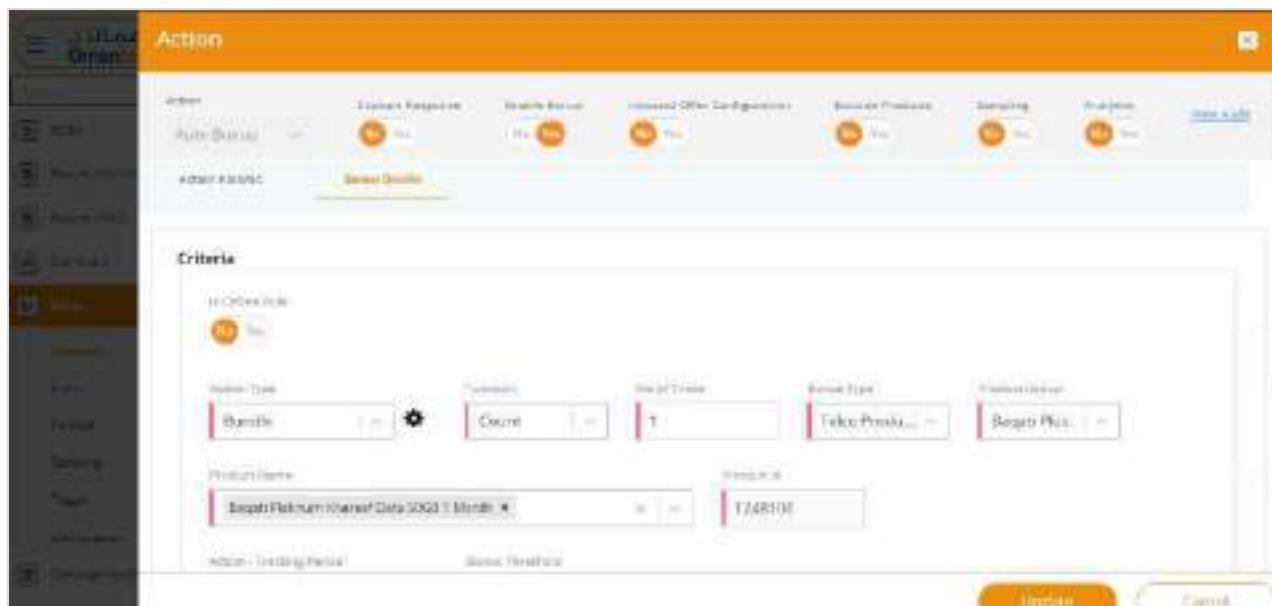


Figure 304 Action– Enable Bonus

- Enter the following information in the corresponding fields. If fields marked with “|” are mandatory.

Field	Description
Enable Bonus	
Is Online Rule	Indicates whether the rule is processed in real-time (Yes) or offline (No).
Trigger	Select the trigger in the drop-down list. For example, “SMS Activation”. Note: This field is displayed if “Is Online Rule” is enabled.
Action Type	Select the action that triggers the bonus in the drop-down list. The following are the available action types: <ul style="list-style-type: none"> • Recharge • Bundle • Profile • Spend
Function	Enter the logical operation used for evaluation in the drop-down list. The following are the available functions: <ul style="list-style-type: none"> • Count • Sum • Range • Equals • Usage
No of Times	Enter the number of times the "Action Type" needs to occur to trigger the rule. Note: This field is displayed if “Count” is selected in the drop-down list of Function.

Field	Description
Denomination	<p>Enter the denomination related to the action type. For "Recharge," it is an exact recharge amount.</p> <p>Note: This field is displayed if "Count" is selected in the drop-down list of Function.</p>
Min Amount	<p>Enter the minimum monetary value required for the action to count towards the bonus criteria.</p> <p>Note: This field is displayed if "Sum" or "Range" is selected in the drop-down list of Function.</p>
Max Amount	<p>Enter the maximum monetary value for the action to count towards the bonus criteria.</p> <p>Note: This field is displayed if "Sum" or "Range" is selected in the drop-down list of Function.</p>
Service Type	<p>Select the service type in the drop-down list. For example, "SMS".</p> <p>Note: This field is displayed if "Spend" is selected in the drop-down list of Action Type.</p>
Min Usage	<p>Enter the minimum amount of usage required for the action to count towards the bonus criteria.</p> <p>Note: This field is displayed if "Usage" is selected in the drop-down list of Function.</p>
Max Usage	<p>Enter the maximum amount of usage allowed for the action to count towards the bonus criteria.</p> <p>Note: This field is displayed if "Usage" is selected in the drop-down list of Function.</p>
Value	<p>Enter the value that the action type needs to match in this field.</p> <p>Note: This field is displayed if "Equals" is selected in the drop-down list of Function.</p>
Bonus Type	<p>Select the category of bonus being applied in the drop-down list. For example, "Telco Product".</p>
Product Group	<p>Select the category of the product being targeted in the drop-down list. For example, "Baqati Plus".</p> <p>Note: This field is displayed if "Telco Product" is selected in the drop-down list of Product Group.</p>
Product Name	<p>Select the specific product(s) associated with the rule in the drop-down list. For example, "Baqati Platinum Khareef Data 50 GB 1 Month".</p> <p>Note: This field is displayed if "Bundle" is selected in the drop-down list of Action Type.</p>
Product ID	<p>Enter the unique identifier for the selected product.</p> <p>Note: This field is displayed if "Bundle" is selected in the drop-down list of Action Type.</p>
Action - Tracking Period	Enter the time duration (in days) during which the user action is tracked.

Field	Description
Bonus Threshold	Enter the minimum number of actions required to qualify for the bonus.
Schedule Details	
Schedule Type	<p>Select how frequently the rule should be executed in the drop-down list.</p> <p>The following are the available schedule types:</p> <ul style="list-style-type: none"> • Daily • Interval
Day	Enter the number of days between scheduled runs.
Hour	Enter the hours between intervals if the interval type is selected.
Minutes	Enter the minutes between intervals if the interval type is selected.
Time	Select the time of the schedule to be executed.

Note: The following screen is displayed if “Inbound Offer Details” is enabled.

Action

Action	Capture Response	Enable Bonus	Inbound Offer Configuration	Exclude Products	Sampling	Analytics
Auto Bonus	No Yes	No Yes	No Yes	No Yes	No Yes	No Yes

Action Params

Delivery Circle

RealTime_Campaigns

IS_FLASH_MESSAGE

Yes

Product ID

Segment Name

Dhofar Khareef Addon Postpaid Platinum

Channel

SMS

Action Type

Promotion

Sender ID

Omantel

Message ID

2044

ProfileNames (Optional)

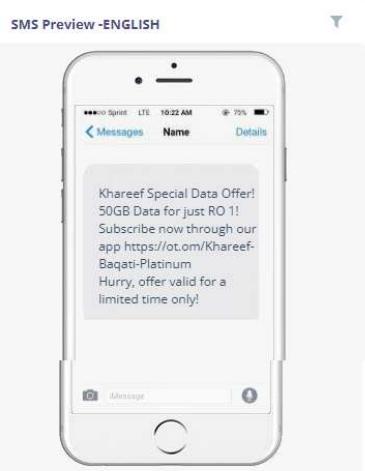


Figure 305 Action– Inbound Offer Details

6. Enter the following information in the corresponding fields. If fields marked with “|” are mandatory.

Field	Description
Inbound Offer Details	
Offer Type	Select the inbound offer in the drop-down list. For example, “ Data Offer ”.
Products	Select the product in the drop-down list. For example, “ Game Prepaid 30 GB 7 Days ”.
Product Order	Execution priority for the product if multiple offers exist.

Omantel, Magik User Manual.
251

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Page

Field	Description
	<ul style="list-style-type: none"> Click the Add button to add multiple offer details. Click the Delete button to delete the existing offer details.

- After providing the required details, click **Add Offers**.

A confirmation message is displayed, indicating that the inbound offer is updated successfully.

Note: The following screen is displayed if “Exclude Products” is enabled.

Action
EN English (United States) English (India)
X

Action
Capture Response
Enable Bonus
Inbound Offer Configuration
Exclude Products
Sampling
Analytics
[View Audit](#)

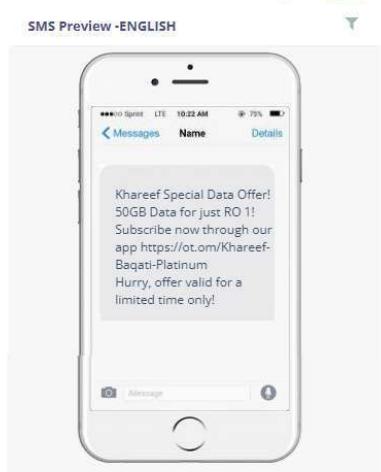
Auto Bonus
No Yes
No Yes
No Yes
No Yes
No Yes
No Yes

Action Params

Delivery Circle	IS_FLASH_MESSAGE
RealTime_Campaigns	Yes
Product ID	Segment Name
	Dhofar Khareef Addon Postpaid Platinum
Channel	Action Type
SMS	Promotion
Sender ID	Message ID
Omantel	2044
ProfileNames (Optional)	

C
U

SMS Preview -ENGLISH



Exclde Product Details

Promoted Products	Product	Exclusion Field Name
Select...	Select...	Select...

Update
Cancel

Figure 306 Action– Exclude Products Details

- Enter the following information in the corresponding fields. If fields marked with “|” are mandatory.

Field	Description
-------	-------------

Field	Description
Exclude Products	
Promoted Products	Select the product being promoted but excluded under certain conditions in the drop-down list. For example, “ Game Prepaid 30 GB 7 Days ”.
Product	Select the specific product being excluded from this campaign in the drop-down list. For example, “ Hayyak 20_Khareef Data 25GB ”.
Exclusion Field Name	Select the exclusion field name in the drop-down list. For example, “ c360 Roaming Payg Rev Last 60 Days ”.

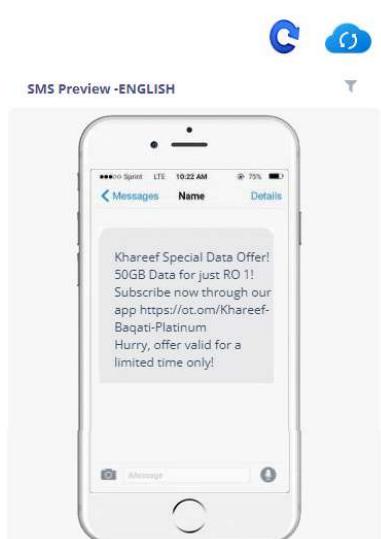
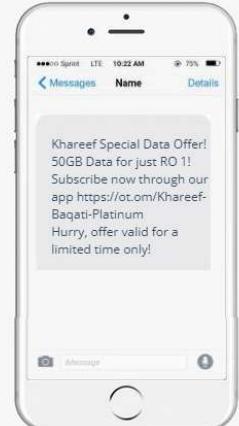
Note: The following screen is displayed if “Sampling” is enabled.

Action
EN English (United States)
English (India)
X

Action
Capture Response
Enable Bonus
Inbound Offer Configuration
Exclude Products
Sampling
Analytics
[View Audit](#)

Auto Bonus
No Yes
No Yes
No Yes
No Yes
No Yes
No Yes

Action Params

Delivery Circle	IS_FLASH_MESSAGE	SMS Preview -ENGLISH
RealTime_Campaigns	Yes	
Product ID	Segment Name	
	Dhofar Khareef Addon Postpaid Platinum	
Channel	Action Type	
SMS	Promotion	
Sender ID	Message ID	
Omantel	2044	
ProfileNames (Optional)		

Sampling Details

Skip Global Sampling	Sampling
No	UNIVERSAL SAMPLING

Update
Cancel

Figure 307 Action– Sampling Details

8. Enter the following information in the corresponding fields. If fields marked with “|” are mandatory.

Field	Description
Sampling	
Skip Global Sampling	Select “Yes” to skip global sampling logic. Or Select “No” to not skip.
Sampling	Select A defined sample set applied for campaign targeting in the dropdown list. For example, “Universal Sampling”.

Note: The following screen is displayed if “Analytics” is enabled.

Action

Action
EN English (United States)
English (India)
X

Auto Bonus
Capture Response
Enable Bonus
Inbound Offer Configuration
Exclude Products
Sampling
Analytics
View Audit

Action Params

Delivery Circle	IS_FLASH_MESSAGE	C C
RealTime_Campaigns	Yes	SMS Preview -ENGLISH
Product ID	Segment Name	SMS Preview -ENGLISH
	Dhofar Khareef Addon Postpaid Platinum	SMS Preview -ENGLISH
Channel	Action Type	SMS Preview -ENGLISH
SMS	Promotion	SMS Preview -ENGLISH
Sender ID	Message ID	SMS Preview -ENGLISH
Omantel	2044	SMS Preview -ENGLISH
ProfileNames (Optional)		

Analytics Details

Analytics

Select...

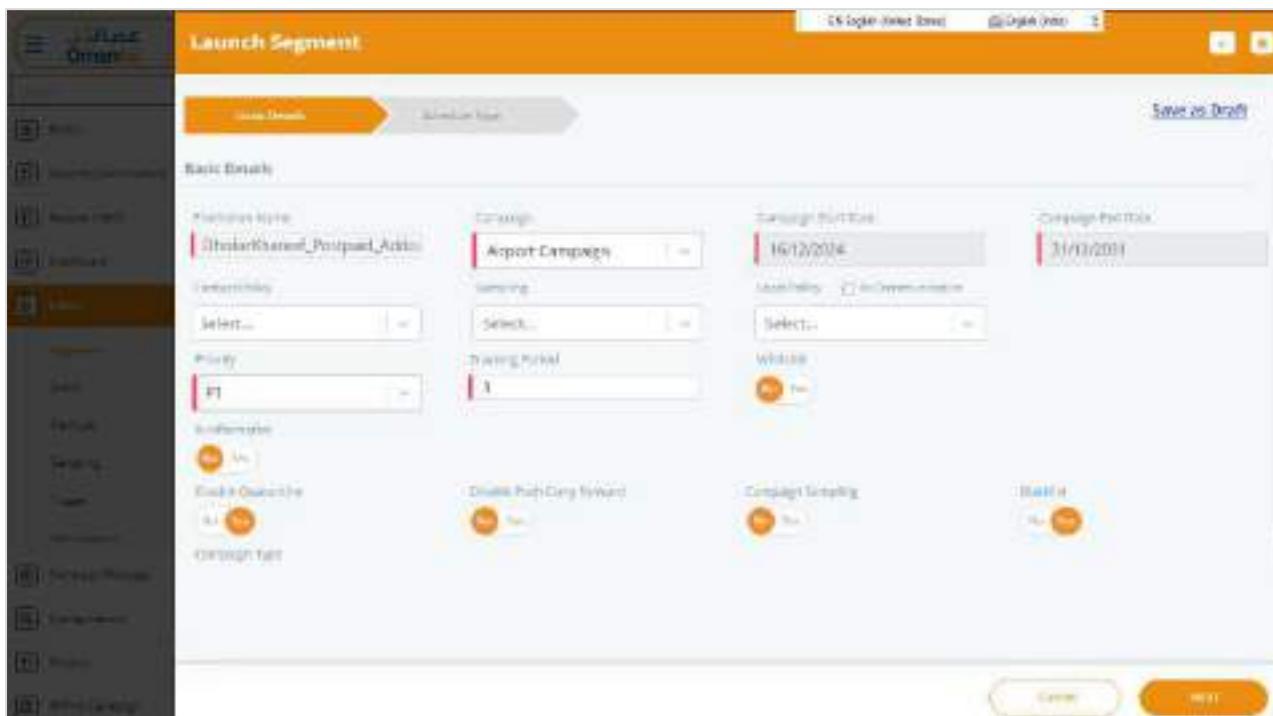
Update
Cancel

Figure 308 Action– Analytics

9. Enter the following information in the corresponding fields. If fields marked with “|” are mandatory.

Field	Description
Analytical Details	
Analytics	Select the predictive model to evaluate campaign details in the drop-down list. For example, “ Auto Pilot”.

10. After providing the required details, click **Launch**. The following screen will be displayed.



The screenshot shows the 'Launch Segment' interface. On the left is a sidebar with various campaign-related options. The main area is titled 'Launch Segment' and contains a 'Basic Details' section. It includes fields for 'Campaign Type' (set to 'Unlinked_Postpaid_Artis'), 'Campaign' (set to 'Airport Campaign'), 'Campaign Start Date' (set to '16/12/2018'), 'Campaign End Date' (set to '31/12/2018'), 'Priority' (set to 'P1'), 'Delivery Method' (set to 'Email'), 'Delivery Period' (set to 'During Month'), and 'Delivery Time' (set to 'Whole Day'). There are also sections for 'Divided Push Ding Reward' and 'Campaign Scheduling'. At the bottom are 'Save' and 'Launch' buttons.

Figure 309 Launch Segment

For more details about the launch segment, see the section [**Action**](#).

8.3.2.10 NBO_Menu_Live

The NBO_Menu_Live campaign is a rules-based decision engine setup where customers are segmented into different audience groups based on the value of their "[A]Audience segment name" attribute. Depending on which segment a customer falls into, specific action- delivering the "NBO Offers L" - is taken. This campaign manages offer distribution by evaluating the audience against predefined control and "pocket size" segments.

The reports related to the NBO will be listed under the Reports (NBO). For more details, see the section [Reports \(NBO\)](#).

Pre-requisites:

- Product Catalogue

The following product offer must be configured under the product catalogue. Refer to the following screen.

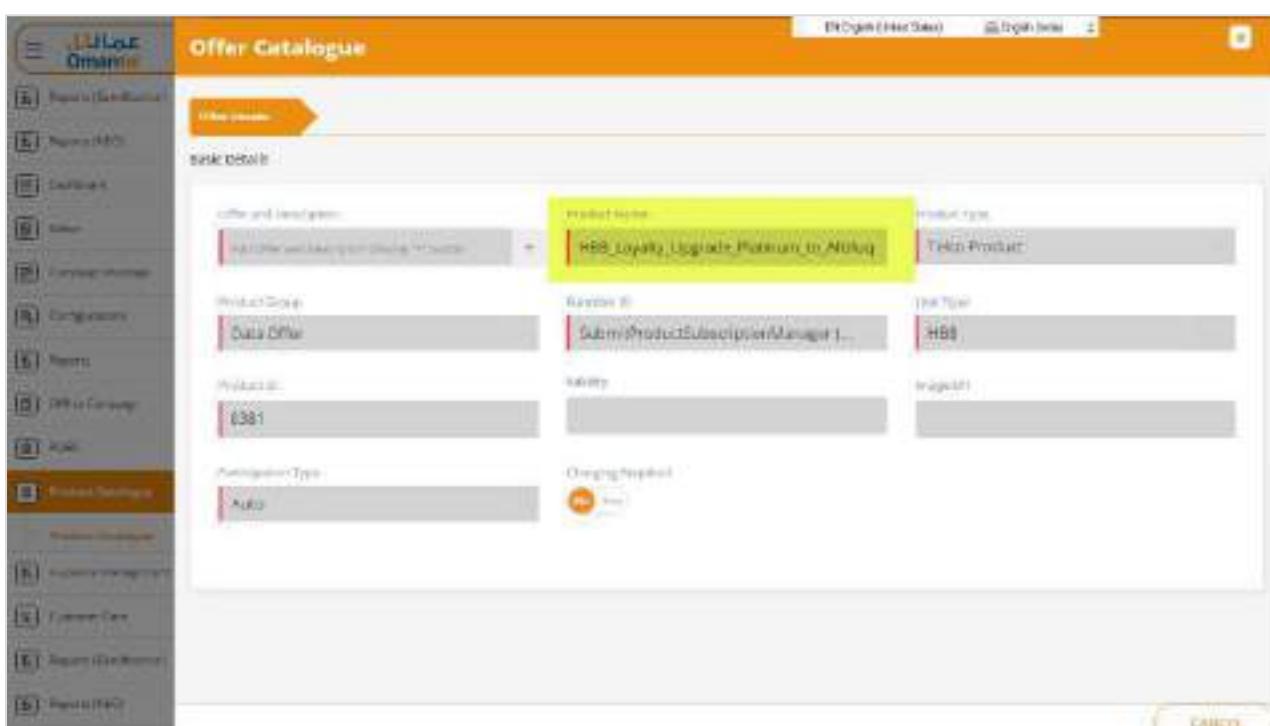
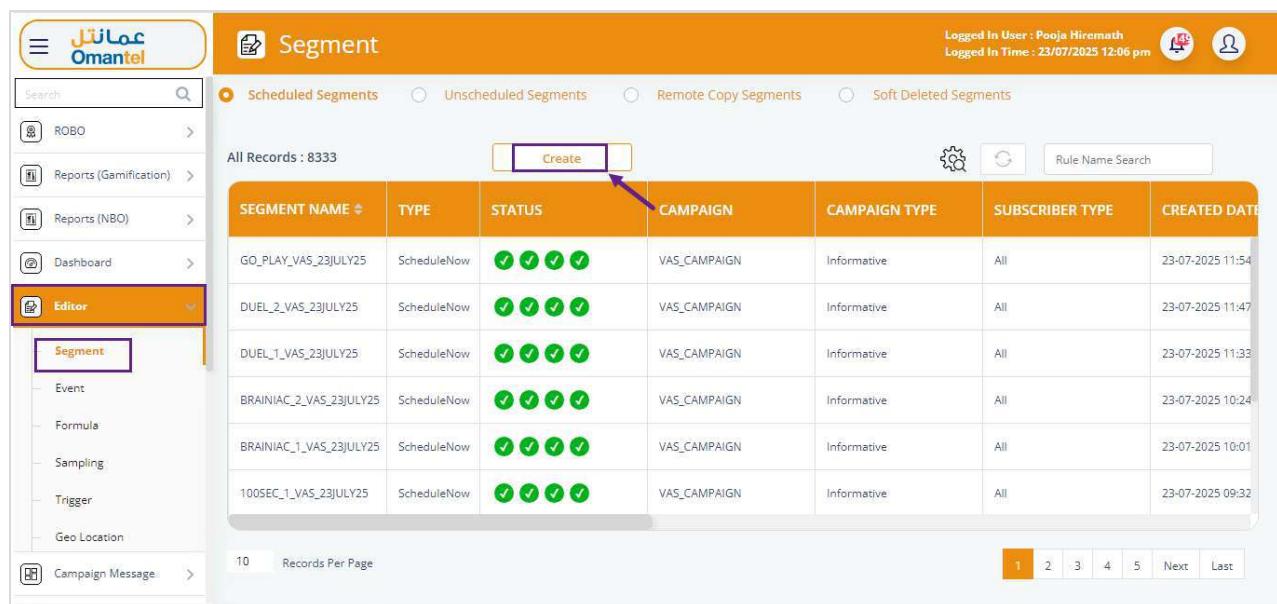


Figure 310 Offer Catalogue- Product Configuration

For more details about the product catalogue, see the section [Product Catalogue](#).

1. On the **Segment** screen, click the **Create** button to create a new segment. Refer to the following screen.



The screenshot shows the 'Segment' page in a software application. At the top, there are tabs for 'Scheduled Segments', 'Unscheduled Segments', 'Remote Copy Segments', and 'Soft Deleted Segments'. The 'Scheduled Segments' tab is selected. The main area displays a table with the following columns: SEGMENT NAME, TYPE, STATUS, CAMPAIGN, CAMPAIGN TYPE, SUBSCRIBER TYPE, and CREATED DATE. There are six rows of data in the table. A blue arrow points to the 'Create' button at the top right of the table header. The left sidebar has a 'Editor' section with a 'Segment' option selected.

SEGMENT NAME	TYPE	STATUS	CAMPAIGN	CAMPAIGN TYPE	SUBSCRIBER TYPE	CREATED DATE
GO_PLAY_VAS_23JULY25	ScheduleNow	✓ ✓ ✓ ✓	VAS_CAMPAIGN	Informative	All	23-07-2025 11:54
DUEL_2_VAS_23JULY25	ScheduleNow	✓ ✓ ✓ ✓	VAS_CAMPAIGN	Informative	All	23-07-2025 11:47
DUEL_1_VAS_23JULY25	ScheduleNow	✓ ✓ ✓ ✓	VAS_CAMPAIGN	Informative	All	23-07-2025 11:33
BRAINIAC_2_VAS_23JULY25	ScheduleNow	✓ ✓ ✓ ✓	VAS_CAMPAIGN	Informative	All	23-07-2025 10:24
BRAINIAC_1_VAS_23JULY25	ScheduleNow	✓ ✓ ✓ ✓	VAS_CAMPAIGN	Informative	All	23-07-2025 10:01
100SEC_1_VAS_23JULY25	ScheduleNow	✓ ✓ ✓ ✓	VAS_CAMPAIGN	Informative	All	23-07-2025 09:32

Figure 311 Segment – New Segment

- After clicking the **Create** button, the following screen will be displayed.



The screenshot shows the 'New Segment' input screen. On the left, there is a vertical sidebar with two sections: 'Segment Conditions' and 'Segment Logic'. The main workspace is currently empty, showing a light gray background.

Figure 312 New Segment – Input Screen

- On the **New Segment** screen, click  >> **Condition** to add a condition. Refer to the following screen.

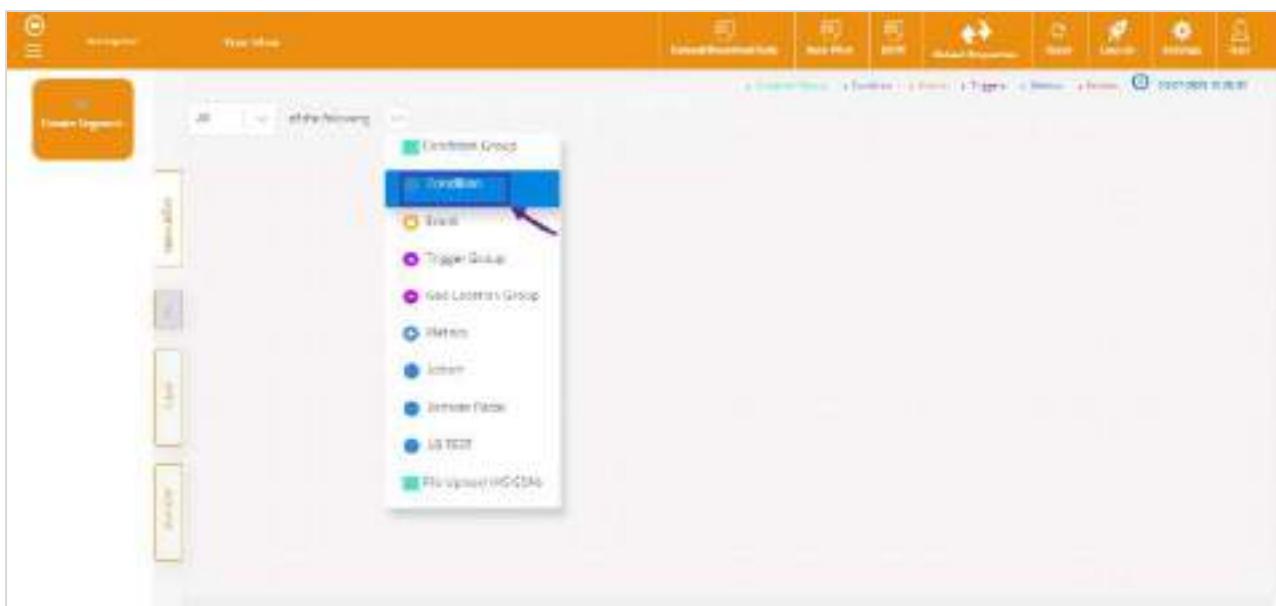


Figure 313 New Segment – Condition

The following are the trigger group, condition group, conditions, and actions configured for the campaign:

Trigger Group:

- Get Campaign Offer

Condition:

- USSD Code
- C360 TRA Flag 365days
- C360 NBO Product

Condition Group:

- [A]Audience segment name

Actions:

- NBO Offers L

For more details about adding conditions, see the section [**Add Condition to Rule.**](#)

For more details about adding actions, see the section [**Action.**](#)

4. After adding the relevant conditions and actions, the following screen will be displayed.

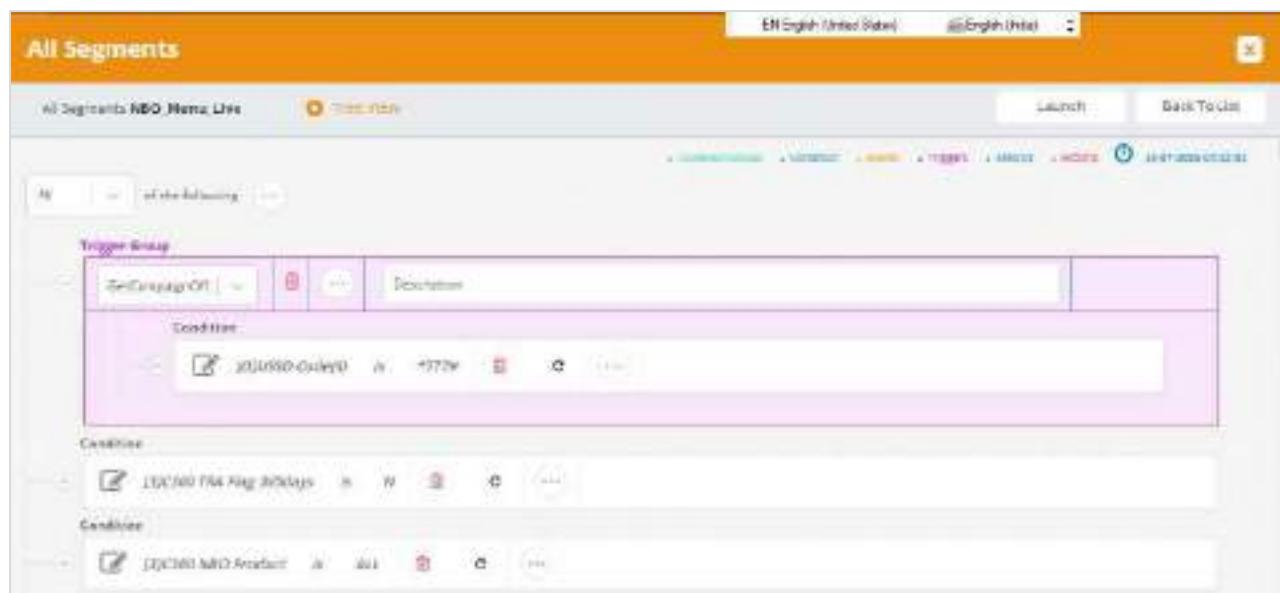


Figure 314 All Segments - NBO_Menu_Live_1

Note: For better viewing, the image is split into multiple halves.

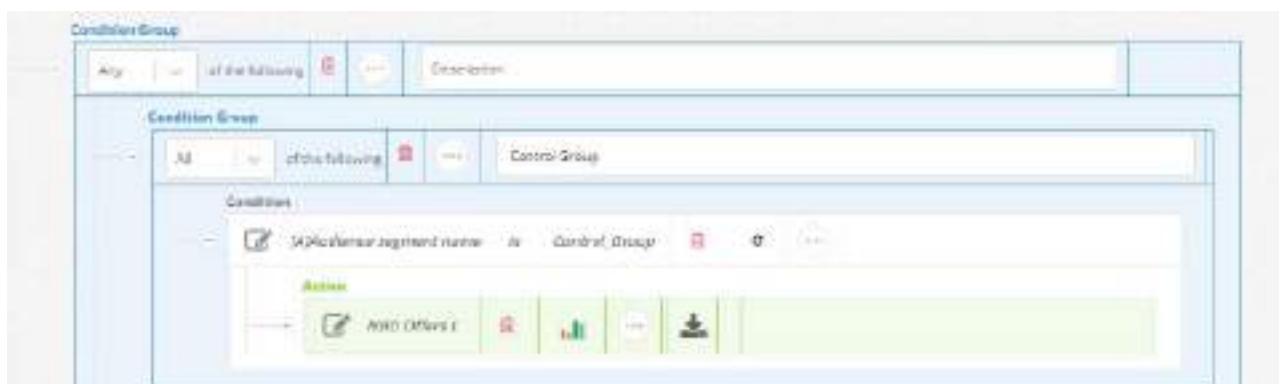


Figure 315 All Segments - NBO_Menu_Live_2

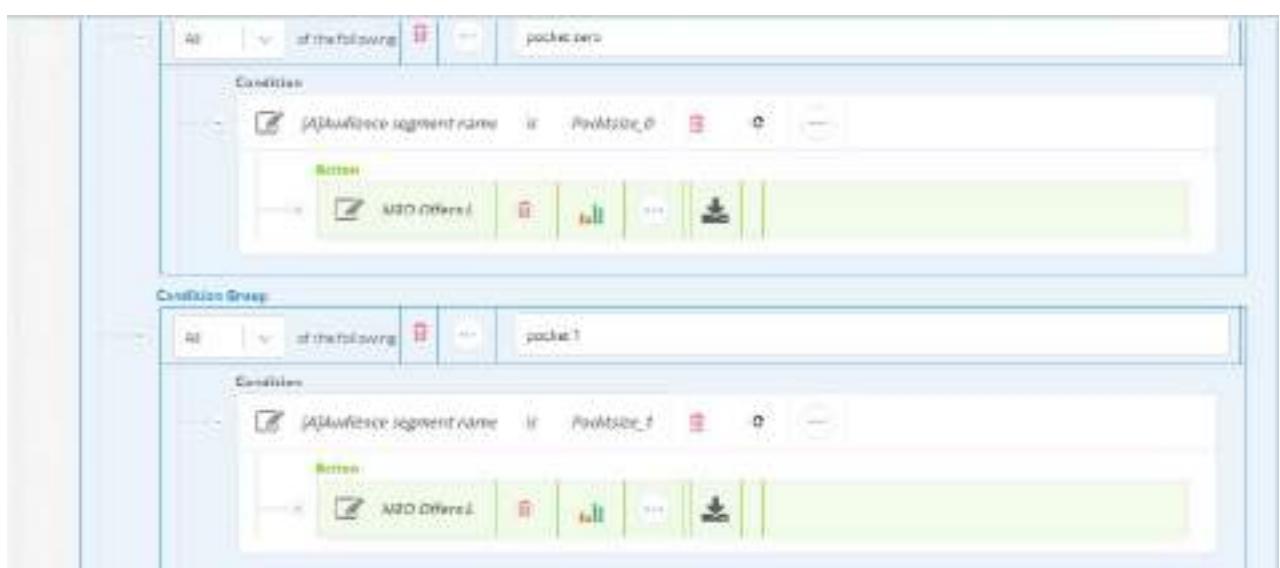


Figure 316 All Segments - NBO_Menu_Live_3

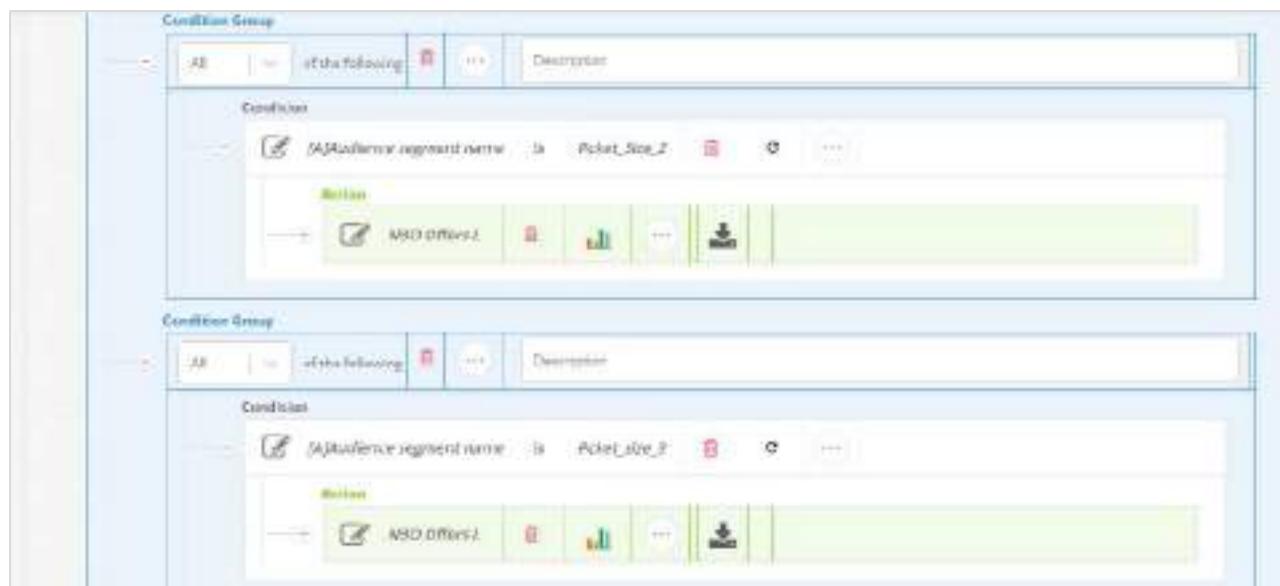


Figure 317 All Segments - NBO_Menu_Live_4

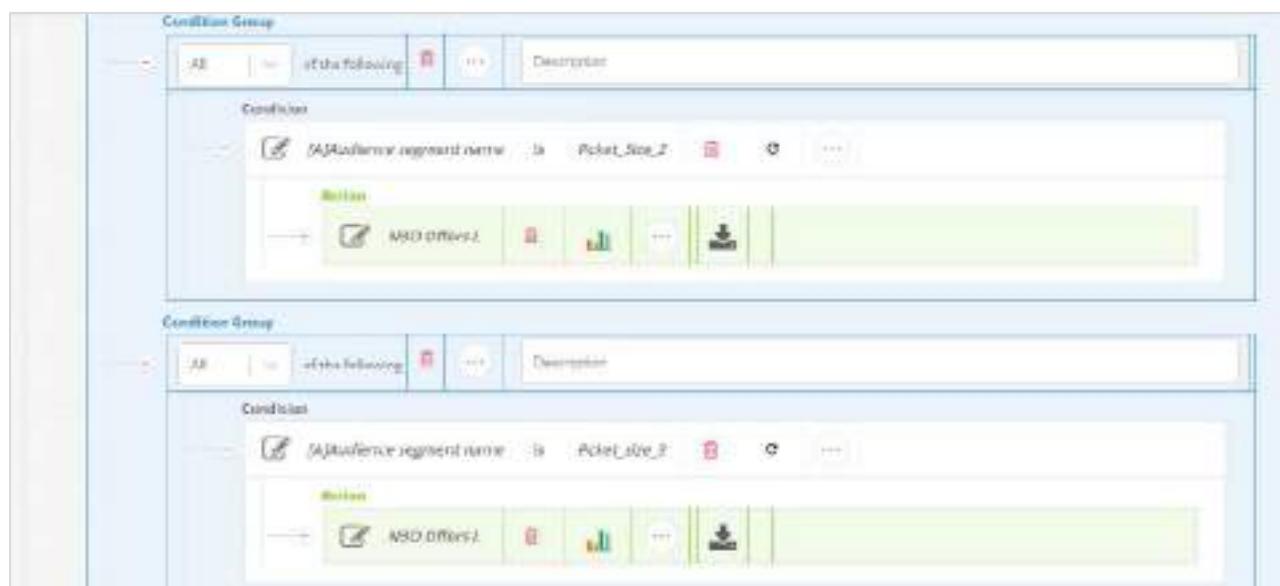


Figure 318 All Segments - NBO_Menu_Live_5

Condition Group

All	of the following	<input type="checkbox"/>	...	Description
-----	------------------	--------------------------	-----	-------------

Condition

<input checked="" type="checkbox"/> (A) Audience segment name is Pocket_size_6	<input type="checkbox"/>	...
--	--------------------------	-----

Action

<input checked="" type="checkbox"/> NBO Offers L	<input type="checkbox"/>		...	
--	--------------------------	--	-----	--

Condition Group

All	of the following	<input type="checkbox"/>	...	Description
-----	------------------	--------------------------	-----	-------------

Condition

<input checked="" type="checkbox"/> (A) Audience segment name is Pocket_size_7	<input type="checkbox"/>	...
--	--------------------------	-----

Action

<input checked="" type="checkbox"/> NBO Offers L	<input type="checkbox"/>		...	
--	--------------------------	--	-----	--

Figure 319 All Segments - NBO_Menu_Live_6

Condition Group

All	of the following	<input type="checkbox"/>	...	Description
-----	------------------	--------------------------	-----	-------------

Condition

<input checked="" type="checkbox"/> (A) Audience segment name is Pocket_size_8	<input type="checkbox"/>	...
--	--------------------------	-----

Action

<input checked="" type="checkbox"/> NBO Offers L	<input type="checkbox"/>		...	
--	--------------------------	--	-----	--

Condition Group

All	of the following	<input type="checkbox"/>	...	Description
-----	------------------	--------------------------	-----	-------------

Condition

<input checked="" type="checkbox"/> (A) Audience segment name is Pocket_size_9	<input type="checkbox"/>	...
--	--------------------------	-----

Action

<input checked="" type="checkbox"/> NBO Offers L	<input type="checkbox"/>		...	
--	--------------------------	--	-----	--

Figure 320 All Segments - NBO_Menu_Live_7

Condition Group

All	of the following	<input type="checkbox"/>	...	Description
-----	------------------	--------------------------	-----	-------------

Condition

<input checked="" type="checkbox"/> (Audience segment name is Picket_size_10)	<input type="checkbox"/>						
---	--------------------------	--------------------------	--------------------------	--------------------------	--------------------------	--------------------------	--------------------------

Action

<input checked="" type="checkbox"/> NBO Offers L	<input type="checkbox"/>						
--	--------------------------	--------------------------	--------------------------	--------------------------	--------------------------	--------------------------	--------------------------

Condition Group

All	of the following	<input type="checkbox"/>	...	Description
-----	------------------	--------------------------	-----	-------------

Condition

<input checked="" type="checkbox"/> (Audience segment name is Heyyak7_Monthly_Active)	<input type="checkbox"/>						
---	--------------------------	--------------------------	--------------------------	--------------------------	--------------------------	--------------------------	--------------------------

Action

<input checked="" type="checkbox"/> NBO Offers L	<input type="checkbox"/>						
--	--------------------------	--------------------------	--------------------------	--------------------------	--------------------------	--------------------------	--------------------------

Figure 321 All Segments - NBO_Menu_Live_8

Condition Group

All	of the following	<input type="checkbox"/>	...	Description
-----	------------------	--------------------------	-----	-------------

Condition

<input checked="" type="checkbox"/> (Audience segment name is Heyyak7_Monthly_Active)	<input type="checkbox"/>						
---	--------------------------	--------------------------	--------------------------	--------------------------	--------------------------	--------------------------	--------------------------

Action

<input checked="" type="checkbox"/> NBO Offers L	<input type="checkbox"/>						
--	--------------------------	--------------------------	--------------------------	--------------------------	--------------------------	--------------------------	--------------------------

Condition Group

All	of the following	<input type="checkbox"/>	...	Description
-----	------------------	--------------------------	-----	-------------

Condition

<input checked="" type="checkbox"/> (Audience segment name is Heyyak7_Monthly_Active)	<input type="checkbox"/>						
---	--------------------------	--------------------------	--------------------------	--------------------------	--------------------------	--------------------------	--------------------------

Action

<input checked="" type="checkbox"/> NBO Offers L	<input type="checkbox"/>						
--	--------------------------	--------------------------	--------------------------	--------------------------	--------------------------	--------------------------	--------------------------

Figure 322 All Segments - NBO_Menu_Live_9

Condition Group

All	of the following	<input type="checkbox"/>	...	Description
-----	------------------	--------------------------	-----	-------------

Condition

- (A) Audience segment name is Hayyak12_Monthly_Active

Action

- NBO Offers L

Condition Group

All	of the following	<input type="checkbox"/>	...	Description
-----	------------------	--------------------------	-----	-------------

Condition

- (A) Audience segment name is Hayyak15_Monthly_Active

Action

- NBO Offers L

Figure 323 All Segments - NBO_Menu_Live_10

Condition Group

All	of the following	<input type="checkbox"/>	...	Description
-----	------------------	--------------------------	-----	-------------

Condition

- (A) Audience segment name is Hayyak20_Monthly_Active

Action

- NBO Offers L

Condition Group

All	of the following	<input type="checkbox"/>	...	Description
-----	------------------	--------------------------	-----	-------------

Condition

- (A) Audience segment name is Hayyak20Plus_Monthly_Active

Action

- NBO Offers L

Figure 324 All Segments - NBO_Menu_Live_11

Condition Group

All	of the following	...	Description
-----	------------------	-----	-------------

Condition:

JAAudience segment name Is Hayyak20_plus_expired

Action:

NBO Offers L



Condition Group

All	of the following	...	Description
-----	------------------	-----	-------------

Condition:

JAAudience segment name Is Hayyak20_expired

Action:

NBO Offers L



Figure 325 All Segments - NBO_Menu_Live_12

Condition Group

All	of the following	...	Description
-----	------------------	-----	-------------

Condition:

JAAudience segment name Is Hayyak15_expired

Action:

NBO Offers L



Condition Group

All	of the following	...	Description
-----	------------------	-----	-------------

Condition:

JAAudience segment name Is Hayyak12_expired

Action:

NBO Offers L



Figure 326 All Segments - NBO_Menu_Live_13

Condition Group

All	of the following	<input type="button" value="Delete"/>	<input type="button" value="Add"/>	Description
Condition <input checked="" type="checkbox"/> {A}Audience segment name Is Hayyak10_Expired <input type="button" value="Delete"/> <input type="button" value="Add"/>				
Action <input checked="" type="checkbox"/> NBO Offers L <input type="button" value="Delete"/> <input type="button" value="New"/> <input type="button" value="Edit"/> <input type="button" value="Run"/> <input type="button" value="Download"/>				

Condition Group

All	of the following	<input type="button" value="Delete"/>	<input type="button" value="Add"/>	Description
Condition <input checked="" type="checkbox"/> {A}Audience segment name Is Hayyak7_Expired <input type="button" value="Delete"/> <input type="button" value="Add"/>				
Action <input checked="" type="checkbox"/> NBO Offers L <input type="button" value="Delete"/> <input type="button" value="New"/> <input type="button" value="Edit"/> <input type="button" value="Run"/> <input type="button" value="Download"/>				

Figure 327 All Segments - NBO_Menu_Live_14

Condition Group

All	of the following	<input type="button" value="Delete"/>	<input type="button" value="Add"/>	Description
Condition <input checked="" type="checkbox"/> {A}Audience segment name Is Hayyak4_Expired <input type="button" value="Delete"/> <input type="button" value="Add"/>				
Action <input checked="" type="checkbox"/> NBO Offers L <input type="button" value="Delete"/> <input type="button" value="New"/> <input type="button" value="Edit"/> <input type="button" value="Run"/> <input type="button" value="Download"/>				

Condition Group

All	of the following	<input type="button" value="Delete"/>	<input type="button" value="Add"/>	Description
Condition <input checked="" type="checkbox"/> {A}Audience segment name Is Blue_Pocketsize_C712 <input type="button" value="Delete"/> <input type="button" value="Add"/>				
Action <input checked="" type="checkbox"/> NBO Offers L <input type="button" value="Delete"/> <input type="button" value="New"/> <input type="button" value="Edit"/> <input type="button" value="Run"/> <input type="button" value="Download"/>				

Figure 328 All Segments - NBO_Menu_Live_15

Condition Group

All	of the following	<input type="checkbox"/>	...	Description
-----	------------------	--------------------------	-----	-------------

Condition

- (A) Audience segment name is Blue_Pocketsize_LT15

Action

- NBO Offers L

Condition Group

All	of the following	<input type="checkbox"/>	...	Description
-----	------------------	--------------------------	-----	-------------

Condition

- (A) Audience segment name is Blue_Pocketsize_LT20

Action

- NBO Offers L

Figure 329 All Segments - NBO_Menu_Live_16

Condition Group

All	of the following	<input type="checkbox"/>	...	Description
-----	------------------	--------------------------	-----	-------------

Condition

- (A) Audience segment name is Blue_Pocketsize_LT25

Action

- NBO Offers L

Condition Group

All	of the following	<input type="checkbox"/>	...	Description
-----	------------------	--------------------------	-----	-------------

Condition

- (A) Audience segment name is Blue_Pocketsize_LT25

Action

- NBO Offers L

Figure 330 All Segments - NBO_Menu_Live_17

All | of the following | Description

Condition

- [A] Audience segment name is Green_NC_Pocketsize_LT12

Action

- NBO Offers L

Condition Group

All | of the following | Description

Condition

- [A] Audience segment name is Green_NC_Pocketsize_G712_LT15

Action

- NBO Offers L

Figure 331 All Segments - NBO_Menu_Live_18

All | of the following | Description

Condition

- [A] Audience segment name is Green_NC_Pocketsize_G715_LT20

Action

- NBO Offers L

Condition Group

All | of the following | Description

Condition

- [A] Audience segment name is Green_NC_Pocketsize_G720_LT25

Action

- NBO Offers L

Figure 332 All Segments - NBO_Menu_Live_19

Condition Group

All	of the following	<input type="checkbox"/>	<input type="radio"/>	Description
-----	------------------	--------------------------	-----------------------	-------------

Condition:

- (A) Audience segment name is Green_NC_Pocketsize_GT25

Action:

- NBO Offers L

Condition Group

All	of the following	<input type="checkbox"/>	<input type="radio"/>	Description
-----	------------------	--------------------------	-----------------------	-------------

Condition:

- (A) Audience segment name is Green_C_Pocketsize_LT12

Action:

- NBO Offers L

Figure 333 All Segments - NBO_Menu_Live_20

Condition Group

All	of the following	<input type="checkbox"/>	<input type="radio"/>	Description
-----	------------------	--------------------------	-----------------------	-------------

Condition:

- (A) Audience segment name is Green_C_Pocketsize_LT12_LT15

Action:

- NBO Offers L

Condition Group

All	of the following	<input type="checkbox"/>	<input type="radio"/>	Description
-----	------------------	--------------------------	-----------------------	-------------

Condition:

- (A) Audience segment name is Green_C_Pocketsize_LT15_LT20

Action:

- NBO Offers L

Figure 334 All Segments - NBO_Menu_Live_21

All of the following Description

Condition:

- (A) Audience segment name is Green_C_Pocketsize_LT25

Action:

- NBO Offers L

Condition Group:

All of the following Description

Condition:

- (A) Audience segment name is Green_C_Pocketsize_LT25

Action:

- NBO Offers L

Figure 335 All Segments - NBO_Menu_Live_22

All of the following Description

Condition:

- (A) Audience segment name is Bronze_Pocketsize_LT16

Action:

- NBO Offers L

Condition Group:

All of the following Description

Condition:

- (A) Audience segment name is Bronze_Pocketsize_LT16_LT20

Action:

- NBO Offers L

Figure 336 All Segments - NBO_Menu_Live_23

Condition Group

All	of the following	<input type="button" value="Delete"/>	<input type="button" value="..."/>	Description
-----	------------------	---------------------------------------	------------------------------------	-------------

Condition

- (A) Audience segment name is Bronze_Pocketsize_LT25

Action

- NBO Offers L

Condition Group

All	of the following	<input type="button" value="Delete"/>	<input type="button" value="..."/>	Description
-----	------------------	---------------------------------------	------------------------------------	-------------

Condition

- (A) Audience segment name is Bronze_Pocketsize_LT25

Action

- NBO Offers L

Figure 337 All Segments - NBO_Menu_Live_24

Condition Group

All	of the following	<input type="button" value="Delete"/>	<input type="button" value="..."/>	Description
-----	------------------	---------------------------------------	------------------------------------	-------------

Condition

- (A) Audience segment name is Bronze+_Pocketsize_LT20

Action

- NBO Offers L

Condition Group

All	of the following	<input type="button" value="Delete"/>	<input type="button" value="..."/>	Description
-----	------------------	---------------------------------------	------------------------------------	-------------

Condition

- (A) Audience segment name is Bronze+_Pocketsize_LT25

Action

- NBO Offers L

Figure 338 All Segments - NBO_Menu_Live_25

All | of the following | Description

Condition

- [A]Audience segment name Is Bronze_Pocketsize_GT25 X C ...

Action

- NBO Offers L X B ... D

Condition Group

All | of the following | Description

Condition

- [A]Audience segment name Is Silver_Pocketsize_GT20_LT25 X C ...

Action

- NBO Offers L X B ... D

Figure 339 All Segments - NBO_Menu_Live_26

All | of the following | Description

Condition

- [A]Audience segment name Is Silver_Pocketsize_GT25 X C ...

Action

- NBO Offers L X B ... D

Condition Group

All | of the following | Description

Condition

- [A]Audience segment name Is Gold_Pocketsize_GT25 X C ...

Action

- NBO Offers L X B ... D

Figure 340 All Segments - NBO_Menu_Live_27

Condition Group

All	of the following	<input type="button" value="Edit"/>	<input type="button" value="..."/>	Description
-----	------------------	-------------------------------------	------------------------------------	-------------

Condition

`jAAudience segment name` is `Samsung_Galaxy_S23_Ultra_Upgrade_new`

Action

NBO Offers L

Condition Group

All	of the following	<input type="button" value="Edit"/>	<input type="button" value="..."/>	Description
-----	------------------	-------------------------------------	------------------------------------	-------------

Condition

`jAAudience segment name` is `iPhone16_Promax_Upgrade_new`

Action

NBO Offers L

Figure 341 All Segments - NBO_Menu_Live_28

Condition Group

All	of the following	<input type="button" value="Edit"/>	<input type="button" value="..."/>	Description
-----	------------------	-------------------------------------	------------------------------------	-------------

Condition

`jAAudience segment name` is `Roaming_Default`

Action

NBO Offers L

Condition Group

All	of the following	<input type="button" value="Edit"/>	<input type="button" value="..."/>	Description
-----	------------------	-------------------------------------	------------------------------------	-------------

Condition

`jAAudience segment name` is `Not_in_Roaming`

Action

NBO Offers L

Figure 342 All Segments - NBO_Menu_Live_29

All | of the following |      Description

Condition

(All Audience segment name) Is Not_in_GCIC_Nr_ADDON     

Action

NBO Offers L      

Condition Group

All | of the following |      Description

Condition

(All Audience segment name) Is m_GCC_Nr_ADDON     

Action

NBO Offers L      

Figure 343 All Segments - NBO_Menu_Live_30

Condition Group

All | of the following |      Description

Condition

(All Audience segment name) Is DATA_Next_Risky_AOPLT2_Blue_to_Bronze+     

Action

NBO Offers L      

Condition Group

All | of the following |      Description

Condition

(All Audience segment name) Is DATA_Next_Risky_AOPLT2_Silver_to_Platinum     

Action

NBO Offers L      

Figure 344 All Segments - NBO_Menu_Live_31

Condition Group

All	of the following	<input type="checkbox"/>	...	Description
Condition <input checked="" type="checkbox"/> (A) Audience segment name is DATA_Non_Risky_AOPGT2_Blue_to_Bronze+Seg1 <input type="checkbox"/> <input type="radio"/> <input type="button" value="..."/>				
Action <input checked="" type="checkbox"/> NBO Offers L <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>				

Condition Group

All	of the following	<input type="checkbox"/>	...	Description
Condition <input checked="" type="checkbox"/> (A) Audience segment name is DATA_Non_Risky_AOPGT2_Blue_to_Bronze+Seg1 <input type="checkbox"/> <input type="radio"/> <input type="button" value="..."/>				
Action <input checked="" type="checkbox"/> NBO Offers L <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>				

Figure 345 All Segments - NBO_Menu_Live_32

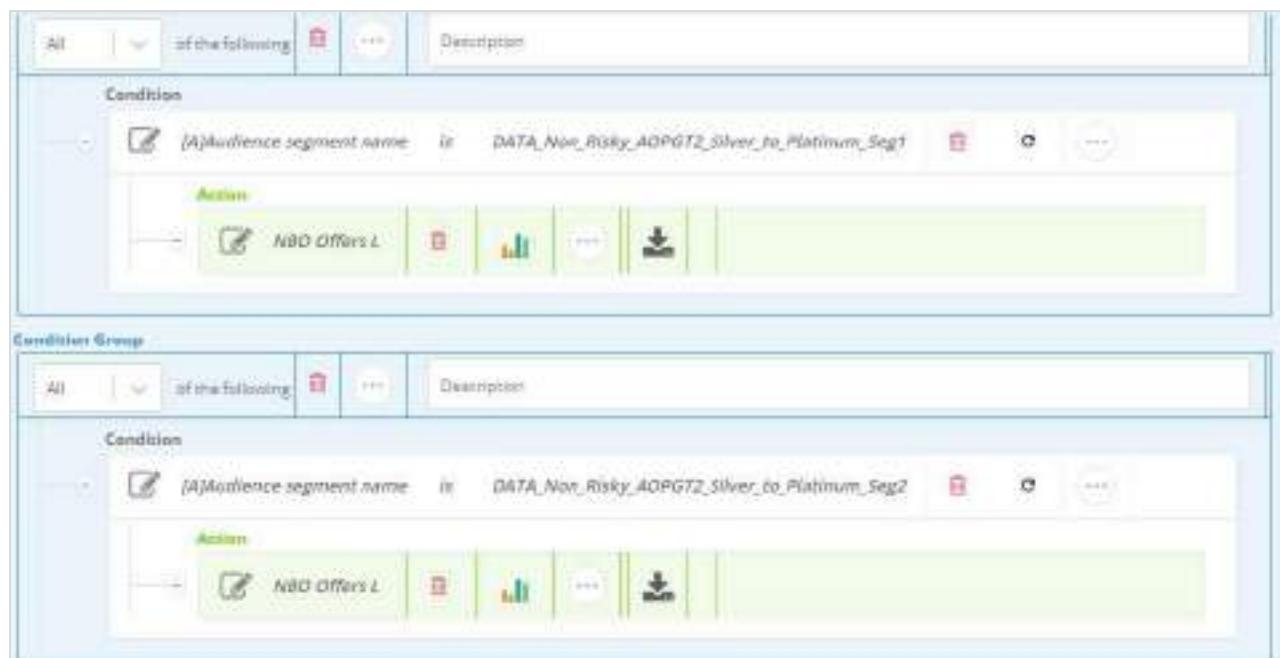
Condition Group

All	of the following	<input type="checkbox"/>	...	Description
Condition <input checked="" type="checkbox"/> (A) Audience segment name is DATA_Non_Risky_AOPGT2_Blue_to_Bronze+Seg3 <input type="checkbox"/> <input type="radio"/> <input type="button" value="..."/>				
Action <input checked="" type="checkbox"/> NBO Offers L <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>				

Condition Group

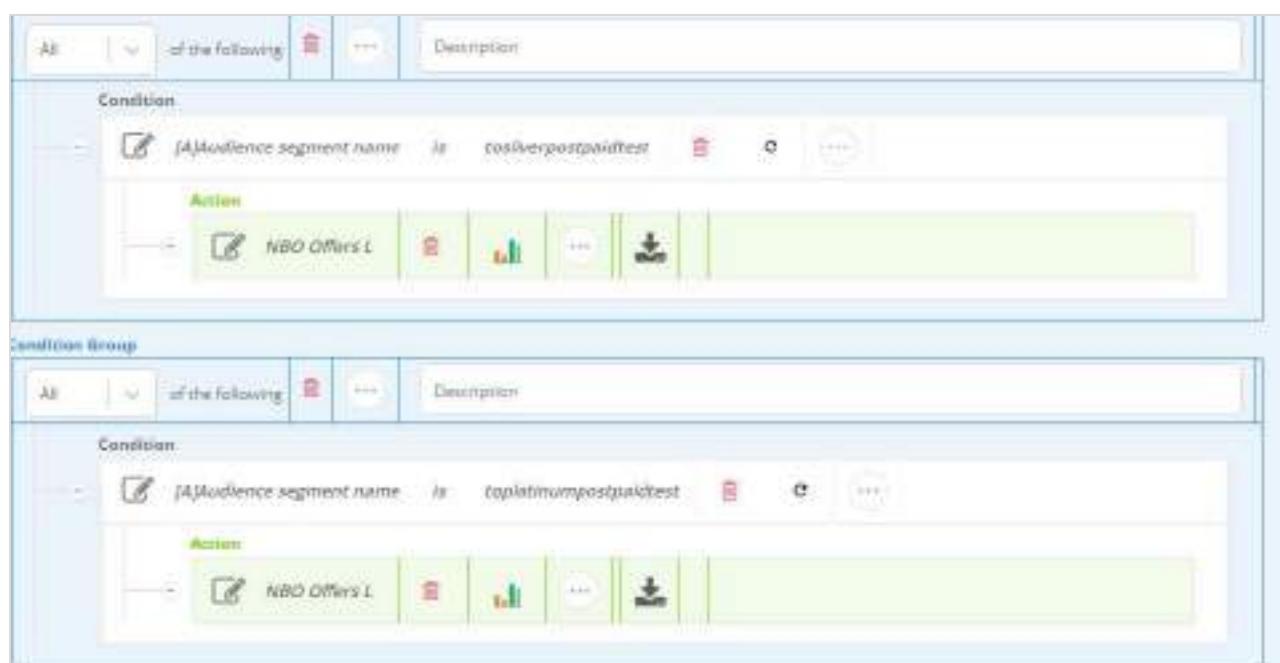
All	of the following	<input type="checkbox"/>	...	Description
Condition <input checked="" type="checkbox"/> (A) Audience segment name is DATA_Non_Risky_AOPGT2_Blue_to_Bronze+Seg4 <input type="checkbox"/> <input type="radio"/> <input type="button" value="..."/>				
Action <input checked="" type="checkbox"/> NBO Offers L <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>				

Figure 346 All Segments - NBO_Menu_Live_33



The screenshot displays the configuration of two audience segments. Each segment has a condition where the Audience segment name is either 'DATA_Non_Risky_AOPGT2_Silver_to_Platinum_Seg1' or 'DATA_Non_Risky_AOPGT2_Silver_to_Platinum_Seg2'. The action for both segments is set to 'NBO Offers L'. The interface includes standard filtering and description fields.

Figure 347 All Segments - NBO_Menu_Live_34



The screenshot displays the configuration of two audience segments. The first segment's condition is 'Audience segment name is cosilverpostpaidtest' and its action is 'NBO Offers L'. The second segment's condition is 'Audience segment name is coplatinumpostpaidtest' and its action is also 'NBO Offers L'. The interface includes standard filtering and description fields.

Figure 348 All Segments - NBO_Menu_Live_35

8.3.2.10.1 Actions

This option allows users to configure the parameters required to run the selected campaign.

1. On the **New Segment** screen, click the **Settings** button  to configure the parameters. The following screen will be displayed.

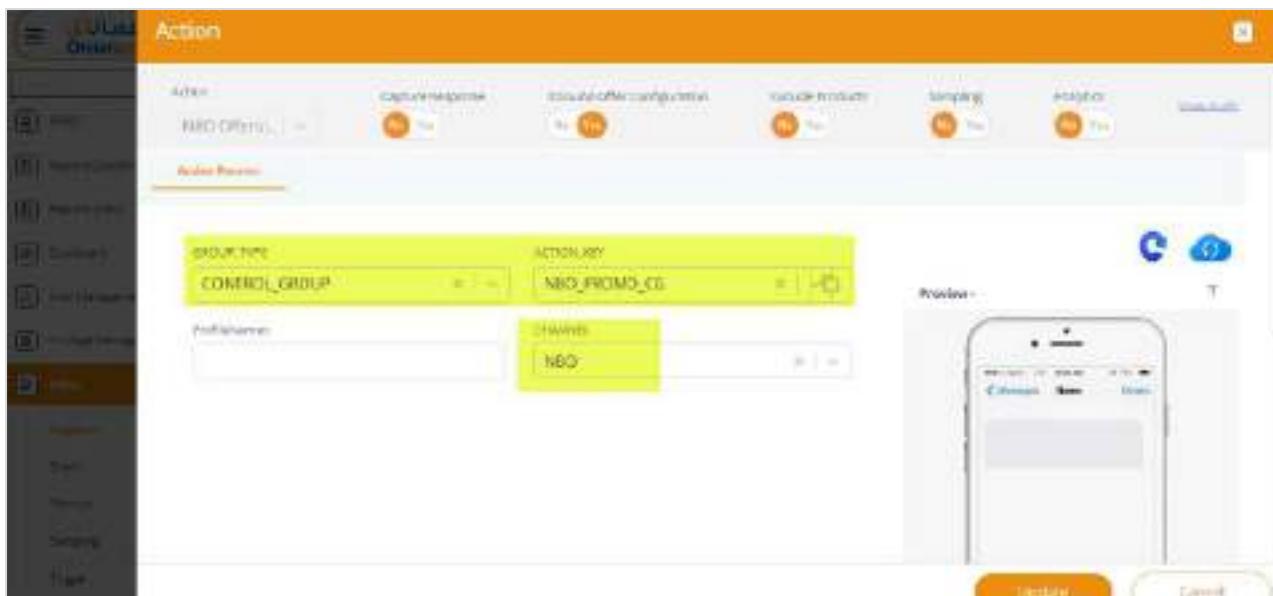


Figure 349 Action Input Screen

2. Enter the following information in the corresponding fields. If fields marked with “|” are mandatory.

Field	Description
Group Type	Select the group type in the drop-down list. For example, “ Control Group ”.
Action key	Select the action key in the drop-down list. For example, “ NBO_PROMO(CG) ”.
Profile Names	Enter the profile name in this field.
Channel	Select the medium used to deliver the offer in the drop-down list. For example, “ NBO ”.

Prepaid:

Note: The following screen is displayed if “**Inbound Offer Details**” is enabled. These Inbound Offer Details are always enabled for NBO.

Action

Action NBO Offers L	Capture Response <input checked="" type="radio"/> No <input type="radio"/> Yes	Inbound Offer Configuration <input checked="" type="radio"/> No <input type="radio"/> Yes	Exclude Products <input checked="" type="radio"/> No <input type="radio"/> Yes	Sampling <input checked="" type="radio"/> No <input type="radio"/> Yes	Analytics <input checked="" type="radio"/> No <input type="radio"/> Yes	View Audit
Action Params						X
GROUP_TYPE CONTROL_GROUP	ACTION_KEY NBO_PROMO(CG)	CHANNEL NBO	 Preview -			
ProfileNames	CHANNEL					

Inbound Offer Details

Offer Type Data Offer	Products BTL RO1.52GB [P...]	Product Order 1	ADD OFFERS
--------------------------	-----------------------------------	--------------------	-------------------

Figure 350 Action– Inbound Offer Details Prepaid

Postpaid:

Note: The following screen is displayed if “**Inbound Offer Details**” is enabled. These Inbound Offer Details are always enabled for NBO.

Action

Action
Capture Response
Inbound Offer Configuration
Exclude Products
Sampling
Analytics
[View Audit](#)

NBO Offers L | ▾
No Yes
No Yes
No Yes
No Yes

Action Params

GROUP_TYPE	ACTION_KEY	C 
TEST_GROUP	NBO_BONUS	X ▾
ProfileNames	CHANNEL	X ▾
	NBO	

Preview -



Inbound Offer Details

Offer Type	Products	Product Order
Data Offer	Postpaid ATL 50...	49 
Offer Type	Products	Product Order
ILD	Postpaid ATL IDD ...	50 
Offer Type	Products	Product Order
Roaming	Postpaid BTL - Wo...	51  

ADD OFFERS

Figure 351 Action– Inbound Offer Details_Postpaid

3. Enter the following information in the corresponding fields. If fields marked with “|” are mandatory.

Field	Description
Inbound Offer Details	
Offer Type	Select the inbound offer in the drop-down list. For example, “ Data Offer ”.

Field	Description
Products	Select the product in the drop-down list. For example, “ BTL RO 1.5GB ”.
Product Order	Execution priority for the product if multiple offers exist. <ul style="list-style-type: none"> • Click the Add button to add multiple offer details. • Click the Delete button to delete the existing offer details.

- After providing the required details, click **Add Offers**.

A confirmation message is displayed, indicating that the inbound offer is updated successfully.

4. After providing the required details, click **Launch**. The following screen will be displayed.

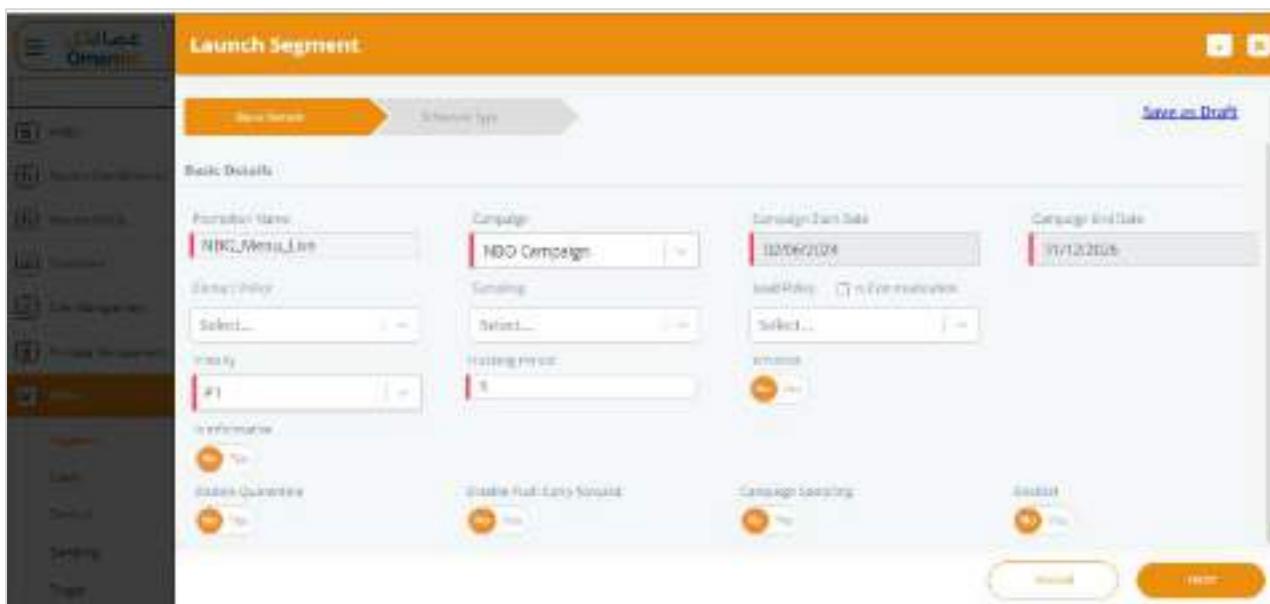


Figure 352 Launch Segment

For more details about the launch segment, see the section [Action](#).

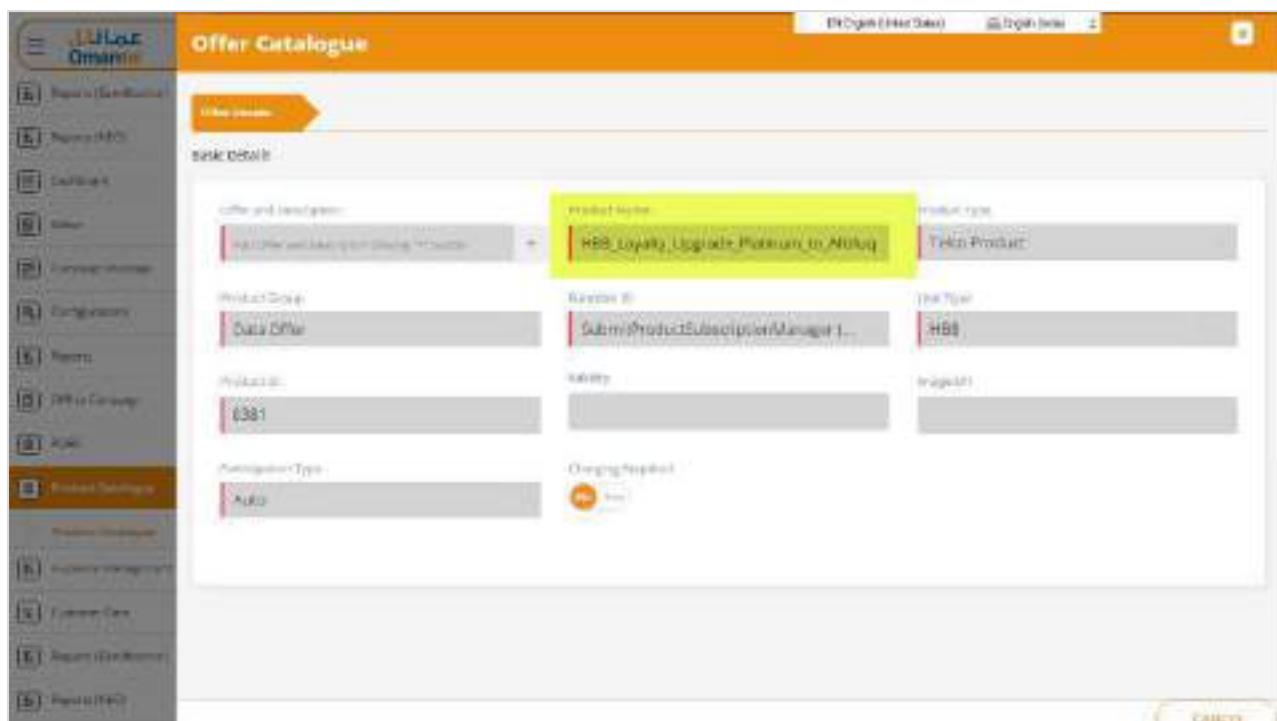
8.3.2.11 NBO_Menu_MobileApp_Live

NBO_Menu_MobileApp_Live is a rules-based segmentation campaign that targets users based on their triggers, access channels, and specific customer attributes. The campaign segments users into different condition groups according to the audience they belong to and delivers targeted actions (offers) via the mobile app channel.

Pre-requisites:

- Product Catalogue

The following product offer must be configured under the product catalogue. Refer to the following screen.

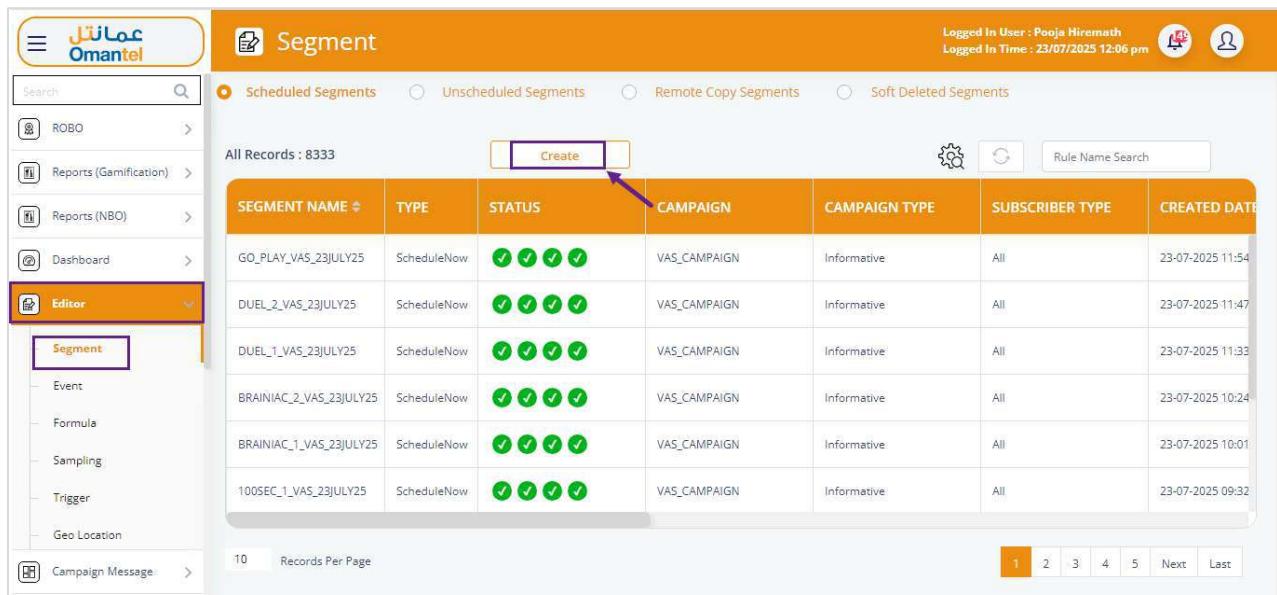


The screenshot shows the 'Offer Catalogue' interface. On the left is a vertical navigation menu with items like 'Input to Salesforce', 'Products', 'Segments', 'Campaigns', 'Events', 'APIs to Connectors', 'APIs', and 'Enabled Technologies'. The main area is titled 'Offer Catalogue' and contains a 'Basic Details' section. A yellow box highlights the 'Product Name' field, which is set to 'HRB Loyalty Upgrade Platinum to Gold'. Other fields include 'Offer ID' (Data Offer), 'Offer Type' (Offer Type), 'Offer ID' (Offer ID), 'Offer Status' (Active), 'Offer Period' (Ongoing), and 'Offer Type' (Offer Type). A 'Cancel' button is visible at the bottom right.

Figure 353 Offer Catalogue- Product Configuration

For more details about the product catalogue, see the section [**Product Catalogue**](#).

1. On the **Segment** screen, click the **Create** button to create a new segment. Refer to the following screen.



The screenshot shows the 'Segment' screen. On the left is a sidebar with 'Editor' selected, showing options for 'Event', 'Formula', 'Sampling', 'Trigger', and 'Geo Location'. The main area has a title 'Segment' and a search bar. Below it are buttons for 'Scheduled Segments' (selected), 'Unscheduled Segments', 'Remote Copy Segments', and 'Soft Deleted Segments'. A 'Create' button is highlighted with a purple box and an arrow pointing to it. The table below lists segments with columns: SEGMENT NAME, TYPE, STATUS, CAMPAIGN, CAMPAIGN TYPE, SUBSCRIBER TYPE, and CREATED DATE. The first few rows show segments like 'GO_PLAY_VAS_23JULY25', 'DUEL_2_VAS_23JULY25', etc., all scheduled now and using the 'VAS_CAMPAIGN' type. At the bottom, there's a 'Records Per Page' dropdown set to 10, and a navigation bar with pages 1 through 5, 'Next', and 'Last'.

Figure 354 Segment – New Segment

2. After clicking the **Create** button, the following screen will be displayed.



Figure 355 New Segment – Input Screen

3. On the **New Segment** screen, click  >> **Condition** to add a condition. Refer to the following screen.

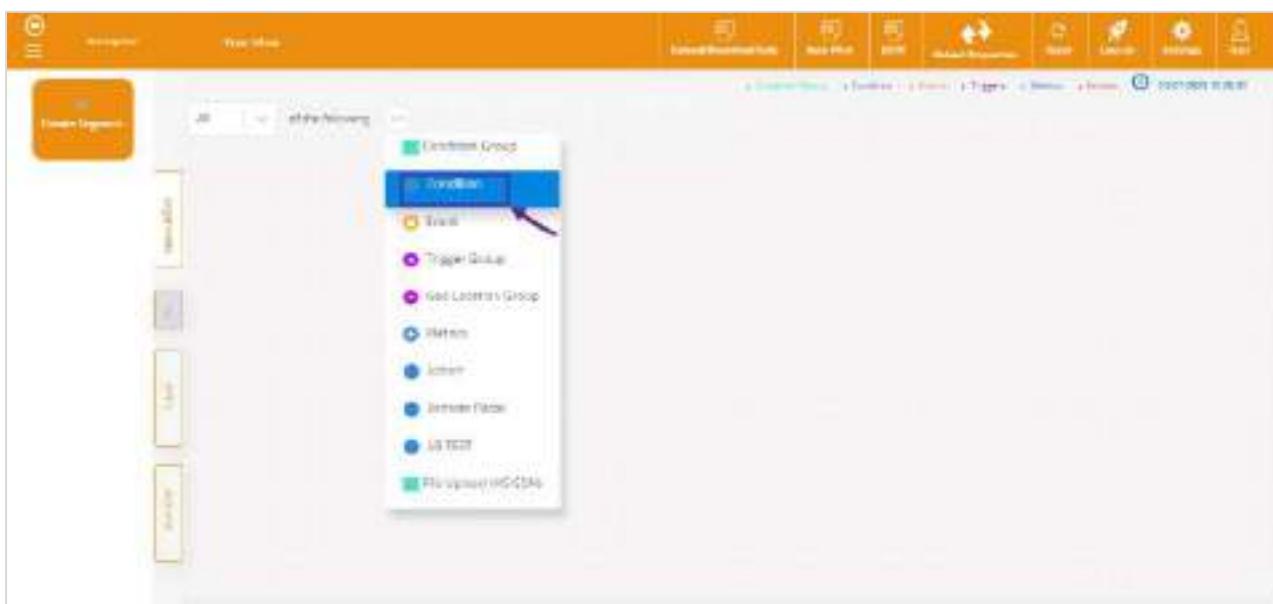


Figure 356 New Segment – Condition

The following are the trigger group, condition group, conditions, and actions configured for the campaign:

Trigger Group:

- My Best Offer

Condition:

- Trigger(S) is NBO
- [O]channel(S) is MOBILE_APP
- C360 TRA Flag 365days

- C360 NBO Product

Condition Group:

- [A]Audience segment name

Actions:

- NBO Offers L

For more details about adding conditions, see the section [**Add Condition to Rule.**](#)

For more details about adding actions, see the section [**Action.**](#)

4. After adding the relevant conditions and actions, the following screen will be displayed.

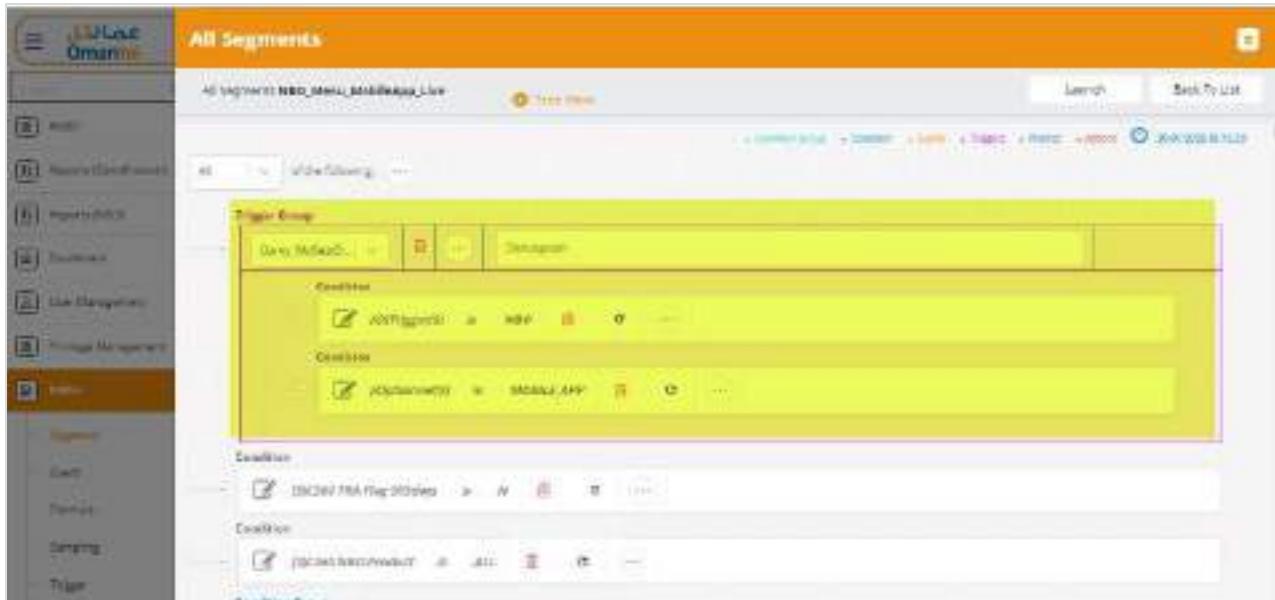


Figure 357 All Segments - NBO_Menu_Live_1

The remaining condition group, conditions, and actions are similar to the previous campaign. For more details, see the section [**NBO Menu Live.**](#)

8.3.2.12 NBO_Menu_CRM_Live1

NBO_Menu_CRM_Live1 is a segmentation campaign that targets customers based on a specific set of attributes and operational triggers within the CRM (Customer Relationship Management) channel. The purpose of the campaign is to deliver personalized offers to selected customer segments by evaluating a series of logical conditions and groupings.

Pre-requisites:

- Product Catalogue

The following product offer must be configured under the product catalogue. Refer to the following screen.

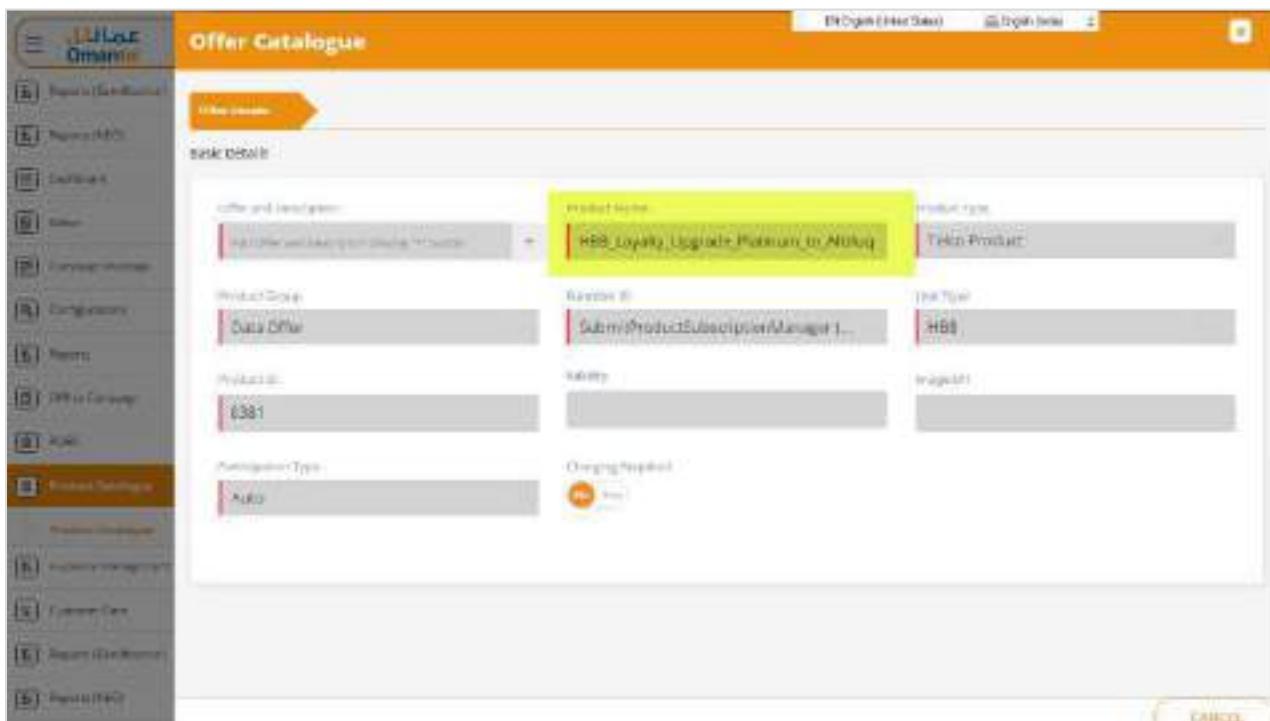


Figure 358 Offer Catalogue- Product Configuration

For more details about the product catalogue, see the section [**Product Catalogue**](#).

1. On the **Segment** screen, click the **Create** button to create a new segment. Refer to the following screen.

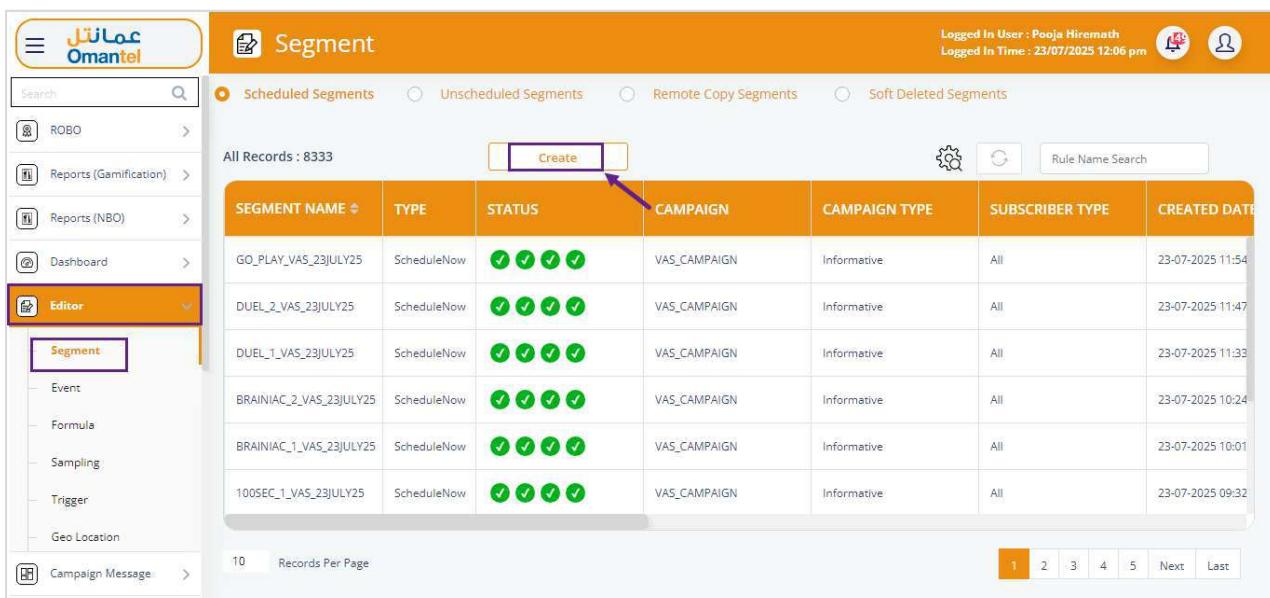


Figure 359 Segment – New Segment

2. After clicking the **Create** button, the following screen will be displayed.



Figure 360 New Segment – Input Screen

3. On the **New Segment** screen, click  >> **Condition** to add a condition. Refer to the following screen.

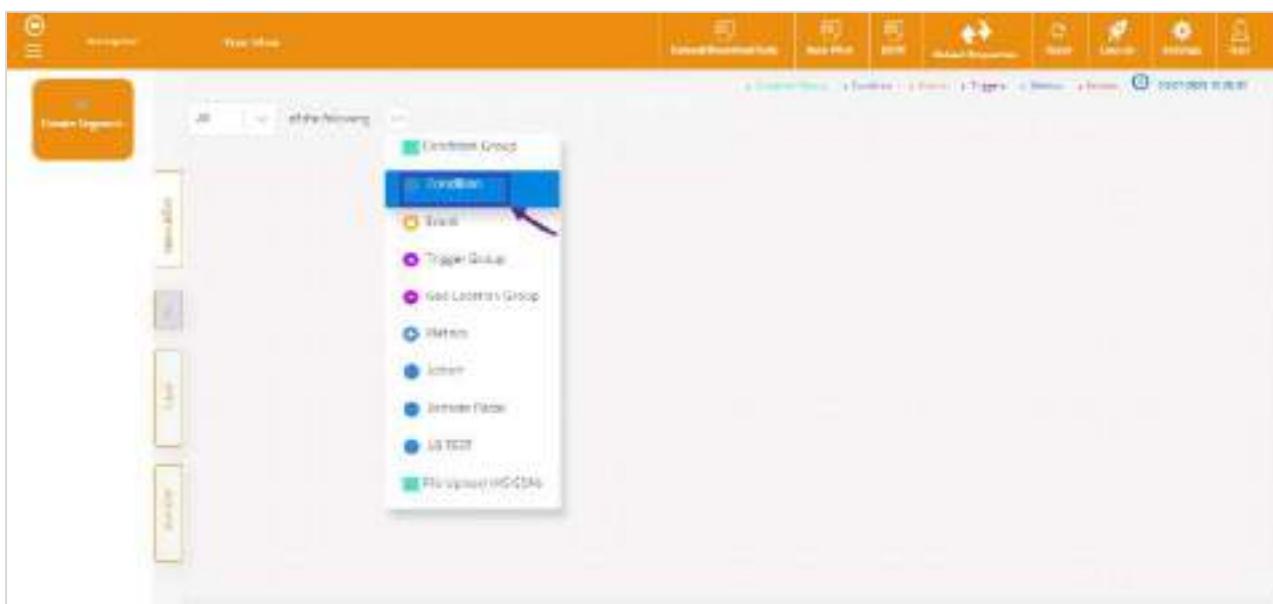


Figure 361 New Segment – Condition

The following are the trigger group, condition group, conditions, and actions configured for the campaign:

Trigger Group:

- My Best Offer

Condition:

- Trigger(S) is NBO
- [O]channel(S) is CRM
- C360 TRA Flag 365days

- C360 NBO Product

Condition Group:

- [A]Audience segment name

Actions:

- NBO Offers L

For more details about adding conditions, see the section [**Add Condition to Rule.**](#)

For more details about adding actions, see the section [**Action.**](#)

4. After adding the relevant conditions and actions, the following screen will be displayed.

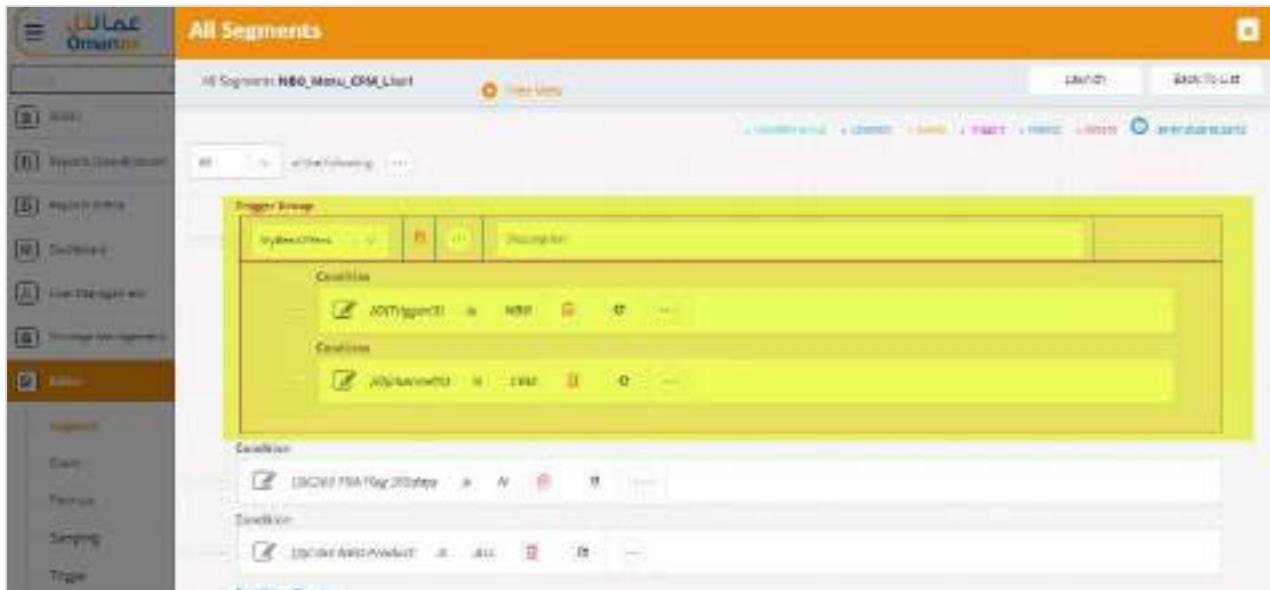


Figure 362 All Segments - NBO_Menu_Live_1

The remaining condition group, conditions, and actions are similar to the previous campaign. For more details, see the section [**NBO Menu Live.**](#)

8.3.2.13 NBO_Activation

NBO_Activation is a segmentation campaign that is to activate customers who meet a defined set of behavioral triggers and product-specific conditions. It evaluates user activity (specifically product activations), ensures they have associated products, and then checks for the presence of product IDs to determine eligibility. Based on these criteria, subsequent actions or communications can be triggered.

Pre-requisites:

- Product Catalogue

The following product offer must be configured under the product catalogue. Refer to the following screen.

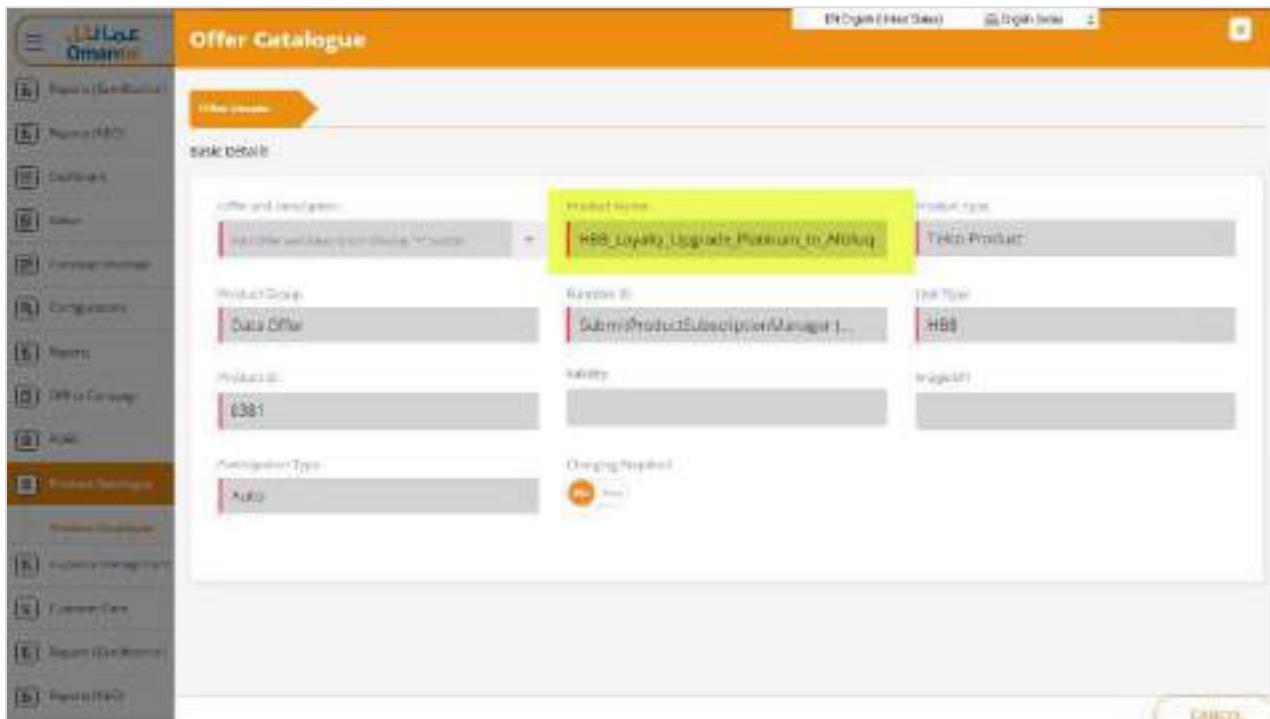


Figure 363 Offer Catalogue- Product Configuration

For more details about the product catalogue, see the section [Product Catalogue](#).

1. On the **Segment** screen, click the **Create** button to create a new segment. Refer to the following screen.

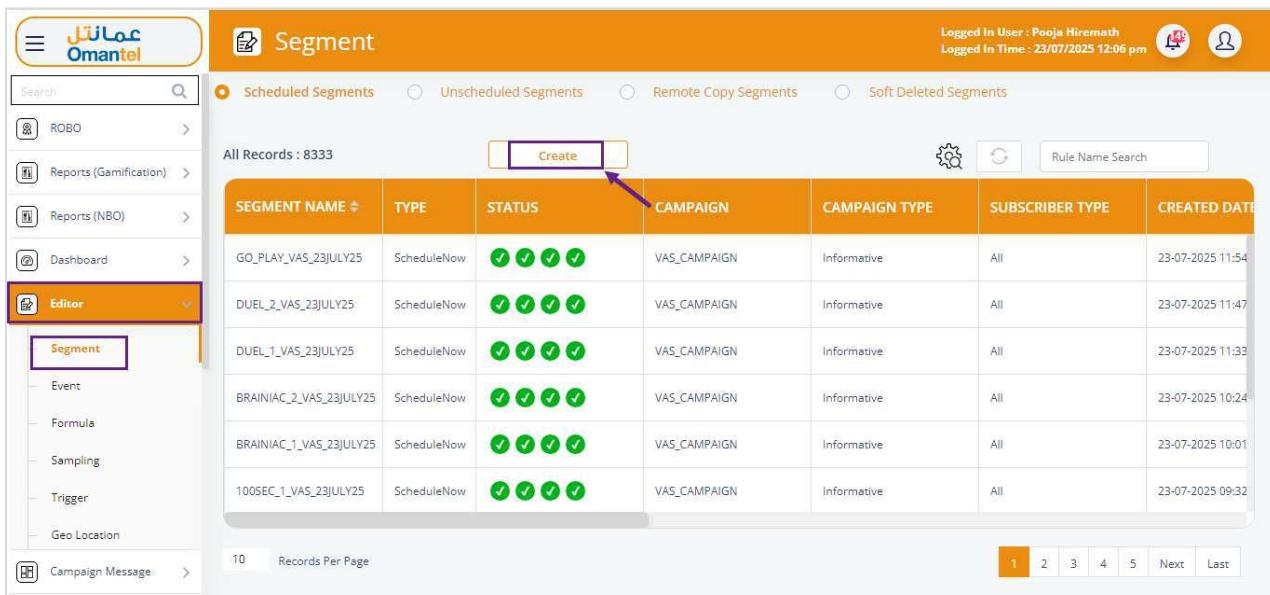


Figure 364 Segment – New Segment

2. After clicking the **Create** button, the following screen will be displayed.



Figure 365 New Segment – Input Screen

3. On the **New Segment** screen, click  >> **Condition** to add a condition. Refer to the following screen.

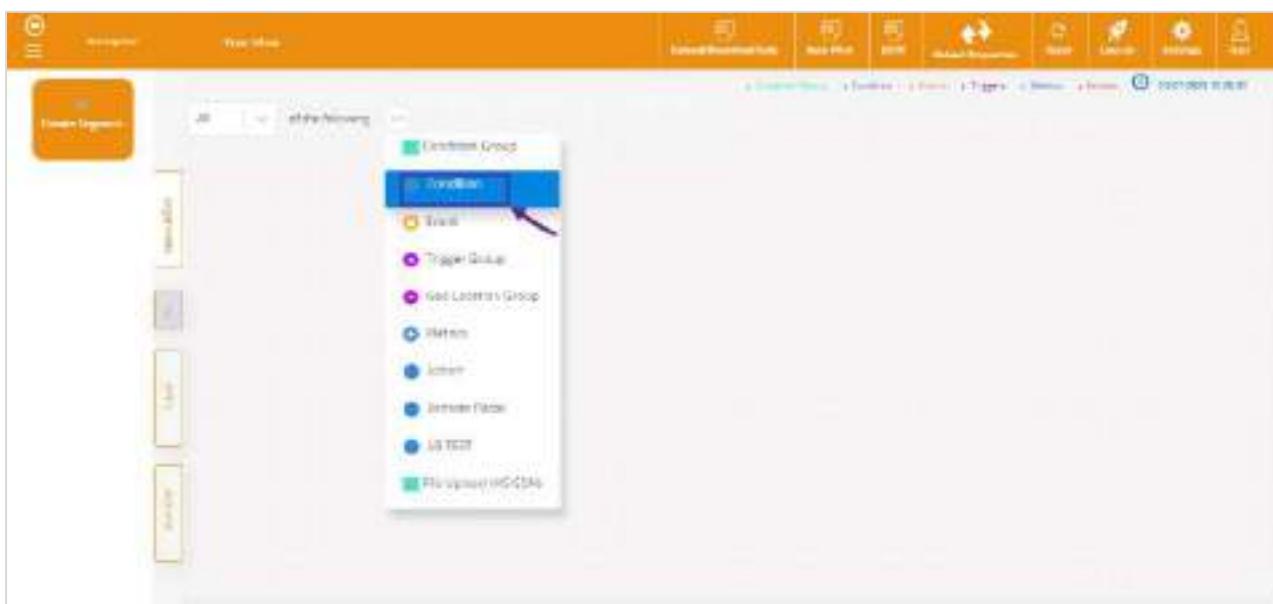


Figure 366 New Segment – Condition

The following are the trigger group, condition group, conditions, and actions configured for the campaign:

Trigger Group:

- Product Activation

Condition:

- Product ID(s) is Null

Action:

- Free Offer Data

For more details about adding conditions, see the section [**Add Condition to Rule**](#).
 For more details about adding actions, see the section [**Action**](#).

4. After adding the relevant conditions and actions, the following screen will be displayed.

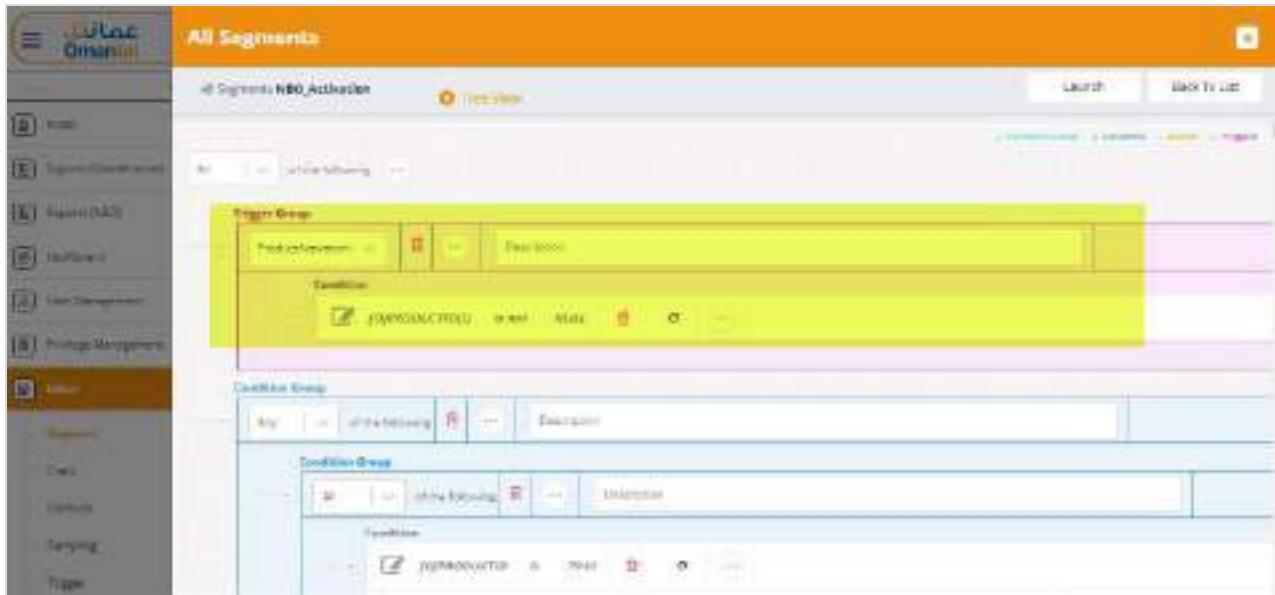


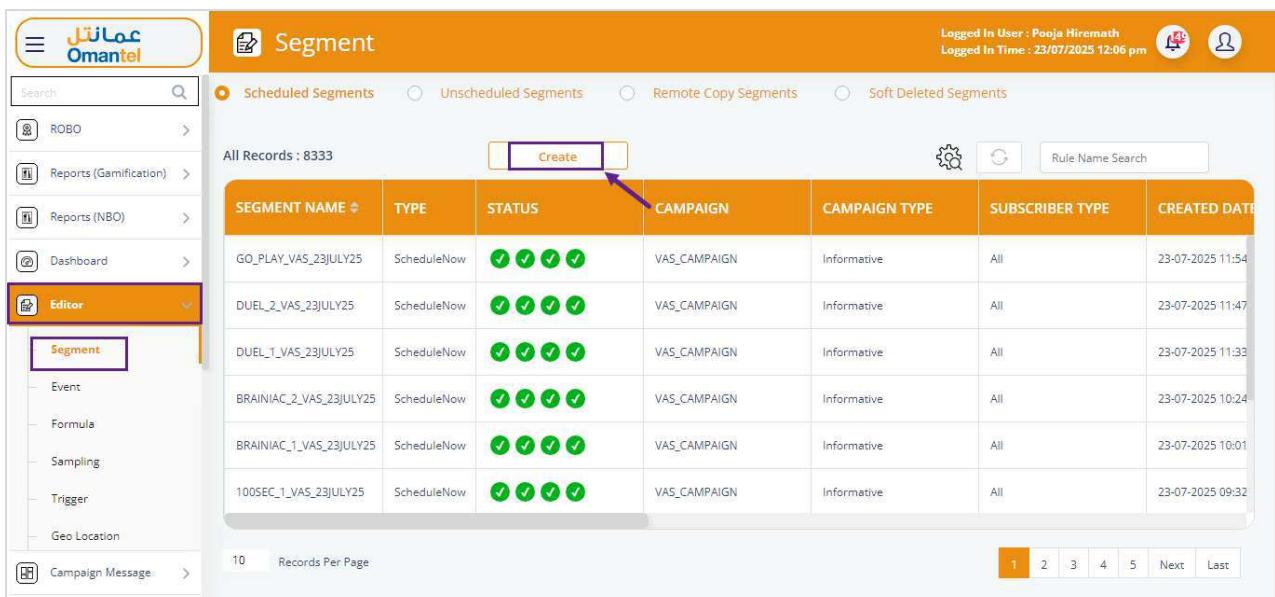
Figure 367 All Segments - NBO_Menu_Live_1

The remaining condition group, conditions, and actions are similar to the previous campaign. For more details, see the section [**NBO Menu Live**](#).

8.3.2.14 VAS_100Seconds_Promo_Postpaid_Oct14to31

The VAS_100Seconds_Promo_Postpaid_Oct14to31 campaign is a targeted postpaid promotional campaign designed to encourage eligible customers to subscribe to the VAS 100 Seconds service during the period October 14 to 31.

1. On the **Segment** screen, click the **Create** button to create a new segment. Refer to the following screen.



SEGMENT NAME	TYPE	STATUS	CAMPAIGN	CAMPAIGN TYPE	SUBSCRIBER TYPE	CREATED DATE
GO_PLAY_VAS_23JULY25	ScheduleNow	✓ ✓ ✓ ✓	VAS_CAMPAIGN	Informative	All	23-07-2025 11:54
DUEL_2_VAS_23JULY25	ScheduleNow	✓ ✓ ✓ ✓	VAS_CAMPAIGN	Informative	All	23-07-2025 11:47
DUEL_1_VAS_23JULY25	ScheduleNow	✓ ✓ ✓ ✓	VAS_CAMPAIGN	Informative	All	23-07-2025 11:33
BRAINIAC_2_VAS_23JULY25	ScheduleNow	✓ ✓ ✓ ✓	VAS_CAMPAIGN	Informative	All	23-07-2025 10:24
BRAINIAC_1_VAS_23JULY25	ScheduleNow	✓ ✓ ✓ ✓	VAS_CAMPAIGN	Informative	All	23-07-2025 10:01
100SEC_1_VAS_23JULY25	ScheduleNow	✓ ✓ ✓ ✓	VAS_CAMPAIGN	Informative	All	23-07-2025 09:32

Figure 368 Segment – New Segment

2. After clicking the **Create** button, the following screen will be displayed.



Figure 369 New Segment – Input Screen

3. On the **New Segment** screen, click  >> **Condition** to add a condition. Refer to the following screen.

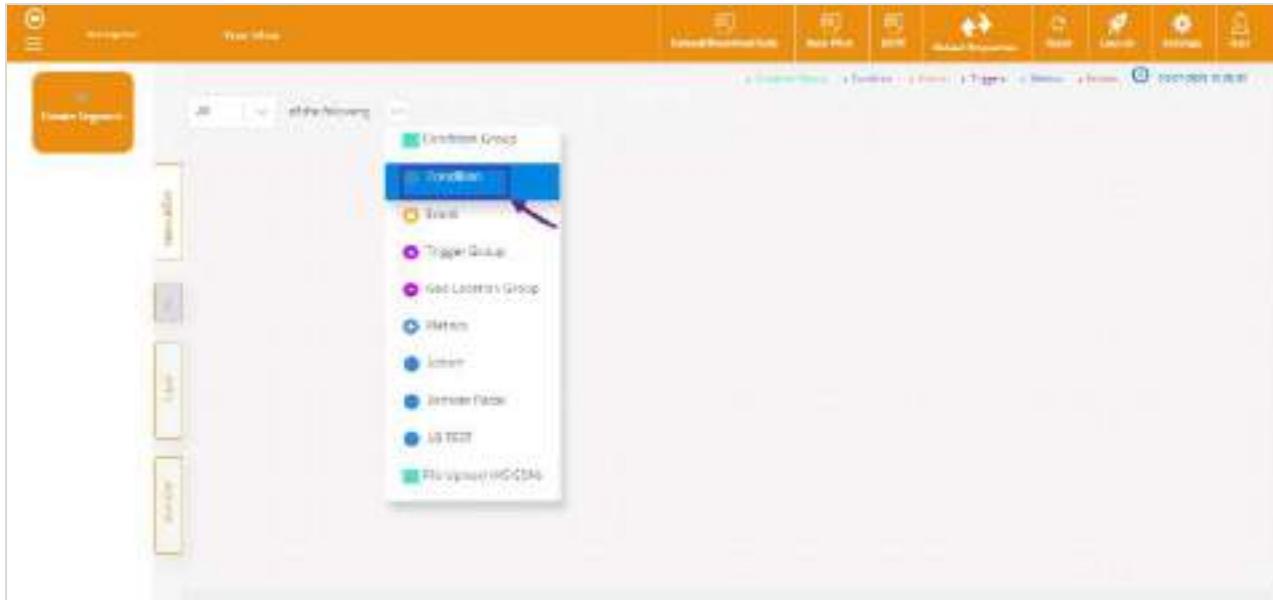


Figure 370 New Segment – Condition

The following are the conditions and actions configured for the campaign:

Top Level Segment Conditions:

- [C]360 Line Type is Mobile Postpaid
- [C]360 Status is Active
- [C]360 Business is CONSUMER

- [C]360 App User Flag is No

Conditions Groups 1 :

- Subscription Event Date is more than or equal to the last 90 Days.
- Products Non Subscribed

Conditions:

- [S] LC_NONDELIVERED_ACTION_KEY_LAST_30_DAYSAYS in VAS_100Seconds_Postpaid
- [V]VAS TAGGIN FROM PROFILE

Actions:

- Send SMS

For more details about adding conditions, see the section [**Add Condition to Rule.**](#)

For more details about adding actions, see the section [**Action.**](#)

4. After adding the relevant conditions and actions, the following screen will be displayed.

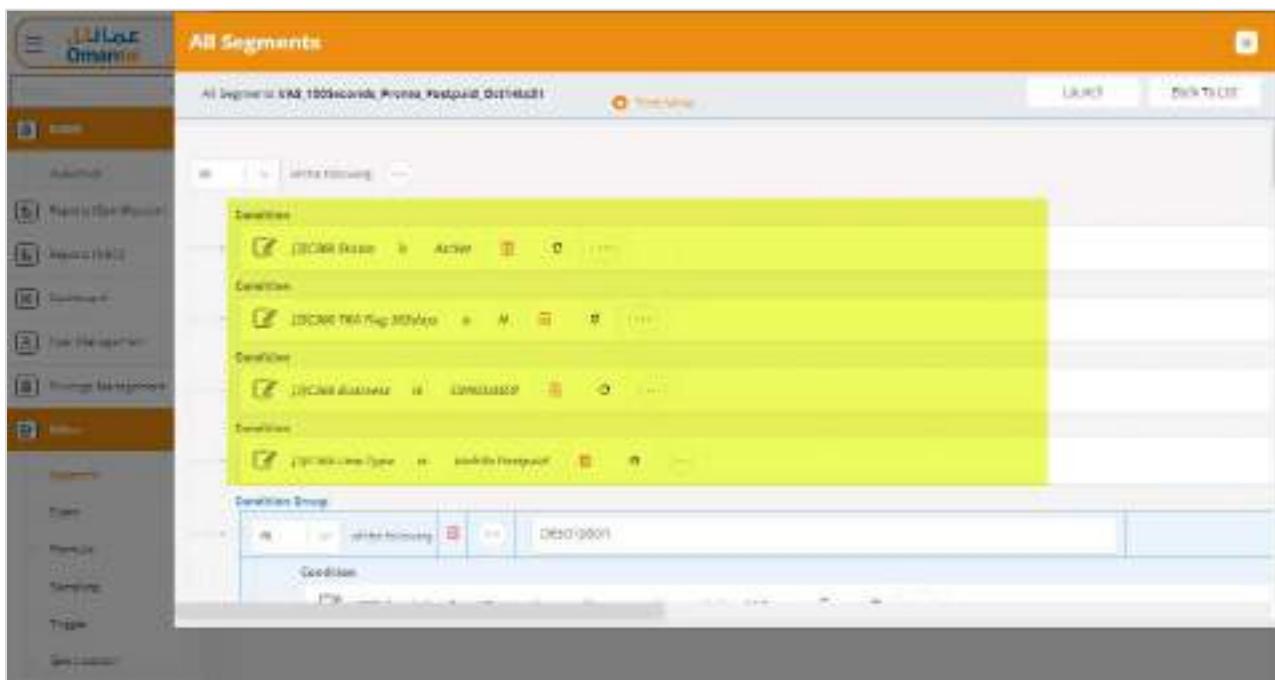
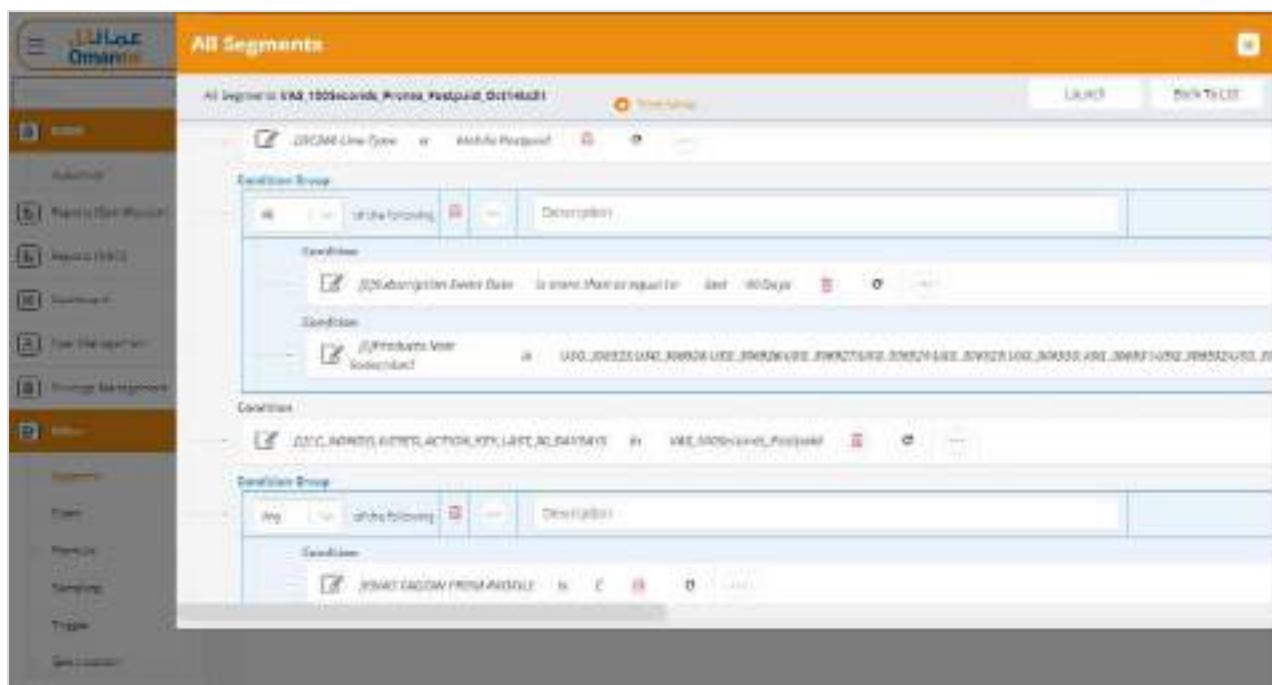


Figure 371 All Segments

Note: For better viewing, the image is split into two halves.



The screenshot displays the 'All Segments' interface in the Omantel Magik User Manual. It shows two distinct condition groups being configured for segments:

- Condition Group 1:** Filters by Product Type (Electronics) and Subcategory (Laptops). It includes a condition for 'Last Purchase Date'.
- Condition Group 2:** Filters by Product Type (Electronics) and Subcategory (Smartphones). It also includes a condition for 'Last Purchase Date'.

Figure 372 All Segments – Condition Group

8.3.2.14.1 Actions

This option allows users to configure the parameters required to run the selected campaign.

1. On the **New Segment** screen, click the **Settings** button  to configure the parameters. The following screen will be displayed.

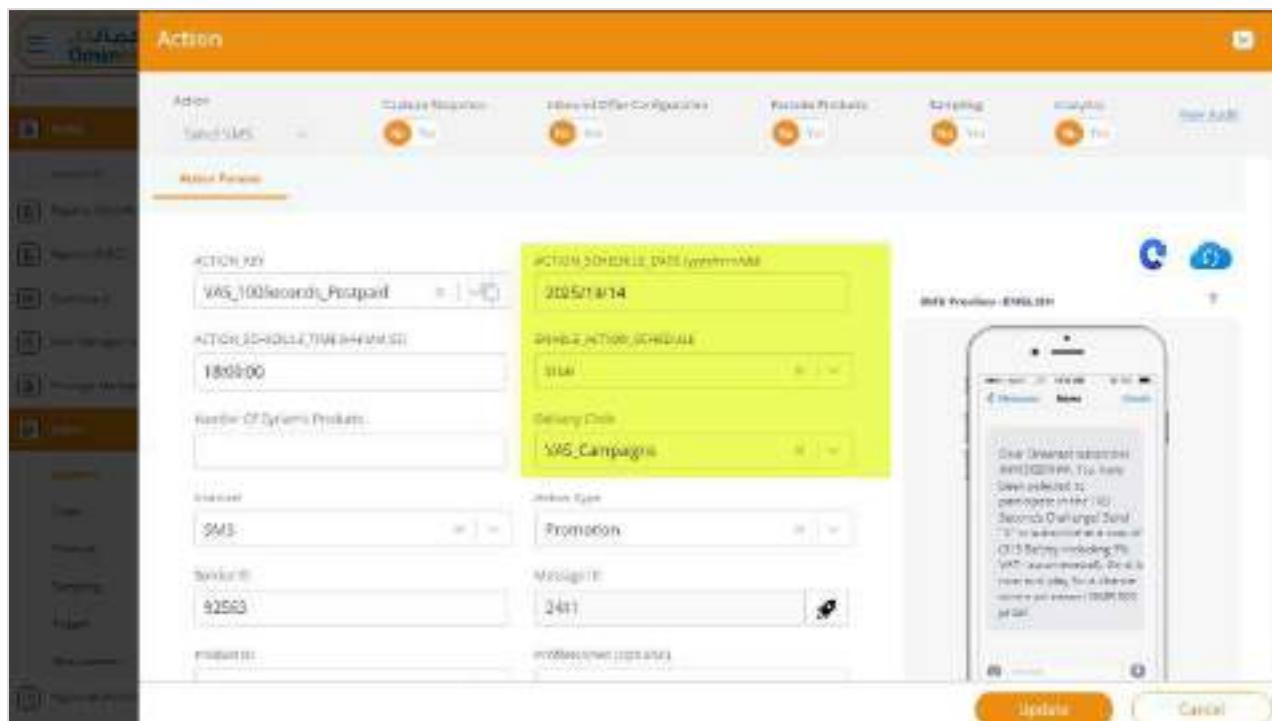


Figure 373 Action Input Screen

- Enter the following information in the corresponding fields. If fields marked with “|” are mandatory.

Field	Description
ACTION_KEY	Select the “ VAS_100Seconds_Postpaid ” as campaign key in the drop-down list for campaign strategy.
Action Schedule Date	Specifies the date (in YYYY/MM/DD format) when the campaign action is scheduled to execute.
Action Schedule Time	Select the exact time (HH:MM:SS) when the action will be triggered or executed.
Enable Action Schedule	Indicates whether the action scheduling is enabled (true) or disabled (false). When enabled, the system will automatically trigger the action at the defined date and time.
Number of Dynamic Products	Allows specifying the number of dynamic product offers to be included in the campaign message (if applicable).
Delivery Circle	Select the campaign delivery group as VAS Campaigns in the drop-down list that determines where the message will be sent.
Channel	Specifies the channel as “ SMS ” in the drop-down list.
Action Type	Specifies the action type as “ Promotion ” in the drop-down list.
Sender ID	Enter the short code (92563) from which the message will be sent to the customer.
Message ID	Select the Message button to select the pre-configured messages. A unique identifier for the message template used in the campaign.
Product ID	Used to associate the specific product or service being promoted through the campaign (optional, based on configuration).

Field	Description
Profile Names (Optional)	Allows mapping of predefined customer profiles or lists to the campaign action if additional targeting criteria are required.

Note: The following screen is displayed if “Capture Response” is enabled.

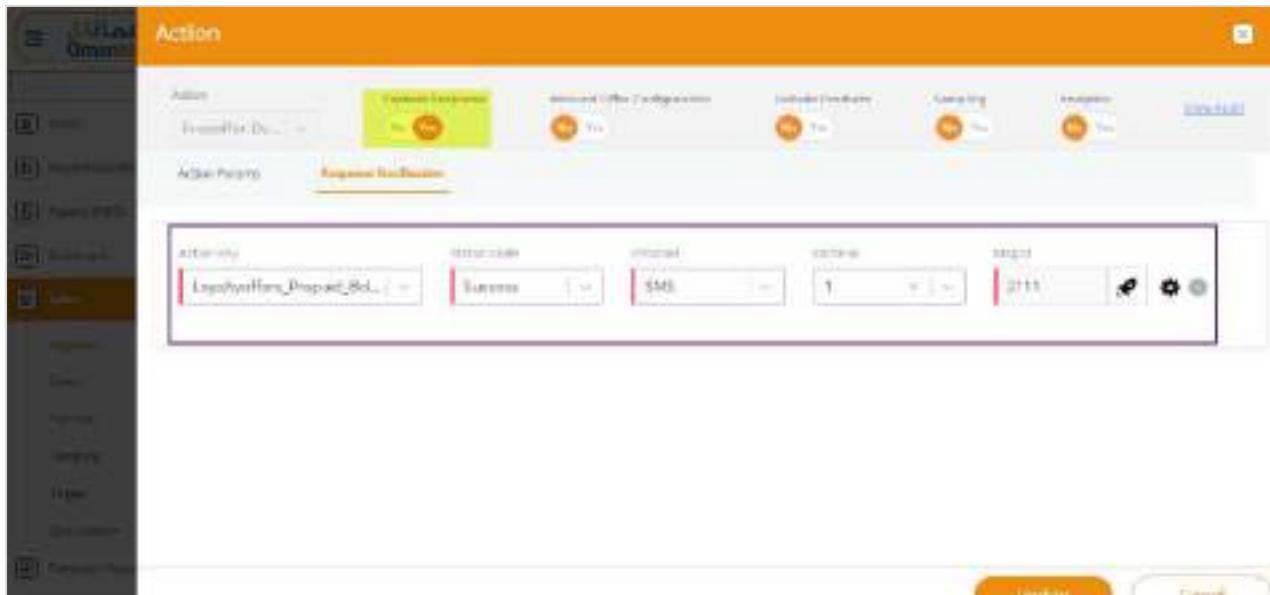
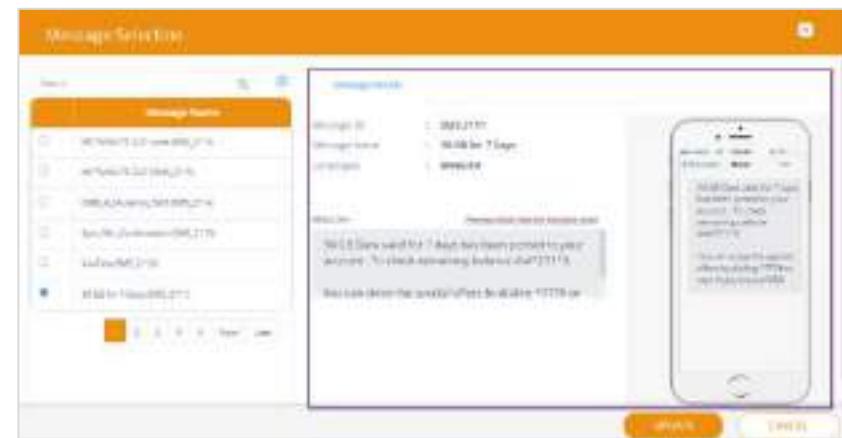


Figure 374 Action– Capture Response

3. Enter the following information in the corresponding fields. If fields marked with “|” are mandatory.

Field	Description
Response Notification	
When enabled, it captures the response status of the targeted users after the offer is sent.	
Action Key	Select the type of action for which the response is being captured in the drop-down list.
Status Code	Select the status of the action in the drop-down list. For example, Success.
Channel	Select the channel used to send the notification to the user. For example, “SMS”.
Circle ID	Select the circle to which the user belongs. For example, “2”.
Msg Id	Indicates the message template ID used for the notification. Select 🚀 to select the message. The following screen will be displayed.

Field	Description
	 <ul style="list-style-type: none"> Select the Message that needs to be sent to the user. The following screen will be displayed.  <ul style="list-style-type: none"> The selected message details will be displayed, and click Update will save the action.

4. After providing the required details, the following screen will be displayed.

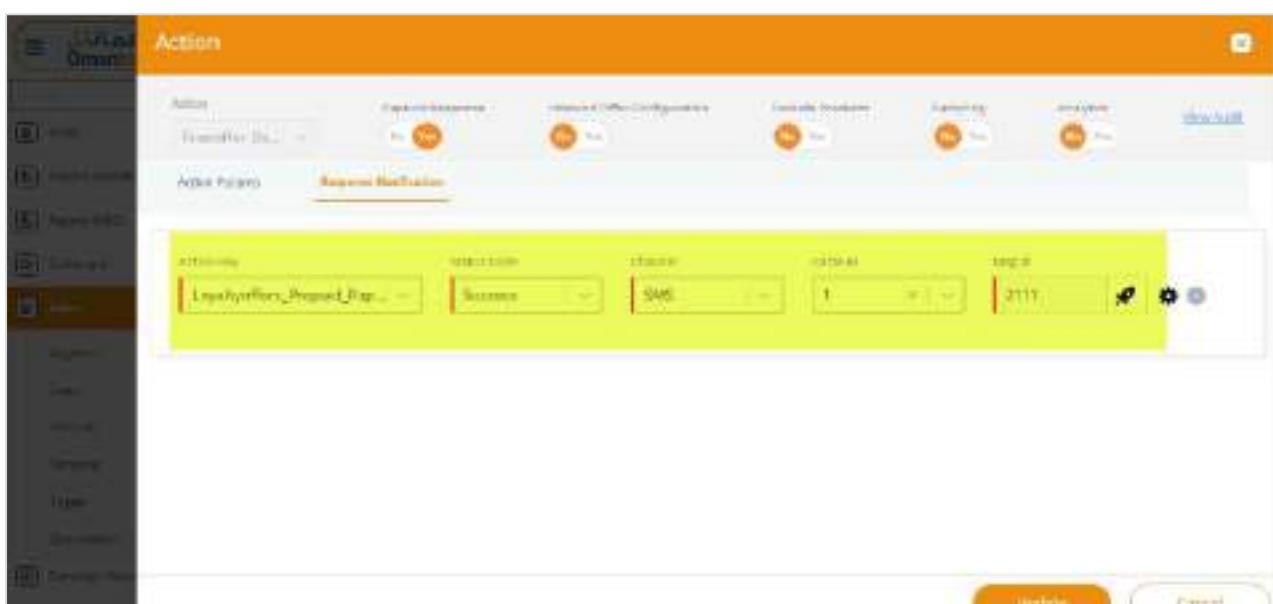


Figure 375 Action – Response Notification

- Click the **Add** button to add multiple response notification details.

Note: The following screen is displayed if “**Inbound Offer Details**” is enabled.

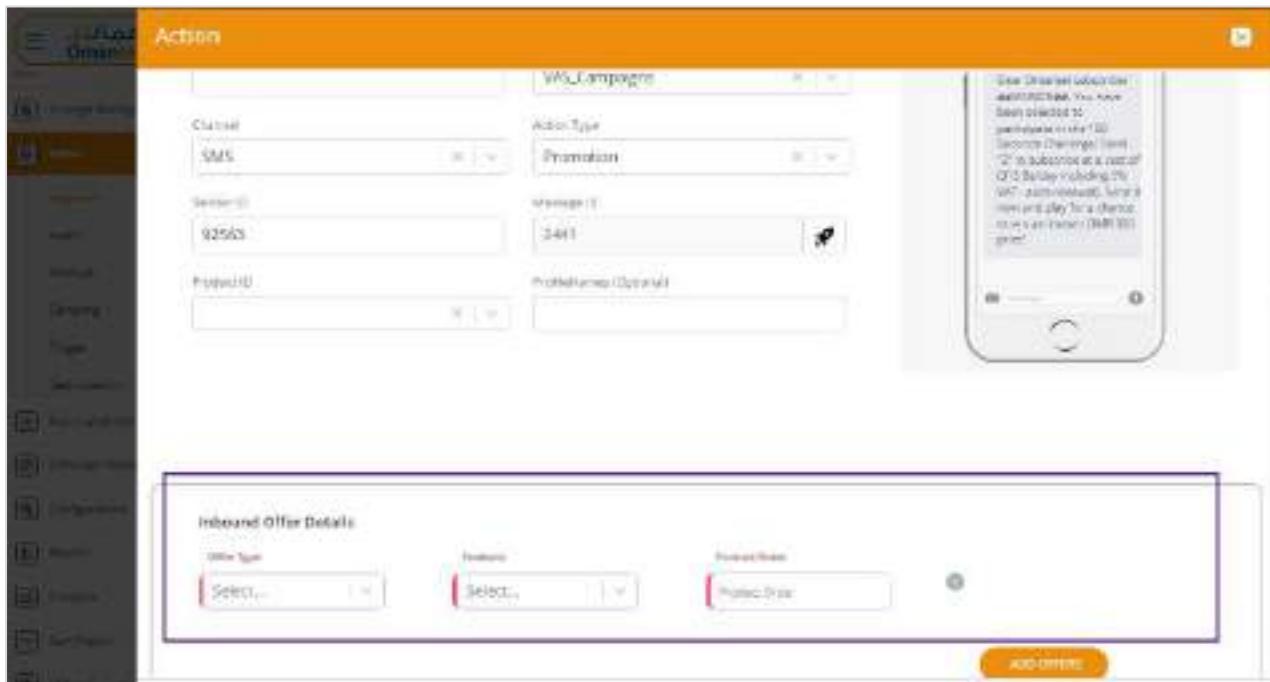


Figure 376 Action– Inbound Offer Details

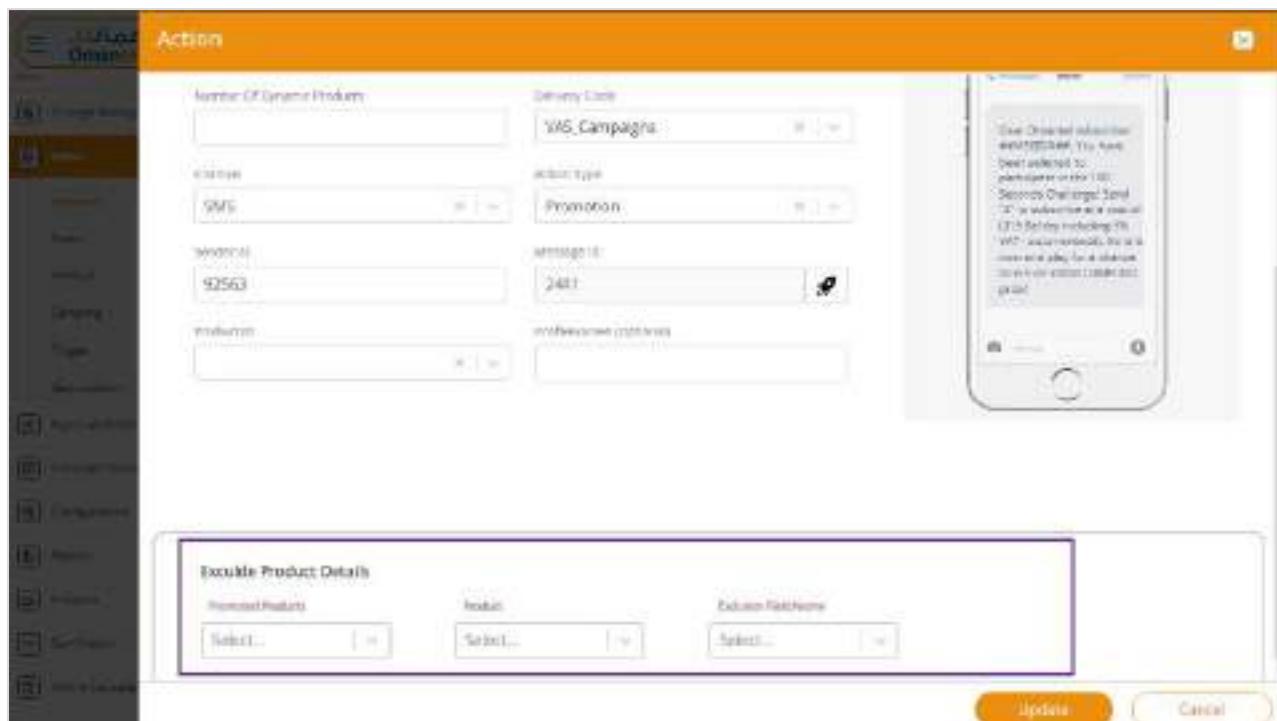
- Enter the following information in the corresponding fields. If fields marked with “**|**” are mandatory.

Field	Description
Inbound Offer Details	
Offer Type	Select the inbound offer in the drop-down list. For example, “ Data Offer ”.
Products	Select the product in the drop-down list.
Product Order	Execution priority for the product if multiple offers exist. <ul style="list-style-type: none"> Click the Add button to add multiple offer details. Click the Delete button to delete the existing offer details.

- After providing the required details, click **Add Offers**.

A confirmation message is displayed, indicating that the inbound offer is updated successfully.

Note: The following screen is displayed if “**Exclude Products**” is enabled.



The screenshot shows the 'Action' screen with various input fields for a campaign. At the bottom, there is a section titled 'Exclude Product Details' containing three dropdown menus: 'Promoted Products', 'Product', and 'Exclusion Field Name'. Below this section are 'Update' and 'Cancel' buttons.

Figure 377 Action– Exclude Products Details

- Enter the following information in the corresponding fields. If fields marked with “|” are mandatory.

Field	Description
Exclude Products	
When enabled, this option allows users to specify certain products to be excluded from the campaign based on defined exclusion rules.	
Promoted Products	Select the product being promoted but excluded under certain conditions in the drop-down list.
Product	Select the specific product being excluded from this campaign in the drop-down list.
Exclusion Field Name	Select the exclusion field name in the drop-down list.

Note: The following screen is displayed if “Sampling” is enabled.

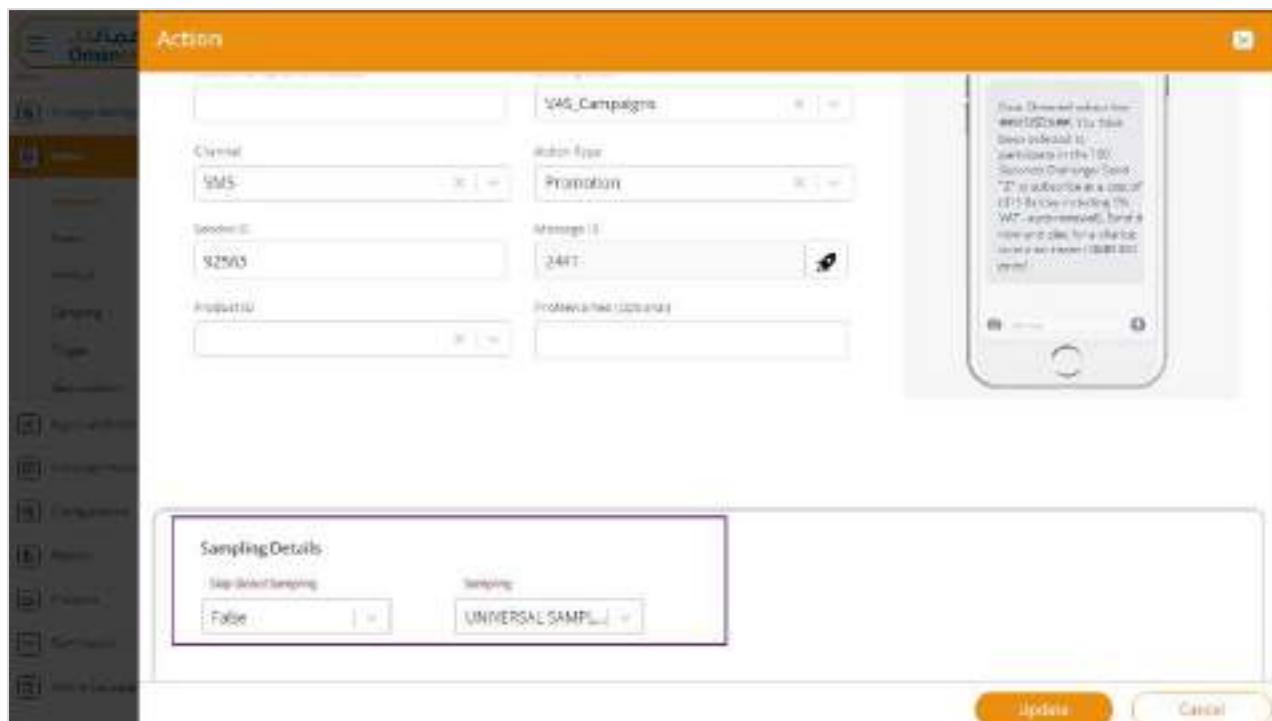


Figure 378 Action– Sampling Details

- Enter the following information in the corresponding fields. If fields marked with “|” are mandatory.

Field	Description
Sampling	
When enabled, the campaign is executed on a selected subset of users based on predefined sampling rules, allowing for controlled targeting.	
Skip Global Sampling	Select “Yes” to skip global sampling logic. Or Select “No” to not skip.
Sampling	Select A defined sample set applied for campaign targeting in the dropdown list. For example, “Universal Sampling”.

Note: The following screen is displayed if “Analytics” is enabled.

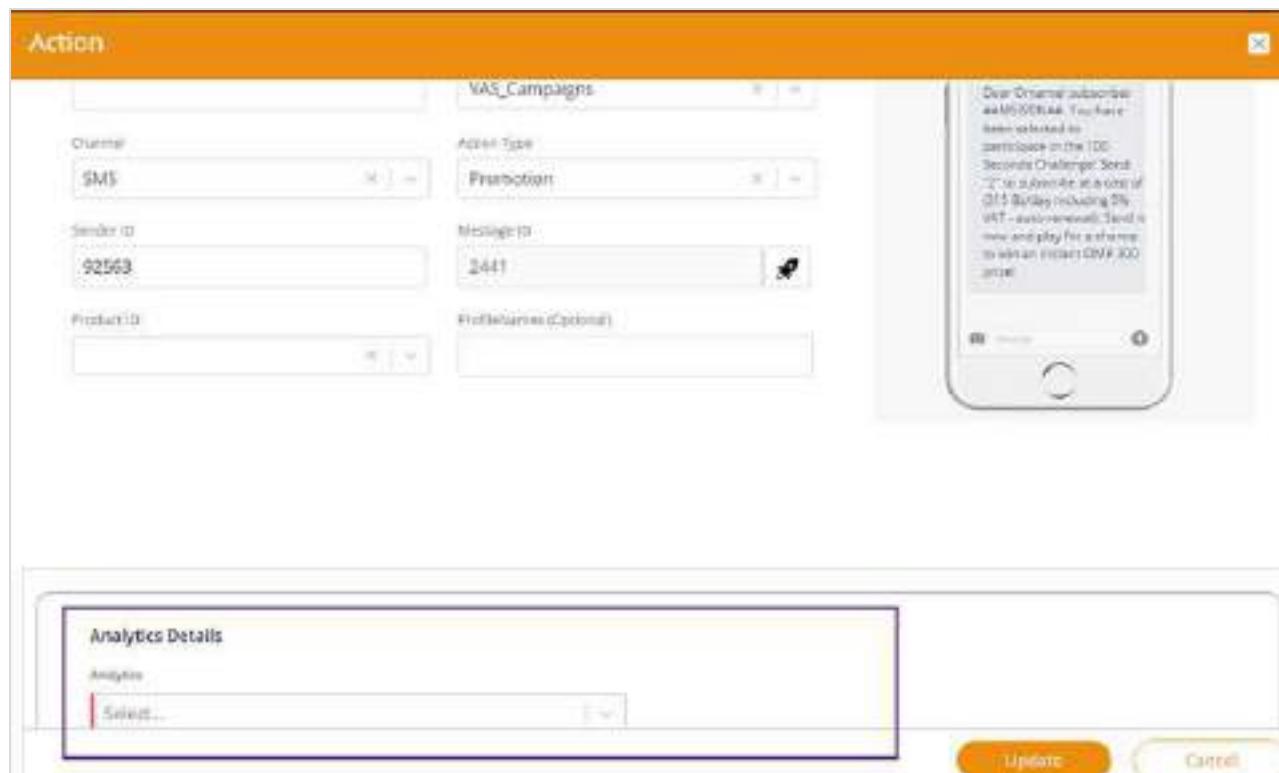


Figure 379 Action– Analytics

- Enter the following information in the corresponding fields. If fields marked with “|” are mandatory.

Field	Description
Analytical Details	
Analytics	When enabled, it allows applying analytical models to enhance targeting accuracy and offer relevance. Select the predictive model to evaluate campaign details in the drop-down list. For example, “ Auto Pilot”.

- After providing the required details, click **Launch**. The following screen will be displayed.

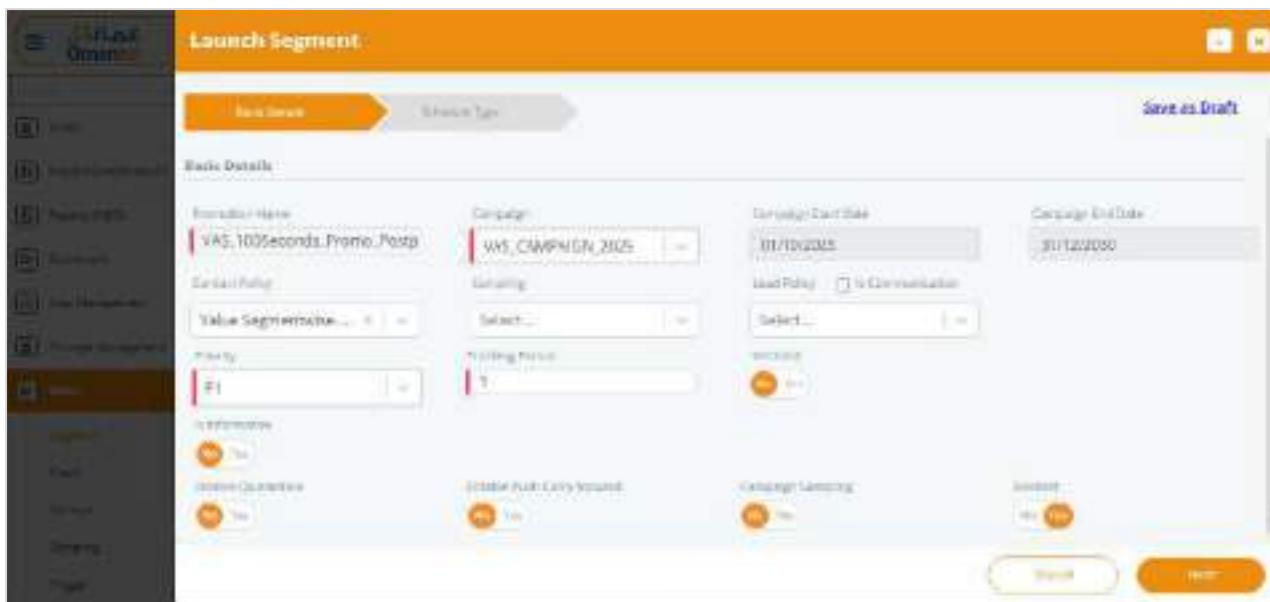


Figure 380 Lauch Segment

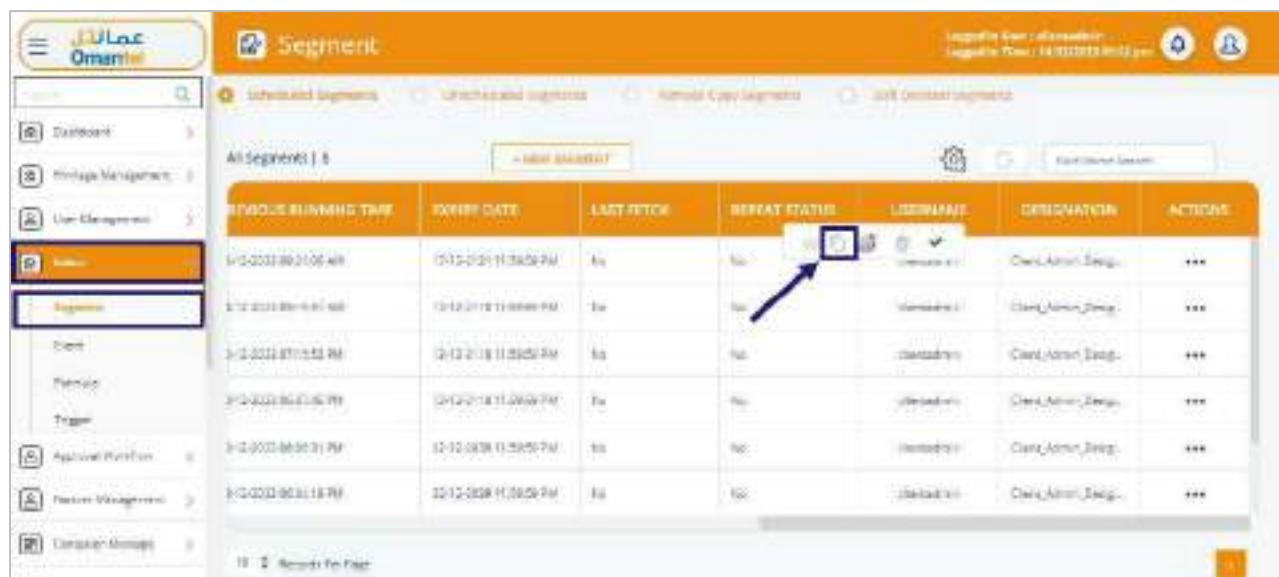
Note: The Schedule Type should be selected as “**Schedule Now**”.

For more details about the launch segment, see the section [**Action**](#).

8.3.3 View, Duplicate, Delete, Remote Copy, and Approval Pipeline Segment

Using this view option, you can view, duplicate, delete, remote copy, and approval pipeline of the segment details.

- On the **Segment** screen, click the **View** button  to view segment detail. Refer to the following screen.
- On the **Segment** screen, click the **Delete** button  to delete the segment detail. Refer to the following screen.
- On the **Segment** screen, click the **Duplicate** button  to copy the segment to another instance. Refer to the following screen.
- On the **Segment** screen, click the **Remote Copy** button  to remote copy the segment details. Refer to the following screen.
- On the **Segment** screen, click the **Approval Pipeline** button  to view the segment in the approval pipeline. Refer to the following screen.



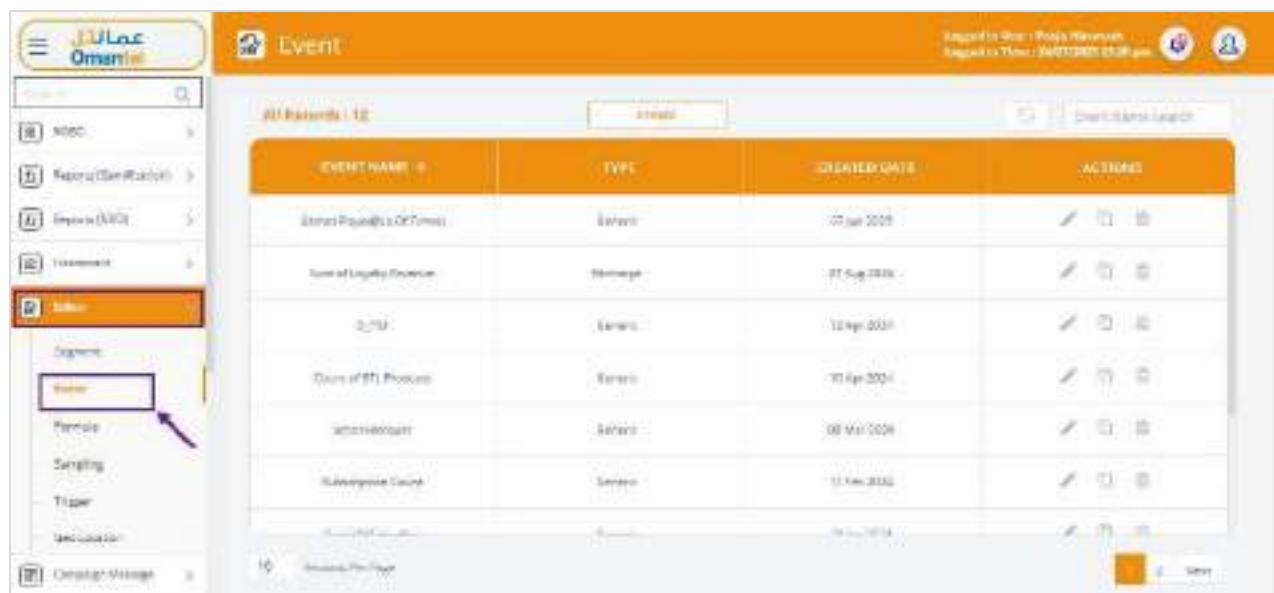
All Segments 8	REFRESH STATUS	Actions
1-2-2023 09:10:48	09:12:2023 11:18:05 PM	Retire
2-2-2023 09:10:50	09:12:2023 11:18:06 PM	Retire
3-2-2023 09:10:53	09:12:2023 11:18:06 PM	Retire
4-2-2023 09:10:56	09:12:2023 11:18:06 PM	Retire
5-2-2023 09:10:59	09:12:2023 11:18:06 PM	Retire
6-2-2023 09:11:01	09:12:2023 11:18:06 PM	Retire
7-2-2023 09:11:03	09:12:2023 11:18:06 PM	Retire

Figure 381 Segment – View, Duplicate, Delete, Remote Copy, and Approval Pipeline Operations

8.4 Event

Using this event option, you can create, modify, and delete existing events.

1. On the side menu screen, click **Editor>>Event** to view event details. Refer to the following screen.



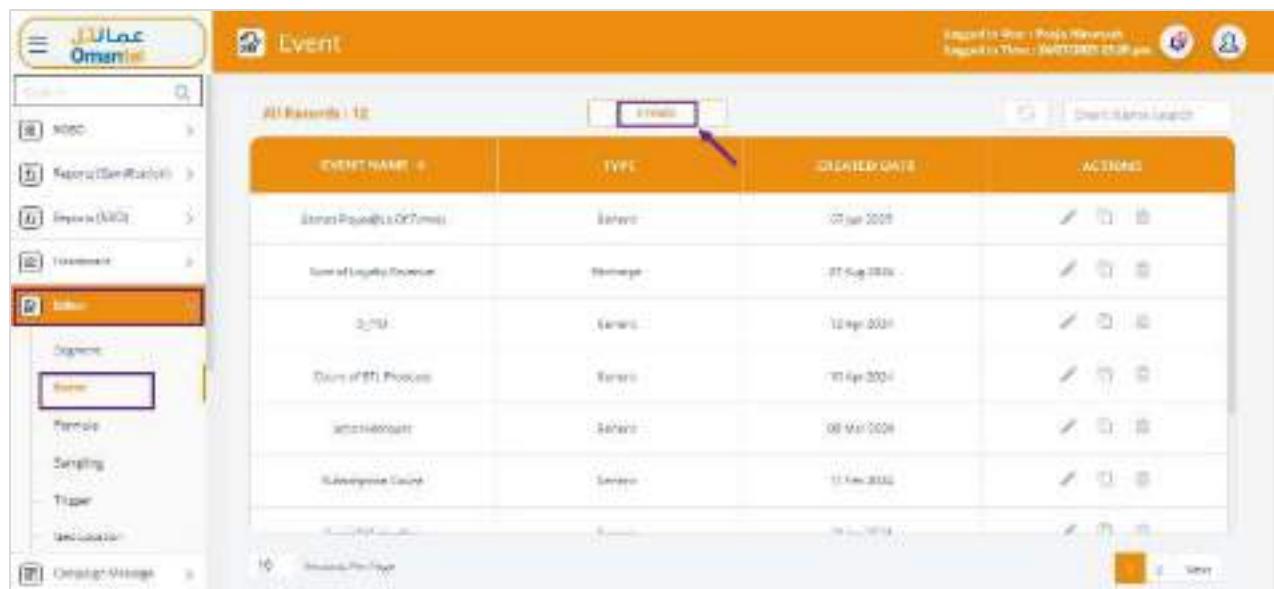
Event			
All Records (12)			
EVENT NAME	TYPE	CREATED DATE	ACTIONS
Omantel Loyalty Process	Server	07 Jun 2019	
Omantel Loyalty Process	Server	07 Aug 2019	
Omantel Loyalty Process	Server	12 Apr 2021	
Omantel Loyalty Process	Server	17 Apr 2021	
Omantel Loyalty Process	Server	08 May 2020	
Omantel Loyalty Process	Server	11 Feb 2022	
Omantel Loyalty Process	Server	10 Jun 2019	

Figure 382 Configurations – Events

8.4.1 Create Event

Using this option, you can create a new event.

1. On the **Event** screen, click the **Create** button to add a new event. Refer to the following screen.



Event			
All Records (12)			
EVENT NAME	TYPE	CREATED DATE	ACTIONS
Omantel Loyalty Process	Server	07 Jun 2019	
Omantel Loyalty Process	Server	07 Aug 2019	
Omantel Loyalty Process	Server	12 Apr 2021	
Omantel Loyalty Process	Server	17 Apr 2021	
Omantel Loyalty Process	Server	08 May 2020	
Omantel Loyalty Process	Server	11 Feb 2022	
Omantel Loyalty Process	Server	10 Jun 2019	

Figure 383 Event – Create

2. After clicking the **Create** button, the following screen will be displayed.



Figure 384 Event – Add New Event

Note: One condition is mandatory to add a new event.

3. After adding the Condition, click **Save**. Refer to the following screen.

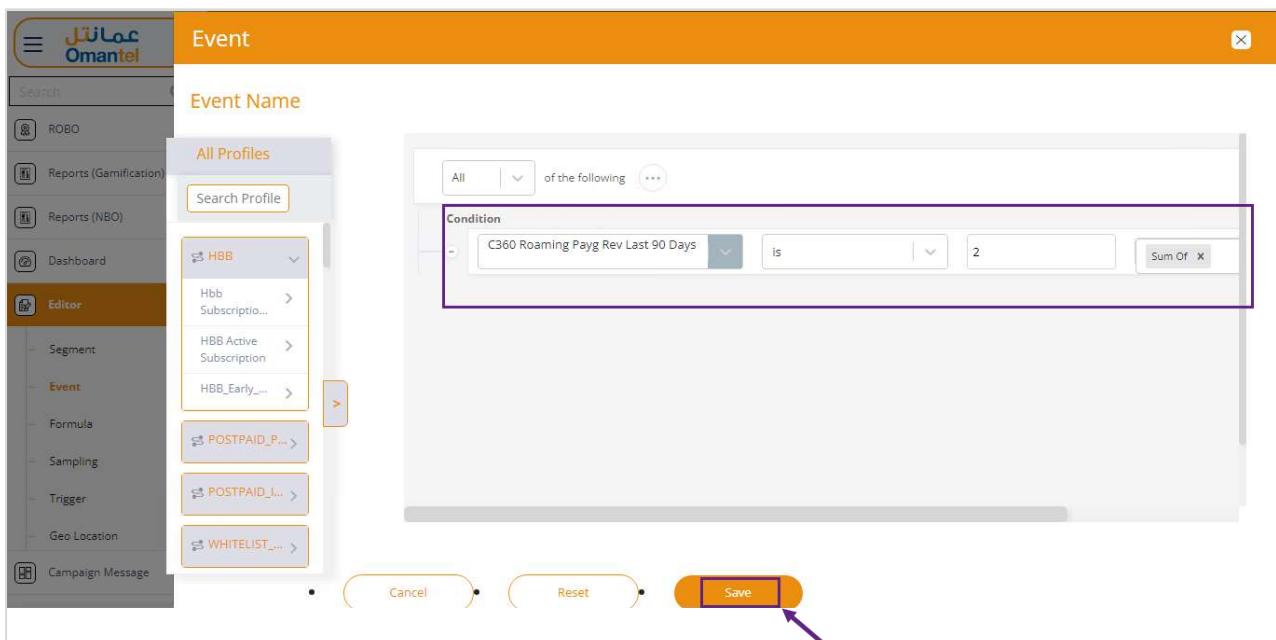


Figure 385 Event – Save

4. After clicking the **Save** button, the following screen will be displayed.



Figure 386 Save Event Input Screen

5. Enter the following information in the corresponding fields. If fields marked with “|” are mandatory.

Field	Description
Event Name	Enter the name of the event.
Type	Select the type in the drop-down list. For example, “SMS”.

6. After providing the required details, click **SAVE**.

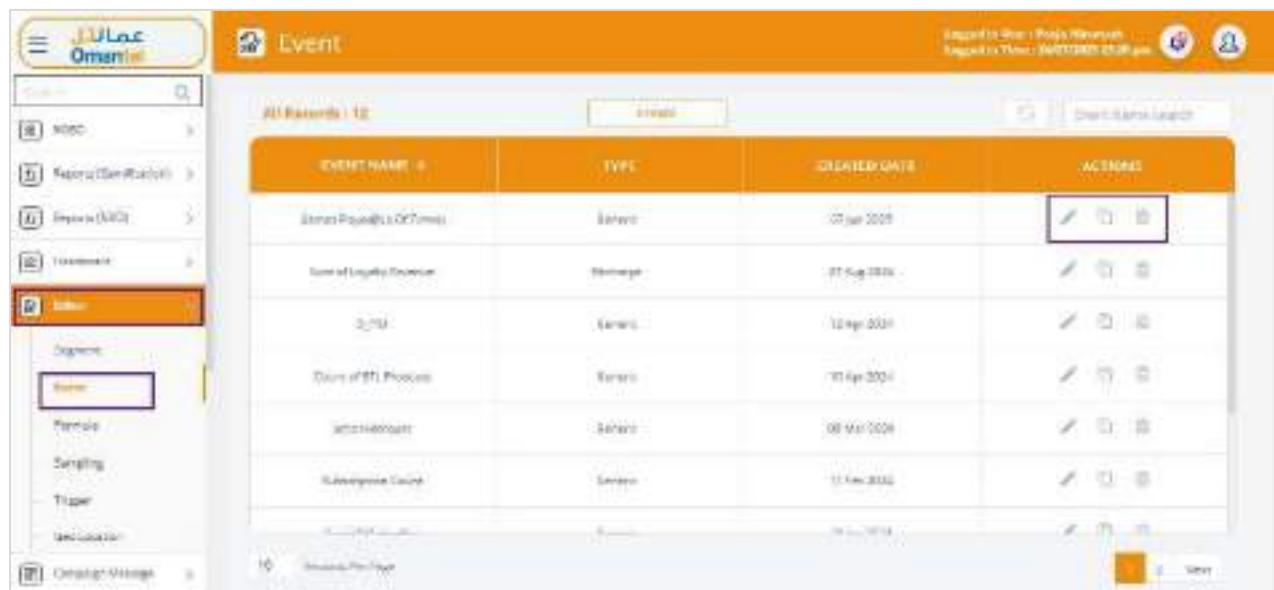
A success message is displayed, indicating that the event is created successfully.

8.4.2 Duplicate, Modify, and Delete Event

Using this view option, you can view, modify, and delete event details.

- On the **Event** screen, click the **Duplicate** button  to duplicate the event. Refer to the following screen.

- On the **Event** screen, click the **Modify** button  to modify the event. Refer to the following screen.
- On the **Event** screen, click the **Delete** button  to delete the event. Refer to the following screen.



EVENTNAME	TYPE	CREATE DATE	ACTIONS
Omantel Payouts & OCF (miss)	Service	07-Jan-2019	  
Omantel Loyalty Revenue	Service	27-Aug-2019	  
OFC	Service	12-Apr-2020	  
Omantel Payout	Service	17-Jun-2020	  
Omantel Account	Service	09-Mar-2020	  
Omantel Prepaid	Service	11-Jun-2020	  

Figure 387 Event – Duplicate, Modify, and Delete Operations

8.5 Formula

The formula builder option allows users to create, modify, and delete existing formulas.

- On the side menu screen, click **Editor>>Formula** to view formula details. Refer to the following screen.



FORMULA NAME	CREATE DATE	Action	
R_RCG_AMNT	19/05/2025		
I_RCG_AMNT	19/05/2025		
ACHEIVED_AMOUNT_Quest	22/03/2025		
ACHEIVED_AMOUNT	02/07/2024		
ACCUMULATION_RECHARGE_AMOUNT	14/06/2024		
ACHEIVED_AMOUNT01	14/06/2024		

Figure 388 Editor – Formula

8.5.1 Create Formula

Using this option, the user can create a new formula.

1. On the **Formula** screen, click the **Create** button to create a new formula. Refer to the following screen.

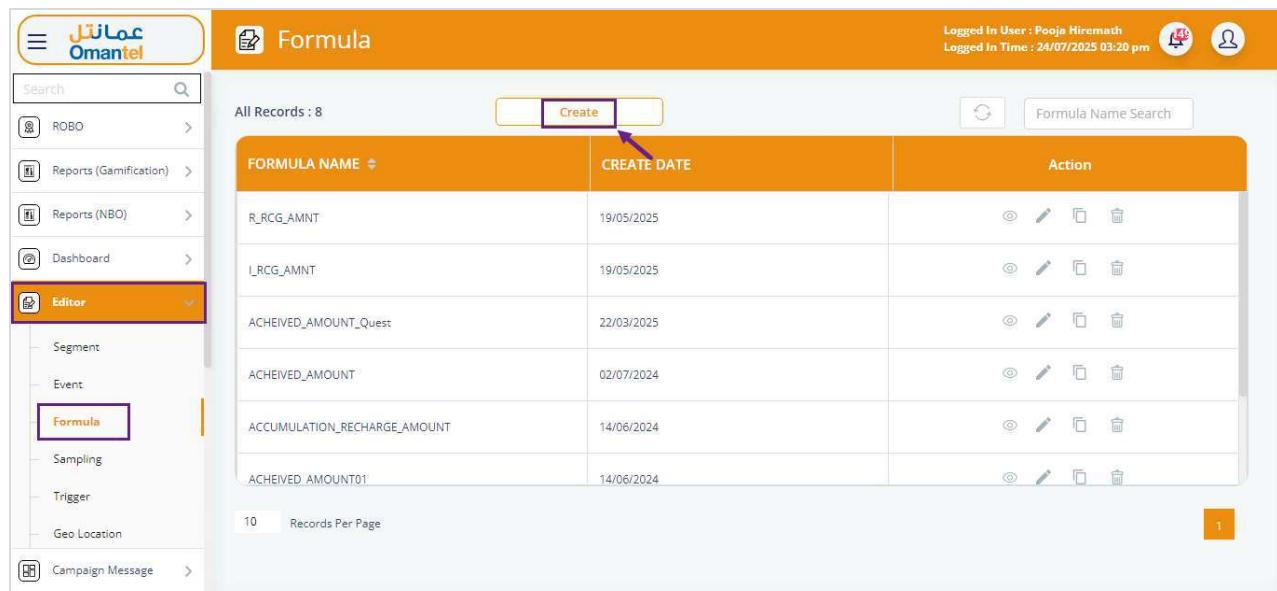


Figure 389 Formula – Create

2. After clicking the **Create** button, the following screen will be displayed.

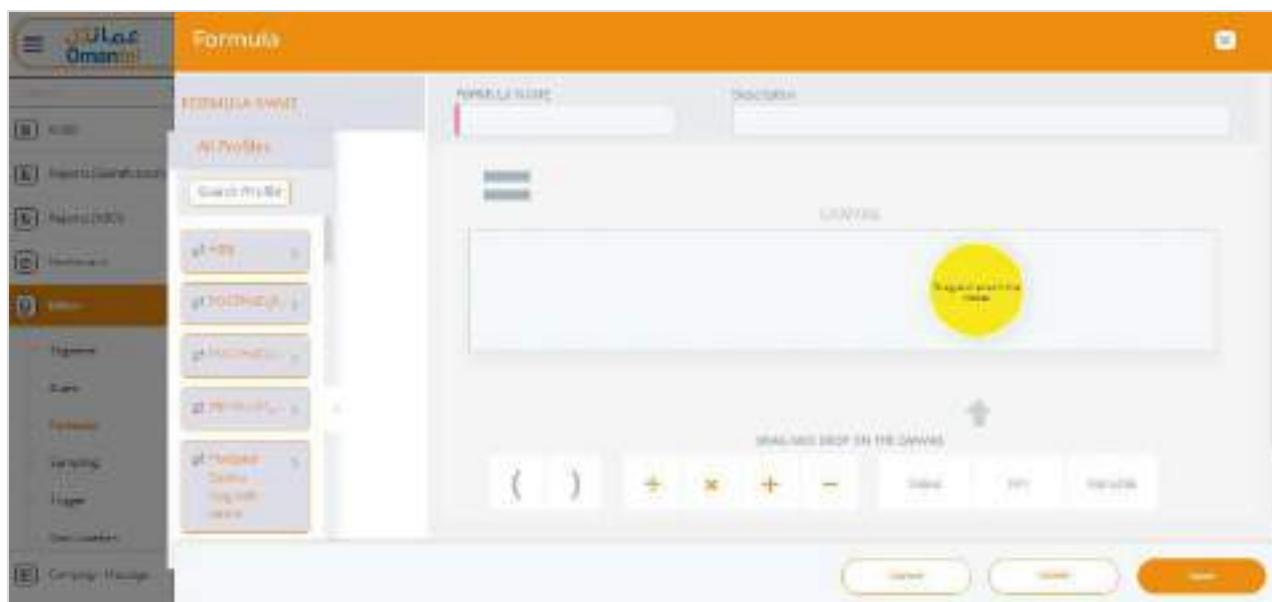
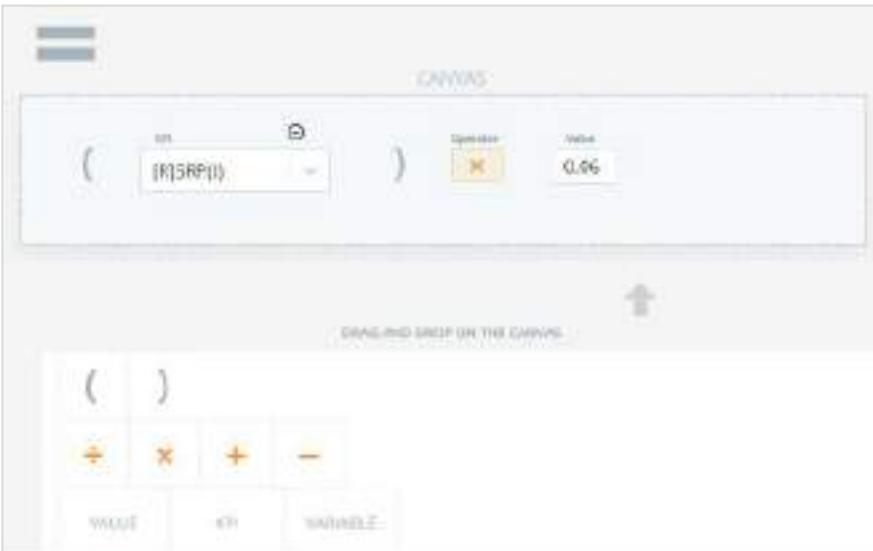


Figure 390 Create Formula Input Screen

3. Enter the following information in the corresponding fields. If fields marked with “|” are mandatory.

Field	Description
Formula Name	Enter the name of the formula.
Description	Enter the description of the formula.
Drag and Drop on the Canvas	<p>The user can drag and drop the profile, KPI, Operator, and Value on the Canvas section. Refer to the following screen.</p> 

- After entering the required details, the formula preview will be displayed under the **Formula Preview Result**. Refer to the following screen.

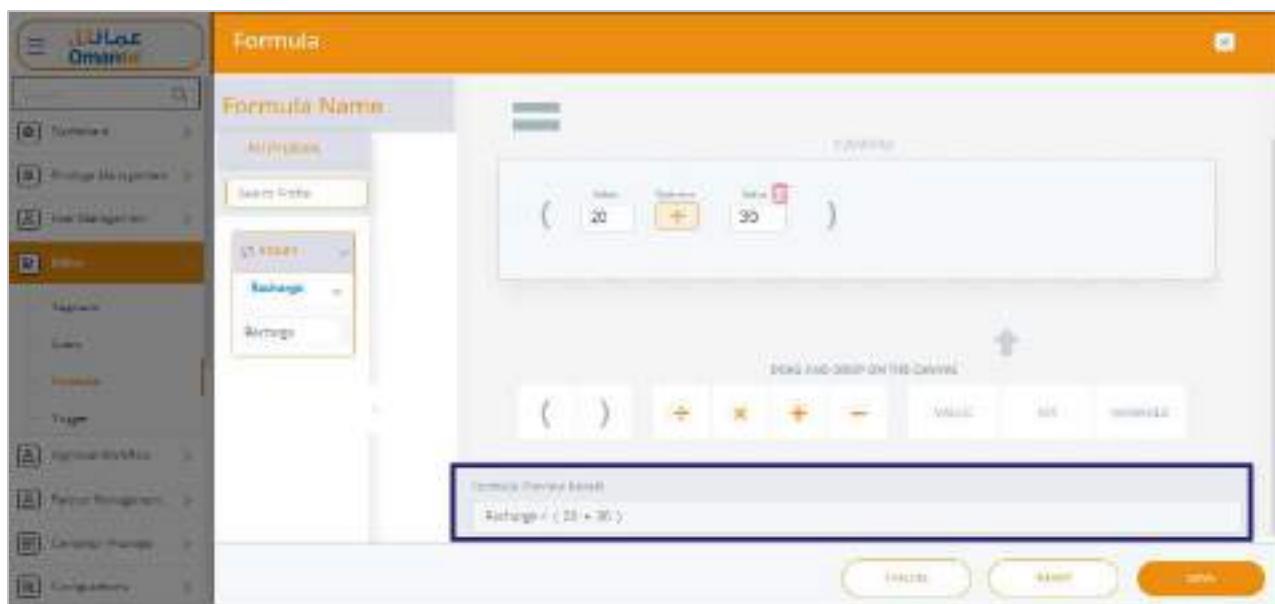


Figure 391 Formula Preview Result

4. After adding the formula, click **Save**. Refer to the previous screen.
5. After clicking the **Save** button, the following message will be displayed.

A success message is displayed, indicating that the formula is created successfully.

8.5.2 View, Modify, Duplicate, and Delete Formula

Using this view option, you can view, modify, and delete formula details.

- On the **Formula** screen, click the **View** button  to view the formula. Refer to the following screen.
- On the **Formula** screen, click the **Modify** button  to modify the formula. Refer to the following screen.
- On the **Formula** screen, click the **Duplicate** button  to duplicate the formula. Refer to the following screen.
- On the **Formula** screen, click the **Delete** button  to delete the formula. Refer to the following screen.



The screenshot shows the 'Formula' management screen. On the left, there's a sidebar with a search bar and a navigation menu under 'Editor' which includes 'Segment', 'Event', 'Formula' (which is selected), 'Sampling', 'Trigger', 'Geo Location', and 'Campaign Message'. The main area has a header 'Formula' with a search icon, a 'Create' button, and user information: 'Logged In User : Pooja Hirmath' and 'Logged In Time : 24/07/2025 03:20 pm'. Below the header is a table with columns 'FORMULA NAME' and 'CREATE DATE'. The table contains six rows of formula names and their creation dates. Each row has an 'Action' column with icons for edit, delete, and other operations. A purple box highlights the edit and delete icons in the first row.

FORMULA NAME	CREATE DATE	Action
R_RCG_AMNT	19/05/2025	
I_RCG_AMNT	19/05/2025	
ACHEIVED_AMOUNT_Quest	22/03/2025	
ACHEIVED_AMOUNT	02/07/2024	
ACCUMULATION_RECHARGE_AMOUNT	14/06/2024	
ACHEIVED_AMOUNT01	14/06/2024	

10 Records Per Page

Figure 392 Formula – Delete

8.6 Trigger

Using this trigger option, you can create, modify, and delete the existing triggers.

1. On the side menu screen, click **Editor>>Trigger** to view trigger details. Refer to the following screen.



The screenshot shows the 'Trigger' management screen. On the left, there's a sidebar with a search bar and a navigation menu under 'Editor' which includes 'Segment', 'Event', 'Formula', 'Sampling' (which is selected), 'Trigger', 'Geo Location', and 'Campaign Message'. The main area has a header 'Trigger' with a search icon, a 'Create' button, and user information: 'Logged In User : Pooja Hirmath' and 'Logged In Time : 24/07/2025 03:20 pm'. Below the header is a table with columns 'NAME' and 'STATUS'. The table contains seven rows of trigger names and their status. Each row has an 'ACTION' column with icons for edit, delete, and other operations. A purple box highlights the edit and delete icons in the first row.

NAME	STATUS	ACTION
Customer_Promotion_Discount	● ACTIVE	
IE_Account	● ACTIVE	
Emergency_Actions	● ACTIVE	
RTTTRN	● ACTIVE	
Domestic_Market_Events	● ACTIVE	
Dummy_Dealers	● ACTIVE	
GrandPrizePop	● ACTIVE	

10 Records Per Page

Figure 393 Editor – Trigger

8.6.1 Create Trigger

Using this create option, you can create a new trigger.

1. On the **Trigger** screen, click the **Create** button to create a new trigger. Refer to the following screen.



Figure 394 Trigger – Create Button

2. After clicking the **Create** button, the following screen will be displayed.

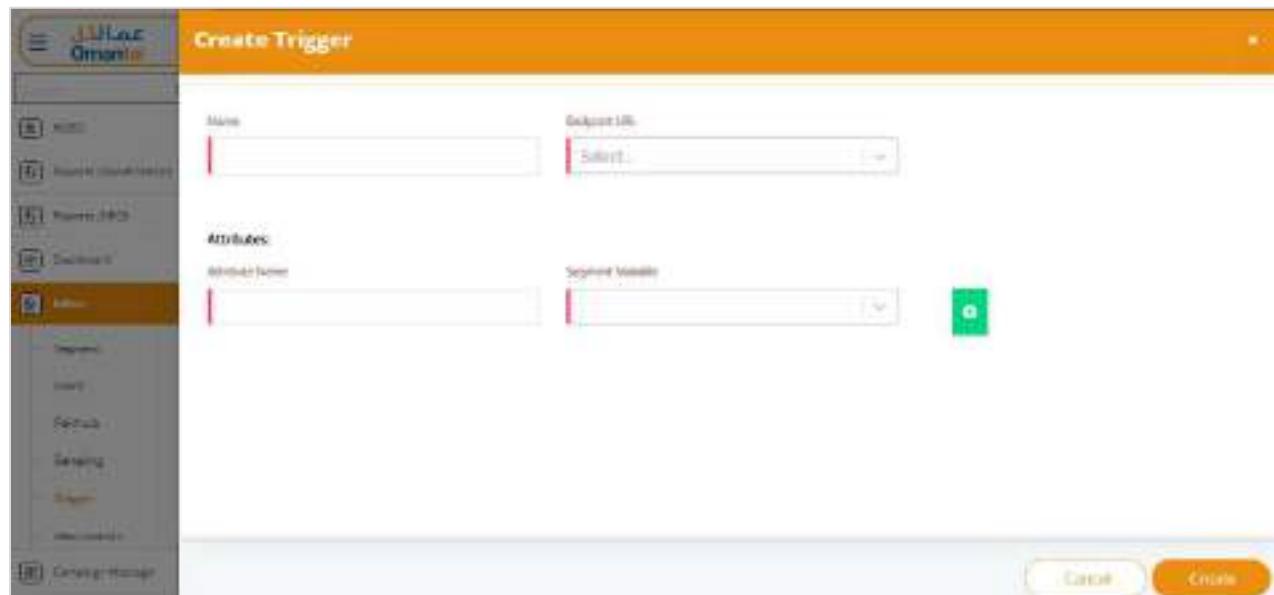


Figure 395 Create Trigger Details Screen

3. Enter the following information in the corresponding fields. If fields marked with “|” are mandatory.

Field	Description
Name	Enter the name of the trigger
Endpoint URL	Select the endpoint URL in the drop-down list. For example, "RE_BL".
Attributes	
Attribute Name	Enter the name of the attribute in the corresponding field.
Segment Variable	Select the segment variable in the drop-down list. For example, "Recurring Data Counter". <ul style="list-style-type: none"> • Click the Add button  to add multiple attributes. • Click the Remove button  to remove the existing attribute.

4. After providing the required details, click **Save**.

A success message is displayed, indicating that the trigger is created successfully.

8.6.2 View, Modify, and Delete Trigger

Using this option, you can view, modify, and delete the existing trigger.

- On the **Trigger** screen, click the **View** button  to view trigger details. Refer to the following screen.
- On the **Trigger** screen, click the **Modify** button  to modify the trigger. Refer to the following screen.
- On the **Trigger** screen, click the **Delete** button  to delete the trigger. Refer to the following screen.

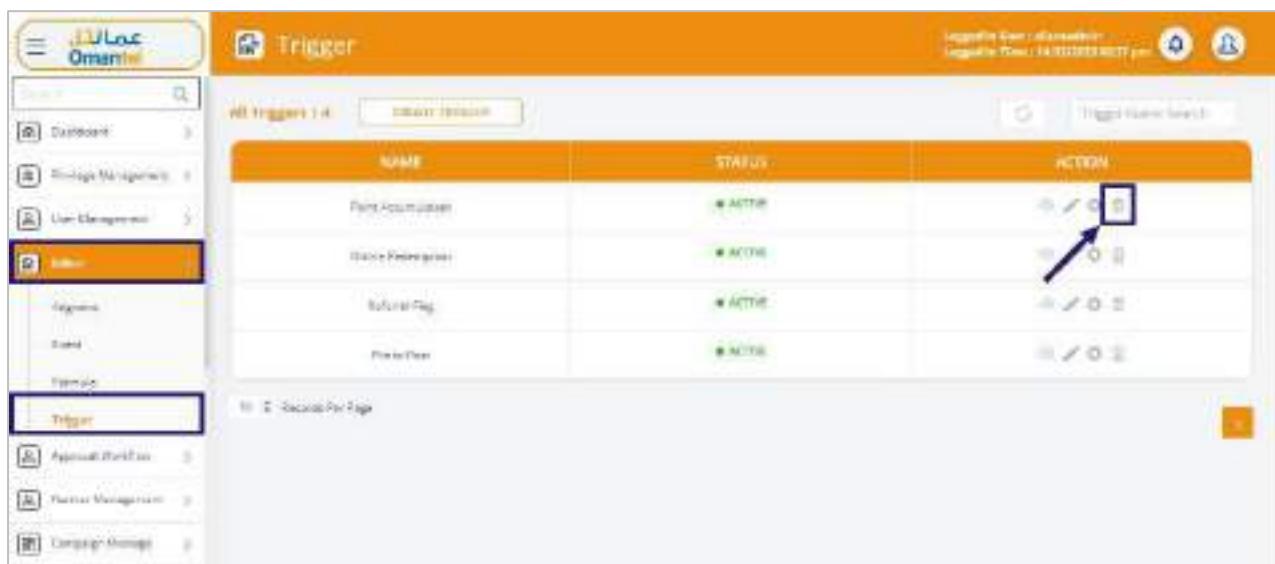


Figure 396 Trigger – View, Modify and Delete Operations

8.6.3 Change Status

Using this change status option, you can change the status of the trigger.

1. On the **Trigger** screen, click the **Change Status** button  to change the trigger status. Refer to the following screen.



NAME	STATUS	ACTION
Customer_ProposalActivation	● ACTIVE	
IT_Accident	● ACTIVE	
EmergencyActivation	● ACTIVE	
RFTRM	● ACTIVE	
EmergencyAlert	● ACTIVE	
Customer_SalesOffer	● ACTIVE	
CustomerProp	● ACTIVE	

Figure 397 Trigger – Change Status

Note: If the trigger is with “**Active**” status, then the trigger’s status will be changed to Inactive after clicking the status change button. Refer to the following screen,



NAME	STATUS	ACTION
Customer_ProposalActivation	● INACTIVE	
IT_Accident	● ACTIVE	
EmergencyActivation	● ACTIVE	
RFTRM	● ACTIVE	
EmergencyAlert	● ACTIVE	
Customer_SalesOffer	● ACTIVE	
CustomerProp	● ACTIVE	

Figure 398 Trigger – Inactive Status

- Click to change the status from “**Inactive**” to “**Active**” status.

8.7 Sampling

Using this option, you add the sampling values for random and stratified. You can also modify and delete the existing sampling.

1. On the side menu screen, click **Editor>>Sampling** to view sampling details. Refer to the following screen.



Figure 399 Editor – Sampling

8.7.1 Create Sampling

Using this option, you can create a new sampling.

1. On the **Sampling** screen, click **Create** to create a new sampling. Refer to the following screen.

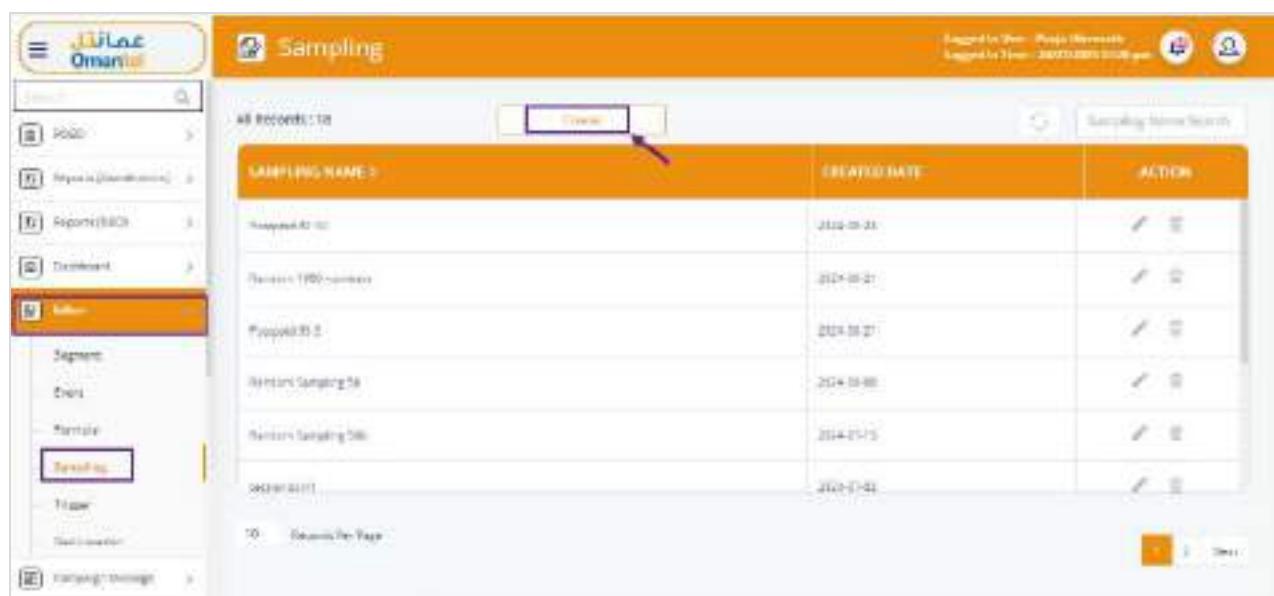


Figure 400 Sampling - Create Button

2. After clicking **Create**, the following screen is displayed.



Figure 401 New Sampling Input Screen

- You can view all samplings on the create sampling screen.
- On the **Create Sampling** screen, click  to view the options. Refer to the following screen.



Figure 402 Sampling Options

- You can **view**, **Edit**, and **Delete** the sampling details.
3. **Drag and Drop** the **Random** node to add the sampling values. Refer to the following screen.



Figure 403 Drag and Drop Sampling Values

- After dropping the random node, the following screen is displayed.



Figure 404 Sampling Value Details

- Click  to add the random node values.

- After clicking the button, the following screen is displayed.



Figure 405 Random Node Configuration

7. Enter the **Random Value** in the corresponding field and click the **Save** button.
8. After clicking the **Save** button, the following screen is displayed.

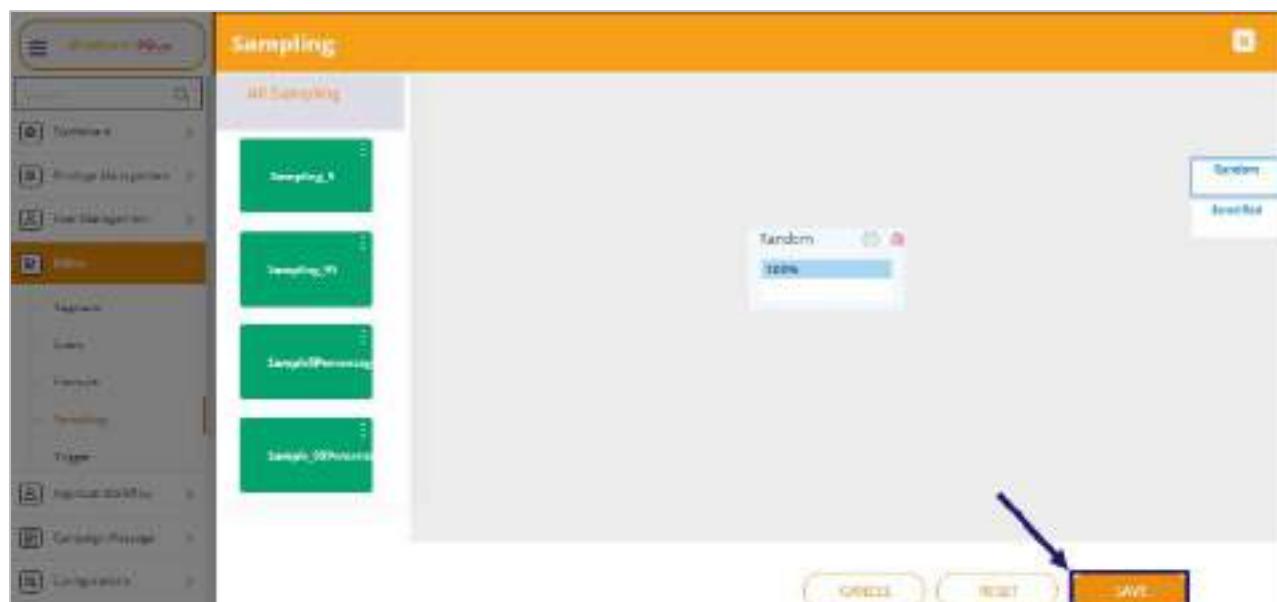


Figure 406 Sampling Value Details

9. Click **Save** again to add the sampling name.
10. After clicking the **Save** button, the following screen is displayed.



Figure 407 Sampling Name Details

11. Enter the **Sampling Name** in the corresponding field.
12. Click the **Save** button.

A success message is displayed, indicating that the sampling is created successfully.

- On the **Create Sampling** screen, click the **Delete** button  to delete the sampling node. Refer to the following screen.



Figure 408 Sampling Node – Delete Button

- After clicking the **Delete** button, the following screen will be displayed.

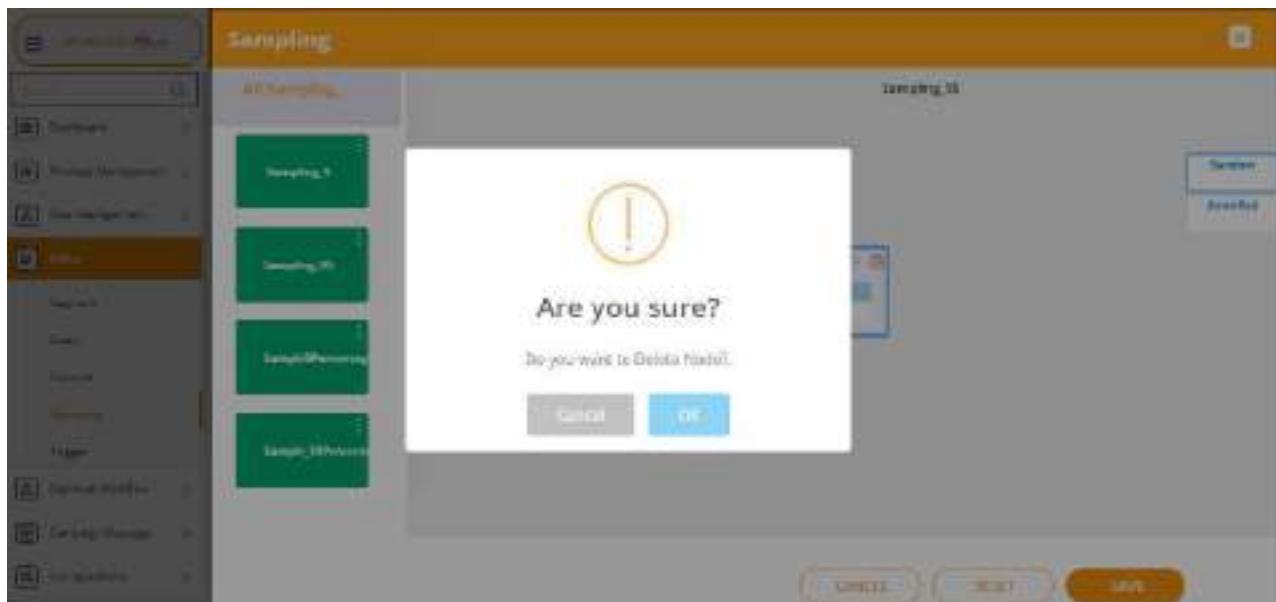


Figure 409 Delete Sampling Node – Confirmation Dialog

- If you receive the message, “**Are you sure? Do you want to delete Node?** Click “**OK**” to confirm the action.
 A confirmation message is displayed, indicating that the sampling node is deleted successfully.
 Or
 Click “**Cancel**” to cancel the action.

8.7.2 Modify and Delete Sampling

Using this option, you can modify and delete the existing sampling.

- On the **Sampling** screen, click the **Modify** button  to modify the sampling. Refer to the following screen.

- On the **Sampling** screen, click the **Delete** button  to delete the sampling. Refer to the following screen.



SAMPLING NAME	CREATED DATE	ACTION
Sampling ID 101	2014-05-21	 
Sampling 1000 numbers	2014-05-21	 
Proposed 2	2014-05-21	 
Random Sampling 50	2014-05-20	 
Random Sampling 500	2014-05-15	 
SECTION 0111	2014-05-14	 

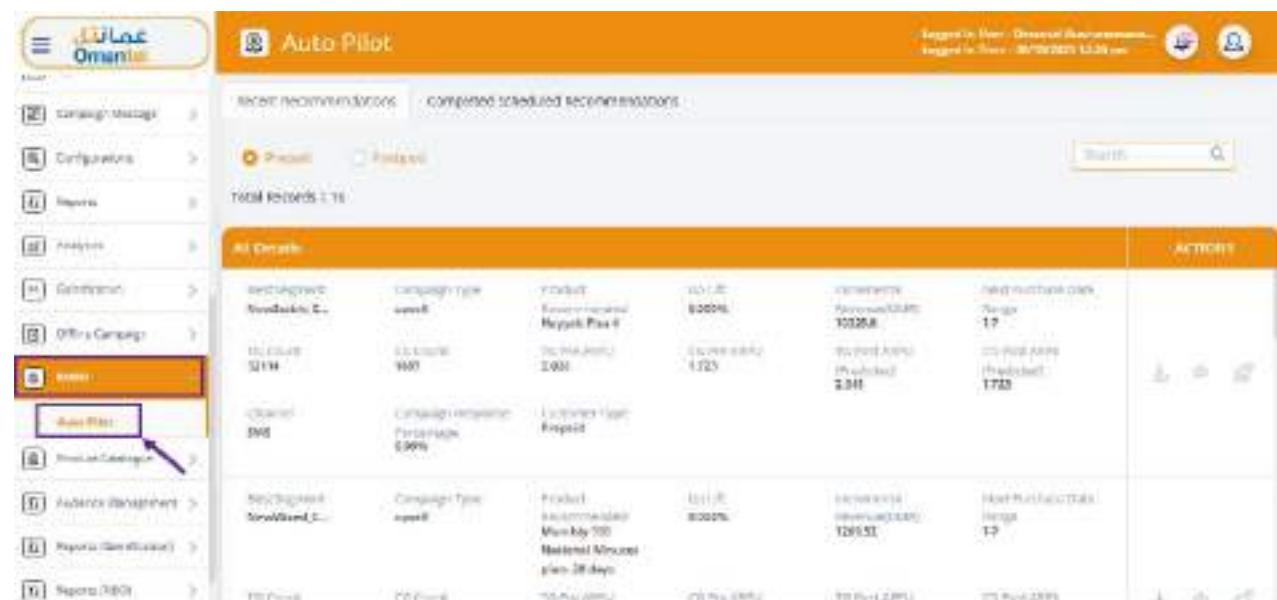
Figure 410 Sampling – Modify and Delete Operations

9 Auto Pilot

The Auto Pilot module automates campaign recommendations using predictive analytics to identify suitable customer segments for targeted offers such as upsell or cross-sell. It provides insights on key parameters like best segment, campaign type, recommended product, ARPU (Average Revenue Per User), incremental revenue, and response percentage.

1. On the side menu, click **ROBO>>Auto Pilot** to view auto pilot details. Refer to the following screen.

Note: By default, the **Prepaid** option is selected.

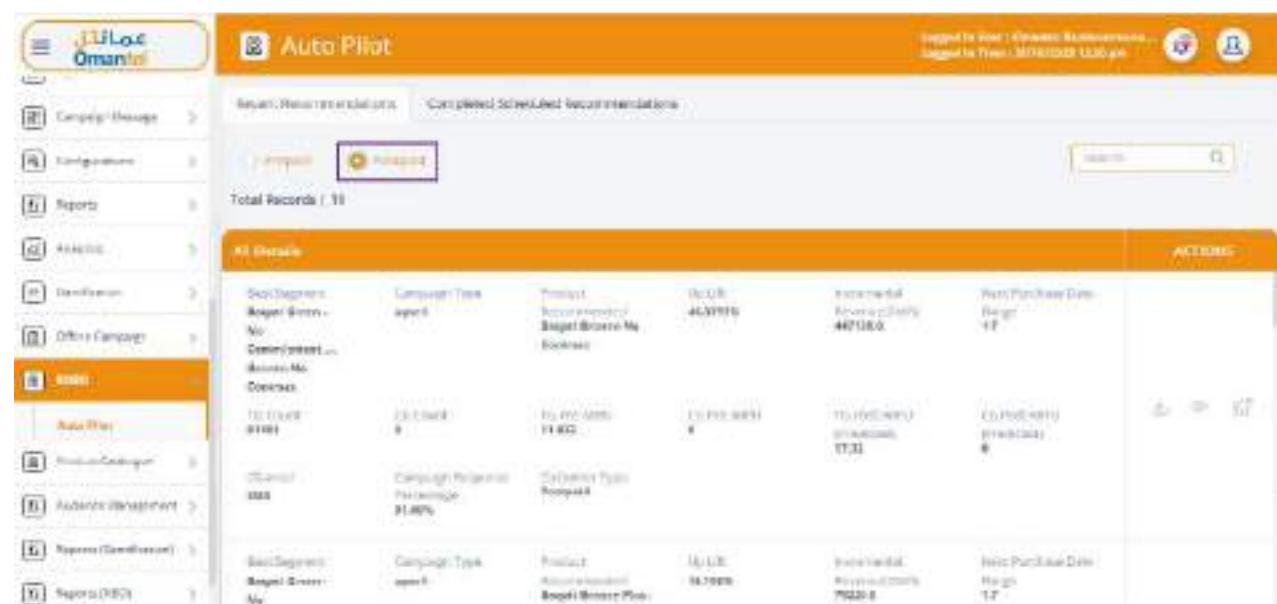


This screenshot shows the 'Auto Pilot' section of the ROBO interface. The left sidebar has 'Auto Pilot' highlighted. The main area displays a table of 'Recent Recommendations' with the following columns: Segment, Campaign Type, Product, Response %, Incremental Revenue, and Next Purchase Date Range. There are two rows visible. A purple arrow points to the 'Auto Pilot' button in the sidebar.

All Details	Action
Segment: Segment 1 Campaign Type: upsell Product: Revenue Increase Response %: 8.00%	
Segment: Segment 2 Campaign Type: Prepaid Product: Incremental Revenue	

Figure 411 ROBO Auto Pilot- Prepaid

Note: The following screen will be displayed if “Postpaid” is selected.



This screenshot shows the 'Auto Pilot' section of the ROBO interface, similar to Figure 411 but with 'Postpaid' selected. The left sidebar has 'Auto Pilot' highlighted. The main area displays a table of 'Recent Recommendations' with the following columns: Segment, Campaign Type, Product, Response %, Incremental Revenue, and Next Purchase Date Range. There are three rows visible.

All Details	Action
Segment: Segment 1 Campaign Type: upsell Product: Revenue Increase Response %: 46.91%	
Segment: Segment 2 Campaign Type: Postpaid Product: Incremental Revenue	
Segment: Segment 3 Campaign Type: upsell Product: Revenue Increase Response %: 53.70%	

Figure 412 Auto Pilot- Postpaid

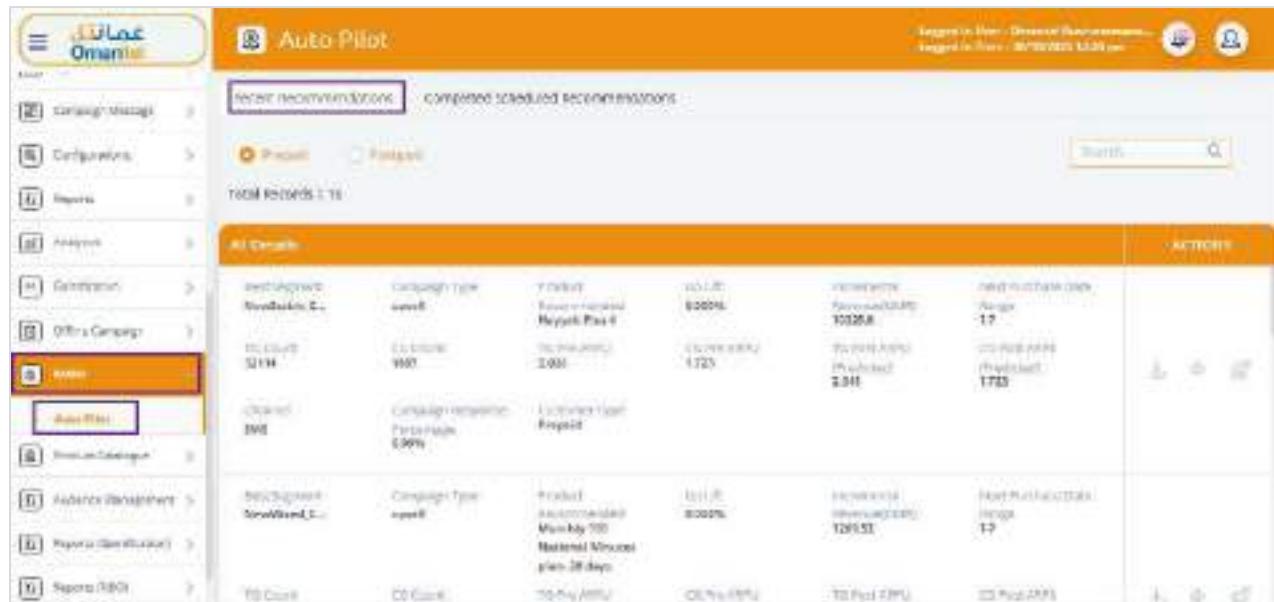
Users can perform the following operations:

- Recent Recommendations
- Completed Scheduled Recommendations

9.1 Recent Recommendations

The Recent Recommendations tab displays the latest automatically generated campaign suggestions based on customer data and predictive models. It helps users review newly identified target segments, recommended products, and expected performance metrics before execution.

- On the **Auto Pilot** screen, click the **Recent Recommendations** tab to view schedule details. The following screen will be displayed.

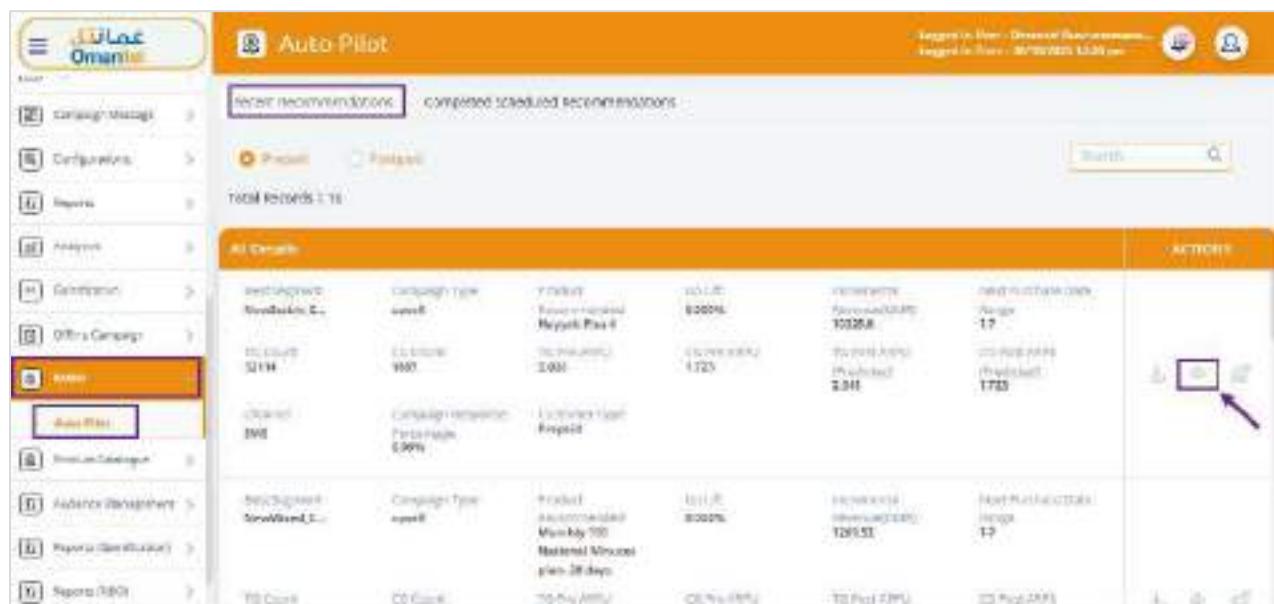


Segment	Campaign Type	Product	SLA %	Revenue (OMR)	Net Profit (OMR)
Segment 1	Offer A	Smartphone X	800%	10000.00	1000.00
Segment 2	Offer B	Smartphone Y	800%	10000.00	1000.00
Segment 3	Offer C	Smartphone Z	800%	10000.00	1000.00

Figure 413 Auto Pilot - Recent Recommendations

To view campaign details:

- On the **Auto Pilot** screen, click the **View** button  to view the campaign details. Refer to the following screen.



Segment	Campaign Type	Product	SLA %	Revenue (OMR)	Net Profit (OMR)
Segment 1	Offer A	Smartphone X	800%	10000.00	1000.00
Segment 2	Offer B	Smartphone Y	800%	10000.00	1000.00
Segment 3	Offer C	Smartphone Z	800%	10000.00	1000.00

Figure 414 Auto Pilot – View Button

- After clicking the **View** button, the following screen will be displayed.

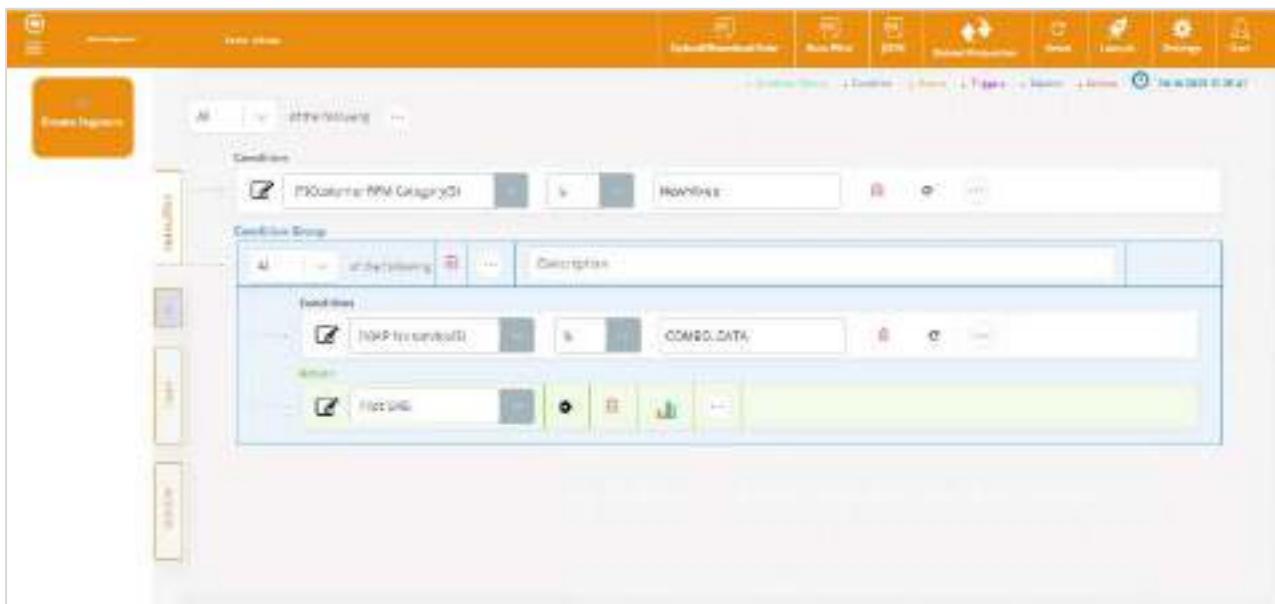
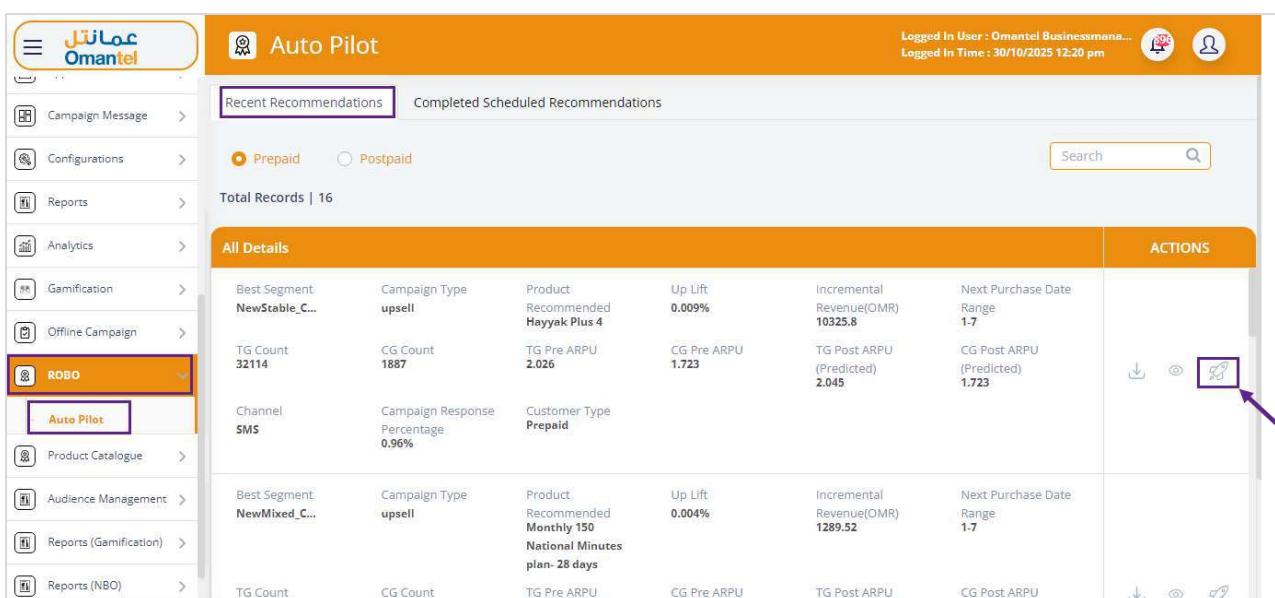


Figure 415 Rule Screen

For more details about the campaign, see the section
To launch campaign details:

- On the **Auto Pilot** screen, click the **Launch** button  to launch the campaign. Refer to the following screen.



All Details						ACTIONS
Best Segment: NewStable_C...	Campaign Type upsell	Product Recommended Hayyak Plus 4	Up Lift 0.009%	Incremental Revenue(OMR) 10325.8	Next Purchase Date Range 1-7	  
TG Count 32114	CG Count 1887	TG Pre ARPU 2.026	CG Pre ARPU 1.723	TG Post ARPU (Predicted) 2.045	CG Post ARPU (Predicted) 1.723	
Channel SMS	Campaign Response Percentage 0.96%	Customer Type Prepaid				
Best Segment: NewMixed_C...	Campaign Type upsell	Product Recommended Monthly 150 National Minutes plan- 28 days	Up Lift 0.004%	Incremental Revenue(OMR) 1289.52	Next Purchase Date Range 1-7	  
TG Count	CG Count	TG Pre ARPU	CG Pre ARPU	TG Post ARPU	CG Post ARPU	

Figure 416 Auto Pilot – Launch Button

- After clicking the **Launch** button, the following screen will be displayed.

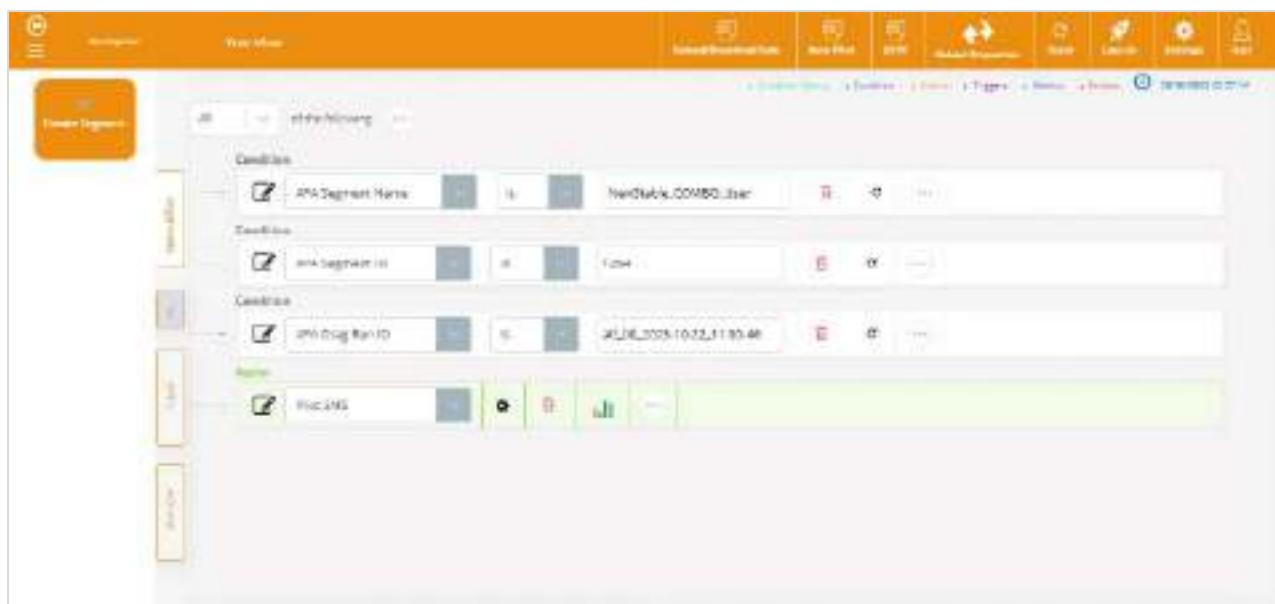
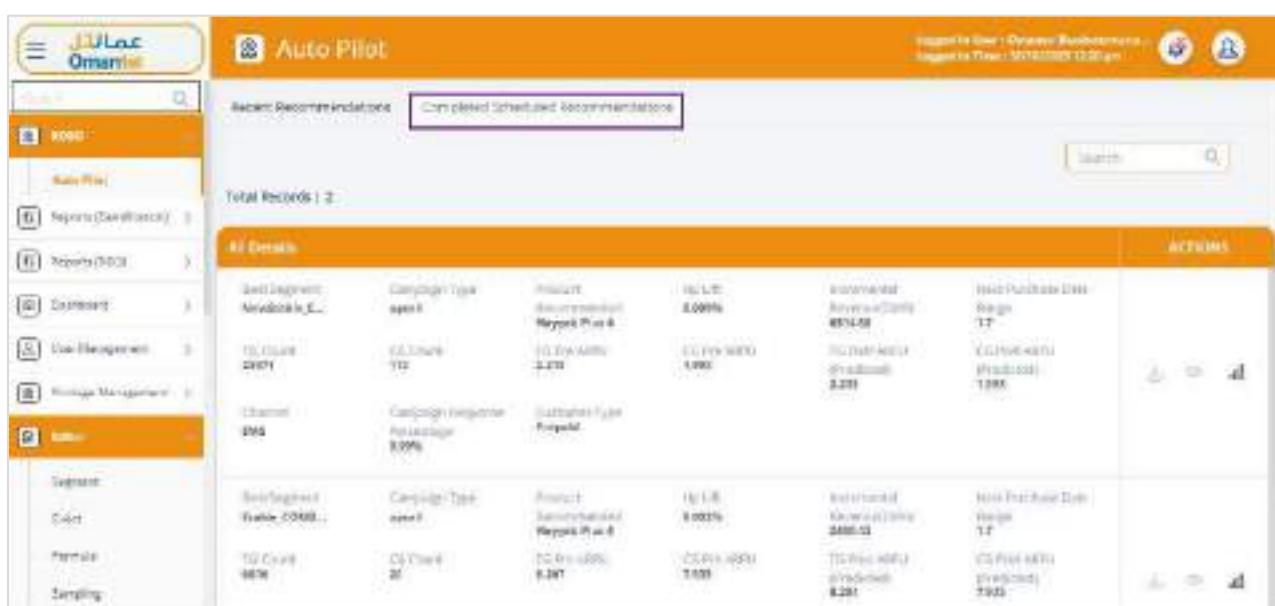


Figure 417 Rule Input Screen

For more details about the launch campaign, see the section [**Segments**](#).

To download Campaign Details:

- On the **Auto Pilot** screen, click the **Download** button  to download the campaign. Refer to the following screen.



The screenshot shows the Auto Pilot screen with the following details:

- Recent Recommendations:** Completed Scheduled Recommendations
- Total Records:** 3
- Actions:** A column with edit and delete icons for each row.
- Table Headers:** Segment, Segment Name, Campaign Type, Insert, Inserted Date, Inserted Time, Inserted User, Inserted IP Address, Last Purchase Date, Last Purchase IP Address, Last Purchase User, Last Purchase IP Address.
- Data Rows:**
 - Segment: NextTable_E..., Segment Name: NextTable_E..., Campaign Type: static, Insert: Inserted Date: 2023-10-23 11:35:46, Inserted Time: 11:35:46, Inserted User: 4016_2023-10-23_11:35:46, Inserted IP Address: 10.0.0.1, Last Purchase Date: 2023-10-23 11:35:46, Last Purchase IP Address: 10.0.0.1, Last Purchase User: 4016_2023-10-23_11:35:46.
 - Segment: 1004, Segment Name: 1004, Campaign Type: CTA, Insert: Inserted Date: 2023-10-23 11:35:46, Inserted Time: 11:35:46, Inserted User: 4016_2023-10-23_11:35:46, Inserted IP Address: 10.0.0.1, Last Purchase Date: 2023-10-23 11:35:46, Last Purchase IP Address: 10.0.0.1, Last Purchase User: 4016_2023-10-23_11:35:46.
 - Segment: 1005, Segment Name: 1005, Campaign Type: CTA, Insert: Inserted Date: 2023-10-23 11:35:46, Inserted Time: 11:35:46, Inserted User: 4016_2023-10-23_11:35:46, Inserted IP Address: 10.0.0.1, Last Purchase Date: 2023-10-23 11:35:46, Last Purchase IP Address: 10.0.0.1, Last Purchase User: 4016_2023-10-23_11:35:46.

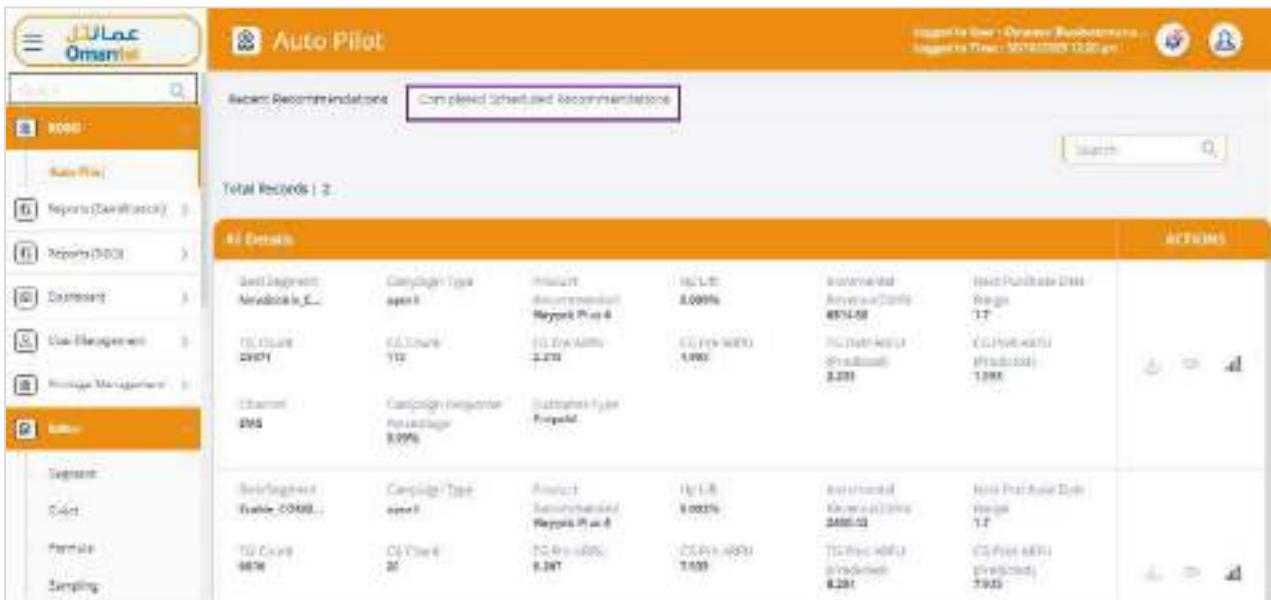
Figure 418 Auto Pilot- Download

The campaign details will be downloaded.

9.2 Completed Scheduled Recommendations

The Completed Scheduled Recommendations tab shows campaigns that have already been executed or completed as per the scheduled plan. It provides details of finalized campaigns, allowing users to review performance, analyze results, and assess campaign effectiveness.

1. On the **Auto Pilot** screen, click the **Completed Scheduled Recommendations** tab to view schedule details. The following screen will be displayed.

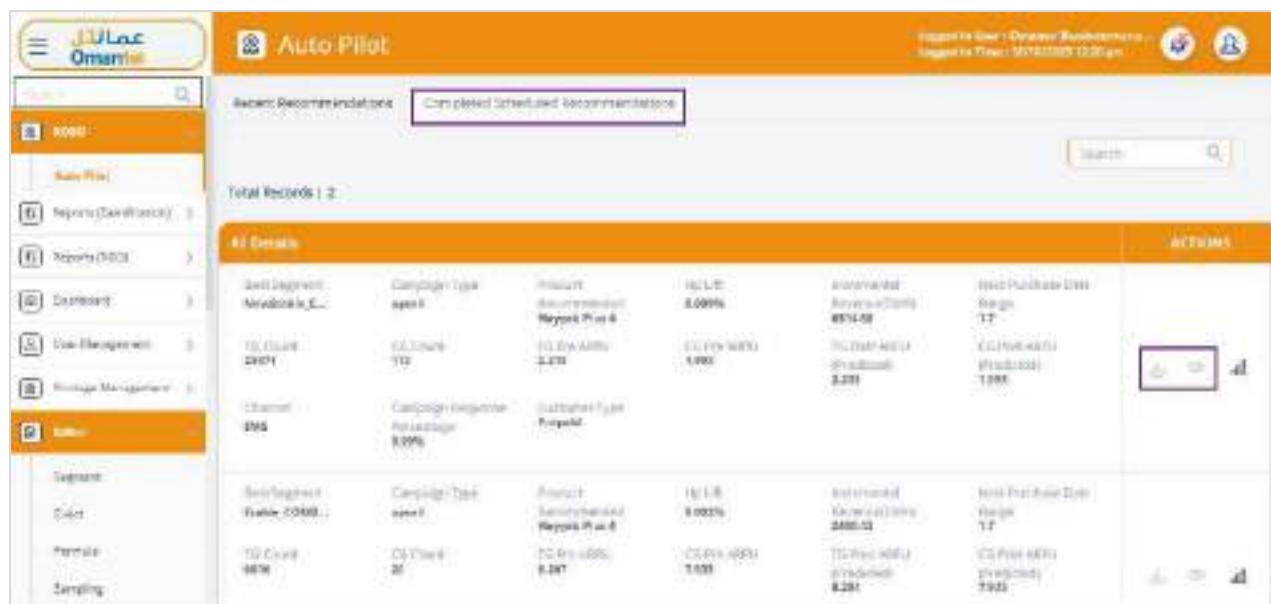


All Details							ACTIONS
Segment: All Segments	Campaign Type: Open P.	Product: All products (except IP ad.)	HQ LTR: 0.00%	Estimated: 4751.58	Actual: Purchase LTR Range: 1.7	Next Purchase LTR Range: 1.7	
Segment: All Segments	Campaign Type: Open P.	Product: All products (except IP ad.)	HQ LTR: 0.00%	Estimated: 4751.58	Actual: Purchase LTR Range: 1.7	Next Purchase LTR Range: 1.7	
Segment: All Segments	Campaign Type: Open P.	Product: All products (except IP ad.)	HQ LTR: 0.00%	Estimated: 2486.53	Actual: Purchase LTR Range: 1.7	Next Purchase LTR Range: 1.7	

Figure 419 Auto Pilot - Completed Scheduled Recommendations

To view and launch a campaign:

- On the **Auto Pilot** screen, click the **View** button  to view the completed schedule campaign details. Refer to the following screen.
- On the **Auto Pilot** screen, click the **Download** button  to download the completed schedule campaign. Refer to the following screen.

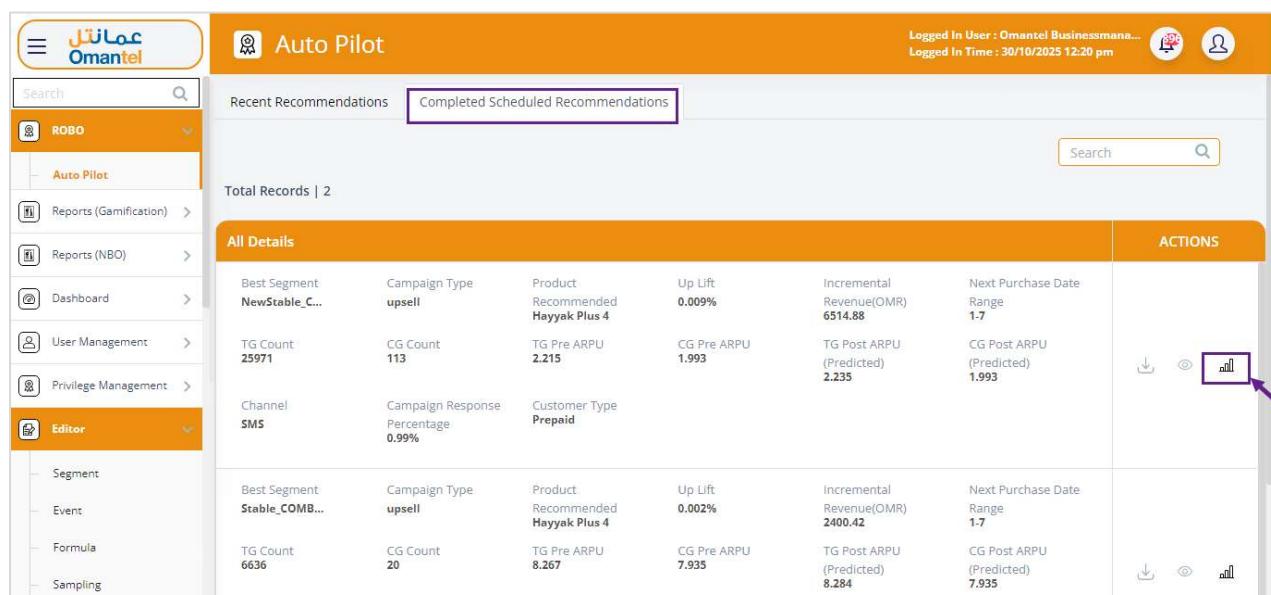


Segment	Campaign Type	Product	Up Lift	Incremental Revenue(OMR)	Next Purchase Date Range
NewStable_C...	upsell	Recommended Hayyak Plus 4	0.009%	6514.88	1-7
TG Count 25971	CG Count 113	TG Pre ARPU 2.215	CG Pre ARPU 1.993	TG Post ARPU (Predicted) 2.235	CG Post ARPU (Predicted) 1.993
Channel SMS	Campaign Response Percentage 0.99%	Customer Type Prepaid			
Best Segment Stable_CO...	Campaign Type upsell	Recommended Hayyak Plus 4	0.002%	2400.42	1-7
TG Count 6636	CG Count 20	TG Pre ARPU 8.267	CG Pre ARPU 7.935	TG Post ARPU (Predicted) 8.284	CG Post ARPU (Predicted) 7.935

Figure 420 Completed Scheduled Recommendations – View and Download

To view autopilot comparison:

- On the Auto Pilot screen, click the **Graph** button  to compare the campaign details. Refer to the following screen.



Segment	Campaign Type	Product	Up Lift	Incremental Revenue(OMR)	Next Purchase Date Range
NewStable_C...	upsell	Recommended Hayyak Plus 4	0.009%	6514.88	1-7
TG Count 25971	CG Count 113	TG Pre ARPU 2.215	CG Pre ARPU 1.993	TG Post ARPU (Predicted) 2.235	CG Post ARPU (Predicted) 1.993
Channel SMS	Campaign Response Percentage 0.99%	Customer Type Prepaid			
Best Segment Stable_CO...	Campaign Type upsell	Recommended Hayyak Plus 4	0.002%	2400.42	1-7
TG Count 6636	CG Count 20	TG Pre ARPU 8.267	CG Pre ARPU 7.935	TG Post ARPU (Predicted) 8.284	CG Post ARPU (Predicted) 7.935

Figure 421 Auto Pilot – Graph Button

- After clicking the **Graph** button, the following screen will be displayed.

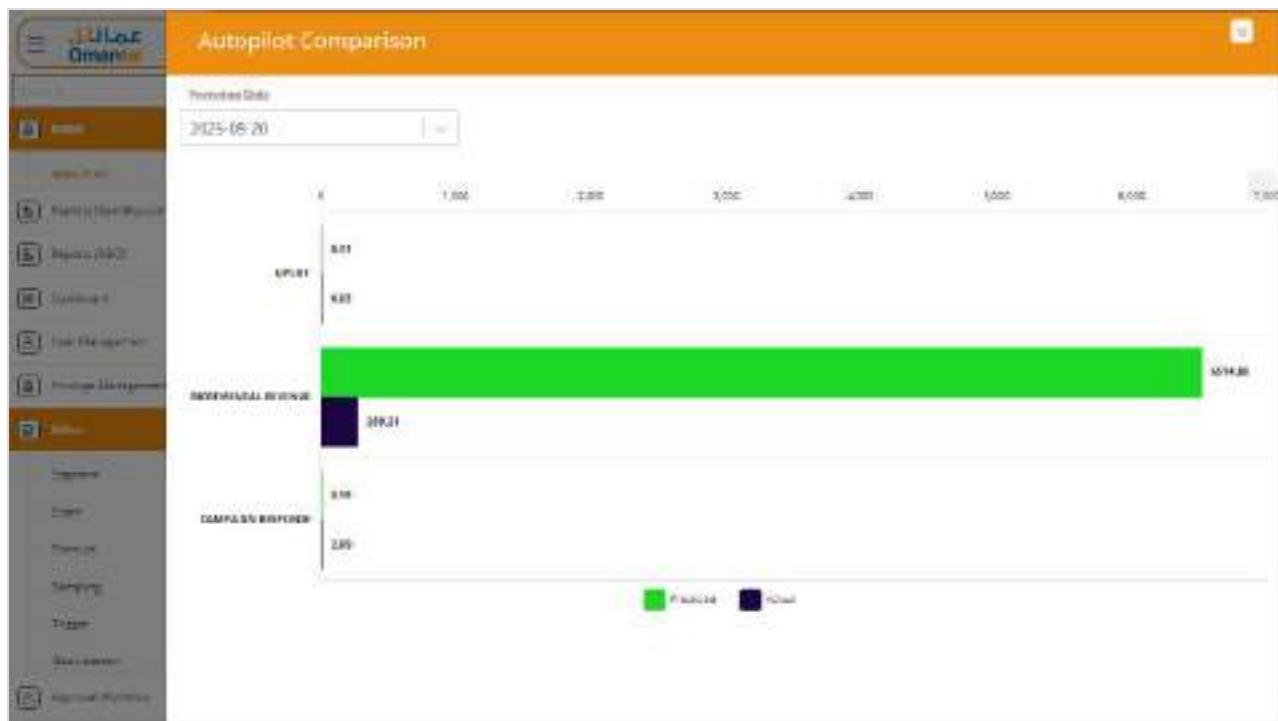


Figure 422 Auto Pilot Comparison

- Select the **Promotion Date** from the drop-down list.
- Users can view the comparison details of the predicted and actual values from the graph.

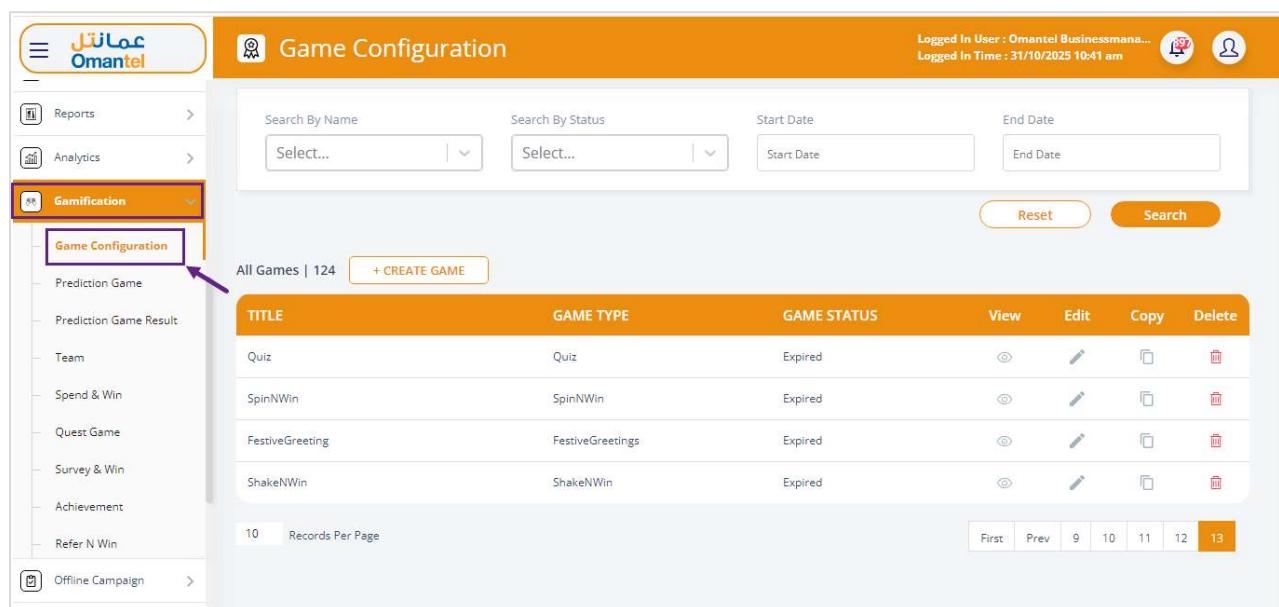
10 Gamification

The gamification module is an advanced rule engine-based Customer Engagement tool that comprehensively allows while the standard Loyalty programs have touched upon the aspirational aspect of the customer's life through offering sophisticated and luxury-like experiences in return for loyalty (For example, A Golf Round, Table for two at a fine dining restaurant), the Gamification aspect is for the gamer inside every individual and triggers certain key behaviors.

10.1 Game Configuration

Using this option, you can configure the game by adding eligibility conditions and game language details. You can configure the game for the partner with the start and end dates. Users can change the status of their game, such as from "Active" to "Inactive" or from "Inactive" to "Active".

1. On the side menu, click **Gamification>> Game Configurations** to view the details of the game. Refer to the following screen.



The screenshot shows the 'Game Configuration' screen. At the top, there are search filters for 'Search By Name' (Select...), 'Search By Status' (Select...), 'Start Date', and 'End Date'. Below the filters are buttons for 'Reset' and 'Search'. The main area displays a table of games with columns: TITLE, GAME TYPE, GAME STATUS, View, Edit, Copy, and Delete. The table contains four rows of data:

TITLE	GAME TYPE	GAME STATUS	View	Edit	Copy	Delete
Quiz	Quiz	Expired				
SpinNWin	SpinNWin	Expired				
FestiveGreeting	FestiveGreetings	Expired				
ShakeNWin	ShakeNWin	Expired				

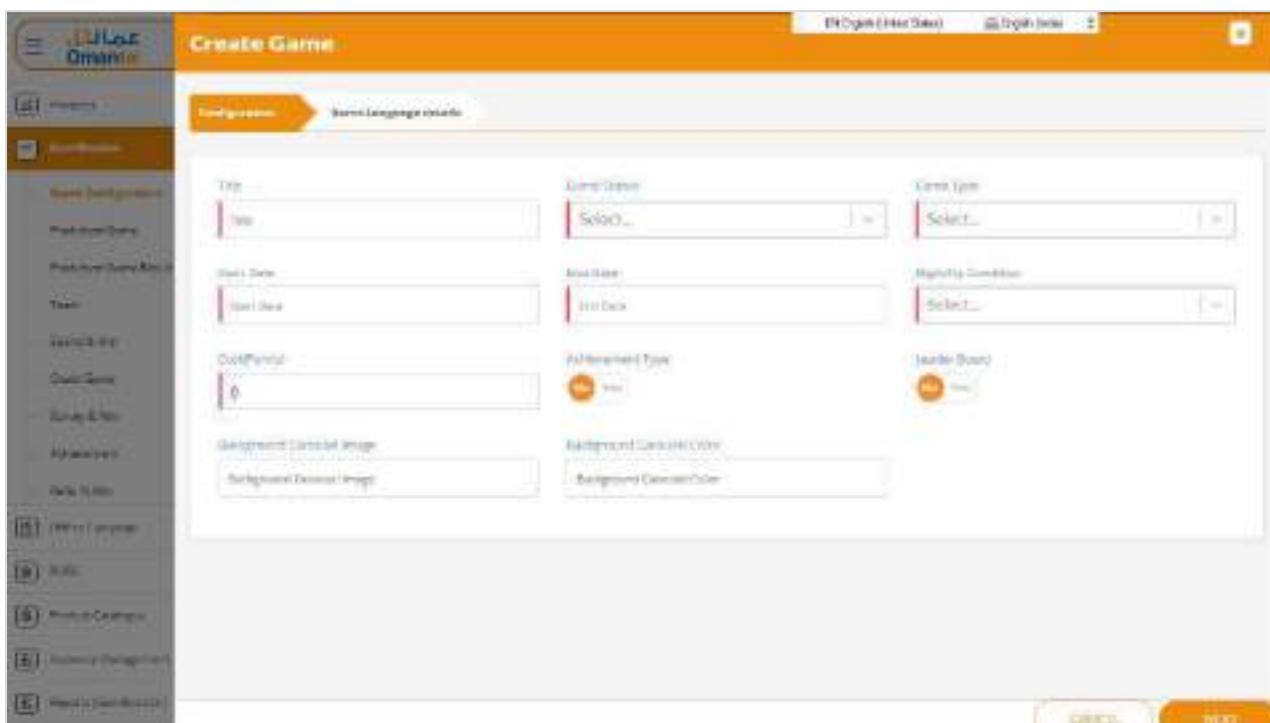
At the bottom left, there is a 'Records Per Page' dropdown set to 10, with options 10, 20, 50, and 100. At the bottom right, there are navigation buttons for 'First', 'Prev', '9', '10', '11', '12', and '13'.

Figure 423 Gamification – Game Configuration

10.1.1 Create Game

Using this create game option, you can create a new game.

1. On the **Game Configuration** screen, click the **+CREATE GAME** button to create a new game. Refer to the following screen. The following pop-up window will be displayed.



The screenshot shows the 'Create Game - Definition Input Screen' with the 'Configuration' tab selected. The interface is divided into several sections:

- Title:** A text input field containing 'Title'.
- Game Status:** A dropdown menu labeled 'Select...'.
- Game Type:** A dropdown menu labeled 'Select...'.
- Start Date & Time:** A date/time picker showing 'Start Date' and 'End Date'.
- End Date & Time:** A date/time picker showing 'End Date'.
- Eligibility Condition:** A dropdown menu labeled 'Select...'.
- Cost:** An input field containing '0'.
- Achievement Type:** A dropdown menu labeled 'Select...'.
- Leader Board:** A button labeled 'Leader Board' with a 'Yes' icon.
- Leader Board Level:** A dropdown menu labeled 'Select...'.
- Achievement:** A dropdown menu labeled 'Select...'.
- Background Carousel Image:** Two input fields for 'Background Carousel Image' and 'Background Carousel Order'.

Figure 424 Create Game – Definition Input Screen

Note: By default, the **Configuration** tab is displayed.

2. Enter or select the following information in the corresponding fields. If fields marked with “|” are mandatory.

Field	Description
Title	Enter the title of the game.
Game Status	Select the game status in the drop-down list. For example, “ Active .”
Game Type	Select the game type in the drop-down list. For example, “ Spin N Win ”.
Start Date & Time	Select the start date from the calendar.
End Date & Time	Select the end date from the calendar.
Eligibility Condition	Select the eligibility condition in the drop-down list. For example, “ Segment ”.
Cost	Enter how many loyalty points a user must spend to participate in the game.
Leader Board	To turn the Leader Board on or off, click Leader Board under the Create Game menu.
Leader Board Level	Select the leaderboard level in the drop-down list. Note: This field displays if “ Leader Board ” is turned to “ Yes ”.
Achievement Type	To turn the Achievement Type on or off, click Achievement Type under the Create Game menu.
Achievement	Select the achievement Type in the drop-down list. Note: This field displays if “ Achievement Type ” is turned to “ Yes ”.
Background Carousel Image	Select the field to upload an image that will be used as the background in the game's promotional carousel.

Field	Description
Background Carousel Color	Select a field to select a solid background color. This can be used as an alternative if no image is provided.
Line Type	Select the target customers based on their service type.
Life Time Limit	Enter the maximum number of times a single user can participate in this survey throughout its entire duration.
Hide on Reward Exhausted	When set to Yes, the survey will automatically be hidden from users once all the associated rewards have been claimed.
Feedback Image URL	Enter a web link (URL) for an image. This image would likely be displayed to the user on the screen after they have successfully submitted the survey.

Schedule Type- Daily

If “Daily” is selected as Schedule Type, then the following screen is displayed.



The screenshot shows a "Schedule Daily" interface. It has three input fields: "Limit" containing the value "1", "Daily Start Time", and "Daily End Time".

Daily

- **Limit-** Enter the daily limit of the game.
- **Daily Start Time-** Select the Daily Start Time (Hour and Minutes) of the game.
- **Daily End Time-** Select the Daily End Time (Hour and Minutes) of the game.

Schedule Type- Weekly

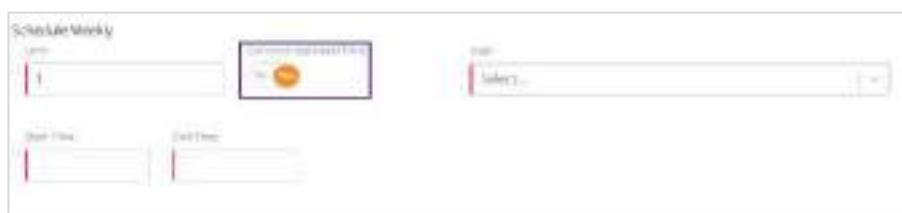
If “Weekly” is selected as Schedule Type, then the following screen is displayed.



The screenshot shows a "Schedule Weekly" interface. It includes a "Limit" field with "1", a "Common start & end time" switch turned to "Yes", and a "Days" dropdown menu showing "Select".

Weekly

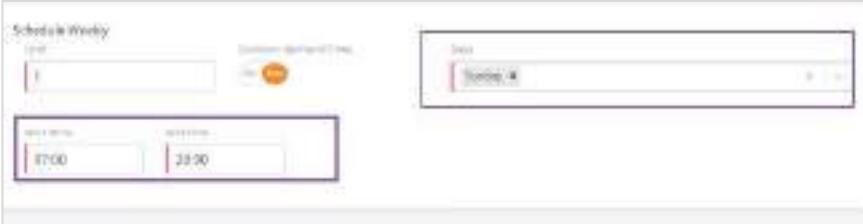
- **Limit-** Enter the weekly limit of the game.
- **Common Start & End Time-** Turn the **Common Start & End Time** to “Yes” to configure the weekly start and end time of the game. The following screen will be displayed.



The screenshot shows a "Schedule Weekly" interface. It includes a "Limit" field with "1", a "Common start & end time" switch turned to "Yes", and a "Days" dropdown menu showing "Select".

- **Weekly Start Time-** Select the Weekly Start Time (Hour and Minutes) of the game.
- **Weekly End Time-** Select the Weekly End Time (Hour and Minutes) of the game.

For example, to configure the game on Sunday, it starts at 7 and ends in the

Field	Description
	<p>20th hour; refer to the following screen.</p>  <p>You can select the Weekday with the Start and End times of the game.</p>
Schedule Type- Monthly	
If “Monthly” is selected as Schedule Type, then the following screen is displayed.	
	
Monthly	<ul style="list-style-type: none"> Limit- Enter the monthly limit of the game. Common Start & End Time- Turn the Common Start & End Time to “Yes” to configure the monthly start and end time of the game. Days- Select the days in the drop-down list. <p>Note: You can select multiple days.</p> <ul style="list-style-type: none"> Monthly Start Time- Select the monthly Start Time (Hour and Minutes) of the game. Monthly End Time- Select the monthly End Time (Hour and Minutes) of the game.

- After providing the required details, click **Next** to navigate to the **Game Language Details** Tab. The following **Game Language** tab is displayed.

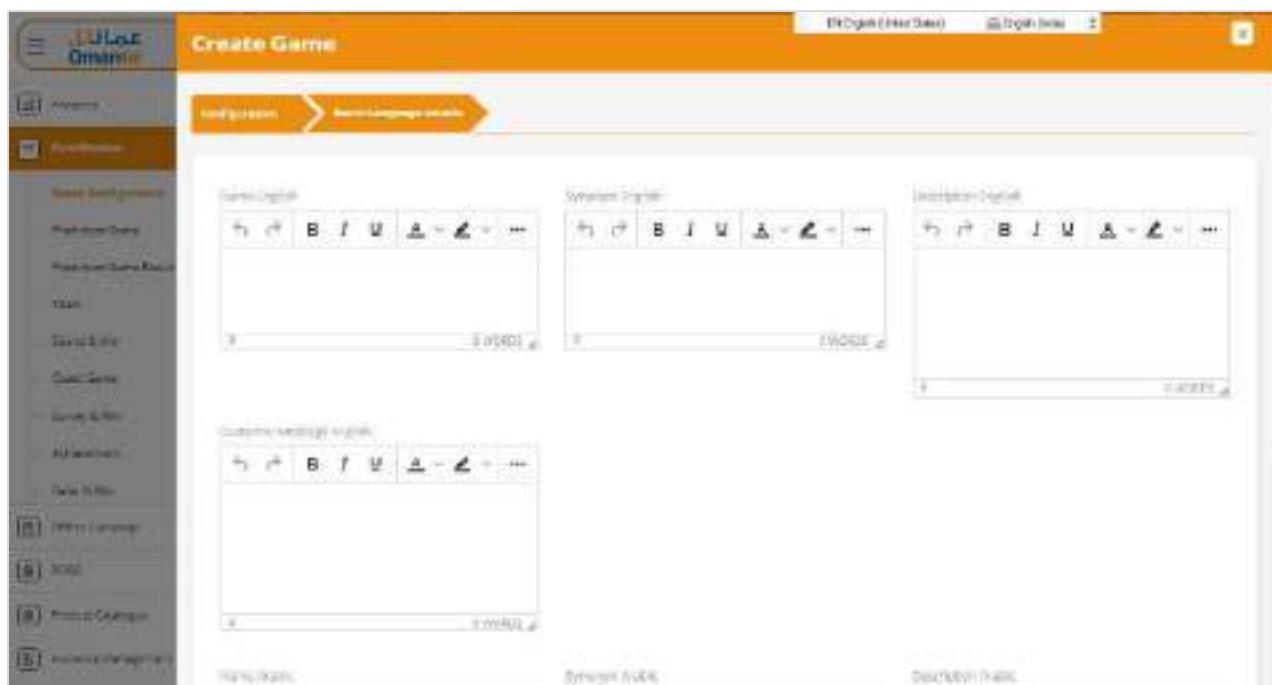


Figure 425 Create Game – Game Language Details

4. Enter or select the following information in the corresponding fields. If fields marked with “|” are mandatory.

Field	Description
Name (EN)	Enter the game name in English.
Synonym (EN)	Enter the game synonym in English.
Description (EN)	Enter the game description in English.
Name (AR)	Enter the game name in Arabic.
Synonym (AR)	Enter the game synonym in Arabic.
Description (AR)	Enter the game description in Arabic.

5. After entering all the required details, click **CREATE**.

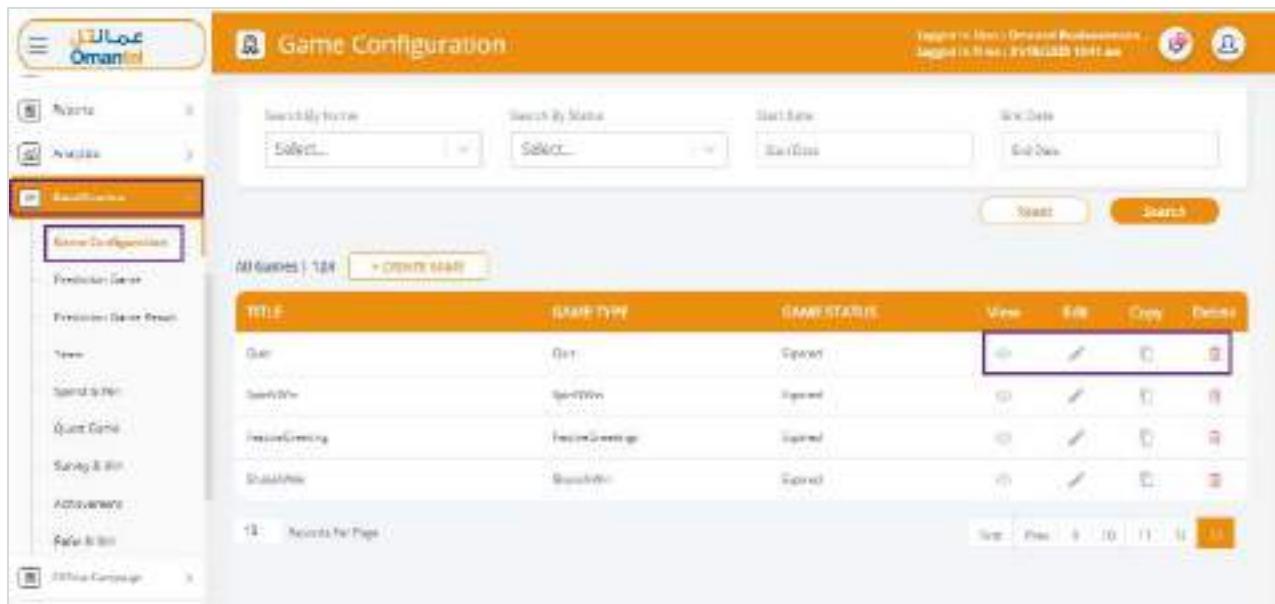
A confirmation message will be displayed indicating that the game is created successfully.

10.1.2 View, Modify, Copy, and Delete Game

Using this option, you can view, modify, and delete the existing configured game details.

- On the **Game Configuration** screen, click the **View** button  to view the game details. Refer to the following screen.
- On the **Game Configuration** screen, click the **Modify** button  to modify the game details. Refer to the following screen.
- On the **Game Configuration** screen, click the **Copy** button  to copy the game details. Refer to the following screen.

- On the **Game Configuration** screen, click the **Delete** button  to delete the existing game details. Refer to the following screen.



The screenshot shows the 'Game Configuration' screen. On the left, there's a sidebar with various options like 'New', 'Available', 'Gamification', 'Previous Game', 'Quest Game', 'Survey & Win', 'Achievement', 'Panel & Bill', and 'Official Campaign'. The 'Gamification' option is selected. The main area has a header 'Game Configuration' with search filters for 'Search by Name', 'Search by Status', 'Start Date', and 'End Date'. Below the header is a table titled 'All Games (184)' with a 'COPY MAP' button. The table has columns: 'TITLE', 'GAME TYPE', 'GAME STATUS', 'View', 'Edit', 'Copy', and 'Delete'. There are four rows visible in the table:

TITLE	GAME TYPE	GAME STATUS	View	Edit	Copy	Delete
Ques	Ques	Opened				
SpendWin	SpendWin	Opened				
QuestGaming	QuestGaming	Opened				
SurveyWin	SurveyWin	Opened				

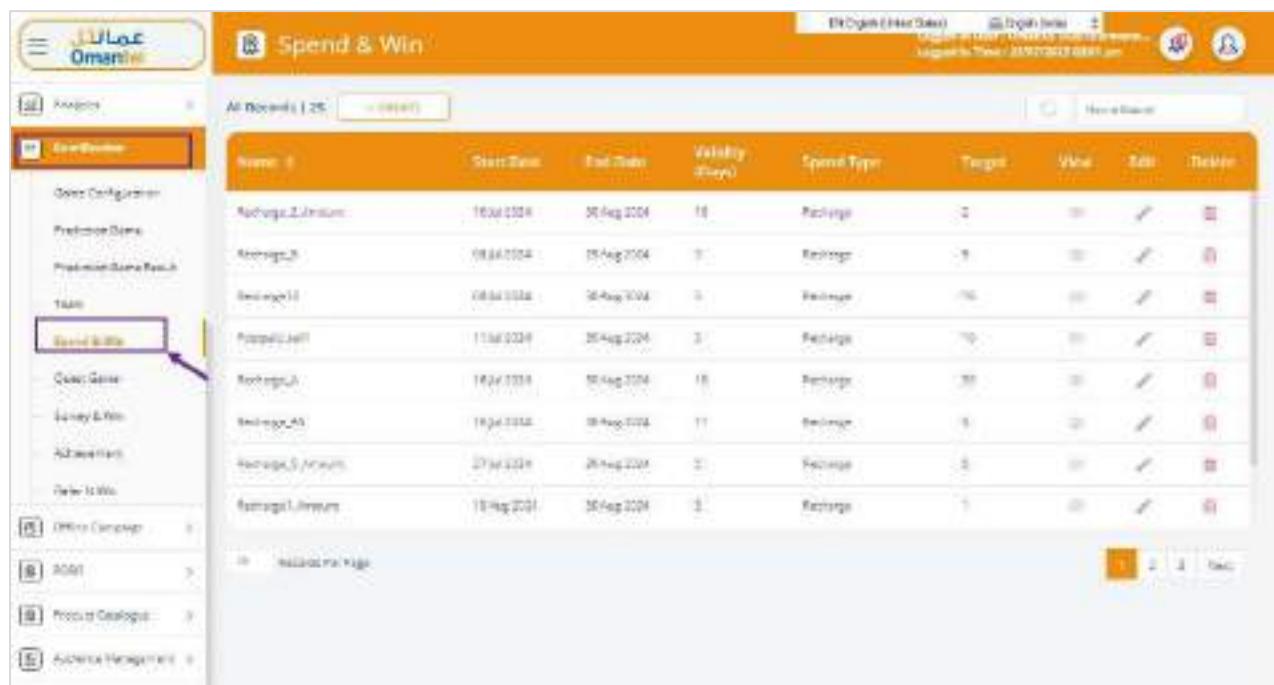
At the bottom of the table, it says '184 Records Per Page' and has navigation buttons for 'First', 'Prev', 'Next', 'Last', and '10'.

Figure 426 Game Configuration – View, Modify, Copy, and Delete Operations

10.2 Spend & Win

Spend and Win is a type of gamification mechanic that rewards users for spending money on products or services. It is a common mechanic used in loyalty programs, where users earn points or rewards for every dollar they spend. Spend and Win gamification mechanics can be effective in motivating customers to spend more money. You can configure the start date and end date for the spend and win event.

- On the side menu, click **Gamification>> Spend & Win** to view the details of the spend and win. Refer to the following screen.



The screenshot shows the 'Spend & Win' section of the application. On the left, there's a sidebar with various options like 'Newspaper', 'Spend & Win', 'Survey & Win', etc. A yellow box highlights the 'Spend & Win' option. A blue arrow points from the text 'Spend & Win' in the previous section to this highlighted option. The main area is a table with columns: Name, Start Date, End Date, Validity (days), Spend Type, Targets, Wins, Edit, and Delete. The table contains eight rows of game data.

Name	Start Date	End Date	Validity (days)	Spend Type	Targets	Wins	Edit	Delete
Recharge_1	16-Jul-2014	26-Aug-2014	10	Recharge	2	0		
Recharge_2	08-Aug-2014	26-Aug-2014	9	Recharge	19	0		
Recharge_3	08-Aug-2014	26-Aug-2014	8	Recharge	16	0		
Recharge_4	11-Aug-2014	26-Aug-2014	3	Recharge	10	0		
Recharge_5	16-Aug-2014	26-Aug-2014	15	Recharge	30	0		
Recharge_6	16-Aug-2014	26-Aug-2014	11	Recharge	8	0		
Recharge_7	27-Aug-2014	26-Aug-2014	2	Recharge	2	0		
Recharge_8	10-Aug-2014	26-Aug-2014	1	Recharge	1	0		

Figure 427 Gamification – Spend & Win

10.2.1 Create Spend & Win Game

Using this option, you can create a new spend and win a game.

1. On the **Spend & Win** screen, click the **+CREATE** button to create a new spend and win event. The following pop-up window will be displayed.

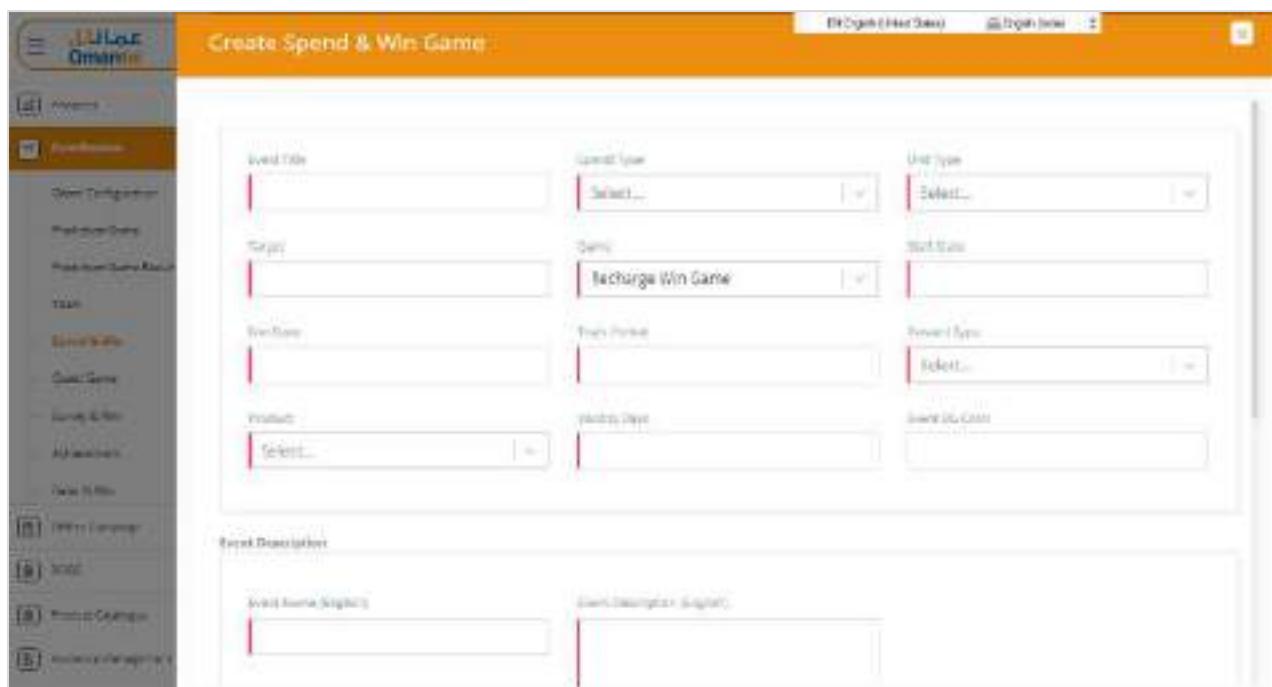


Figure 428 Create Spend & Win Game – Definition Input Screen

2. Enter or select the following information in the corresponding fields. If fields marked with “|” are mandatory.

Field	Description
Event Title	Enter the title of the event.
Spend Type	Select the spend type in the drop-down list. For example, “Recharge”.
Unit Type	Select the unit type in the drop-down list.
Target	Enter the target of the spend and win game in the corresponding field. <ul style="list-style-type: none"> • Click  to increase the count. • Click  to decrease the count.
Game	Select the game from the drop-down list.
Start Date	Select the start date from the calendar.
End Date	Select the end date from the calendar.
Track Period	Enter the track period of the spend and win game event in the corresponding field. <ul style="list-style-type: none"> • Click  to increase the count. • Click  to decrease the count.
Reward Type	Select the reward type in the drop-down list. For example, “Telco Offer”.
Product	Select the product in the drop-down list. For example, “7 Makasib Points”.
Validity Days	Enter the days for which the reward is valid after it has been awarded to the user.
Event BG Color	A field to select a background color for the event's banner as it appears in the user application
Event Description	

Field	Description
Event Name (EN)	Enter the event name in English.
Event Description (EN)	Enter the event description in English.
Event Name (AR)	Enter the event name in Arabic.
Event Description (AR)	Enter the event description in Arabic.
Image Upload	
Image	<p>Click the Choose File button to upload the image of the spend and win event game.</p> <p>After uploading the image, the name of the file is displayed.</p>

3. After entering all the required details, click the **Create** button.

A confirmation message will be displayed indicating that the data is created successfully.

10.2.2 View, Modify, and Delete Spend & Win Game

Using this option, you can view, modify, and delete the existing configured spend and win game details.

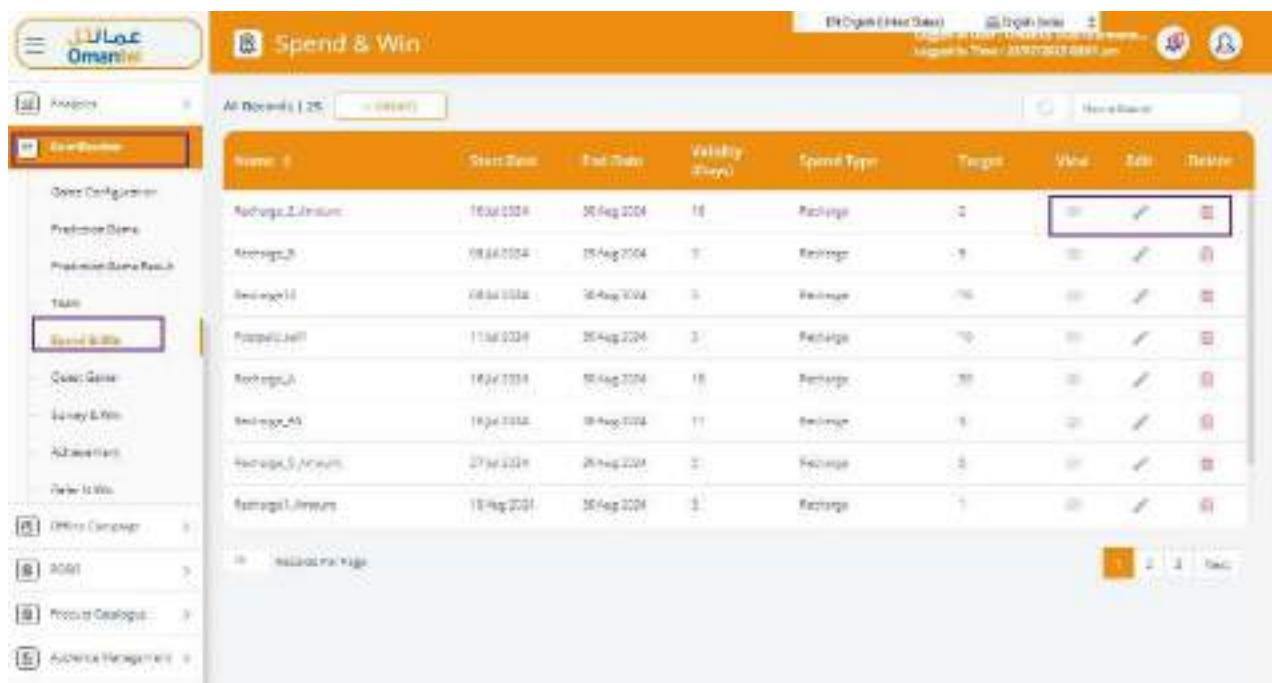
- On the **Spend & Win Game** screen, click the **View** button  to view the Spend and Win game details. Refer to the following screen.

Note: You cannot modify any details when the game is in the “Active” state.

- On the **Spend & Win** screen, click the **Modify** button  to modify the Spend and Win game details. Refer to the following screen.

Note: You cannot delete any details when the game is in the “Active” state.

- On the **Spend & Win** screen, click the **Delete** button  to delete the existing spend and win game details. Refer to the following screen.



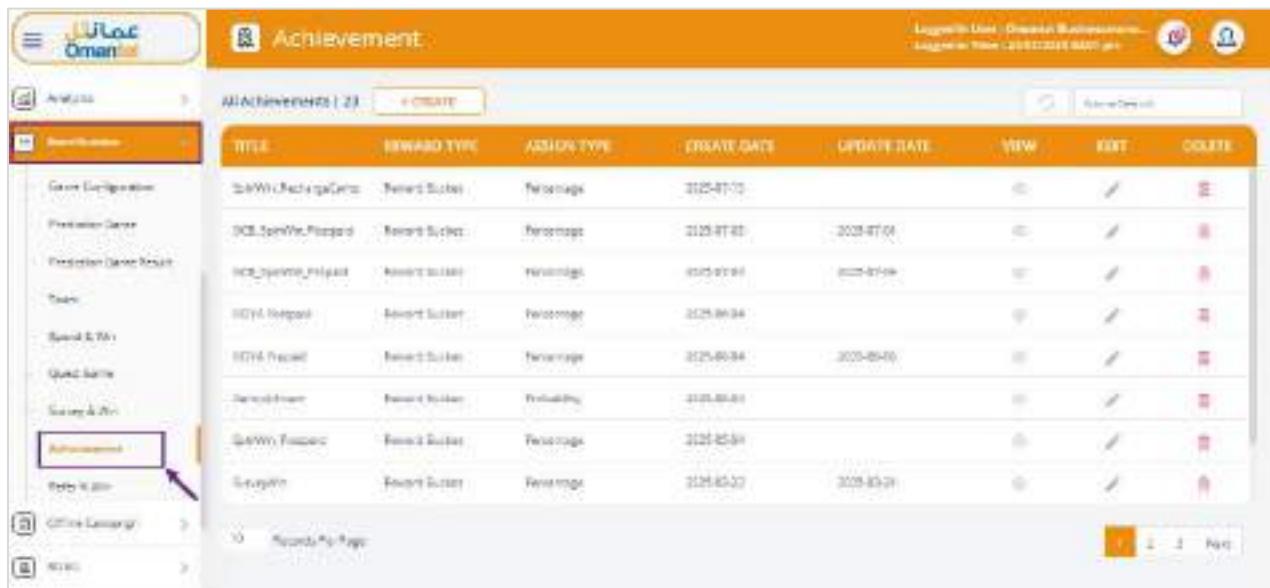
Name	Start Date	End Date	Validity (Days)	Spend Type	Target	Win	Edit	Delete
Recharge_1	16/07/2024	30-Aug-2024	10	Recharge	2	<input checked="" type="checkbox"/>		
Recharge_2	09/07/2024	30-Aug-2024	10	Recharge	1	<input checked="" type="checkbox"/>		
Recharge_3	08/07/2024	30-Aug-2024	10	Recharge	10	<input checked="" type="checkbox"/>		
Recharge_4	11/07/2024	30-Aug-2024	3	Recharge	10	<input checked="" type="checkbox"/>		
Recharge_5	16/07/2024	30-Aug-2024	10	Recharge	10	<input checked="" type="checkbox"/>		
Recharge_6	18/07/2024	30-Aug-2024	11	Recharge	1	<input checked="" type="checkbox"/>		
Recharge_7	27/07/2024	30-Aug-2024	2	Recharge	10	<input checked="" type="checkbox"/>		
Recharge_8	17/07/2024	30-Aug-2024	3	Recharge	1	<input checked="" type="checkbox"/>		

Figure 429 Spend & Win – View, Modify and Delete Operations

10.3 Achievement

Achievements are milestones that users can reach by completing specific tasks within the gamified system. These achievements are recognized and rewarded in some way, which motivates users to continue participating and engaging with the Omantel platform.

1. On the side menu, click the **Gamification >> Achievement** to view the achievement details. Refer to the following screen.



ID	Title	Reward Type	Action Type	Create Date	Update Date	View	Edit	Delete
1	Omantel Recharge	Reward Bucket	Per message	2023-07-10				
2	Omantel Recharge	Reward Bucket	Per message	2023-07-20	2023-07-04			
3	Omantel Recharge	Reward Bucket	Per message	2023-07-20	2023-07-04			
4	Omantel Recharge	Reward Bucket	Per message	2023-06-24				
5	Omantel Recharge	Reward Bucket	Per message	2023-06-24	2023-06-20			
6	Omantel Recharge	Reward Bucket	Per message	2023-06-24				
7	Omantel Recharge	Reward Bucket	Per message	2023-05-30				
8	Omantel Recharge	Reward Bucket	Per message	2023-05-20	2023-05-20			
9	Omantel Recharge	Reward Bucket	Per message	2023-05-20				

Figure 430 Gamification –Achievement

10.3.1 Create Achievement

Using this option, you can create a new achievement.

1. On the **Achievement** screen, click the **+CREATE** button to create a new achievement. Refer to the following screen. The following pop-up window will be displayed.

Note: If “Reward Bucket” is selected in the drop-down list of Reward Type, the following screen will be displayed.



The screenshot shows the 'Achievement' creation interface. On the left is a sidebar with various game-related options like 'Game Configuration', 'Game Types', 'Achievements', etc. The main area has tabs for 'Achievement', 'Challenge', and 'Quest'. The 'Achievement' tab is active. It contains fields for 'Title' (empty), 'Game Type' (dropdown), 'Reward Type' (dropdown set to 'Reward Bucket'), and several reward-related dropdowns ('Reward Type', 'Prize', 'Prize Value', 'Max Count', 'Min Count'). At the bottom are 'Cancel', 'Reset', and 'Save' buttons.

Figure 431 Create Achievement – Reward Bucket Details Screen

Note: If “**Direct Benefit**” is selected in the drop-down list of Reward Type, the following screen will be displayed.



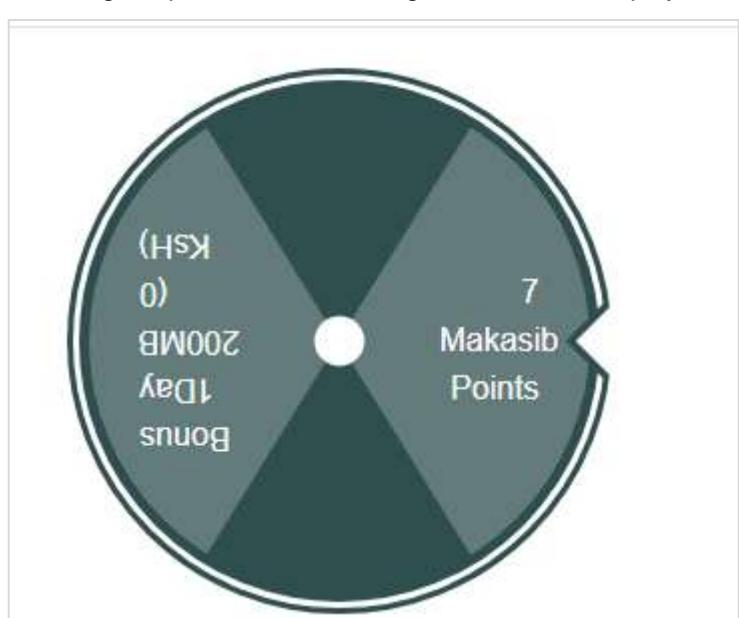
This screenshot shows the same achievement creation interface, but with 'Direct Benefit' selected in the 'Reward Type' dropdown. The other fields and layout are identical to Figure 431.

Figure 432 Create Achievement – Direct Benefit Details Screen

2. Enter or select the following information in the corresponding fields. If fields marked with “|” are mandatory.

Fields	Description
Title	Enter the title of the game.
Game Type	Select the Game Type in the drop-down list.
Reward Type	Select the Reward Type in the drop-down list. The following are the available reward types: <ul style="list-style-type: none"> • Reward Bucket

Fields	Description
	<ul style="list-style-type: none"> • Direct Benefit.
Percentage	<p>To turn the percentage on or off, click Percentage on the Create Achievement menu.</p> <p>Determines if the achievement reward allocation is based on a percentage</p> <p>Note: This field will be displayed after selecting the Reward Bucket in the drop-down list of the Reward Type.</p>
Random	<p>To turn Random on or off, click Random on the Create Achievement menu.</p> <p>Indicates whether the reward distribution for this achievement will be random.</p> <p>Note: This field will be displayed after selecting the Reward Bucket in the drop-down list of the Reward Type.</p>
Probability	<p>To turn Random on or off, click Probability on the Create Achievement menu.</p> <p>Indicates if the reward allocation involves probability.</p> <p>Note: This field will be displayed after selecting the Reward Bucket in the drop-down list of the Reward Type.</p>
Reward Type	<p>Select the rewards type in the drop-down list.</p> <p>The following are the available rewards:</p> <ul style="list-style-type: none"> • Reward • Campaign Offer • Telco Offers <p>Note: This field will be displayed after selecting the Reward Bucket in the drop-down list of the Reward Type, and the Random option is turned to “Yes”.</p>
Product	Select the product from the drop-down list.
Allocation (%)	<p>Enter the percentage of the total reward pool or a certain allocation for this specific reward.</p> <p>Note: This field will be displayed after selecting the Reward Bucket in the drop-down list of the Reward Type, and the Percentage option is turned to “Yes”.</p> <ul style="list-style-type: none"> • Click  to increase the percentage. • Click  to decrease the percentage.
Hourly Limit	<p>Enter the hourly limit of the rewards.</p> <p>Note: This field will be displayed after selecting the Reward Bucket in the drop-down list of the Reward Type, and the Random option is turned to “Yes”.</p> <ul style="list-style-type: none"> • Click  to increase the limit. <p>Click  to decrease the limit.</p>
Daily Limit	Enter the daily limit of the rewards.

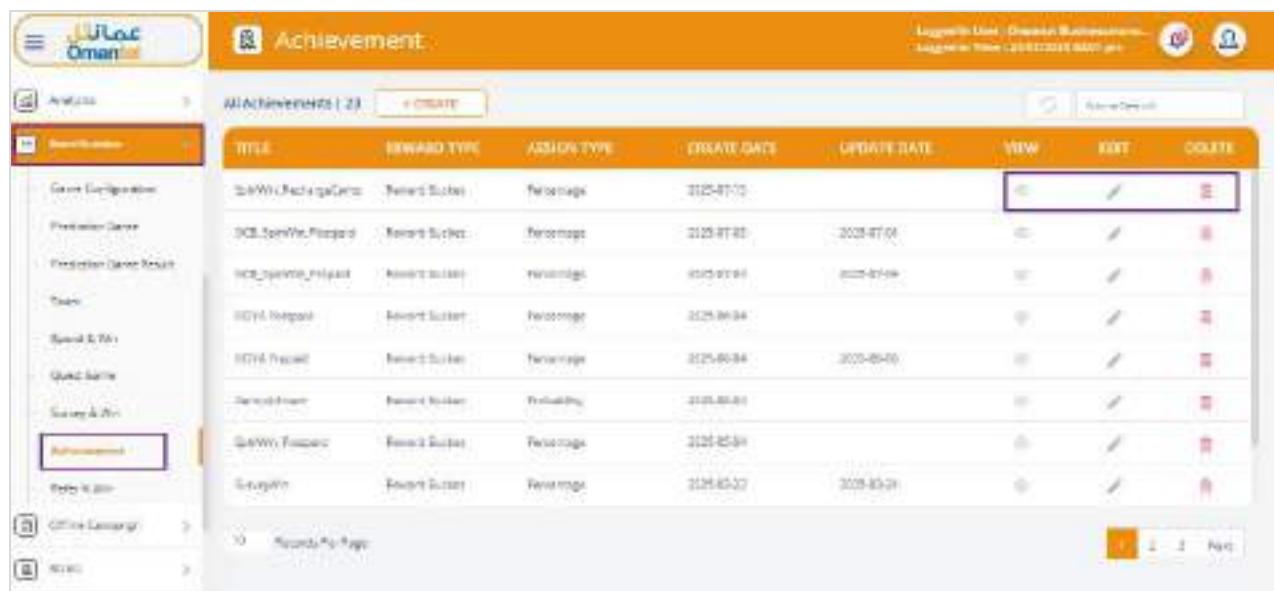
Fields	Description
	<p>Note: This field will be displayed after selecting the Reward Bucket in the drop-down list of the Reward Type, and the Random option is turned to “No”.</p>
Max Count	<p>Enter the maximum number of times this particular reward can be given out for this achievement.</p> <ul style="list-style-type: none"> • Click  to increase the count. • Click  to decrease the count.
Validity Days	<p>The number of days for which the claimed reward will be valid from the time it's awarded</p>
Auto Claim	<p>Turn the Auto Claim to “Yes” to claim the reward automatically by the user upon achieving the criteria, or if they need to manually claim it.</p>
Slot Multiplier	<p>Enter the factor that multiplies the number of slots available for rewards of certain rewards.</p> <p>This field becomes non-editable if “Reload” is enabled.</p> <p>Note: This field will be displayed after selecting the Reward Bucket in the drop-down list of the Reward Type, and the Probability option is turned to “Yes”.</p>
Total Lot Size	<p>Indicates the sum of all "Lot Sizes" configured for the individual rewards below.</p>
Reload	<p>Turn the Reload to “Yes” to reload the achievement or its associated rewards after they are exhausted.</p>
Preview	<p>To turn the preview on or off, click Preview under the Achievement menu.</p> <p>Two products must be selected to preview the achievement.</p> <p>Note: This field will be displayed after selecting the Reward Bucket in the drop-down list of the Reward Type.</p>
	<p>After selecting the product, the following screen will be displayed.</p> 

- Click the **Add** button  to add multiple achievement details.
 - Click the **Delete** button  to delete an existing achievement detail.
3. After providing the required details, click **Save**.
A confirmation message will be displayed, indicating that the achievement is created successfully.

10.3.2 View, Modify, and Delete Achievement

Using this option, you can view, modify, and delete the existing achievement details.

- On the **Achievement** screen, click the **View** button  to view the achievement details. Refer to the following screen.
- On the **Achievement** screen, click the **Modify** button  to modify the Spend and Win achievement details. Refer to the following screen.
- On the **Achievement** screen, click the **Delete** button  to delete the existing achievement details. Refer to the following screen.



ID	Name	Reward Type	Assignment Type	Create Date	Update Date	VIEW	EDIT	DELETE
GA_Win_RechargeCerts	Reward Points	Percentage	2025-07-13					
HC_BonusWin_Passport	Reward Points	Percentage	2025-07-03	2025-07-04				
HC_BonusWin_loyalty	Reward Points	Percentage	2025-07-03	2025-07-04				
HD_Win_Nominal	Reward Points	Percentage	2025-06-30					
HD_Win_Fueloil	Reward Points	Percentage	2025-06-30	2025-06-30				
SurveyWin	Reward Points	Percentage	2025-06-30					
SurveyWin	Reward Points	Percentage	2025-05-31	2025-05-31				
SurveyWin	Reward Points	Percentage	2025-05-31	2025-05-31				
   								

Figure 433 Achievement – View, Modify and Delete Operations

10.4 Survey & Win

This Survey & Win combines the traditional survey approach with elements of game design to incentivize participation and increase engagement. This method utilizes the intrinsic motivator of play and competition to encourage users to complete surveys and provide valuable data. It is a valuable tool for clients to collect data while simultaneously engaging their audience.

- On the side menu, click **Gamification>> Survey & Win** to view the details of the survey and win. Refer to the following screen.



Figure 434 Gamification – Survey & Win

10.4.1 Create Survey & Win Game

Using this create option, you can create a new survey and win the game.

1. On the **Survey & Win** screen, click the **+CREATE** button to create a new survey and win event. Refer to the following screen. The following pop-up window will be displayed.

Figure 435 Create Survey & Win Game Input Screen

2. Enter or select the following information in the corresponding fields. If fields marked with “|” are mandatory.

Field	Description
Event Title	Enter the title of the event.

Field	Description
Game	Select the game in the drop-down list.
Question 1	
Survey Type	<p>Select the survey type in the drop-down list. The following are the survey types available:</p> <ul style="list-style-type: none"> • Quiz • Feedback • Rating
Question (English & Arabic)	Enter or type the question in this field.
Option 1(English & Arabic)	<p>Enter question 1 in this field.</p> <p>Note: This field displays if “Quiz” is selected in the drop-down list of the Survey Type.</p>
Option 2 (English & Arabic)	<p>Enter question 2 in this field.</p> <p>Note: This field displays if “Quiz” is selected in the drop-down list of the Survey Type.</p> <ul style="list-style-type: none"> • Click the Add button  to add multiple options.
Rating Type	<p>Select the rating type in the drop-down list. For example, “Value”.</p> <p>Note: This field displays if “Rating” is selected in the drop-down list of the Survey Type.</p>
Minimum Rating	<p>Select the minimum rating in the drop-down list. For example, “1”.</p> <p>Note: This field displays if “Value” is selected in the drop-down list of the Rating Type.</p>
Maximum Rating	<p>Select the maximum rating in the drop-down list. For example, “5”.</p> <p>Note: This field displays if “Value” is selected in the drop-down list of the Rating Type.</p>

3. After entering all the required details, click the **Save**.

A confirmation message will be displayed indicating that the data is created successfully.

10.4.2 View, Modify, and Delete Survey & Win Game

Using this option, you can view, modify, and delete the existing survey and win details.

- On the **Survey & Win Game** screen, click the **View** button  to view the Survey and Win game details. Refer to the following screen.

Note: You cannot modify any details when the game is in the “Active” state.

- On the **Survey & Win** screen, click the **Modify** button  to modify the Survey and Win game details. Refer to the following screen.

Note: You cannot delete any details when the game is in the “Active” state.

- On the **Survey & Win** screen, click the **Delete** button  to delete the existing survey and win game details. Refer to the following screen.

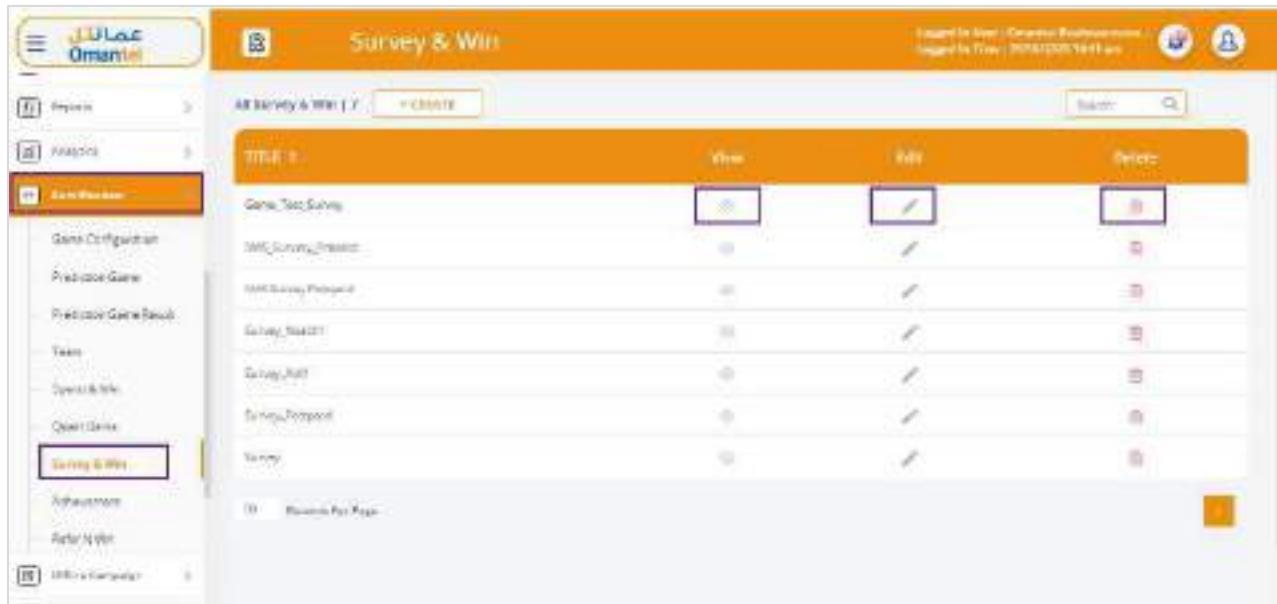


Figure 436 Survey & Win – View, Modify and Delete Operations

10.5 Prediction Game

The prediction game leverages the user's desire for knowledge and competition to drive engagement and learning. You can motivate users to actively participate, share their knowledge, and test their understanding of specific concepts. For example, in sporting games, users predict the outcome of sporting events and compete against friends or other players. This fosters engagement and strengthens the connection with sport.

- On the side menu, click **Gamification>> Prediction Game** to view the details of the prediction game. Refer to the following screen.

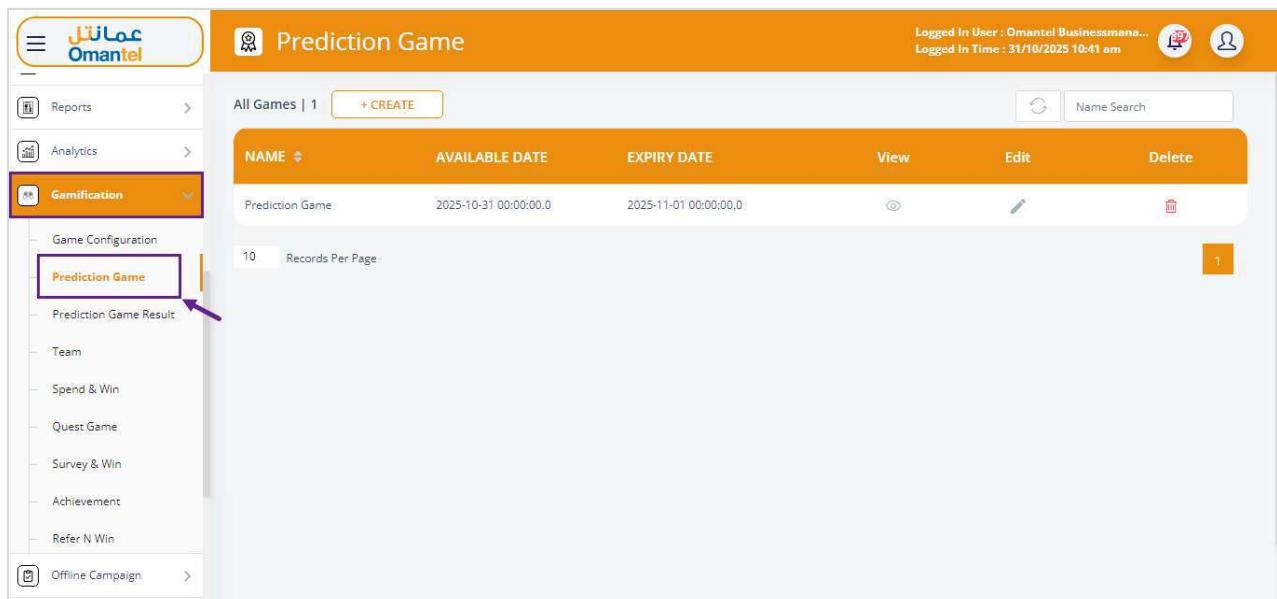


Figure 437 Gamification – Prediction Game

10.5.1 Create Prediction Game

Using this create option, you can create a new prediction game.

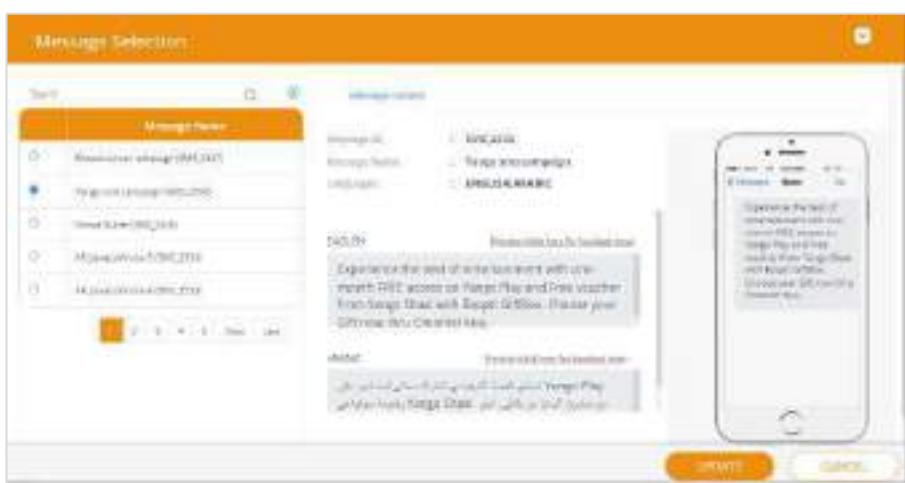
1. On the **Game Configuration** screen, click the **+CREATE** button to create a new Prediction game. The following pop-up window will be displayed.



Figure 438 Create Prediction Game – Definition Input Screen

2. Enter or select the following information in the corresponding fields. If fields marked with “|” are mandatory.

Field	Description
Title	Enter a unique name for the prediction match. This title will be displayed to users participating in the prediction.
Select Game	Choose the game (e.g., Football, Cricket, etc.) under which the prediction matches are created from the drop-down list.
Select Event	Select the specific event or tournament (e.g., World Cup, Premier League) associated with the prediction match from the drop-down list.
Prediction Active Date	Define the start date and time from when users can start submitting their predictions.
Prediction Lock Date	Specify the cut-off date and time after which users will no longer be able to make or modify predictions.
Match Date	Indicate the actual date on which the match is scheduled to take place.
Opponent A	Select the first team taking part in the match from the drop-down list.
Opponent B	Select the second team competing in the match from the drop-down list.
Select Location	Select the location where the match will be held from the drop-down list.
Match Image	Upload or select an image representing the match.
Notification Channel	Select the channel through which users will receive notifications related to the prediction match from the drop-down list.

Field	Description
MSG ID	<p>Select the Message ID linked to the notification template used for communication.</p> <ul style="list-style-type: none"> Select  to select the message. The following screen will be displayed.  <p>The screenshot shows a list of messages in a table format. One message is selected, highlighted with a yellow background and orange border. The message details are visible on the right side of the screen, including its ID, name, and preview content.</p> <ul style="list-style-type: none"> Select the Message that needs to be sent to the user. The following screen will be displayed.  <p>The screenshot shows the same message selection interface, but now with a single message selected. The right panel displays detailed information about the selected message, including its ID, name, and preview content. A mobile phone icon on the right shows a preview of the message as it would appear to a user.</p> <p>The selected message details will be displayed, and click Update will save the action.</p>

3. After entering all the required details, click **SAVE**.

A confirmation message will be displayed indicating that the prediction game is created successfully.

10.5.2 View, Modify, and Delete Prediction Game

Using this option, you can view, modify, and delete the existing prediction game details.

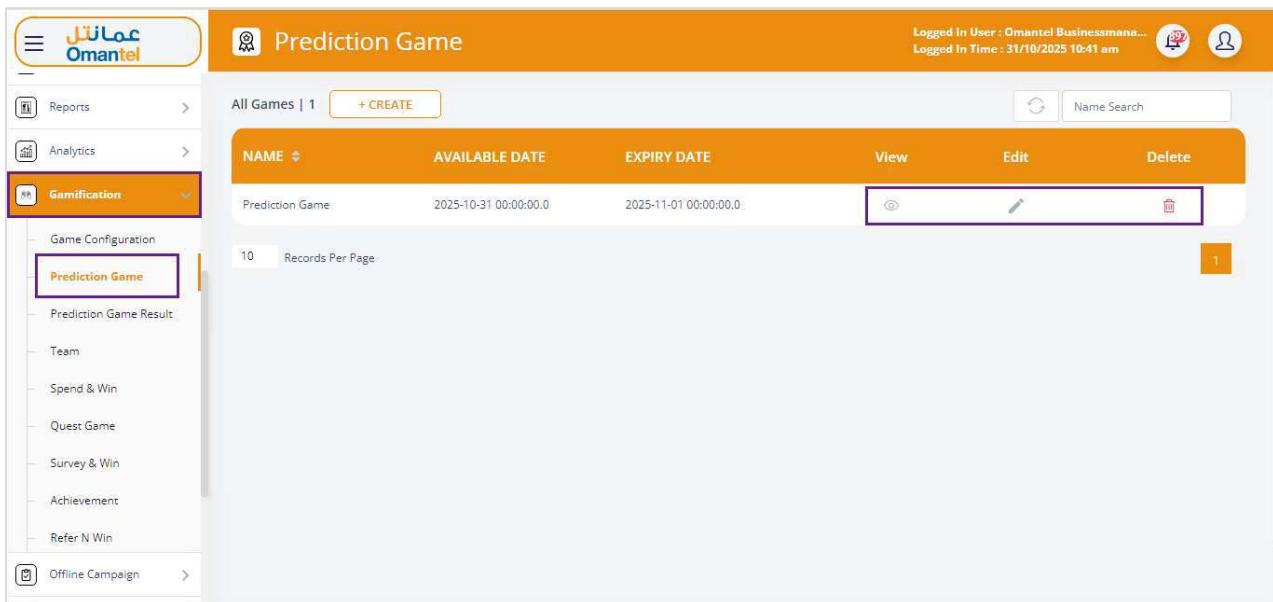
- On the **Prediction Game** screen, click the **View** button  to view the prediction game details. Refer to the following screen.

Note: You cannot modify any details when the game is in the “Active” state.

- On the **Prediction Game** screen, click the **Modify** button  to modify the prediction game details. Refer to the following screen.

Note: You cannot delete any details when the game is in the “Active” state.

- On the **Prediction Game** screen, click the **Delete** button  to delete the existing prediction game details. Refer to the following screen.



NAME	AVAILABLE DATE	EXPIRY DATE	View	Edit	Delete
Prediction Game	2025-10-31 00:00:00.0	2025-11-01 00:00:00.0			

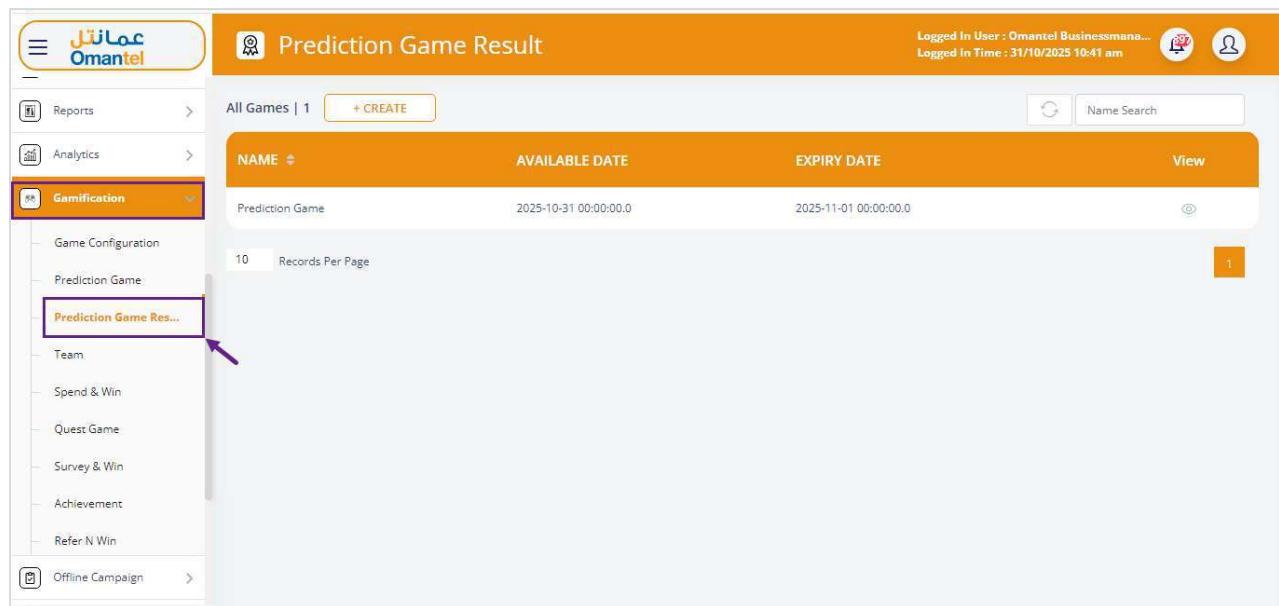
Figure 439 Prediction Game – View, Modify and Delete Operations

10.6 Prediction Game Result

The prediction game result is the outcome of a user’s prediction compared to the actual outcome of the predicted event. This comparison determines the accuracy of the prediction and plays a significant role in the user’s overall gameplay experience.

To configure the prediction game result,

- On the side menu, click **Gamification>> Prediction Game Result** to view the details of the prediction game result. Refer to the following screen.



NAME	AVAILABLE DATE	EXPIRY DATE	View
Prediction Game	2025-10-31 00:00:00.0	2025-11-01 00:00:00.0	

Figure 440 Gamification – Prediction Game Result

10.6.1 Create Prediction Game Result

Using this create option, you can create a new prediction game result.

1. On the **Prediction Game Result** screen, click the **+CREATE** button to create a new prediction game result. The following pop-up window will be displayed.



Figure 441 Prediction Game Result Input Screen

2. Select the **Prediction Game** in the drop-down list. The following screen will be displayed.

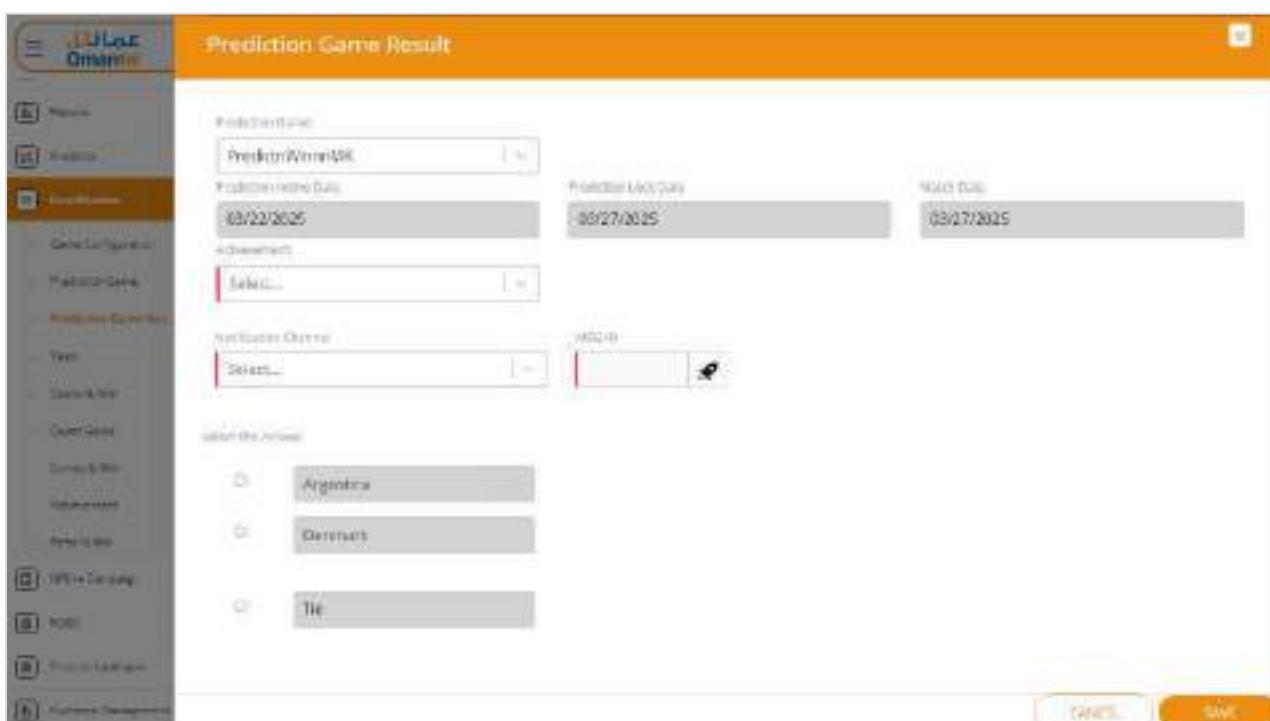
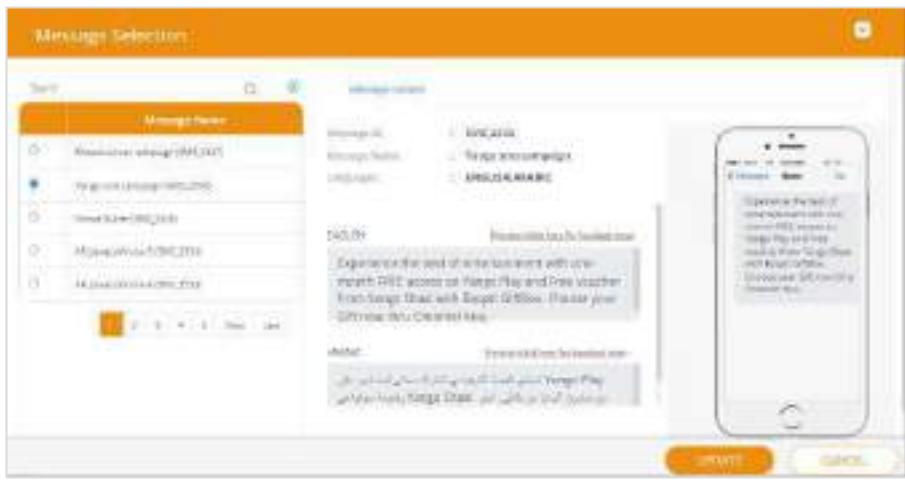


Figure 442 Prediction Game Result- Definition Input Screen

3. Enter or select the following information in the corresponding fields. If fields marked with “|” are mandatory.

Field	Description
Prediction Game	Select the prediction game for which the result is being declared. The list displays all active prediction matches.
Prediction Active Date	Displays the start date and time when users were allowed to submit their predictions for the selected game. This field is auto-populated based on the selected prediction game.

Field	Description
Prediction Lock Date	Displays the date and time after which users were restricted from submitting or modifying predictions. This field is also auto-populated.
Match Date	Displays the scheduled date of the actual match. This is fetched automatically from the prediction match details.
Achievement	Select the achievement that will be granted to users who predicted correctly from the drop-down list.
Notification Channel	Choose the communication channel (For example, SMS, Push) through which the result notification will be sent to users from the drop-down list.
MSG ID	<p>Select the Message ID corresponding to the notification template used for sending match results to participants.</p> <ul style="list-style-type: none"> Select  to select the message. The following screen will be displayed.  <ul style="list-style-type: none"> Select the Message that needs to be sent to the user. The following screen will be displayed.  <p>The selected message details will be displayed, and click Update will save the action.</p>
Select the Answer	Choose the correct outcome of the prediction match. For example, the winning team (For example, Argentina, Denmark) or a Tie. This selection determines which users are considered winners.

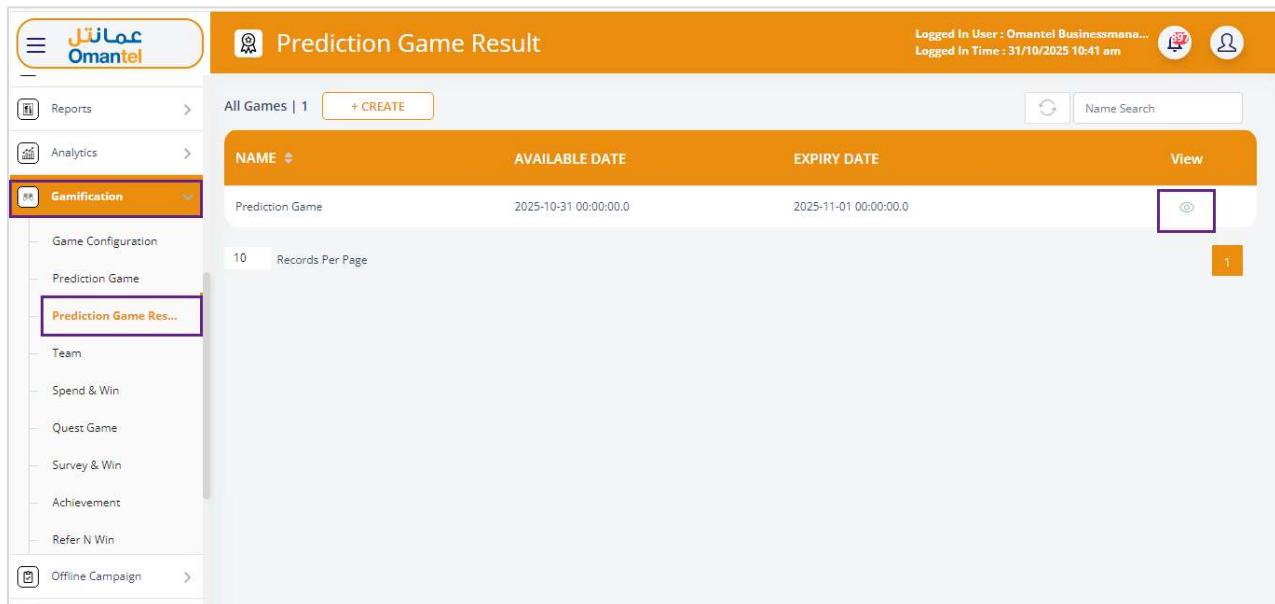
4. After entering all the required details, click **SAVE**.

A confirmation message will be displayed indicating that the prediction game is created successfully.

10.6.2 View Prediction Game Result

Using this view option, you can view the existing prediction game results details.

1. On the **Prediction Game Result** screen, click the **View** button  to view the prediction game result details. Refer to the following screen.



NAME	AVAILABLE DATE	EXPIRY DATE	
Prediction Game	2025-10-31 00:00:00.0	2025-11-01 00:00:00.0	

Figure 443 Prediction Game Result – View Button

10.7 Team

A team is a group of players who work together towards a shared objective. Teams can play a significant role in increasing engagement, motivation, and collaboration within the STC Gamification system.

1. On the side menu, click **Gamification>> Team** to view the team details. Refer to the following screen.

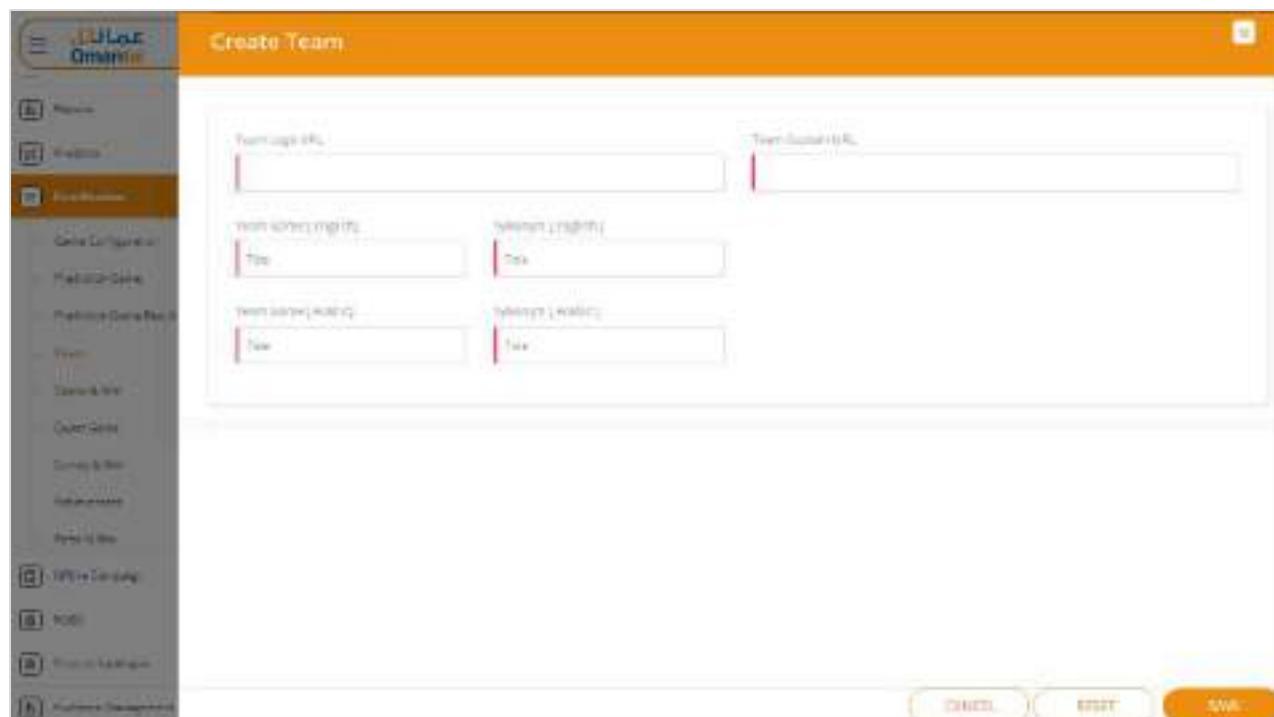


Figure 444 Gamification – Team

10.7.1 Create Team

Using this option, you can create a new team.

1. On the **Team** screen, click the **+CREATE** button to create a new team. The following pop-up window will be displayed.



The screenshot shows the 'Create Team' dialog box. It has two main sections: 'Team logo URL' and 'Team contact URL'. Each section contains four input fields: 'Team short name' (with 'Tr' entered), 'Team long name' (with 'Tr'), 'Team short acronym' (with 'TR'), and 'Team long acronym' (with 'TR'). At the bottom right of the dialog are three buttons: 'CANCELL', 'RESET', and 'SAVE' (highlighted with a yellow box).

Figure 445 Create Team– Definition Input Screen

2. Enter or select the following information in the corresponding fields. If fields marked with **|** are mandatory.

Field	Description
Team Logo URL	Enter or paste the URL of the team's logo image. The logo will be displayed wherever the team is referenced in prediction games or leaderboards.
Team Captain URL	Enter or paste the URL of the team captain's image. This helps in visually identifying the captain associated with the team.
Team Name [English]	Enter the official team's name in English.
Synonym [English]	Provide a short name for the team in English (For example, "Man Utd" for "Manchester United").
Team Name [Arabic]	Enter the official team's name in Arabic. This will be displayed in Arabic-language interfaces.
Synonym [Arabic]	Provide a short name for the team in Arabic to improve search and identification.

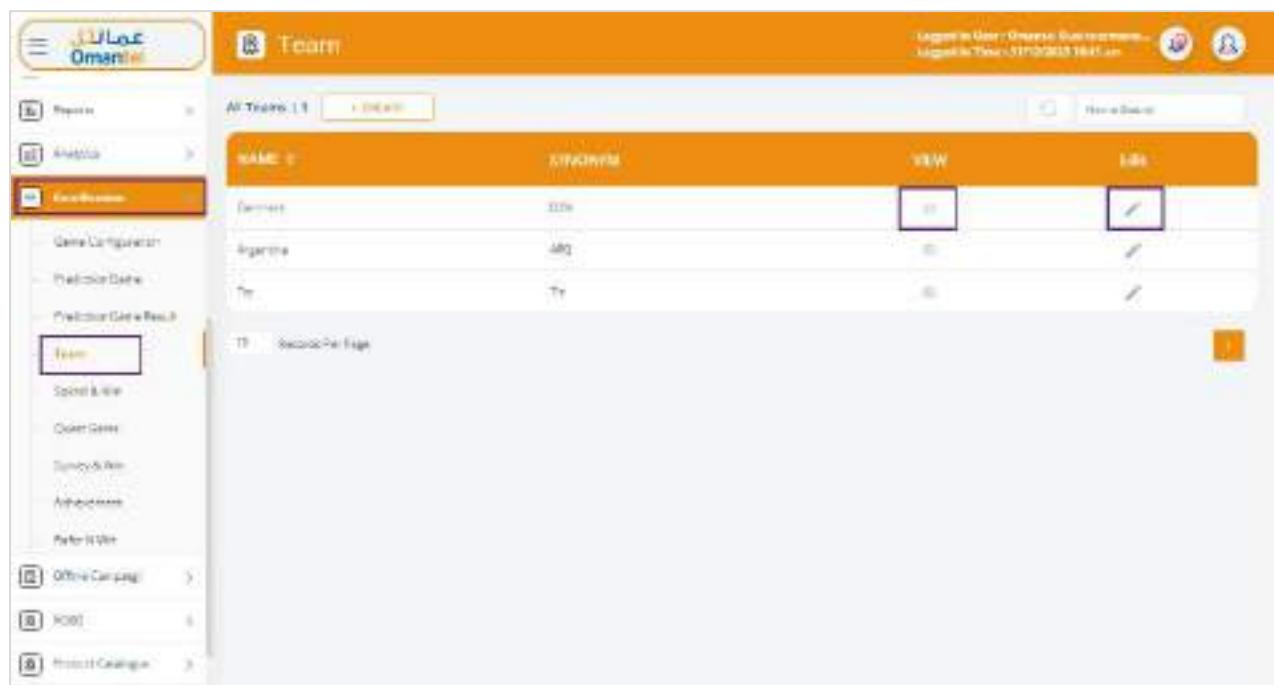
3. After entering all the required details, click **SAVE**.

A confirmation message will be displayed indicating that the team is created successfully.

10.7.2 View and Modify Team

Using this option, you can view and modify the existing team details.

- On the **Team** screen, click the **View** button  to view the team details. Refer to the following screen.
- On the **Team** screen, click the **Modify** button  to modify the team details. Refer to the following screen.



NAME	STATUS	VIEW	EDIT
Demet	22%		
Argame	48%		
Ty	7%		

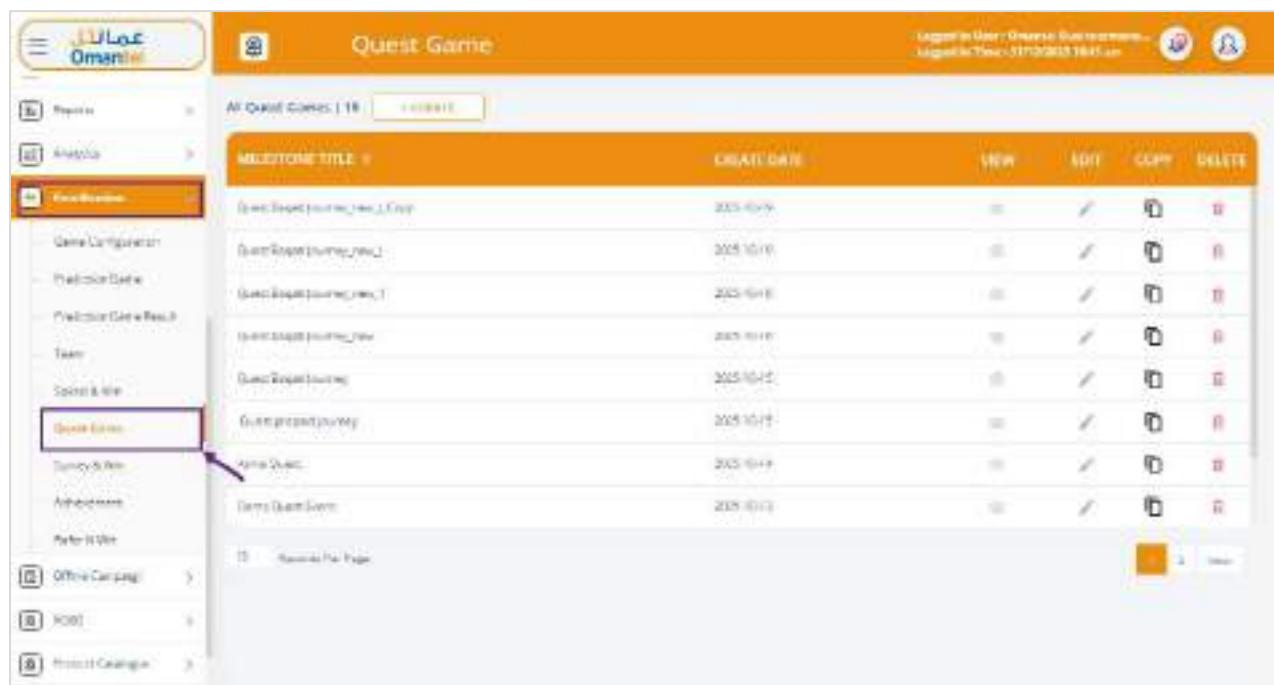
TT: Second Per Page

Figure 446 Team – View and Modify Operations

10.8 Quest Game

The Quest Game module allows administrators to create interactive challenges or missions for users. Each quest consists of one or more milestones that participants must complete within a defined period to earn rewards.

4. On the side menu, click **Gamification>> Quest Game** to view the game details. Refer to the following screen.



The screenshot shows the 'Quest Game' section of the Omantel Magik User interface. On the left, there's a sidebar with various navigation options like Reports, Analytics, Predictive, Game Configuration, Predictive Game Results, Team, Score & RANK, Quest Games, Survey System, Achievement, Player History, Offline Campaign, Job, and Project Catalog. The 'Quest Games' option is highlighted with a red box and has a blue arrow pointing to it from below. The main area is titled 'Quest Game' and shows a table with the following data:

MISSION TITLE	CREATION DATE	VIEW	EDIT	COPY	DELETE
Quest Game 1	2023-10-09	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Quest Game 2	2023-10-10	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Quest Game 3	2023-10-11	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Quest Game 4	2023-10-12	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Quest Game 5	2023-10-13	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Quest Game 6	2023-10-14	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Total Quest Games		<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

At the bottom right of the table, there are buttons for '+CREATE' (orange), '+SEARCH' (blue), and '+REFRESH' (green).

Figure 447 Gamification – Quest Game

10.8.1 Create Quest Game

Using this option, you can create a new quest game.

5. On the **Quest Game** screen, click the **+CREATE** button to create a new quest game. The following pop-up window will be displayed.

Quest Game

Quest Title <input type="text" value="New"/>	Game <input type="text" value="Quest_Postpaid"/>	Validity Days <input type="text" value="12"/>	Add All reward
Winstone Title <input type="text"/>	Validity Day <input type="text"/>	Reward Required <input checked="" type="radio"/> Yes <input type="radio"/> No	Achieving Completion Required <input checked="" type="radio"/> Yes <input type="radio"/> No
Reward Header in English <input type="text"/>	Reward Header in Arabic <input type="text"/>	Reward Message in English <input type="text"/>	Reward Message in Arabic <input type="text"/>
Reward Info Description in English <input type="text"/>	Reward Info Description in Arabic <input type="text"/>	Reward Description in EN <input type="text"/>	Reward Description in AR <input type="text"/>
Reward Validity Obj: <input type="text"/>	Reward Type <input type="text" value="No Rewards"/>	Project <input type="text" value="No Rewards"/>	Associated URL <input type="text"/>
Rewards upon Completing L&R: <input type="text"/>			
Event Title in English <input type="text"/>	Event Title in Arabic <input type="text"/>	Event Short Description in English <input type="text"/>	Event Short Description in Arabic <input type="text"/>
Event Long Description in English <input type="text"/>	Event Long Description in Arabic <input type="text"/>	Event L&R Description in English <input type="text"/>	Event L&R Description in Arabic <input type="text"/>
Target <input type="text"/>	Success Rate <input type="text"/>	Associated completed task <input type="text"/>	Event type <input type="text" value="Select..."/>
Link Type <input type="text" value="Select..."/>	Action Button <input checked="" type="radio"/> Yes <input type="radio"/> No	Button Label in English <input type="text"/>	Button Label in Arabic <input type="text"/>
Web Category <input type="text" value="Select..."/>			
Reward Required: <input checked="" type="radio"/> Yes <input type="radio"/> No			

Figure 448 Create Quest Game— Definition Input Screen

- Enter or select the following information in the corresponding fields. If fields marked with “|” are mandatory.

Field	Description
Quest Title	Enter the name of the quest game.

Field	Description
Game	Select the game under which this quest will be configured from the drop-down list.
Validity Days	<p>Enter the total number of days the quest will remain active and available for users to participate.</p> <ul style="list-style-type: none"> Click the Add Milestone button to add specific milestones that users must complete within the quest game.
Milestone Title	Enter the name of the milestone to identify each task or objective under the quest.
Validity Days (Milestone)	Define how long the milestone will remain valid within the quest's duration.
Reward Required	<p>Select “Reward Required” to “Yes” if completing the milestone.</p> <p>Or</p> <p>Select “No” if no reward is associated.</p>
Milestone Completion Required	<p>Select “Milestone Completion Required” to “Yes” if users must complete the milestone to progress.</p> <p>Or</p> <p>Select “No” if no milestone completion is required.</p>
Reward Header in English	<p>Enter the header for the reward (English version).</p> <p>Note: This field is displayed only when “Reward Required” is set to “Yes.”</p>
Reward Header in Arabic	<p>Enter the header for the reward (Arabic version).</p> <p>Note: This field is displayed only when “Reward Required” is set to “Yes.”</p>
Reward Message in English	<p>Enter the descriptive message that will be displayed to users in English when they earn a reward.</p> <p>Note: This field is displayed only when “Reward Required” is set to “Yes.”</p>
Reward Message in Arabic	<p>Enter the same descriptive message in Arabic for bilingual display.</p> <p>Note: This field is displayed only when “Reward Required” is set to “Yes.”</p>
Reward Lock Description in English	<p>Describe the locked state of the reward in English.</p> <p>Note: This field is displayed only when “Reward Required” is set to “Yes.”</p>
Reward Lock Description in Arabic	<p>Enter the same lock description in Arabic.</p> <p>Note: This field is displayed only when “Reward Required” is set to “Yes.”</p>
Reward Description in EN	<p>Enter the detailed reward description in English.</p> <p>Note: This field is displayed only when “Reward Required” is set to “Yes.”</p>
Reward Description in AR	<p>Enter the detailed reward description in Arabic.</p> <p>Note: This field is displayed only when “Reward Required” is set to “Yes.”</p>
Reward Validity Days	Specify how long the earned reward remains valid for redemption or use.
Reward Type	Choose the type of reward from the drop-down list.

Field	Description
	Note: This field is displayed only when “Reward Required” is set to “Yes.”
Product	Select the product linked to the reward from the drop-down list. Note: This field is displayed only when “Reward Required” is set to “Yes.”
Reward Icon URL	Enter the URL for the reward icon to visually represent the reward. Note: This field is displayed only when “Reward Required” is set to “Yes.”
Reward Icon Completed URL	Enter the URL for the icon displayed when the reward is completed. Note: This field is displayed only when “Reward Required” is set to “Yes.”
Event Title in English	Enter the event name title in English.
Event Title in Arabic	Enter the event name title in Arabic.
Event Short Description in English	Provide a summary of the event or milestone in English.
Event Short Description in Arabic	Provide the same brief description in Arabic.
Event Long Description in English	Enter a detailed description of the event or milestone in English.
Event Long Description in Arabic	Enter a detailed description of the event or milestone in Arabic.
Event Lock Description in English	Describe the event's locked state in English.
Event Lock Description in Arabic	Provide the event lock description in Arabic.
Target	Define the target or goal that users must achieve.
Event Icon URL	Enter or upload the URL of the event icon image.
Event Icon Completed URL	Enter the URL of the image displayed when the event is completed.
Event Type	Select the type of event from the drop-down list.
Unit Type	Specify the measurement unit for the target from the drop-down list.
Action Button	Enable or disable an interactive button (Yes/No) for the event, such as “Start” or “Play Now.”
Button Label in English	Enter the text to display on the action button in English.
Button Label in Arabic	Enter the button label text in Arabic.
Event Category	Choose the category of the event from the drop-down list.
Reward Required	Select “Reward Required” to “Yes” if completing the milestone. Or Select “No” if no reward is associated.

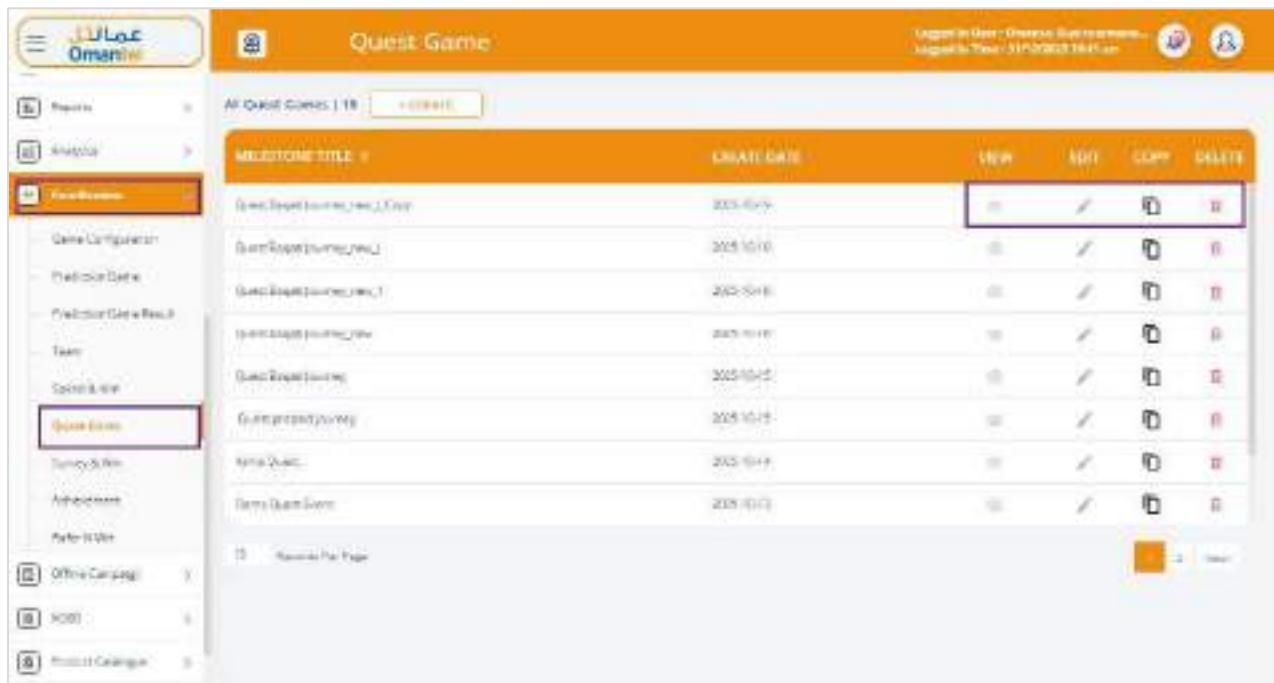
7. After entering all the required details, click **SAVE**.

A confirmation message will be displayed indicating that the Quest Game is created successfully.

10.8.2 View, Modify, Copy, and Delete Quest Game

Using this option, you can view, modify, and delete the existing configured quest game details.

- On the **Quest Game** screen, click the **View** button  to view the Quest Game Details. Refer to the following screen.
- On the **Quest Game** screen, click the **Modify** button  to modify the Quest Game details. Refer to the following screen.
- On the **Quest Game** screen, click the **Copy** button  to copy the Quest Game details. Refer to the following screen.
- On the **Quest Game** screen, click the **Delete** button  to delete the existing Quest Game details. Refer to the following screen.



MILESTONE TITLE	CREATE DATE	VIEW	EDIT	COPY	DELETE
QuesGame1	2025-04-01				
QuesGame2	2025-04-02				
QuesGame3	2025-04-03				
QuesGame4	2025-04-04				
QuesGame5	2025-04-05				
Normal Quest	2025-04-06				
Normal Quest2	2025-04-07				

Figure 449 Quest Game – View, Modify, Copy, and Delete Operations

10.9 Refer & Win

The Refer N Win module in the Gamification platform allows users to earn rewards by referring new customers or participants to a specific product or service. Both the referrer (the person who refers) and the referee (the person being referred) can receive rewards based on the campaign configuration.

- On the side menu, click **Gamification>> Refer N Win** to view the game details. Refer to the following screen.



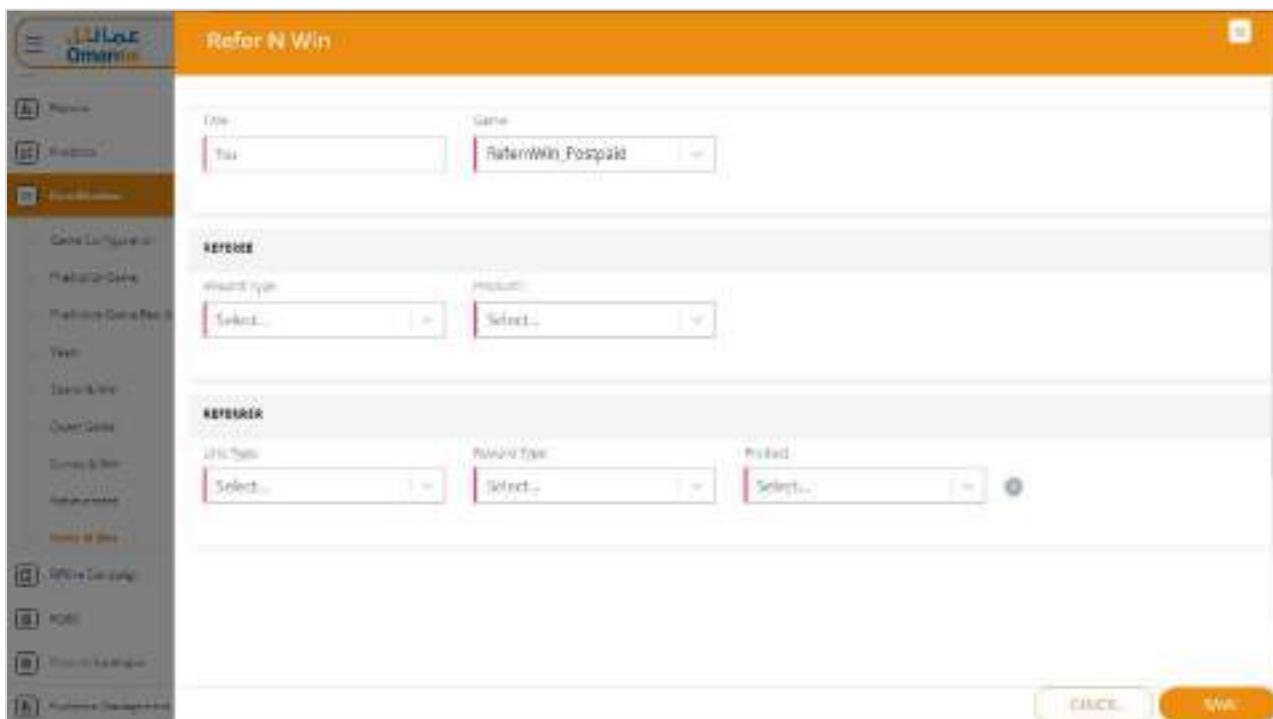
Title	End Date	Status
Refer N Win	2024-05-28 13:00:00	Active

Figure 450 Gamification – Refer N Win

10.9.1 Create Refer N Win

Using this option, you can create a new Refer N Win game.

- On the **Refer N Win** screen, click the **+CREATE** button to create a new Refer N Win game. The following pop-up window will be displayed.



The screenshot shows the 'Create Refer N Win - Definition Input Screen' dialog box. The 'REFEREE' tab is selected. It contains three dropdown menus: 'Reward Type', 'Product1', and 'Line Type'. The 'REFERRER' tab is also visible below. At the bottom right are 'CANCEL' and 'SAVE' buttons.

Figure 451 Create Refer N Win – Definition Input Screen

- Enter or select the following information in the corresponding fields. If fields marked with “|” are mandatory.

Field	Description
Title	Enter the name or title for the Refer N Win campaign.
Game	Select the game under which this referral activity is configured from the drop-down list.
REFEREE	
Reward Type	Select the type of reward the referee will receive from the drop-down list.
Product1	Select the product linked to the referee's reward from the drop-down list.
REFERRER	
Line Type	Select the type of line eligible for the referral from the drop-down list.
Reward Type	Select the type of reward the referrer will receive for a successful referral from the drop-down list.

Field	Description
Product	<p>Choose the product associated with the referrer's reward from the drop-down list.</p> <ul style="list-style-type: none"> Click the Add button to add multiple referrer details. Click the Delete to delete an existing referrer detail.

11. After entering all the required details, click **SAVE**.

A confirmation message will be displayed indicating that the Refer N Win is created successfully.

10.9.2 View, Modify, and Delete Refer N Win

Using this option, you can view, modify, and delete the existing configured Refer N Win details.

- On the **Refer N Win** screen, click the **View** button  to view the Refer N Win Details. Refer to the following screen.
- On the **Refer N Win** screen, click the **Modify** button  to modify the Refer N Win details. Refer to the following screen.
- On the **Refer N Win** screen, click the **Delete** button  to delete the existing Refer N Win details. Refer to the following screen.



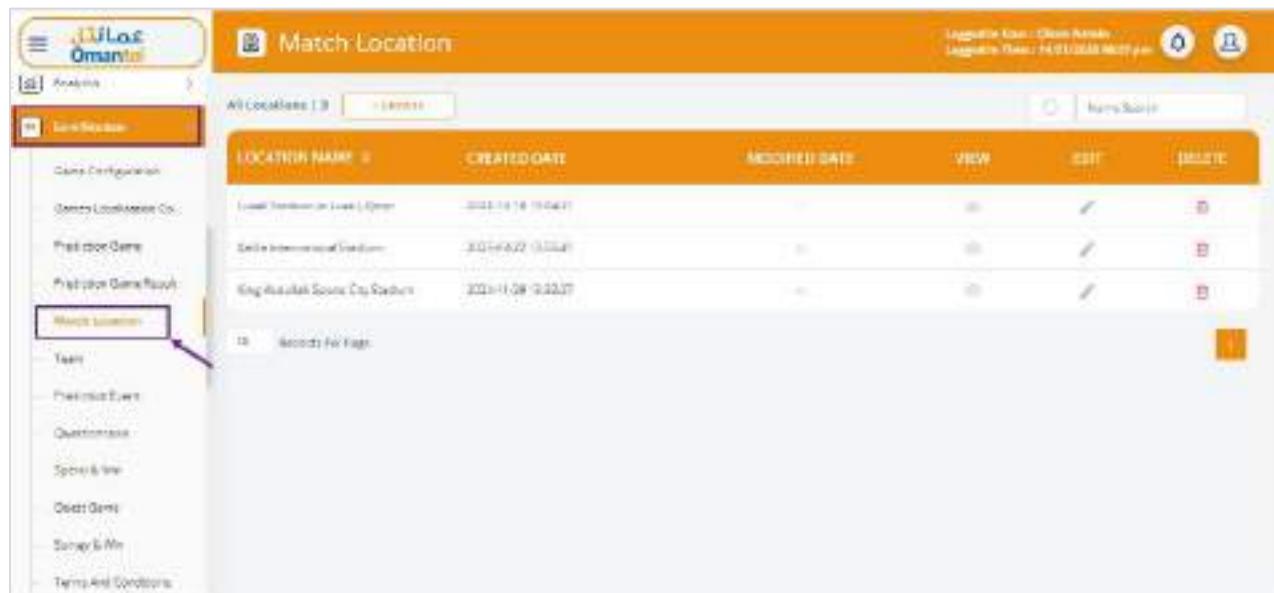
TITLE #	RELEASE DATE	View	Edit	Delete
Refer N Win	2024-05-18 10:00:00			

Figure 452 Refer N Win – View, Modify and Delete Operations

10.10 Match Location

The **Match Location** module allows us to create, view, update, and delete locations where matches or game-related events take place. These locations are used while configuring prediction games, events, or match-based gamification activities to ensure accurate venue mapping.

1. On the side menu, click **Gamification>> Match Location** to view the match location details. Refer to the following screen.



LOCATION NAME	CREATED DATE	MODIFIED DATE	VIEW	EDIT	DELETE
Lusail Stadium in Lusail City Center	2023-11-18 10:04:21		<input type="button" value="View"/>	<input type="button" value="Edit"/>	<input type="button" value="Delete"/>
Sohail International Stadium	2023-11-22 10:04:41		<input type="button" value="View"/>	<input type="button" value="Edit"/>	<input type="button" value="Delete"/>
King Abdullah Sports City Stadium	2023-11-28 02:22:27		<input type="button" value="View"/>	<input type="button" value="Edit"/>	<input type="button" value="Delete"/>

Figure 453 Gamification – Match Location

10.10.1 Create Match Location

The option allows users to add a new match venue to the system. Users must provide the location name in both English and Arabic to support bilingual display across the application.

1. On the **Match Location** screen, click the **+Create** button to create a new match location. Refer to the following screen.

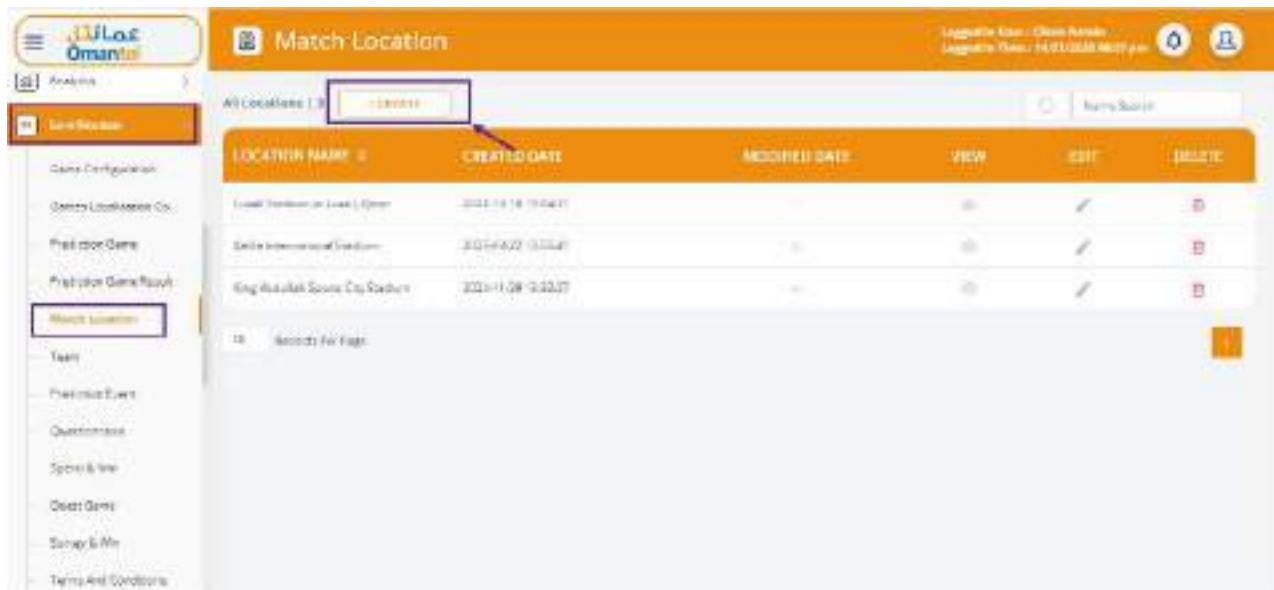


Figure 454 Match Location – Create Button

2. After clicking the **+Create** button, the following screen will be displayed.



Figure 455 Create Location Input Screen

3. Enter or select the following information in the corresponding fields. If fields marked with “!” are mandatory.

Field	Description
Location Name (English)	Enter the match location name in English.
Location Name (Arabic)	Enter the match location name in Arabic to support Arabic-language.

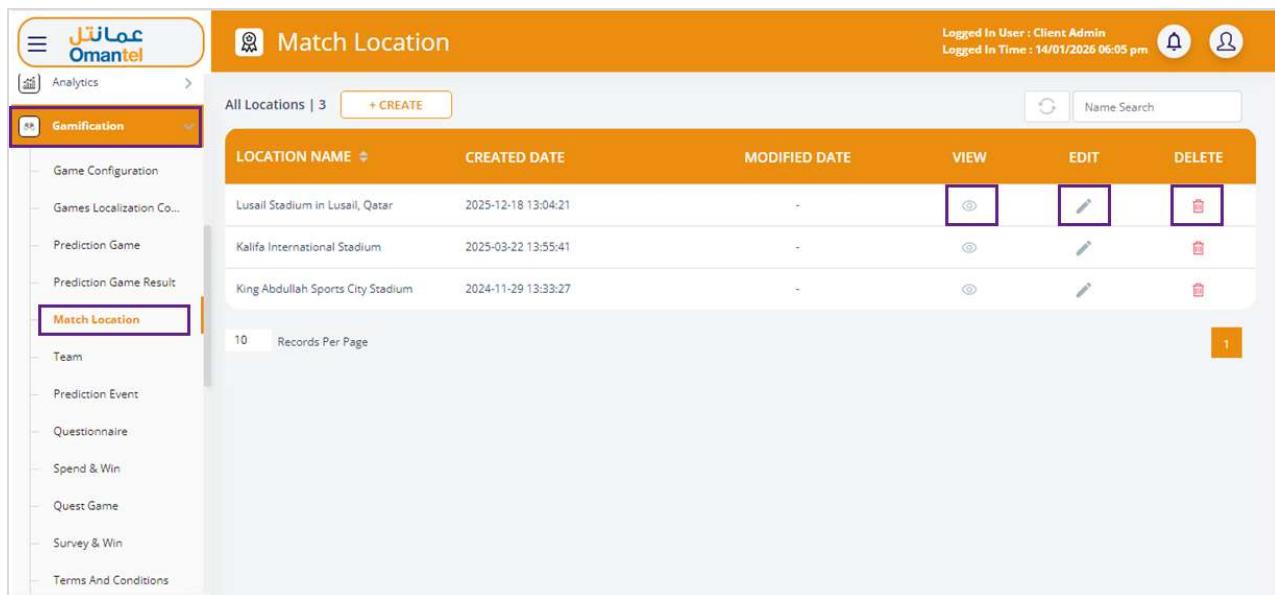
4. After providing the required details, click **SAVE**.

A confirmation message is displayed, indicating that the location is created successfully.

10.10.2 View, Modify and Delete Match Location

Using this option, you can view, modify, and delete the existing match locations.

- On the **Match Location** screen, click the **View** button  to view the match location details. Refer to the following screen.
- On the **Match Location** screen, click the **Modify** button  to modify the match location details. Refer to the following screen.
- On the **Match Location** screen, click the **Delete** button  to delete the match location. Refer to the following screen.



LOCATION NAME	CREATED DATE	MODIFIED DATE	VIEW	EDIT	DELETE
Lusail Stadium in Lusail, Qatar	2025-12-18 13:04:21	-			
Kalifa International Stadium	2025-03-22 13:55:41	-			
King Abdullah Sports City Stadium	2024-11-29 13:33:27	-			

10 Records Per Page

Figure 456 Match Location – View, Modify and Delete Operations

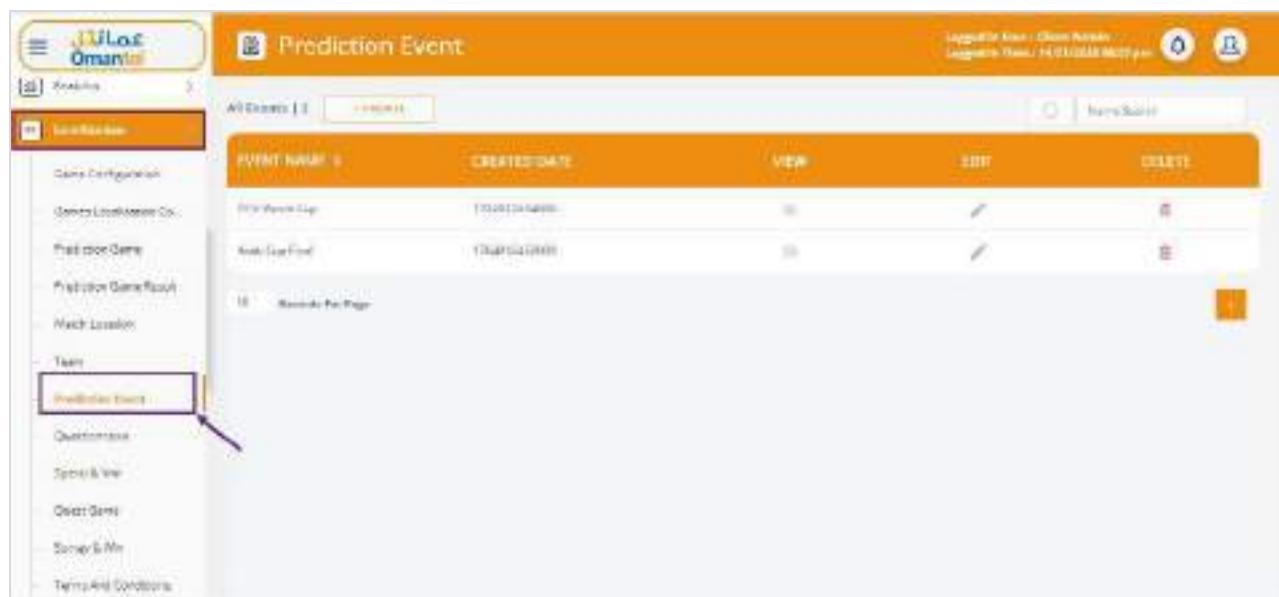
10.11 Prediction Event

The Prediction Event allows users to define and manage major events (such as tournaments, leagues, or finals) for which prediction games are conducted.

Each prediction event acts as a parent entity under which multiple prediction games, matches, or questions can be configured.

Examples of prediction events include international tournaments, regional cups, or special sports event.

1. On the side menu, click **Gamification>> Prediction Event** to view the prediction event details. Refer to the following screen.



EVENT NAME	CREATE DATE	VIEW	EDIT	DELETE
Oman Cup	13/08/2014 09:00:00			
Asia Cup Final	13/08/2014 09:00:00			

10 Records Per Page

Figure 457 Configuration – Prediction Event

10.11.1 Create Prediction Event

This option is to configure a new prediction event. Users define the event name in both English and Arabic.

1. On the **Prediction Event** screen, click the **+Create** button to create a new prediction event. Refer to the following screen.

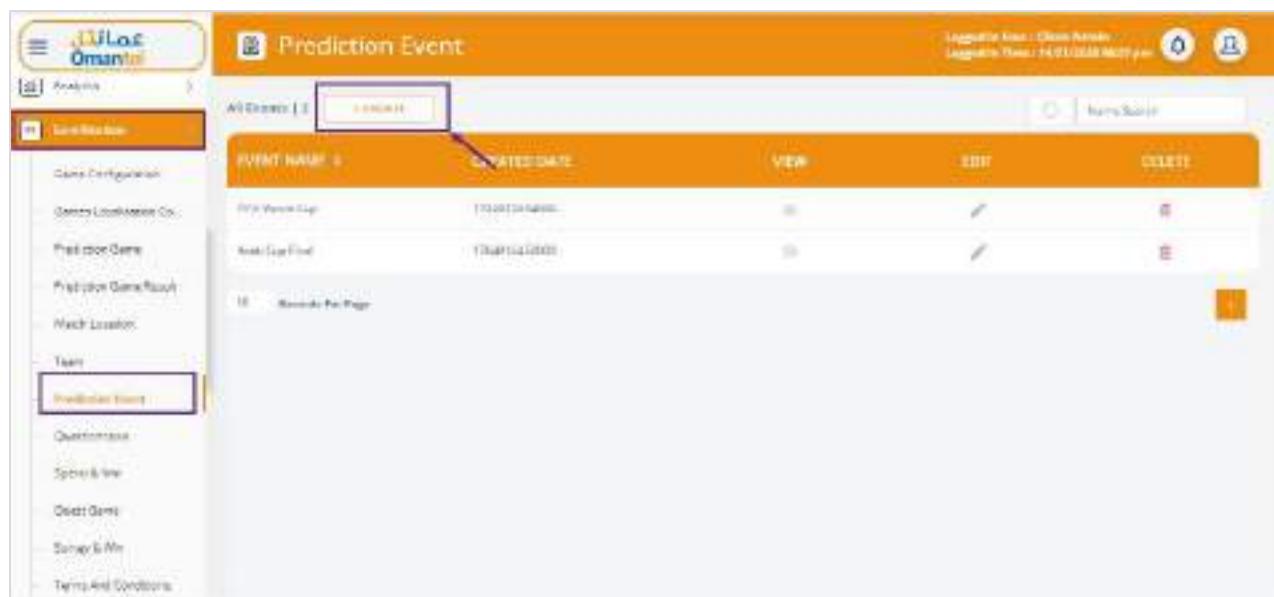
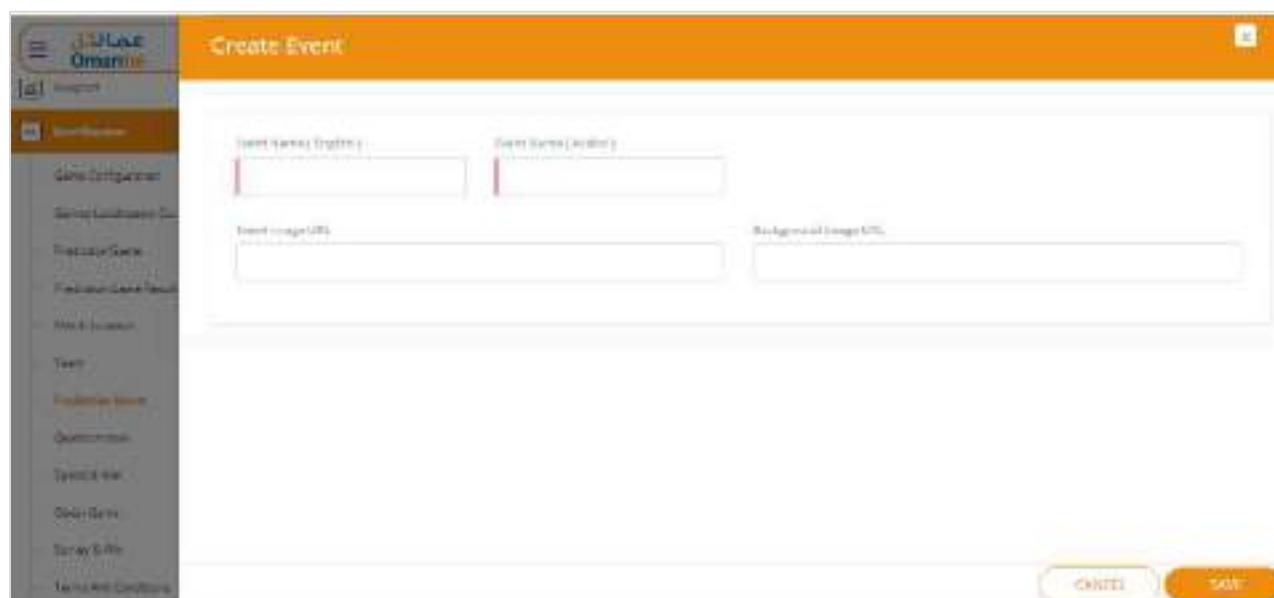


Figure 458 Prediction Event- Create Button

- After clicking the **+Create** button, the following screen will be displayed.



This screenshot shows the 'Create Event' input screen. The interface is similar to the previous one, with a sidebar on the left and a main form on the right. The form contains three fields: 'Event Name (English)' with a placeholder 'Enter Event Name (English)', 'Event Name (Arabic)' with a placeholder 'Enter Event Name (Arabic)', and 'Event Image URL' with a placeholder 'Enter Image URL'. At the bottom right are two buttons: 'CREATE' in blue and 'SAVE' in orange.

Figure 459 Create Event Input Screen

- Enter or select the following information in the corresponding fields. If fields marked with “|” are mandatory.

Field	Description
Event Name (English)	Enter the name of the prediction event in English.
Event Name (Arabic)	Enter the name of the prediction event in Arabic.
Event Image URL	Enter the URL of the event icon or logo image.

Field	Description
Background Image URL	Enter the URL of the background image associated with the event.

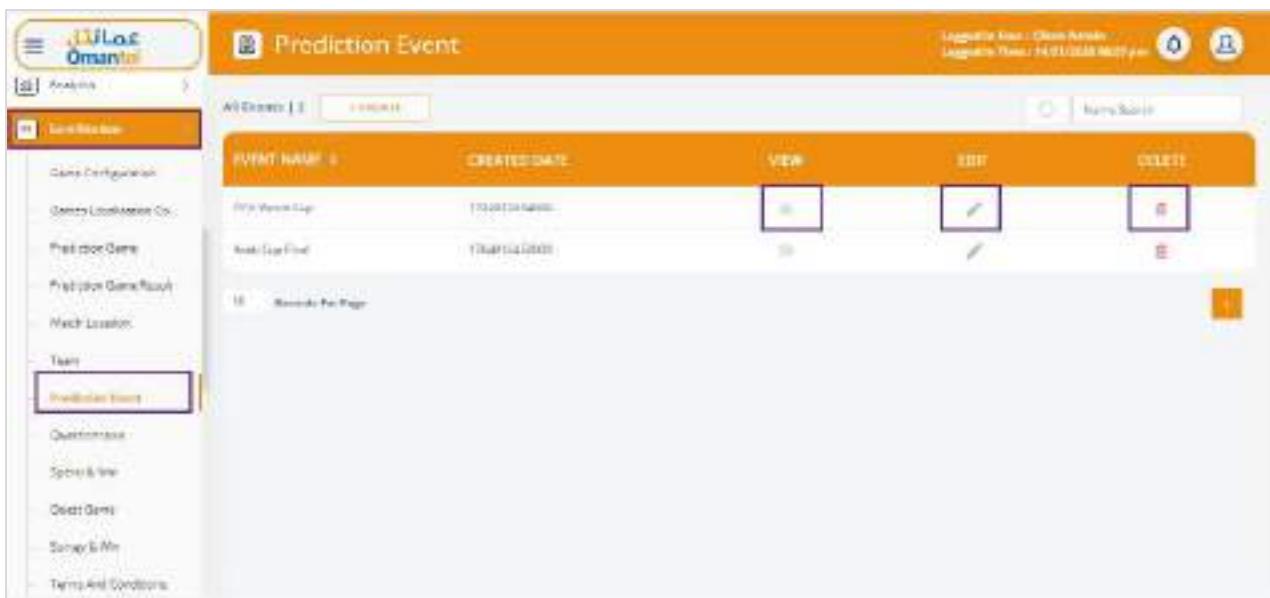
4. After providing the required details, click **SAVE**.

A confirmation message is displayed, indicating that the prediction event is created successfully.

10.11.2 View, Modify and Delete Prediction Event

Using this option, you can view, modify, and delete the existing prediction events.

- On the **Prediction Event** screen, click the **View** button  to view the prediction event details. Refer to the following screen.
- On the **Prediction Event** screen, click the **Modify** button  to modify the prediction event details. Refer to the following screen.
- On the **Prediction Event** screen, click the **Delete** button  to delete the prediction event. Refer to the following screen.



EVENT NAME	CREATEDATE	VIEW	EDIT	DELETE
Ola Venu Up	13/02/2020 00:00:00			
Audi Ego Final	13/02/2020 00:00:00			

Figure 460 Prediction Event - View, Modify and Delete Operations

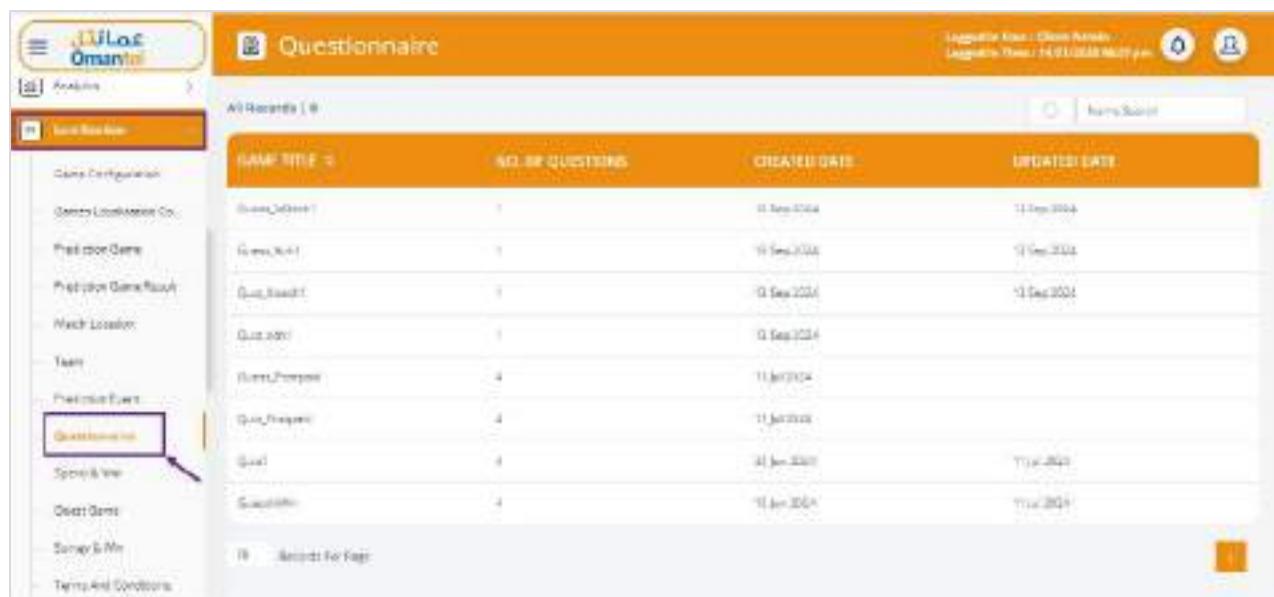
10.12 Questionnaire

The **Questionnaire** module allows users to manage sets of questions associated with different games such as quizzes, guess-and-win, or prediction-based activities.

Each questionnaire represents a collection of questions mapped to a specific game title and is used to capture user responses during gameplay.

Users can view existing questionnaires along with the number of questions configured and track when they were created or last updated.

1. On the side menu, click **Gamification>> Questionnaire** to view the questionnaire details. Refer to the following screen.



The screenshot shows the 'Questionnaire' section of the Omantel Magik User Manual. On the left, there's a sidebar with various game-related options like 'Game Configuration', 'Survey Games', and 'Quest Games'. The main area has a header 'Questionnaire' with sub-options 'All Records' and 'New Record'. Below is a table with the following data:

GAME TITLE	NO. OF QUESTIONS	CREATED DATE	UPDATED DATE
Quiz_Guess	1	11-Sep-2024	11-Sep-2024
Quiz_Win	1	11-Sep-2024	11-Sep-2024
Quiz_Health	1	11-Sep-2024	11-Sep-2024
Quiz_Sport	1	11-Sep-2024	11-Sep-2024
Quiz_Personal	4	11-Jun-2024	
Quiz_Frequent	4	11-Jun-2024	
Quiz	4	11-Jun-2024	11-Jun-2024
QuizHealth	4	11-Jun-2024	11-Jun-2024

Figure 461 Questionnaire

The following details of the questionnaire are displayed.

Field	Description
Game Title	Indicates the name of the game or activity to which the questionnaire belongs, For example, Quiz, Guess & Win.
No. of Questions	Indicates the total number of questions configured under the selected questionnaire.
Created Date	Indicates the date on which the questionnaire was initially created in the system.
Updated Date	Indicates the most recent date when the questionnaire or its questions were modified.

10.13 Quest Game

The Quest Game module allows users to configure goal-based, milestone-driven games where users complete a sequence of tasks (quests) within a defined validity period to earn rewards. Each quest game can contain one or more milestones, and each milestone may have its own reward, conditions, and completion rules.

1. On the side menu, click **Gamification>> Quest Game** to view the quest game details. Refer to the following screen.



The screenshot shows a list of configurations for 'Quest Game'. The left sidebar contains navigation links for various game types and configurations. The main area displays a table with columns: MILESTONE TITLE, CREATE DATE, and actions (VIEW, EDIT, COPY, DELETE). The table lists seven entries, each with a unique title and creation date.

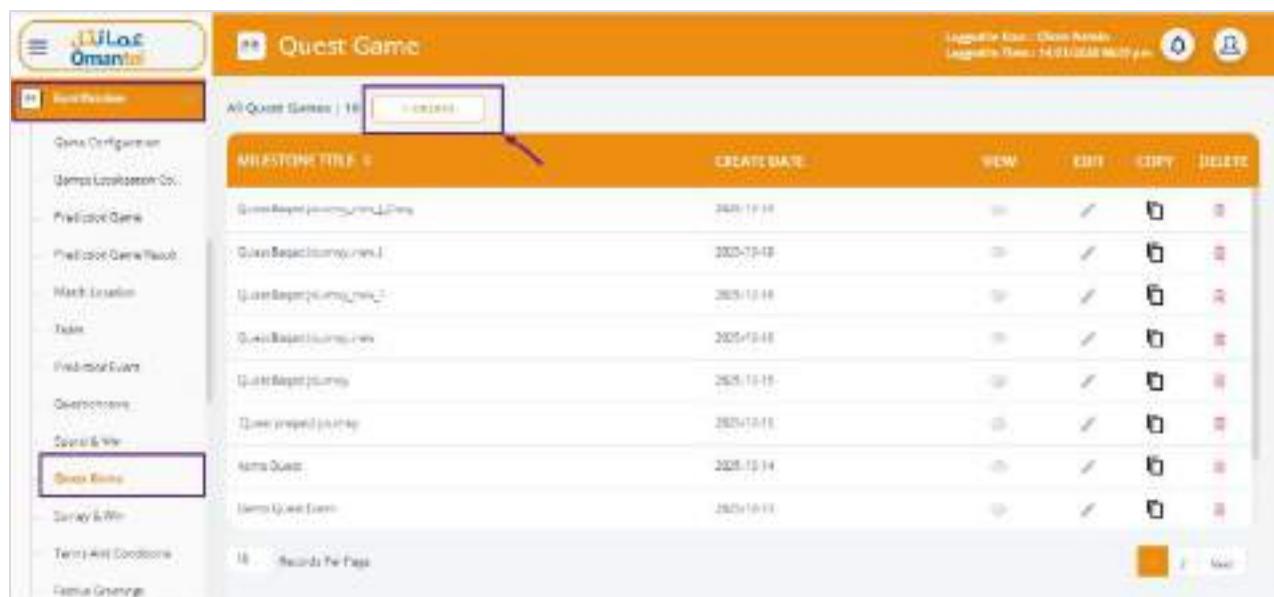
MILESTONE TITLE	CREATE DATE	VIEW	EDIT	COPY	DELETE
Quest Based Journey Quest	2023-10-10	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Quest Based Journey Quest 1	2023-10-10	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Quest Based Journey Quest 2	2023-10-10	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Quest Based Journey Quest	2023-10-10	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Quest Based Journey Quest	2023-10-10	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Karma Quest	2023-10-10	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Demo Quest Game	2023-10-10	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Figure 462 Configurations – Quest Game

10.13.1 Create Quest Game

The Create Quest Game is used to define the quest structure, milestones, event details, completion targets, and reward configurations.

1. On the **Quest Game** screen, click the **+Create** button to create a new quest game. Refer to the following screen.

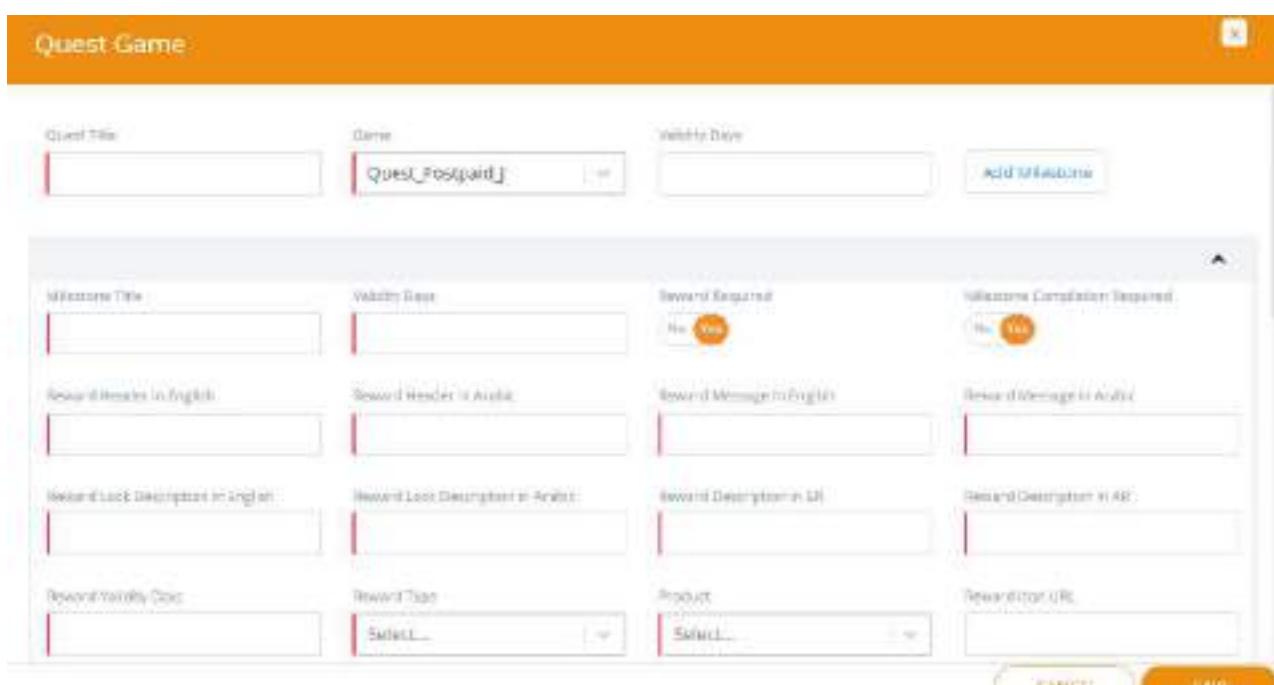


The screenshot shows a list of existing quest games. A red box highlights the '+Create' button at the top right of the table header. The table columns are: MILESTONE TITLE, CREATE DATE, NEW, EDIT, COPY, and Delete.

MILESTONE TITLE	CREATE DATE	NEW	EDIT	COPY	Delete
Quest_Basic_journey_1_1	2023-10-18	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Quest_Basic_journey_1_2	2023-10-18	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Quest_Basic_journey_1_3	2023-10-18	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Quest_Basic_journey_1_4	2023-10-18	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Quest_Basic_journey_1_5	2023-10-18	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Quest_Basic_journey_1_6	2023-10-18	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Quest_Basic_journey_1_7	2023-10-18	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Quest_Basic_journey_1_8	2023-10-18	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Quest_Basic_journey_1_9	2023-10-18	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Quest_Basic_journey_1_10	2023-10-18	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Karma Quest	2023-10-18	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Item Quest Form	2023-10-18	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Figure 463 Quest Game – Create Button

2. After clicking the **+Create** button, the following screen will be displayed.



The form has several sections:

- Quest Title:** Quest_Postpaid_1
- Game:** Quest_Postpaid_1
- Validity Date:** (empty field)
- Add To Calendar:** (checkbox)
- Milestone Title:** (empty field)
- Validity Date:** (empty field)
- Reward Required:** No (checkbox)
- Milestone Condition Required:** No (checkbox)
- Reward Header in English:** (empty field)
- Reward Header in Arabic:** (empty field)
- Reward Message in English:** (empty field)
- Reward Message in Arabic:** (empty field)
- Reward Description in English:** (empty field)
- Reward Description in Arabic:** (empty field)
- Reward Description in ARB:** (empty field)
- Reward Validity Date:** (empty field)
- Reward Type:** SMALL (dropdown)
- Reward:** SMALL (dropdown)
- Reward URL:** (empty field)
- CANCEL** and **SAVE** buttons

Figure 464 Quest Game Input Screen_1

Note: For better viewing, the image is split into two halves.

Quest Game

Review/View Completed UAs

Event Title in English	Event Title in Arabic	Event Start Description in English	Event Start Description in Arabic
Event End Description in English	Event End Description in Arabic	Event End Description English	Event End Description Arabic
target	Start Date (UTC)	Event Date completed UTC	Event Type
Unit Type	Action Button	<input type="button" value="Yes"/> <input type="button" value="No"/>	

CANCEL **SAVE**

Figure 465 Quest Game Input Screen_2

Quest Game

Add Task

Action Button	Event Title in English	Event End in Arabic	Event Message in English
<input type="button" value="Add"/>			
Review Message/Alert	Request Type	Induct	Induct Log Link
<input type="text"/>	<input type="button" value="Select..."/>	<input type="button" value="Select..."/>	<input type="text"/>
Event End Configuration	Event End Alert	<input type="button" value="Yes"/> <input type="button" value="No"/>	

CANCEL **SAVE**

Figure 466 Quest Game Input Screen_3

3. Enter or select the following information in the corresponding fields. If fields marked with “|” are mandatory.

Field	Description
Quest Title	Enter the name of the quest game.
Game	Select the game category in the drop-down list.
Validity Days	Enter the total number of days for which the quest game remains active after it is published. <ul style="list-style-type: none"> Click the Add Milestone button to add a new milestone.
Milestone Configuration	

Field	Description
Milestone Title	Enter the name of the milestone that users must complete.
Milestone Validity Days	Enter the number of days the milestone remains active within the quest.
Reward Required	Indicates whether a reward is associated with this milestone (Yes/No).
Milestone Completion Required	Determines whether milestone completion is mandatory to proceed further (Yes/No).
Milestone Reward Content	
Reward Header (English)	Enter the title of the reward message in English.
Reward Header (Arabic)	Enter the title of the reward message in Arabic.
Reward Message (English)	Enter the detailed reward message shown to users in English.
Reward Message (Arabic)	Enter the detailed reward message shown to users in Arabic.
Reward Lock Description (English)	Enter the message displayed when the reward is locked (English).
Reward Lock Description (Arabic)	Enter the message displayed when the reward is locked (Arabic).
Reward Description (EN)	Enter the description of the reward benefit in English.
Reward Description (AR)	Enter the description of the benefit of the reward in Arabic.
Reward Validity Days	Enter the number of days the reward remains redeemable after milestone completion.
Reward Type	Select type of reward in the drop-down list. For example, "Discount".
Product	Enter the associated product or offer mapped to the reward.
Reward Icon URL	Enter the URL of the icon displayed before reward completion.
Reward Icon Completed URL	Enter the URL of the icon displayed after reward completion.
Expired Milestone Reward	Indicates whether the reward expires if the milestone is not completed (Yes/No).
Reward Description (EN)	Enter the description of the reward benefit in English.
Event Details Configuration	
Event Title (English)	Enter the name of the event displayed in English.
Event Title (Arabic)	Enter the name of the event displayed in Arabic.
Event Short Description (English)	Enter a brief description of the quest event in English.
Event Short Description (Arabic)	Enter a brief description of the quest event in Arabic.
Event Long Description (English)	Enter the detailed explanation of the quest event in English.
Event Long Description (Arabic)	Enter the detailed explanation of the quest event in Arabic.
Event Lock Description	Enter the message shown when the event is locked (English).

Field	Description
(English)	
Event Lock Description (Arabic)	Enter the message shown when the event is locked (Arabic).
Event Icon URL	Enter the Icon URL displayed for the quest event in the corresponding field.
Event Icon Completed URL	Enter the Icon URL displayed after event completion.
Event Type	Select the event type in the drop-down list.
Event Title (English)	Enter the name of the event displayed in English.
Event Title (Arabic)	Enter the name of the event displayed in Arabic.
Target & Action Configuration	
Target	Enter the numeric value representing the goal to be achieved.
Unit Type	Select the unit type in the drop-down list.
Action Button	Enables or disables an action button for the quest (Yes/No).

4. After providing the required details, click **SAVE**.

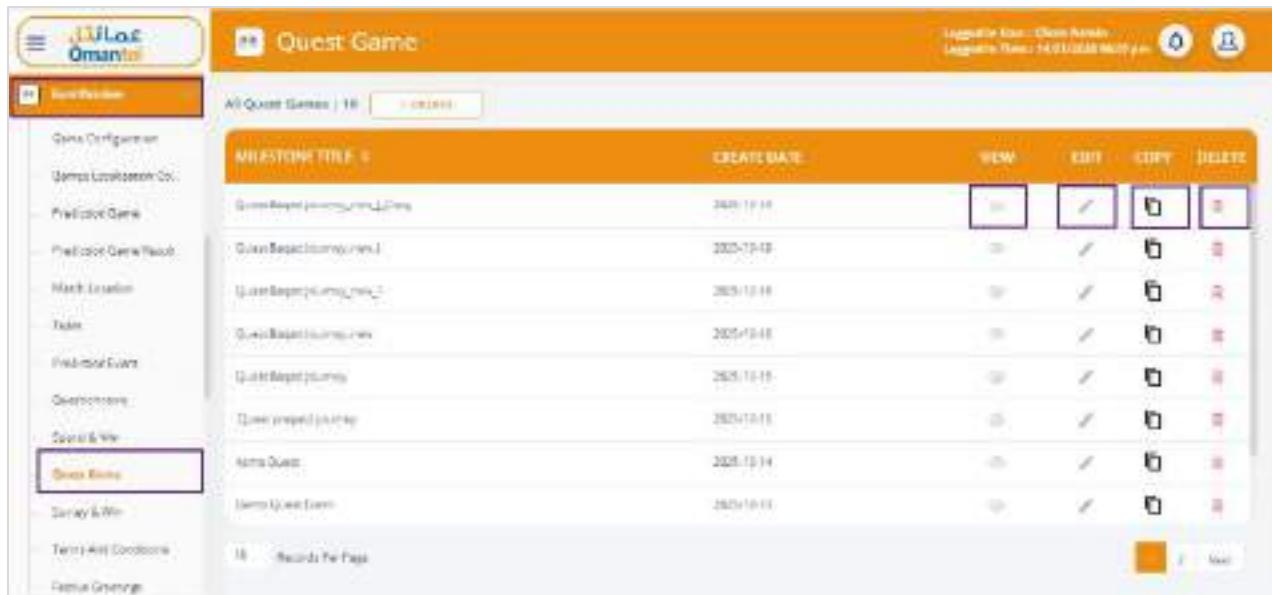
A confirmation message is displayed, indicating that the quest game is created successfully.

10.13.2 View, Modify, Copy and Delete Quest Game

Using this option, you can view, modify, copy and delete the existing quest game.

- On the **Quest Game** screen, click the **View** button  to view the Quest Game Details. Refer to the following screen.
- On the **Quest Game** screen, click the **Modify** button  to modify the Quest Game details. Refer to the following screen.

- On the **Quest Game** screen, click the **Copy** button  to copy the Quest Game details. Refer to the following screen.
- On the **Quest Game** screen, click the **Delete** button  to delete the Quest Game. Refer to the following screen.



The screenshot shows a list of Quest Games. Each row contains the following columns:

MILESTONE/TITLE	CREATE DATE	VIEW	EDIT	COPY	DELETE
Quest Based Journey 1	2020-10-10				
Quest Based Journey 2	2020-10-10				
Quest Based Journey 3	2020-10-10				
Quest Based Journey 4	2020-10-10				
Quest Based Journey 5	2020-10-10				
Karma Quest	2020-10-10				
Omni Quest Form	2020-10-10				

At the bottom left, the side menu is visible with the following items: Game Configuration, Game Configuration Co., Predictive Game, Predictive Game Reward, Match Location, Date, Previous Events, Gamification, Survey & Win, and Test & Win. The "Survey & Win" item is highlighted with a yellow box. At the bottom right, there is a "10 Records Per Page" dropdown and a "Next" button.

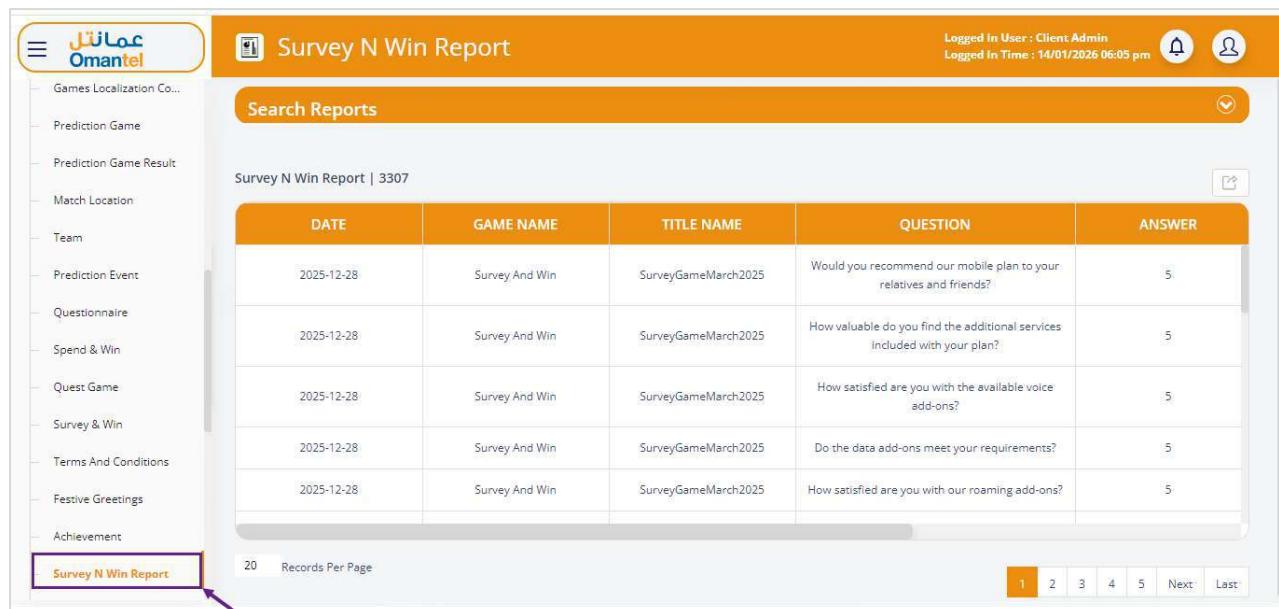
Figure 467 Quest Game- View, Copy, Modify and Delete Operations

10.14 Survey N Win Report

The Survey N Win Report module provides a consolidated view of user responses collected through Survey & Win games.

This report helps administrators analyze customer feedback, participation, and response patterns by capturing survey questions along with the answers submitted by users.

- On the side menu, click **Gamification>> Survey N Win Report** to view the survey N win report details. Refer to the following screen.



The screenshot shows a web-based application interface for 'Survey N Win Report'. On the left, there's a sidebar with various navigation options like 'Prediction Game', 'Prediction Game Result', 'Match Location', etc. The main content area has a title 'Survey N Win Report' and a sub-section 'Search Reports'. Below that, it says 'Survey N Win Report | 3307'. A table displays five rows of survey data:

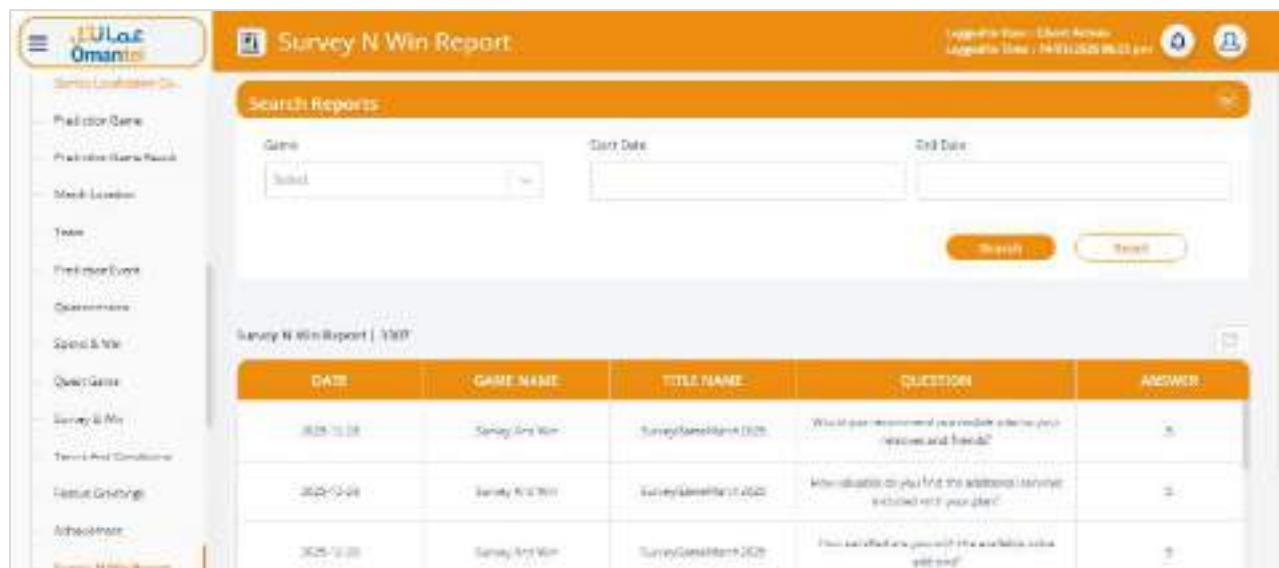
DATE	GAME NAME	TITLE NAME	QUESTION	ANSWER
2025-12-28	Survey And Win	SurveyGameMarch2025	Would you recommend our mobile plan to your relatives and friends?	5
2025-12-28	Survey And Win	SurveyGameMarch2025	How valuable do you find the additional services included with your plan?	5
2025-12-28	Survey And Win	SurveyGameMarch2025	How satisfied are you with the available voice add-ons?	5
2025-12-28	Survey And Win	SurveyGameMarch2025	Do the data add-ons meet your requirements?	5
2025-12-28	Survey And Win	SurveyGameMarch2025	How satisfied are you with our roaming add-ons?	5

At the bottom, there are buttons for 'Records Per Page' (set to 20), a navigation bar with pages 1-5 and 'Next'/'Last', and two small icons.

Figure 468 Gamification - Survey N Win Report

Search:

- Users can search for the particular survey N win report using the search fields such as **Game** or **Start Date** or **End Date**. Refer to the following screen.

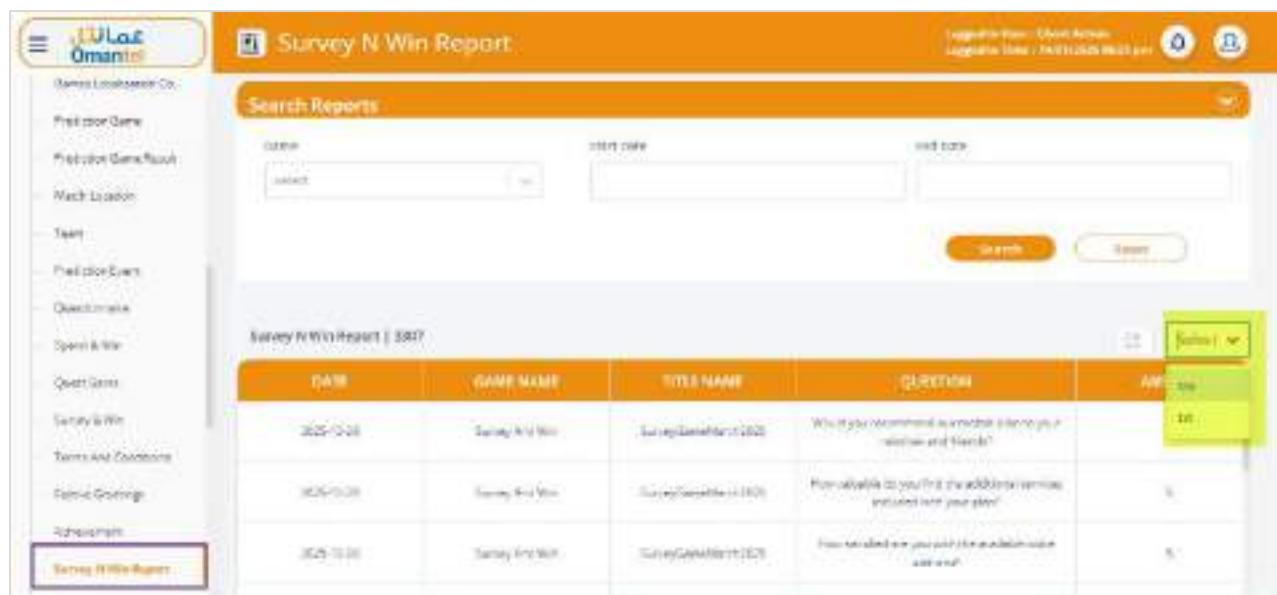


This screenshot shows the same 'Survey N Win Report' page but with a search interface overlaid. The sidebar and title are identical. The search section includes fields for 'Game' (set to 'Survey'), 'Start Date' (empty), and 'End Date' (empty). Below the search fields is a button labeled 'Search' and a link 'Email'. The results table is identical to the one in Figure 468, showing five survey entries.

The results will be displayed based on the search criteria.

Export:

- On the **Survey N Win Report** screen, click the **Export** button to export the reports in CSV and TXT file formats. Refer to the following screen.



The screenshot shows a software interface titled "Survey N Win Report". On the left, there's a sidebar with various menu items like "Games", "Prediction Game", "Prediction Game Result", "Match Leader", "Team", "Prediction Events", "Questionnaire", "Spells & Wiz", "Quest Items", "Survey N Win", "Terms And Conditions", "Game Settings", "Achievements", and "Survey N Win Report". The "Survey N Win Report" item is highlighted with a purple border.

The main area has a header "Search Reports" with fields for "Category" (set to "select"), "Start date" (set to "2025-01-01"), "End date" (set to "2025-01-01"), and "Sort by" (set to "Name"). There are "Search" and "Reset" buttons.

The main content area displays a table titled "Survey N Win Report | 387". The table has columns: DATE, NAME, TITLE NAME, QUESTION, and ANSWER. It contains three rows of data:

DATE	NAME	TITLE NAME	QUESTION	ANSWER
2025-01-01	Survey N Win	SurveyGameReport123	Would you recommend our website to your friends and family?	Yes (100)
2025-01-01	Survey N Win	SurveyGameReport123	How valuable do you find the additional services included with your plan?	5
2025-01-01	Survey N Win	SurveyGameReport123	How satisfied are you with the customer service support?	5

Figure 469 Survey N Win Report- Export

11 Campaign Message

A Campaign message can be created or selected from the list of template messages. A campaign message reaches the subscribers. The message template can be designed as per the requirement.

The campaign message can be created for the following channels.

- SMS
- USSD
- Email
- Pushed Notifications
- WhatsApp

11.1 SMS Message

The SMS message will allow the admin to configure SMS-based promotions for new services. Using this option, you can view and add a new SMS name.

1. On the side menu, click **Editor>> Segment** to view the segment details. Refer to the following screen.



Figure 470 Campaign Message – SMS

You can view the following operations:

- Categories
- Templates

11.1.1 Category

Using this category option, you can manage the different categories.

11.1.1.1 Add Category

Using this option, you can add a new category.

1. On the **SMS** screen, click the **Add** button  to add a new category. Refer to the following screen.

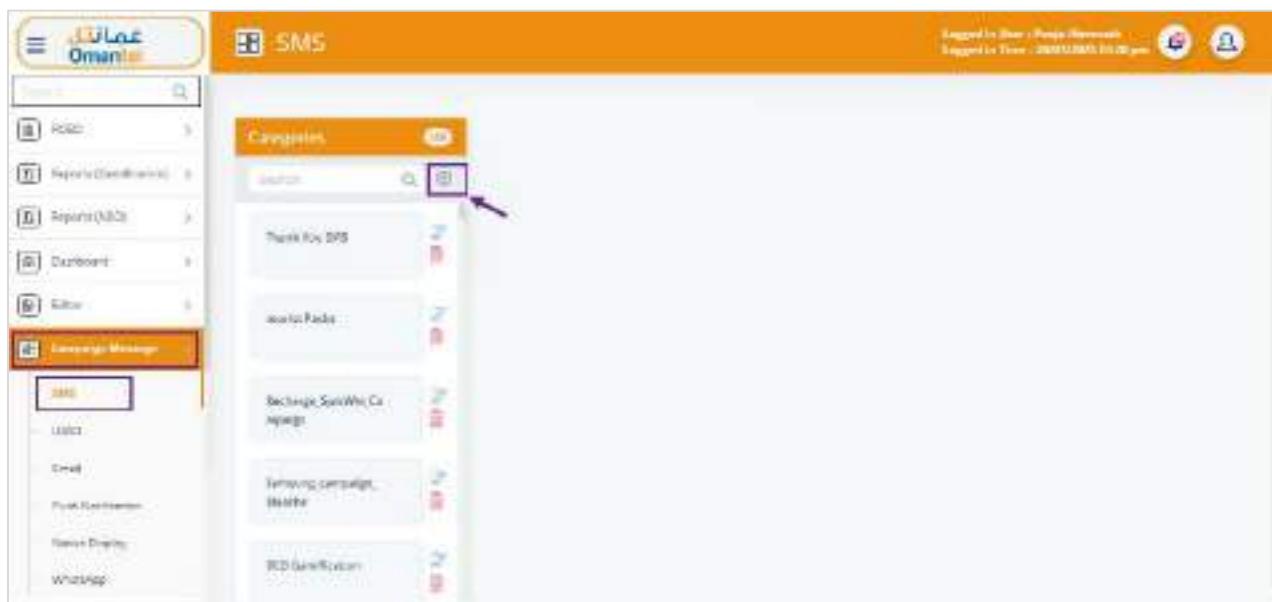


Figure 471 Categories – Add Button

2. After clicking the **Add** button, the following screen is displayed.

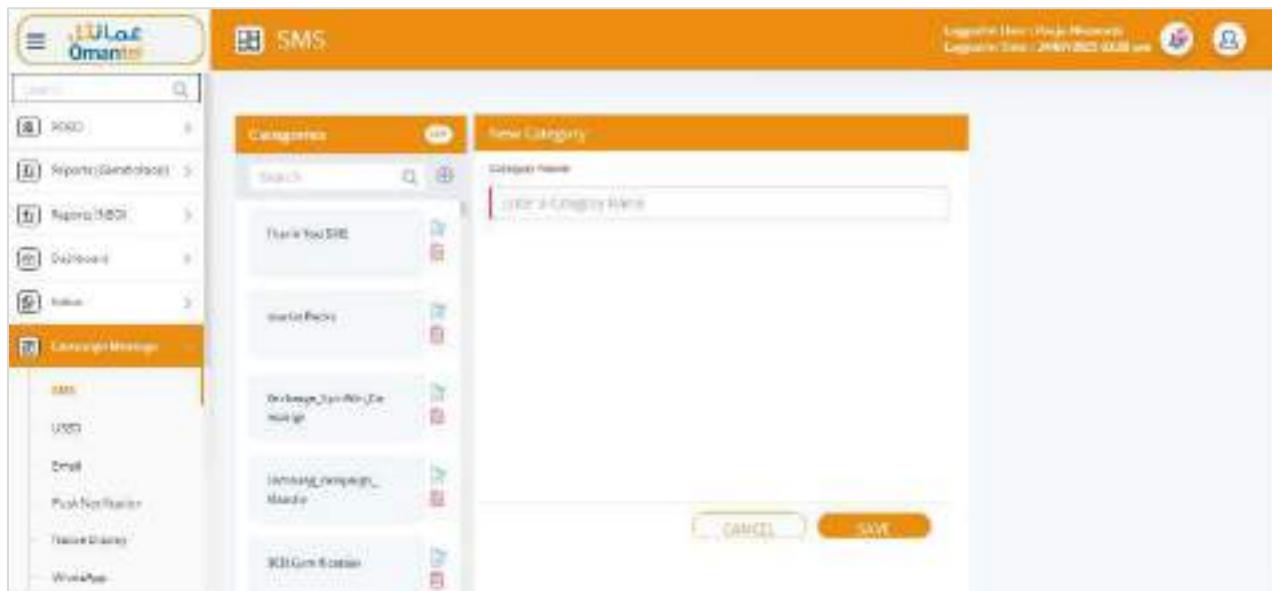


Figure 472 SMS - Categories Input Screen

3. Enter the following information in the corresponding fields. If fields marked with “|” are mandatory.

Field	Description
Category Name	Enter the name of the category.

4. After providing the required details, click **SAVE**.

A success message is displayed, indicating that the category is added successfully.

11.1.1.2 Modify and Delete Category

Using this option, you can modify and delete the existing category.

- On the **SMS** screen, click the **Modify** button  to modify the category details. Refer to the following screen.
- On the **SMS** screen, click the **Delete** button  to delete the category. Refer to the following screen.

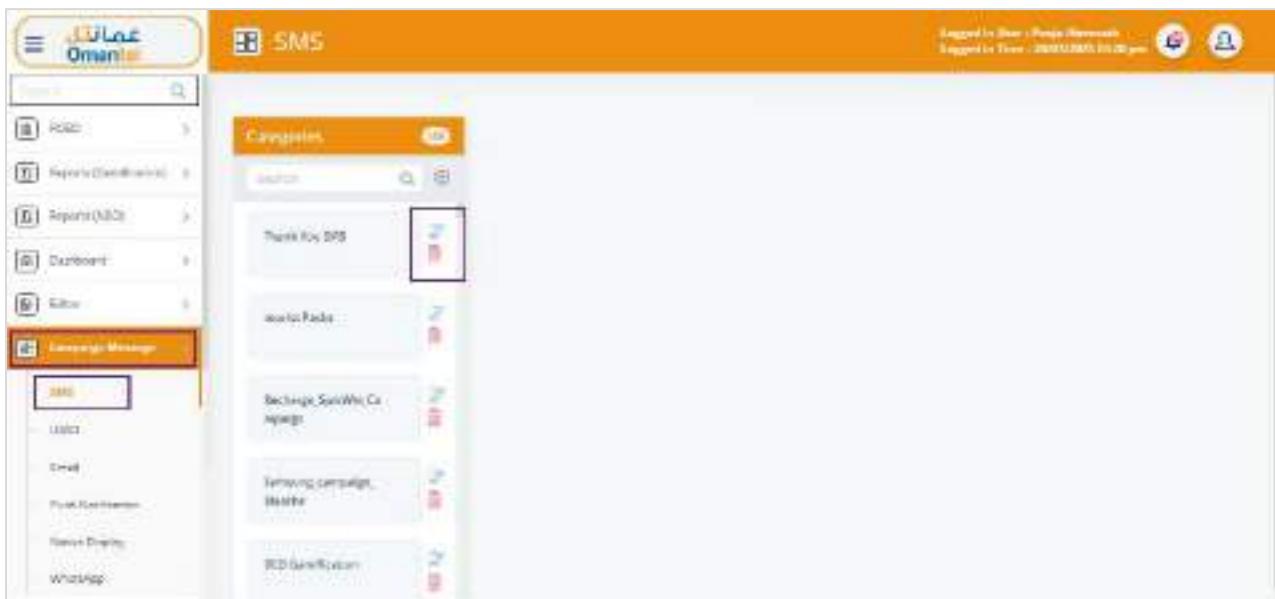


Figure 473 SMS – Modify and Delete Operations

11.1.1.3 Add Template

Using this add option, you can add a new template.

Note: The category for the template must be selected before adding the template.

1. On the **SMS** screen, click the **Add** button  to add a new template. Refer to the following screen.

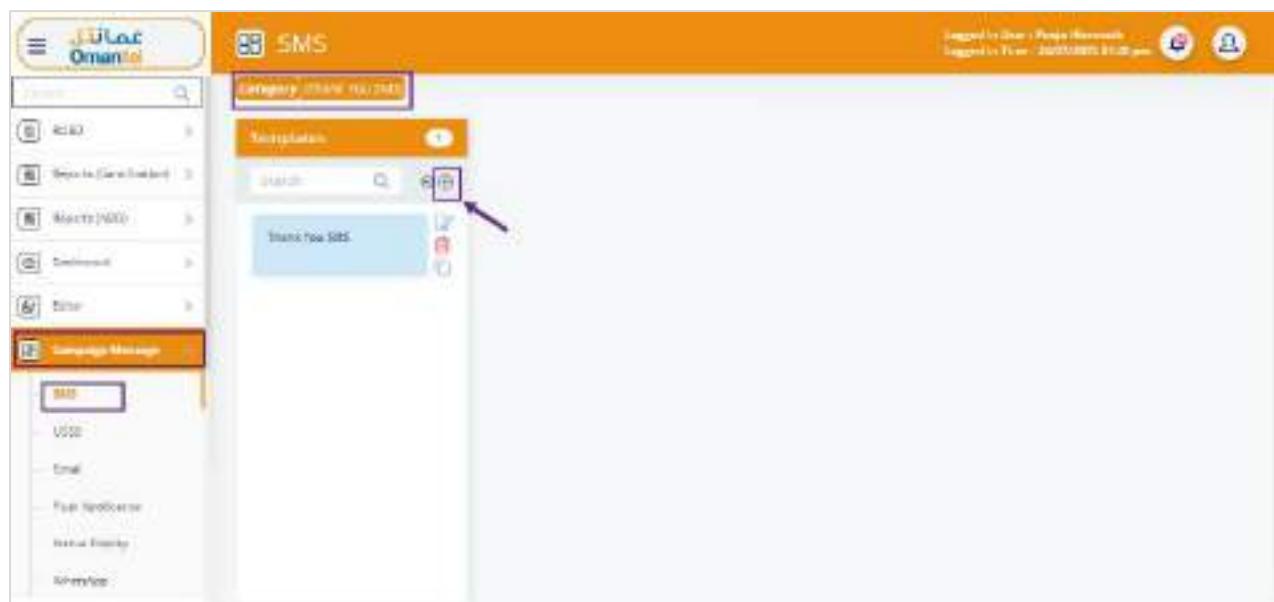


Figure 474 Templates – Add Button

- After clicking the **Add** button, the following screen is displayed.

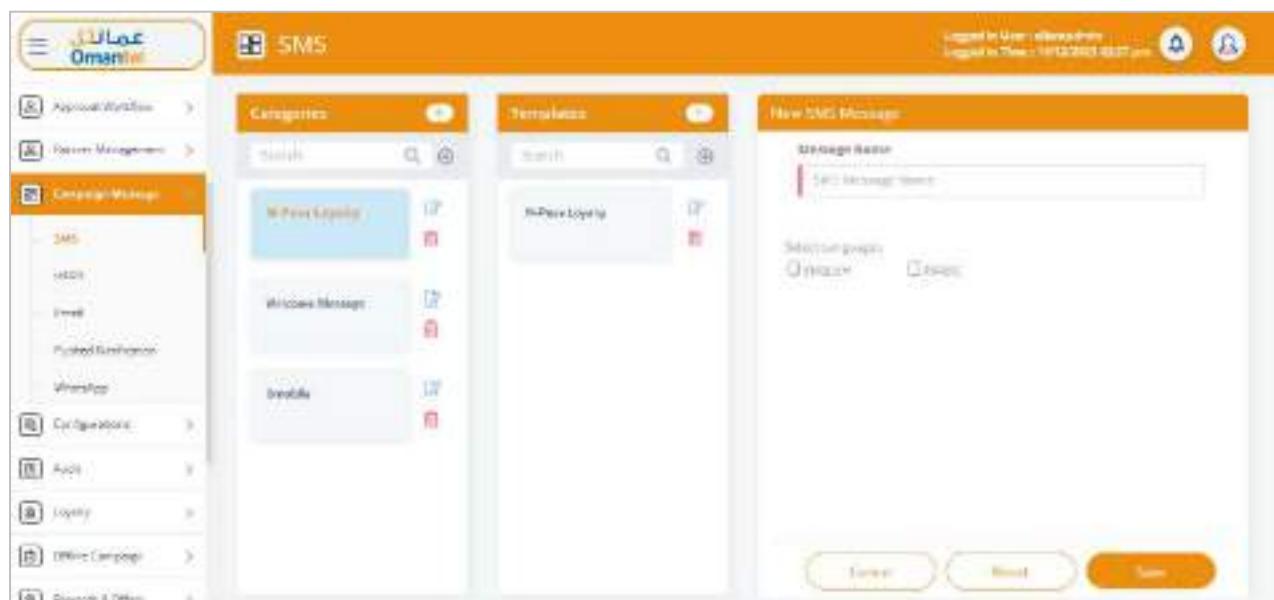


Figure 475 Templates Input Screen

- Enter the following information in the corresponding fields. If fields marked with “|” are mandatory.

Field	Description
Message Name	Enter the name of the message.
Select Languages	Select the English checkbox to select the language. The following screen is displayed.

Field	Description
	<p style="text-align: center;">Select Languages</p> <p style="text-align: center;"><input checked="" type="checkbox"/> ENGLISH <input type="checkbox"/> ARABIC</p>
	<p style="background-color: #ffffcc; border: 1px solid black; padding: 5px;">Note: You can select the Language (English, Arabic) checkbox to enter the template in the corresponding languages.</p>
English	Enter the message of the template in the corresponding field. <p style="background-color: #ffffcc; border: 1px solid black; padding: 5px;">Note: The following field is displayed if the English checkbox is selected.</p>
Message Body	A text editor where the full message can be composed, formatted, and styled. It allows text formatting, links, and embedded elements.
Preview (Mobile View)	A live preview window (shown on the right) that displays how the message will appear on a mobile device in real-time as fields are filled.

4. After providing the required details, click **Save**.

A success message is displayed, indicating that the template is added successfully.

11.1.1.4 Modify, Copy, and Delete Template

Using this option, you can modify, copy, and delete the existing template.

- On the **SMS** screen, click the **Modify** button  to modify the template details. Refer to the following screen.
- On the **SMS** screen, click the **Copy** button  to copy the template details. Refer to the following screen.
- On the **SMS** screen, click the **Delete** button  to delete the template. Refer to the following screen.

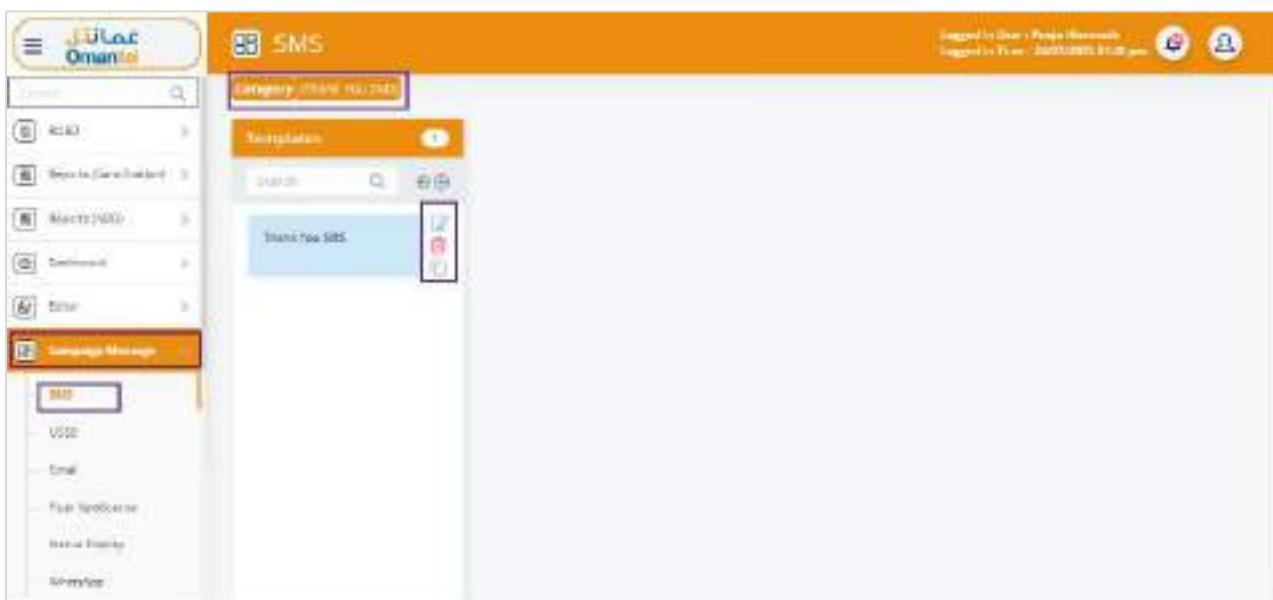


Figure 476 Segment – Copy, Modify and Delete Operations

11.2 USSD

The USSD will allow the admin to configure USSD-based promotions for new services. Using this option, you can view and add a new USSD name.

1. On the side menu, click **Editor>> Segment** to view the segment details. Refer to the following screen.

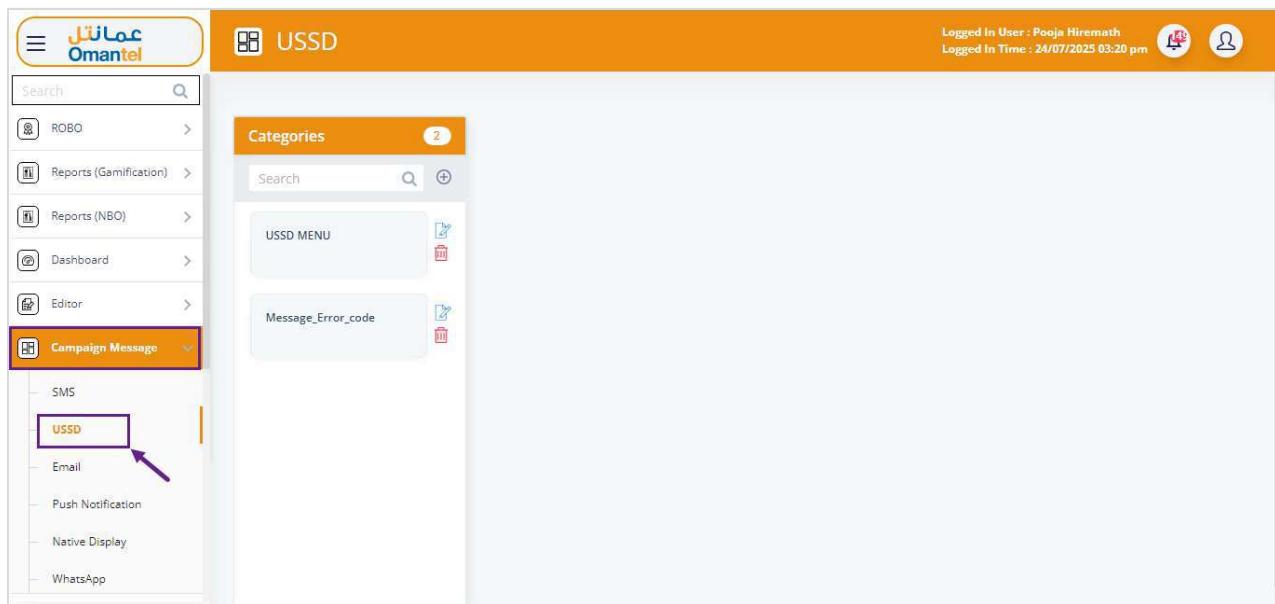


Figure 477 Campaign Message – USSD

You can view the following operations:

- Categories
- Templates

11.2.1 Category

Using this category option, you can manage the different categories under USSD.

11.2.1.1 Add Category

Using this option, you can add a new category.

1. On the **USSD** screen, click the **Add** button  to add a new category. Refer to the following screen.

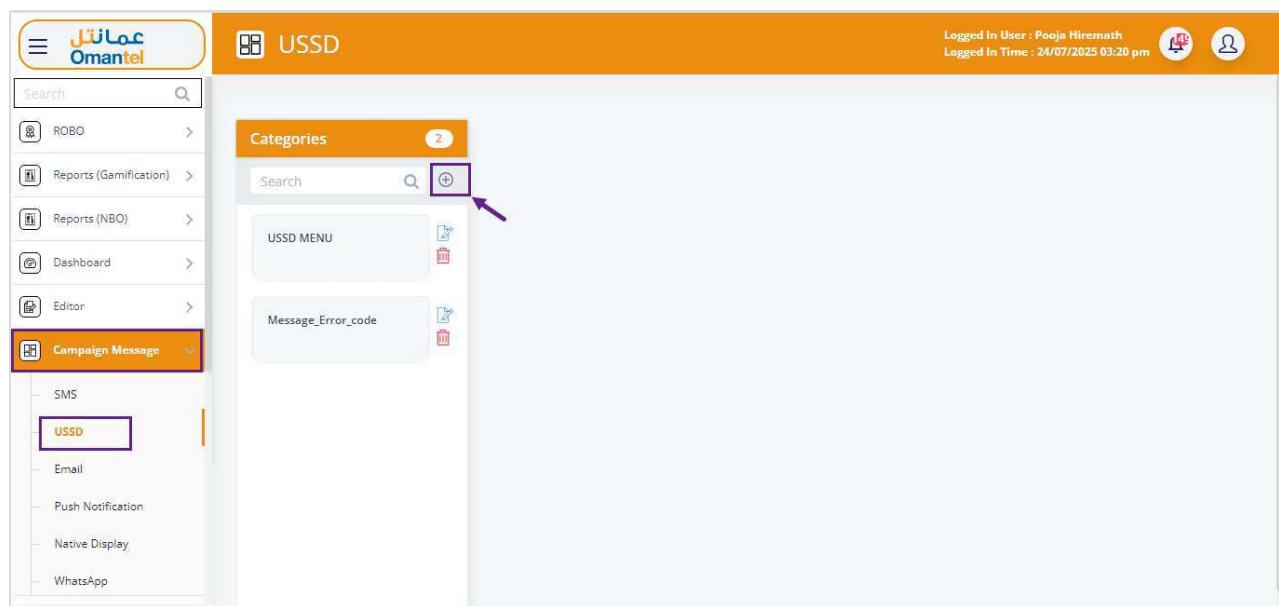


Figure 478 Categories – Add Button

- After clicking the **Add** button, the following screen is displayed.

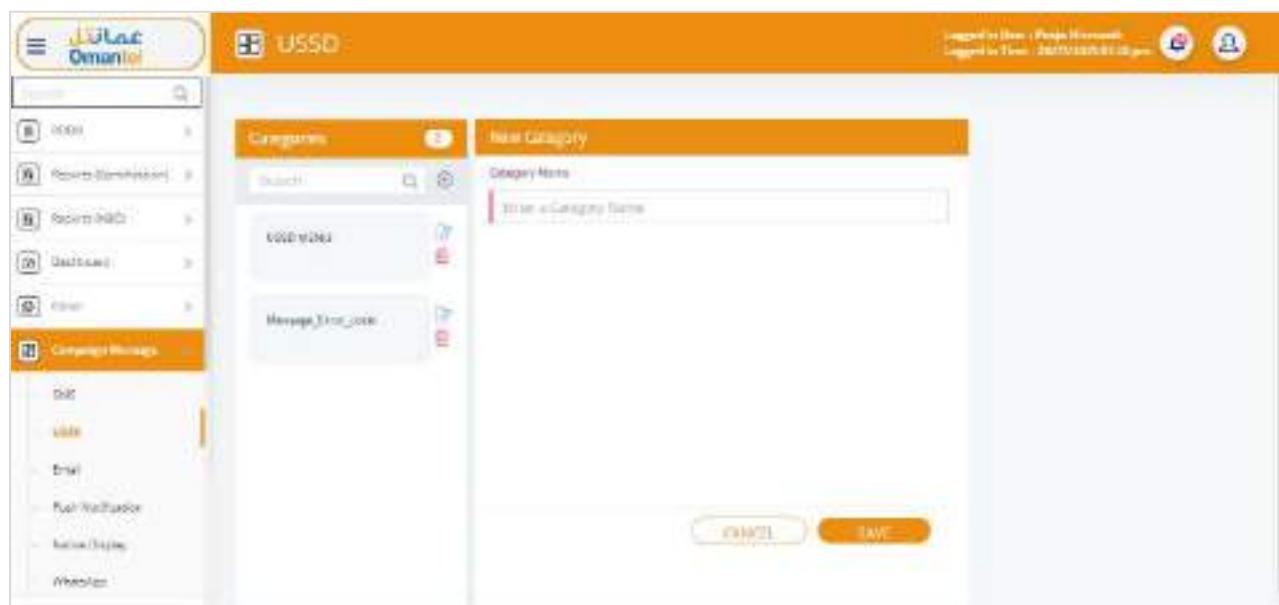


Figure 479 USSD - Categories Input Screen

- Enter the following information in the corresponding fields. If fields marked with “|” are mandatory.

Field	Description
Category Name	Enter the name of the category.

- After providing the required details, click **SAVE**.

A success message is displayed, indicating that the category is added successfully.

11.2.1.2 Modify and Delete Category

Using this option, you can modify and delete the existing category.

- On the **USSD** screen, click the **Modify** button  to modify the category details. Refer to the following screen.
- On the **USSD** screen, click the **Delete** button  to delete the category. Refer to the following screen.

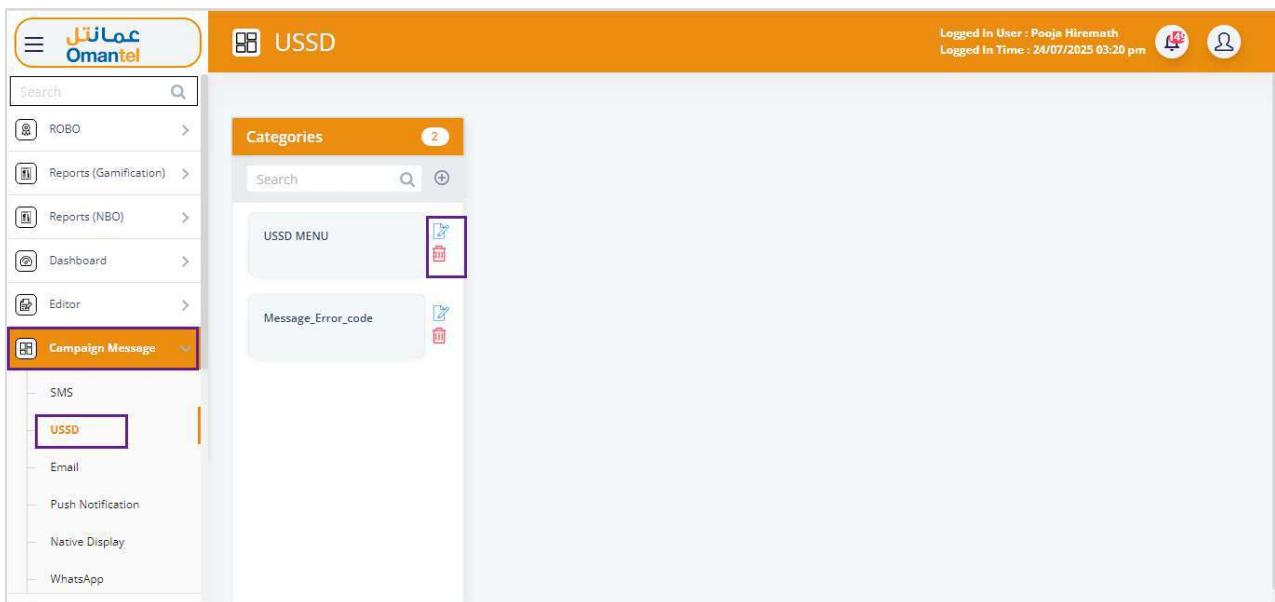


Figure 480 Segment – Modify and Delete Operations

11.2.1.3 Add Template

Using this add option, you can add a new template.

Note: The category for the template must be selected before adding the template.

1. On the **USSD** screen, click the **Add** button  to add a new template. Refer to the following screen.

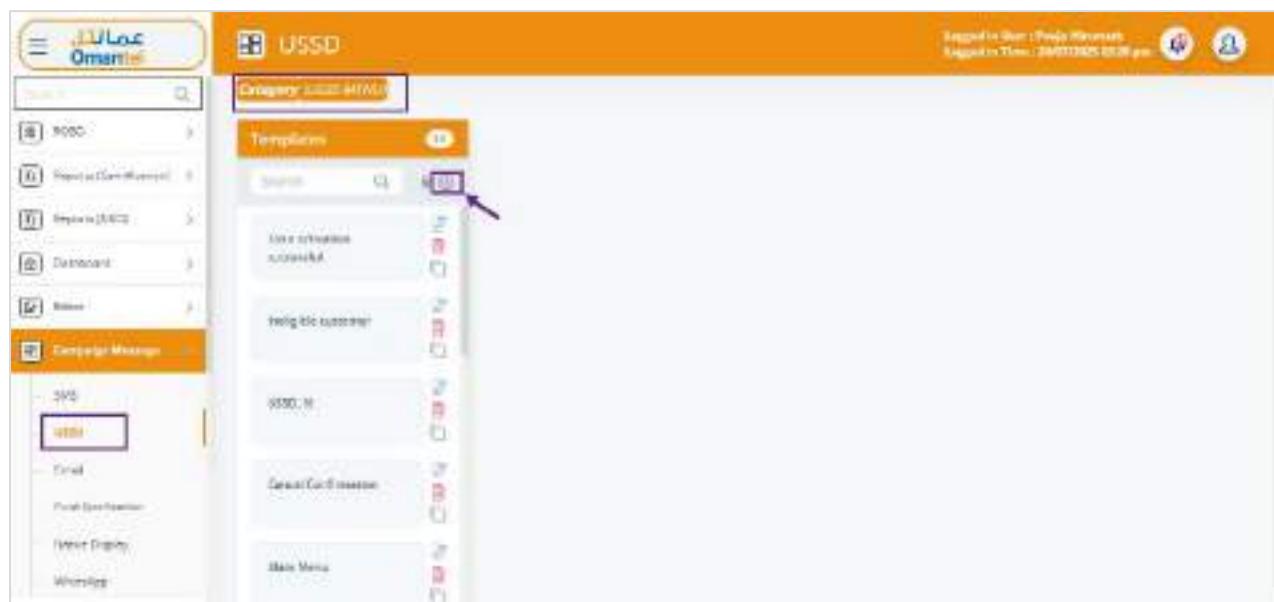


Figure 481 Templates – Add Button

- After clicking the **Add** button, the following screen is displayed.

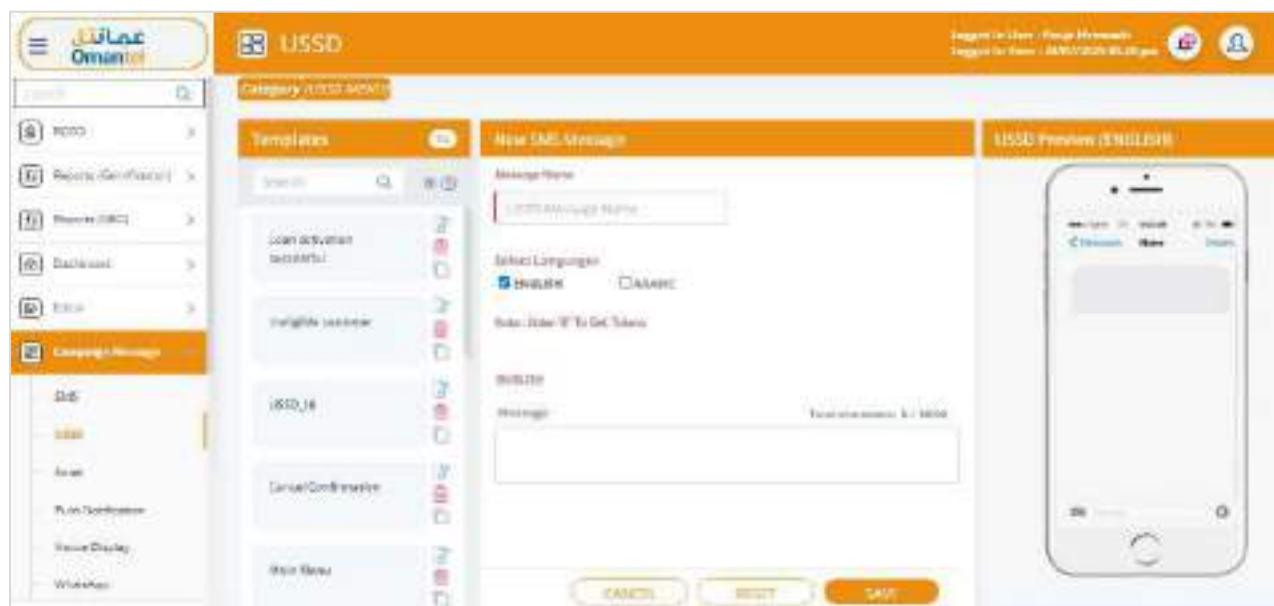


Figure 482 Templates Input Screen

- Enter the following information in the corresponding fields. If fields marked with “|” are mandatory.

Field	Description
Message Name	Enter the name of the message.
Select Languages	Select the English checkbox to select the language. The following screen is displayed.

Field	Description
	<p style="text-align: center;">Select Languages</p> <p style="text-align: center;"><input checked="" type="checkbox"/> ENGLISH <input type="checkbox"/> ARABIC</p> <p style="background-color: #ffffcc; padding: 5px;">Note: You can select the Language (English, Arabic) checkbox to enter the template in the corresponding languages.</p>
English	<p>Enter the message of the template in the corresponding field.</p> <p style="background-color: #ffffcc; padding: 5px;">Note: The following field is displayed if the English checkbox is selected.</p>
Message Body	A text editor where the full message can be composed, formatted, and styled. It allows text formatting, links, and embedded elements.
Preview (Mobile View)	A live preview window (shown on the right) that displays how the message will appear on a mobile device in real-time as fields are filled.

4. After providing the required details, click **Save**.

A success message is displayed, indicating that the template is added successfully.

11.2.1.4 Modify, Copy, and Delete Template

Using this option, you can modify, copy, and delete the existing template.

- On the **USSD** screen, click the **Modify** button  to modify the template details. Refer to the following screen.
- On the **USSD** screen, click the **Copy** button  to copy the template details. Refer to the following screen.
- On the **USSD** screen, click the **Delete** button  to delete the template. Refer to the following screen.



Figure 483 USSD – Copy, Modify and Delete Operations

11.3 Email

The Email will allow the admin to configure Email-based promotions for new services. Using this option, you can view and add a new Email name.

To view the Email menu:

1. On the side menu, click **Editor>> Segment** to view the segment details. Refer to the following screen.

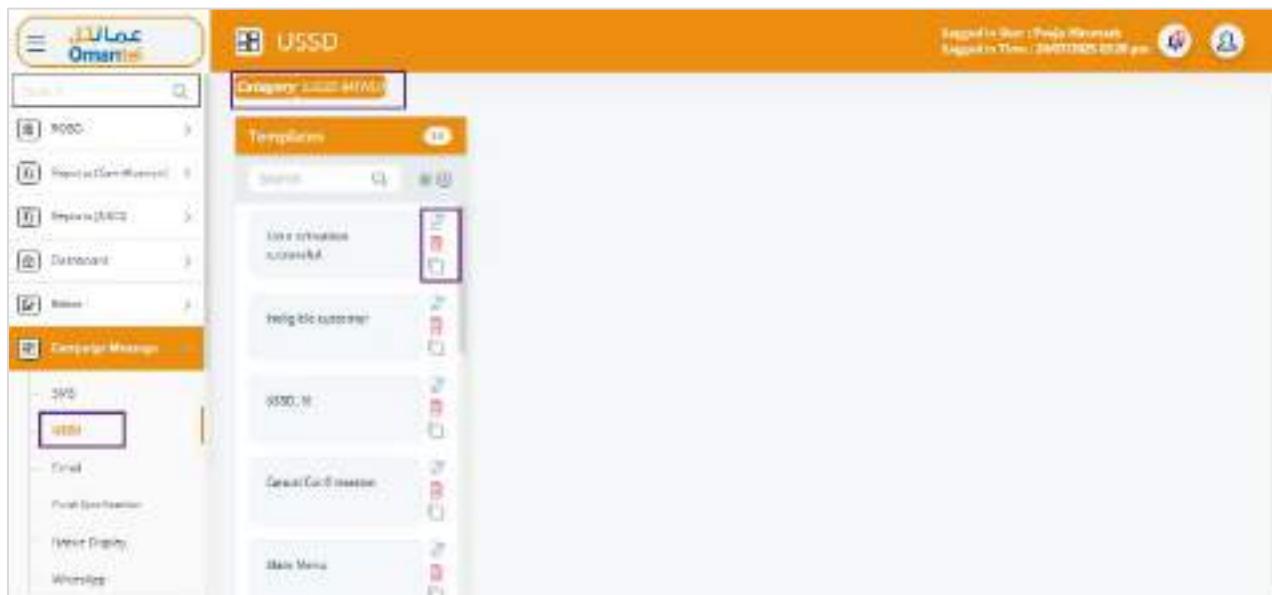


Figure 484 Campaign Message – Email

You can view the following operations:

- Categories
- Templates

11.3.1 Category

Using this category option, you can manage the different categories under email.

11.3.1.1 Add Category

Using this option, you can add a new category.

1. On the **USSD** screen, click the **Add** button  to add a new category. Refer to the following screen.

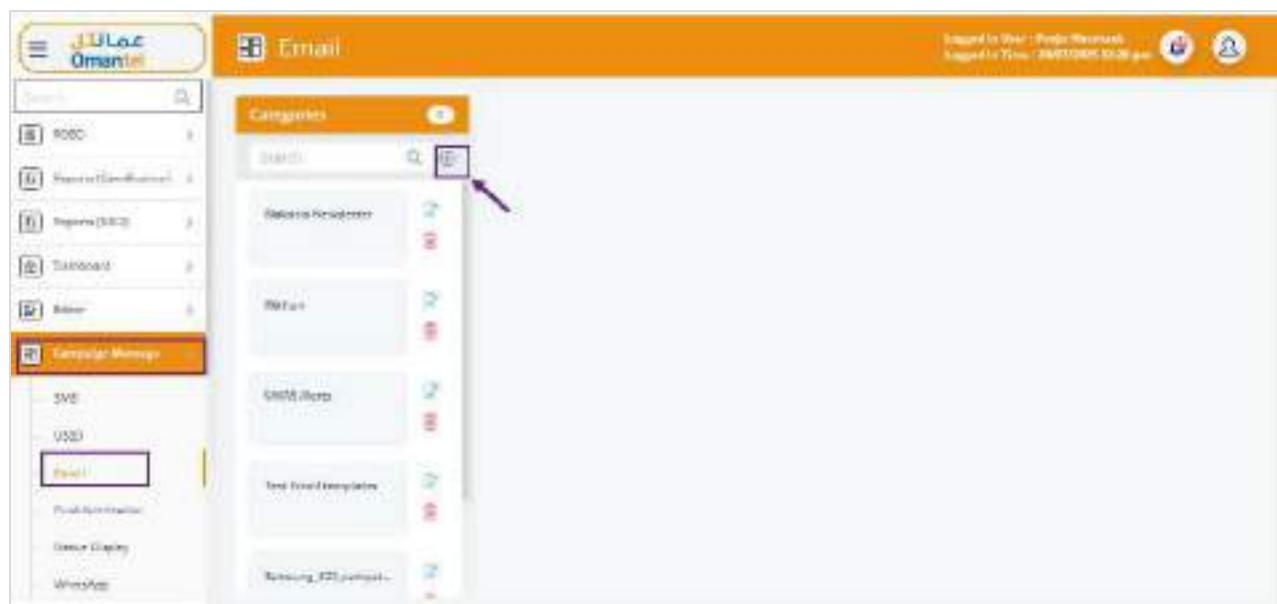


Figure 485 Categories – Add Button

- After clicking the **Add** button, the following screen is displayed.

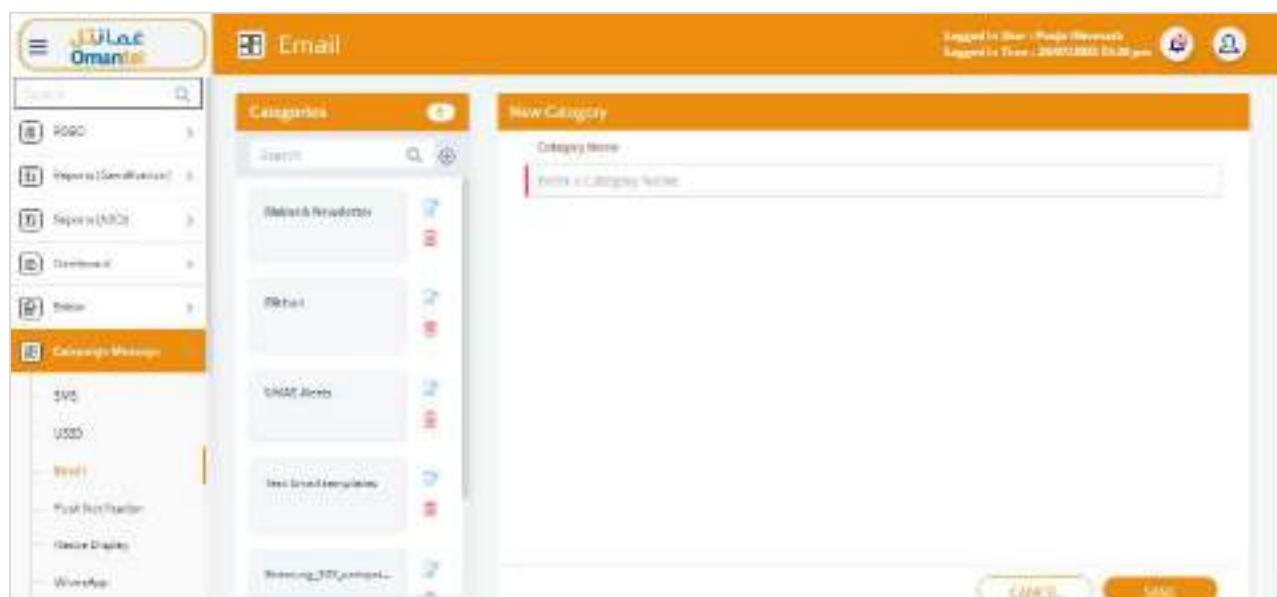


Figure 486 Email - Categories Input Screen

- Enter the following information in the corresponding fields. If fields marked with “|” are mandatory.

Field	Description
Category Name	Enter the name of the category.

- After providing the required details, click **SAVE**.

A success message is displayed, indicating that the category is added successfully.

11.3.1.2 Modify and Delete Category

Using this option, you can modify and delete the existing category.

- On the **Email** screen, click the **Modify** button  to modify the category details. Refer to the following screen.
- On the **Email** screen, click the **Delete** button  to delete the category. Refer to the following screen.



Figure 487 Email – Modify and Delete Operations

11.3.1.3 Add Template

Using this add option, you can add a new template.

Note: The category for the template must be selected before adding the template.

1. On the **Email** screen, click the **Add** button to add the template. The following screen is displayed.



Figure 488 Email – Templates

- Click  to go back to the categories.
- 2. On the **Email** screen, click the **Add** button  to add a new template. Refer to the following screen.

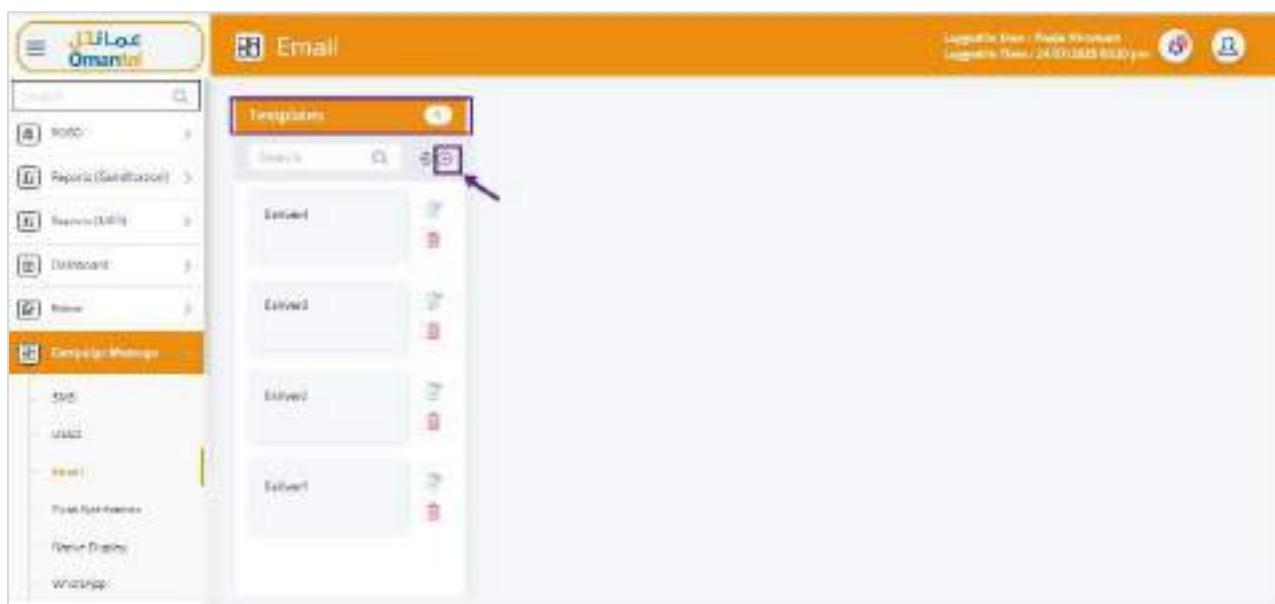


Figure 489 Templates – Add Button

3. After clicking the **Add** button, the following screen is displayed.

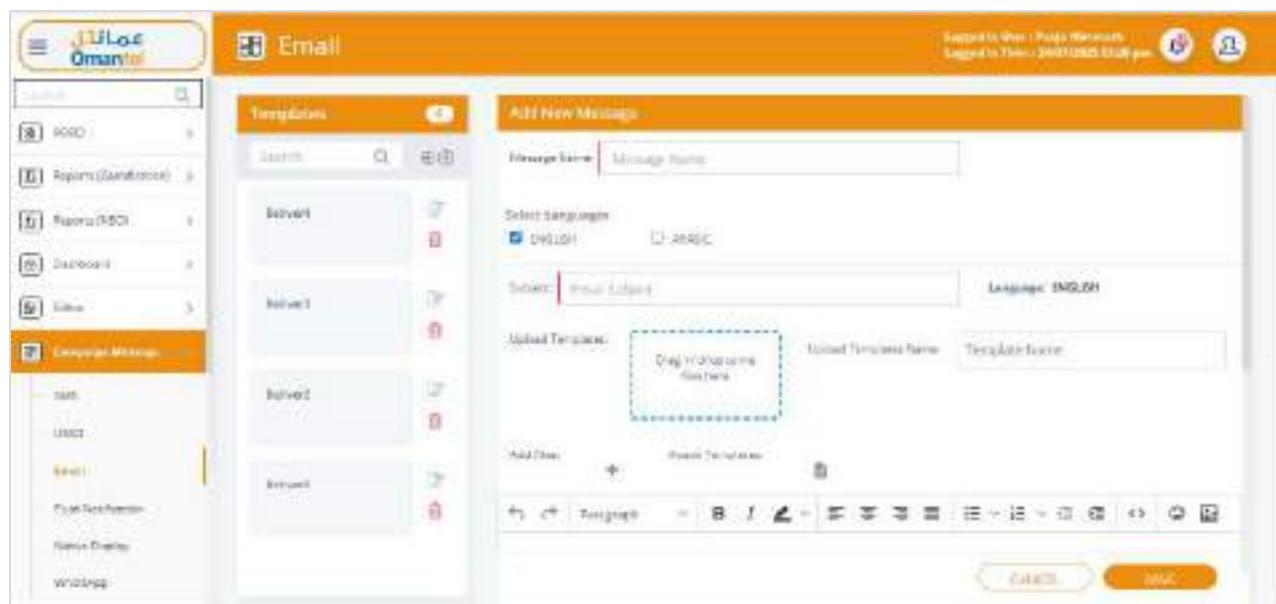


Figure 490 Templates Input Screen

- Enter the following information in the corresponding fields. If fields marked with “|” are mandatory.

Field	Description
Message Name	Enter the name of the message.
Select Languages	Select the English checkbox to select the language. The following screen is displayed. <div style="border: 1px solid #ccc; padding: 10px; text-align: center;"> Select Languages <input checked="" type="checkbox"/> ENGLISH <input type="checkbox"/> ARABIC </div> <p>Note: You can select the Language (English, Arabic) checkbox to enter the template in the corresponding languages.</p>
English	Enter the message of the template in the corresponding field. <p>Note: The following field is displayed if the English checkbox is selected.</p>
Subject	Enter the email subject line that will be shown to recipients.
Language (Display)	Indicates the currently selected language for editing the content.
Upload Templates	Drag-and-drop area to upload predesigned email templates.
Upload Templates Name	Enter a name to assign to the uploaded template.
Add File	Click the Add button to attach additional files (Images, PDFs) that may be included in the email.
Attach File	Click the Attach button to attach previously saved templates from the system's template repository.
Message Body	A text editor where the full message can be composed, formatted, and styled. It allows text formatting, links, and embedded elements.

5. After providing the required details, click **Save**.

A success message is displayed, indicating that the template is added successfully.

11.3.1.4 Modify and Delete Template

Using this option, you can modify and delete the existing template.

- On the **Email** screen, click the **Modify** button  to modify the template details. Refer to the following screen.
- On the **Email** screen, click the **Delete** button  to delete the template. Refer to the following screen.

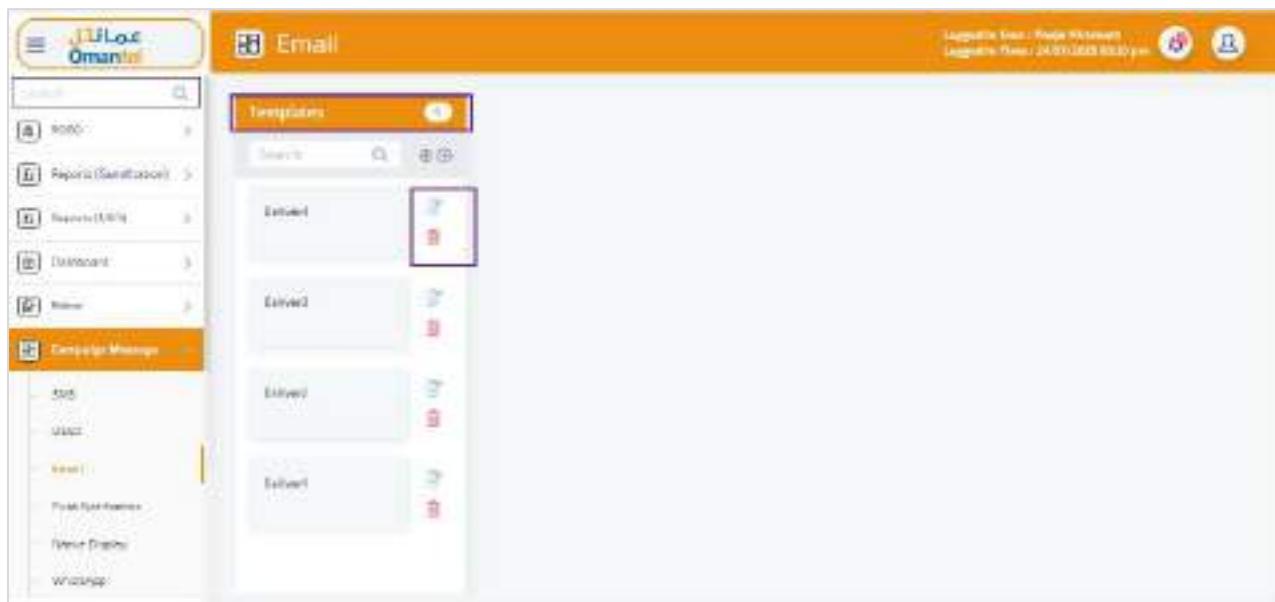


Figure 491 Email – Modify and Delete Operations

11.4 Push Notifications

The push notifications will allow the admin to configure push notification-based promotions for new services. Using this option, you can view and add a new push notification name.

1. On the side menu, click **Editor>> Segment** to view the segment details. Refer to the following screen.



Figure 492 Campaign Message – Push Notifications

You can view the following operations:

- Categories
- Templates

11.4.1 Category

Using this category option, you can manage the different categories under push notifications.

11.4.1.1 Add Category

Using this option, you can add a new category.

1. On the **Push Notifications** screen, click the **Add** button  to add a new category. Refer to the following screen.

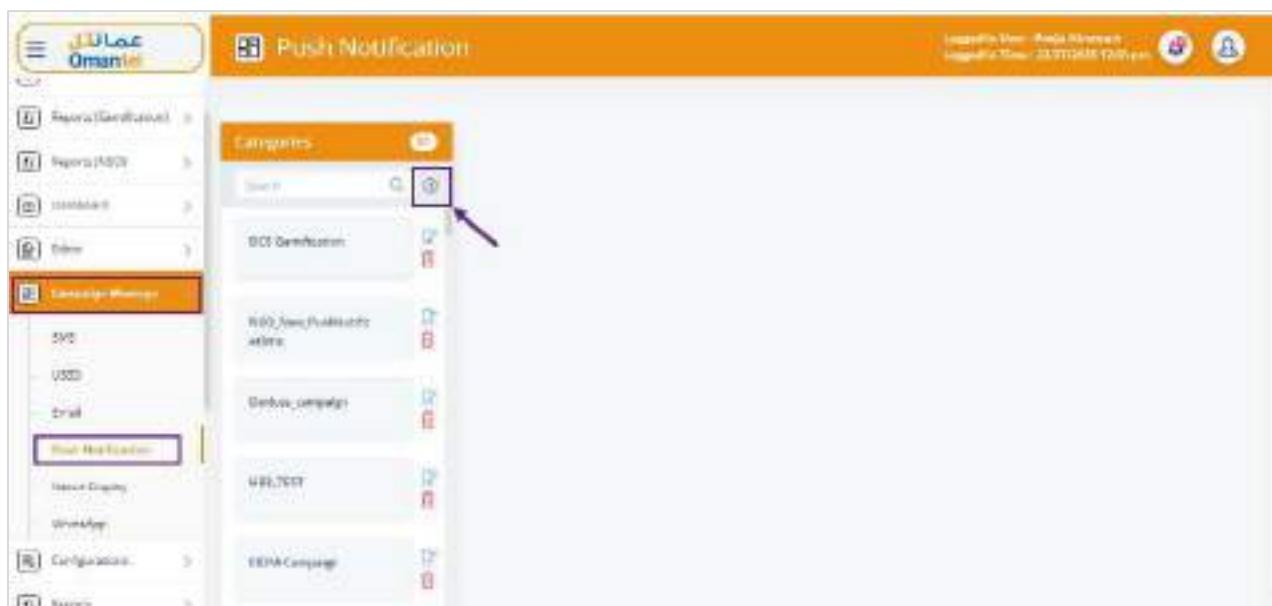


Figure 493 Categories – Add Button

- After clicking the **Add** button, the following screen is displayed.

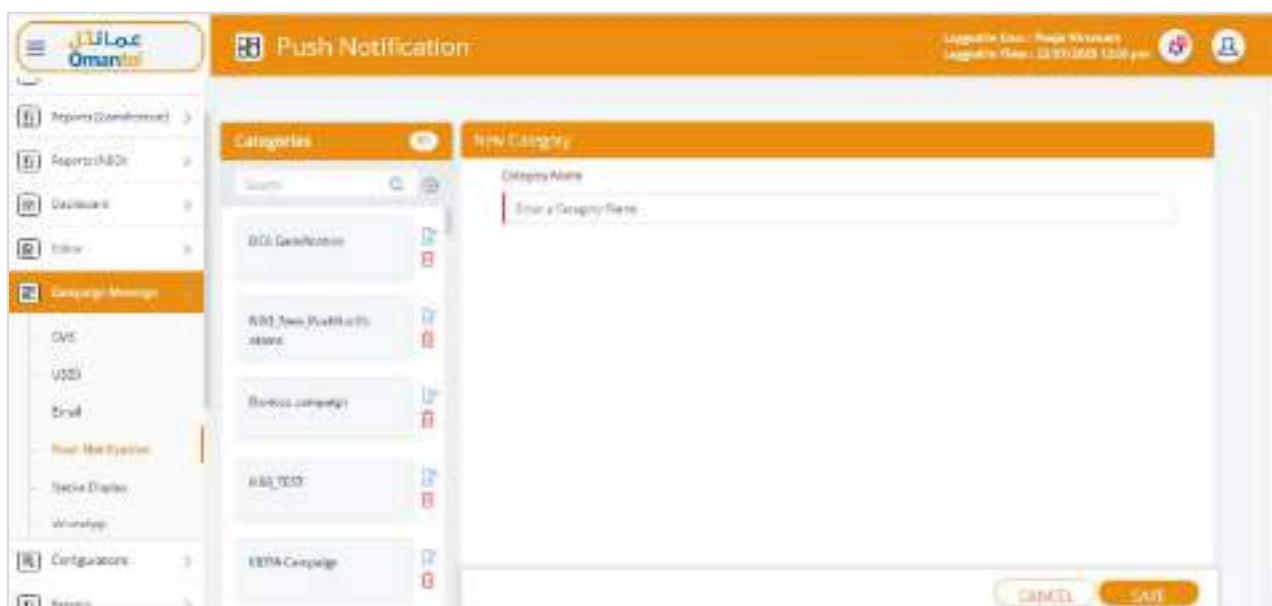


Figure 494 Push Notifications - Categories Input Screen

- Enter the following information in the corresponding fields. If fields marked with “|” are mandatory.

Field	Description
Category Name	Enter the name of the category.

- After providing the required details, click **SAVE**.

A success message is displayed, indicating that the category is added successfully.

11.4.1.2 Modify and Delete Category

Using this option, you can modify and delete the existing category.

- On the **Push Notification** screen, click the **Modify** button  to modify the category details. Refer to the following screen.
- On the **Push Notification** screen, click the **Delete** button  to delete the category. Refer to the following screen.

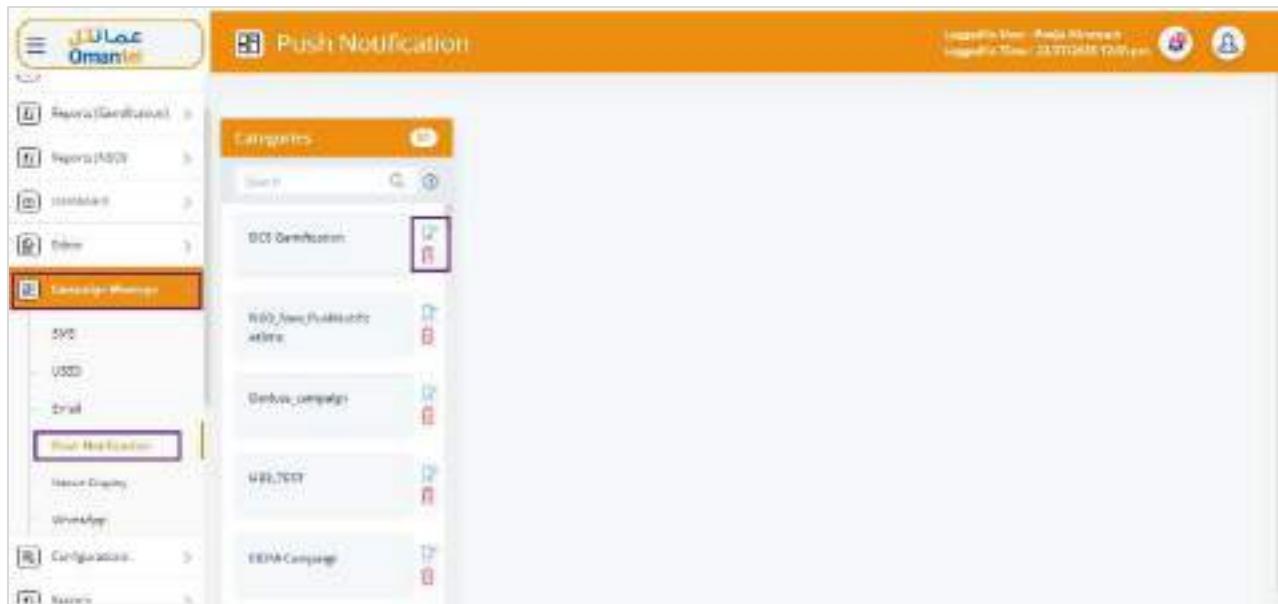


Figure 495 Push Notification – Modify and Delete Operations

11.4.1.3 Add Template

Using this add option, you can add a new template.

Note: The category for the template must be selected before adding the template.

1. On the **Push Notifications** screen, click the **Add** button  to add a new template. Refer to the following screen.

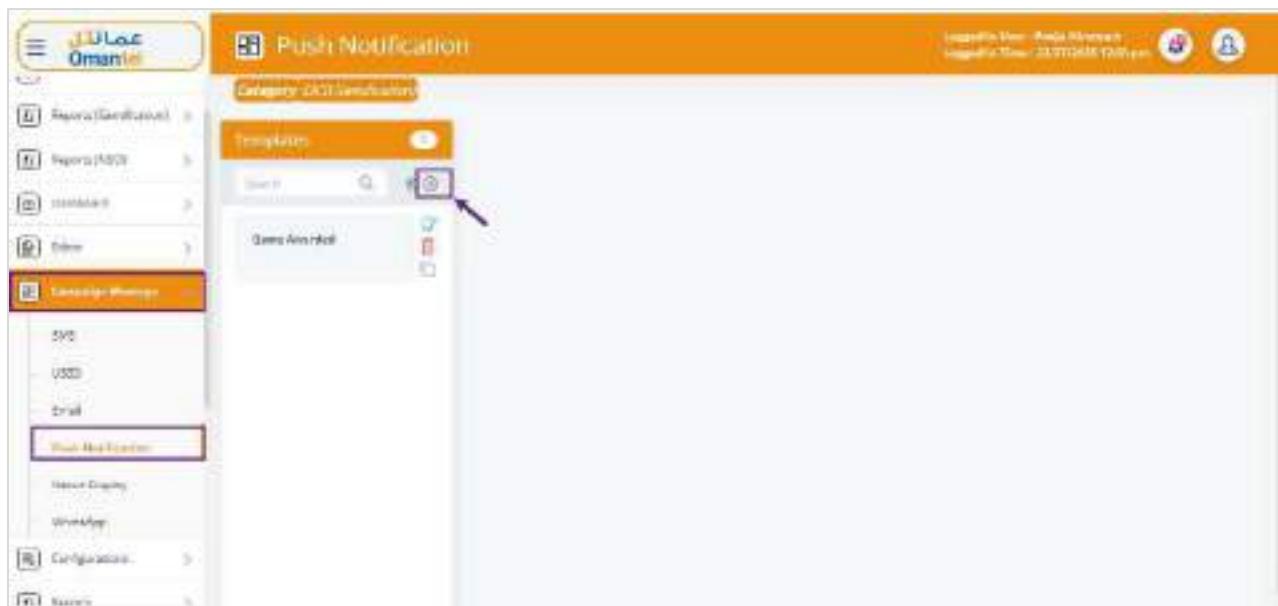


Figure 496 Templates – Add Button

2. After clicking the **Add** button, the following screen is displayed.

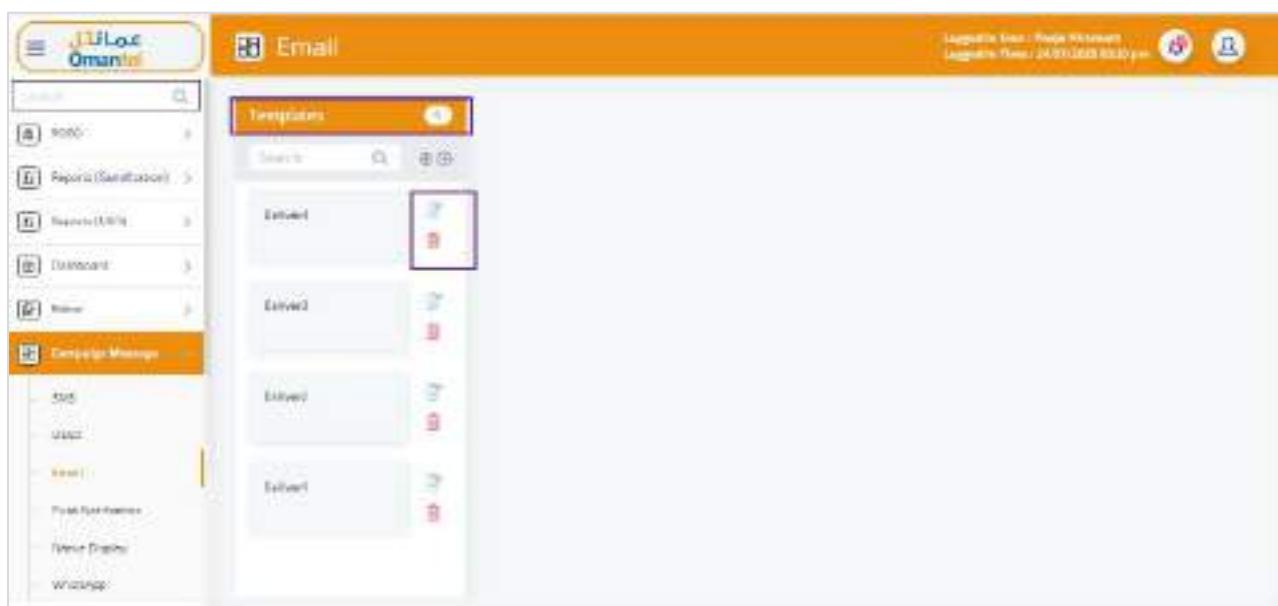


Figure 497 Templates Input Screen

3. Enter the following information in the corresponding fields. If fields marked with “|” are mandatory.

Field	Description
Message Name	Enter the name of the message.
Message Type	Select the category of the native message from the drop-down list. For example, “ Informative ”. This dropdown allows the user to select how the message will be displayed.

Field	Description
Status	Select the status of the message from the drop-down list. For example, “ Active ”.
Push Type	Select the push type from the drop-down list.
Select Languages	Select the English checkbox to select the language. The following screen is displayed.  <p>Note: You can select the Language (English, Arabic) checkbox to enter the template in the corresponding languages.</p>
English	Enter the message of the template in the corresponding field. Note: The following field is displayed if the English checkbox is selected.
Title	Enter the title of the message in this field.
CTA (Call to Action)	Select the CTA checkbox to indicate whether a CTA is included in the message, prompting users to take specific action.
CTA Button	Enter the CTA button in this field. Note: The following field is displayed if the CTA checkbox is selected.
CTA Value	Enter the CTA value in the corresponding field. Note: The following field is displayed if the CTA checkbox is selected.
Image Link	Paste or enter the URL of the image to be included in the message.
Redirection Link	Paste or enter the URL where users will be redirected when they interact with the image.
Message Body	A text editor where the full message can be composed, formatted, and styled. It allows text formatting, links, and embedded elements.
Preview (Mobile View)	A live preview window (shown on the right) that displays how the message will appear on a mobile device in real-time as fields are filled.

4. After providing the required details, click **Save**.

A success message is displayed, indicating that the template is added successfully.

11.4.1.4 Modify and Delete Template

Using this modify option, you can modify and delete the existing template.

- On the **Pushed Notifications** screen, click the **Modify** button  to modify the template details. Refer to the following screen.
- On the **Pushed Notifications** screen, click the **Delete** button  to delete the template. Refer to the following screen.

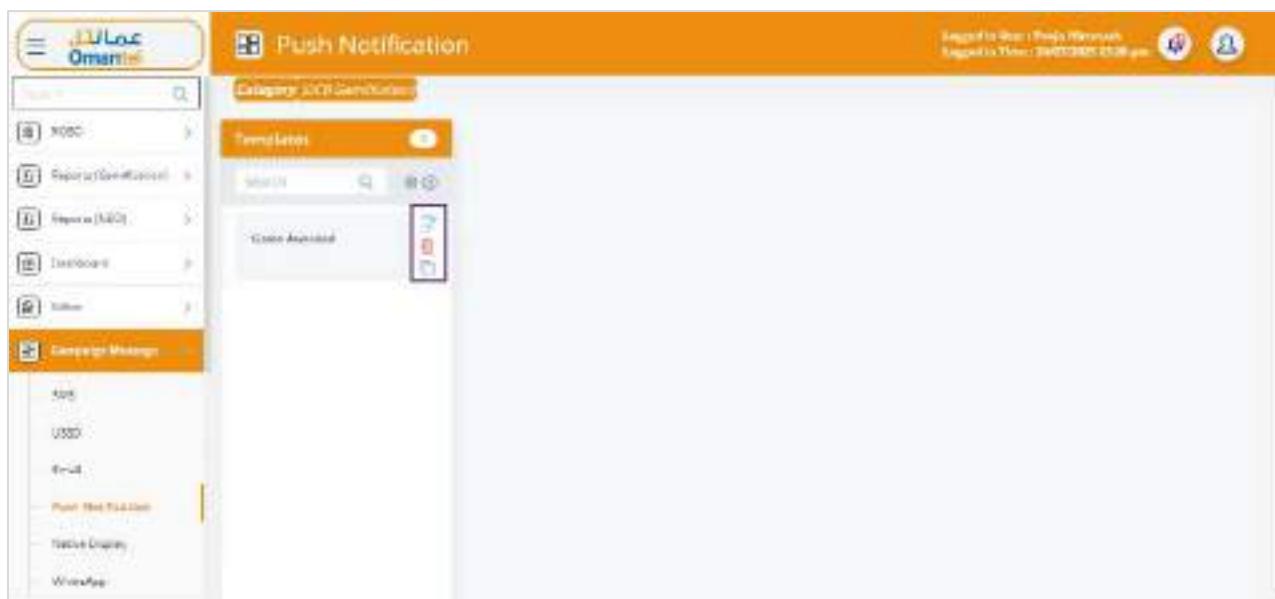


Figure 498 Segment – Template (Modify and Delete Operations)

11.5 WhatsApp

WhatsApp will allow the admin to configure WhatsApp-based promotions for new services. Using this option, you can view and add a new WhatsApp name.

1. On the side menu, click **Editor>> Segment** to view the segment details. Refer to the following screen.

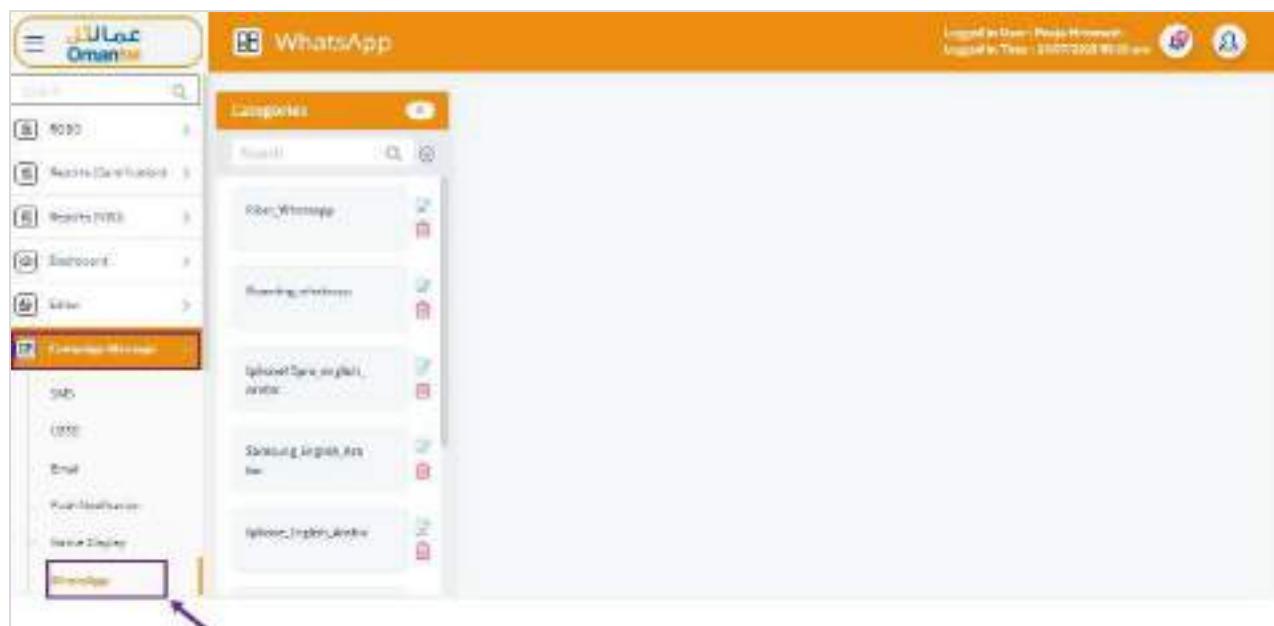


Figure 499 Campaign Message – WhatsApp

You can view the following operations:

- Categories
- Templates

11.5.1 Category

Using this category option, you can manage the different categories under WhatsApp.

11.5.1.1 Add Category

Using this option, you can add a new category.

1. On the **WhatsApp** screen, click the **Add** button  to add a new category. Refer to the following screen.

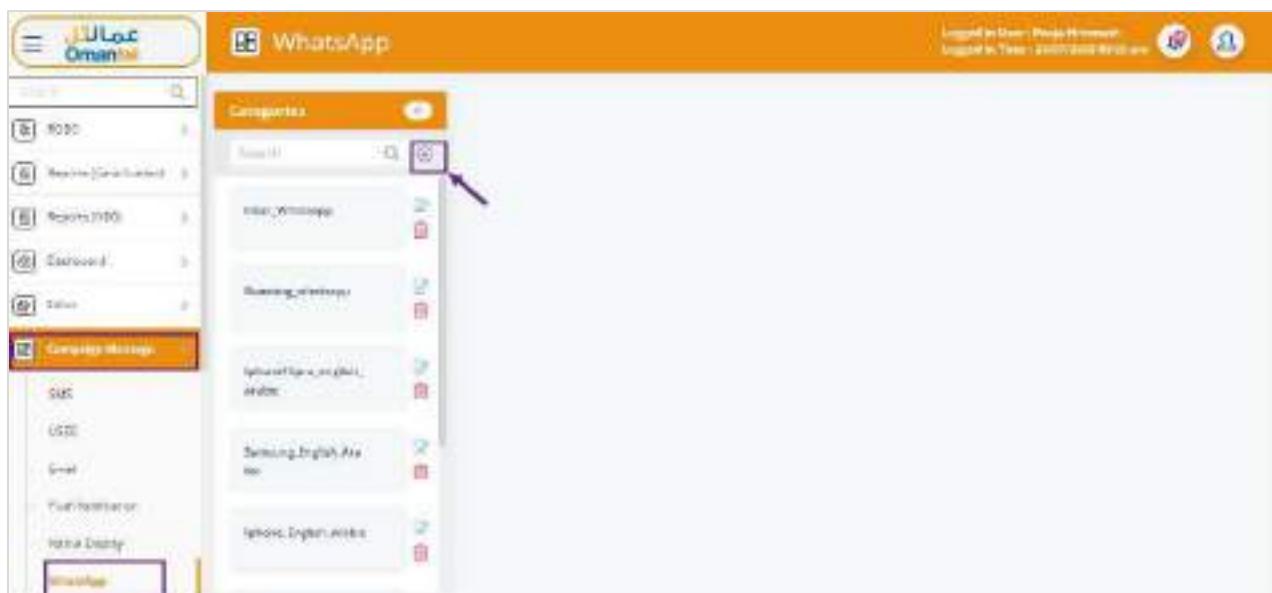


Figure 500 Categories – Add Button

- After clicking the **Add** button, the following screen is displayed.

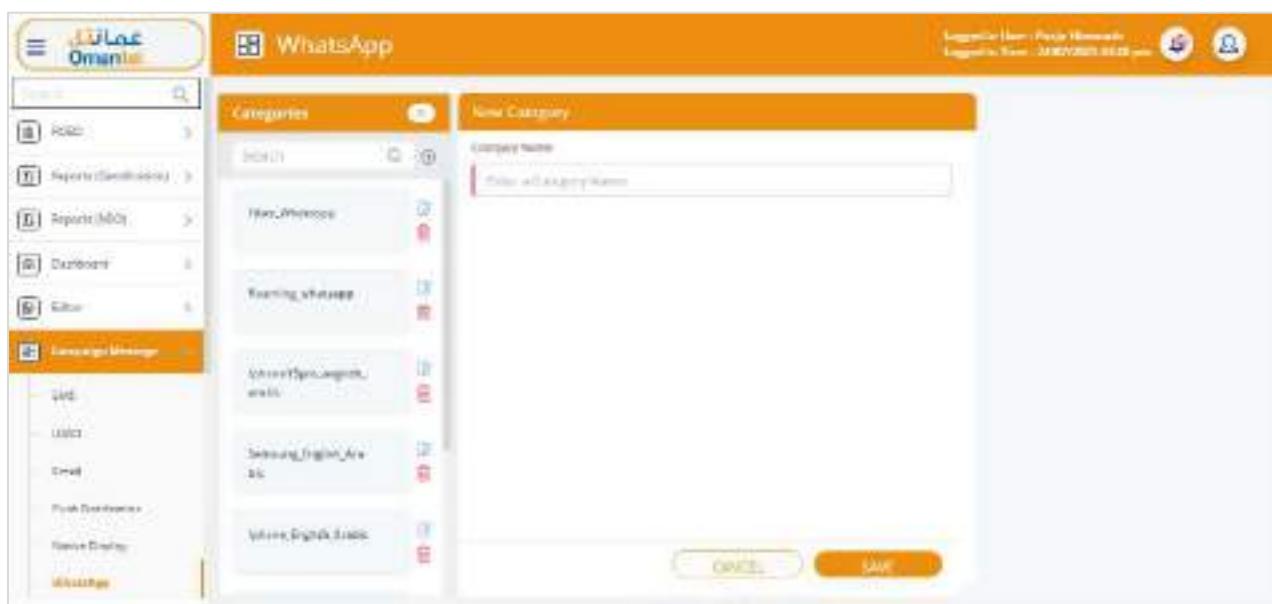


Figure 501 WhatsApp - Categories Input Screen

- Enter the following information in the corresponding fields. If fields marked with “|” are mandatory.

Field	Description
Category Name	Enter the name of the category.

- After providing the required details, click **SAVE**.

A success message is displayed, indicating that the category is added successfully.

11.5.1.2 Modify and Delete Category

Using this modify option, you can modify and delete the existing category.

- On the **WhatsApp** screen, click the **Modify** button  to modify the category details. Refer to the following screen.
- On the **WhatsApp** screen, click the **Delete** button  to delete the category. Refer to the following screen.

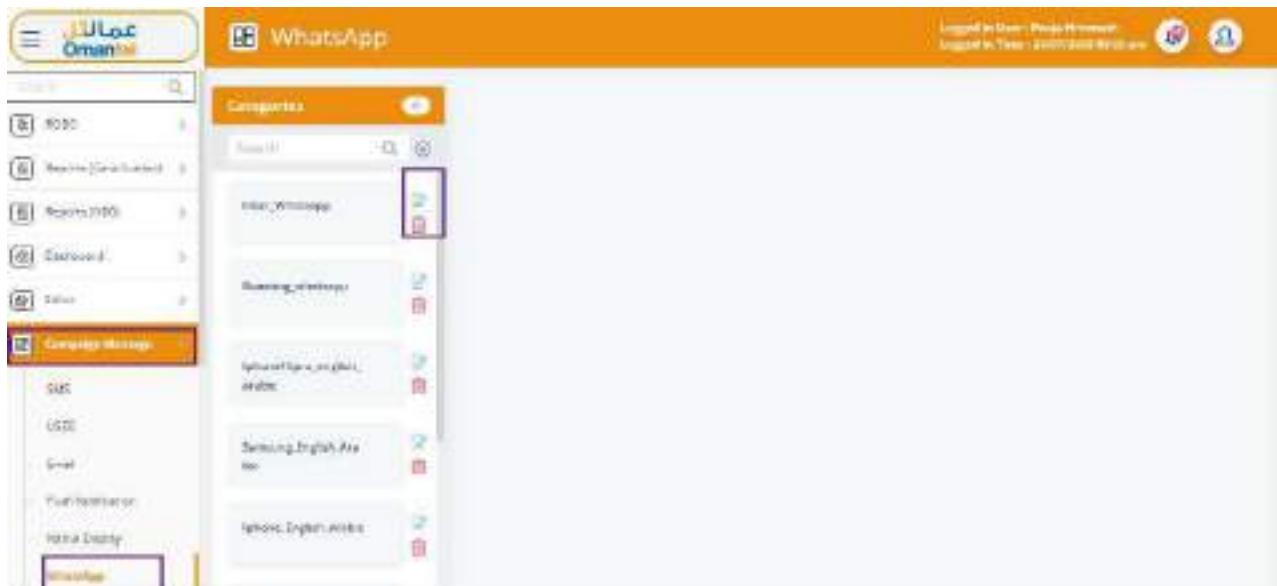


Figure 502 Segment – Modify and Delete Operations

11.5.1.3 Add Template

Using this add option, you can add a new template.

Note: The category for the template must be selected before adding the template.

1. On the **WhatsApp** screen, click the **Add** button  to add a new template. Refer to the following screen.

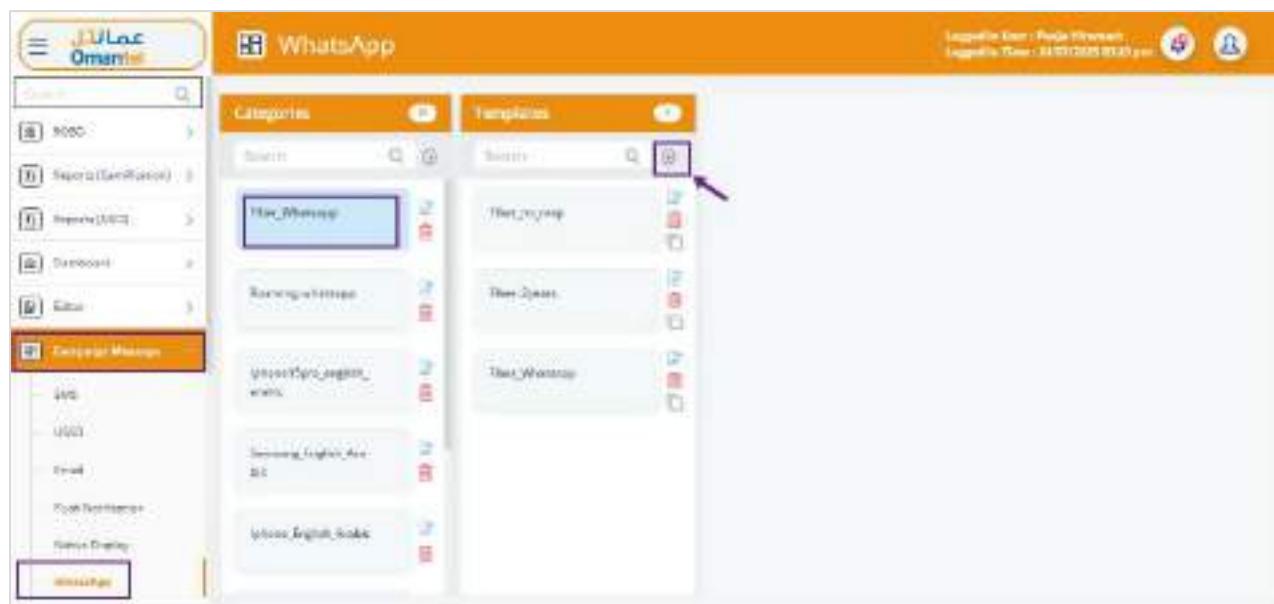


Figure 503 Templates – Add Button

- After clicking the **Add** button, the following screen is displayed.

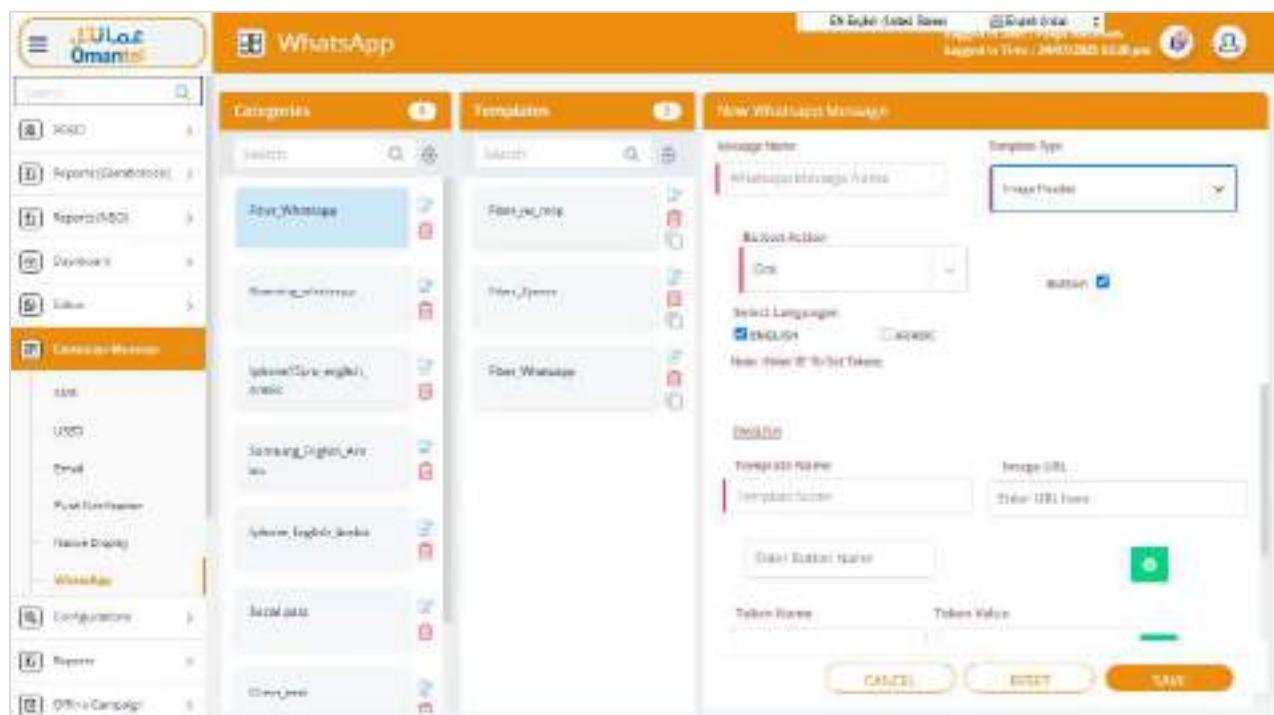


Figure 504 Templates Input Screen

- Enter the following information in the corresponding fields. If fields marked with “|” are mandatory.

Field	Description
Message Name	Enter the name of the message.

Field	Description
Select Languages	<p>Select the English checkbox to select the language. The following screen is displayed.</p> <div style="border: 1px solid #ccc; padding: 10px; text-align: center;"> Select Languages <input checked="" type="checkbox"/> ENGLISH <input type="checkbox"/> ARABIC </div> <p>Note: You can select the Language (English, Arabic) checkbox to enter the template in the corresponding languages.</p>
English	<p>Enter the message of the template in the corresponding field.</p> <p>Note: The following field is displayed if the English checkbox is selected.</p>
Message Name	Enter a unique name given to the WhatsApp message.
Template Type	Select the layout format of the message in the drop-down list. For example, Image Header.
Button Action	Select the action when a user clicks a button in the drop-down list.
Button	Select the checkbox to include a button in the WhatsApp message.
Select Languages	<p>Select the English checkbox to select the language. The following screen is displayed.</p> <div style="border: 1px solid #ccc; padding: 10px; text-align: center;"> Select Languages <input checked="" type="checkbox"/> ENGLISH <input type="checkbox"/> ARABIC </div> <p>Note: You can select the Language (English, Arabic) checkbox to enter the template in the corresponding languages.</p>
Template Name	Enter the name of the specific WhatsApp template being created.
Image URL	URL to the image that should appear in the message header (if Image Header is selected as template type).
Button Name	<p>Enter the name of the button.</p> <p>Note: This field is displayed if the “Button” checkbox is enabled.</p> <ul style="list-style-type: none"> The user can add multiple buttons by clicking the Add button.
Token Name	Enter the name of a token.
Token Value	Enter the value for the token that will appear in the final sent message.

4. After providing the required details, click **Save**.

A success message is displayed, indicating that the template is added successfully.

11.5.1.4 Copy, Modify, and Delete Template

Using this option, you can copy, modify, and delete the existing template.

- On the **WhatsApp** screen, click the **Copy** button  to copy the template details. Refer to the following screen.

- On the **WhatsApp** screen, click the **Modify** button  to modify the template details. Refer to the following screen.
- On the **WhatsApp** screen, click the **Delete** button  to delete the template. Refer to the following screen.

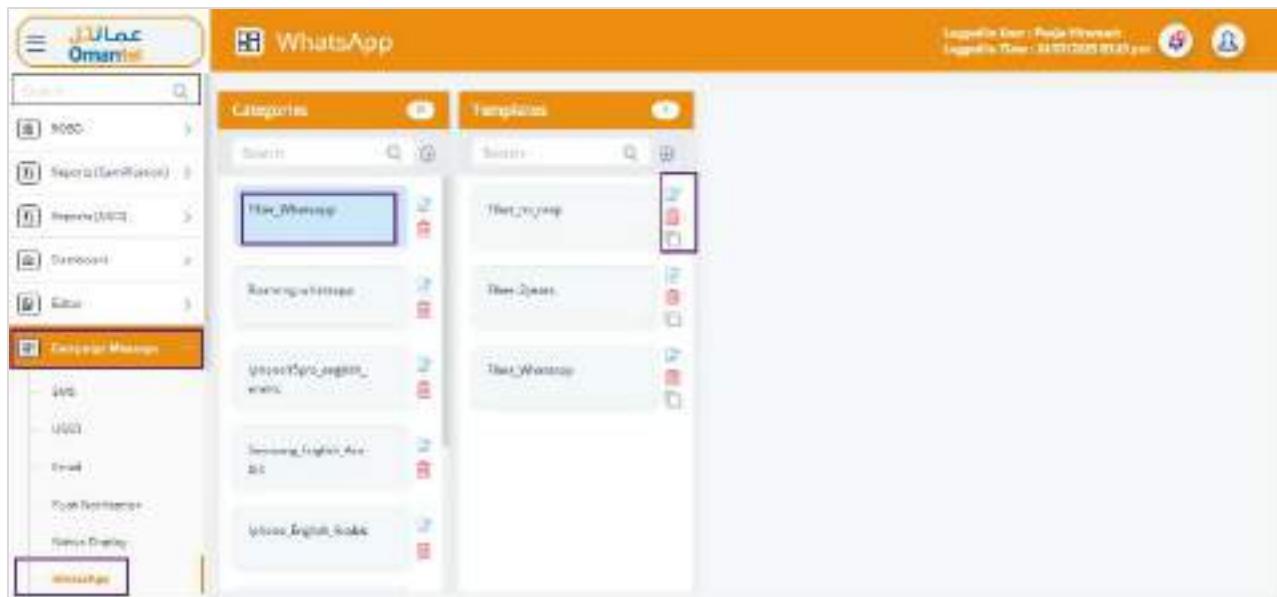


Figure 505 Segment – Modify, Copy, and Delete Operations

11.6 Native Display

A Native Display is a type of campaign message that appears as a visually integrated banner or message within an application.

1. On the side menu, click **Editor>> Segment** to view the segment details. Refer to the following screen.



Figure 506 Campaign Message – Native Display

You can view the following operations:

- Categories
- Templates

11.6.1 Category

Using this category option, you can manage the different categories under native display.

1. On the side menu, click **Editor>> Segment** to view the segment details. Refer to the following screen.



Figure 507 Campaign Message – Native Display

11.6.1.1 Add Category

Using this option, you can add a new category.

1. On the **Native Display** screen, click the **Add** button  to add a new category. Refer to the following screen.

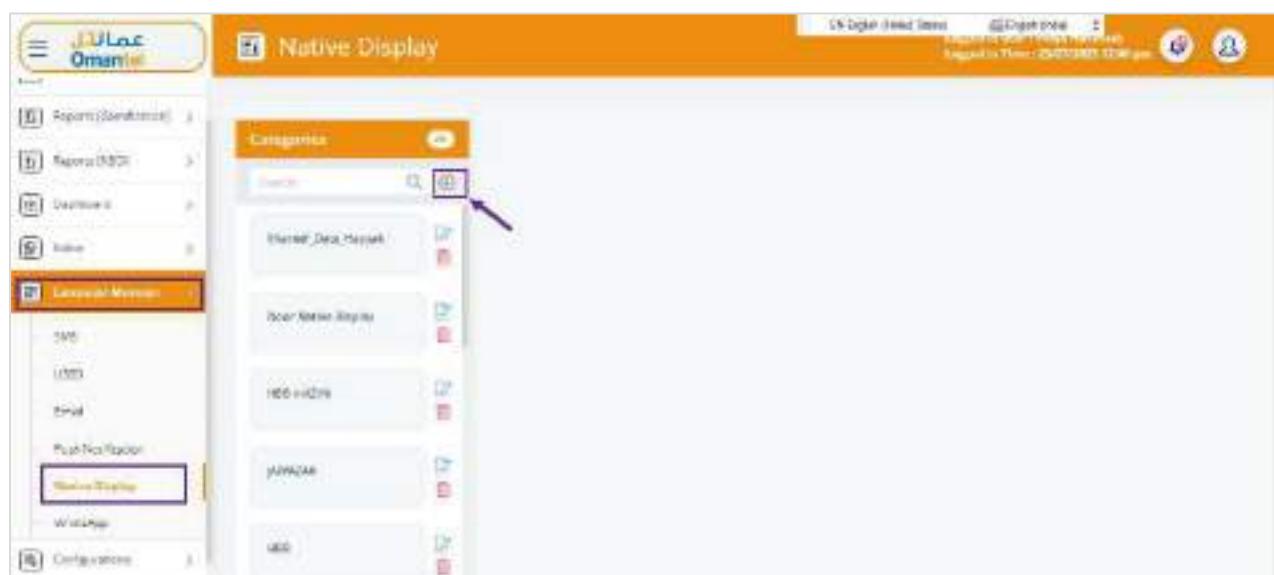


Figure 508 Categories – Add Button

2. After clicking the **Add** button, the following screen is displayed.



Figure 509 WhatsApp - Categories Input Screen

3. Enter the following information in the corresponding fields. If fields marked with “|” are mandatory.

Field	Description
Category Name	Enter the name of the category.

4. After providing the required details, click **SAVE**.

A success message is displayed, indicating that the category is added successfully.

11.6.1.2 Modify and Delete Category

Using this option, you can modify and delete the existing category.

- On the **Native Display** screen, click the **Modify** button  to modify the category details. Refer to the following screen.
- On the **Native Display** screen, click the **Delete** button  to delete the existing category. Refer to the following screen.



Figure 510 Native Display – Modify and Delete Operations

11.6.1.3 Add Template

Using this add option, you can add a new template.

Note: The category for the template must be selected before adding the template.

- On the **Native Display** screen, click the **Add** button  to add a new template. Refer to the following screen.

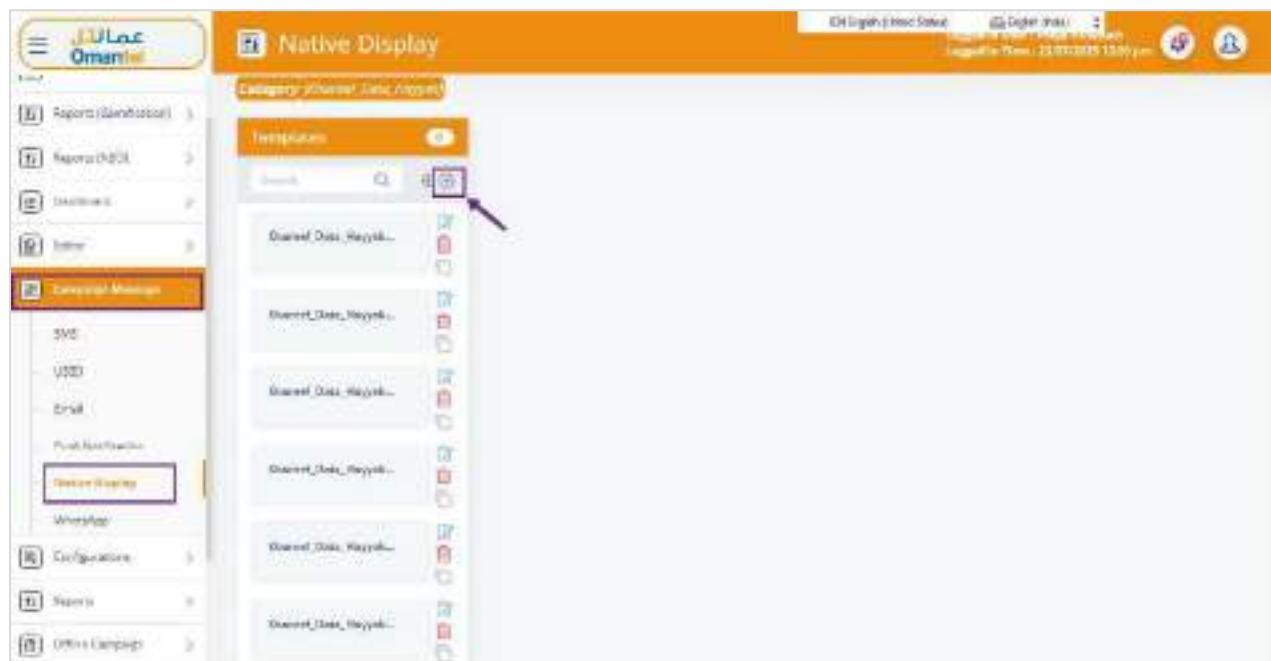


Figure 511 Templates – Add Button

2. After clicking the **Add** button, the following screen is displayed.



The screenshot shows the 'Native Display' template input screen. The left sidebar includes 'Reports (OmanTel)', 'Reports (MKT)', 'Dashboard', 'Edit', 'General Manager', 'Email', 'Compose New Message', 'Template', 'Configurations', 'Reports', and 'Offline Campaign'. The main area has tabs for 'Category: Native/One-Page' and 'Native Display Preview (ENGLISH)'. The 'Add New Message' form contains fields for 'Message Name' (highlighted with a red border), 'Message Type' (dropdown), 'Status' (dropdown), 'Select Languages' (checkbox for English, highlighted with a red border), 'English' (text area with 'Hello' placeholder), 'CTA' (checkbox), 'Image Link' (text area with 'Enter URL here'), and 'Action Link' (text area with 'Enter URL here'). Buttons at the bottom are 'CREATE' and 'SEND'.

Figure 512 Templates Input Screen

3. Enter the following information in the corresponding fields. If fields marked with “**|**” are mandatory.

Field	Description
Message Name	Enter the name of the message.
Message Type	Select the category of the native message from the drop-down list. For example, “ Informative ”. This dropdown allows the user to select how the message will be displayed.
Status	Select the status of the message from the drop-down list. For example, “ Active ”.
Select Languages	Select the English checkbox to select the language. The following screen is displayed. <div style="border: 1px solid #ccc; padding: 10px; width: fit-content;"> <p style="color: #800000; font-weight: bold;">Select Languages</p> <input checked="" type="checkbox"/> ENGLISH <input type="checkbox"/> ARABIC </div> <p>Note: You can select the Language (English, Arabic) checkbox to enter the template in the corresponding languages.</p>
English	Enter the message of the template in the corresponding field. <p>Note: The following field is displayed if the English checkbox is selected.</p>
CTA (Call to Action)	Select the CTA checkbox to indicate whether a CTA is included in the message, prompting users to take specific action.
CTA Data	Enter the CTA data in the corresponding field.
Image Link	Paste or enter the URL of the image to be included in the message.

Field	Description
Redirection Link	Paste or enter the URL where users will be redirected when they interact with the CTA or image.
Message Body	A text editor where the full message can be composed, formatted, and styled. It allows text formatting, links, and embedded elements.
Preview (Mobile View)	A live preview window (shown on the right) that displays how the message will appear on a mobile device in real-time as fields are filled.

4. After providing the required details, click **Save**.

A success message is displayed, indicating that the template is added successfully.

11.6.1.4 Modify, Copy, and Delete Template

Using this option, you can modify, copy, and delete the existing template.

- On the **Native Display** screen, click the **Modify** button  to modify the template details. Refer to the following screen.
- On the **Native Display** screen, click the **Copy** button  to copy the template details. Refer to the following screen.
- On the **Native Display** screen, click the **Delete** button  to delete the existing template. Refer to the following screen.



Figure 513 Native Display – Modify, Copy, and Delete Operations

12 Configurations

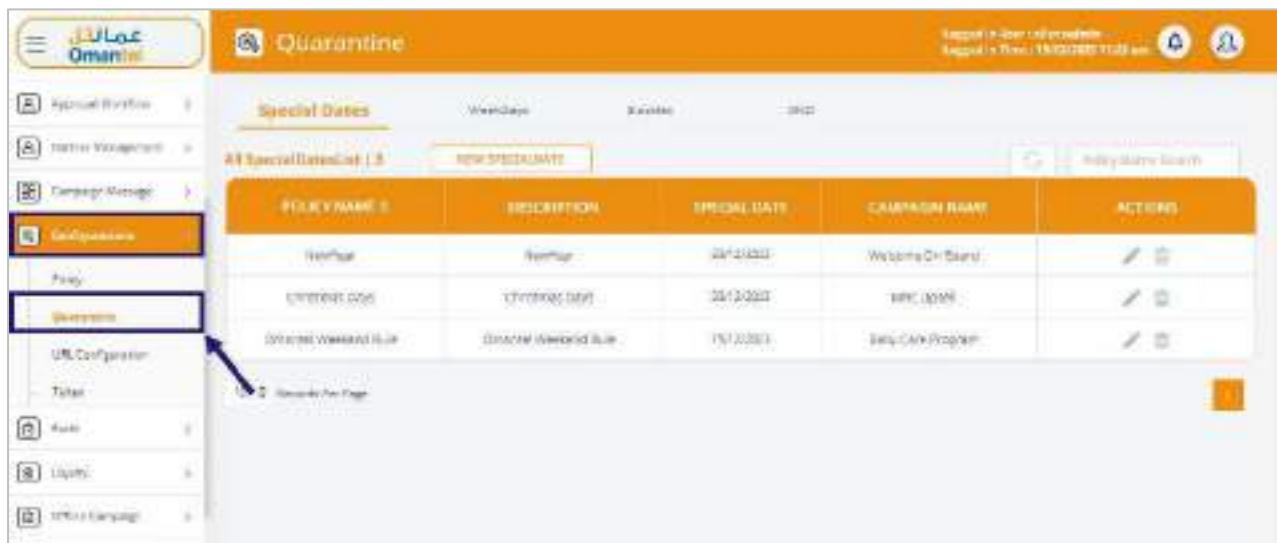
Using this configuration option, you can manage the following options:

- URL Configuration
- Policy
- Quarantine
- Token

12.1 Quarantine

Quarantine Configuration allows you to configure dates on which promotional messages should be sent and dates on which promotional messages should not be sent.

1. On the side menu, click **Configurations>>Quarantine** to view quarantine details. Refer to the following screen.



POLICY NAME	DESCRIPTION	SPECIAL DATE	CAMPAIGN NAME	ACTIONS
NewUser	NewUser	2014-12-25	WelcomeOnBoard	
christmas	christmas rule	2014-12-25	HAPPY XMAS	
Dynamic Weekend Rule	Dynamic Weekend Rule	2014-12-25	Daily Cash Prizes	

Figure 514 Configurations- Quarantine

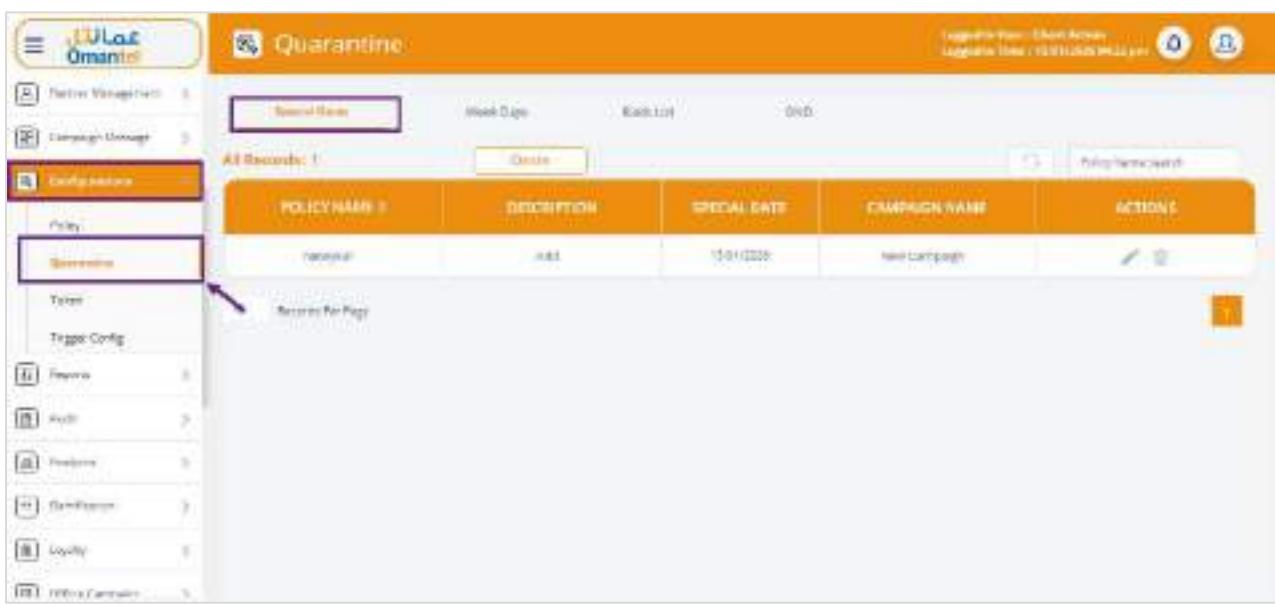
You can manage the following operations:

- Special Dates
- WeekDays
- Blacklist
- DND

12.1.1 Special Dates

You can send promotional messages on special dates using these special date options. To manage special dates,

1. On the side menu, click **Configurations>>Quarantine** to view quarantine details. Refer to the following screen.



POLICY NAME	DESCRIPTION	SPECIAL DATE	CAMPAIGN NAME	ACTION
Quarantine	add	10/10/2018	New Campaign	

Figure 515 Configurations- Quarantine

Note: By default, the **Special Dates** tab is displayed.

12.1.1.1 Add Special Date

Using this add option, you can add a new special date.

1. On the **Quarantine** screen, click the **Create** button to create a special date. Refer to the following screen.

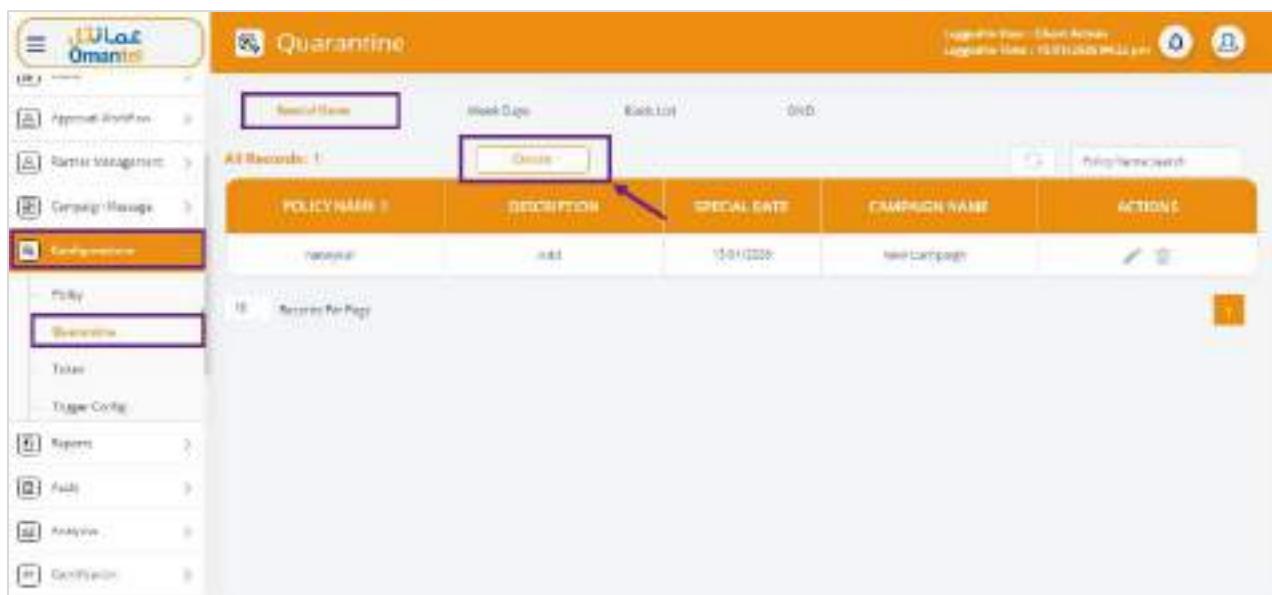


Figure 516 Quarantine – Create

- After clicking the **Create** button, the following screen is displayed.



The screenshot shows the 'Create Special Date' screen. It has fields for 'Policy Name' (with placeholder 'Policy Name'), 'Select Campaigns' (with placeholder 'Select...'), and 'Description' (with placeholder 'Description'). Below these fields is a section titled 'Upload Type' with two options: 'Single Entry' (which is selected and highlighted with an orange background) and 'Multiple Entry'. At the bottom right, there are three buttons: 'Cancel', 'Reset', and 'Save' (which is highlighted with an orange background).

Figure 517 Create Special Date Input Screen

- Enter/select the following information in the corresponding fields. If fields marked with “|” are mandatory.

Field	Description
Policy Name	Enter the date policy of the special date in the corresponding field.
Select Campaigns	Select the campaigns in the drop-down list.
Description	Enter the description of the adding special date in the corresponding field.
Upload Type	
Single Entry	Select the Single Entry option button to upload the individual file.

Field	Description
Bulk Upload	Select the Bulk Upload option button to upload the file in bulk. <ul style="list-style-type: none"> Click the Choose File button to upload the file. <p>Note: Supported File Format is .txt & The File Data Format Is Date Description.Eg, DD/MM/YYYY Description.</p>
Special Date	Enter or select the special date from the calendar.

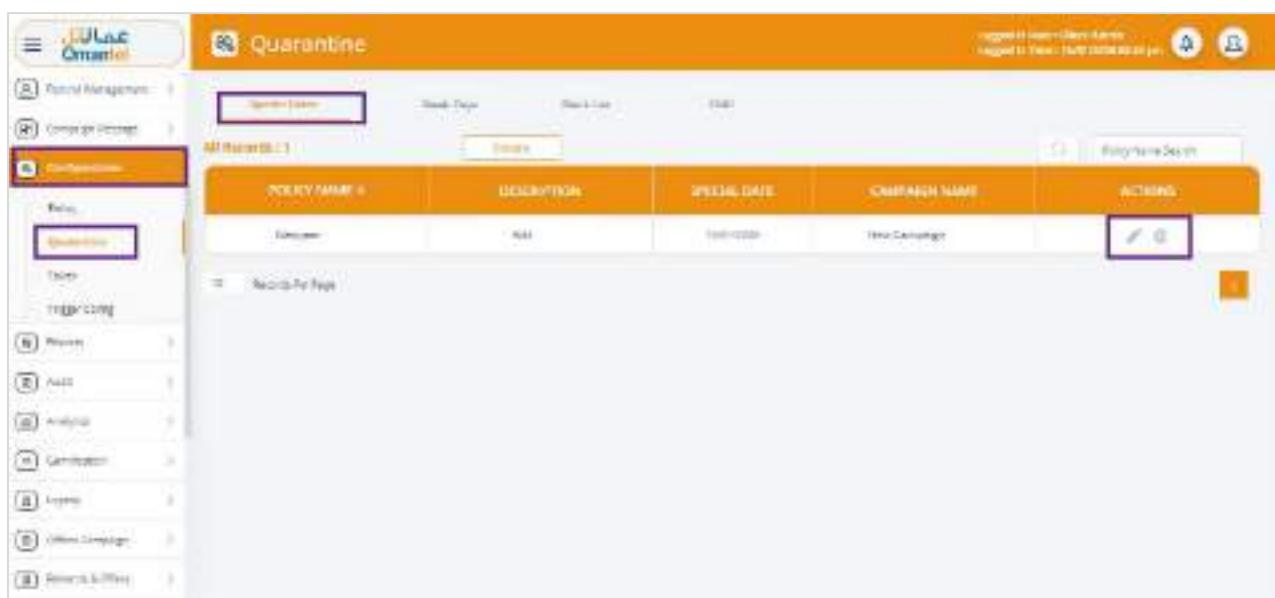
4. After providing the required details, click **CREATE**.

A success message is displayed, indicating that the special date is added successfully.

12.1.1.2 Modify and Delete Special Date

Using this option, you can modify and delete the existing special date.

- On the **Quarantine** screen, click the **Modify** button  to modify the unique date details. Refer to the following screen.
- On the **Quarantine** screen, click the **Delete** button  to delete the special date. Refer to the following screen.



POLICY NAME	DESCRIPTION	SPECIAL DATE	QUARANTINE NAME	ACTIONS
Email	null	2020-02-20	Email Campaign	 

Figure 518 Quarantine –Special Date Operations

12.1.2 Week Days

Using these weekdays option, you can send promotional messages on weekdays.

- On the side menu, click **Configurations>>Quarantine** to view quarantine details. Refer to the following screen.



Figure 519 Configurations- URL Configuration

Note: By default, the **Special Dates** tab is displayed.

2. On the **Quarantine** screen, click the **WeekDays** tab to view the weekday's details. The following screen is displayed.



Figure 520 WeekDays Input Screen

12.1.2.1 Add Week Days

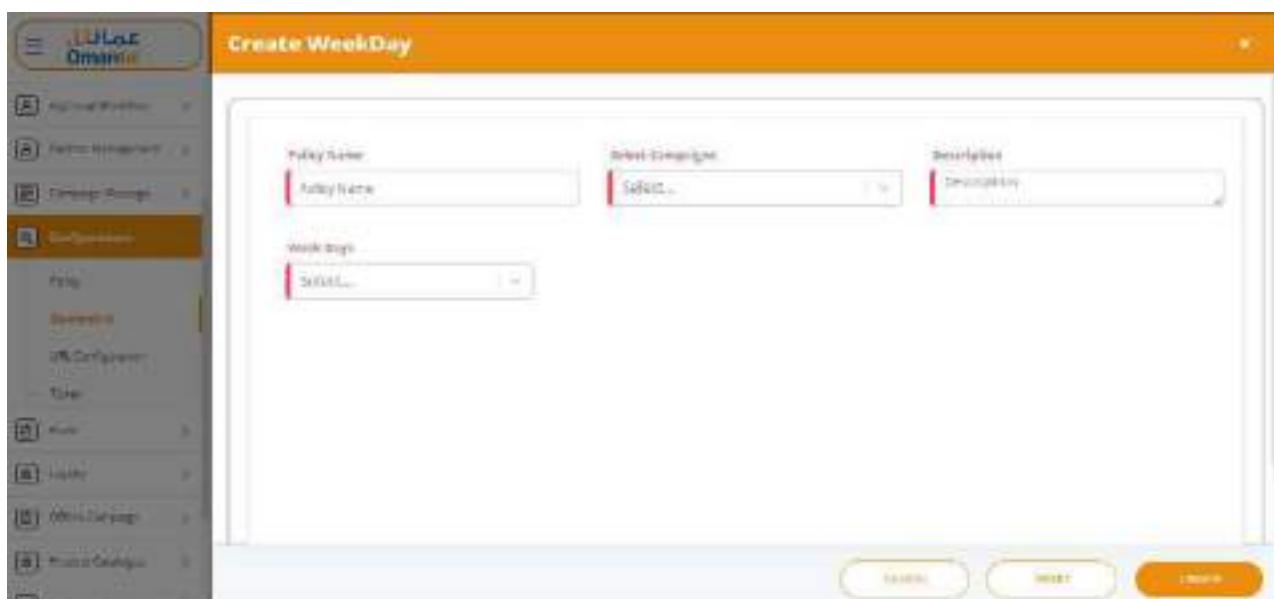
Using this add option, you can add a new weekday.

1. On the **Quarantine** screen, click the **Create** button to create a weekday. Refer to the following screen.



Figure 521 Quarantine – Create Weekday

- After clicking the **Create** button, the following screen is displayed.



This is a detailed view of the 'Create Weekday' input screen. It features four main input fields: 'Policy Name' (with a placeholder 'Policy Name'), 'Select Campaigns' (with a dropdown menu showing 'Select...'), 'Description' (with a placeholder 'Description'), and 'Week Days' (with a dropdown menu showing 'Select...'). At the bottom of the screen are three buttons: 'Save' (grey), 'Next' (yellow), and 'Create' (orange).

Figure 522 Create Weekday Input Screen

- Enter the following information in the corresponding fields. If fields marked with “|” are mandatory.

Field	Description
Policy Name	Enter the policy name of the weekday in the corresponding field.
Select Campaigns	Select the campaigns in the drop-down list. For example, “Airtel”.
Description	Enter the description of the adding weekday in the corresponding field.
Week Days	Select the Weekdays in the drop-down list. For example, “Monday”.

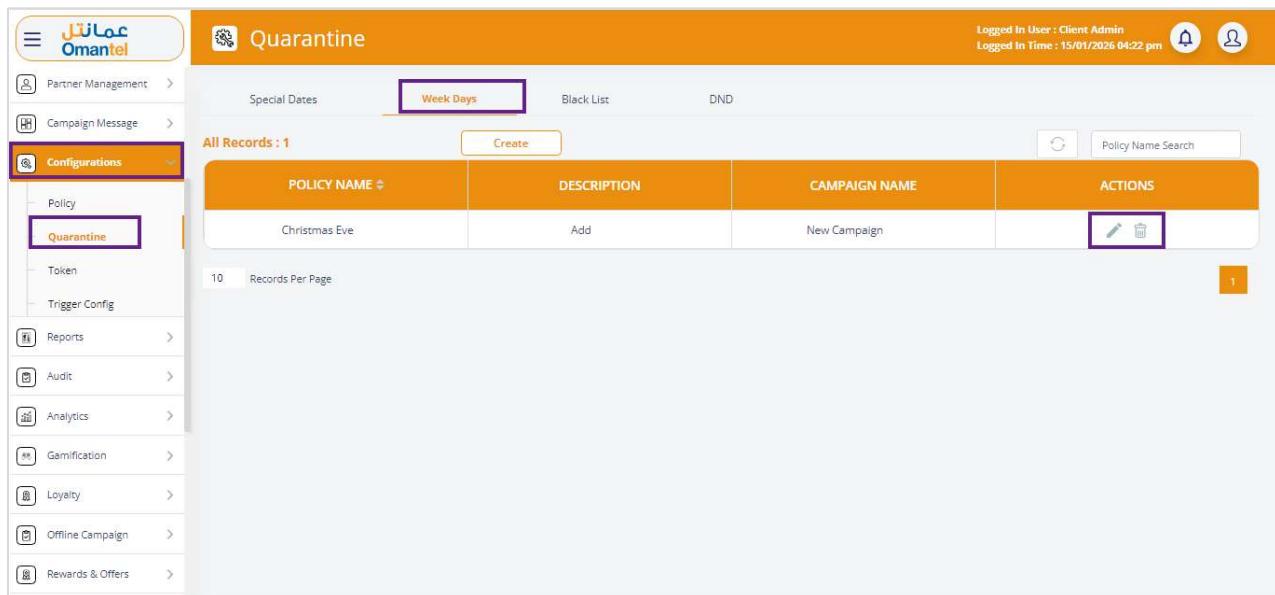
- After providing the required details, click **CREATE**.

A success message is displayed, indicating that the weekday is added successfully.

12.1.2.2 Modify and Delete Week Day

Using this option, you can modify and delete the existing weekday.

- On the **Quarantine** screen, click the **Modify** button  to modify the weekday details. Refer to the following screen.
- On the **Quarantine** screen, click the **Delete** button  to delete the weekday. Refer to the following screen.



The screenshot shows the 'Quarantine' module interface. The left sidebar has a 'Configurations' section with 'Quarantine' selected. The main area is titled 'Quarantine' and shows a table with one record. The table columns are 'POLICY NAME', 'DESCRIPTION', 'CAMPAIGN NAME', and 'ACTIONS'. The record displays 'Christmas Eve' in the first column, 'Add' in the second, and 'New Campaign' in the third. The 'ACTIONS' column contains edit and delete icons, with the edit icon highlighted by a purple box. The top navigation bar includes tabs for 'Special Dates', 'Week Days' (which is selected and highlighted with a purple box), 'Black List', and 'DND'. The status bar at the top right indicates 'Logged In User : Client Admin' and 'Logged In Time : 15/01/2026 04:22 pm'.

POLICY NAME	DESCRIPTION	CAMPAIGN NAME	ACTIONS
Christmas Eve	Add	New Campaign	 

Figure 523 Quarantine –Week Days Operations

12.1.3 BlackList

Using this blacklisting option, you can create blacklist dates on which promotional messages should not be sent.

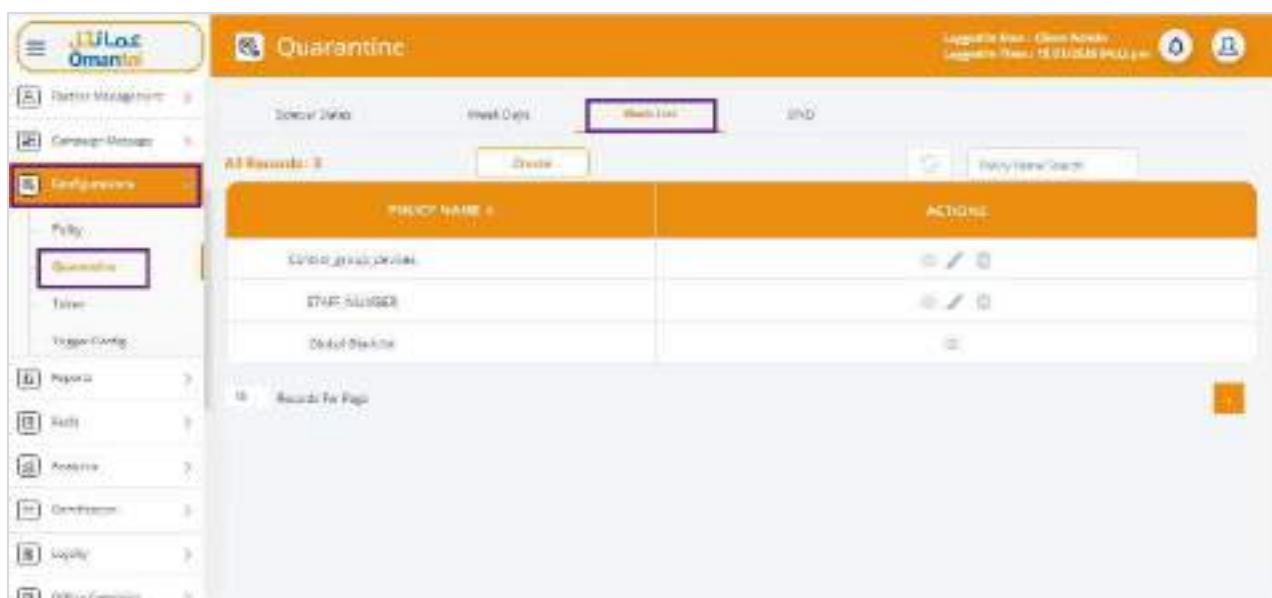
1. On the side menu, click **Configurations>>Quarantine** to view quarantine details. Refer to the following screen.



The screenshot shows the 'Quarantine' screen in a software application. The left sidebar has a 'Configurations' section with 'Quarantine' selected. The main area has tabs for 'Special Name', 'BlackList', and 'Whitelist'. The 'BlackList' tab is active. A table lists policies with columns: POLICY NAME, DESCRIPTION, SPECIAL DATE, CAMPAIGN NAME, and ACTION. One row is visible: 'NamePolicy' with 'add' in the description, '10/10/2019' in the special date, 'New Campaign' in the campaign name, and edit/delete icons in the action column.

Figure 524 Configurations- Quarantine

2. On the **Quarantine** screen, click the **BlackList** tab to view the blacklist details. The following screen is displayed.



The screenshot shows the 'Quarantine' screen with the 'BlackList' tab selected. The main area displays a table with three rows: 'Covid_19 BlackList', 'ETAP BlackList', and 'Dedup BlackList'. Each row has an 'Edit' icon and a 'Delete' icon in the 'ACTION' column. The left sidebar shows the 'Quarantine' section selected under 'Configurations'.

Figure 525 BlackList Input Screen

12.1.3.1 Add BlackList

Using this add option, you can add a new blacklist.

1. On the **Quarantine** screen, click the **Create** button to create a new blacklist. Refer to the following screen.



Figure 526 Quarantine – Create

- After clicking the **Create** button, the following pop-up window is displayed.



Figure 527 Create Blacklist Input Screen

- Enter the following information in the corresponding fields. If fields marked with “|” are mandatory.

Field	Description
Policy Name	Enter the policy name of the blacklist in the corresponding field.

Field	Description
Select Campaigns	Select the campaigns in the drop-down list. For example, "All".
Description	Enter the description of the adding blacklist in the corresponding field.
Upload Type	
Single Entry	Select the Single Entry option button to upload the individual file.
Bulk Upload	Select the Bulk Upload option button to upload the file in bulk. <ul style="list-style-type: none"> • Click the Download Sample File to download the sample file. • Click the Choose File button to upload the file. <p>Note: Supported File Format is .txt & The File Data Format Is Date Description.Eg, DD/MM/YYYY Description.</p>
Subscriber Number	Enter the subscriber number for blacklisting in the corresponding field.
Expiry Date	Enter or select the expiry date of blacklisting from the calendar.

4. After providing the required details, click **CREATE**.

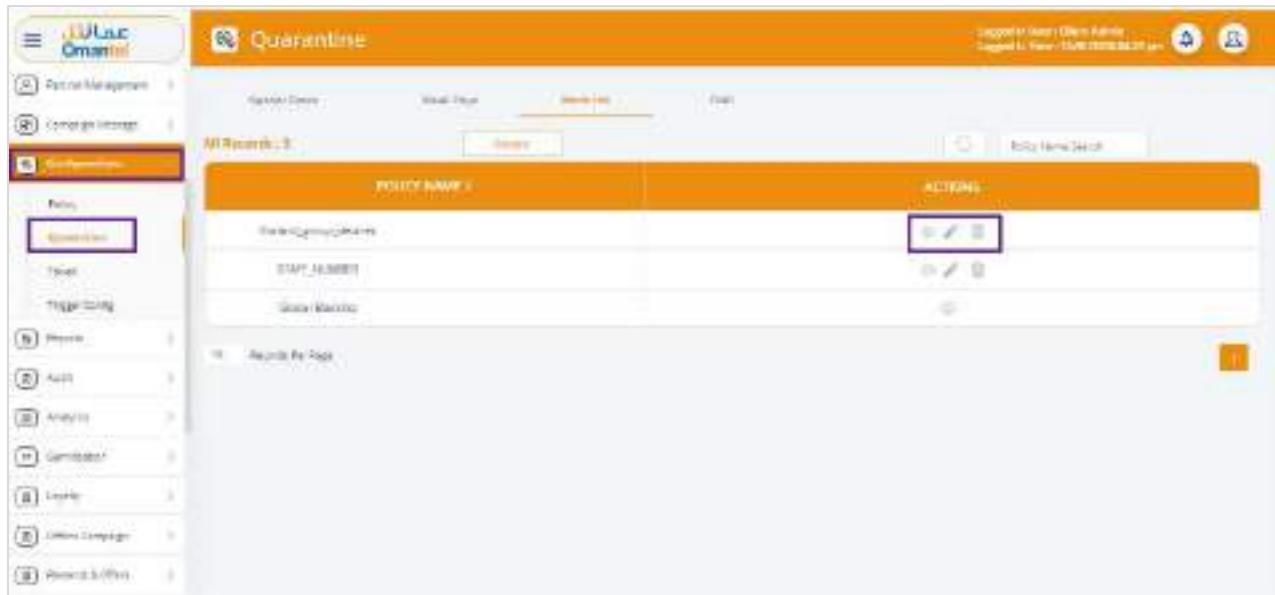
A success message is displayed, indicating that the blacklist is added successfully.

12.1.3.2 View, Modify, and Delete BlackList

Using this option, you can view, modify, and delete the existing blacklist.

- On the **Quarantine** screen, click the **View** button  to view the blacklist details. Refer to the following screen.

- On the **Quarantine** screen, click the **Modify** button  to modify the blacklist details. Refer to the following screen.
- On the **Quarantine** screen, click the **Delete** button  to delete the blacklist detail. Refer to the following screen.



ID	QUARANTINE_REASON	STAFF_MEMBER	ACTION
1	Staff Member		
2	Staff Member		
3	Staff Member		

Figure 528 Quarantine – Blacklist Operations

12.1.4 DND

Using this DND option, you can create a do-not-disturb list on which promotional messages should not be sent.

1. On the side menu, click **Configurations>>Quarantine** to view quarantine details. Refer to the following screen.



Figure 529 Configurations- Quarantine

2. On the **Quarantine** screen, click the **DND** tab to view the DND details. The following screen is displayed.

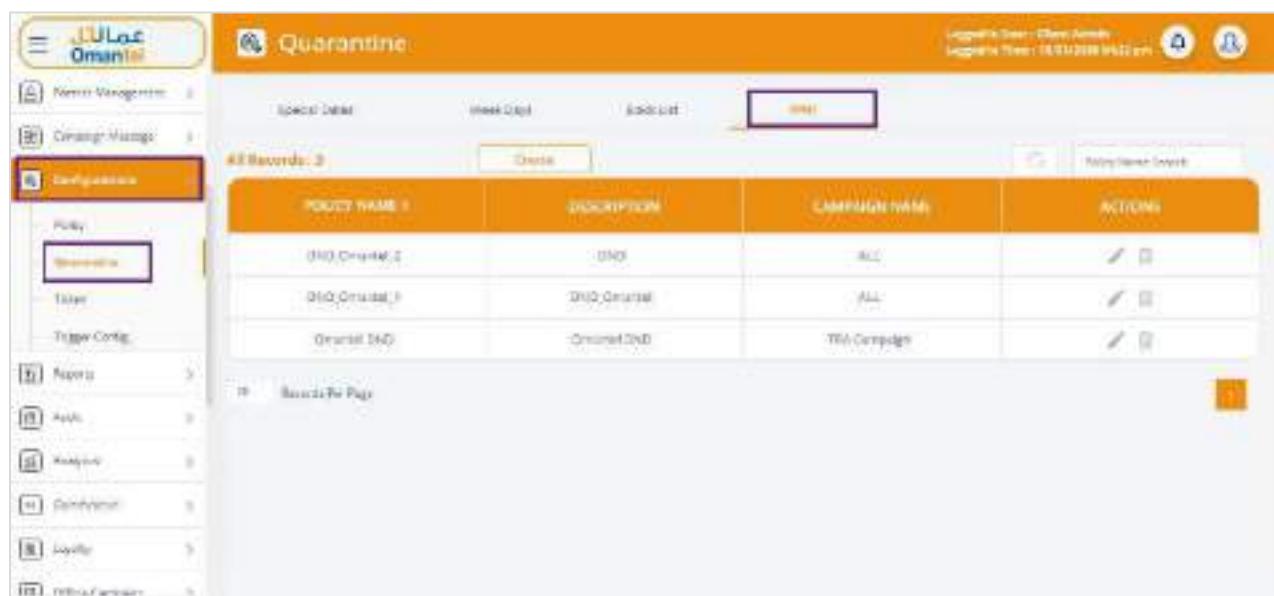


Figure 530 DND Input Screen

12.1.4.1 Add DND

Using this add option, you can add a new DND.

1. On the **Quarantine** screen, click the **Create** button to create a new DND. Refer to the following screen.



Figure 531 Quarantine – Create

- After clicking the **Create** button, the following pop-up window is displayed.

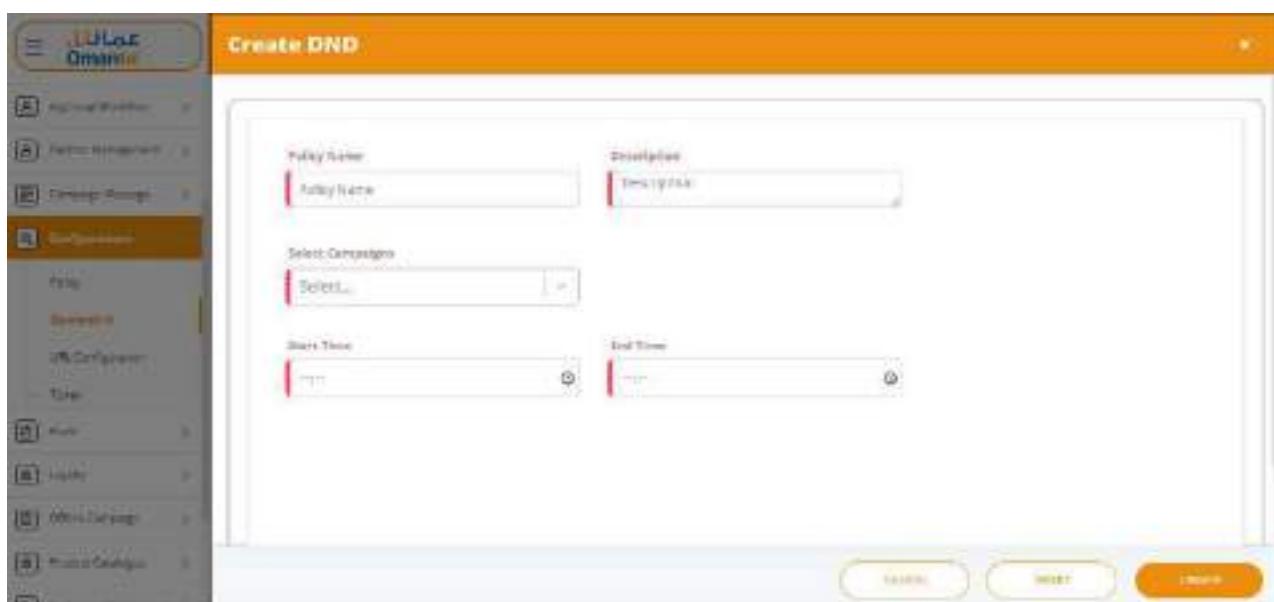


Figure 532 Create DND Input Screen

- Enter the following information in the corresponding fields. If fields marked with “|” are mandatory.

Field	Description
Policy Name	Enter the policy name of the DND in the corresponding field.
Description	Enter the description of adding DND in the corresponding field.
Select Campaigns	Select the campaigns in the drop-down list. For example, “All”.
Daily Start Time	Enter or select the start time of the DND.

Field	Description
Daily End Time	Enter or select the end time of the DND.

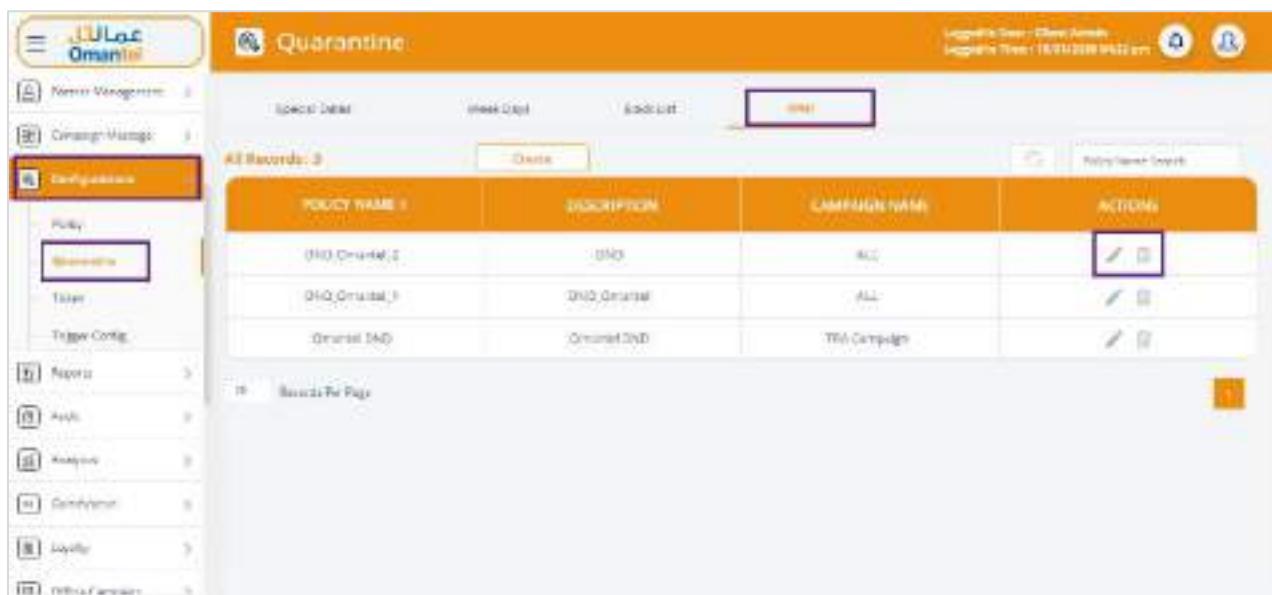
4. After providing the required details, click **Create**.

A confirmation message is displayed, indicating that the DND is added successfully.

12.1.4.2 Modify and Delete DND

Using this option, you can modify and delete the existing DND.

- On the **Quarantine** screen, click the **Modify** button  to modify the DND details. Refer to the following screen.
- On the **Quarantine** screen, click the **Delete** button  to delete the DND detail. Refer to the following screen.



POLICY NAME	DESCRIPTION	CAMPAIGN NAME	ACTIONS
Omantel DND	DND	All	 
Omantel DND	DND_Omantel	All	 
Omantel DND	Omantel DND	TRV Campaign	 

Figure 533 Quarantine – DND Operations

12.2 Policy

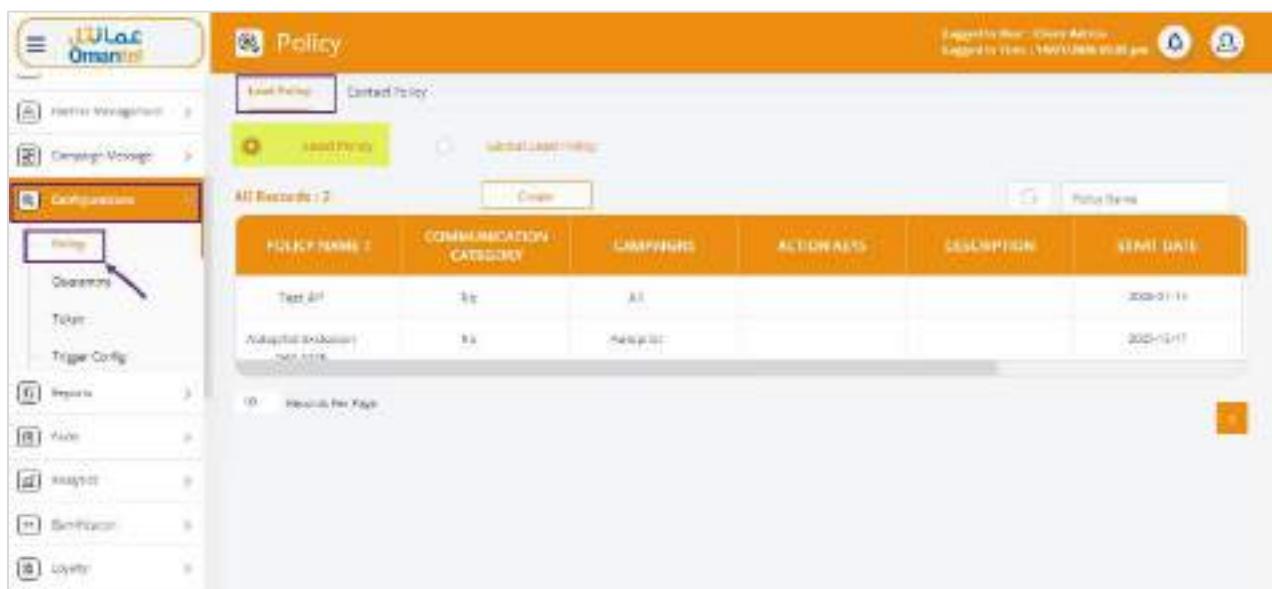
Using this policy module, you can manage the following operations:

- Lead
- Contact

12.2.1 Lead Policy

Using this lead policy option, you can configure the lead policy of the campaign. You can select the number of days the lead policy should be applicable for the campaign. You can also select the corresponding action key for the lead policy.

- On the side menu, click **Configurations>> Policy** to view lead policy details. Refer to the following screen.

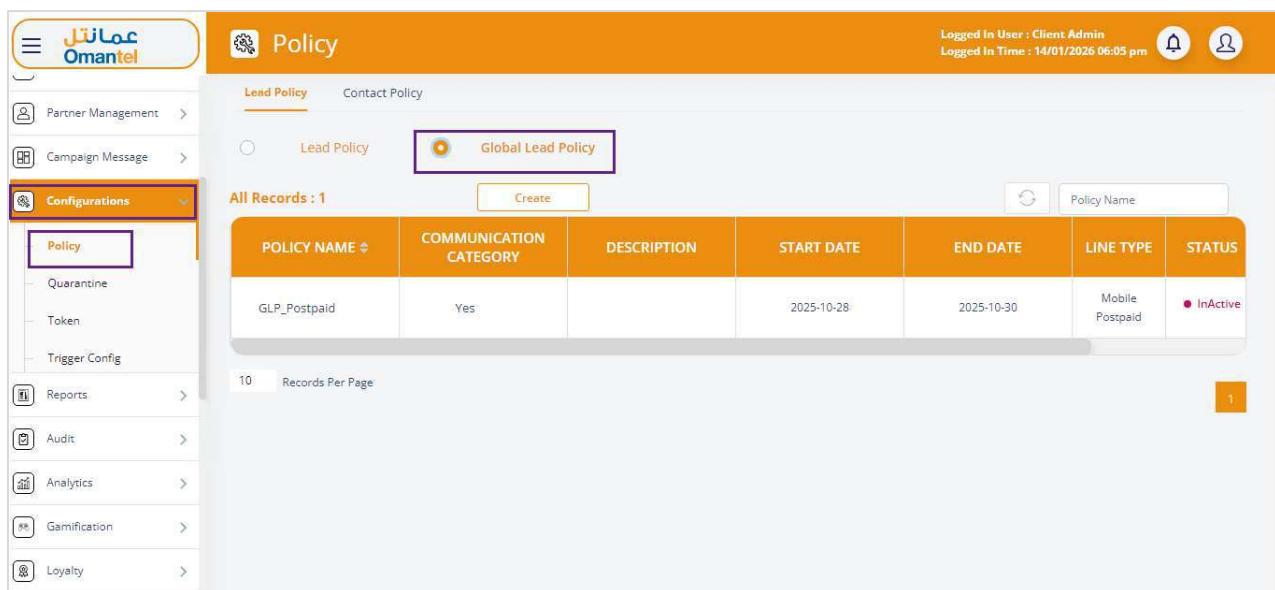


POLICY NAME	COMMUNICATION CATEGORY	CAMPINGS	ACTION KEYS	DESCRIPTION	EXPIRE DATE
Test API	All	All			2023-01-15
Autopilot Lead Policy	All	All			2023-12-31

Figure 534 Configurations – Lead Policy

Note: By default, the **Lead Policy** tab is selected.

- On the **Policy** screen, click the **Global Lead Policy** option to view the global lead policy details. The following screen will be displayed.



POLICY NAME	COMMUNICATION CATEGORY	DESCRIPTION	START DATE	END DATE	LINE TYPE	STATUS
GLP_Postpaid	Yes		2025-10-28	2025-10-30	Mobile Postpaid	InActive

Figure 535 Policy – Global Lead Policy

12.2.1.1 Add Lead Policy

Using this add option, you can add a new lead policy.

1. On the **Policy** screen, click the **Create** button to create a new lead policy. The following pop-up window is displayed.

Note: The following screen is displayed when “Is Communication Category” is set to “No”.

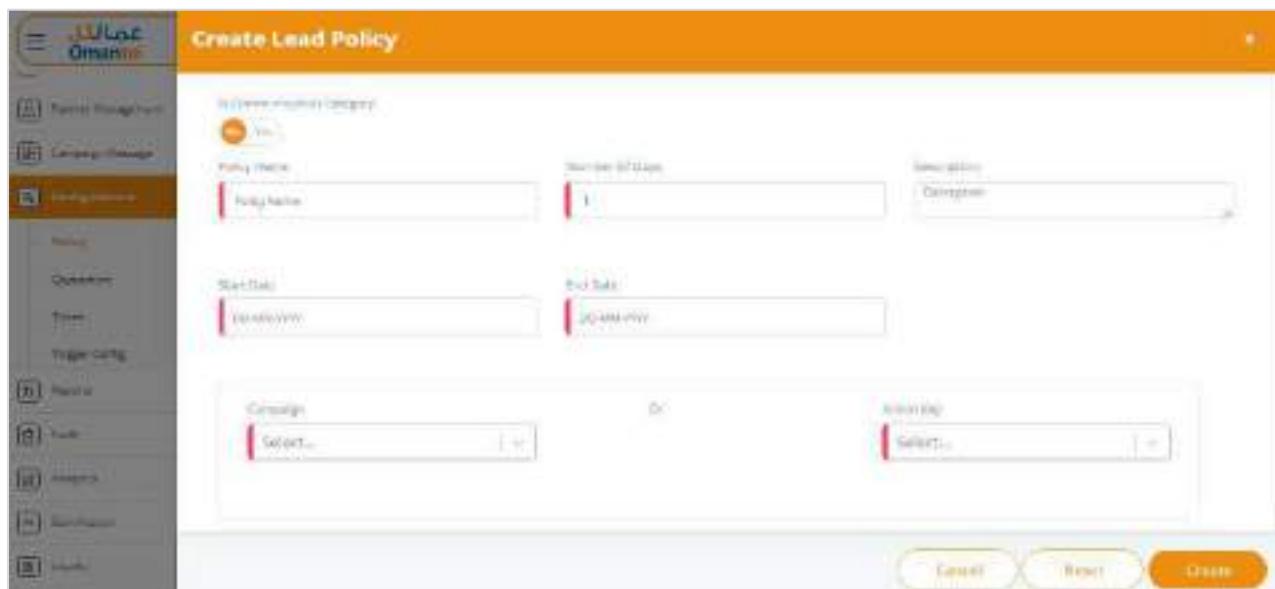


Figure 536 Create Lead Policy Input Screen

Note: The following screen is displayed when “Is Communication Category” is set to “Yes”.



2. Enter the following information in the corresponding fields. If fields marked with “|” are mandatory.

Field	Description
Is Communication Category	Indicates if the policy will be based on communication categories. To turn the Is Communication Category “On” or “Off”, click the Is Communication Category on the Create Lead Policy menu.
Policy Name	Enter the policy name of the lead in the corresponding field.
Number of Days	Enter the number of days the lead policy should be applicable in the corresponding field. <ul style="list-style-type: none"> Click  to increase the lead policy days. Click  to decrease the lead policy days.
Description	Enter the description of the policy.
Start Date	Select the start date of the lead policy.
End Date	Select the end date of the lead policy.
Campaigns	Select the campaigns in the drop-down list. For example, “All”. <p>Note: You must select either campaign or action key to create a new lead policy. One parameter is mandatory.</p>
Action Keys	Select the action keys in the drop-down list. For example, “Bonus”.
Communication Category Details	
Note: These fields are displayed if “Is Communication Category” is enabled.	
Previous Communication Category	Select the existing communication category of the lead in the drop-down list. For example, “Recharge”.
Retention	Enter the number of retention-related communications allowed for the lead.

Field	Description
Up Sell	Enter the number of upsell communications allowed to promote higher-value offerings.
Cross Sell	Enter the number of cross-sell communications allowed for related products or services.
Spend Increase	Enter the number of communications aimed at increasing customer spend.
Recharge	Enter the number of recharge-related communications allowed.
Awareness	Enter the number of informational or awareness-based communications allowed.
OnBoarding	Enter the number of onboarding communications for new or recently converted customers.
Pre To Post	Enter the number of communications related to prepaid-to-postpaid migration.
Special	Enter the number of special or campaign-specific communications allowed.
VAS	Enter the number of communications related to value-added services.
Makasib	Enter the number of communications known as Makasib-related campaigns or offers.
Retention	Enter the number of retention-related communications allowed for the lead.

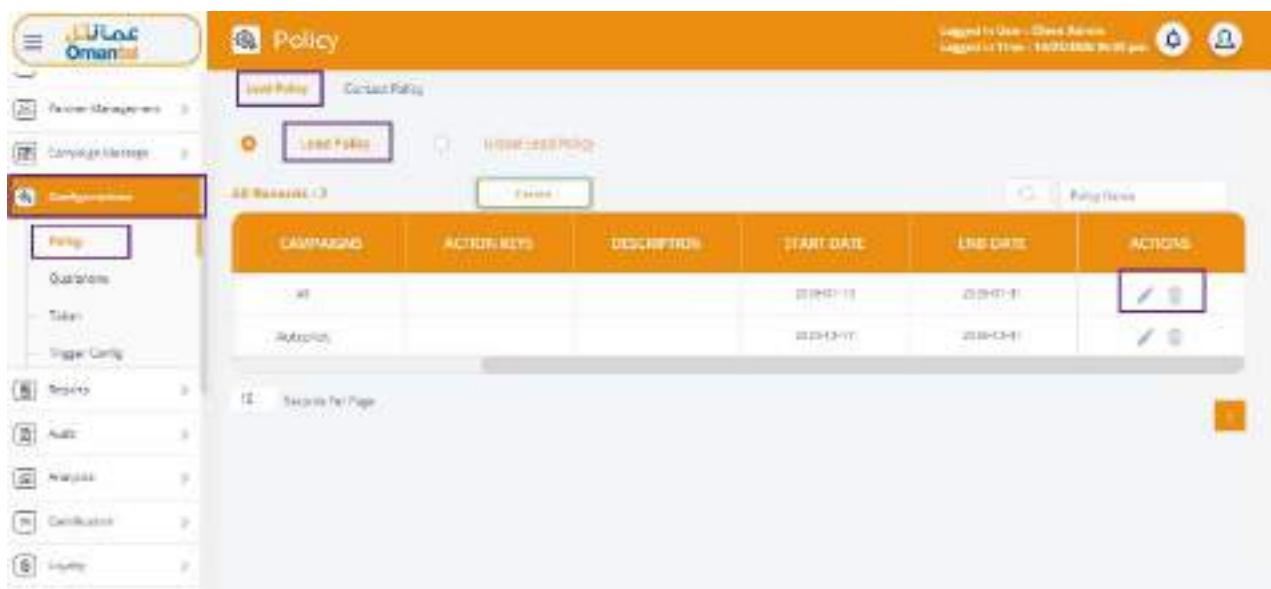
3. After providing the required details, click **Create**.

A success message is displayed, indicating that the lead policy is added successfully.

12.2.1.2 Modify and Delete Lead Policy

Using this modify option, you can modify and delete the existing lead policy.

- On the **Policy** screen, click the **Modify** button  to modify the lead policy details. Refer to the following screen.
- On the **Policy** screen, click the **Delete** button  to delete the lead policy. Refer to the following screen.



The screenshot shows the 'Policy' screen under the 'Lead Policy' tab. The left sidebar includes options like 'Customer Management', 'Campaign Manager', 'Integrations', 'Reporting', 'Tasks', 'Audit', 'Analysis', 'Certificates', and 'Help'. The main area displays a table with columns: CAMPAIGN, ACTIVITY KITS, DESCRIPTION, START DATE, END DATE, and ACTIONS. Two rows are visible: 'Global Lead Policy' (Start Date: 2023-01-01, End Date: 2023-12-31) and 'Applicant' (Start Date: 2023-01-01, End Date: 2023-12-31). The 'Actions' column for the Global Lead Policy row contains edit and delete icons.

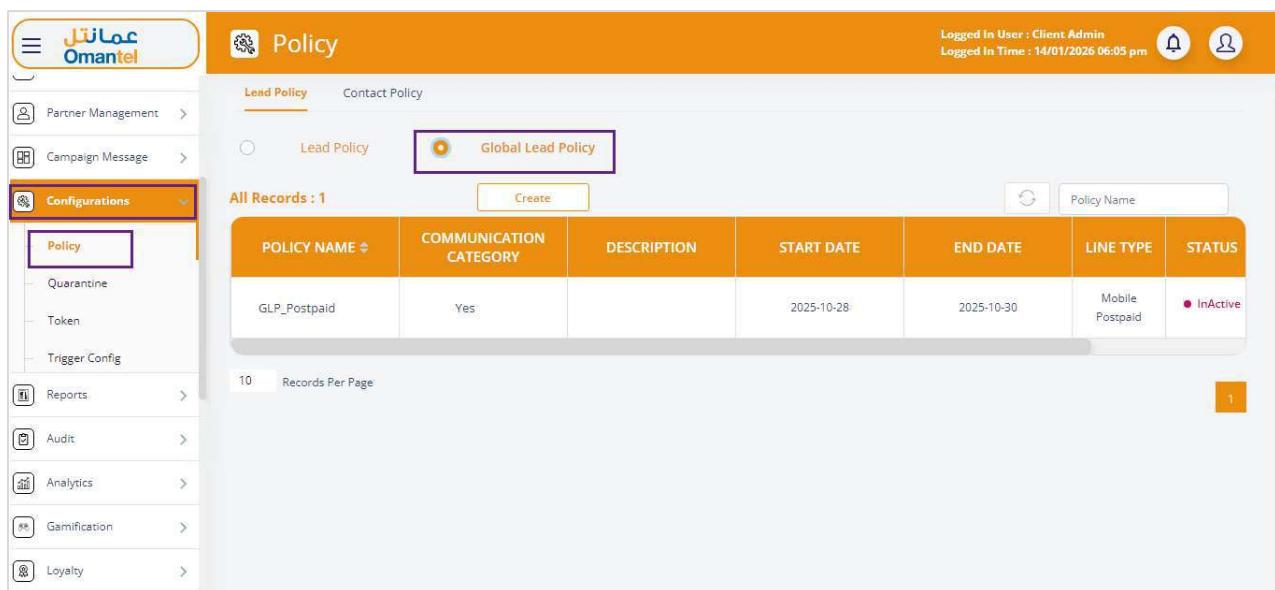
Figure 537 Configuration – Lead Policy (Modify and Delete Operations)

12.2.2 Global Lead Policy

A Global Lead Policy defines organization-wide rules that govern how leads are communicated across different communication categories for a specified period.

It applies uniformly to all applicable campaigns and channels based on the selected line type, ensuring consistent communication limits, regulatory compliance, and controlled customer outreach across the system.

1. On the **Policy** screen, click the **Global Lead Policy** option to view the global lead policy details. The following screen will be displayed.



The screenshot shows the 'Policy' section of the Omantel Magik system. The left sidebar has 'Configurations' selected. The main content area shows a table of policies. One policy, 'GLP_Postpaid', is highlighted with a purple border. The table columns are: POLICY NAME, COMMUNICATION CATEGORY, DESCRIPTION, START DATE, END DATE, LINE TYPE, and STATUS. The status for 'GLP_Postpaid' is 'InActive'. The table also shows 'All Records : 1' and a 'Create' button.

POLICY NAME	COMMUNICATION CATEGORY	DESCRIPTION	START DATE	END DATE	LINE TYPE	STATUS
GLP_Postpaid	Yes		2025-10-28	2025-10-30	Mobile Postpaid	InActive

Figure 538 Policy – Global Lead Policy

12.2.2.1 Create Global Lead Policy

Using this add option, you can add a new global lead policy.

2. On the **Policy** screen, click the **Create** button to create a new global lead policy. The following pop-up window is displayed.

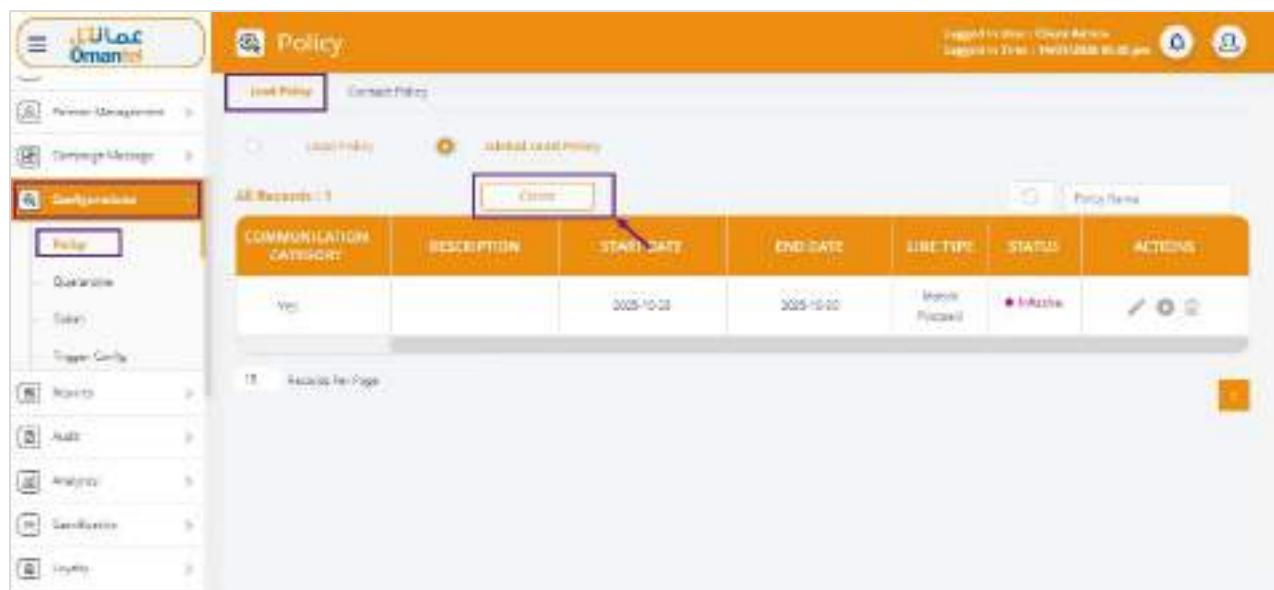


Figure 539 Global Lead Policy – Create Button

3. After clicking the **Create** button, the following screen will be displayed.



Previous Communication Category	Main Communication Category									
	Retention	Up Set	Clear Set	Special Increase	Recharge	Amortize	Challenging	Per To Post	Special VAT	Markups
Select...	0	3	0	0	0	0	0	0	0	0
Select...	0	3	0	0	0	0	0	0	0	0
Select...	0	3	0	0	0	0	0	0	0	0

Figure 540 Create Lead Policy Input Screen

4. Enter the following information in the corresponding fields. If fields marked with “|” are mandatory.

Field	Description
Policy Name	Enter a unique name for the global lead policy.
Description	Enter a brief explanation of the policy purpose.
Start Date	Select the date from which the policy is effective.

Field	Description
End Date	Select the date until which the policy remains valid.
Line Type	Select the customer line type to which the global policy applies in the drop-down list.
Communication Category Details	
Previous Communication Category	Selects the current communication category of the lead in the drop-down list.
Next Communication Category	
• Each column represents a target communication category.	
• The numeric value specifies the maximum number of communications allowed globally when transitioning from the selected previous category.	
Retention	Enter the maximum number of retention-focused communications allowed.
Up Sell	Enter the maximum number of upsell communications known.
Cross Sell	Enter the maximum number of cross-sell communications allowed.
Spend Increase	Enter the maximum number of communications aimed at increasing customer spend.
Recharge	Enter the maximum number of recharge-related communications allowed.
Awareness	Enter the maximum number of informational or awareness communications allowed.
OnBoarding	Enter the maximum number of onboarding communications allowed.
Pre To Post	Enter the maximum number of prepaid-to-postpaid migration communications allowed.
Special	Enter the maximum number of special campaign communications allowed.
VAS	Enter the maximum number of value-added service communications allowed.
Makasib	Enter the maximum number of Makasib-related communications allowed.

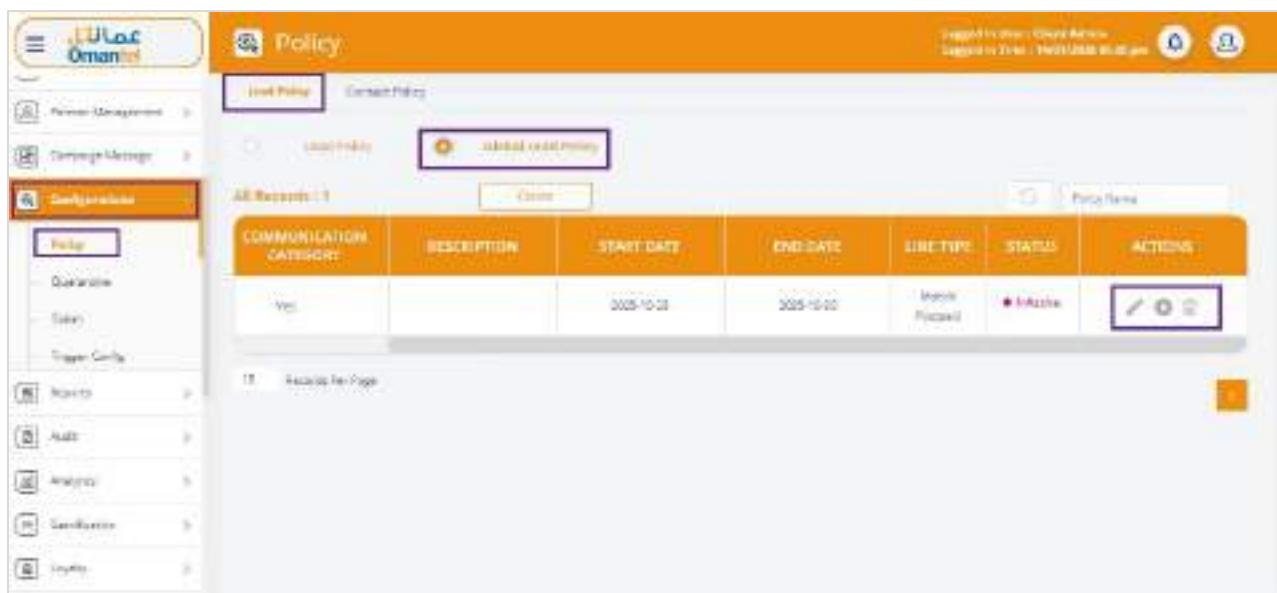
5. After providing the required details, click **Create**.

A success message is displayed, indicating that the global lead policy is added successfully.

12.2.2.2 Modify, Resume, and Delete

Using this modify option, you can modify and delete the existing global lead policy.

- On the **Policy** screen, click the **Modify** button  to modify the global lead policy details. Refer to the following screen.
- On the **Policy** screen, click the **Resume** button  to resume the global lead policy. Refer to the following screen.
- On the **Policy** screen, click the **Delete** button  to delete the global lead policy. Refer to the following screen.



COMMUNICATION CATEGORY	DESCRIPTION	START DATE	END DATE	LINE TYPE	STATUS	ACTIONS
Vid		2025-10-01	2025-10-02	Mobile Phone	InActive	

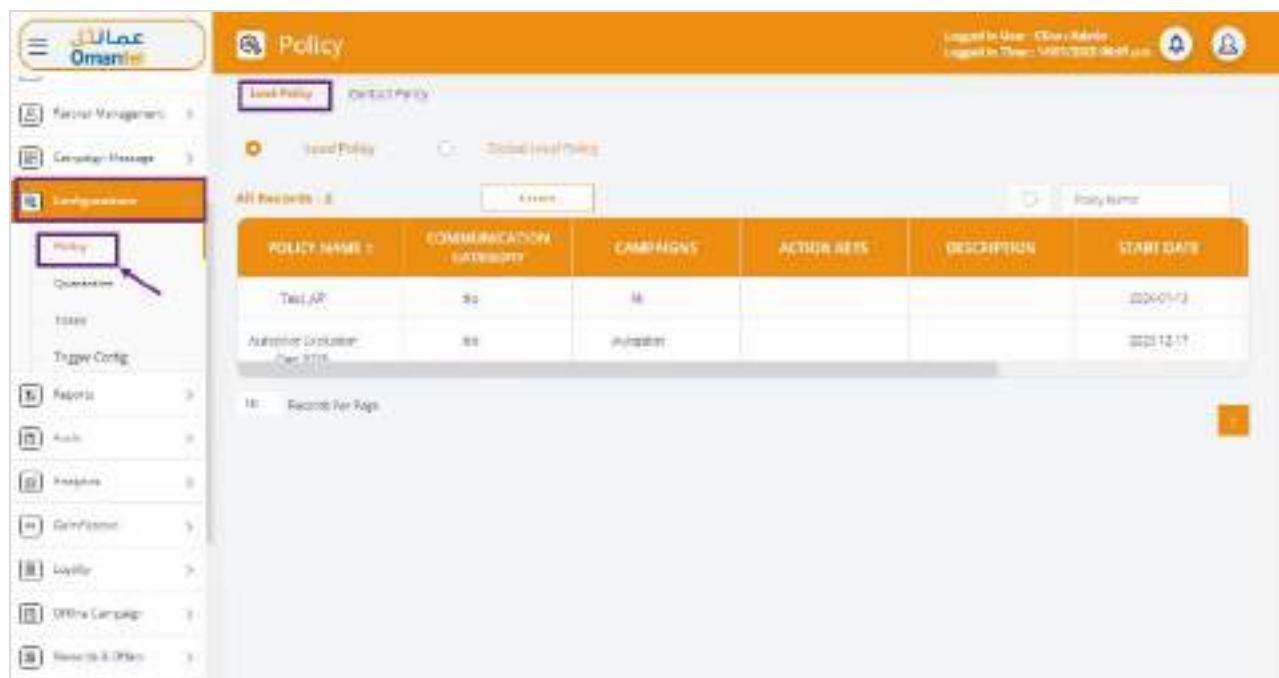
Figure 541 Global Lead Policy – Modify, Resume, and Delete Operations

12.2.3 Contact Policy

The contact Policy Management component defines the policies where a customer can be mutually exclusive based on rules and actions.

Using this contact policy option, you can configure the contact policy of the campaign. You can select the number of days the contact policy should be applicable for the campaign. You can also select the corresponding action key for the contact.

1. On the side menu, click **Configurations>> Policy** to view contact policy details. Refer to the following screen.



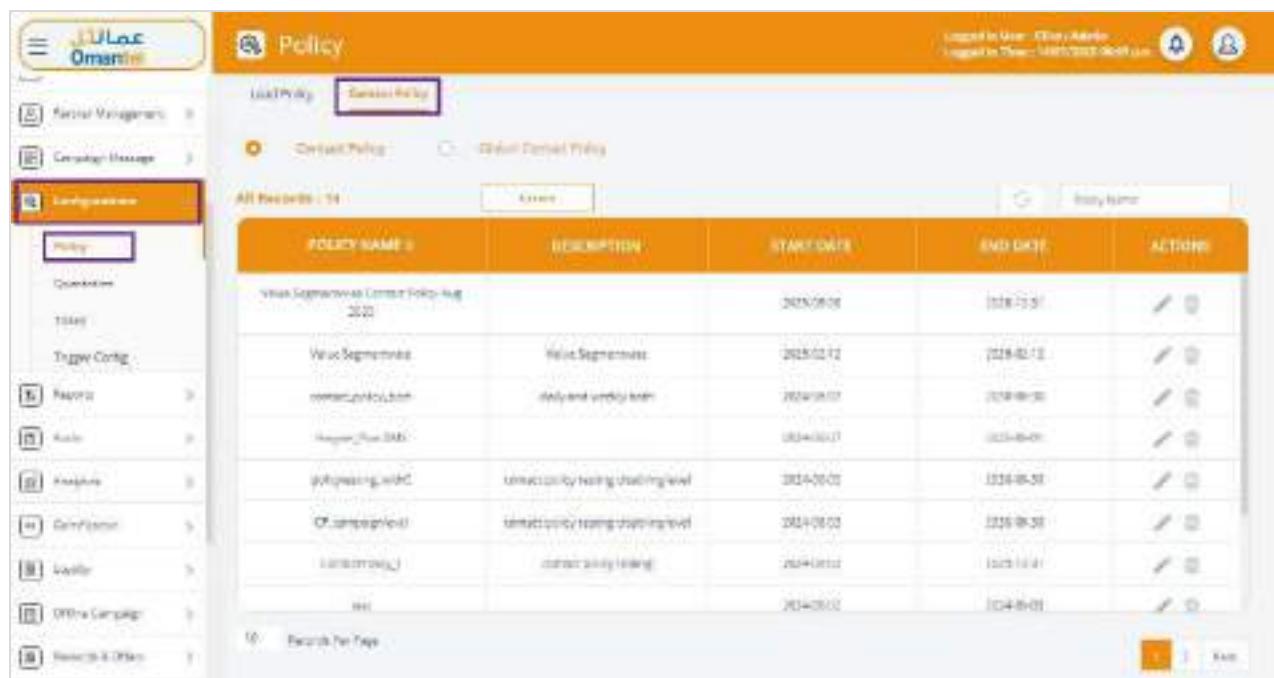
The screenshot shows the 'Configurations' section of the Omantel Magik interface. On the left, a sidebar lists various configuration categories: Tenant Management, Contact Message, Configuration, Policy (which is highlighted with a blue box and has an arrow pointing to it), Reports, Audit, Initiatives, Confirmation, Loyalty, Offline Campaign, and Rewards & Offers. The main content area is titled 'Policy' and shows two tabs: 'Local Policy' (selected) and 'Global Policy'. Under 'Local Policy', there are two radio buttons: 'Local Policy' (selected) and 'Global Local Policy'. A table titled 'All Policies (2)' displays two entries:

POLICY NAME	COMMUNICATION CATEGORY	CAMPAIGNS	ACTION ITEMS	DESCRIPTION	START DATE
Test POL	80	46			2020-01-01
Automatic Collection - Dec 2020	80	46			2020-12-15

Below the table, there is a '10 - Records Per Page' dropdown and a yellow 'New' button.

Figure 542 Configurations – Policy

2. On the **Policy** screen, click the **Contact Policy** tab to view the contact policy details. The following screen is displayed.



The screenshot shows the 'Policy' screen under the 'Contact Policies' tab. The table lists the following contact policies:

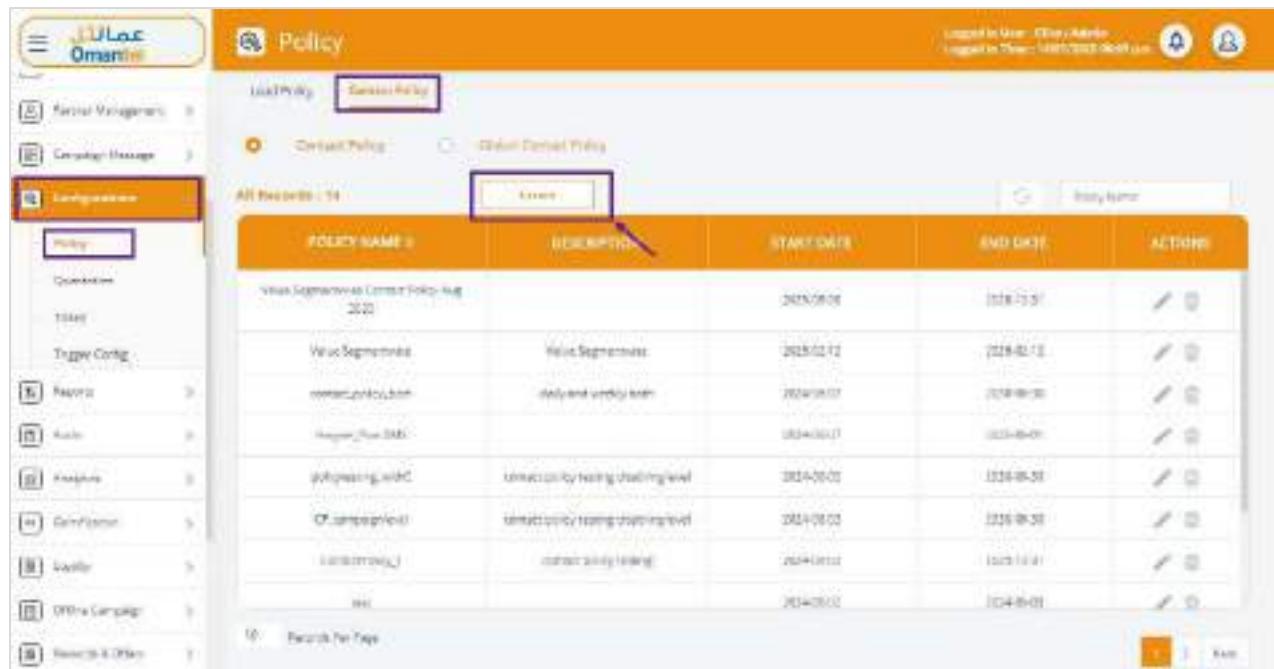
POLICY NAME	DESCRIPTION	START DATE	END DATE	ACTIONS	
Voice Segmentation Contact Policy-Aug-2020	Voice Segmentation	2020-08-08	2020-08-31		
Value Segmentation	Value Segmentation	2020-02-12	2020-02-13		
customer_voice_bee	daily and weekly basis	2020-08-07	2020-08-30		
voipsegmentation	voipsegmentation	2020-08-07	2020-08-07		
polysemping_wihc	unsuccessfully having dealing wihc	2020-08-07	2020-08-30		
ChurnSegmentation	unsuccessfully having churn segmentation	2020-08-03	2020-08-30		
customer_voice_1	customer voice 1	2020-08-12	2020-08-31		
new		2020-08-02	2020-08-01		

Figure 543 Contact Policy Input Screen

12.2.3.1 Add Contact Policy

Using this add option, you can add a new contact policy.

1. On the **Policy** screen, click the **Create** button to create a new contact policy. Refer to the following screen.

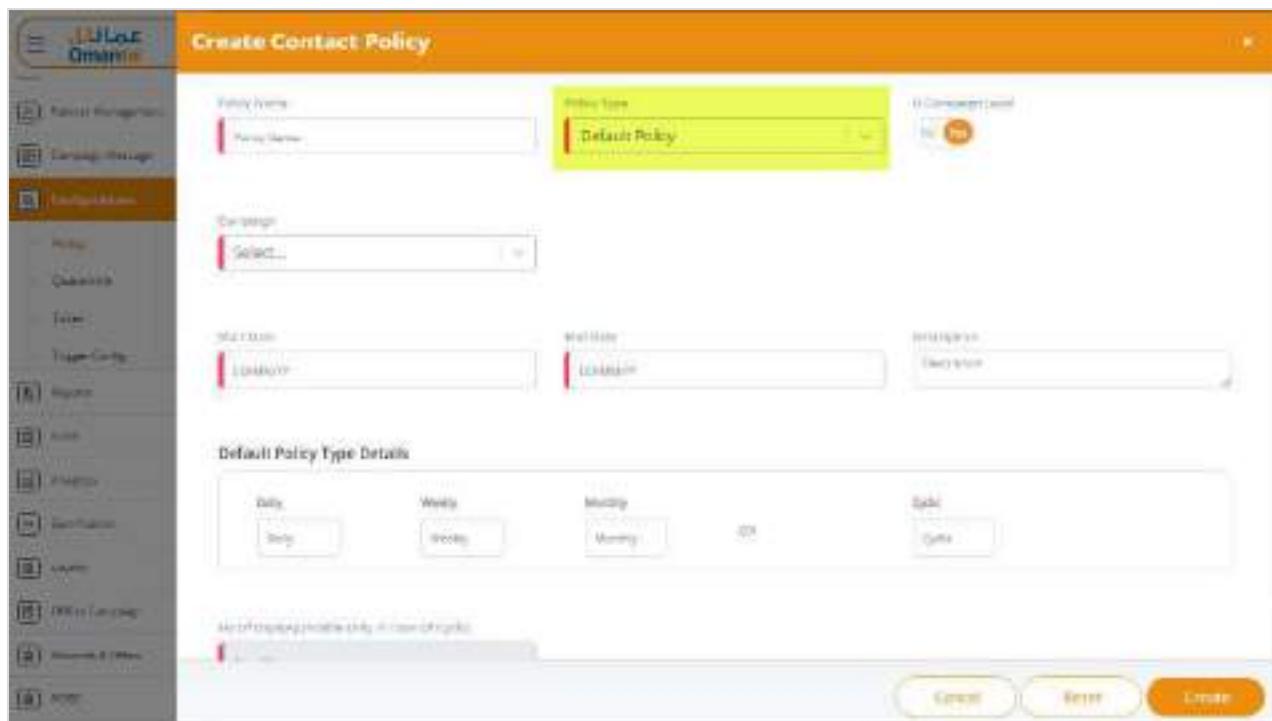


The screenshot shows the 'Policy' screen under the 'Contact Policies' tab. The 'Create' button in the top right of the table header is highlighted with a red box. The table lists the same contact policies as Figure 543.

Figure 544 Policy - Create Contact Policy

2. After clicking the **Create** button, the following pop-up window is displayed.

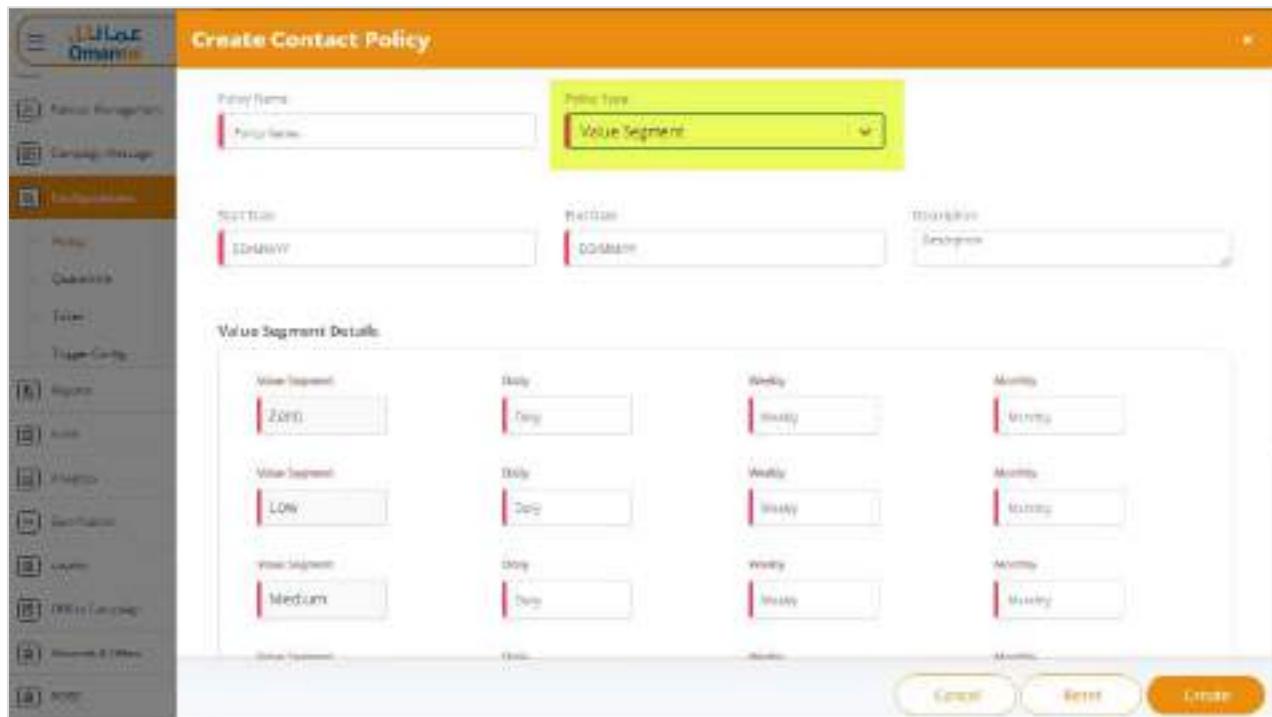
Note: The following screen is displayed if “Default Policy” is selected in the drop-down list of Policy Type.



This screenshot shows the 'Create Contact Policy' input screen for a 'Default Policy'. The 'Policy Type' dropdown is set to 'Default Policy'. The 'Segment' dropdown is set to 'Select...'. The 'Target' dropdown is set to 'EDM/Email'. The 'Medium' dropdown is set to 'Email'. The 'Message Type' dropdown is set to 'Email'. Below these fields, there is a section titled 'Default Policy Type Details' containing four radio buttons: Daily (Every Day), Weekly (Every Week), Monthly (Every Month), and Yearly (Every Year). A note below states 'Selecting a policy type is mandatory in case of segments'. At the bottom right are three buttons: 'Cancel', 'Save', and 'Create'.

Figure 545 Create Contact Policy Input Screen (Default Policy)

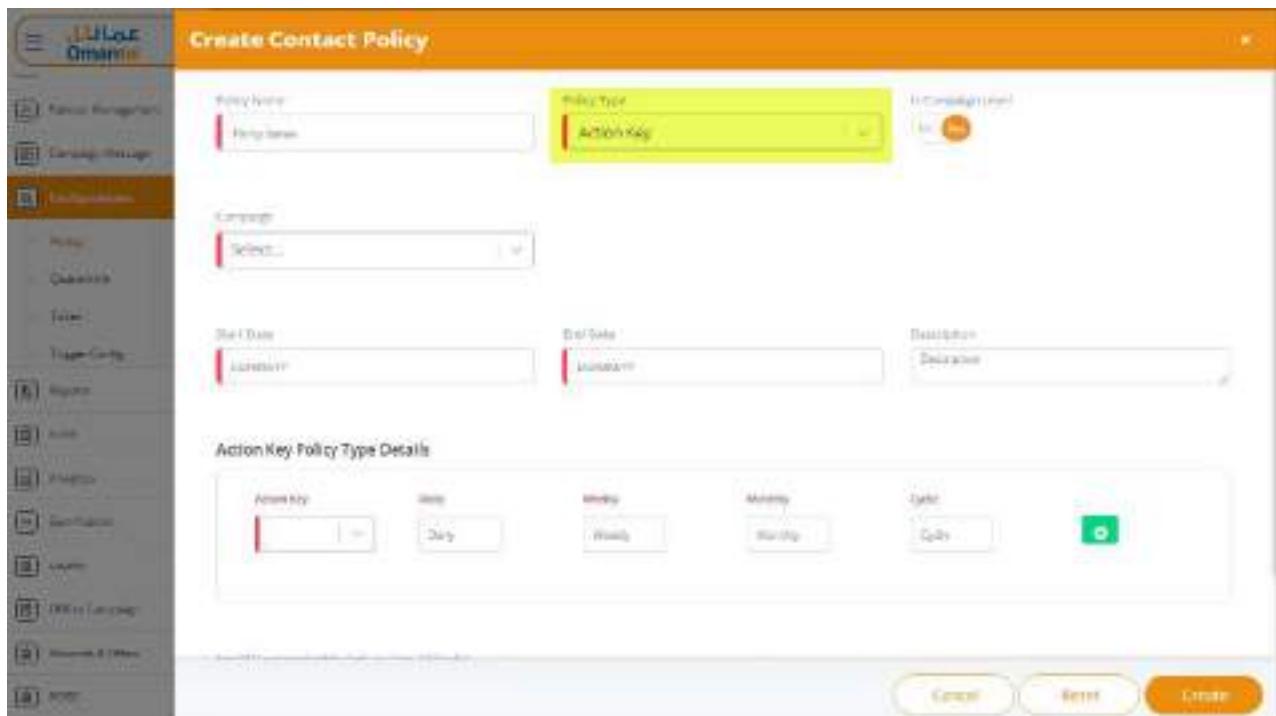
Note: The following screen is displayed if “Value Segment” is selected in the drop-down list of Policy Type.



This screenshot shows the 'Create Contact Policy' input screen for a 'Value Segment'. The 'Policy Type' dropdown is set to 'Value Segment'. The 'Segment' dropdown is set to 'EDM/Email'. The 'Medium' dropdown is set to 'Email'. The 'Message Type' dropdown is set to 'Email'. Below these fields, there is a section titled 'Value Segment Details' containing eight radio buttons arranged in a 2x4 grid. The first row contains 'Value Segment' (Low), 'Daily' (Every Day), 'Weekly' (Every Week), and 'Monthly' (Every Month). The second row contains 'Value Segment' (Low), 'Daily' (Every Day), 'Weekly' (Every Week), and 'Monthly' (Every Month). The third row contains 'Value Segment' (Medium), 'Daily' (Every Day), 'Weekly' (Every Week), and 'Monthly' (Every Month). At the bottom right are three buttons: 'Cancel', 'Save', and 'Create'.

Figure 546 Create Contact Policy Input Screen (Value Segment)

Note: The following screen is displayed if “Action Key” is selected in the drop-down list of Policy Type.



The screenshot shows the 'Create Contact Policy' interface. On the left is a navigation sidebar with various menu items like 'Customer Management', 'Campaign Message', 'Calendars', 'Tasks', 'Trigger Cards', 'Reports', 'Alerts', 'Integrations', 'System', 'Mobile Learning', 'Incomes & Expenses', and 'Help'. The main area has a title 'Create Contact Policy'. It includes fields for 'Policy Name' (containing 'Policy Name'), 'Policy Type' (set to 'Action Key' which is highlighted in yellow), 'Is Campaign Level' (set to 'No'), 'Campaign' (a dropdown menu), 'Start Date' (set to '2023-01-01'), 'End Date' (set to '2023-01-01'), and 'Description' (containing 'Description'). Below these is a section titled 'Action Key Policy Type Details' with buttons for 'Action Key' (selected), 'Daily', 'Weekly', 'Monthly', 'Yearly', and 'Create' (which is orange). At the bottom are 'Cancel', 'Reset', and 'Create' buttons.

Figure 547 Create Contact Policy Input Screen (Action Key)

- Enter the following information in the corresponding fields. If fields marked with “|” are mandatory.

Field	Description
Basic Contact Policy	
Policy Name	Enter a unique name to identify the contact policy.
Policy Type	Select the type of contact policy in the drop-down list. The available options are Default Policy, Value Segment, and Action Key.
Is Campaign Level	Indicates whether the policy applies at the campaign level. Select Yes to apply the policy to a specific campaign, or No to apply it globally.
Campaign	This field is displayed only when Is Campaign Level is set to Yes . Select the campaign to which the contact policy applies.
Start Date	Select the date from which the contact policy becomes effective. Enter the date in DD/MM/YYYY format.
End Date	Select the date until which the contact policy remains valid. Enter the date in DD/MM/YYYY format.
Description	Enter a brief description explaining the purpose or scope of the contact policy.
Default Policy Type Details	
This policy defines standard contact limits applicable to all customers unless overridden by another policy type.	
Daily	Select the maximum number of contacts allowed per day.
Weekly	Select the maximum number of contacts allowed per week.

Field	Description
Monthly	Select the maximum number of contacts allowed per month.
Cyclic	Enables cyclic contact limits instead of fixed daily/weekly/monthly limits.
No. of Days (Applicable Only in Case of Cyclic)	Enter the number of days in one contact cycle when Cyclic is selected

Value Segment

This policy allows different contact limits based on customer value segments.

Value Segment	Select the customer value category in the drop-down list. For example, Zero, Low, Medium, High.
Daily	Enter the maximum number of contacts allowed per day for the selected value segment.
Weekly	Enter the maximum number of contacts allowed per week for the selected value segment.
Monthly	Enter the maximum number of contacts allowed per month for the selected value segment.

Action Key

This policy defines contact limits based on specific action keys (events or triggers).

Action Key	Select the action or trigger for which contact limits are defined.
Daily	Enter the maximum number of contacts allowed per day for the selected action key.
Weekly	Enter the maximum number of contacts allowed per week for the selected action key.
Monthly	Enter the maximum number of contacts allowed per month for the selected action key.
Cyclic	Enables cyclic contact limits for the selected action key.
Add	Click the Add button to add an action key row to configure multiple action keys within the same policy.
No. of Days (Applicable Only in Case of Cyclic)	Enter the cycle duration when cyclic contact limits are enabled.

4. After providing the required details, click **CREATE**.

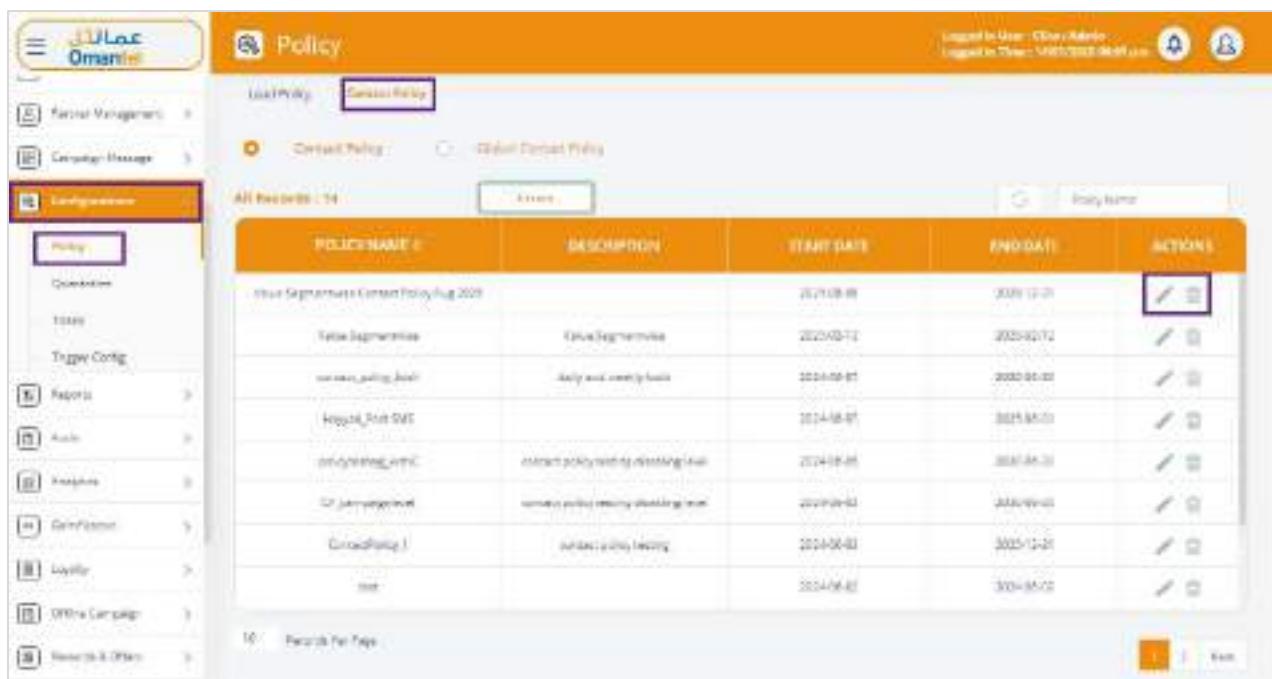
A confirmation message is displayed, indicating that the contact policy is added successfully.

12.2.3.2 Modify and Delete Contact Policy

Using this modify option, you can modify and delete the existing contact policy.

- On the **Policy** screen, click the **Modify** button  to modify the global contact policy details. Refer to the following screen.

- On the **Policy** screen, click the **Delete** button  to delete the global contact policy. Refer to the following screen.



POLICY NAME	DESCRIPTION	START DATE	END DATE	ACTIONS
Initial Segmentation Contact Policy_Hug_2023	Initial segmentation	2023-08-01	2023-12-31	 
Initial Segmentation	Initial segmentation	2023-08-01	2023-12-31	 
new_email_pulling_2023	Daily email sending	2023-08-01	2023-12-31	 
Hospital_Push_SMS		2023-08-01	2023-08-31	 
onboarding_email_2023	Contact policy mailing onboarding 2023	2023-08-01	2023-08-31	 
Off_Promotion_email	Normal policy mailing off-promotion	2023-08-01	2023-09-30	 
Onboarding_L	Onboarding policy mailing	2023-08-01	2023-12-31	 
new		2023-08-01	2023-08-01	 

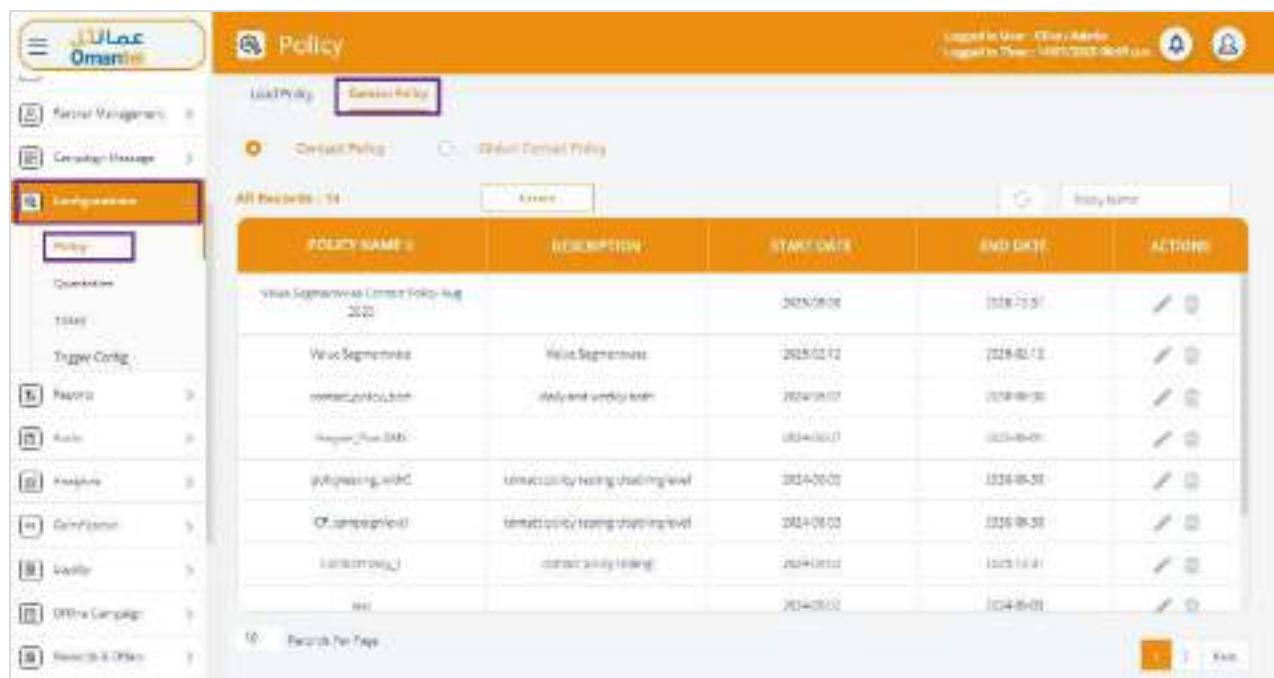
Figure 548 Contact Policy – Modify and Delete Operations

12.2.4 Global Contact Lead Policy

A Global Lead Policy defines organization-wide rules that govern how leads are communicated across different communication categories for a specified period.

It applies uniformly to all applicable campaigns and channels based on the selected line type, ensuring consistent communication limits, regulatory compliance, and controlled customer outreach across the system.

- On the **Policy** screen, click the **Contact Policy** tab to view the contact policy details. The following screen is displayed.



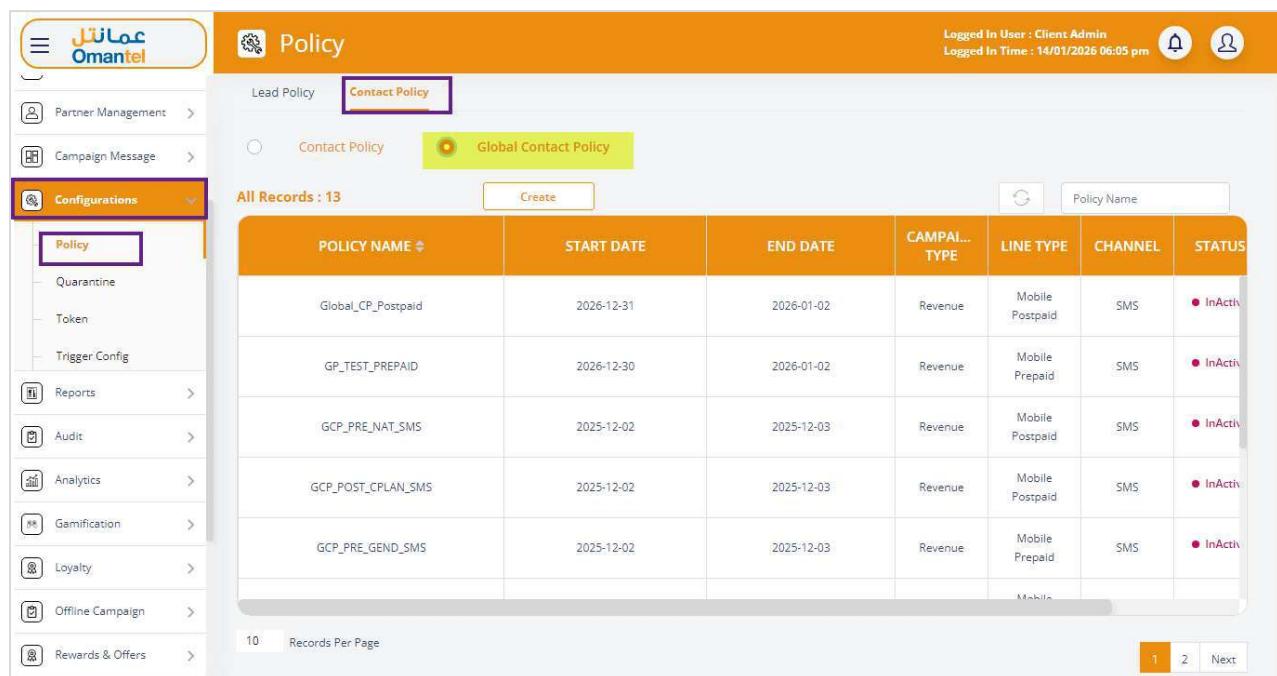
The screenshot shows the 'Policy' screen in a software application. The left sidebar has a tree view with nodes like 'Email Management', 'Contact Management', 'Segmentation', 'Policy' (which is selected and highlighted in orange), 'Quotas', 'Users', 'Trigger Config', 'Report', 'Audit', 'Analytics', 'Compliance', 'Workflow', 'DFR Campaign', and 'Reports & Offers'. The main area has tabs 'Link Policy' and 'Global Contact Lead Policy' (which is selected and highlighted in purple). Below the tabs are two radio buttons: 'Contact Policy' (selected) and 'Global Contact Lead Policy'. A search bar contains the text 'Email'. The main table lists policies with columns: POLICY NAME, DESCRIPTION, START DATE, END DATE, and ACTIONS. The table contains the following data:

POLICY NAME	DESCRIPTION	START DATE	END DATE	ACTIONS
Virus Segmentation Contact Policy-Aug-2020		2020-08-08	2020-08-31	
Virus Segmentation	Vehicle Segmentation	2020-02-12	2020-02-13	
customer_segmentation	customer_segmentation	2020-08-07	2020-08-30	
Region_Segment	Region_Segment	2020-03-27	2020-06-01	
geotargeting_level	Geotargeting_Level	2020-08-02	2020-08-31	
Churn_segment	Churn_segment	2020-08-03	2020-08-30	
Customer_Level	Customer_Level	2020-08-11	2020-10-01	
None		2020-08-02	2020-08-01	

Below the table are buttons for 'Search' and 'Reset'.

Figure 549 Contact Policy Input Screen

2. On the **Policy** screen, click the **Global Contact Lead Policy** option to view the global contact lead policy details. The following screen will be displayed.



The screenshot shows the 'Policy' screen with 'Contact Policy' selected. The table displays the following data:

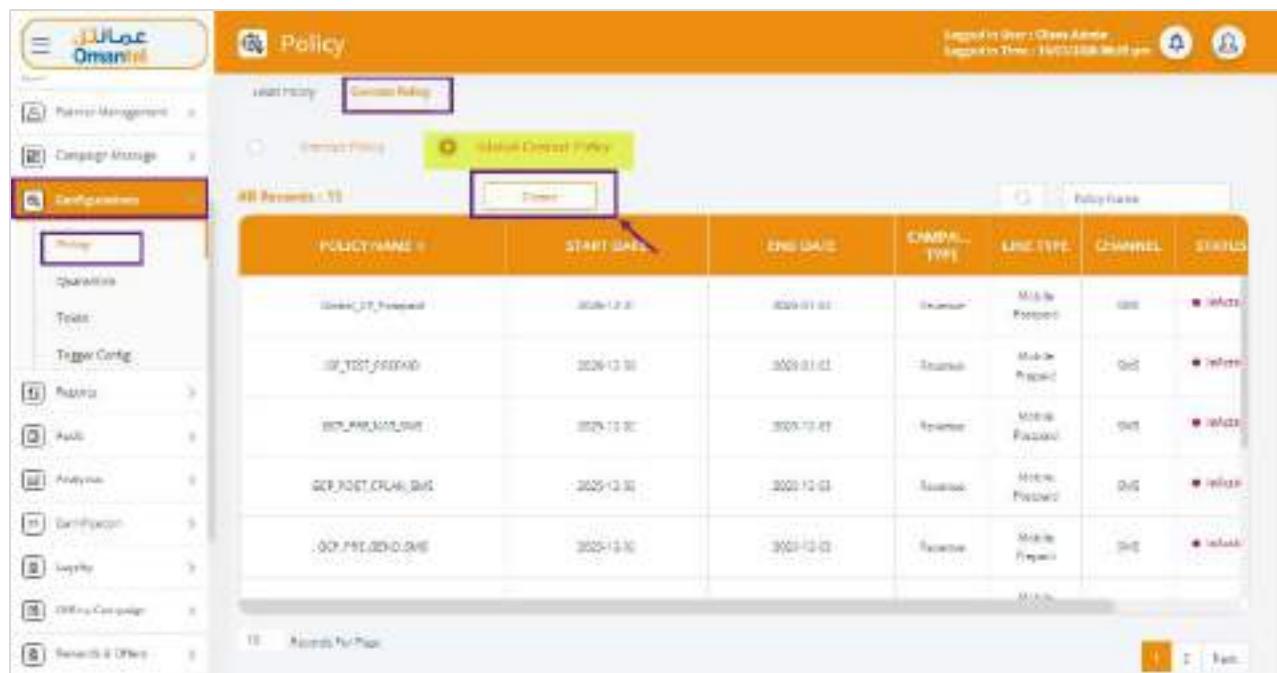
POLICY NAME	START DATE	END DATE	CAMPAL... TYPE	LINE TYPE	CHANNEL	STATUS
Global_CP_Postpaid	2026-12-31	2026-01-02	Revenue	Mobile Postpaid	SMS	InActive
GP_TEST_PREPAID	2026-12-30	2026-01-02	Revenue	Mobile Prepaid	SMS	InActive
GCP_PRE_NAT_SMS	2025-12-02	2025-12-03	Revenue	Mobile Postpaid	SMS	InActive
GCP_POST_CPLAN_SMS	2025-12-02	2025-12-03	Revenue	Mobile Postpaid	SMS	InActive
GCP_PRE_GEND_SMS	2025-12-02	2025-12-03	Revenue	Mobile Prepaid	SMS	InActive
						Mobile

Figure 550 Contact Policy – Global Contact Lead Policy

12.2.4.1 Create Global Contact Lead Policy

Using this add option, you can add a new global contact lead policy.

- On the **Policy** screen, click the **Create** button to create a new global contact lead policy. The following pop-up window is displayed.

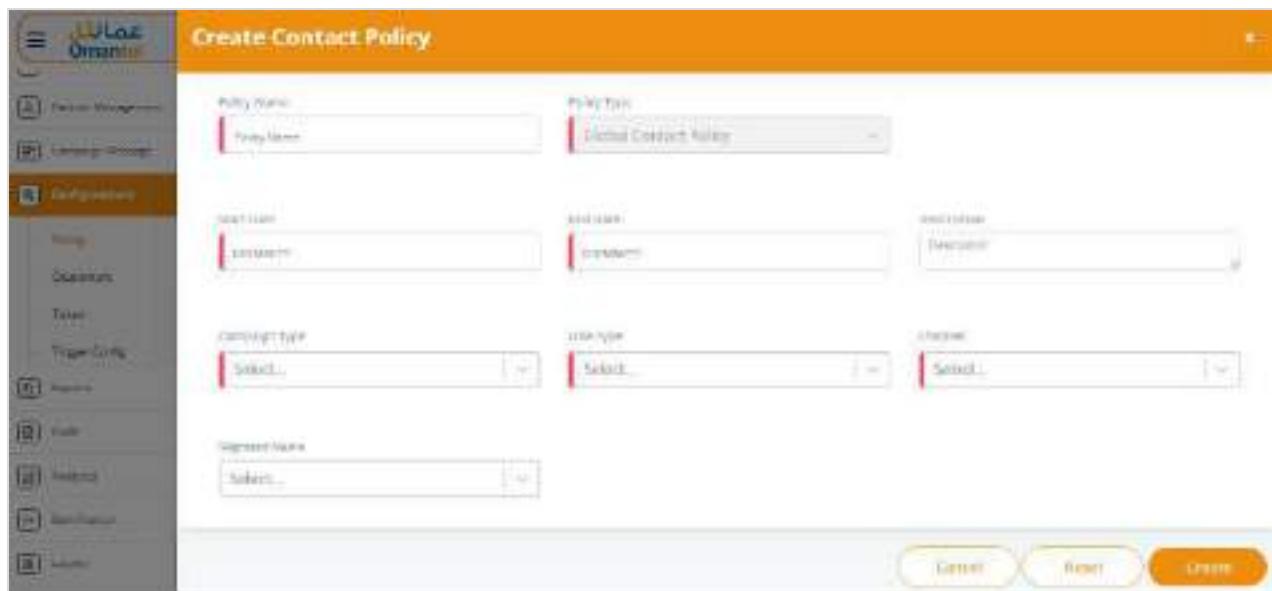


The screenshot shows the 'Policy' screen with the 'Create' button highlighted. The table displays the following data:

POLICY NAME	START DATE	END DATE	CAMPAL... TYPE	LINE TYPE	CHANNEL	STATUS
Global_CP_Postpaid	2026-12-31	2026-01-02	Revenue	Mobile Postpaid	SMS	InActive
GP_TEST_PREPAID	2026-12-30	2026-01-02	Revenue	Mobile Prepaid	SMS	InActive
GCP_PRE_NAT_SMS	2025-12-02	2025-12-03	Revenue	Mobile Postpaid	SMS	InActive
GCP_POST_CPLAN_SMS	2025-12-02	2025-12-03	Revenue	Mobile Postpaid	SMS	InActive
GCP_PRE_GEND_SMS	2025-12-02	2025-12-03	Revenue	Mobile Prepaid	SMS	InActive
						Mobile

Figure 551 Global Contact Lead Policy – Create

- After clicking the **Create** button, the following pop-up window is displayed.



The screenshot shows the 'Create Contact Policy' interface. On the left is a navigation sidebar with various options like Person Management, Contact Groups, Configuration, and others. The main area has a title 'Create Contact Policy'. It contains several input fields: 'Policy Name' (mandatory, indicated by a red border), 'Policy Type' (set to 'Global Contact Policy'), 'Start Date' (1-Jan-2023), 'End Date' (1-Jan-2024), and 'Description' (Description). Below these are dropdowns for 'Category Type' (Selected), 'Status' (Active), and 'Channel' (Selected). A 'Suggested Name' field is also present. At the bottom are three buttons: 'Cancel', 'Reset', and a large orange 'Create' button.

Figure 552 Create Global Contact Policy Input Screen

- Enter the following information in the corresponding fields. If fields marked with “|” are mandatory.

Field	Description
Basic Contact Policy	
Policy Name	Enter a unique name to identify the global contact policy.
Policy Type	System-defined as Global Contact Policy. This field is read-only.
Start Date	Select the date from which the policy is effective. Enter the date in DD/MM/YYYY format.
End Date	Select the date until which the policy remains valid. Enter the date in DD/MM/YYYY format.
Description	Enter a brief description explaining the scope of the policy.

- After providing the required details, click **CREATE**.

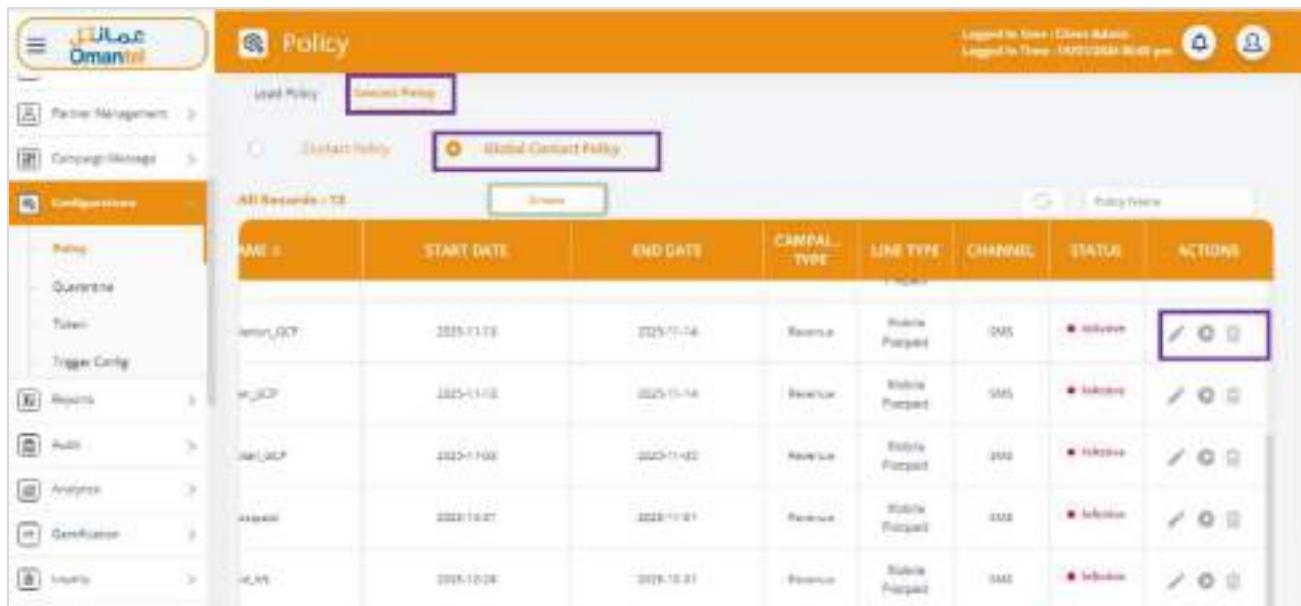
A confirmation message is displayed, indicating that the global contact lead policy is added successfully.

12.2.4.2 Modify, Resume, and Delete Global Contact Lead Policy

Using this modify option, you can modify and delete the existing global contact lead policy.

- On the **Policy** screen, click the **Modify** button  to modify the global contact lead policy details. Refer to the following screen.

- On the **Policy** screen, click the **Resume** button  to resume the global contact lead policy. Refer to the following screen.
- On the **Policy** screen, click the **Delete** button  to delete the global contact lead policy. Refer to the following screen.



The screenshot shows the 'Policy' screen under the 'Configurations' section. The left sidebar includes 'Partner Management', 'Campaign Management', and 'Configurations' (selected), with sub-options 'Policy', 'Quarantine', 'Token', 'Trigger Config', 'Reports', 'Audit', 'Analytics', 'Generators', and 'Identity'. The main area is titled 'Policy' and shows a list of 'Global Contact Policy' entries. The columns are: NAME, START DATE, END DATE, CHANNEL TYPE, LINE TYPE, CHANNEL, STATUS, and ACTIONS. The first entry is 'Jenon_OCF' with details: START DATE 2025-11-18, END DATE 2025-11-18, CHANNEL TYPE Revenue, LINE TYPE Mobile Prepaid, CHANNEL SMS, STATUS Active, and ACTIONS (Edit, Delete, View). Other entries include 'WZ_OCF', 'Jen_OCF', 'AAB_OCF', and 'AAB_AOF'.

NAME	START DATE	END DATE	CHANNEL TYPE	LINE TYPE	CHANNEL	STATUS	ACTIONS
Jenon_OCF	2025-11-18	2025-11-18	Revenue	Mobile Prepaid	SMS	● Active	  
WZ_OCF	2025-11-18	2025-11-18	Revenue	Mobile Prepaid	SMS	● Active	  
Jen_OCF	2025-11-08	2025-11-08	Revenue	Mobile Prepaid	SMS	● Active	  
AAB_OCF	2025-11-07	2025-11-07	Revenue	Mobile Prepaid	SMS	● Active	  
AAB_AOF	2025-12-04	2025-12-04	Revenue	Mobile Prepaid	SMS	● Active	  

Figure 553 Global Contact Lead Policy – Modify, Resume, and Delete Operations

12.3 Token

Using this option, you can create a token for changing the features in the campaign system. You can also view, modify, and delete the tokens.

To manage the token:

- On the side menu, click **Configurations>>Token** to view token details. Refer to the following screen.



Figure 554 Configurations - Token

12.3.1 Create Token

Using this option, you can create a new token.

1. On the **Token** screen, click the **Create** button to create a new token. Refer to the following screen.

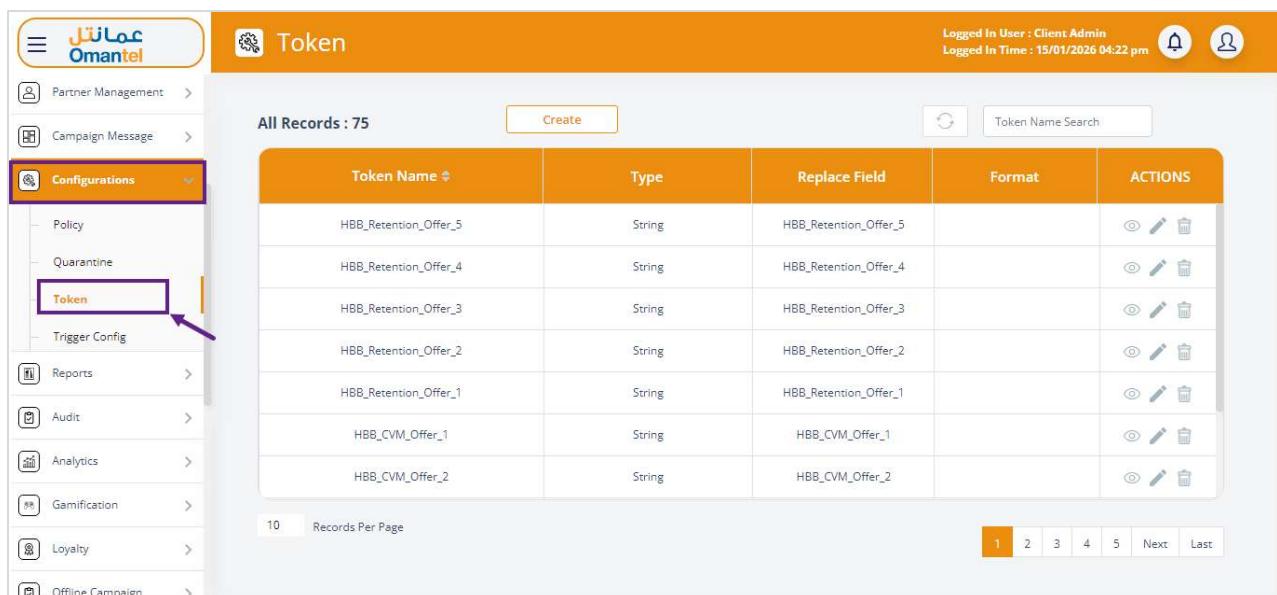


Figure 555 Token - Create Button

2. After clicking the **Create** button, the following screen is displayed.

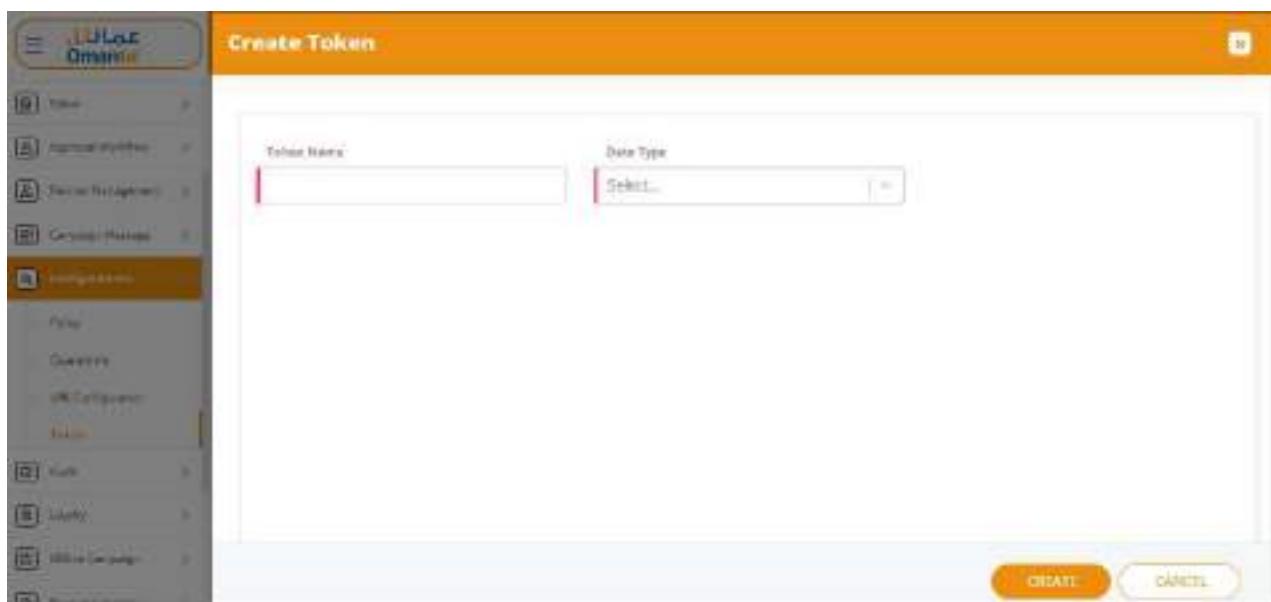


Figure 556 Create Token Inputs

3. Enter the following information in the corresponding fields. If fields marked with “**I**” are mandatory.

Field	Description
Token Name	Enter the token name in this field.
Data Type	<p>The following data types are available for tokens.</p> <ul style="list-style-type: none"> • Inter • String • Date • Custom
The following fields are displayed based on the selected data type.	
Replace Token	Select the replacement token in the drop-down list.
Output Format	Select the output format in the drop-down list.
Date	Select the date type in the drop-down list. For example, Current Day, Current Month, and so on.

4. After entering all the required details, click **Create**.

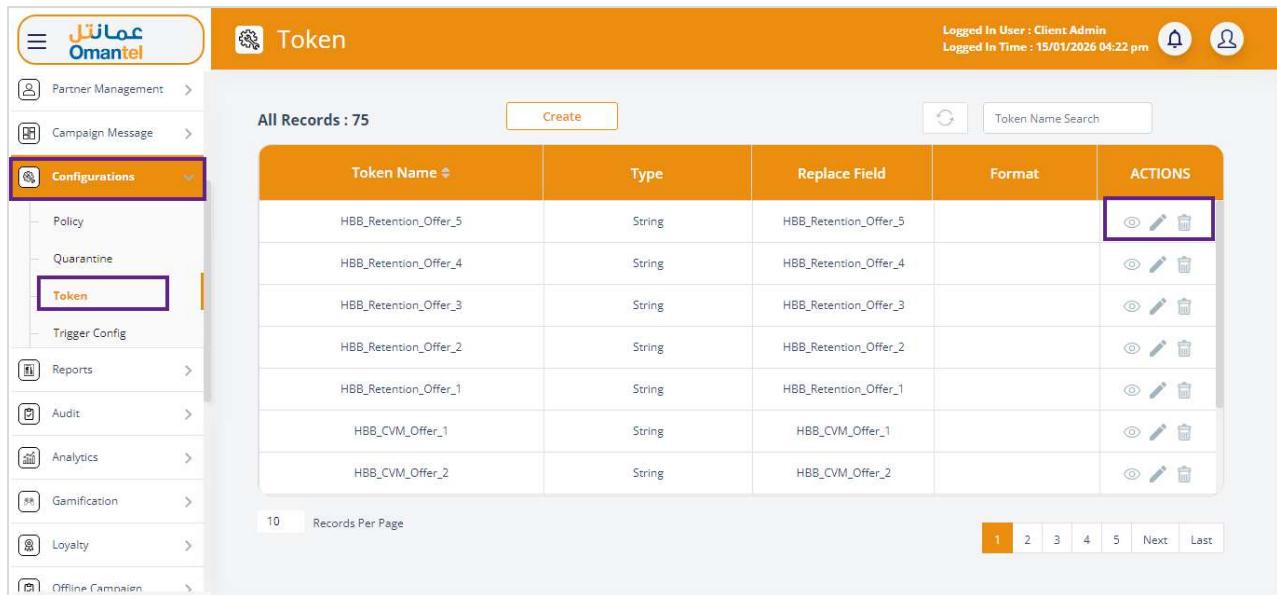
A success message is displayed, indicating that the token is created successfully.

12.3.2 View, Modify, and Delete Token

Using this option, you can view, modify, and delete the existing token.

- On the **Token** screen, click the **View** button  to view token details. Refer to the following screen.

- On the **Token** screen, click the **Modify** button  to modify an existing token. Refer to the following screen.
- On the **Token** screen, click the **Delete** button  to delete the existing token. Refer to the following screen.



The screenshot shows the 'Token' screen in a software application. The left sidebar has a tree view with 'Configurations' expanded, showing 'Policy', 'Quarantine', and 'Token' selected. Other options include 'Reports', 'Audit', 'Analytics', 'Gamification', 'Loyalty', and 'Offline Campaign'. The main area has a header 'Token' with 'All Records : 75', a 'Create' button, and a search bar. A table lists tokens with columns: Token Name, Type, Replace Field, Format, and Actions. The 'Actions' column contains icons for edit and delete. A purple box highlights the edit icon in the first row. The table shows records from HBB_Retention_Offer_1 to HBB_CVM_Offer_5. At the bottom, there's a 'Records Per Page' dropdown set to 10, and a navigation bar with pages 1-5, 'Next', and 'Last'.

Token Name	Type	Replace Field	Format	ACTIONS
HBB_Retention_Offer_5	String	HBB_Retention_Offer_5		 
HBB_Retention_Offer_4	String	HBB_Retention_Offer_4		 
HBB_Retention_Offer_3	String	HBB_Retention_Offer_3		 
HBB_Retention_Offer_2	String	HBB_Retention_Offer_2		 
HBB_Retention_Offer_1	String	HBB_Retention_Offer_1		 
HBB_CVM_Offer_1	String	HBB_CVM_Offer_1		 
HBB_CVM_Offer_2	String	HBB_CVM_Offer_2		 

Figure 557 Token - Operations

13 Offline Campaign

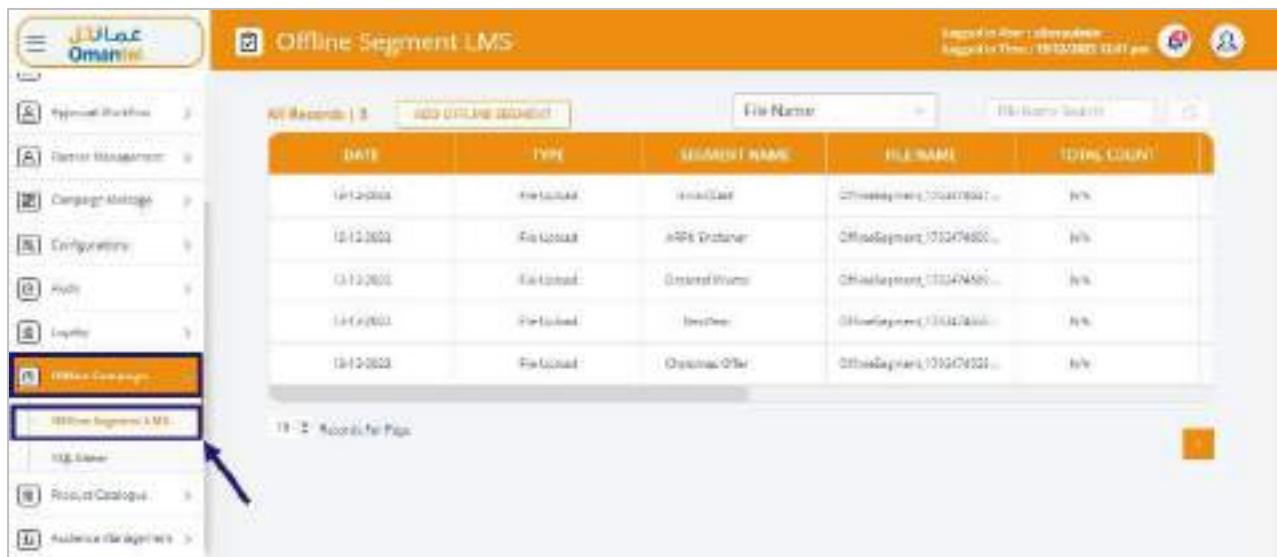
Using this offline campaign option, you can configure the campaign in the offline section. You can manage the following operation,

- Offline Segment LMS

13.1 Offline Segment LMS

Using this offline segment option, you can configure a new offline segment. To manage the offline segment,

1. On the side menu, click **Offline Campaign >> Offline Segment LMS** to view offline segment details. Refer to the following screen.



The screenshot shows the 'Offline Segment LMS' page. The left sidebar has a 'Offline Campaign' section with 'Offline Segment LMS' highlighted. The main area has a header 'File Name' and a table with columns: DATE, TYPE, SEGMENT NAME, FILENAME, and EDITING COUNT. The table contains five rows of data. A blue arrow points from the 'Offline Segment LMS' link in the sidebar to the corresponding link in the breadcrumb at the top of the page.

DATE	TYPE	SEGMENT NAME	FILENAME	EDITING COUNT
1-12-2022	File Upload	OmniSegment	OffSegmentment_0104278941...	0%
10-12-2022	File Upload	APK Database	OffSegmentment_032474800...	0%
13-12-2022	File Upload	Omniel Woms	OffSegmentment_033474800...	0%
14-12-2022	File Upload	Recycle	OffSegmentment_033474800...	0%
19-12-2022	File Upload	Omniel Order	OffSegmentment_033474800...	0%

Figure 558 Offline Campaign – Offline Segment

13.1.1 Add Offline Segment

Using this add option, you can add a new offline segment. To add an offline segment,

1. On the **Offline Campaign** screen, click the **ADD OFFLINE SEGMENT** button to add a new offline segment. Refer to the following screen.

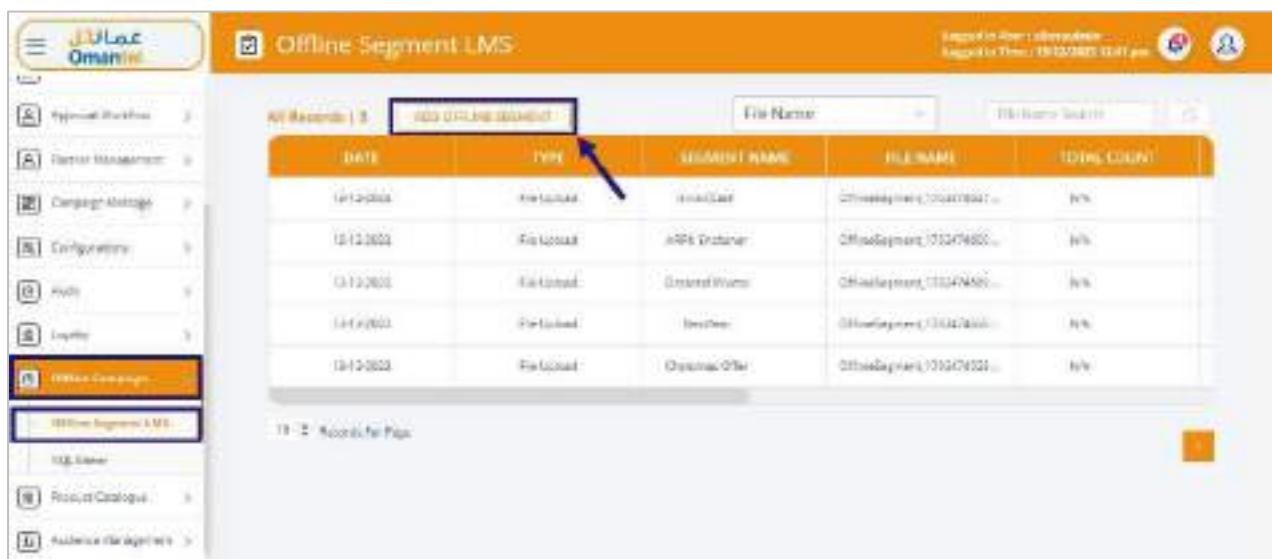
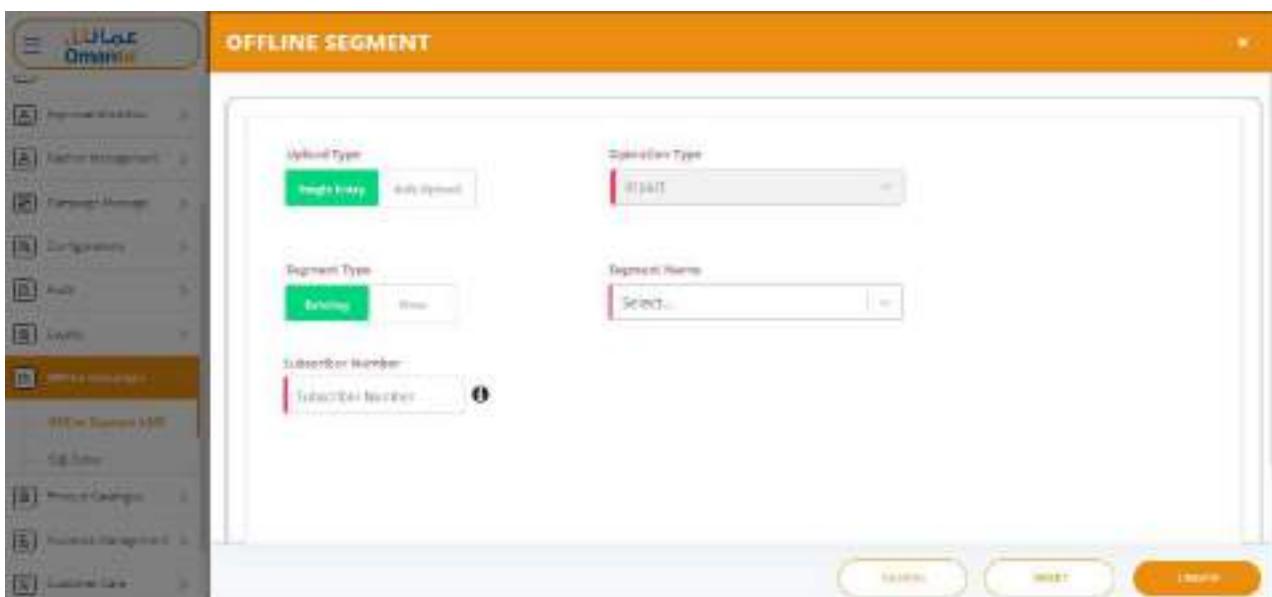


Figure 559 Offline Campaign – Add Offline Segment

2. After clicking the **ADD OFFLINE SEGMENT** button, the following screen will be displayed.



The screenshot shows the 'OFFLINE SEGMENT' input screen. On the left, there is a sidebar with various menu items. In the center, there are several input fields. The 'Upload Type' field has two options: 'Single Entry' (selected) and 'Batch Upload'. The 'Subscription Type' field has a dropdown menu with 'STAFF' selected. The 'Segment Type' field has two options: 'Browsing' (selected) and 'From'. The 'Segment Name' field has a dropdown menu with 'Select...' selected. At the bottom right, there are three buttons: 'Cancel', 'Next', and 'Finish'.

Figure 560 Offline Segment Input Screen

3. Enter/select the following information in the corresponding fields. If fields marked with “|” are mandatory.

Field	Description
Upload Type	
Single Entry	Click the Single Entry option button to upload the single-entry segment.

Field	Description
Bulk Upload	Click the Bulk Upload option button to bulk upload the segments.
Operation Type	This field is auto-filled and non-editable.
Segment Type	
Existing	Click the Existing option button to select the existing segment.
New	Click the New option button to enter the new segment.
Segment Name	Select the Segment Name in the drop-down list. Note: The Segment drop-down list will be displayed if “ Existing ” is selected as Segment Type. Or Enter the name of the segment in the corresponding field. Note: The Segment name field will be displayed if “ New ” is selected as the Segment Type.
Subscriber Number	Enter the unique number of the subscriber in the corresponding field. Note: This field will be displayed if “ Single Entry ” is selected as the Upload Type.
Bulk Upload	Select the Choose File button to upload the file. Note: File format should be either .txt or .csv & file content should be a mobile number or micro-segment. This field will be displayed if “ Bulk Upload ” is selected as the Upload Type.
Download Sample File	Click the Download button to download the sample offline segment file. The following is the sample offline segment file:  OfflineSegment.csv
Validation Required	To turn the validate required “on” or “off”, click the Validation Required under the Offline Segment menu.

4. After providing the required details, click **CREATE**.

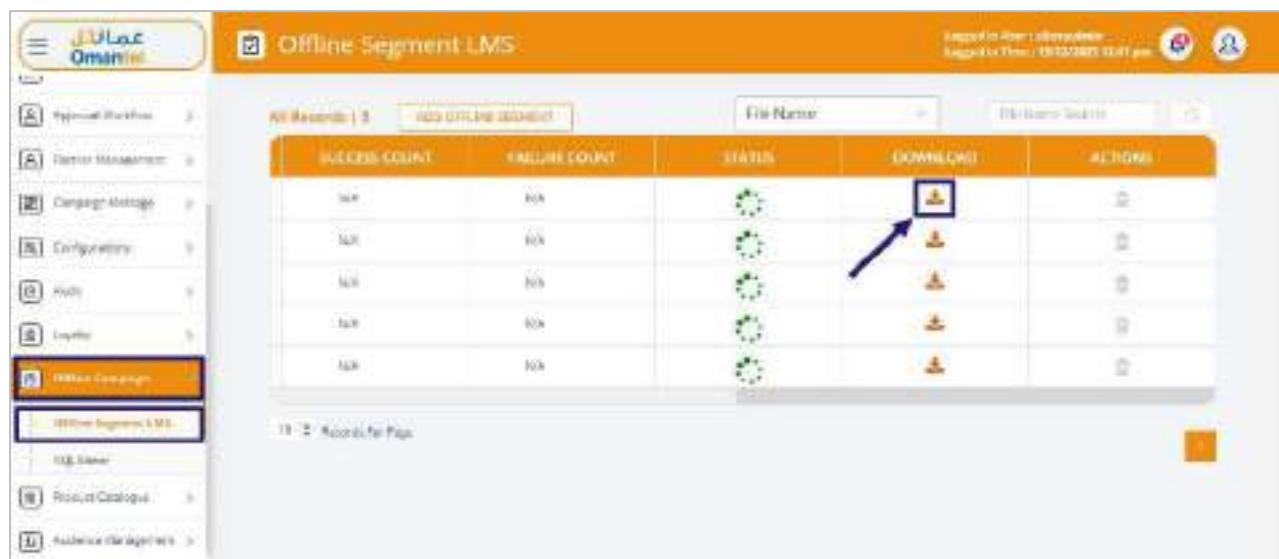
Note: Click the **Upload** button to save the campaign if Bulk Upload is selected as the Upload Type.

A confirmation message is displayed, indicating that the process is added successfully.

13.1.2 Download Subscriber Number

Using this download option, you can download the subscriber number configured for the segment. To download the subscriber number,

1. On the **Offline Campaign** screen, click the **Download** button to download the subscriber number. Refer to the following screen.



The screenshot shows the 'Offline Segment LMS' interface. On the left, there's a sidebar with various menu items like 'Customer Service', 'Partner Management', 'Charge Message', 'Configuration', 'Audit', 'Logoff', and 'Offline Campaign'. The 'Offline Campaign' item is highlighted with an orange box. The main area has a header with 'All Records | 0' and 'ADD OFFLINE SEGMENT'. Below is a table with columns: File Name, Status, DOWNLOAD, and Actions. There are five rows in the table, each with a green circular status icon, a yellow download icon, and a blue 'Actions' button. An arrow points to the first download icon in the 'DOWNLOAD' column.

File Name	Status	DOWNLOAD	Actions

Figure 561 Offline Campaign – Download Button

- After clicking the **Download** button, the file will be downloaded.

The following is the sample file:



13.1.3 Delete Offline Segment

Using this delete option, you can delete the existing offline segment.

- On the **Offline Segment** screen, click the **Delete** button  to delete the offline segment details. Refer to the following screen.



The screenshot shows the Offline Segment LMS interface. On the left, there's a sidebar with various menu items like Technical Services, Partner Management, Change Requests, Configuration, Audit, Logoff, Offline Campaigns (which is highlighted), Offline Segments, LMS, Help Center, Product Catalogue, and Audience Segmentation. The main area has a title bar "Offline Segment LMS" and a sub-header "File Name: Offline Segments". Below that is a table with columns: File Name, Offline Segment ID, Success Count, Failure Count, Status, Download, and Actions. There are five rows in the table. The fifth row from the top has a blue box around its "Actions" column and a blue arrow pointing to the first icon in that column (the trash bin).

File Name	Offline Segment ID	Success Count	Failure Count	Status	Download	Actions
		100	0			
		100	0			
		100	0			
		100	0			

Figure 562 Offline Campaign –Delete Button

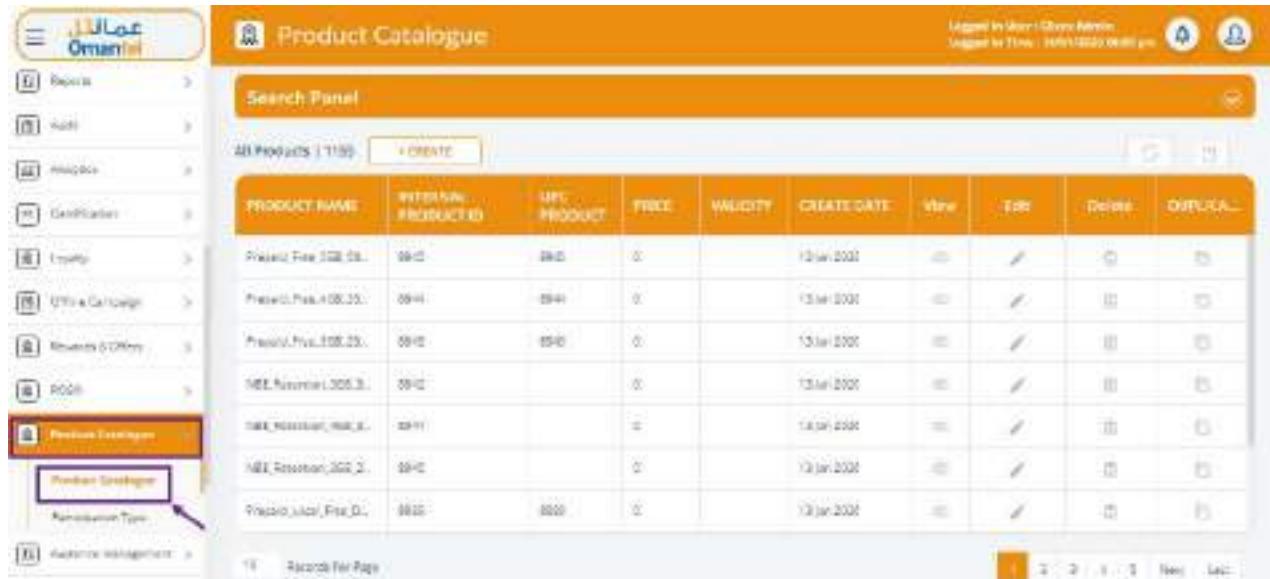
14 Product Catalogue

14.1 Product Catalogue

This option allows you to create a product offer, and it is a priced item that is presented on sales channels and selectable by a CSR/end-customer. You can select the required available product type and add a price and validity to the product offer.

You can also view, modify, and delete the existing product offers.

1. On the side menu, click the **Product Catalogue >> Product Catalogue** to view the product offer details. Refer to the following screen.



The screenshot shows the Product Catalogue Details screen. The left sidebar has a tree view with nodes like Reports, Audit, Analytics, Certificates, Inventory, Online Catalogue, Business Partner, POS, Previous Catalogue, Product Catalogue (highlighted with a red box), Administration Type, and Electronic Invoicing. The main area has a header 'Product Catalogue' with a search panel below it. A table lists products with the following data:

PRODUCT NAME	INTERNAL PRODUCT ID	UIC PRODUCT	PRICE	VALIDITY	CREATE DATE	View	Edit	Delete	Output
Prepaid Free 5GB 08..	09-02	0940	0	13-Mar-2021	<input checked="" type="checkbox"/>				
Prepaid Free 40GB 25..	09-04	0941	0	13-Mar-2021	<input checked="" type="checkbox"/>				
Prepaid Free 100GB 25..	09-02	0940	0	13-Mar-2021	<input checked="" type="checkbox"/>				
NEE Number 100GB 3..	09-02		0	13-Mar-2021	<input checked="" type="checkbox"/>				
NEE Number 100GB 3..	09-01		0	13-Mar-2021	<input checked="" type="checkbox"/>				
NEE Number 100GB 2..	09-02		0	13-Mar-2021	<input checked="" type="checkbox"/>				
Prepaid 100GB Free 0..	09-02	0920	0	13-Mar-2021	<input checked="" type="checkbox"/>				

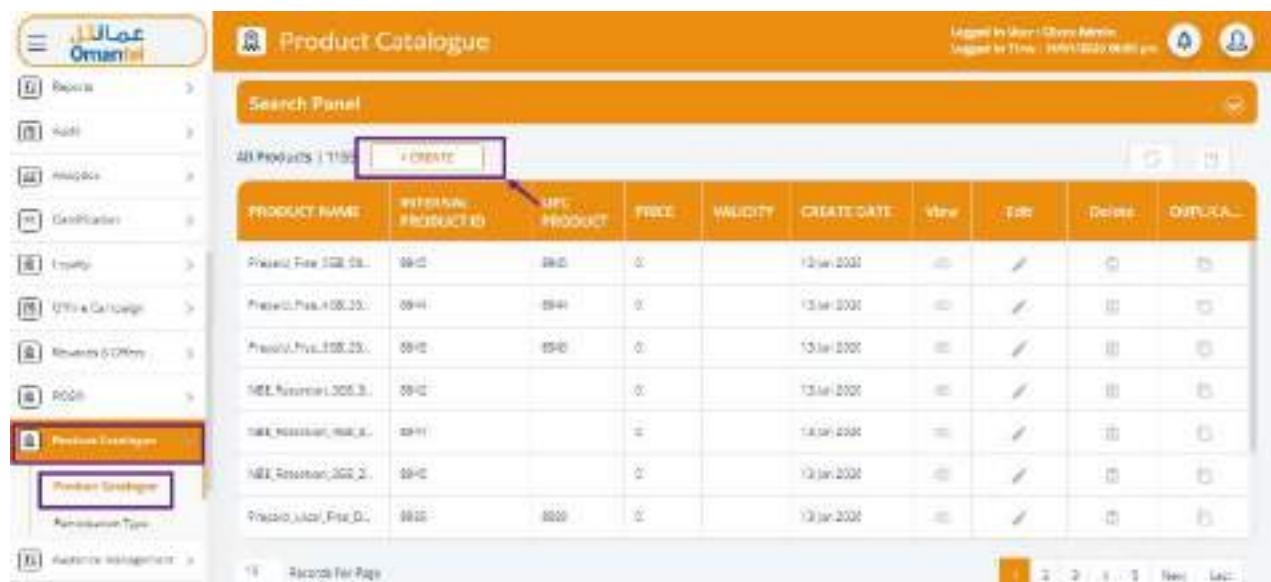
At the bottom, there are buttons for 'Records Per Page' (set to 15) and a navigation bar with icons for back, forward, and search.

Figure 563 Product Catalogue Details Screen

14.1.1 Create Product Offer

Using this option, you can create a new product offer.

1. On the **Product Catalogue** screen, click the **+CREATE** button to create a new product offer. Refer to the following screen.

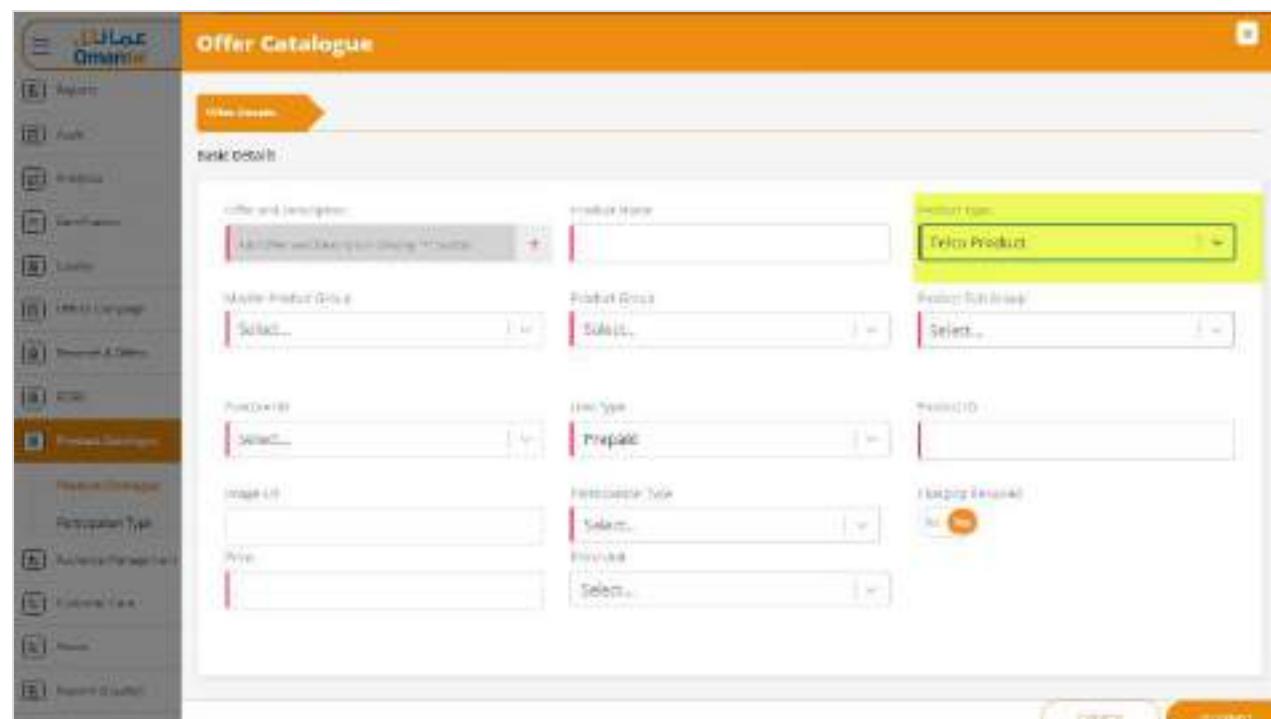


The screenshot shows a product catalogue interface. On the left is a navigation sidebar with various menu items like Reports, Audit, Analytics, Certifications, Inventory, Ultra Campaign, Rewards & Offers, Room, Premium Catalogue, Offer Catalogue, Administration Type, and Electronic Management. The 'Premium Catalogue' item is currently selected. The main area has a header 'Product Catalogue' with a search bar containing 'All Products (1118)' and a dropdown set to '+CREATE'. Below is a table with columns: PRODUCT NAME, INTERNAL PRODUCT ID, MFG PRODUCT, PRICE, VALIDITY, CREATEDATE, View, Edit, Delete, and Output. Six rows of product data are listed. At the bottom, there's a '18 Records Per Page' dropdown and a navigation bar with icons for back, forward, and search.

Figure 564 Product Catalogue - Create Button

- After clicking the **+CREATE** button, the following screen is displayed.

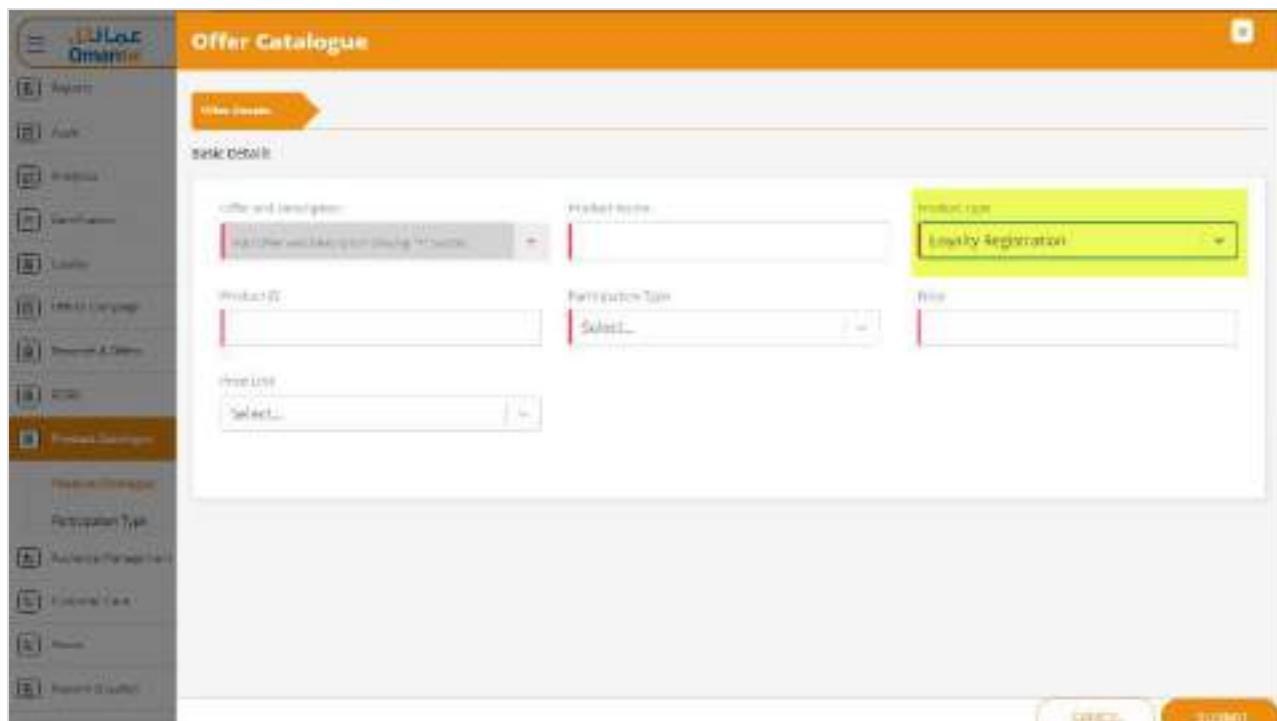
Note: The following screen is displayed if “**Telco Product**” is selected in the drop-down list of Product Type.



The screenshot shows the 'Offer Catalogue' screen. The left sidebar includes 'Offer Catalogue' under 'Premium Catalogue' and 'Administration Type'. The main form is titled 'Offer Catalogue' and contains a 'Basic Details' section. It includes fields for 'Offer Name' (set to 'Offer test'), 'Offer Description' (set to 'Offer test description'), 'Offer Type' (set to 'Telco Product'), 'Offer Product ID' (dropdown), 'Offer Product Price' (dropdown), 'Offer Product Validity' (dropdown), 'Offer Product Period' (dropdown), 'Offer Product Status' (dropdown), 'Offer Product Type' (dropdown), and 'Offer Product Category' (dropdown). Buttons at the bottom include 'SEARCH', 'REFRESH', and 'CREATE'.

Figure 565 Offer Catalogue – Telco Product Type

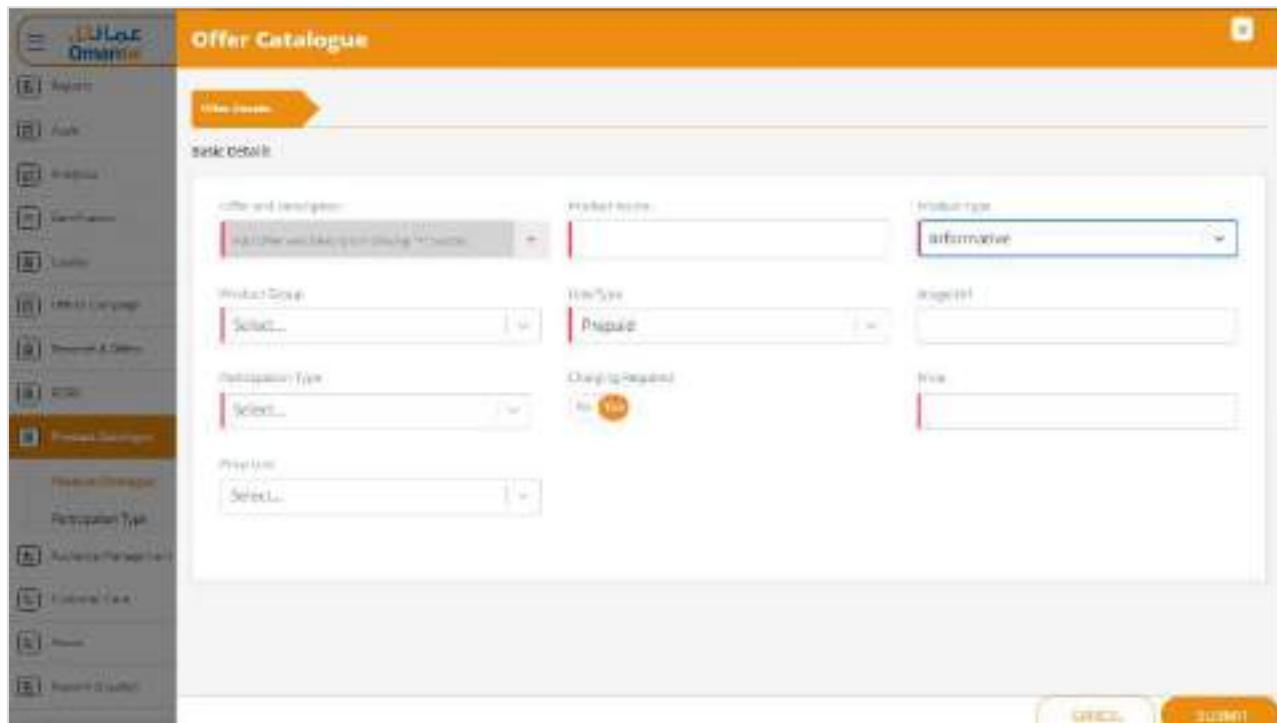
Note: The following screen is displayed if “**Loyalty Registration**” is selected in the drop-down list of Product Type.



The screenshot shows the 'Offer Catalogue' interface with a yellow header bar. On the left, there's a vertical sidebar with icons for various functions like Agents, Auto, Omantel, Offers, Offers Catalogue, Product Catalogue, and more. The main area has a title 'Offer Catalogue' and a sub-section 'Offer Details'. It includes fields for 'Offer and Description' (dropdown), 'Product Type' (dropdown), 'Product ID' (text input), 'Offer Duration' (dropdown), 'Price' (text input), and 'Prop List' (dropdown). A yellow box highlights the 'Product Type' dropdown which is set to 'Loyalty Registration'. At the bottom right, there are 'SEARCH' and 'RESET' buttons.

Figure 566 Offer Catalogue – Loyalty Registration

Note: The following screen is displayed if “**Informative**” is selected in the drop-down list of Product Type.



This screenshot shows the same 'Offer Catalogue' interface as Figure 566, but with different values in the dropdown menus. The 'Product Type' dropdown is now set to 'informative'. The 'Offer Duration' dropdown shows 'Prepaid' and has a red circle with 'Changing Required' and a 'Yes' button. The other fields ('Offer and Description', 'Product ID', 'Prop List') remain the same as in Figure 566.

Figure 567 Offer Catalogue – Informative

3. Enter>Select the following details in the corresponding fields. If the fields are marked with “|” is mandatory.

Field	Description
Basic Details	
Offer and Description	Allows adding one or more offer descriptions using the Add button “+” button.
Product Name	Enter the display name of the product or offer.
Product Type	Select the type of product being created in the drop-down list. The available options include Telco Product, Loyalty Registration, and Informative.
Product ID	Enter a unique identifier used to map the product with campaigns.
Participation Type	Select how users can participate in the offer in the drop-down list.
Price	Enter the monetary value of the product.
Price Unit	Select the unit associated with the price in the drop-down list.
Telco Product	
Used for telecom-related offerings such as plans, add-ons, or services.	
Master Product Group	Selects the top-level grouping for the telco product in the drop-down list.
Product Group	Selects the primary product category under the master group in the drop-down list.
Product Sub Group	Select a more specific classification of the product in the drop-down list.
Function ID	Select the backend function or service mapped to the product in the drop-down list.
Line Type	Select the applicable line type in the drop-down list.
Image URL	Enter the URL of the product image displayed in the application.
Charging Required	Indicates whether the product involves a charge (Yes/No).
Loyalty Registration	
Used to register users into loyalty programs or reward ecosystems.	
Product ID	Enter a unique identifier used to map the loyalty registration product.
Participation Type	Select how users can participate in the offer in the drop-down list.
Price	Enter the monetary value of the product.
Price Unit	Select the unit associated with the price in the drop-down list.
Informative	
Used for non-chargeable, informational content such as announcements or awareness messages.	
Product Group	Selects the primary product category under the master group in the drop-down list.
Line Type	Select the applicable line type in the drop-down list.
Image URL	Enter the URL of the product image displayed in the application.
Participation Type	Select how users can participate in the offer in the drop-down list.
Charging Required	Select the Charging Required to “No”, as informative products are non-chargeable.
Price	Enter the monetary value of the product.
Price Unit	Select the unit associated with the price in the drop-down list.

4. On the **Offer Catalogue** screen, click the **Add** button to add the offer details. Refer to the following screen.

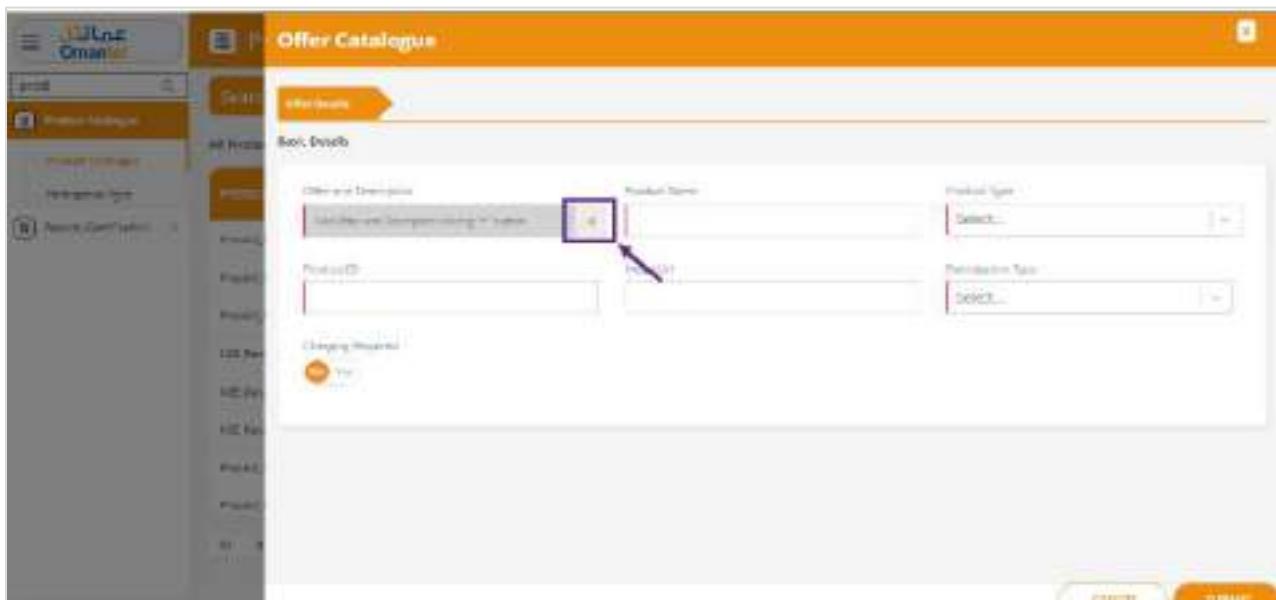


Figure 568 Offer Catalogue – Add Button

5. After clicking the **Add** button, the following screen will be displayed.

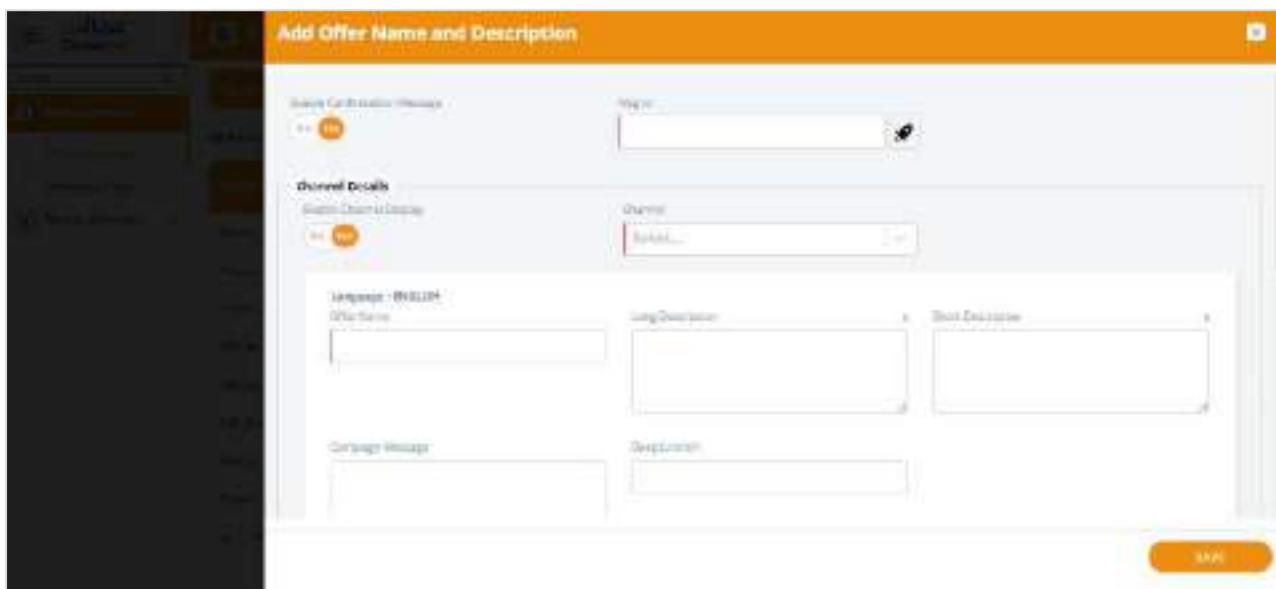
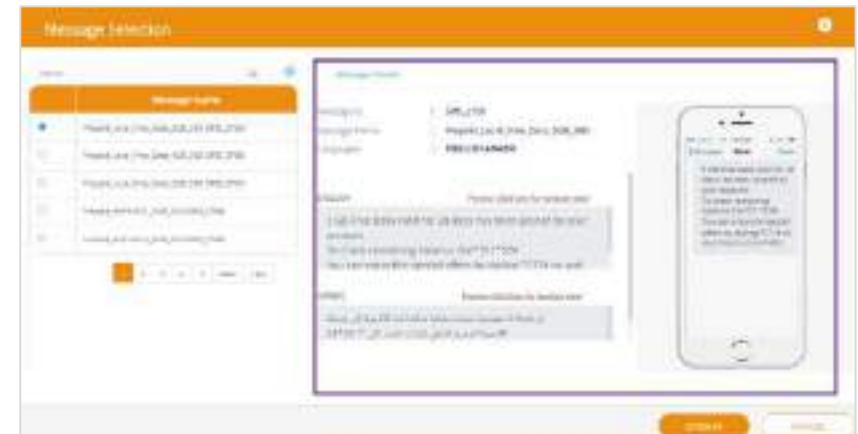


Figure 569 Add Offer Name and Description

6. Enter>Select the following details in the corresponding fields. If the fields are marked with “|” is mandatory.

Field	Description
General Details	
Enable Confirmation Message	Enables or disables a confirmation message that is shown to the user after a successful offer action. Select Yes to display a confirmation message, or No to disable it.
Msg Id	Select a unique message identifier that is used to map the confirmation or campaign message with the messaging system.

Field	Description
	<p>Select  to select the message. The following screen will be displayed.</p> 
<ul style="list-style-type: none"> Select the Message that needs to be sent to the user. The following screen will be displayed. 	
	
	<p>The selected message details will be displayed, and click Update will save the action.</p>
Channel Details	
Enable Channel Display	Controls whether the offer content is displayed for the selected communication channel. Select “Yes” to enable channel-specific display.
Channel	Selects the communication channel on which the offer will be displayed in the drop-down list. Note: This field is displayed if “ Enable Channel Display” is enabled.
Language Details	
Note: Users must provide details in English and Arabic.	
Offer Name	Enter the customer-facing name of the offer in the selected language.
Long Description	Enter the detailed description of the offer.
Short Description	Enter a summary of the offer.
Campaign Message	Enter the campaign-specific message text associated with the offer.
Deep Link URL	Enter the deep link URL that redirects users to a specific screen or page when they interact with the offer.

Field	Description																											
	<ul style="list-style-type: none"> Click the Add Details button to add multiple details. The following screen will be displayed. <div style="border: 1px solid #ccc; padding: 10px; margin-top: 10px;"> <table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th>Language</th> <th>Offer ID</th> <th>Offer Name</th> <th>Lang Description</th> <th>Start Date/Point</th> <th>Campaign Message</th> <th>Step Order</th> <th>Flag</th> <th>Info</th> </tr> </thead> <tbody> <tr> <td>ENGLISH</td> <td>OFF123</td> <td>New Offer</td> <td></td> <td></td> <td></td> <td>1</td> <td><input checked="" type="checkbox"/></td> <td></td> </tr> <tr> <td>ARABIC</td> <td>OFF456</td> <td>Arabic Offer</td> <td></td> <td></td> <td></td> <td>2</td> <td><input checked="" type="checkbox"/></td> <td></td> </tr> </tbody> </table> </div> <ul style="list-style-type: none"> Click the Modify button to edit the existing language details. 	Language	Offer ID	Offer Name	Lang Description	Start Date/Point	Campaign Message	Step Order	Flag	Info	ENGLISH	OFF123	New Offer				1	<input checked="" type="checkbox"/>		ARABIC	OFF456	Arabic Offer				2	<input checked="" type="checkbox"/>	
Language	Offer ID	Offer Name	Lang Description	Start Date/Point	Campaign Message	Step Order	Flag	Info																				
ENGLISH	OFF123	New Offer				1	<input checked="" type="checkbox"/>																					
ARABIC	OFF456	Arabic Offer				2	<input checked="" type="checkbox"/>																					

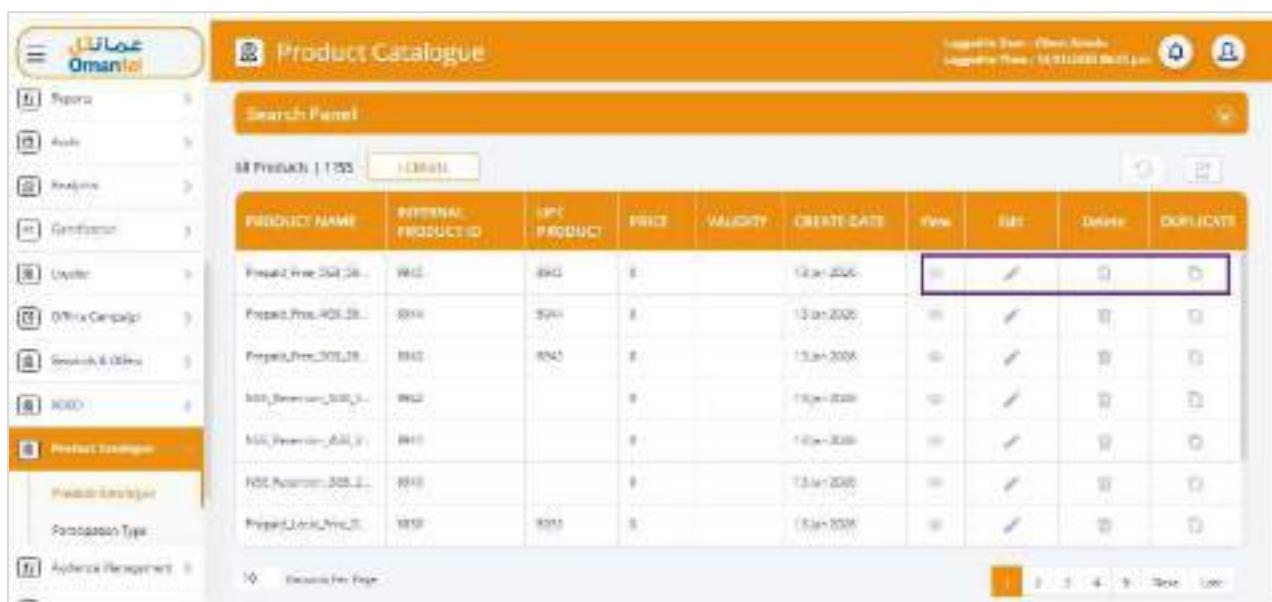
7. After providing the required fields, click **Submit**.

A confirmation message is displayed, indicating that the product offer is created successfully.

14.1.2 View, Modify, and Delete Product Offer

Using this option, you can view, modify, and delete the existing product offer details.

- On the **Product Catalogue** screen, click the **View** button  to view the product offer details. Refer to the following screen.
- On the **Product Catalogue** screen, click the **Modify** button  to modify the product offer details. Refer to the following screen.
- On the **Product Catalogue** screen, click the **Copy** button  to copy the product offer details. Refer to the following screen.
- On the **Product Catalogue** screen, click the **Delete** button  to delete the existing product offer details. Refer to the following screen.



The screenshot shows the Product Catalogue screen with the following data:

PRODUCT NAME	INTERNAL PRODUCT ID	MPN PRODUCT	PRICE	VALIDITY	CREATE DATE	VIEW	EDIT	DELETE	DUPPLICATE
Proprietary_001_001	PRP1	PRP1	\$10	12-Jan-2020	12-Jan-2020	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Proprietary_001_002	PRP2	PRP2	\$10	13-Jan-2020	13-Jan-2020	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Proprietary_001_003	PRP3	PRP3	\$10	13-Jan-2020	13-Jan-2020	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Proprietary_001_004	PRP4	PRP4	\$10	13-Jan-2020	13-Jan-2020	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Proprietary_001_005	PRP5	PRP5	\$10	13-Jan-2020	13-Jan-2020	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Proprietary_001_006	PRP6	PRP6	\$10	13-Jan-2020	13-Jan-2020	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Proprietary_001_007	PRP7	PRP7	\$10	13-Jan-2020	13-Jan-2020	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

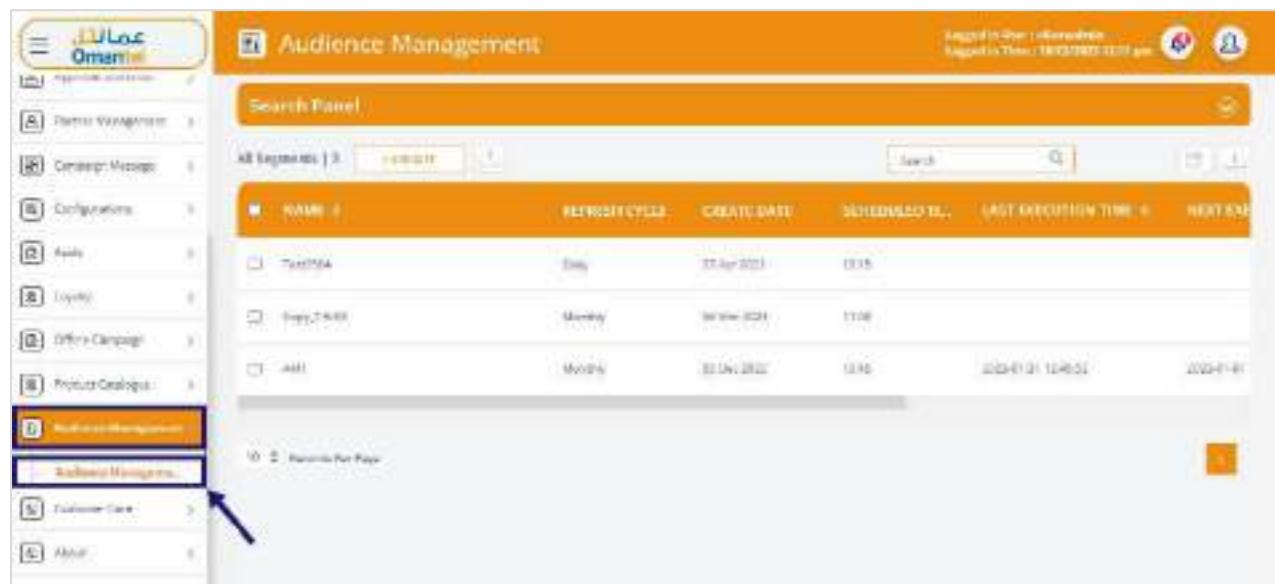
Figure 570 Product Catalogue – View, Modify, Copy, and Delete Operations

15 Audience Management

Using this audience management option, you can create a new segment and schedule it for the campaign execution. The audience is configured with a set of rules (Conditions, Condition Group, and Action) to attach to the different products. You can also modify and delete the existing audience details.

To manage the audience,

1. On the side menu, click **Audience Management >> Audience Management** to view audience details. Refer to the following screen.



Name	REFRESH CYCLE	CREATE DATE	SCHEDULED TO	LAST EXECUTION TIME	NEXT RUN
Test1234	Once	22-Apr-2021	13:35		
Grey TA&L	Monthly	16-Nov-2021	11:08		
AMT	Monthly	12-Dec-2021	13:45	2021-12-31 12:46:51	2022-01-01

Figure 571 Audience Management – Audience Management

2. On the **Audience Management** screen, click the **Upload** button  to upload the audience details. Refer to the following screen.

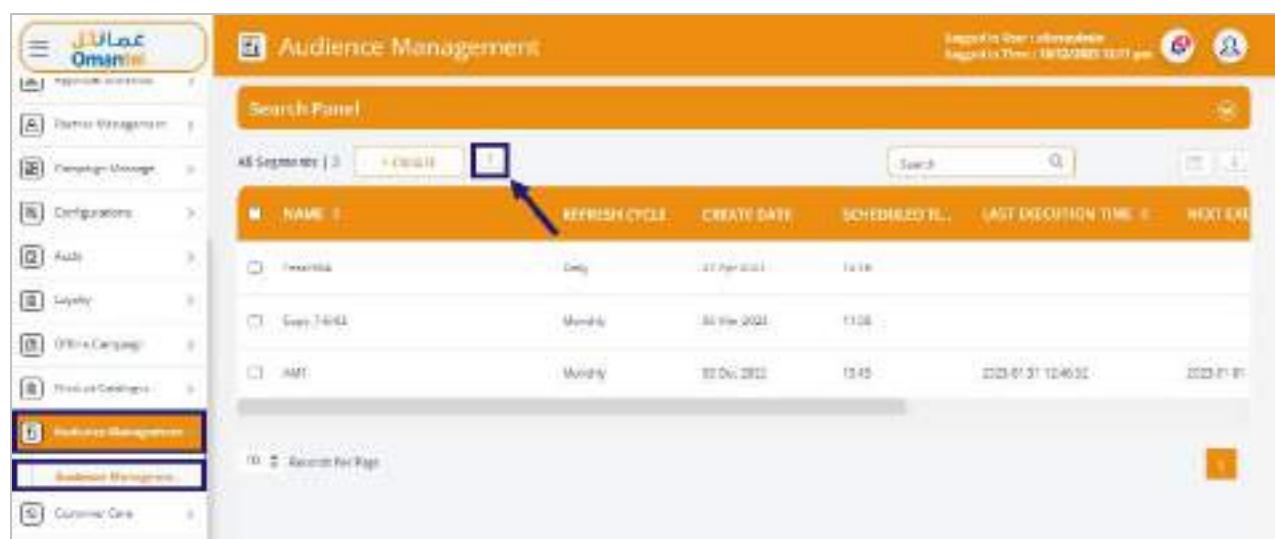


Figure 572 Audience Management - Upload Button

3. After clicking the **Upload** button, the following screen is displayed.

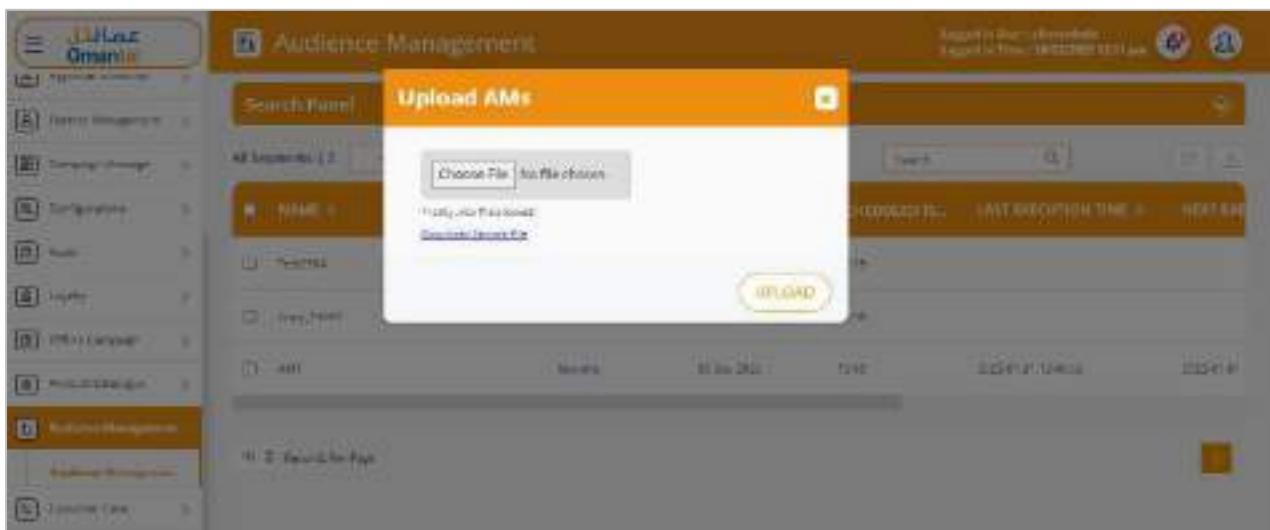


Figure 573 Upload Audience Management

4. Click **Choose File** to upload the file.

5. Click **Upload**.

A success message is displayed, indicating that the audience file is uploaded successfully.

- On the **Audience Management** screen, click the **Download** button  to download the audience details. Refer to the following screen.

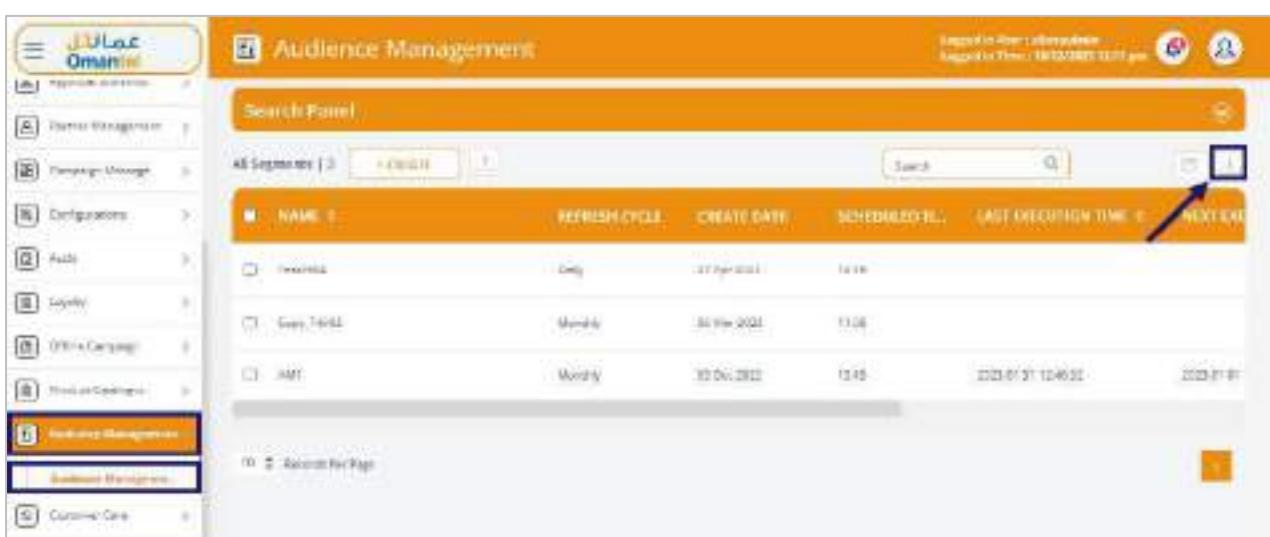


Figure 574 Audience Management - Download Button

The following sample audience file will be downloaded.

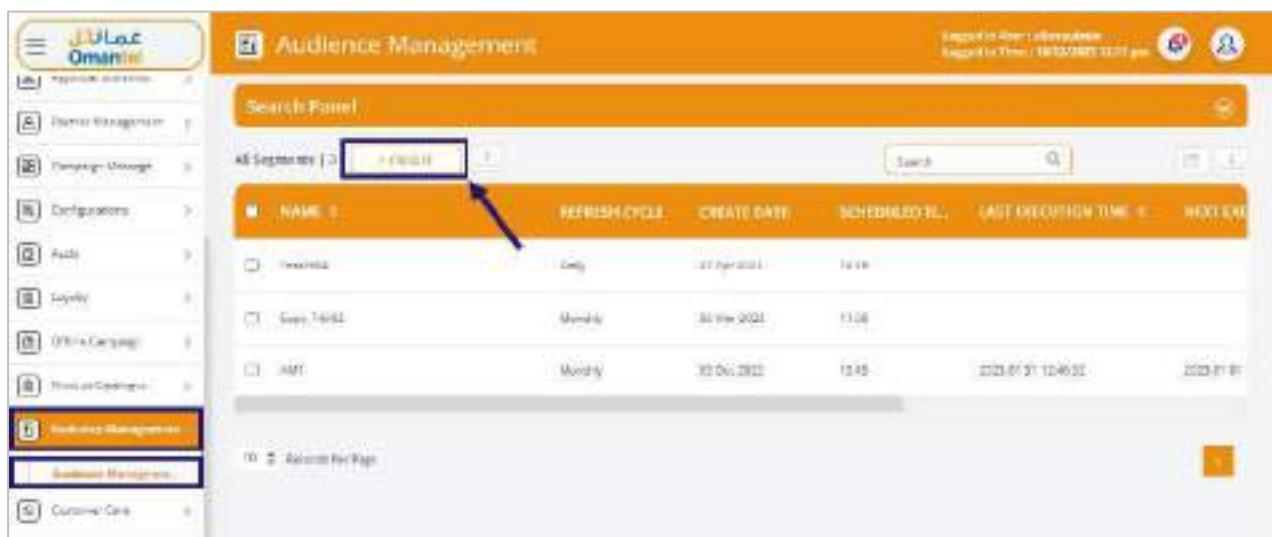


Excel_AM_Rule
(1).xlsx

15.1 Create Audience

Using this option, you can create a new audience.

1. On the **Audience Management** screen, click the **+Create** button to create a new audience. Refer to the following screen.



The screenshot shows the Audience Management screen with a search bar at the top. Below it is a table with columns: NAME, REFRESH CYCLE, CREATE DATE, SCHEDULED TO, LAST DECISION TIME, and HOLIDAY. Three rows are listed: 'Newbie' (Daily, 2023-07-27), 'Every 14 days' (Monthly, 2023-07-26), and 'AMT' (Monthly, 2023-06-29). A blue arrow points to the '+Create' button located at the top right of the table area. The left sidebar shows various menu items like Home, Internet Management, Campaign Manager, Configurations, Audit, Loyalty, OTT & Campaign, and Audience Management, with Audience Management being the active tab.

Figure 575 Audience Management – Create Button

2. After clicking the **+Create** button, the following screen will be displayed.



The screenshot shows the Segment creation screen. At the top, there's a navigation bar with tabs like Home, Max View, Audience Management, and Audience Progress. Below the navigation bar is a toolbar with icons for Segment, Rule Editor, and others. The main area is titled 'Create Segment' and contains a 'Segment Editor' section with a large orange 'Create Segment' button. To the right of the editor, there are sections for 'Segment Details' and 'Segment Rules'. The bottom of the screen has a footer with links like 'Segment Overview', 'Segment Editor', 'Segment Rules', 'Segment Details', and 'Segment History'.

Figure 576 Segment

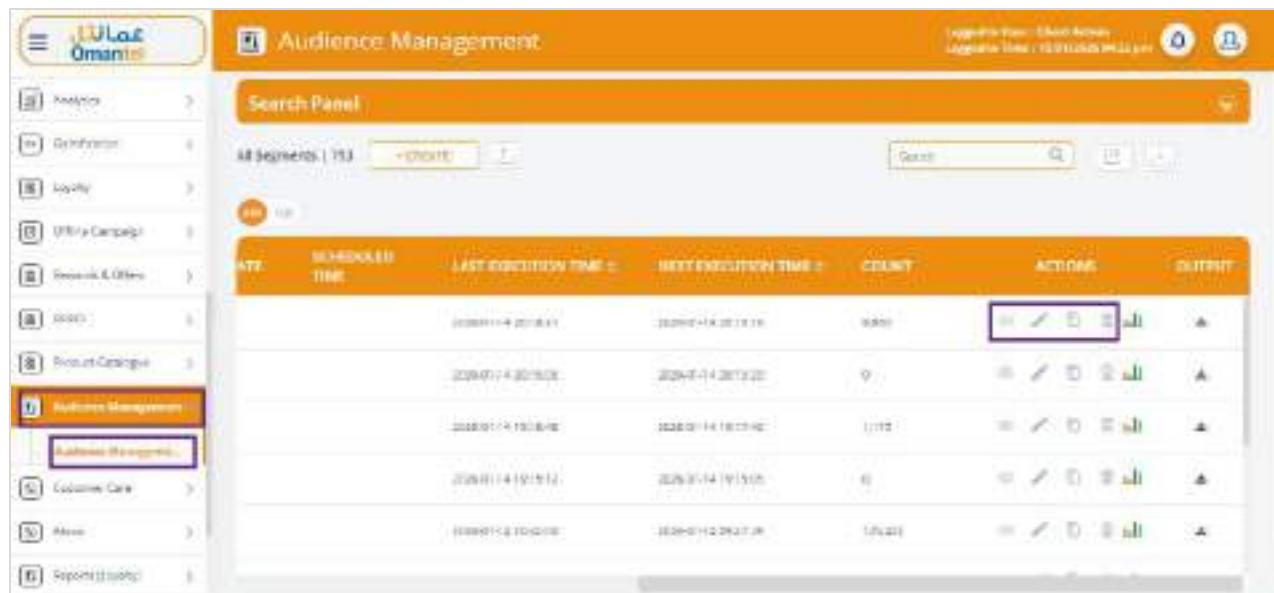
For more details about adding rules and schedules, see the section [**Rule Editor**](#).

15.2 View, Modify, Copy, and Delete Audience

Using this option, you can view, modify, copy, and delete the audience's details.

- On the **Audience Management** screen, click the **View** button  to create a new audience. Refer to the following screen.

- On the **Audience Management** screen, click the **Modify** button  to modify the audience details. Refer to the following screen.
- On the **Audience Management** screen, click the **Copy** button  to copy the segment to another instance. Refer to the following screen.
- On the **Audience Management** screen, click the **Delete** button  to delete the audience details. Refer to the following screen.



The screenshot shows the Audience Management screen with a list of segments. The 'Actions' column contains icons for Modify, Copy, Delete, and View. The 'Delete' icon for the first segment is highlighted with a purple border. The table has columns: DATE, SCHEDULED TIME, LAST EXECUTION TIME, NEXT EXECUTION TIME, COUNT, ACTIONS, and OUTPUT.

DATE	SCHEDULED TIME	LAST EXECUTION TIME	NEXT EXECUTION TIME	COUNT	ACTIONS	OUTPUT		
2024-01-14 10:00:00	2024-01-14 10:00:00	2024-01-14 10:00:00	2024-01-14 10:00:00	0,000				
2024-01-14 10:00:00	2024-01-14 10:00:00	2024-01-14 10:00:00	2024-01-14 10:00:00	0				
2024-01-14 10:00:00	2024-01-14 10:00:00	2024-01-14 10:00:00	2024-01-14 10:00:00	1,000				
2024-01-14 10:00:00	2024-01-14 10:00:00	2024-01-14 10:00:00	2024-01-14 10:00:00	0				
2024-01-14 10:00:00	2024-01-14 10:00:00	2024-01-14 10:00:00	2024-01-14 10:00:00	1,000				

Figure 577 Audience Management – Delete Button

16 Customer Care

Using this customer care option, you can manage the following operations:

- Create Account
- User Profile
- Transaction History
- Delete Account
- Response Notification

16.1 Create Account

Using this create option, you can create a new account.

1. On the side menu, click **Customer Care >> Create Account** to create a new account. Refer to the following screen.

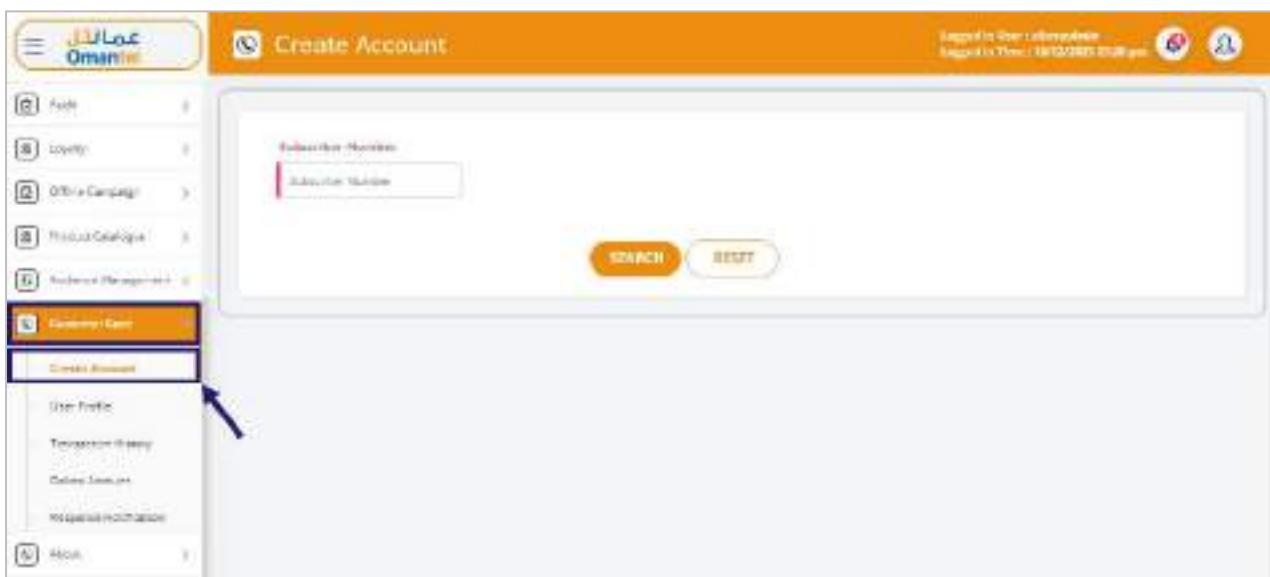


Figure 578 Customer Care - Create Account

Note: Enter the following information in the corresponding fields. If fields marked with “|” are mandatory.

2. Enter the **Subscriber Number**.

3. Click **Search**. Refer to the following screen.

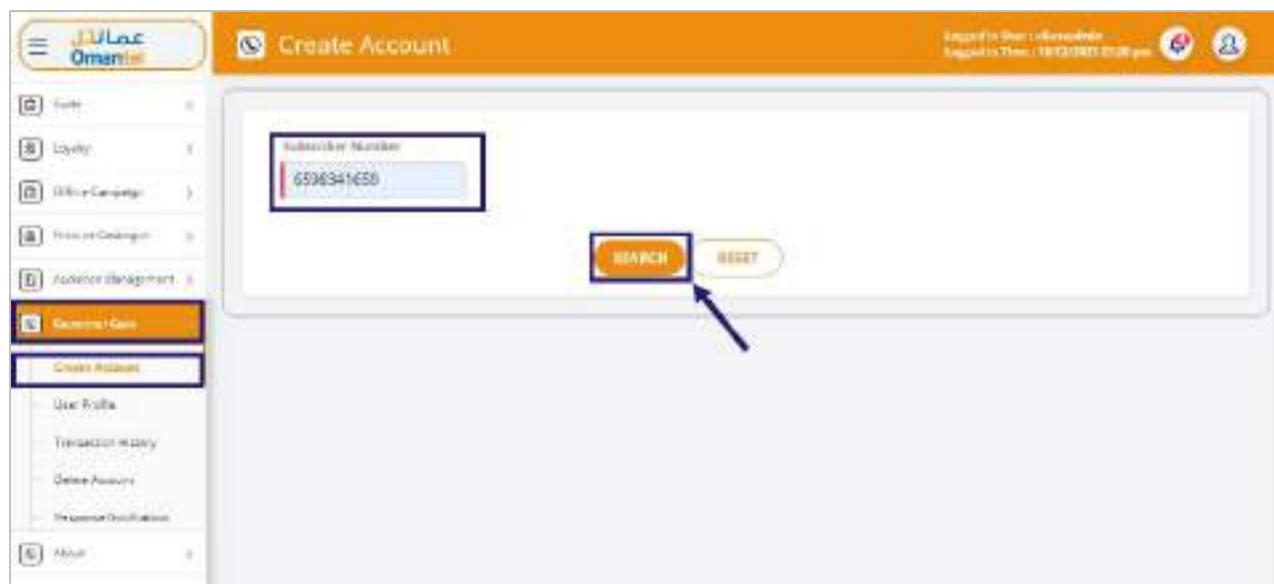


Figure 579 Create Account – Search Button

- After clicking the **Search** button, the following message is displayed.

A success message is displayed, indicating that the loyalty account is created successfully.

16.2 User Profile

Using this user profile option, you can view the profile details of the user. To manage the user profile,

- On the side menu, click **Customer Care >> User Profile** to view user details. Refer to the following screen.



Figure 580 Customer Care – User Profile

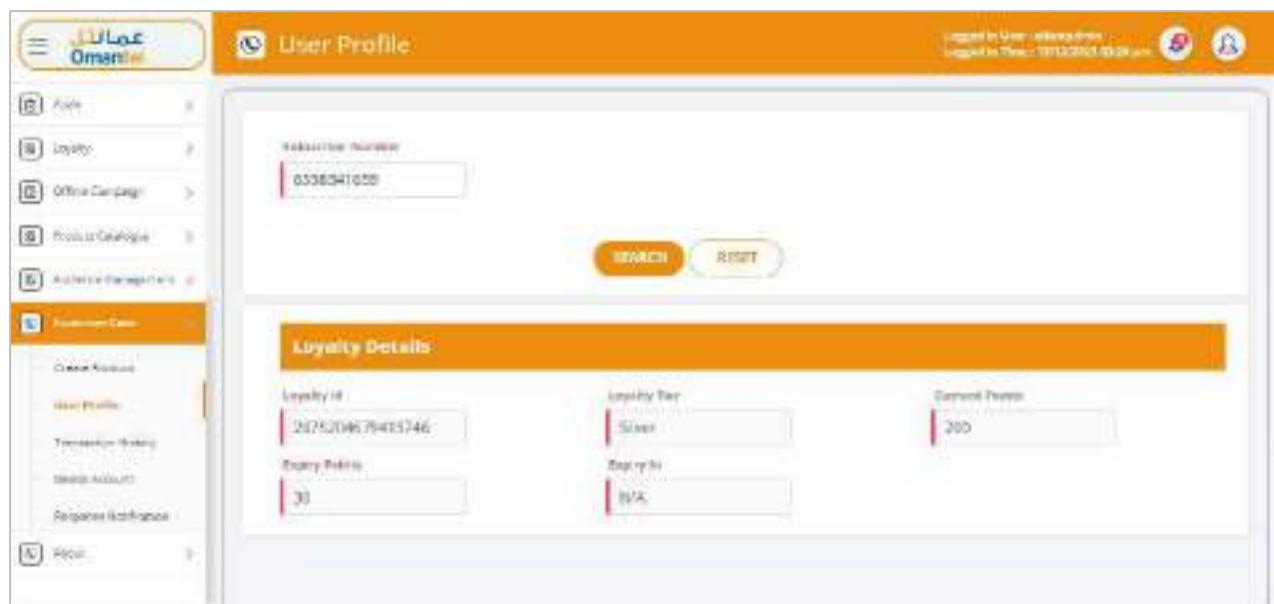
Note: Enter the following information in the corresponding fields. If fields marked with “|” are mandatory.

2. Enter the **Subscriber Number**.
3. Click **Search**. Refer to the following screen.



Figure 581 User Profile – Search Button

4. After clicking the **Search** button, the following screen is displayed.



The screenshot shows the 'User Profile' input screen. At the top, there's a header bar with the 'User Profile' title and a 'Logout' button. On the left, a sidebar menu includes 'Profile', 'Loyalty', 'Offline Campaign', 'Product Catalogue', 'Customer Segments', and 'Customer Care' (which is selected). Under 'Customer Care', there are options for 'Create Account', 'User Profile' (selected), 'Transaction History', 'Manage Account', and 'Airplane Notifications'. The main area has a 'Subscription Number' field containing '0338341658' with 'SEARCH' and 'RESET' buttons below it. A 'Loyalty Details' section contains fields for 'Loyalty ID' (2075104675415746), 'Expiry Points' (30), 'Loyalty Tier' (Silver), 'Expiry In' (N/A), and 'Current Points' (200).

Figure 582 User Profile Input Screen

The following detail of the user is displayed.

Field	Description
Loyalty Details	
Loyalty ID	Indicates the unique loyalty ID of the customer.
Loyalty Tier	Indicates the loyalty tier of the customer. For example, "Silver".
Current Point	Indicates the current loyalty point of the customer
Expiry Points	Indicates the expiry of loyalty points of the customer.
Expiry In	Indicates the loyalty points expiry in how many days.

16.3 Transaction History

Using this transaction history option, you can view the details of transactions made by the subscriber.

To manage the transaction history,

1. On the side menu, click **Customer Care >> Transaction History** to view the transaction history of the subscriber. Refer to the following screen.

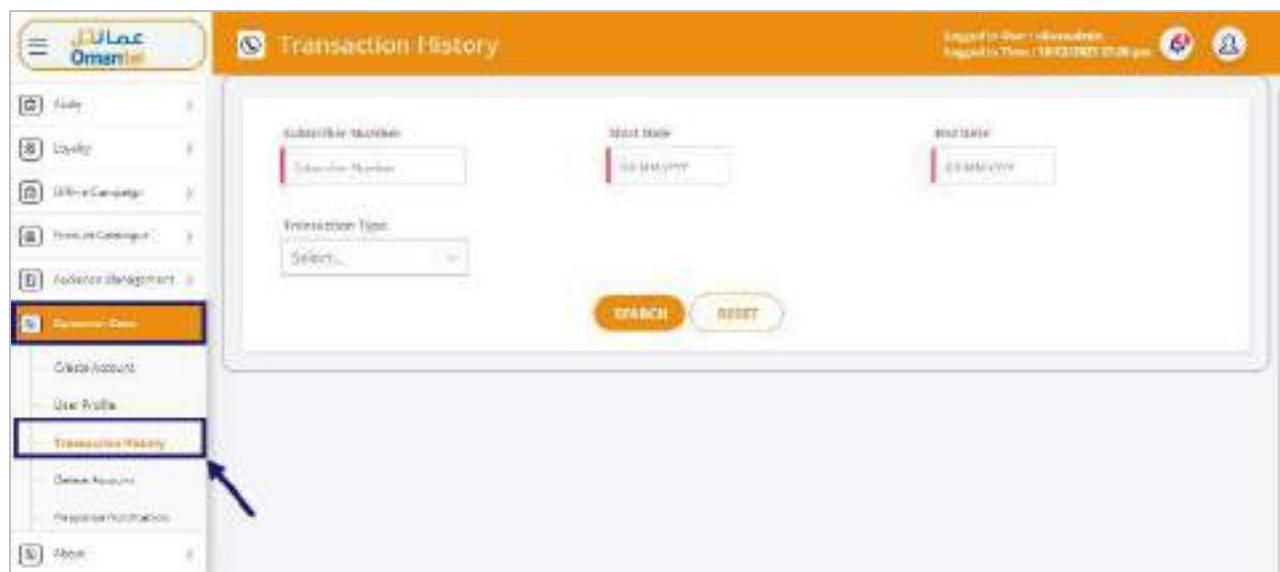


Figure 583 Customer Care – Transaction History

2. Enter the following information in the corresponding fields. If fields marked with “|” are mandatory.

Field	Description
Subscriber Number	Enter the subscriber number in the corresponding field.
Start Date	Select the start date of the transaction period.
End Date	Select the end date of the transaction period.
Transaction Type	Select the type of transaction in the drop-down list. For example, “Points Added”.

3. After clicking the **Search** button, the following screen is displayed.

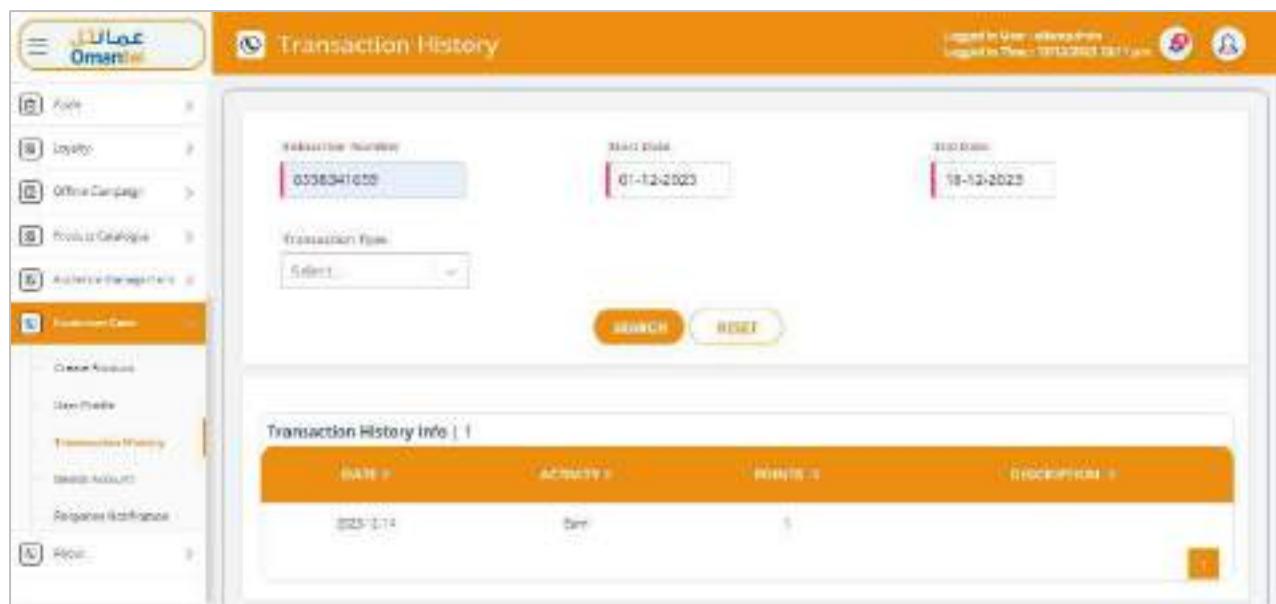


Figure 584 Transaction History

16.4 Delete Account

Using this delete option, you can delete the existing account.
To delete the account,

1. On the side menu, click **Customer Care >> Delete Account** to delete the loyalty account.
Refer to the following screen.

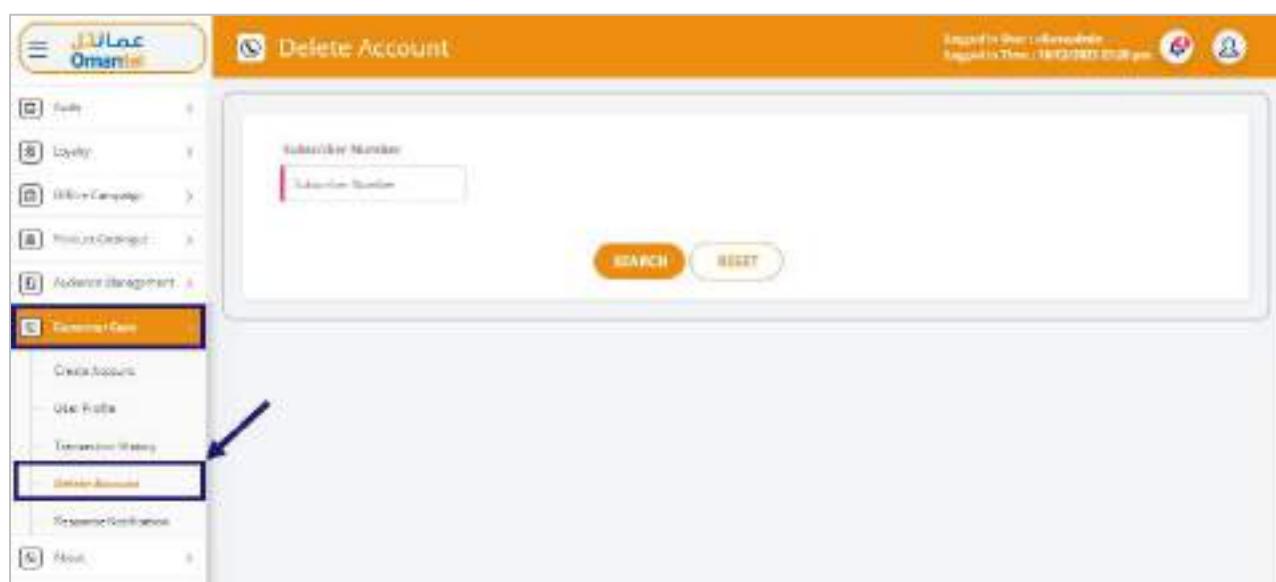


Figure 585 Customer Care - Delete Account

Note: Enter the following information in the corresponding fields. If fields marked with “|” are mandatory.

2. Enter the **Subscriber Number**.
3. Click **Search**. Refer to the following screen.

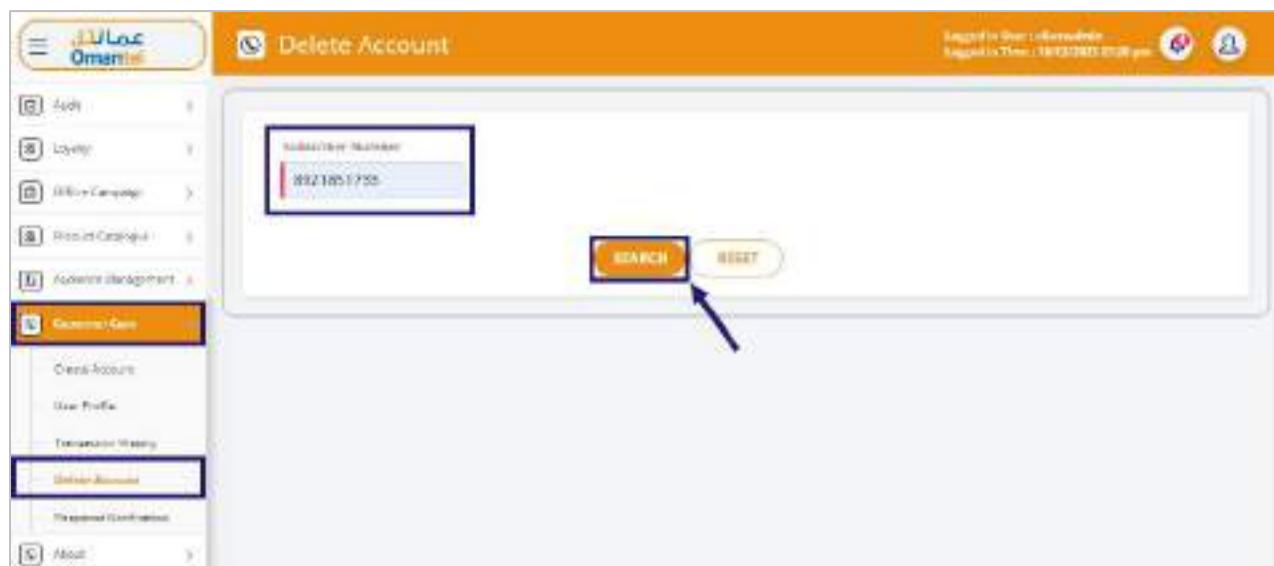


Figure 586 Delete Account – Search Button

4. After clicking the **Search** button, the following confirmation message is displayed. A confirmation message is displayed, indicating that the loyalty account is deleted successfully.

16.5 Response Notification

Using this option, you can configure the response notification for the loyalty services. It will send the notification to the customer when any service is updated in the loyalty system. You can also view, modify, and delete the existing response notifications.

To manage the response notification:

1. On the side menu, click **Customer Care >> Response Notification** to view response notification details. Refer to the following screen.

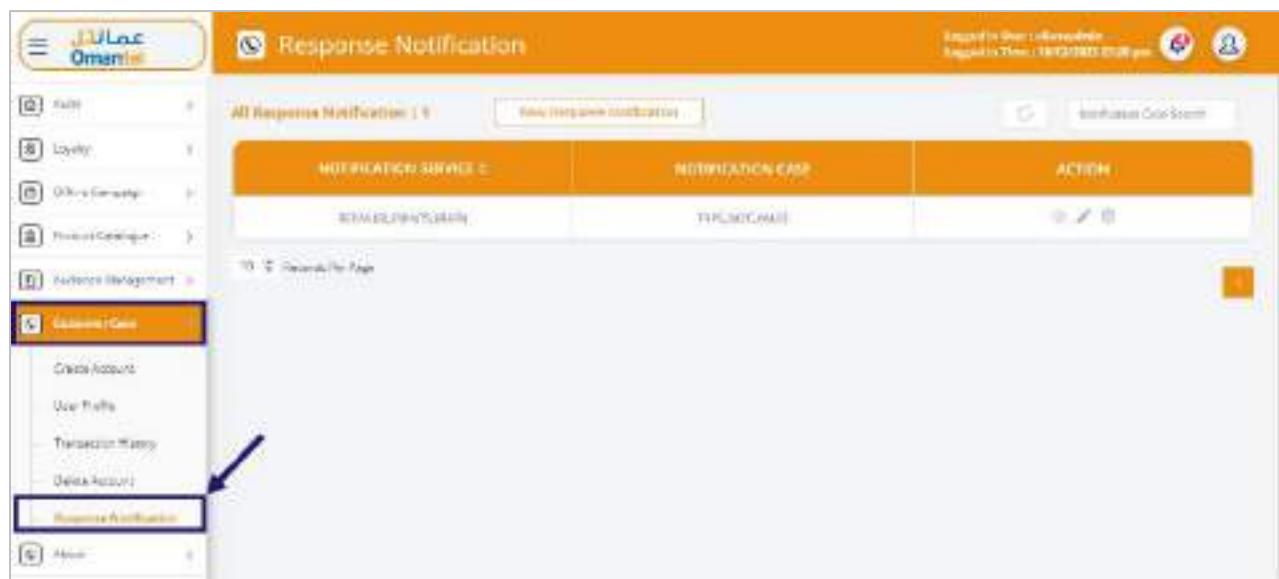


Figure 587 Customer Care - Response Notification

16.5.1 Create Response Notification

Using this create option, you can create a new response notification.

1. On the **Response Notification** screen, click the **New Response Notification** button. Refer to the following screen.

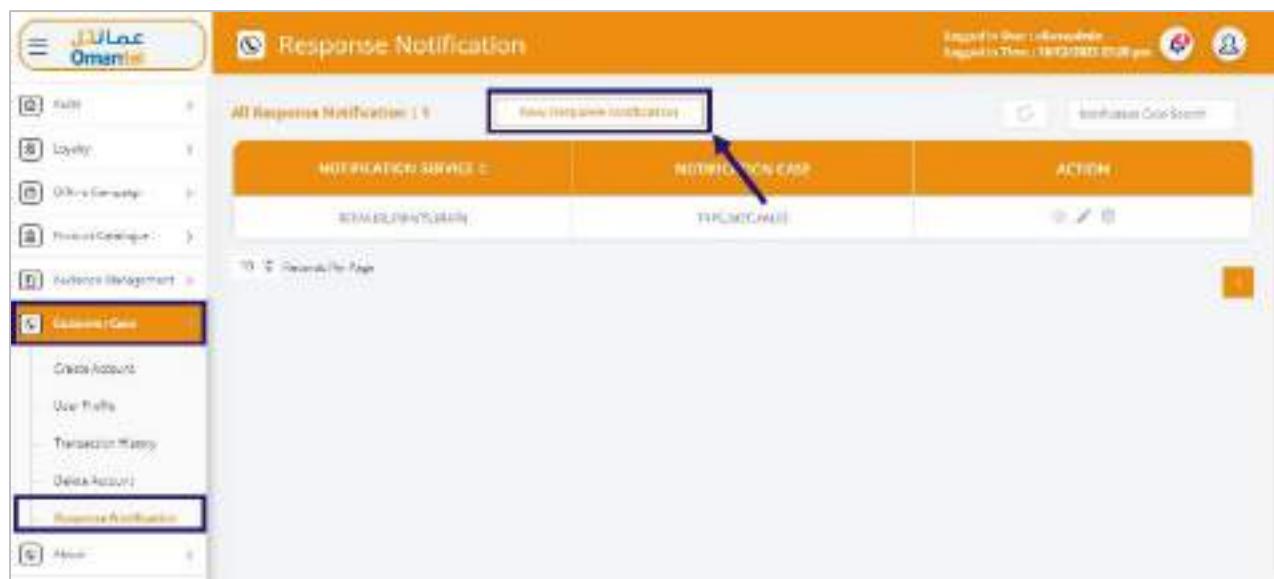
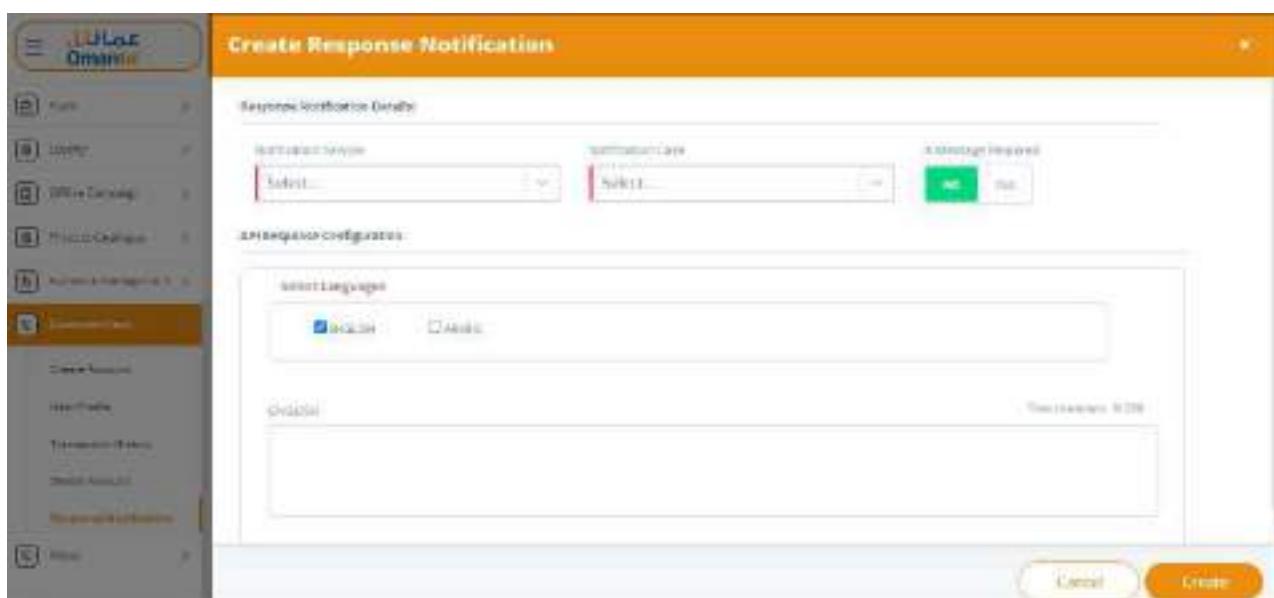


Figure 588 New Response Notification Button

- After clicking the **New Response Notification** button, the following screen is displayed.



The screenshot shows the 'Create Response Notification' screen. The left sidebar is identical to Figure 588. The main area has a header 'Create Response Notification'. It contains a section for 'Response Notification Details' with fields for 'NOTIFICATION SERVICE' (set to 'Retailer Points Burn') and 'NOTIFICATION CASE' (set to 'Retailer Points Burn'). There's also a 'MESSAGE HEADER' section with a 'Next' button. Below this is a 'Language Configuration' section with a 'Select Languages' dropdown (set to 'ENGLISH') and a 'Create' button. At the bottom right are 'Cancel' and 'Create' buttons.

Figure 589 Create Response Notification Details Screen

- Enter/Select the following details in the corresponding fields. If the fields are marked with “|” is mandatory.

Field	Description
Response Notification Details	
Notification Service	Select the notification service in the drop-down list. For example, Retailer Points Burn.
Notification Case	Select the notification case in the drop-down list.

Note: The notification case drop-down list details are displayed based on the

Field	Description
	selected notification service.
Is Message Required	<p>Toggle the button “Yes” to enable the message that is required for the notification response.</p> <p>Or</p> <p>Toggle the button “No”.</p> <p>If “Yes”, the following screen is displayed.</p> <div style="border: 1px solid #ccc; padding: 10px; width: fit-content;"> <div style="margin-bottom: 10px;"> <input checked="" type="checkbox"/> SMS <input type="checkbox"/> Email <input type="checkbox"/> Mobile Notifications </div> <div> <input checked="" type="checkbox"/> Text <input type="checkbox"/> Email <input type="checkbox"/> Mobile Notifications </div> </div> <ul style="list-style-type: none"> Select the required Channel checkbox and select the corresponding message details in the drop-down list.
API Response Configuration	
Select Languages	Select the language as “ English ” or “ Arabic ”.
English/Arabic	Enter the message description for the selected language.

4. After entering all the required details, click the **Create** button.

A success message is displayed, indicating that the **Response Notification** is created successfully.

16.5.2 View, Modify, and Delete Response Notification

Using this view option, you can view the existing response notification details.

- On the **Response Notification** screen, click the **View** button  to create a new audience. Refer to the following screen.
- On the **Response Notification** screen, click the **Modify** button  to modify the product offer details. Refer to the following screen.
- On the **Response Notification** screen, click the **Delete** button  to delete the audience details. Refer to the following screen.



The screenshot shows the 'Response Notification' page in the Omantel Magik system. The left sidebar contains navigation links such as Audit, User, Offline Campaign, Product Catalogue, Audience Management, Customer Care, Personal Notifications, and User. The main content area displays a table with the following data:

NOTIFICATION SERVICE	NOTIFICATION CASE	ACTION
INSTALLED_P2NVS_BUWY	TMS_NOL_VH0	

Below the table, there is a message: 'No Response notifications found'.

Figure 590 Response Notification - Delete Button

17 Reports (Gamification)

This option allows users to manage and export various gamification reports.

17.1 MTD ARPU Summary Report

The MTD ARPU (Month-To-Date Average Revenue Per User) Summary Report provides a consolidated view of customer engagement and revenue generation from various gamification campaigns within the current month.

1. On the side menu, click **Reports (Gamification) >> MTD ARPU Summary Report** to view report details. Refer to the following screen.



Figure 591 Reports (Gamification) - MTD ARPU Summary Report

The following MTD ARPU Summary Report details will be displayed.

Field	Description
MONTH	Indicates the current calendar month and date for which the data is reported.
Game Name	Indicates the name of the gamification campaign through which the user engagement occurred.
Prepaid ARPU Bands	Indicates the Categorized bands of ARPU (Average Revenue Per User) values associated with prepaid users.
Unique Customers Engaged	Indicates the count of distinct users who participated in the specific campaign during the selected period.
Total Subscription Points Deducted	Indicates the total number of loyalty/subscription points deducted from customers as part of campaign participation.
Total Loyalty Points Rewarded	Indicates the total loyalty points given to users as rewards for participating in the campaign.

17.2 Game Wise Product Reward

The Game Wise Product Reward report provides a detailed summary of rewards issued for each game on the gamification platform.

- On the side menu, click **Reports (Gamification)** >> **Game Wise Product Reward** to view report details. Refer to the following screen.



DATE	GAME TITLE	TOTAL COUNT	PRODUCT ID	PRODUCT NAME	GAM
24-07-2025	SpinnWin_RCG_Campaign	6	8209	Game_Prepaid_3GB_DATA_2...	Sp
24-07-2025	SpinnWin_Postpaid_L1	25	8284	GamePostpaid_Free500MB_1D	Sp
24-07-2025	SpinnWin_Postpaid_L1	8	8276	GamePostpaid_Free3GB_3D	Sp
24-07-2025	SpinnWin_Postpaid_NBO	1	8284	GamePostpaid_Free500MB_1D	Sp
24-07-2025	SpinnWin_Postpaid_L1	11	8277	GamePostpaid_Free2GB_3D	Sp
24-07-2025	SpinnWin_RCG_Campaign	6	8012	Game_5GB_DATA_3DAYS_114...	Sp
24-07-2025	SpinnWin_Postpaid_L1	18	8281	GamePostpaid_Free250MB_1D	Sp

Figure 592 Reports (Gamification) - Gamewise Product Reward

Note: For better viewing, the image is split into multiple halves.

GAME TYPE	REWARD TYPE	RESPCODE
Spin and win	3	SC0000
Spin and win	3	SC0000
Spin and win	3	SC0000
Spin and win	3	SC0000
Spin and win	3	SC0000
Spin and win	3	SC0000
Spin and win	3	SC0000

Figure 593 Gamewise Product Reward_1

The following Gamewise Product Reward details will be displayed.

Field	Description
Date	Indicates the date on which the game reward was recorded.
Game Title	Indicates the name of the specific game campaign.
Total Count	Indicates the total number of rewards issued for the corresponding product on that date.
Product ID	Indicates a unique identifier assigned to the product that is being rewarded.

Field	Description
Product Name	Indicates the name of the product.
Game Type	Indicates the type of game through which the reward was earned.
Reward Type	Indicates the type of reward.
Resp Code	Indicates the response code for the reward transaction.

17.3 Gamification Reward Allocated Reports

The Gamification Reward Allocated Reports section displays a summary of rewards assigned to users through various gamification activities or campaigns.

1. On the side menu, click **Reports (Gamification) >> Gamification Reward Allocated Reports** to view report details. Refer to the following screen.



DATE	GAME NAME	REWARD ALLOCATED	REWARD PERCENTAGE	REWARD CLAIMED	CLAIMED PERCENTAGE
No records found...					

Figure 594 Reports (Gamification) - Gamification Reward Allocated Reports

The following Gamewise Product Reward details will be displayed.

Field	Description
Date	Indicates the date on which the gamification reward allocation occurred.
Game Name	Indicates the name or title of the gamification activity in which users participated.
Reward Allocated	Indicates the total number of rewards allocated for the specific game.
Reward Percentage	Indicates the percentage of the total planned rewards that were actually allocated.
Reward Claimed	Indicates the number of rewards successfully claimed by users from the allocated pool.
Claimed Percentage	Indicates the percentage of allocated rewards that have been claimed by the users.

17.4 Daily Summary Report

The Daily Summary Report provides a day-wise consolidated view of customer participation and reward distribution for various gamification campaigns.

- On the side menu, click **Reports (Gamification)** >> **Daily Summary Report** to view report details. Refer to the following screen.



DATE	GAME NAME	TOTAL ENGAGEMENTS	UNIQUE CUSTOMERS REWARDED	TOTAL CUSTOMERS REWARDED	UNIQUE REV
24-07-2022	Gamification_POC_Campaign	9	9	9	
24-07-2022	Gamification_Pocard_12	80	80	80	
24-07-2022	Gamification_Pocard_13	2	2	2	
24-07-2022	Gamification_Pocard_14	38	38	38	
24-07-2022	Gamification_Pocard_15	119	119	119	
24-07-2022	Gamification_Pocard_16	2	2	2	
25-07-2022	Gamification_Pocard_17	39	39	39	

Figure 595 Reports (Gamification) - Daily Summary Report

Note: For better viewing, the image is split into two halves.

UNIQUE CUSTOMERS REWARDED	TOTAL LOYALTY POINTS REWARDED	TOTAL TELCO PRODUCTS REWARDED
19	0	19
86	0	86
2	0	2
34	0	34
117	0	119
2	0	2
39	0	39

Figure 596 Daily Summary Report_2

The following Daily Summary Report details will be displayed.

Field	Description
Date	Indicates the date on which the gamification activity and reward distribution occurred.
Game Name	Indicates the specific name of the game or campaign run on the selected date.
Total Engagements	Indicates the total number of interactions or participations recorded

Field	Description
	for the game.
Unique Customers Engaged	Indicates the number of distinct customers who participated in the game on that day.
Total Customers Rewarded	Indicates the total number of customers who received any form of reward.
Unique Customers Rewarded	Indicates the number of distinct customers who received rewards.
Total Loyalty Points Rewarded	Indicates the aggregate number of loyalty points awarded to customers during the day.
Total Telco Products Rewarded	Indicates the total number of telco-related products awarded.
Total Engagements	Indicates the total number of interactions or participations recorded for the game.
Unique Customers ENGAGED	Indicates the number of distinct customers who participated in the game on that day.
Total Customers Rewarded	Indicates the total number of customers who received any form of reward.

17.5 Day Wise Game Played Report

The Day Wise Game Played Report provides a daily summary of customer game activity, including participation and rewards.

1. On the side menu, click **Reports (Gamification) >> Day Wise Game Played Report** to view the report details. Refer to the following screen.



DATE	GAME NAME	TOTAL CUSTOMER PLAYED	UNIQUE CUSTOMER PLAYED	TOTAL CUSTOMER REWARDED	UNIQUE CUSTOMER REWARDED
18/12/2018	BingoWii Football	18	18	18	18
18/12/2018	BingoWii Cricket	560	530	0	0
18/12/2018	BingoWii Tennis	109,237	88,926	0	0
18/12/2018	BingoWii Tennis	71	71	0	0
18/12/2018	BingoWii Football	1	1	0	0
18/12/2018	BingoWii Tennis	252,912	152,800	0	0
18/12/2018	BingoWii RCG Challenge	33	33	18	18

Figure 597 Reports (Gamification) - Day Wise Game Played Report

The following Day Wise Game Played Report details will be displayed.

Field	Description
Date	Indicates the date on which the report is generated.
Game Name	Indicates the name of the game.
Total Customer Played	Indicates the total number of game plays recorded on that day.

Field	Description
Unique Customer Played	Indicates the number of distinct customers who played the game on that day, counted once per user, regardless of play frequency.
Total Customer Rewarded	Indicates the total number of game plays that resulted in rewards on that day, including multiple rewards per user.
Unique Customer Rewarded	Indicates the number of unique customers rewarded at least once that day, with each user counted only once.

17.6 Monthwise Game Played Report

The Month Wise Game Played Report provides a daily summary of customer game activity, including participation and rewards.

1. On the side menu, click **Reports (Gamification) >> Month Wise Game Played Report** to view the report details. Refer to the following screen.



MONTH	GAME NAME	TOTAL CUSTOMER PLAYED	UNIQUE CUSTOMER PLAYED	TOTAL CUSTOMER REWARDED	UNIQUE CUSTOMER REWARDED
Jul-2023	Disney Gamification2023	2	2	1	1
Aug-2023	Disney Gamification2023	8	8	8	8
Sep-2023	Disney Gamification2023	12	8	11	11
Oct-2023	Disney Gamification2023	16	8	11	11
Nov-2023	Disney Gamification2023	24	11	14	14
Dec-2023	Disney Gamification2023	13	10	11	11

Figure 598 Reports (Gamification) - Month Wise Game Played Report

The following Month-Wise Game Played Report details will be displayed.

Field	Description
Date	Indicates the date on which the report is generated.
Game Name	Indicates the name of the game.
Total Customer Played	Indicates the total number of game plays recorded on that day.
Unique Customer Played	Indicates the number of distinct customers who played the game on that day, counted once per user, regardless of play frequency.
Total Customer Rewarded	Indicates the total number of game plays that resulted in rewards on that day, including multiple rewards per user.
Unique Customer Rewarded	Indicates the number of unique customers rewarded at least once

Field	Description
	that day, with each user counted only once.

17.7 Day Wise Reward Report

The Day-Wise Reward Report provides a summary of rewards distributed to users on a daily basis across different campaigns and reward types.

1. On the side menu, click **Reports (Gamification) >> Day Wise Reward Report** to view report details. Refer to the following screen.



The screenshot shows the 'Reports (Gamification)' section of the application. On the left, there is a sidebar with various report options, one of which is highlighted in yellow. The main area displays a table titled 'Day Wise Reward Report (938)' with the following data:

PROMOTION DATE	Reward Type	Reward	TOTAL REWARDS	UNIQUE REWARDED COUNT
15-07-2023	Tele	SeminarProject_20230715_20475	1	1
19-07-2023	No Rewards	None	427	428
21-07-2023	Tele	SeminarProject_20230721_14079	1	1
25-07-2023	Tele	SeminarProject_Freq00830	3	3
25-07-2023	Tele	SeminarProject_Freq02885_10	2	2
26-07-2023	Tele	SeminarProject_Freq00830_10	1	1
25-07-2023	Tele	SeminarProject_Freq00830_10	1	1

Figure 599 Reports (Gamification) - Day Wise Reward Report

The following Day Wise Reward Report details will be displayed.

Field	Description
Promotion Date	Indicates the specific date on which the rewards were issued.
Reward Type	Indicates the category of the reward.
Reward	Indicates the exact reward item given to the.
Total Rewards	Indicates the total number of rewards distributed on the given date for that particular reward type.
Unique Rewarded Count	Indicates the number of unique users who received rewards on that specific date.

17.8 Monthwise Reward Report

The Month Wise Reward Report provides a consolidated summary of rewards distributed during each month across various campaigns and reward categories.

1. On the side menu, click **Reports (Gamification) >> Monthwise Reward Report** to view report details. Refer to the following screen.



Month	Reward Type	Reward	Total Rewards	Unique Rewarded Count
Sep-2024	Telco	Game_100 Local Minute for 3 Days	1	1
Sep-2024	Telco	Game_10GB_DATA_7DAYS_114...	1	1
Sep-2024	Telco	Game_100MB_DATA_2DAYS_11...	13	1
Sep-2024	Telco	Game_20 Local Minutes for 2 Days	1	1
Sep-2024	Telco	Game_50 MB for 2 Days	1	1
Sep-2024	Telco	Game_50 Local Minutes for 2 Days	1	1

Figure 600 Reports (Gamification) - Monthwise Reward Report

The following Monthwise Reward Report details will be displayed.

Field	Description
Month	Indicates the month and year for which the rewards were issued.
Reward Type	Indicates the type of reward.
Reward	Indicates the reward item granted to users. For example, Game_100 Local Minute for 3 Days, Game_10GB_DATA_7DAYS.
Total Rewards	Indicates the total number of rewards distributed during the respective month for that reward type.
Unique Rewarded Count	Indicates the total number of distinct users who received rewards in that month.

17.9 Predict & Win

The Predict & Win Report displays detailed information about prediction-based gamification campaigns. It helps monitor participant engagement, campaign performance, and outcomes by showing the number of participants, winners, and failed attempts for each prediction event conducted on specific dates.

1. On the side menu, click **Reports (Gamification) >> Predict & Win Report** to view report details. Refer to the following screen.



DATE	GAME NAME	NO OF PARTICIPANTS	WINNER COUNT	FAILURE COUNT
25-07-2025		0	0	0
25-07-2025	SpinnWin_RCG_Campaign	0	0	0
25-07-2025		0	0	0
25-07-2025	SpinnWin_Postpaid_L1	0	0	0
24-07-2025		0	0	0
24-07-2025	ShakennWinPostpaid	0	0	0
24-07-2025	SpinWin_Postpaid_NBO	0	0	0

Figure 601 Reports (Gamification) - Predict & Win Report

The following Predict & Win Report details will be displayed.

Field	Description
Date	Indicates the date on which the prediction campaign took place.
Game Name	Indicates the name of the specific campaign.
No of Participants	Indicates the total number of users who participated in the prediction game on that date.
Winner Count	Indicates the total number of participants who made correct predictions and won rewards.
Failure Count	Indicates the number of participants who did not win.

17.10 Refer & Win Report

The Refer & Win Report provides insights into referral-based gamification campaigns. It tracks and displays details of users (referrers) who invite others (referees) to participate in offers or campaigns.

1. On the side menu, click **Reports (Gamification) >> Refer & Win Report** to view report details. Refer to the following screen.

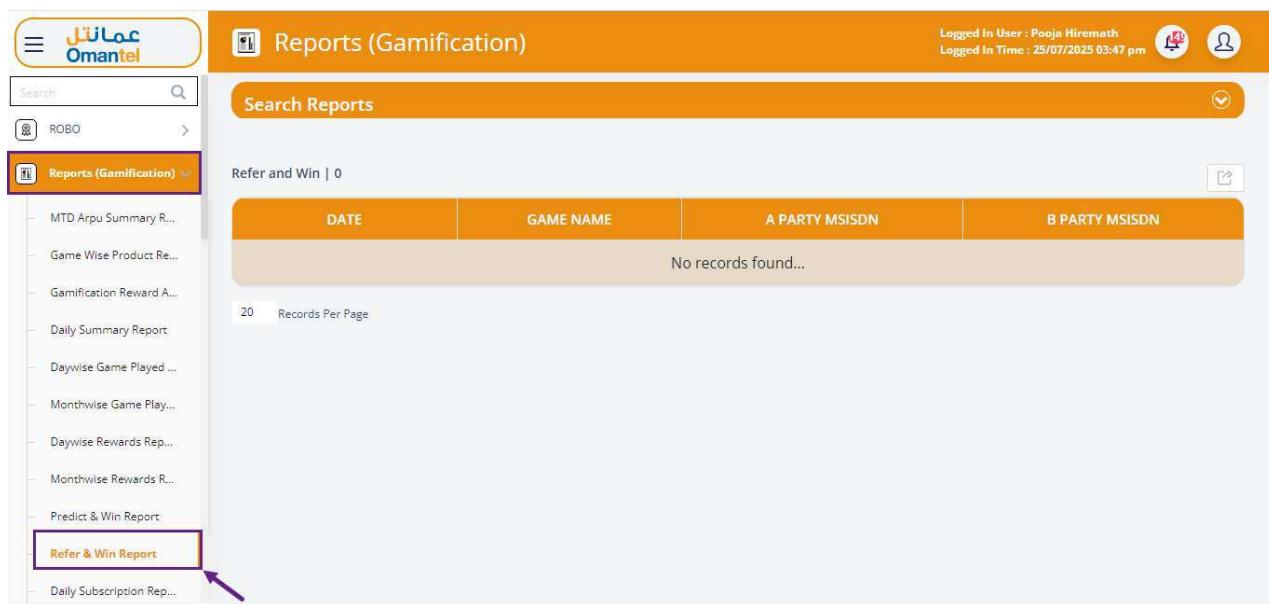


Figure 602 Reports (Gamification) - Refer & Win Report

The following Refer & Win Report details will be displayed.

Field	Description
Date	Indicates the date on which the referral activity occurred or was recorded in the system.
Game Name	Indicates the name of the Refer & Win campaign associated with the referral transaction.
A Party MSISDN	Indicates the mobile number (MSISDN) of the referrer. The user who initiated the referral.
B Party MSISDN	Indicates the mobile number (MSISDN) of the referee. The user who was referred to join the campaign

17.11 Daily Subscription Report

The Daily Subscription Report provides a detailed overview of user engagement and subscription activities within gamification campaigns daily.

1. On the side menu, click **Reports (Gamification) >> Daily Subscription Report** to view report details. Refer to the following screen.

Search Reports						
Daily Subscription Report (24h)						
DATE	GAME NAME	TOTAL ENGAGEMENTS	UNIQUE CUSTOMERS ENGAGED	Paid Subscriptions Count	Subscription Points Deducted	
14/07/2022	SpinWith_Fizzpack	+	1	0	0	
14/07/2022		3123	2117	0	0	
14/07/2022		25981	18230	0	0	
14/07/2022	SpinWith_ThirstyCat	0	0	0	0	
14/07/2022	SpinWith_Fizzpack_100	3	2	0	0	
14/07/2022	SpinWith_POD_Carrousel	28	22	0	0	
15/07/2022	SpinWith_Airport_100	9	5	0	0	

Figure 603 Reports (Gamification) - Daily Subscription Report

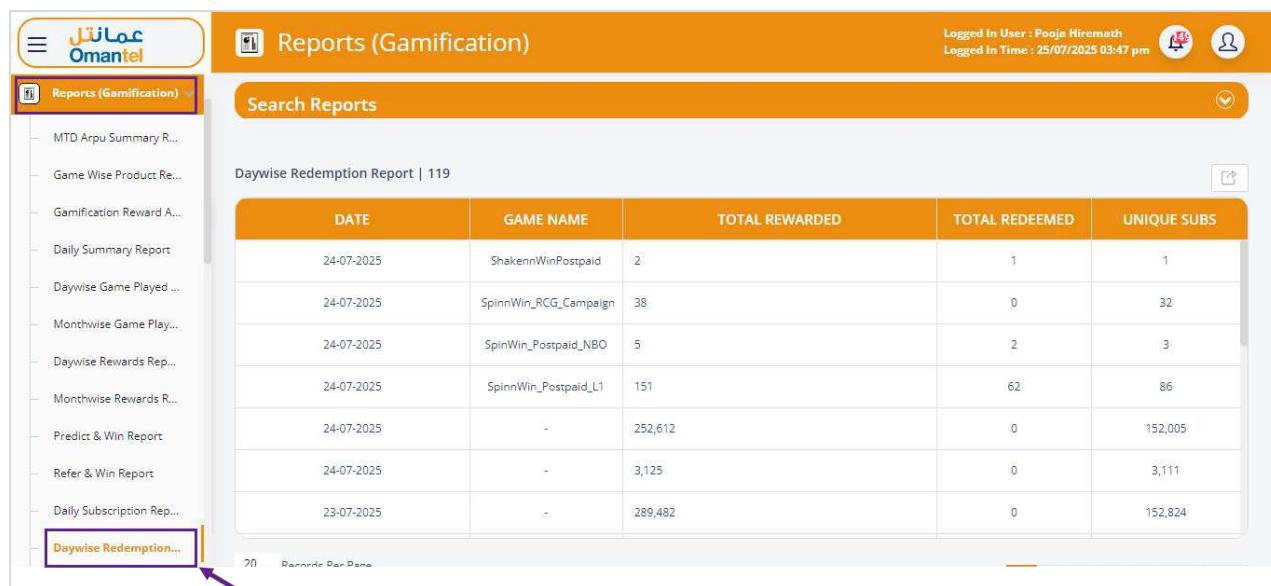
The following Daily Subscription Report details will be displayed.

Field	Description
Date	Indicates the specific date on which the subscription activities were recorded.
Game Name	Indicates the name of the game or gamification campaign for which the subscription data is being displayed.
Total Engagements	Indicates the total number of user interactions or participations recorded for the game on that date.
Unique Customers Engaged	Indicates the count of distinct users who participated in the game on that date.
Paid Subscriptions Count	Indicates the number of users who completed paid subscriptions for accessing or continuing the game.
Subscription Points Deducted	Indicates the total reward or loyalty points deducted from users as part of the subscription process.

17.12 Daywise Redemption Report

The Daywise Redemption Report provides a daily summary of reward distribution and redemption activities within gamification campaigns.

- On the side menu, click **Reports (Gamification) >> Daywise Redemption Report** to view report details. Refer to the following screen.



DATE	GAME NAME	TOTAL REWARDED	TOTAL REDEEMED	UNIQUE SUBS
24-07-2025	ShakennWinPostpaid	2	1	1
24-07-2025	SpinnWin_RCG_Campaign	38	0	32
24-07-2025	SpinWin_Postpaid_NBO	5	2	3
24-07-2025	SpinnWin_Postpaid_L1	151	62	86
24-07-2025	-	252,612	0	152,005
24-07-2025	-	3,125	0	3,111
23-07-2025	-	289,482	0	152,824

Figure 604 Reports (Gamification) - Daywise Redemption Report

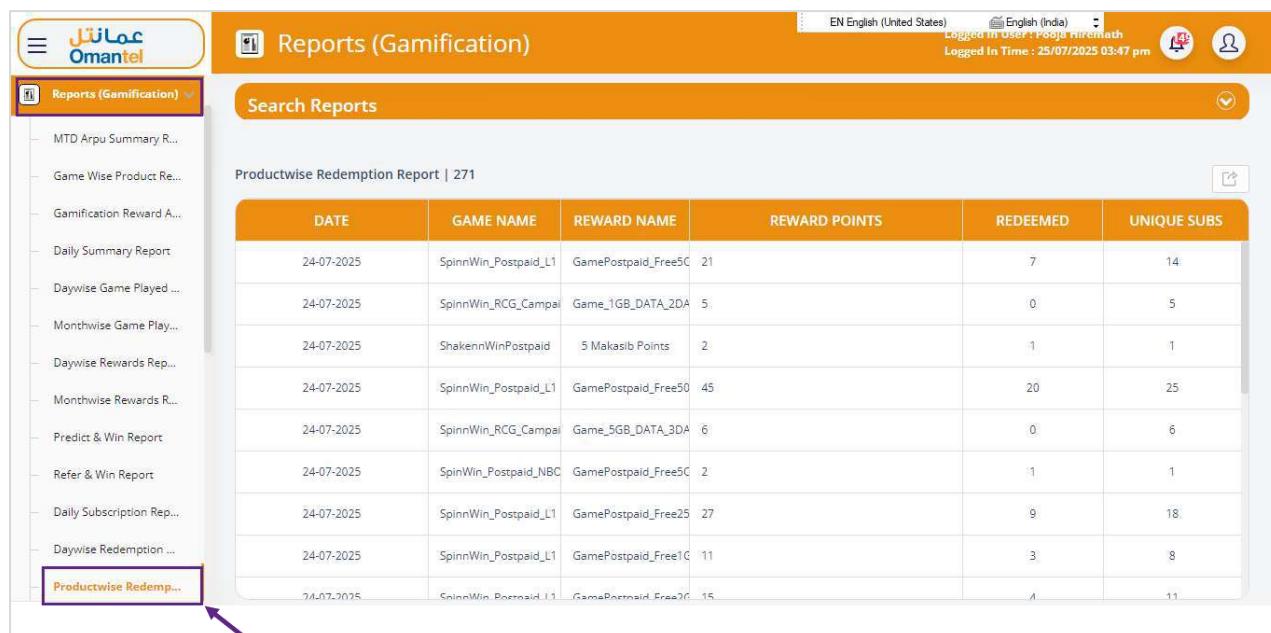
The following Daywise Redemption Report details will be displayed.

Field	Description
Date	Indicates the specific date on which the reward and redemption activities occurred.
Game Name	Indicates the name of the game or campaign for which the reward and redemption data is being displayed.
Total Rewarded	Indicates the total number of rewards distributed to users on the given date.
Total Redeemed	Indicates the total number of rewards that were successfully redeemed by users on that date.
Unique Subs	Indicates the total number of unique subscribers who participated in the game or received rewards on the given date.

17.13 Productwise Redemption Report

The Productwise Redemption Report provides detailed insights into how rewards are distributed and redeemed across different products within gamification campaigns.

- On the side menu, click **Reports (Gamification) > Productwise Redemption Report** to view report details. Refer to the following screen.



The screenshot shows the 'Reports (Gamification)' section of the Omantel Magik User Manual. On the left, a sidebar lists various reports like MTD Arpu Summary, Game Wise Product Report, etc. A purple box highlights 'Productwise Redemption Report'. The main area is titled 'Search Reports' and displays the 'Productwise Redemption Report | 271'. The report table has columns: DATE, GAME NAME, REWARD NAME, REWARD POINTS, REDEEMED, and UNIQUE SUBS. The data is as follows:

DATE	GAME NAME	REWARD NAME	REWARD POINTS	REDEEMED	UNIQUE SUBS
24-07-2025	SpinnWin_Postpaid_L1	GamePostpaid_Free50	21	7	14
24-07-2025	SpinnWin_RCG_Campa	Game_1GB_DATA_2DA	5	0	5
24-07-2025	ShakennWinPostpaid	5 Makasib Points	2	1	1
24-07-2025	SpinnWin_Postpaid_L1	GamePostpaid_Free50	45	20	25
24-07-2025	SpinnWin_RCG_Campa	Game_5GB_DATA_3DA	6	0	6
24-07-2025	SpinWin_Postpaid_NBC	GamePostpaid_Free50	2	1	1
24-07-2025	SpinnWin_Postpaid_L1	GamePostpaid_Free25	27	9	18
24-07-2025	SpinnWin_Postpaid_L1	GamePostpaid_Free10	11	3	8
24-07-2025	SpinnWin_Postpaid_L1	GamePostpaid_Free20	15	4	11

Figure 605 Reports (Gamification) - Productwise Redemption Report

The following Productwise Redemption Report details will be displayed.

Field	Description
Date	Indicates the specific date on which the reward and redemption activities took place.
Game Name	Indicates the name of the game or campaign linked to the rewards.
Reward Name	Indicates the name or type of reward associated with the product.
Reward Points	Indicates the total number of points allocated as rewards for the corresponding product.
Redeemed	Indicates the total count of rewards successfully redeemed by users for that product.
Unique Subs	Indicates the total number of unique subscribers who redeemed rewards related to the product on the given date.

18 Reports (NBO)

18.1 NBO Campaign Summary Reports

The NBO Campaign Summary Report provides an overview of daily campaign performance, highlighting customer engagement and offer provisioning results.

1. On the side menu, click **Reports (NBO) >> NBO Campaign Summary Report** to view report details. Refer to the following screen.



DATE	DAY	AM NAME	TOTAL CUST DIALED	UNQ CUST UNLSD	OFFERS VIEWED	PROVISION SUCCESS	PROVISION FAILURE
22-07-2020	Tue	Omantel_Leypaq...	328	118	328	160.00	60.00
22-07-2020	Tue	Pabac_omtel_01	164	60	164	10,20.00	1,800.00
22-07-2020	Tue	CD_Nicol_Pabac_01	461	103	461	0.00	0.00
22-07-2020	Tue	Hemant_Prospex...	87	87	87	0.00	0.00
22-07-2020	Tue	Syamalika_Prospex...	1969	1969	1969	0.00	0.00
22-07-2020	Tue	Gopal_C_Pabac_01	31	27	30	0.00	0.00
22-07-2020	Tue	DATA_Vivek_Raj...	419	281	419	3,84.00	0.00
22-07-2020	Tue	Hemant_Monash...	27	24	27	1,78.00	49.00
23-07-2020	Wed	Omantel_S-417996	78	36	78	40.00	0.00

Figure 606 Reports (NBO) - NBO Campaign Summary Report

The following NBO Campaign Summary Report details will be displayed.

Field	Description
Date	Indicates the specific date on which the campaign activities occurred.
Day	Indicates the day of the week corresponding to the campaign date.
AM Name	Indicates the Account Manager associated with the record.
Total Cust Dialed	Indicates the total number of customers who were contacted (dialed) on that day.
Unq Cust Dialed	Indicates the count of unique customers who were dialed, ensuring duplicates are excluded.
Offers Viewed	Indicates the number of offers that were viewed by customers during the campaign.
Provision Success	Indicates the total number of offers that were successfully provisioned or activated.
Provision Failure	Indicates the number of offers that failed during the provisioning process

18.2 NBO Day Wise Revenue Report

The NBO Daywise Revenue Report provides a daily summary of the revenue generated through NBO campaigns.

- On the side menu, click **Reports (NBO) >> NBO Daywise Revenue Report** to view report details. Refer to the following screen.



PROMOTION DATE	AM NAME	PROVISION SUCCESS	PROVISION FAILURE	REVENUE
21-01-2025	Gautam Kumar (T12)	100	0	1000
21-01-2025	Gautam Kumar (T12, L10)	100	0	1000
21-01-2025	Gautam Kumar (S12, L10)	100	0	1000
21-01-2025	Gautam Kumar (L12, L10)	100	0	1000
21-01-2025	Kalyan (100% Copied)	100	0	400
21-01-2025	Kalyan (Copied)	100	0	400
21-01-2025	Kalyan (Copied, S12, L10)	100	0	400
21-01-2025	Kalyan (Copied, L12, L10)	100	0	400

Figure 607 Reports (NBO) - NBO Daywise Revenue Report

The following NBO Daywise Revenue Report details will be displayed.

Field	Description
Promotion Date	Indicates the date on which the campaign promotions were executed.
AM Name	Indicates the Account Manager for which the data is reported.
Provision Success	Indicates the total number of successful offer provisions completed for that day.
Provision Failure	Indicates the count of failed offer provisions during the same period.
Revenue	Indicates the total revenue generated from successful provisions on that particular date.

18.3 NBO DayWise Success and Failure Reports

The NBO Daywise Success and Failure Report provides a daily overview of the provisioning outcomes of Next Best Offer (NBO) campaigns.

- On the side menu, click **Reports (NBO) >> NBO Daywise Success and Failure Report** to view report details. Refer to the following screen.



Figure 608 Reports (NBO) - NBO Daywise Success and Failure Report

The following NBO Daywise Success and Failure Report details will be displayed.

Field	Description
Promo Date	Indicates the date on which the campaign promotion or offer was executed.
Name	Indicates the campaign associated with the provisioning activity.
Product Name	Indicates the product or offer name associated with the NBO campaign.
Provision Success	Indicates the total number of successful provisions for the selected date.
Provision Failure	Indicates the count of failed provisions for the same period.

18.4 NBO Hourly Conversion Report

The NBO Hourly Conversion Report provides insights into the hourly conversion trends of Next Best Offer (NBO) campaigns.

1. On the side menu, click **Reports (NBO)** >> **NBO Hourly Conversion Report** to view report details. Refer to the following screen.



Figure 609 Reports (NBO) - NBO Hourly Conversion Report

The following NBO Hourly Conversion Report details will be displayed.

Field	Description
Day Name	Indicates the name of the day for which conversion data is recorded.
Date	Indicates the corresponding date or time range for the conversion summary.
Total	Indicates the total number of successful provisioning events for the respective day or time period.

18.5 NBO Monthly Revenue Report

The NBO Monthly Revenue Report provides a monthly summary of revenue performance for NBO campaigns.

1. On the side menu, click **Reports (NBO)** >> **NBO Monthly Revenue Report** to view report details. Refer to the following screen.



Figure 610 Reports (NBO) - NBO Monthly Revenue Report

The following NBO Monthly Revenue Report details will be displayed.

Field	Description
Month	Indicates the month and year for which the report data is generated.
AM Name	Indicates the name of the Account Manager responsible for the offer execution.
Provision Success	Indicates the total number of successful offer provisions or activations during the month.
Provision Failure	Indicates the total number of failed provisions or unsuccessful activation attempts.
Revenue	Indicates the total revenue earned from successful NBO provisions for the selected month.

18.6 Day Wise Summary Report

The NBO Day Wise Summary Report provides a daily overview of customer engagement and subscription performance for NBO campaigns.

1. On the side menu, click **Reports (NBO) >> Day Wise Summary Report** to view report details. Refer to the following screen.



Figure 611 Reports (NBO) - Day Wise Summary Report

The following Day Wise Summary Report details will be displayed.

Field	Description
Event Date	Indicates the specific date for which the report data is generated.
Total Visits	Indicates the total number of customer visits or interactions recorded on that day.
Unique Visitors	Indicates the number of distinct customers who visited with the campaign on the given date.
Unique Subscribers	Indicates the number of unique customers who successfully subscribed to offers or services.
Total Subscriptions	Indicates the overall count of subscription activations completed on that day, including multiple subscriptions by the same customer.
Subscription Revenue	Indicates the total revenue generated from all successful subscriptions for the day.

18.7 Channel Wise MTD Vs LMTD Report

The Channel Wise MTD vs LMTD Report provides a comparison between the Month-To-Date (MTD) and Last Month-To-Date (LMTD) performance metrics across various customer engagement channels.

- On the side menu, click **Reports (NBO)** >> **NBO Channel Wise MTD vs LMTD Report** to view report details. Refer to the following screen.



Figure 612 Reports (NBO) - Channel Wise MTD vs LMTD Report_1

Note: For better viewing, the image is split into two halves.

MTD		
UNIQUE VISITORS	TOTAL SUBSCRIPTION	UNIQUE SUBSCRIPTION
820,245	3,764,274	1,975,227

Figure 613 Channel Wise MTD vs LMTD_2

The following channel wise MTD vs LMTD details will be displayed.

Field	Description
Channel	Indicates the name of the communication or marketing channel (For example, App, Web, SMS) through which customer engagement and subscriptions were tracked.
LMTD – Unique Visitors	Indicates the total number of distinct users who accessed the channel during the same period in the previous month.
LMTD – Total Subscription	Indicates the total count of subscriptions made via the channel during the last month-to-date period.
LMTD – Unique Subscription	Indicates the number of unique customers who successfully subscribed during the last month-to-date period.
MTD – Unique Visitors	Indicates the total number of distinct users who engaged via the channel in the current month-to-date period.
MTD – Total Subscription	Indicates the total number of subscriptions completed through the channel in the current month-to-date.
MTD – Unique Subscription	Indicates the count of unique customers who subscribed during the current month-to-date period

18.8 Segment Wise MTD Vs LMTD Report

The Segment Wise MTD vs LMTD Report provides a comparative analysis of customer engagement and subscription activity across different segments.

It shows the number of unique visitors, total subscriptions, and unique subscribers for the current month (MTD – Month to Date) and the last month (LMTD – Last Month to Date) for each segment and channel.

1. On the side menu, click **Reports (NBO)** >> **Segment Wise MTD Vs LMTD Report** to view report details. Refer to the following screen.



SEGMENT	CHANNEL	LMTD		
		UNIQUE VISITORS	TOTAL SUBSCRIPTIONS	UNIQUE SUBSCRIBERS
Open_WC_Periodic_2023_0708	All	0	46	17
High_WC_Periodic	All	4	299	403
Open_Hot_Fixed_WO_PST2_2023	All	0	0	0
Perkins_3	All	1,211	38,503	15,043
Open_C_Periodic_2023_0708	All	0	46	17
Open_Hot_Fixed_WO_PST2_2023	All	0	1,401	1,198
Open_WC_Periodic_2023_0708	All	0	0	0

Figure 614 Reports (NBO) - Segment Wise MTD Vs LMTD Report_1

Note: For better viewing, the image is split into two halves.



MTD		
UNIQUE VISITORS	TOTAL SUBSCRIPTIONS	UNIQUE SUBSCRIBERS
1,873	60	30
537	1,295	1,133
15	7	7
13,287	294,775	145,208
726	130	55
291,651	2,440	1,710
5,002	220	121

Figure 615 Segment Wise MTD Vs LMTD Report_2

The following segment wise MTD Vs LMTD Report details will be displayed.

Field	Description
Segment	Indicates a specific customer or service category (For example, Green_NC_Pocketsize, Hayyak12, etc.) under which subscription and visitor data are tracked.
Channel	Indicates the medium or platform through which the customer subscriptions occur.
MTD (Month to Date)	Indicates the data accumulated from the start of the current month up to the current date.
LMTD (Last Month to Date)	Indicates the data for the same duration in the previous month, allowing comparison with the current month's performance.
Unique Visitors (MTD / LMTD)	Indicates the number of distinct users who have visited during the respective period.
Total Subscriptions (MTD / LMTD)	Indicates the total number of subscription transactions made during the period.
Unique Subscribers (MTD / LMTD)	Indicates the number of distinct users who have subscribed to a service during the period.

18.9 Offer Wise Daywise Summary Report

The Offer Wise Daywise Summary Report provides a daily summary of subscription activities for various offers.

It displays details such as the offer name, subscription count, unique subscribers, and total revenue generated per day, enabling performance tracking and trend analysis on a day-to-day basis.

1. On the side menu, click **Reports (NBO) >> Offer Wise Daywise Summary Report** to view report details. Refer to the following screen.



EVENT DATE	OFFER	PRICE	TOTAL SUBSCRIPTIONS	UNIQUE SUBSCRIBERS	SUBSCRIPTION REVENUE
09-10-2023	NBO_STL_01913098890-D	3.00	1	1	3.00
09-10-2023	NBO_STL_019125081190-D	10.00	1	1	10.00
09-10-2023	NBO_STL_01912508120000-D	13.00	41	41	533.00
09-10-2023	NBO_STL_01912508120000-D	3.00	10	10	30.00
09-10-2023	NBO_STL_01912508120000-D	3.00	1	1	3.00
09-10-2023	NBO_STL_01912508120000-D	3.00	121	121	363.00
09-10-2023	NBO_STL_01912508120000-D	20.00	16	16	320.00

Figure 616 Reports (NBO) - Offer Wise Daywise Summary Report

The following Offer Wise Daywise Summary Report details will be displayed.

Field	Description
Event Date	Indicates the specific date on which the offer-related activity (subscriptions) occurred.
Offer	Indicates the name of the offer being tracked.
Price	Indicates the cost of the offer in the local currency for a single subscription.
Total Subscriptions	Indicates the total number of subscription transactions recorded for the offer on that particular day.
Unique Subscribers	Indicates the number of distinct users who subscribed to the offer on that specific day.
Subscription Revenue	Indicates the total revenue generated from all subscriptions for that offer on the given date.

18.10 Offer Wise MTD Summary Report

This report displays the Month-to-Date (MTD) subscription performance for different offers, showing details such as pricing, total subscriptions, unique subscribers, and revenue generated.

1. On the side menu, click **Reports (NBO) >> Offer Wise MTD Summary Report** to view report details. Refer to the following screen.



MONTH	OFFER	PRICE	TOTAL SUBSCRIPTIONS	UNIQUE SUBSCRIBERS	SUBSCRIPTION REVENUE
Jul-2025	NBO_VF_RO24_80GB...	24.00	732	357	17,568.00
Jul-2025	Postpaid ATL 50MR - Unlimited data - Weekly	5.00	297	245	1,485.00
Jul-2025	NBO_NEW_HAYYAK7...	7.00	1,121	1,115	7,847.00
Jul-2025	Postpaid BTL Unlimited Youcube - 2 days - 1 OMR	1.00	275	179	275.00
Jul-2025	Postpaid_Bronze+_c...	16.00	158	74	2,528.00

Figure 617 Reports (NBO) - Offer Wise MTD Summary Report

The following Offer Wise MTD Summary Report details will be displayed.

Field	Description
Month	Indicates the reporting month for which the data is summarized.
Offer	Indicates the name of the offer or promotion.
Price	Indicates the price for each offer.
Total Subscriptions	Indicates the total number of times the offer was subscribed to within the selected month.
Unique Subscribers	Indicates the number of distinct customers who subscribed to the offer during the month.

Field	Description
Subscription Revenue	Indicates the total revenue generated from the offer during the month.

18.11 AON Nationality Report

This report provides a detailed summary of (AON) categorized by nationality and offer duration.

1. On the side menu, click **Reports (NBO)** >> **AON Nationality Report** to view report details. Refer to the following screen.



MTD								
AON	BANGLADESH	OMAN	PAKISTAN	INDIA	OTHERS	GRAND TOTAL	%	SWR
10	146	1,032	246	+	501	3,026	0.36	
10,000	8,079	30	500	8,091	36	16,100	1.21	
100,000	11,298	11,298	11,368	16,301	4,000	60,256	0.87	
1M+0	469	5,247	11,064	22,511	20,868	1,05,022	12.31	
1YEAR+0	2,787	52,774	17,764	18,225	18	84,720	79.37	
Grand Total	468,098	1,128,406	81,056	387,318	51,173	1,081,531	100.00	

Figure 618 Reports (NBO) - AON Nationality Report_1

Note: For better viewing, the image is split into two halves.

MTD						
BANGLADESH	OMAN	PAKISTAN	INDIA	OTHERS	GRAND TOTAL	%
1,602	121	1,123	1,932	1,207	5,985	0.73
14,224	25,498	7,876	9,954	26	57,008	7.07
10,030	15,240	11,044	3	4,473	51,699	6.34
402	77,055	31,922	22,268	6,909	138,016	17.01
248,809	1,070	161,122	149,020	230	561,151	68.85
596,405	1,444,379	442,357	389,623	387,186	815,059	100.00

Figure 619 AON Nationality Report_2

The following AON Nationality Report details will be displayed.

Field	Description
AON	Indicates the offer duration for which the subscription is active.
BANGLADESH / OMAN / PAKISTAN / INDIA / OTHERS	Indicates the number of active subscriptions or customers from each nationality category.
GRAND TOTAL	Indicates the sum of subscriptions across all nationalities for the given AON duration.
% (Percentage)	Indicates the percentage contribution of each AON category (based on duration) to the total subscriptions.
LMTD (Lifetime-to-Date)	Indicates the total accumulated subscriptions from the start of the offer's availability.
MTD (Month-to-Date)	Indicates the subscription count for the current month up to the current date.

19 Reports

19.1 Campaign wise Summary Report

This report provides a comprehensive summary of campaign performance for a selected month. It presents key metrics related to campaign base, target group (TG), and control group (CG) deliveries, conversions, and response rates.

- On the side menu, click **Reports >> Campaign wise Summary Report** to view report details. Refer to the following screen.



MONTH	CAMPAIGN NAME	QUALIFIED BASE	TG PUSHED TOTAL	TG PUSHED TOTAL	TG DELIVERED TOTAL	TG CONVERSION TOTAL
Jul-2020	Adonex Campaign	100	118	67	60,800	1
Jul-2020	IEO KPI Campaign	100,416	800,266	3,216,000	26,400	0.8%
Jul-2020	Proposed Offer	172,100	172,200	116,000	32,800	0.2%
Jul-2020	Proposed Offer	172,100	172,200	116,000	32,800	0.2%
Jul-2020	Proposed Offer	172,100	172,200	116,000	32,800	0.2%
Jul-2020	Proposed Offer	172,100	172,200	116,000	32,800	0.2%
Jul-2020	Proposed Offer	172,100	172,200	116,000	32,800	0.2%
Jul-2020	Proposed Offer	172,100	172,200	116,000	32,800	0.2%

Figure 620 Reports - Campaign wise Summary Report_1

Note: For better viewing, the image is split into four halves.

TG CONVERSION % (TOTAL)	CG BASE(TOTAL)	CG CONVERSION % (TOTAL)	CG CONVERSION % (TOTAL)	KRS % (TOTAL)	UNIQUE QUALIFIED BASE	UNIQUE TG PUSHED
0.00%	0	0	0.00%	0.00%	0	0
0.02%	221,981	6	0.00%	0.02%	351,281	221,981
0.01%	8,343	1	0.12%	0.18%	81,581	81,360
0.02%	2,215	0	0.00%	0.00%	30,800	22,547
0.00%	0	0	0.00%	0.00%	293,611	293,611
0.00%	0	0	0.00%	0.00%	0	0

Figure 621 Campaign wise Summary Report_2

UNIQUE TG DELIVERED	UNIQUE TG DEL %	UNIQUE TG CONVERSION	UNIQUE TG CONVERSION %	UNIQUE CG BASE	UNIQUE CG CONVERSION	UNIQUE CG CONVERSION %
3	100.00%	2	66.67%	0	0	0.00%
408,360	74.07%	1,394	0.24%	26,168	0	0.00%
50,547	87.97%	5,748	6.27%	4,380	261	5.95%
52,352	95.72%	5,269	9.47%	3,061	238	0.40%
185,383	97.14%	47	0.01%	0	0	0.00%
0	0.00%	1,218	0.00%	0	0	0.00%

Figure 622 Campaign wise Summary Report_3

UNIQUE NRR %	SAMPLING TYPE
0.00%	UCG/UTG
0.24%	UCG/UTG
0.31%	UCG/UTG
0.01%	UCG/UTG
0.00%	UCG/UTG

Figure 623 Campaign wise Summary Report_4

The following Campaign wise Summary Report details will be displayed.

Field	Description
Month	Indicates the reporting month for which the campaign performance data is summarized.
Campaign Name	Indicates the name of the campaign executed during the selected month.
Qualified Base	Indicates the Total number of customers qualified for the campaign based on predefined eligibility criteria.
TG Pushed (Total)	Indicates the total number of customers in the Target Group (TG) who received the campaign communication (SMS/Email/etc).
TG Delivered (Total)	Indicates the number of TG communications successfully delivered.
TG Delivered % (Total)	Indicates the percentage of successful deliveries out of the total TG pushes.
TG Conversion (Total)	Indicates the total number of TG customers who responded.
TG Conversion % (Total)	Percentage of TG customers converted.
CG Base (Total)	Total number of customers in the Control Group (CG) - a segment used for comparison that didn't receive the campaign message.

Field	Description
CG Conversion (Total)	Indicates the number of conversions recorded in the Control Group.
CG Conversion % (Total)	Indicates the percentage of conversions in the Control Group.
NRR % (Total)	Indicates the Net Response Rate - difference between TG conversion % and CG conversion.
Unique Qualified Base	Indicates the count of distinct (unique) customers qualified for the campaign.
Unique TG Pushed	Indicates the number of unique customers in the Target Group who were pushed with campaign messages.
Unique TG Delivered	Indicates the number of unique TG customers who successfully received the campaign communication.
Unique TG Del %	Indicates the percentage of unique TG deliveries.
Unique TG Conversion	Indicates the number of unique TG customers who converted.
Unique TG Conversion %	Indicates the conversion rate among unique TG customers.
Unique CG Base	Indicates the number of unique customers in the Control Group.
Unique CG Conversion	Indicates the number of unique customers in the Control Group who converted.
Unique CG Conversion %	Indicates the conversion rate among unique CG customers.
Unique NRR %	Indicates the net Response Rate calculated for unique customers.
Sampling Type	Indicates the type of sampling used for the campaign.

19.2 Daily Campaign Report

This report provides a day-wise summary of campaign performance for each segment under active campaigns. It helps monitor campaign delivery, customer engagement, and conversion metrics on a daily basis.

1. On the side menu, click **Reports >> Daily Campaign Report** to view report details. Refer to the following screen.

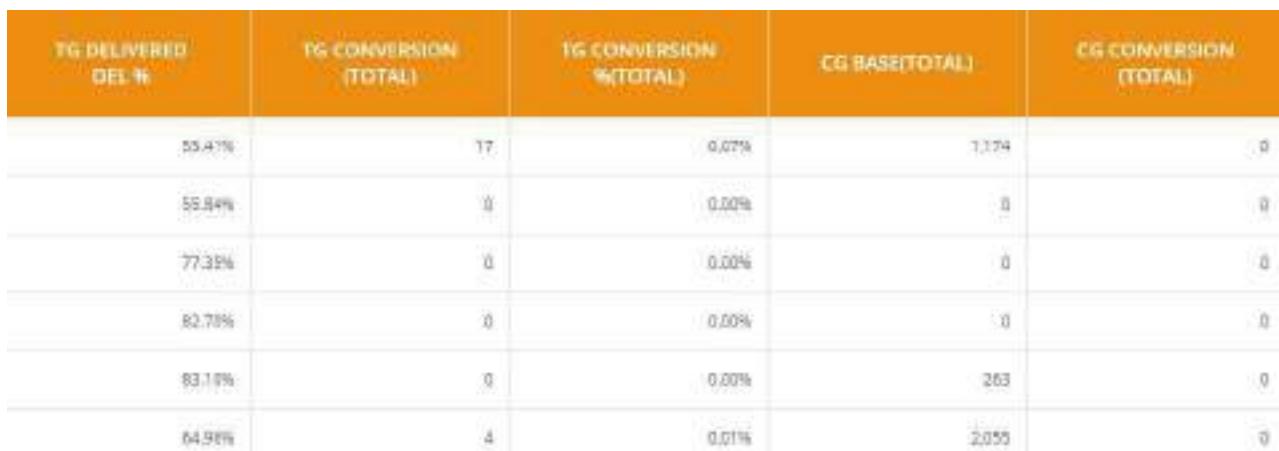


The screenshot shows a 'Daily Campaign Report' interface. On the left, there's a sidebar with various report options like 'Campaigns', 'Reports', and 'Search Reports'. The main area displays a table titled 'Daily Campaign Report | 3651'. The table has columns: 'PROMOTION DATE', 'CAMPAIGN NAME', 'SEGMENT NAME', 'QUALIFIED PAGE(TOTAL)', 'TG PUSHED(TOTAL)', and 'TG DELIVERED'. There are six rows of data, each corresponding to a different campaign date from 21-04-2013 to 26-04-2013, with varying values for each column.

PROMOTION DATE	CAMPAIGN NAME	SEGMENT NAME	QUALIFIED PAGE(TOTAL)	TG PUSHED(TOTAL)	TG DELIVERED
21-04-2013	IGI-ALL-Campaign	IGI-ALL-CAMP-01_01	21,982	21,982	21,982
22-04-2013	IGI-OAIP-006-2103	IGI-OAIP	38,259	40,264	40,264
23-04-2013	IGI-OAIP-012-2103	IGI-OAIP-Speciality	161,386	162,200	162,200
24-04-2013	IGI-OAIP-HOT	IGI-OAIP-HOT	203,079	203,079	203,079
25-04-2013	IGI-PL-Campaign	IGI-PL-1000-15-17-19-20	8,188	8,108	8,108
26-04-2013	IGI-PL-Campaign	IGI-PL-1000-20-21-22	66,381	66,381	66,381

Figure 624 Reports- Daily Campaign Report_1

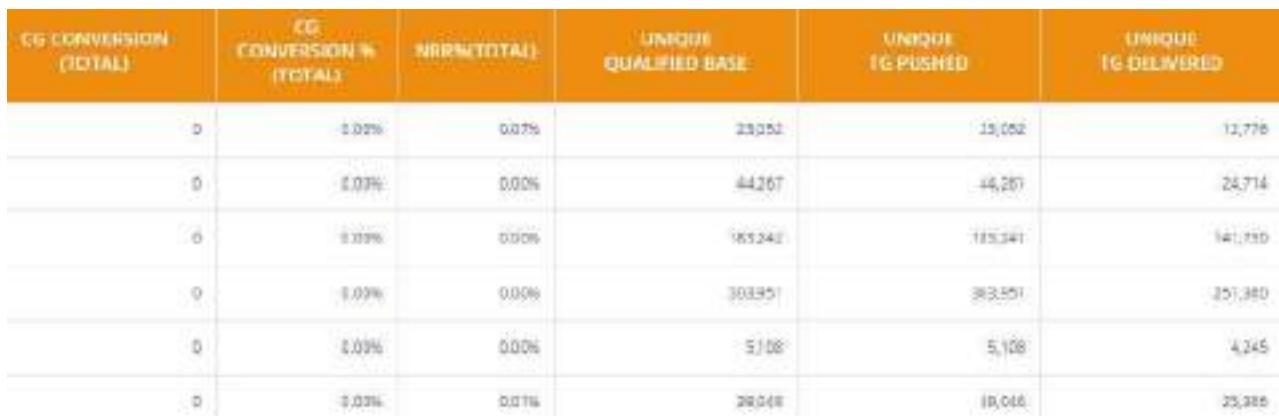
Note: For better viewing, the image is split into four halves.



This screenshot shows a continuation of the 'Daily Campaign Report' interface. It displays a table with columns: 'TG DELIVERED DEL %', 'TG CONVERSION (TOTAL)', 'TG CONVERSION % (TOTAL)', 'CG BASE(TOTAL)', and 'CG CONVERSION (TOTAL)'. The table contains six rows of data, each with different values for the conversion metrics.

TG DELIVERED DEL %	TG CONVERSION (TOTAL)	TG CONVERSION % (TOTAL)	CG BASE(TOTAL)	CG CONVERSION (TOTAL)
55.47%	17	0.07%	1,174	0
55.84%	0	0.00%	0	0
77.39%	0	0.00%	0	0
82.78%	0	0.00%	0	0
83.10%	0	0.00%	263	0
64.98%	4	0.01%	2,055	0

Figure 625 Daily Campaign Report_2



This screenshot shows a detailed breakdown of conversion metrics. The table has columns: 'CG CONVERSION (TOTAL)', 'CG CONVERSION % (TOTAL)', 'NRR(TOTAL)', 'UNIQUE QUALIFIED BASE', 'UNIQUE TG PUSHED', and 'UNIQUE TG DELIVERED'. The table contains six rows of data, each providing specific counts for these metrics.

CG CONVERSION (TOTAL)	CG CONVERSION % (TOTAL)	NRR(TOTAL)	UNIQUE QUALIFIED BASE	UNIQUE TG PUSHED	UNIQUE TG DELIVERED
0	0.02%	0.07%	23,052	13,052	12,778
0	0.07%	0.00%	44,267	44,267	24,714
0	0.33%	0.00%	165,242	135,341	141,730
0	0.03%	0.00%	303,951	303,551	251,380
0	0.03%	0.00%	5,108	5,108	4,245
0	0.03%	0.01%	28,048	18,048	25,386

Figure 626 Daily Campaign Report_3

UNIQUE TG DEL %	UNIQUE TG CONVERSION	UNIQUE TG CONVERSION %	UNIQUE CG BASE	UNIQUE CG CONVERSION
55.42%	16	0.07%	1,173	0
55.84%	0	0.00%	0	0
77.35%	0	0.00%	0	0
82.70%	0	0.00%	0	0
83.10%	0	0.00%	263	0
64.90%	4	0.01%	2,055	0

Figure 627 Daily Campaign Report_4

UNIQUE CG CONVERSION %	UNIQUE NRR %	SAMPLING TYPE
0.00%	0.07%	UCG/UTG
0.00%	0.00%	UCG/UTG
0.00%	0.01%	UCG/UTG

Figure 628 Daily Campaign Report_5

The following Daily Campaign Report details will be displayed.

Field	Description
Promotion Date	Indicates the specific date on which the campaign was executed.
Campaign Name	Indicates the name of the campaign that was executed on the given promotion date.
Segment Name	Indicates the segment or target audience group for which the campaign was run.
Qualified Base (Total)	Indicates the total number of subscribers who met the eligibility criteria and qualified for the campaign.
TG Pushed (Total)	Indicates the total number of customers in the Target Group (TG) who were sent campaign messages (SMS, email, notification, etc.).
TG Delivered (Total)	Indicates the total number of TG messages that were successfully delivered to the customers.

Field	Description
TG Delivered Del % (Total)	Indicates the percentage of messages successfully delivered to the TG.
TG Conversion (Total)	Indicates the number of TG customers who responded or took the desired action (such as recharge, subscription, or purchase) after receiving the campaign.
TG Conversion % (Total)	Indicates the percentage of TG customers converted.
CG Base (Total)	Indicates the number of customers in the Control Group (CG) who did not receive the campaign but are used as a benchmark for performance comparison.
CG Conversion (Total)	Indicates the number of conversions observed in the Control Group (CG).
CG Conversion % (Total)	Indicates the percentage of conversions in the Control Group.
NRR % (Total)	Indicates the net Response Rate- the difference between TG and CG conversion percentages. It indicates the true impact of the campaign.
Unique Qualified Base	Indicates the number of unique customers qualified for the campaign (excluding duplicate entries).
Unique TG Pushed	Indicates the number of unique TG customers who were sent the campaign message.
Unique TG Delivered	Indicates the number of unique TG customers who successfully received the message.
Unique TG Del %	Indicates the percentage of unique TG customers who received the campaign successfully.
Unique TG Conversion	Indicates the number of unique TG customers who converted.
Unique TG Conversion %	Indicates the conversion percentage among unique TG customers.
Unique CG Base	Indicates the total number of unique customers in the Control Group.
Unique CG Conversion	Indicates the number of unique customers in the Control Group who converted.
Unique CG Conversion %	Indicates the conversion percentage among unique CG customers.
Unique NRR %	Indicates the net Response Rate calculated at the unique customer level.
Sampling Type	Indicates the sampling structure used for campaign analysis:

19.3 Segment Wise Summary Report

This report provides a segment-level summary of campaign performance for each month. It helps track delivery, conversion, and response metrics for individual customer segments under each campaign to evaluate their engagement and conversion effectiveness.

1. On the side menu, click **Reports >> Segment Wise Summary Report** to view report details. Refer to the following screen.

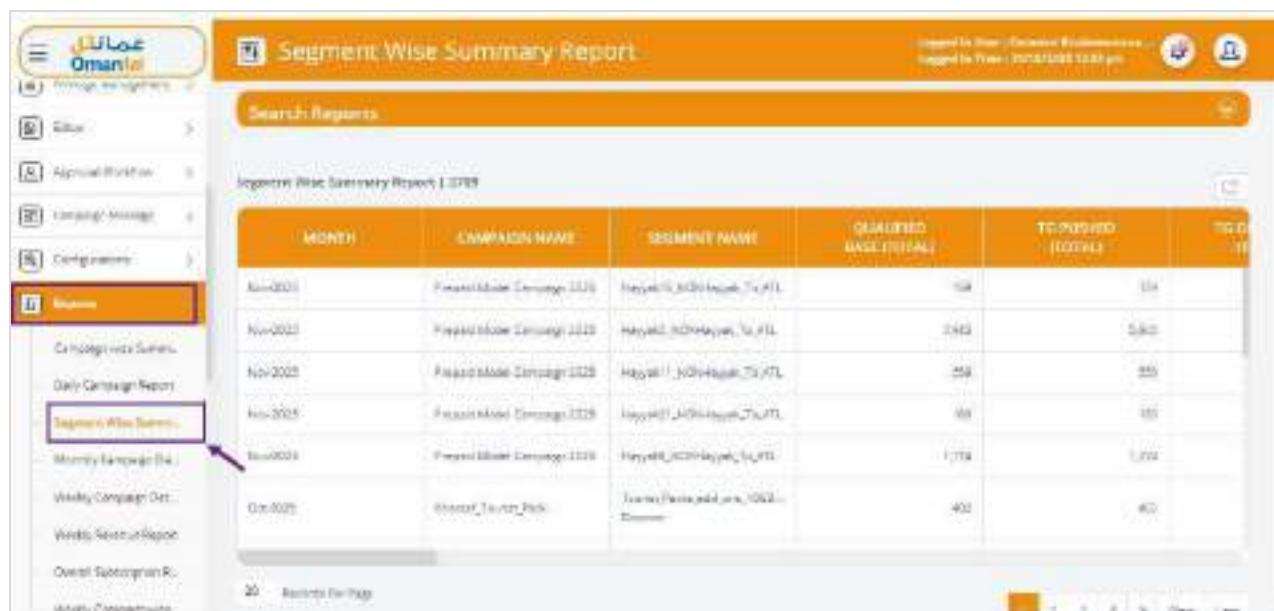


Figure 629 Reports - Segment Wise Summary Report

Note: For better viewing, the image is split into four halves.

TG DELIVERED % (TOTAL)	TG CONVERSION PUSHED (TOTAL)	TG CONVERSION DELIVERED (TOTAL)	TG CONVERSION PUSHED % (TOTAL)	TG CONVERSION DELIVERED % (TOTAL)
93.58%	0	0	0.00%	0.00%
94.10%	0	0	0.00%	0.00%
92.84%	0	0	0.00%	0.00%
87.83%	0	0	0.00%	0.00%
92.39%	0	0	0.00%	0.00%
7.71%	0	0	0.00%	0.00%

Figure 630 Segment Wise Summary Report_1

CG BASE (TOTAL)	CG CONVERSION (TOTAL)	CG CONVERSION % (TOTAL)	NRR % PUSHED (TOTAL)	NRR % DELIVERED (TOTAL)
150	0	0.00%	0.00%	0.00%
2,550	0	0.00%	0.00%	0.00%
210	0	0.00%	0.00%	0.00%
60	0	0.00%	0.00%	0.00%
864	0	0.00%	0.00%	0.00%
0	0	0.00%	0.00%	0.00%

Figure 631 Segment Wise Summary Report_2

UNIQUE QUALIFIED BASE	UNIQUE TG PUSHED	UNIQUE TG DELIVERED	UNIQUE TG-DELIVERED %	UNIQUE TG CONVERSION
159	159	148	93.08%	0
5,945	5,945	5,584	94.10%	0
550	350	519	92.84%	0
159	159	156	97.83%	0
1,774	1,774	1,639	92.39%	0
67	67	66	98.51%	0

Figure 632 Segment Wise Summary Report_3

UNIQUE TG-DELIVERY %	UNIQUE CG BASE	UNIQUE CG CONVERSION	UNIQUE TG CONVERSION %	UNIQUE NBR %	SAMPLING TYPE
1.00%	21	0	0.00%	0.03%	U
0.00%	435	0	0.00%	0.00%	U
0.00%	23	0	0.00%	0.03%	U
0.00%	19	0	0.00%	0.03%	U
0.00%	144	0	0.00%	0.03%	U
0.00%	3	0	0.00%	0.03%	U

Figure 633 Segment Wise Summary Report_4

The following Segment Wise Summary Report details will be displayed.

Field	Description
Month	Indicates the reporting month during which the campaign was executed.
Campaign Name	Indicates the name of the campaign associated with the reported segment.
Segment Name	Indicates the specific target group or customer segment within the campaign.
Qualified Base (Total)	Indicates the total number of customers who met the eligibility criteria and qualified for the campaign within the segment.
TG Pushed (Total)	Indicates the total number of Target Group (TG) customers in the segment to whom campaign messages were sent.
TG Delivered (Total)	Indicates the total number of campaign messages successfully delivered to TG within that segment.
TG Delivered % (Total)	Indicates the percentage of messages successfully delivered to TG out of the total pushed.
TG Conversion Pushed (Total)	Indicates the number of conversions recorded among the TG customers who received the campaign push.
TG Conversion Delivered (Total)	Indicates the number of conversions among TG customers whose messages were successfully delivered.
TG Conversion Pushed %	Indicates the percentage of TG conversions against total TG pushed.

Field	Description
(Total)	
TG Conversion Delivered % (Total)	Indicates the percentage of TG conversions against total TG delivered.
CG Base (Total)	Indicates the number of customers in the Control Group (CG) for the segment — used as a comparison set that didn't receive campaign messages.
CG Conversion (Total)	Indicates the total number of conversions that occurred within the CG for the segment.
CG Conversion % (Total)	Indicates the percentage of conversions within the CG segment.
NRR % Pushed (Total)	Indicates the net Response Rate based on TG pushed data. It represents the uplift in conversion between TG and CG.
NRR % Delivered (Total)	Indicates the net Response Rate based on TG delivered data.
Unique Qualified Base	Indicates the number of unique customers within the segment who qualified for the campaign.
Unique TG Pushed	Indicates the number of unique TG customers within the segment to whom campaign messages were sent.
Unique TG Delivered	Indicates the number of unique TG customers who successfully received the campaign message.
Unique TG Delivered %	Indicates the percentage of unique TG messages successfully delivered.
Unique TG Conversion	Indicates the number of unique TG customers who responded after receiving the message.
Unique TG Conversion %	Indicates the conversion percentage among unique TG customers.
Unique CG Base	Number of unique customers in the Control Group for that segment.
Unique CG Conversion	Number of unique Control Group customers who converted.
Unique CG Conversion %	Indicates the conversion percentage among unique CG customers.
Unique NRR %	Indicates the net Response Rate based on unique TG and CG conversion percentages.
Sampling Type	Indicates the sampling type used for campaign testing:
Month	Indicates the reporting month during which the campaign was executed.
Campaign Name	Indicates the name of the campaign associated with the reported segment.
Segment Name	Indicates the specific target group or customer segment within the campaign.

19.4 Monthly Campaign Detailed Report

This report provides a month-wise overview of campaign performance by comparing Target Group (TG) and Control Group (CG) metrics.

1. On the side menu, click **Reports >> Monthly Campaign Detailed Report** to view report details. Refer to the following screen.



Month	TG Count	CG Count	TG Revenue	CG Revenue
2021-Jun	125,174	71,90	331,755,257	146,300,000
2021-Jul	149,138	74,90	341,698,905	153,299,824
2021-Aug	135,094	70,80	340,981,908	148,120,860
2021-Sep	126,947	69,126	340,791,215	143,981,798
2021-Oct	107,832	66,878	347,047,530	150,237,928
2021-Nov	137,634	71,938	354,457,838	152,974,425
2021-Dec	124,614	70,840	353,677,408	157,114,202

Figure 634 Reports - Monthly Campaign Detailed Report

Note: For better viewing, the image is split into four halves.

TG ARPU	CG ARPU	INCREMENTAL REVENUE
2.57	2.09	-1,123,244.8
1.16	1.66	-1,245,593
1.29	1.55	-734,004.44
0.97	1.84	-3,313,357.59
1.37	1.48	-287,305.59
1.39	1.44	-128,624.7
1.54	1.09	1,098,960.3

Figure 635 Monthly Campaign Detailed Report_1

The following Monthly Campaign Detailed Report details will be displayed.

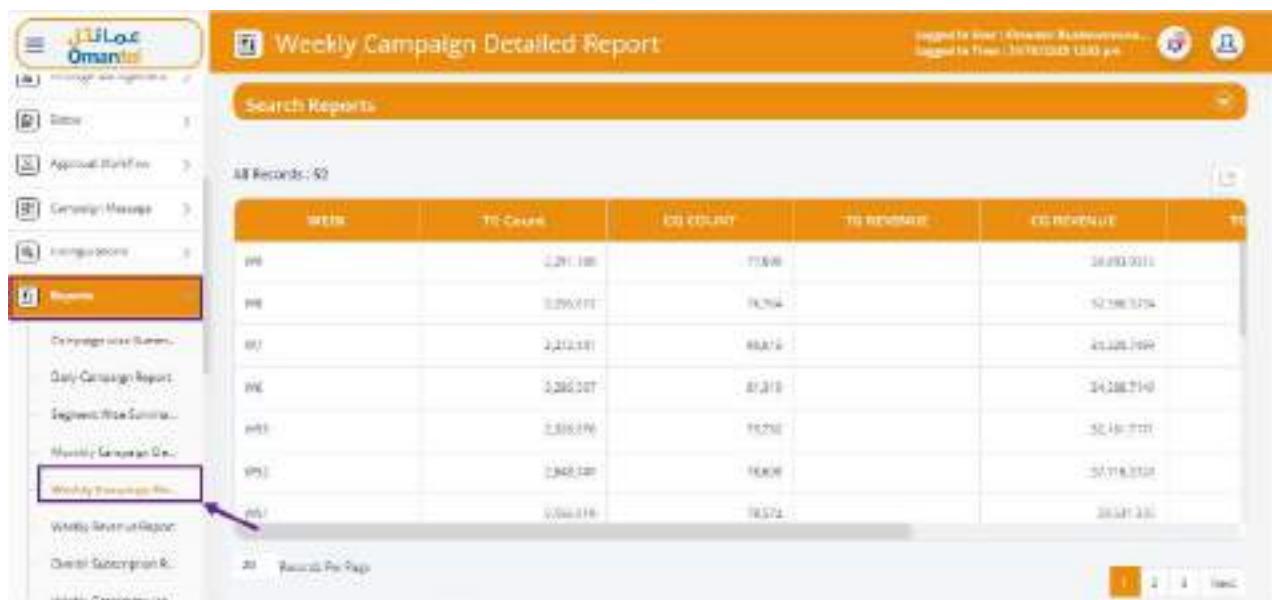
Field	Description
Month	Indicates the reporting month and year.
TG Count	Indicates the total number of customers in the Target Group (TG) who received campaign communications during the given month.
CG Count	Indicates the total number of customers in the Control Group (CG) for the same month.
TG Revenue	Indicates the total revenue generated by Target Group (TG) customers during the campaign period.
CG Revenue	Indicates the total revenue generated by Control Group (CG) customers in the same period.

Field	Description
TG ARPU	Indicates the average Revenue Per User (ARPU) for Target Group customers.
CG ARPU	Indicates the Average Revenue Per User (ARPU) for Control Group customers.
Incremental Revenue	Indicates the net additional revenue generated due to the campaign.

19.5 Weekly Campaign Detailed Report

This report provides a week-wise summary of campaign performance. It measures the effectiveness of marketing campaigns by comparing Target Group (TG) and Control Group (CG) results weekly.

1. On the side menu, click **Reports >> Weekly Campaign Detailed Report** to view report details. Refer to the following screen.



WEEK	TG COUNT	CG COUNT	TG REVENUE	CG REVENUE
106	2,291,180	73,946	36,893,911	
107	2,296,217	74,764	32,798,524	
108	2,212,131	68,078	41,126,769	
109	2,262,207	87,218	34,186,214	
110	2,316,196	76,270	32,136,777	
111	2,342,147	76,806	31,716,232	
112	2,066,116	76,574	33,547,136	

Figure 636 Reports - Weekly Campaign Detailed Report

Note: For better viewing, the image is split into four halves.

TG ARPU	CG ARPU	INCREMENTAL REVENUE
0.42	0.51	-206,206.74
0.35	0.42	-157,925.04
0.35	0.42	-159,070.87
0.38	0.42	-91,463.88
0.37	0.42	-116,303.8
0.75	0.48	-396,763.36

Figure 637 Weekly Campaign Detailed Report_1

The following Weekly Campaign Detailed Report details will be displayed.

Field	Description
Week	Indicates the week number for which the campaign performance data is reported.
TG Count	Indicates the total number of customers included in the Target Group (TG) during that week.
CG Count	Indicates the total number of customers included in the Control Group (CG) for the same week.
TG Revenue	Indicates the total revenue generated from Target Group (TG) customers during that week as a result of campaign exposure.
CG Revenue	Indicates the total revenue generated by Control Group (CG) customers during the same period.
TG ARPU	Indicates the Average Revenue Per User for the Target Group during the week.
CG ARPU	Indicates the Average Revenue Per User for the Control Group during the week.
Incremental Revenue	Indicates the additional net revenue attributed to the campaign.

19.6 Weekly Revenue Report

This report provides a weekly view of campaign revenue performance across different communication channels (SMS, Push, Rule Engine, etc.). It compares Target Group (TG), Test/Delivered Group (TD), and Control Group (CG) metrics to evaluate campaign effectiveness, customer responses, and incremental revenue generation.

1. On the side menu, click **Reports >> Weekly Revenue Report** to view report details. Refer to the following screen.



The screenshot shows a software interface for a 'Weekly Revenue Report'. On the left is a sidebar with various report options like 'Campaign Status', 'Daily Campaign Report', 'Segment Wise Summary', etc. A red box highlights the 'Weekly Revenue Report' option. A blue arrow points from the text 'Weekly Revenue Report' in the caption below to this highlighted option. The main area displays a table with columns: DATE, CHANNEL, TG UPTAKE, TD UPTAKE, EXPENSE, TG AMPL, and CG AMPL. The data rows show dates from 16/11/2023 to 20/11/2023, with varying values for each column.

DATE	CHANNEL	TG UPTAKE	TD UPTAKE	EXPENSE	TG AMPL	CG AMPL
16/11/2023	SMS	0	0	0	0.00	0.00
17/11/2023	PUSH	0	0	0	0.00	0.00
18/11/2023	RULE-ENGINE	0	0	0	0.00	0.00
19/11/2023		0	0	0	0.00	0.00
20/11/2023	SMS	0	0	0	0.00	0.00
21/11/2023	SMS	0	0	0	0.00	0.00
22/11/2023	RULE-ENGINE	0	0	0	0.00	0.00

Figure 638 Reports - Weekly Revenue Report

Note: For better viewing, the image is split into four halves.

TG VS CG LIFT	TD VS CG LIFT	INCREMENTAL REVENUE	TG RESPONDER %	CG RESPONDER %	NRR %
0.00	0.00	0.00	0.00%	0.00%	0.00%
0.00	0.00	0.00	0.00%	0.00%	0.00%
0.00	0.00	0.00	0.00%	0.00%	0.00%
0.00	0.00	0.00	0.00%	0.00%	0.00%
0.00	-1.40	0.00	0.29%	-3.27%	-2.98%
0.00	0.00	0.00	0.00%	0.00%	0.00%
0.00	0.00	0.00	0.00%	0.00%	0.00%

Figure 639 Weekly Revenue Report_1

The following Weekly Revenue Report details will be displayed.

Field	Description
Date	Indicates the specific date for which the campaign revenue and response data are captured.
Channel	Indicates the communication medium used for the campaign, such as SMS, PUSH Notification, or RULE-ENGINE (automated campaign system).
TG Uptake	Indicates the total number of customers from the Target Group (TG) who responded to the campaign offer.
TD Uptake	Indicates the total number of customers from the Test/Delivered Group (TD) who took the desired action after receiving the campaign message.
CG Uptake	Indicates the total number of customers in the Control Group (CG) who performed the same action without receiving any campaign communication.

Field	Description
TG ARPU	Indicates the Average Revenue Per User (ARPU) generated by the Target Group customers for the given day.
CG ARPU	Indicates the Average Revenue Per User (ARPU) generated by the Control Group customers for the same day.
TG vs CG Lift	Indicates the percentage difference (uplift) in campaign response or revenue between TG and CG.
TD vs CG Lift	Indicates the percentage uplift between the Test/Delivered Group (TD) and Control Group (CG), indicating the campaign's delivery effectiveness.
Incremental Revenue	Indicates the net additional revenue generated as a result of the campaign.
TG Responder %	Indicates the percentage of Target Group customers who responded after receiving the campaign.
CG Responder %	Indicates the percentage of Control Group customers who responded naturally (without campaign exposure).
NRR %	Indicates the Net Response Rate, representing the difference between TG and CG responder percentages.

19.7 Overall Subscription Report

This report provides a consolidated view of daily campaign subscriptions and their corresponding Customer Value Management (CVM) contribution.

- On the side menu, click **Reports >> Overall Subscription Report** to view report details. Refer to the following screen.



SUBSCRIPTION DATE	CAMPAGN NAME	OVERALL DAILY SUBSCRIPTIONS	CVM CONTRIBUTION
04-01-2022	Omantel New Responders - High Speed	0	0
04-01-2022	EDO	0	0
04-01-2022	Prepaid_Registration	0	0
04-01-2022	Digital Growth - Health - Prepaid	0	0
04-01-2022	Acquisition Campaign	0	0
04-01-2022	Omni	0	0
04-01-2022	Postpaid_1 Year No Contract	0	0

Figure 640 Reports - Overall Subscription Report

The following Overall Subscription Report details will be displayed.

Field	Description
Subscription Date	Indicates the specific date on which the customer occurred through active campaigns.
Campaign Name	Indicates the name of the campaign responsible for generating the subscriptions on that date.
Overall Daily	Indicates the total number of customer subscriptions recorded on the given

Field	Description
Subscriptions	date as a result of the campaign.
CVM Contribution	The Customer Value Management (CVM) contribution indicates the overall revenue or impact the campaign added to business performance.

19.8 Weekly Campaignwise Report

This report provides a weekly summary of campaign-level performance by showing details such as campaign type, control/target groups, customer reach (MSISDNs), and resulting subscriptions.

1. On the side menu, click **Reports** >> **Weekly Campaignwise Report** to view report details. Refer to the following screen.



WEEK	CAMPAIGN TYPE	TARGET CONTROL	MSISDN	SUBSCRIPTIONS
W9	Prepaid_Acquisition	CONTROL	2	2
W9	IDD ATL Campaign	TARGET	1,361	1,411
W9	Airport Campaign	TARGET	185	201
W9	HBB_TESTING_2025	TARGET	6	26
W9	Recharge Dormancy Campaign	TARGET	14,976	15,015
W9	Heyyak	TARGET	6,809	6,810
W9	UAT Test campaign	TARGET	4	4

Figure 641 Reports - Weekly Campaignwise Report

The following Weekly Campaignwise Report details will be displayed.

Field	Description
Week	Indicates the reporting week for which the campaign data is summarized.
Campaign Type	Indicates the name of the campaign executed during the reporting week.
Target Control	Indicates whether the data belongs to the Target Group (TARGET) or Control Group (CONTROL).
MSISDN	Indicates the count of unique mobile numbers (customers) included in the campaign for that week.
Subscriptions	Indicates the number of new activations resulting from the campaign during the week

19.9 Push VS Delivery Report

This report provides insights into campaign message delivery performance. It compares the number of campaign messages pushed to customers versus those successfully delivered, helping assess delivery efficiency and system reliability.

- On the side menu, click **Reports >> Push VS Delivery Report** to view report details. Refer to the following screen.



PROMOTION DATE	CAMPAIGN NAME	SEGMENT NAME	PUSHED COUNT	DEL COUNT
24-07-2025	Prepaid IDD BTL Engagement	Pakistan_IDD_REV_500BZ_2RO	7,011	6,490
24-07-2025	Digital Growth Hack - Revenue	Dor_prepaid_LV	184,615	171,152
24-07-2025	Airport Campaign	Khatrn_Ai_Shikla_Border_Crossi...	510	509
24-07-2025	Hayyak Renewal and Stopper Reminder SMS	Pre_Renewal_Hayyak_20_PUSH_...	70	69
24-07-2025	Hayyak_PreRenewal_2024	Pre_Renewal_Hayyak_10_SMS	109	107
24-07-2025	UAT Test campaign	null	0	0
24-07-2025	HBB_NEW AREAS	MUDHIBI_AK	5,719	4,784

Figure 642 Reports - Push VS Delivery Report

The following Push VS Delivery Report details will be displayed.

Field	Description
Promotion Date	Indicates the date on which the campaign was executed or the promotional messages were sent to customers.
Campaign Name	Indicates the name of the marketing or promotional campaign being tracked for message delivery performance.
Segment Name	Indicates the customer segment or target group (for example, specific plans, regions, or behavioral categories) to which the campaign was sent.
Pushed Count	Indicates the total number of campaign messages pushed to be sent to customers.
DEL Count	Indicates the total number of messages that were successfully delivered to customers' devices.

19.10 Daywise Campaign Conversion Report

This report provides a daily breakdown of campaign conversions for both the Target Group (TG) and Control Group (CG). It helps evaluate campaign performance on a day-to-day basis, highlighting total and unique customer conversions for each campaign.

- On the side menu, click **Reports >> Daywise Campaign Conversion Report** to view report details. Refer to the following screen.



PROMOTION DATE	CAMPAIGN TYPE	TARGET	CONTROL	TOTAL CONVERSION	TARGET GROUP
30-10-2023	KAS_CAMPAGN_2023	245,772	5,173	3	
30-10-2023	Present (EDRKT) - Requirements	176,329	11,098	300	
30-10-2023	Digital Growth Hack - Weeks	180,219	33,718	1,355	
30-10-2023	Present NBT By Netcracker	15,812	4,274	191	
30-10-2023	Spa - 10% Off_1027	2	0	0	
30-10-2023	Holiday	450	200	25	
30-10-2023	Present_Audience	26,836	1,013	309	

Figure 643 Reports - Daywise Campaign Conversion Report

Note: For better viewing, the image is split into two halves.

TARGET GROUP		CONTROL GROUP	
TOTAL CONVERSION	UNIQUE CONVERSION	TOTAL CONVERSION	UNIQUE CONVERSION
0	0	0	0
240	219	0	0
1,355	1,355	5	5
191	185	0	0
0	0	0	0
31	31	1	1
309	263	0	0

Figure 644 Daywise Campaign Conversion Report_1

The following Daywise Campaign Conversion details will be displayed.

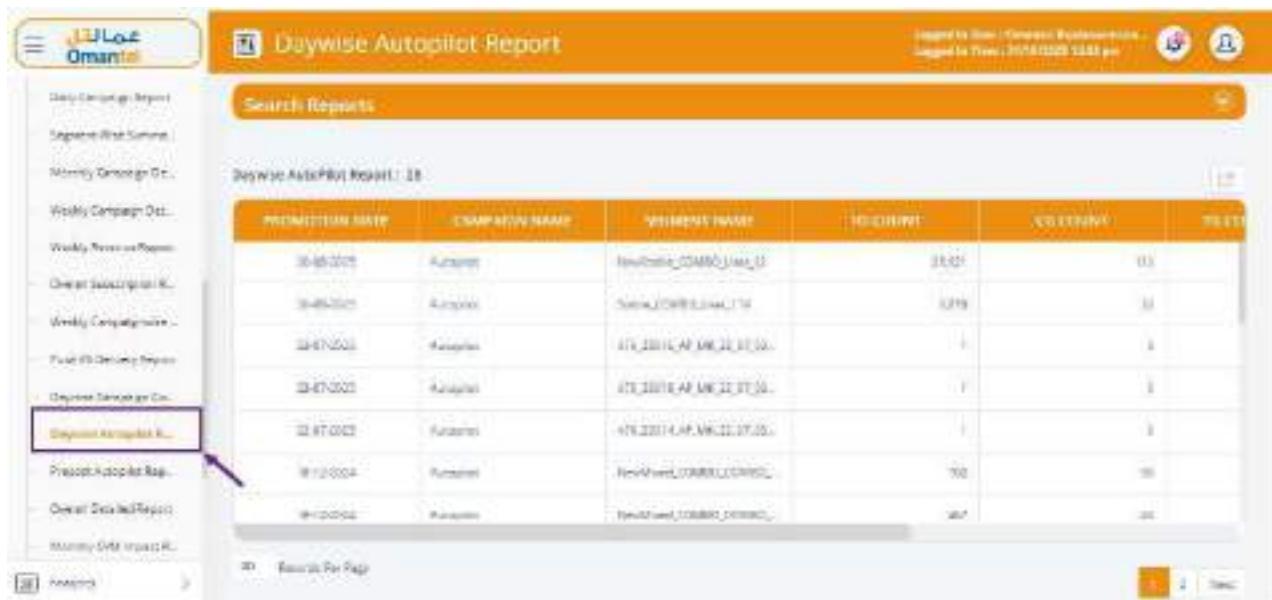
Field	Description
Promotion Date	Indicates the date on which the campaign was executed, or the promotions were sent to customers.
Campaign Type	Indicates the name or classification of the campaign conducted on that date.
Target	Indicates the number of customers who were part of the Target Group (TG) and received the campaign message or offer.

Field	Description
Control	Indicates the number of customers who were part of the Control Group (CG), who did not receive campaign messages but are used for performance comparison.
Total Conversion (Target Group)	Indicates the Total number of conversions or successful actions (such as recharge, activation, or subscription) recorded among Target Group customers on that day.
Unique Conversion (Target Group)	Indicates the number of distinct customers from the Target Group who converted, excluding duplicate actions by the same customer.
Total Conversion (Control Group)	Indicates the total number of conversions recorded among Control Group customers during the same date.
Unique Conversion (Control Group)	Indicates the number of distinct customers from the Control Group who converted, used to analyze natural conversion trends without campaign exposure

19.11 Daywise Autopilot Report

This report provides a daily summary of automated (autopilot) campaigns, tracking customer engagement and conversions for both the Target Group (TG) and Control Group (CG).

1. On the side menu, click **Reports >> Daywise Autopilot Report** to view report details. Refer to the following screen.



PROMOTION DATE	CAMPAIGN NAME	SEGMENT NAME	TG COUNT	CG COUNT	REVENUE
16-07-2023	Autopilot	NewVidhi_07MAY23_100000	33,401	0	0.0
16-07-2023	Autopilot	NewVidhi_07MAY23_100000	33,401	0	0.0
17-07-2023	Autopilot	171_20014_AP_MN_22_01_00..	1	0	0.0
17-07-2023	Autopilot	171_20014_AP_MN_22_01_00..	1	0	0.0
17-07-2023	Autopilot	171_20014_AP_MN_22_01_00..	1	0	0.0
17-07-2023	Autopilot	171_20014_AP_MN_22_01_00..	1	0	0.0
18-07-2023	Autopilot	NewVidhi_07MAY23_100000	70	0	0.0
18-07-2023	Autopilot	NewVidhi_07MAY23_100000	367	0	0.0

Figure 645 Reports - Daywise Autopilot Report

Note: For better viewing, the image is split into two halves.

TG CONVERSION	CG CONVERSION	NRR %
1,732	4	2.893%
516	1	2.502%
0	0	0.00%
0	0	0.00%
0	0	0.00%
17	2	-1.578%
19	0	4.058%

Figure 646 Daywise Autopilot Report_1

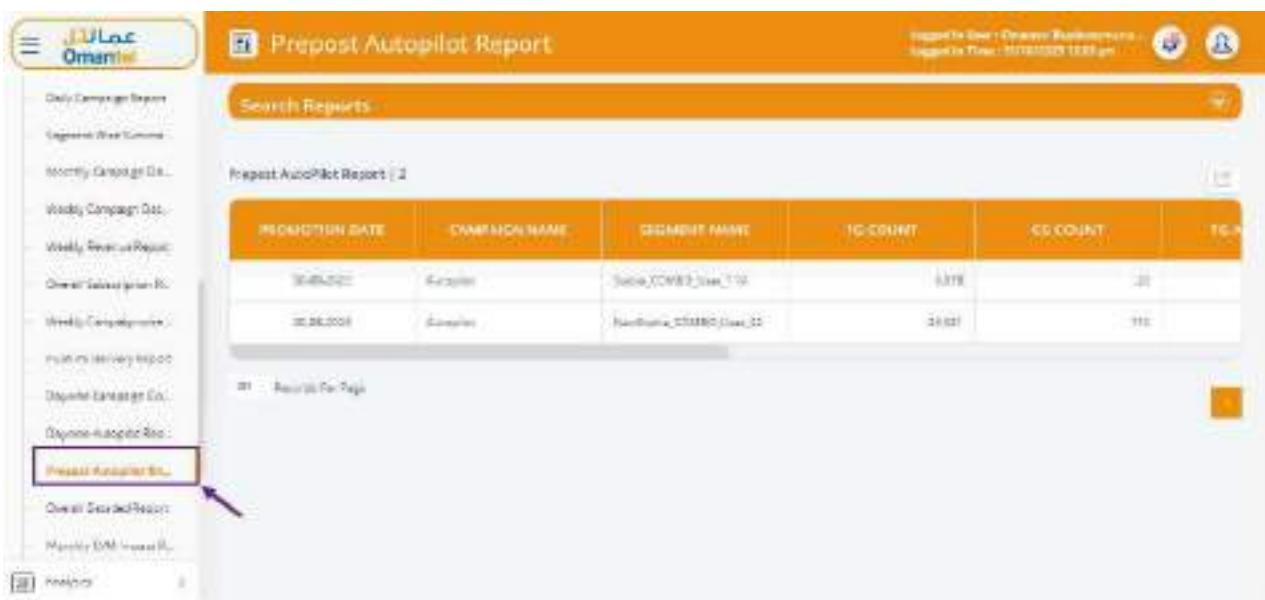
The following Daywise Autopilot Report details will be displayed.

Field	Description
Promotion Date	Indicates the date on which the autopilot campaign was executed for targeted customers.
Campaign Name	Indicates the name of the autopilot campaign configured in the system.
Segment Name	Indicates the customer segment targeted by the autopilot campaign (For example, prepaid users, combo plan users, or inactive customers).
TG Count	Indicates the total number of customers in the Target Group (TG) who received the automated campaign communication.
CG Count	Indicates the total number of customers in the Control Group (CG) who did not receive the campaign message, but are used as a baseline for comparison.
TG Conversion	Indicates the number of Target Group customers who performed the desired action (such as recharge, renewal, or subscription) after receiving the campaign.
CG Conversion	Indicates the number of Control Group customers who converted naturally (without receiving campaign messages).
NRR %	Indicates the incremental impact of the campaign.

19.12 Prepost Autopilot Report

This report provides a comparison of campaign performance before and after the execution of autopilot campaigns.

1. On the side menu, click **Reports >> Prepost Autopilot Report** to view report details. Refer to the following screen.



The screenshot shows the Omantel Magik User Interface with the title "Prepost Autopilot Report". On the left, there's a sidebar with various report options like Daily Campaign Report, Segment Wise Comms, Monthly Campaign Data, etc. A red box highlights the "Prepost Autopilot Rep." option. The main area shows a table with two rows of data:

PROMOTION DATE	CAMPAIGN NAME	SEGMENT NAME	TG COUNT	CG COUNT	TG ARPU
16-06-2021	Acquire	Social_COMBO_Users_100	1,078	40	5.22
16-06-2021	Acquire	NonSubs_COMBO_Users_20	20,031	110	5.10

Below the table, it says "21 Rows Per Page".

Figure 647 Reports - Prepost Autopilot Report

Note: For better viewing, the image is split into two halves.

TG ARPU PRE	CG ARPU PRE	TG ARPU POST	CG ARPU POST	INCREMENTAL REVENUE - PRE	UPLIFT
5.22	5.20	5.28	5.32	₹ 1,251.2	
5.10	5.10	5.21	5.20	₹ 65.1	

Figure 648 Prepost Autopilot Report_1

The following Prepost Autopilot Report details will be displayed.

Field	Description
Promotion Date	Indicates the date on which the autopilot campaign was executed for the target and control groups.
Campaign Name	Indicates the name of the autopilot campaign being analyzed for pre and post-performance comparison.
Segment Name	Indicates the specific customer segment targeted by the autopilot campaign (e.g., combo users, prepaid users, or inactive users).
TG Count	Indicates the total number of customers in the Target Group (TG) who received the autopilot campaign.
CG Count	Indicates the total number of customers in the Control Group (CG) who did not receive the campaign, used for comparison.
TG ARPU Pre	Indicates the Average Revenue Per User (ARPU) of the Target Group before the campaign execution.
CG ARPU Pre	Indicates the Average Revenue Per User (ARPU) of the Control Group before the campaign execution.
TG ARPU Post	Indicates the Average Revenue Per User (ARPU) of the Target Group after the campaign execution.
CG ARPU Post	Indicates the Average Revenue Per User (ARPU) of the Control Group after the campaign execution.
Incremental Revenue -	Indicates the additional revenue generated by the Target Group compared

Field	Description
Pre	to the Control Group before the campaign.
Uplift	Indicates the incremental uplift in ARPU or revenue generated after campaign execution.

19.13 Overall Detailed Report

This report provides a comprehensive overview of campaign performance across all months. It consolidates key metrics related to campaign delivery, conversion, and response for both Target Group (TG) and Control Group (CG), including unique customer analysis and Net Response Rate (NRR).

1. On the side menu, click **Reports >> Overall Detailed Report** to view report details. Refer to the following screen.



Month	Subscribers Base	TG PUSHED (TOTAL)	TG CLASSIFIED (TOTAL)	TG DELIVERED % (TOTAL)	TG CCR % (TOTAL)
Oct-2023	30,975,481	31,316,891	31,216,854	99.99	99.99
Nov-2023	30,975,481	31,316,891	31,216,854	99.99	99.99
Dec-2023	30,975,481	31,316,891	31,216,854	99.99	99.99
Jan-2024	30,975,481	31,316,891	31,216,854	99.99	99.99
Feb-2024	30,975,481	31,316,891	31,216,854	99.99	99.99
Mar-2024	30,975,481	31,316,891	31,216,854	99.99	99.99
Apr-2024	30,975,481	31,316,891	31,216,854	99.99	99.99
May-2024	30,975,481	31,316,891	31,216,854	99.99	99.99
Jun-2024	30,975,481	31,316,891	31,216,854	99.99	99.99

Figure 649 Reports - Overall Detailed Report

Note: For better viewing, the image is split into three halves.

TG CONVERSION (TOTAL)	TG CONVERSION % (TOTAL)	CG BASE (TOTAL)	CG CONVERSION (TOTAL)	CG CONVERSION % (TOTAL)
190,648	0.50	1,060,725	4,316	0.40
0	0.00	3,840	0	0.00
360,859	0.75	790,270	6,418	0.81
281,938	0.52	1,065,786	5,321	0.61
291,380	0.70	1,024,207	7,094	0.69
0	0.00	0	0	0.00
276,878	0.35	1,403,436	5,303	0.37

Figure 650 Overall Detailed Report_1

NRR % (TOTAL)	UNIQUE QUALIFIED BASE	UNIQUE TG PUSHED	UNIQUE TG DELIVERED	UNIQUE TG DELIVERED %
0.09	2,530,286	2,507,993	1,945,997	77.59
0.09	8,626	8,626	8,626	93.30
-0.05	2,513,303	2,513,288	1,964,375	78.15
-0.08	2,570,504	2,565,225	2,036,845	79.27
0.01	2,735,061	2,734,032	2,257,810	82.38
0.05	0	0	0	0.00
-0.02	2,609,323	2,609,458	2,028,678	77.74

Figure 651 Overall Detailed Report_2

UNIQUE TG CONVERSION	UNIQUE TG CONVERSION %	UNIQUE CG BASE	UNIQUE CG CONVERSION	UNIQUE CG CONVERSION %
122,401	4.85	78,644	3,648	4.90
0	0.00	640	0	0.00
273,017	11.88	68,967	6,047	8.76
302,223	7.87	101,863	6,270	6.15
222,798	8.14	69,713	6,695	9.60
0	0.00	0	0	0.00
206,086	7.89	102,155	5,009	4.95

Figure 652 Overall Detailed Report_3

The following Overall Detailed Report details will be displayed.

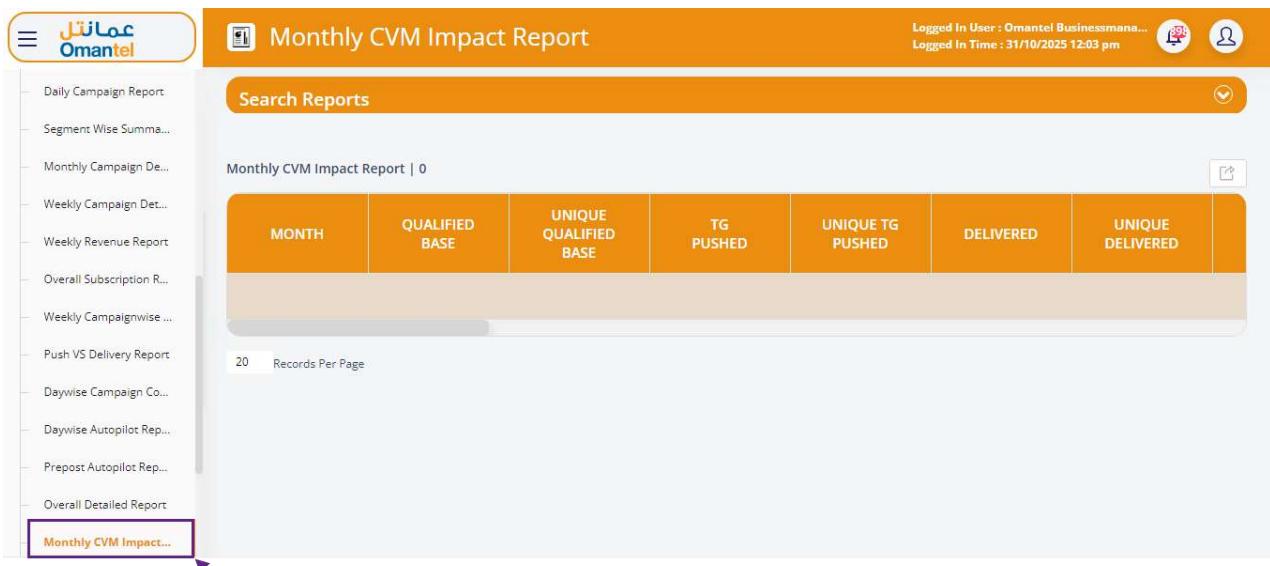
Field	Description
Month	Indicates the reporting month for which the overall campaign performance data is summarized.
Qualified Base	Indicates the total number of customers who qualified for campaigns based on defined eligibility criteria.
TG Pushed (Total)	Indicates the total number of messages or communications sent to the Target Group (TG) during that month.
TG Delivered (Total)	Indicates the total number of messages successfully delivered to the Target Group.
TG Delivered % (Total)	Indicates the percentage of successfully delivered messages out of the total pushed messages.
TG Conversion (Total)	Indicates the total number of conversions or successful actions (recorded among the Target Group).

Field	Description
TG Conversion % (Total)	Indicates the percentage of conversions within the Target Group.
CG Base (Total)	Indicates the total number of customers in the Control Group (CG) for that month who did not receive campaign messages.
CG Conversion (Total)	Indicates the total number of conversions recorded among the Control Group customers.
CG Conversion % (Total)	Indicates the percentage of conversions among Control Group customers.
NRR % (Total)	Indicates the Net Response Rate, representing the incremental impact of the campaign.
Unique Qualified Base	Indicates the number of unique customers who qualified for the campaign, ensuring no duplicates are included.
Unique TG Pushed	Indicates the total number of unique TG customers to whom campaign messages were pushed.
Unique TG Delivered	Indicates the number of unique TG customers who successfully received campaign communications.
Unique TG Delivered %	Indicates the percentage of unique TG messages successfully delivered.
Unique TG Conversion	Indicates the number of unique TG customers who performed the intended conversion action (e.g., recharge, activation).
Unique TG Conversion %	Indicates the conversion rate among unique TG customers.
Unique CG Base	Indicates the number of unique customers in the Control Group during the same period.
Unique CG Conversion	Indicates the number of unique CG customers who converted (without campaign exposure).
Unique CG Conversion %	Indicates the conversion rate among unique CG customers.

19.14 Monthly CVM Impact Report

The Monthly CVM (Customer Value Management) Impact Report provides a detailed monthly summary of campaign performance and impact on customer engagement, conversions, and revenue.

1. On the side menu, click **Reports >> Monthly CVM Impact Report** to view report details. Refer to the following screen.



Daily Campaign Report
Segment Wise Summa...
Monthly Campaign De...
Weekly Campaign Det...
Weekly Revenue Report
Overall Subscription R...
Weekly Campaignwise ...
Push VS Delivery Report
Daywise Campaign Co...
Daywise Autopilot Rep...
Prepost Autopilot Rep...
Overall Detailed Report
Monthly CVM Impact...

20 Records Per Page

Figure 653 Reports - Monthly CVM Impact Report

Note: For better viewing, the image is split into three halves.

DEIN	UNIQUE DEIN %	TG CONVERSION	UNIQUE TG CONVERSION	TG CONVERSION %	UNIQUE TG CONVERSION %	CG BASE
No record						

Figure 654 Monthly CVM Impact Report _1

UNIQUE CG BASE	CG CONVERSION	UNIQUE CG CONVERSION	CG CONVERSION %	UNIQUE CG CONVERSION %	NRR %	TG REVENUE (PRE)
No record						

Figure 655 Monthly CVM Impact Report _2

TG REVENUE (POST)	CG REVENUE (PRE)	CG REVENUE (POST)	TGR REVENUE (PRE)	TGR REVENUE (POST)	CCR REVENUE (PRE)	CCR REVENUE (POST)
No record						

Figure 656 Monthly CVM Impact Report _3

The following Monthly CVM Impact Report details will be displayed.

Field	Description
Month	Indicates the reporting month for which the overall campaign performance data is summarized.
Qualified Base	Indicates the total number of customers who qualified for campaigns based on defined eligibility criteria.
TG Pushed (Total)	Indicates the total number of messages or communications sent to the Target Group (TG) during that month.

Field	Description
TG Delivered (Total)	Indicates the total number of messages successfully delivered to the Target Group.
TG Delivered % (Total)	Indicates the percentage of successfully delivered messages out of the total pushed messages.
TG Conversion (Total)	Indicates the total number of conversions or successful actions (recorded among the Target Group).
TG Conversion % (Total)	Indicates the percentage of conversions within the Target Group.
CG Base (Total)	Indicates the total number of customers in the Control Group (CG) for that month who did not receive campaign messages.
CG Conversion (Total)	Indicates the total number of conversions recorded among the Control Group customers.
CG Conversion % (Total)	Indicates the percentage of conversions among Control Group customers.
NRR % (Total)	Indicates the Net Response Rate, representing the incremental impact of the campaign.
Unique Qualified Base	Indicates the number of unique customers who qualified for the campaign, ensuring no duplicates are included.
Unique TG Pushed	Indicates the total number of unique TG customers to whom campaign messages were pushed.
Unique TG Delivered	Indicates the number of unique TG customers who successfully received campaign communications.
Unique TG Delivered %	Indicates the percentage of unique TG messages successfully delivered.
Unique TG Conversion	Indicates the number of unique TG customers who performed the intended conversion action (e.g., recharge, activation).
Unique TG Conversion %	Indicates the conversion rate among unique TG customers.
Unique CG Base	Indicates the number of unique customers in the Control Group during the same period.
Unique CG Conversion	Indicates the number of unique CG customers who converted (without campaign exposure).
Unique CG Conversion %	Indicates the conversion rate among unique CG customers.