User Manual

Omantel

Magik

Rev 1.2/ January 2026

Feedback

We value and welcome feedback from our readers to help us continuously improve the quality and relevance of our materials. If you have any comments, suggestions, or questions, please contact us.

Revision History

Version	Issued Date	Serial Number	Description
1.0			Initial Draft
1.1	25-07-2025		1. ***Reports (Gamification)*** have been newly added. 2. ***Reports (NBO)*** have been newly added. 3. ***Reports*** are newly added. 4. The ***Omantel Specific Campaigns*** are newly added under the Rule Engine. 5. The ***Geo Fencing*** is newly added under the Dashboard. 6. The ***Campaign Overview*** has been newly

Version	Issued Date	Serial Number	Description
			added under the Dashboard. 7. The ***Autopilot*** has been added. 8. ***Gamification*** has been added. 9. The ***Reports (Gamification)***, ***Reports (NBO)***, and ***Reports*** have been added.
1.2	16-01-2026		1. The ***Campaign Workflow*** has been added. 2. The ***Insights*** tab has been added. 3. The ***Geo Fencing*** flow has been updated under the Dashboard. 4. The **Advance Filters** and **Remote Copy** have been updated under the ***Segments.*** 5. The following Gamification menus have been newly added: • ***Match Location*** • ***Prediction Event*** • ***Questionnaire*** • ***Quest Game*** • ***Survey N Win Report*** 6. The **Global Lead Policy** and **Global Contact Lead Policy** menus have been newly added under the Policy. 7. The ***Honeycomb Analytics*** has been newly added under the Dashboard.

Table of Contents

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 ℹ 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:

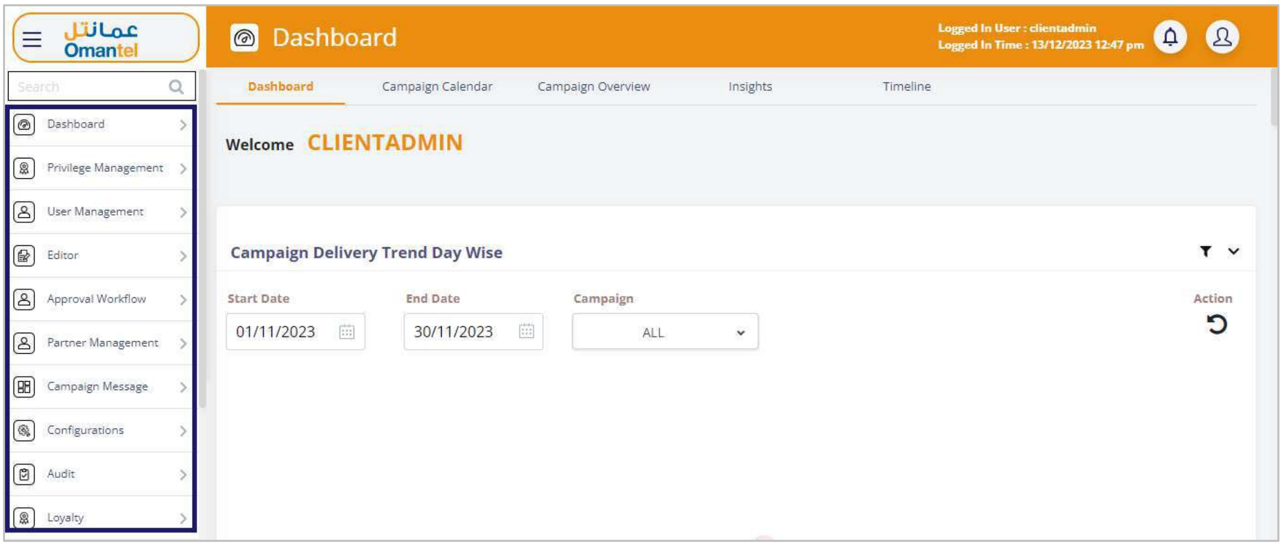


Figure 3 Dashboard

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.

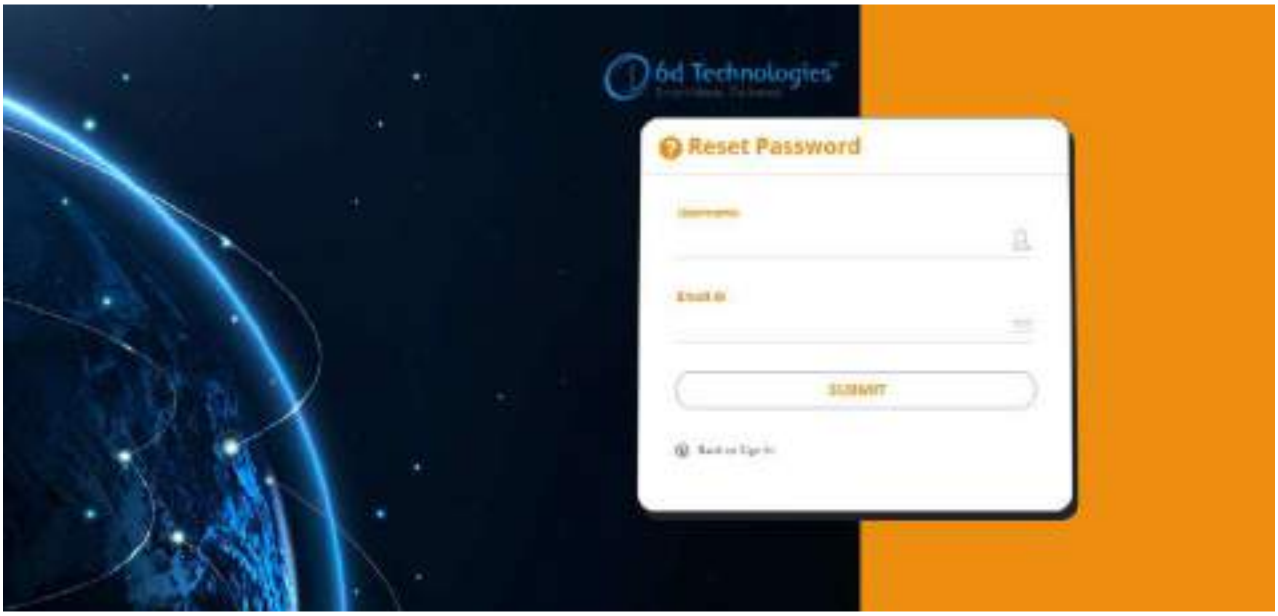


Figure 5 Reset Password Input Screen

- **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.

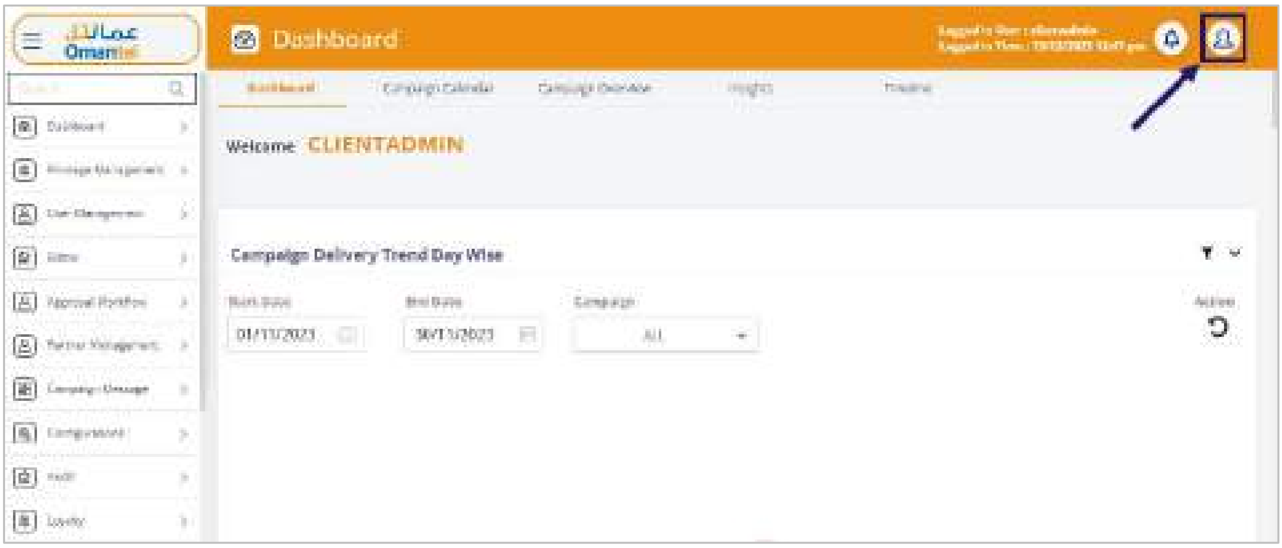


Figure 6 Dashboard – User Icon

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

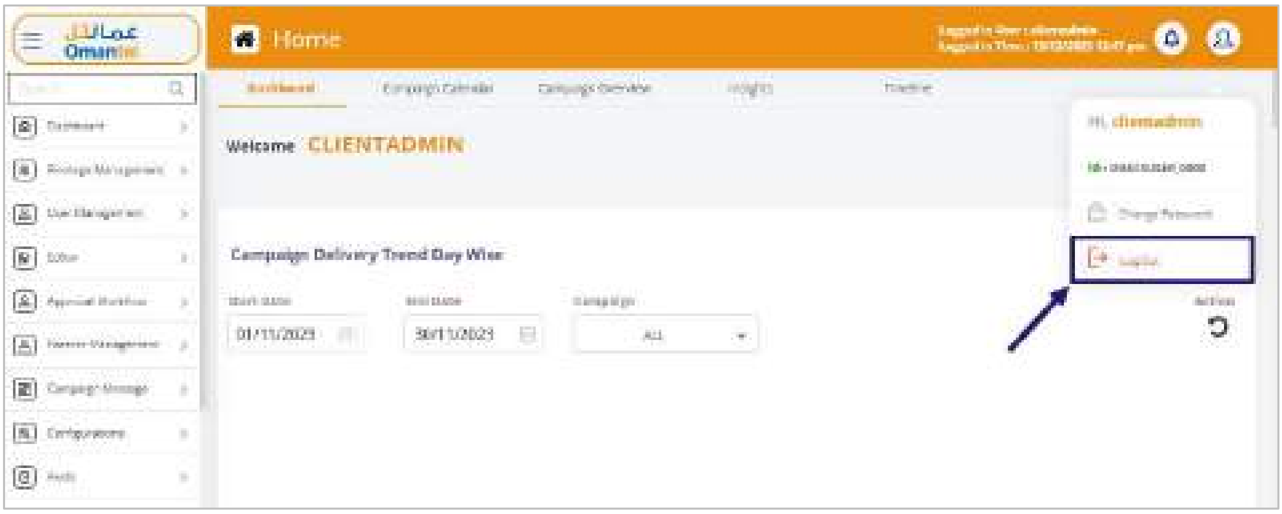


Figure 7 Log Out Option

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.

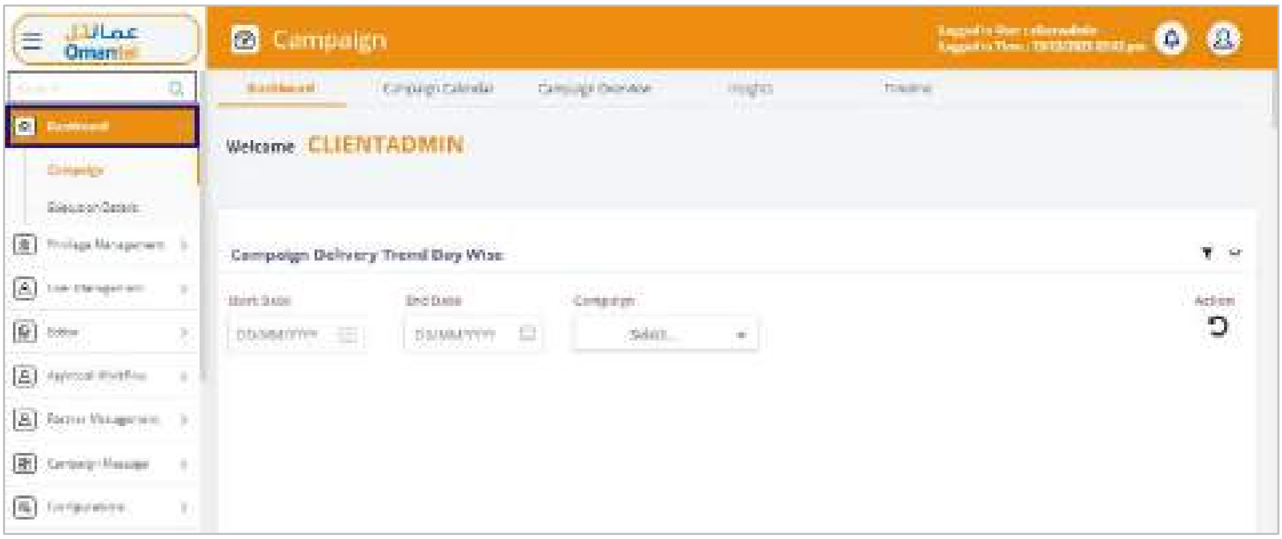


Figure 8 Dashboard

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

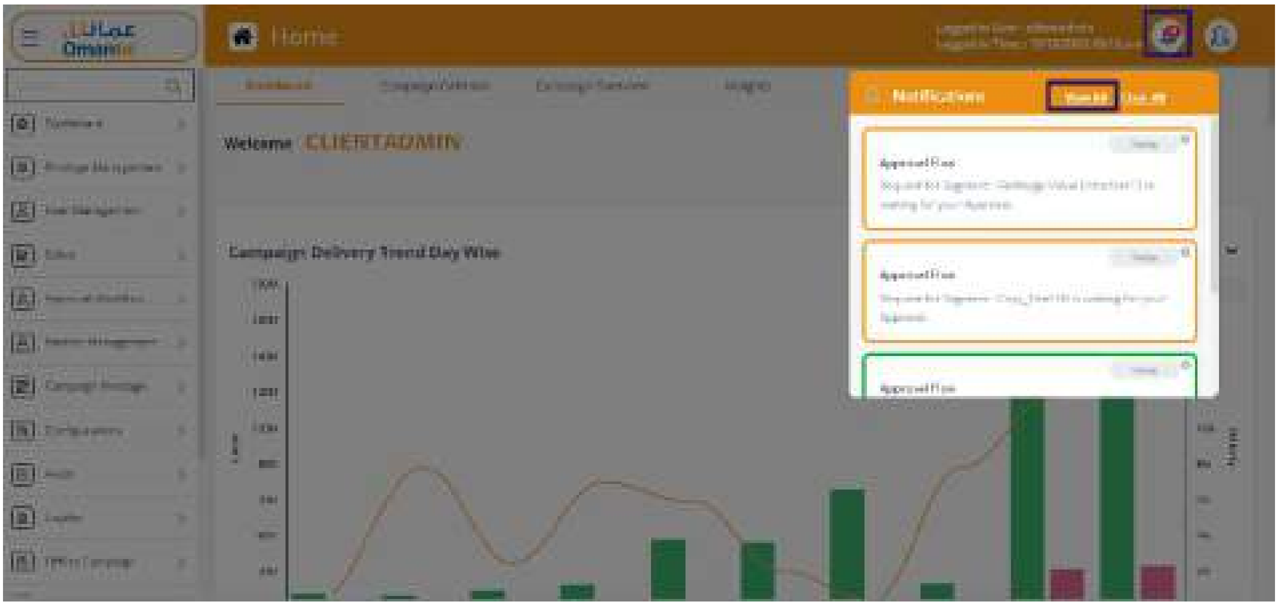


Figure 9 Loyalty – Notifications

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

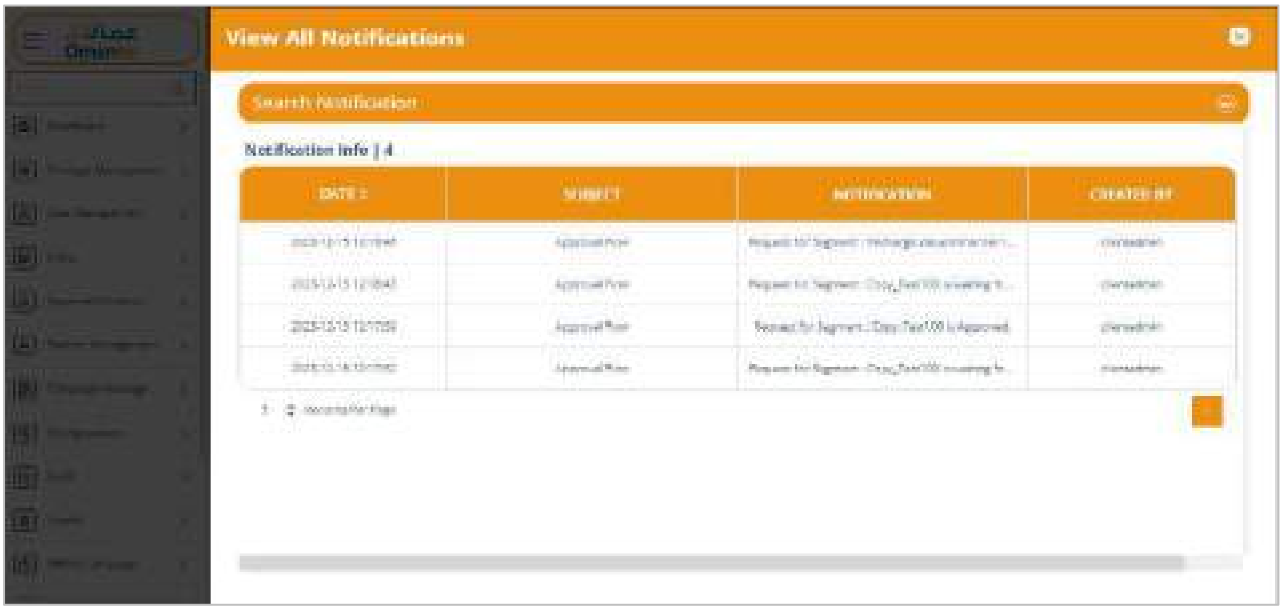


Figure 10 View All Notifications

➢ 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.

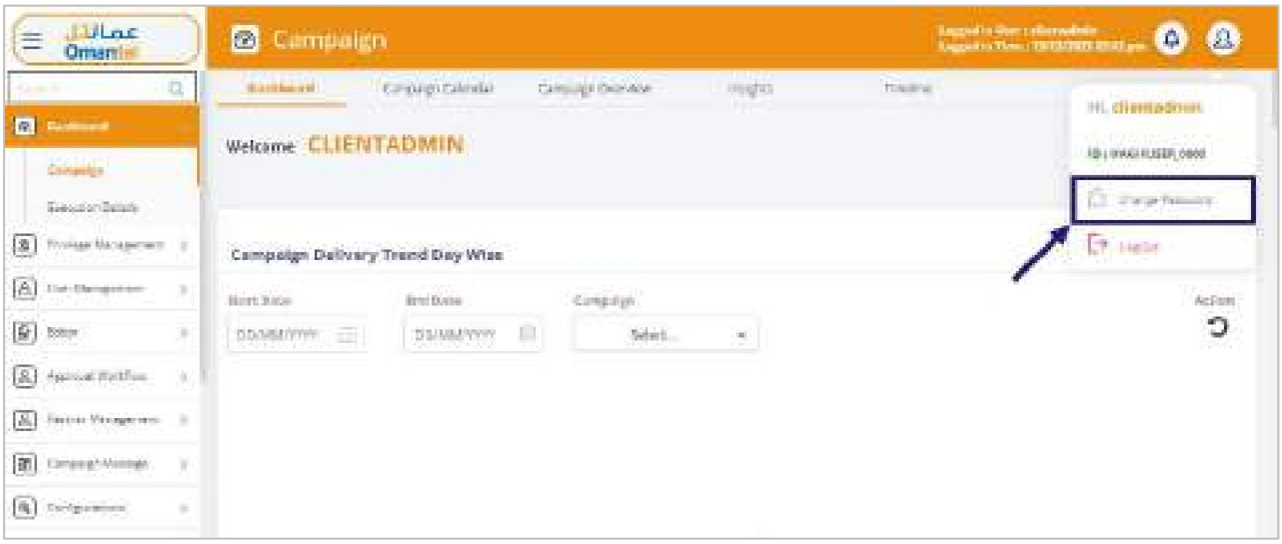


Figure 11 Loyalty – Change Password

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

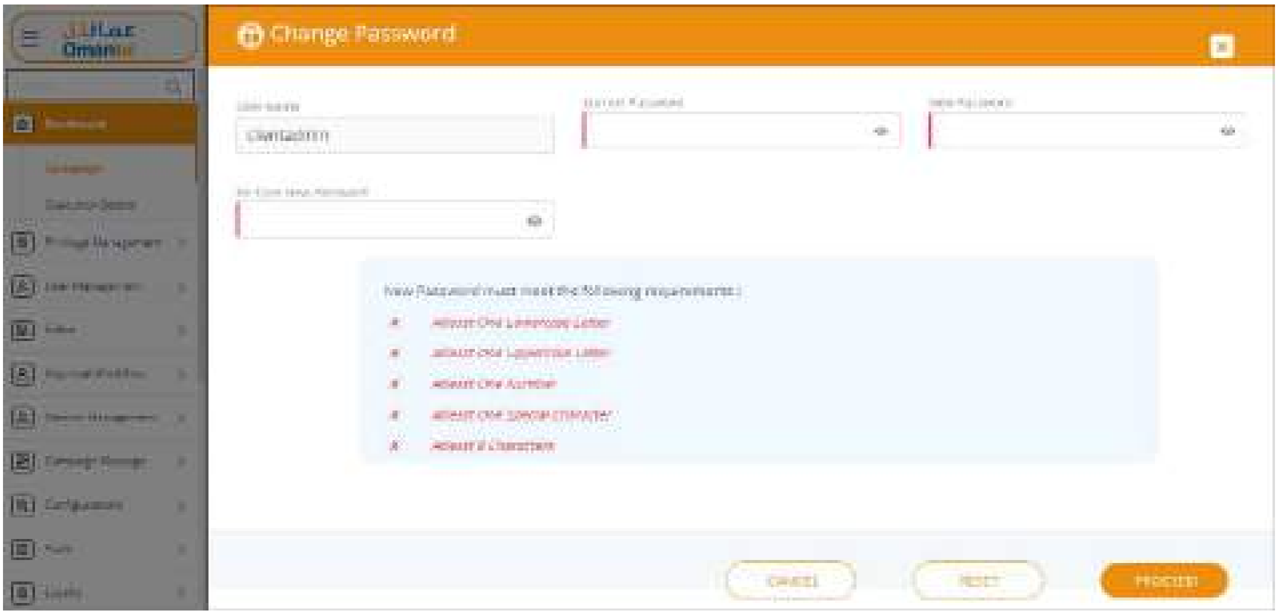


Figure 12 Change Password Input Screen

- 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,

1. 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.

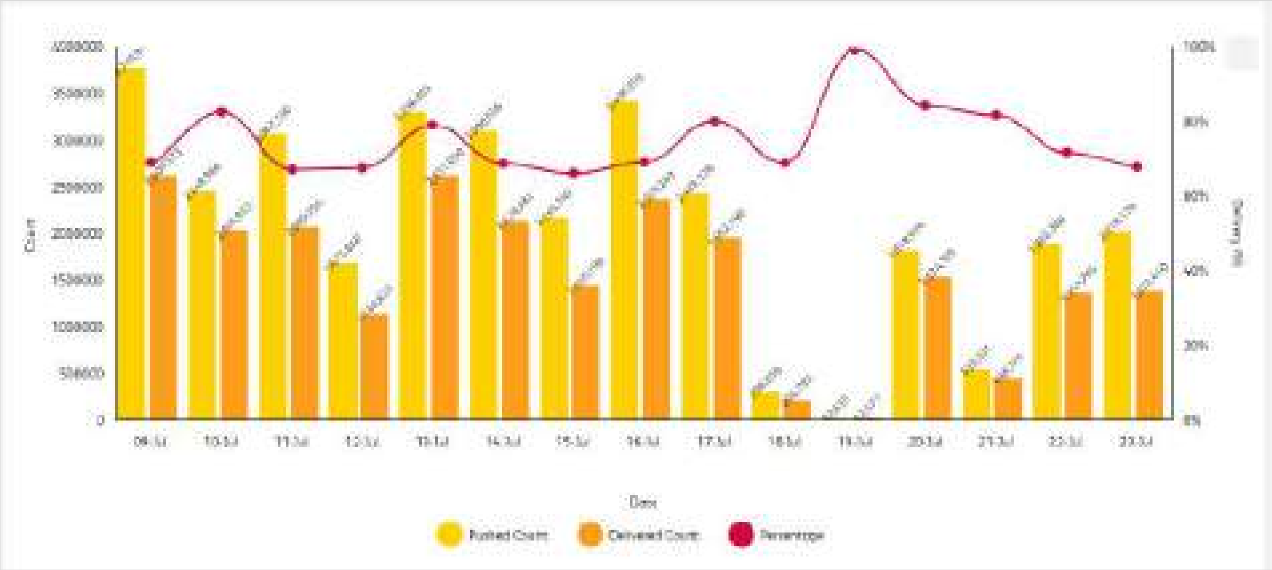


Figure 15 Campaign Delivery Trend Day Wise

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.

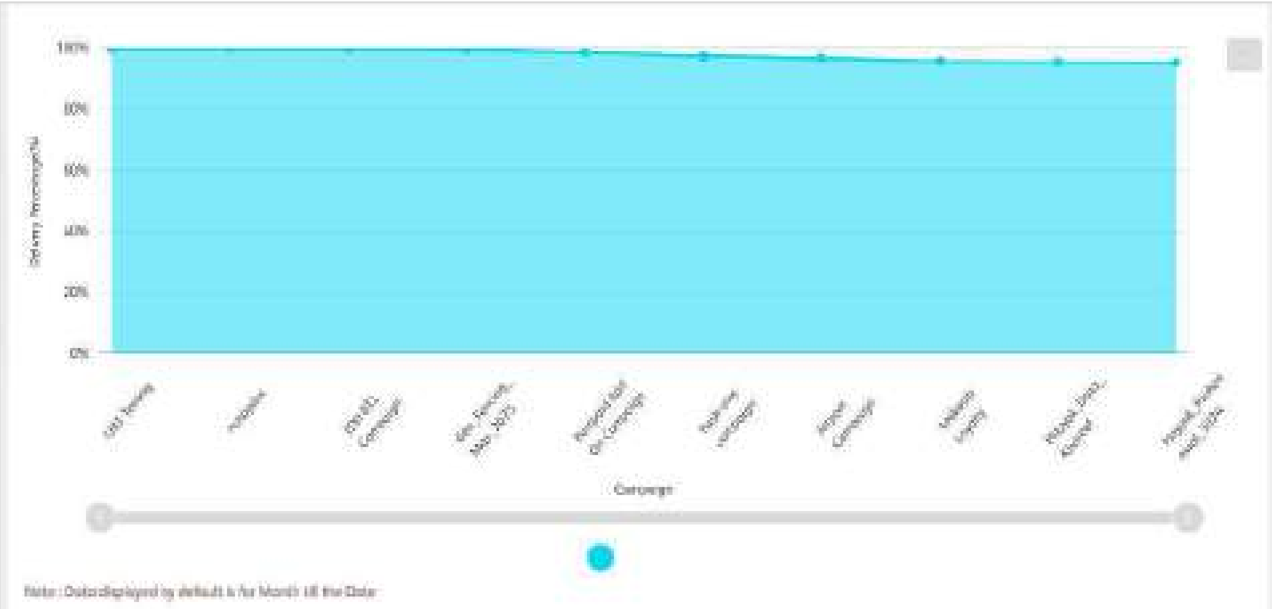


Figure 16 Campaign Wise Delivery Percentage Trend

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.

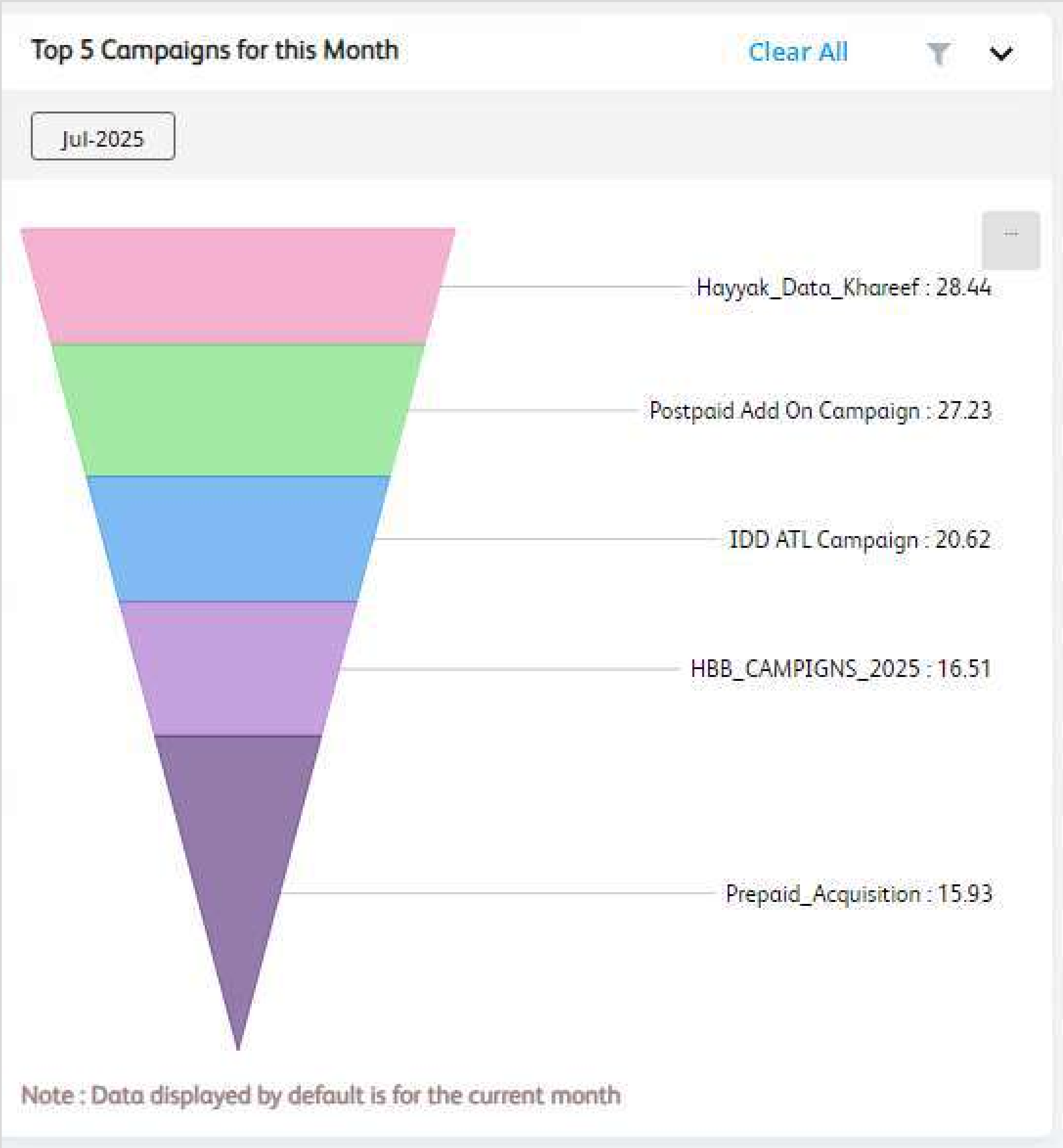


Figure 17 Top 5 Campaigns for this Month

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.

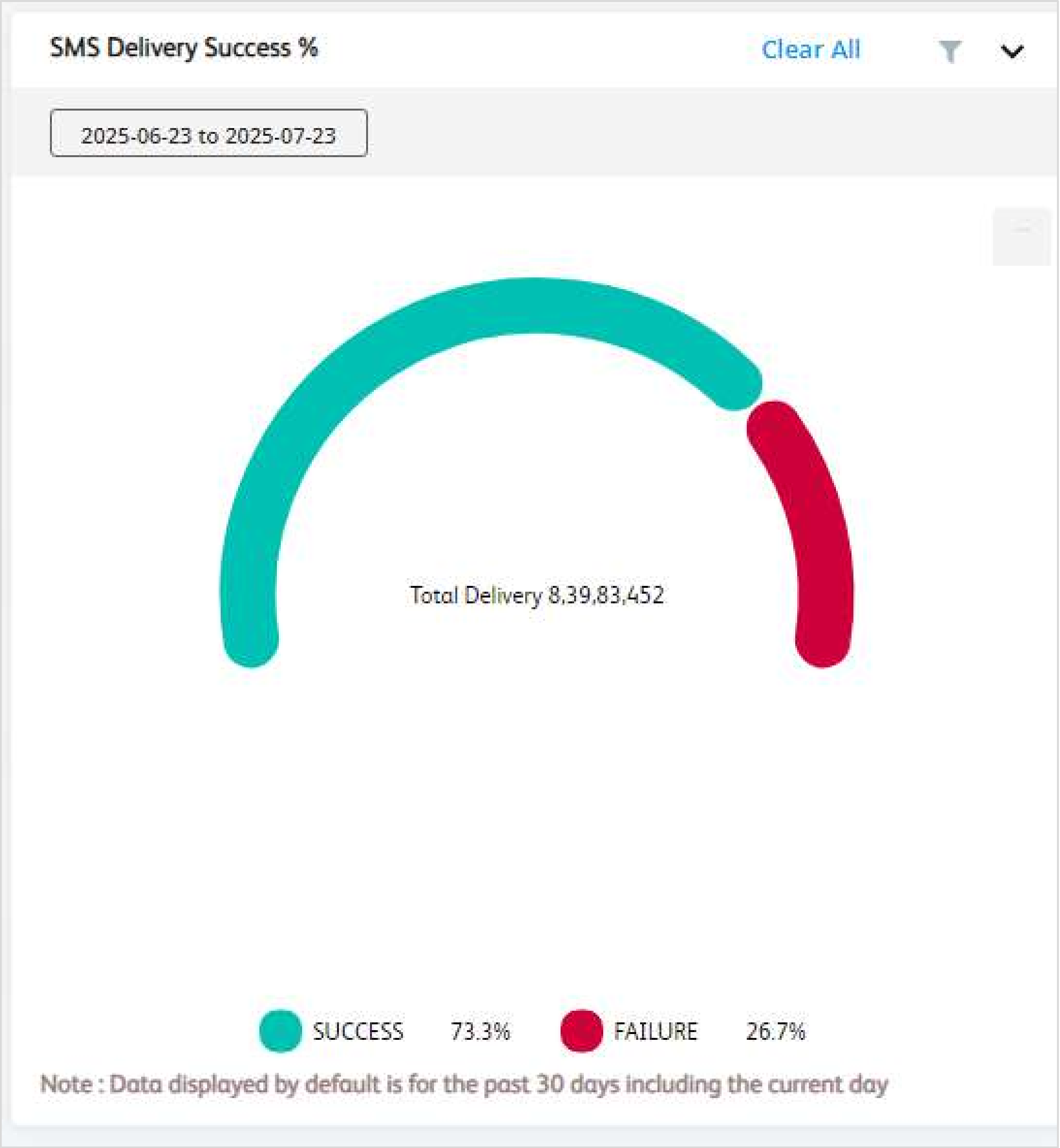


Figure 18 SMS Delivery Success %

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

Campaign Conversion Trend:

- Compare conversions across different campaigns for the selected month.

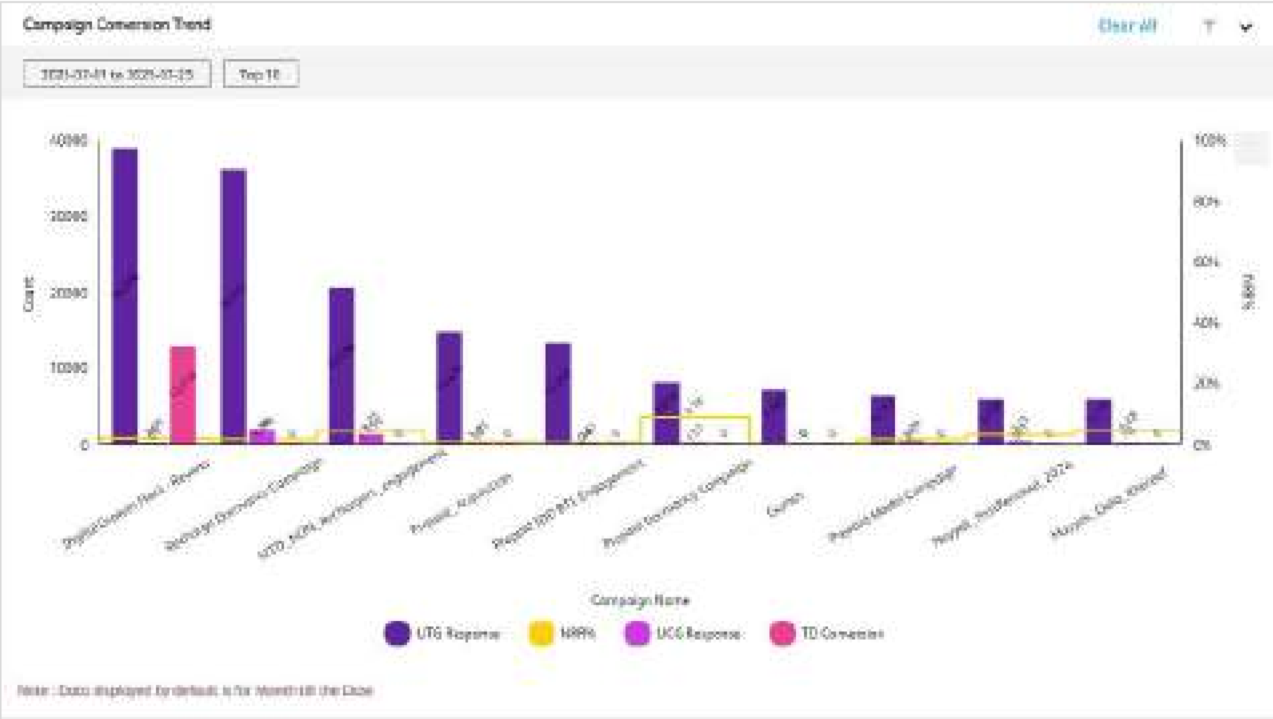


Figure 19 Campaign Conversion Trend

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.

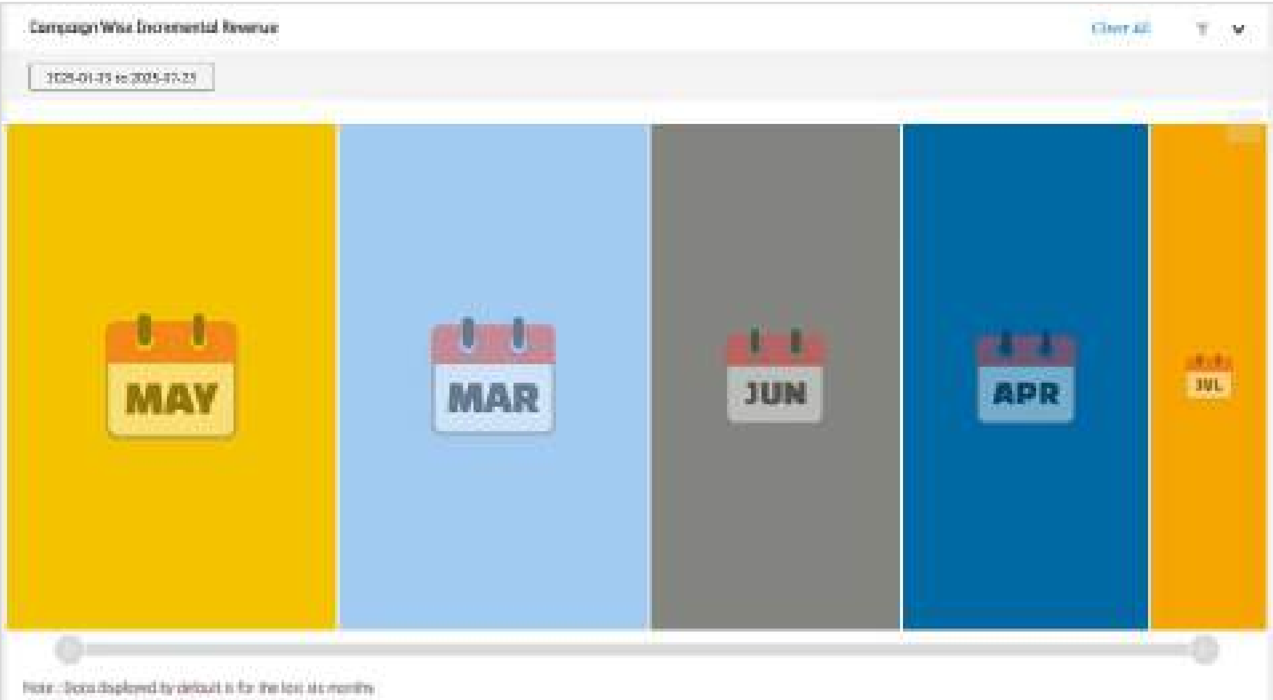


Figure 20 Campaign Wise Incremental Revenue

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.

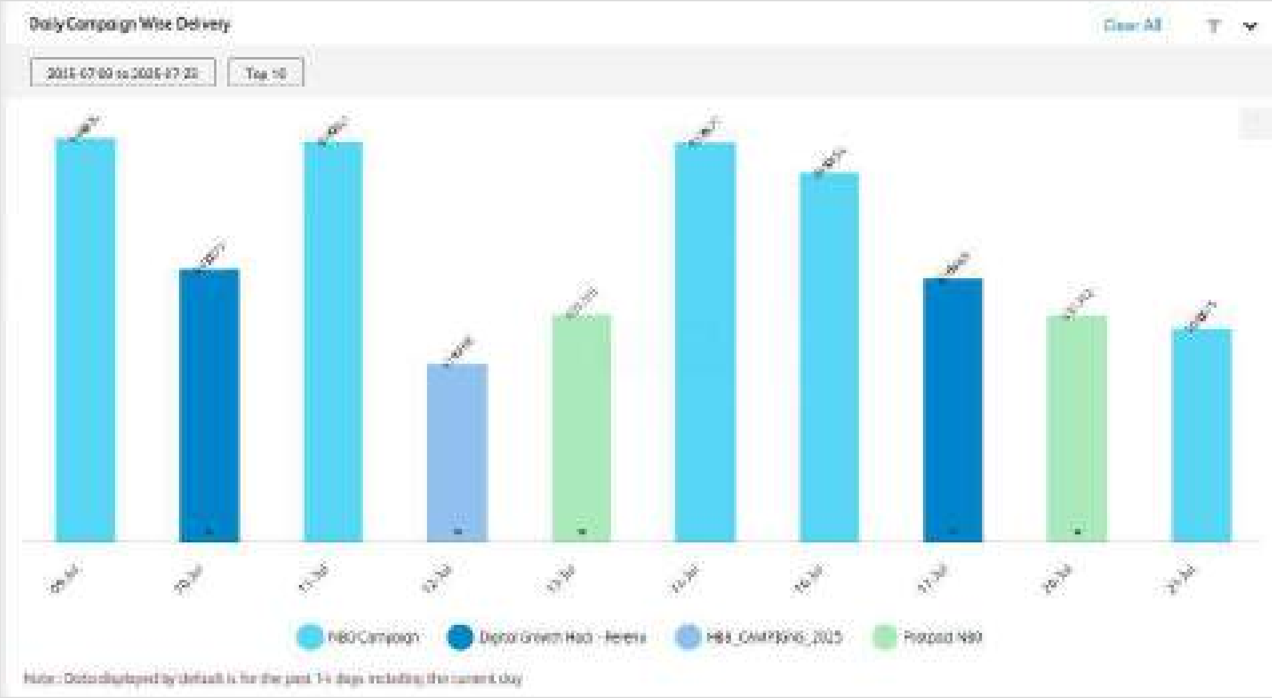


Figure 21 Daily Campaign Wise Delivery

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.

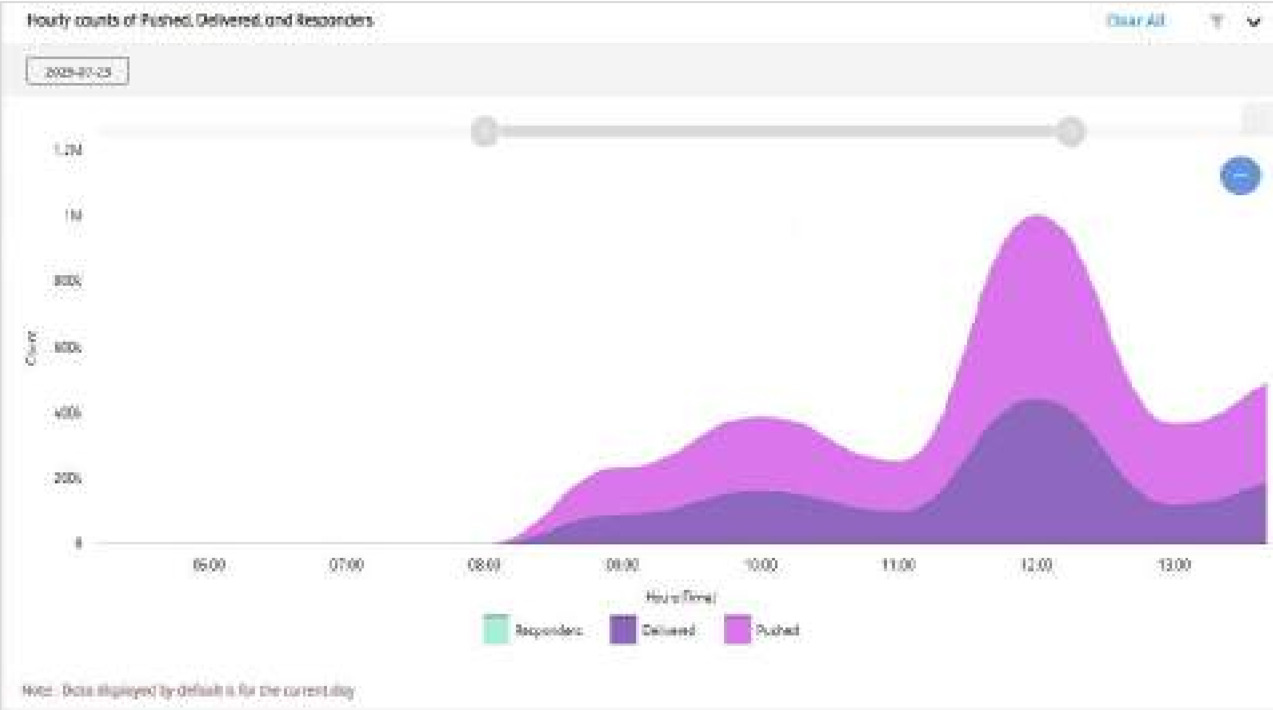


Figure 22 Hourly counts of Pushed, Delivered, and Responders

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.

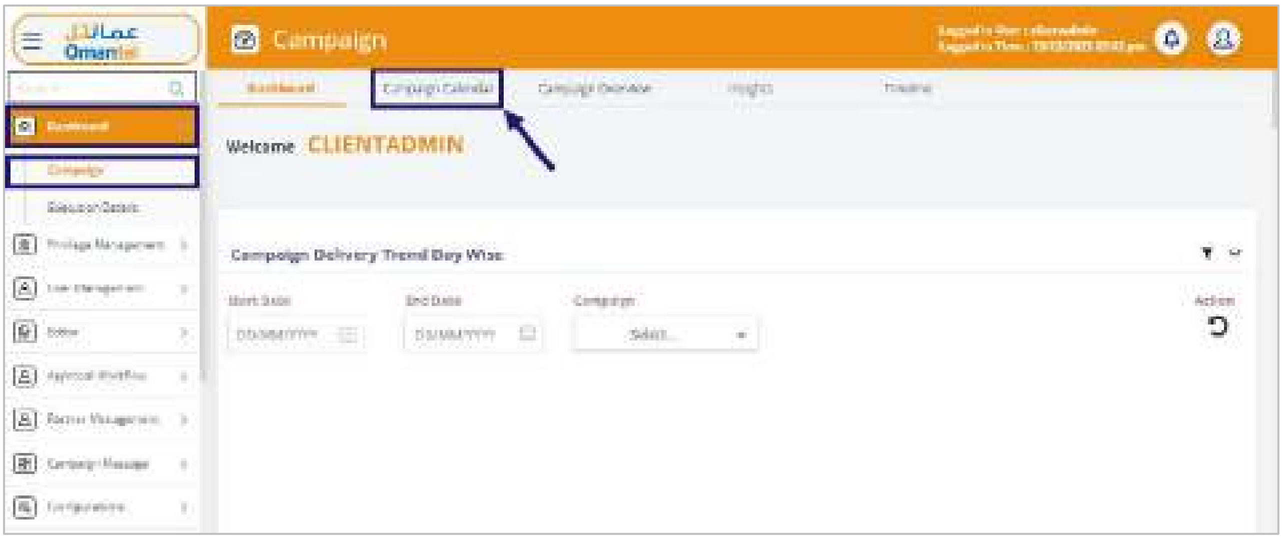


Figure 23 Campaign – Campaign Calendar Tab

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

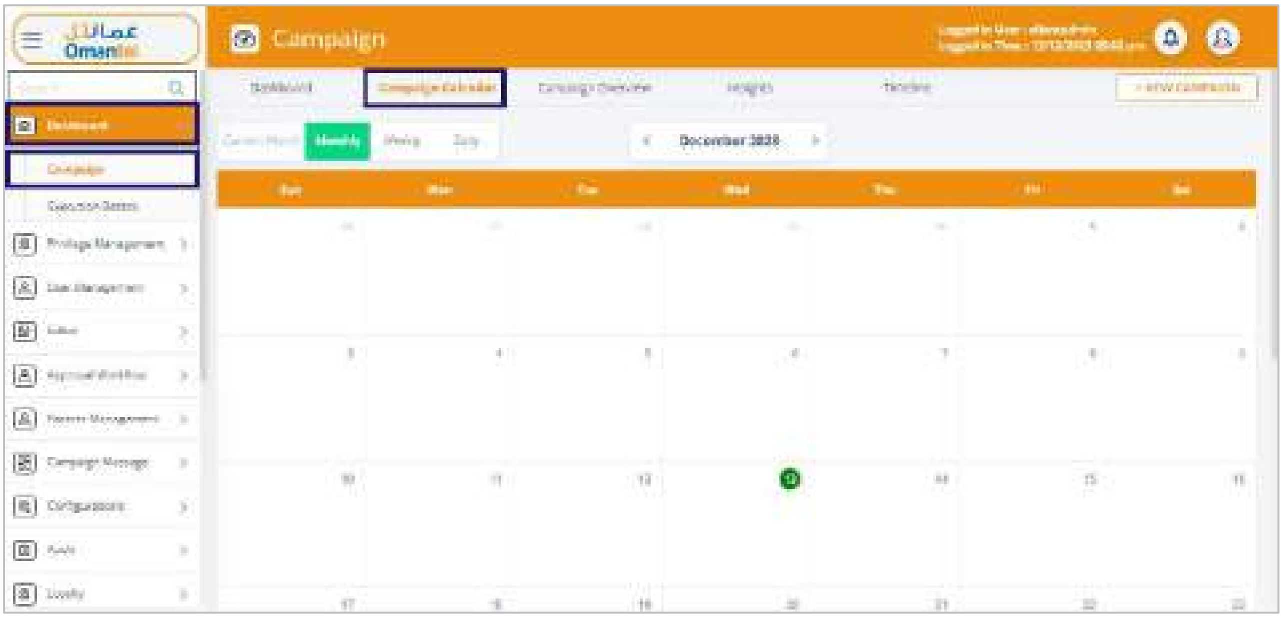


Figure 24 Campaign Calendar Input Screen

- 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.

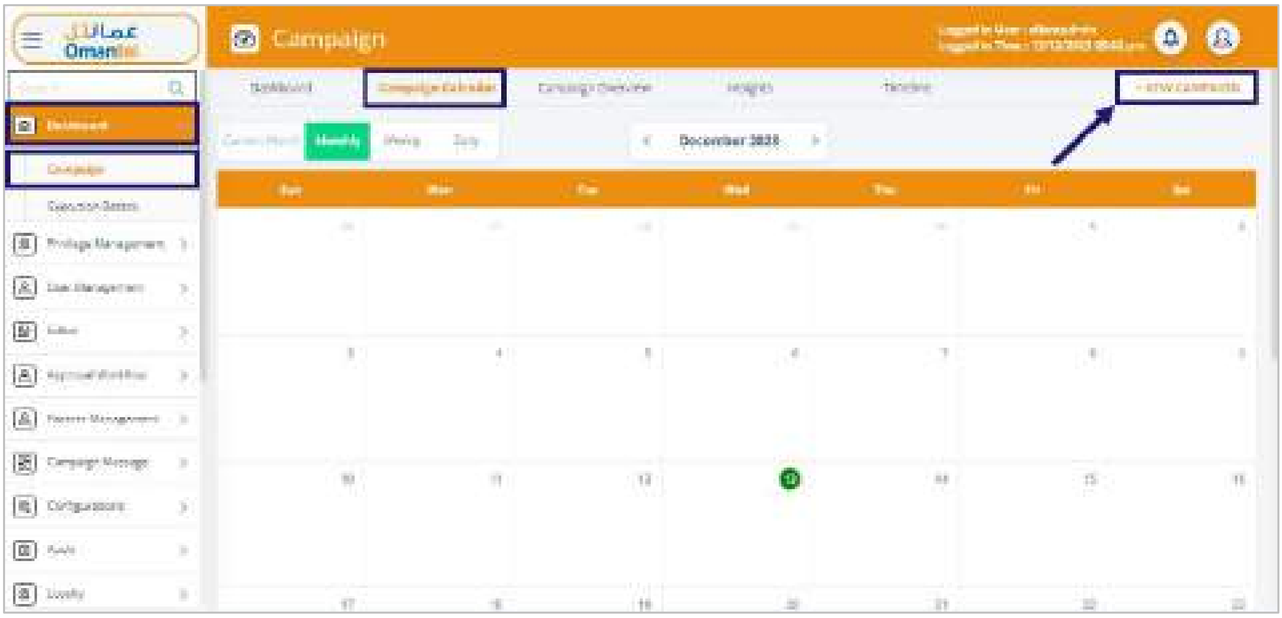


Figure 25 Campaign- New Campaign Button

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

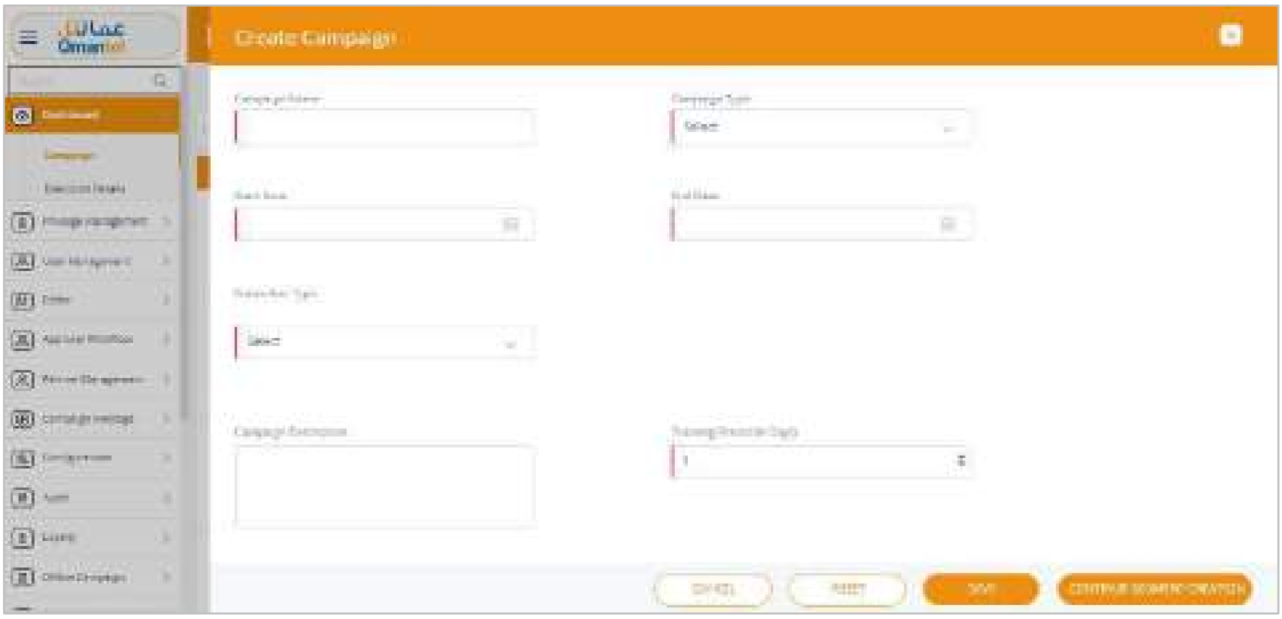


Figure 26 Create Campaign Input Screen

- 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.

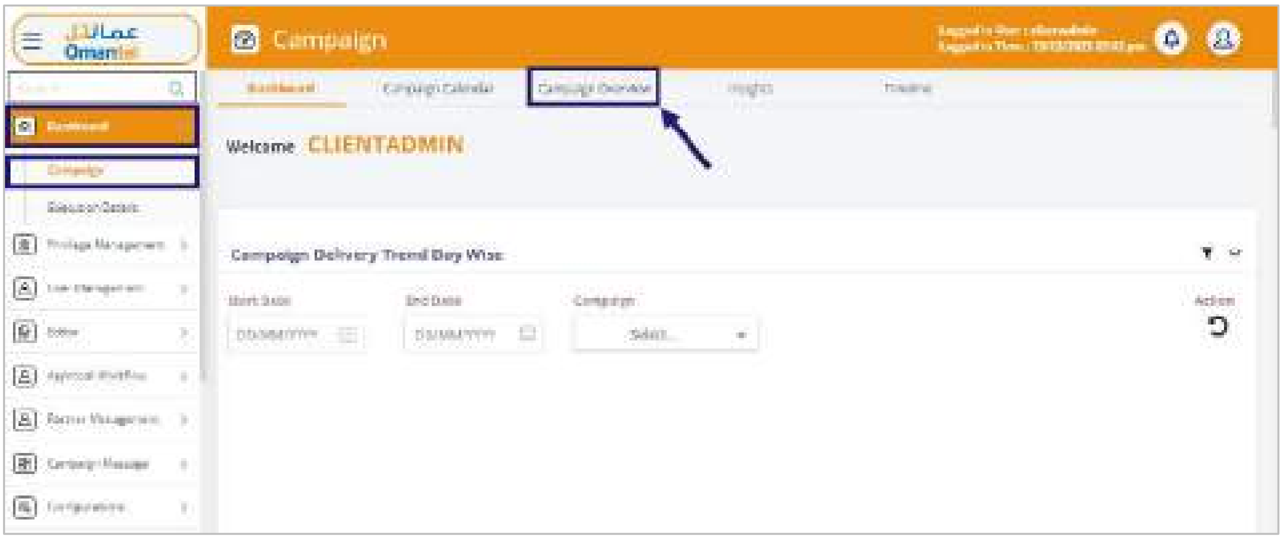


Figure 27 Campaign – Campaign Overview Tab

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

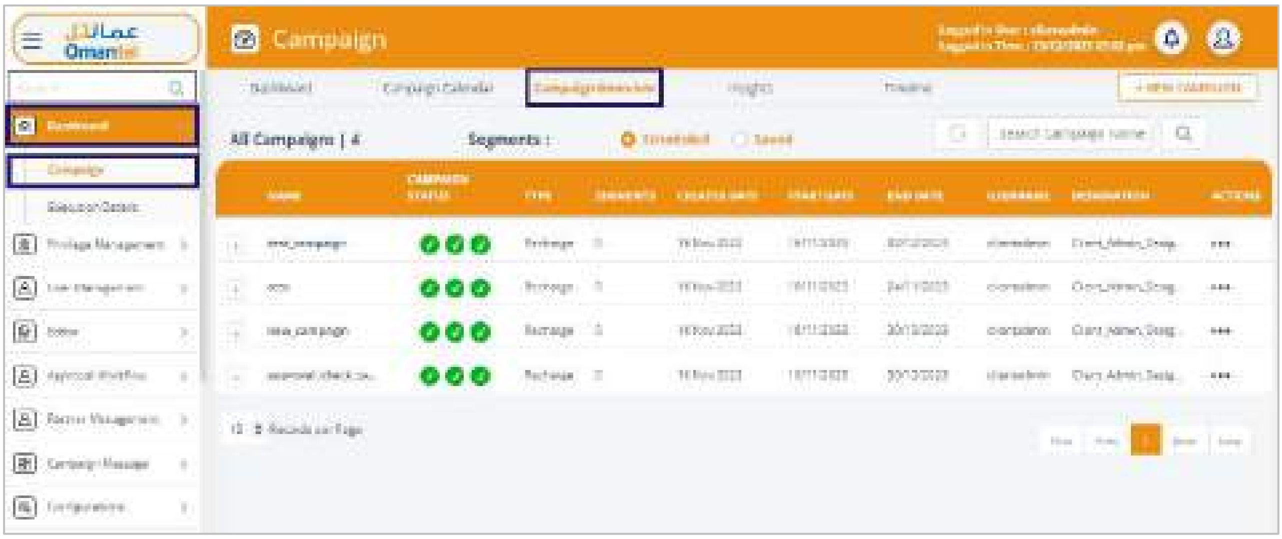


Figure 28 Campaign Overview Input Screen

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.

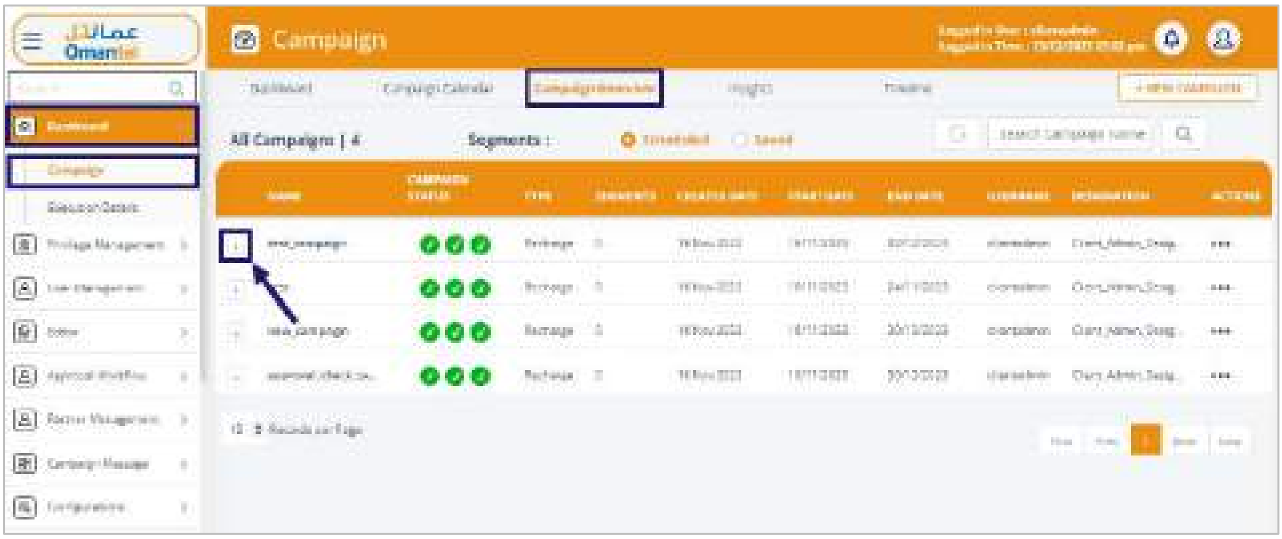


Figure 29 Campaign Overview – Add Button

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

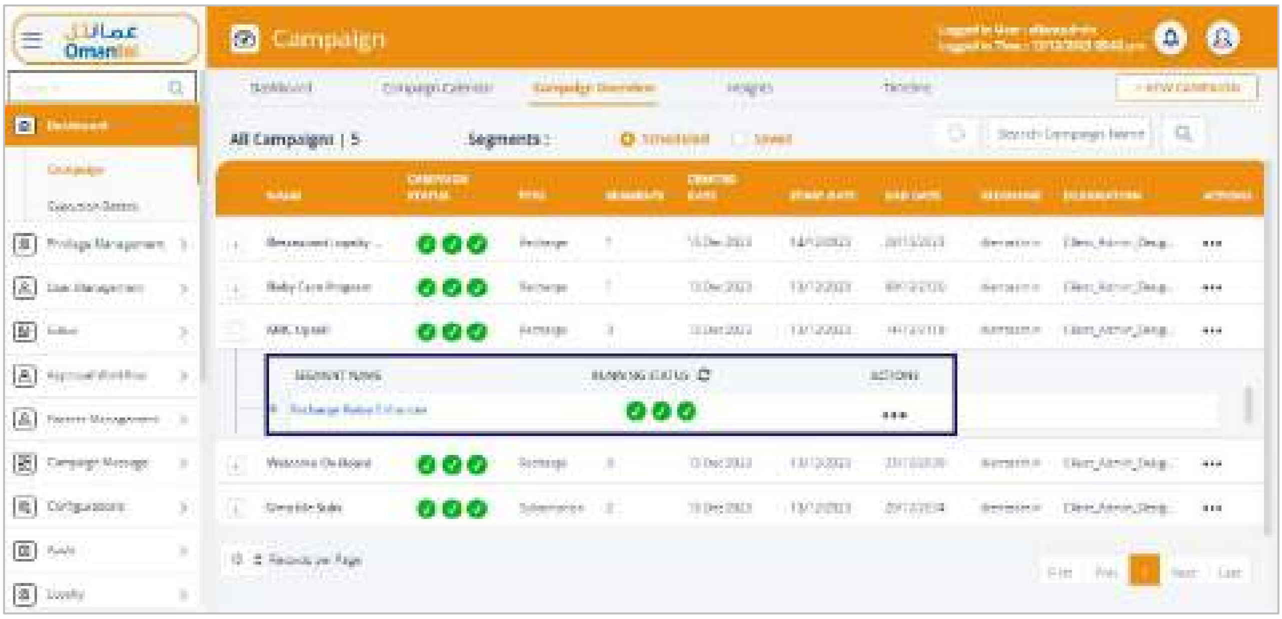


Figure 30 Campaign - Segment Details

➢ 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.

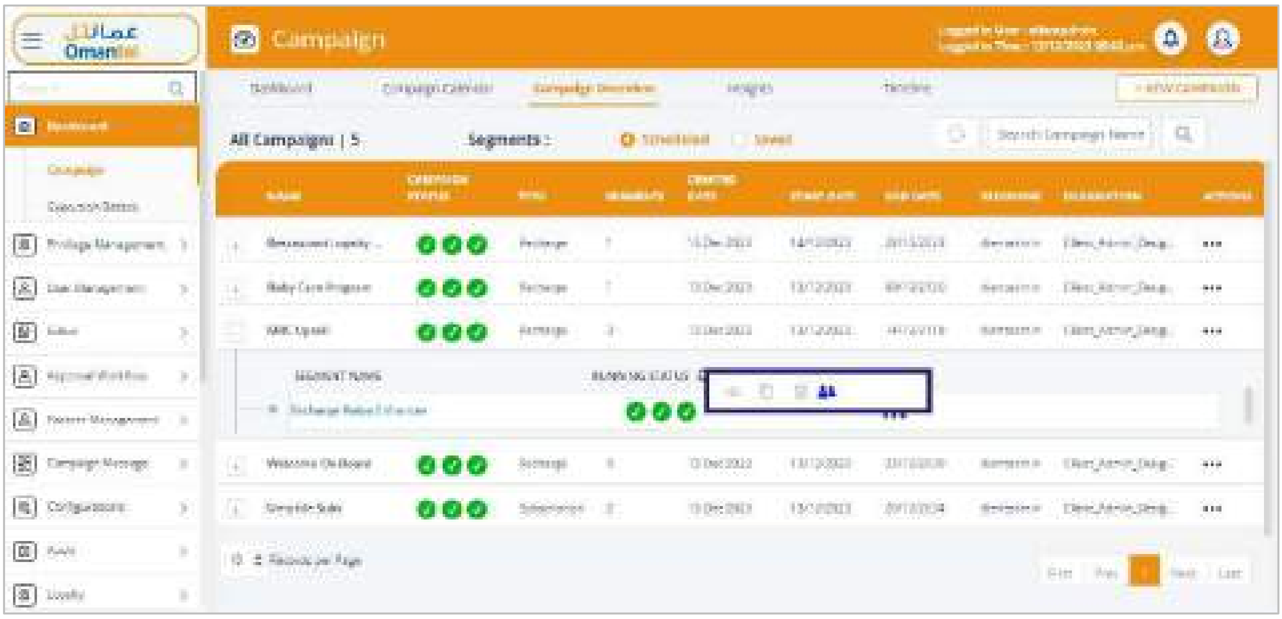


Figure 31 Campaign - Actions

- 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.

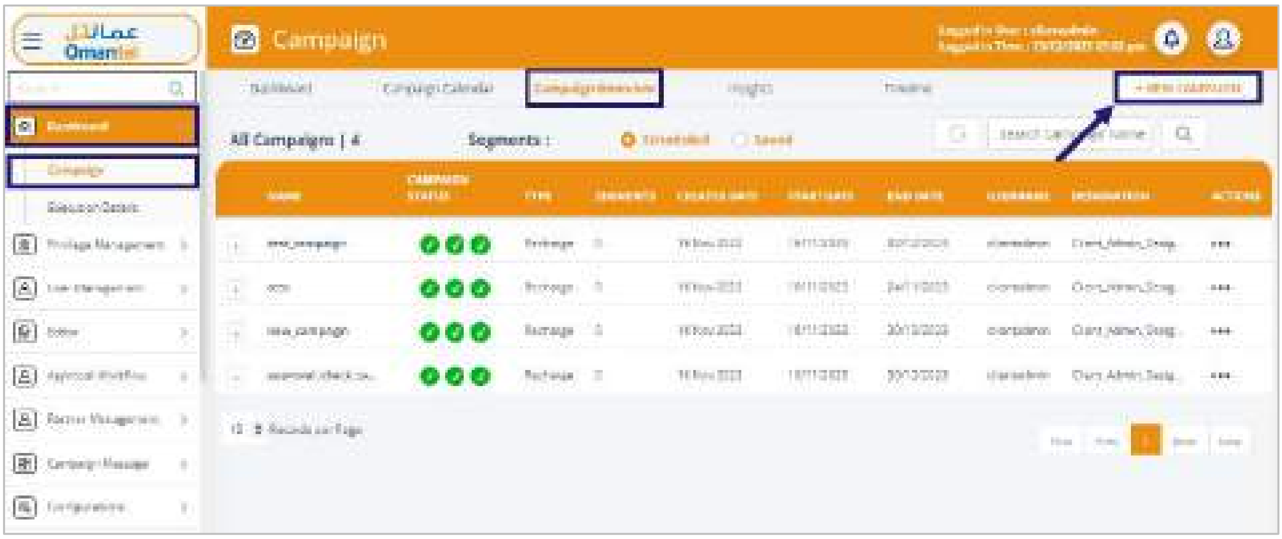


Figure 32 Campaign Overview - + New Campaign Button

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

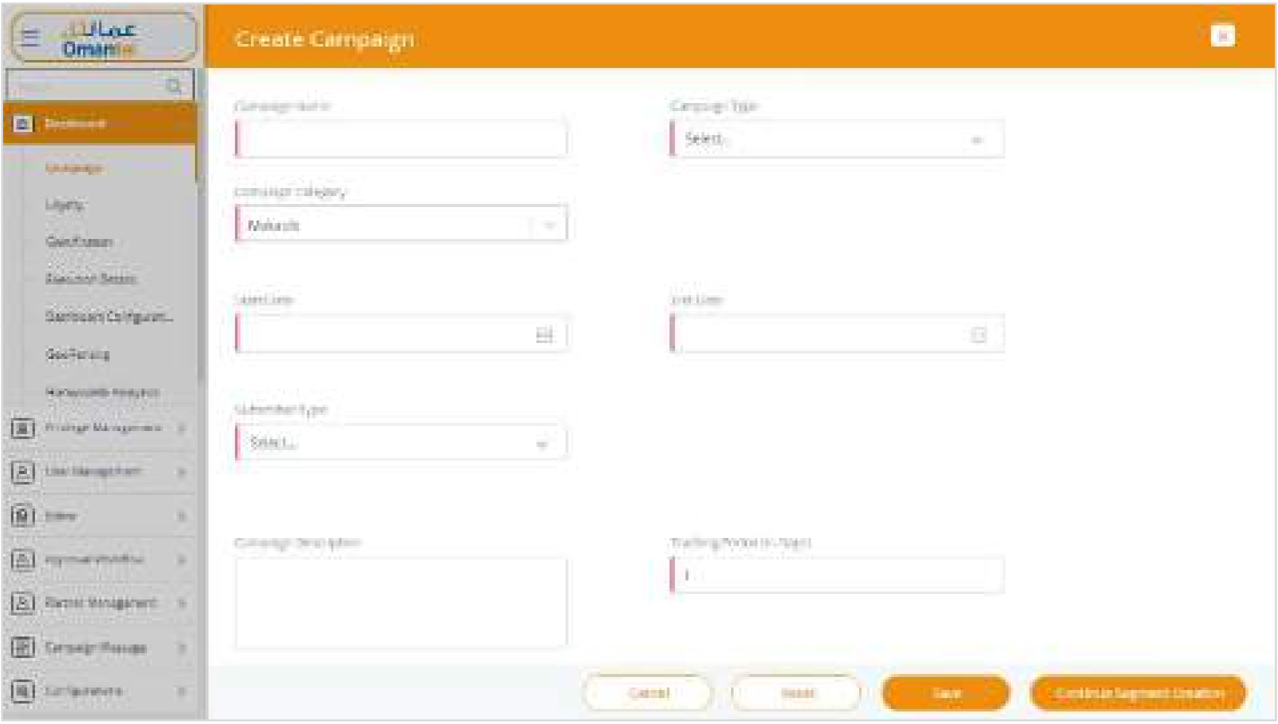


Figure 33 Create Campaign Input Screen

3. 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.

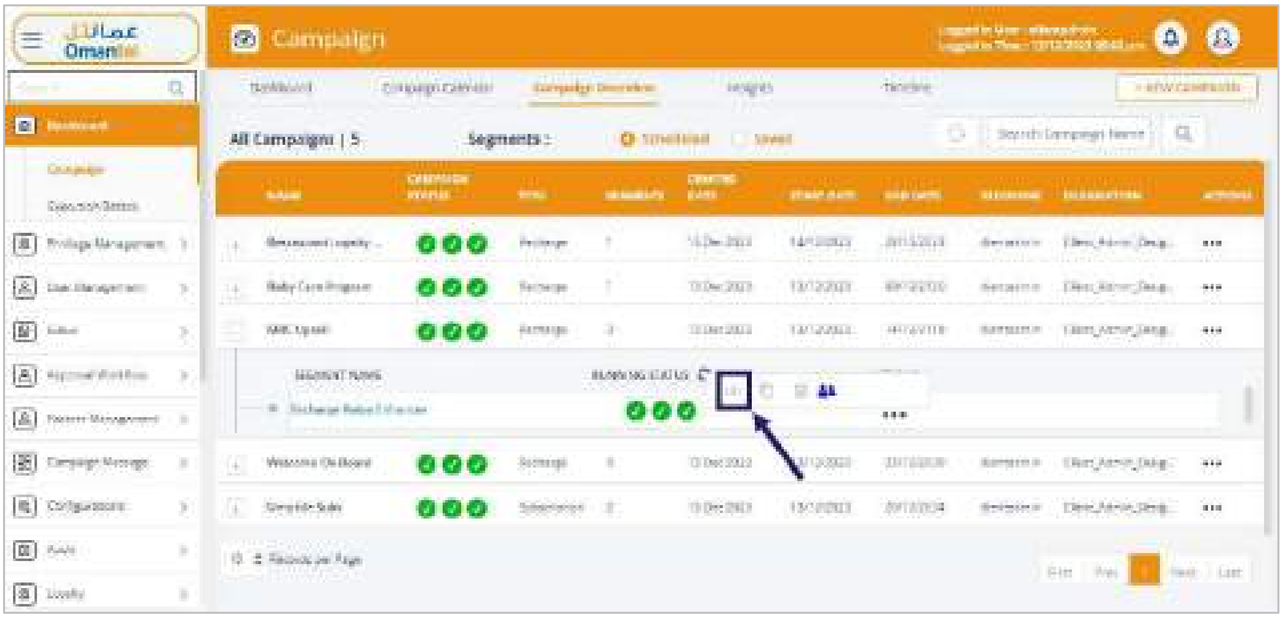


Figure 34 Campaign – View, Modify, Copy, and Delete Operations

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.

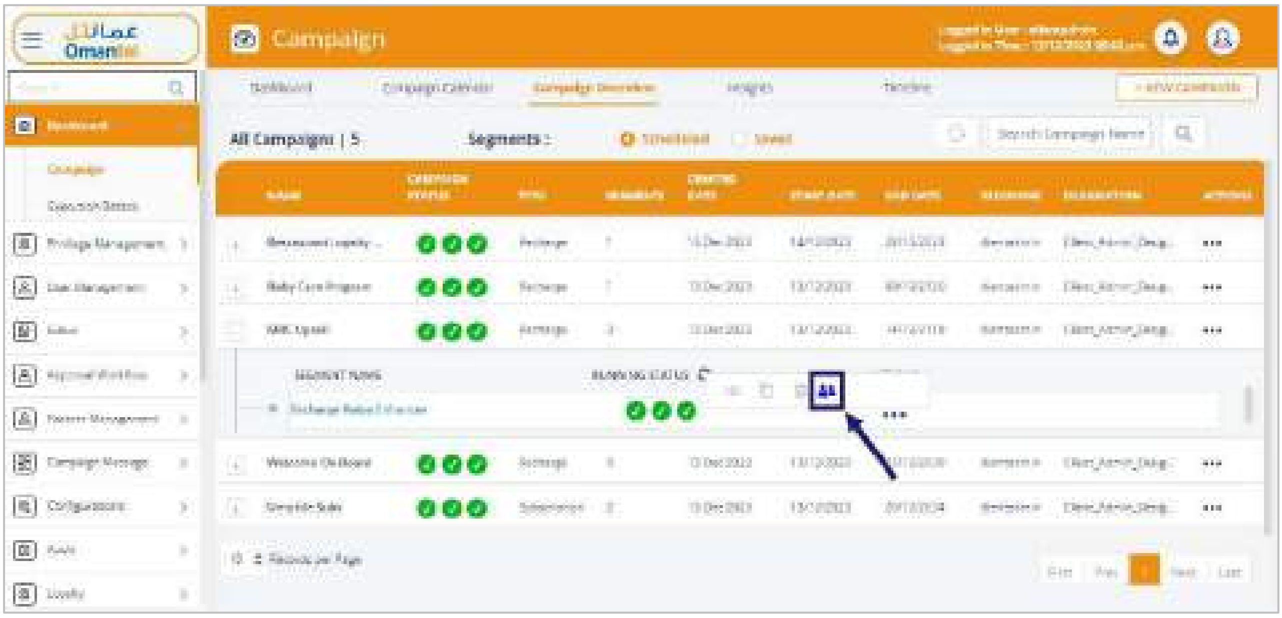


Figure 35 Campaign – Campaign Approval Button

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

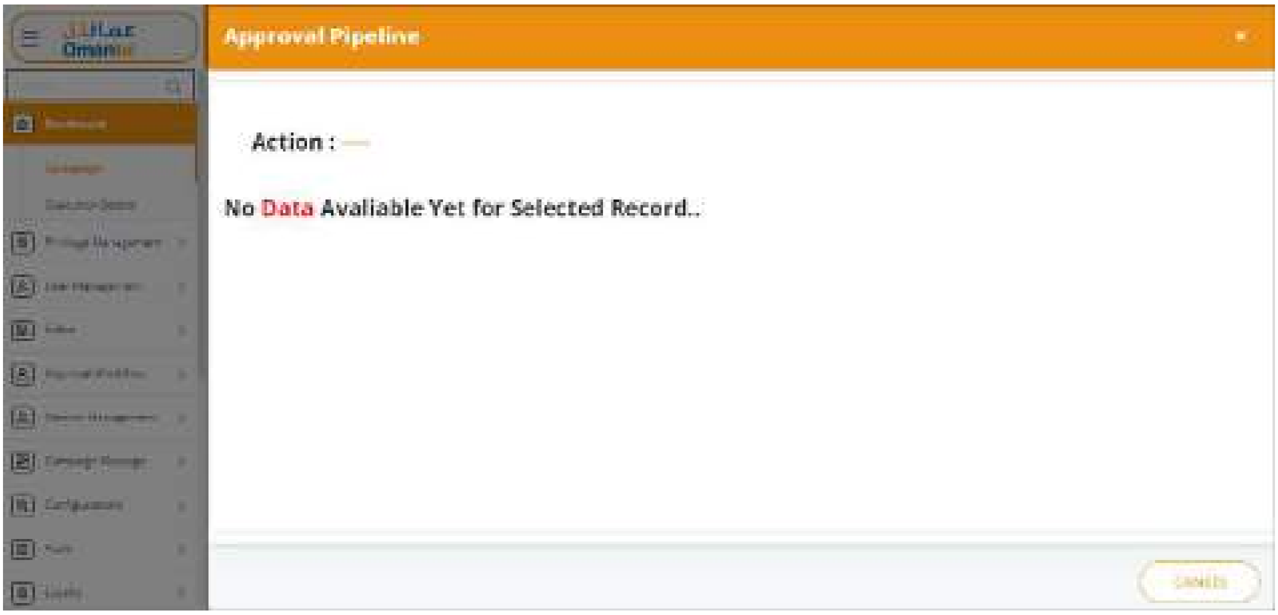


Figure 36 Approval Pipeline

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.

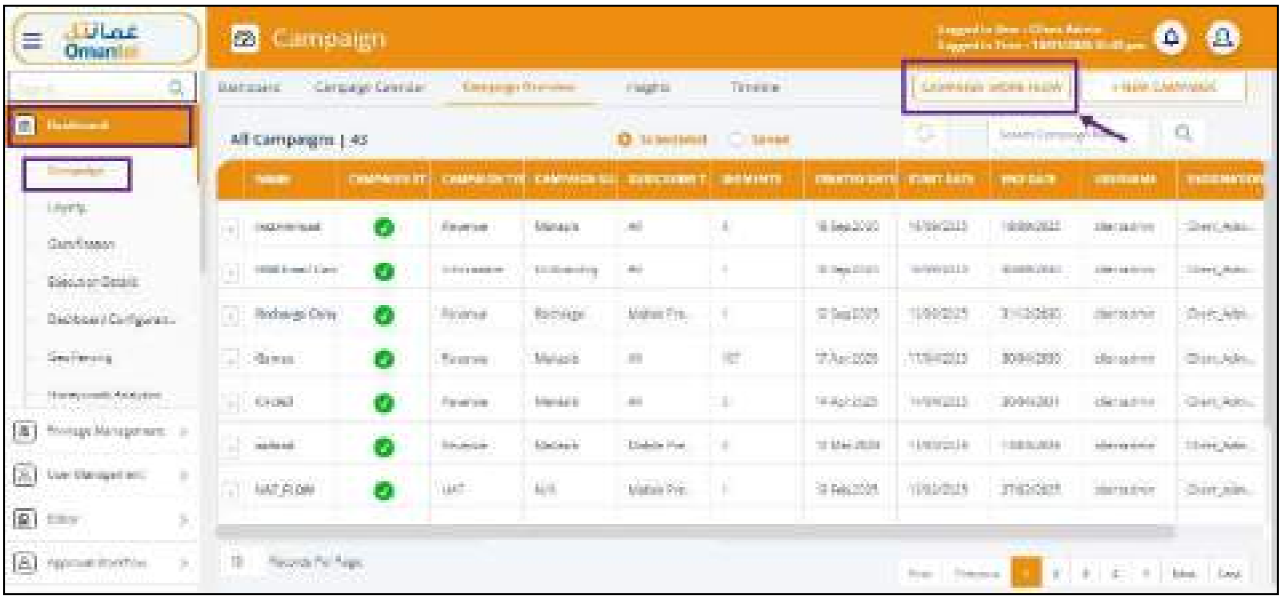


Figure 37 Campaign Overview - Campaign Work Flow

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

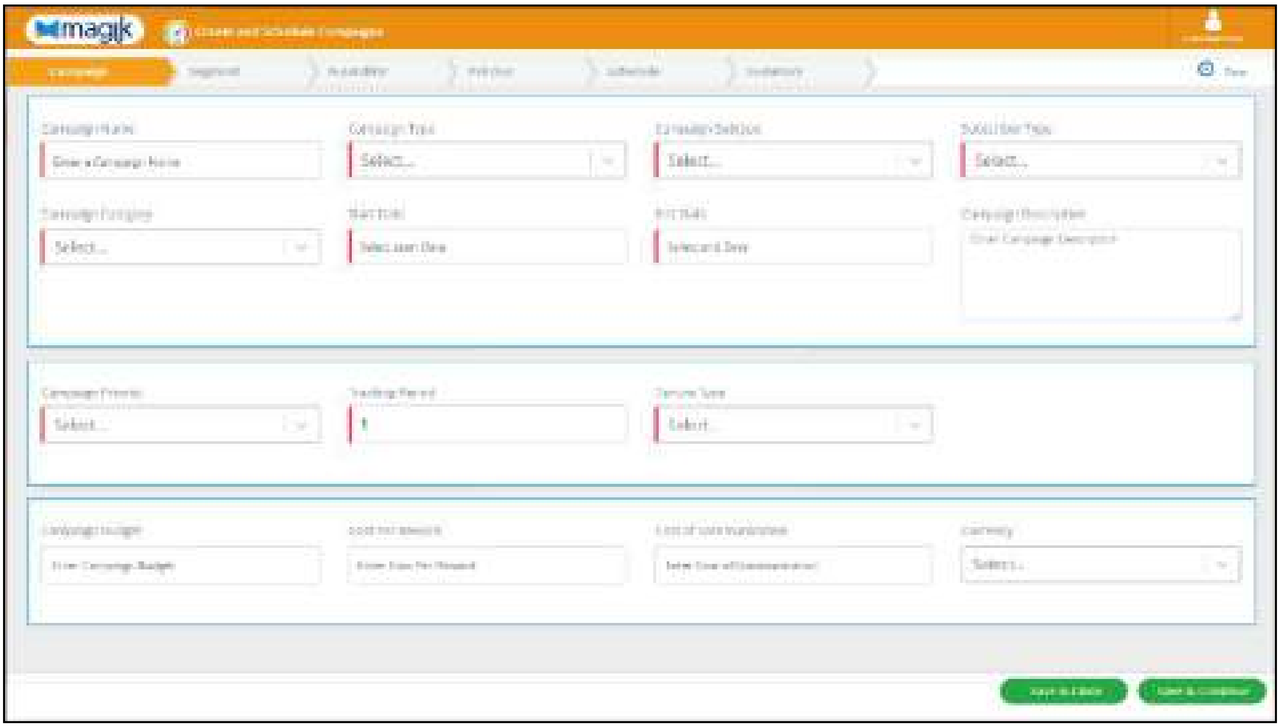


Figure 38 Create Campaign Input Screen

2. 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: • 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.

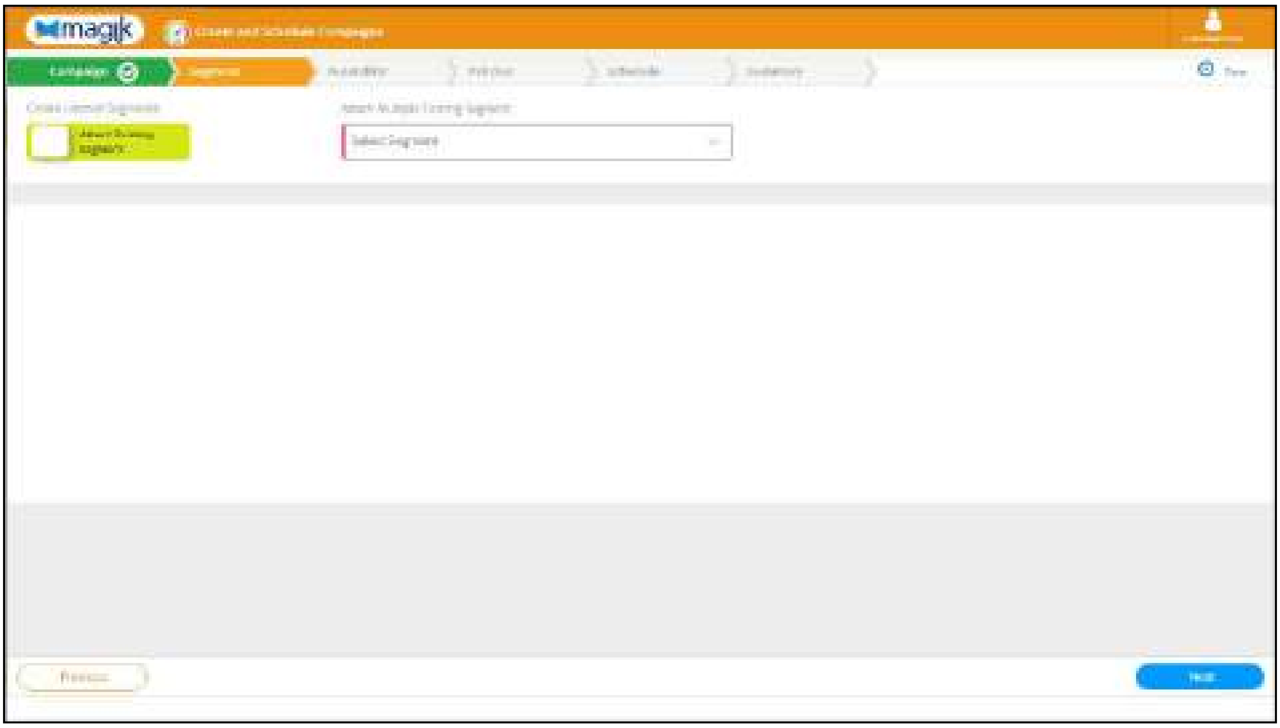
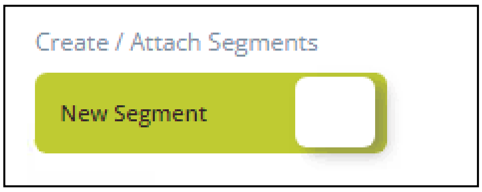
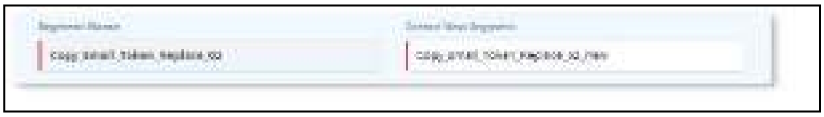


Figure 39 Segments Input Screen

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

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

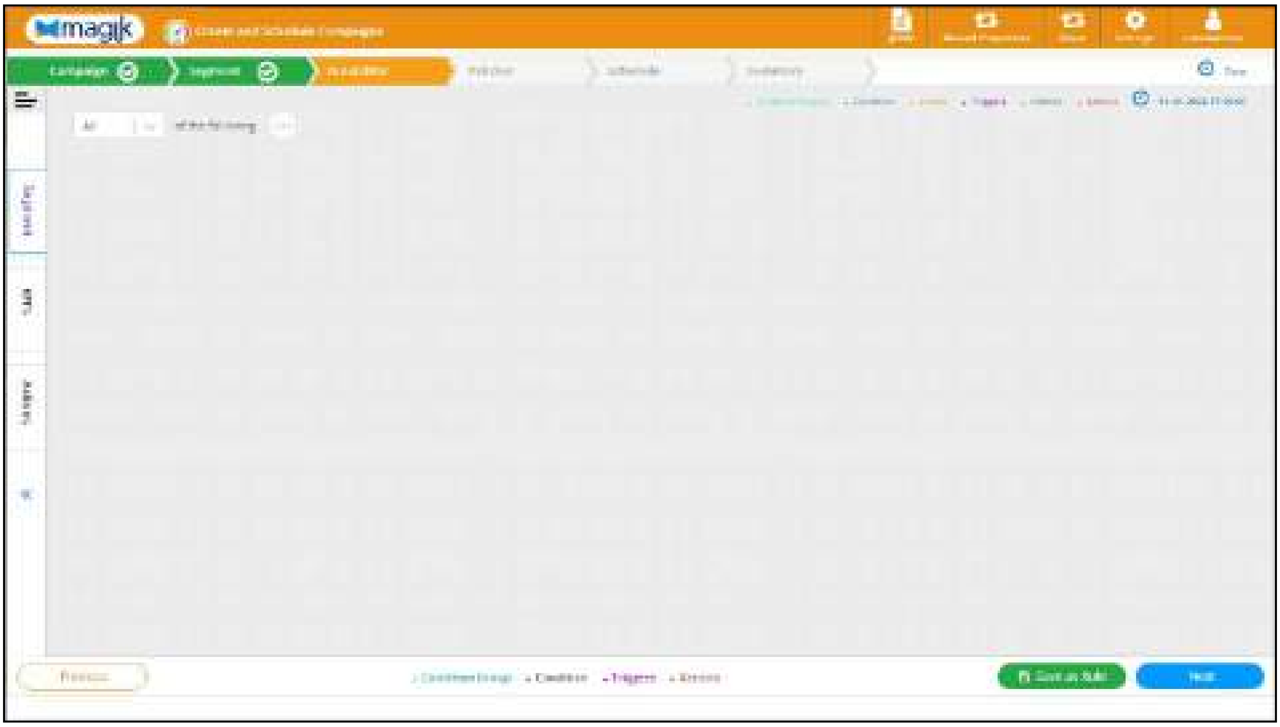


Figure 40 Rule Editor Input Screen

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

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

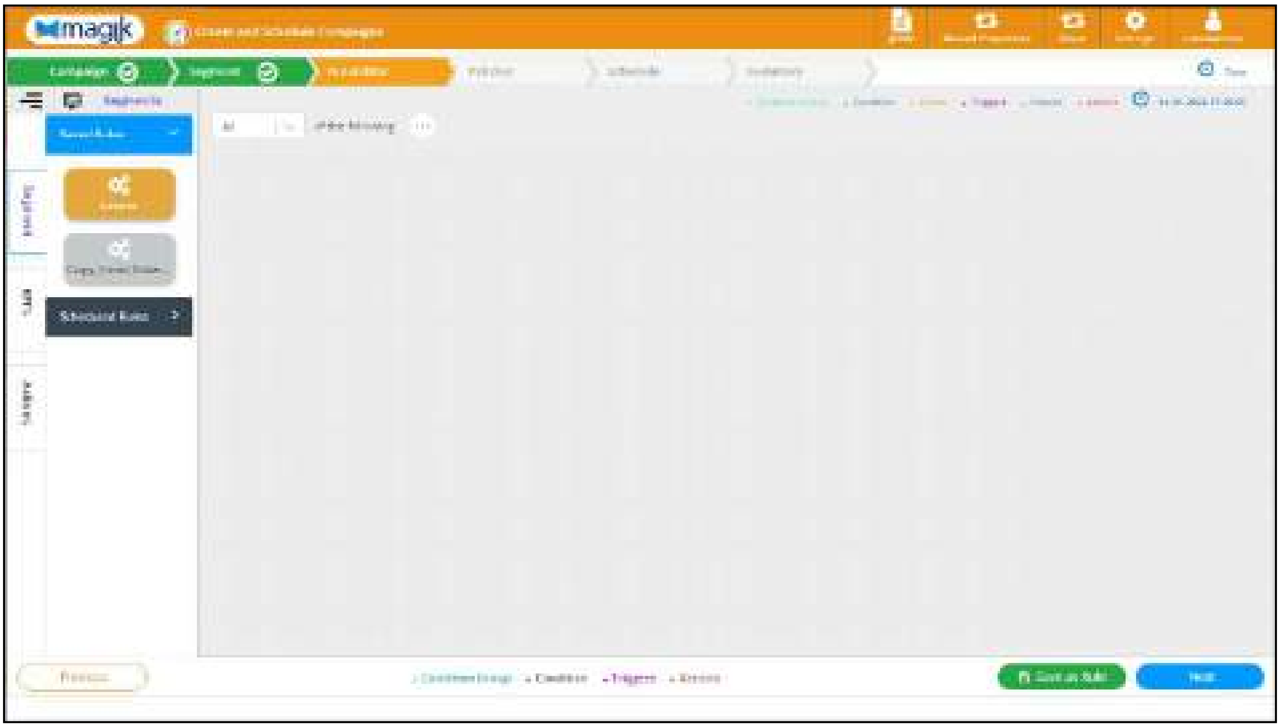


Figure 41 Segments Input Screen

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

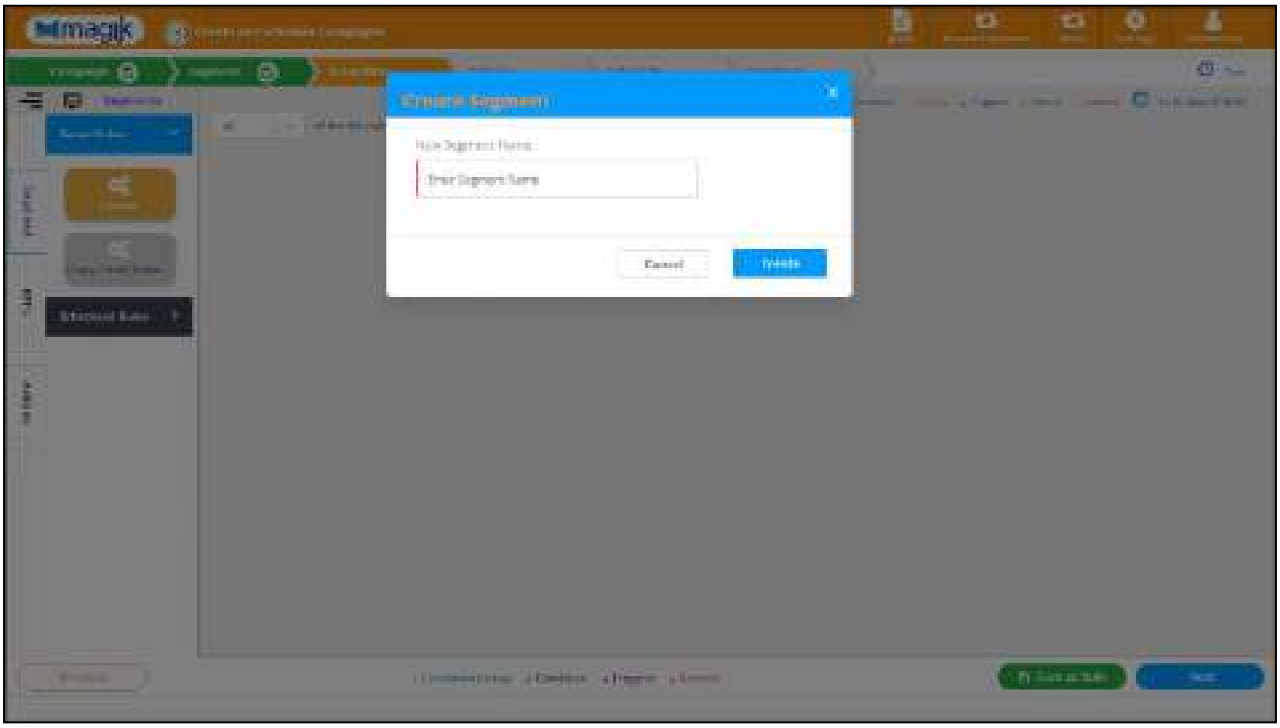


Figure 42 Create Segment Input Screen

8. 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.

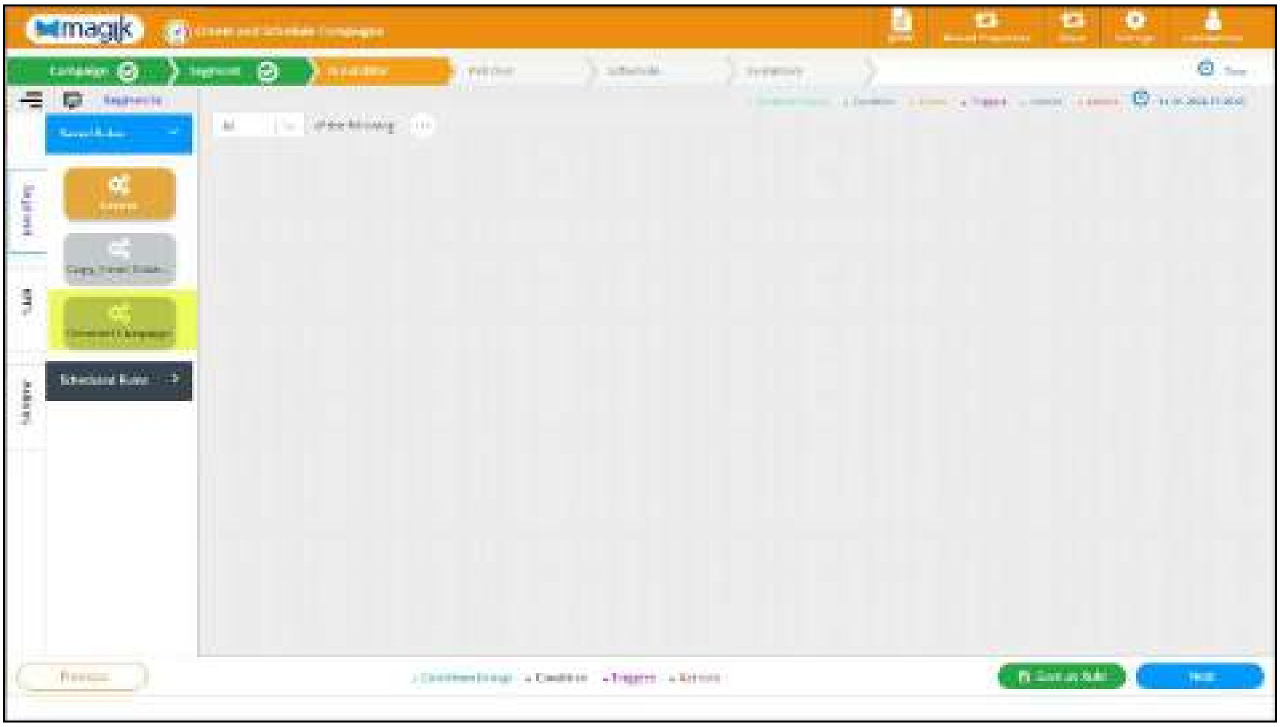


Figure 43 Segments – Newly Created

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

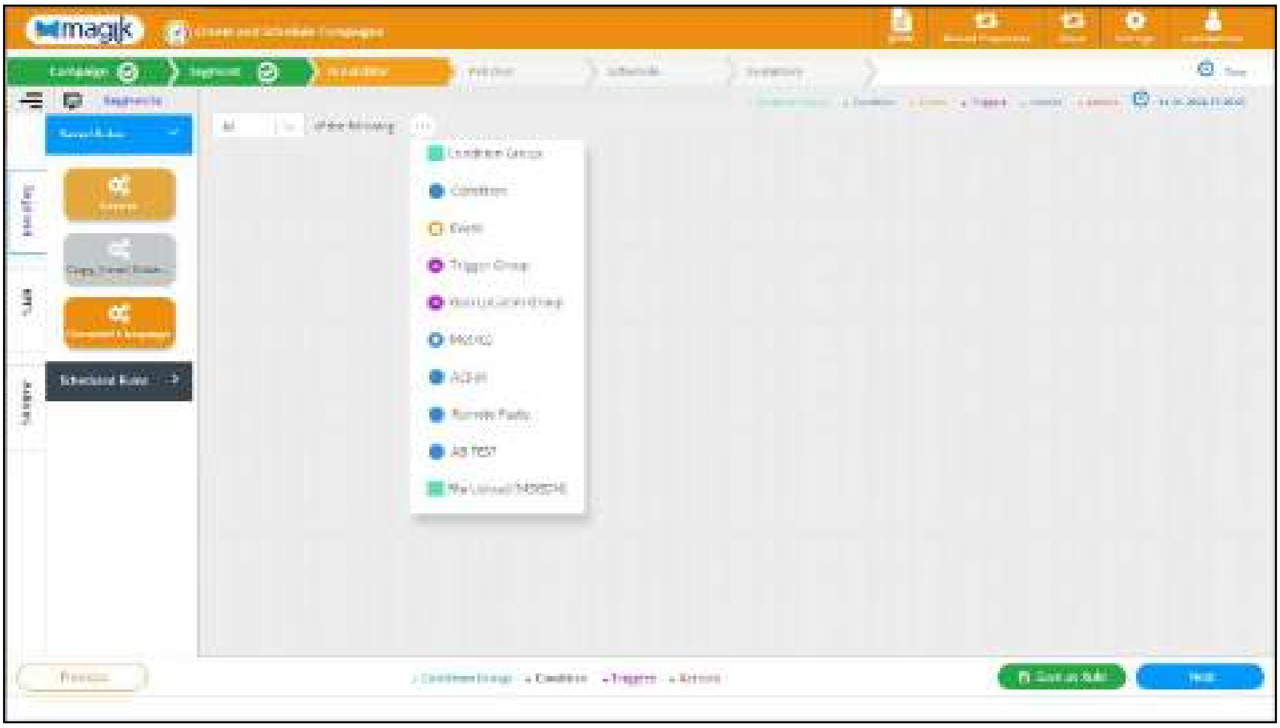


Figure 44 Rule Editor - Condition

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.

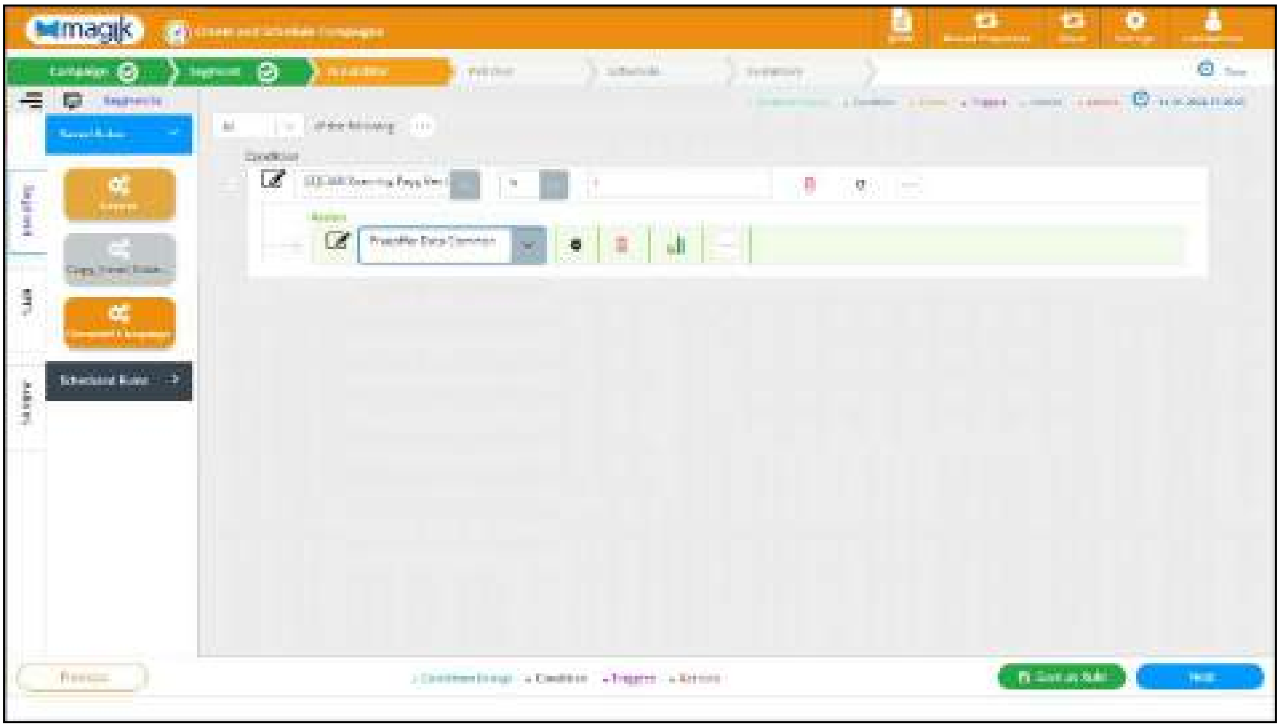


Figure 45 Rule Editor – Conditions Input Screen

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

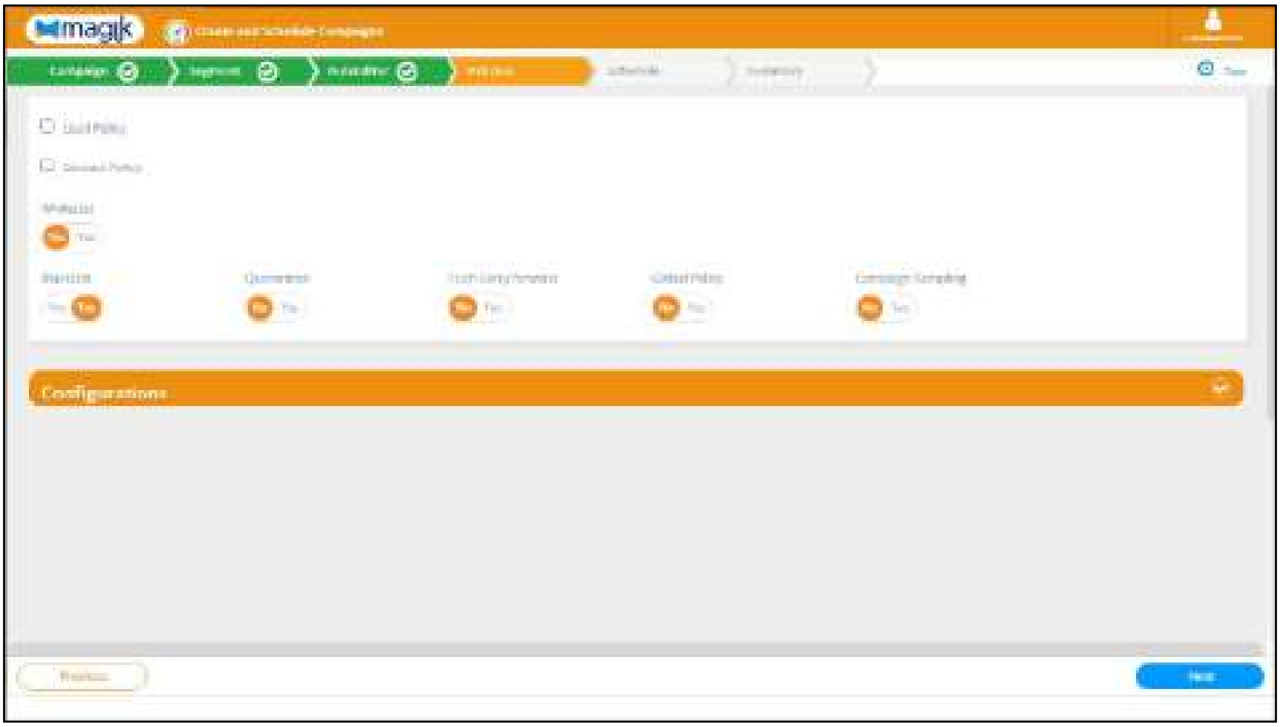


Figure 46 Policies Input Screen

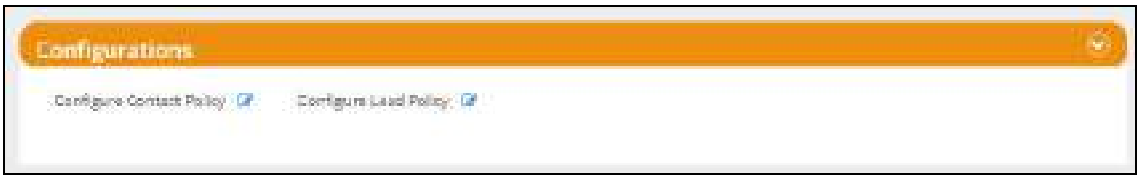
13. Enter or select the following information in the corresponding fields. If fields marked with "|" are mandatory.

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

- Click the **Arrow** button to view the configuration details. The following screen will be displayed.



Field	Description
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.

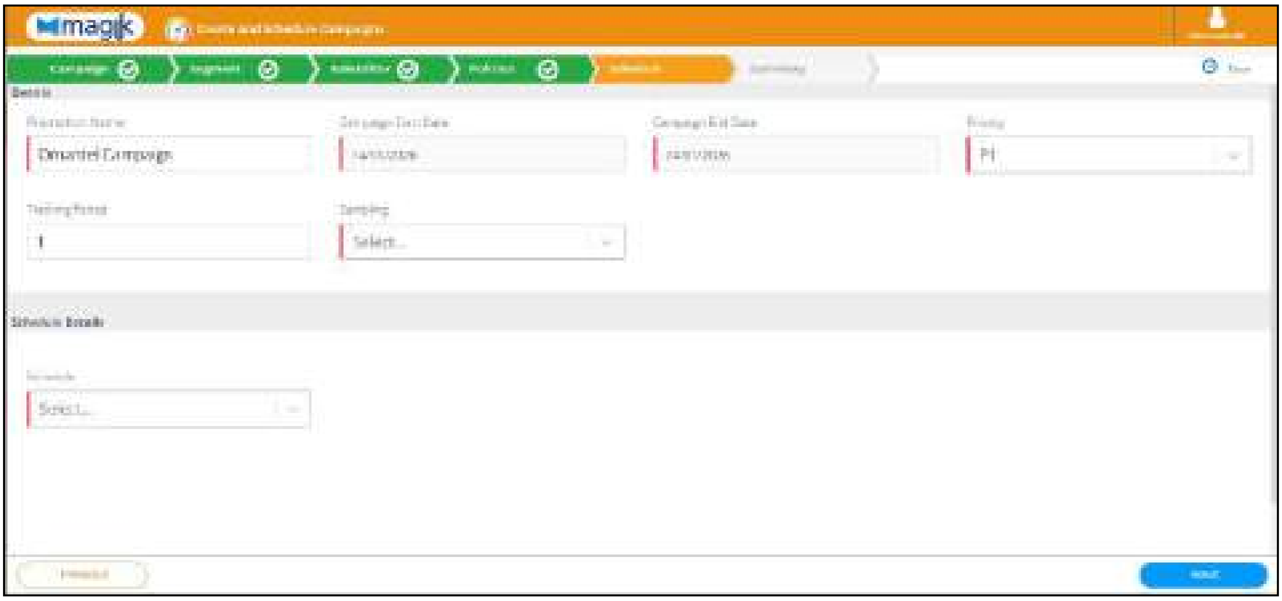


Figure 47 Schedule Details

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*.**

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

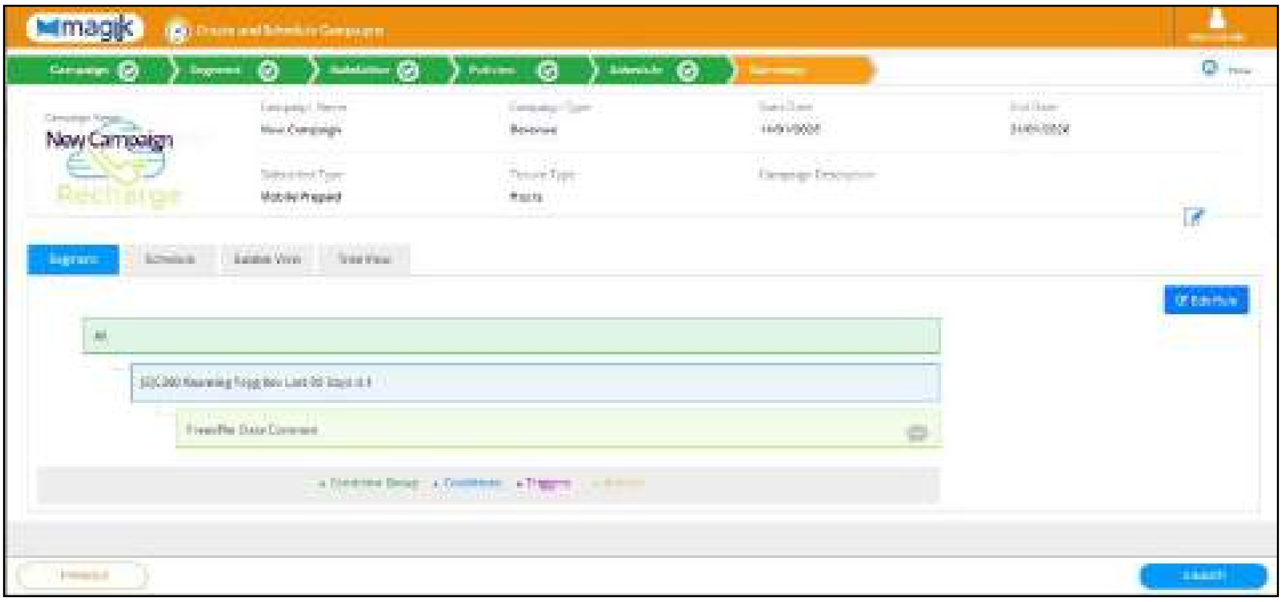


Figure 48 Summary Input Screen

- 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.

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

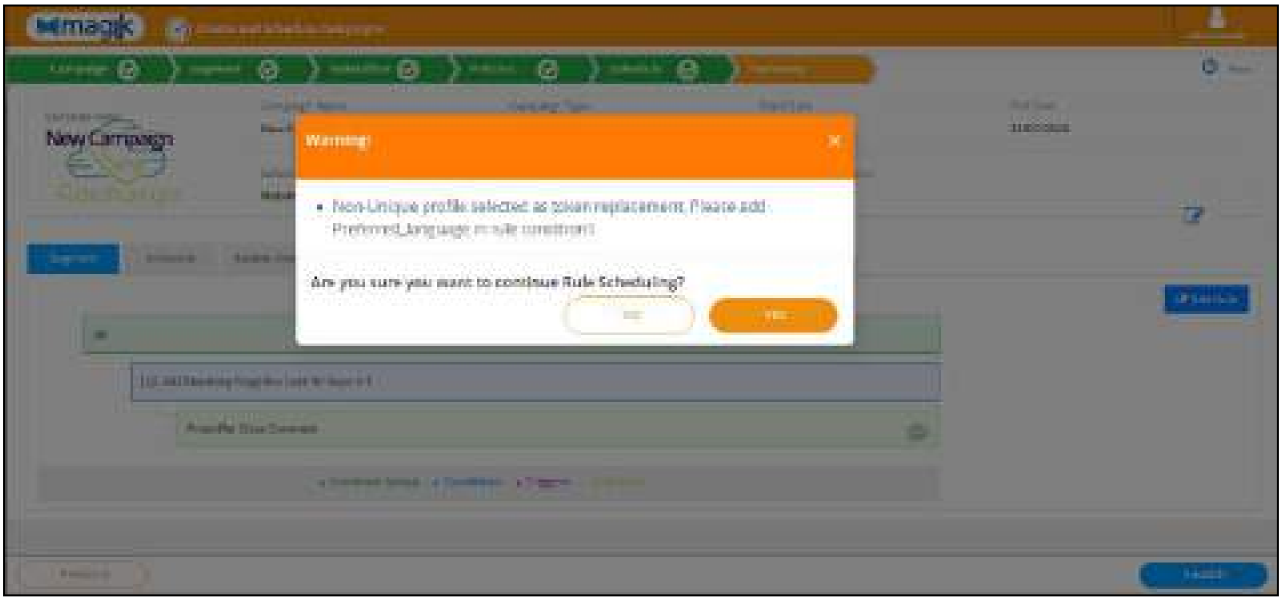


Figure 49 Segment Schedule – Success Message

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.

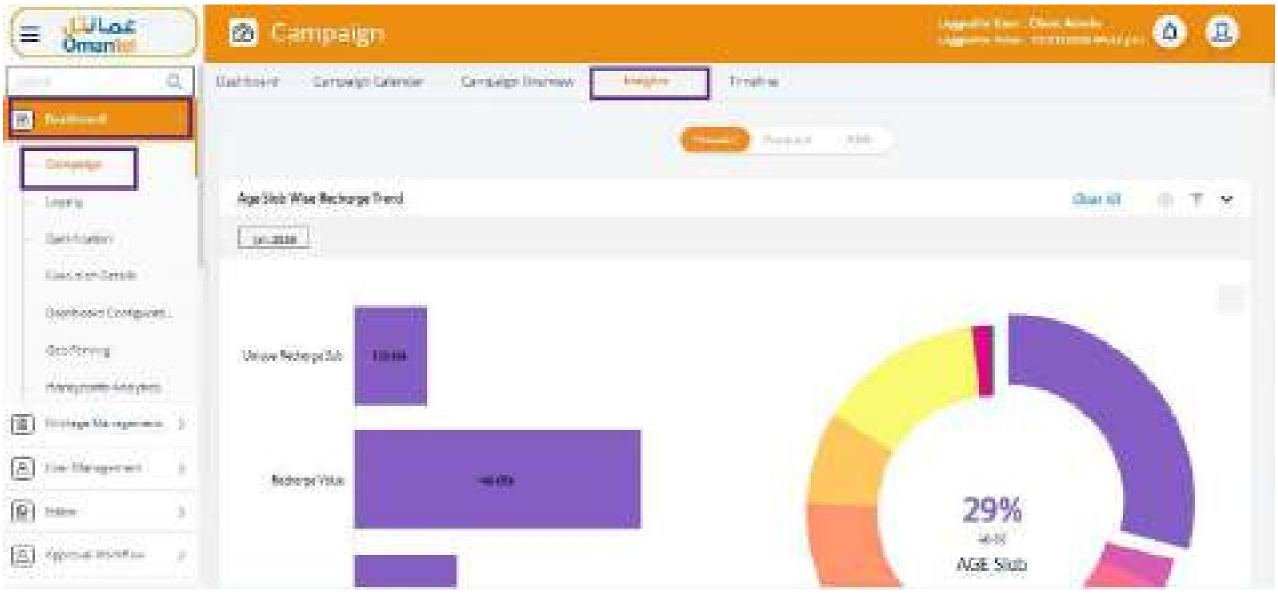


Figure 50 Campaign – Insights (Age Slab Wise Recharge Trend)

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.

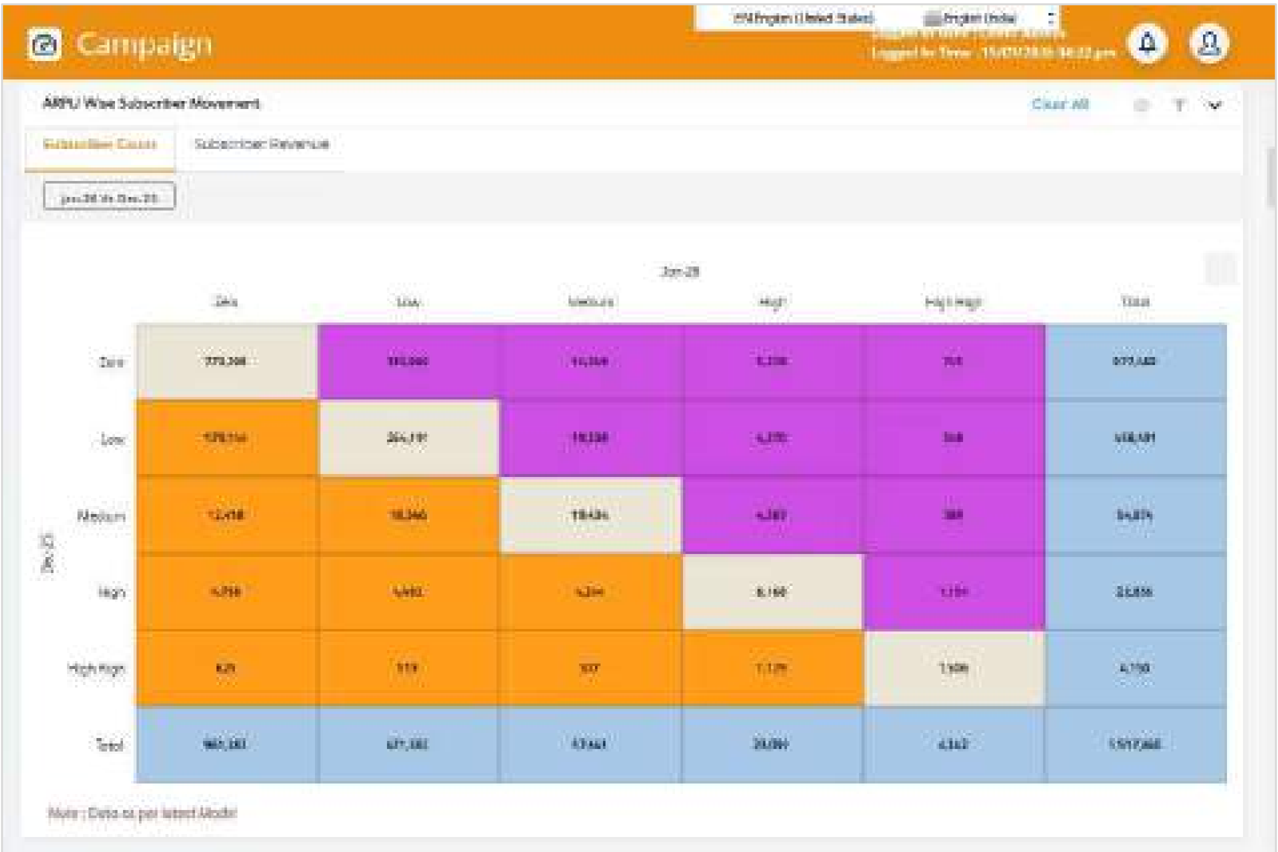


Figure 51 ARPU Wise Subscriber Movement

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

<u>Age Slab Wise Customer Status:</u>

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:

<u>Revenue Trend – Day Wise:</u>

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.

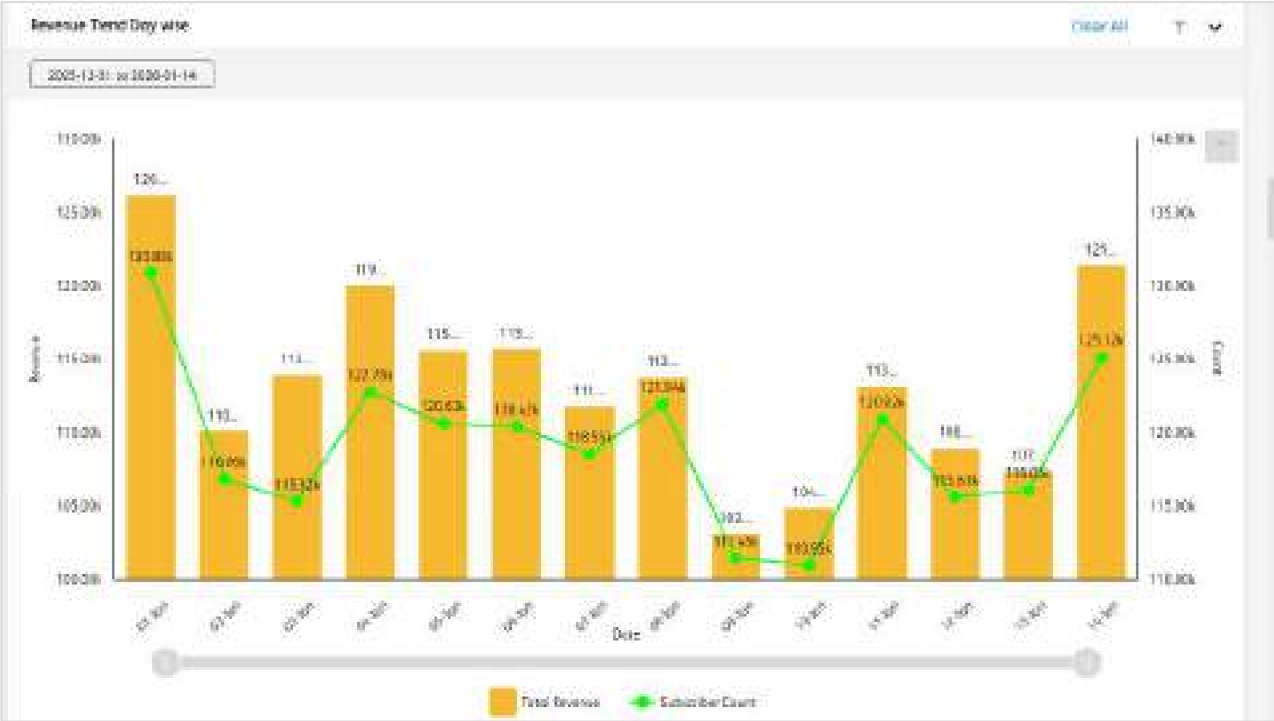


Figure 53 Revenue Trend Day Wise

The following screen depicts the Revenue Split Day Wise:

<u>Revenue Split – Day Wise:</u>

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.

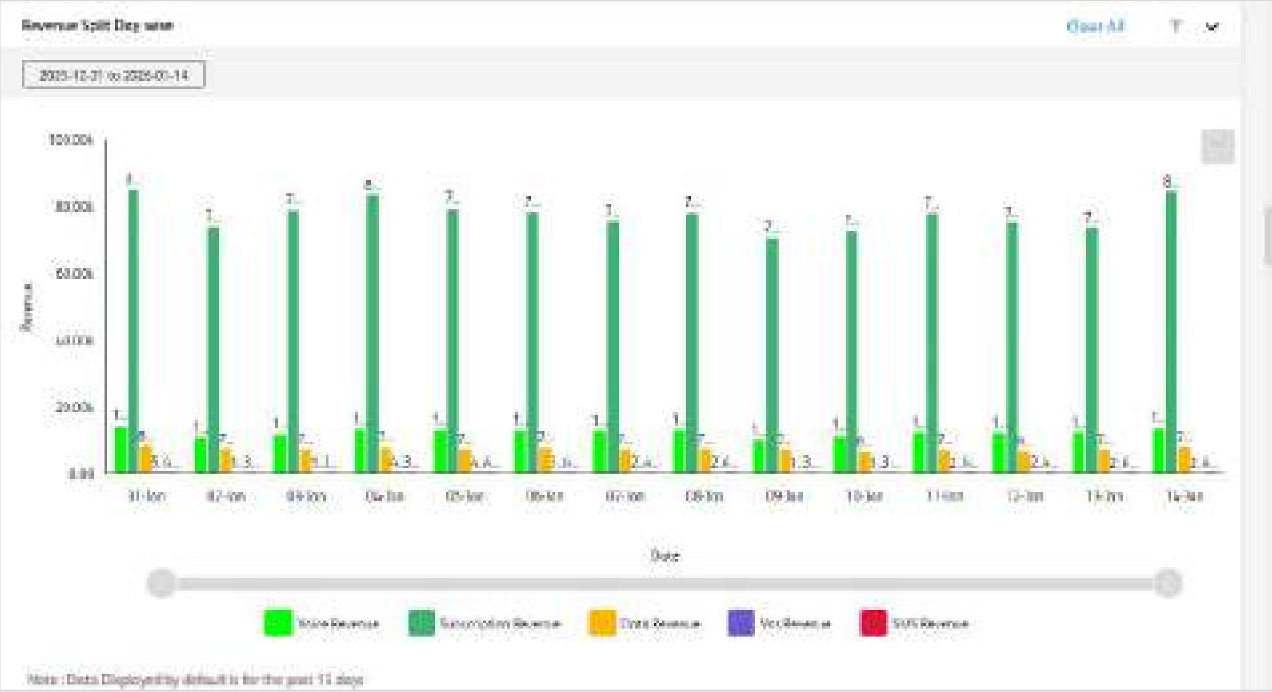


Figure 54 Revenue Split Day Wise

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:

<u>AON vs ARPU (Count):</u>

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.

<u>Acquisition / MNP Trend – Day Wise:</u>

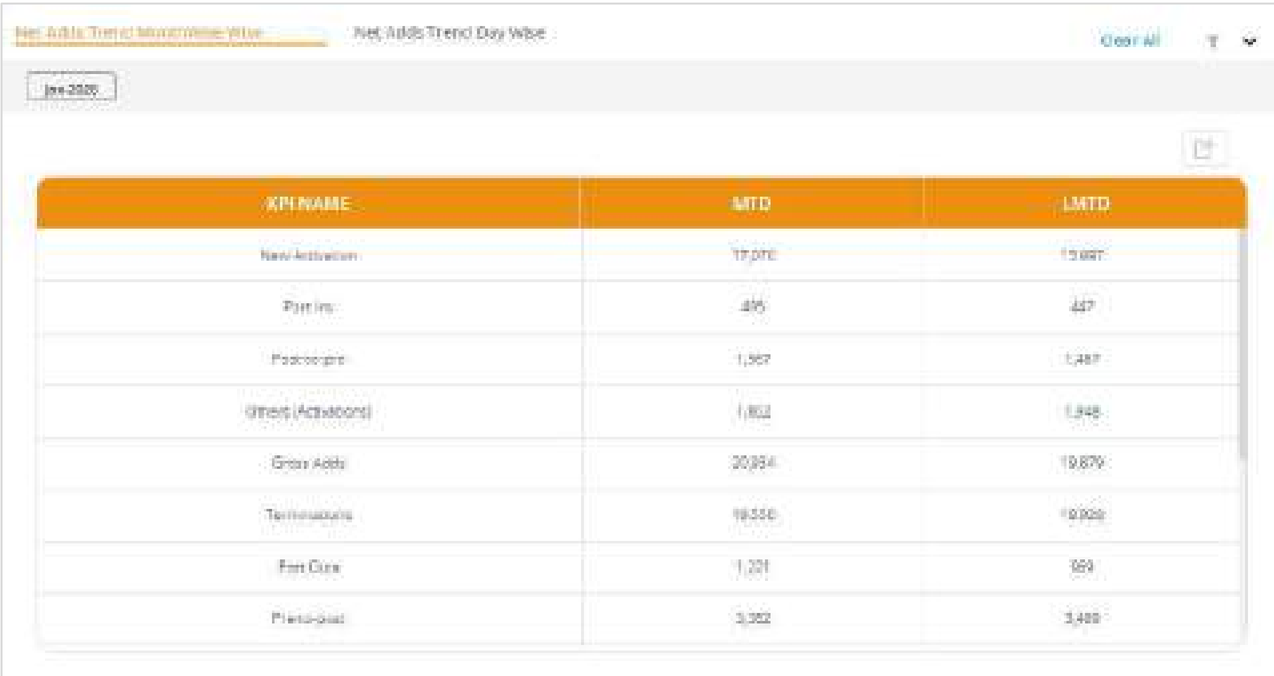
Acquisition / MNP Trend – Day Wise displays the daily movement of new subscriber acquisitions and Mobile Number Portability (MNP) over a selected date range.

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).



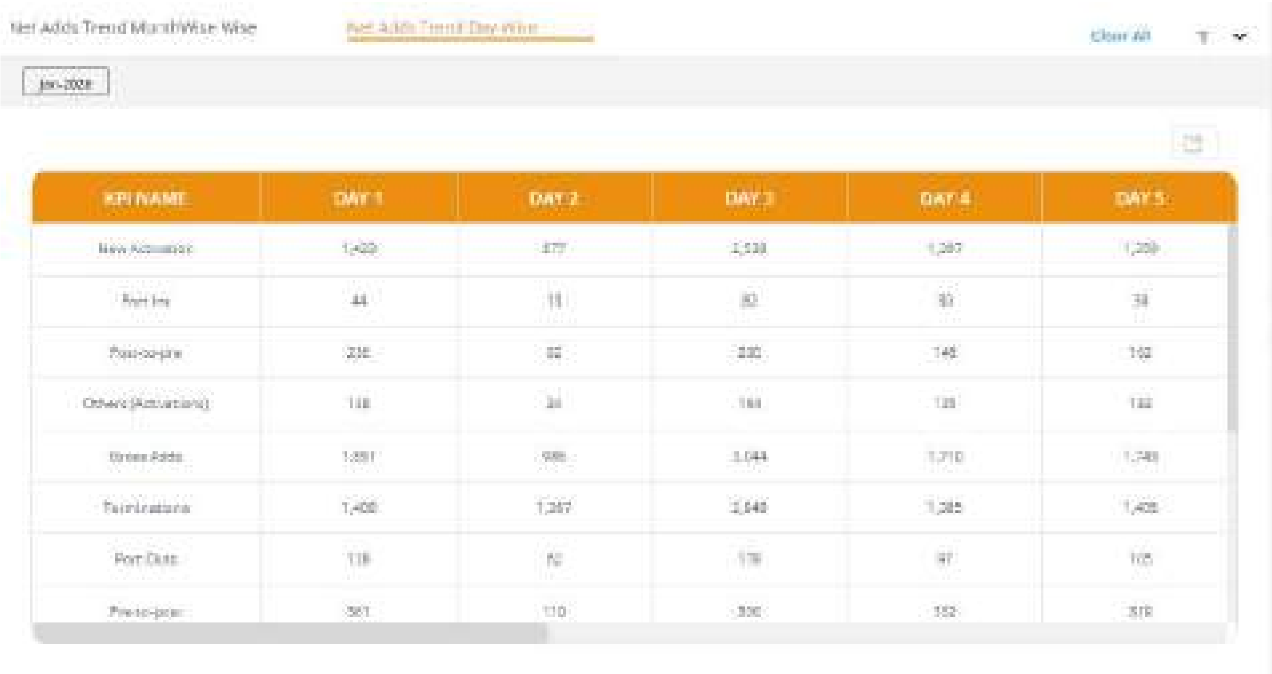
KPI NAME	MTD	LMTD
New Activation	17,070	15,697
Port Ins	495	447
Post-to-pre	1,567	1,487
Others (Activations)	1,802	1,948
Gross Adds	20,934	19,879
Terminations	19,556	19,929
Port Outs	1,221	959
Pre-to-post	3,352	3,489

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-2026

KPI NAME	DAY 1	DAY 2	DAY 3	DAY 4	DAY 5
New Activations	1,420	877	2,538	1,287	1,259
Port Ins	44	15	80	93	38
Post-to-pre	235	32	230	145	162
Others (Activations)	118	24	164	125	132
Gross Adds	1,851	986	3,044	1,710	1,748
Terminations	1,400	1,267	2,040	1,285	1,405
Port Outs	118	52	178	97	105
Pre-to-post	361	110	306	352	319

Figure 62 Net Adds Trend – Day Wise

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

<u>Net Adds Trend – Day Wise (Graphical View):</u>

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

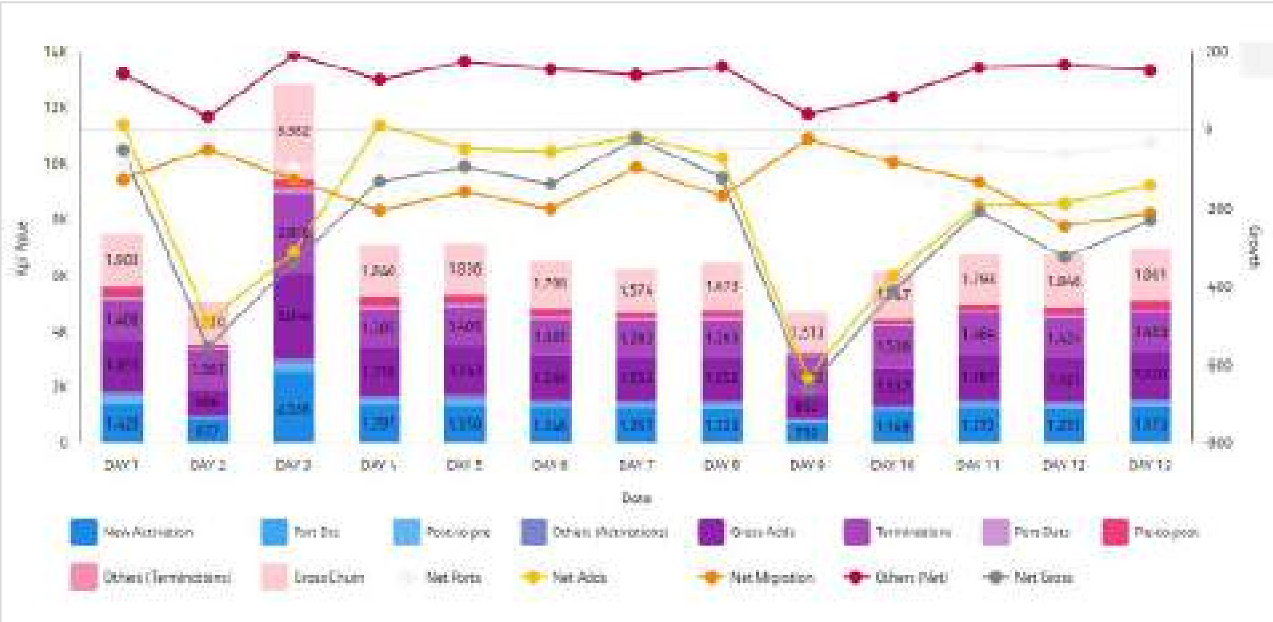


Figure 63 Net Adds Trend – Day Wise (Graphical View)

The following screen depicts ARPU Band Wise Customer Share.

<u>ARPU Band Wise Customer Share:</u>

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

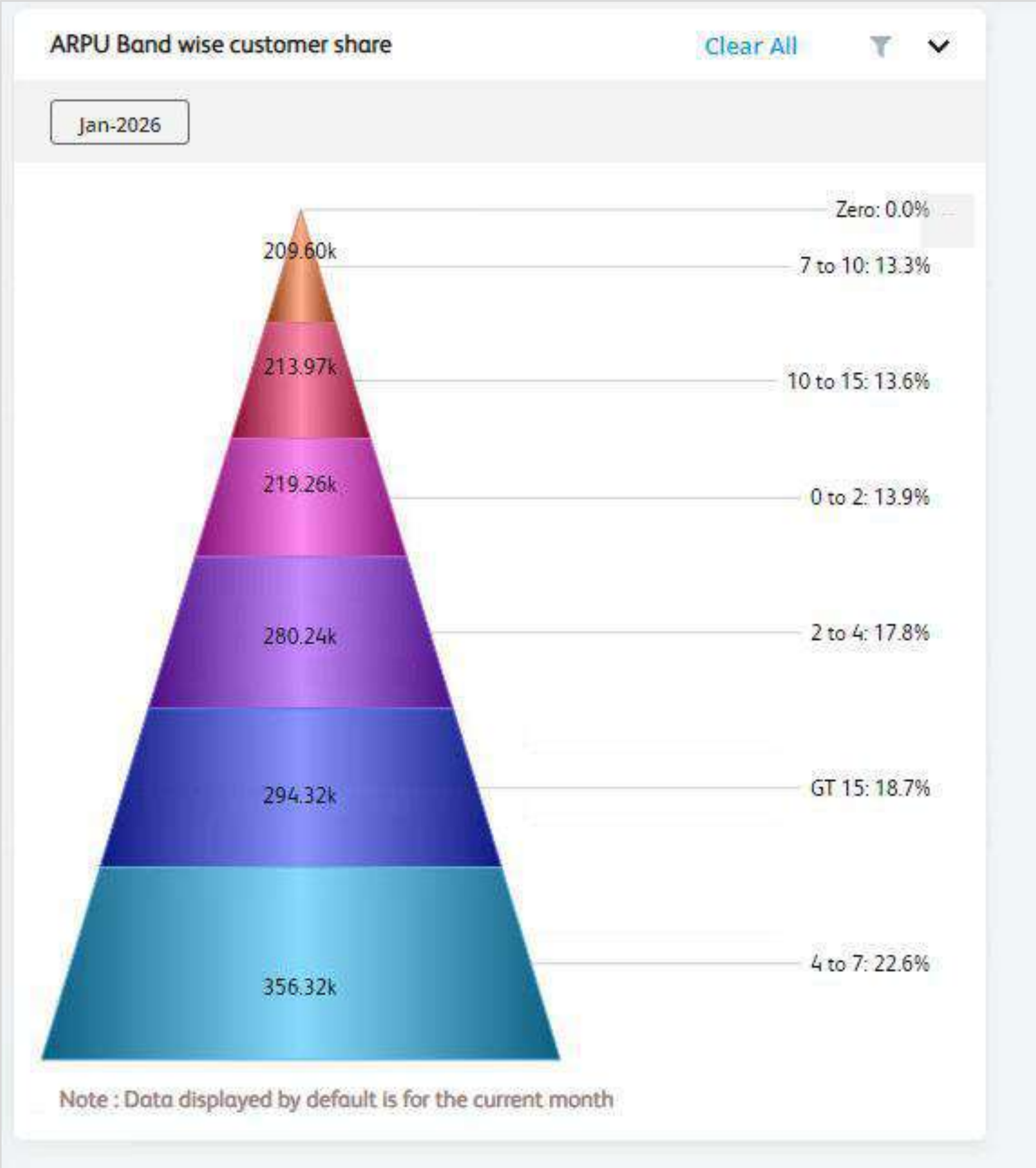


Figure 64 ARPU Band Wise Customer Share

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.

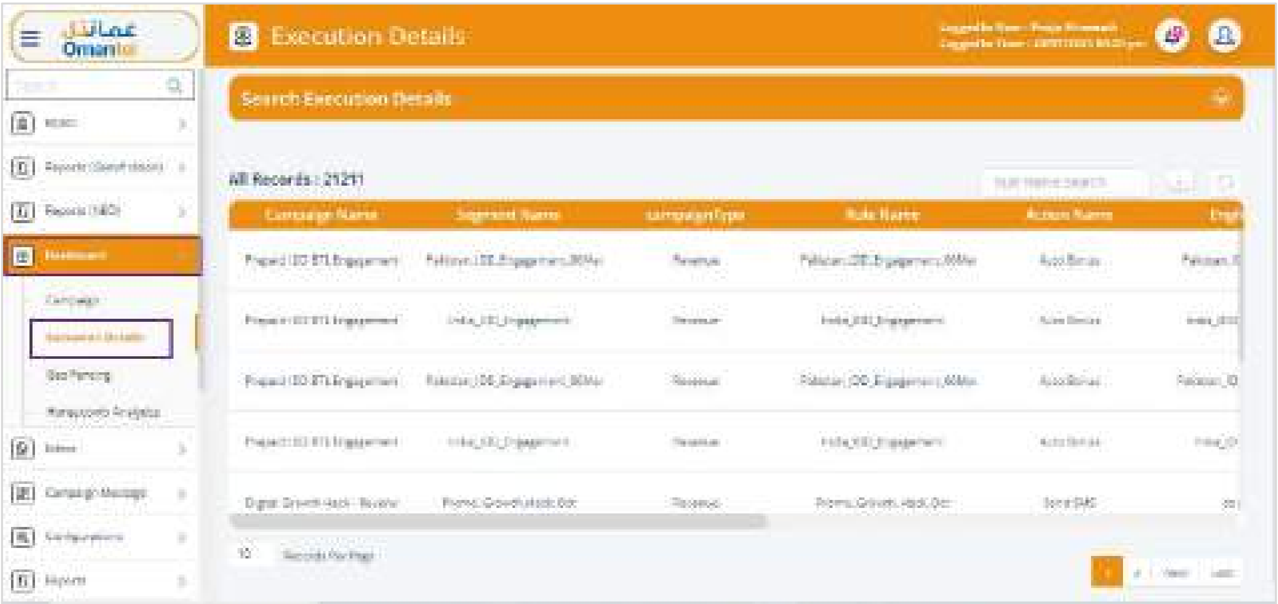


Figure 65 Dashboard - Execution Details (1)

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

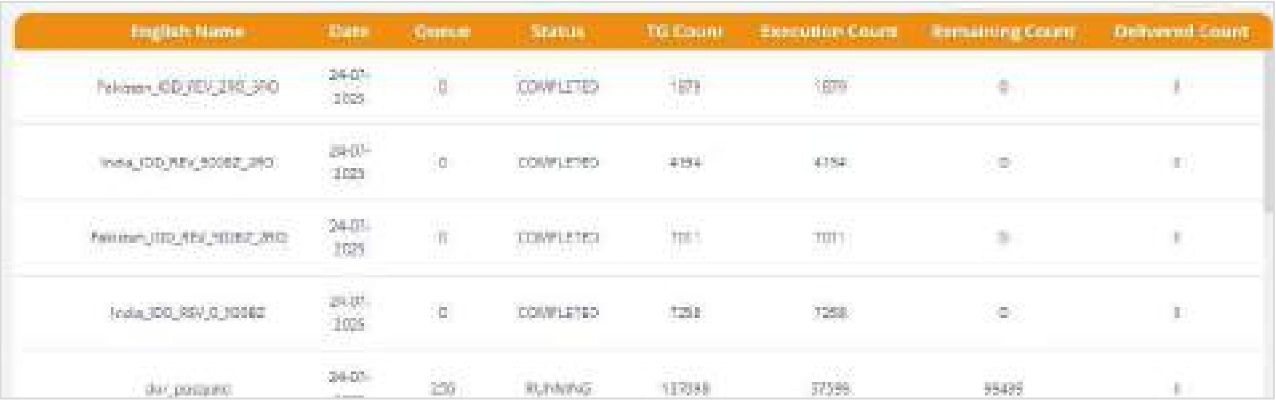


Figure 66 Dashboard - Execution Details (2)

Search:

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

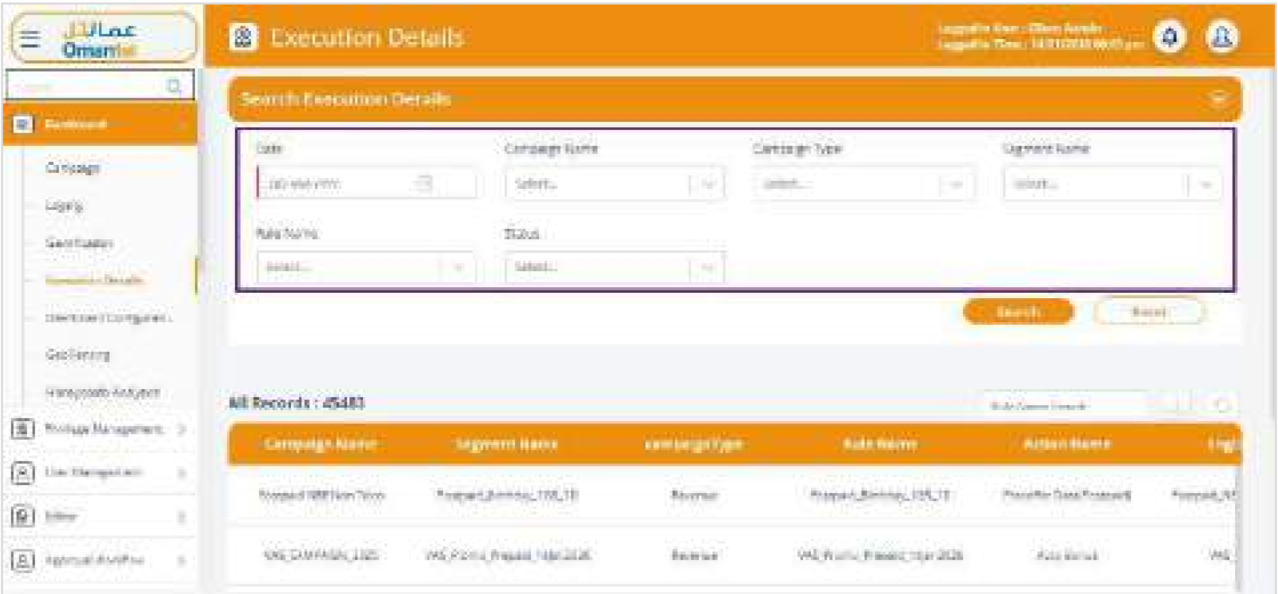


Figure 67 Execution Details – Search Fields

- 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.

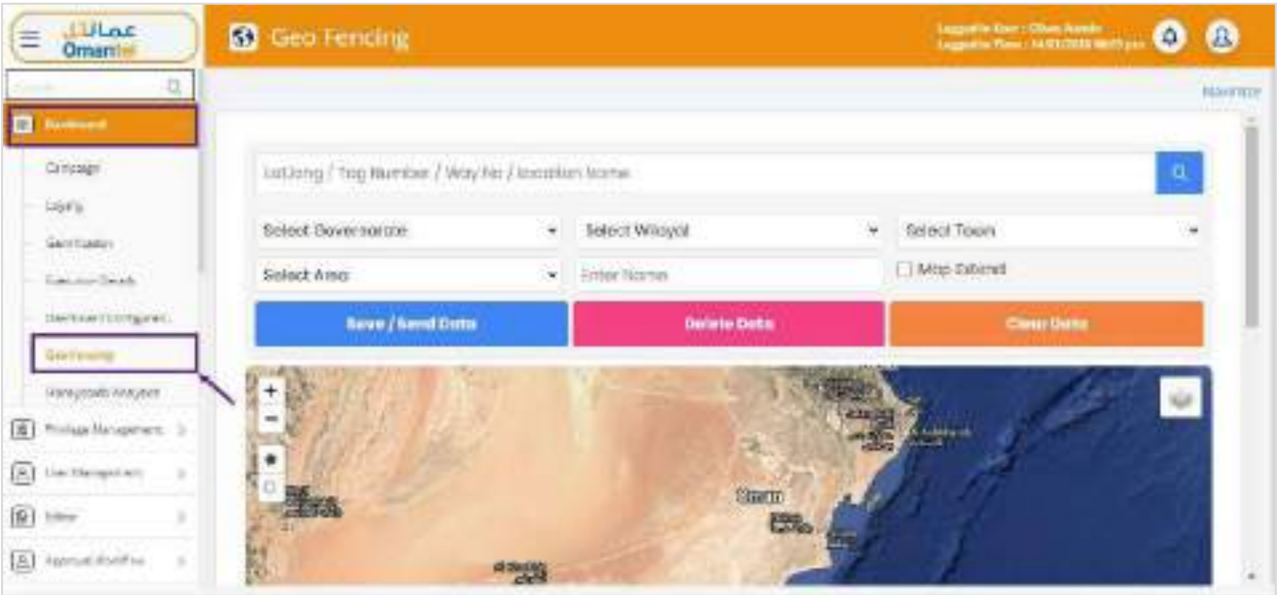


Figure 68 Geo- Fencing

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.

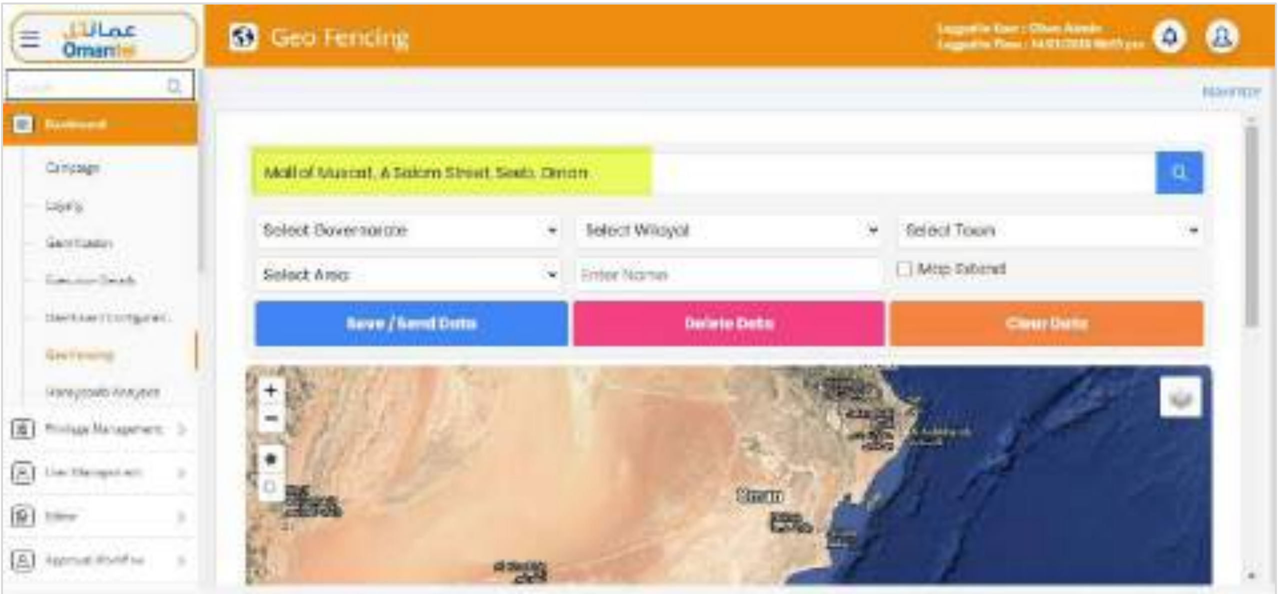


Figure 69 Geo- Fencing – Search Results

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.

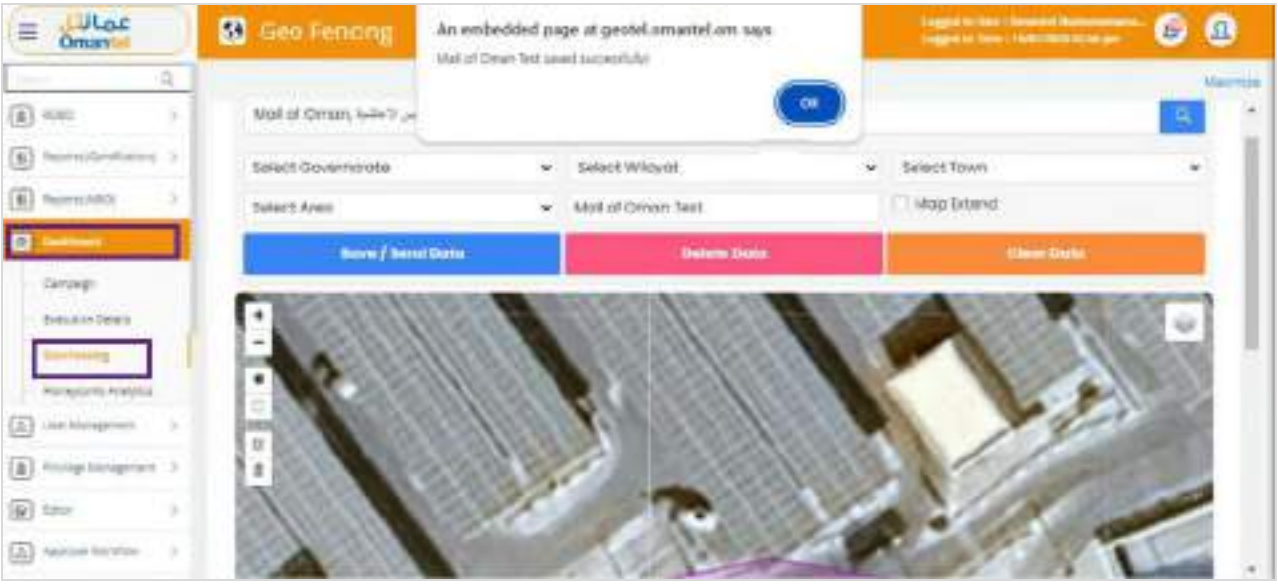


Figure 71 Geo-Fencing – Success Message

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

The following screen depicts the added geo-fenced area:

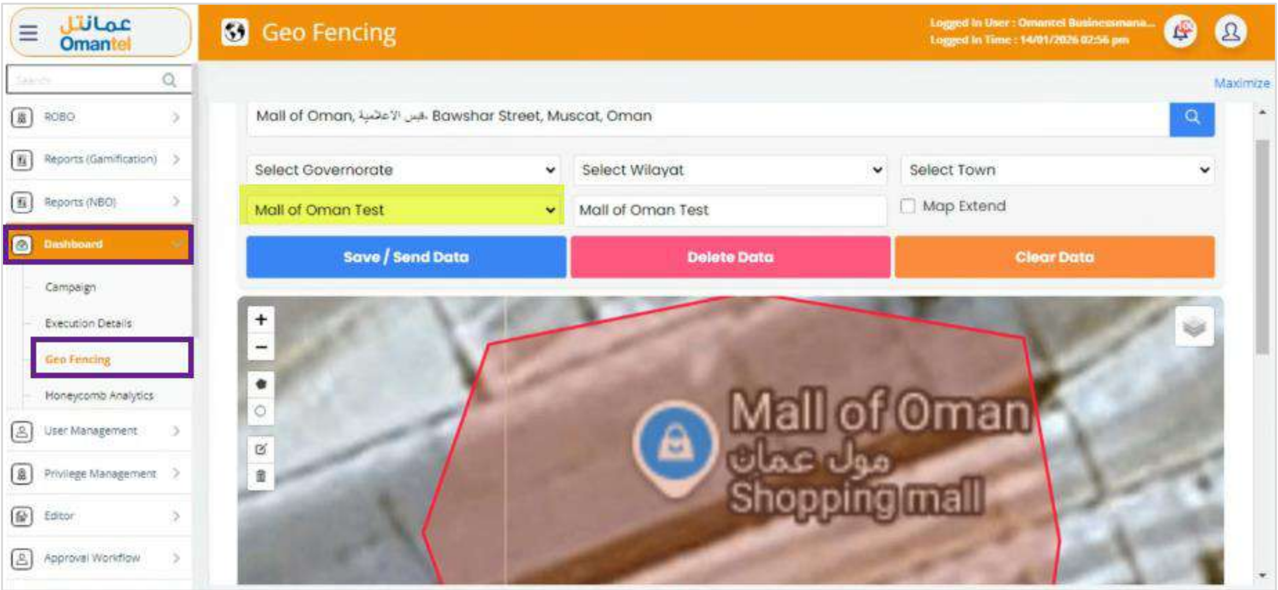


Figure 72 Geo Fenced Area

6.2 Dropdown-Based Geo Fencing

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

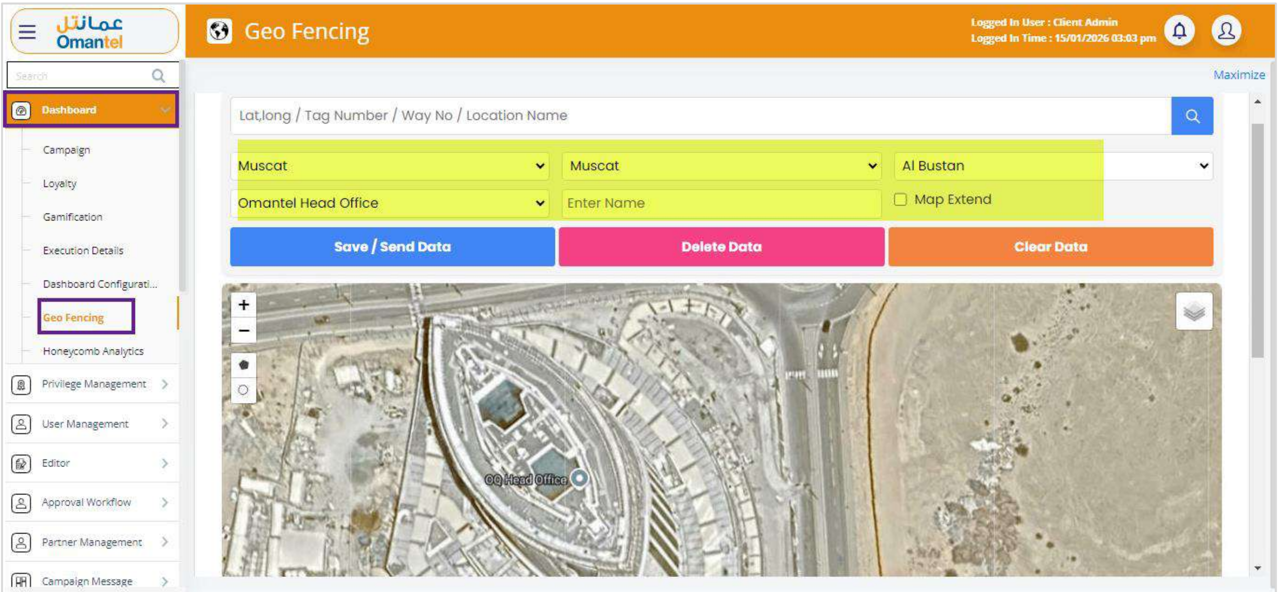


Figure 73 Geo- Fencing – Select Area

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: • 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:

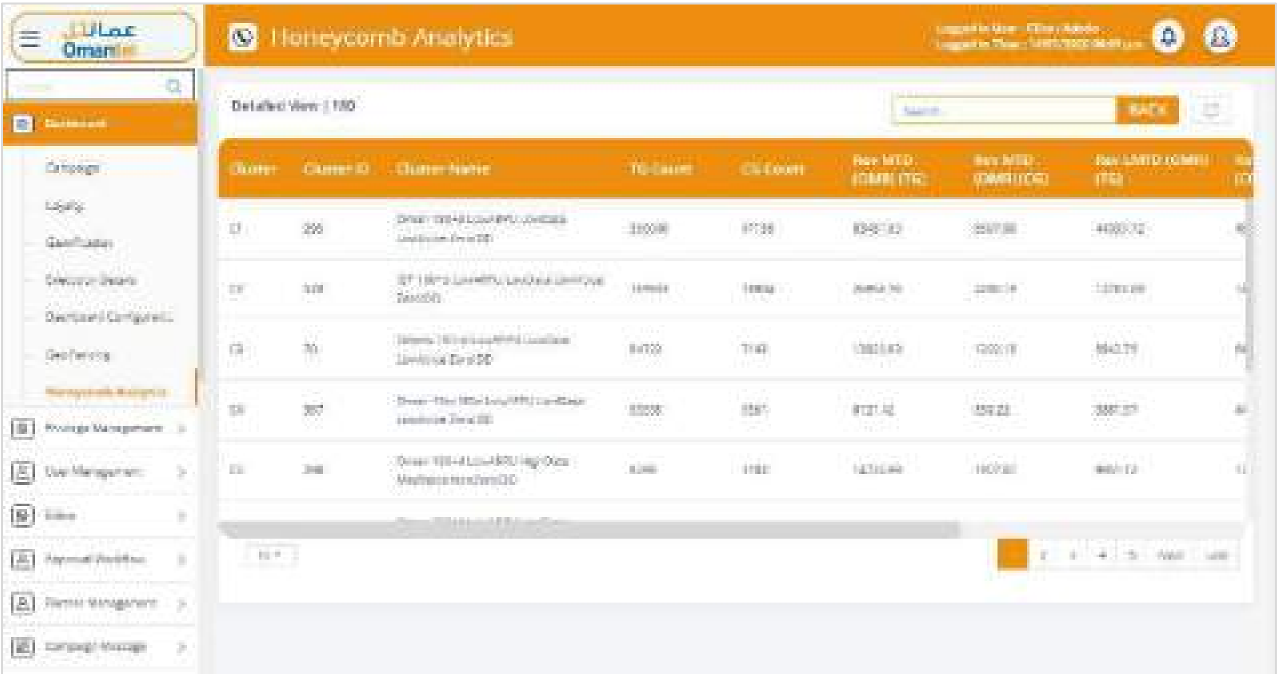


Figure 76 Honeycomb Analytics – Detailed View

- 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.

4. 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.

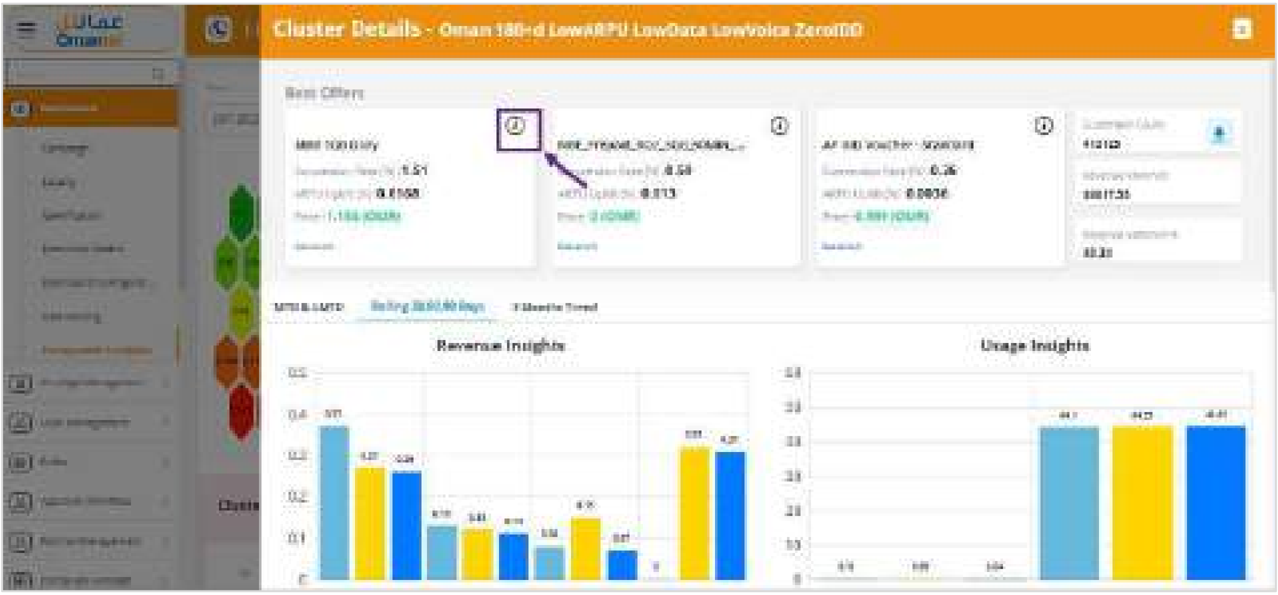


Figure 79 Cluster Details – Info Button

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

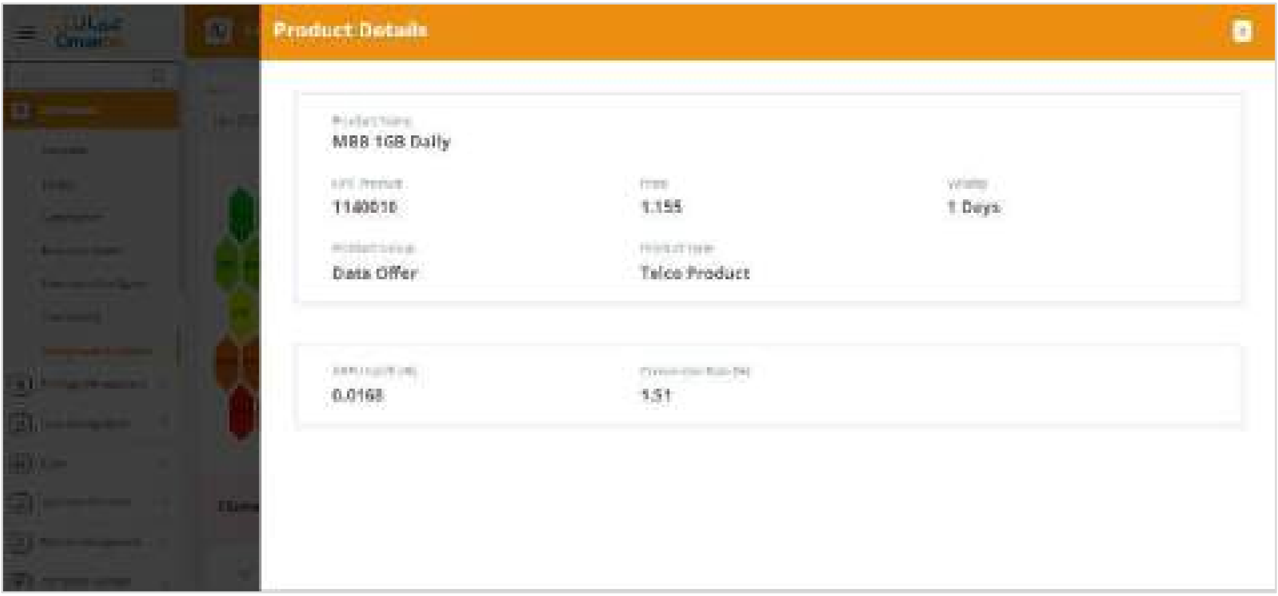


Figure 80 Product Details Input Screen

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.

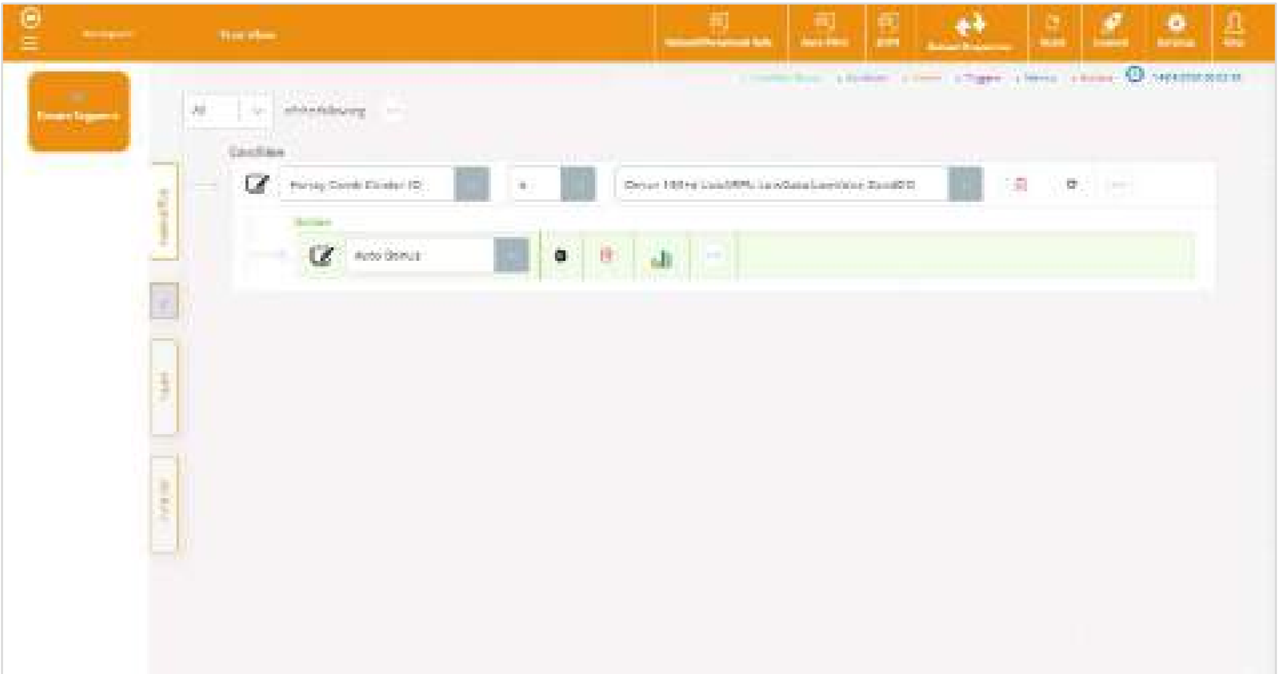


Figure 82 Rule Editor Input Screen

- 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.

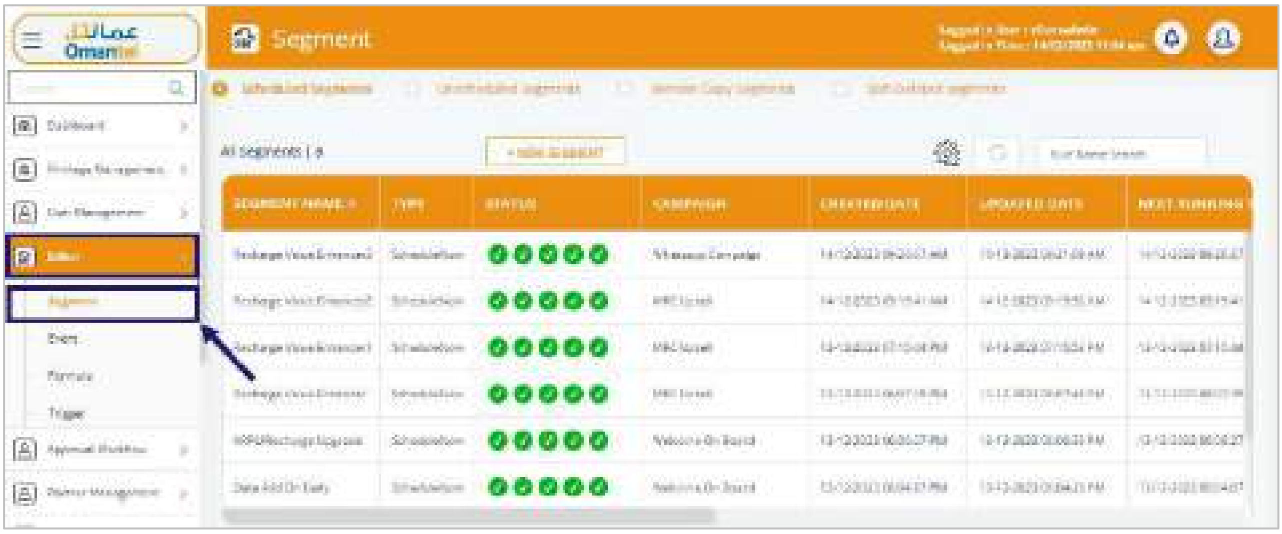


Figure 83 Editor – Segment

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.

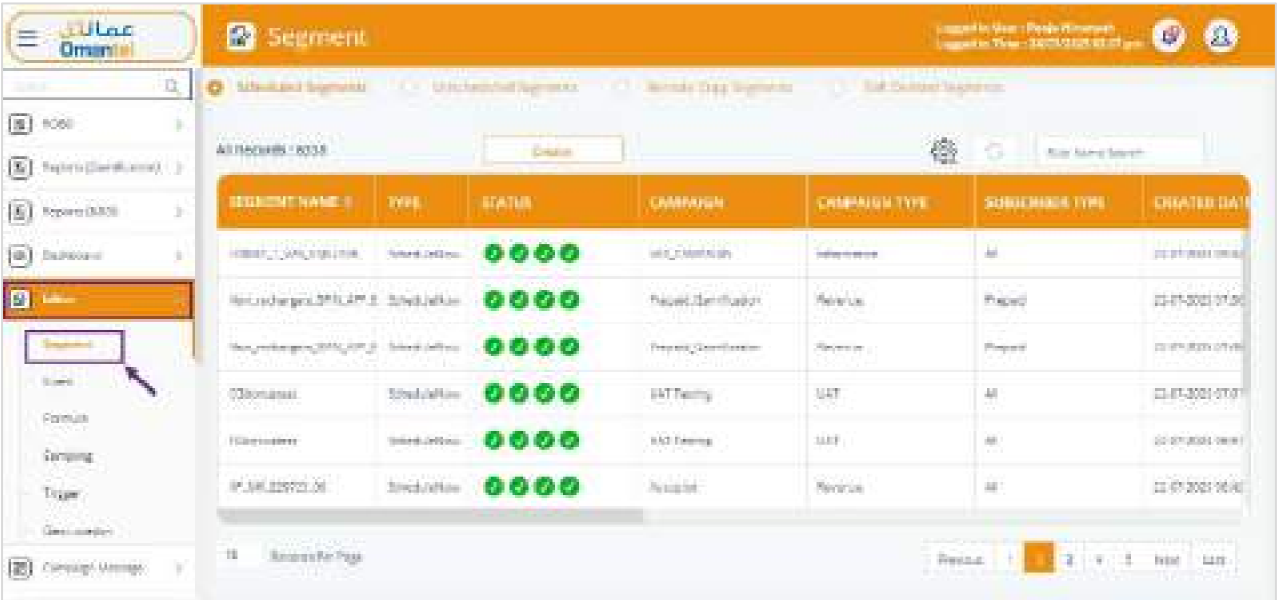


Figure 84 Editor – Segment

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.

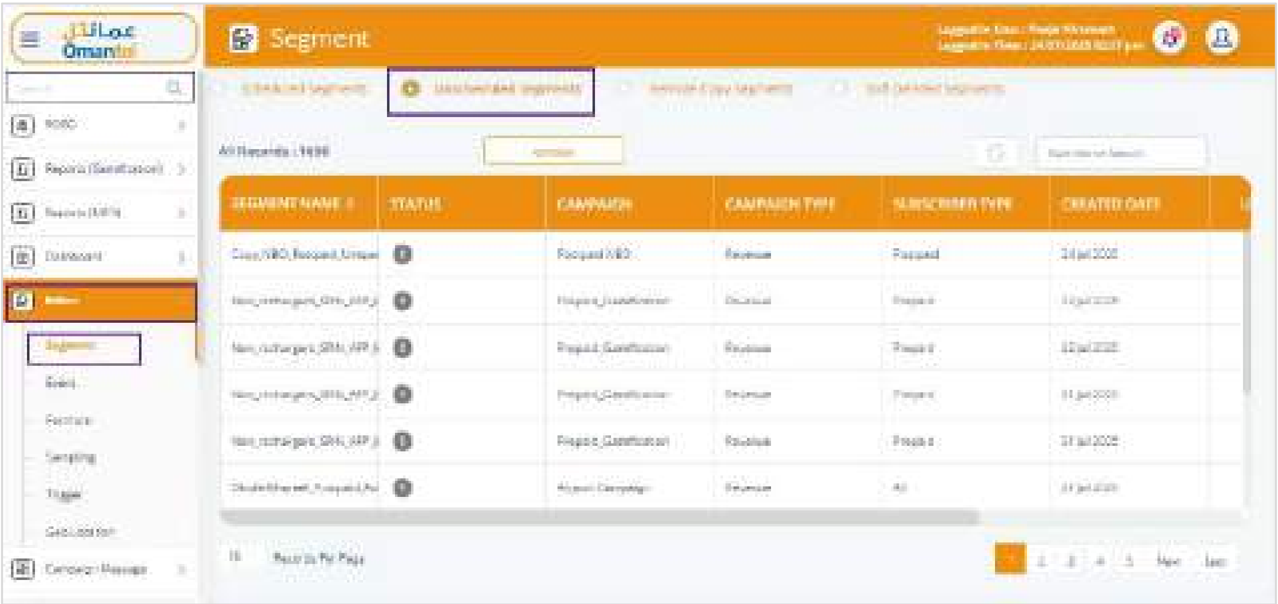


Figure 85 Editor- Segments (Unscheduled Input Screen)

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

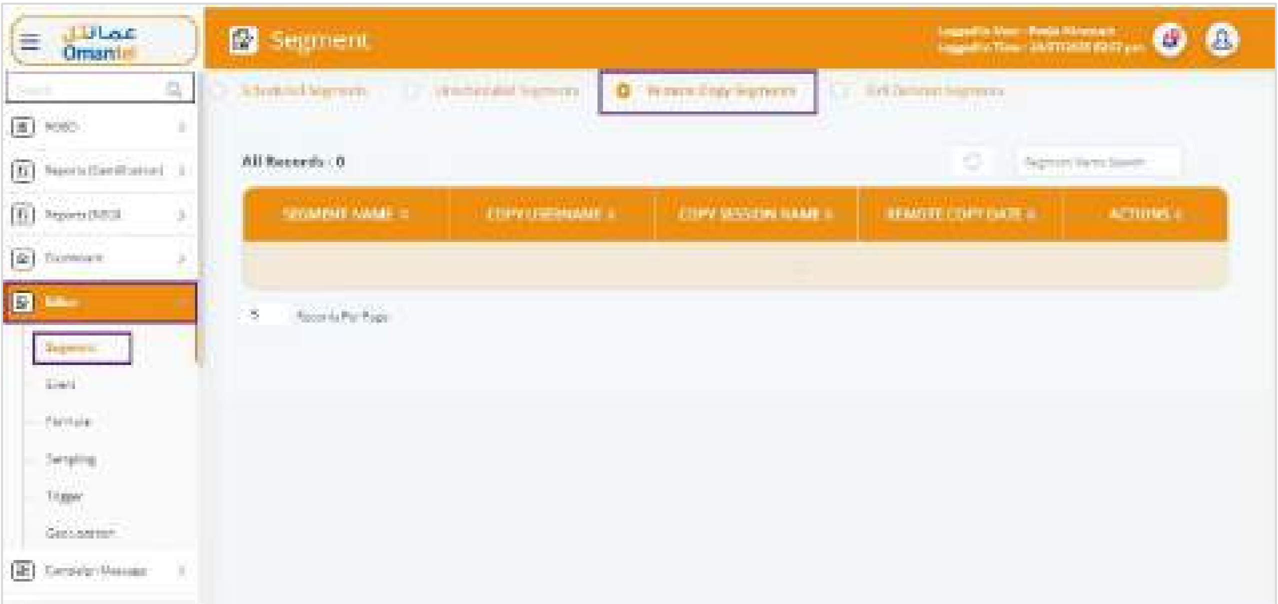


Figure 86 Segment – Remote Copy

- 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.

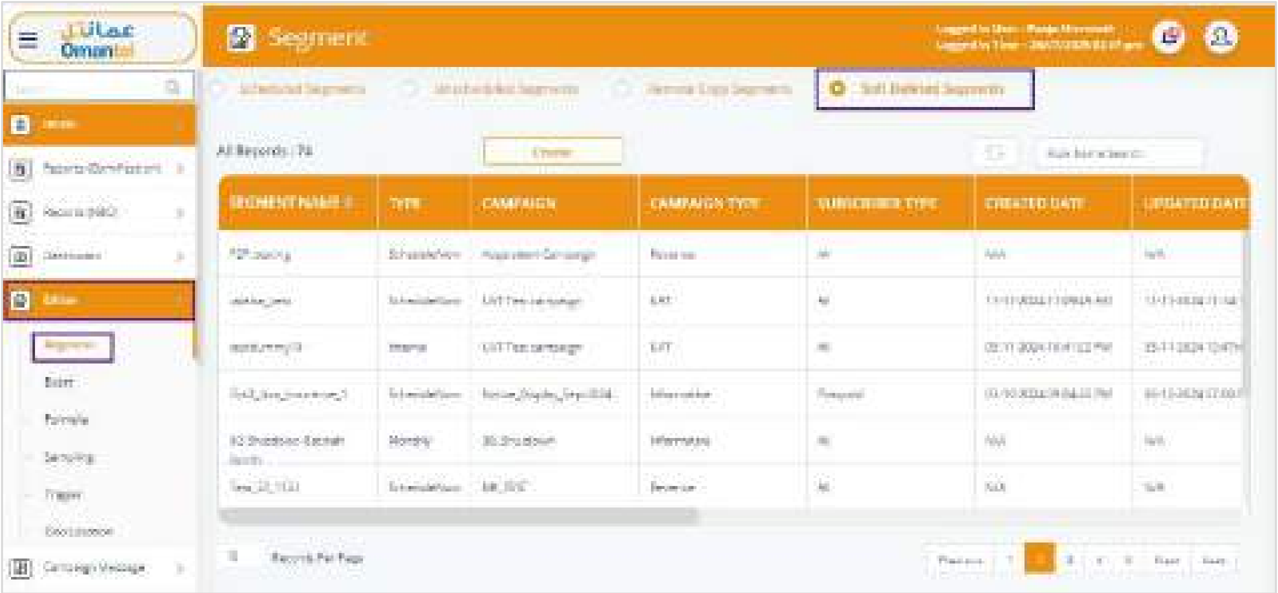
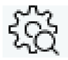


Figure 87 Soft Deleted Segments

- 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.

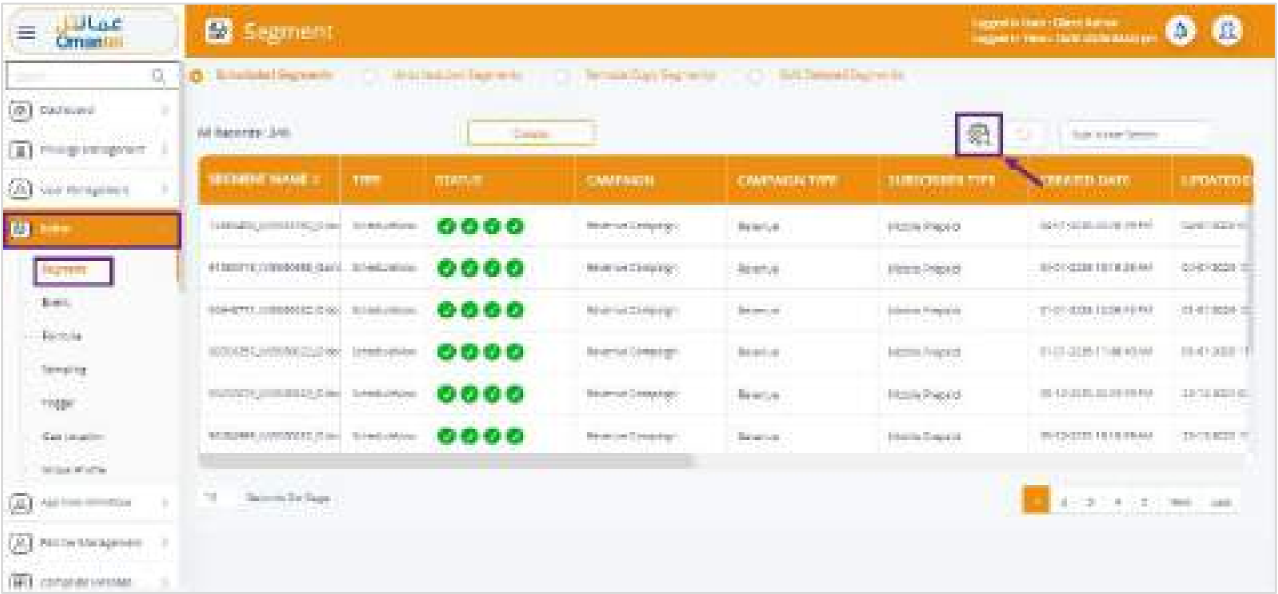


Figure 88 Segment – Advance Filter

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

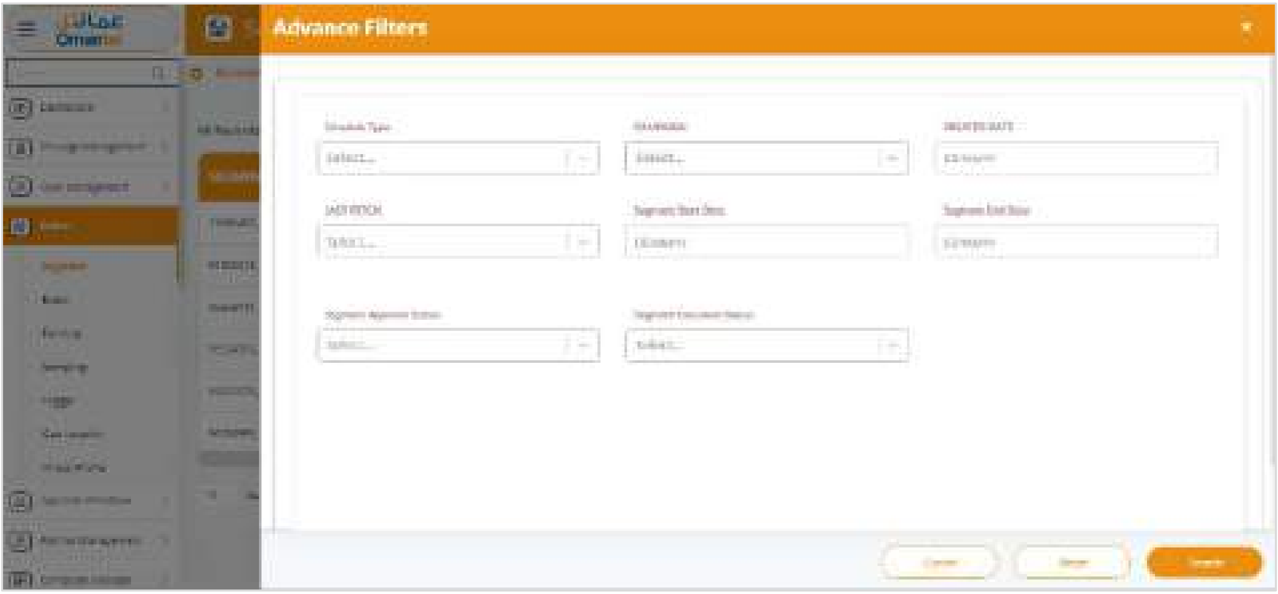


Figure 89 Advance Filter Options

- 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.

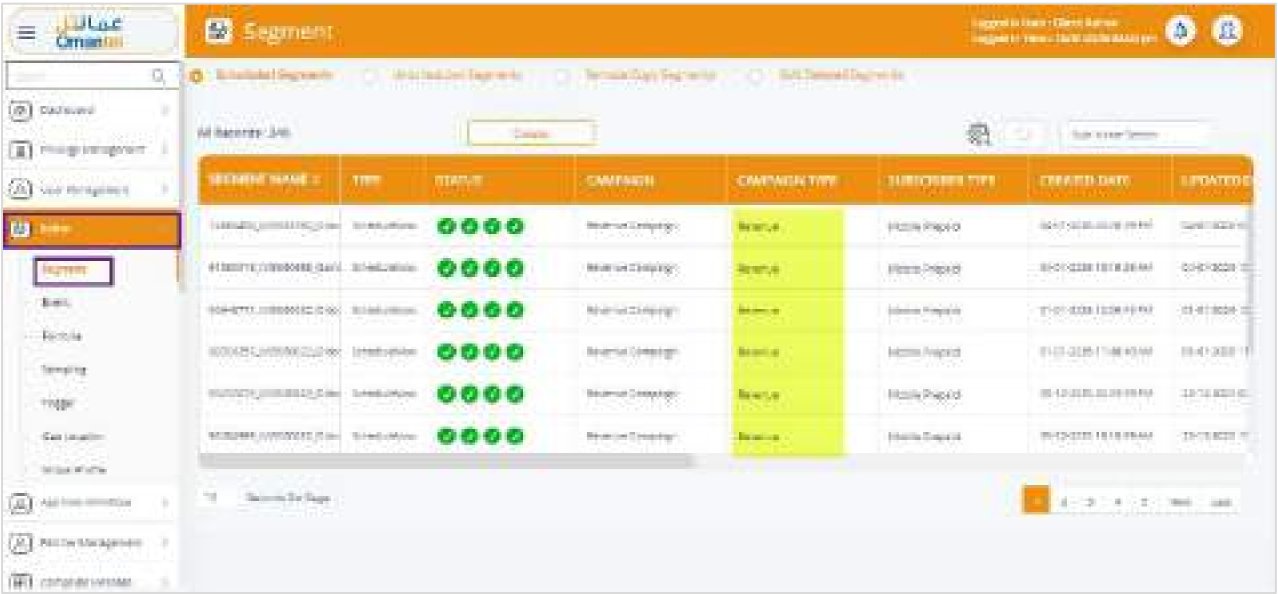


Figure 90 Segment – Search Results

The result will be displayed based on the search criteria.

<u>Remote Copy:</u>

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.

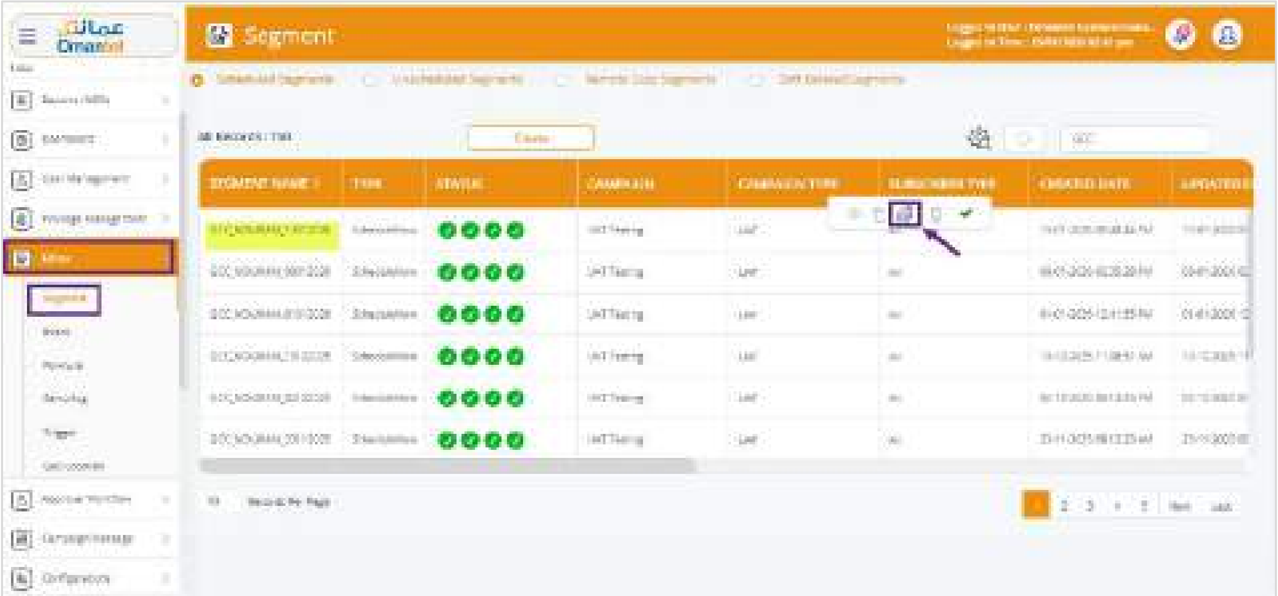


Figure 91 Segment – Remote Copy

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

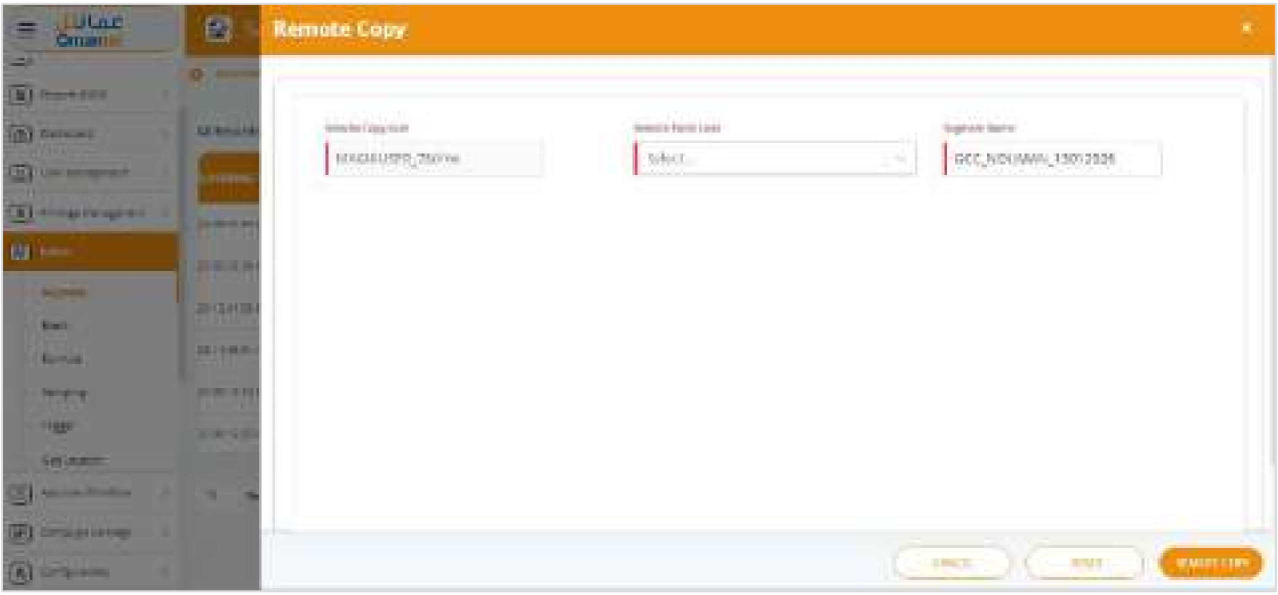


Figure 92 Remote Copy Input Screen

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.

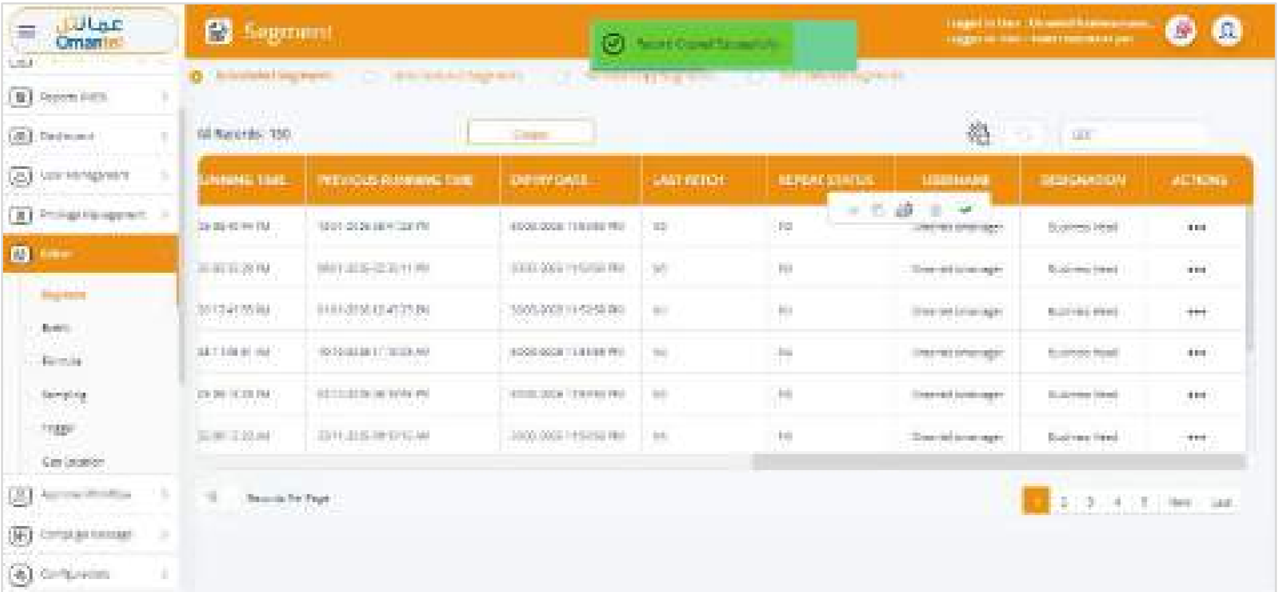


Figure 93 Remote Copy – Success Message

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.

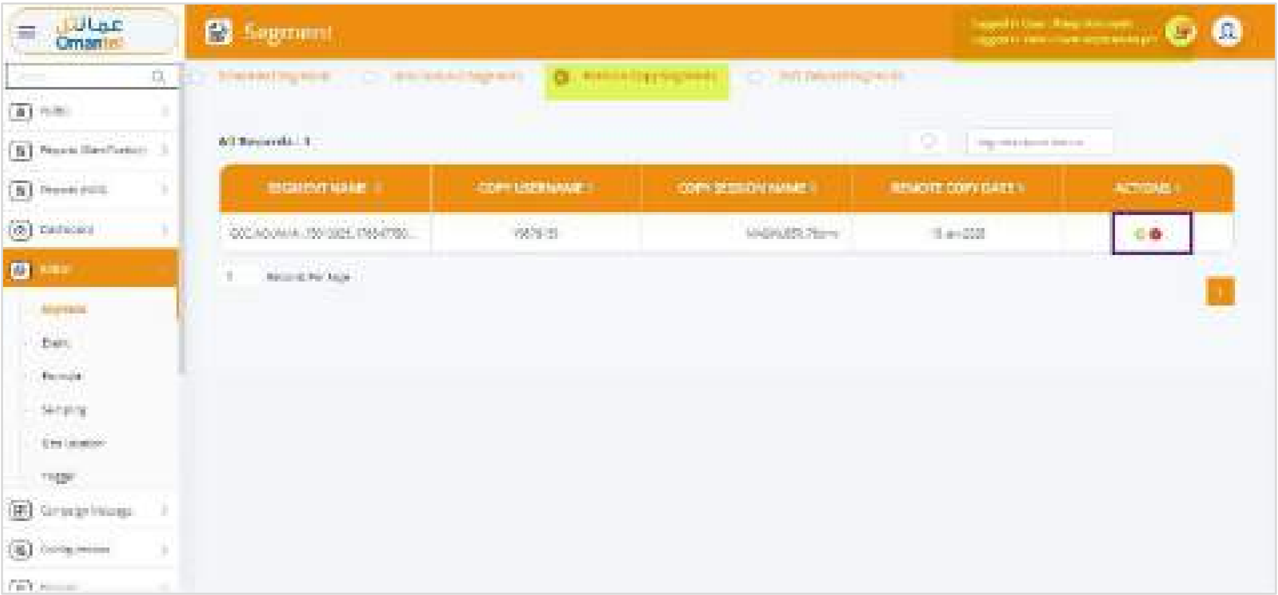


Figure 94 Remote Copy Segments

- Users can perform the following actions:
    - ➢ Accept
    - ➢ Reject

5. Click the **Accept** button to approve the copied segment. The following screen will be displayed.

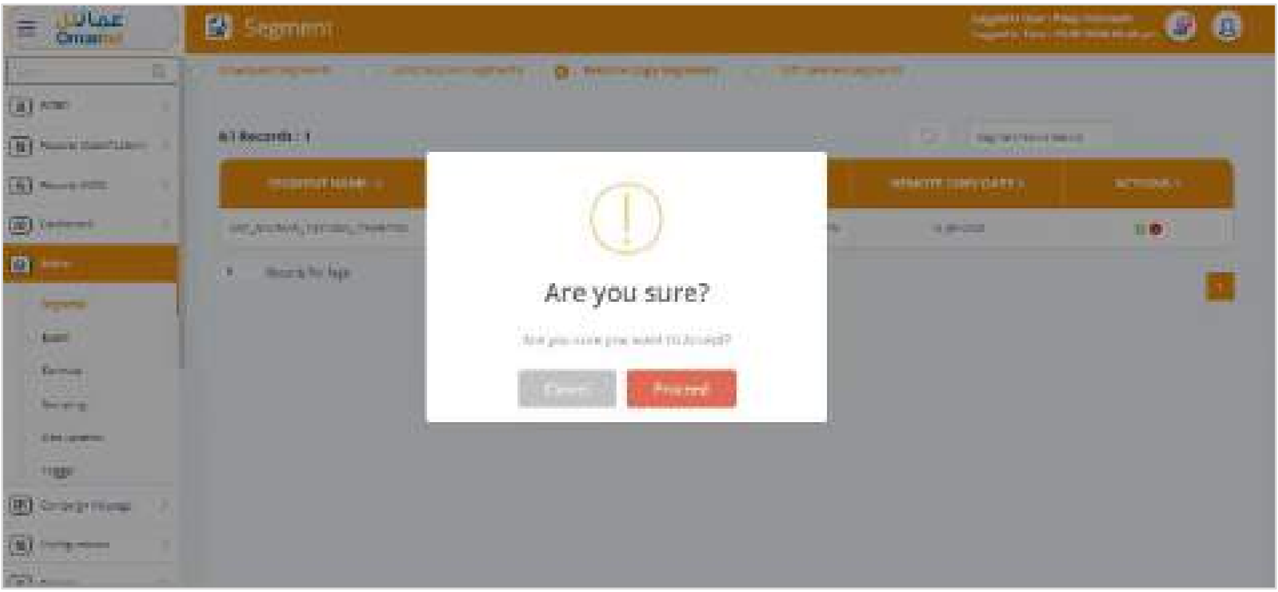


Figure 95 Segment – Approve Button

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

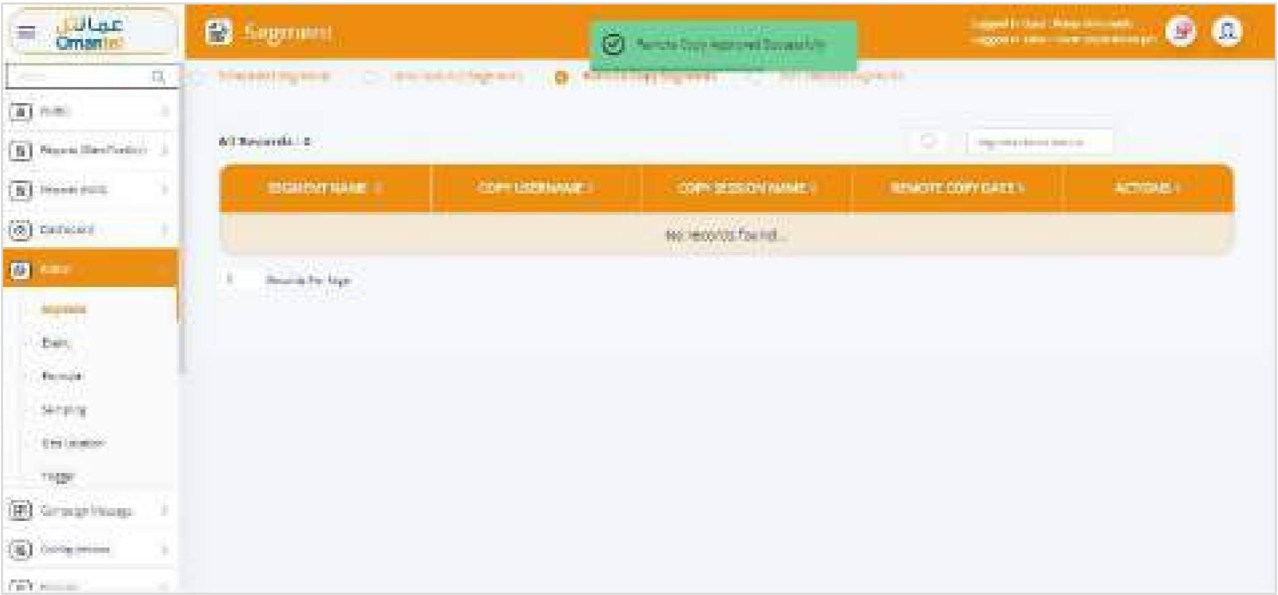


Figure 96 Segment – Success Message

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.

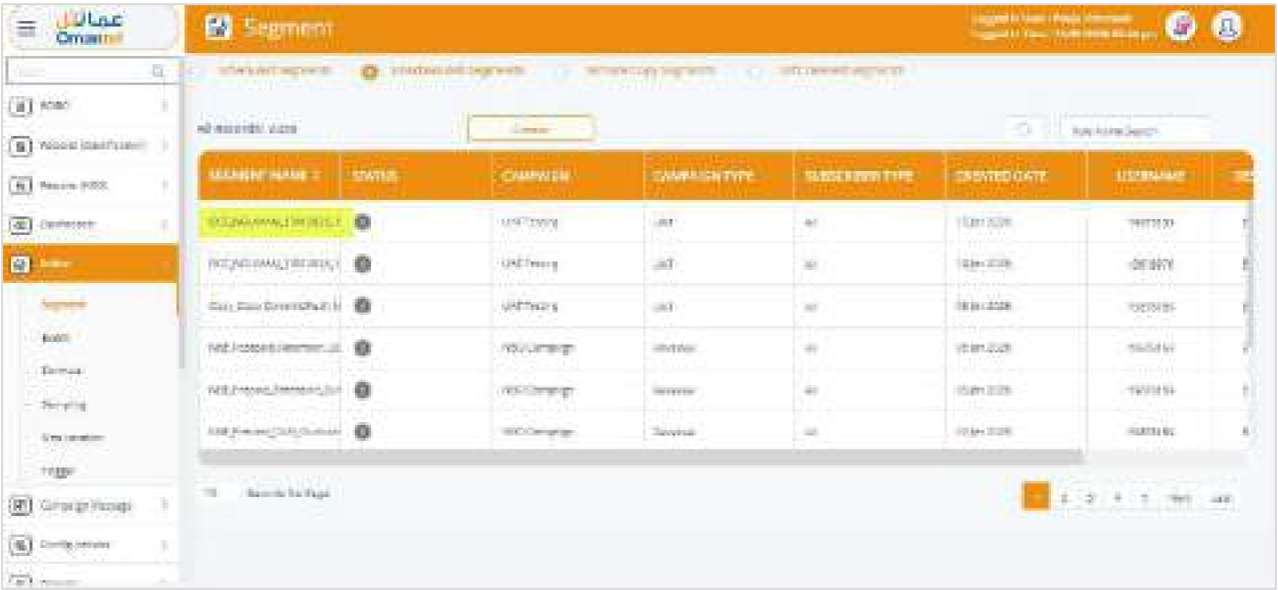


Figure 97 Segment – Unscheduled Segments

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.

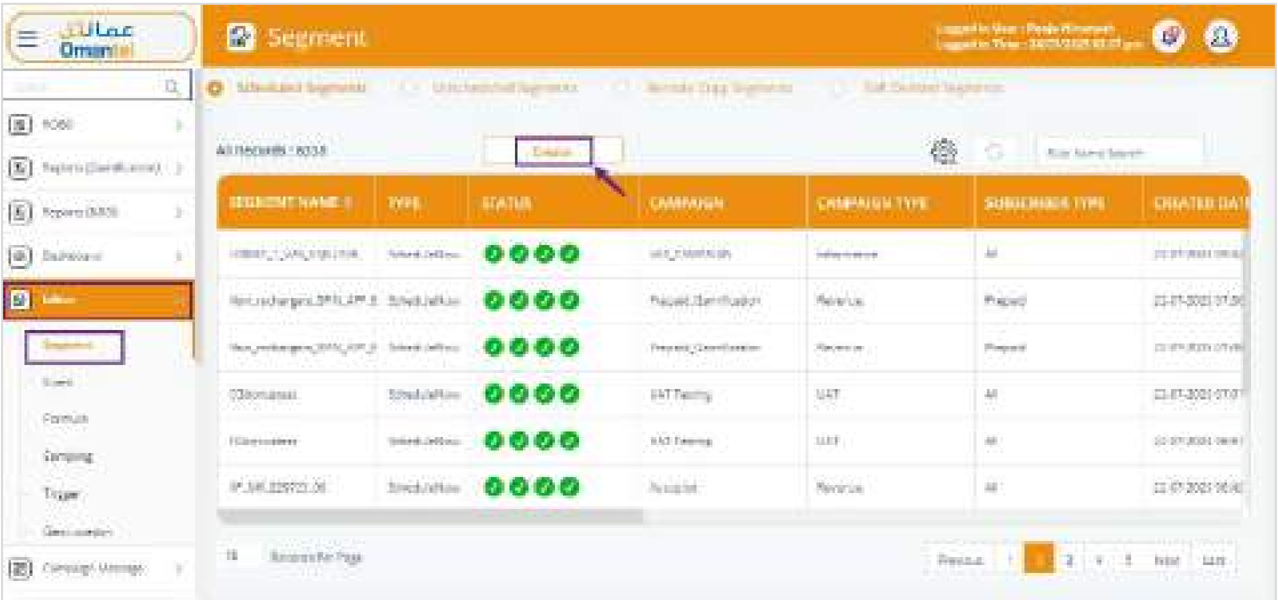


Figure 98 Segment – Create

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

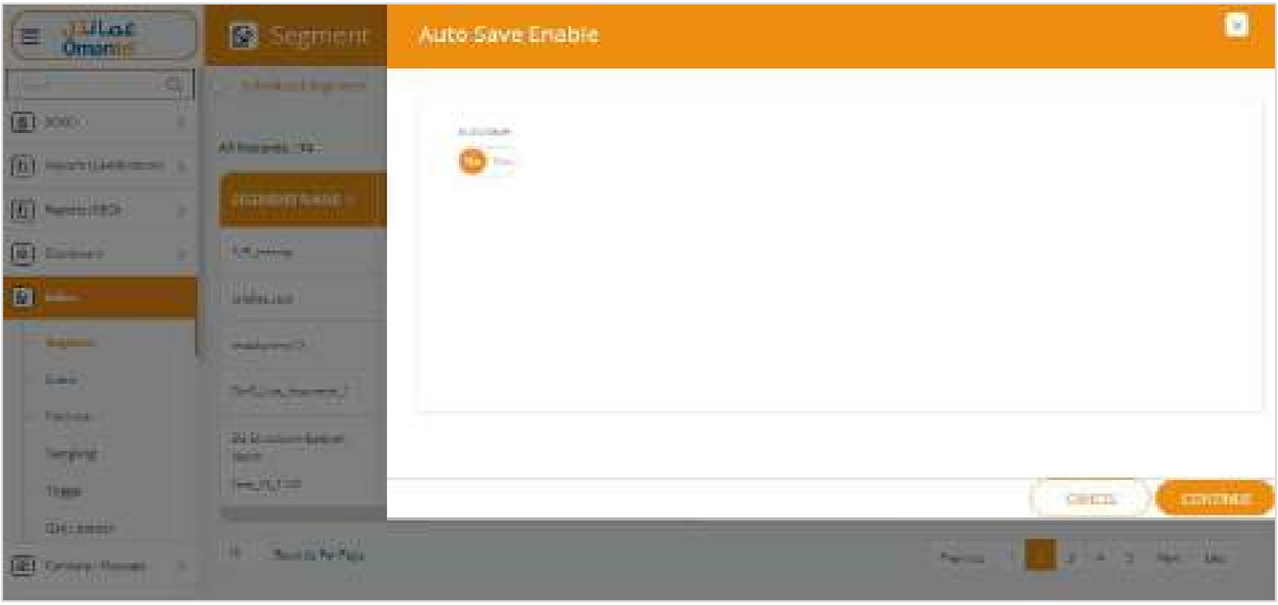


Figure 99 Segment – Auto Save Enable

3. Click the "**Auto Save**" to "**Yes**" to save the segments. The following screen will be displayed.

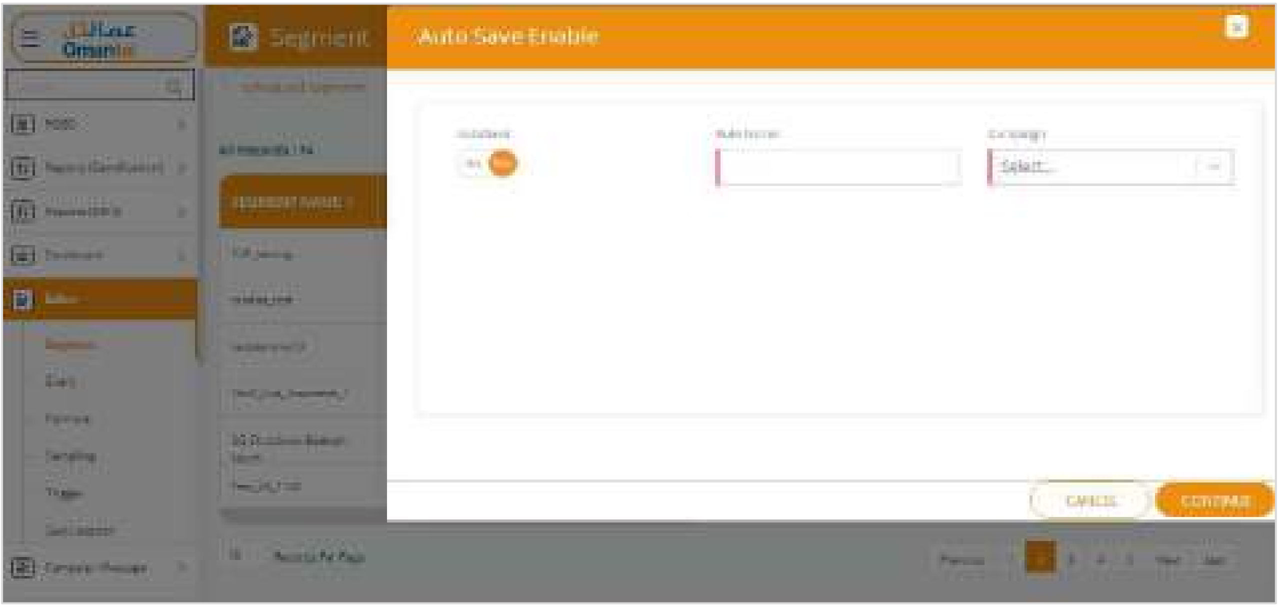


Figure 100 Auto Save Enable – Input Fields

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 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.

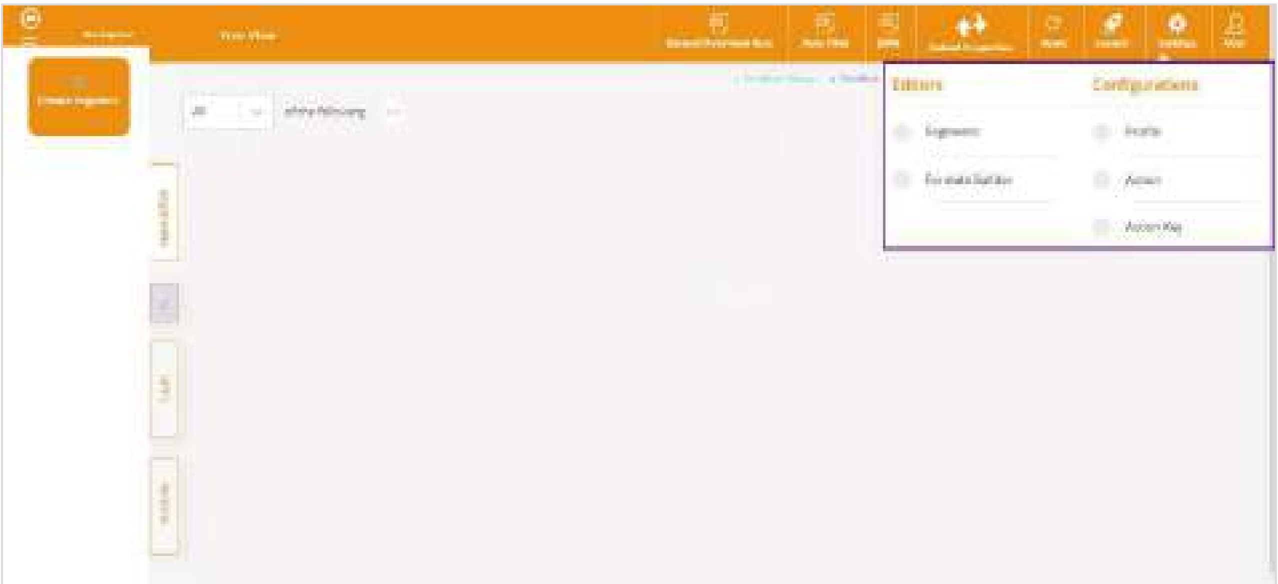


Figure 102 New Segments - Settings

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.

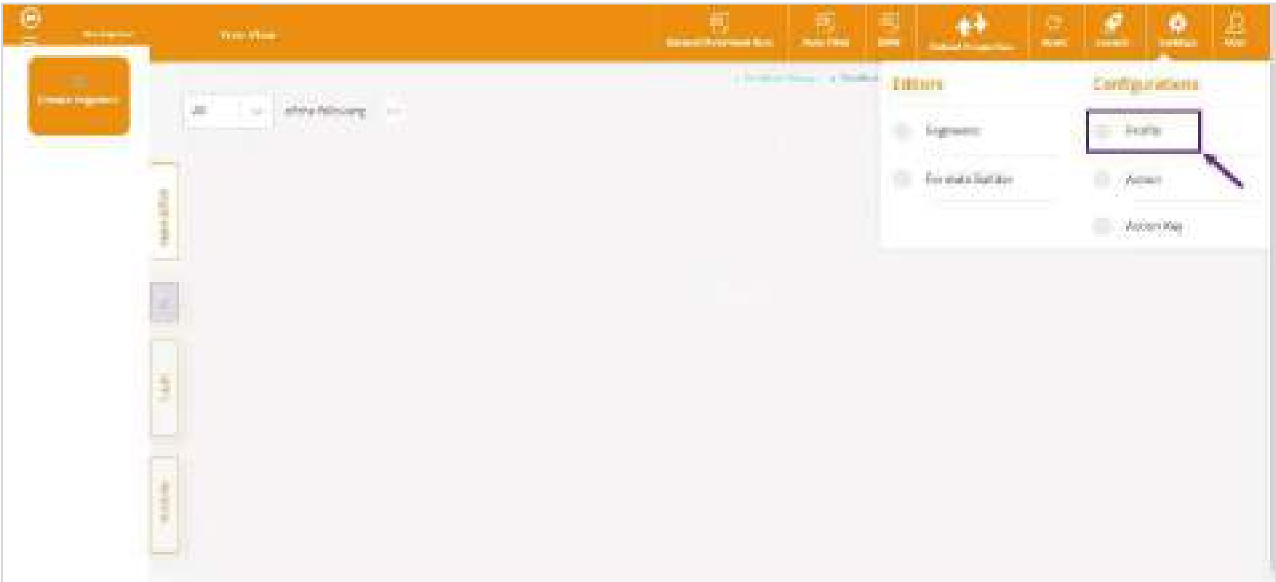


Figure 103 Configurations – Profile

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

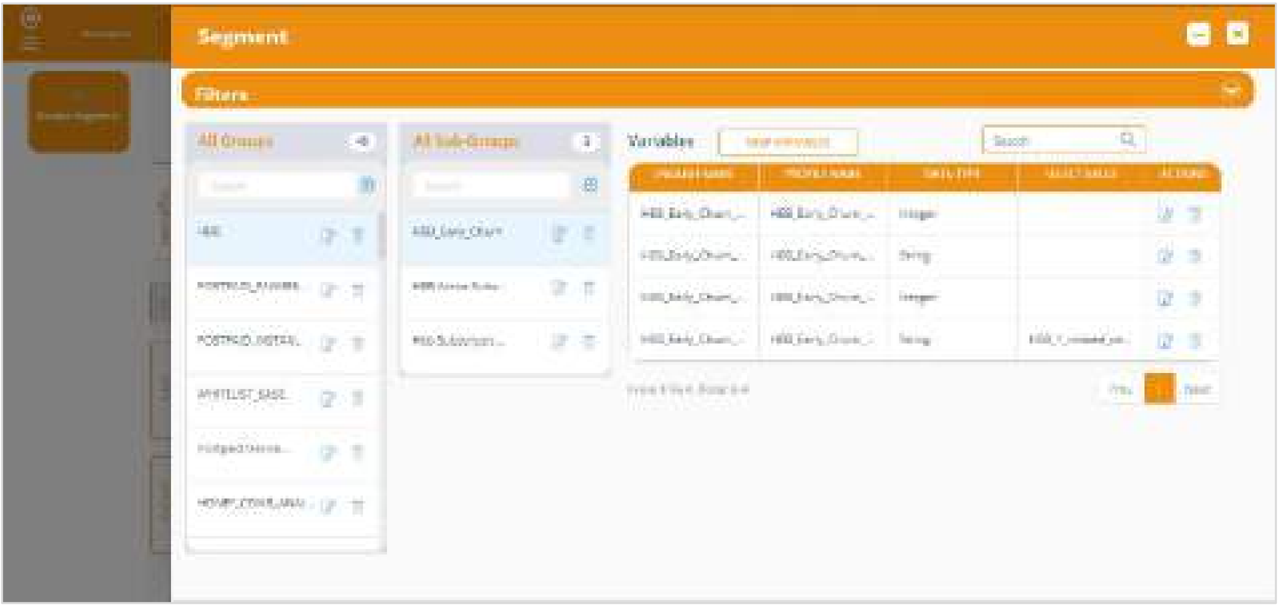


Figure 104 Segment – Profile Input Screen

8.3.1.1.1.1 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.

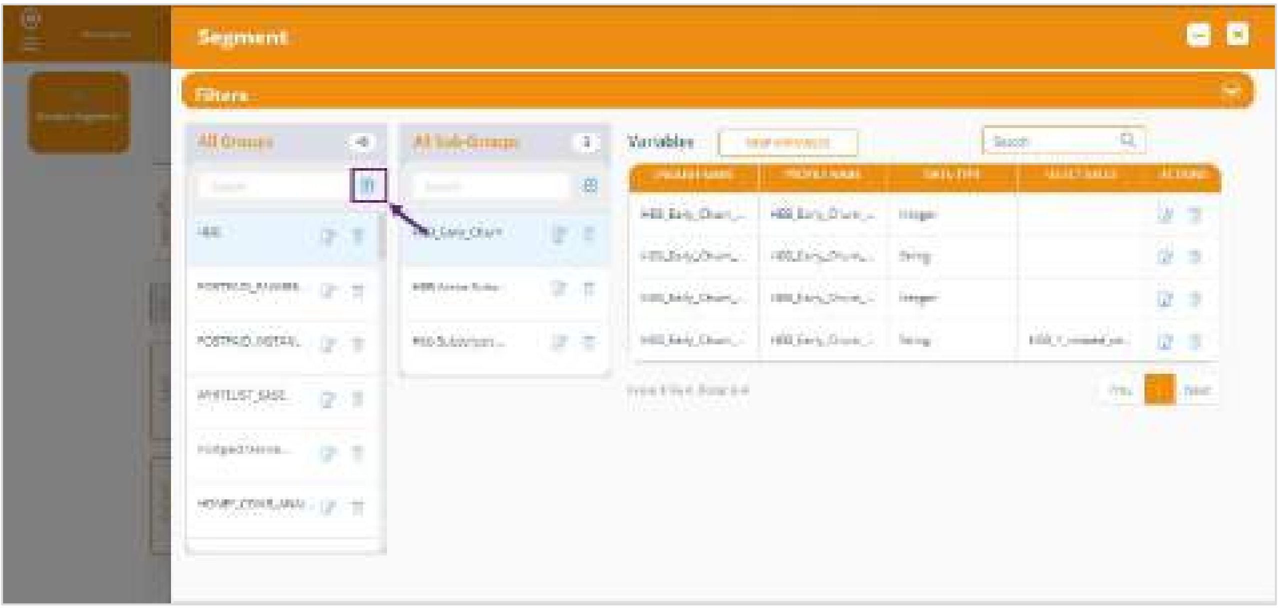


Figure 105 Segment – Group

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

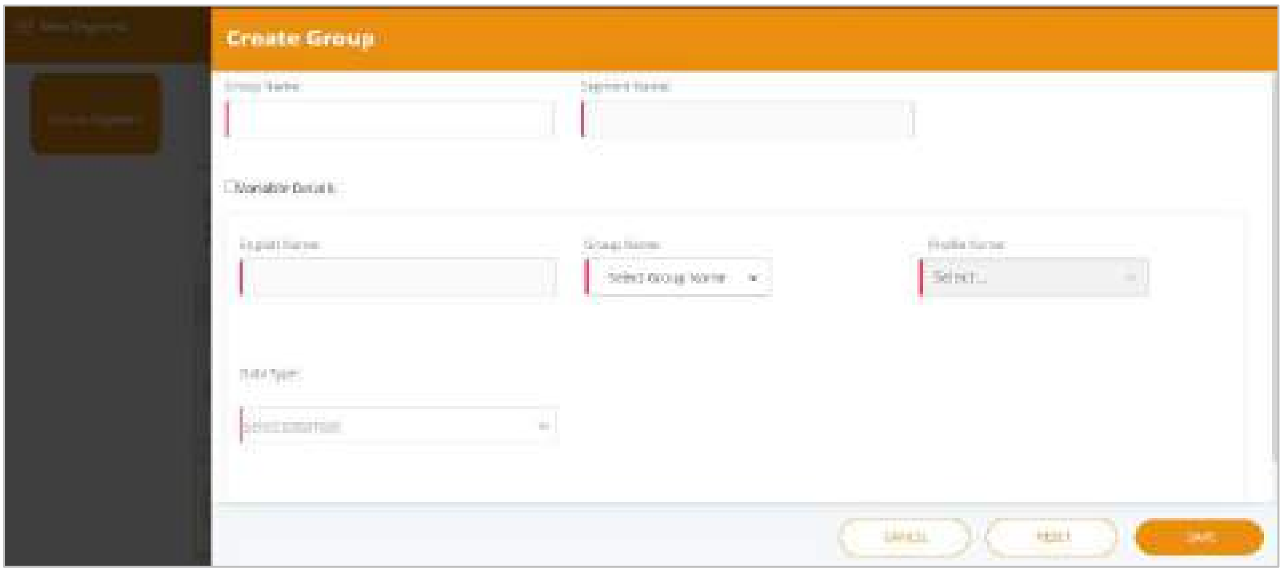


Figure 106 Create Group Input Screen

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**”.

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.

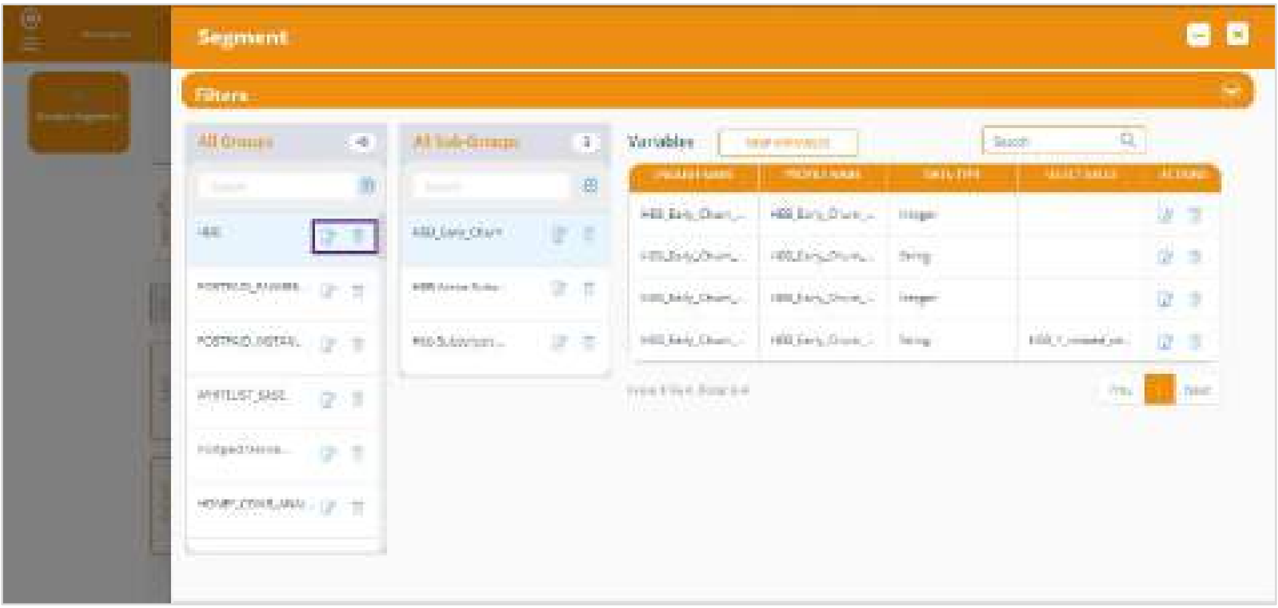


Figure 107 Segment – Modify and Delete Operation

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.

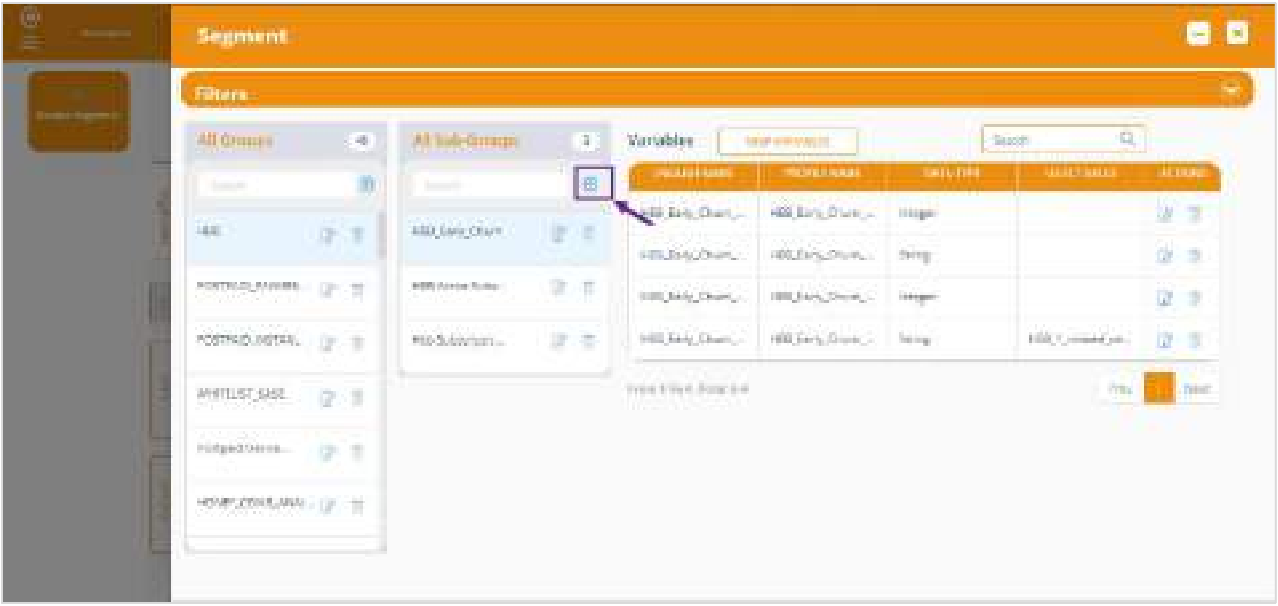


Figure 108 Segment – Sub- Group (Add Button)

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

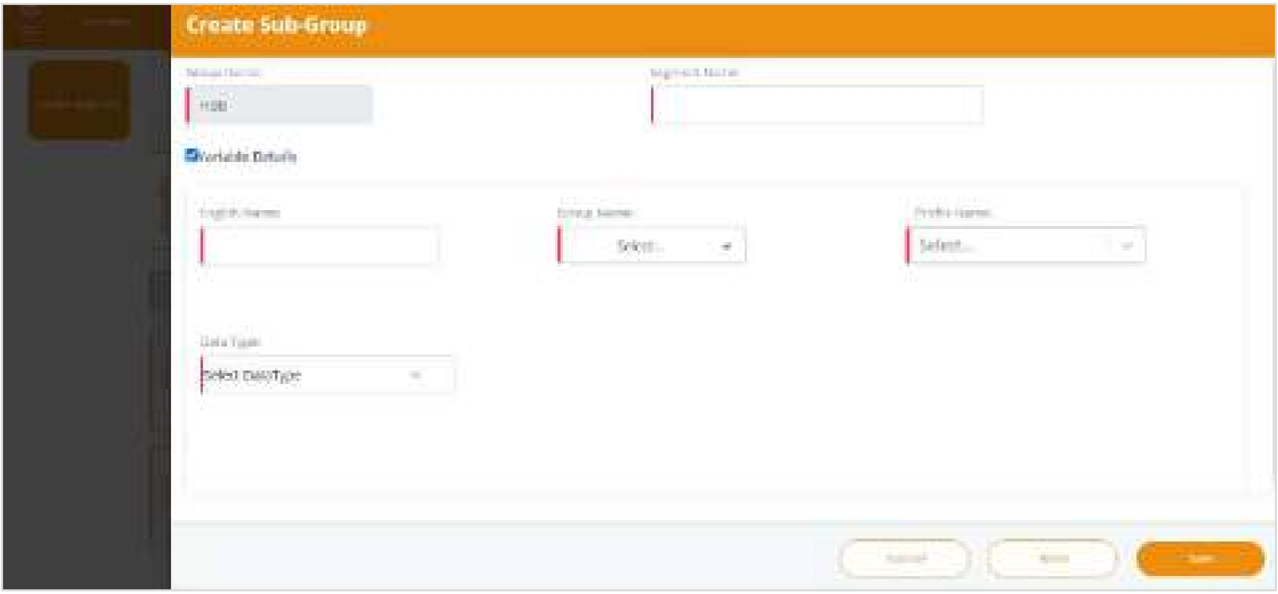


Figure 109 Create Sub- Group Input Screen

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

8.3.1.1.1.4 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.

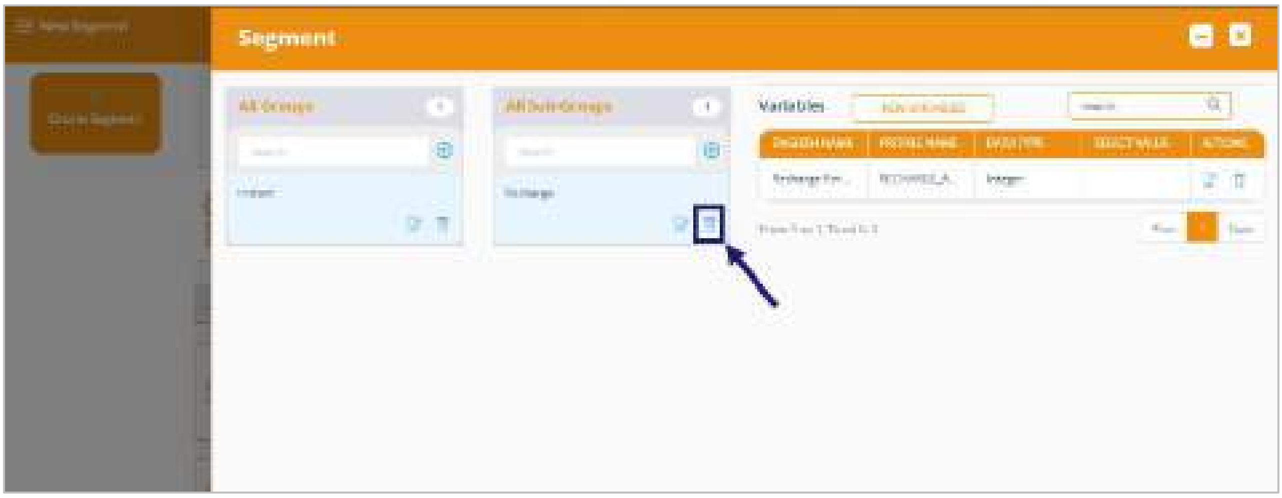


Figure 110 Segment – Modify and Delete Sub-Group

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.

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

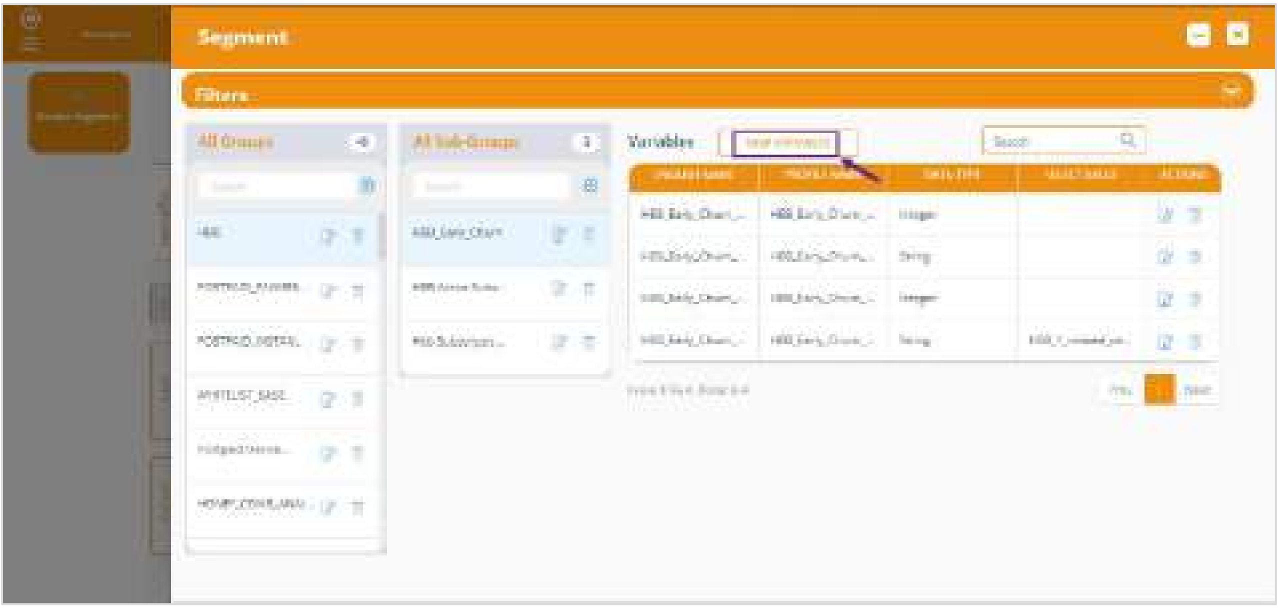


Figure 111 Segment – New Variables

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

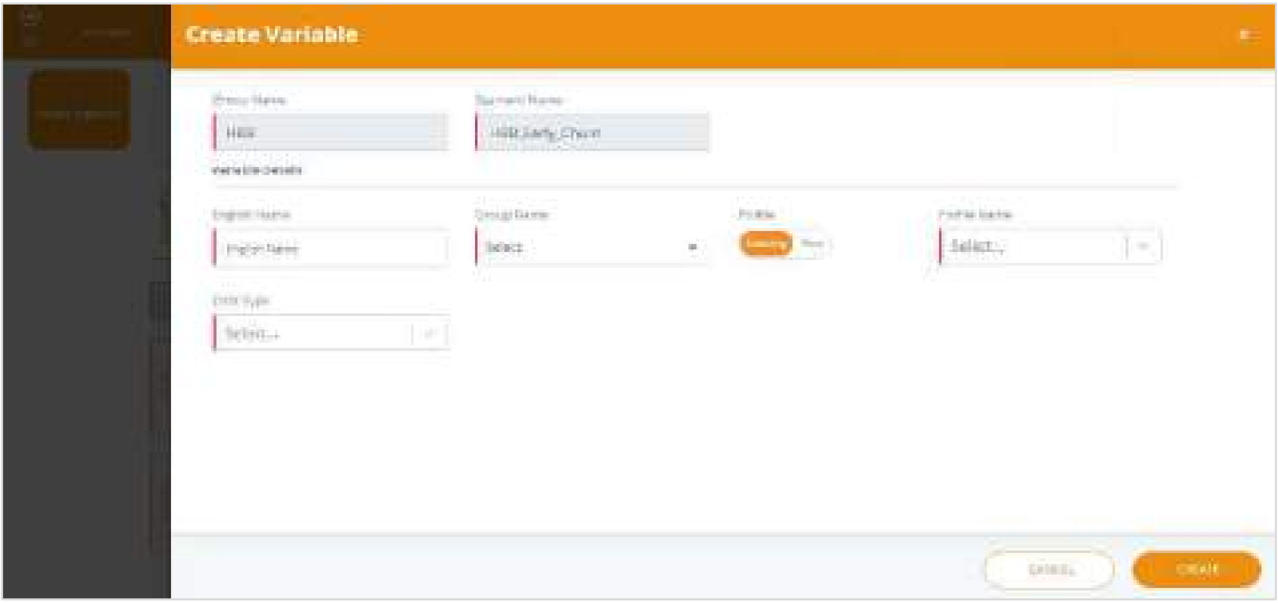


Figure 112 Create Variable Input Screen

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.

8.3.1.1.1.6 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.

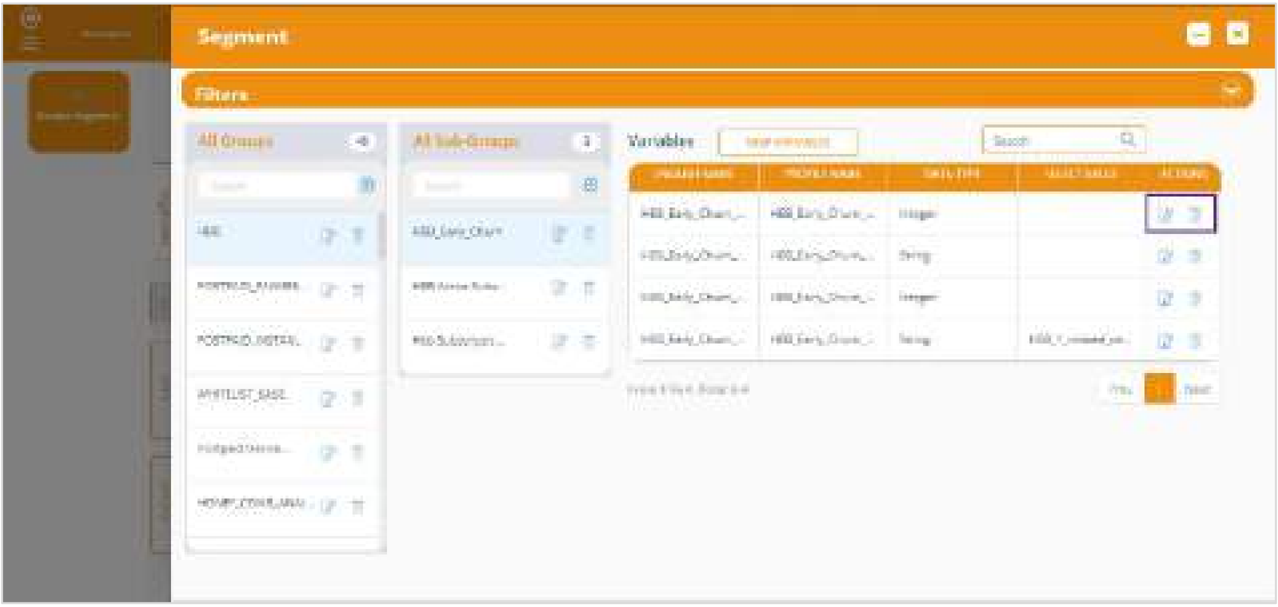


Figure 113 Segment – Modify and Delete Operation

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.

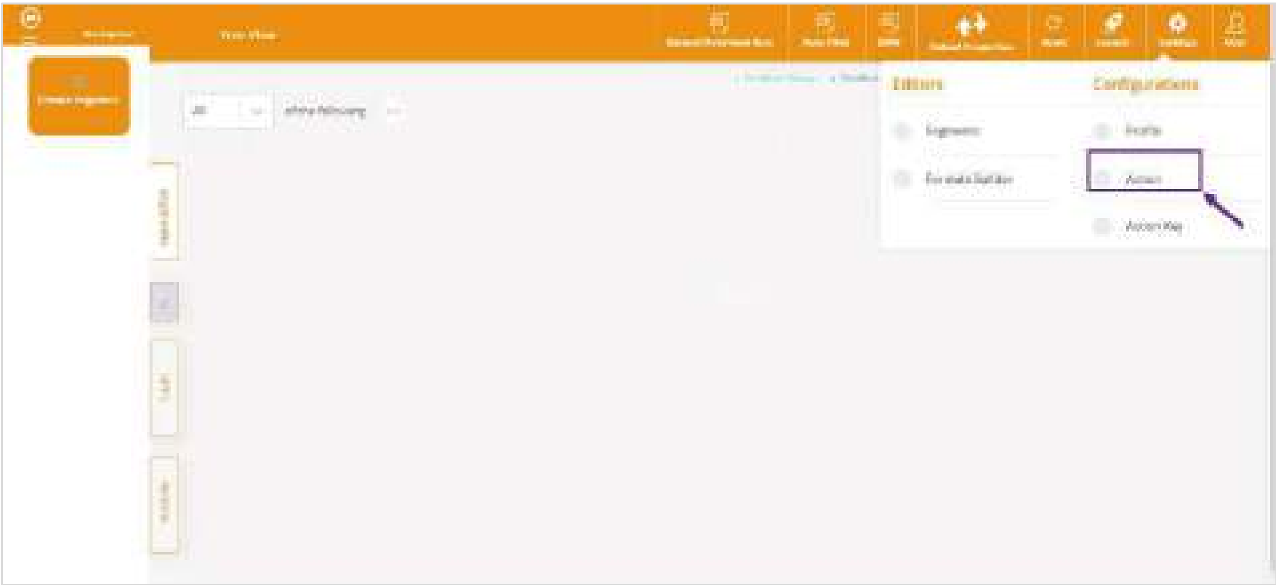


Figure 114 Configurations – Action

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

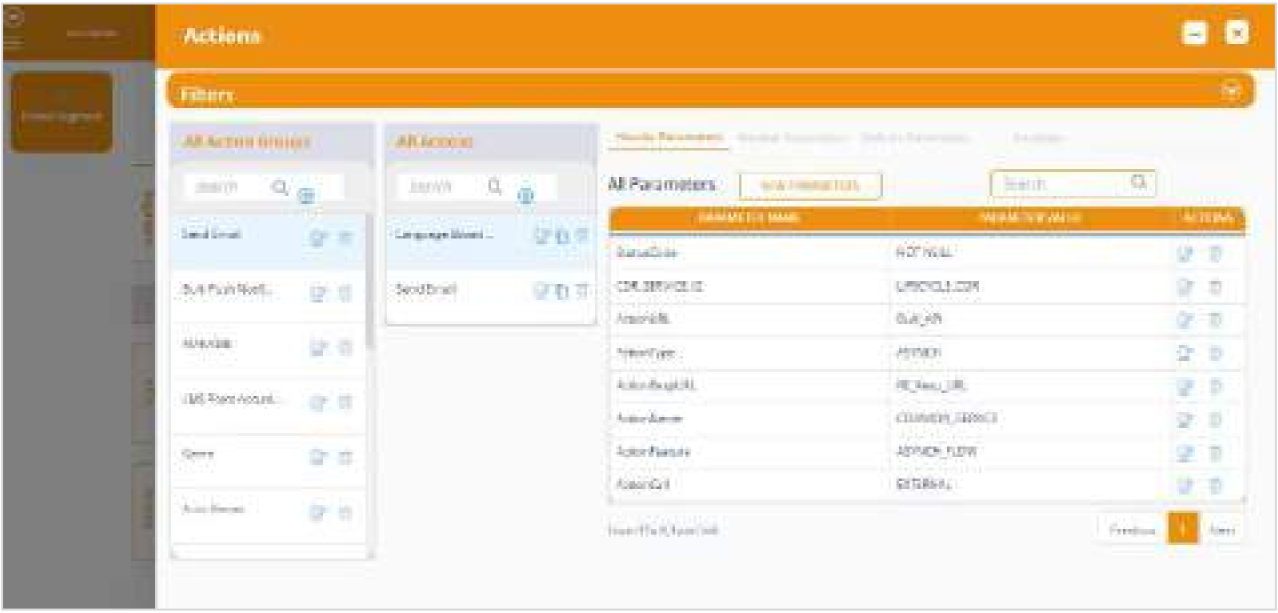


Figure 115 Segment – Action Input Screen

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.

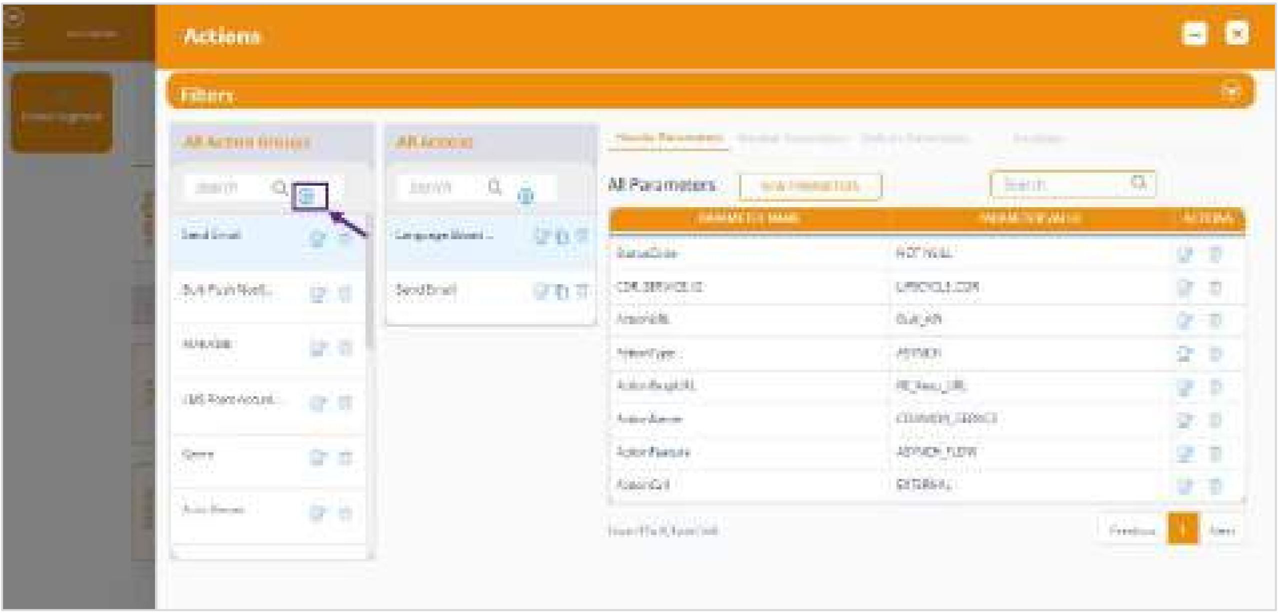


Figure 116 Segment – Action Group

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

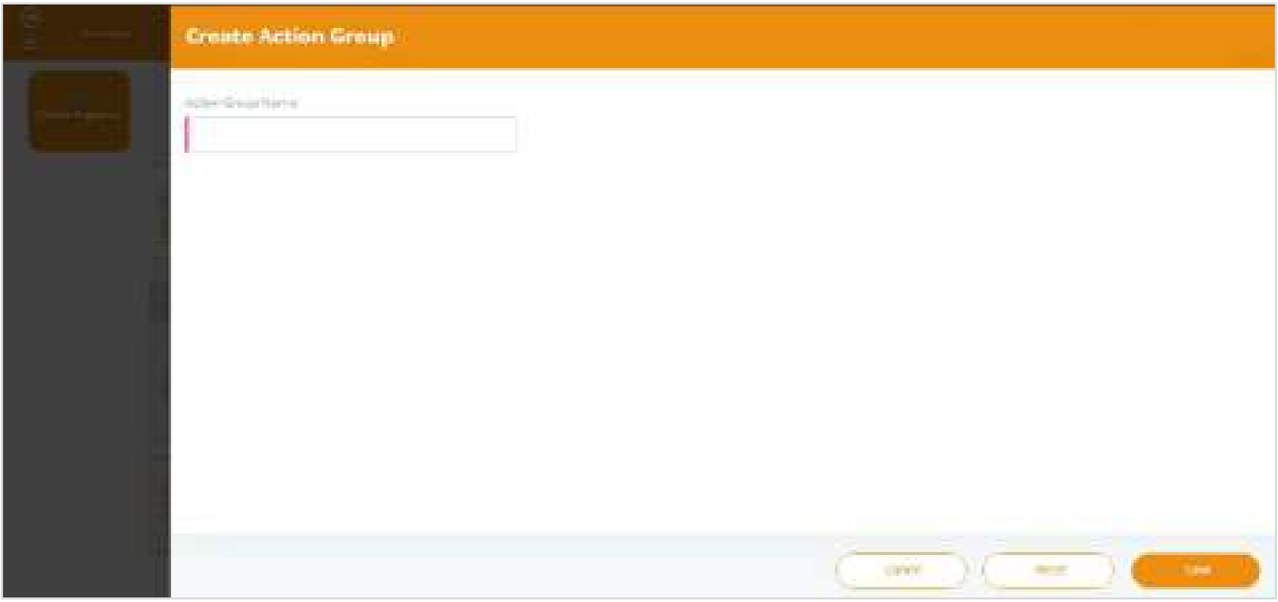


Figure 117 Create Action Group Input Screen

3. 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**”.

4. 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.

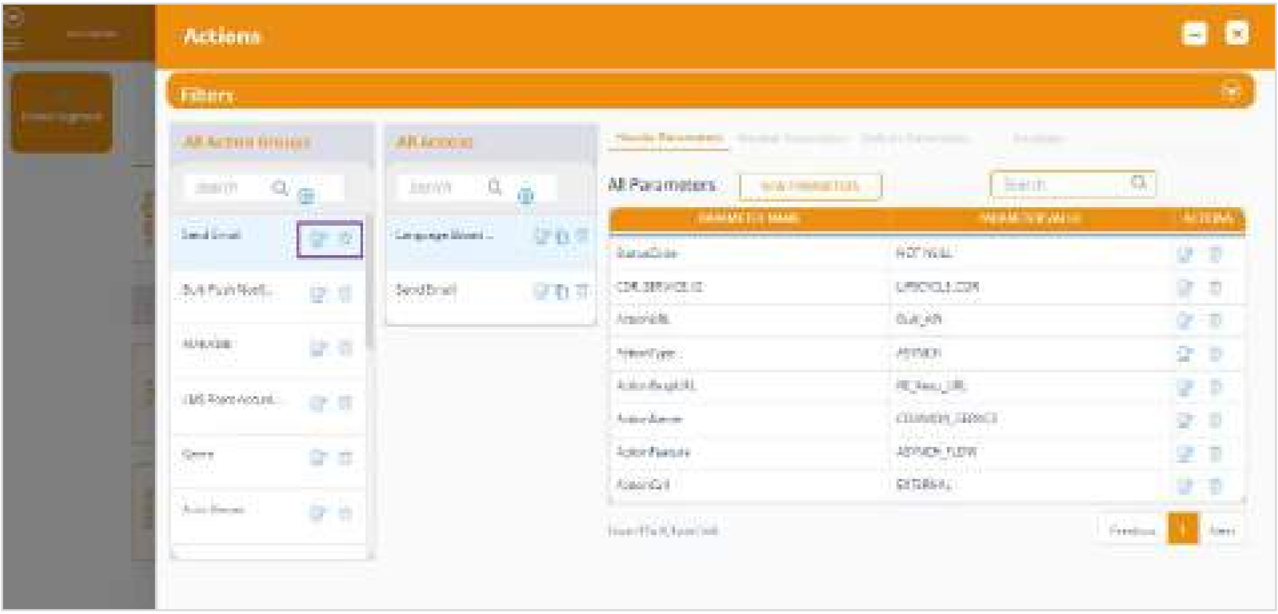


Figure 118 Segment – Delete and Delete Action Group

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.

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

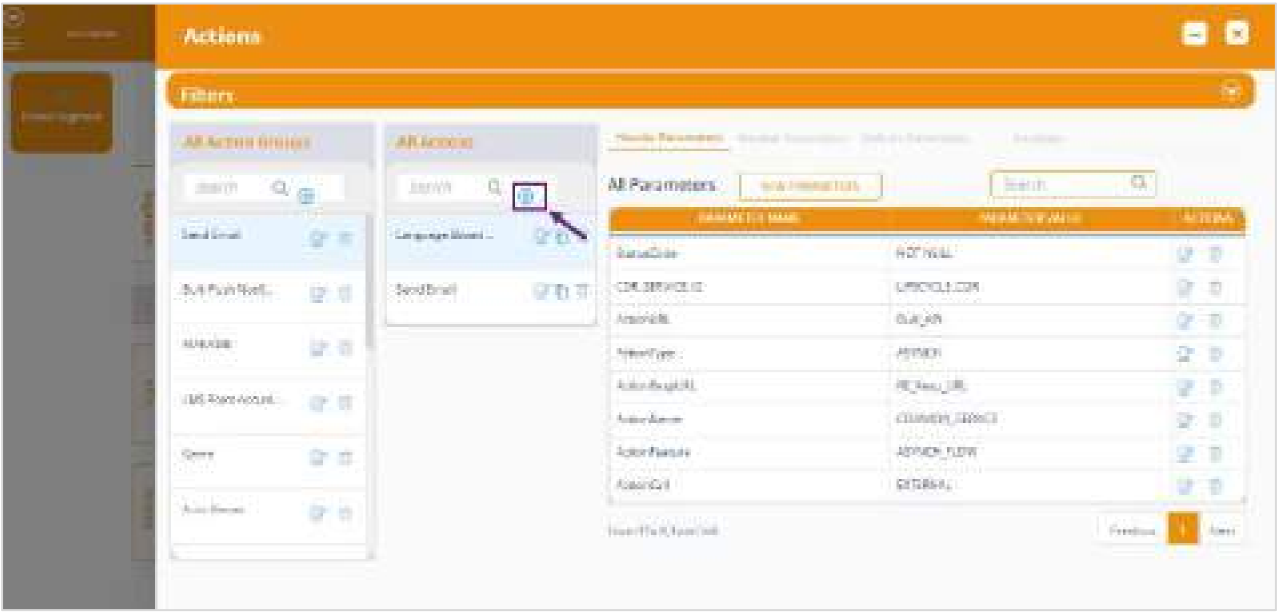


Figure 119 Segment – Action

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

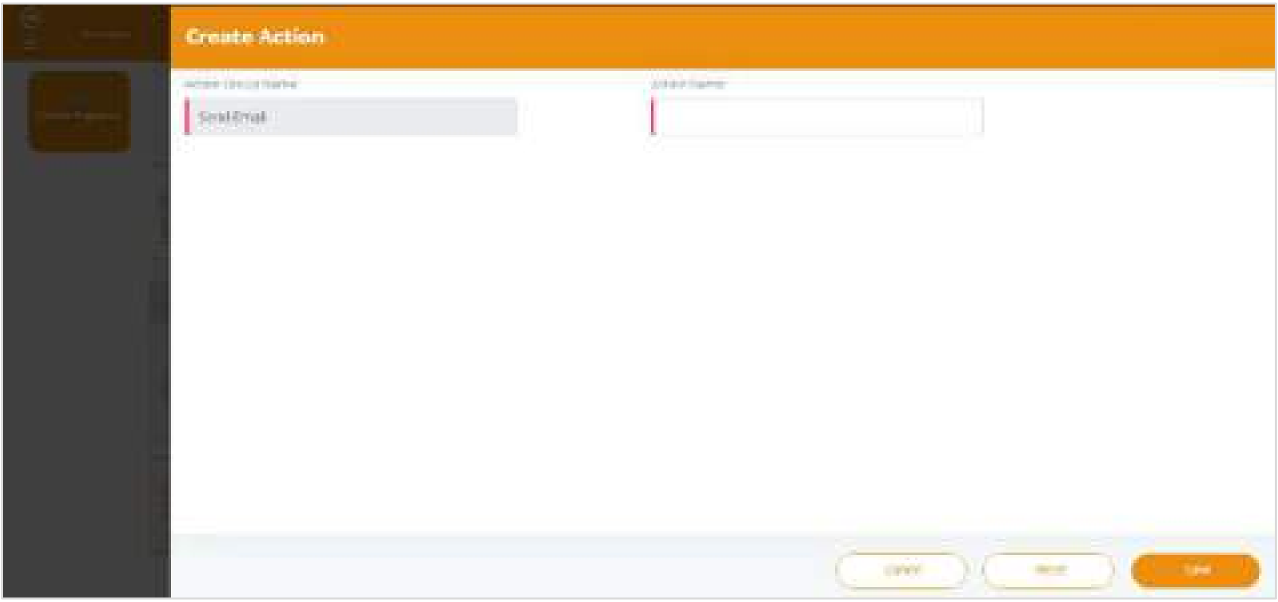


Figure 120 Create Action Input Screen

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.

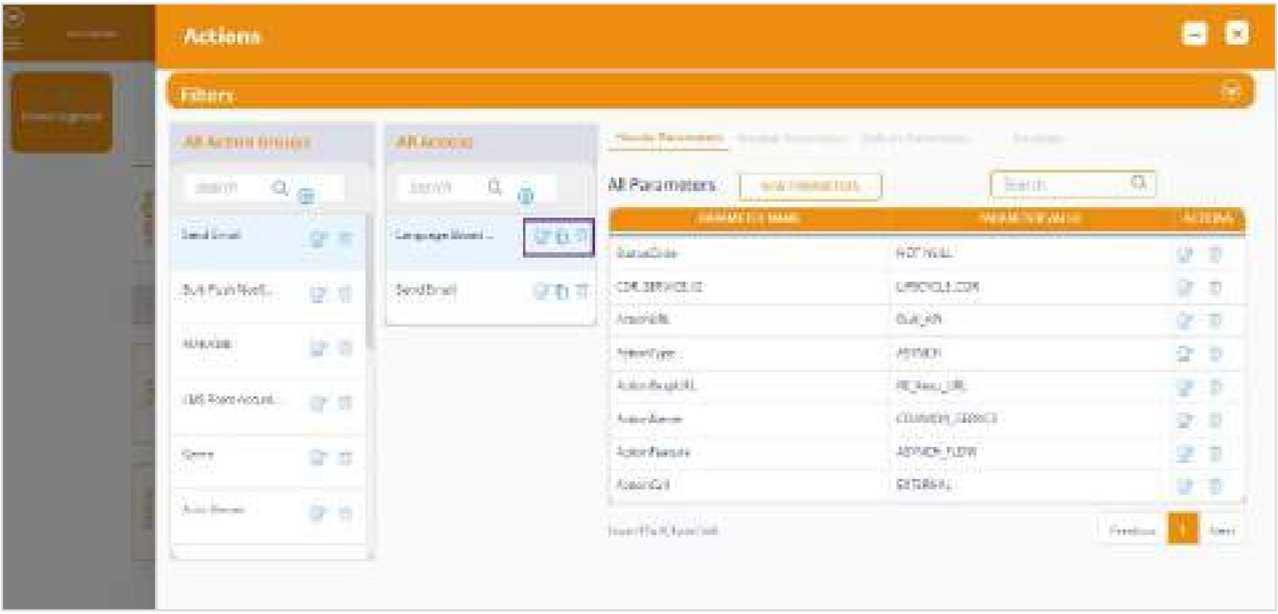


Figure 121 Segment – Modify, Copy, and Delete Operations

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.

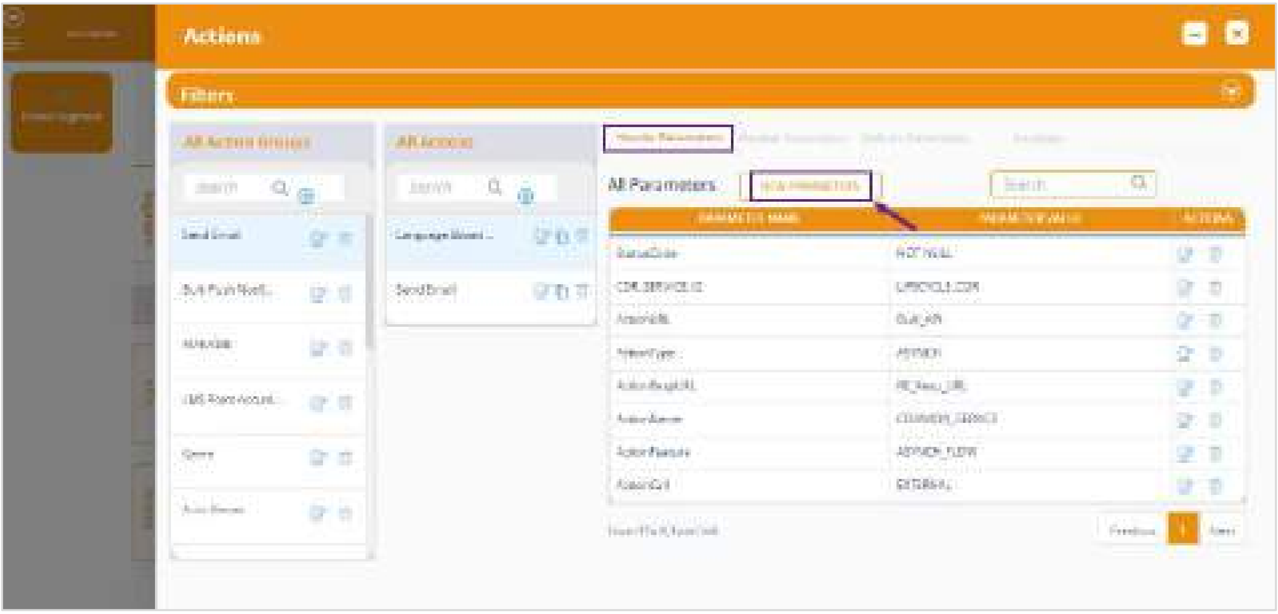


Figure 122 Action Group – New Parameters

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

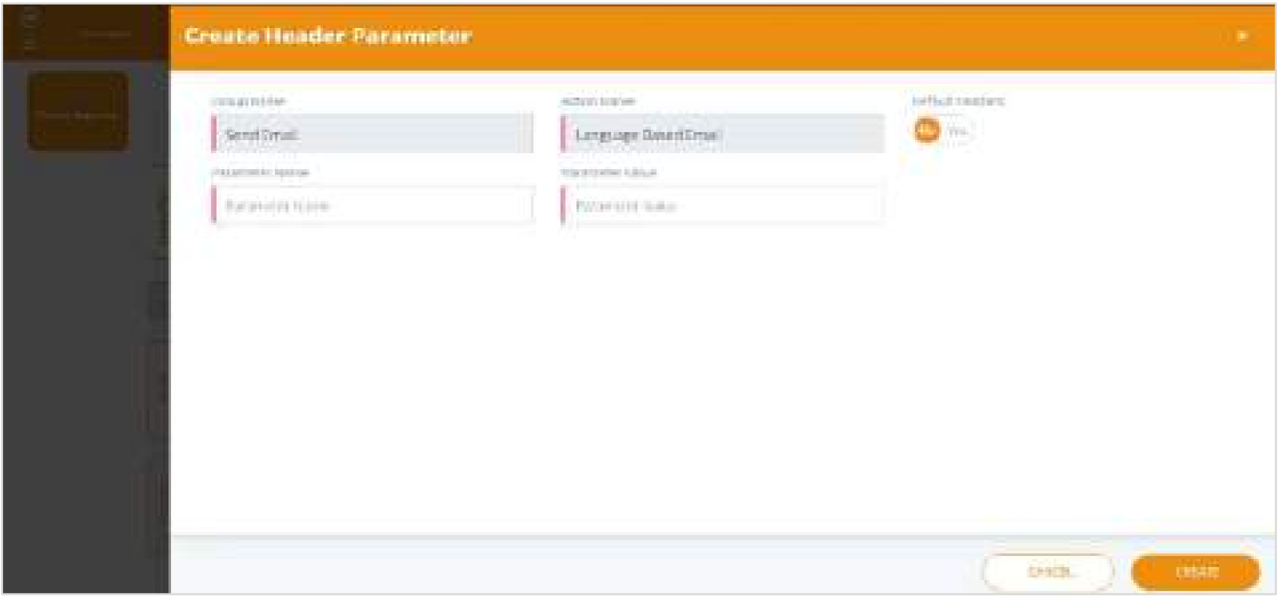


Figure 123 Create Header Parameter Screen

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

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

<table>
<tr><th>Field</th><th>Description</th></tr>
<tr><td>Default Header</td><td>Click the Default Headers option button to “Yes” and enable the default parameters.
For example, if default Headers for “Online Action” are selected, the following screen will be displayed.

</td></tr>
<tr><td>Parameter Name</td><td>Enter the name of the parameter.
Note: This field is editable if Default Headers is turned to “No”.</td></tr>
<tr><td>Parameter Value</td><td>Enter the value of the parameter.
Note: This field is editable if Default Headers is turned to “No”.</td></tr>
</table>

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.

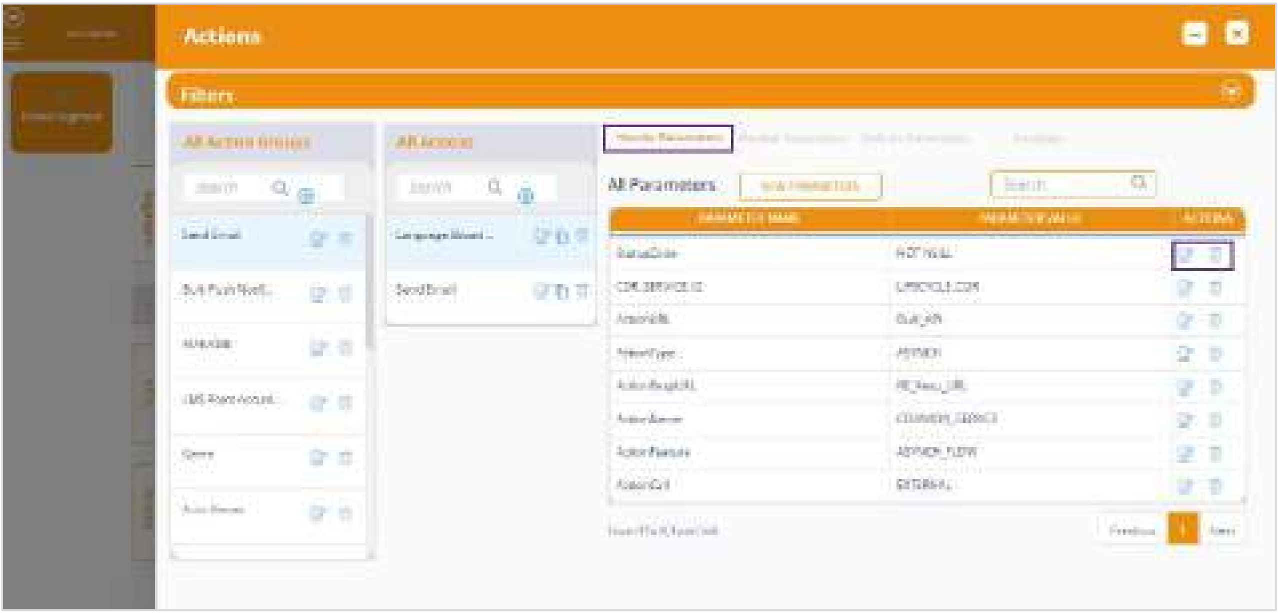


Figure 124 Actions – Modify and Delete Button

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.

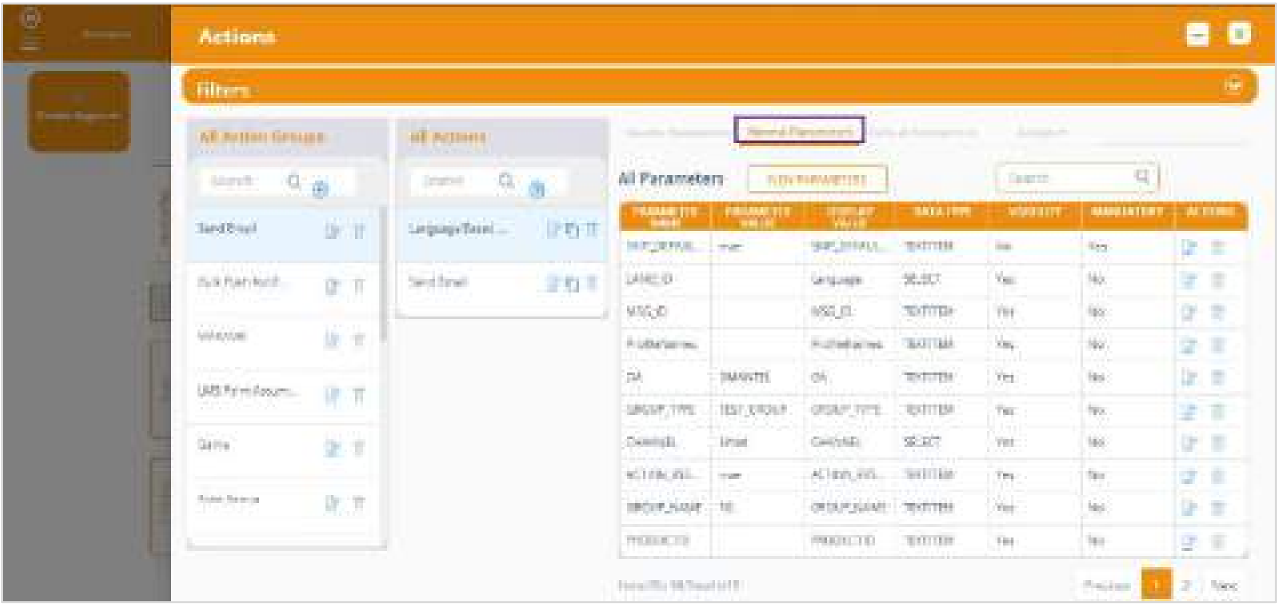


Figure 125 Actions – Normal Parameters

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

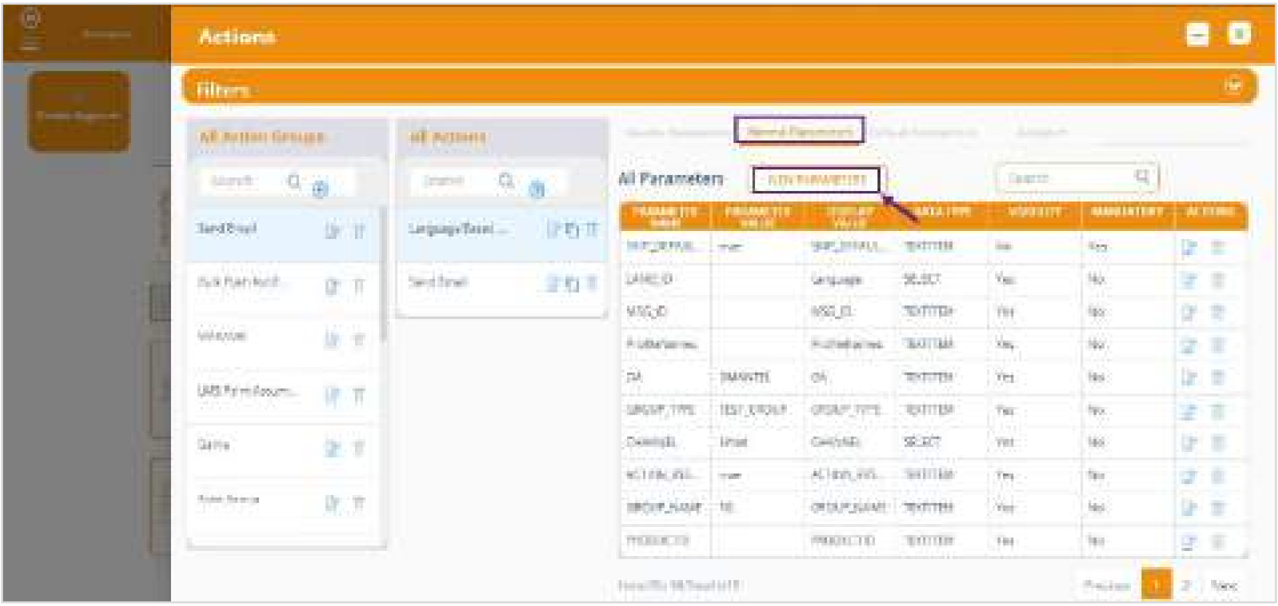


Figure 126 Action– Normal Parameters (New Parameters)

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

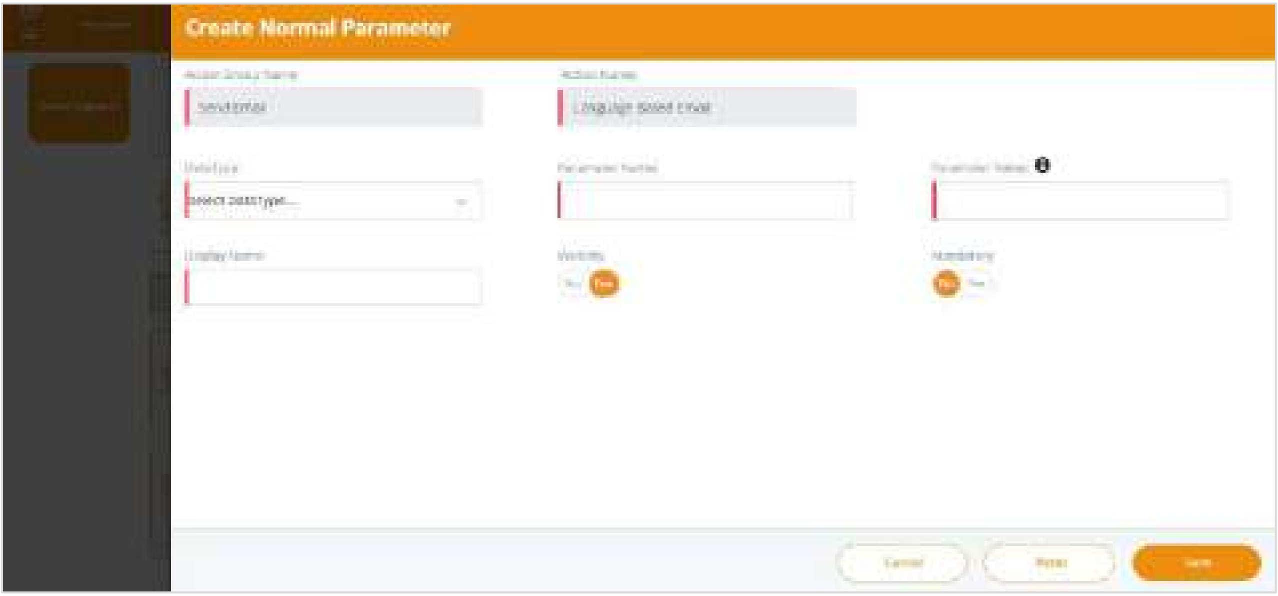


Figure 127 Create Normal Parameter Screen

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.

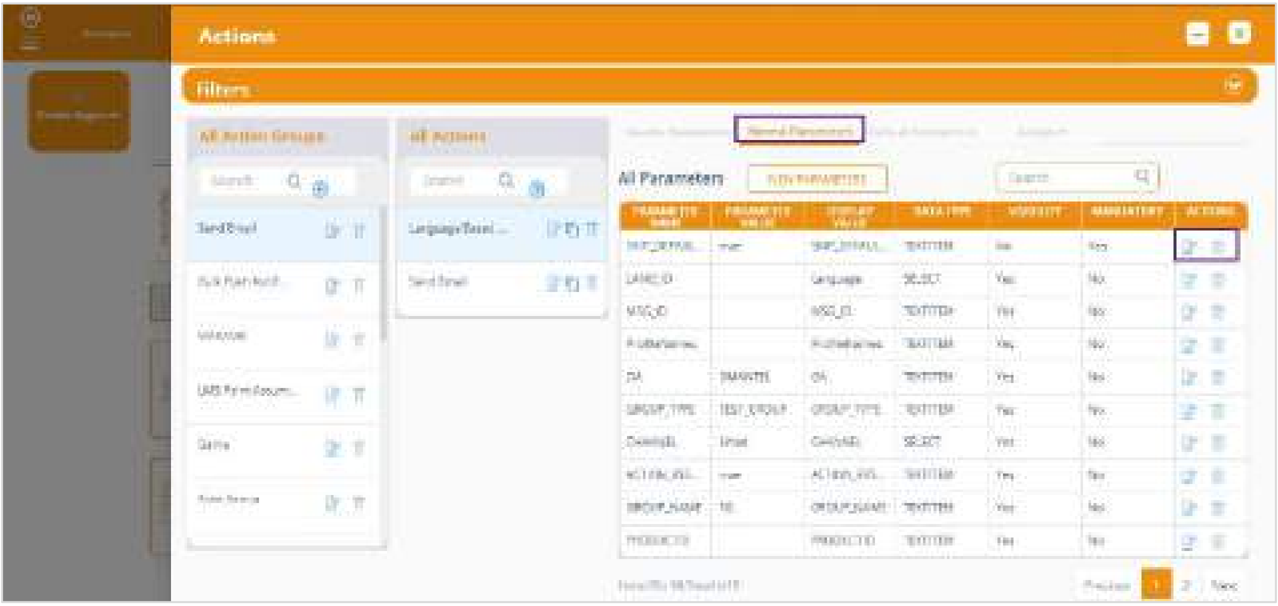


Figure 128 Actions – Modify and Delete Operations

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.

1. 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.

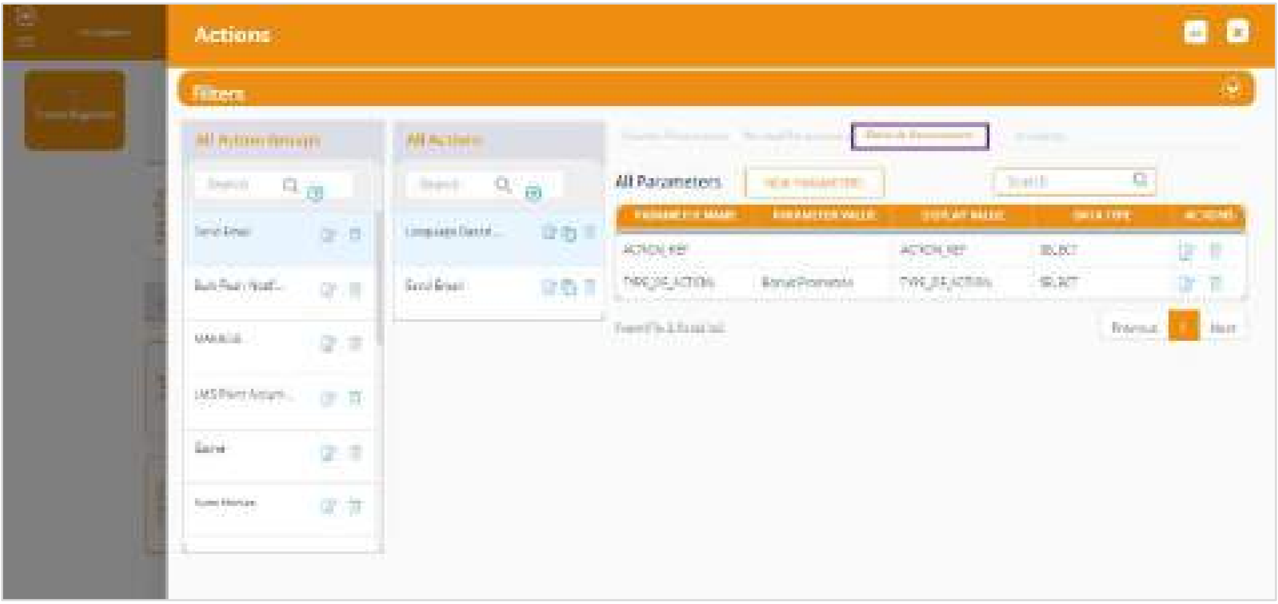


Figure 129 Actions – Default Parameters (Input Screen)

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

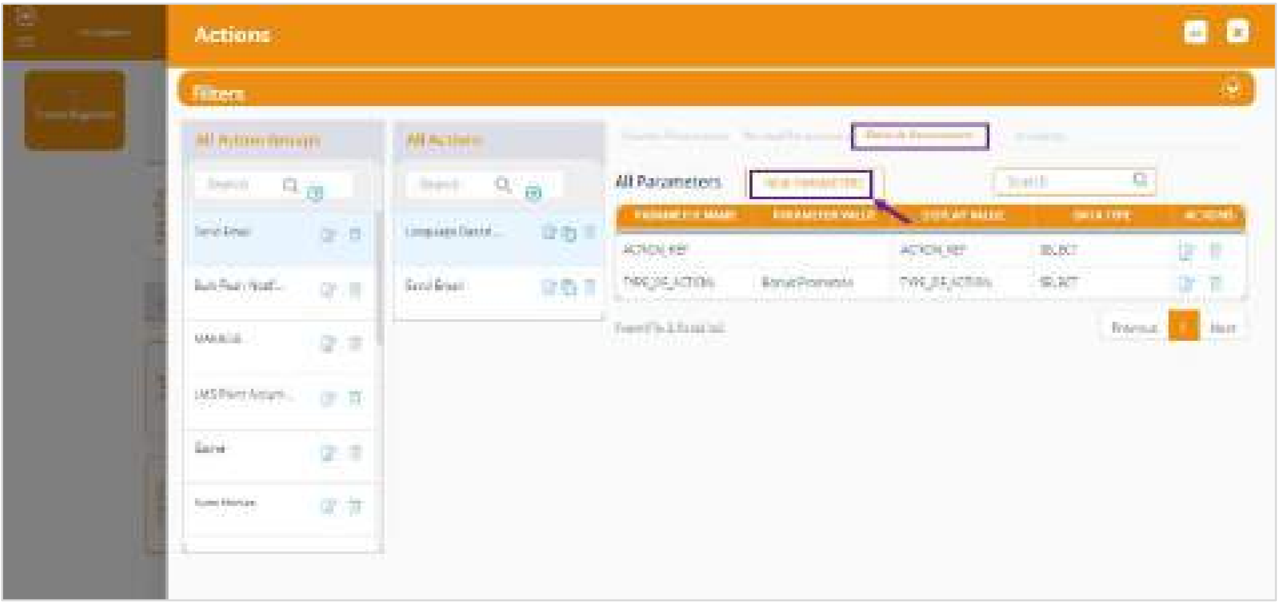


Figure 130 Action– Default Parameters (New Parameters)

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

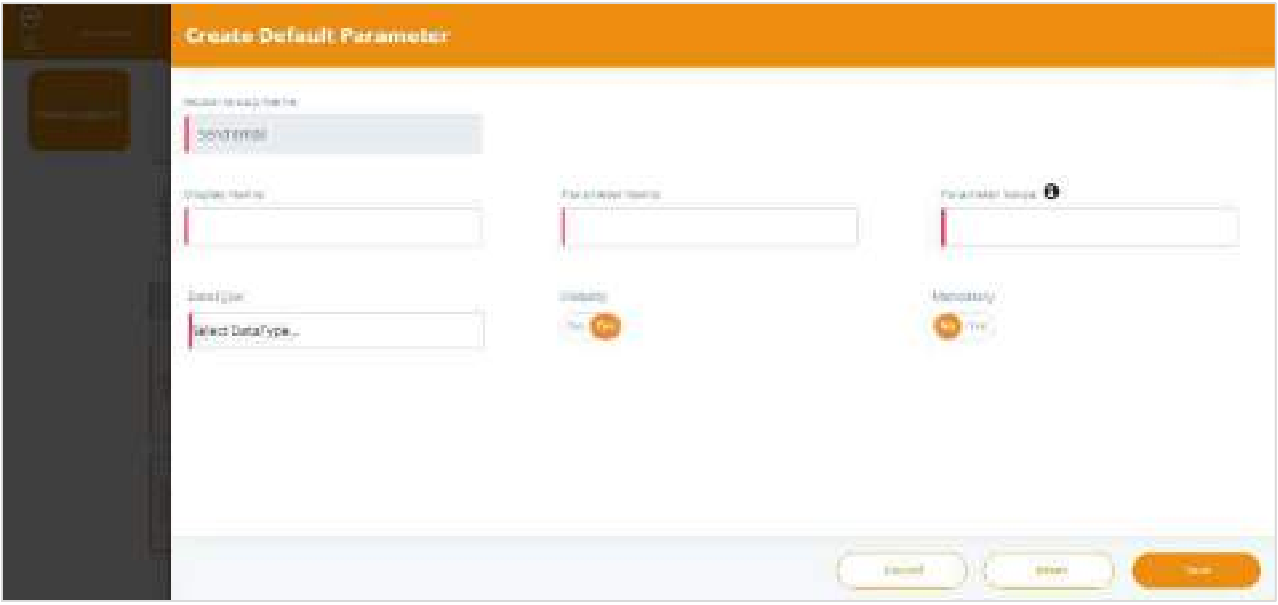


Figure 131 Create Default Parameter Screen

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.
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.

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

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

8.3.1.1.2.10 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.

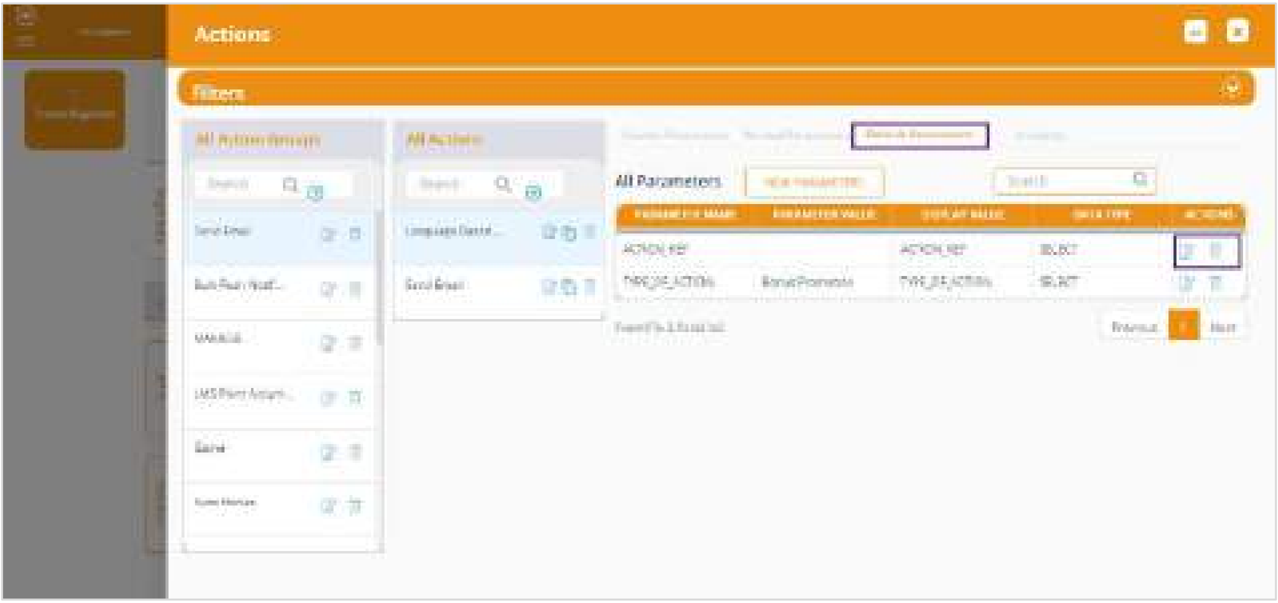


Figure 132 Actions – Default Parameter (Modify and Delete Operations)

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.

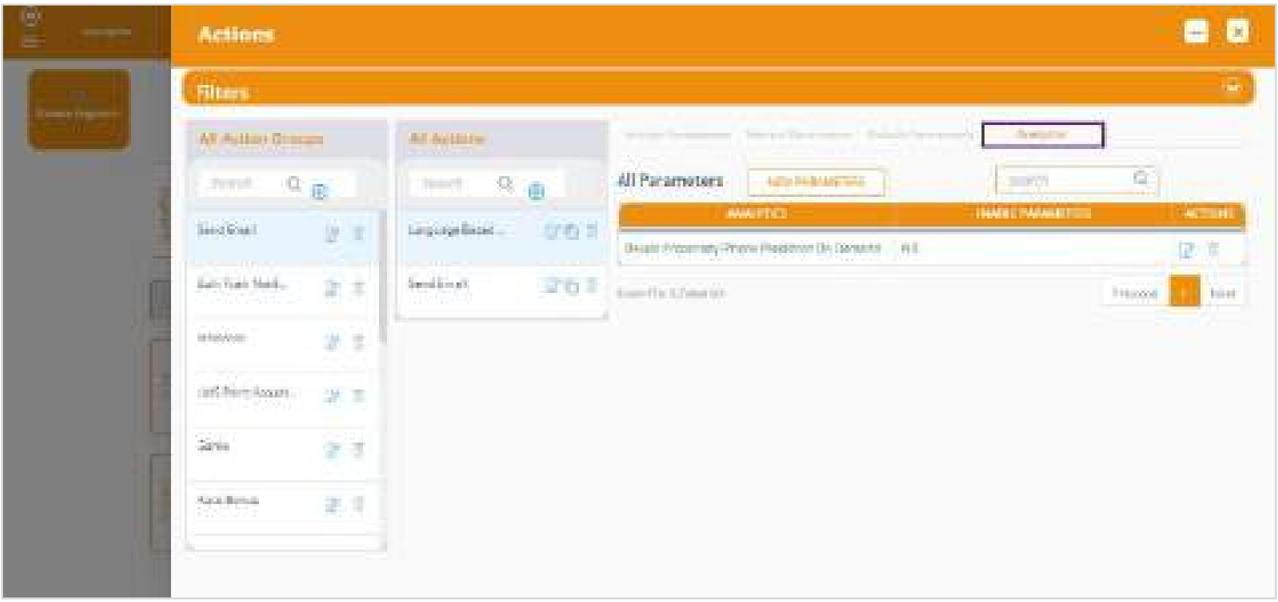


Figure 133 Actions – Analytics

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

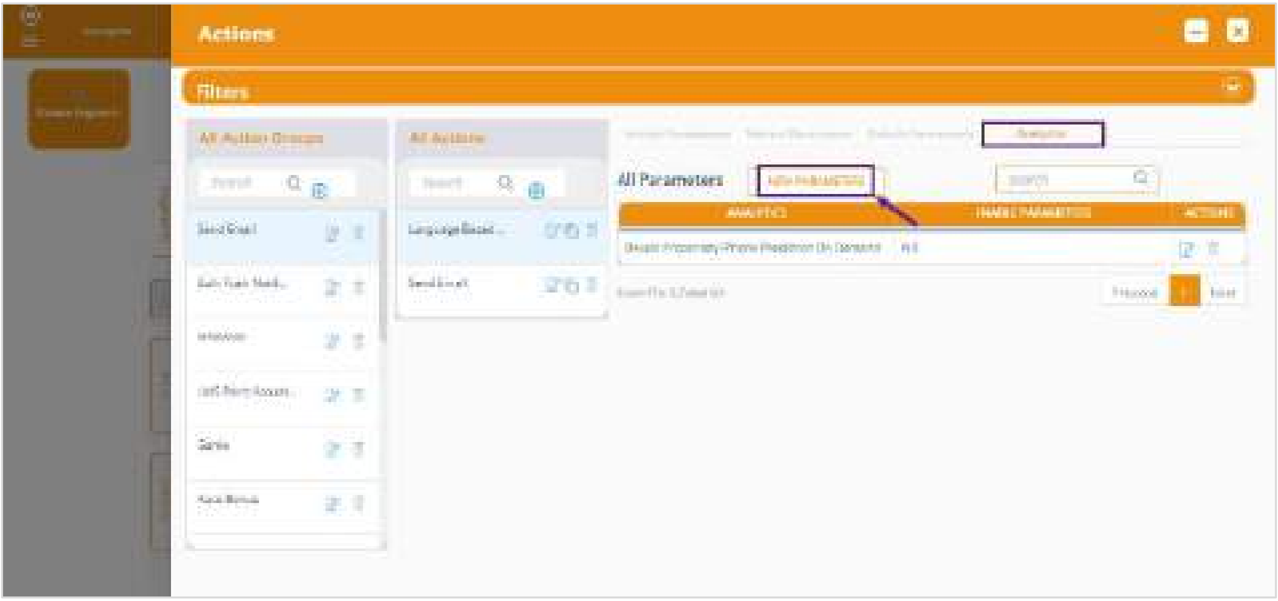


Figure 134 Action– Analytics (New Parameters)

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

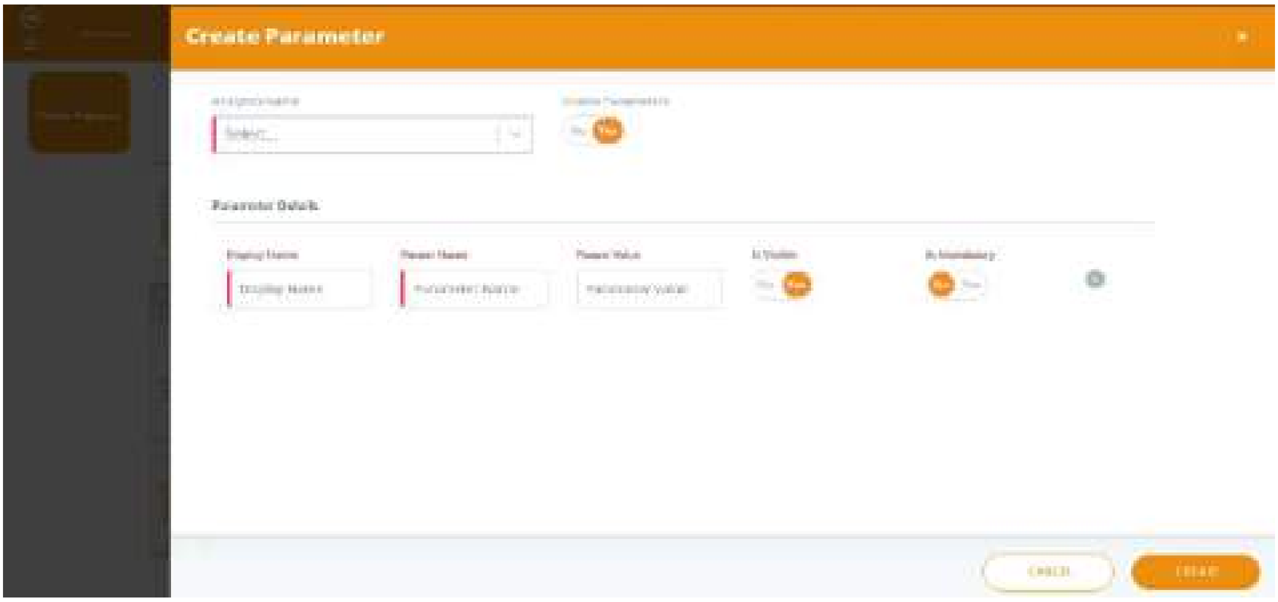


Figure 135 Create Analytics Parameter Screen

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.

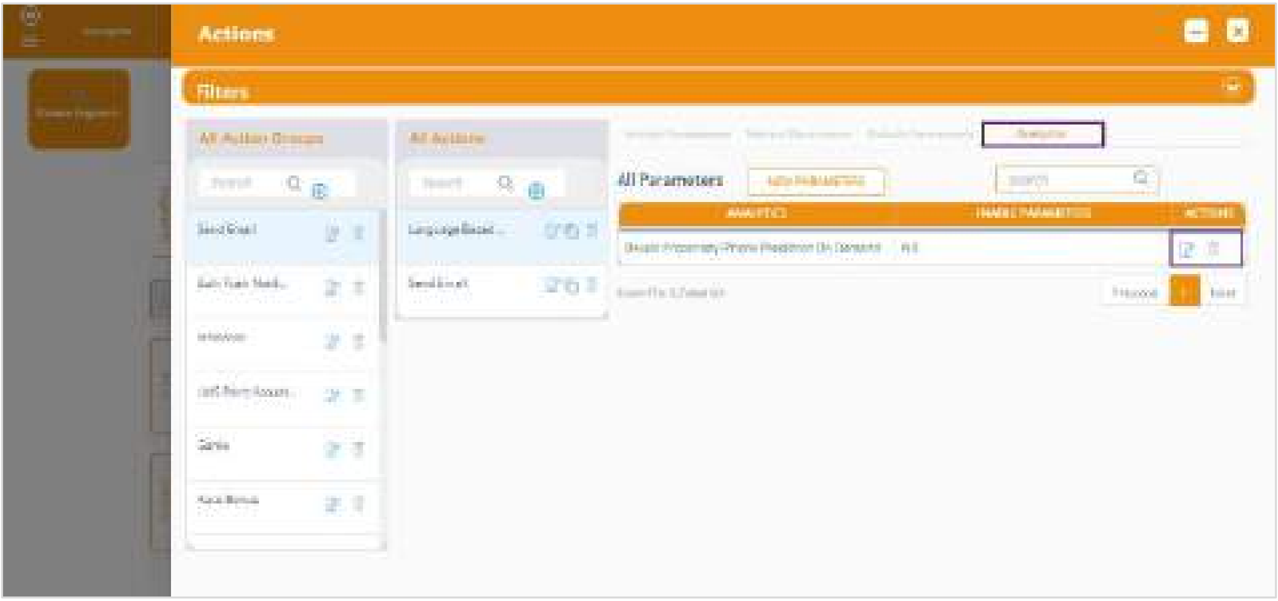


Figure 136 Actions – Analytics (Modify and Delete Operations)

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.

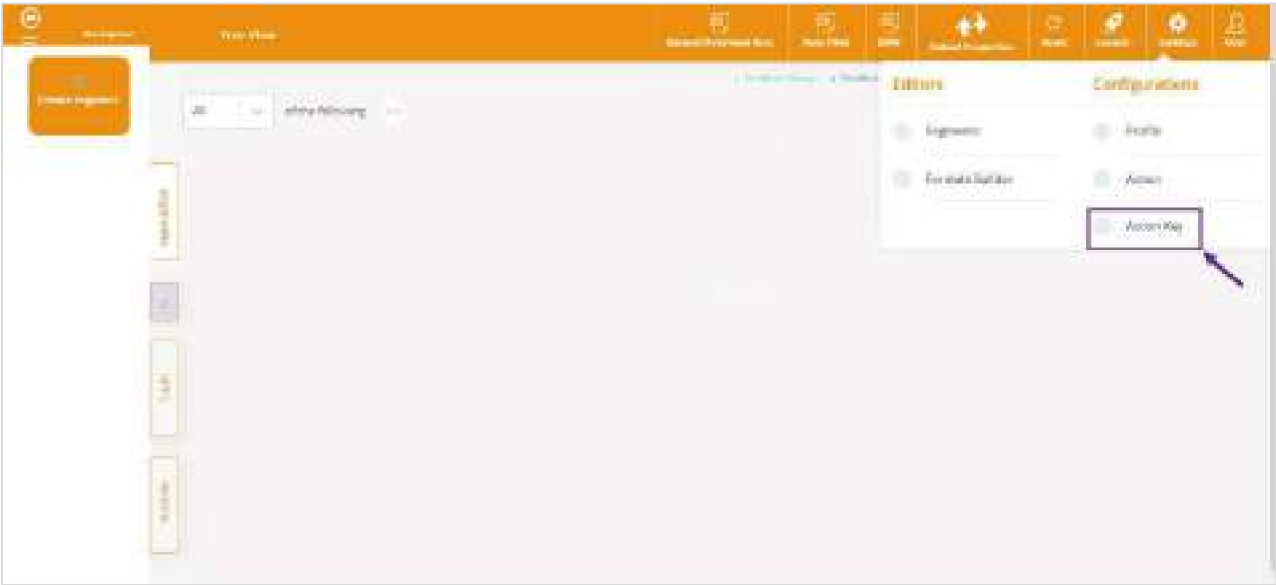


Figure 137 Configurations - Action Key

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

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

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.

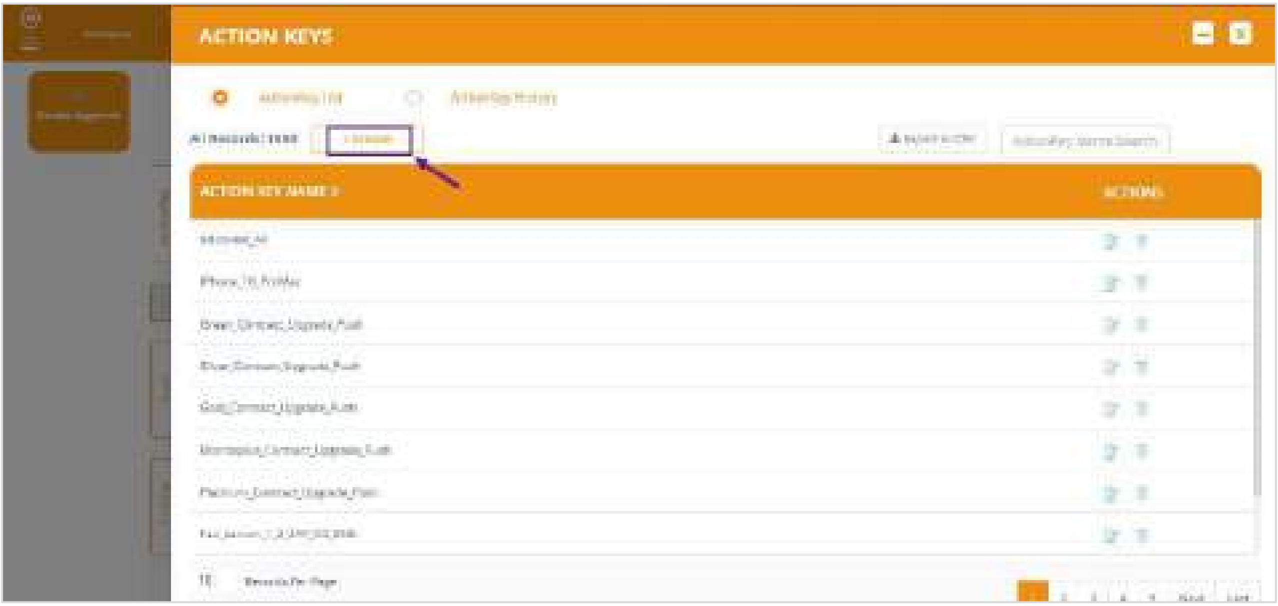


Figure 139 Action Keys - +Create Button

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. • 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.

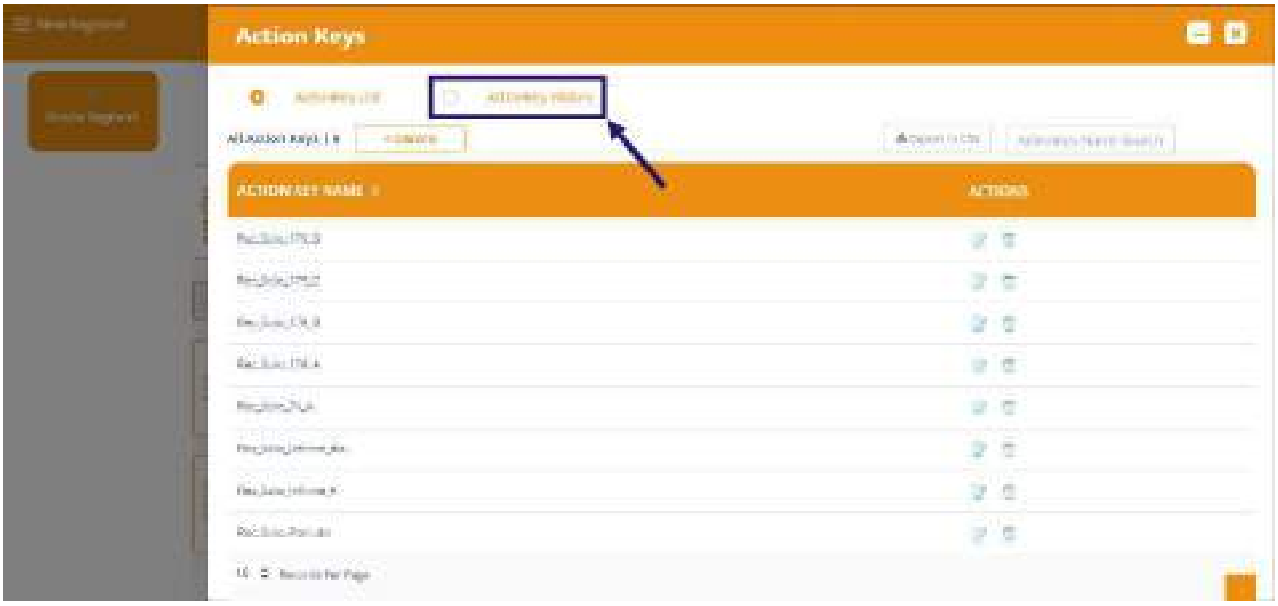


Figure 143 Action Keys – Action Key History

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

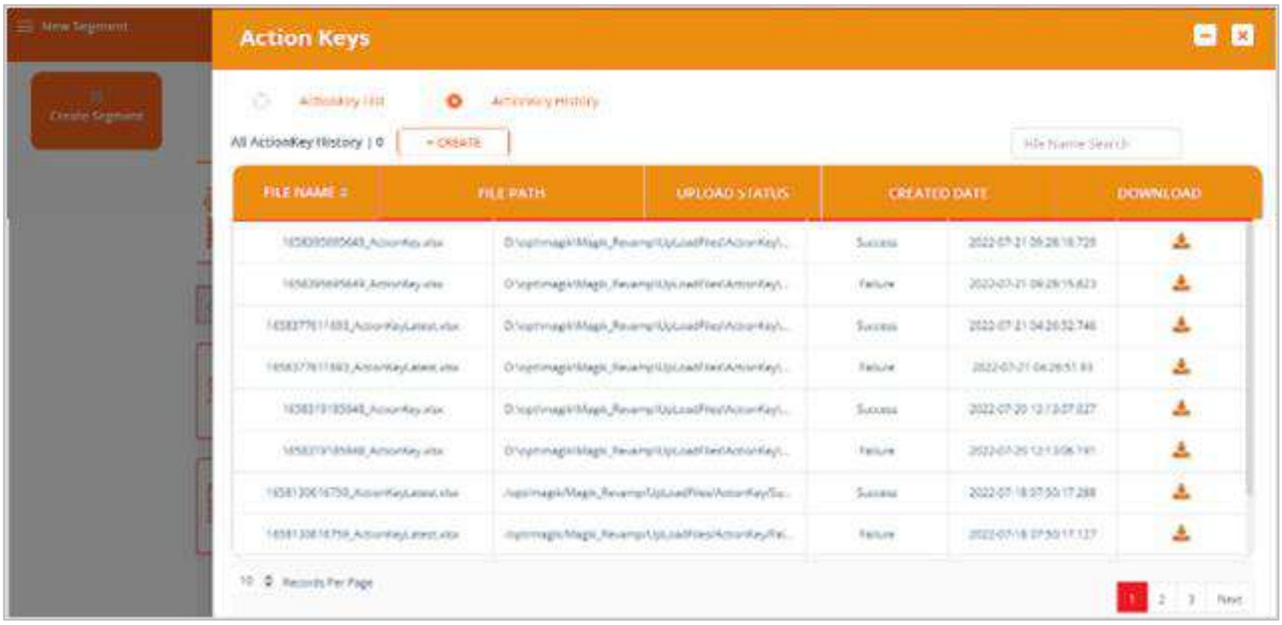


Figure 144 Action Key History

- 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.

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

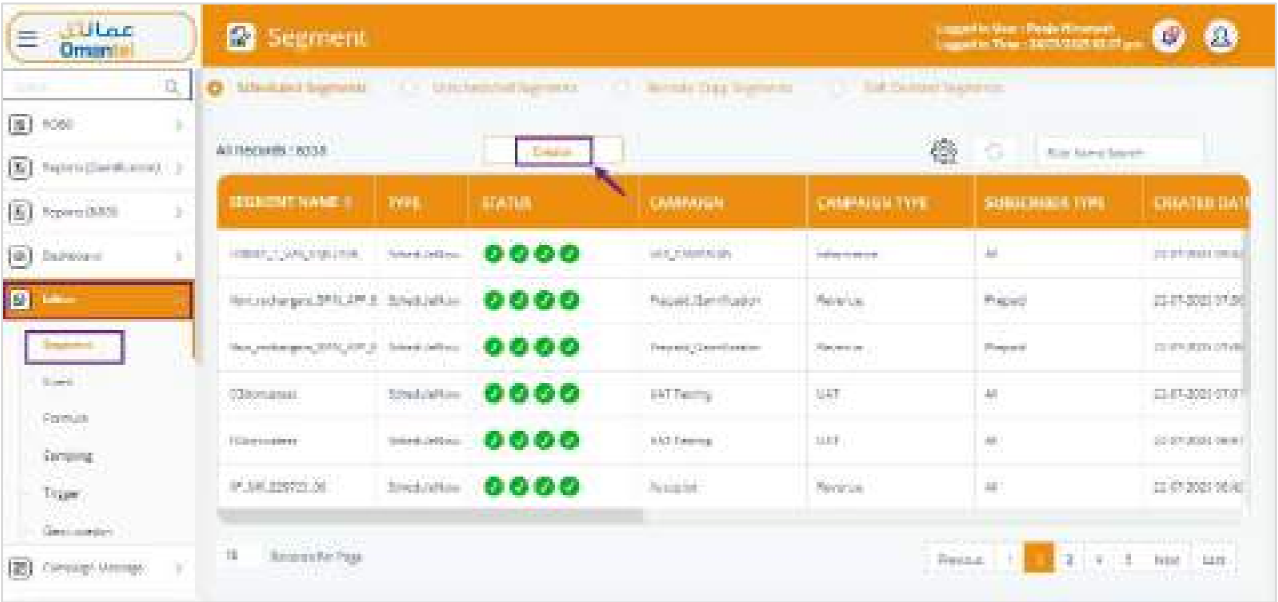


Figure 145 Segment – Create

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

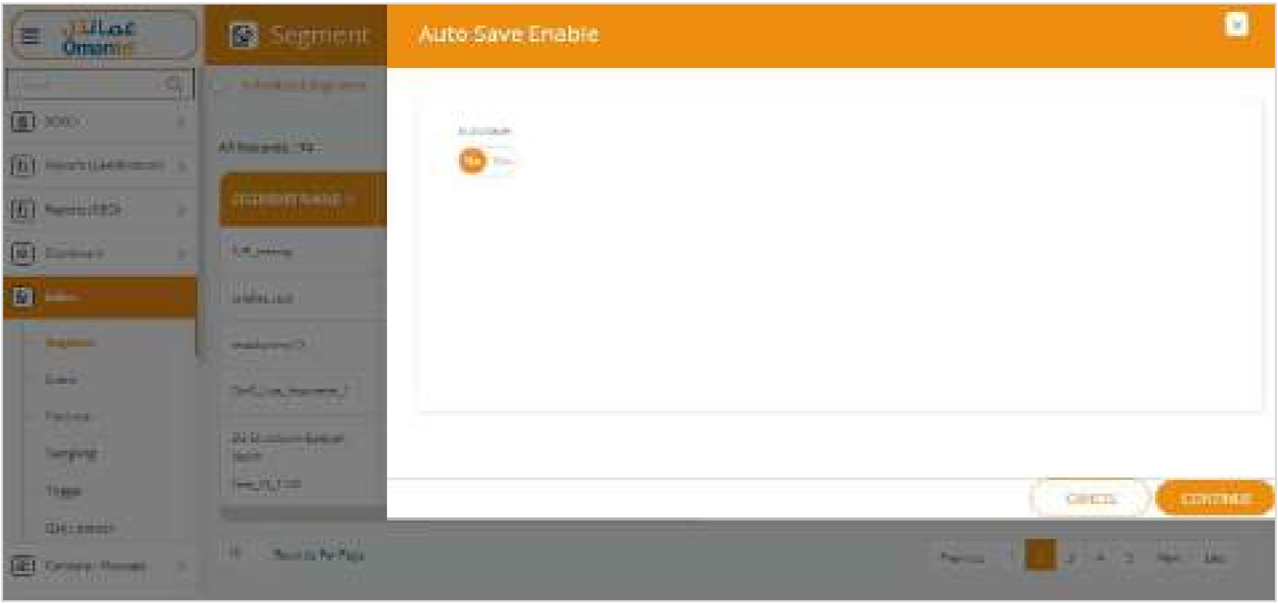


Figure 146 Segment – Auto Save Enable

3. Click the "**Auto Save**" to "**Yes**" to save the segments. The following screen will be displayed.

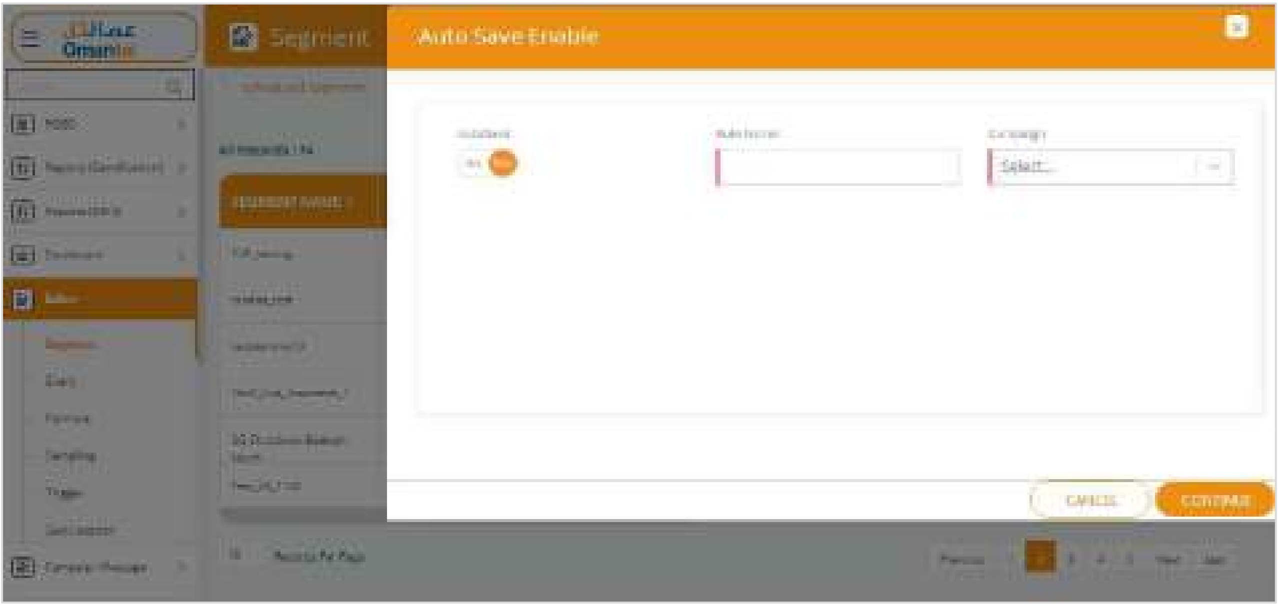


Figure 147 Auto Save Enable – Input Fields

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.

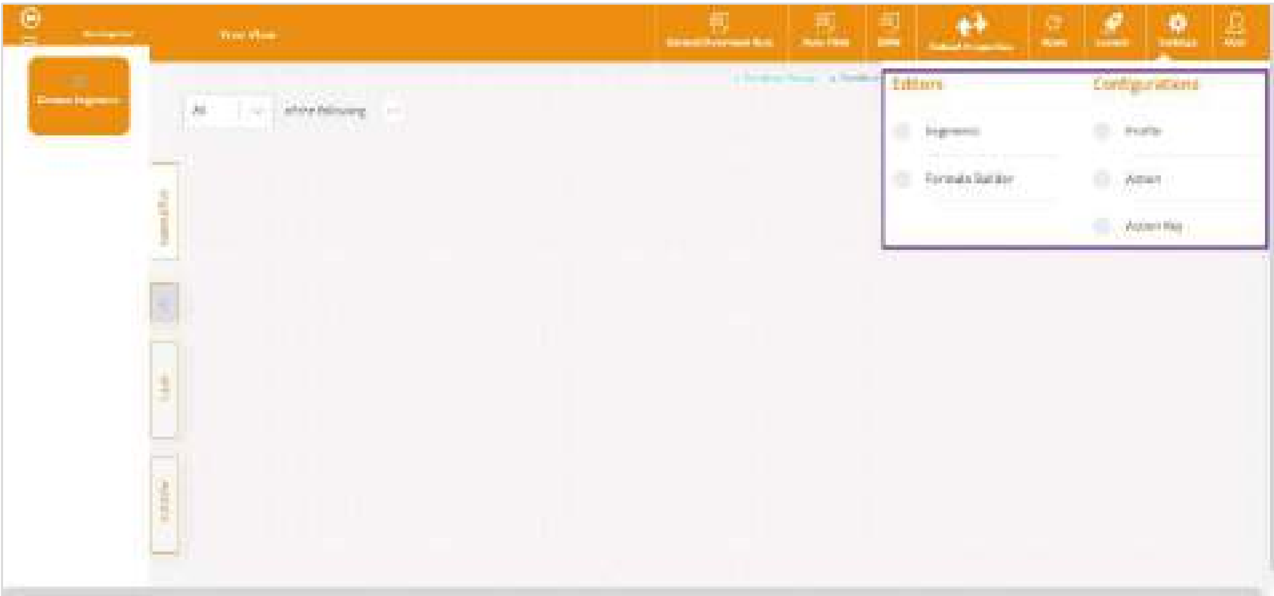


Figure 149 New Segments - Settings

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

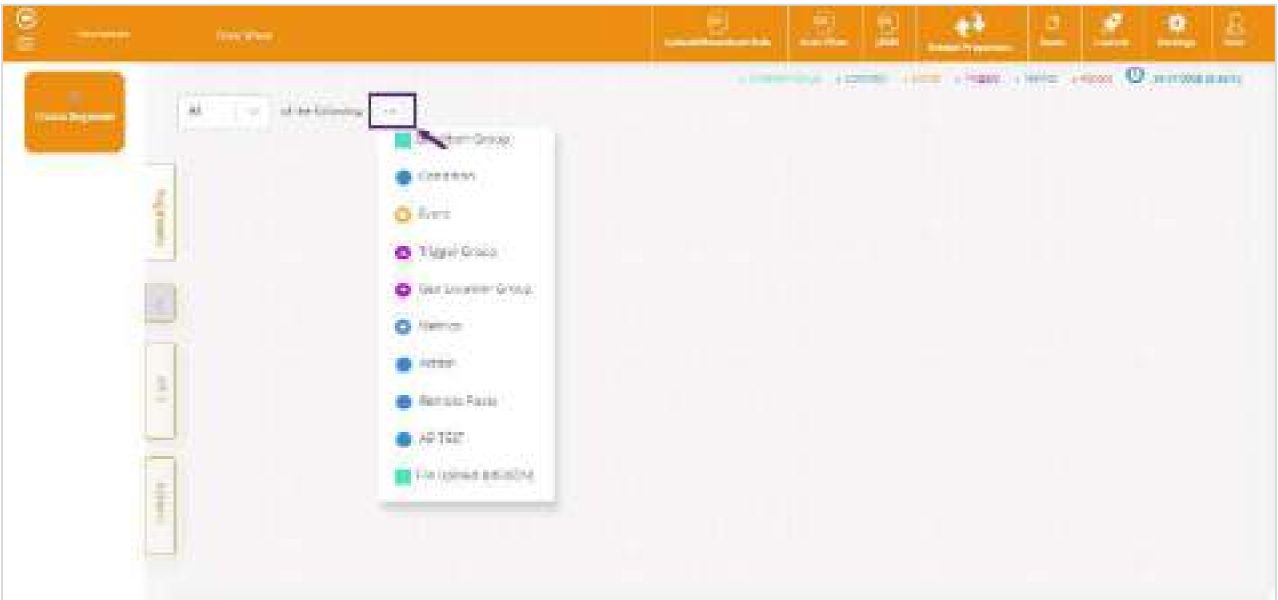


Figure 150 New Segment - Condition

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.

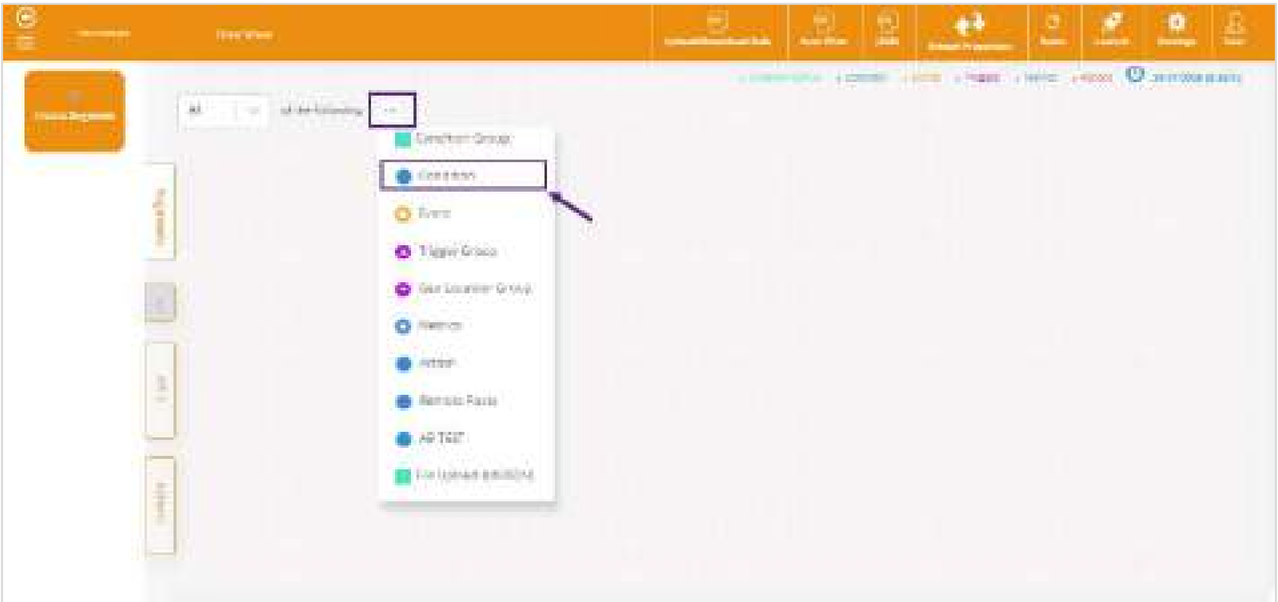


Figure 151 New Segment - Condition

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

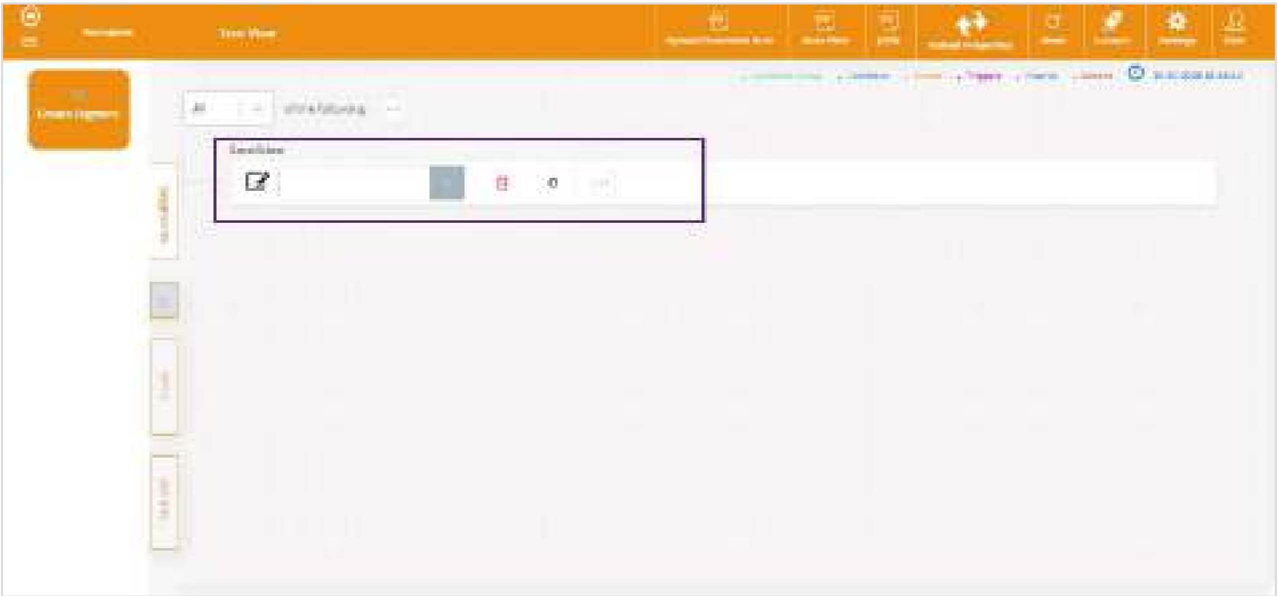


Figure 152 New Segment – Condition Input Screen

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.

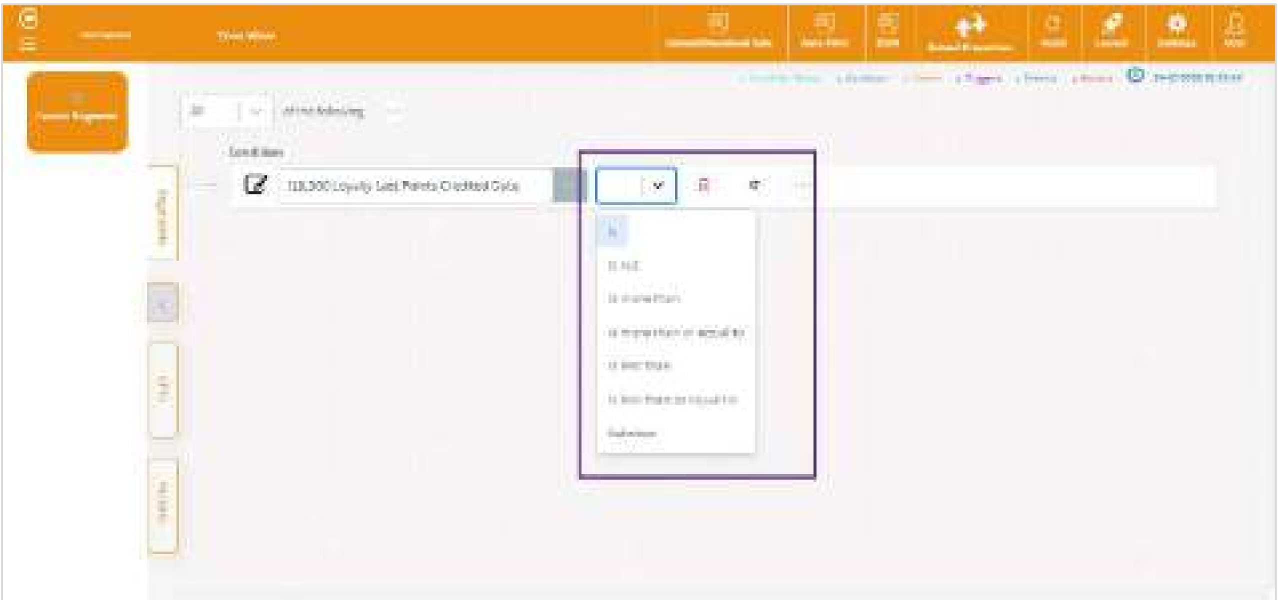


Figure 153 Segment – Conditions (Search Options)

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.

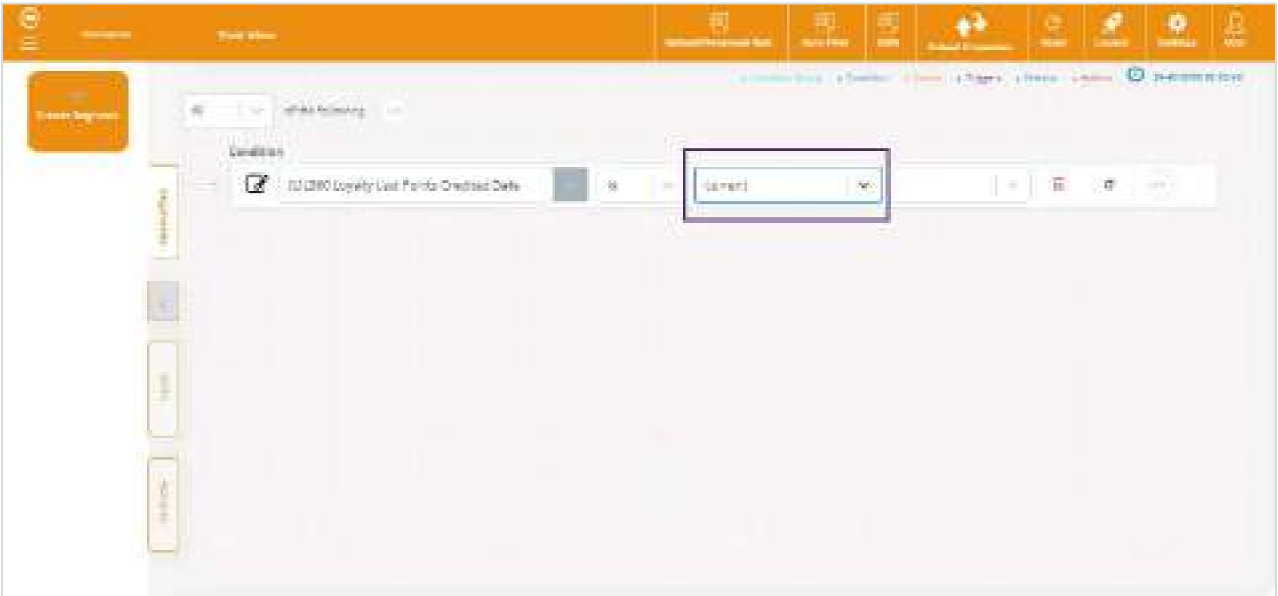


Figure 154 Condition – Value

- 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.

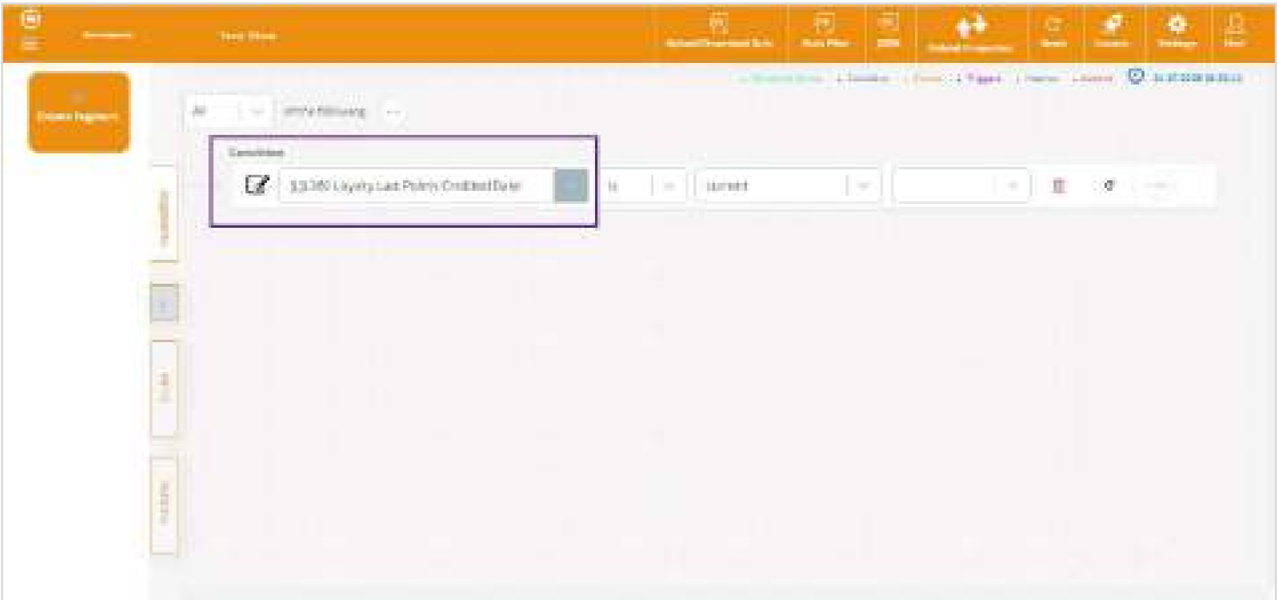


Figure 155 Modify Condition Details

8.3.1.4.1.1 Action

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

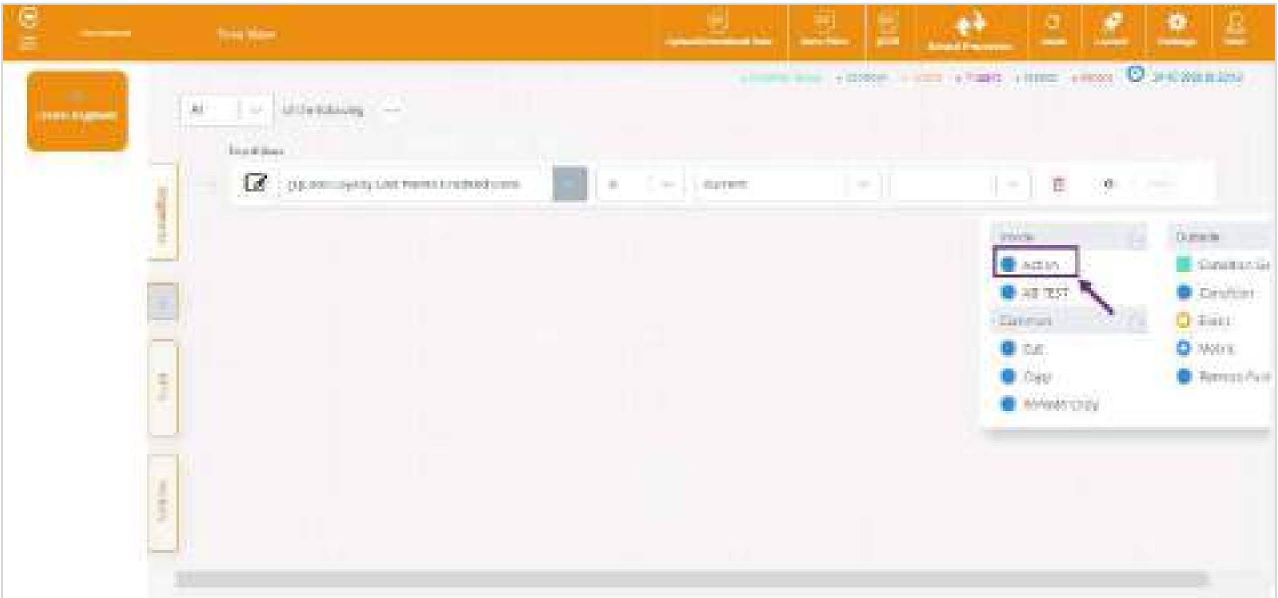


Figure 156 Segment – Condition (Action)

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

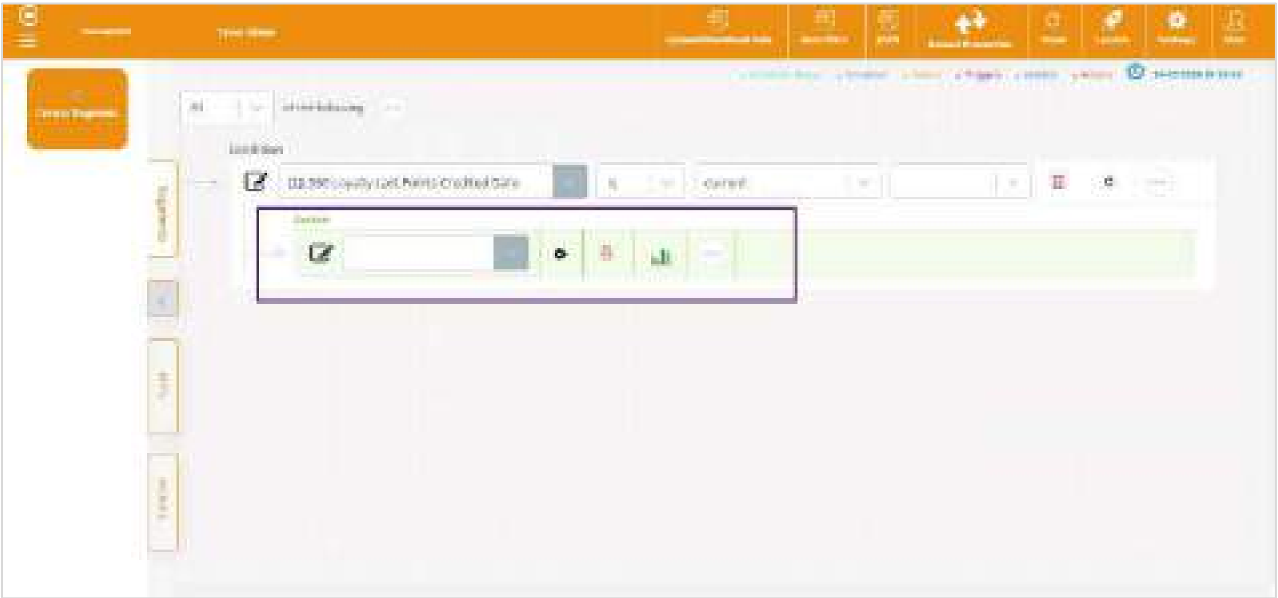


Figure 157 New Segment – Action Input Detail Screen

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

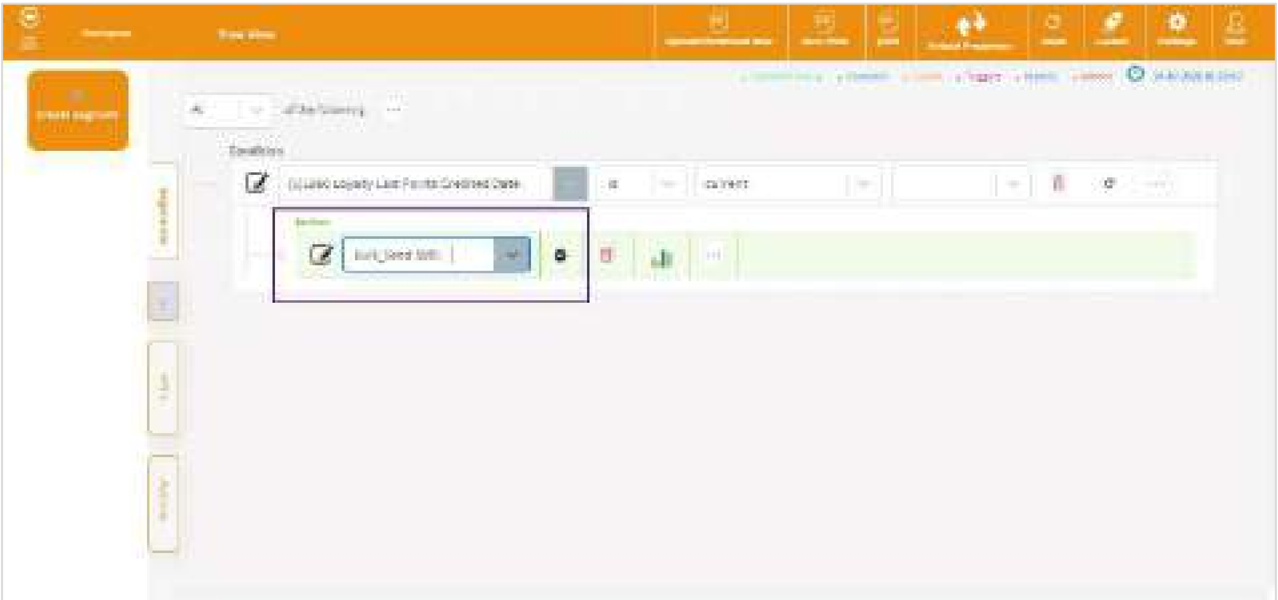


Figure 158 Condition – Action Input Values

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

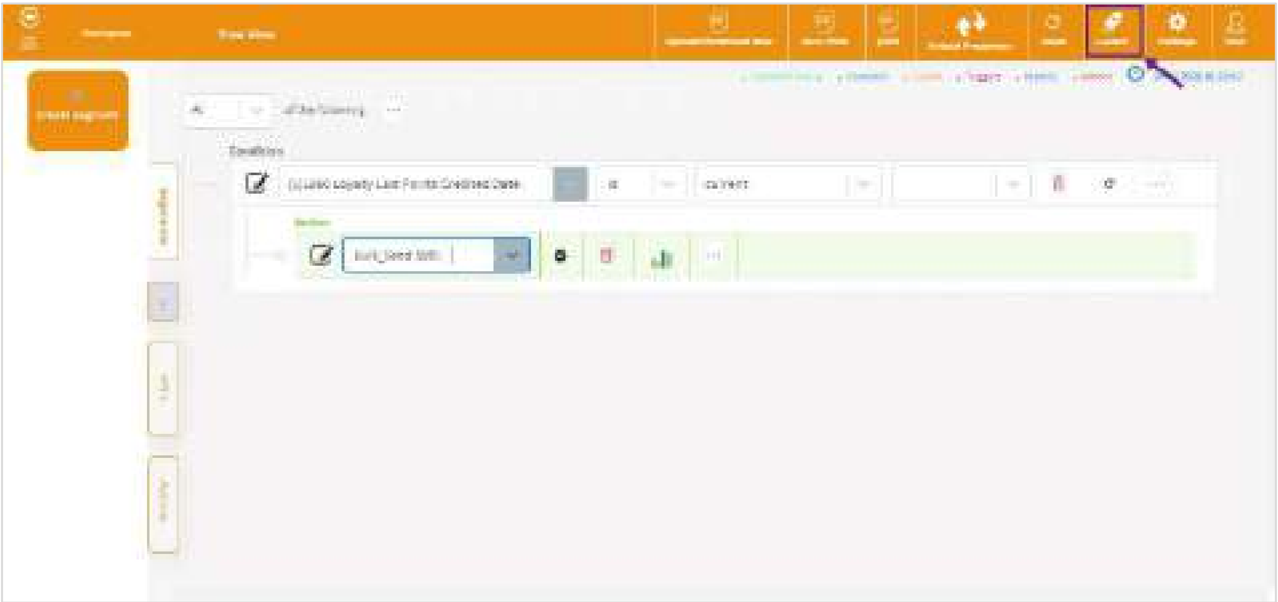


Figure 159 New Segment – Launch Button

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

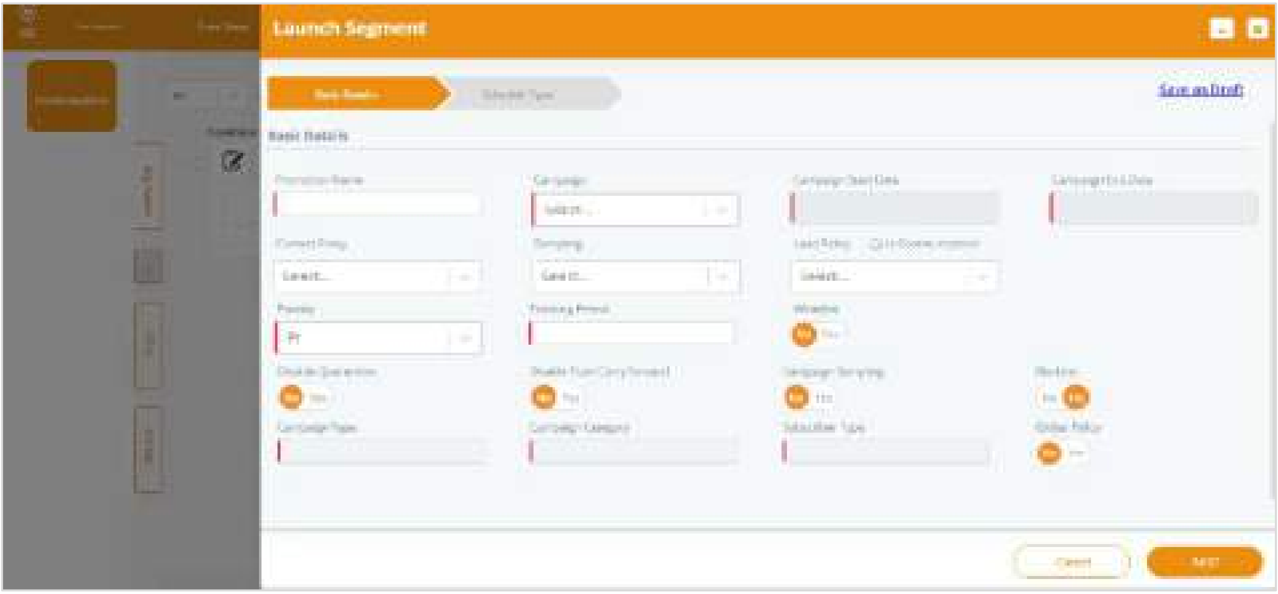


Figure 160 Launch Segment – Input Screen

6. 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
	Toggle the button “**No**”. **Note**: For real-time campaigns, the "**Disabled Quarantine**" option should always be enabled.
Global Policy	Toggle the button “**Yes**” to apply the global policies to the campaign. Or Toggle the button “**No**”.

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.

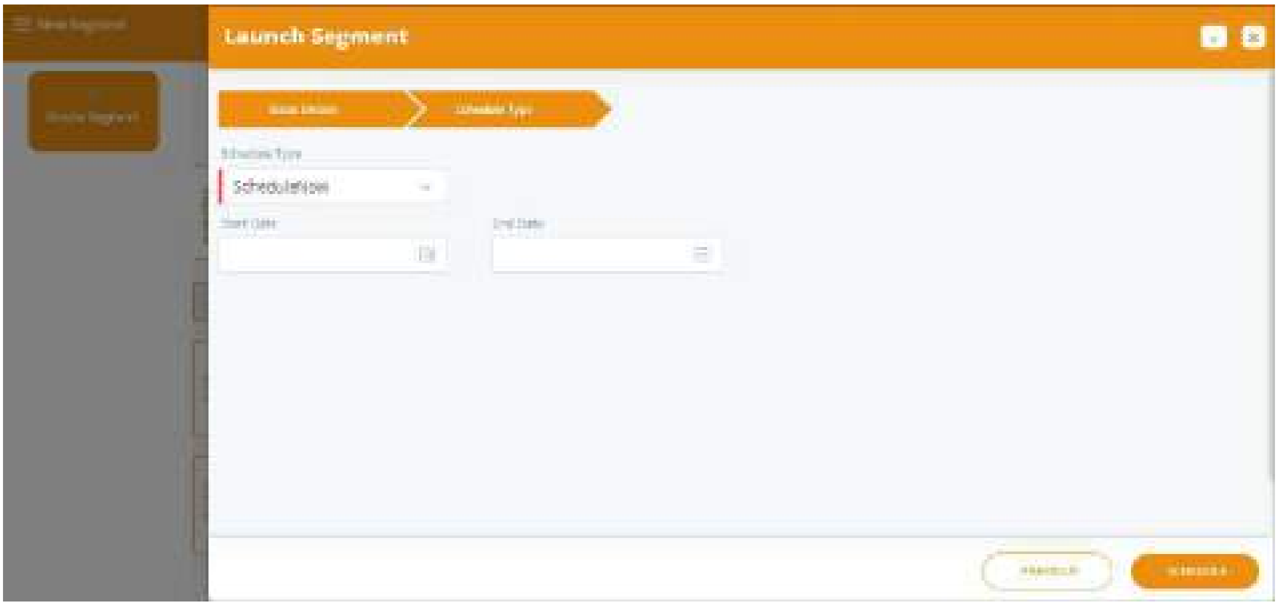


Figure 161 Launch Segment – Schedule Now Type

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

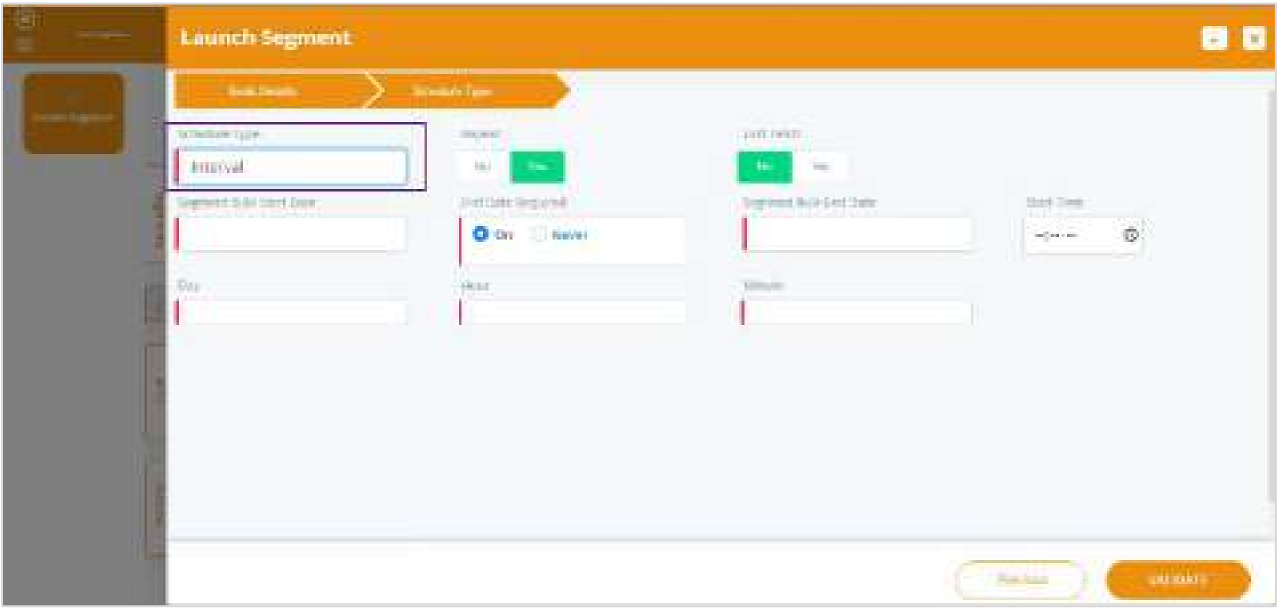


Figure 162 Launch Segment – Schedule Type (Interval)

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

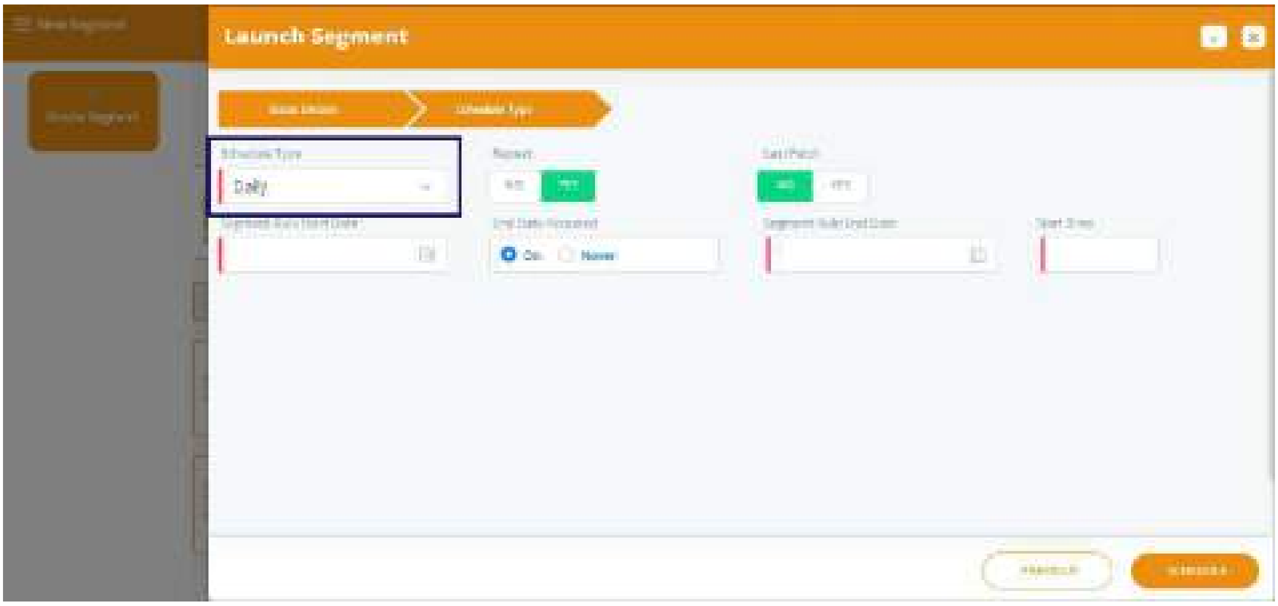


Figure 163 Launch Segment – Schedule Type (Daily)

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

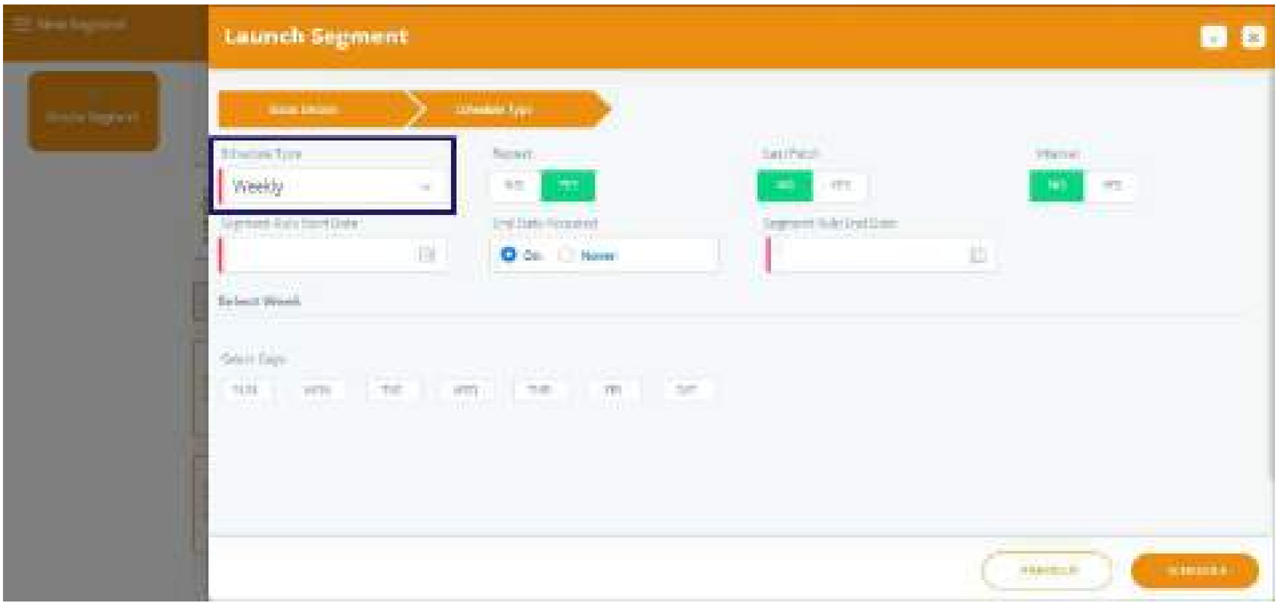


Figure 164 Launch Segment – Schedule Type (Weekly)

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

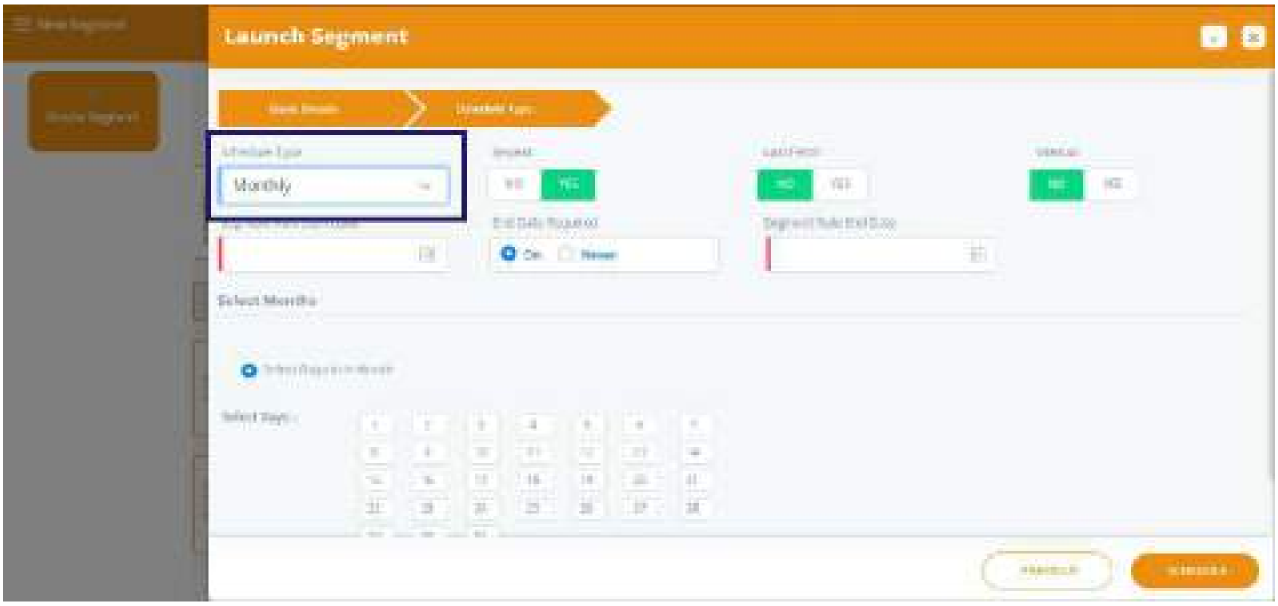
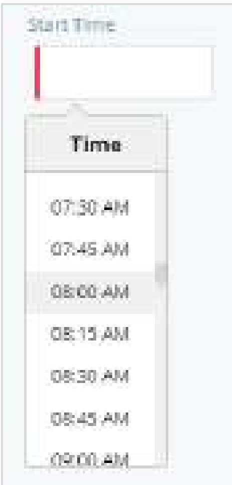
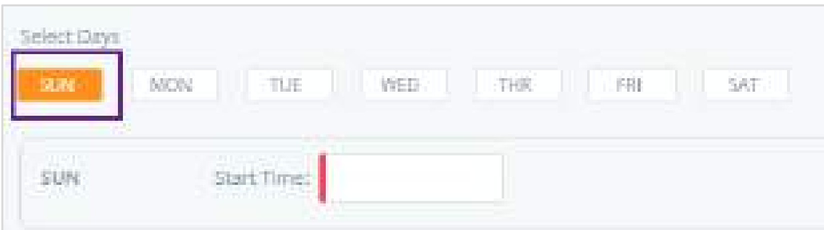
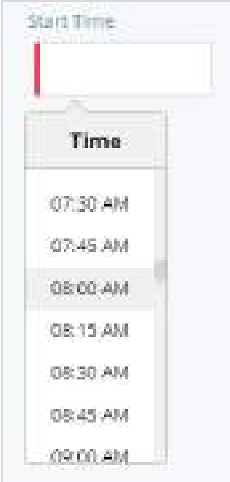


Figure 165 Launch Segment – Schedule Type (Monthly)

8. 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. 
Weekly	
Select Days	Select the Days to schedule the segment. Refer to the following screen. 
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.

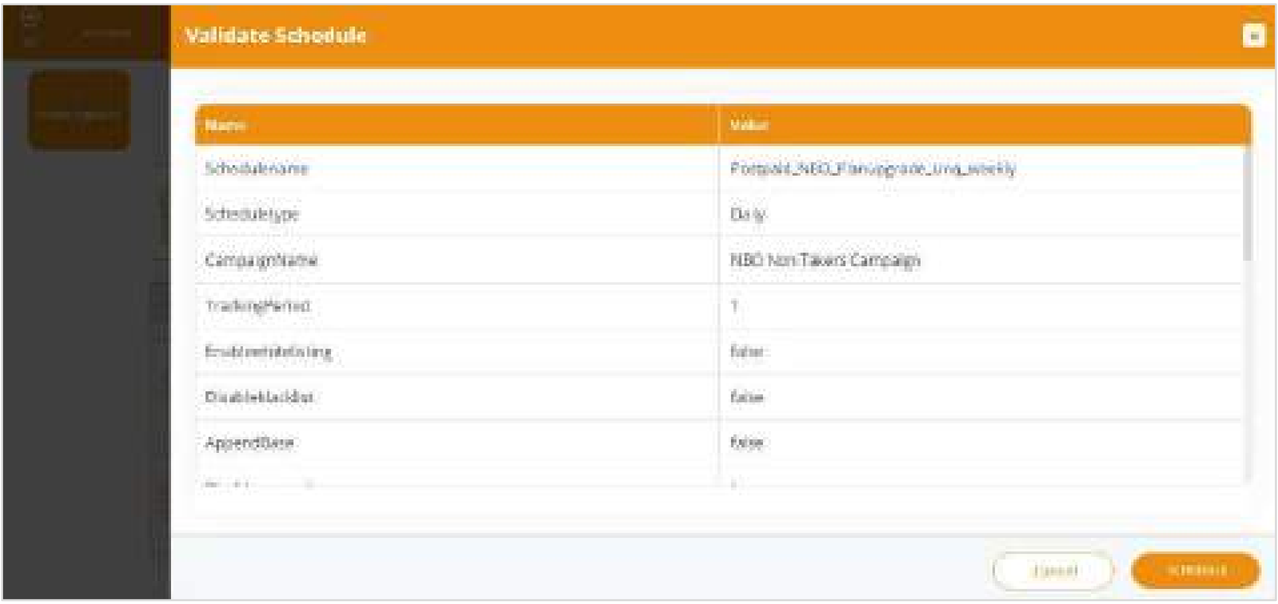


Figure 166 Validate Schedule

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.

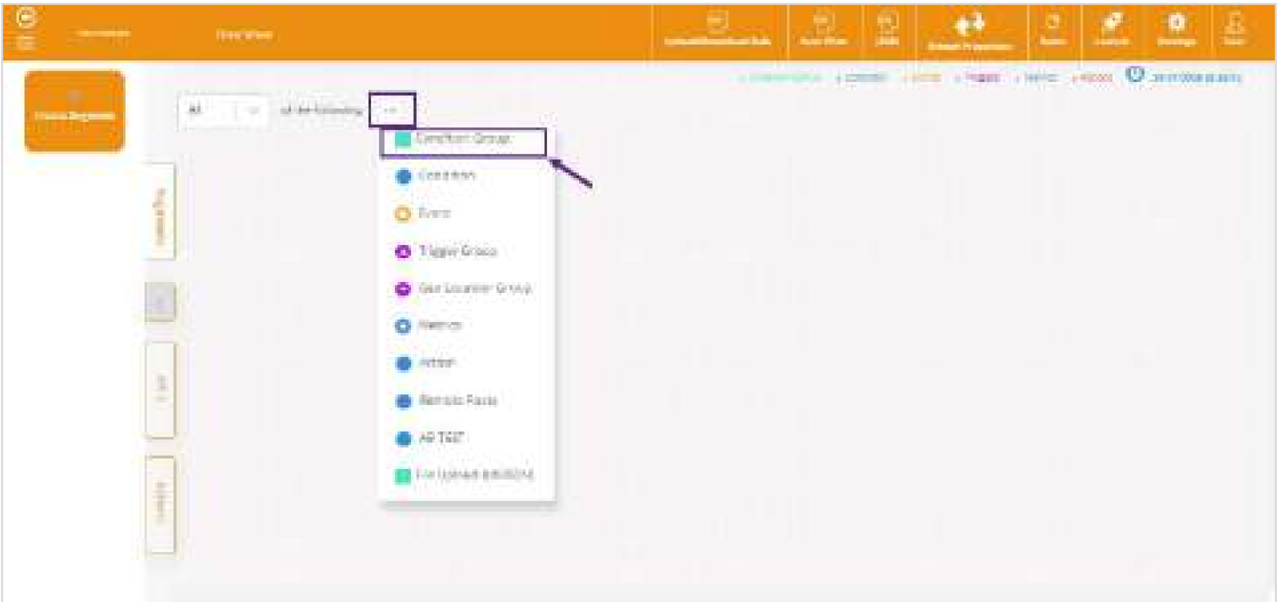


Figure 167 New Segments – Condition Group

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

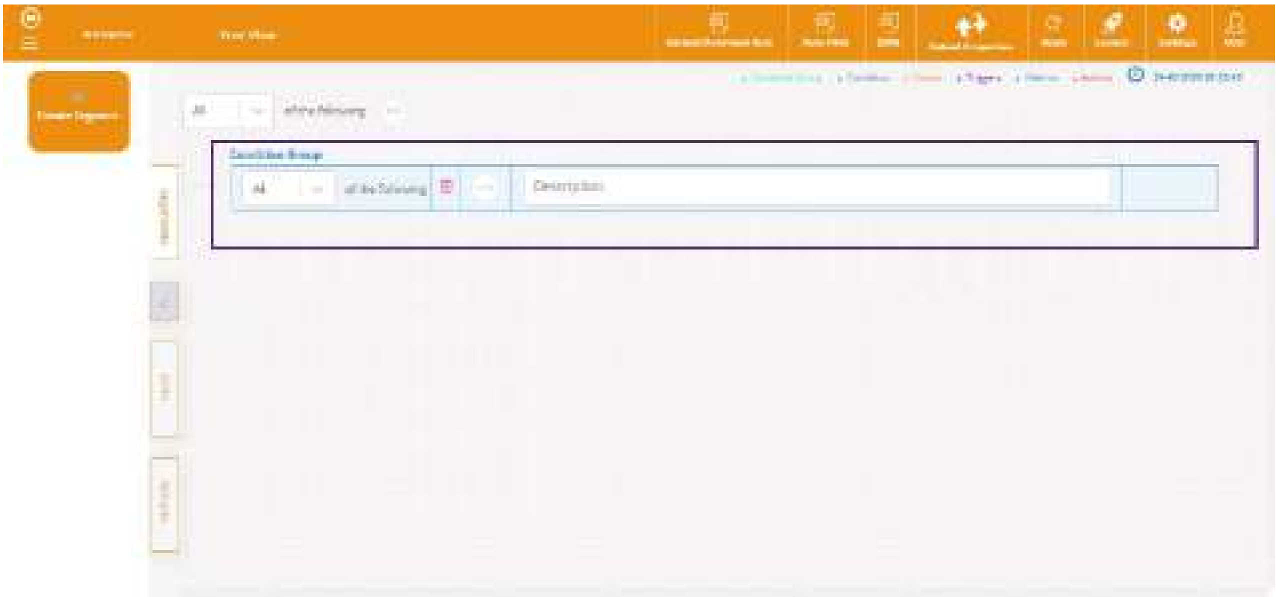


Figure 168 New Segment – Condition Group Input Screen

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.

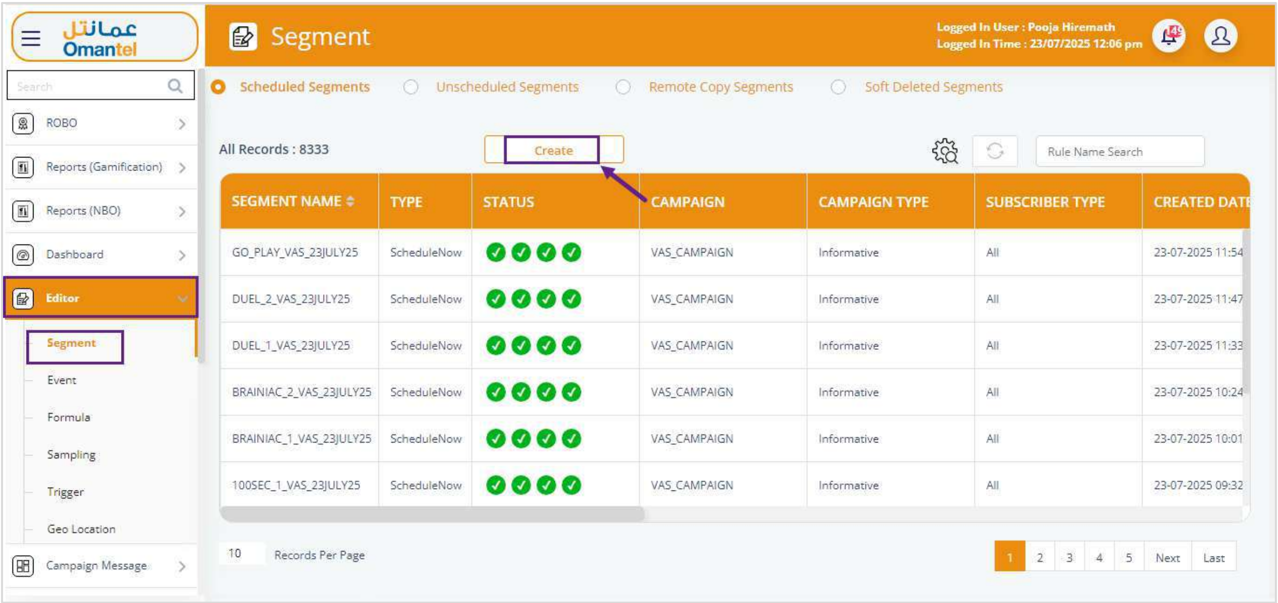


Figure 169 Segment – New Segment

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.

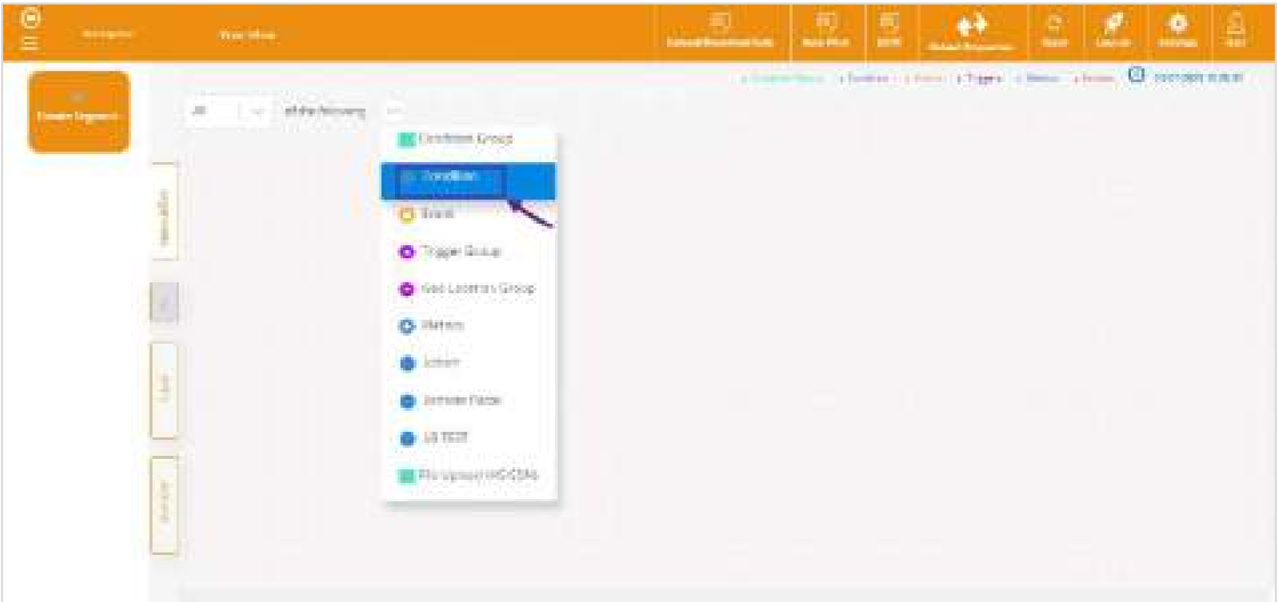


Figure 171 New Segment – Condition

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.

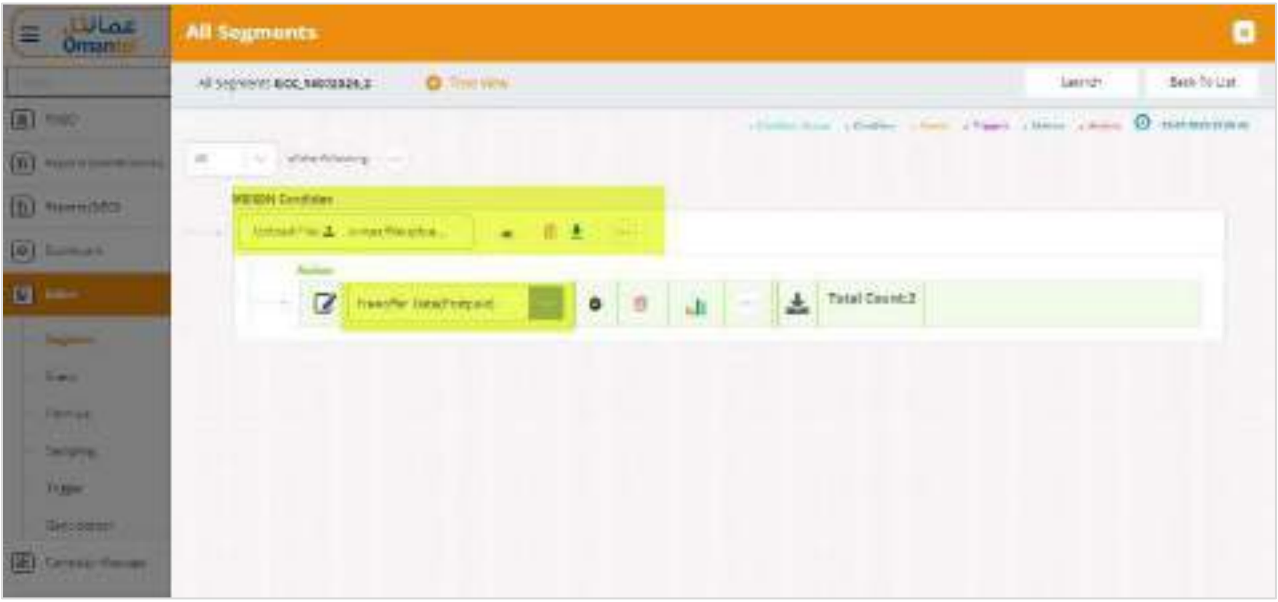


Figure 172 All Segments

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.

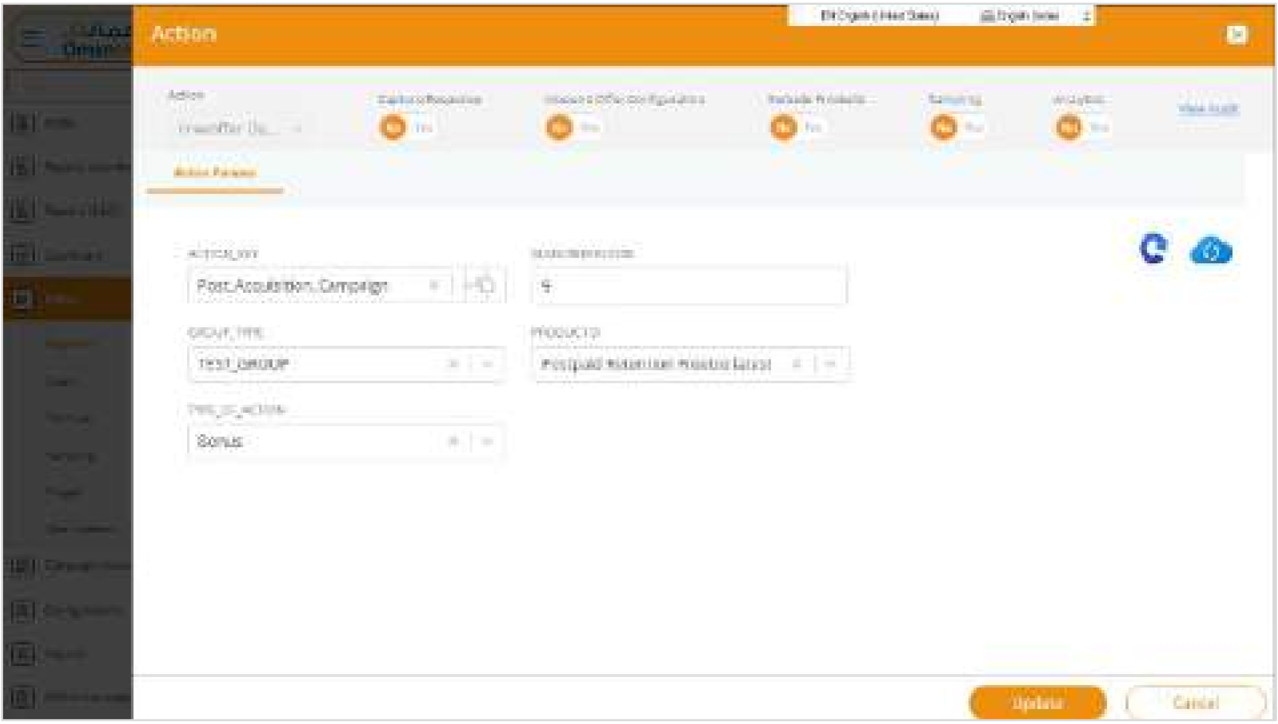


Figure 173 Action Input Screen

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.

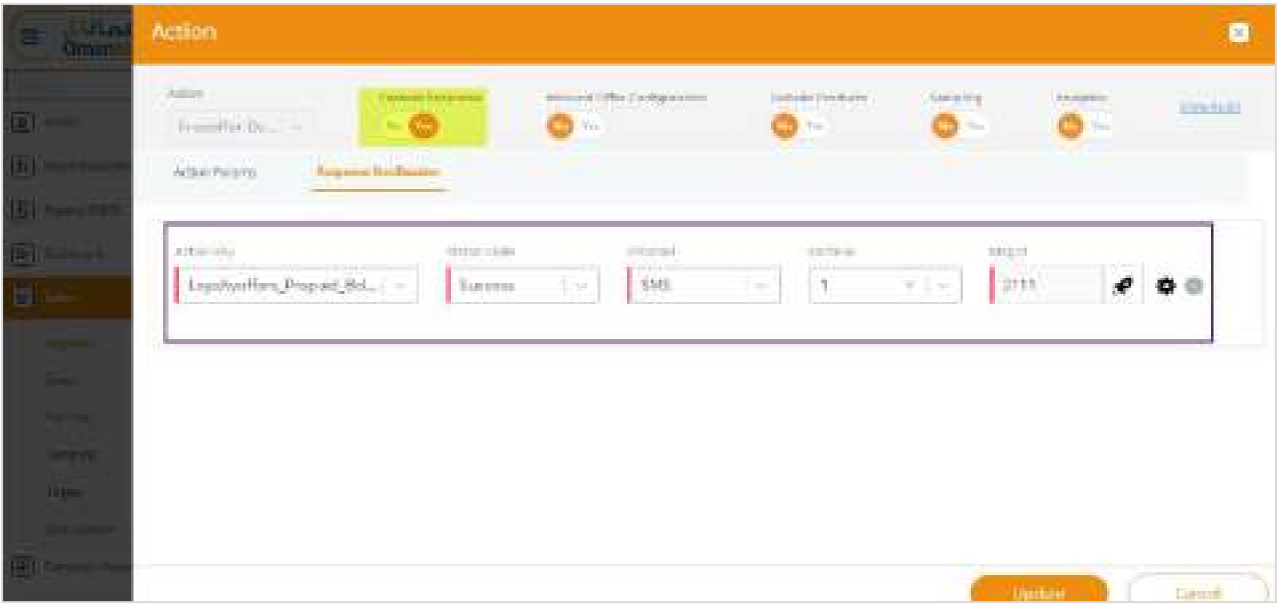
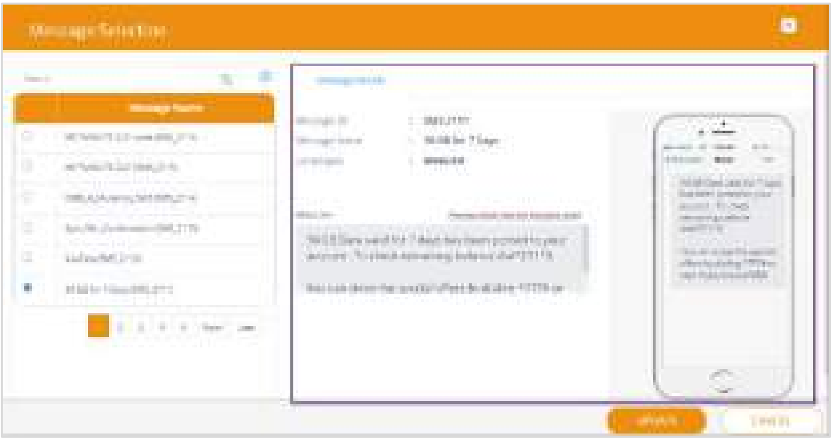


Figure 174 Action– Capture Response

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
	 • Select the Message that needs to be sent to the user. The following screen will be displayed.  • 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.

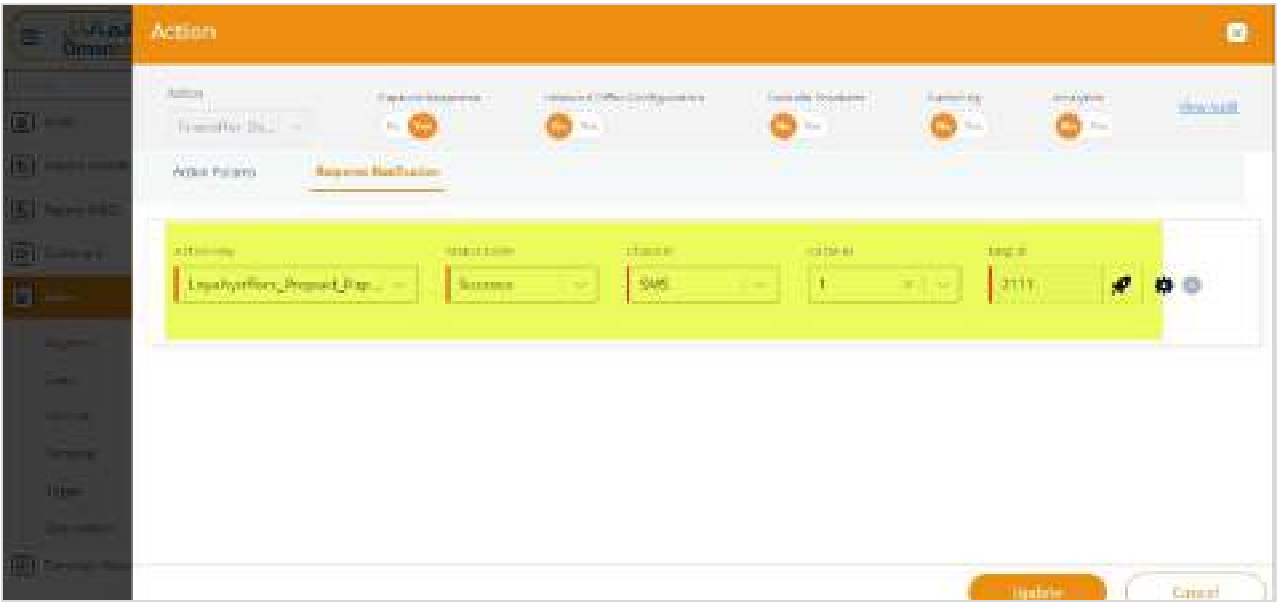


Figure 175 Action – Response Notification

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

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

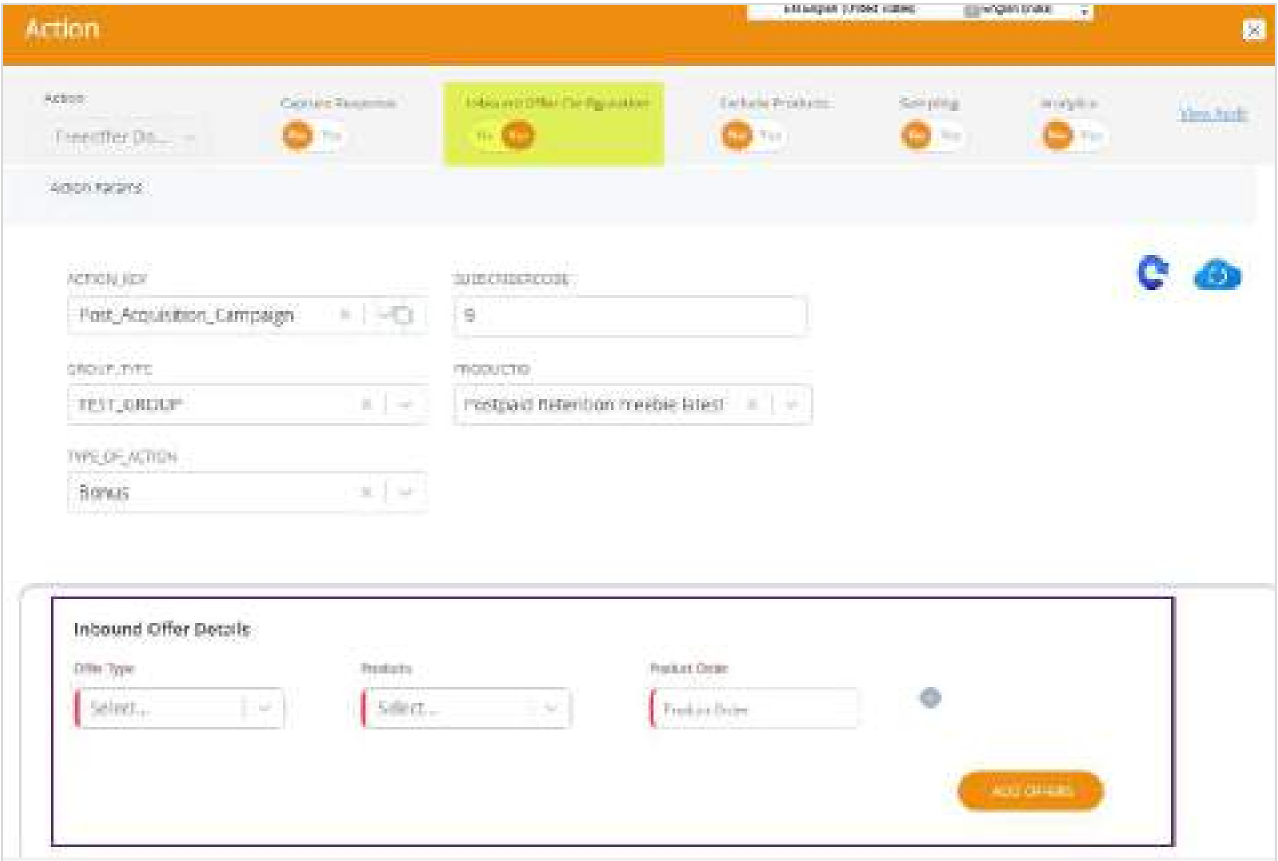


Figure 176 Action– Inbound Offer Details

5. 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. • 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.

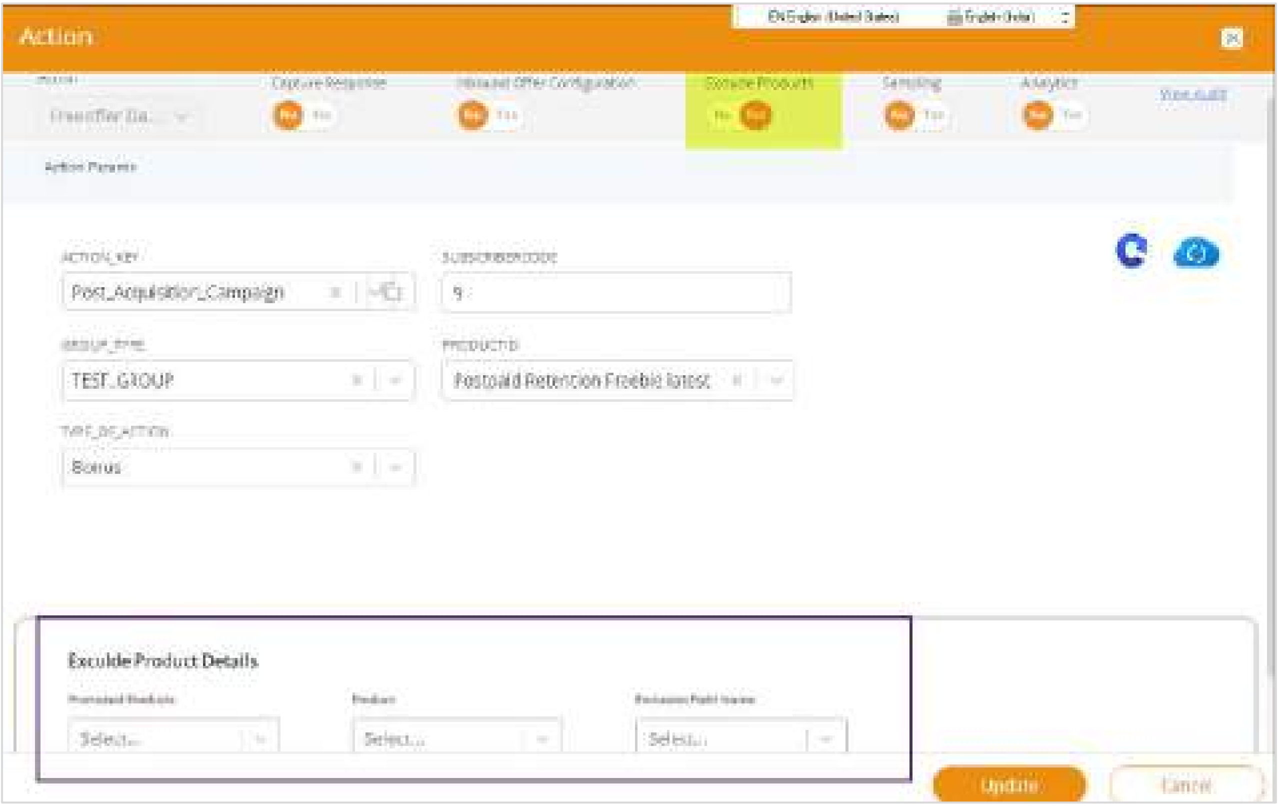


Figure 177 Action– Exclude Products Details

6. 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.

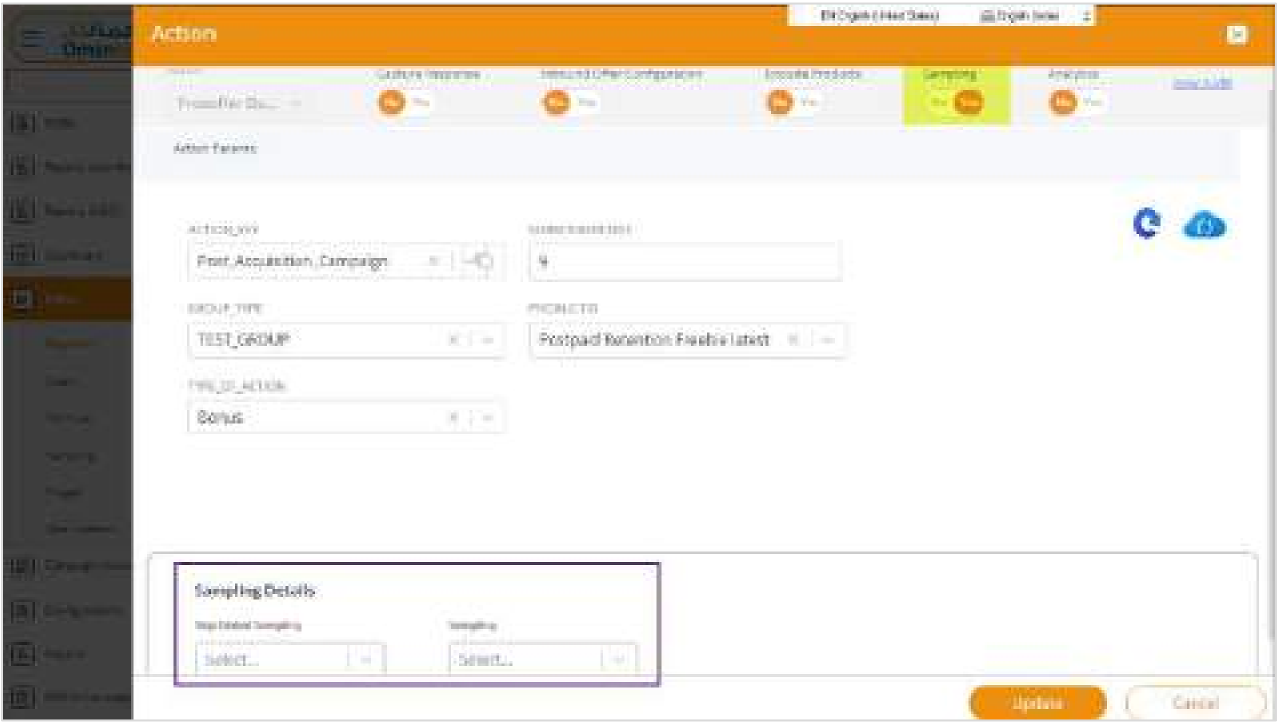


Figure 178 Action– Sampling Details

7. 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.

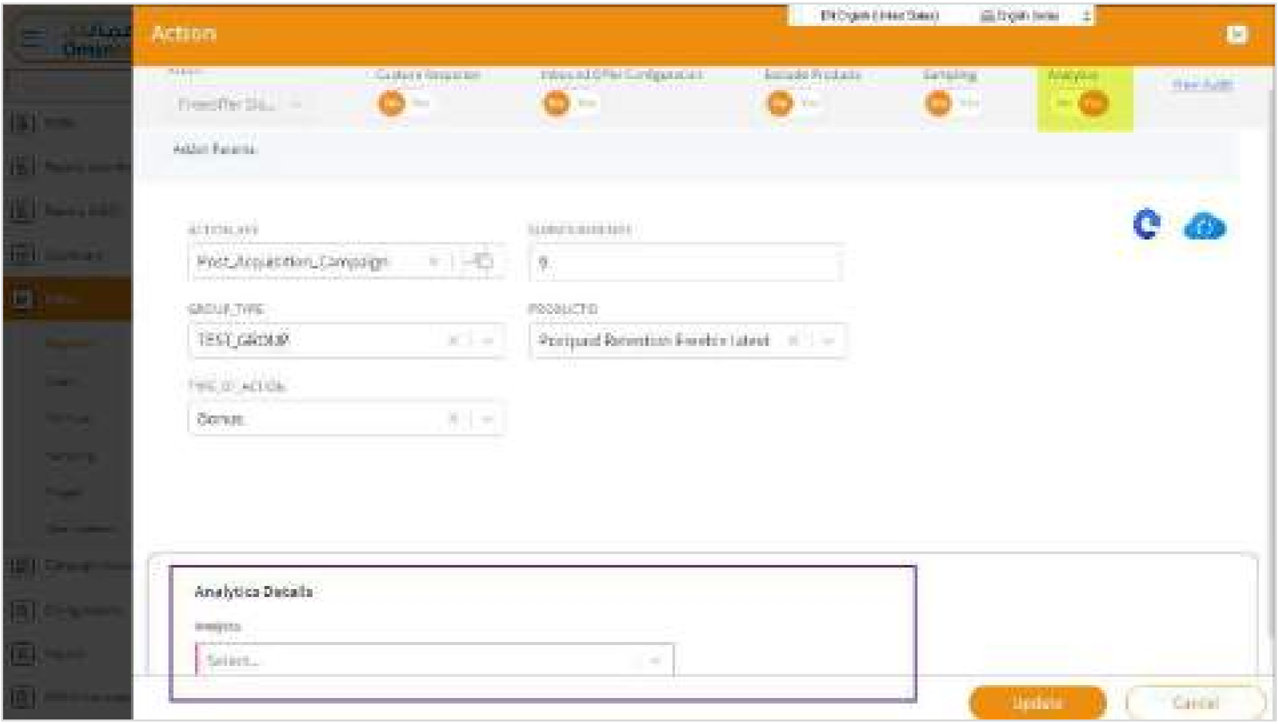


Figure 179 Action– Analytics

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

Field	Description
Analytical Details When enabled, it allows applying analytical models to enhance targeting accuracy and offer relevance.	
Analytics	Select the predictive model to evaluate campaign details in the drop-down list. For example, " Auto Pilot".

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

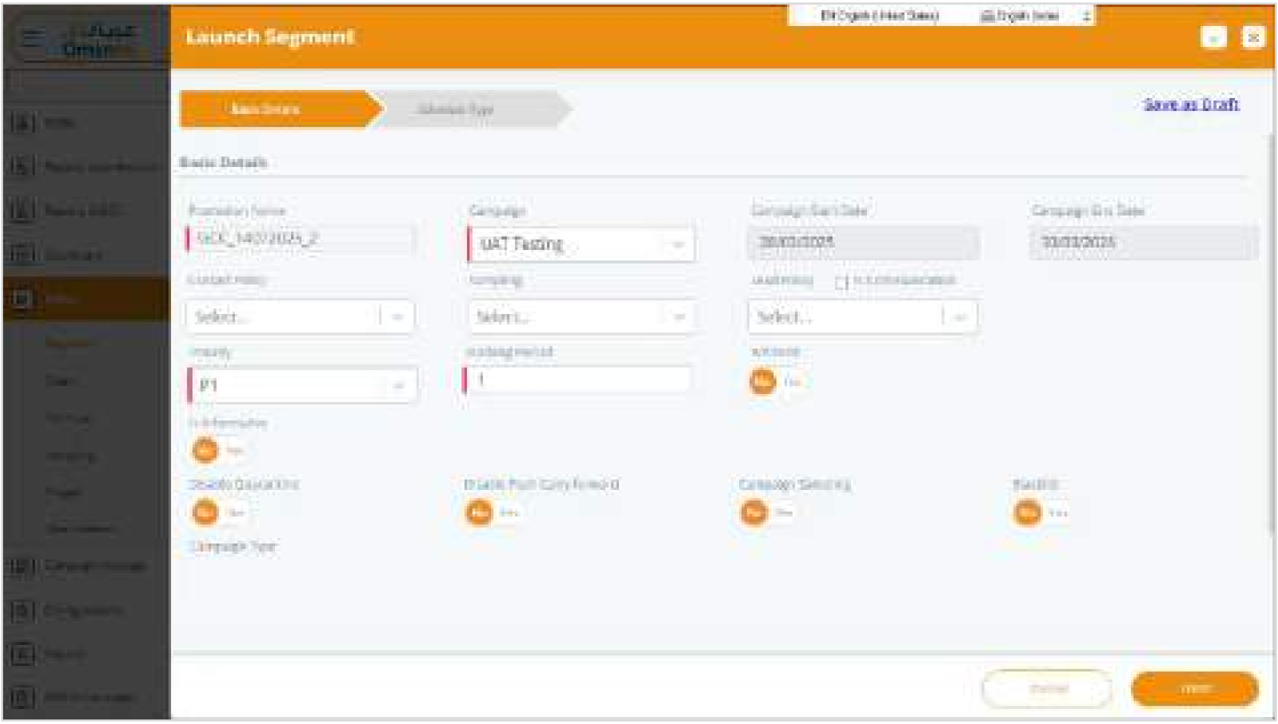


Figure 180 Lauch Segment

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.

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

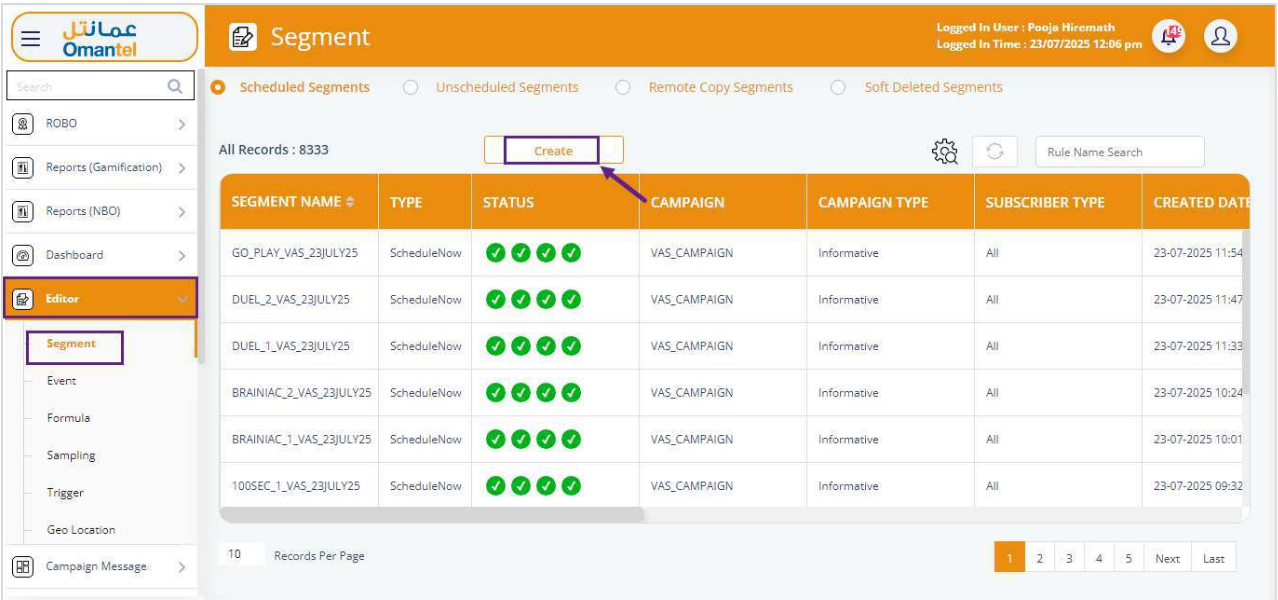


Figure 181 Segment – New Segment

2. 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.

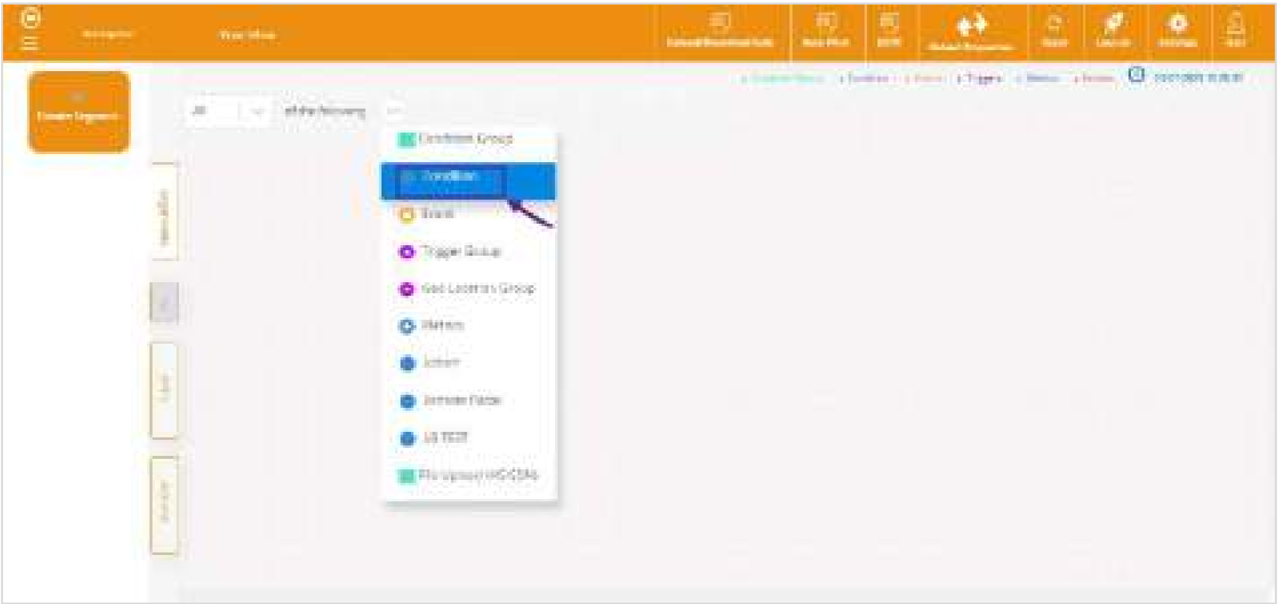


Figure 183 New Segment – Condition

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.

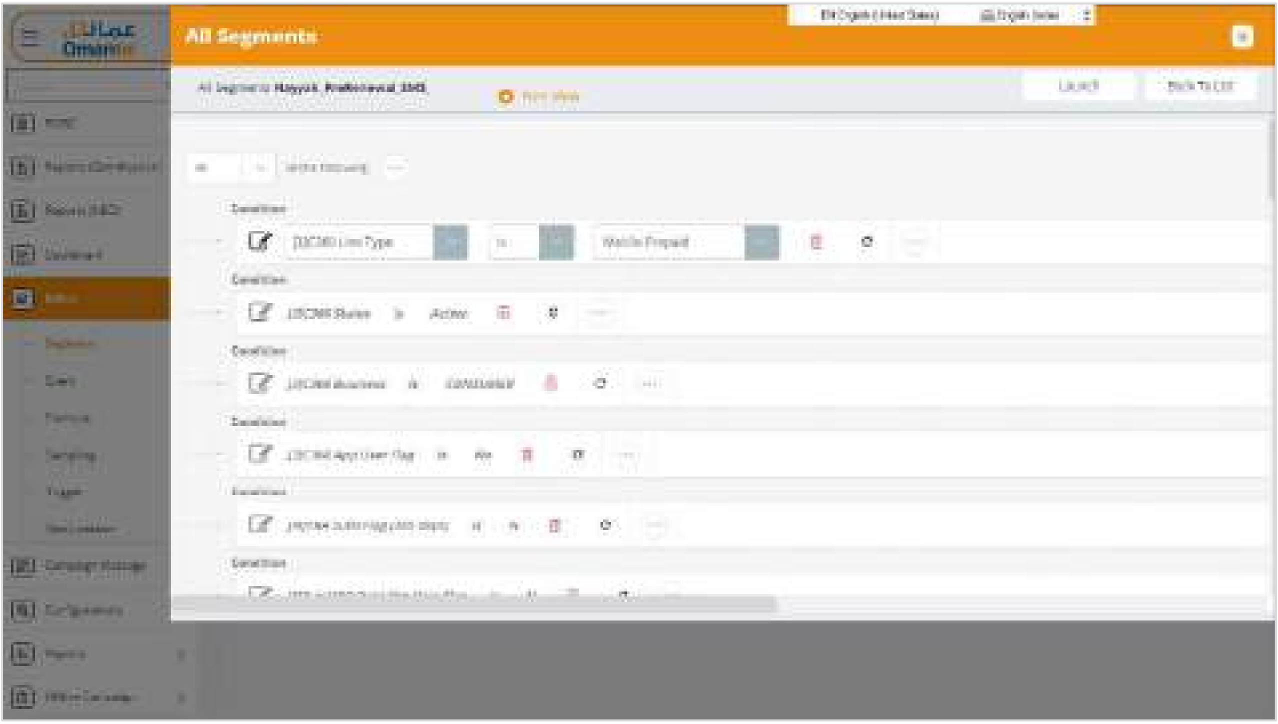


Figure 184 All Segments - Hayyak_PreRenewal_SMS

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

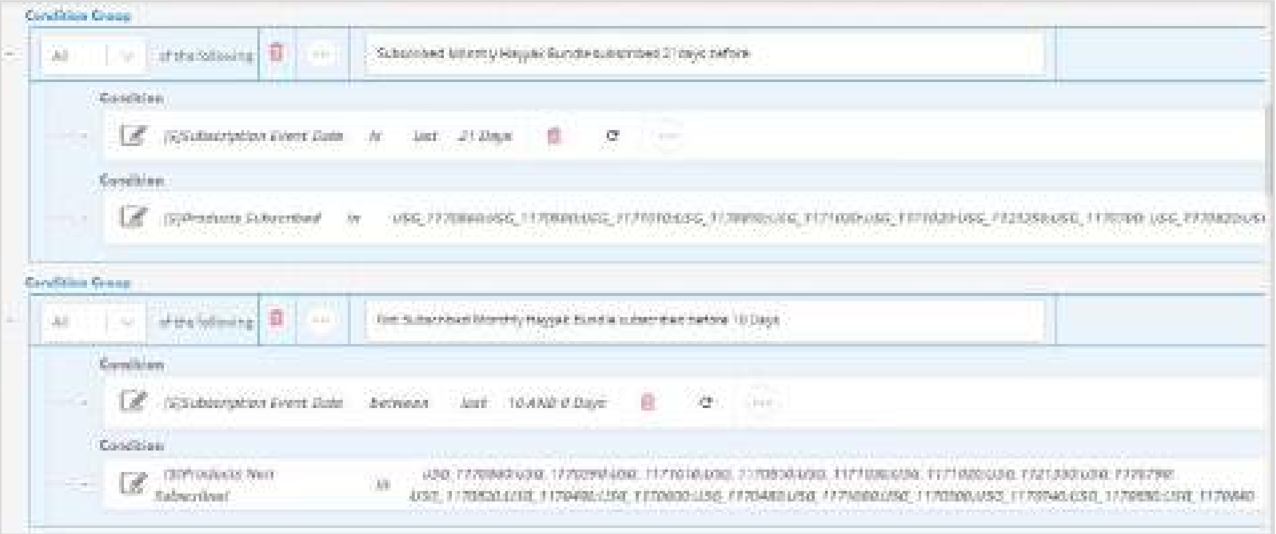


Figure 185 All Segments - Hayyak_PreRenewal_SMS_1

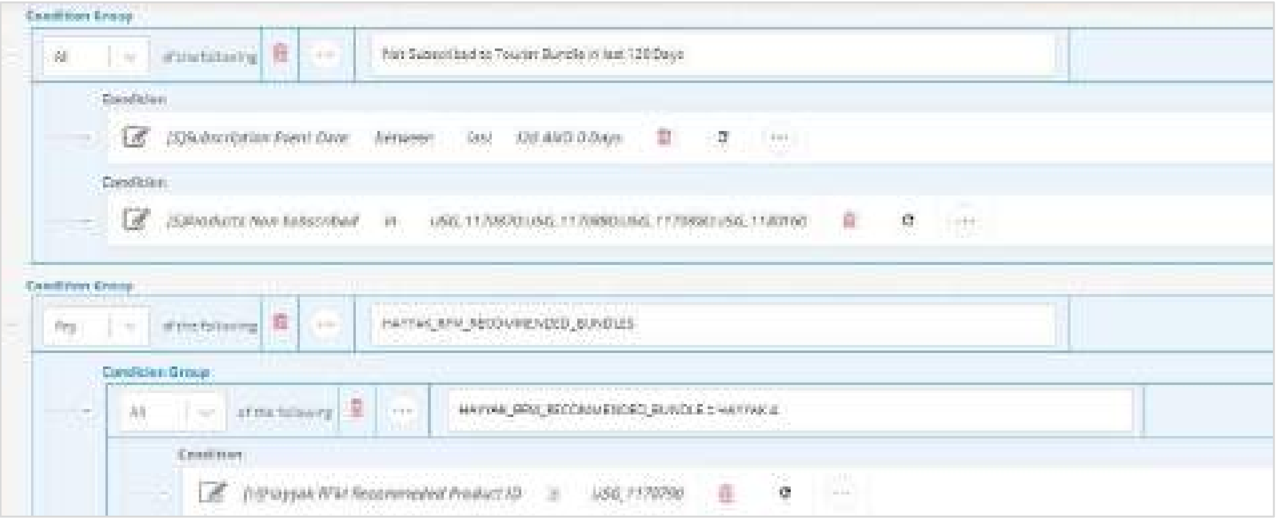


Figure 186 All Segments - Hayyak_PreRenewal_SMS_2

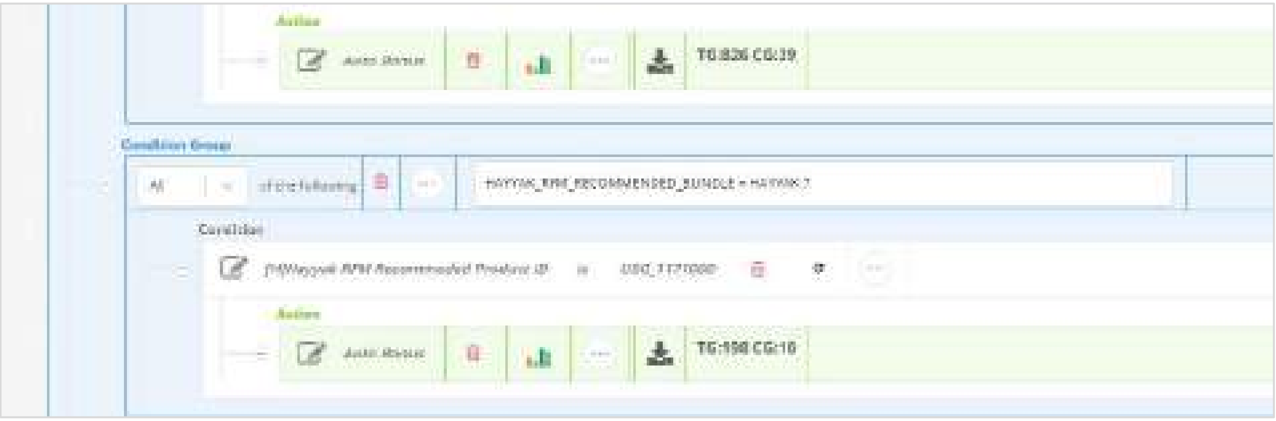


Figure 187 All Segments - Hayyak_PreRenewal_SMS_3

Figure 188 All Segments - Hayyak_PreRenewal_SMS_4

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.

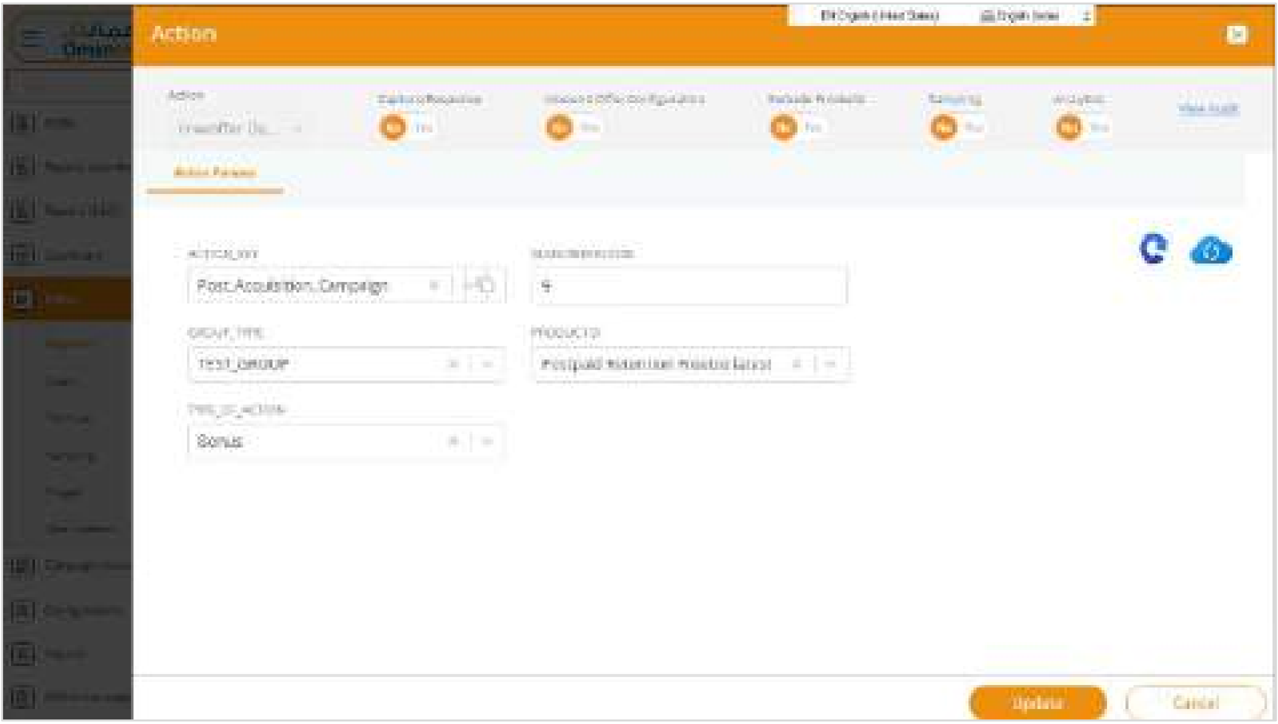


Figure 190 Action Input Screen

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, "**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.

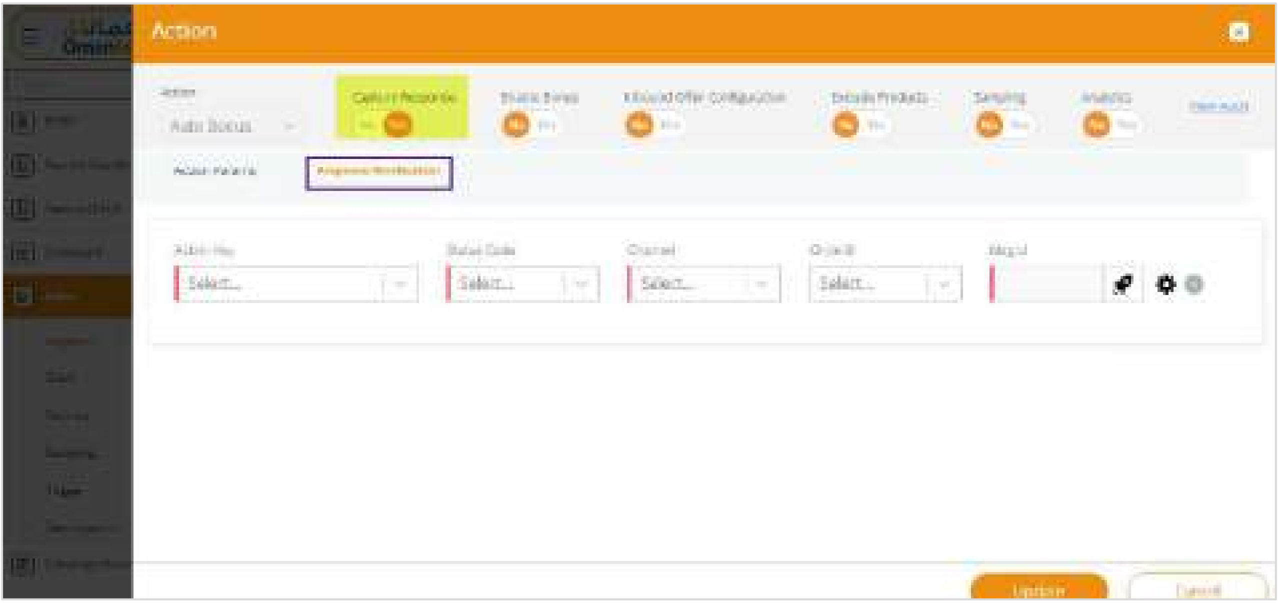
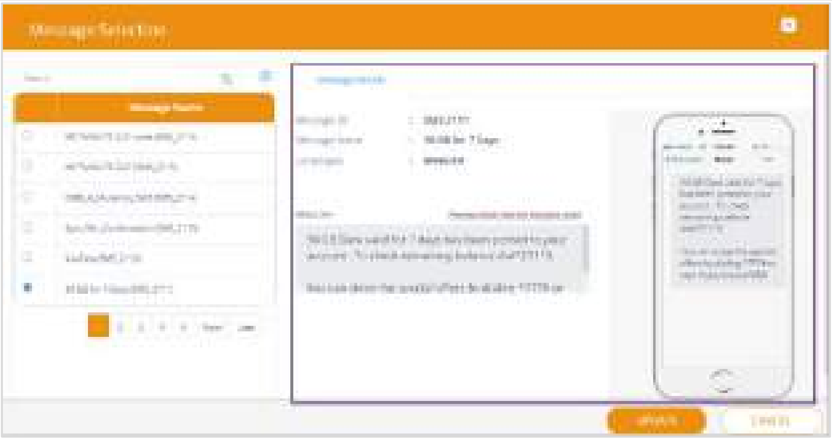


Figure 191 Action– Capture Response

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	Indicates the message template ID used for the notification. Select to select the message. The following screen will be displayed.  • Select the Message that needs to be sent to the user. The following screen will be displayed.

Field	Description
	 • 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.

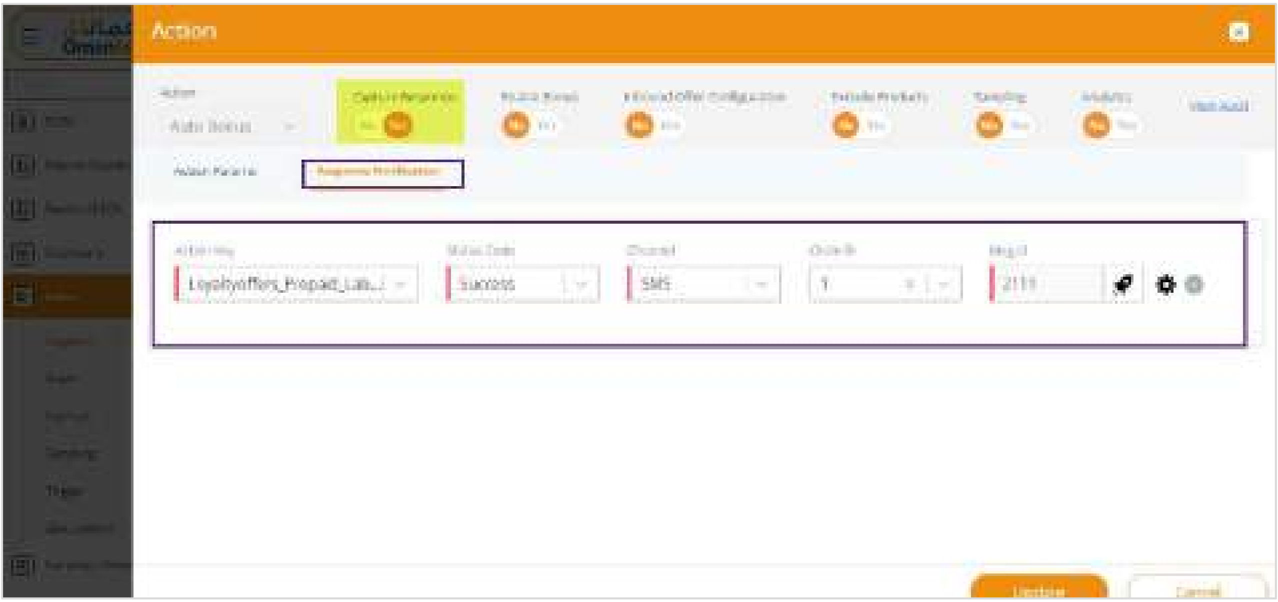


Figure 192 Action – Response Notification

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

Note: The following screen is displayed if "**Enable Bonus**" is enabled.

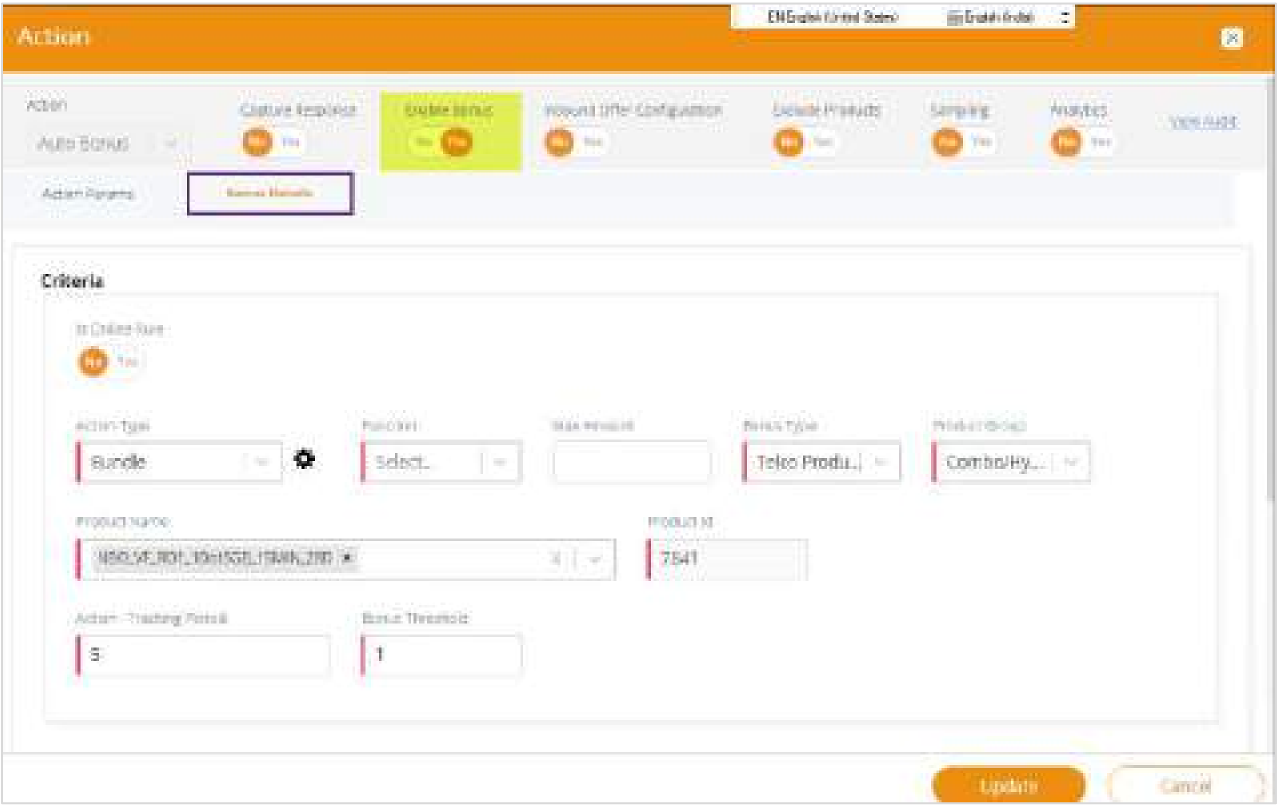


Figure 193 Action– Enable Bonus

5. 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: • Recharge • Bundle • Profile • Spend
Function	Enter the logical operation used for evaluation in the drop-down list. The following are the available functions: • Count • Sum • Range

Field	Description
	• 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.
Denomination	Enter the denomination related to the action type. For "**Recharge**," it is an exact recharge amount.
Min Amount	Enter the minimum monetary value required for the action to count towards the bonus criteria. **Note**: This field is displayed if "**Sum**" or "**Range**" is selected in the drop-down list of Function.
Max Amount	Enter the maximum monetary value for the action to count towards the bonus criteria. **Note**: This field is displayed if "**Sum**" or "**Range**" is selected in the drop-down list of Function.
Service Type	Select the service type in the drop-down list. For example, "**SMS**". **Note**: This field is displayed if "**Spend**" is selected in the drop-down list of Action Type.
Min Usage	Enter the minimum amount of usage required for the action to count towards the bonus criteria. **Note**: This field is displayed if "**Usage**" is selected in the drop-down list of Function.
Max Usage	Enter the maximum amount of usage allowed for the action to count towards the bonus criteria. **Note**: This field is displayed if "**Usage**" is selected in the drop-down list of Function.
Value	Enter the value that the action type needs to match in this field. **Note**: This field is displayed if "**Equals**" is selected in the drop-down list of Function.
Bonus Type	Select the category of bonus being applied in the drop-down list. For example, "**Telco Product**".
Product Group	Select the category of the product being targeted in the drop-down list. For example, "**Data Offer**". **Note**: This field is displayed if "**Telco Product**" is selected in the drop-down list of Product Group.
Product Name	Select the specific product(s) associated with the rule in the drop-down list. For example, "**Hayyak5**". **Note**: This field is displayed if "**Bundle**" is selected in the drop-down list of Action Type.
Product ID	Enter the unique identifier for the selected product. **Note**: This field is displayed if "**Bundle**" is selected in the drop-down list of Action

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	Select the type of bonus benefit in the drop-down list. The available bonus types: • 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	Select the " **Is Communication Lead policy**" checkbox to mark if communication is governed by the lead policy. • 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	Select how frequently the rule should be executed in the drop-down list. The following are the available schedule types: • 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.

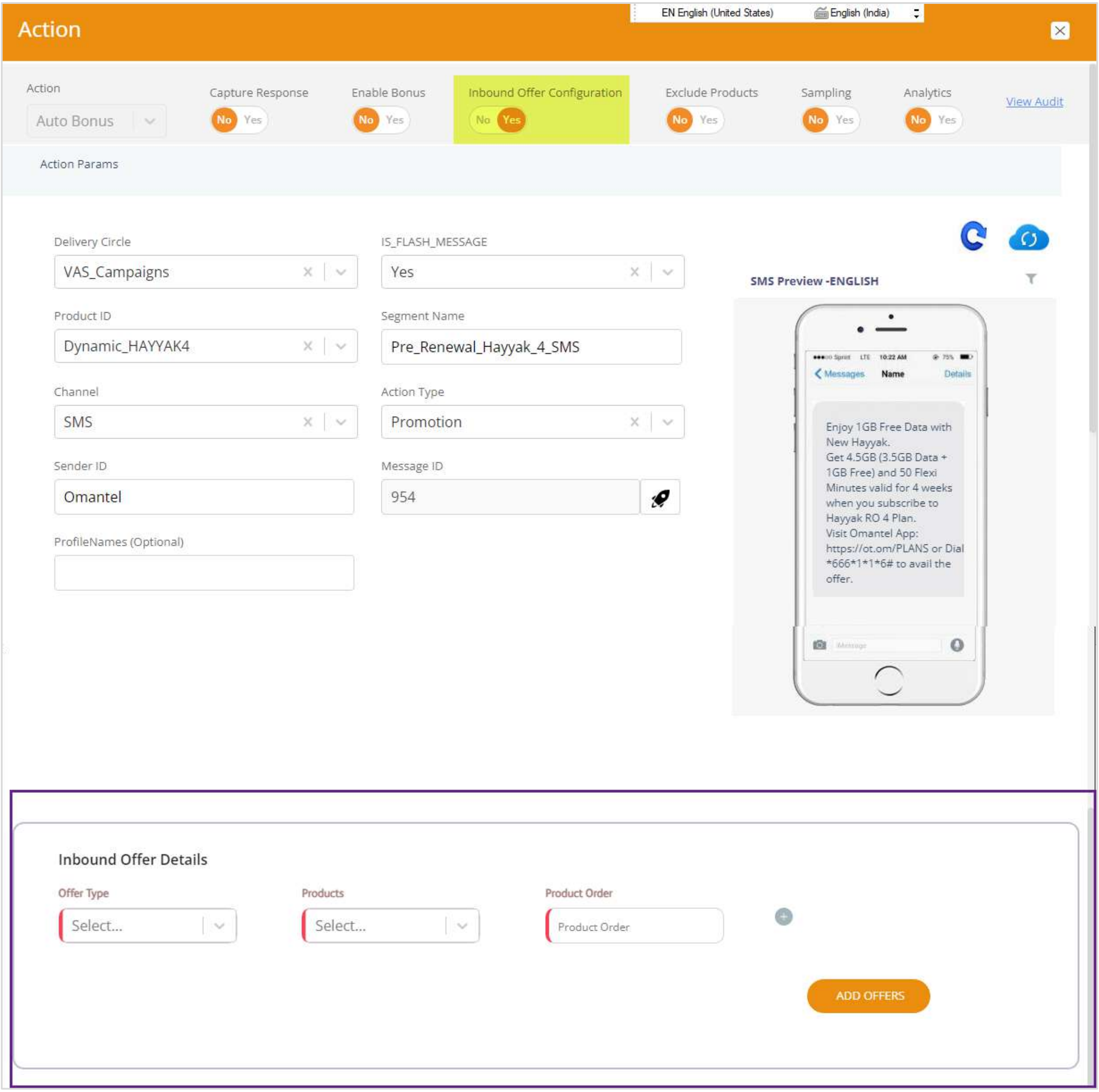


Figure 194 Action– Inbound Offer Details

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

Field	Description
Inbound Offer Details	
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**".

Field	Description
Product Order	Execution priority for the product if multiple offers exist. • 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.

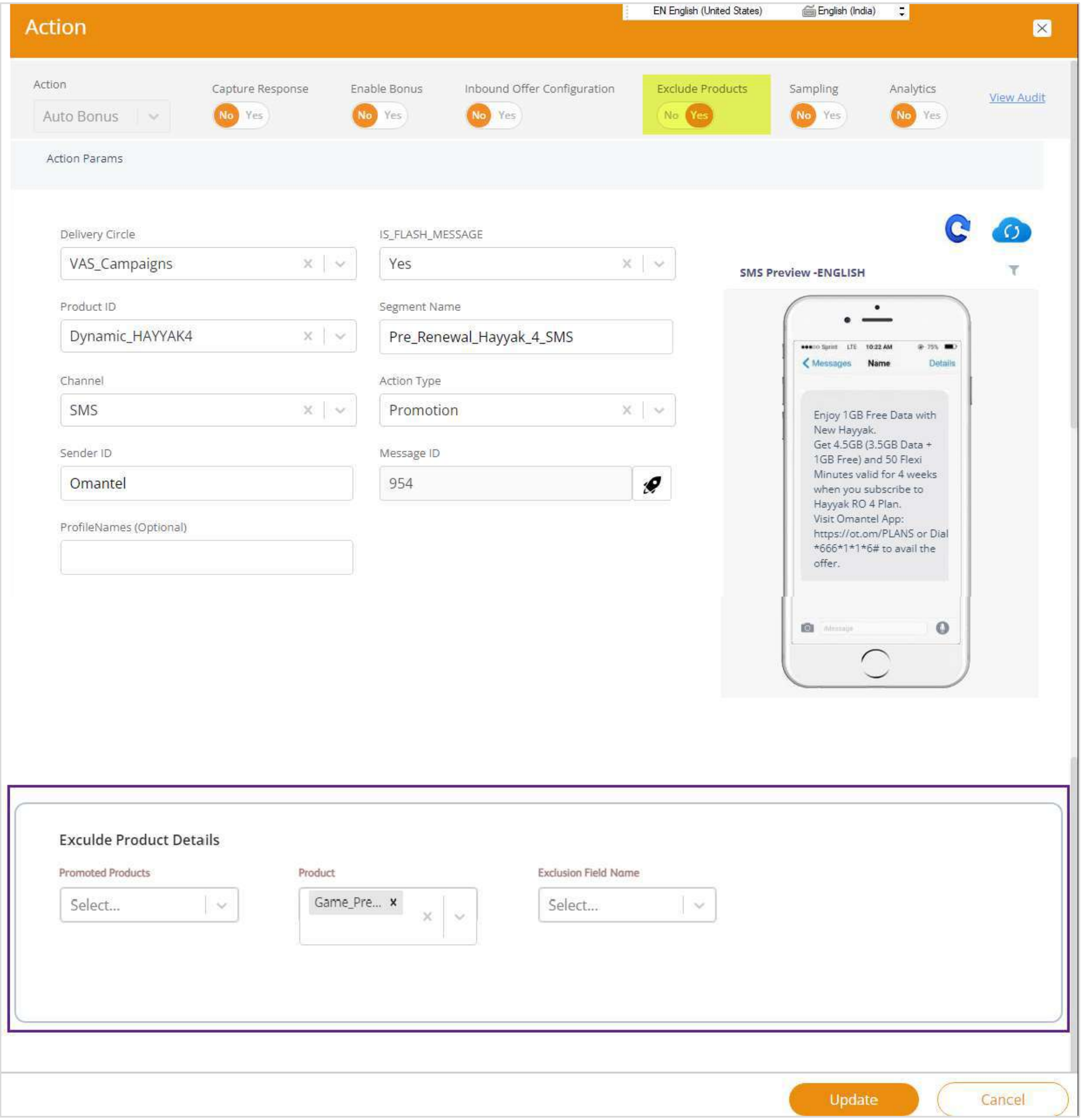


Figure 195 Action– Exclude Products Details

7. 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.

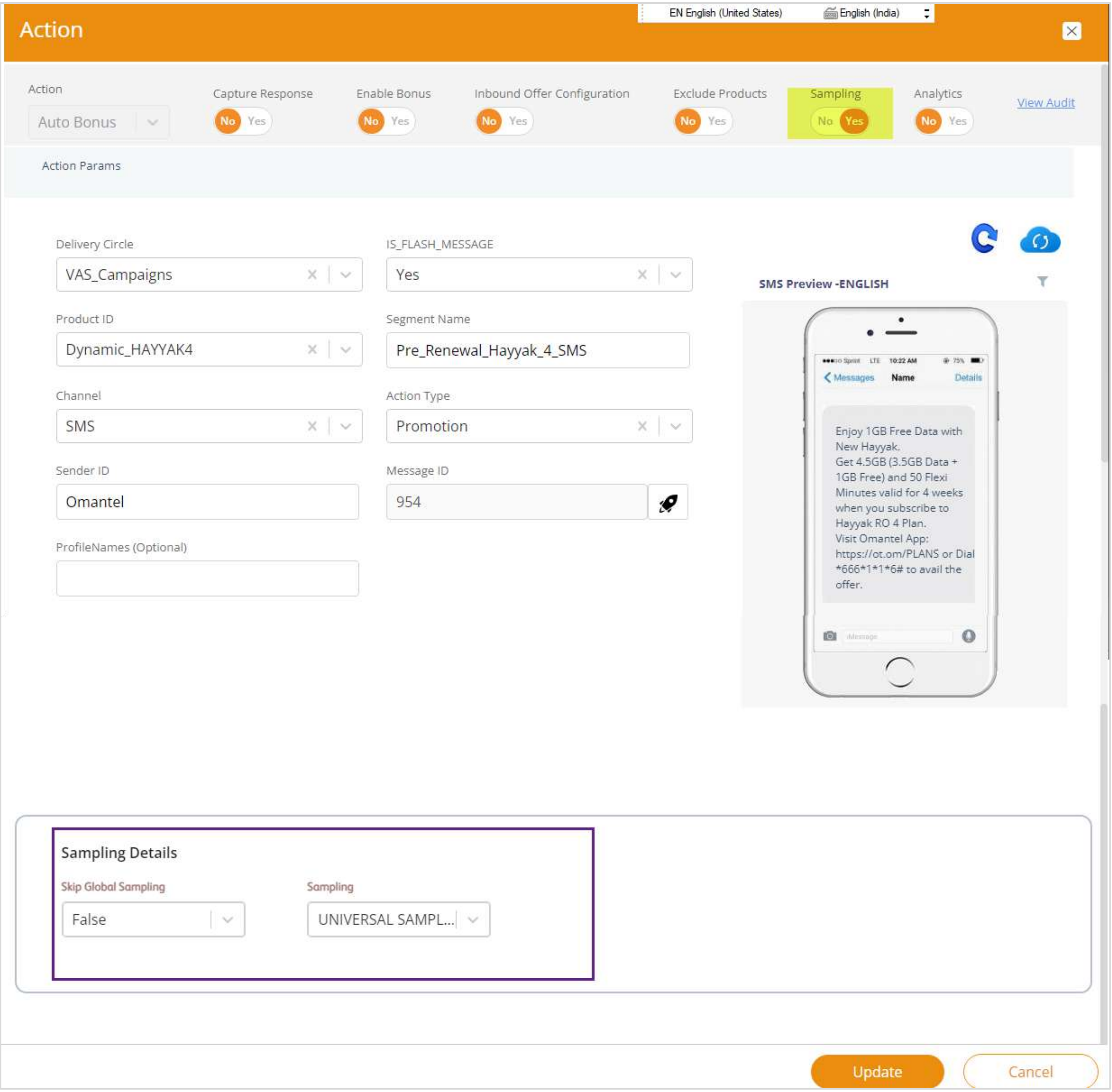


Figure 196 Action– Sampling Details

8. 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.

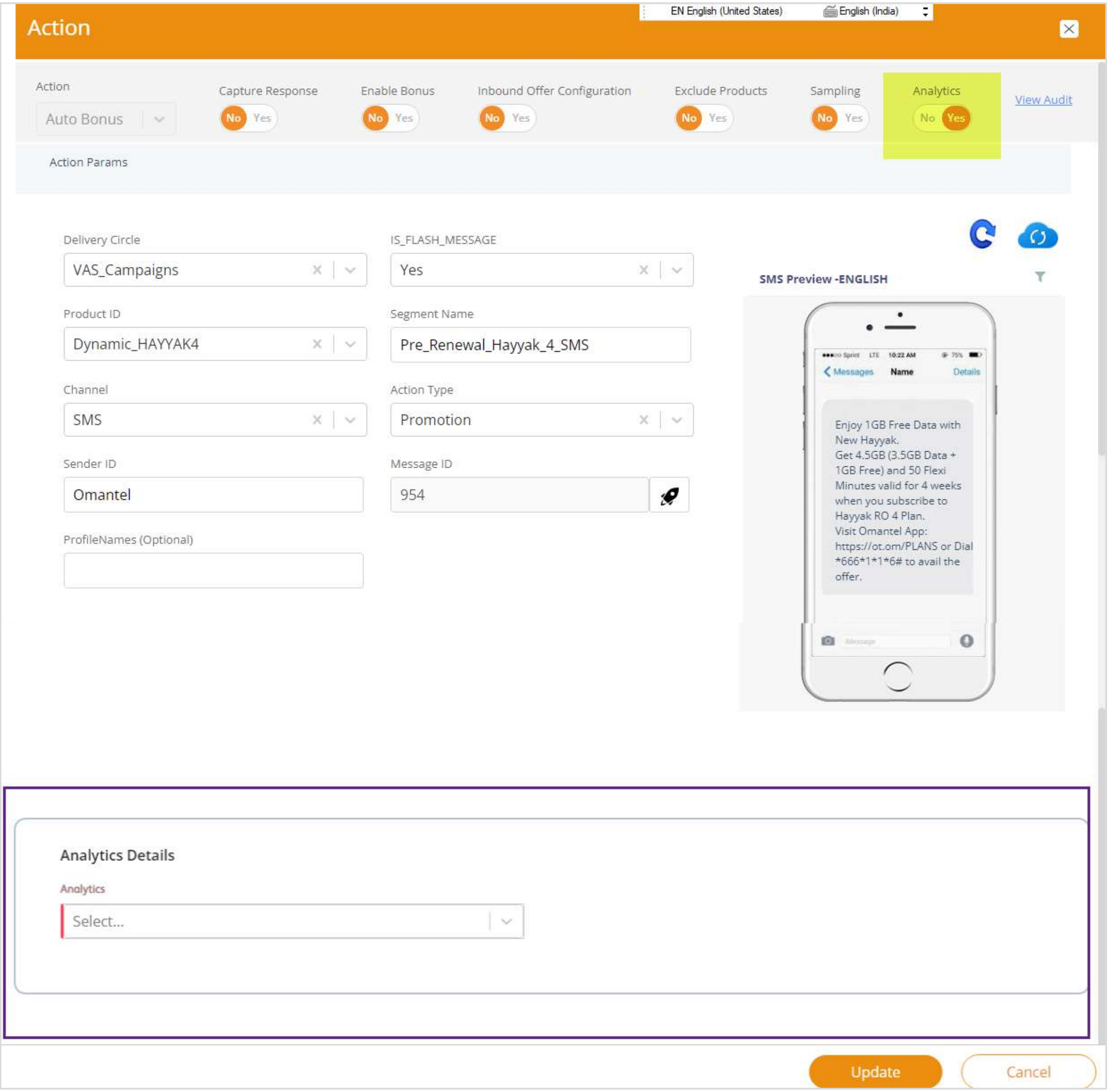


Figure 197 Action– Analytics

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

Field	Description
Analytical Details	
When enabled, it allows applying analytical models to enhance targeting accuracy and offer relevance.	
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.

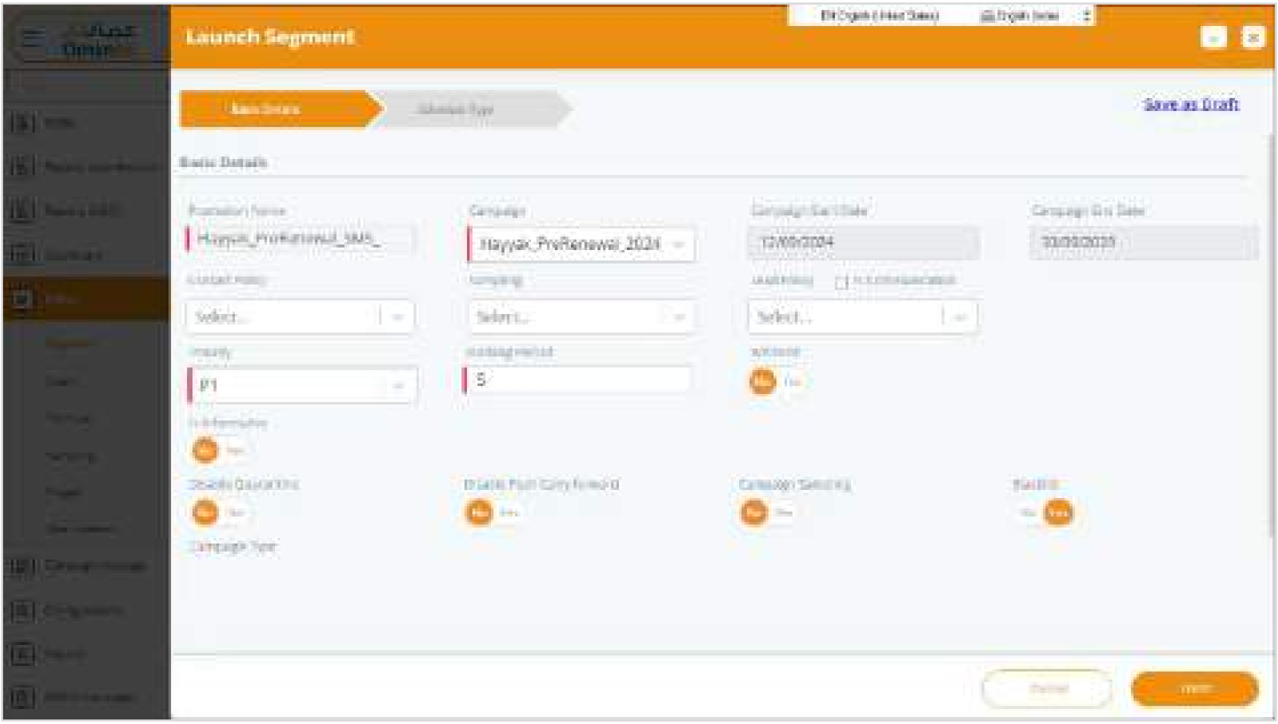


Figure 198 Lauch Segment

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.

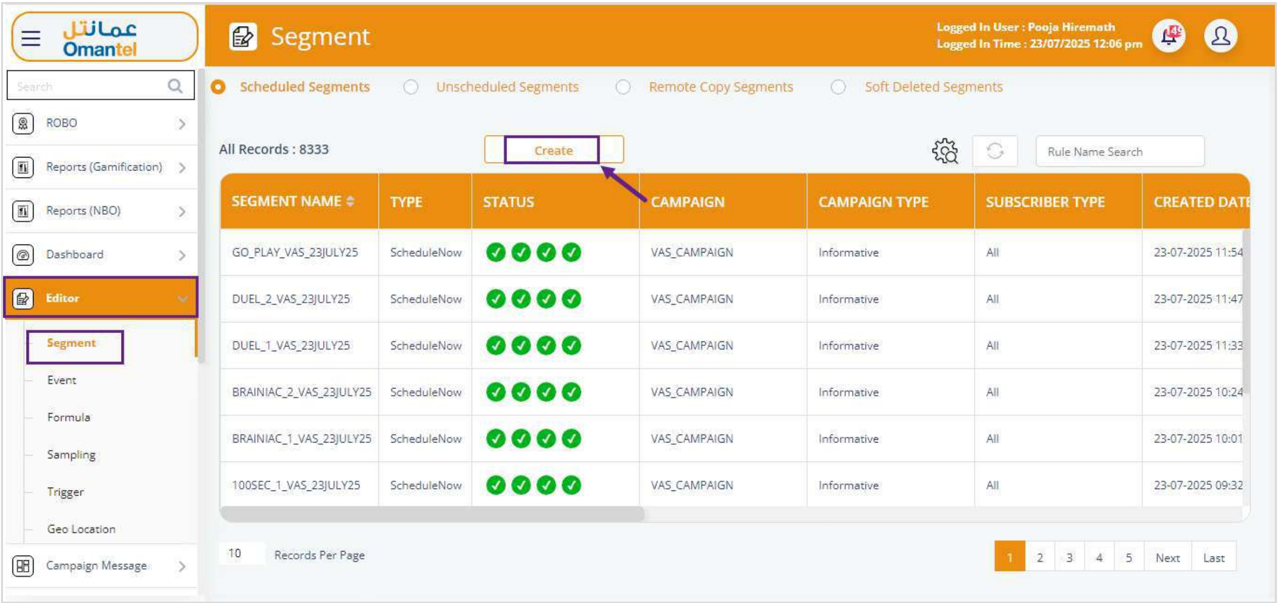


Figure 199 Segment – New Segment

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

Figure 200 New Segment – Input Screen

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

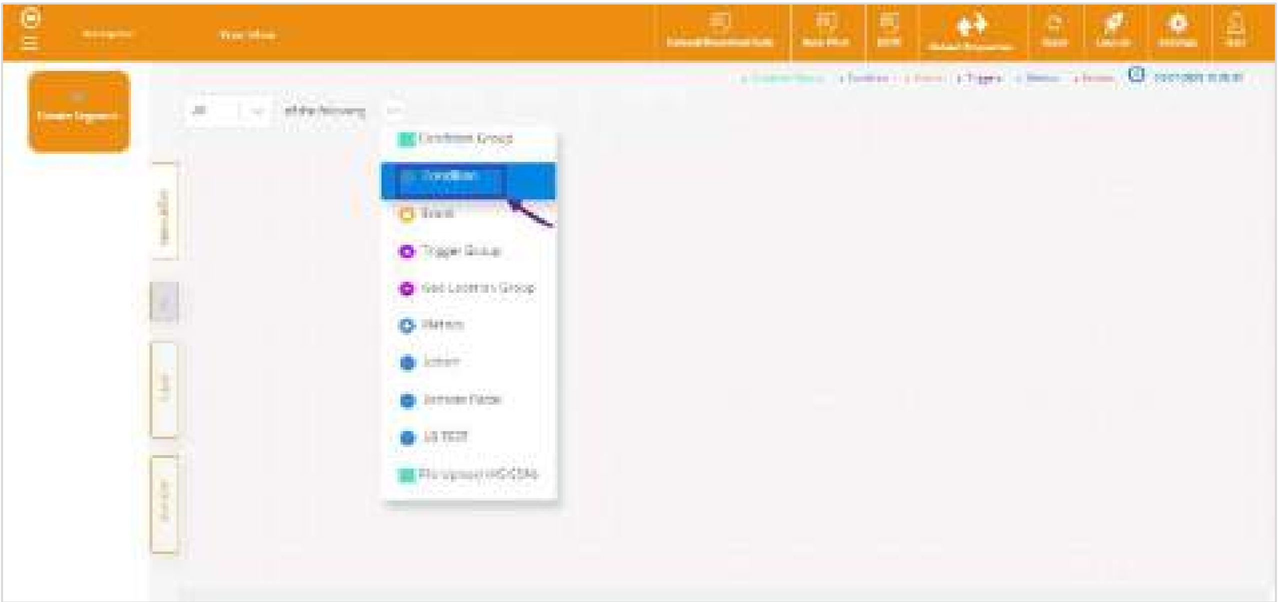


Figure 201 New Segment – Condition

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.

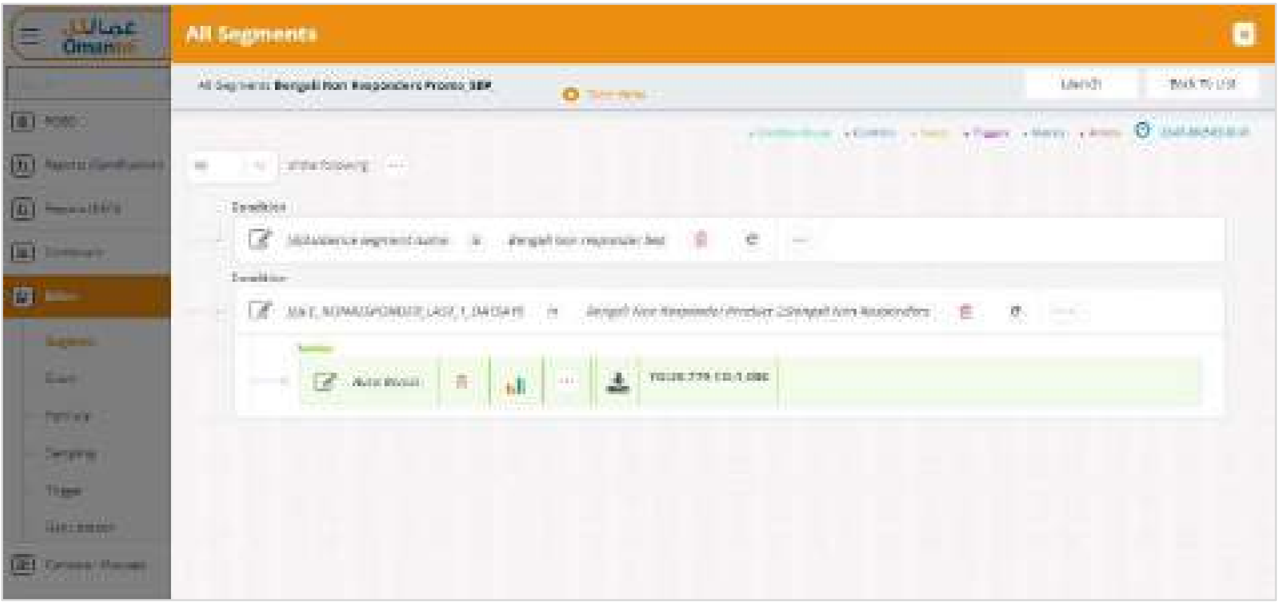


Figure 202 All Segments - Bengali Non Responders Promo_SEP

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.

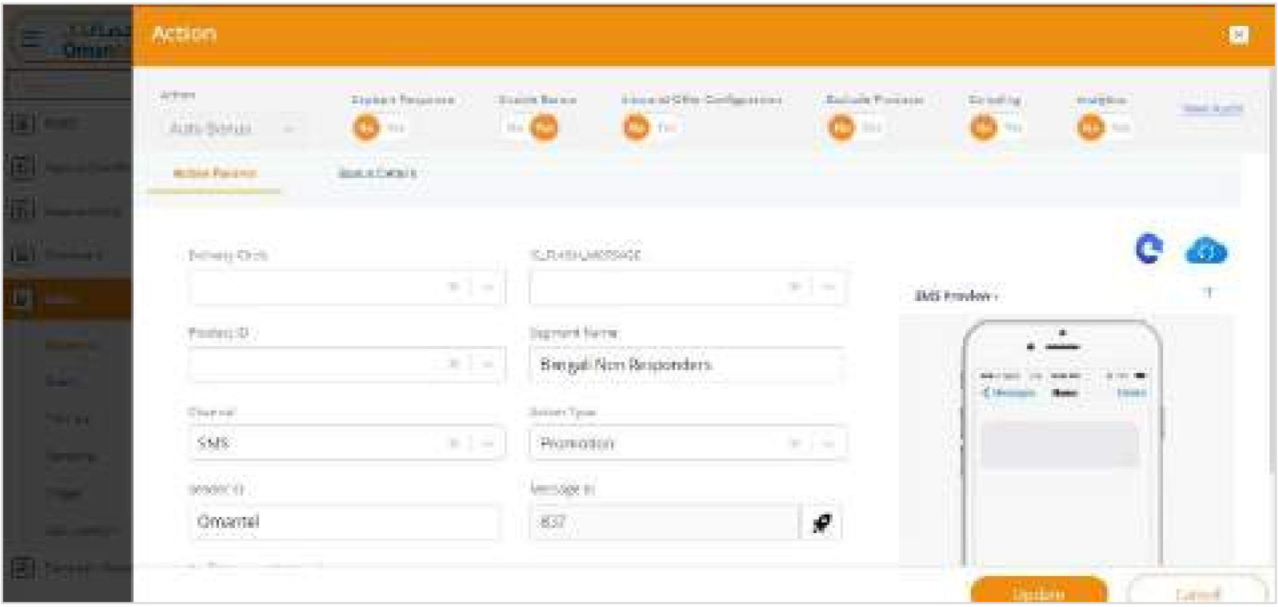


Figure 203 Action Input Screen

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.

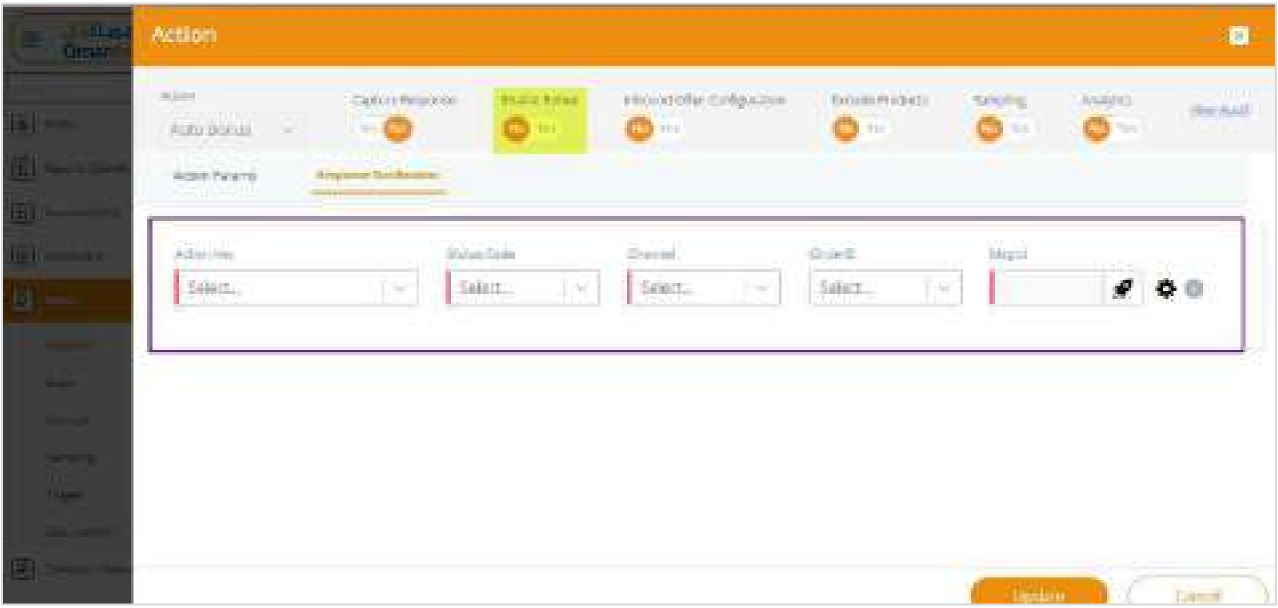
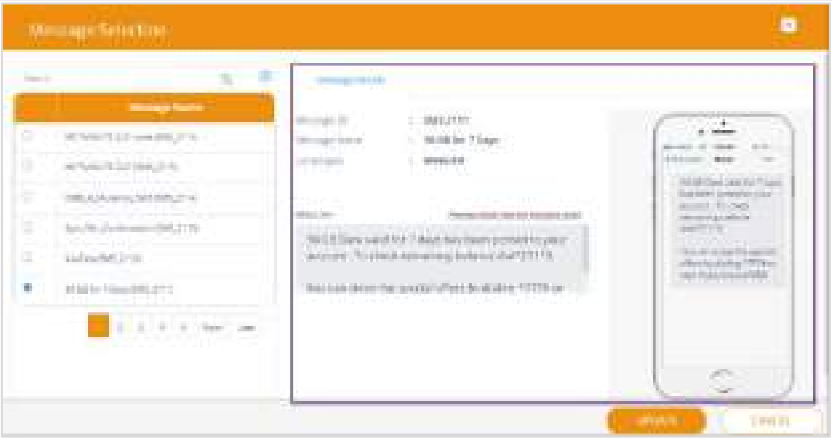


Figure 204 Action– Capture Response

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	Indicates the message template ID used for the notification. Select to select the message. The following screen will be displayed.  • Select the Message that needs to be sent to the user. The following screen will be displayed.

Field	Description
	 • 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.

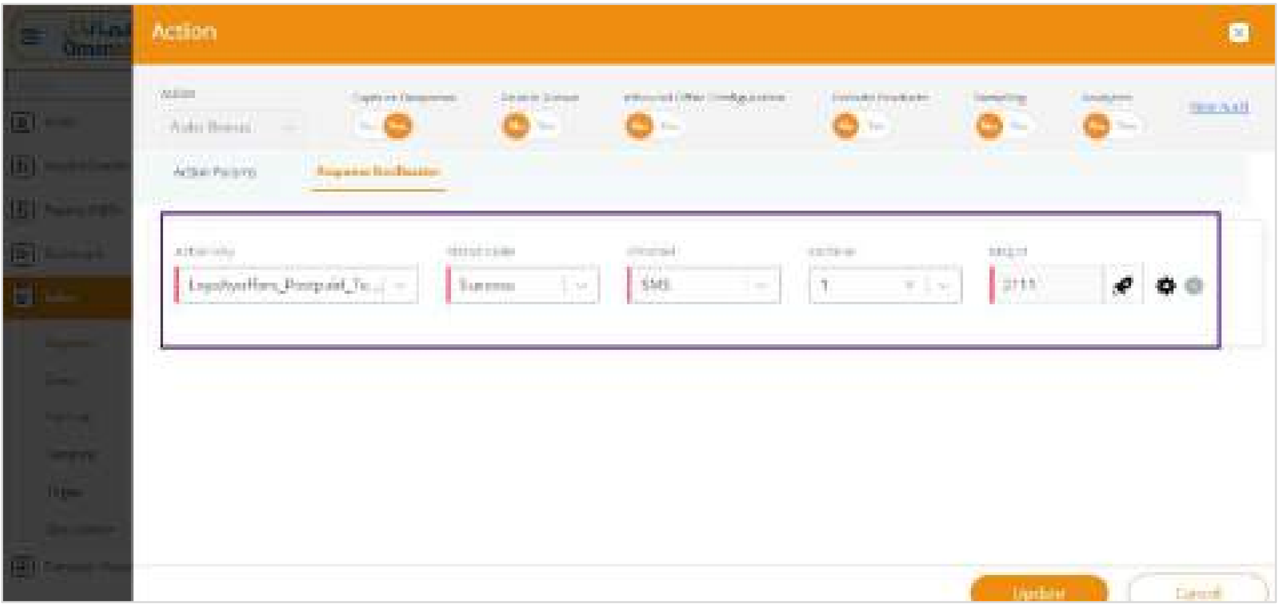


Figure 205 Action – Response Notification

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

Note: The following screen is displayed if "**Enable Bonus**" is enabled.

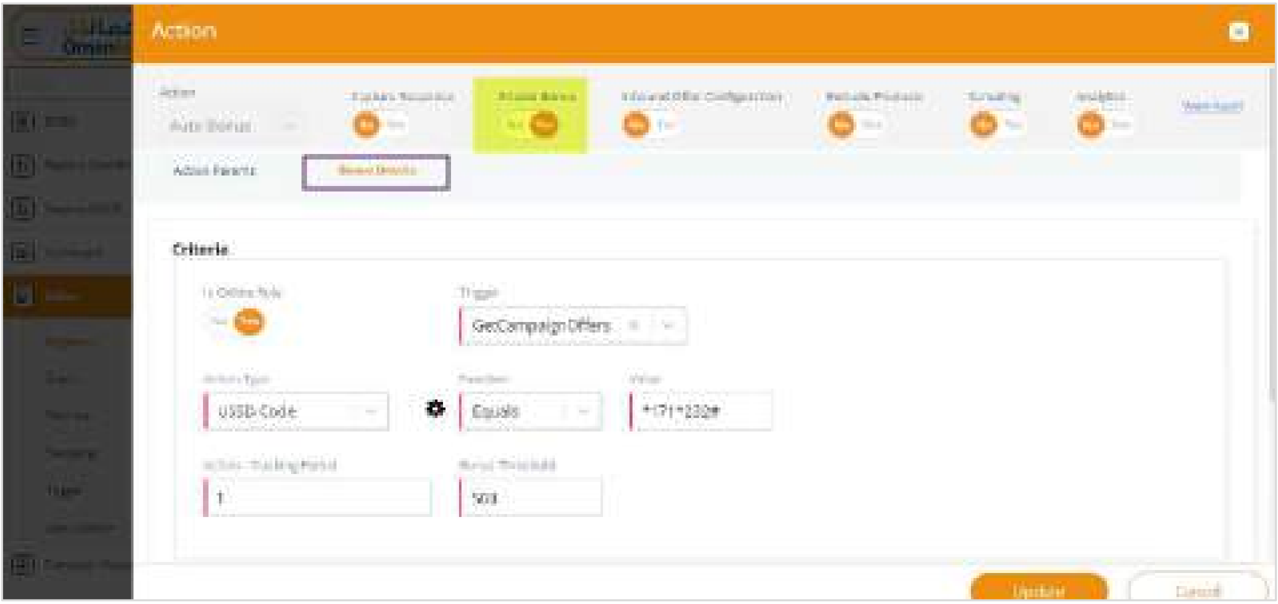


Figure 206 Action– Enable Bonus

5. 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: • Trigger • USSD Code • Short Code
Function	Enter the logical operation used for evaluation in the drop-down list. The following are the available functions: • 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	Select the type of bonus benefit in the drop-down list. The available bonus types: • 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	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"
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.

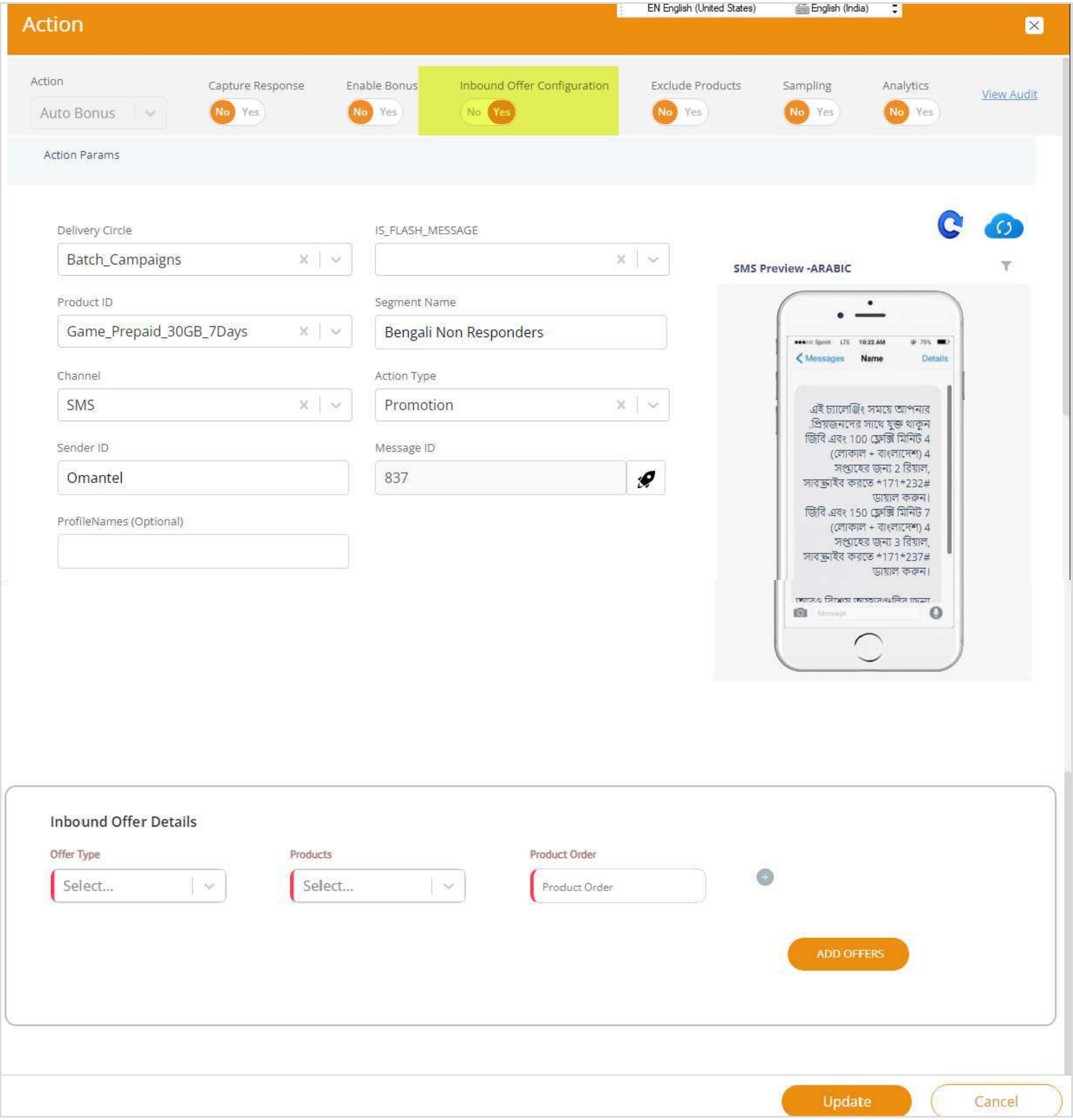


Figure 207 Action– Inbound Offer Details

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**

Field	Description
	Days”.
Product Order	Execution priority for the product if multiple offers exist. • 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.

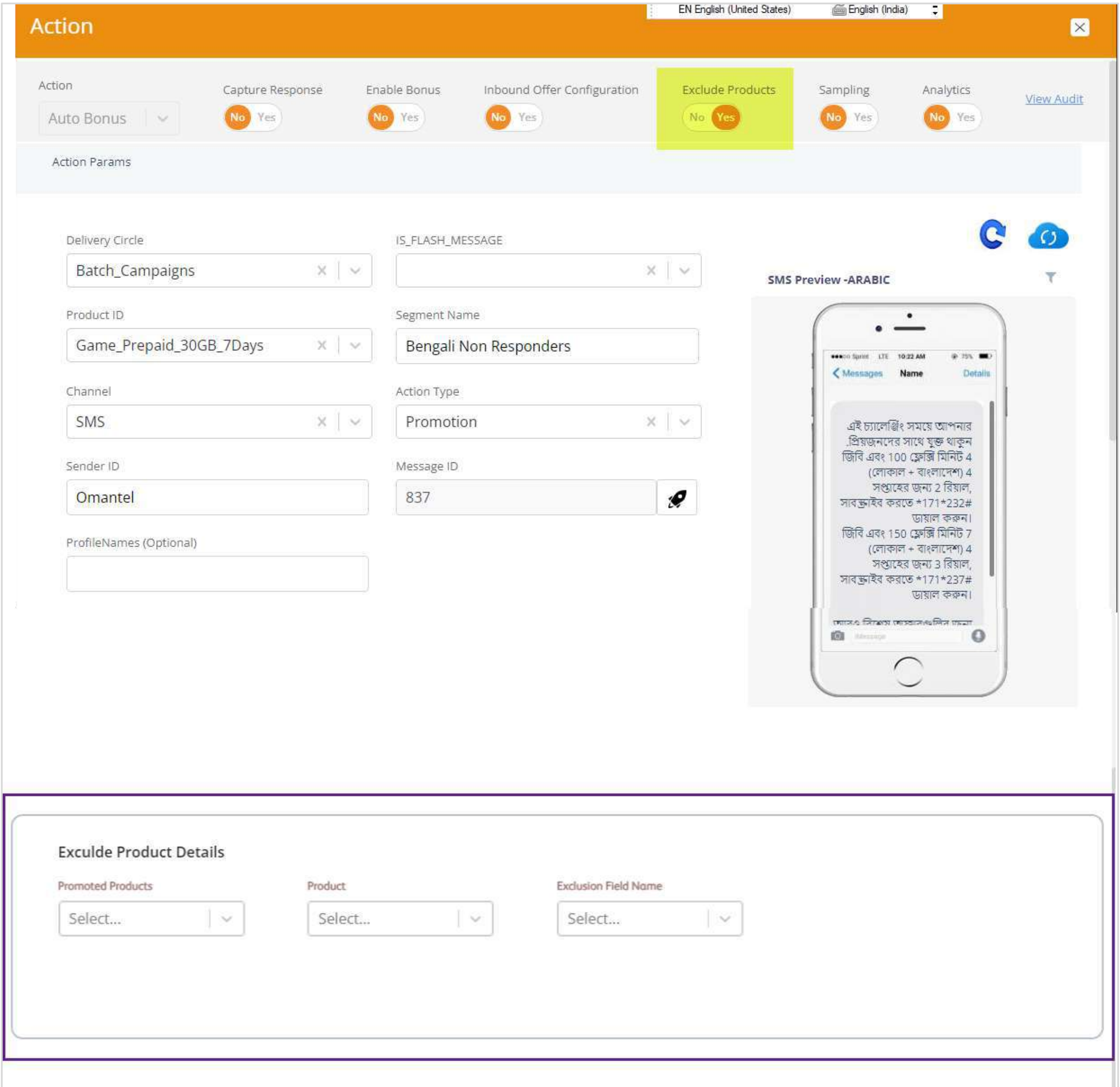


Figure 208 Action– Exclude Products Details

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

Field	Description
Exclude Products 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.

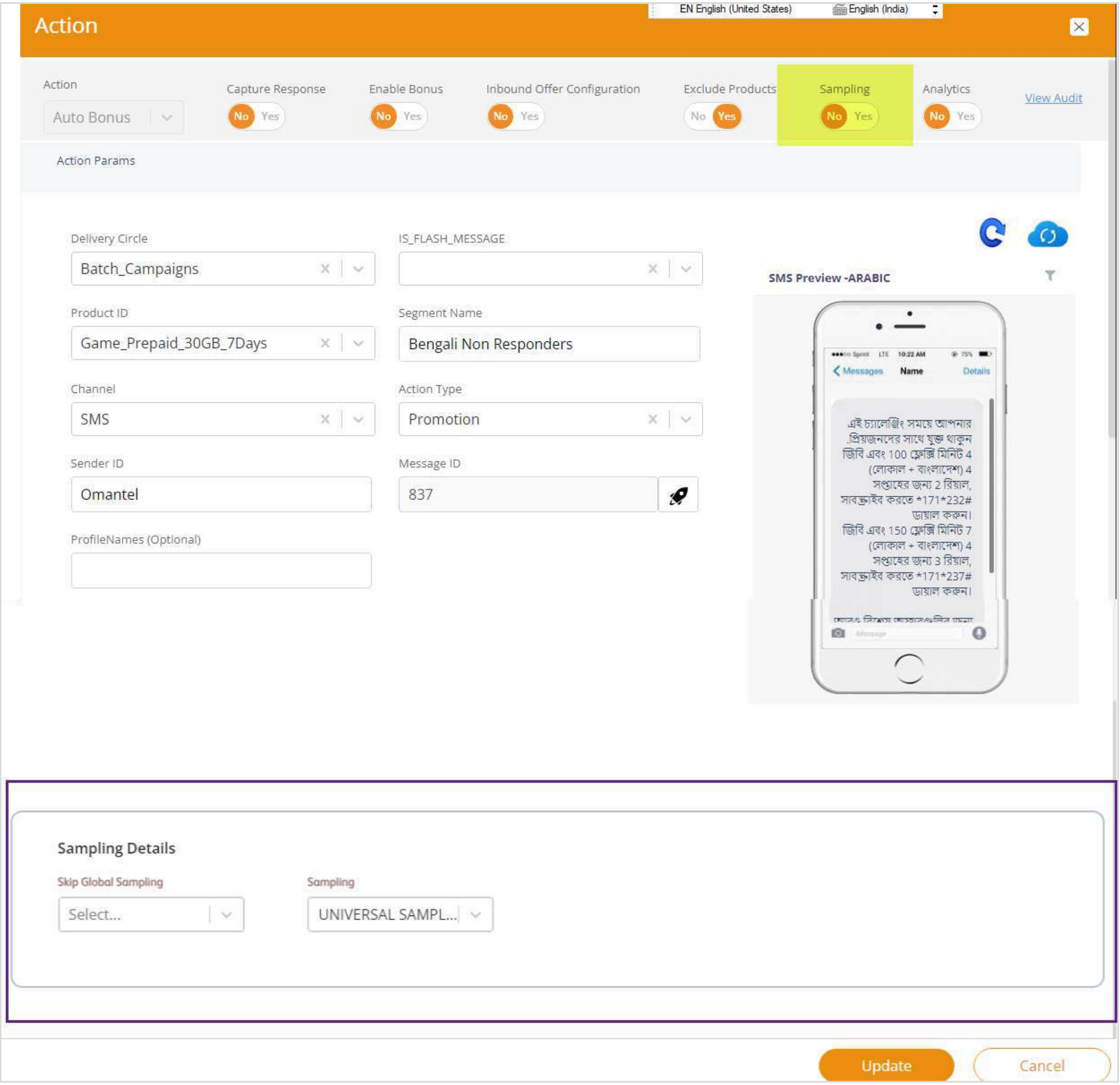


Figure 209 Action– Sampling Details

8. 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.

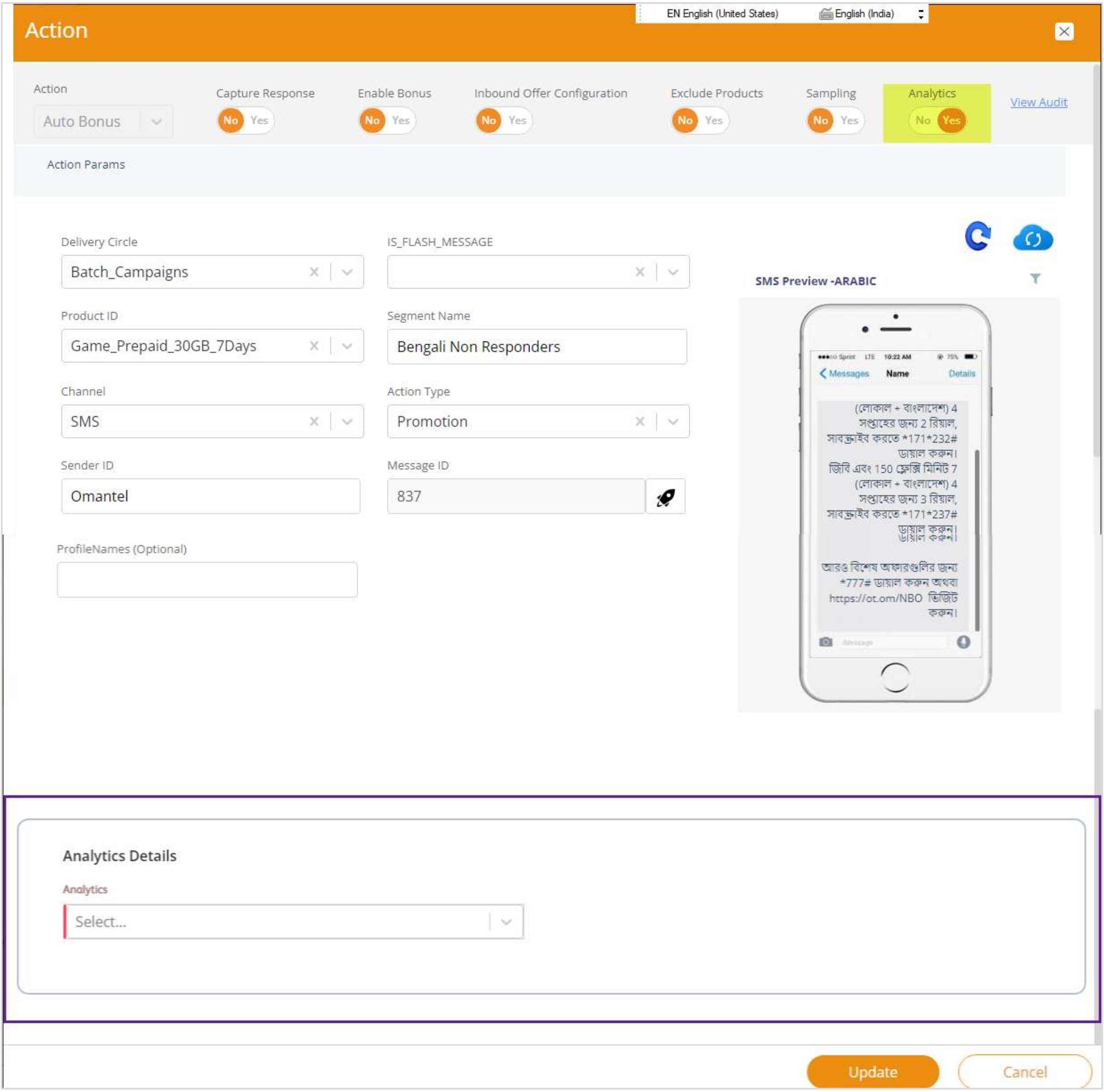


Figure 210 Action– Analytics

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

Field	Description
Analytical Details	
When enabled, it allows applying analytical models to enhance targeting accuracy and offer relevance.	
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.

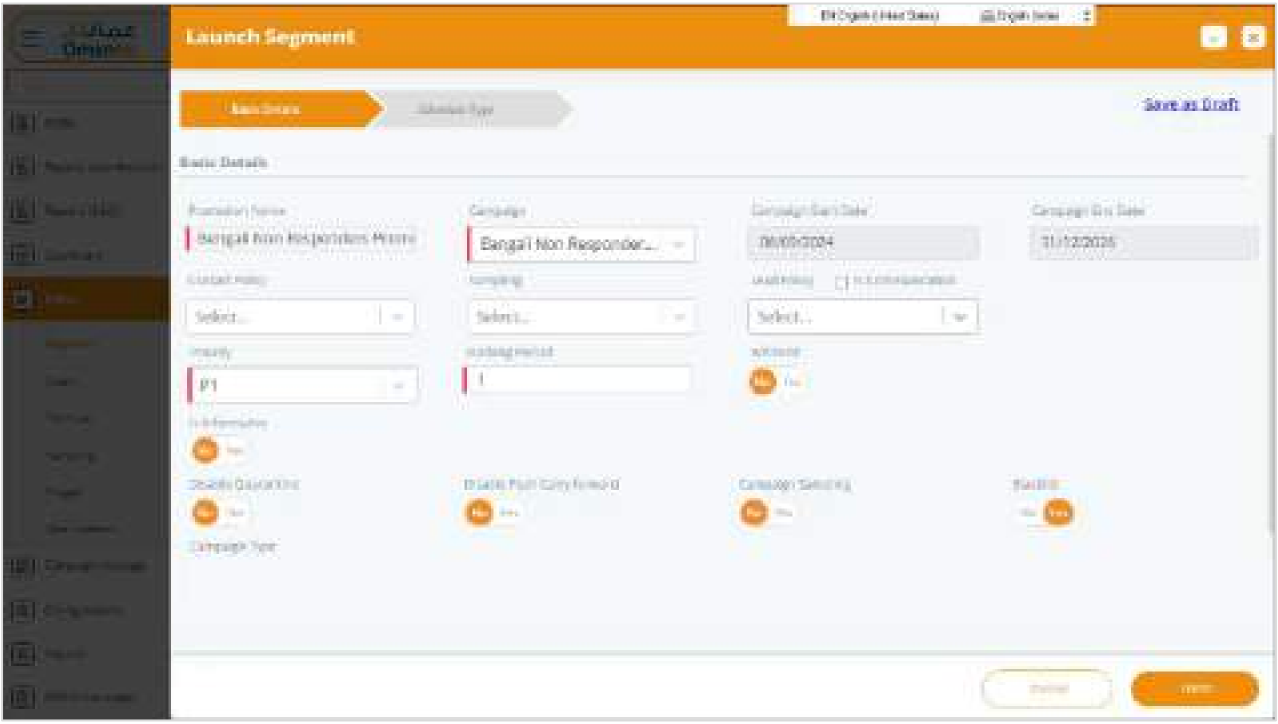


Figure 211 Lauch Segment

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.

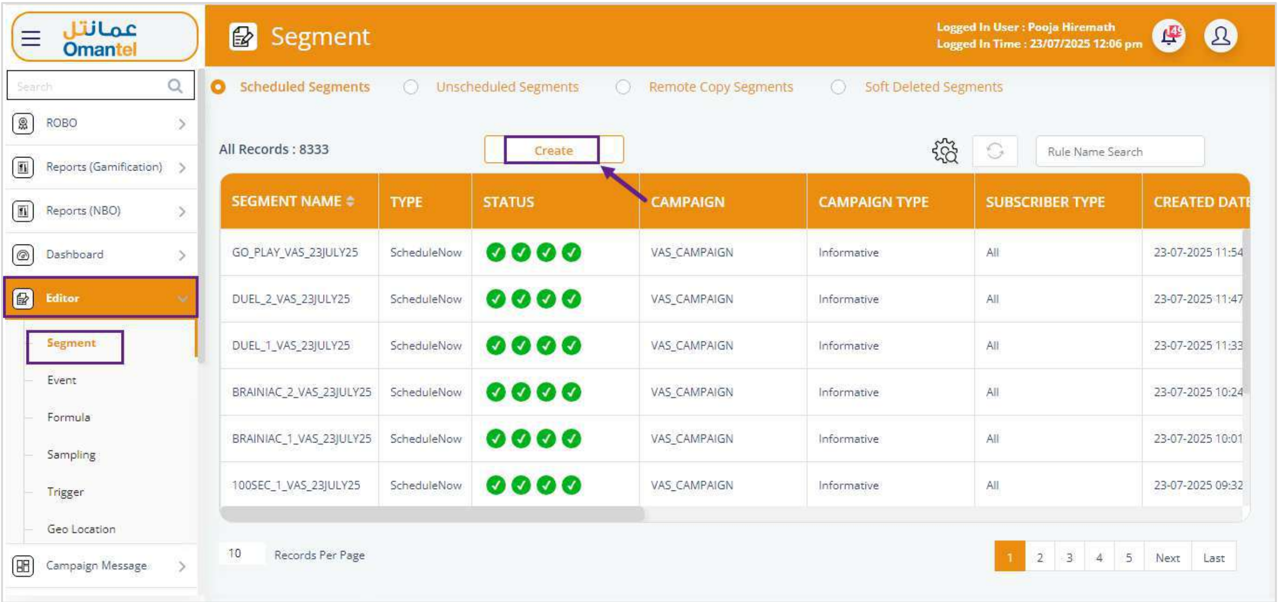


Figure 212 Segment – New Segment

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

Figure 213 New Segment – Input Screen

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

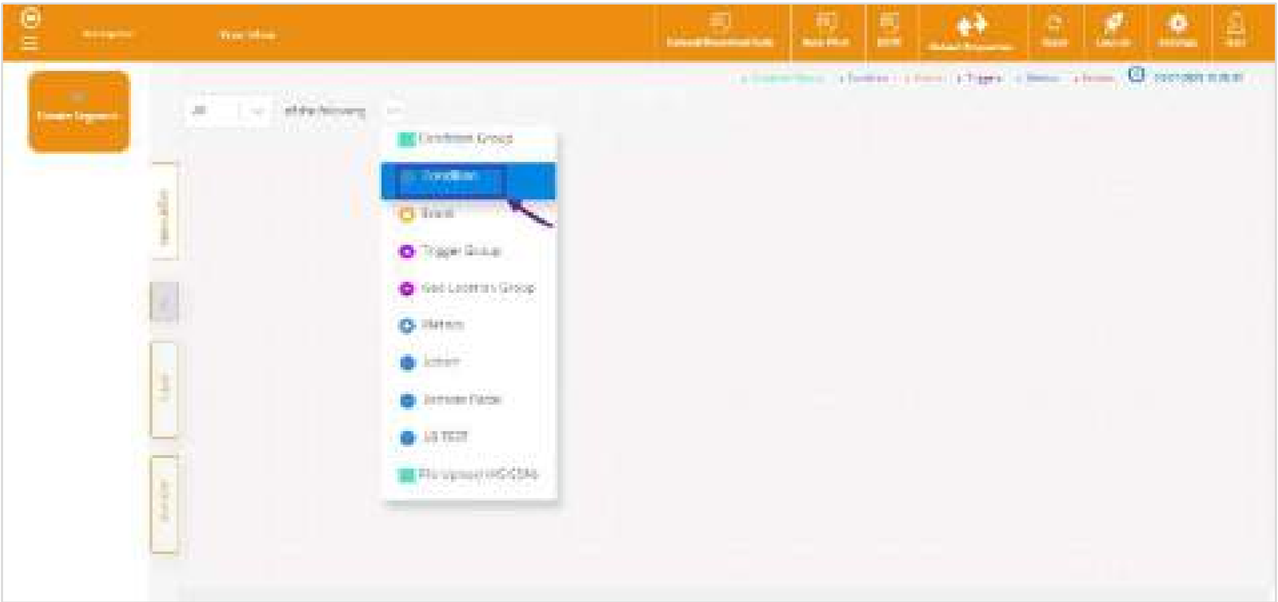


Figure 214 New Segment – Condition

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.

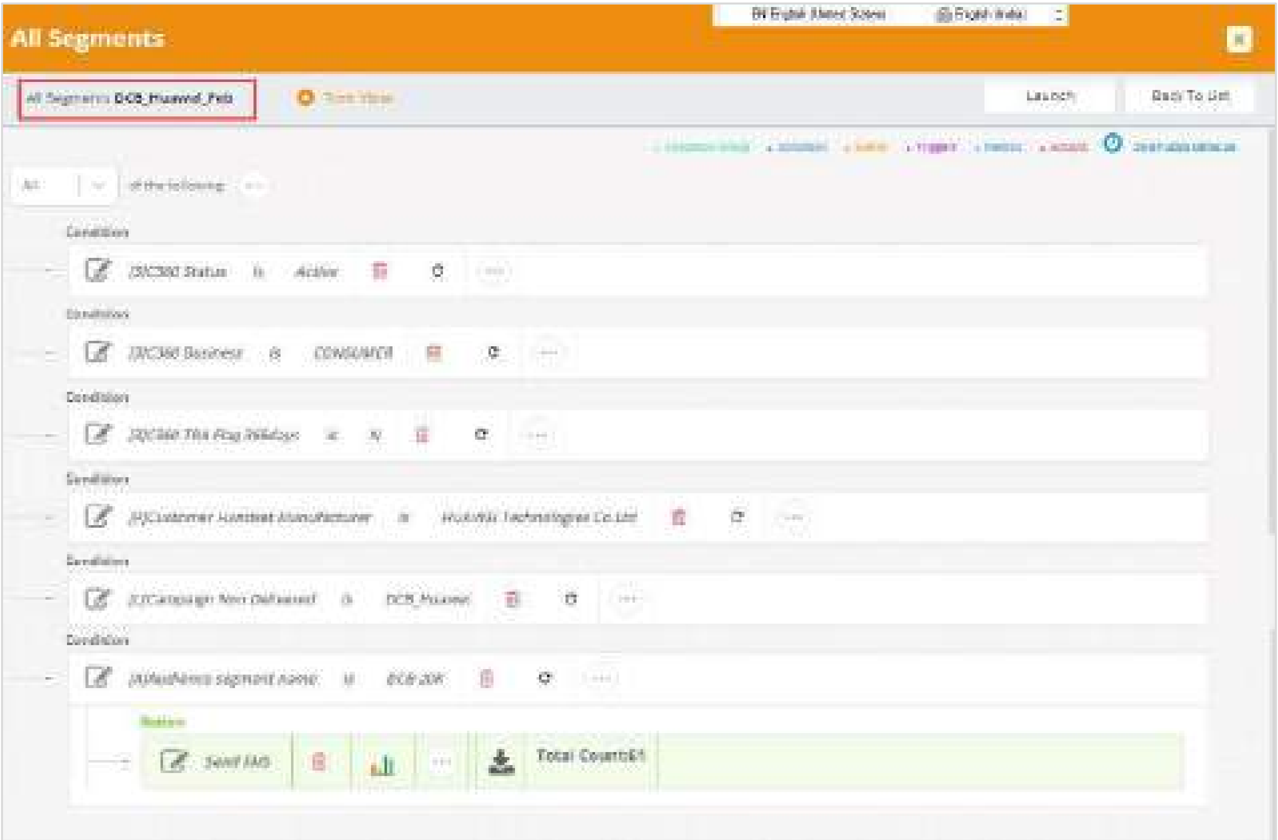


Figure 215 All Segments - DCB_Huawei_Feb

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.

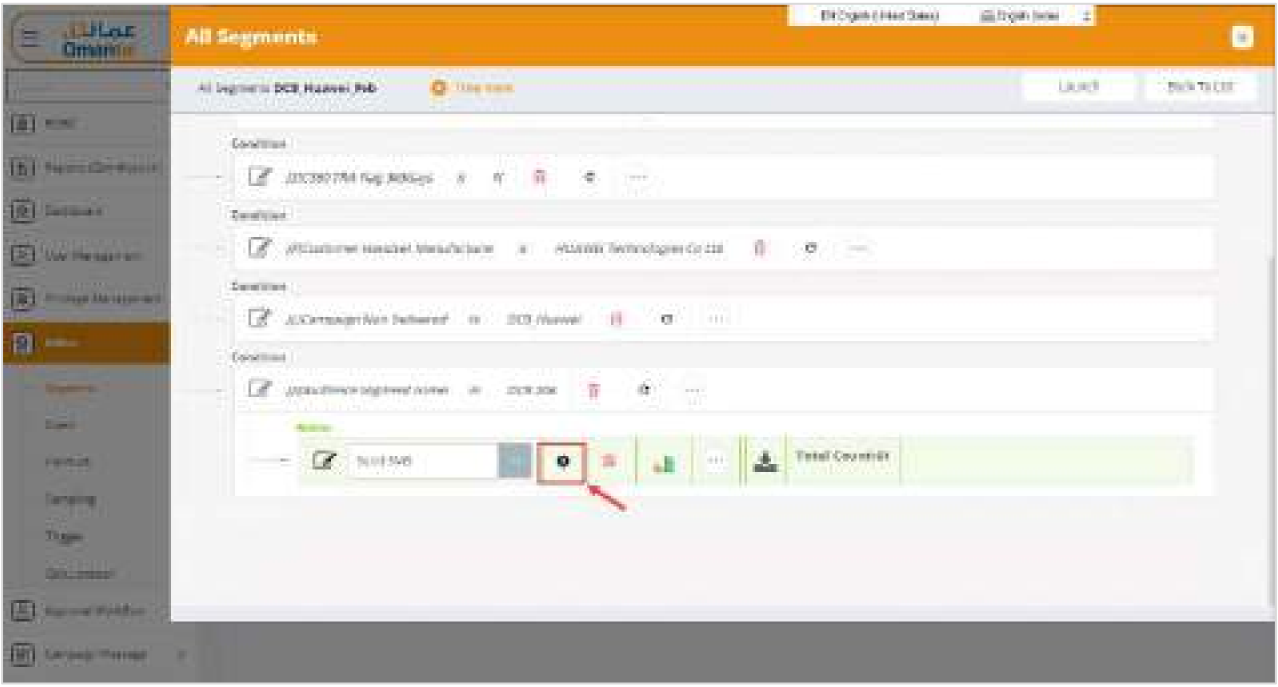


Figure 216 All Segments - Settings

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

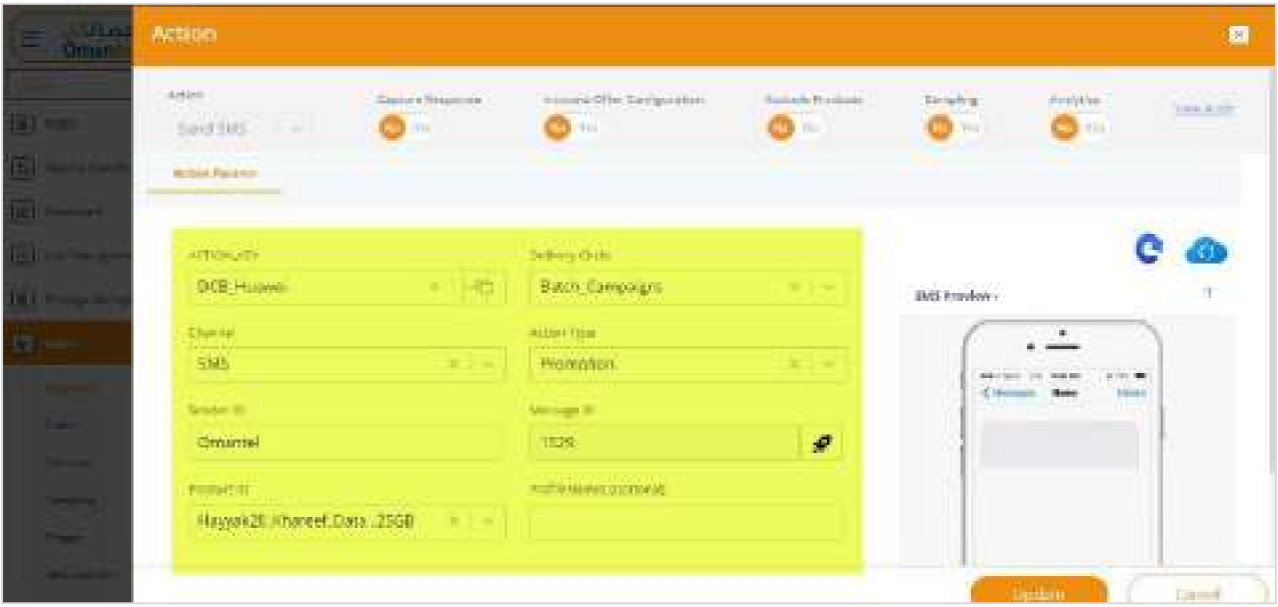


Figure 217 Action Input Screen

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 ***Create Action Key.*** 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.

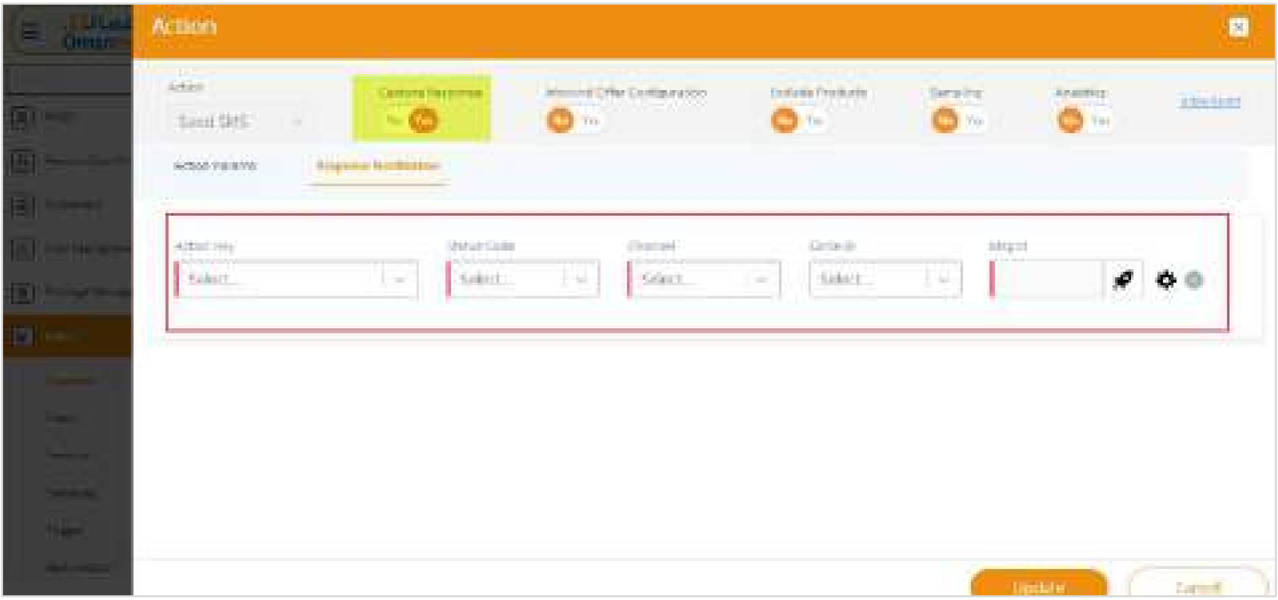
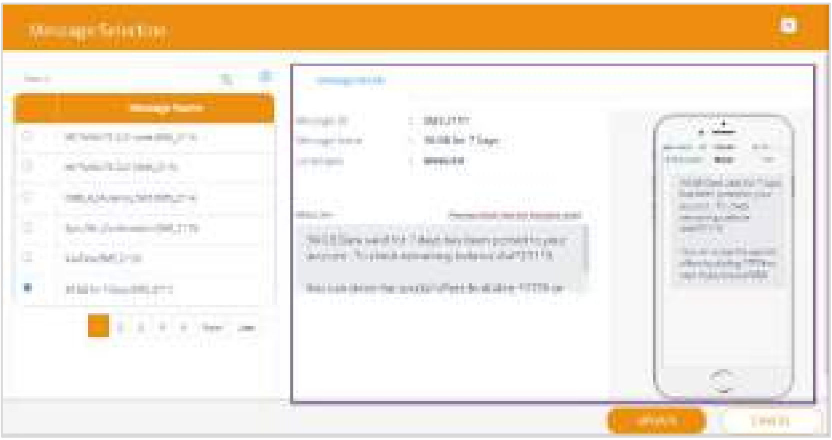


Figure 218 Action– Capture Response

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, "**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	Indicates the message template ID used for the notification. Select to select the message. The following screen will be displayed.  • Select the Message that needs to be sent to the user. The following

Field	Description
	screen will be displayed.  • 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.

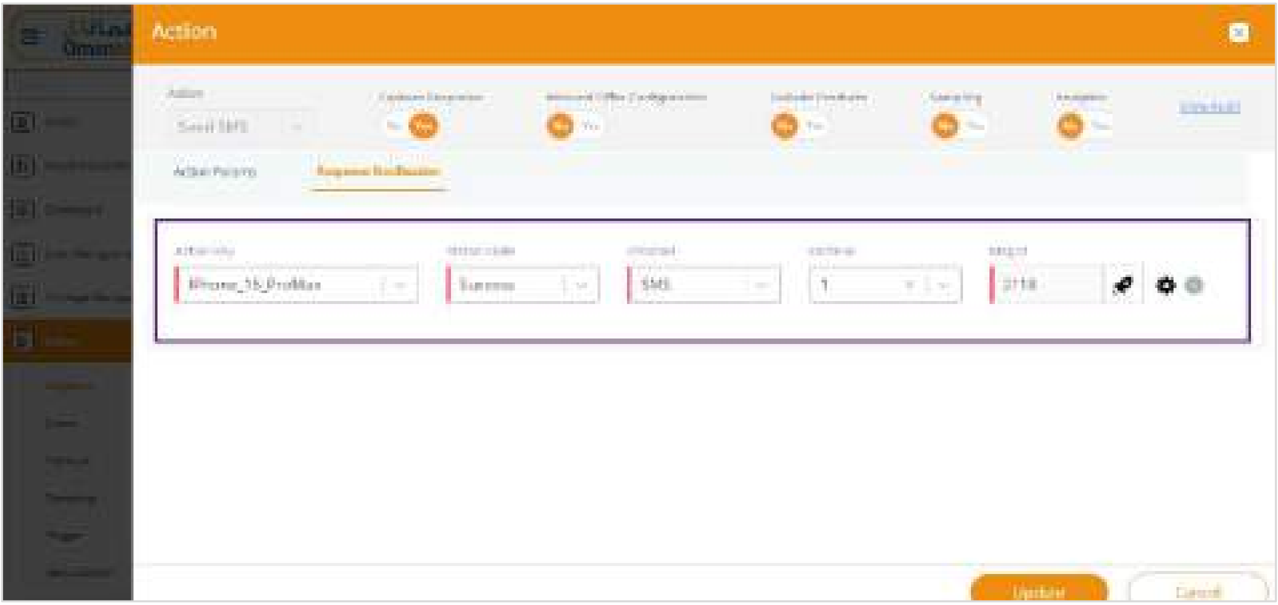


Figure 219 Action – Response Notification

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

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

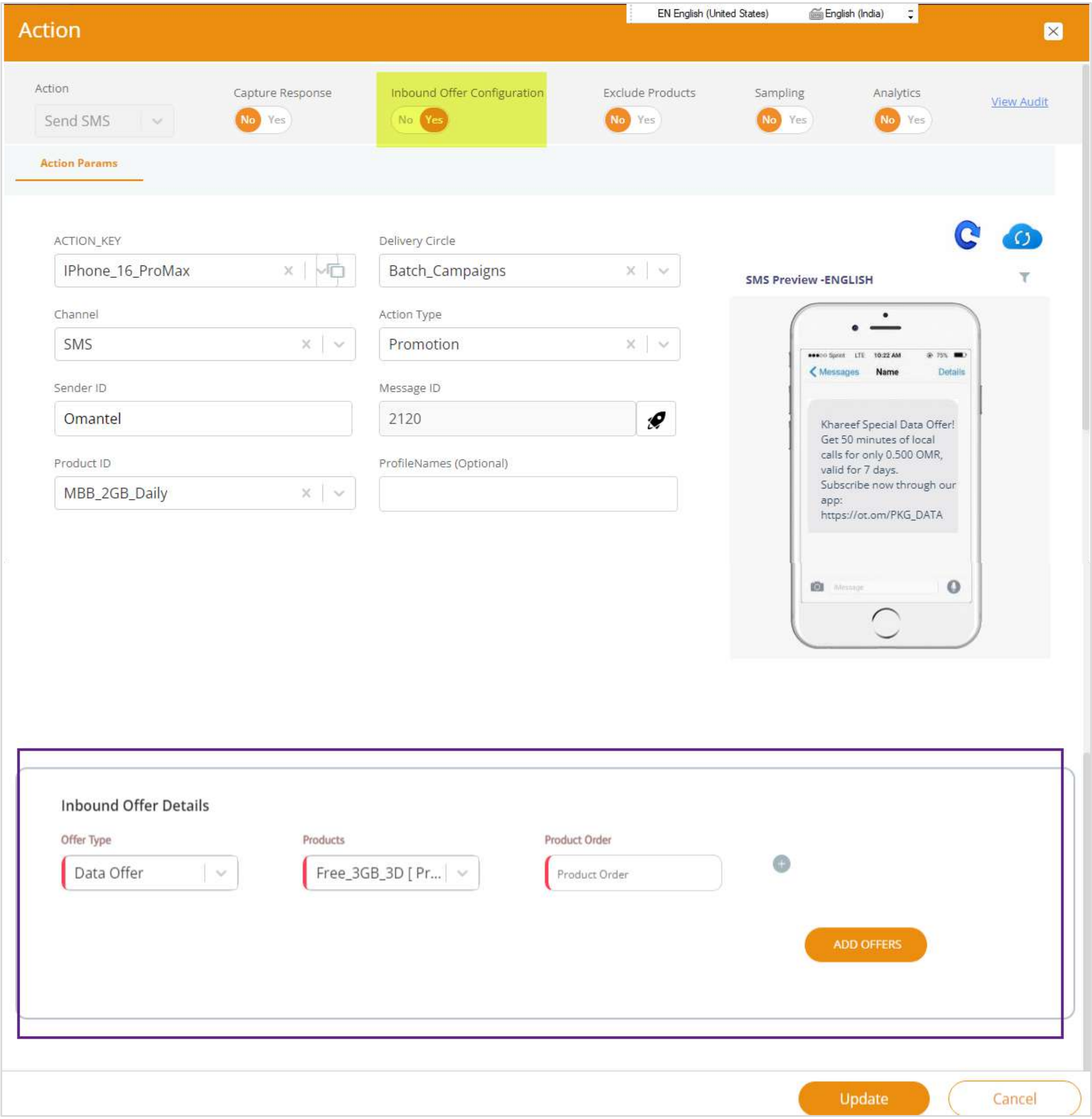


Figure 220 Action– Inbound Offer Details

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, "**Free 3 GB 3 Days**".
Product Order	Execution priority for the product if multiple offers exist.

Field	Description
	• 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.

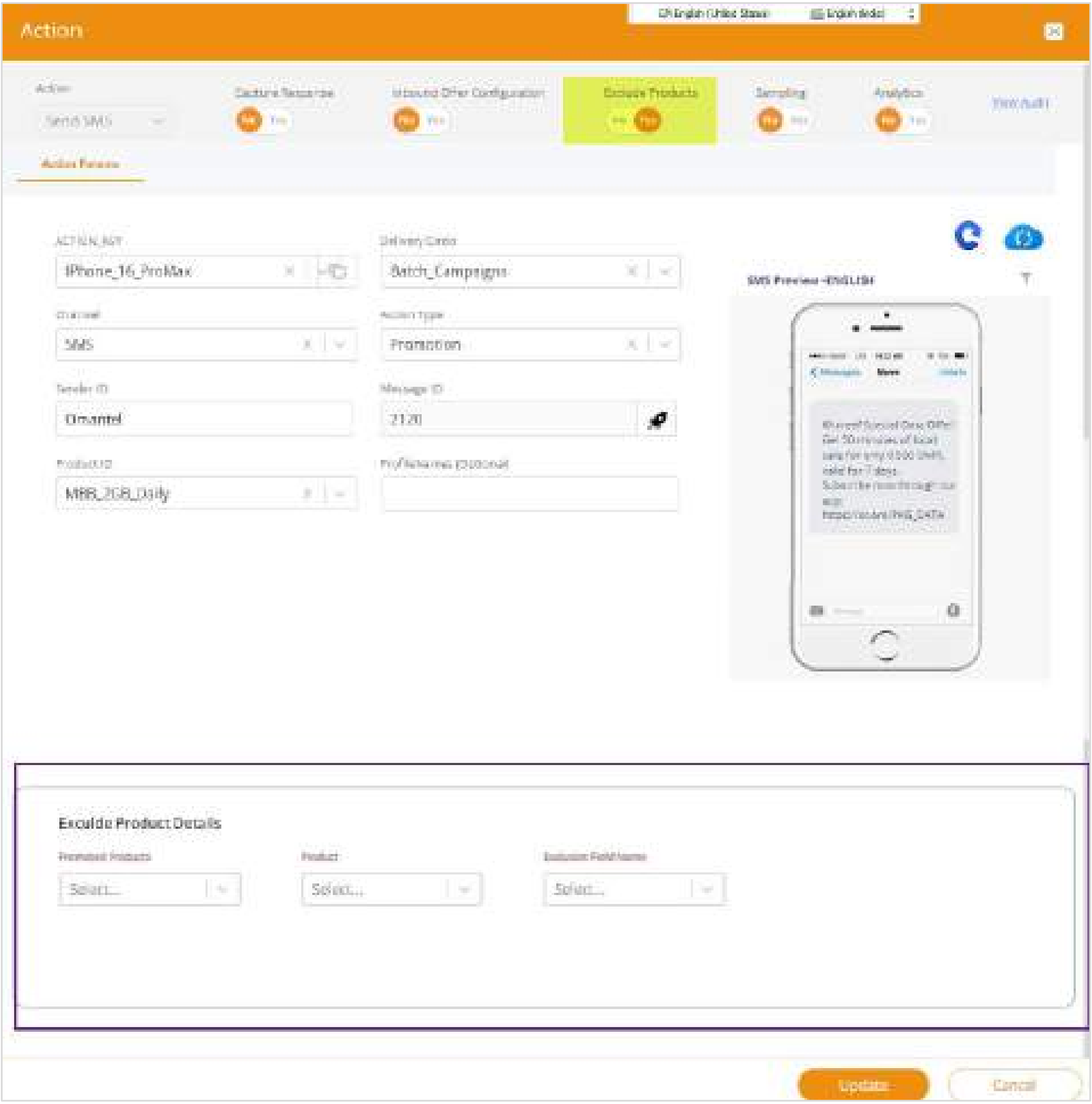


Figure 221 Action– Exclude Products Details

7. 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, “**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.

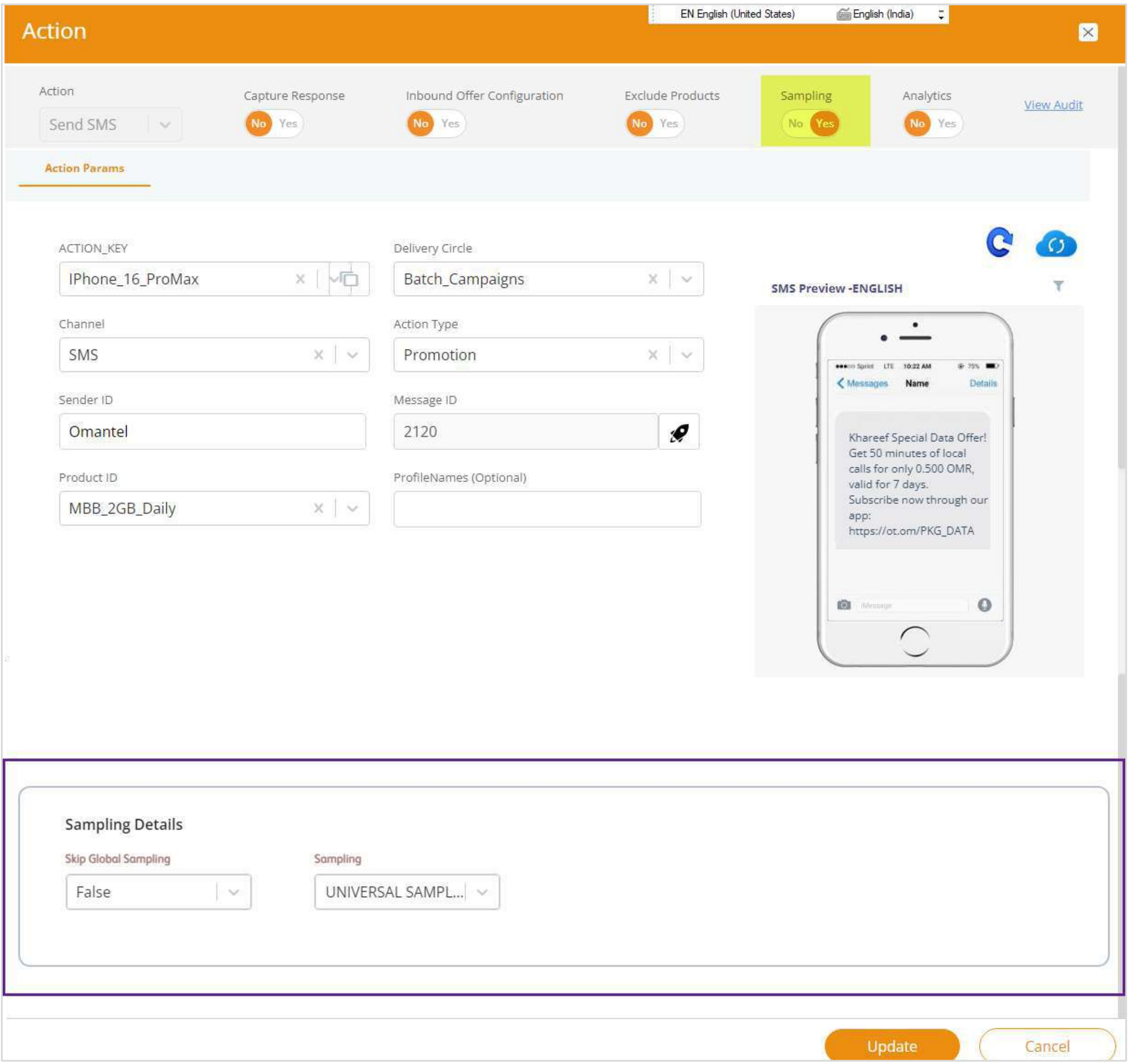


Figure 222 Action– Sampling Details

8. 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.

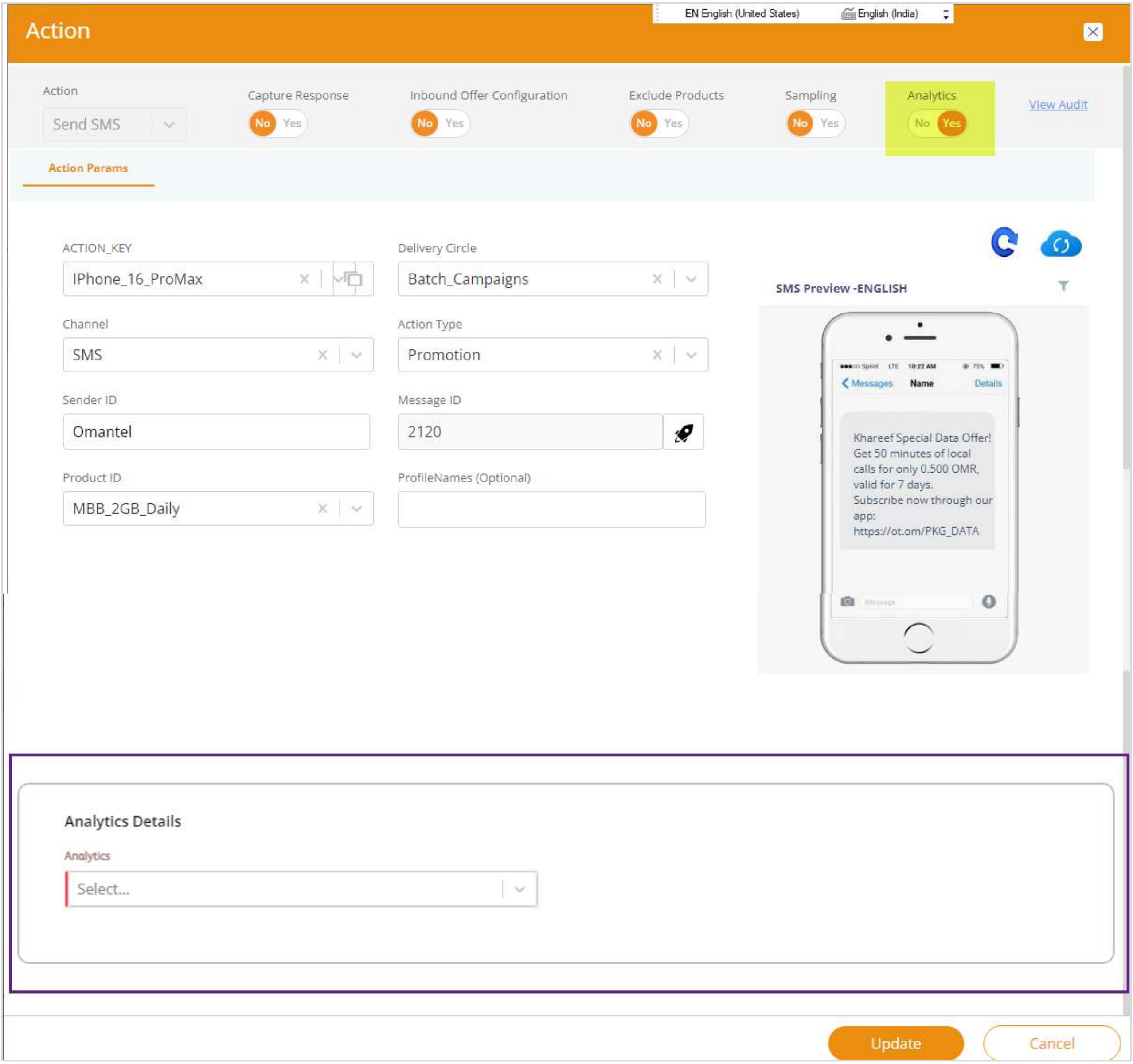


Figure 223 Action– Analytics

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

Field	Description
Analytical Details	
When enabled, it allows applying analytical models to enhance targeting accuracy and offer relevance.	
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.

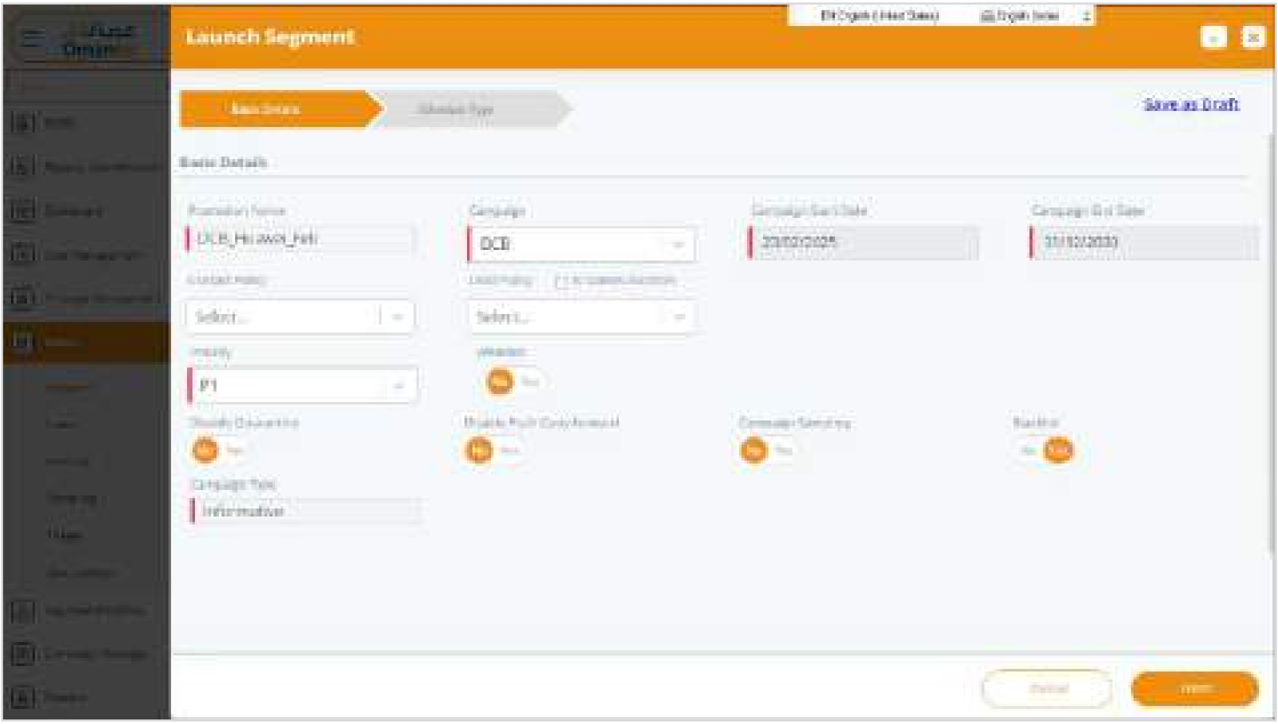


Figure 224 Lauch Segment

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.

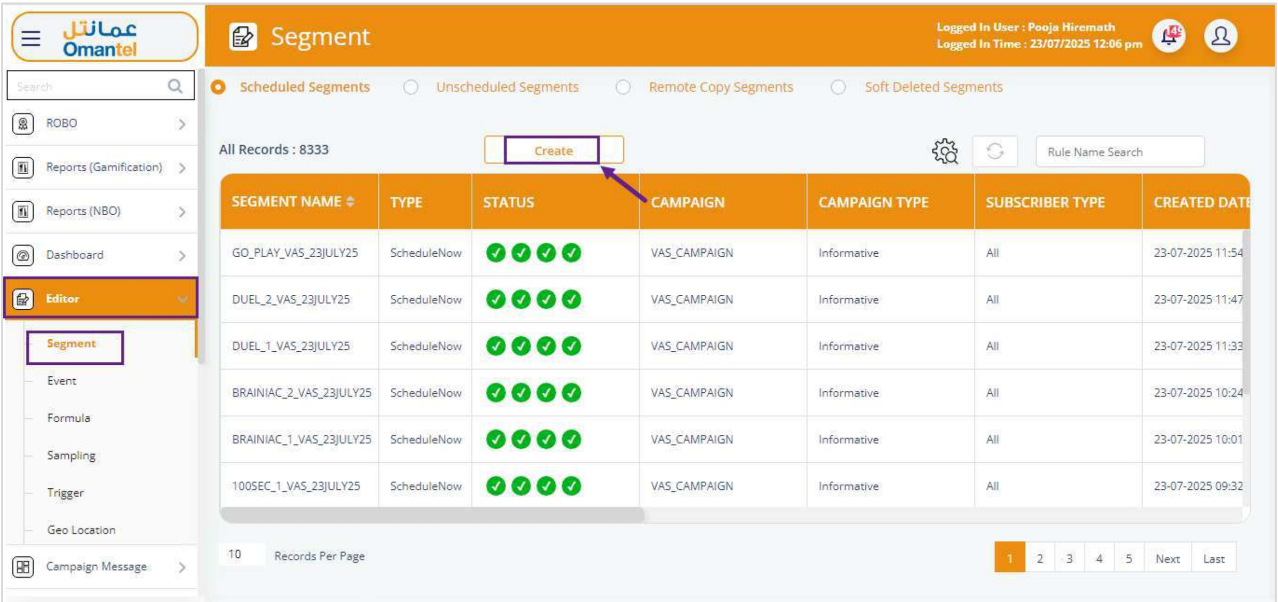


Figure 225 Segment – New Segment

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

Figure 226 New Segment – Input Screen

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

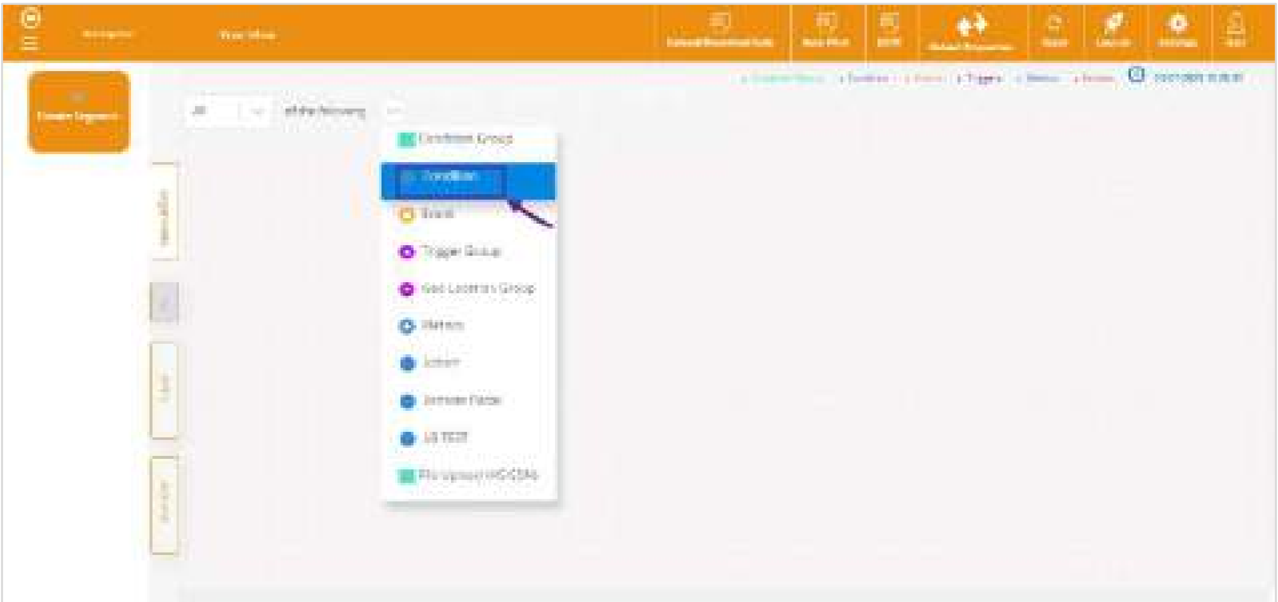


Figure 227 New Segment – Condition

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.

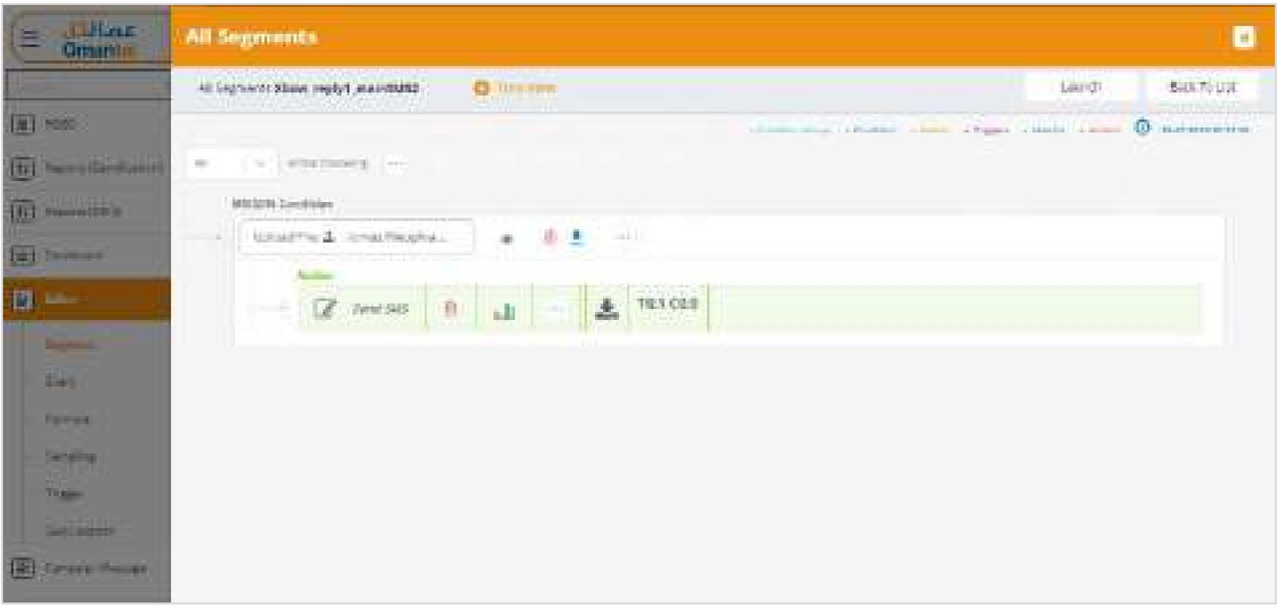


Figure 228 All Segments - Xbow_reply1_mainSMS2

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.

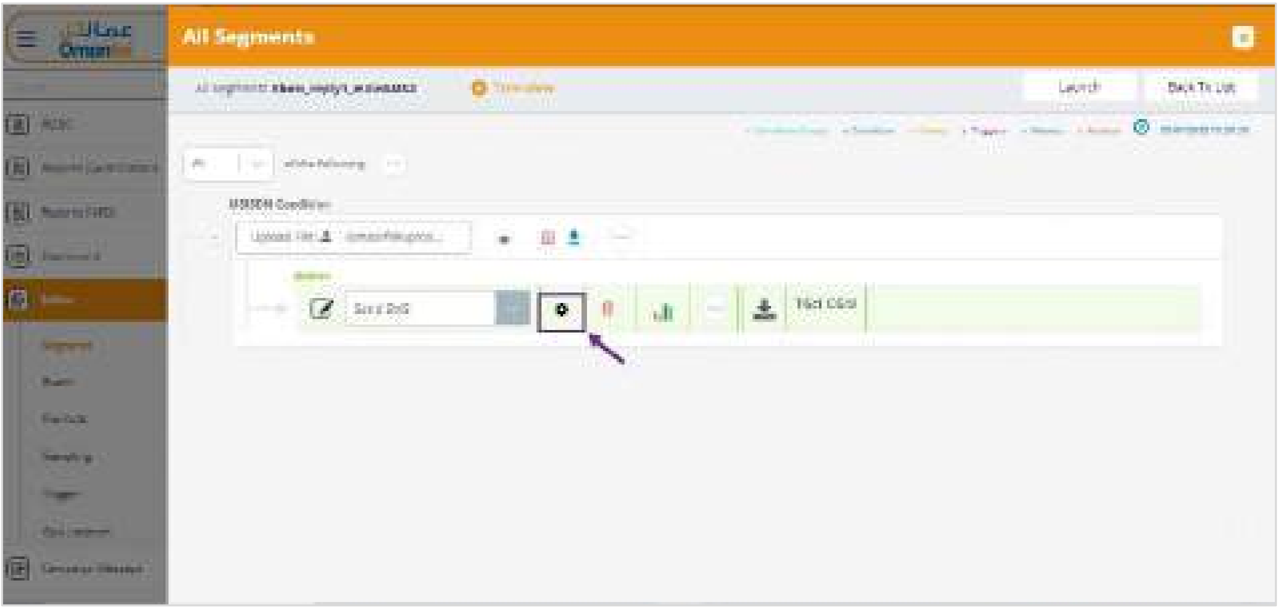


Figure 229 All Segments - Settings

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

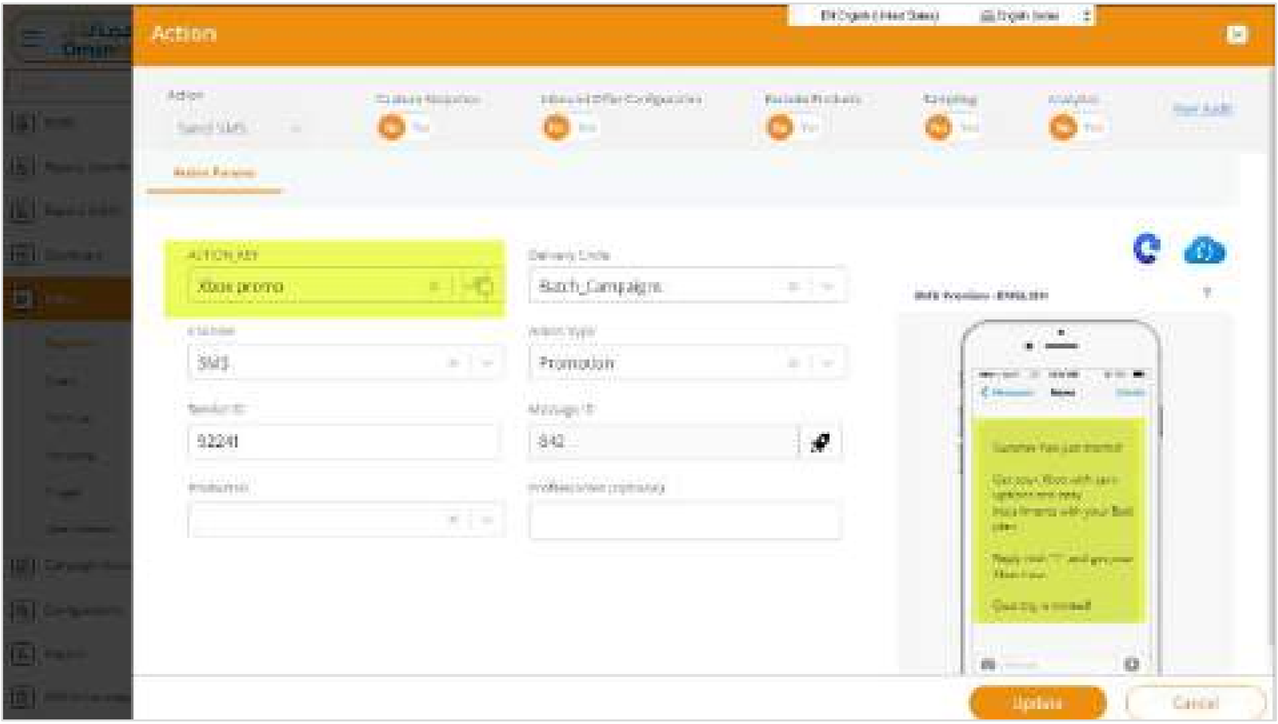


Figure 230 Action Input Screen

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 ***Create Action Key***. 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.

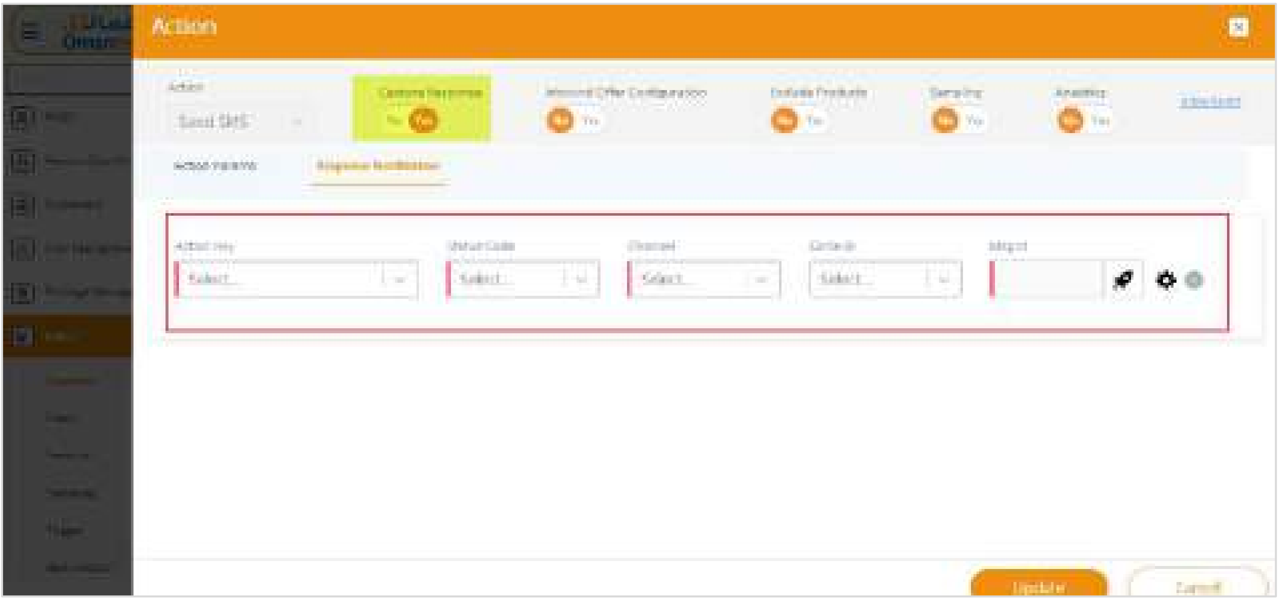


Figure 231 Action– Capture Response

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	Indicates the message template ID used for the notification. Select to select the message. The following screen will be displayed.  • Select the Message that needs to be sent to the user. The following screen will be displayed.  • 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.

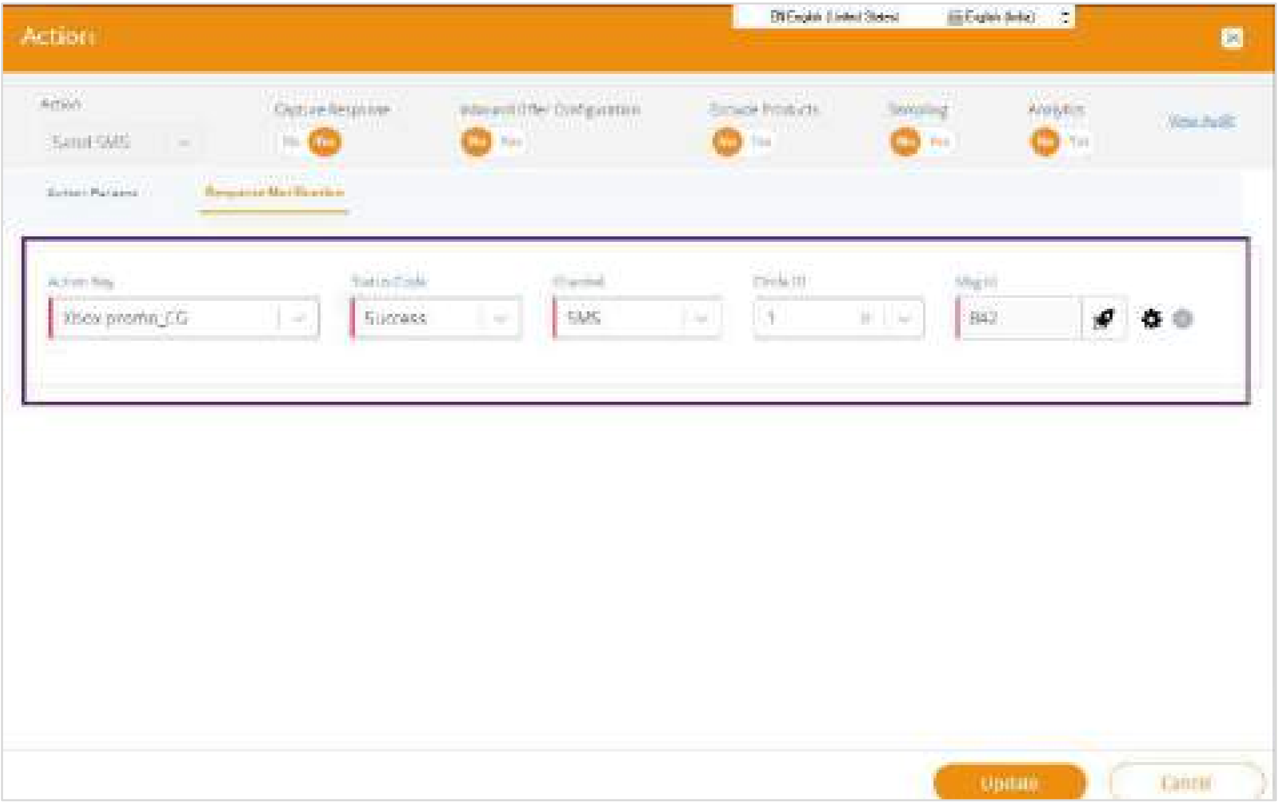


Figure 232 Action – Response Notification

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

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

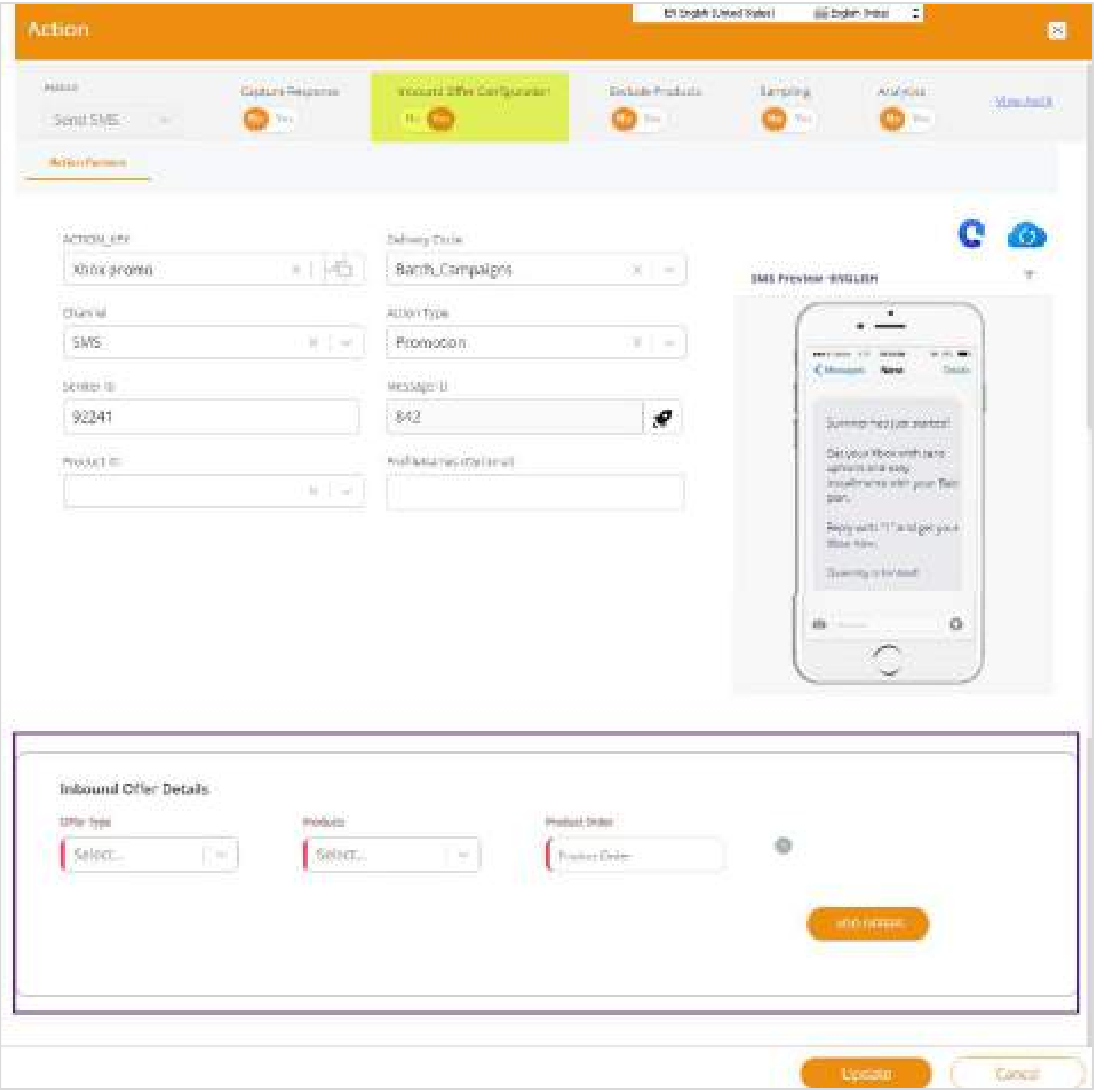


Figure 233 Action– Inbound Offer Details

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, "**Free 3 GB 3 Days**".
Product Order	Execution priority for the product if multiple offers exist. • Click the **Add** button to add multiple offer details.

Field	Description
	• 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.

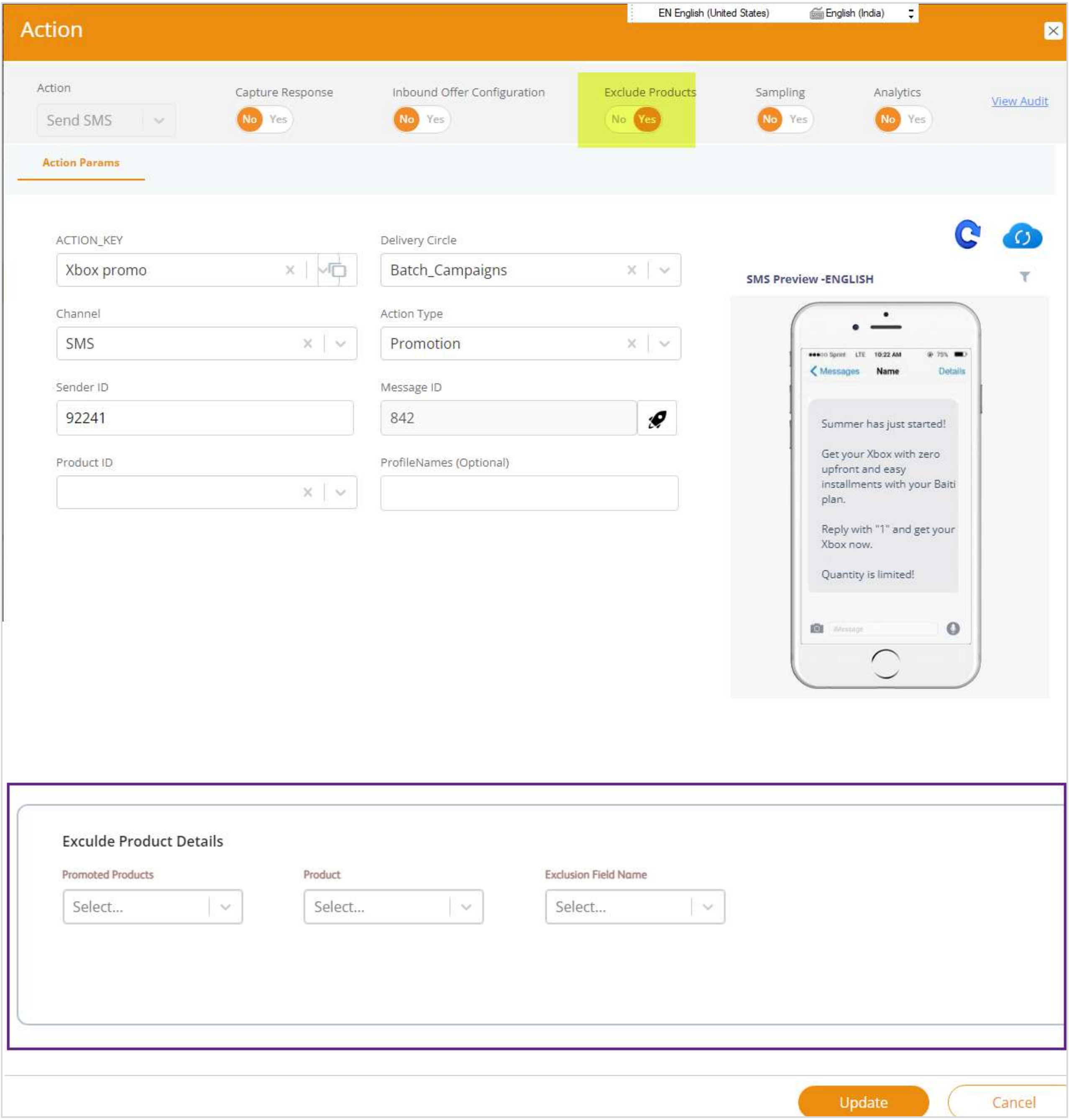


Figure 234 Action– Exclude Products Details

7. 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, “**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.

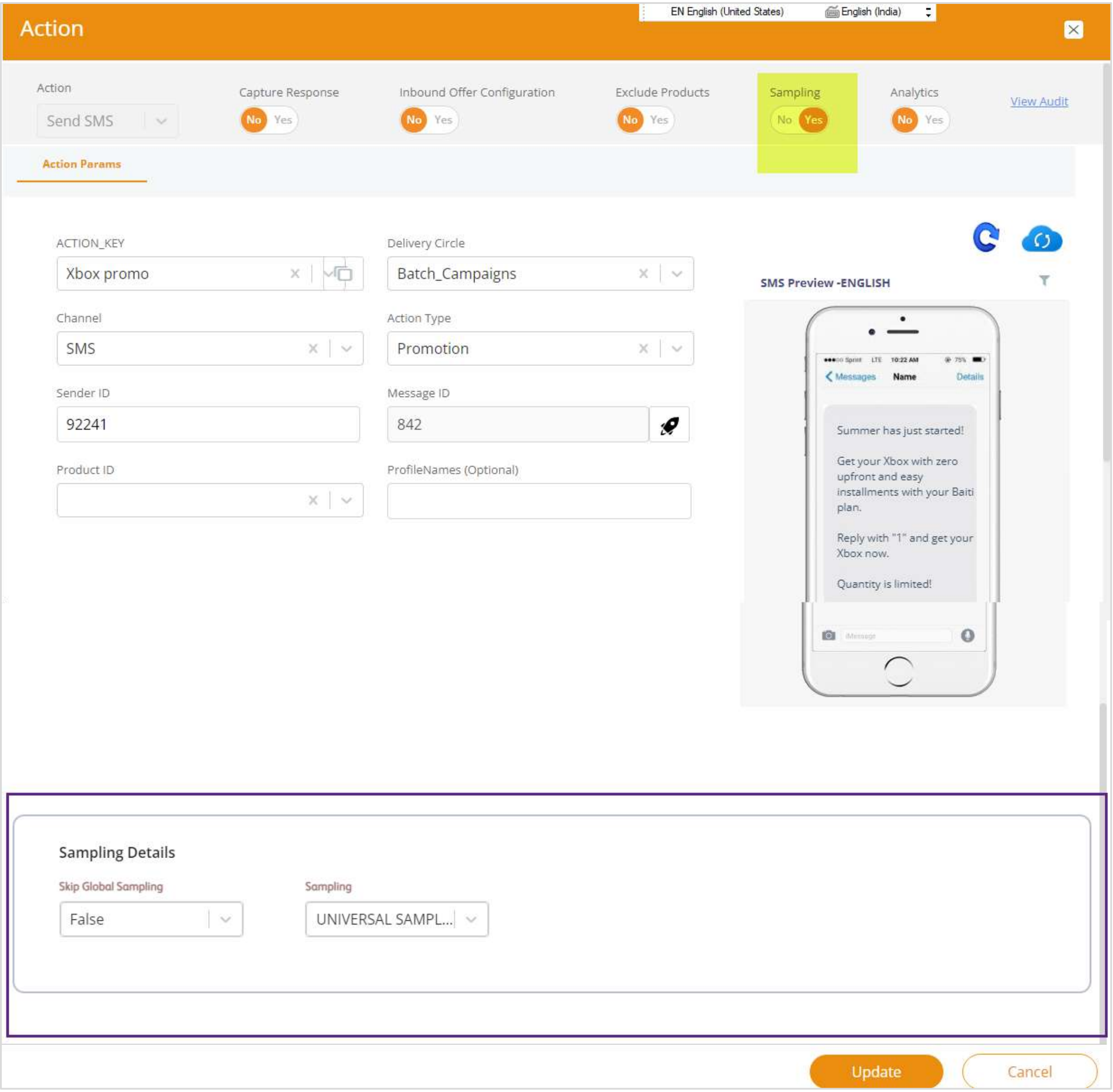


Figure 235 Action– Sampling Details

8. 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.

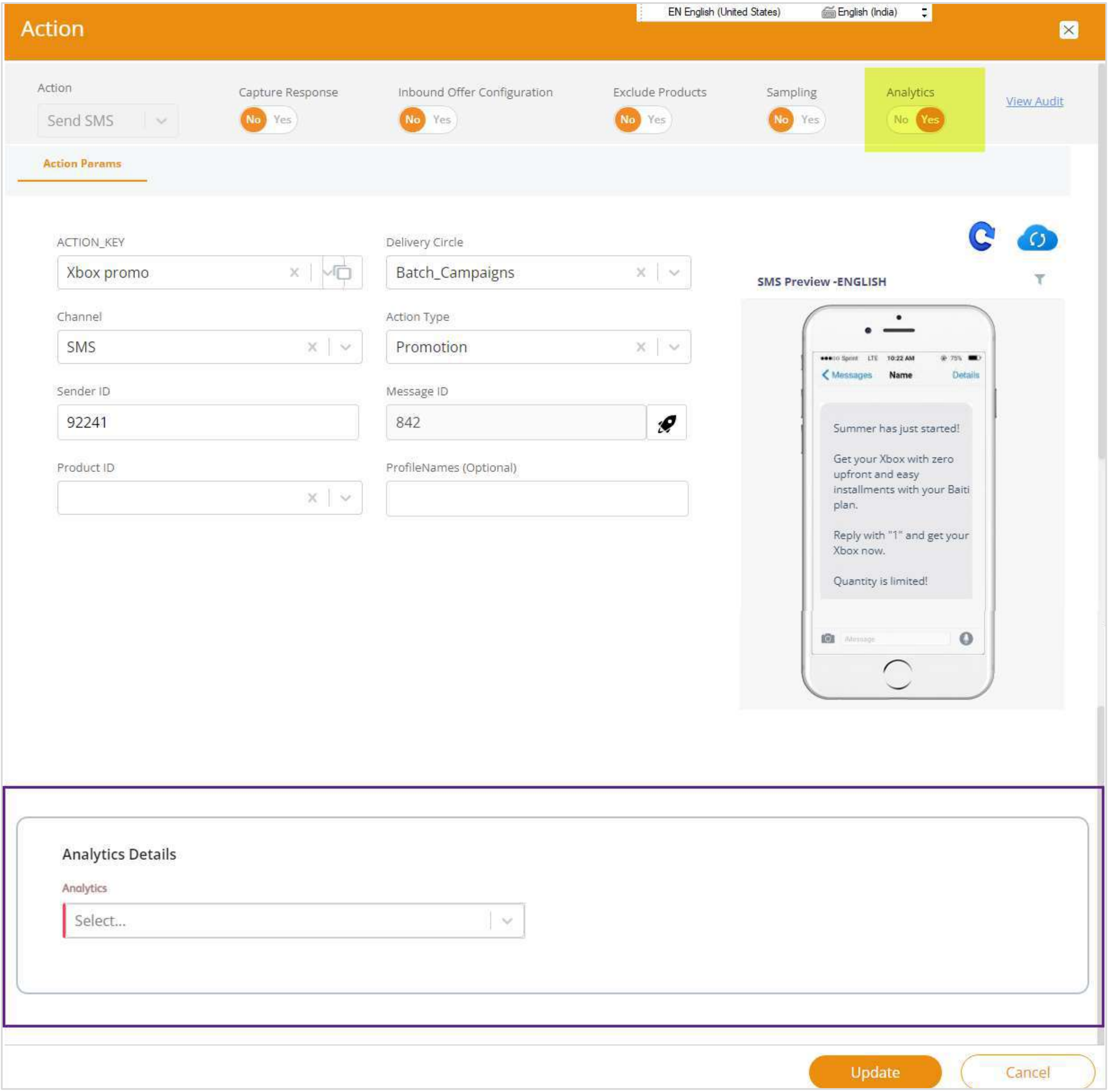


Figure 236 Action– Analytics

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

Field	Description
Analytical Details	
When enabled, it allows applying analytical models to enhance targeting accuracy and offer relevance.	
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.

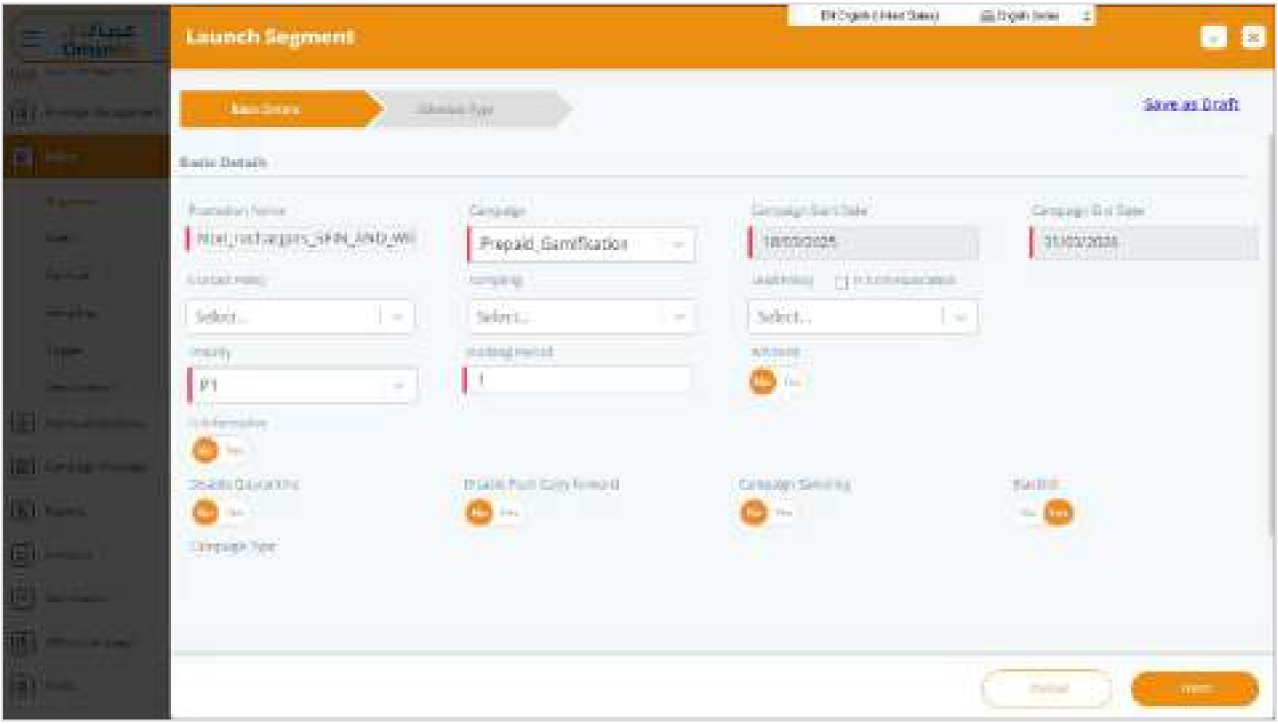


Figure 237 Lauch Segment

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.

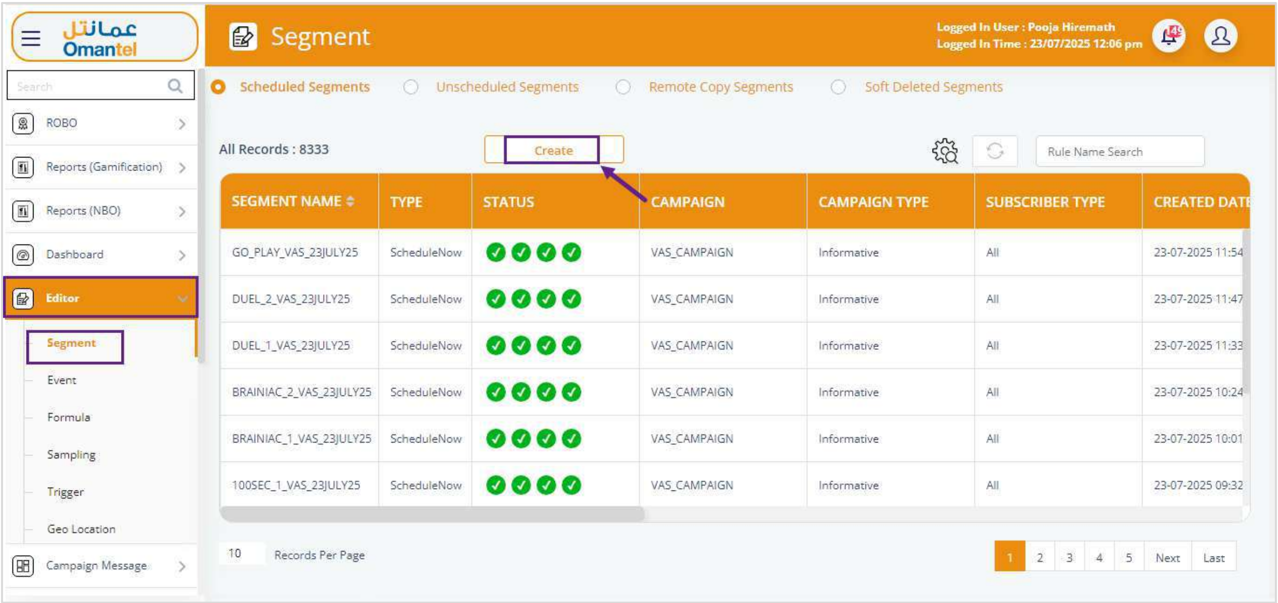


Figure 238 Segment – New Segment

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

Figure 239 New Segment – Input Screen

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

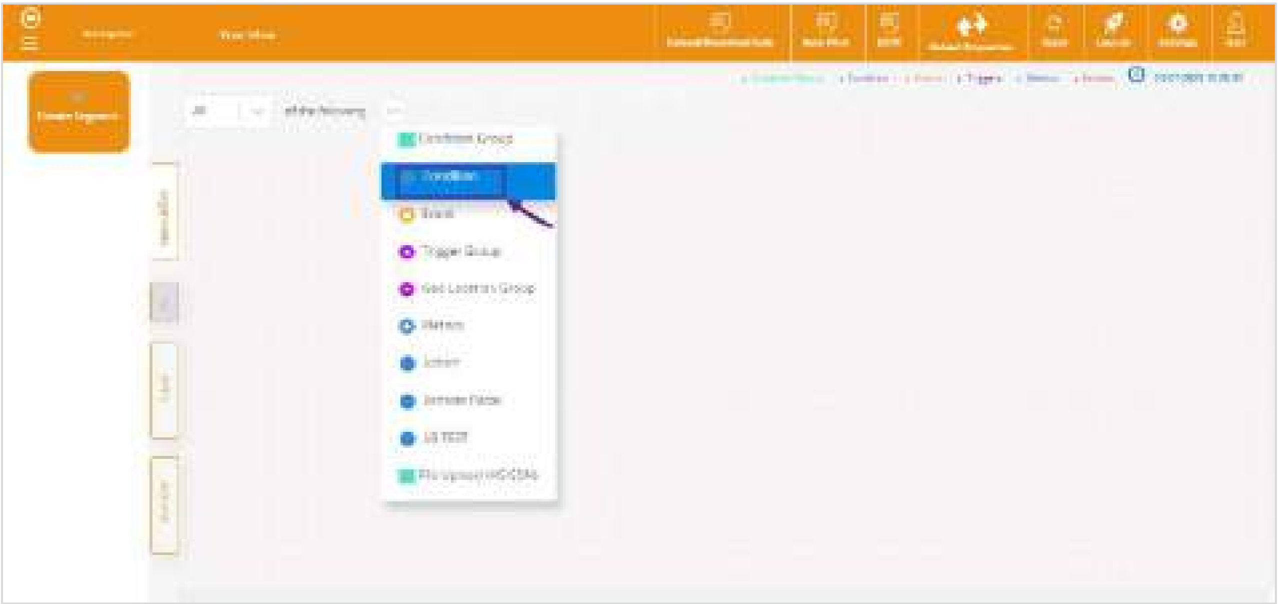


Figure 240 New Segment – Condition

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.

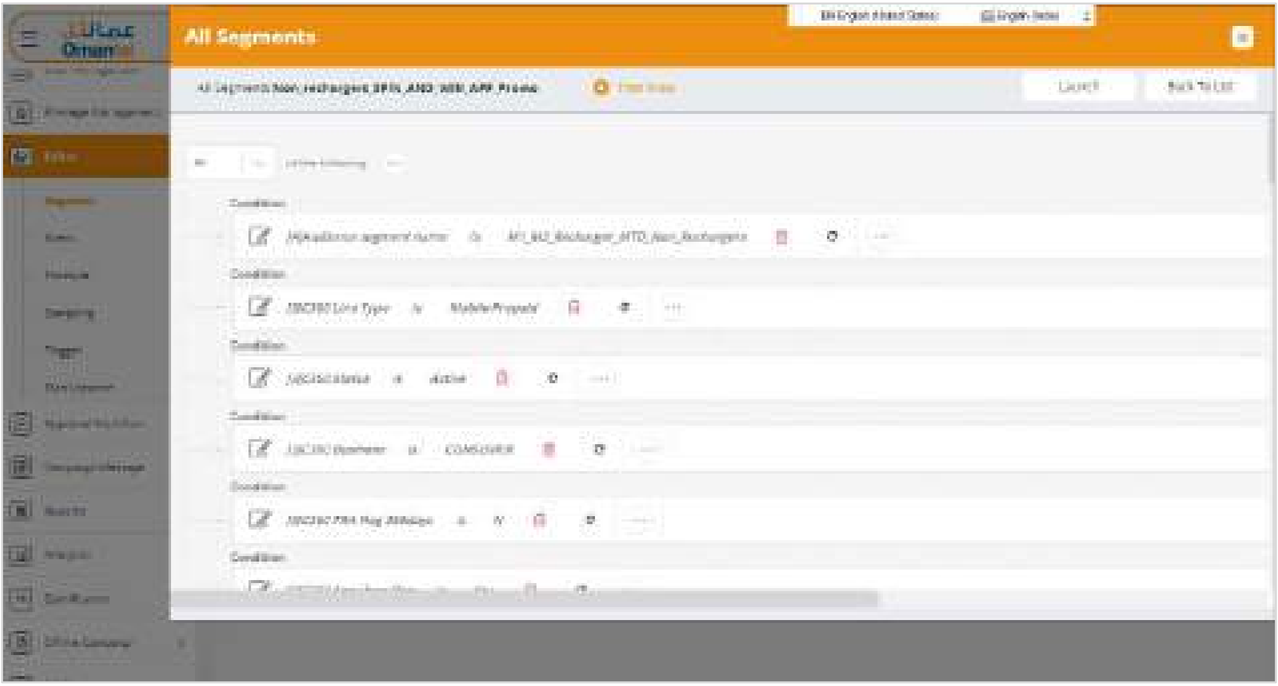


Figure 241 All Segments - Non_rechargers_SPIN_AND_WIN_APP_Promo

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

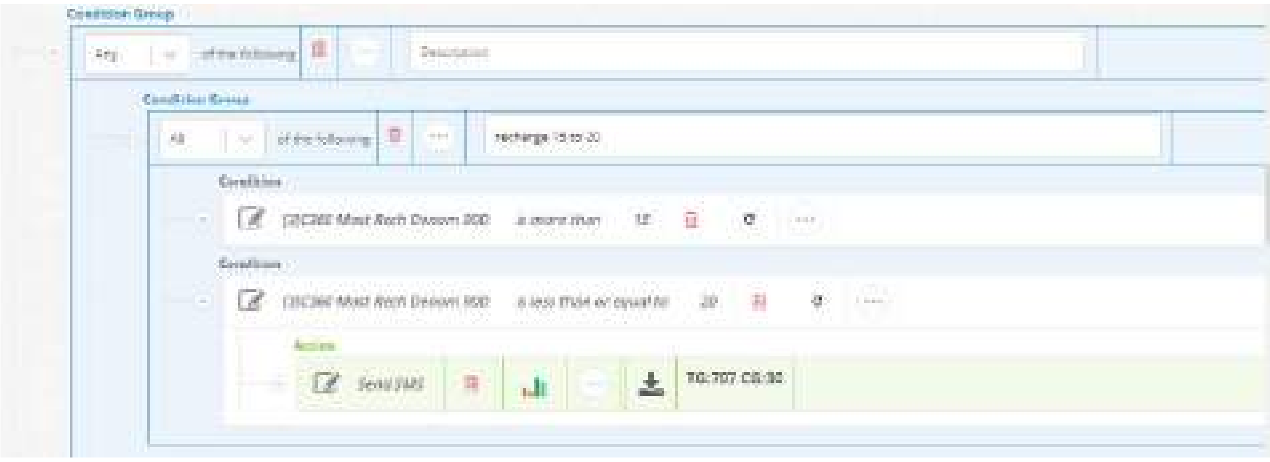


Figure 242 Non_rechargers_SPIN_AND_WIN_APP_Promo_2

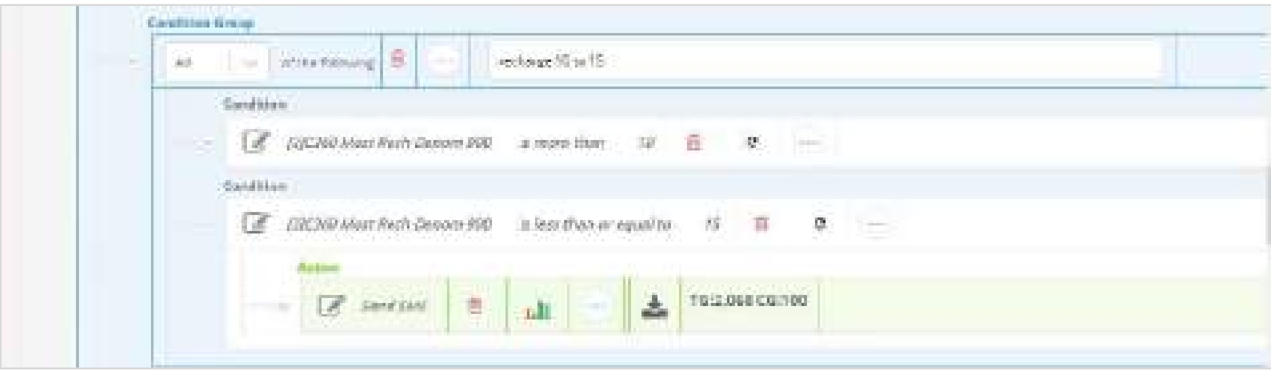


Figure 243 Non_rechargers_SPIN_AND_WIN_APP_Promo_3

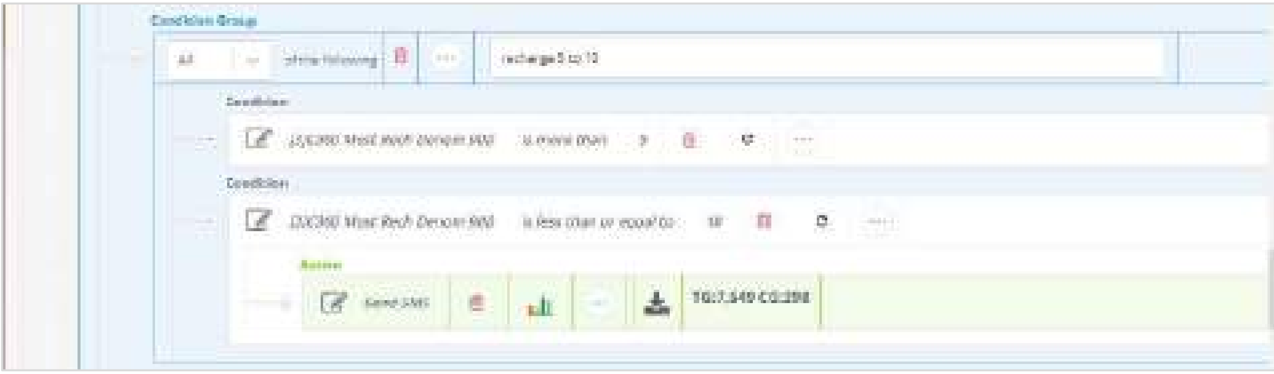


Figure 244 Non_rechargers_SPIN_AND_WIN_APP_Promo_4

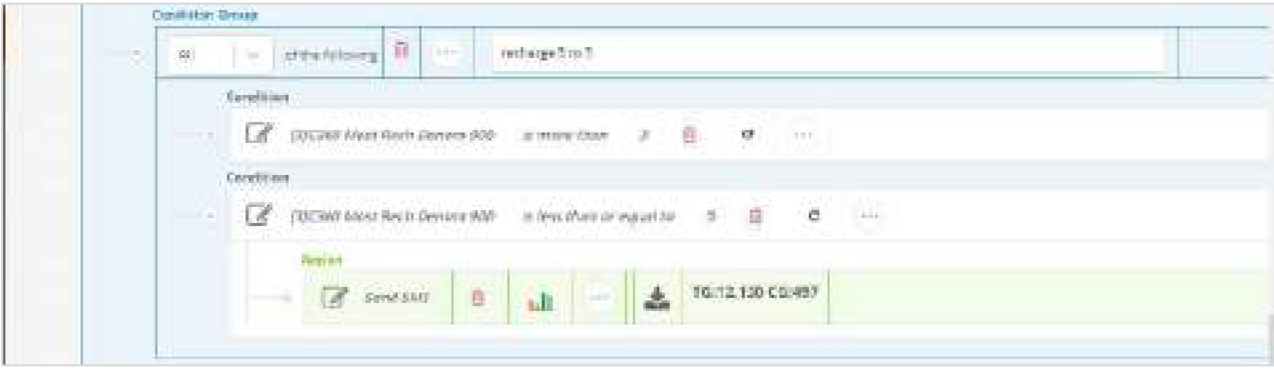


Figure 245 Non_rechargers_SPIN_AND_WIN_APP_Promo_5

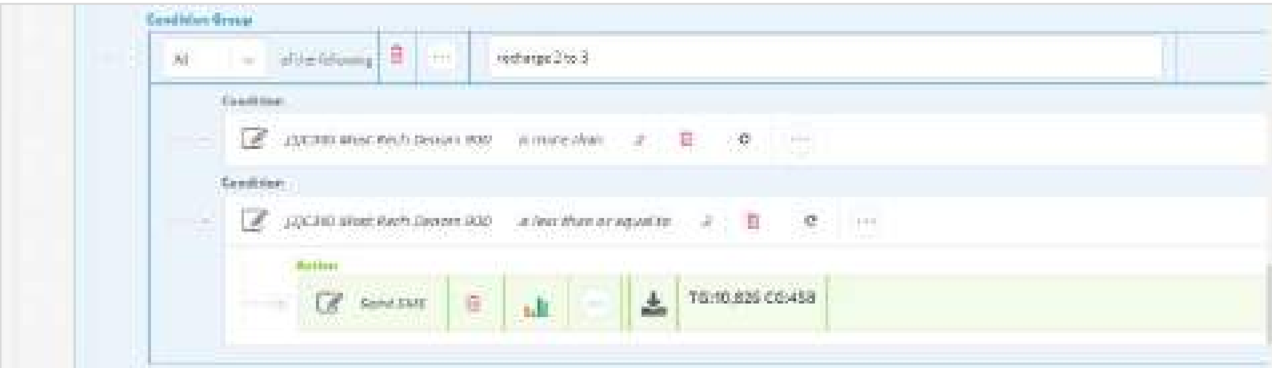


Figure 246 Non_rechargers_SPIN_AND_WIN_APP_Promo_6

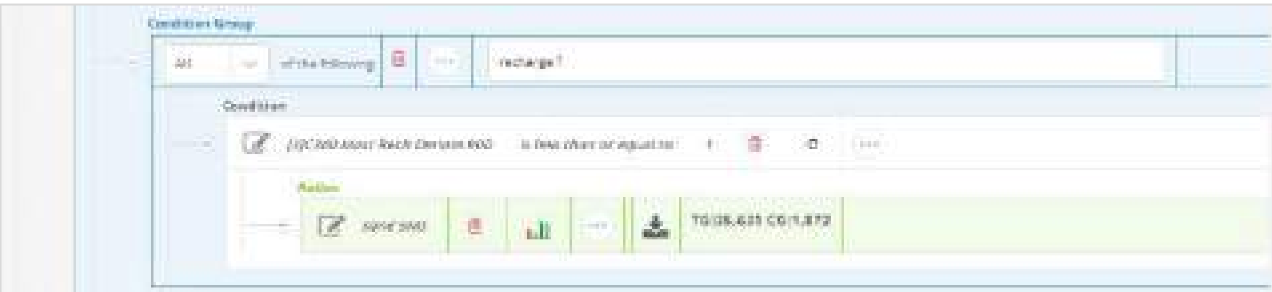


Figure 247 Non_rechargers_SPIN_AND_WIN_APP_Promo_7

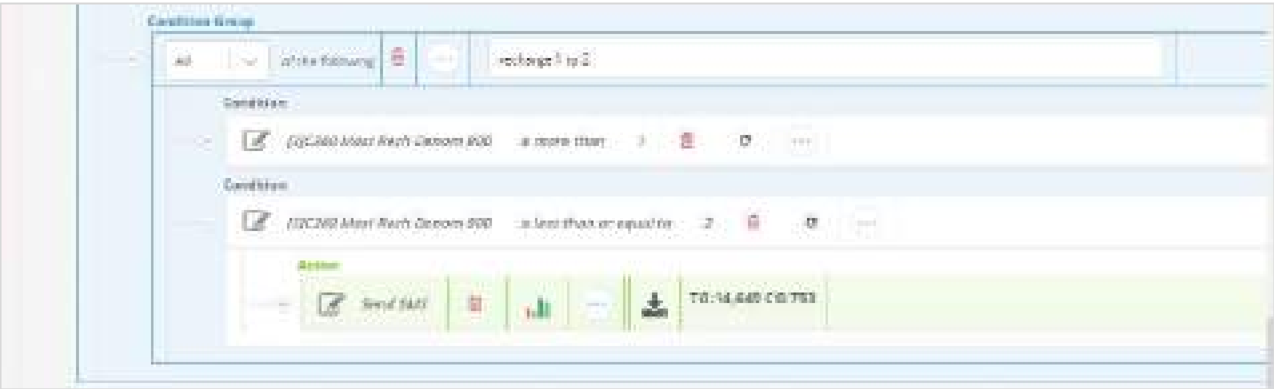


Figure 248 Non_rechargers_SPIN_AND_WIN_APP_Promo_7

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.

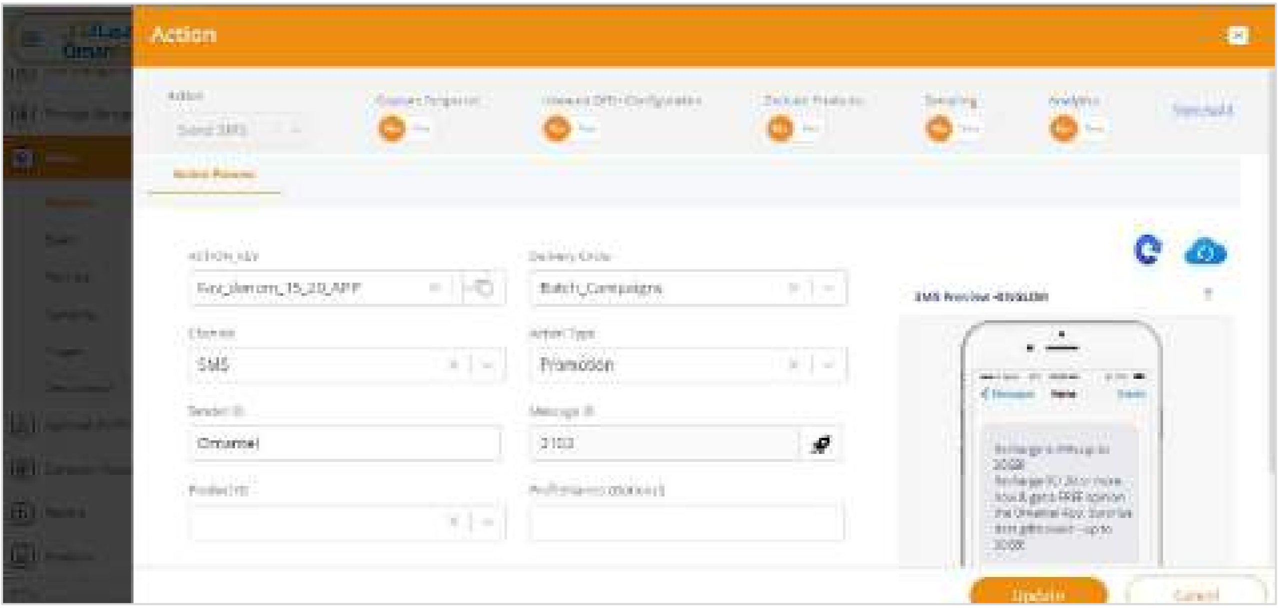


Figure 250 Action Input Screen

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 ***Create Action Key.*** 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.

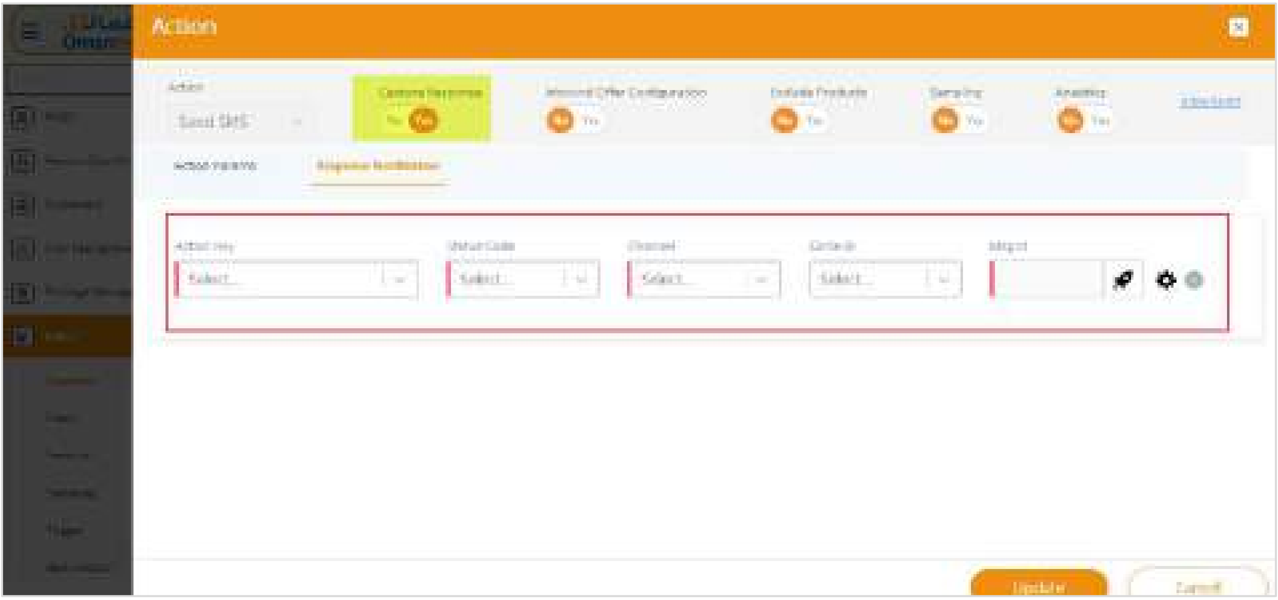


Figure 251 Action– Capture Response

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_Refer_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	Indicates the message template ID used for the notification. Select to select the message. The following screen will be displayed.  • Select the Message that needs to be sent to the user. The following screen will be displayed.

Field	Description
	 • 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.

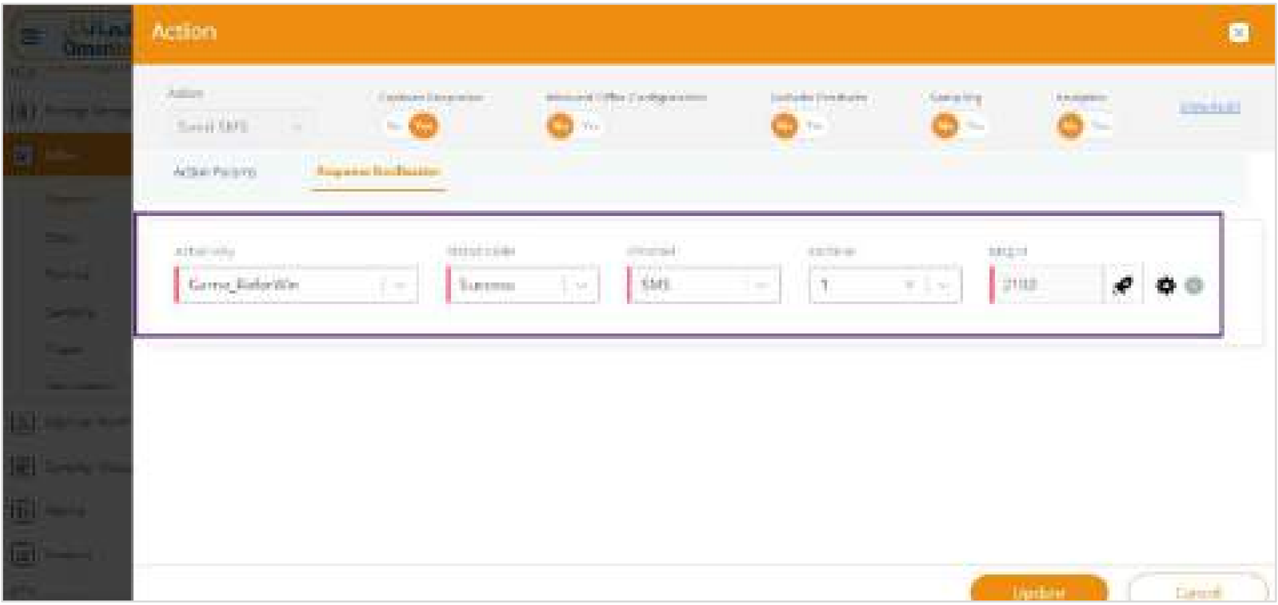


Figure 252 Action – Response Notification

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

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

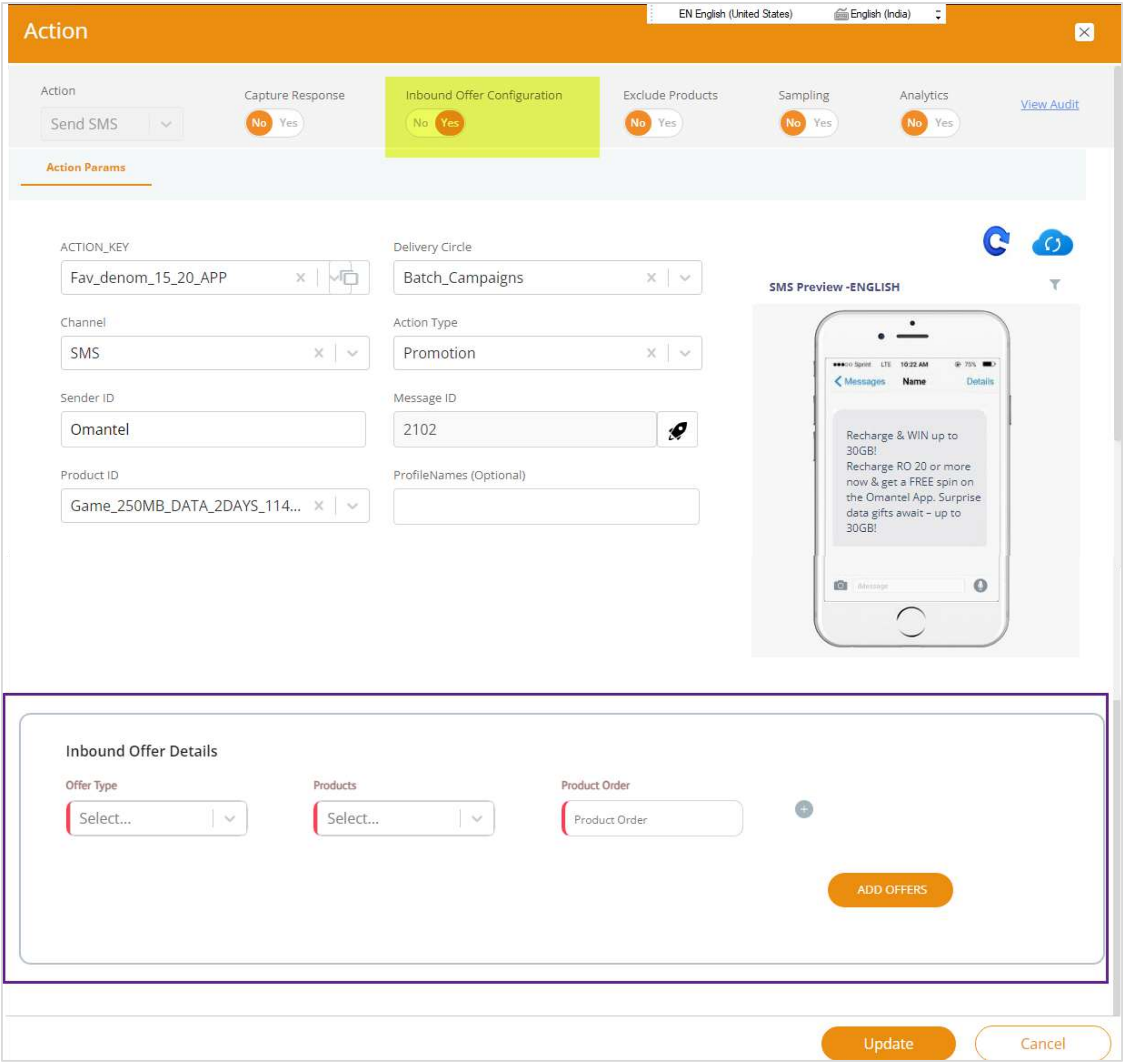


Figure 253 Action– Inbound Offer Details

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. • 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.

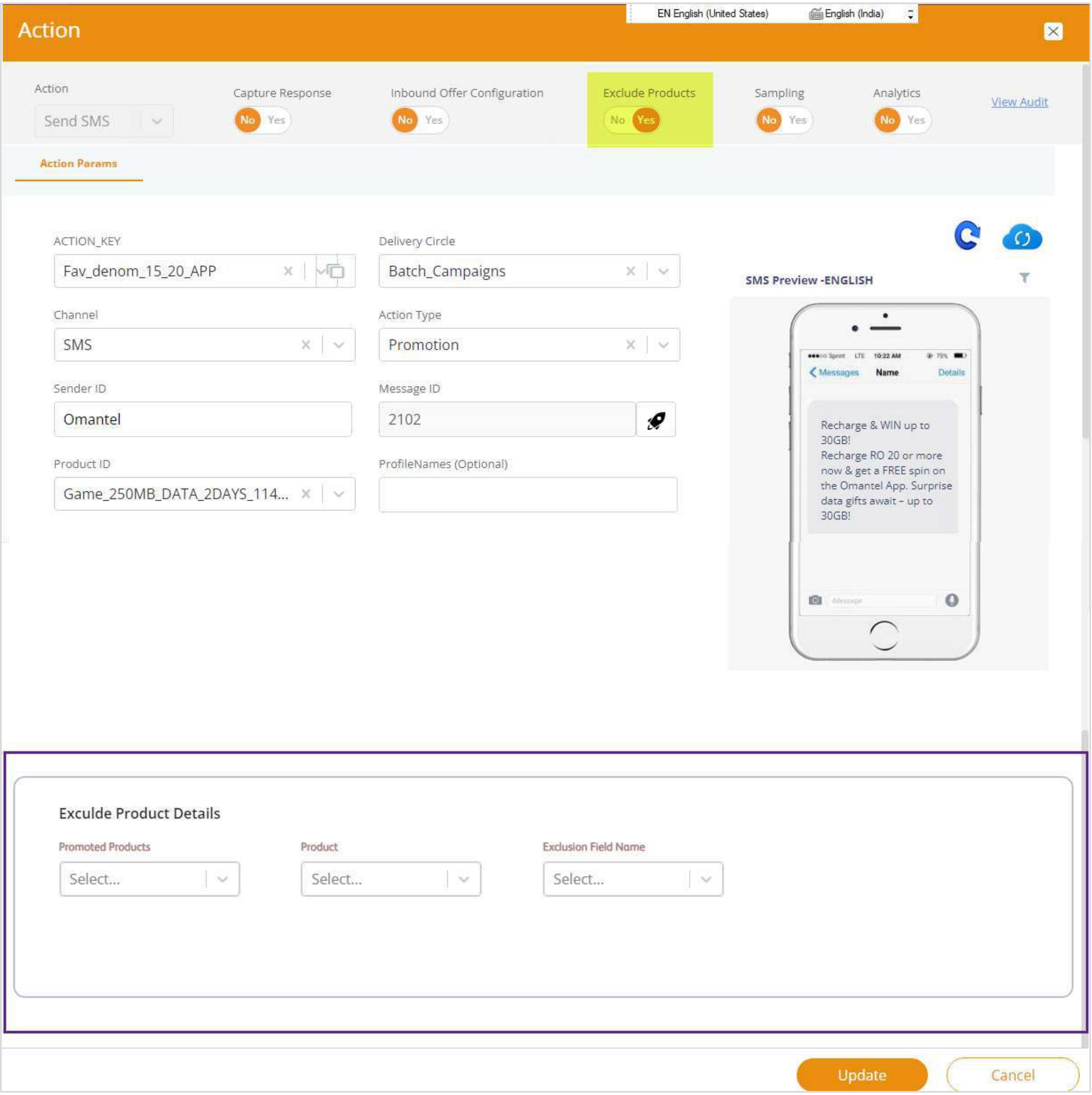


Figure 254 Action– Exclude Products Details

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

Field	Description

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 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.

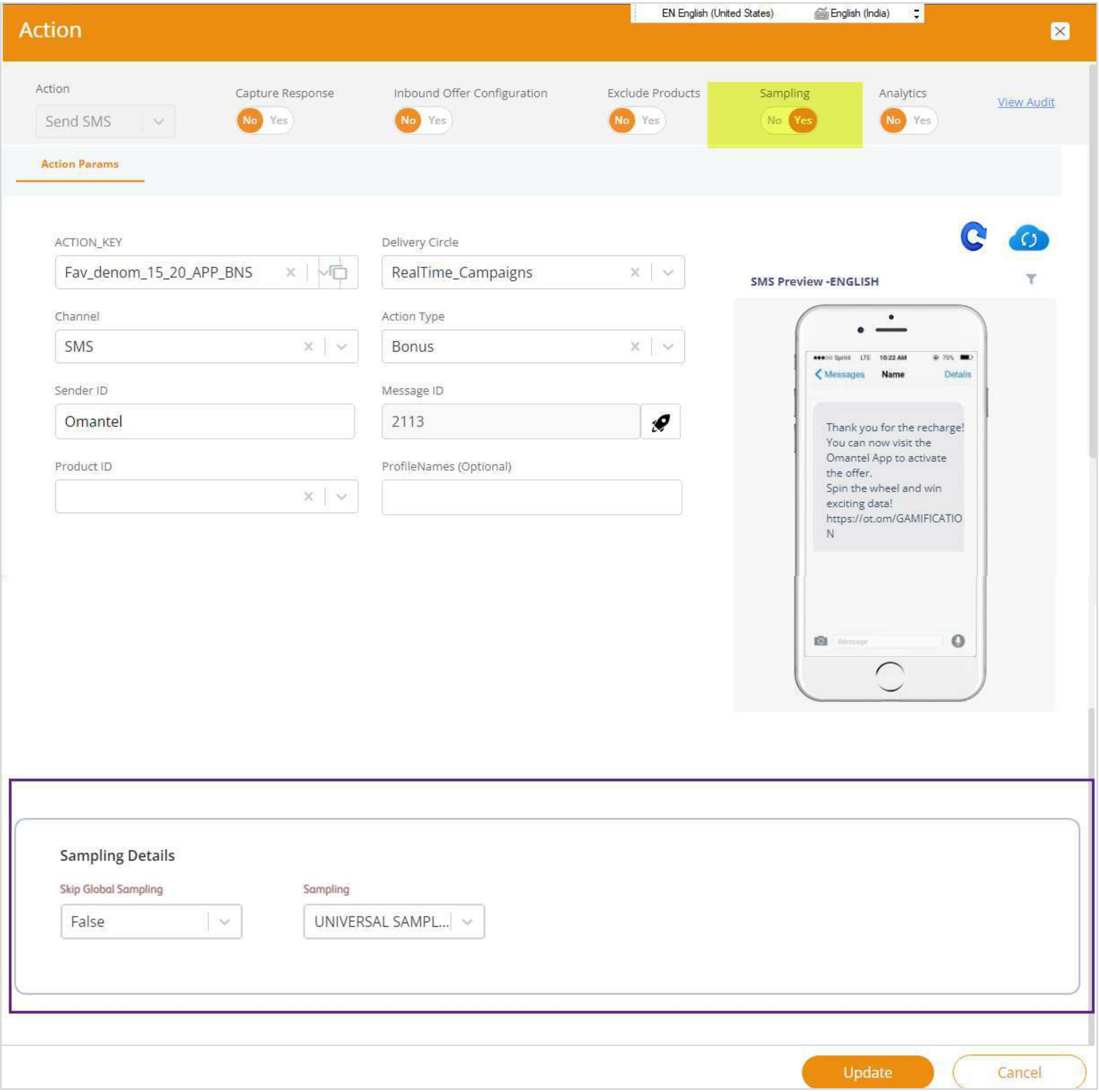


Figure 255 Action– Sampling Details

8. 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.

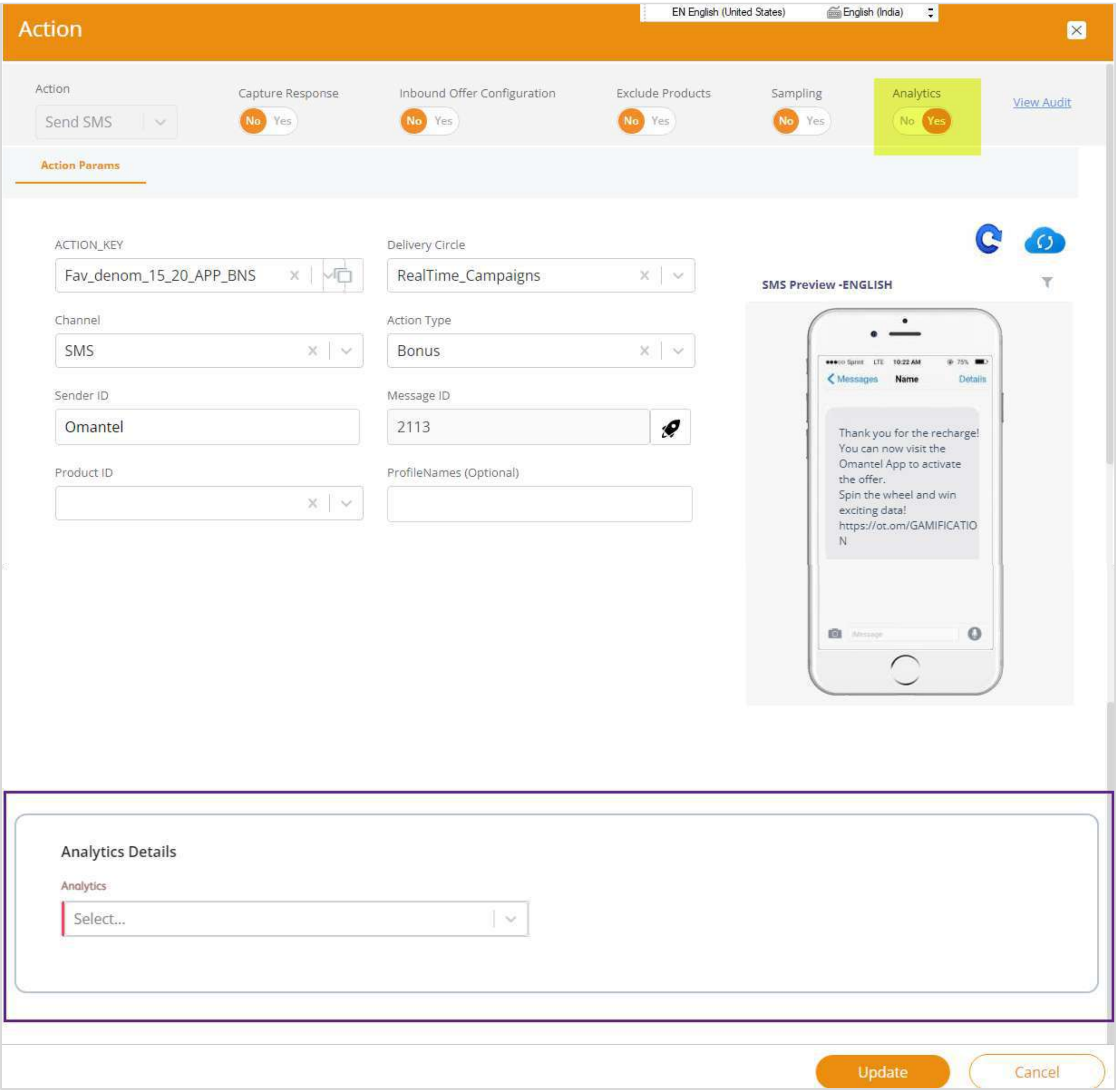


Figure 256 Action– Analytics

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

Field	Description
Analytical Details When enabled, it allows applying analytical models to enhance targeting accuracy and offer relevance.	
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.

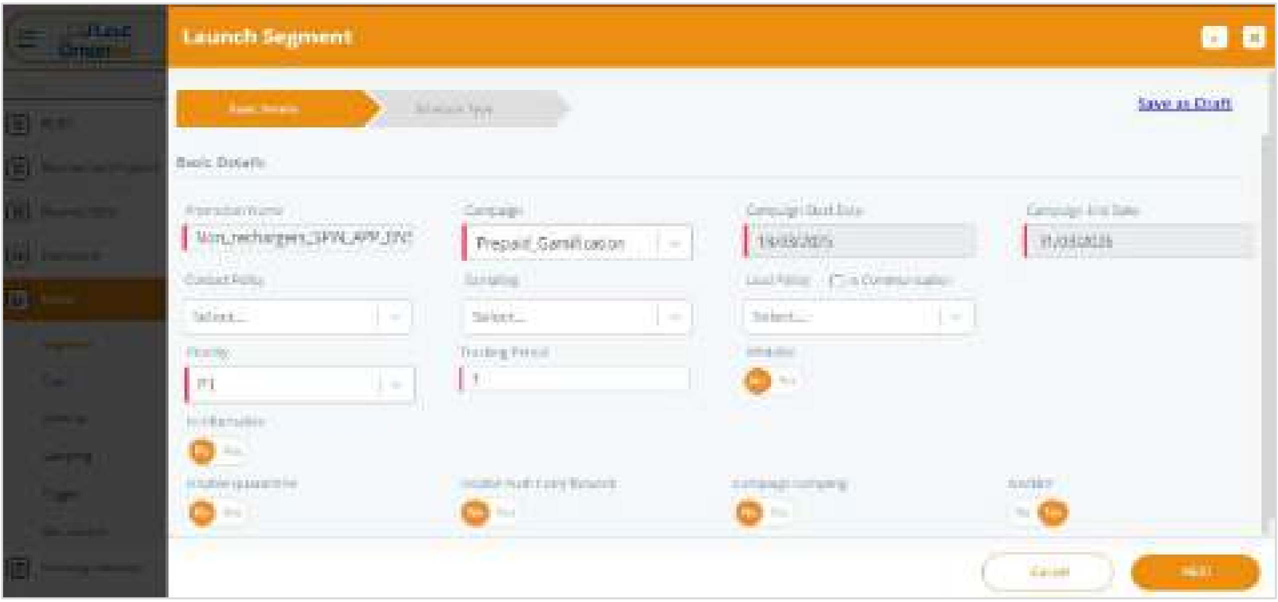


Figure 257 Lauch Segment

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.

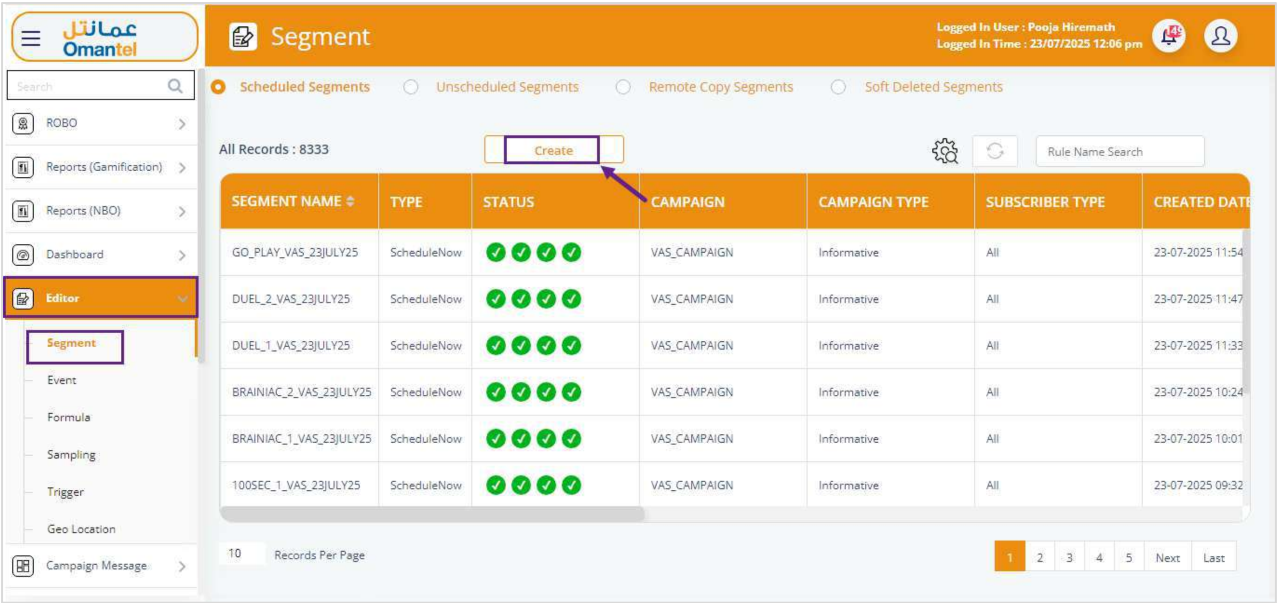


Figure 258 Segment – New Segment

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

Figure 259 New Segment – Input Screen

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

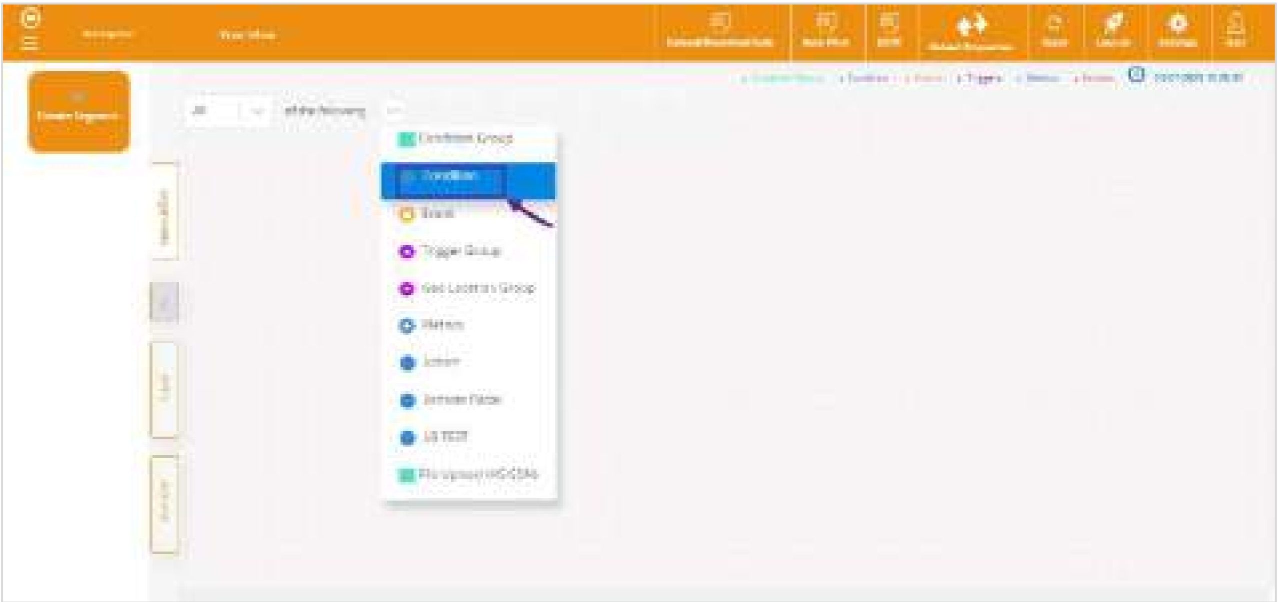


Figure 260 New Segment – Condition

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.

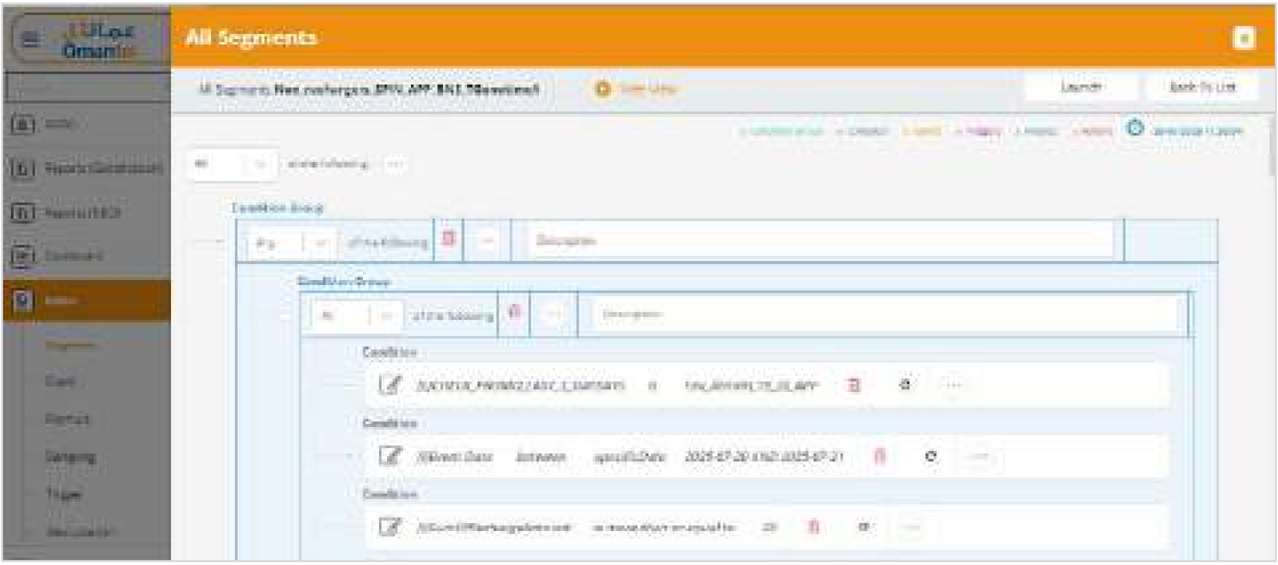


Figure 261 All Segments - Non_rechargers_SPIN_APP_BNS_TGonetime1

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

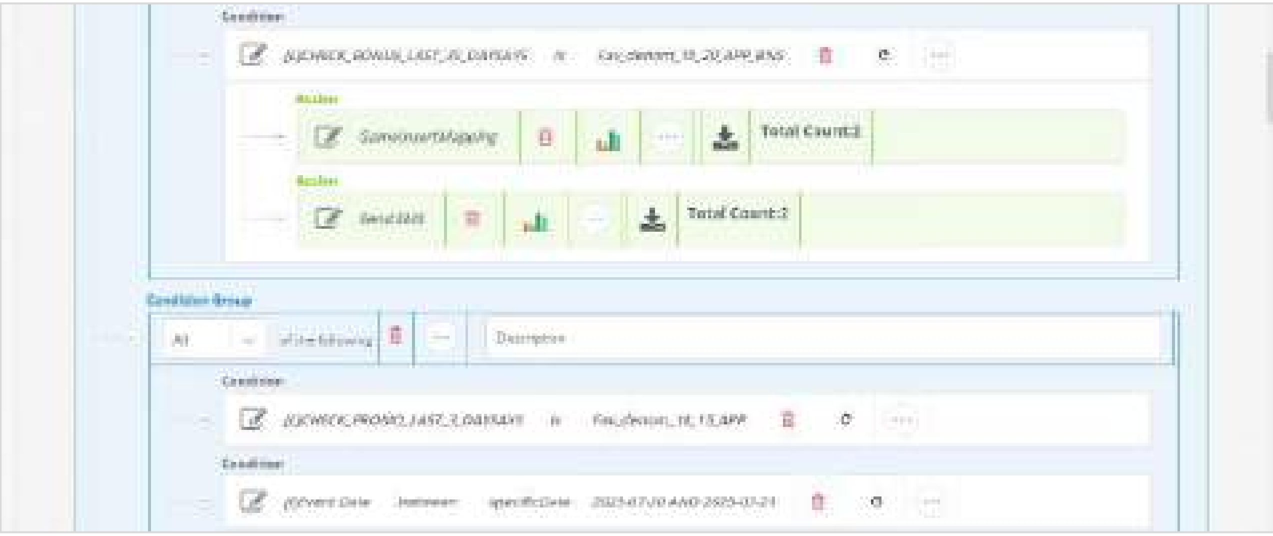


Figure 262 Non_rechargers_SPIN_APP_BNS_TGonetime1_2

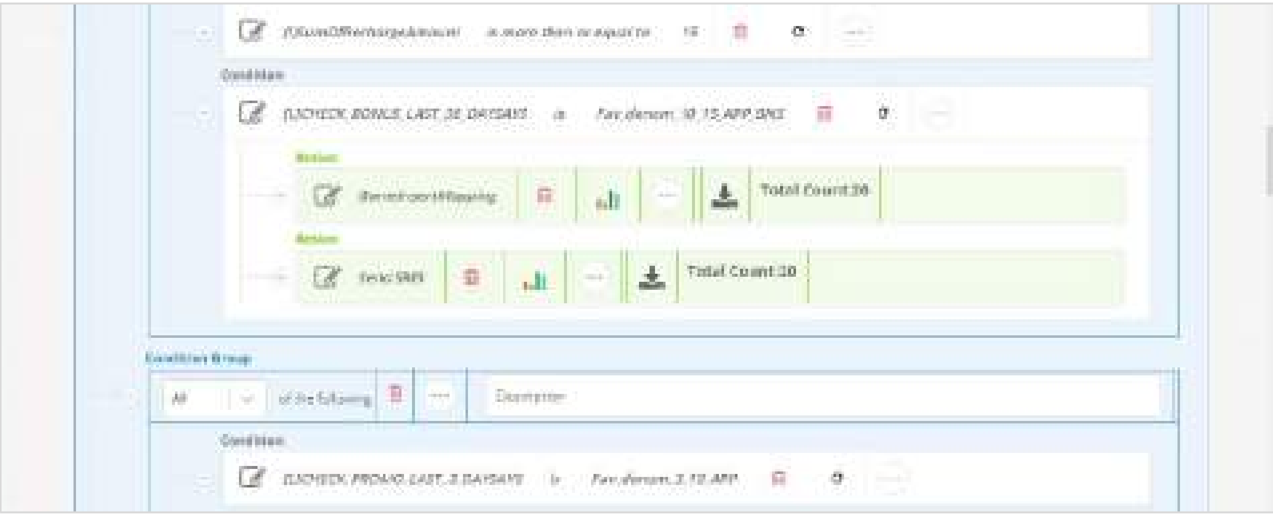


Figure 263 Non_rechargers_SPIN_APP_BNS_TGonetime1_3

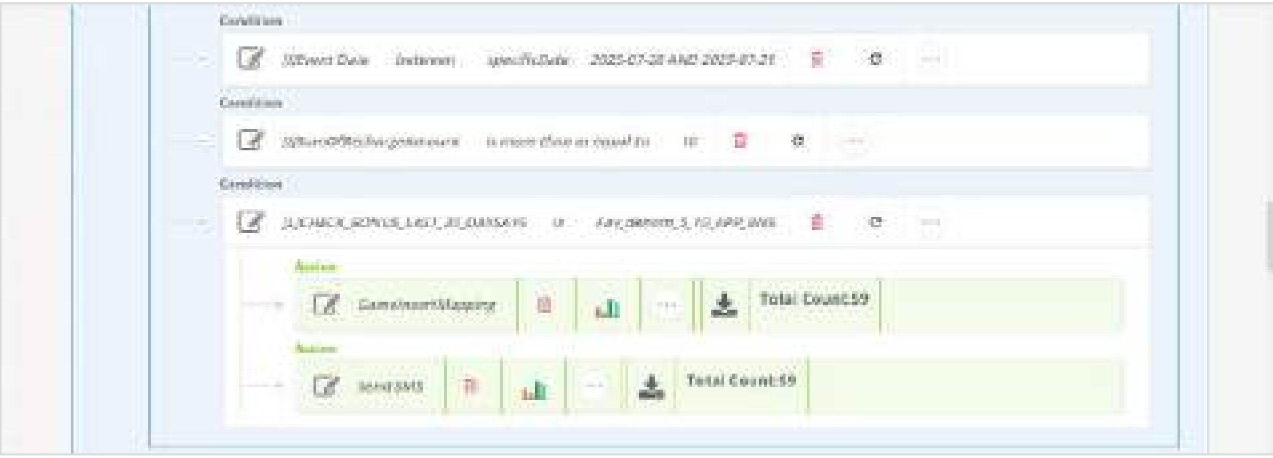


Figure 264 Non_rechargers_SPIN_APP_BNS_TGonetime1_4

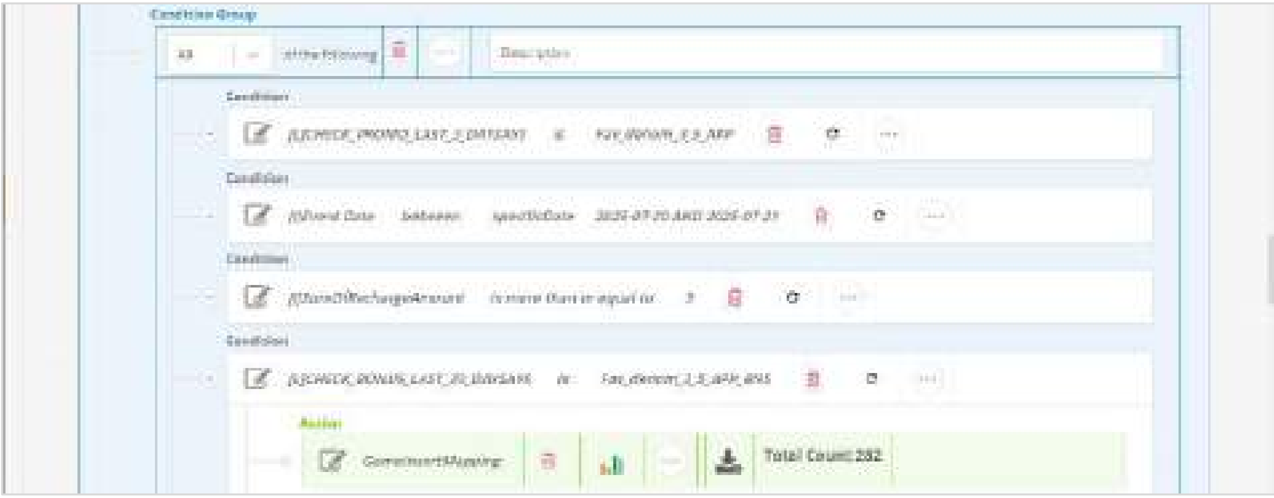


Figure 265 Non_rechargers_SPIN_APP_BNS_TGonetime1_5

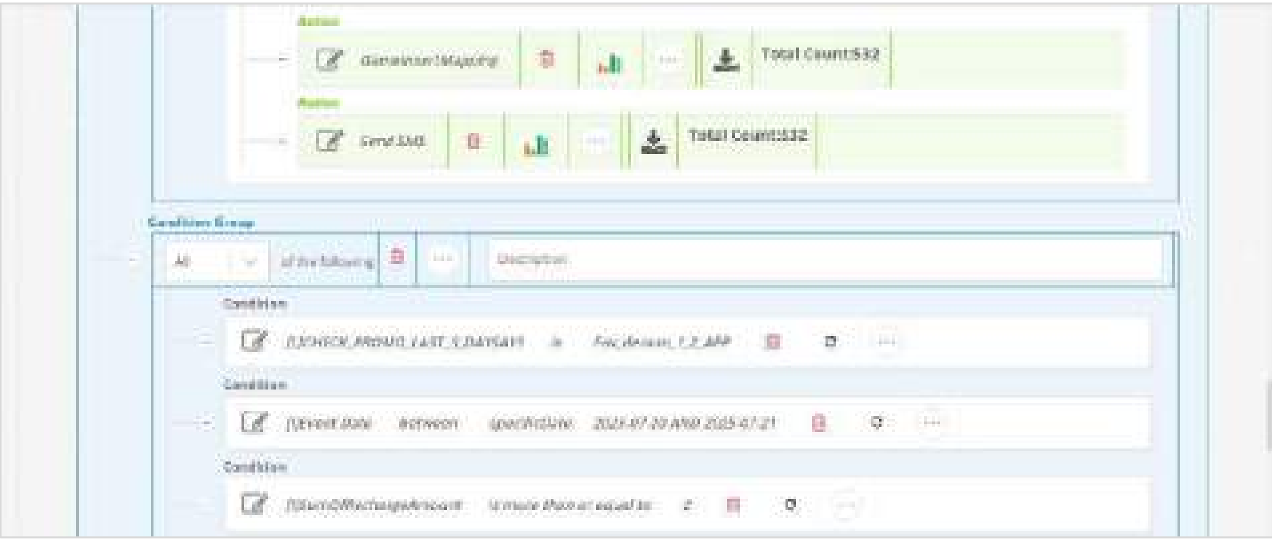


Figure 266 Non_rechargers_SPIN_APP_BNS_TGonetime1_6

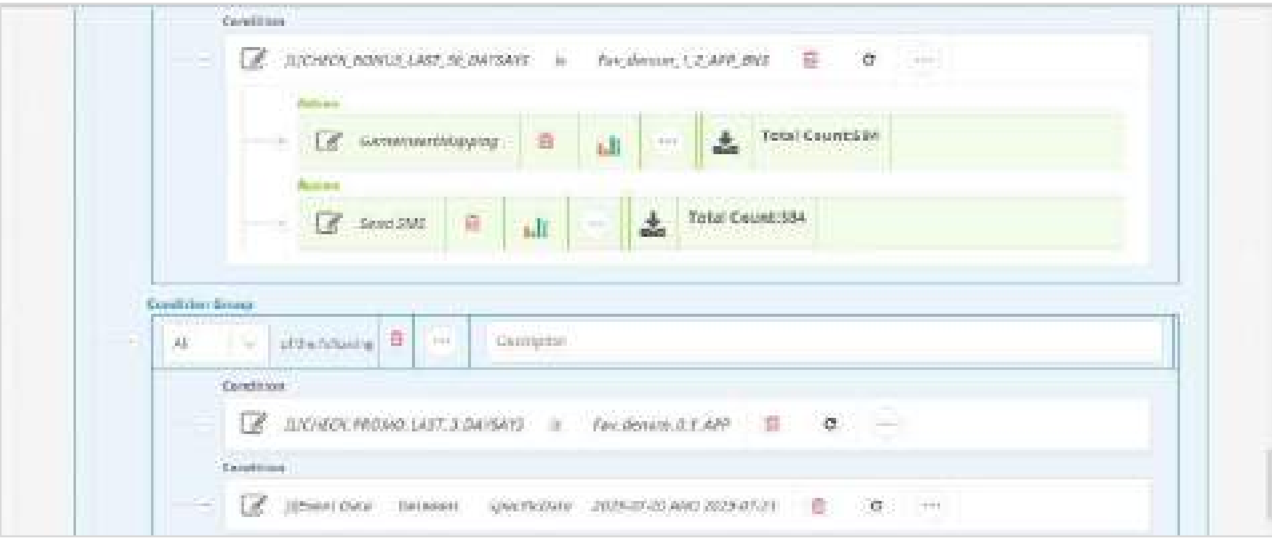


Figure 267 Non_rechargers_SPIN_APP_BNS_TGonetime1_7

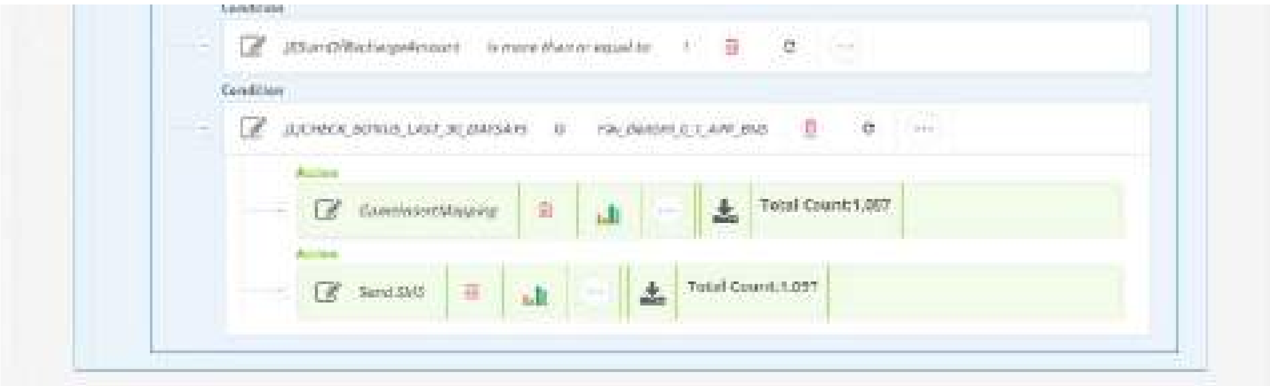


Figure 268 Non_rechargers_SPIN_APP_BNS_TGonetime1_8

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.

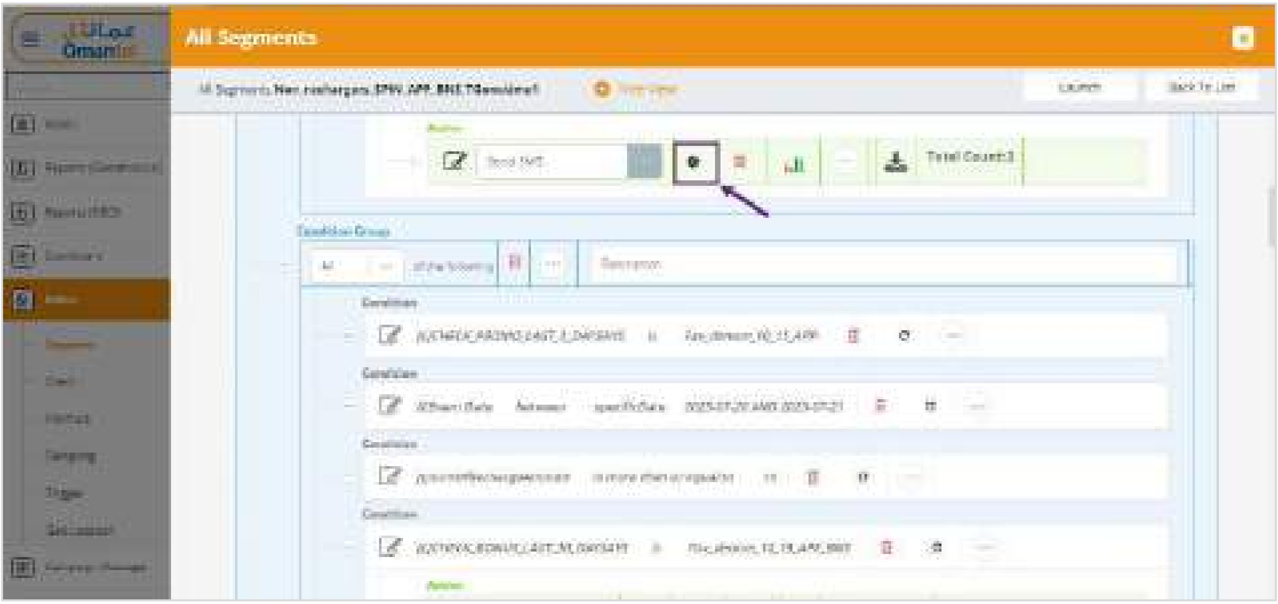


Figure 269 All Segments - Settings

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

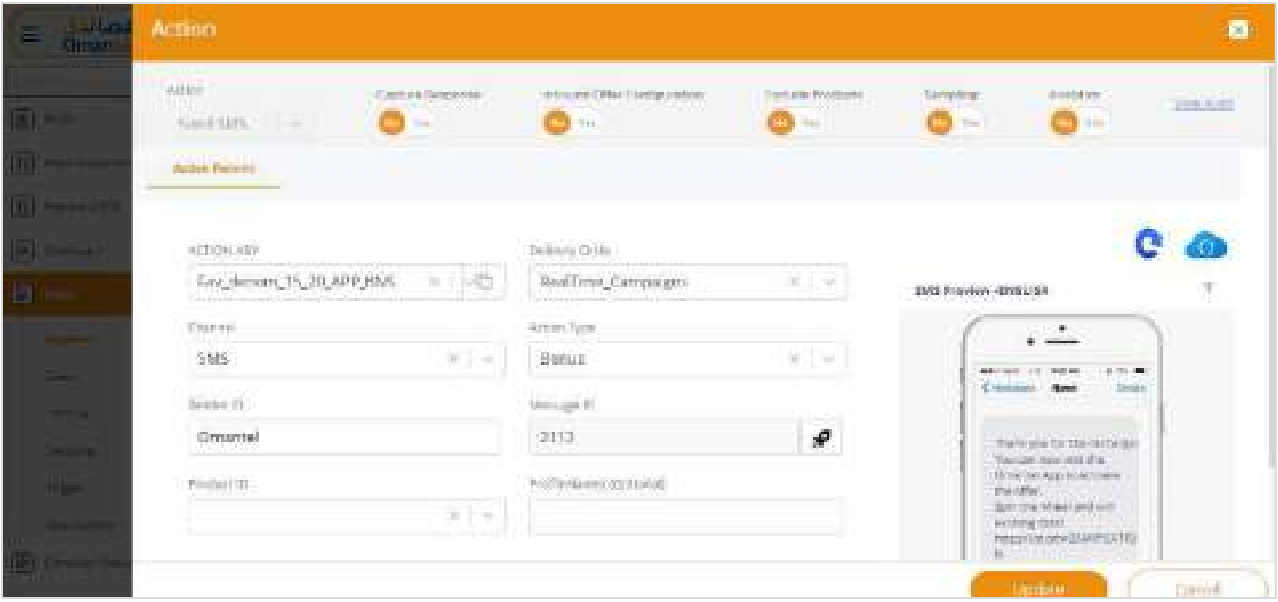


Figure 270 Action Input Screen

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.

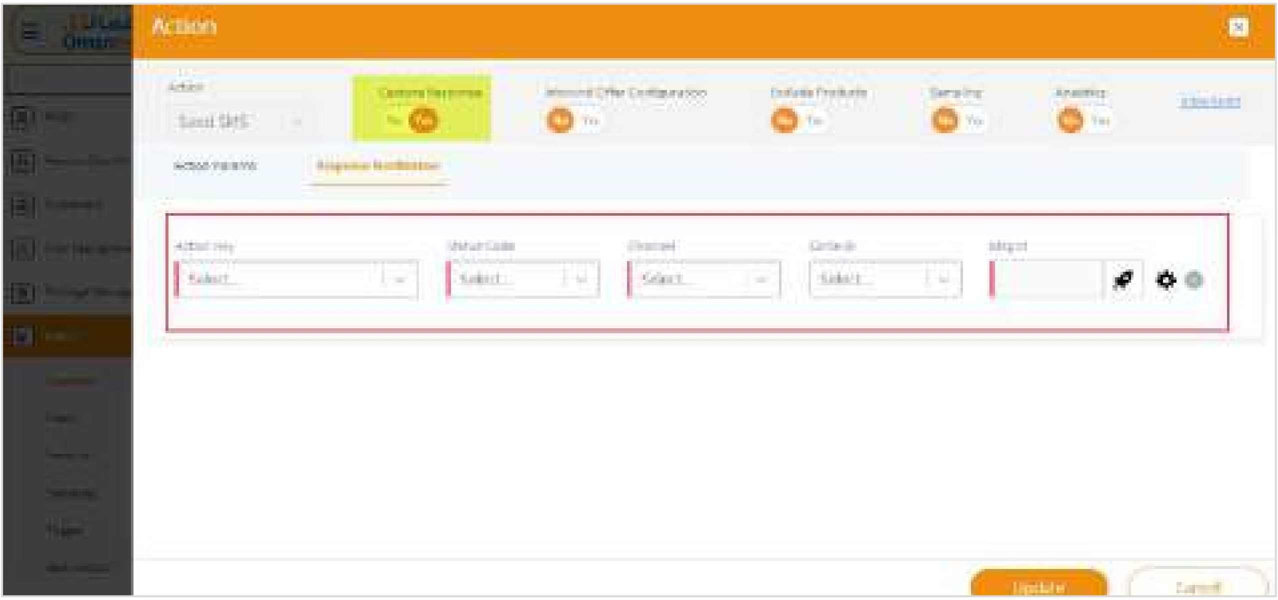
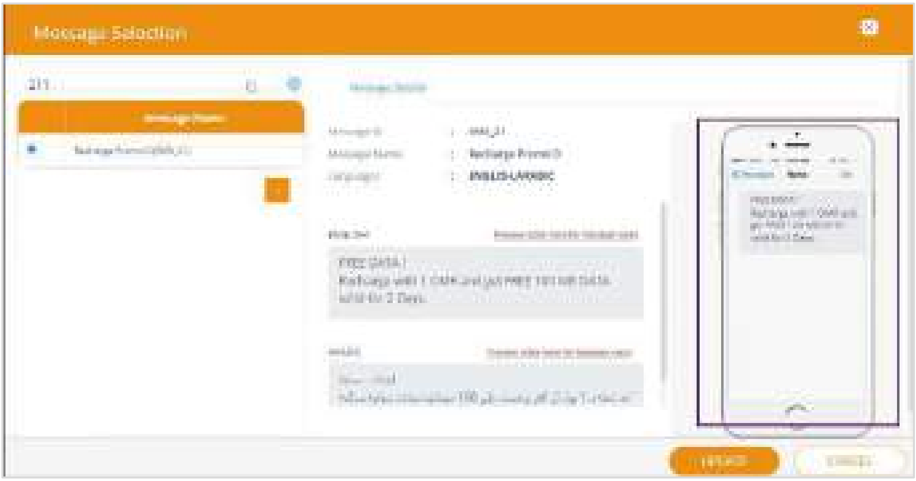


Figure 271 Action– Capture Response

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_Refer_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	Indicates the message template ID used for the notification. Select to select the message. The following screen will be displayed.  • Select the Message that needs to be sent to the user. The following screen will be displayed.  • 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.

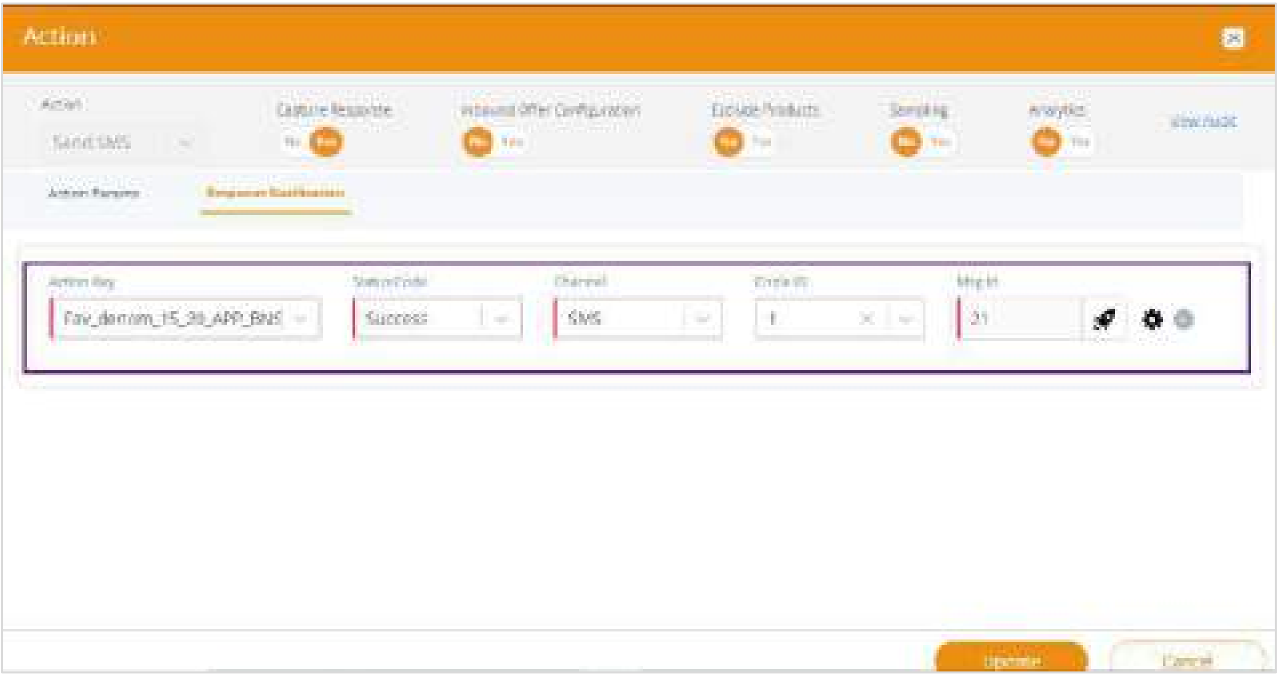


Figure 272 Action – Response Notification

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

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

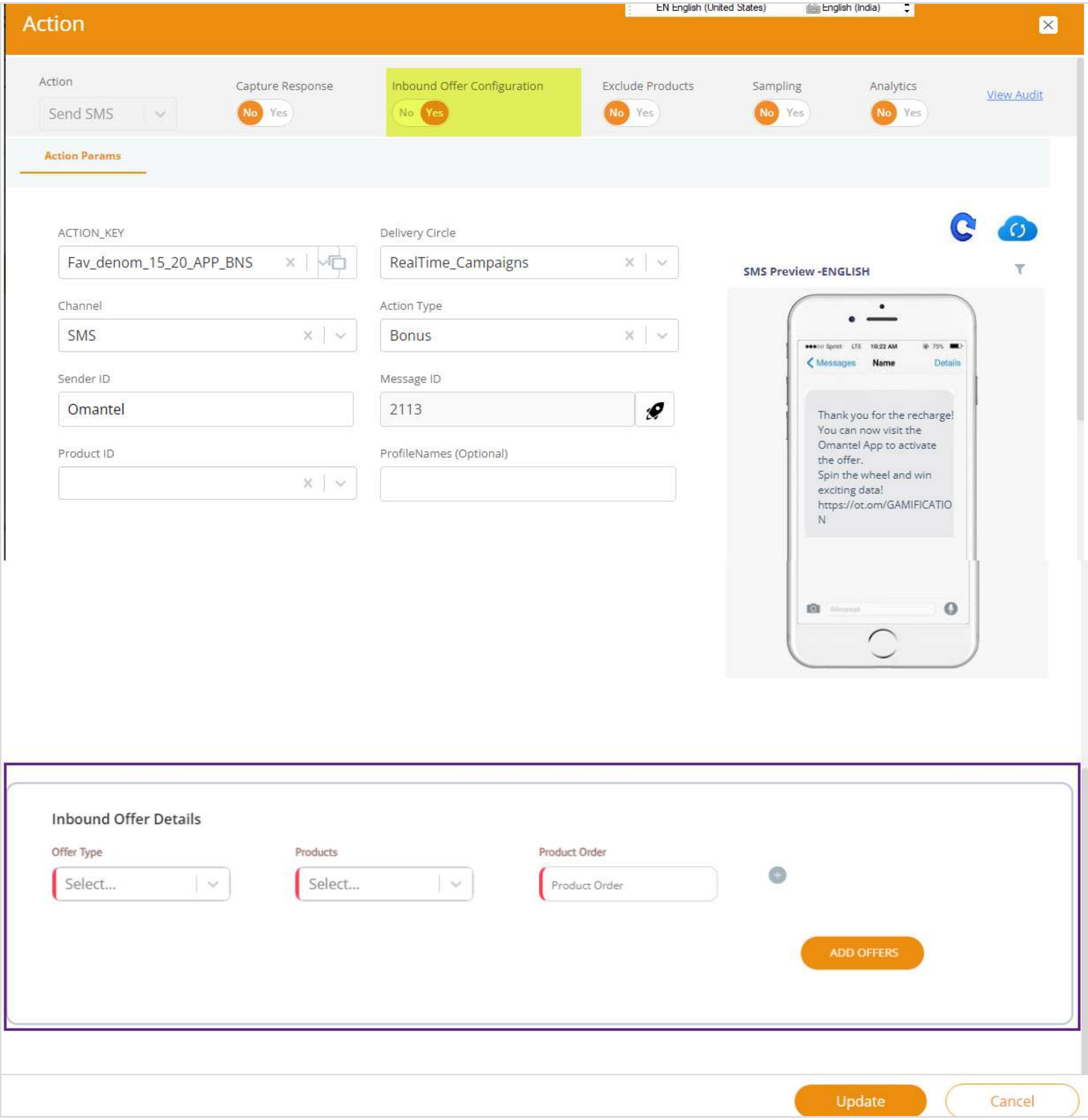


Figure 273 Action– Inbound Offer Details

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.

Field	Description
	• 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.

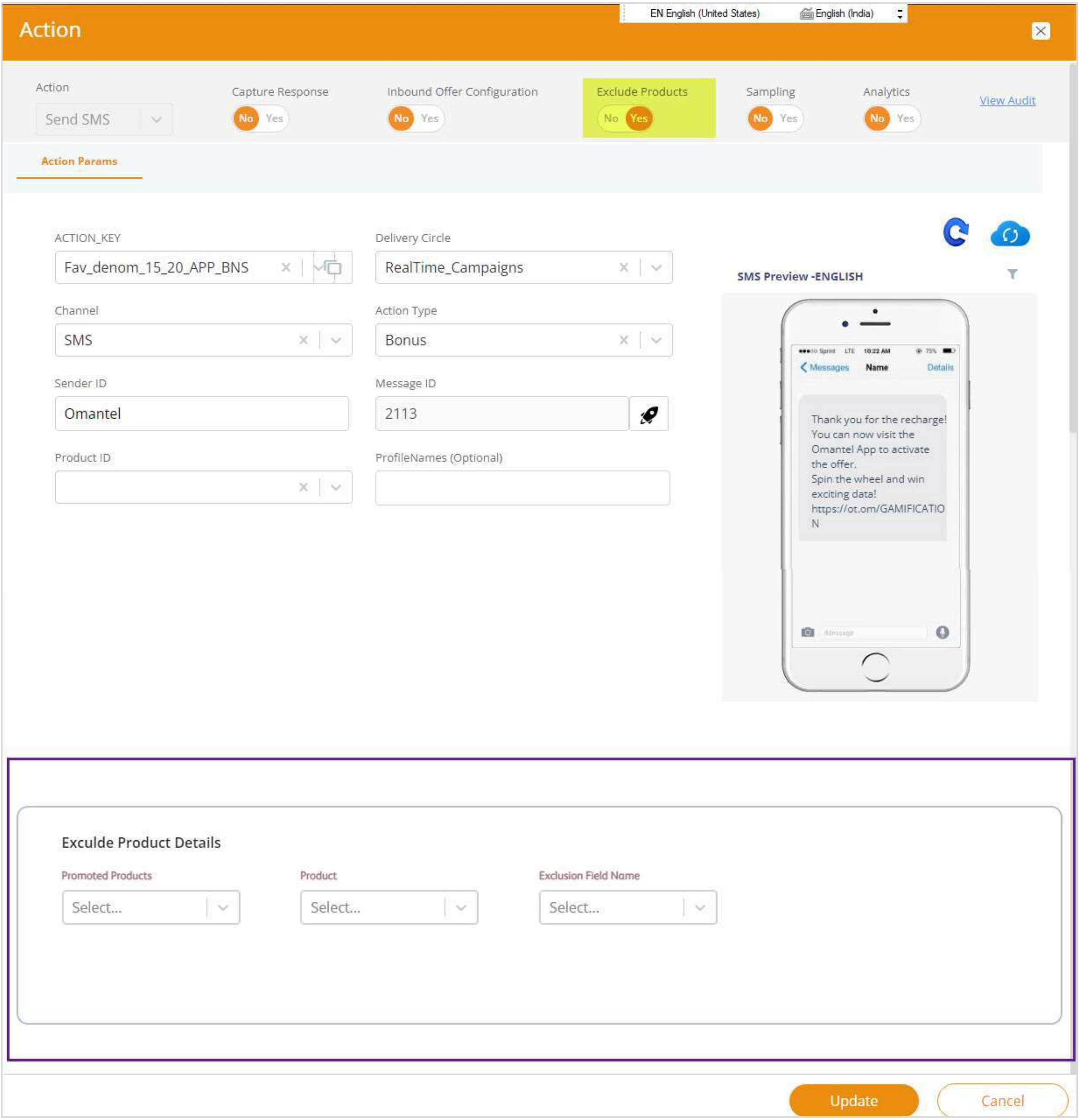


Figure 274 Action– Exclude Products Details

7. 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 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.

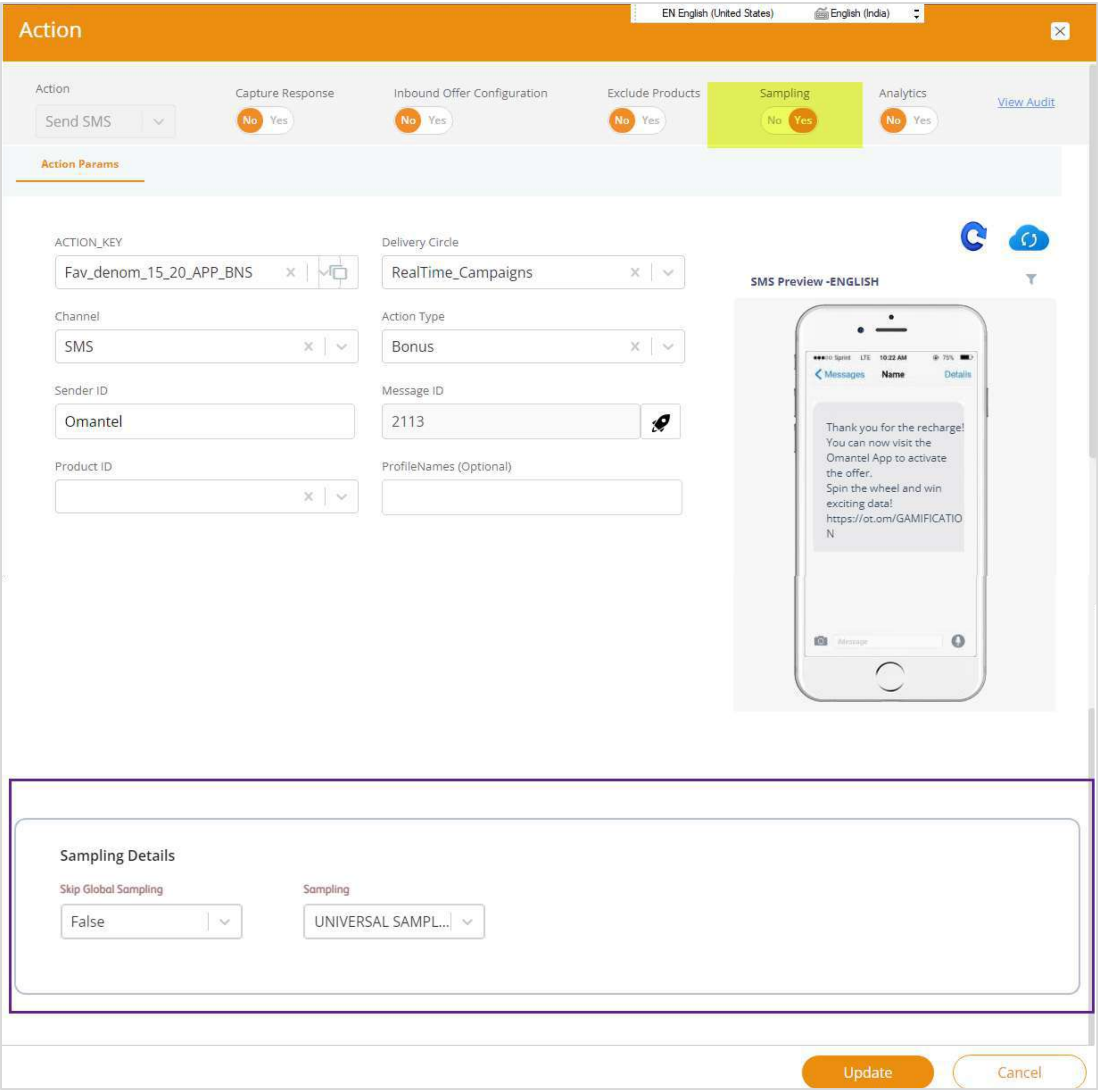


Figure 275 Action– Sampling Details

8. 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.

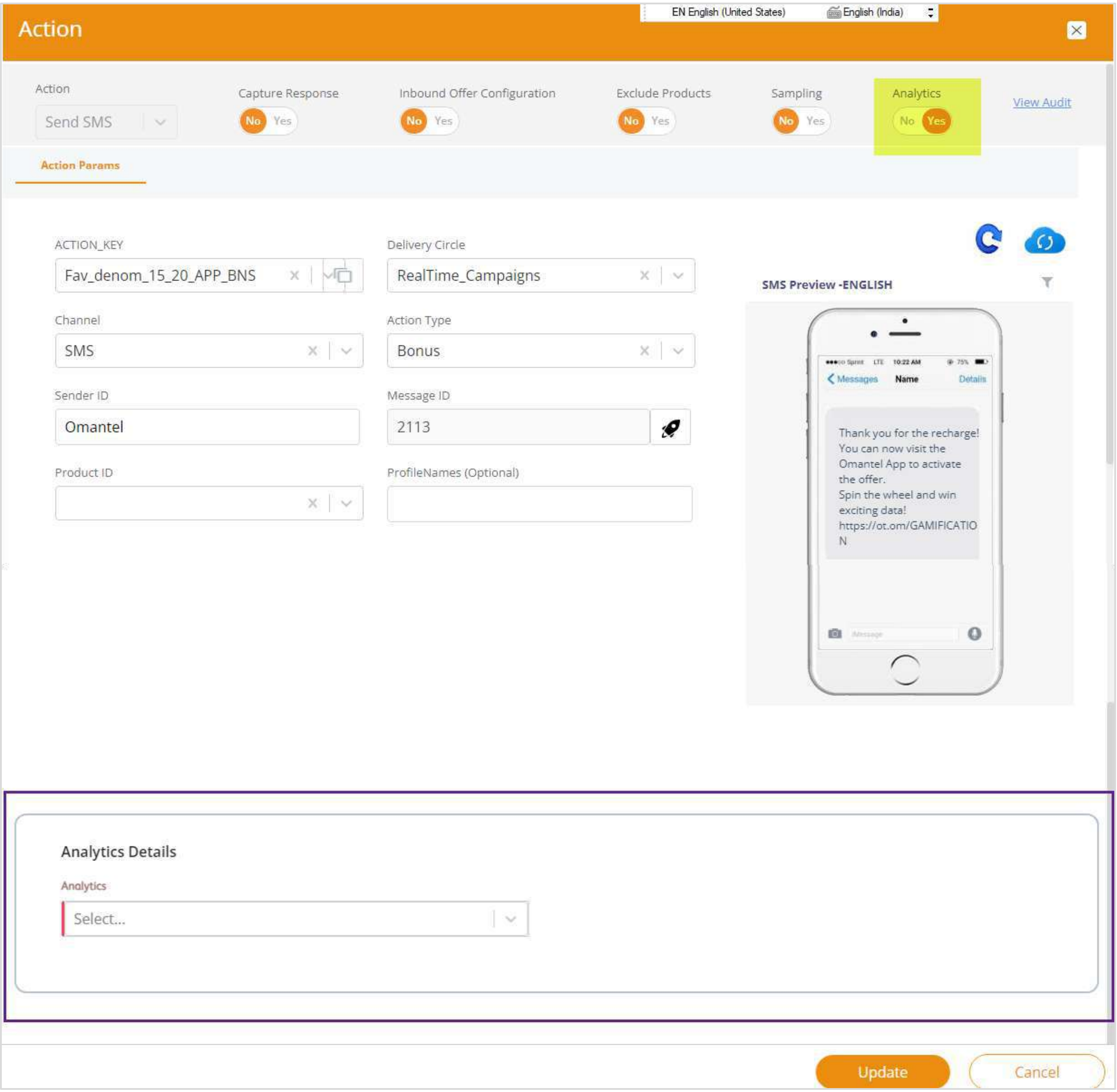


Figure 276 Action– Analytics

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

Field	Description
Analytical Details When enabled, it allows applying analytical models to enhance targeting accuracy and offer relevance.	
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.

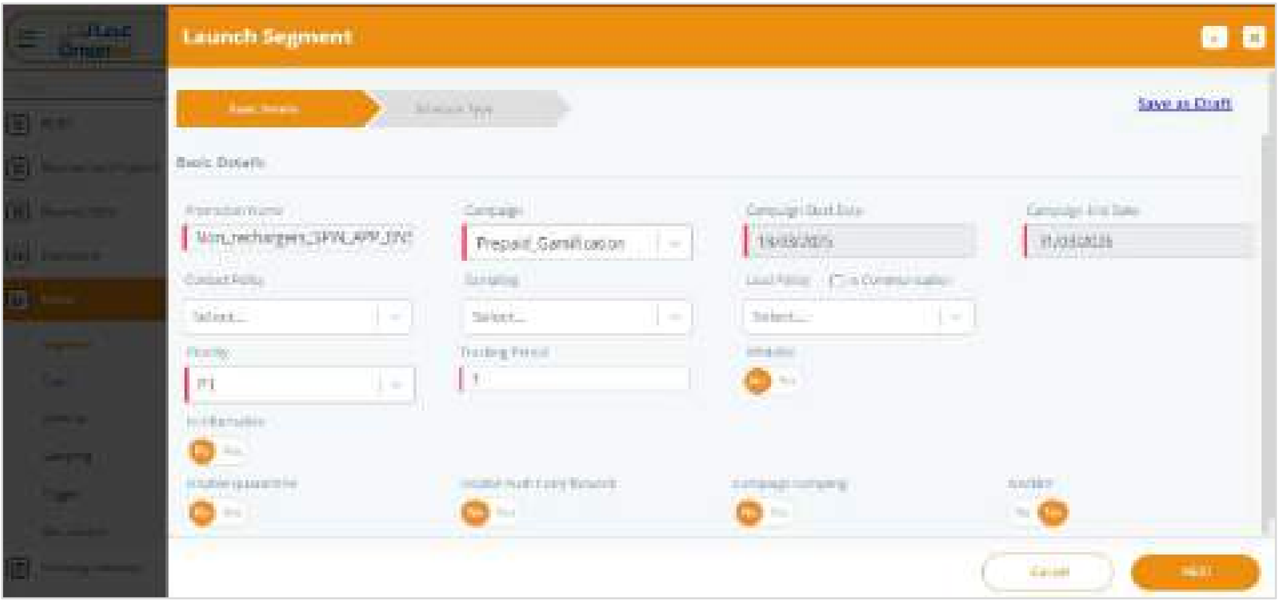


Figure 277 Lauch Segment

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.

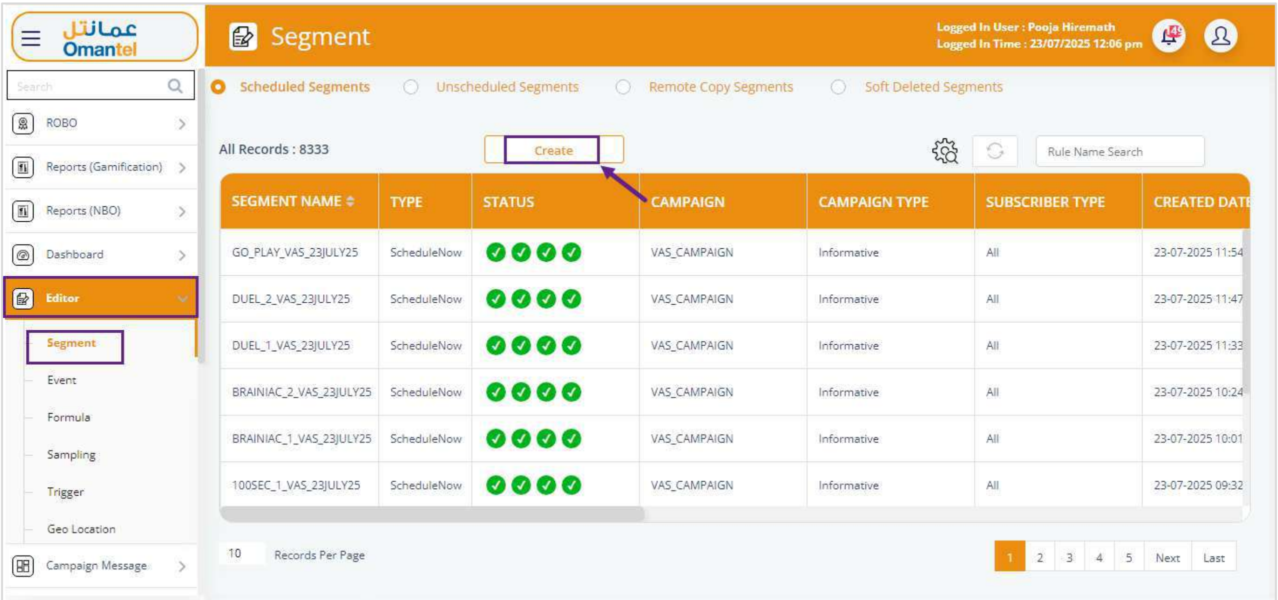


Figure 278 Segment – New Segment

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

Figure 279 New Segment – Input Screen

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

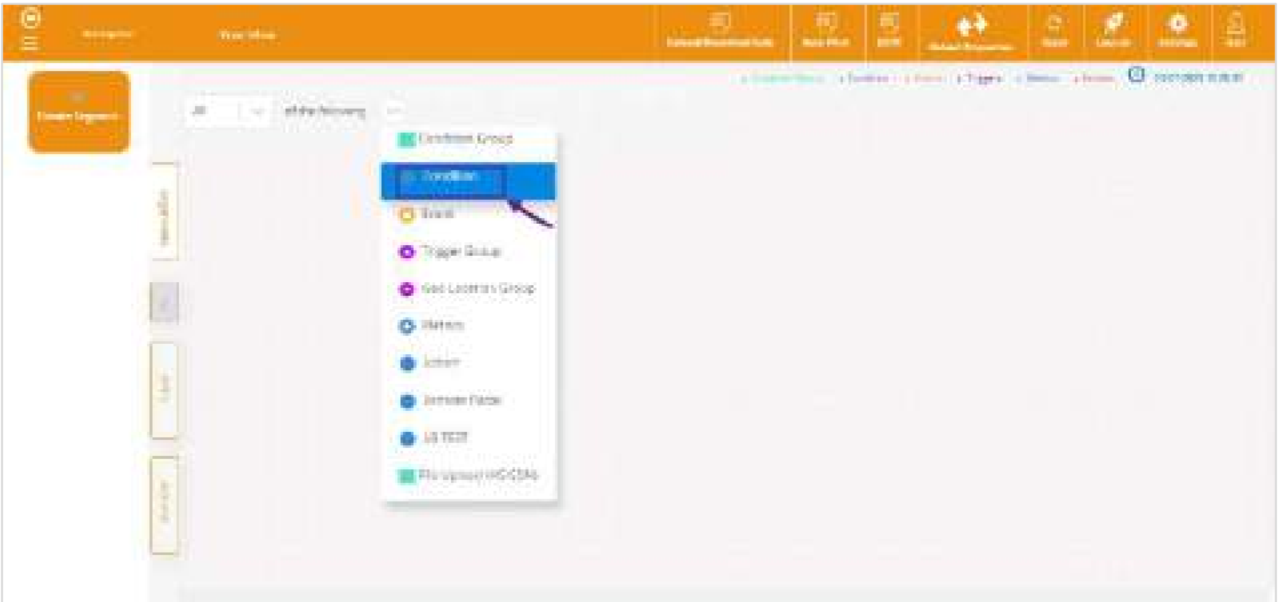


Figure 280 New Segment – Condition

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.

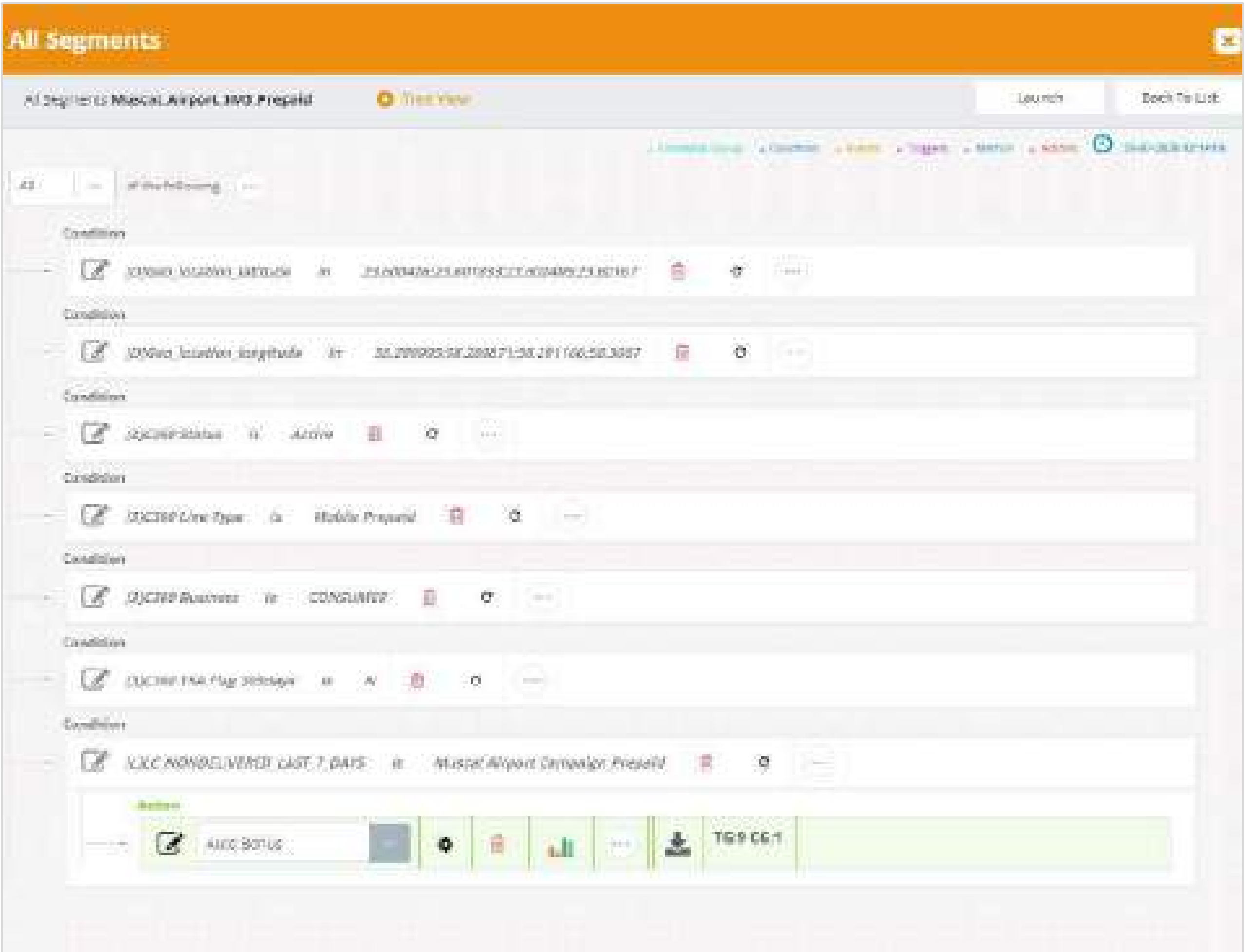


Figure 281 All Segments - Muscat_Airport_SMS_Prepaid

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.

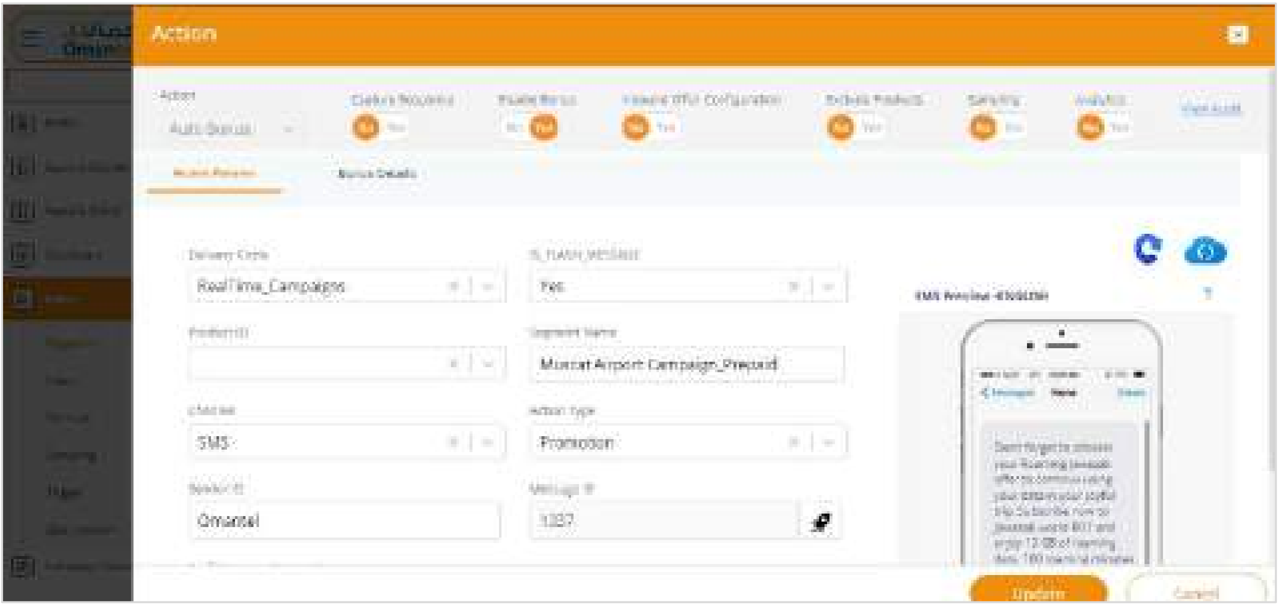


Figure 282 Action Input Screen

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.

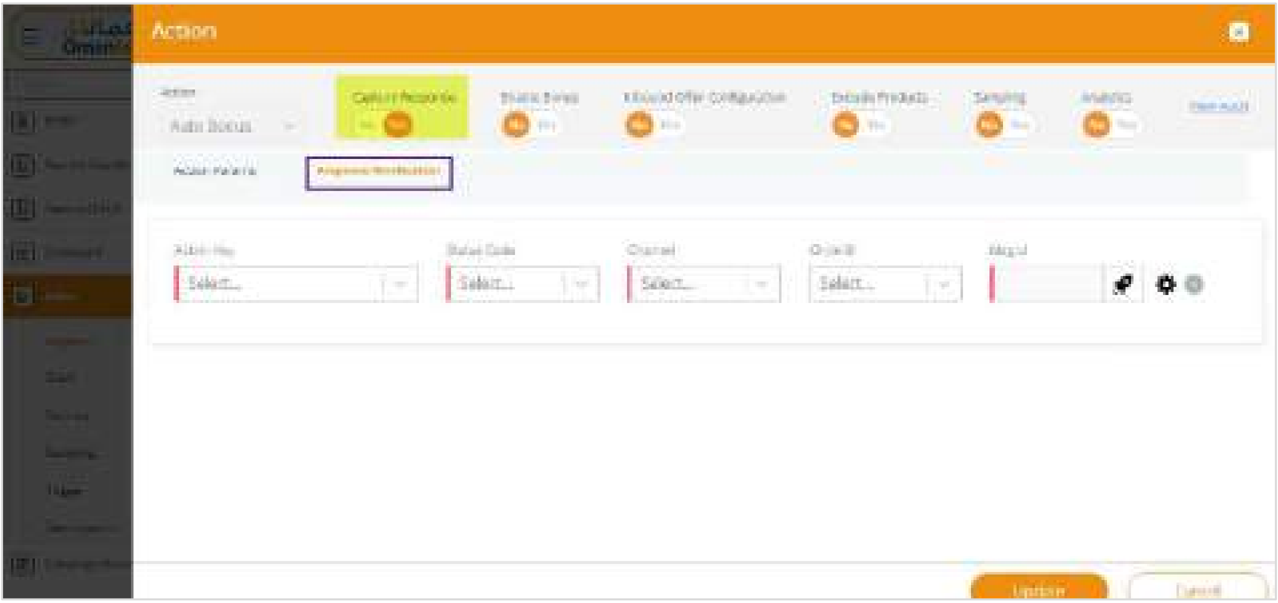


Figure 283 Action– Capture Response

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, "**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	Indicates the message template ID used for the notification. Select to select the message. The following screen will be displayed.  • Select the Message that needs to be sent to the user. The following screen will be displayed.

Field	Description
	 • 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.

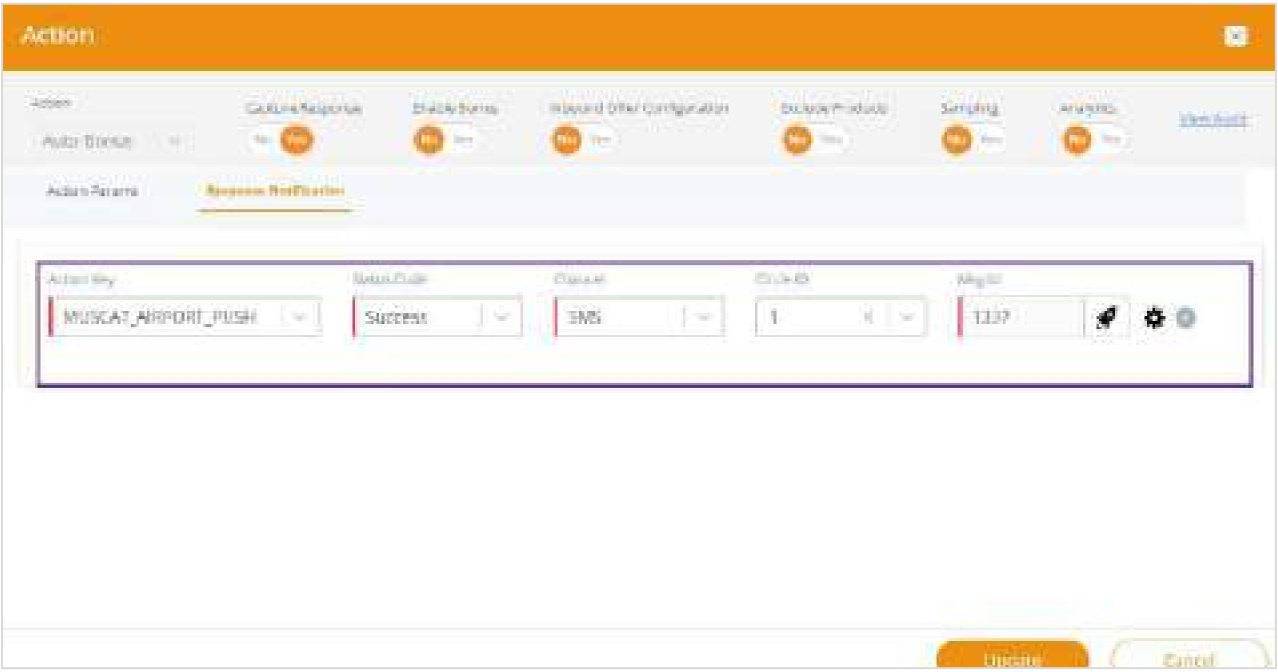


Figure 284 Action – Response Notification

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

Note: The following screen is displayed if "**Enable Bonus**" is enabled.

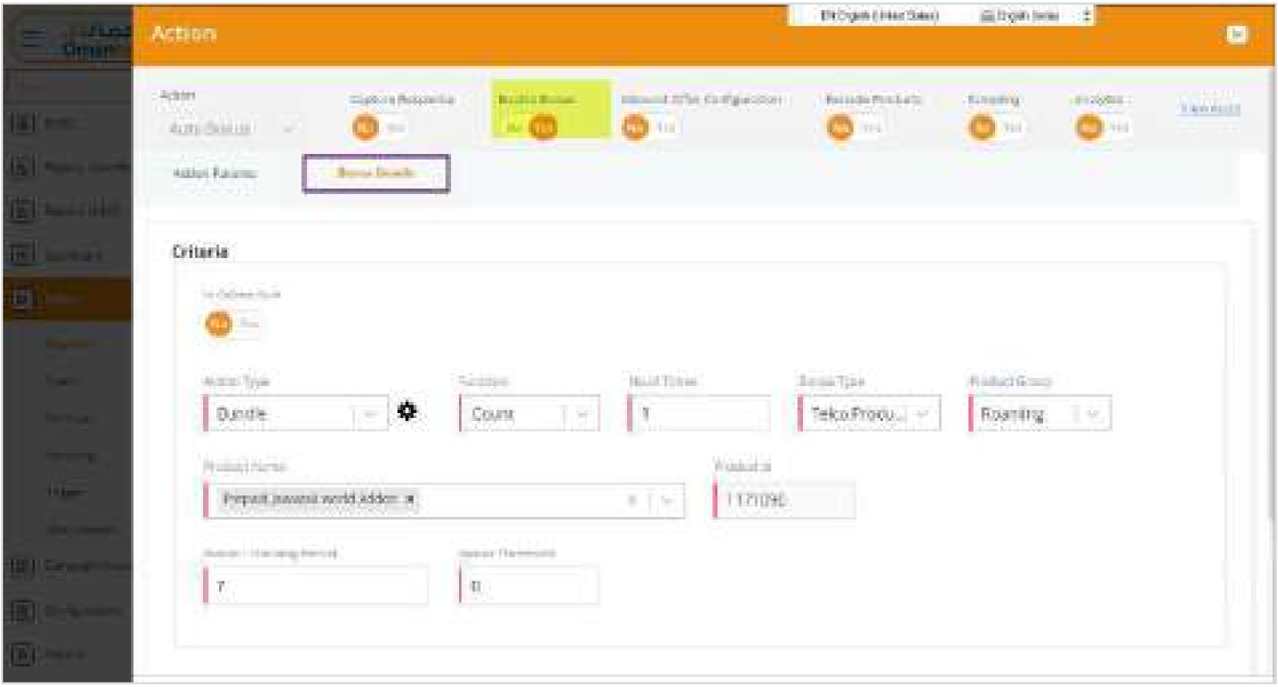


Figure 285 Action– Enable Bonus

5. 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: • Recharge • Bundle • Profile • Spend
Function	Enter the logical operation used for evaluation in the drop-down list. The following are the available functions: • 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	Enter the denomination related to the action type. For "**Recharge**," it is an exact recharge amount. **Note**: This field is displayed if “**Count**” is selected in the drop-down list of Function.
Min Amount	Enter the minimum monetary value required for the action to count towards the bonus criteria. **Note**: This field is displayed if “**Sum**” or “**Range**” is selected in the drop-down list of Function.
Max Amount	Enter the maximum monetary value for the action to count towards the bonus criteria. **Note**: This field is displayed if “**Sum**” or “**Range**” is selected in the drop-down list of Function.
Service Type	Select the service type in the drop-down list. For example, “**SMS**”. **Note**: This field is displayed if “**Spend**” is selected in the drop-down list of Action Type.
Min Usage	Enter the minimum amount of usage required for the action to count towards the bonus criteria. **Note**: This field is displayed if “**Usage**” is selected in the drop-down list of Function.
Max Usage	Enter the maximum amount of usage allowed for the action to count towards the bonus criteria. **Note**: This field is displayed if “**Usage**” is selected in the drop-down list of Function.
Value	Enter the value that the action type needs to match in this field. **Note**: This field is displayed if “**Equals**” is selected in the drop-down list of Function.
Bonus Type	Select the category of bonus being applied in the drop-down list. For example, “**Telco Product**”.
Product Group	Select the category of the product being targeted in the drop-down list. For example, “**Data Offer**”. **Note**: This field is displayed if “**Telco Product**” is selected in the drop-down list of Product Group.
Product Name	Select the specific product(s) associated with the rule in the drop-down list. For example, “**Jawazak UAE Unlimited**”. **Note**: This field is displayed if “**Bundle**” is selected in the drop-down list of Action Type.
Product ID	Enter the unique identifier for the selected product. **Note**: This field is displayed if “**Bundle**” is selected in the drop-down list of Action Type.

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	Select how frequently the rule should be executed in the drop-down list. The following are the available schedule types: • 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.

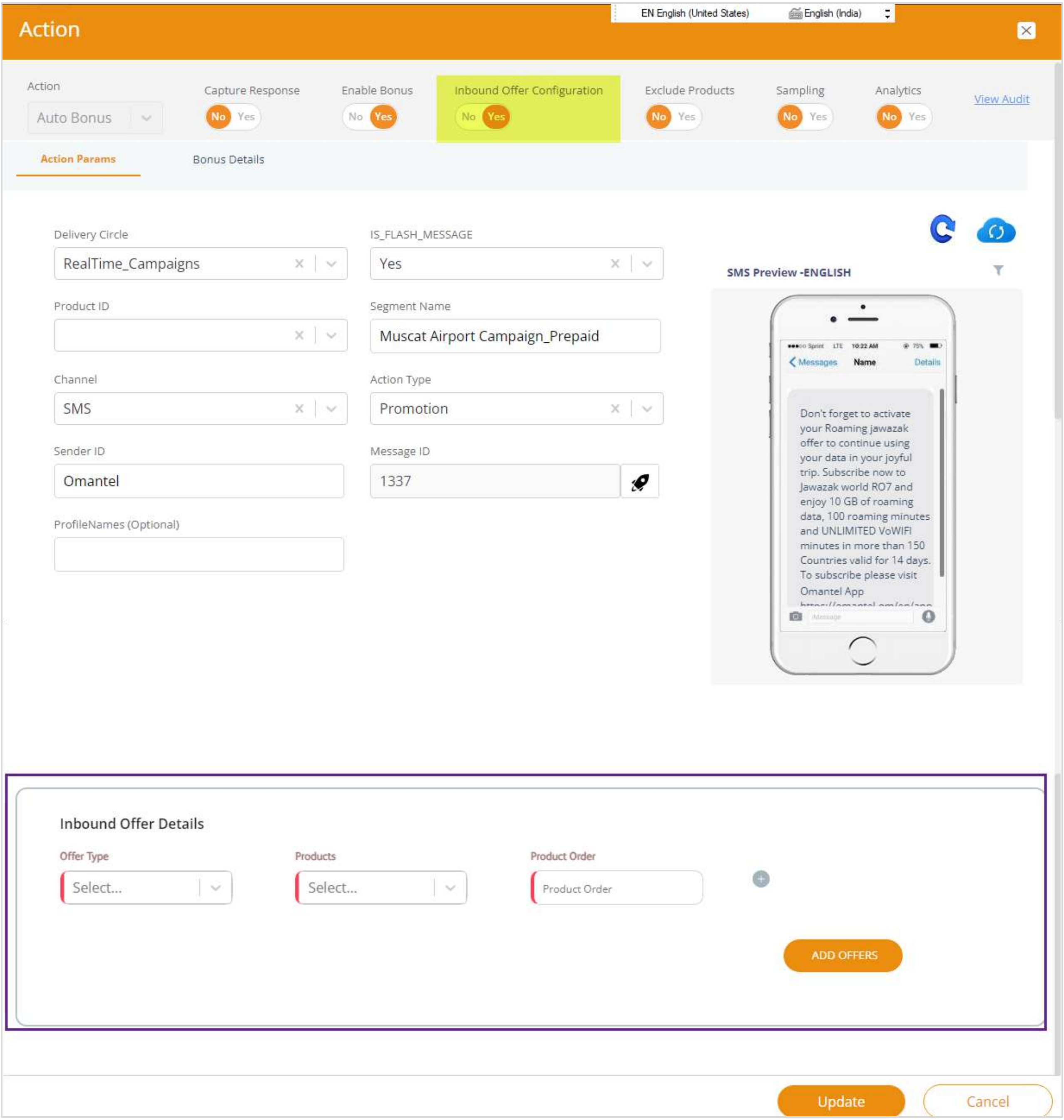


Figure 286 Action– Inbound Offer Details

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

Field	Description
Inbound Offer Details	
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**".

Field	Description
Product Order	Execution priority for the product if multiple offers exist. • 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.

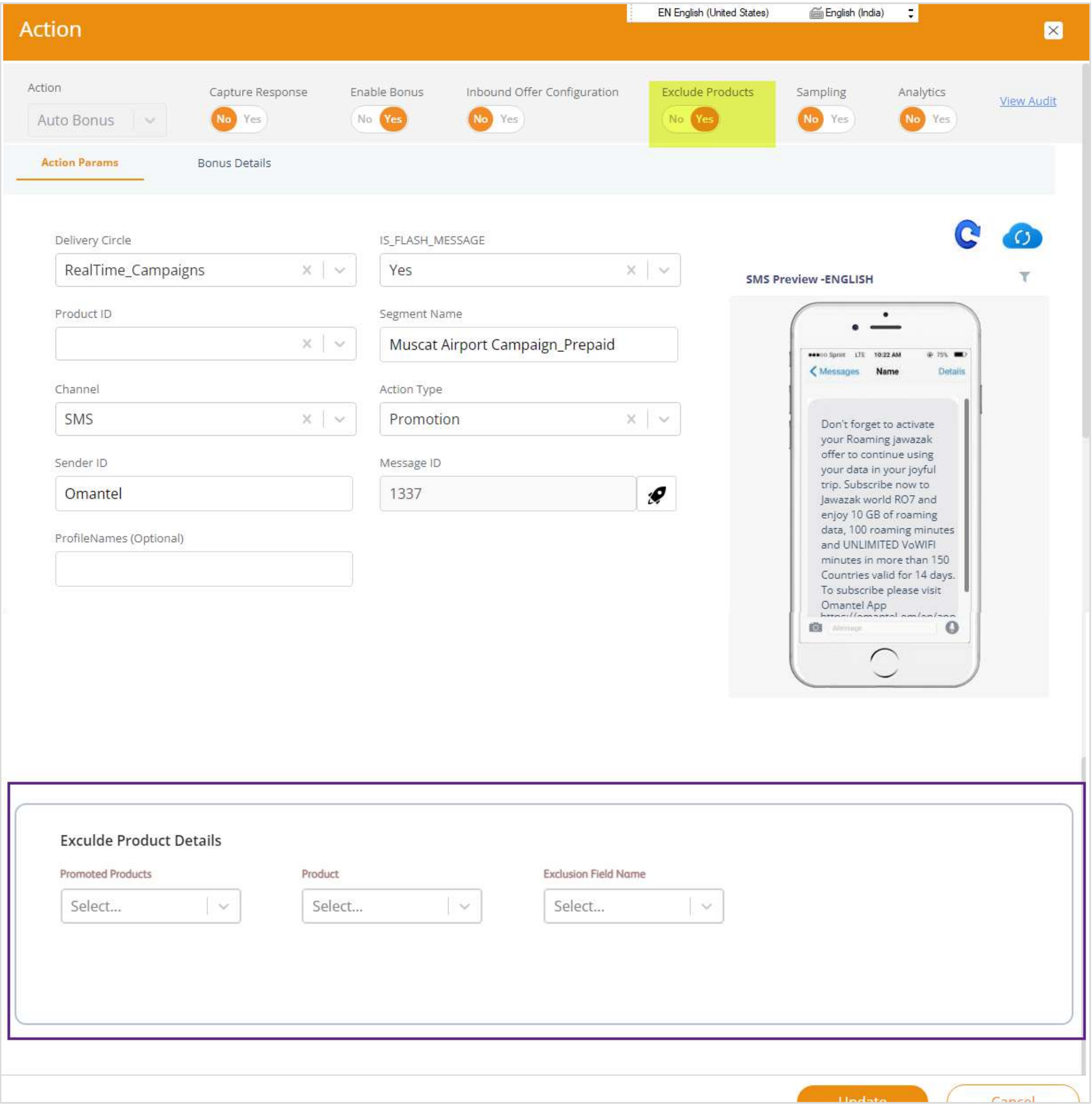


Figure 287 Action– Exclude Products Details

7. 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.

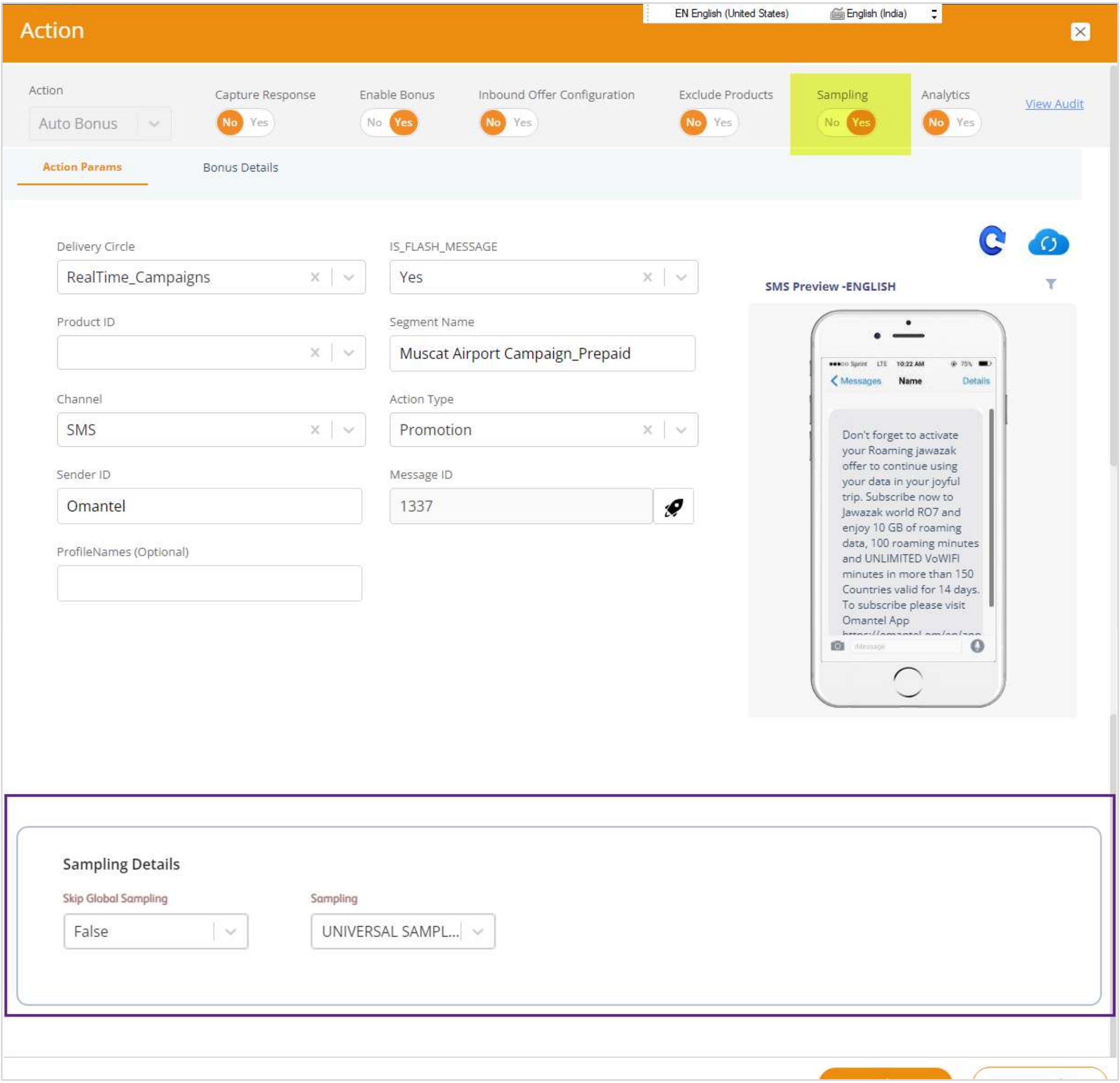


Figure 288 Action– Sampling Details

8. 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.

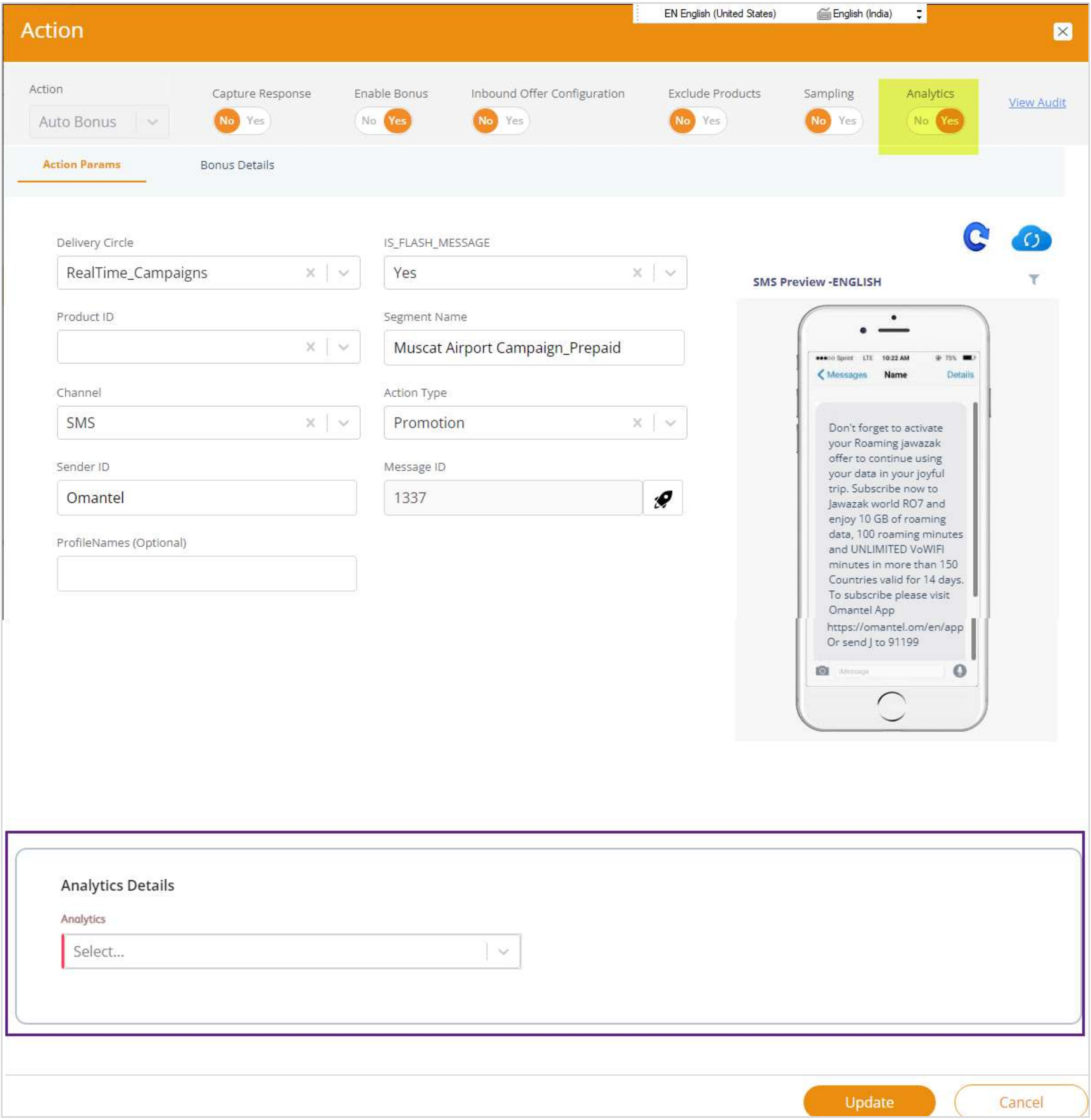


Figure 289 Action– Analytics

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

Field	Description
Analytical Details When enabled, it allows applying analytical models to enhance targeting accuracy and offer relevance.	
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.

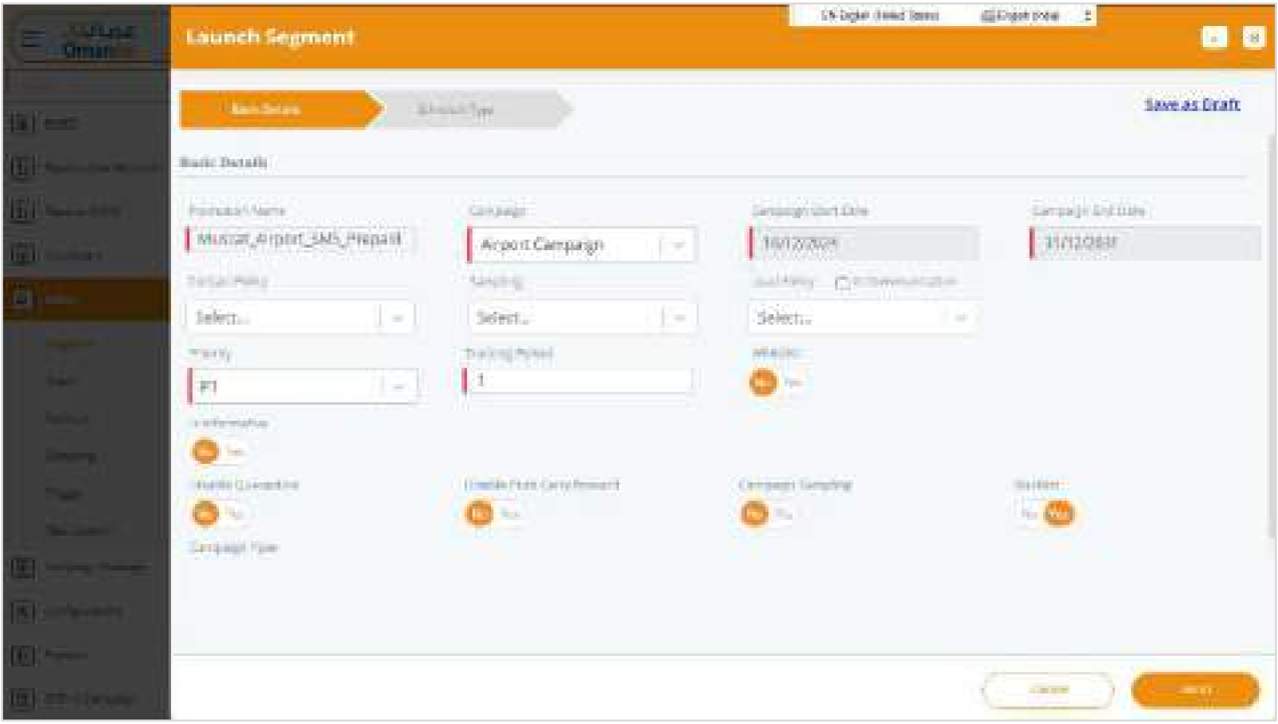


Figure 290 Lauch Segment

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.

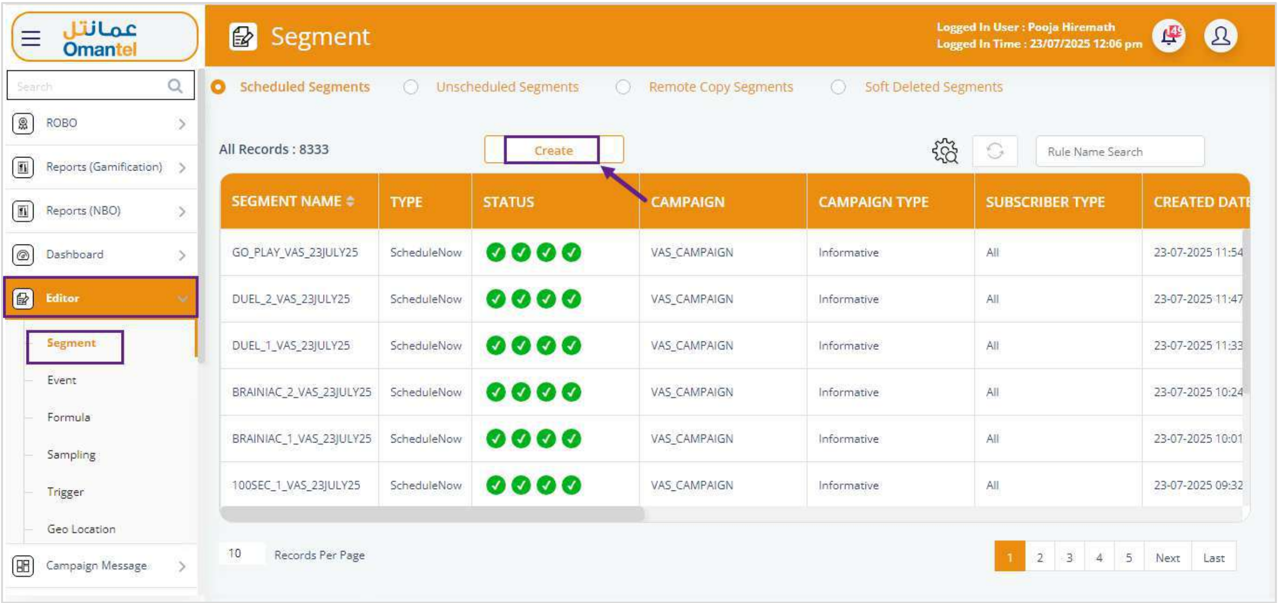


Figure 291 Segment – New Segment

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

Figure 292 New Segment – Input Screen

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

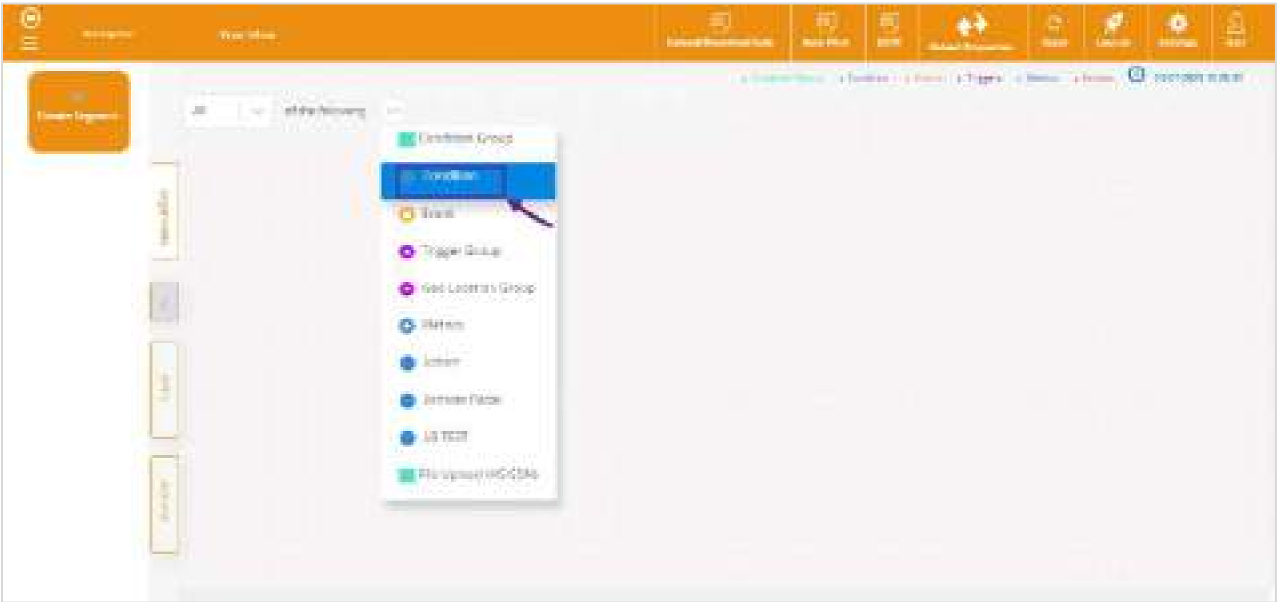


Figure 293 New Segment – Condition

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.

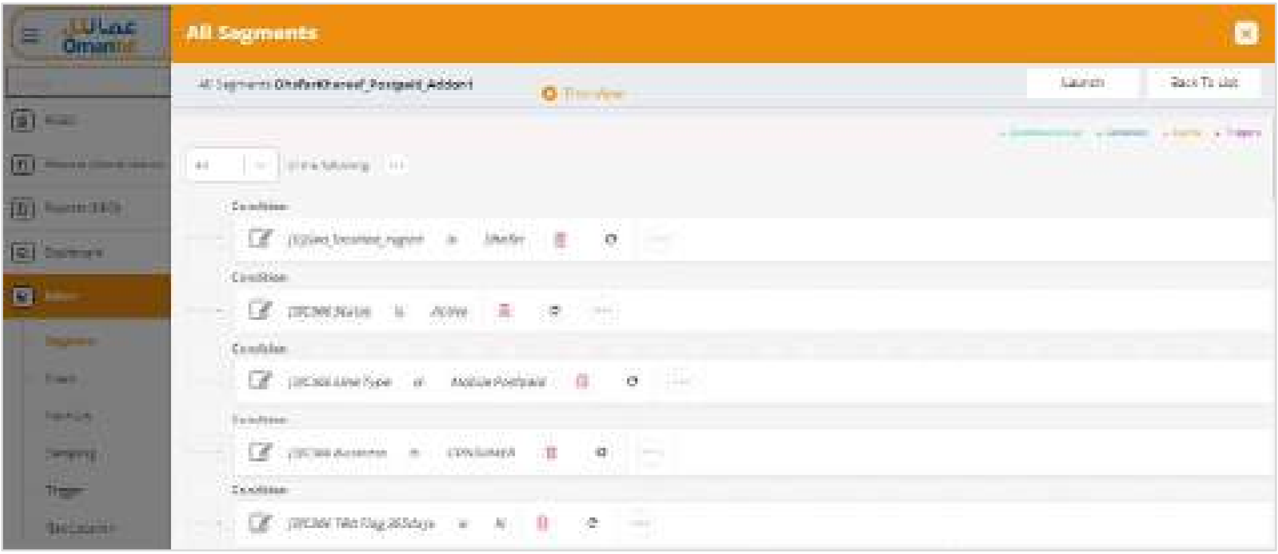


Figure 294 All Segments - DhofarKhareef_Postpaid_Addon1

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

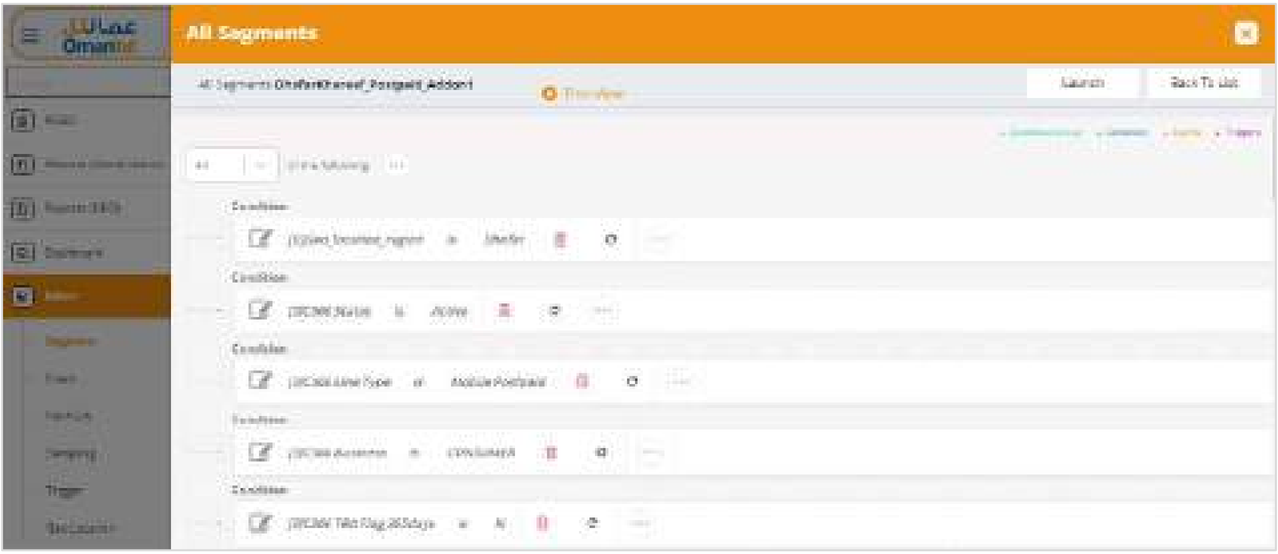


Figure 295 All Segments - DhofarKhareef_Postpaid_Addon_1

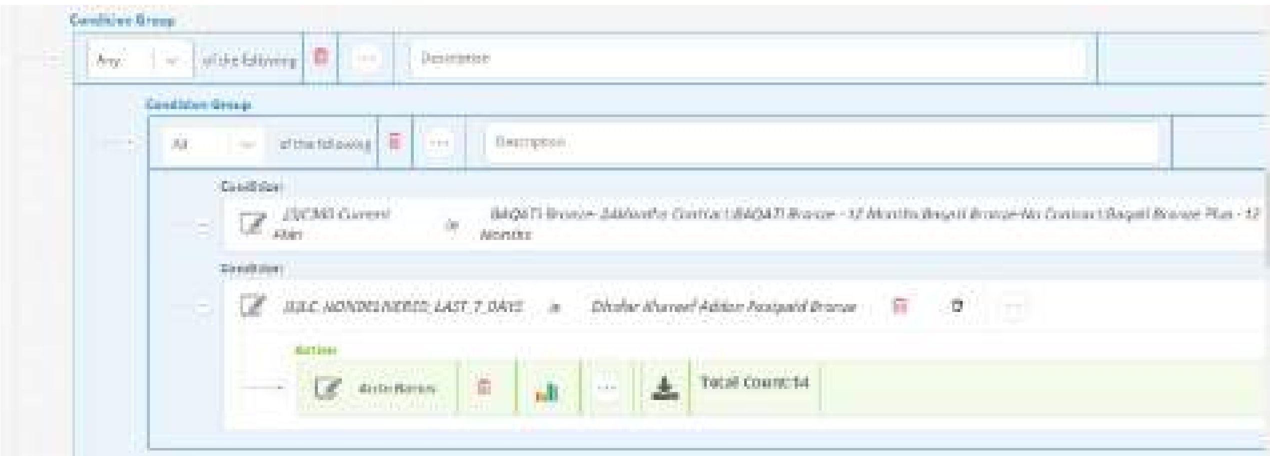


Figure 296 All Segments - DhofarKhareef_Postpaid_Addon_2

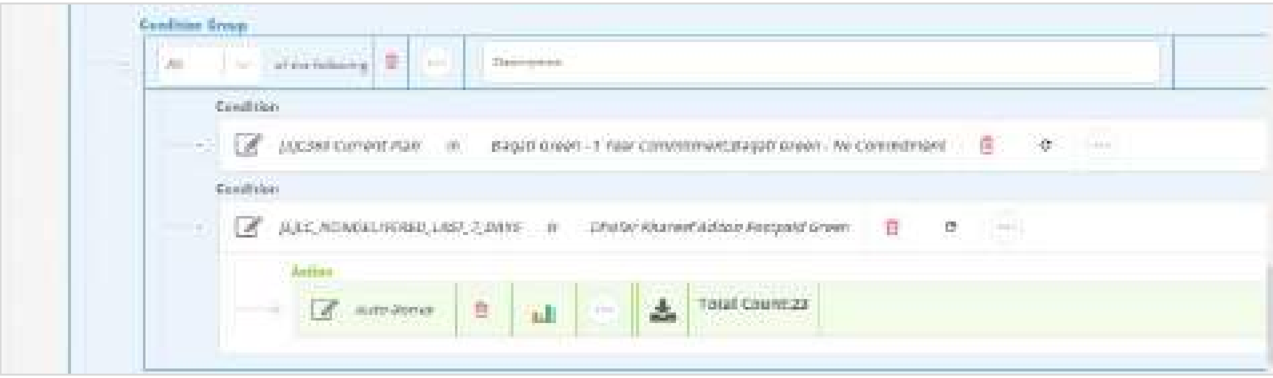


Figure 297 All Segments - DhofarKhareef_Postpaid_Addon_3

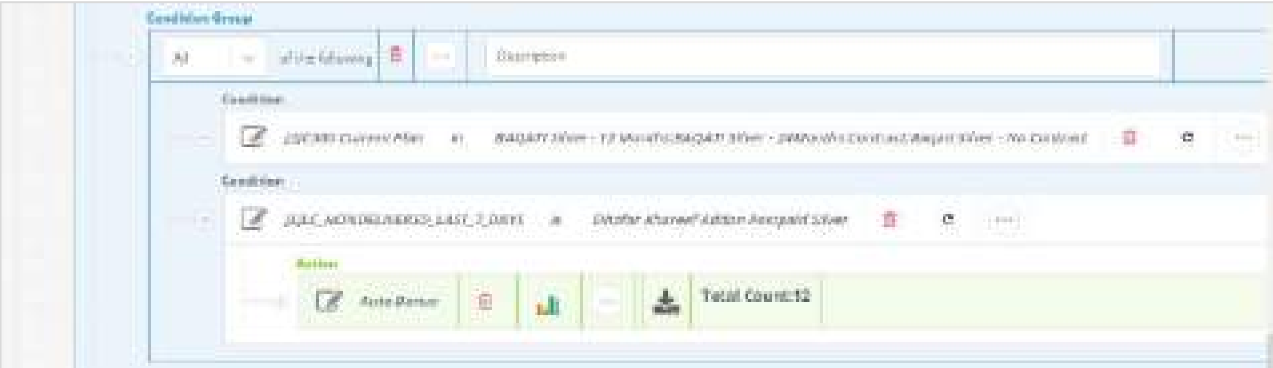


Figure 298 All Segments - DhofarKhareef_Postpaid_Addon_4

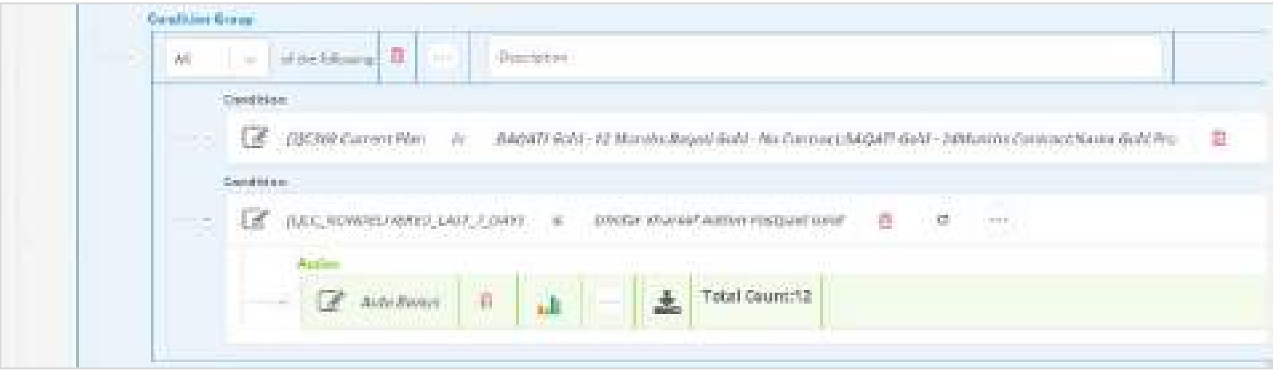


Figure 299 All Segments - DhofarKhareef_Postpaid_Addon_5

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.

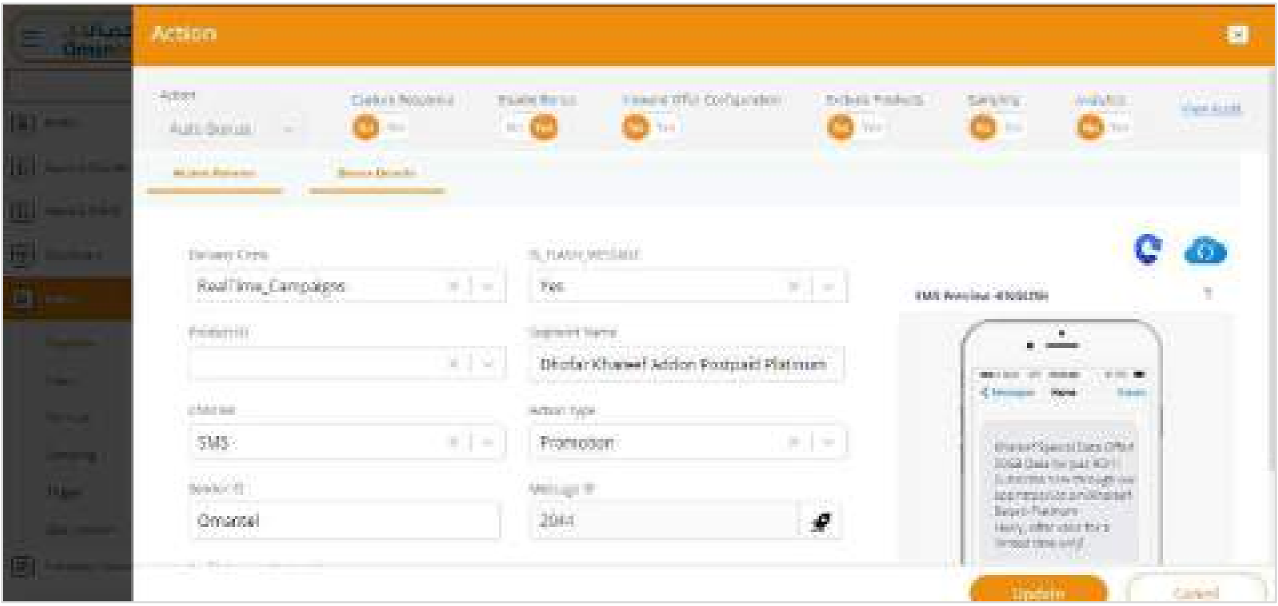


Figure 301 Action Input Screen

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.

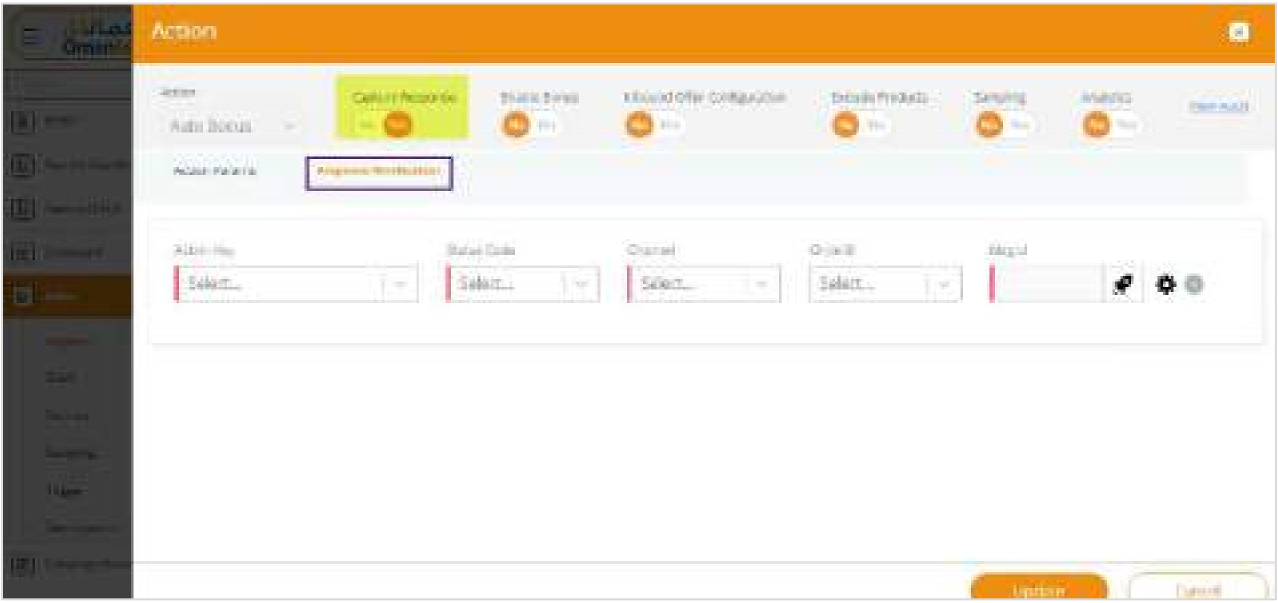
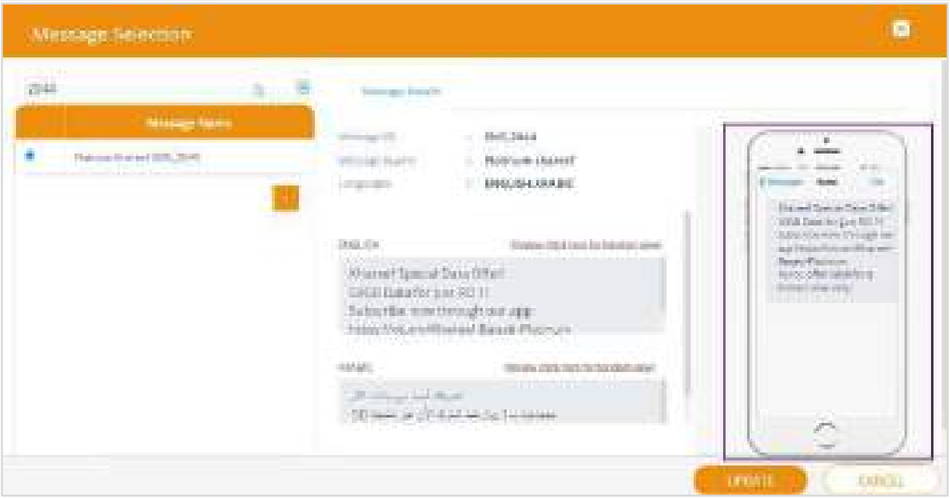


Figure 302 Action– Capture Response

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, "**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	Indicates the message template ID used for the notification. Select to select the message. The following screen will be displayed.  • Select the Message that needs to be sent to the user. The following screen will be displayed.

Field	Description
	 • 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.

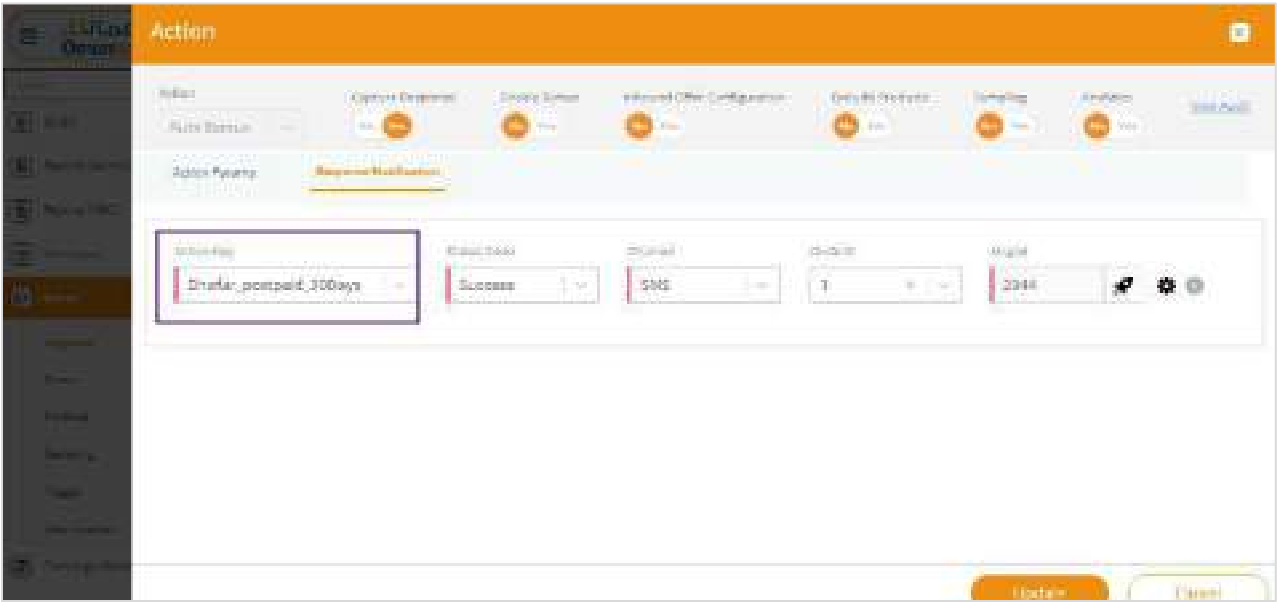


Figure 303 Action – Response Notification

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

Note: The following screen is displayed if "**Enable Bonus**" is enabled.

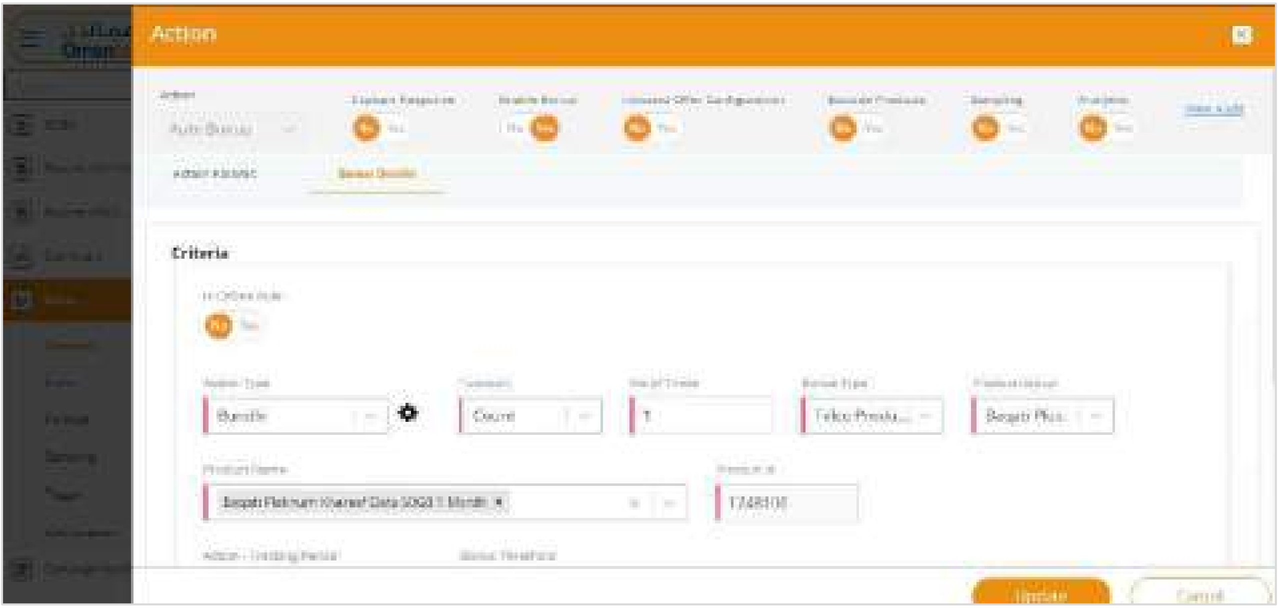


Figure 304 Action– Enable Bonus

5. 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: • Recharge • Bundle • Profile • Spend
Function	Enter the logical operation used for evaluation in the drop-down list. The following are the available functions: • 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	Enter the denomination related to the action type. For "**Recharge**," it is an exact recharge amount. **Note**: This field is displayed if "**Count**" is selected in the drop-down list of Function.
Min Amount	Enter the minimum monetary value required for the action to count towards the bonus criteria. **Note**: This field is displayed if "**Sum**" or "**Range**" is selected in the drop-down list of Function.
Max Amount	Enter the maximum monetary value for the action to count towards the bonus criteria. **Note**: This field is displayed if "**Sum**" or "**Range**" is selected in the drop-down list of Function.
Service Type	Select the service type in the drop-down list. For example, "**SMS**". **Note**: This field is displayed if "**Spend**" is selected in the drop-down list of Action Type.
Min Usage	Enter the minimum amount of usage required for the action to count towards the bonus criteria. **Note**: This field is displayed if "**Usage**" is selected in the drop-down list of Function.
Max Usage	Enter the maximum amount of usage allowed for the action to count towards the bonus criteria. **Note**: This field is displayed if "**Usage**" is selected in the drop-down list of Function.
Value	Enter the value that the action type needs to match in this field. **Note**: This field is displayed if "**Equals**" is selected in the drop-down list of Function.
Bonus Type	Select the category of bonus being applied in the drop-down list. For example, "**Telco Product**".
Product Group	Select the category of the product being targeted in the drop-down list. For example, "**Baqati Plus**". **Note**: This field is displayed if "**Telco Product**" is selected in the drop-down list of Product Group.
Product Name	Select the specific product(s) associated with the rule in the drop-down list. For example, "**Baqati Platinum Khareef Data 50 GB 1 Month**". **Note**: This field is displayed if "**Bundle**" is selected in the drop-down list of Action Type.
Product ID	Enter the unique identifier for the selected product. **Note**: This field is displayed if "**Bundle**" is selected in the drop-down list of Action Type.
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	Select how frequently the rule should be executed in the drop-down list. The following are the available schedule types: • 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.

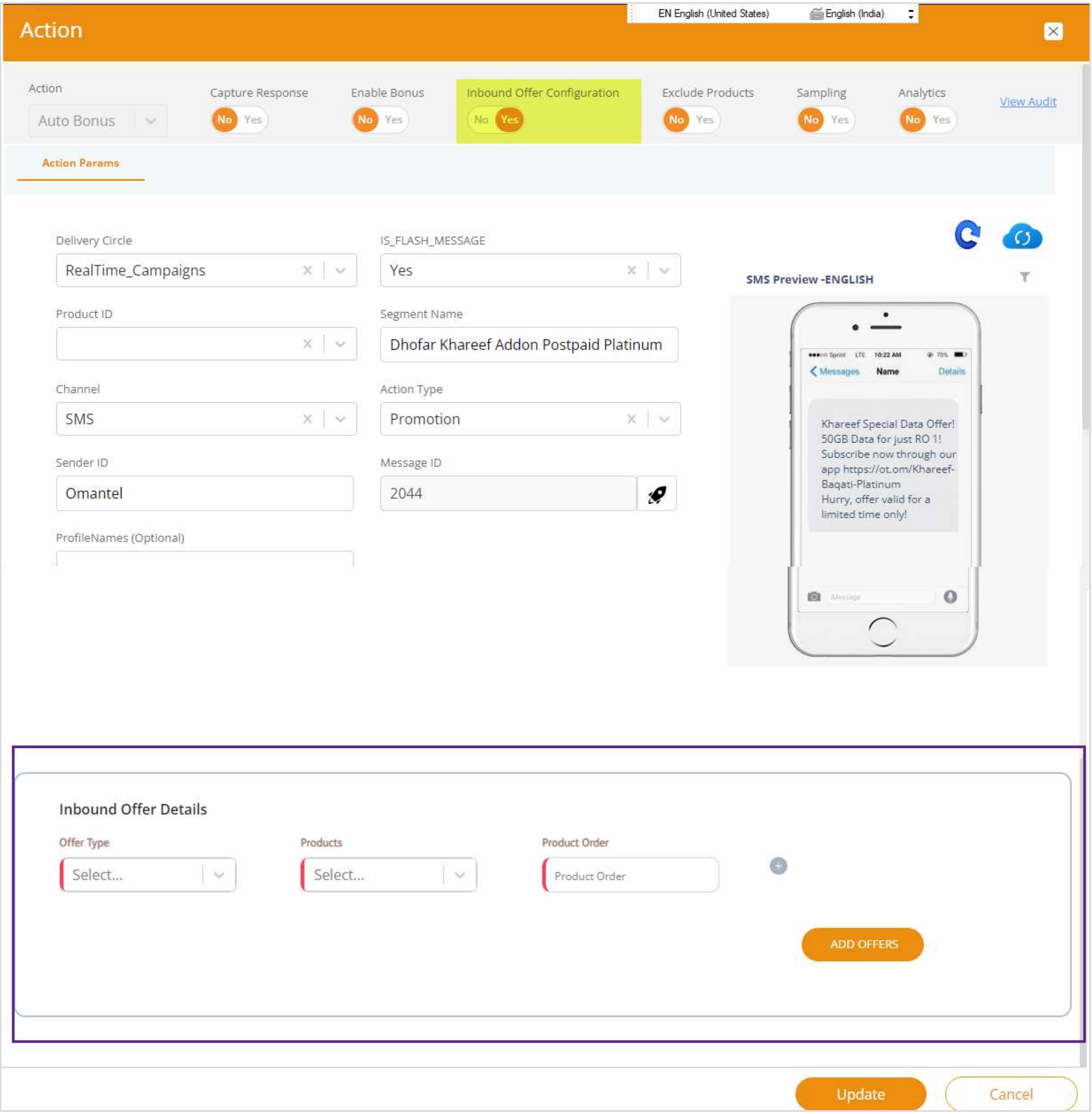


Figure 305 Action– Inbound Offer Details

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

Field	Description
Inbound Offer Details 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.

Field	Description
	• 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.

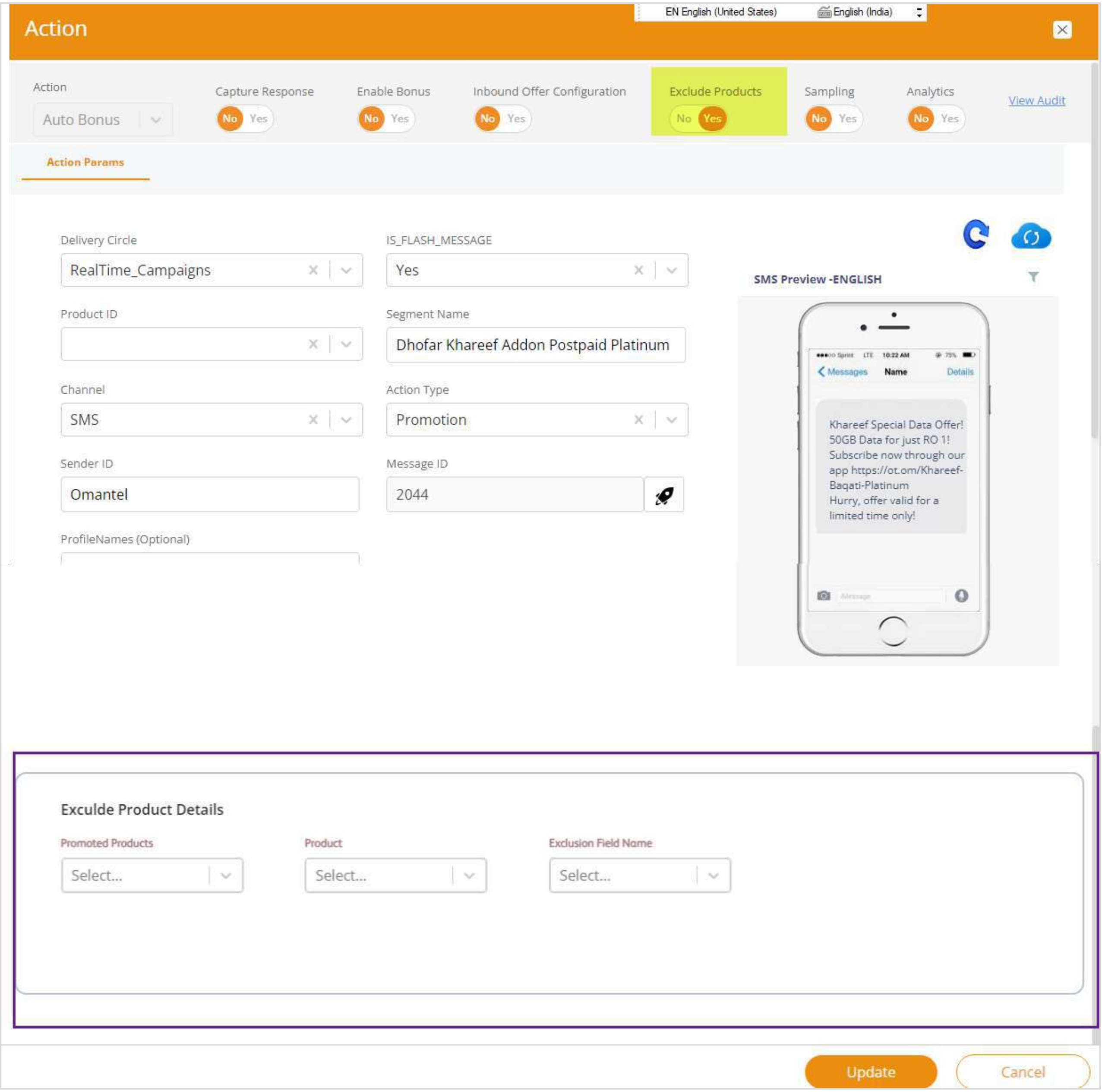


Figure 306 Action– Exclude Products Details

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

Field	Description

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.

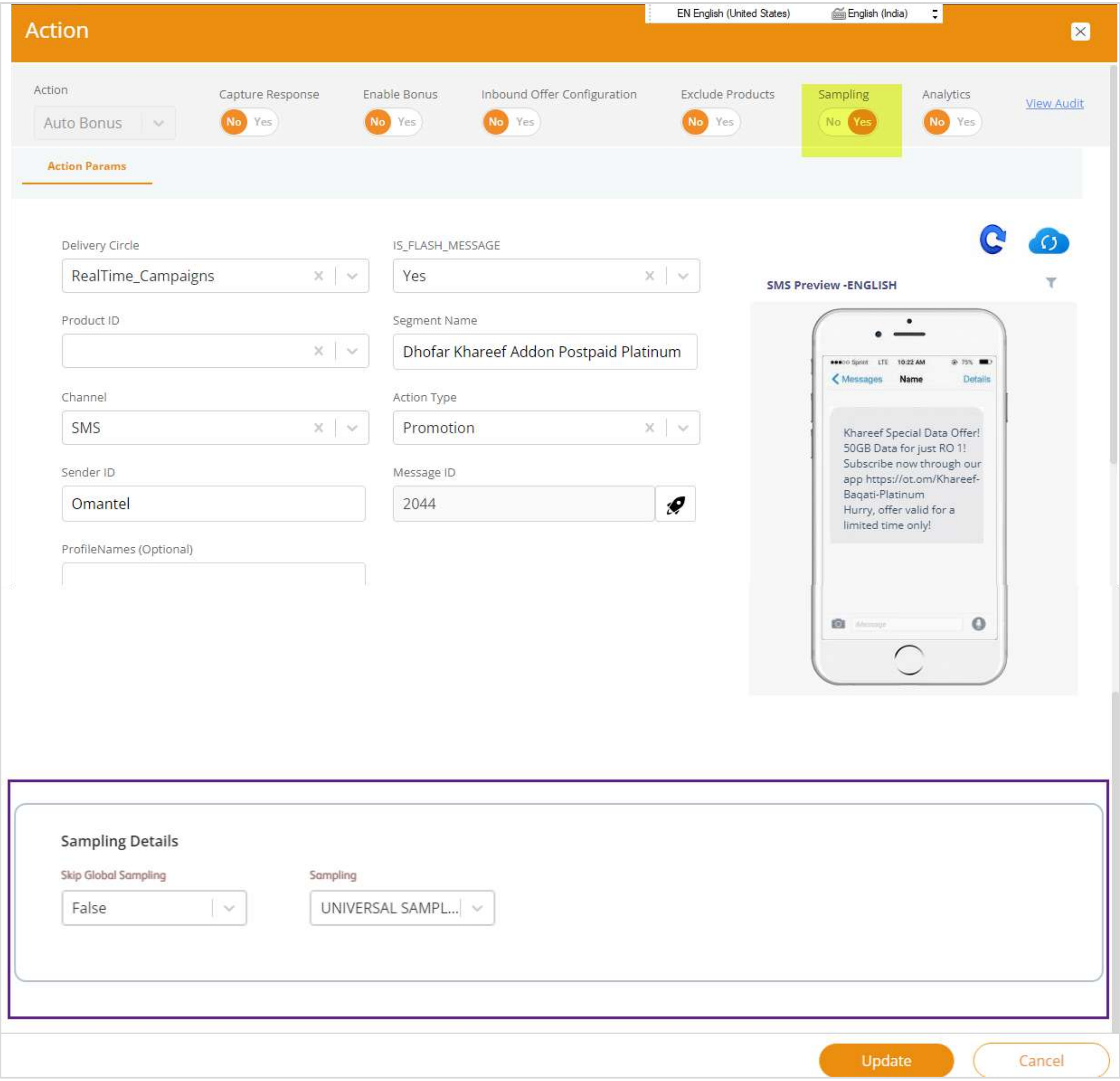


Figure 307 Action– Sampling Details

8. 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.

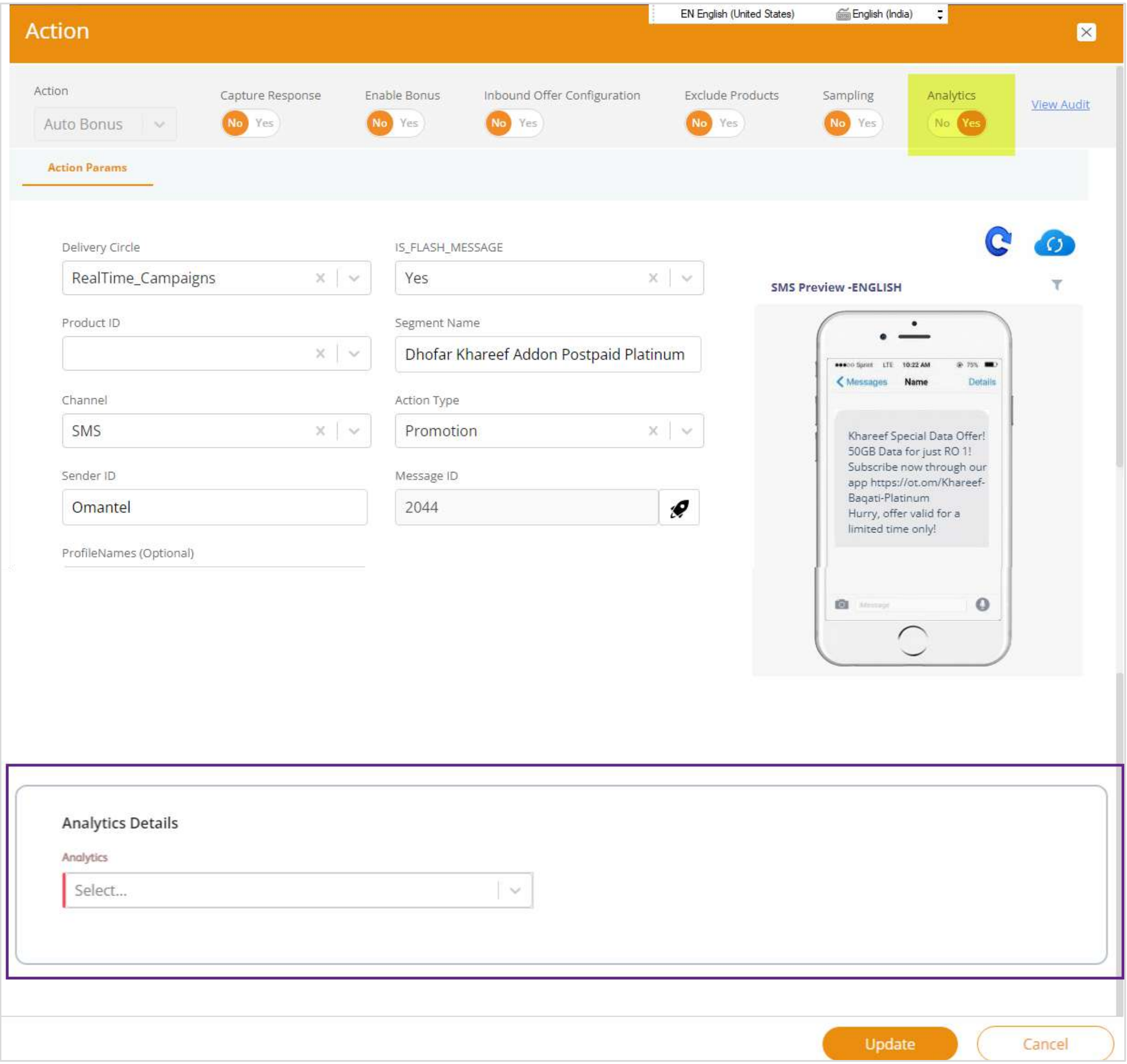


Figure 308 Action– Analytics

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

Field	Description
Analytical Details	
When enabled, it allows applying analytical models to enhance targeting accuracy and offer relevance.	
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.

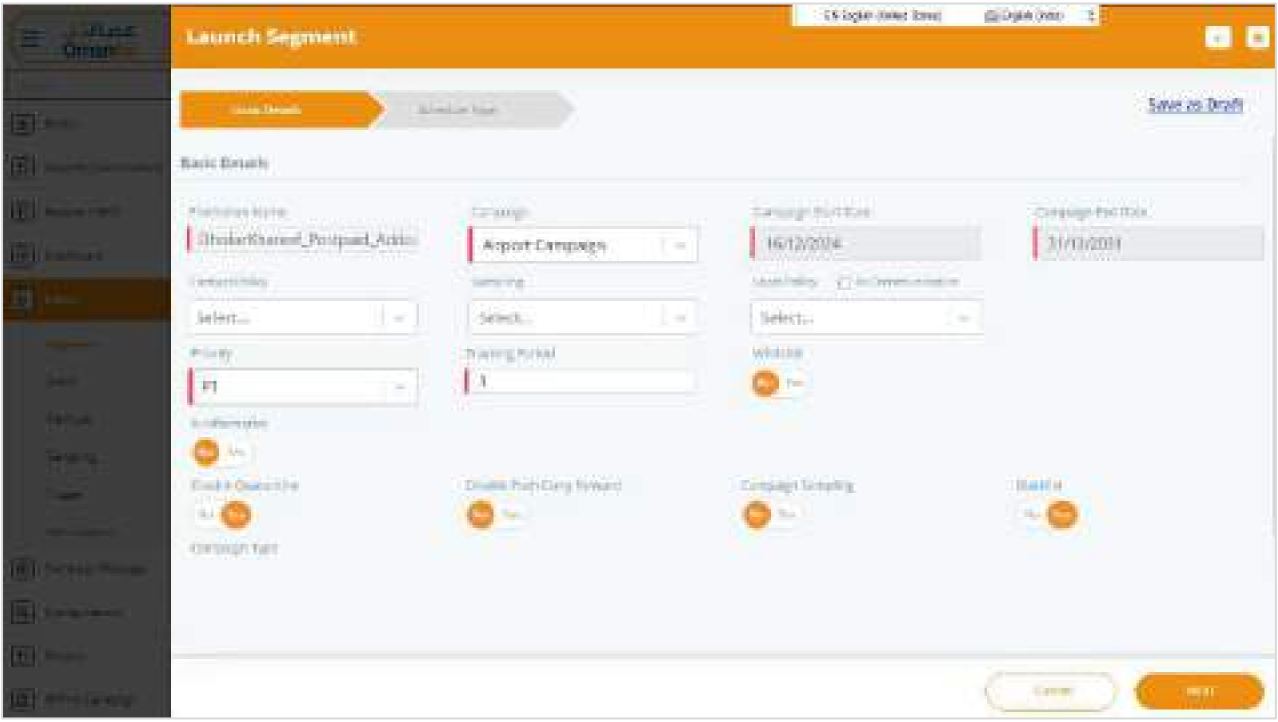


Figure 309 Lauch Segment

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.

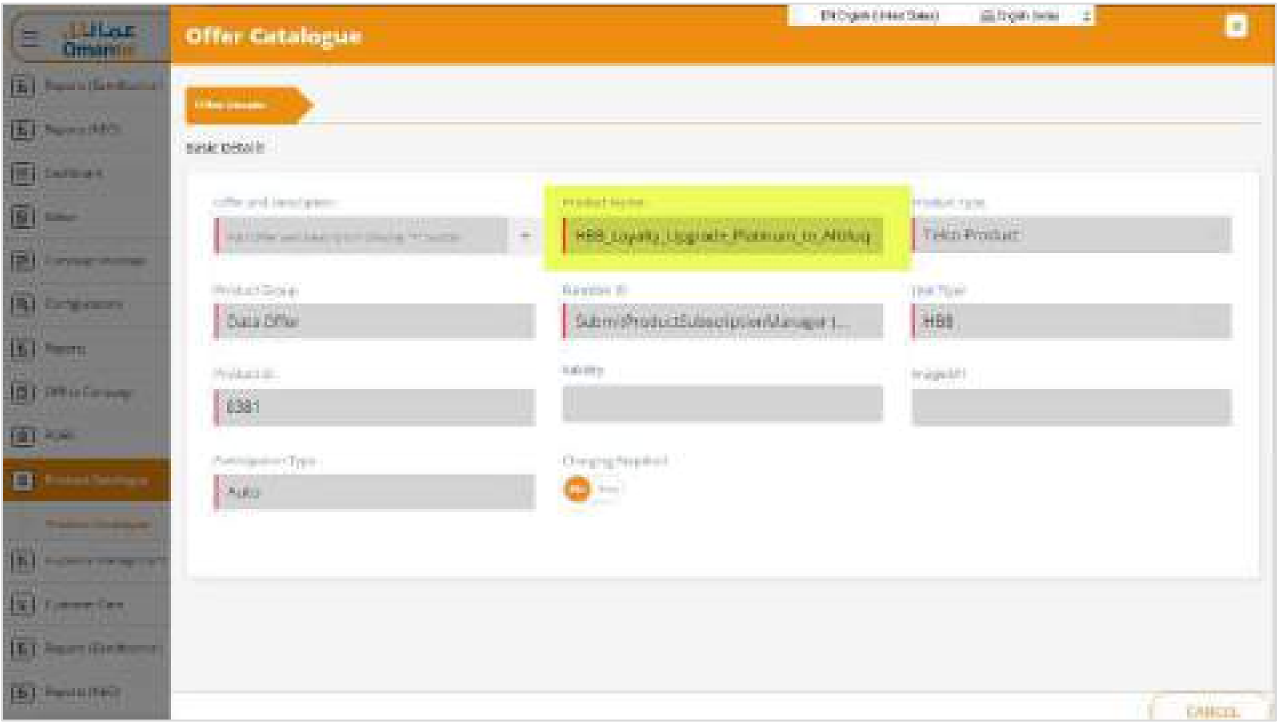


Figure 310 Offer Catalogue- Product Configuration

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.

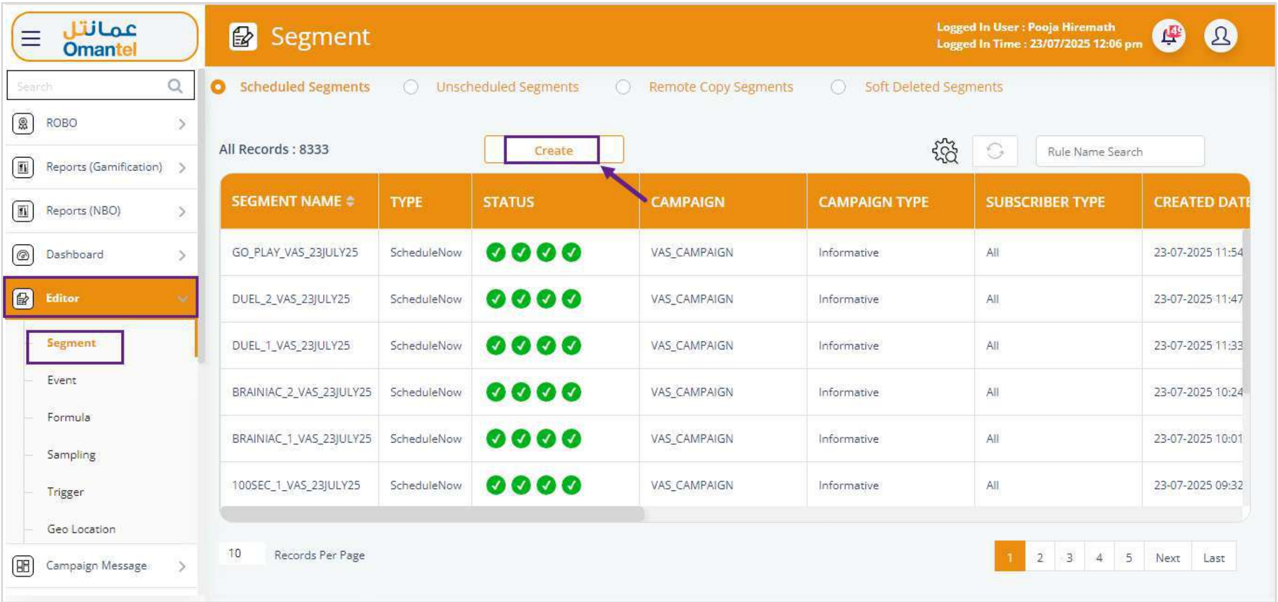


Figure 311 Segment – New Segment

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

Figure 312 New Segment – Input Screen

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

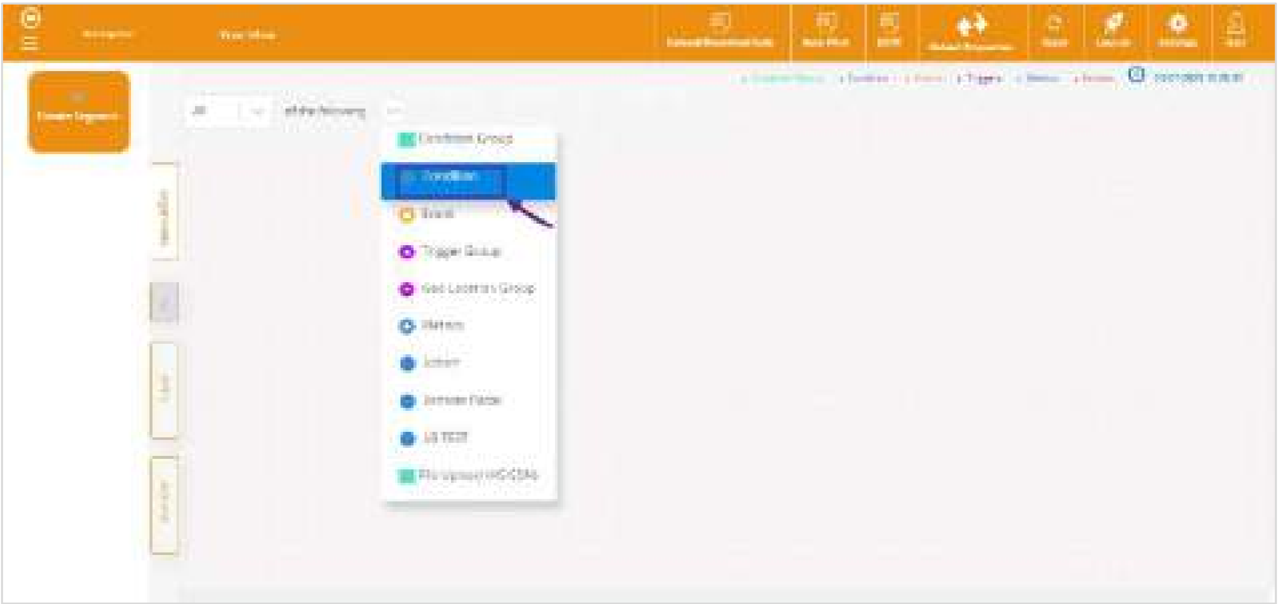


Figure 313 New Segment – Condition

The following are the trigger group, condition group, conditions, and actions configured for the campaign:

<u>Trigger Group:</u>

- Get Campaign Offer

<u>Condition</u>:

- USSD Code
- C360 TRA Flag 365days
- C360 NBO Product

<u>Condition Group:</u>

- [A]Audience segment name

<u>Actions:</u>

- NBO Offers L

For more details about adding conditions, see the section ***<u>Add Condition to Rule.</u>***
For more details about adding actions, see the section ***<u>Action.</u>***

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

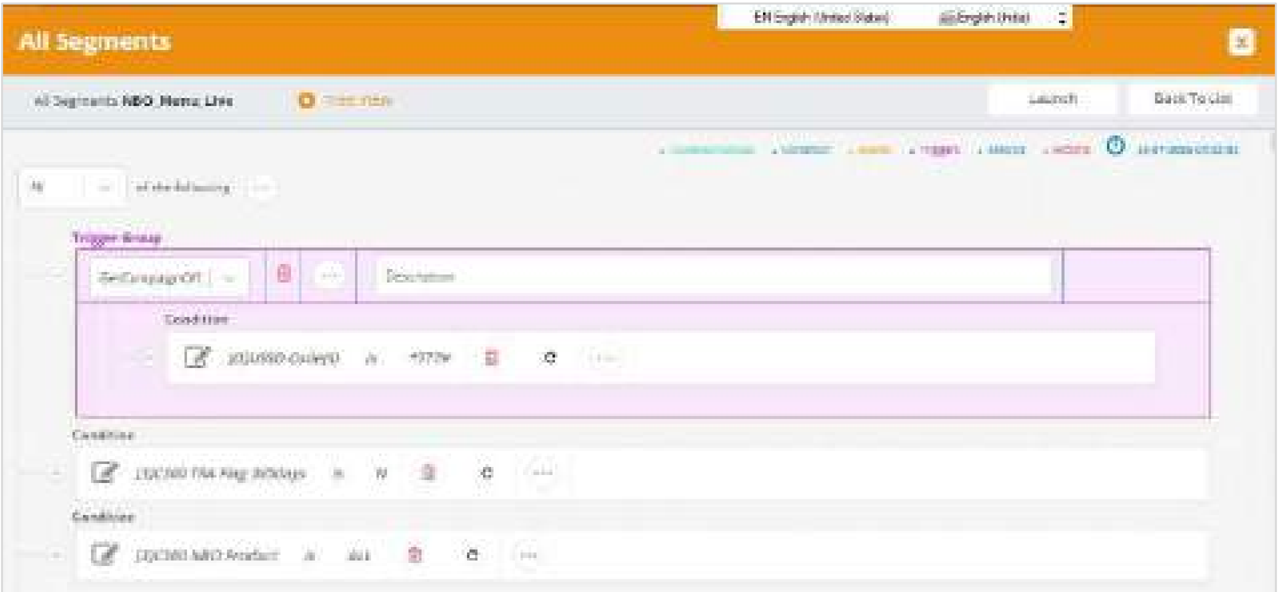


Figure 314 All Segments - NBO_Menu_Live_1

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

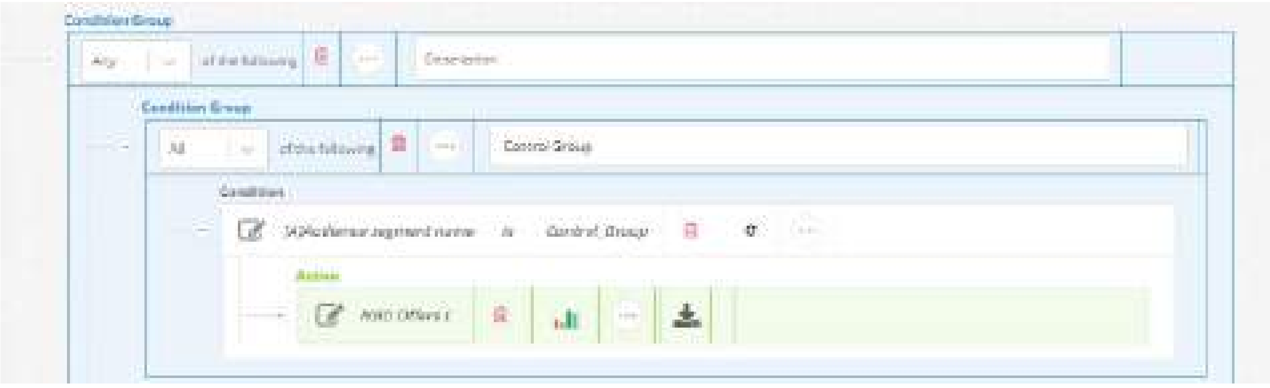


Figure 315 All Segments - NBO_Menu_Live_2

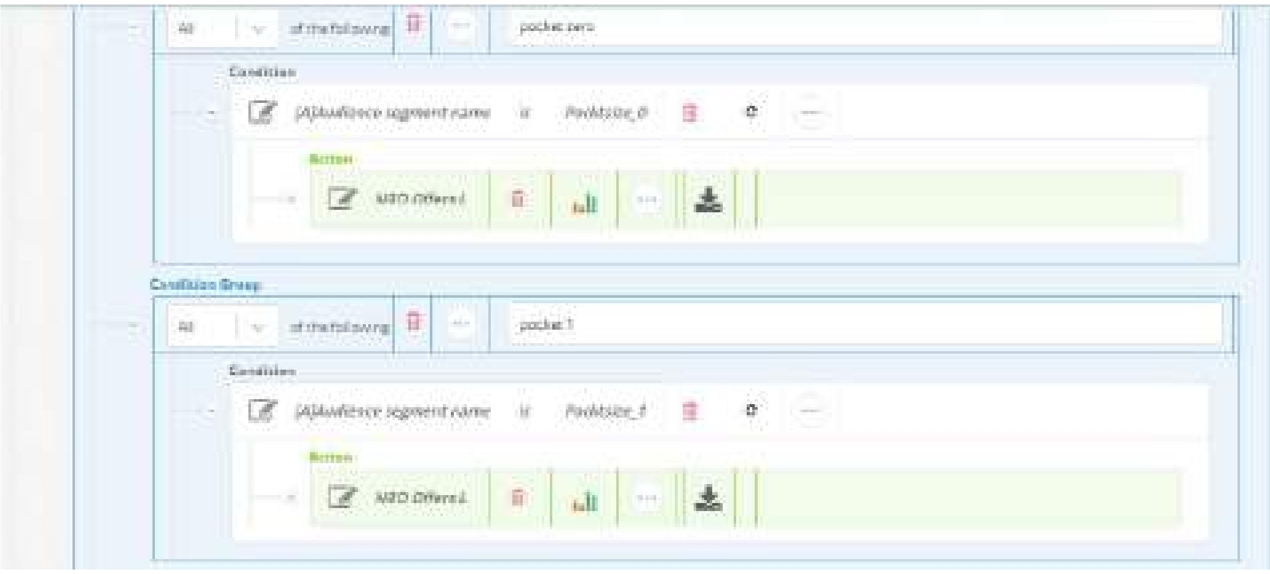


Figure 316 All Segments - NBO_Menu_Live_3

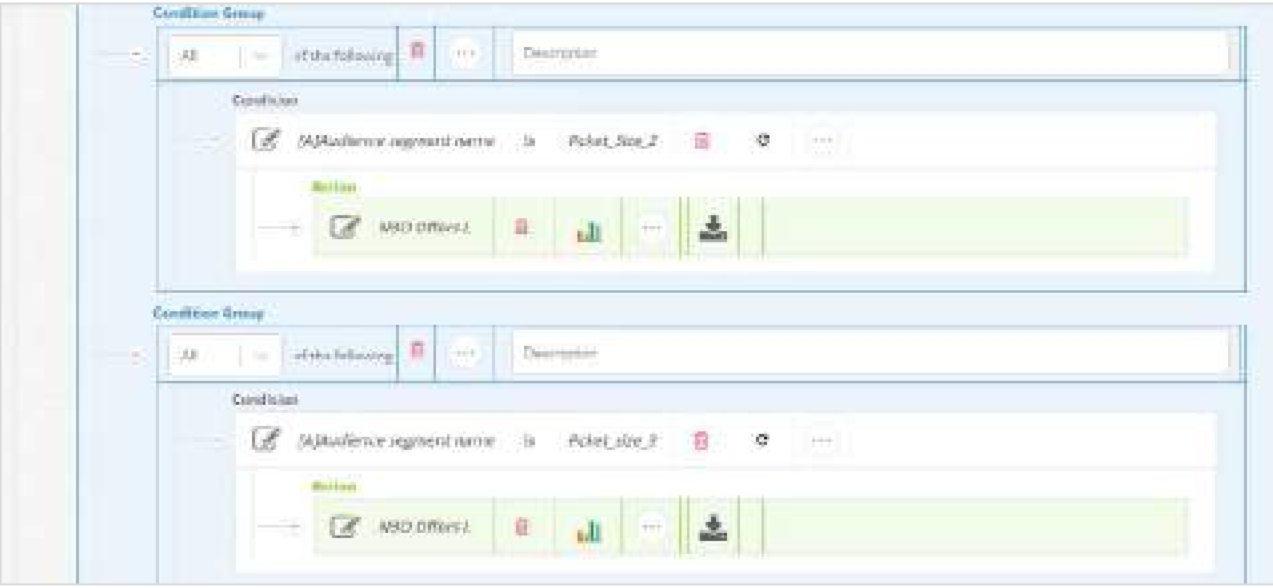


Figure 317 All Segments - NBO_Menu_Live_4

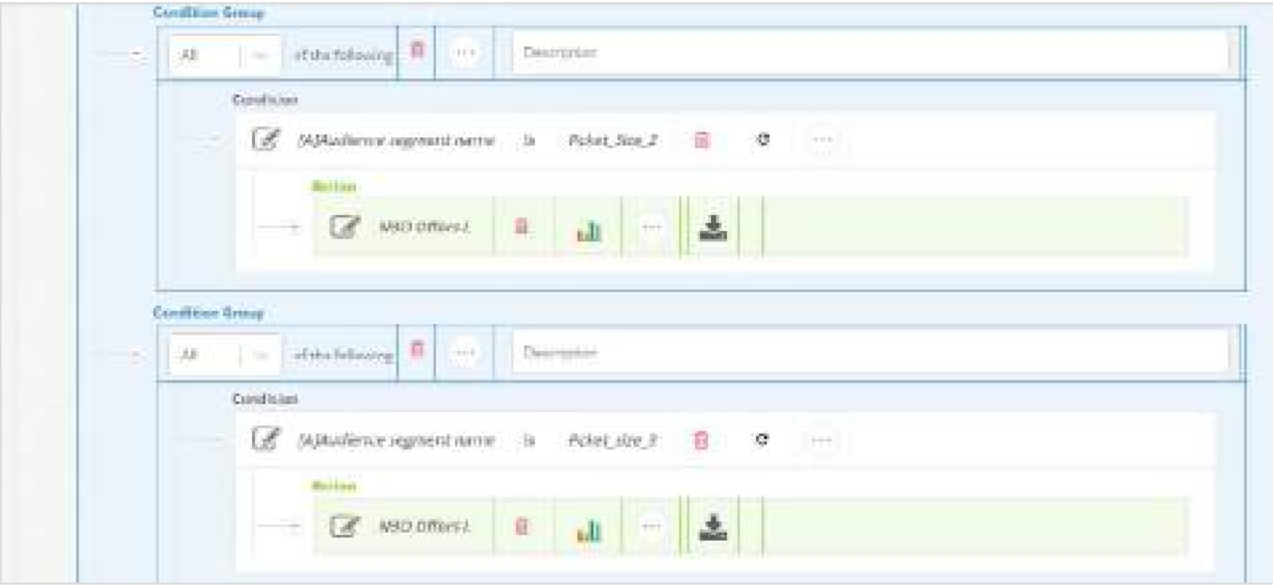


Figure 318 All Segments - NBO_Menu_Live_5

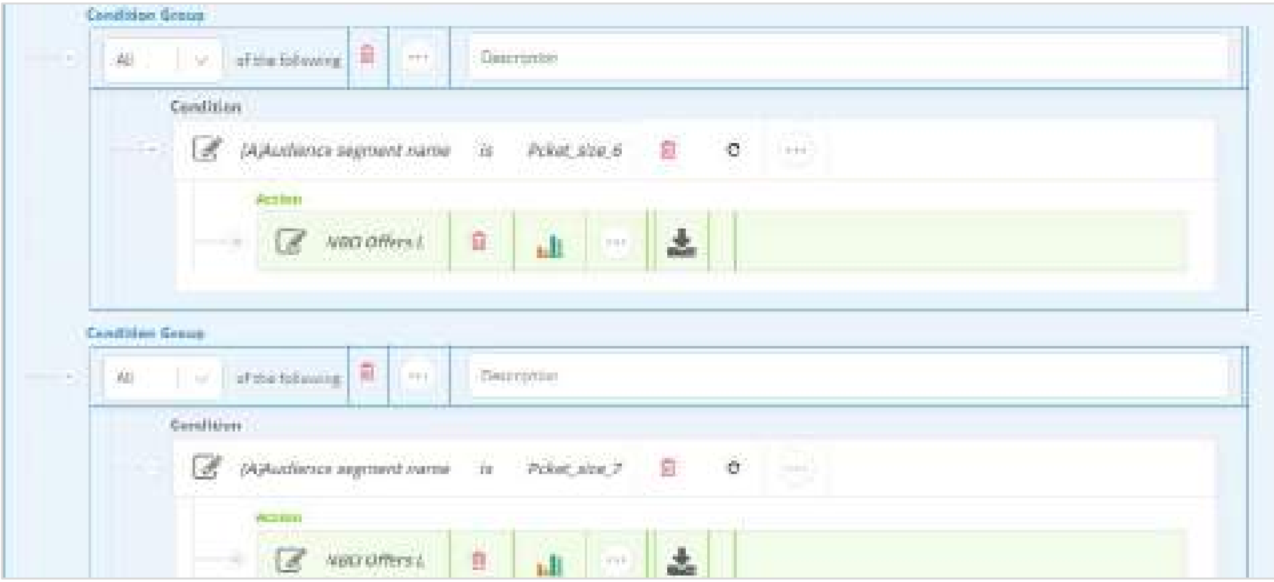


Figure 319 All Segments - NBO_Menu_Live_6

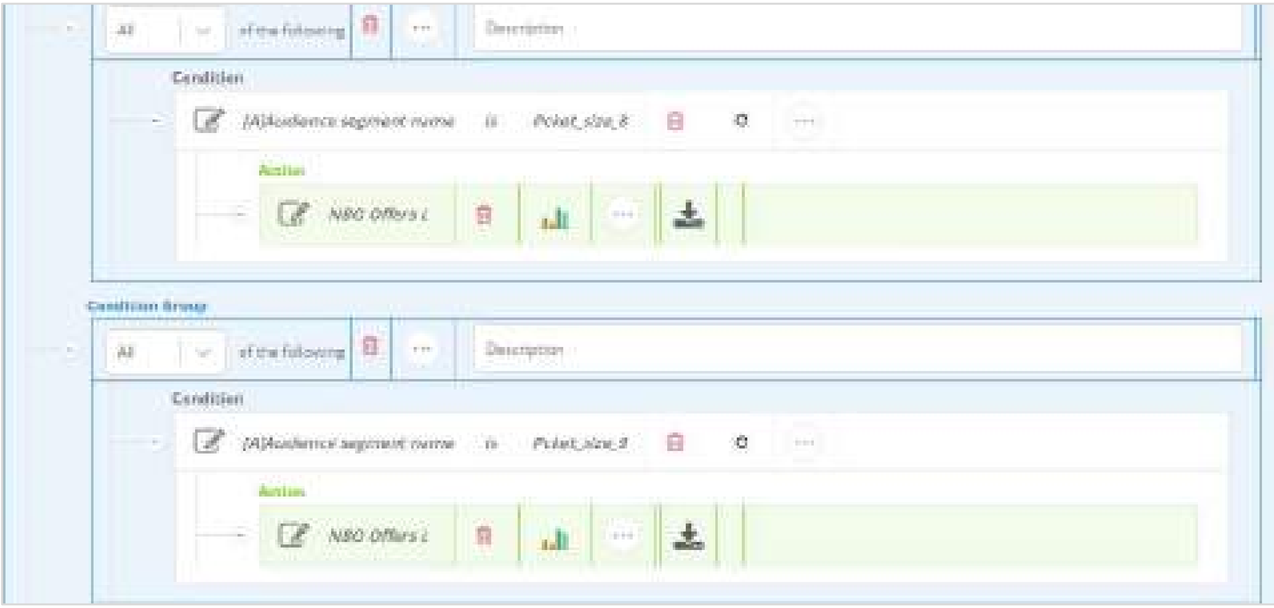


Figure 320 All Segments - NBO_Menu_Live_7

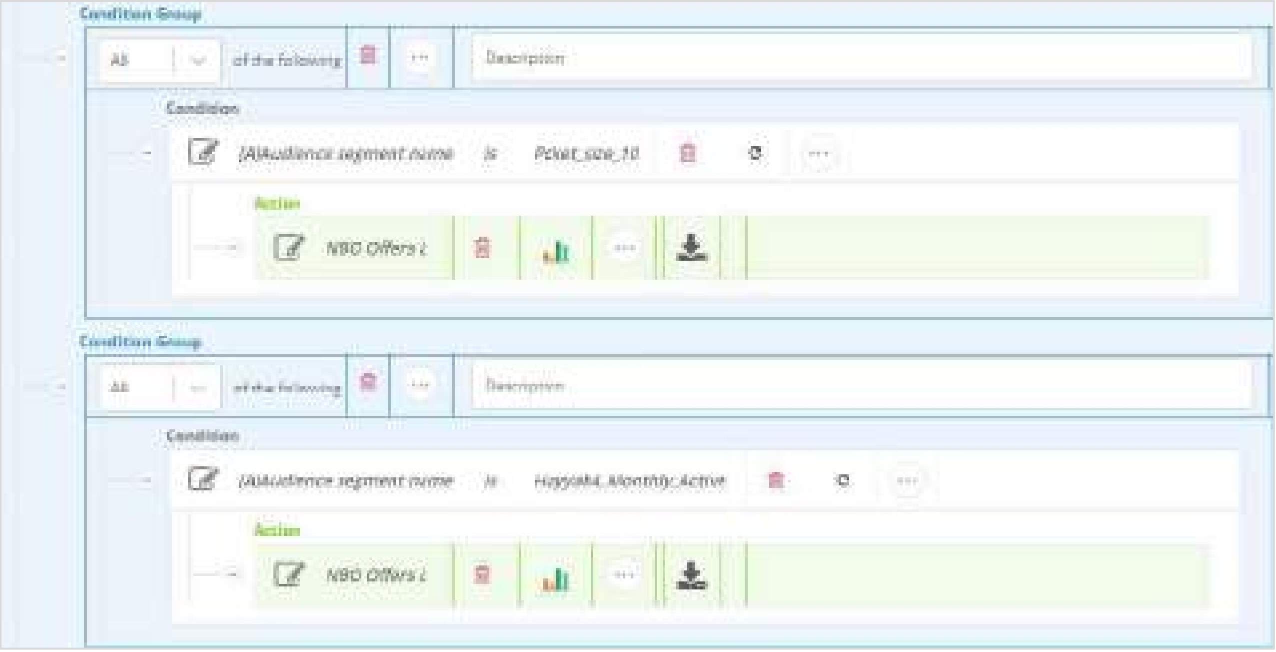


Figure 321 All Segments - NBO_Menu_Live_8

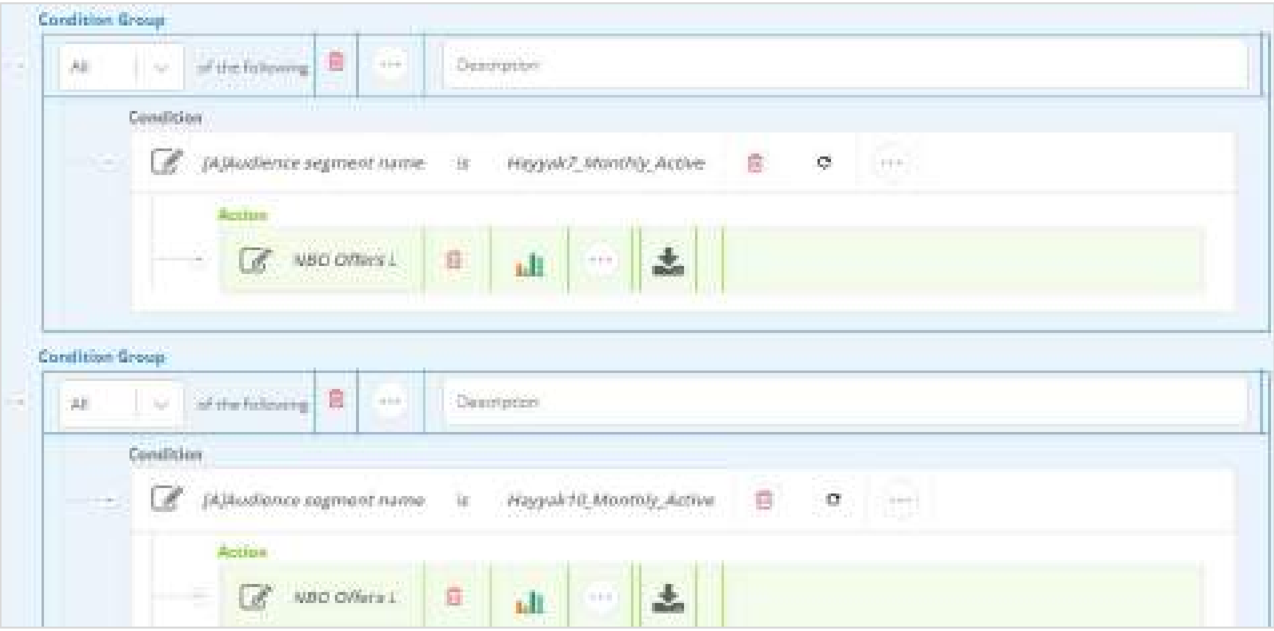


Figure 322 All Segments - NBO_Menu_Live_9

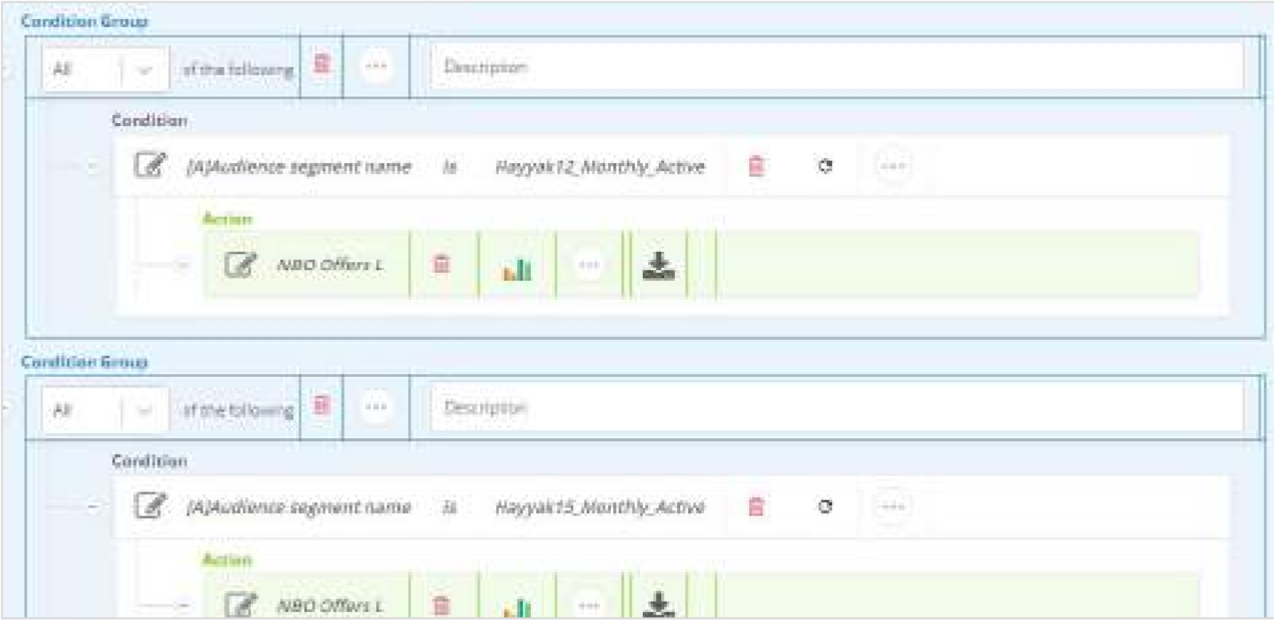


Figure 323 All Segments - NBO_Menu_Live_10

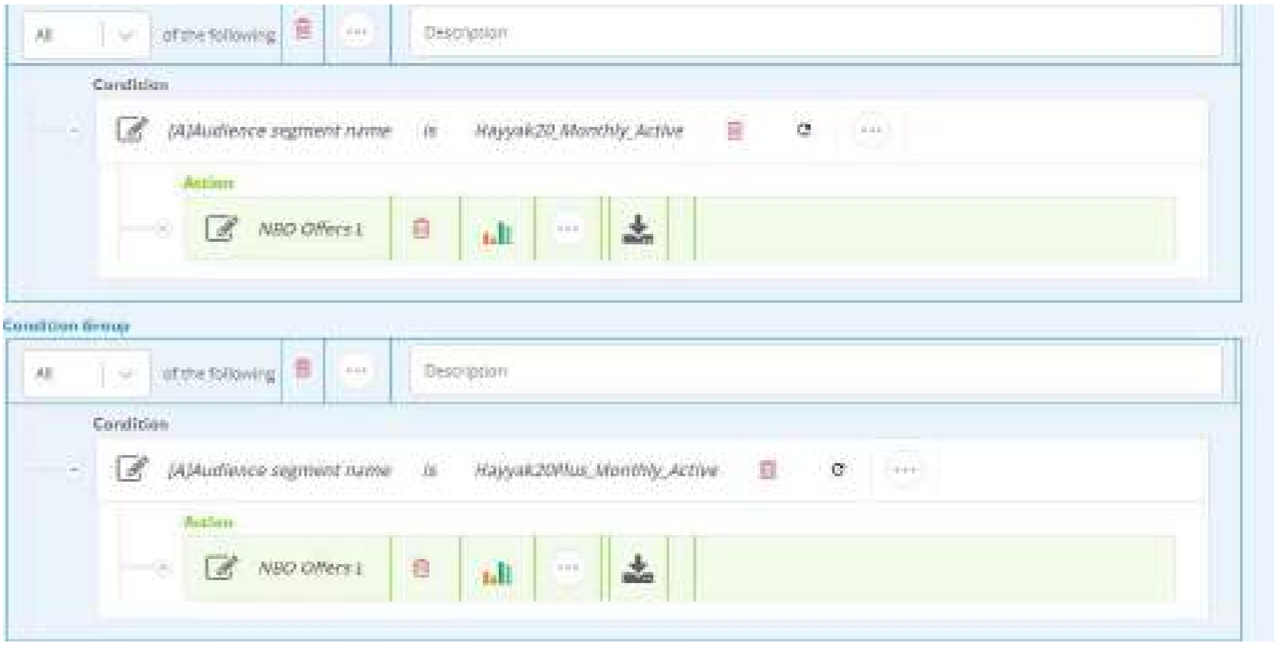


Figure 324 All Segments - NBO_Menu_Live_11

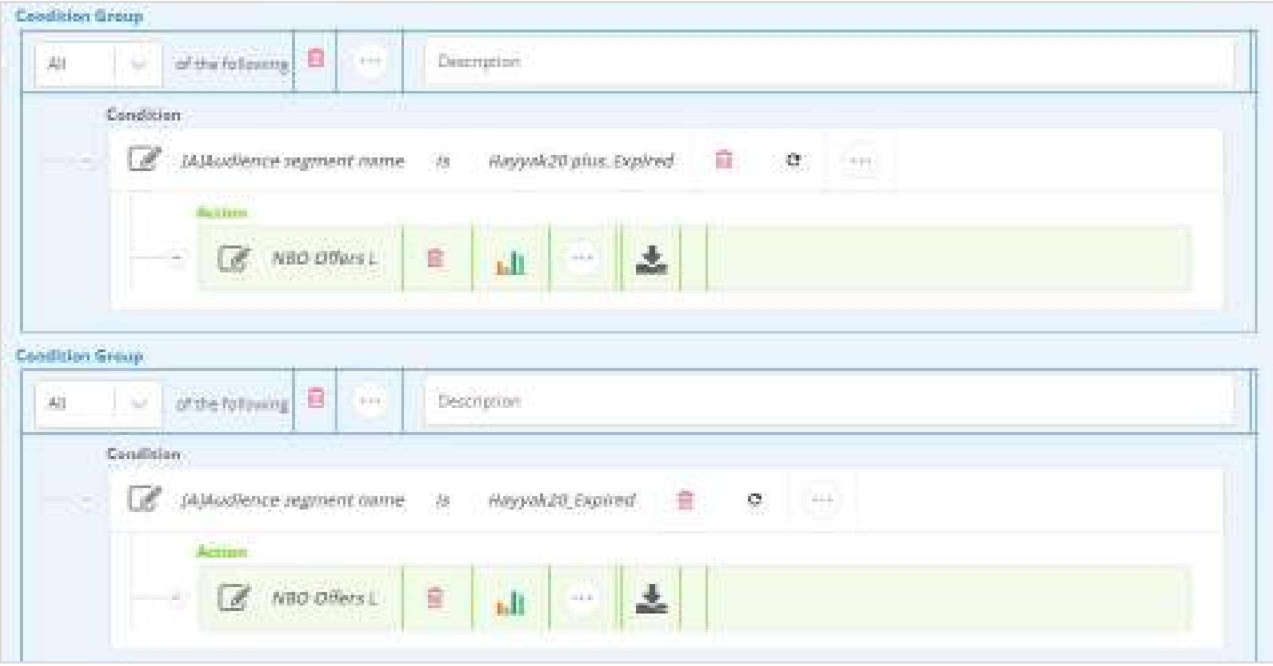


Figure 325 All Segments - NBO_Menu_Live_12

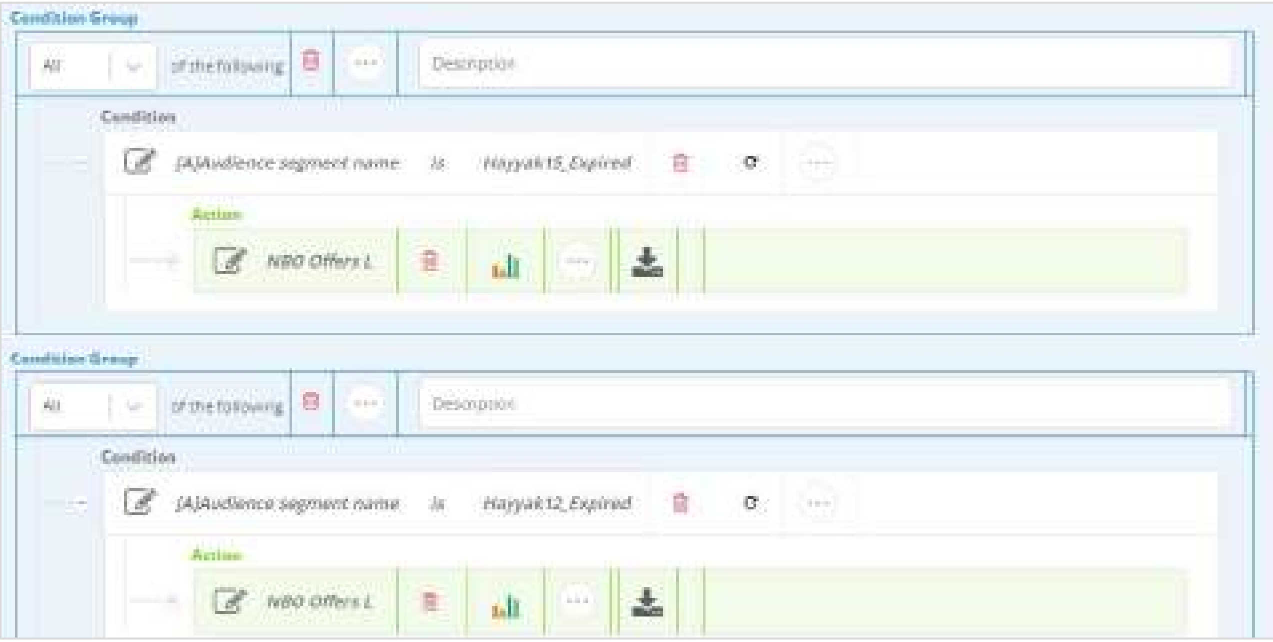


Figure 326 All Segments - NBO_Menu_Live_13

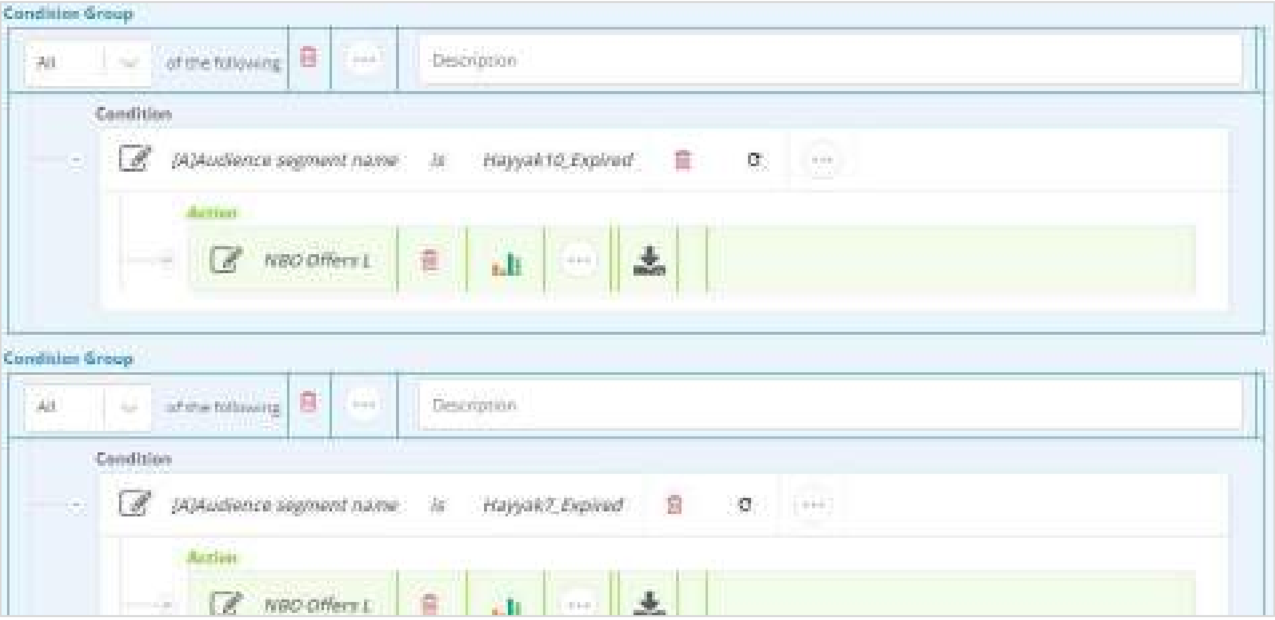


Figure 327 All Segments - NBO_Menu_Live_14

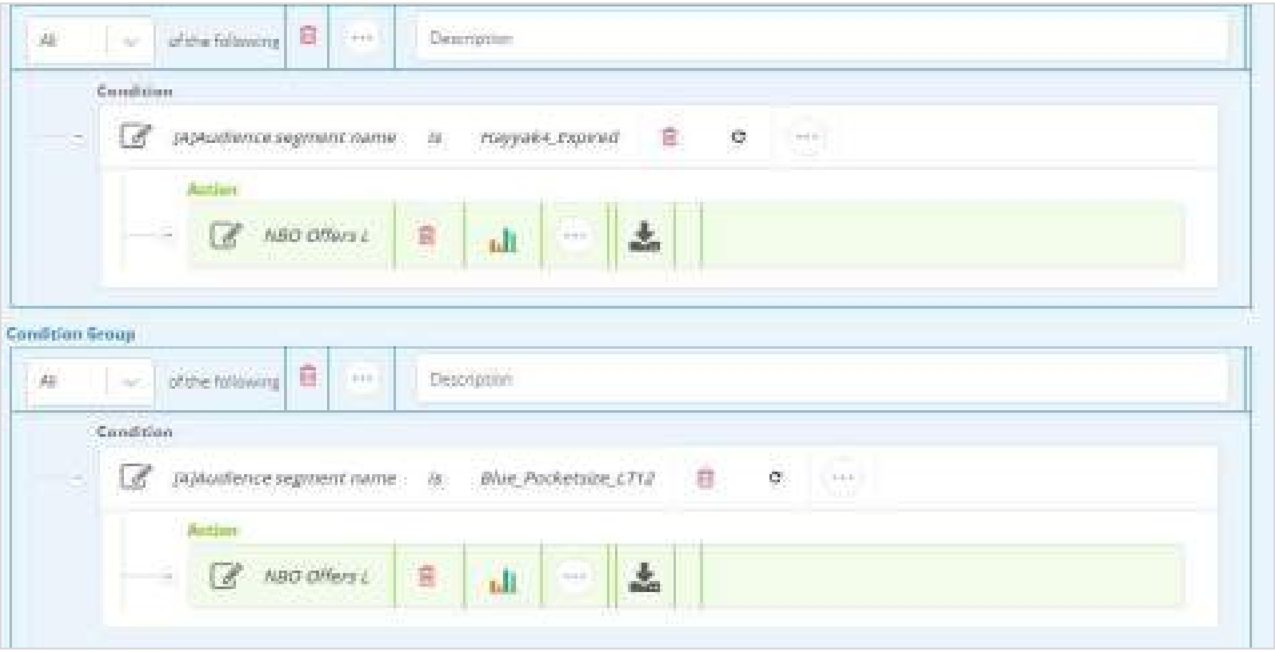


Figure 328 All Segments - NBO_Menu_Live_15

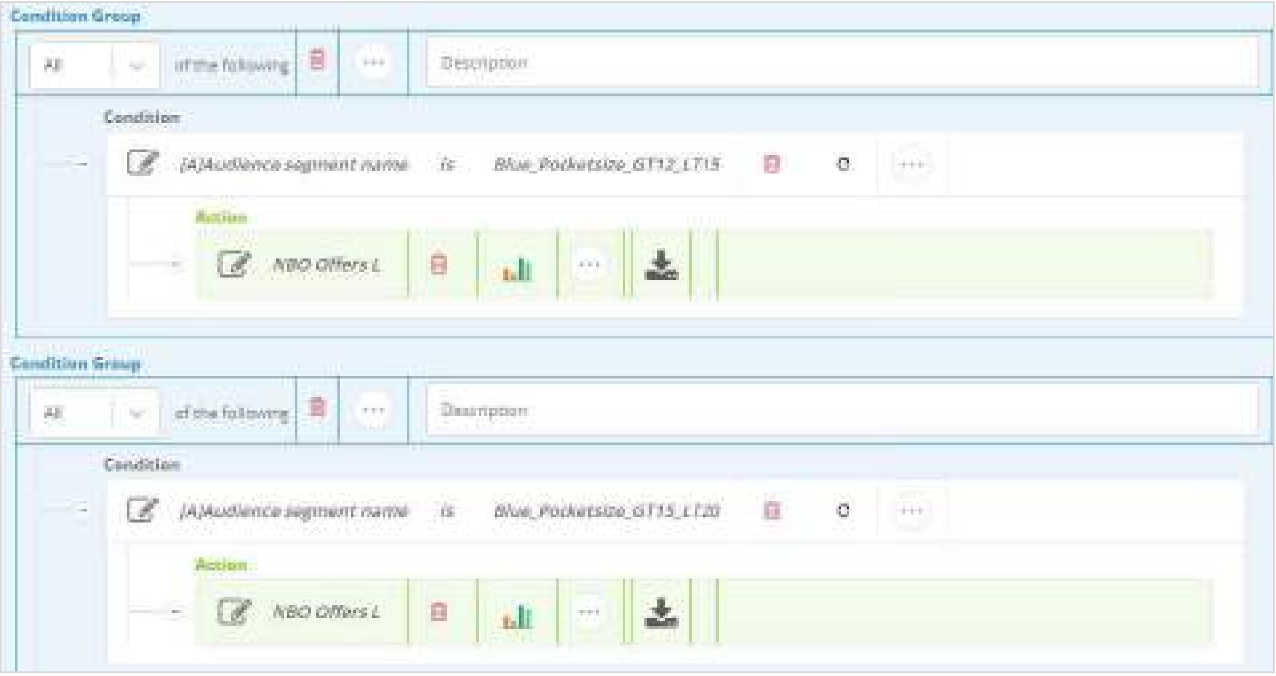


Figure 329 All Segments - NBO_Menu_Live_16

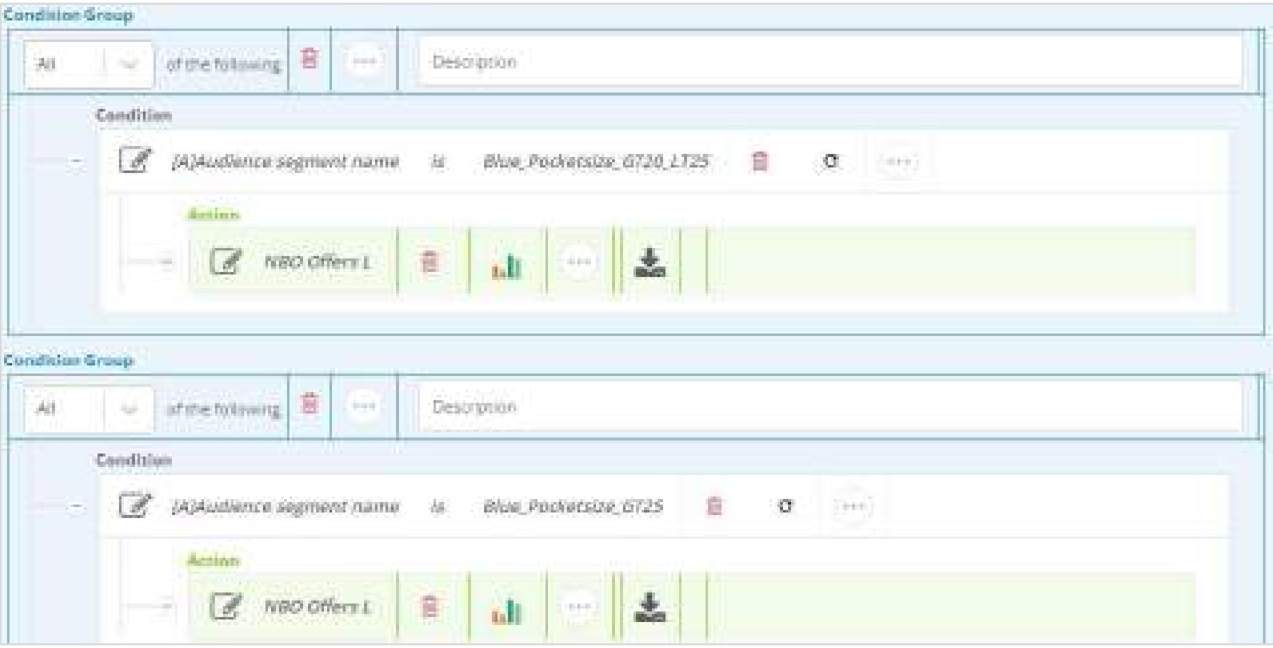


Figure 330 All Segments - NBO_Menu_Live_17

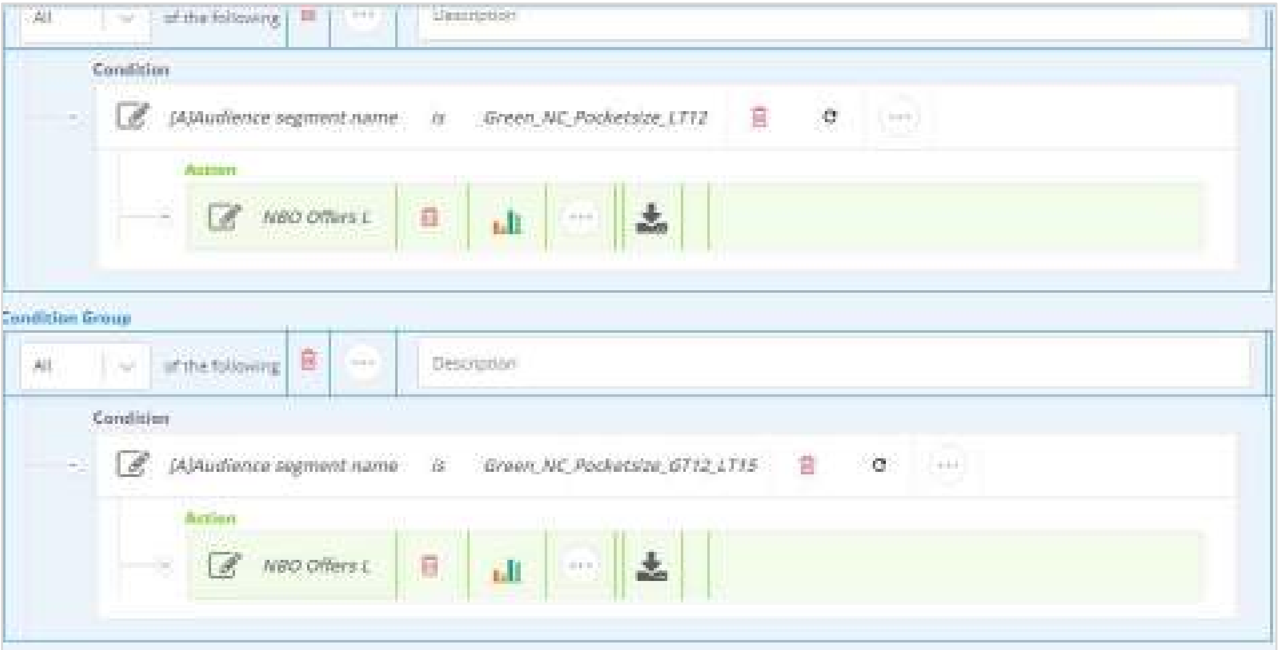


Figure 331 All Segments - NBO_Menu_Live_18

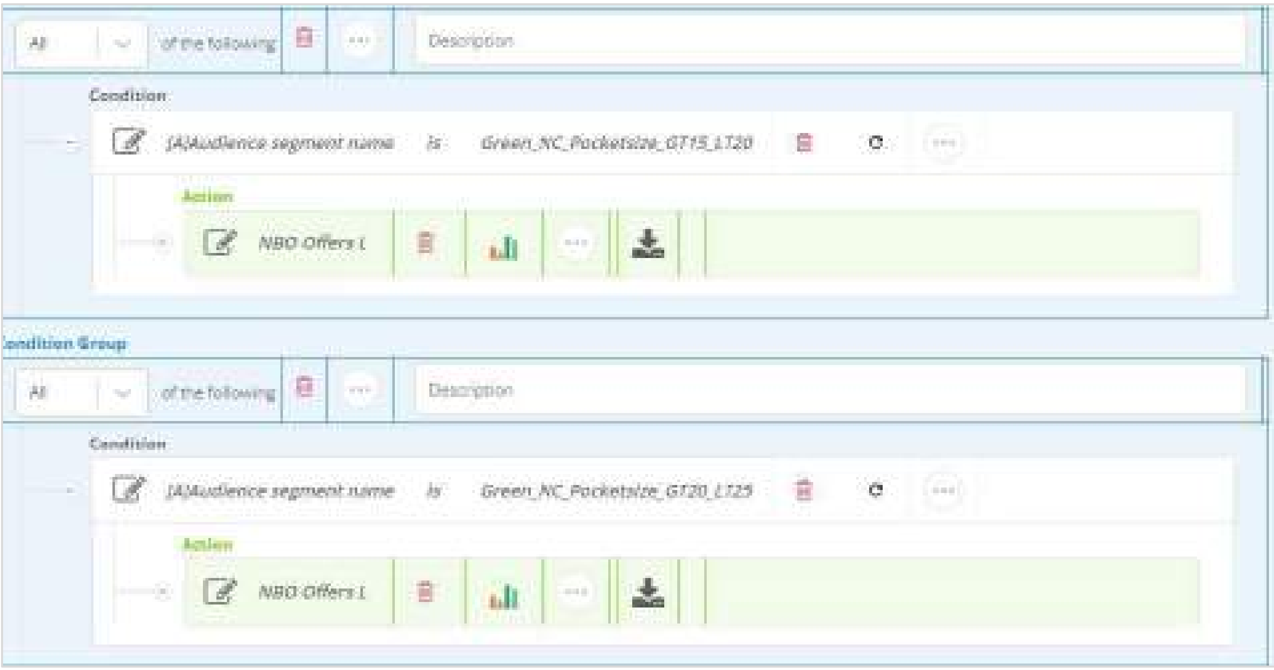


Figure 332 All Segments - NBO_Menu_Live_19

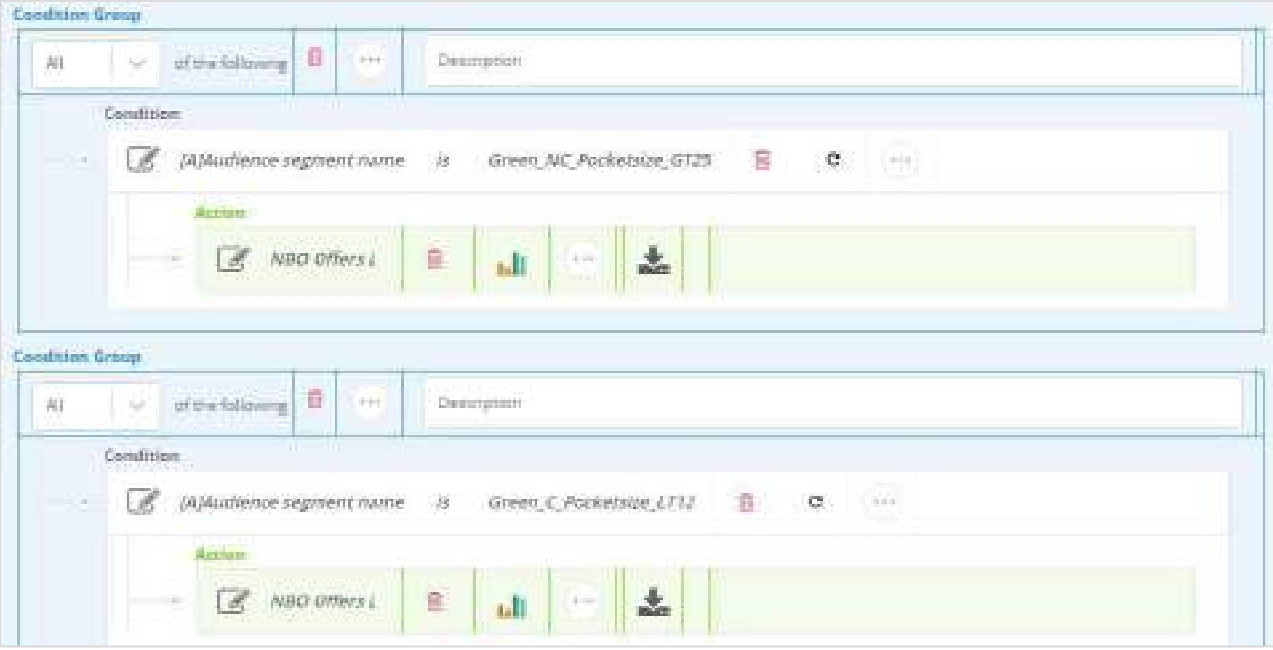


Figure 333 All Segments - NBO_Menu_Live_20

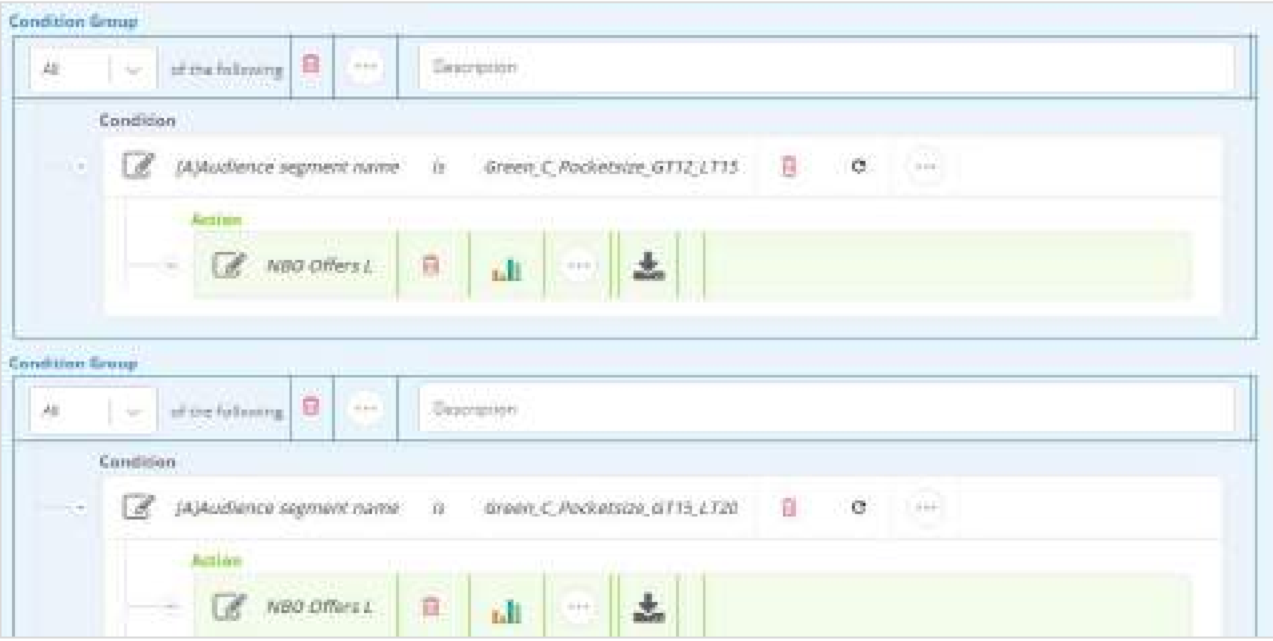


Figure 334 All Segments - NBO_Menu_Live_21

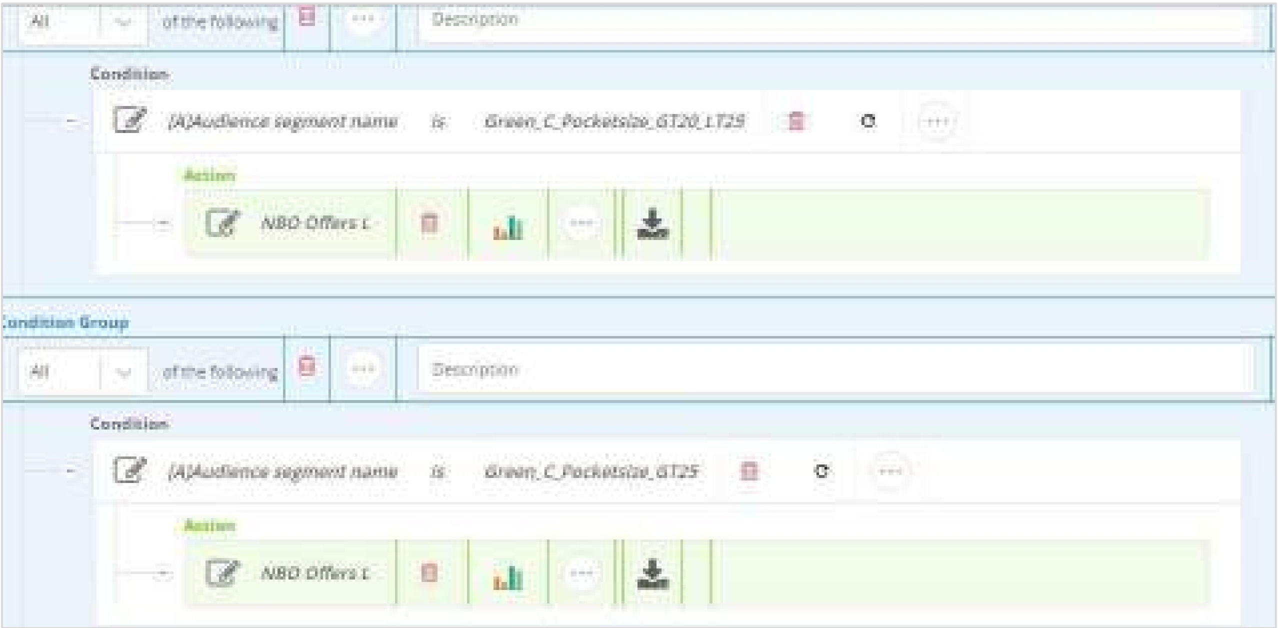


Figure 335 All Segments - NBO_Menu_Live_22

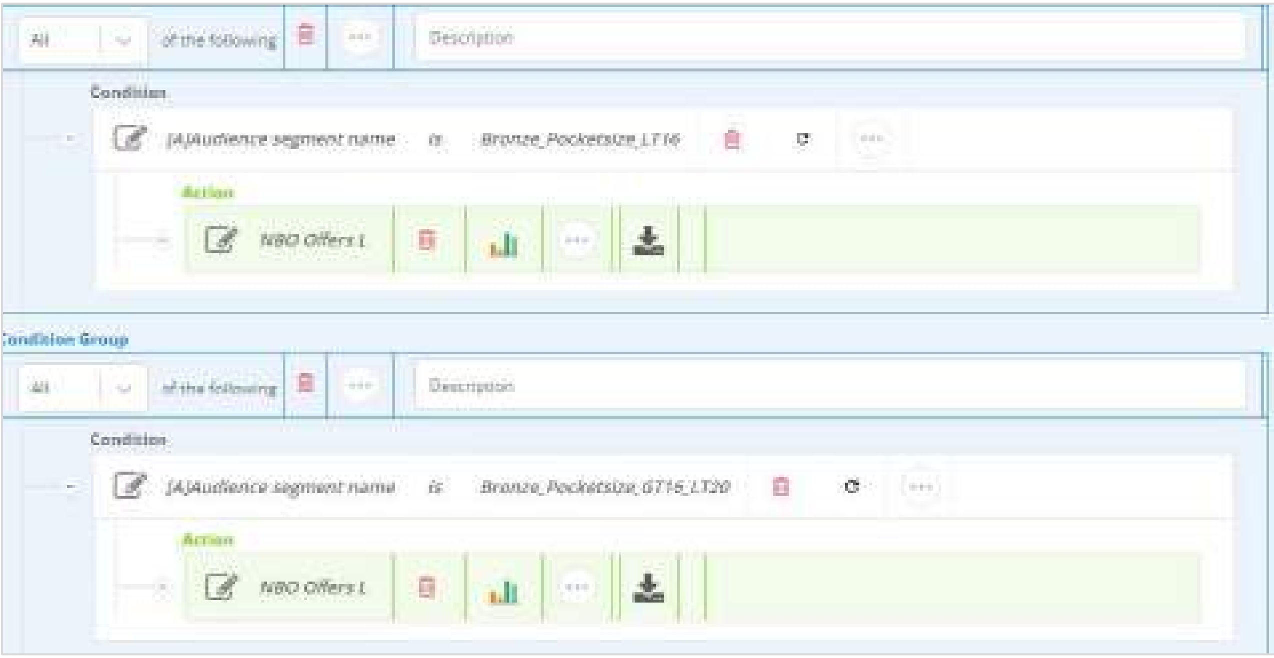


Figure 336 All Segments - NBO_Menu_Live_23

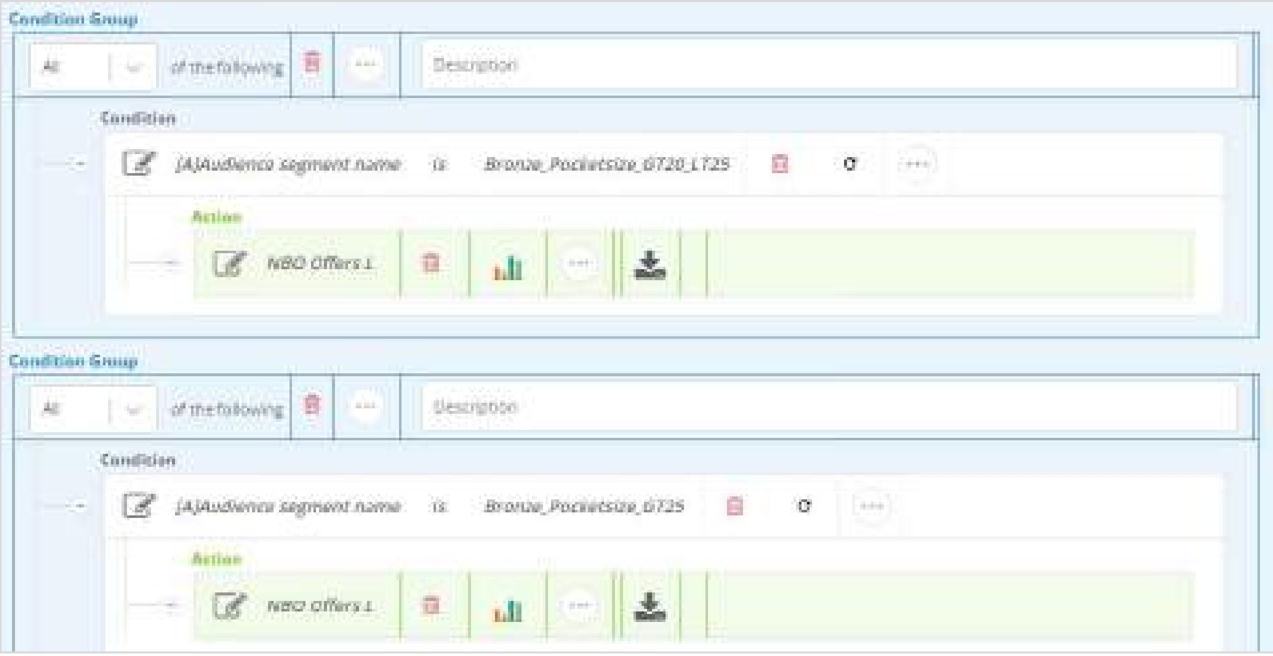


Figure 337 All Segments - NBO_Menu_Live_24

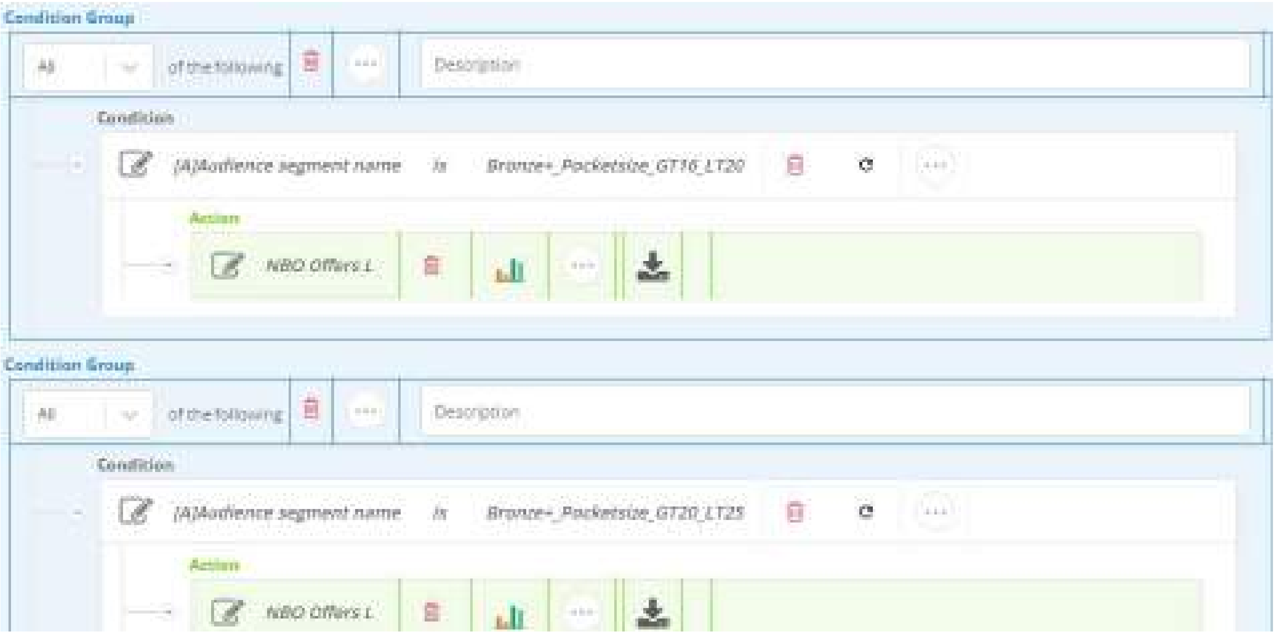


Figure 338 All Segments - NBO_Menu_Live_25

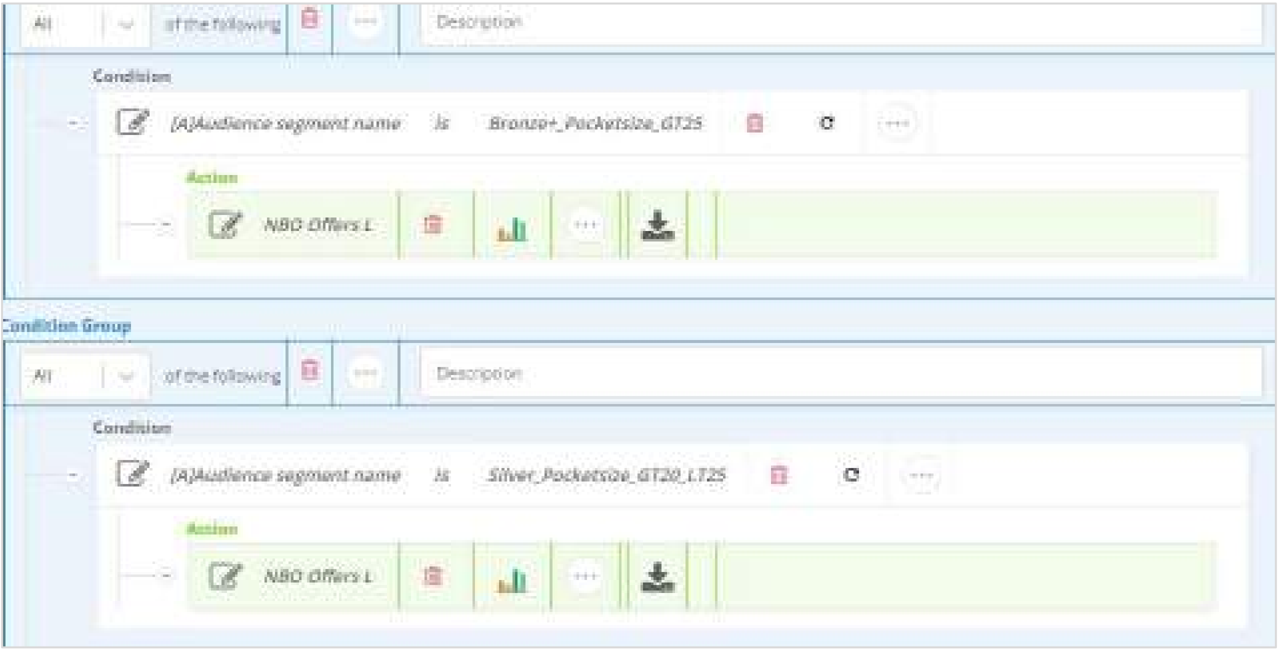


Figure 339 All Segments - NBO_Menu_Live_26

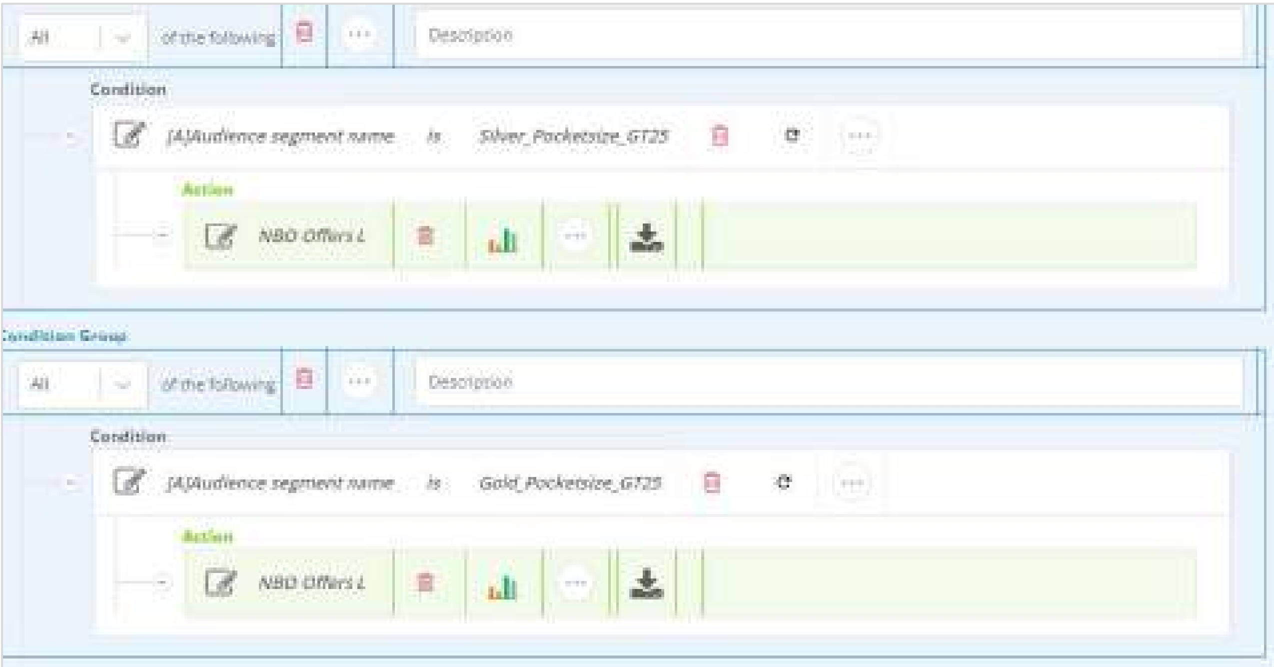


Figure 340 All Segments - NBO_Menu_Live_27

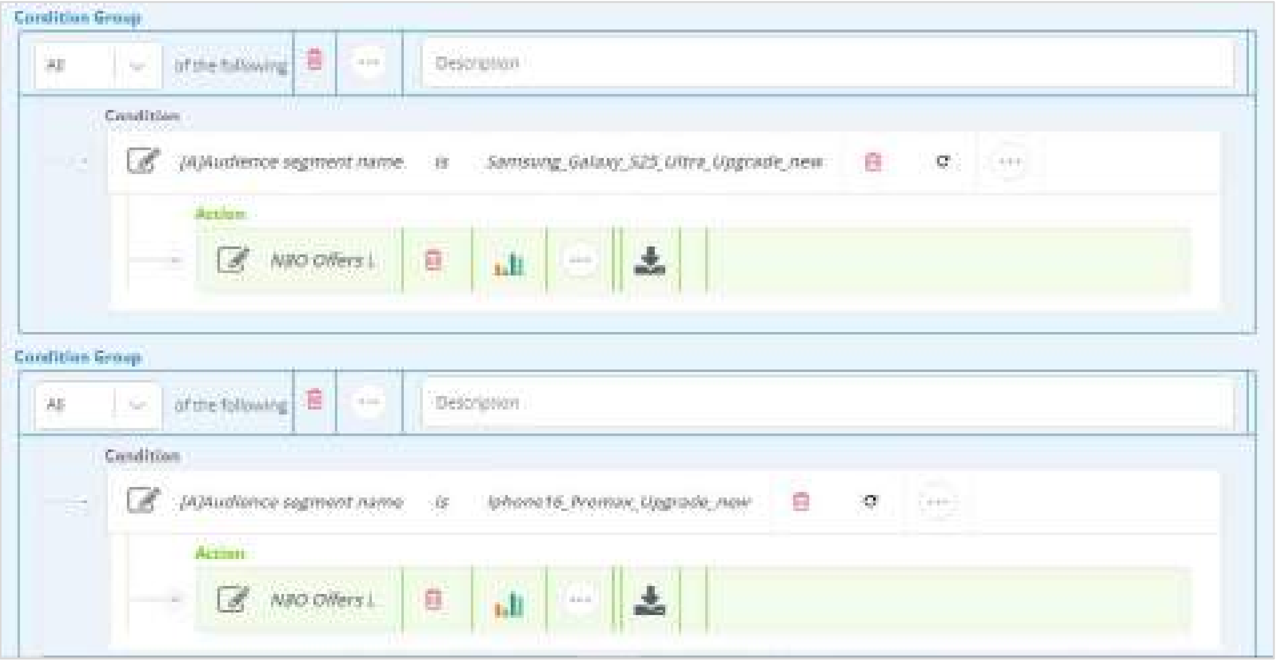


Figure 341 All Segments - NBO_Menu_Live_28

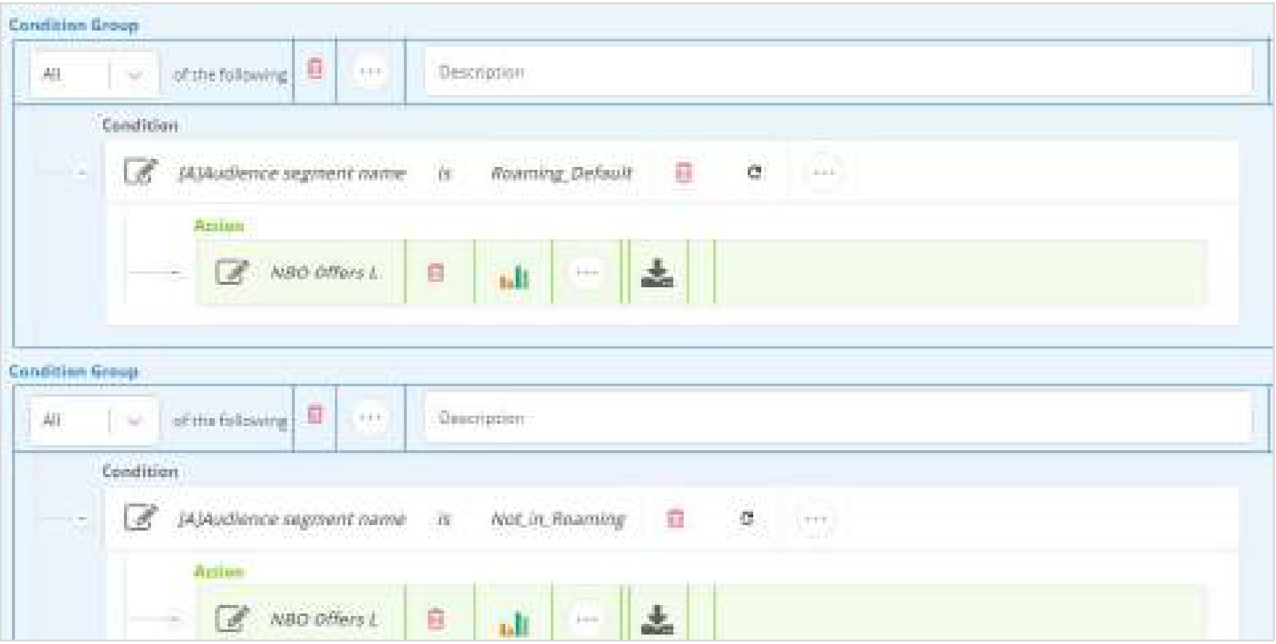


Figure 342 All Segments - NBO_Menu_Live_29

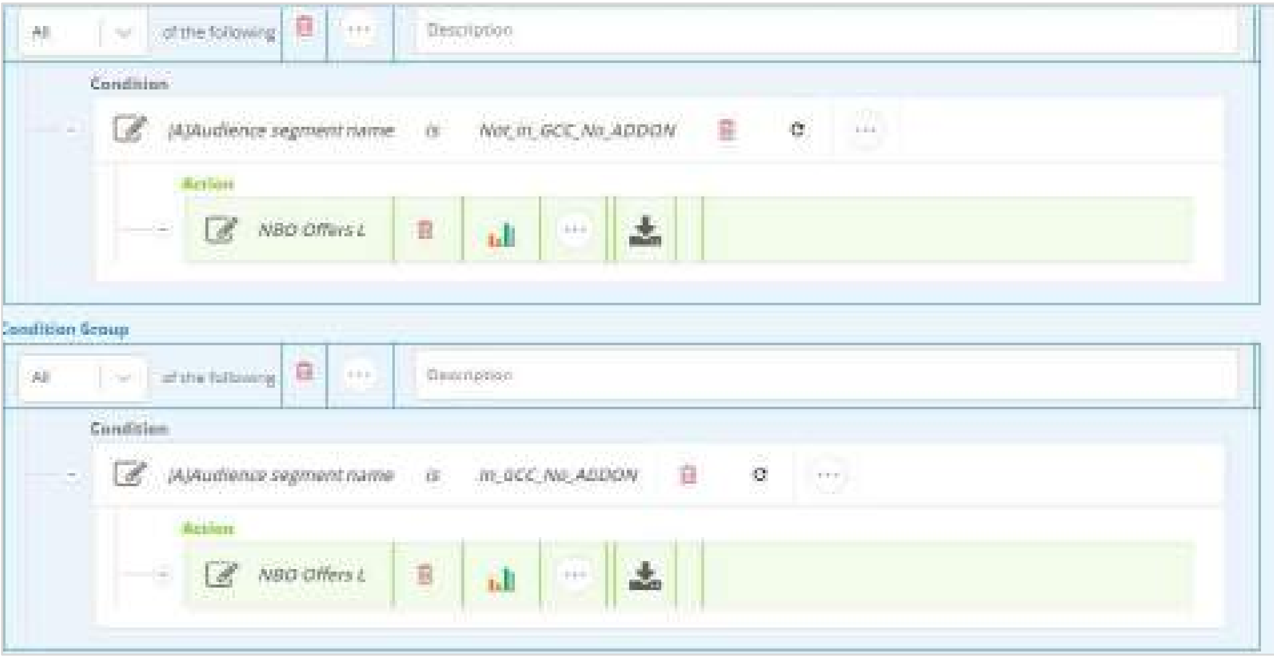


Figure 343 All Segments - NBO_Menu_Live_30

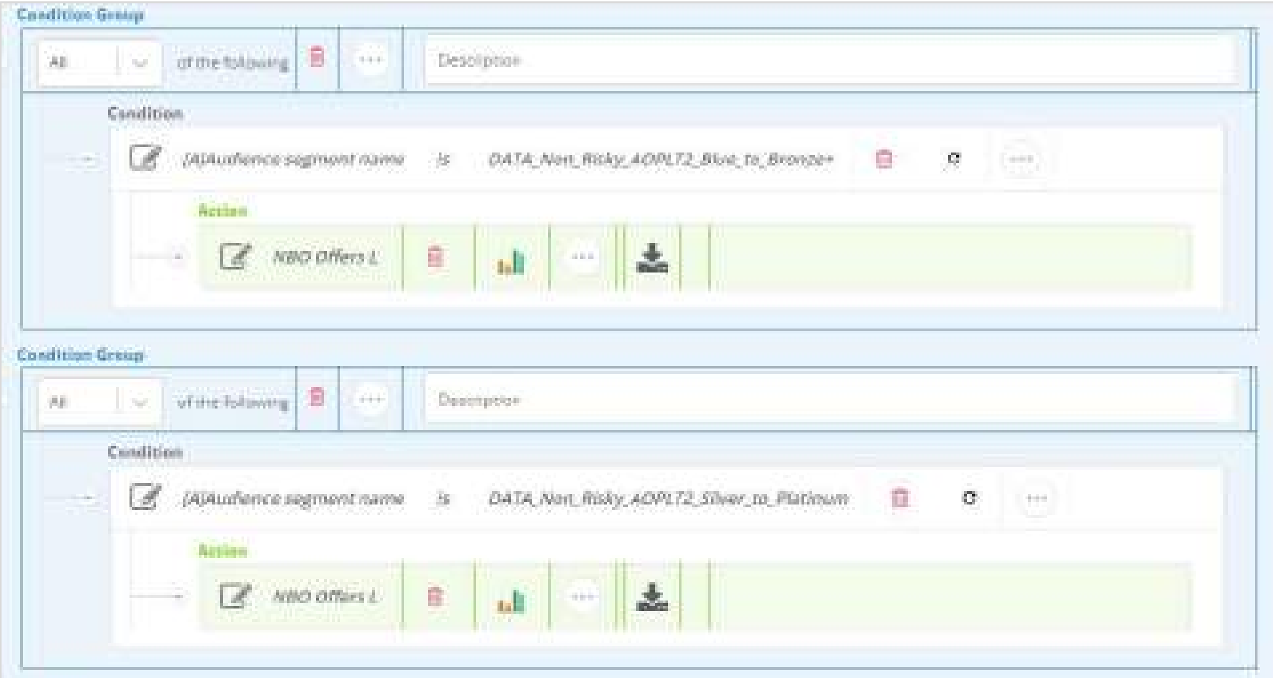


Figure 344 All Segments - NBO_Menu_Live_31

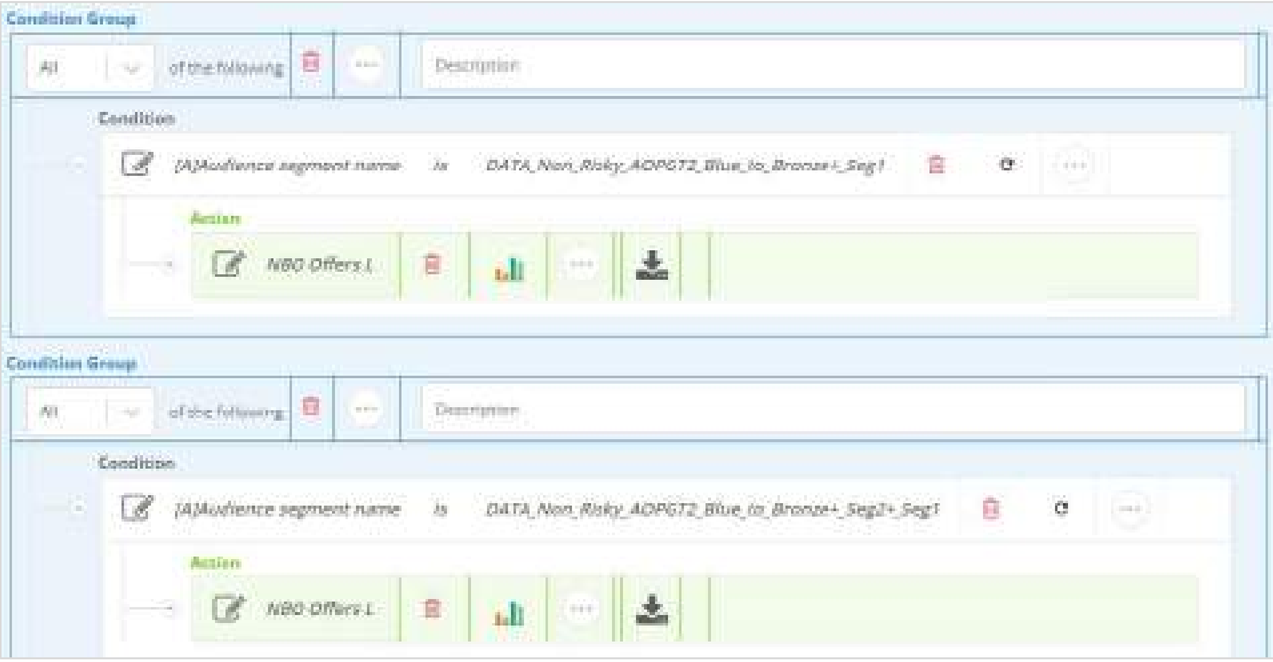


Figure 345 All Segments - NBO_Menu_Live_32

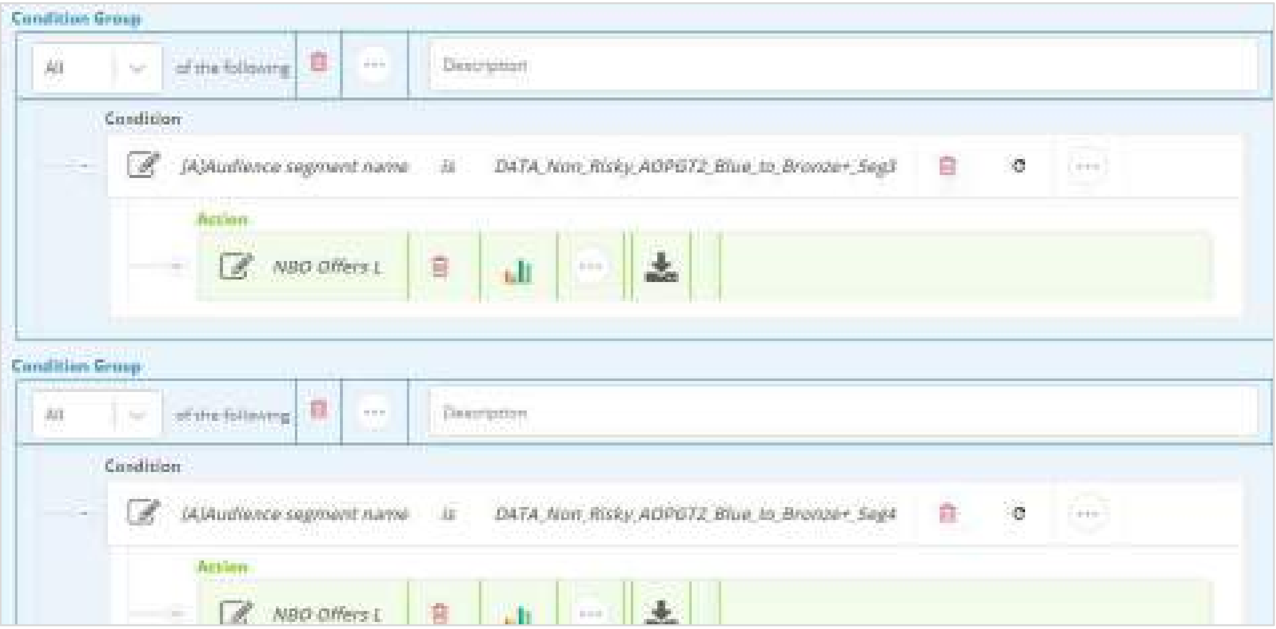


Figure 346 All Segments - NBO_Menu_Live_33

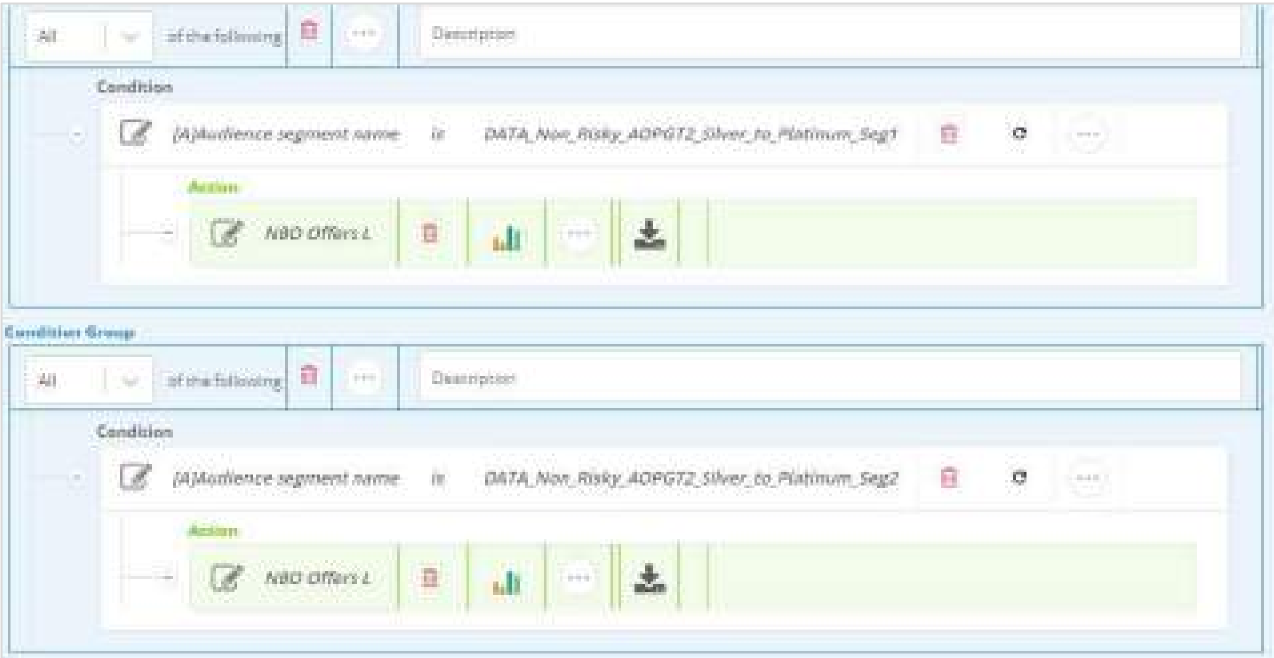


Figure 347 All Segments - NBO_Menu_Live_34

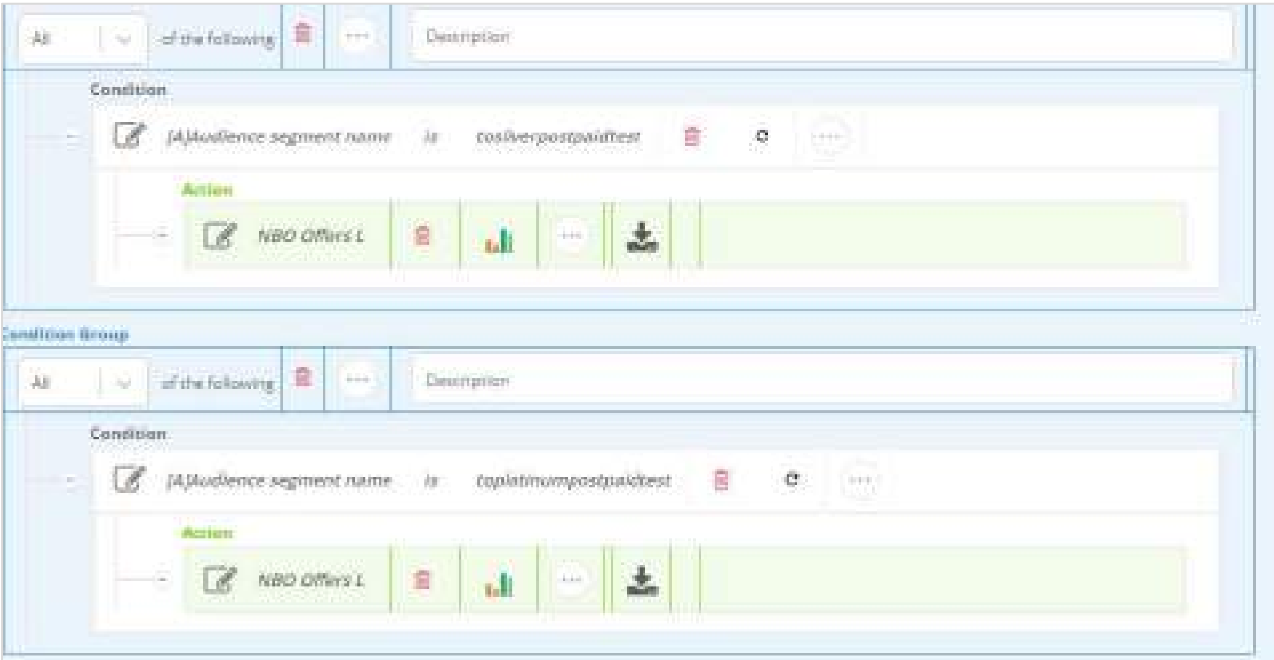


Figure 348 All Segments - NBO_Menu_Live_35

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.

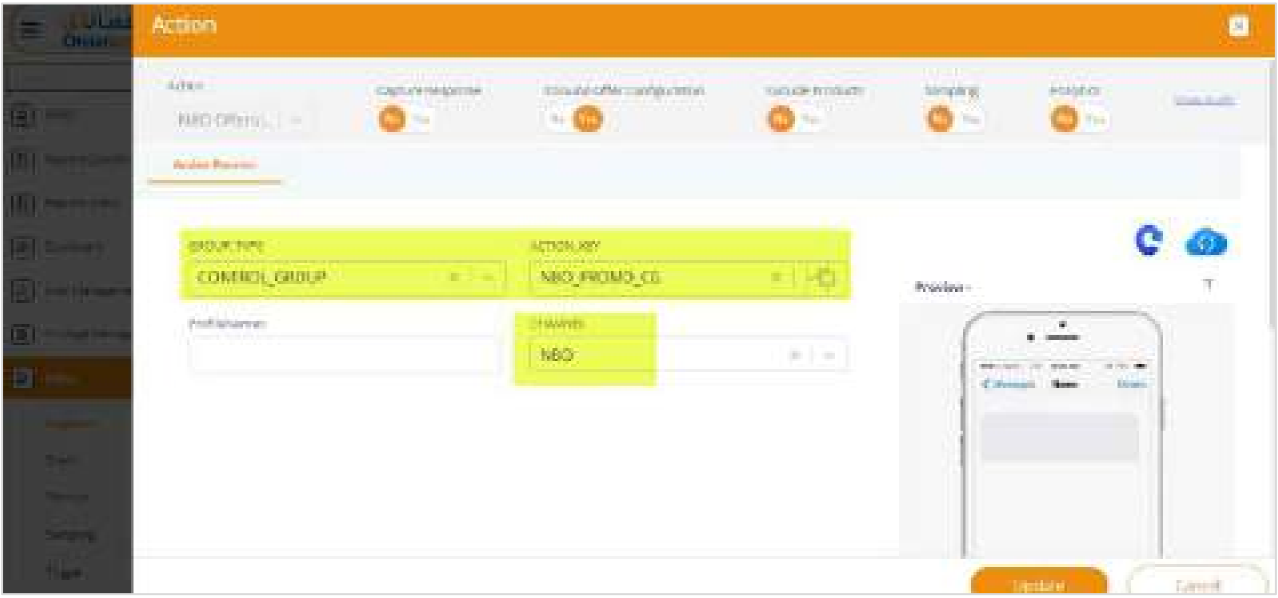


Figure 349 Action Input Screen

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, "**NGO_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**".

<u>Prepaid:</u>

Note: The following screen is displayed if "**Inbound Offer Details**" is enabled. These Inbound Offer Details are always enabled for NBO.

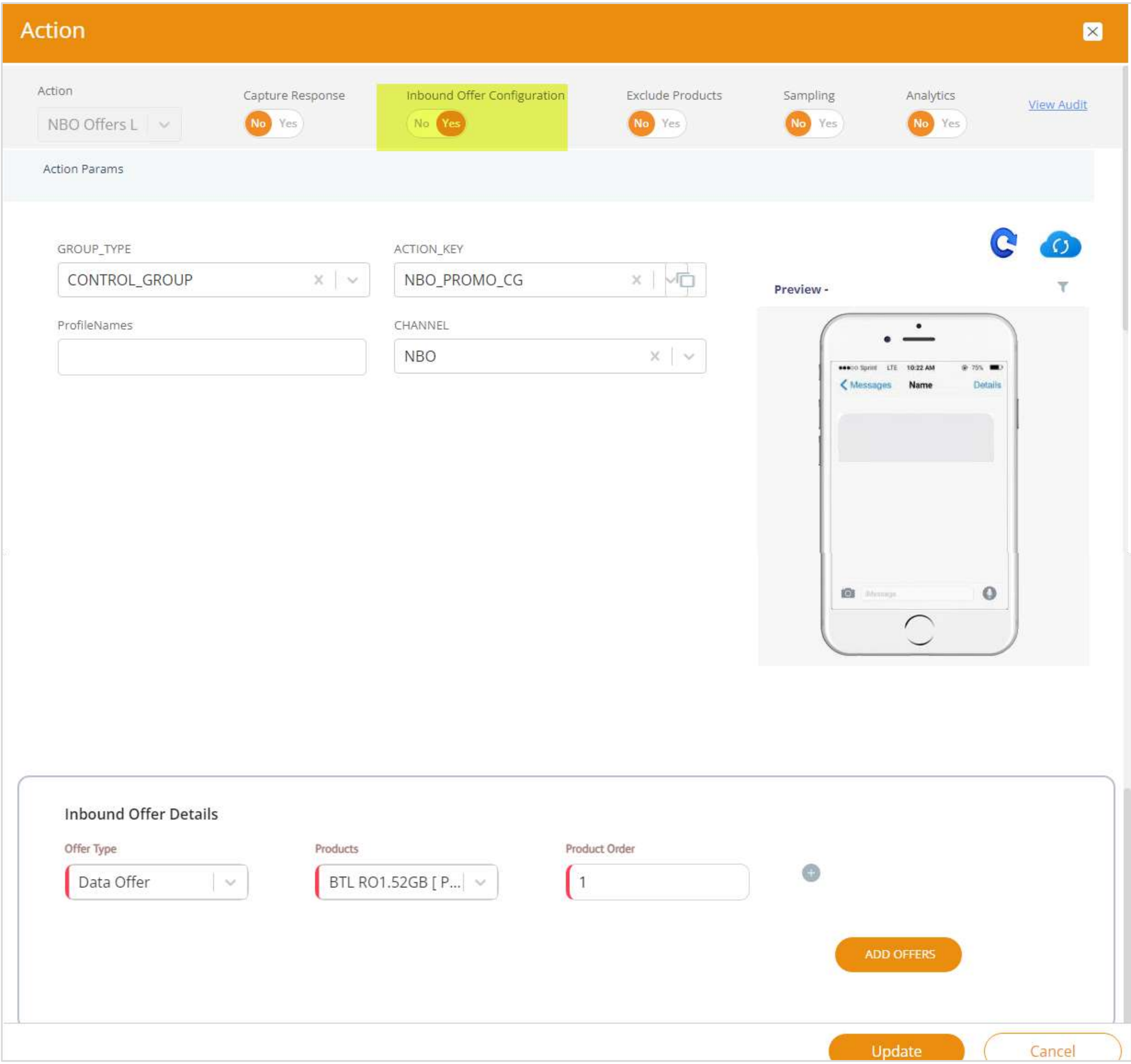


Figure 350 Action– Inbound Offer Details Prepaid

Postpaid:

Note: The following screen is displayed if "**Inbound Offer Details**" is enabled. These Inbound Offer Details are always enabled for NBO.

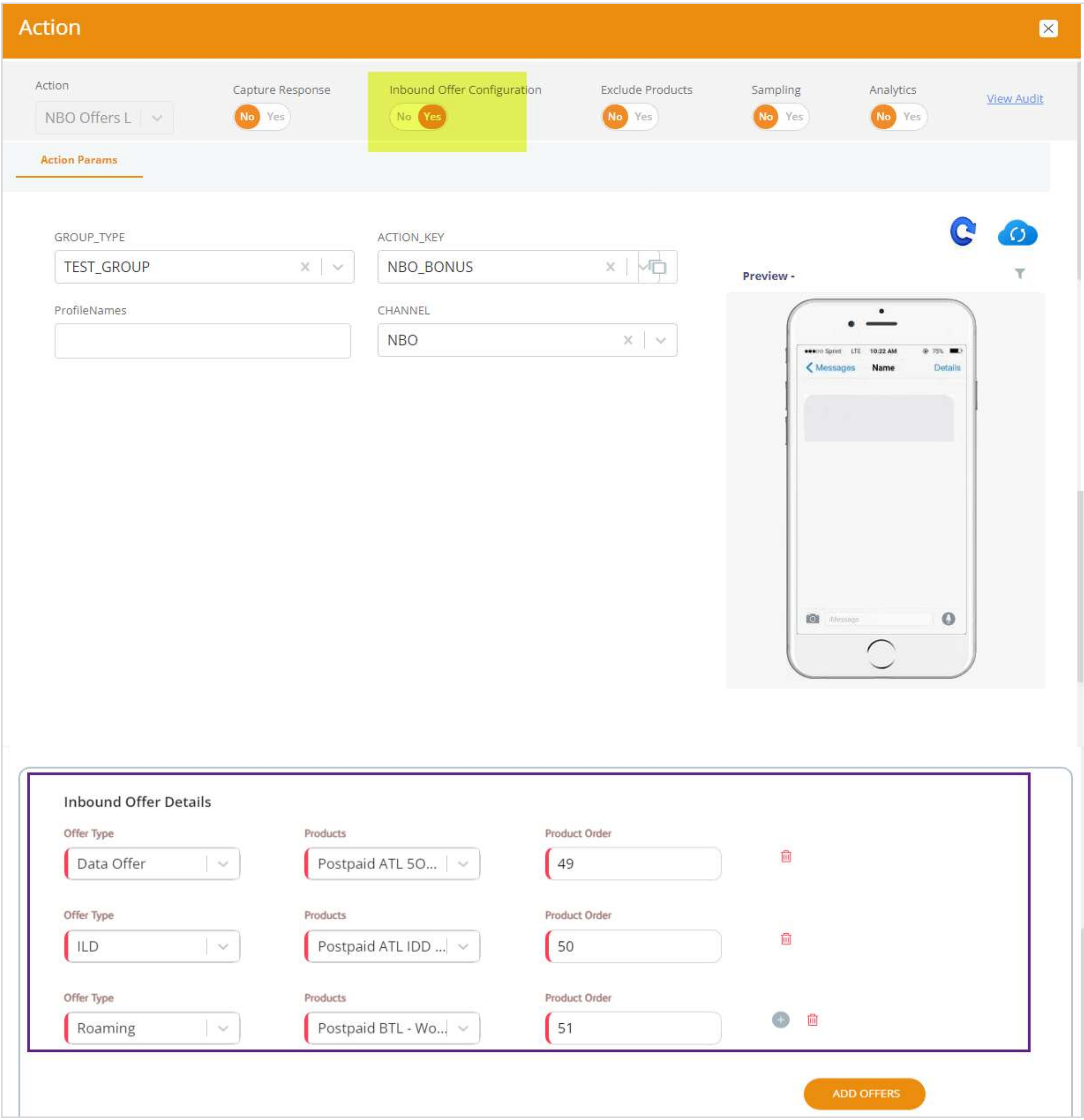


Figure 351 Action– Inbound Offer Details_Postpaid

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

Field	Description
Inbound Offer Details	
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**".

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. • 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.

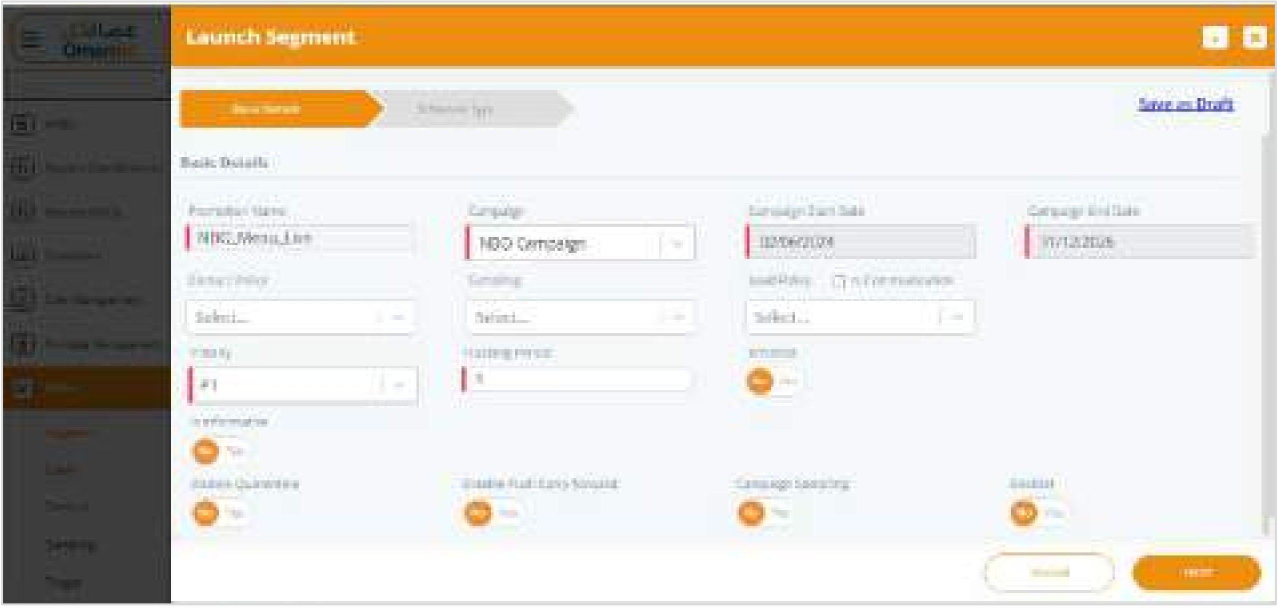


Figure 352 Lauch Segment

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.

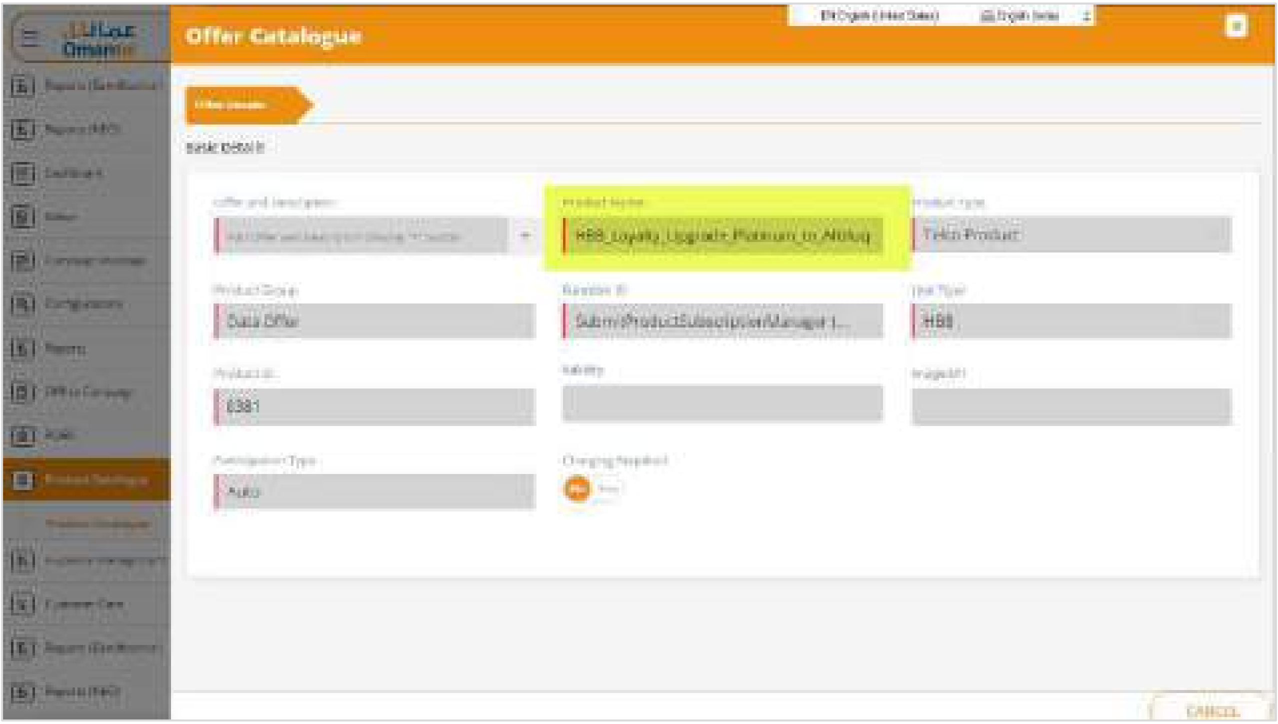


Figure 353 Offer Catalogue- Product Configuration

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.

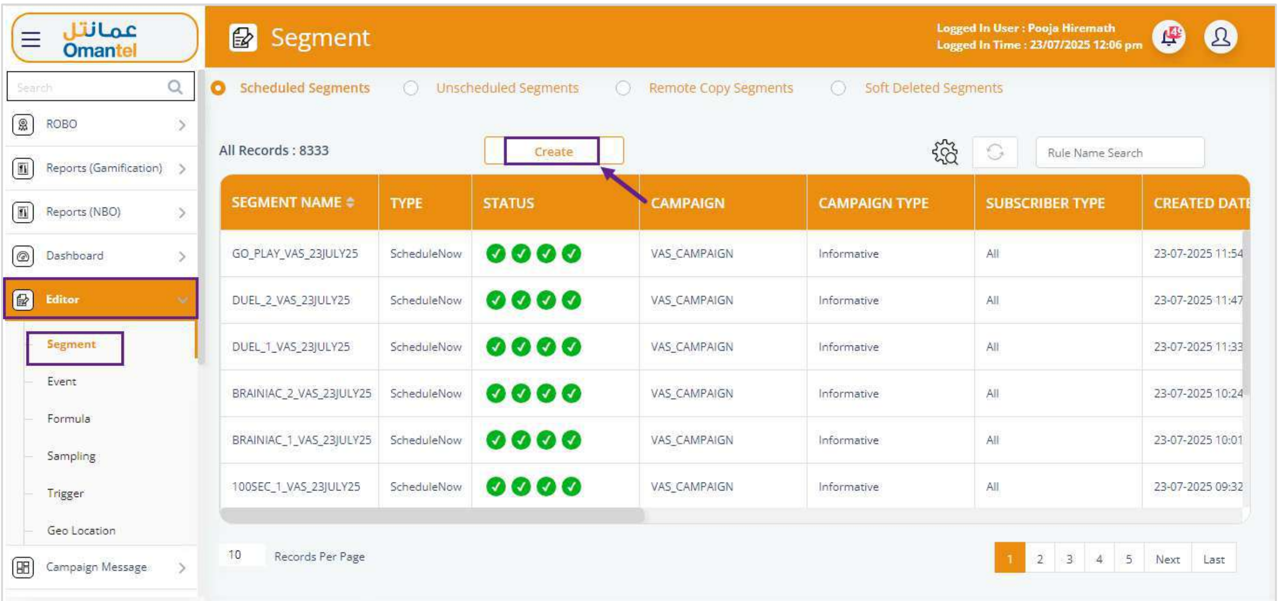


Figure 354 Segment – New Segment

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.

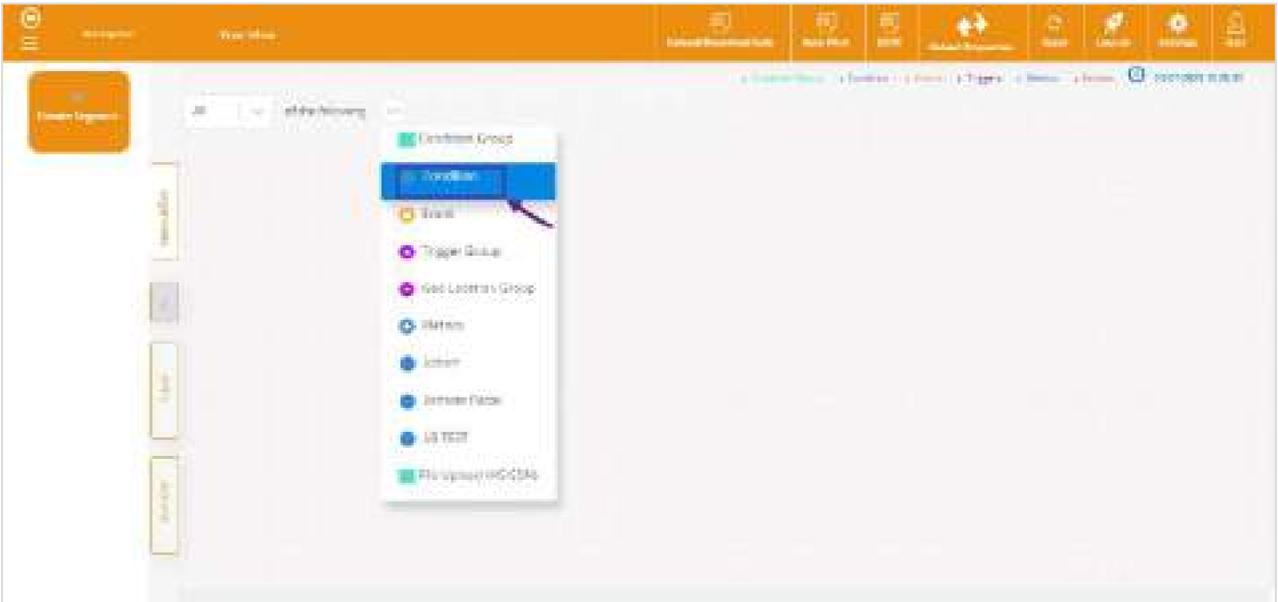


Figure 356 New Segment – Condition

The following are the trigger group, condition group, conditions, and actions configured for the campaign:

<u>Trigger Group:</u>

- My Best Offer

<u>Condition</u>:

- 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.

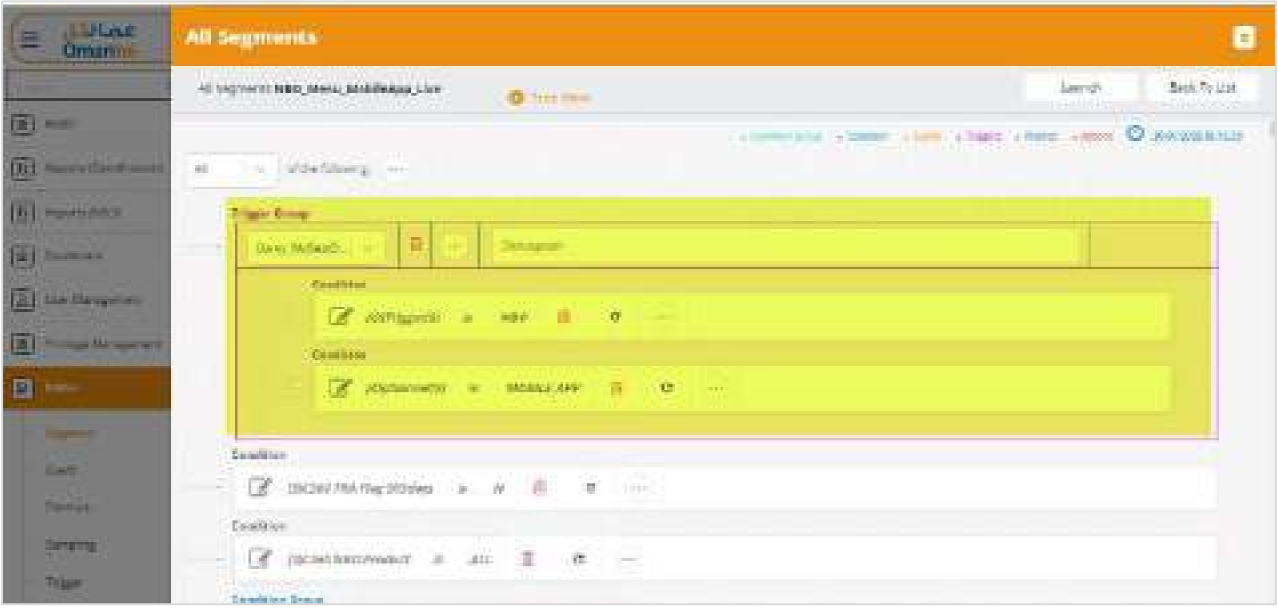


Figure 357 All Segments - NBO_Menu_Live_1

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.

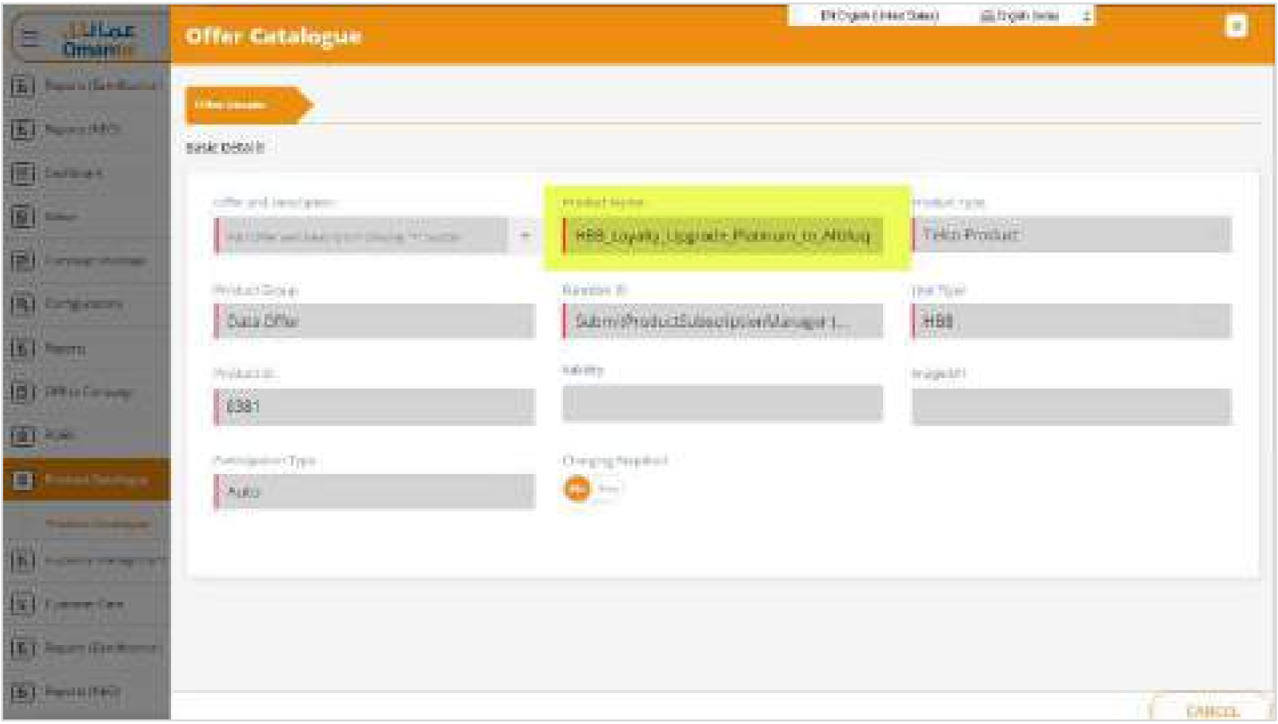


Figure 358 Offer Catalogue- Product Configuration

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.

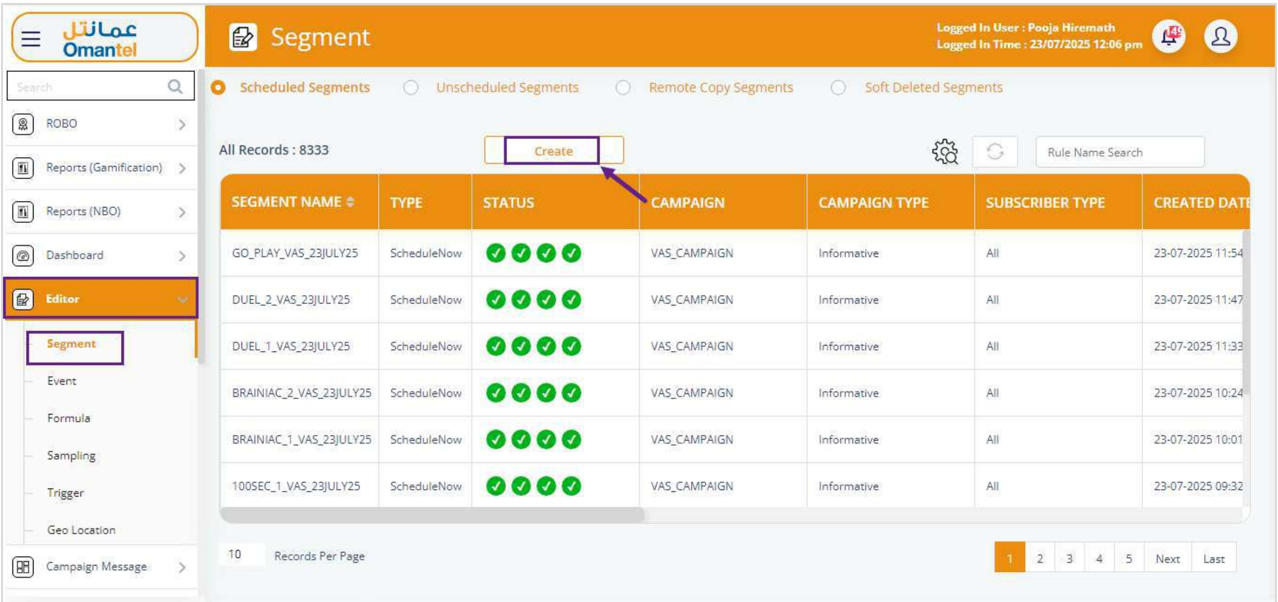


Figure 359 Segment – New Segment

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.

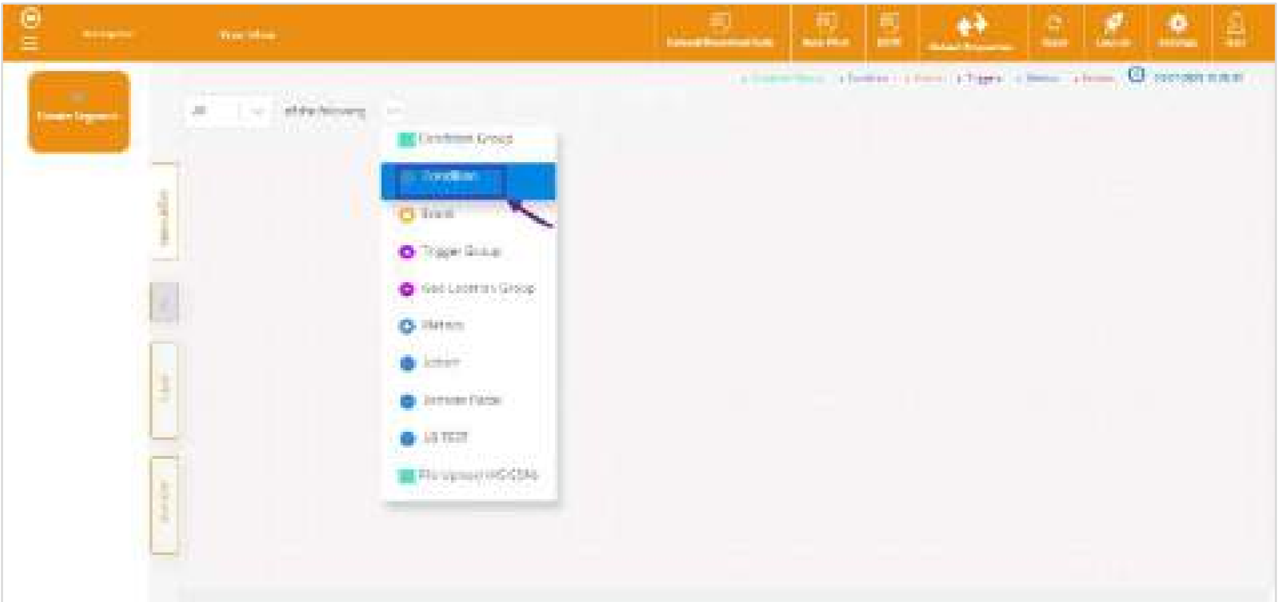


Figure 361 New Segment – Condition

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.

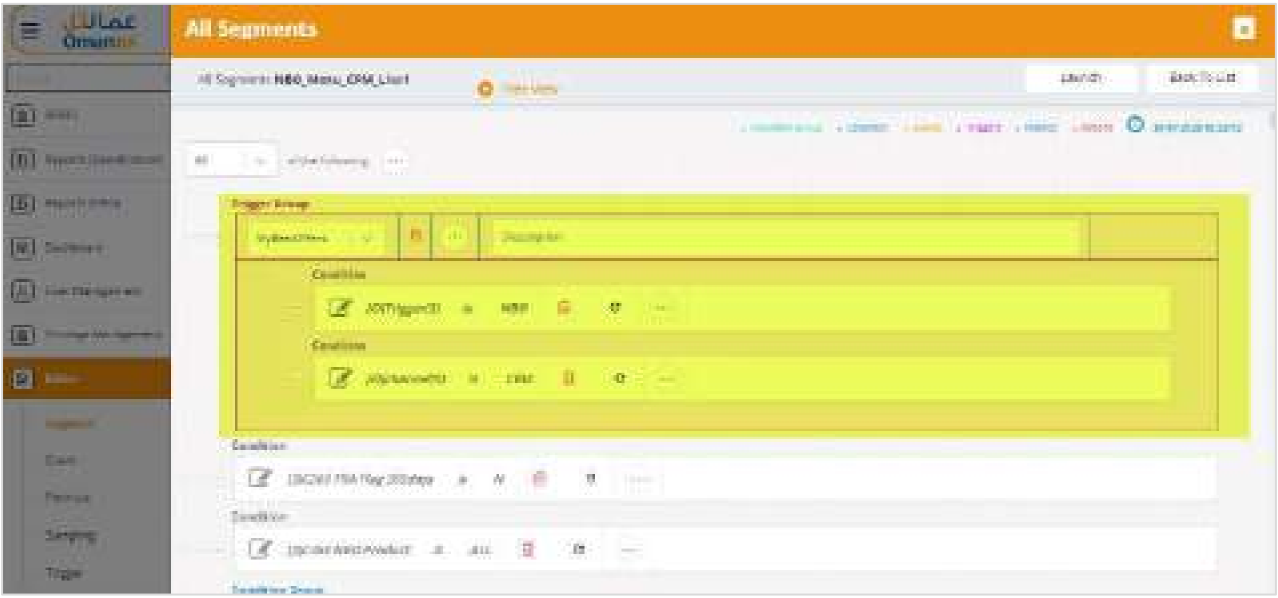


Figure 362 All Segments - NBO_Menu_Live_1

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.

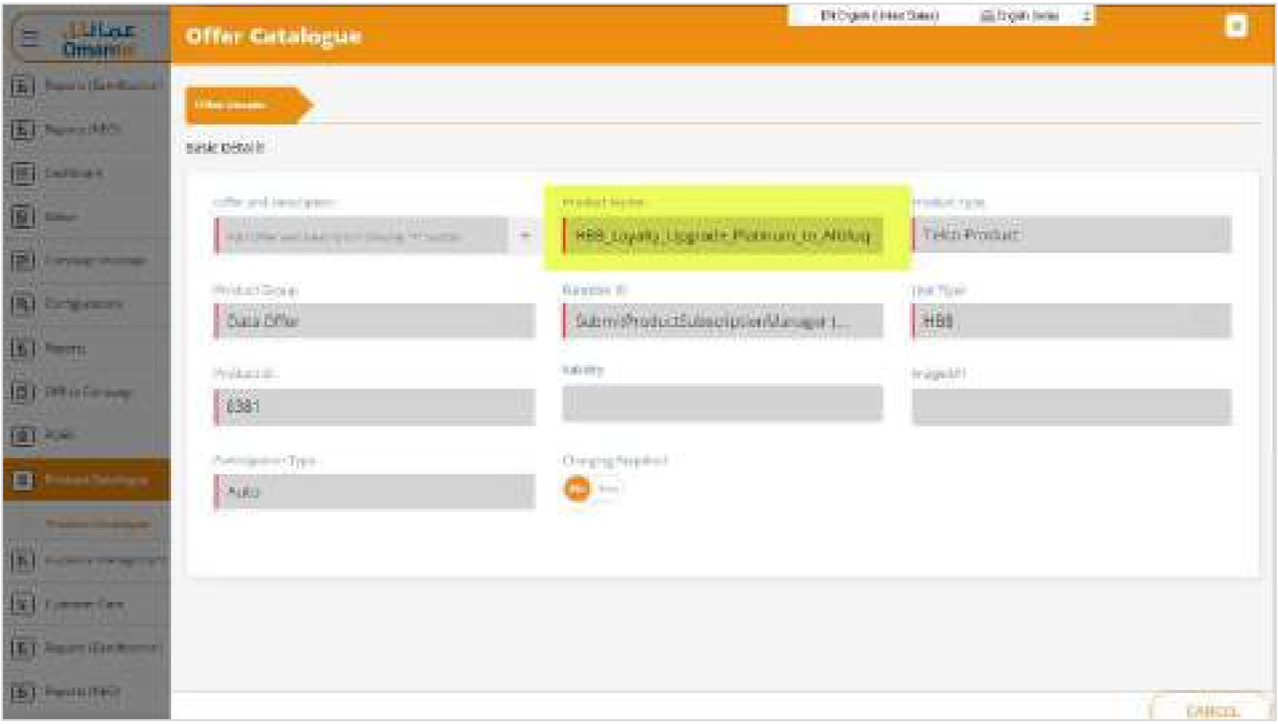


Figure 363 Offer Catalogue- Product Configuration

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.

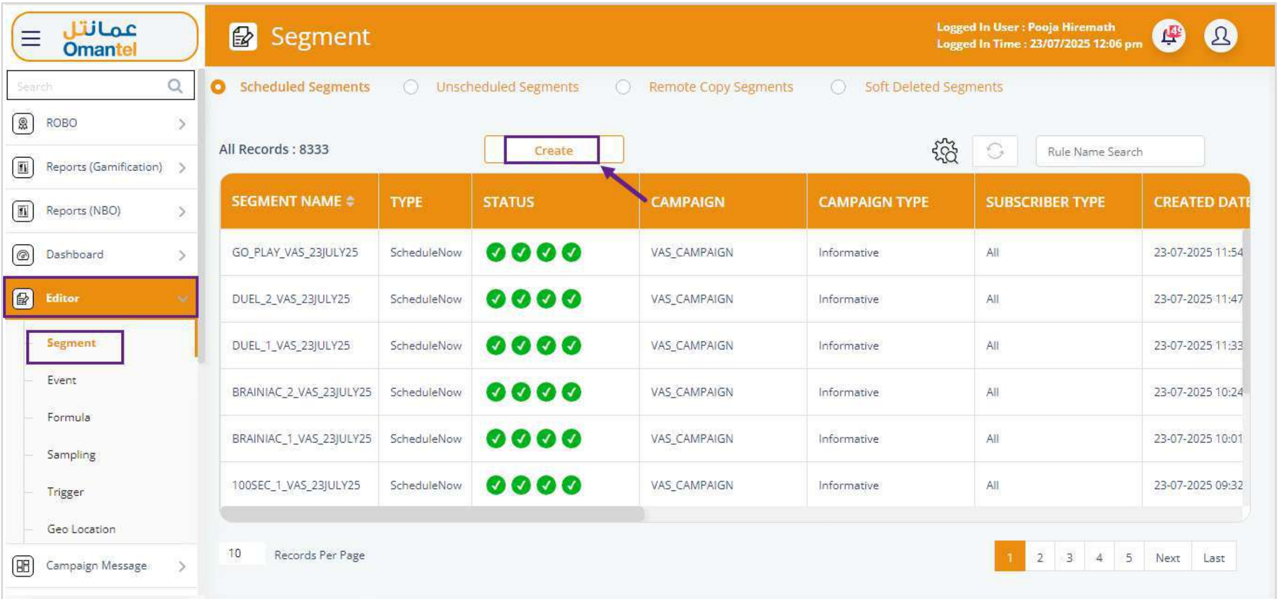


Figure 364 Segment – New Segment

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.

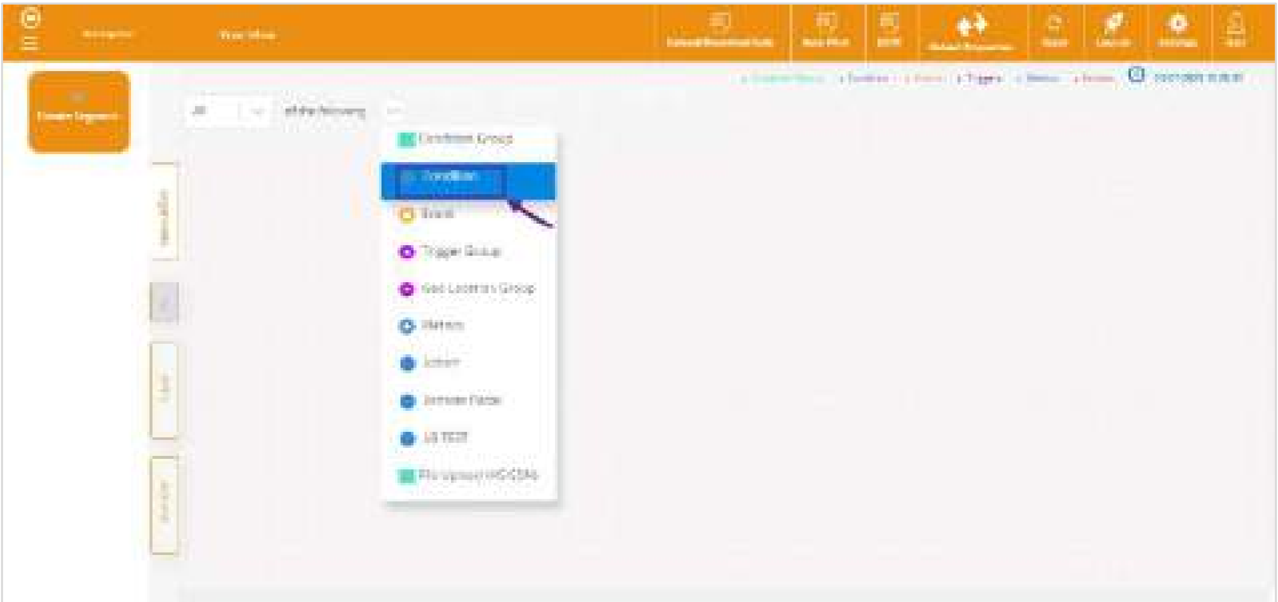


Figure 366 New Segment – Condition

The following are the trigger group, condition group, conditions, and actions configured for the campaign:

<u>Trigger Group:</u>

- Product Activation

<u>Condition</u>:

- Product ID(s) is Null

<u>Action</u>:

- 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.

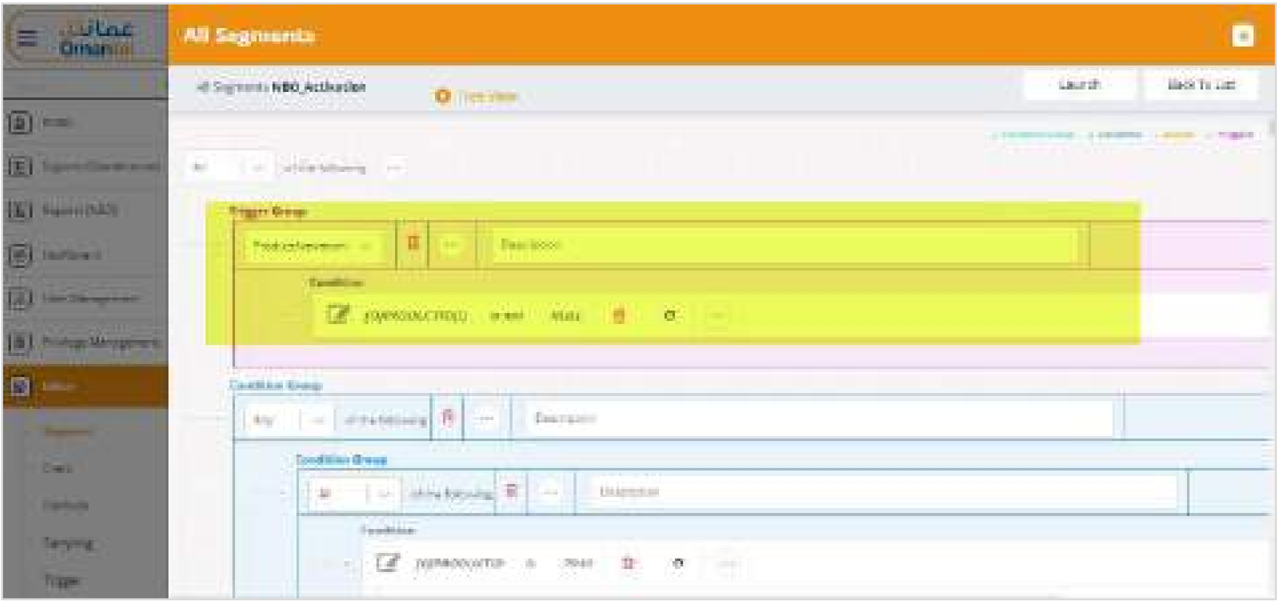


Figure 367 All Segments - NBO_Menu_Live_1

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.

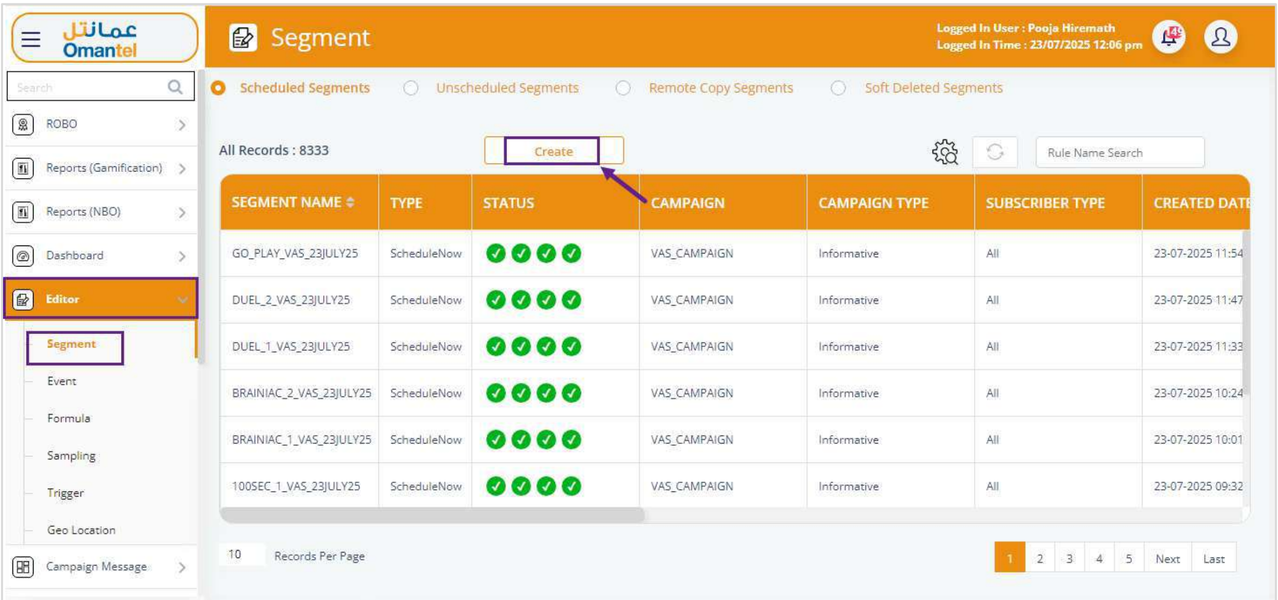


Figure 368 Segment – New Segment

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.

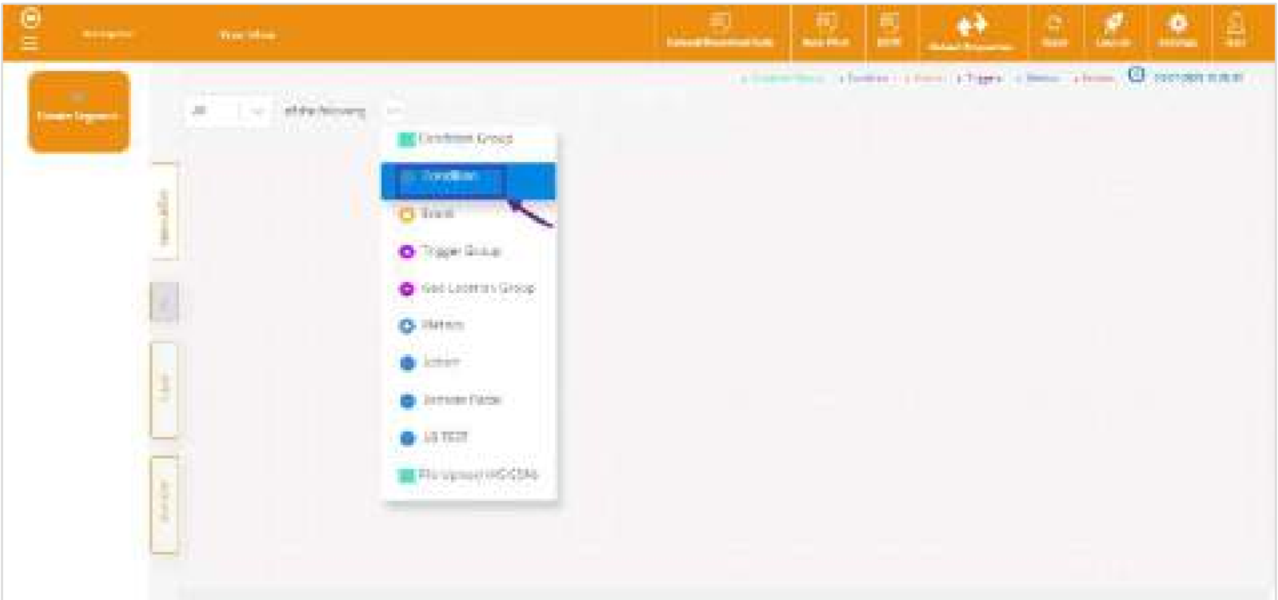


Figure 370 New Segment – Condition

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.

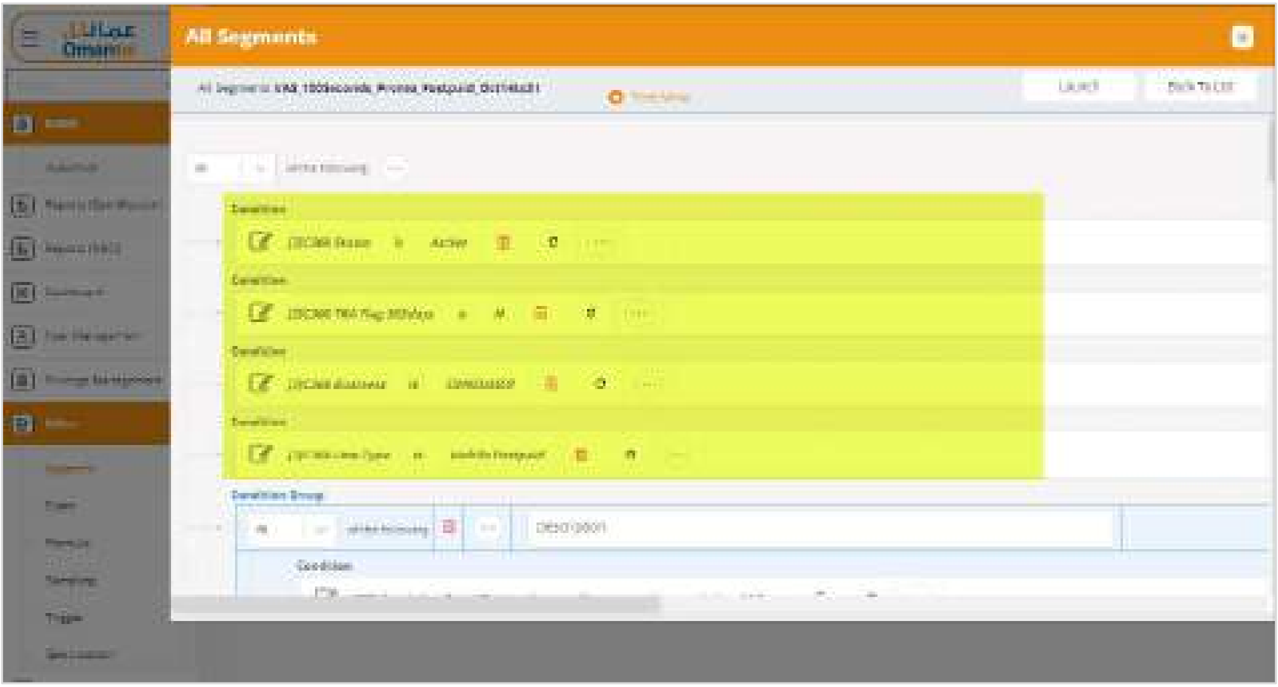


Figure 371 All Segments

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

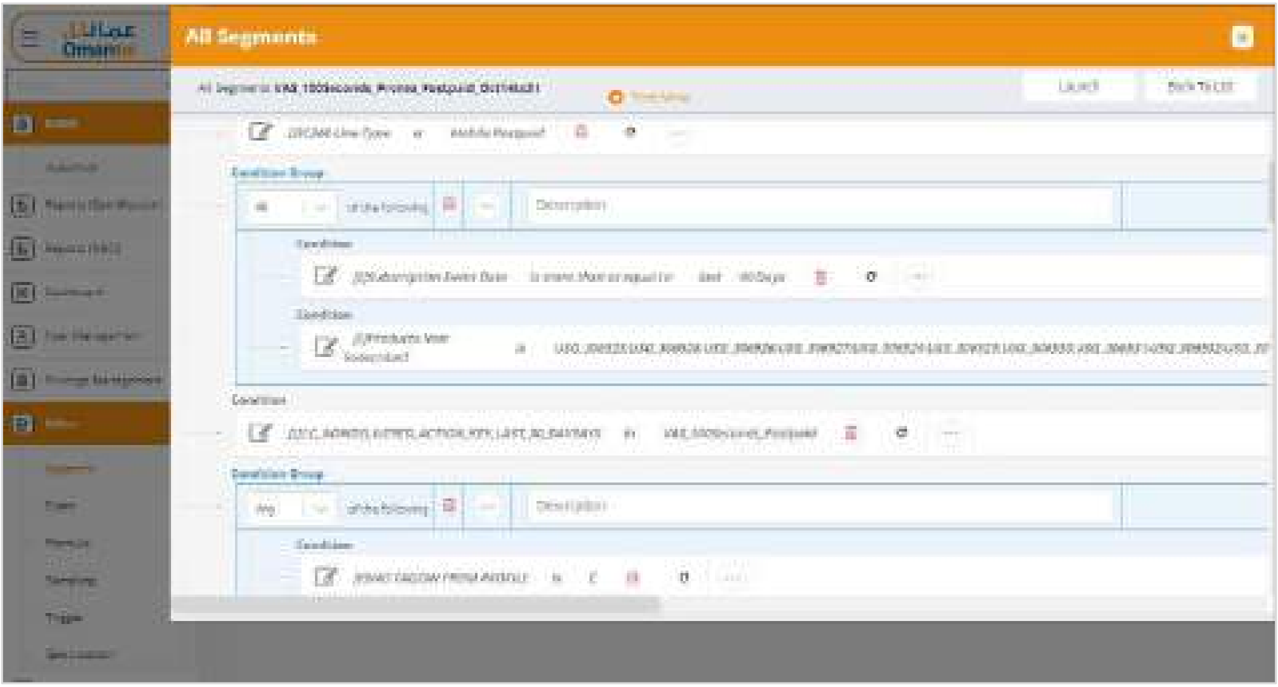


Figure 372 All Segments – Condition Group

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.

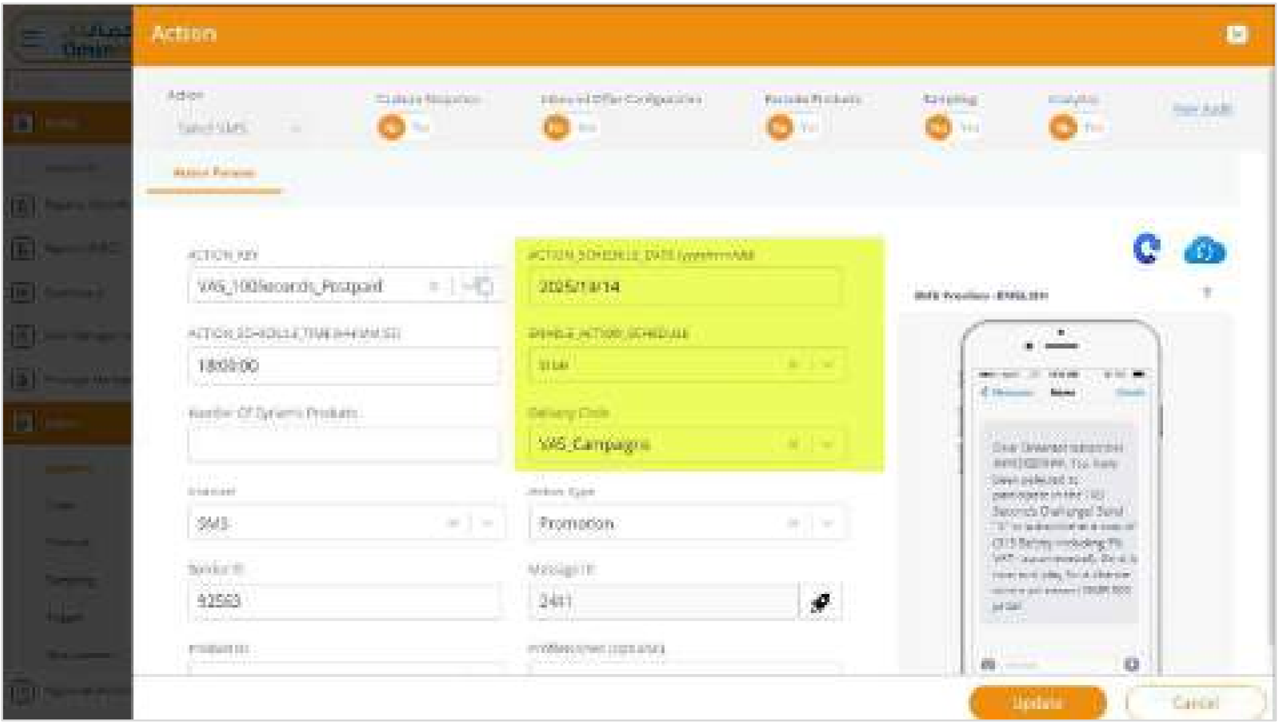


Figure 373 Action Input Screen

2. 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.

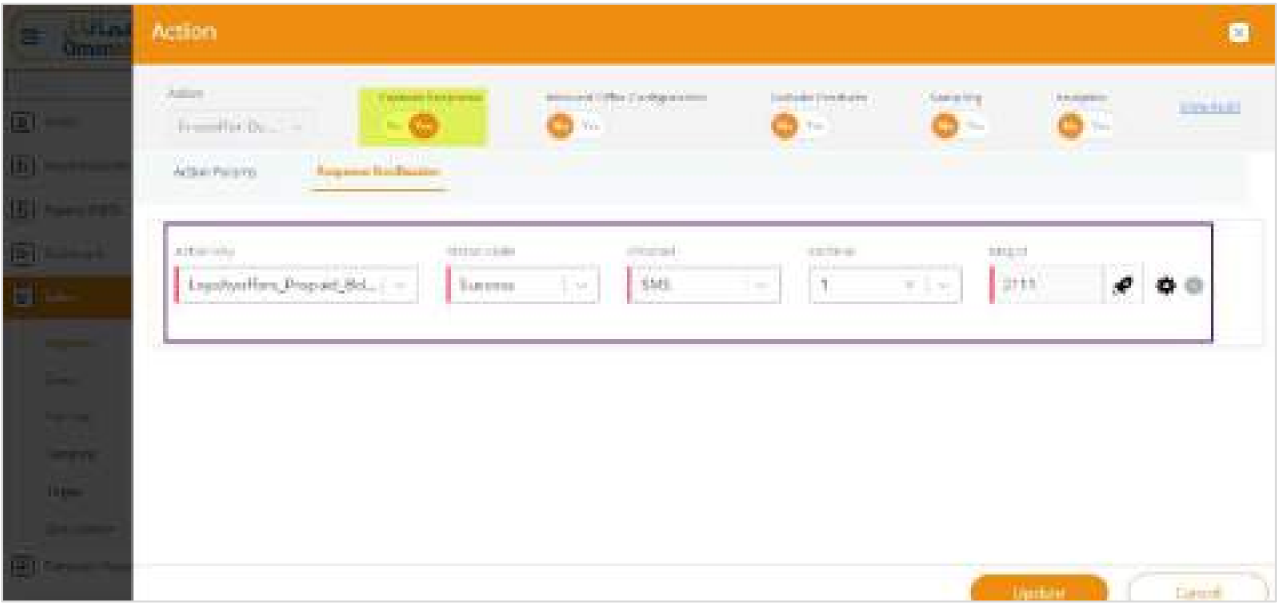
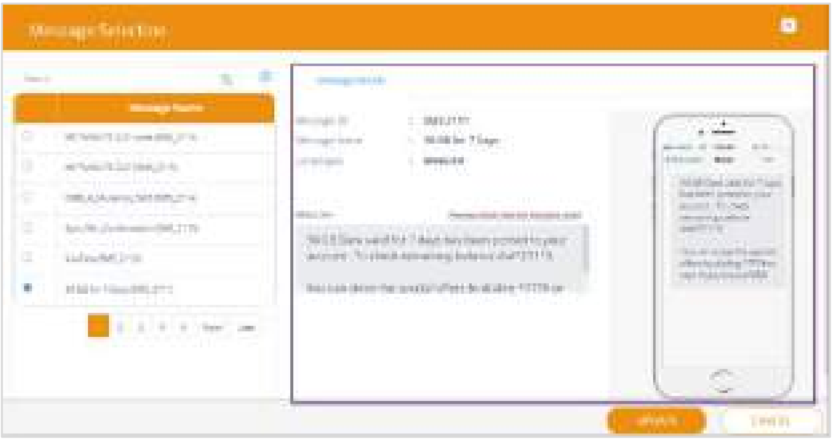


Figure 374 Action– Capture Response

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
	 • Select the Message that needs to be sent to the user. The following screen will be displayed.  • 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.

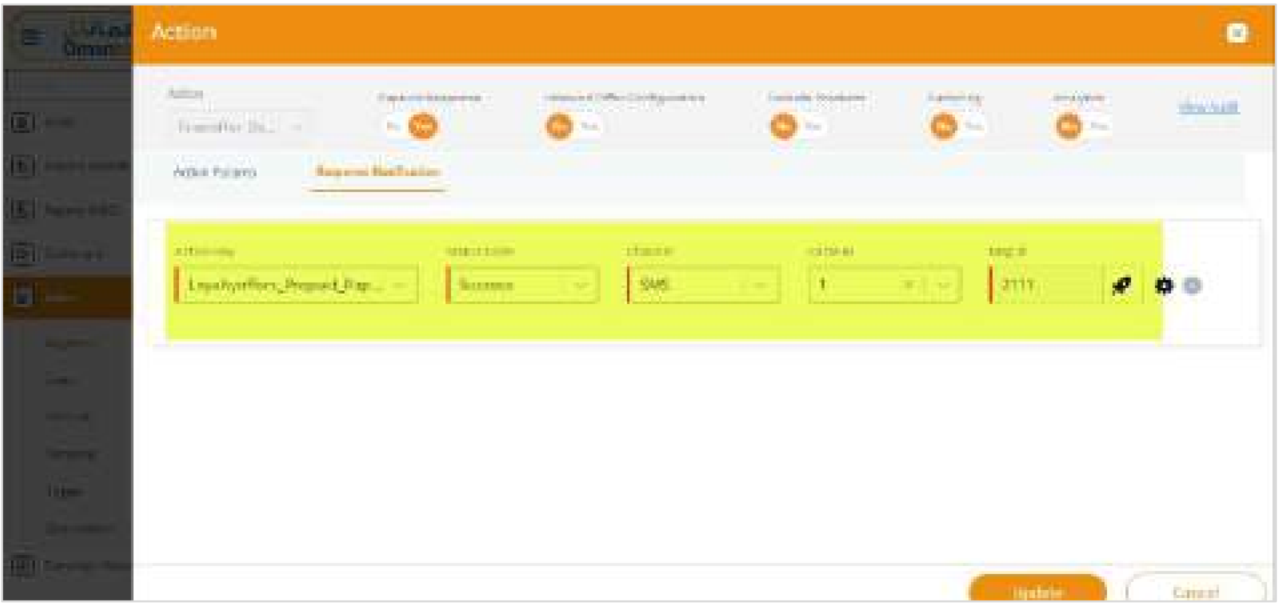


Figure 375 Action – Response Notification

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

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

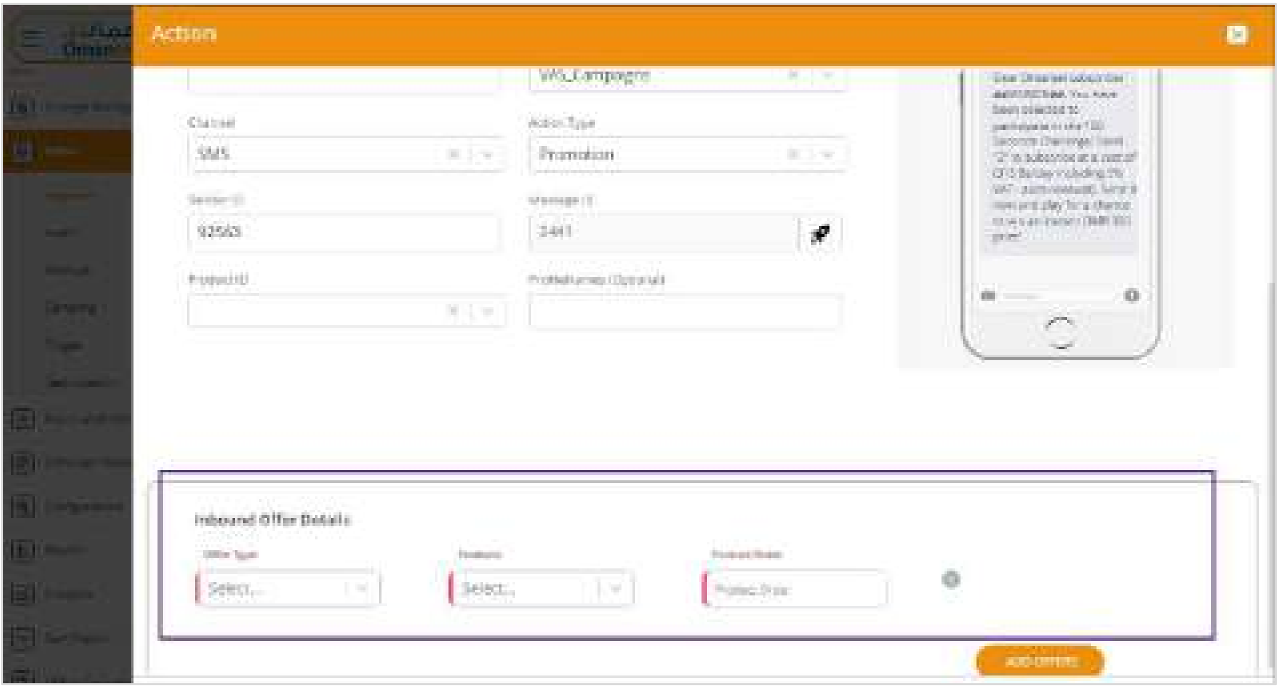


Figure 376 Action– Inbound Offer Details

5. 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.
Product Order	Execution priority for the product if multiple offers exist. • 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.

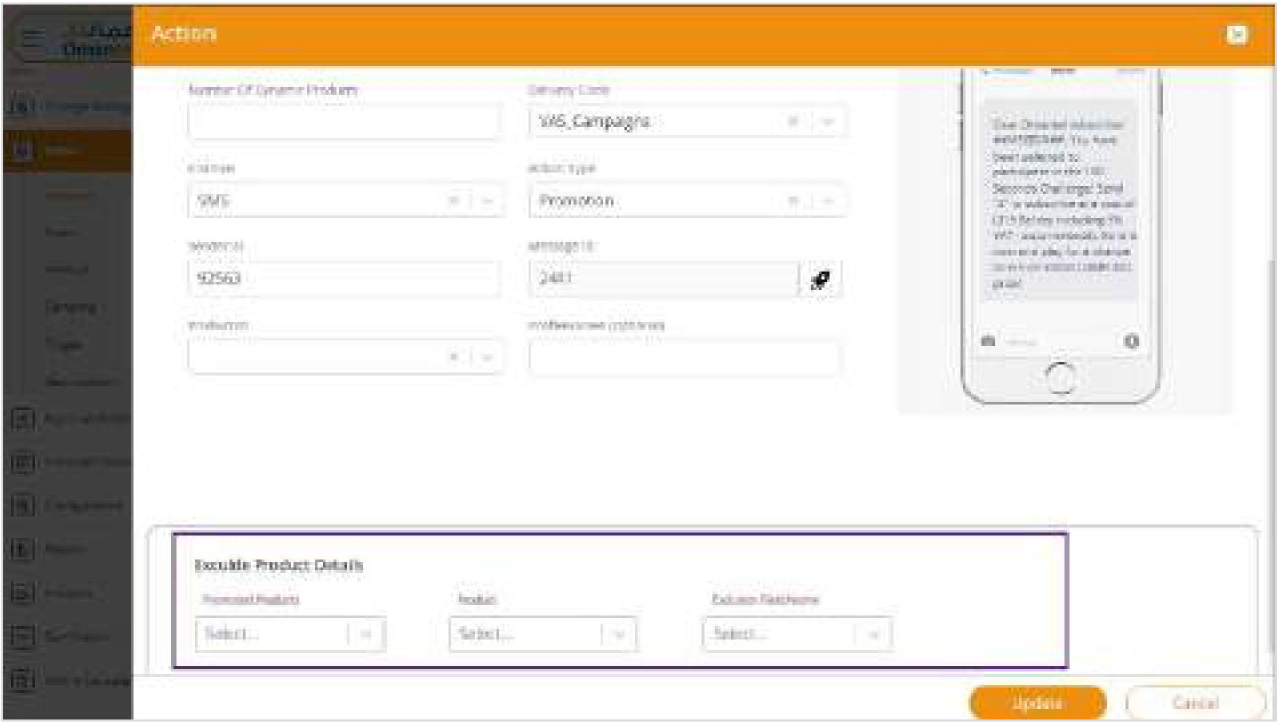


Figure 377 Action– Exclude Products Details

6. 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.

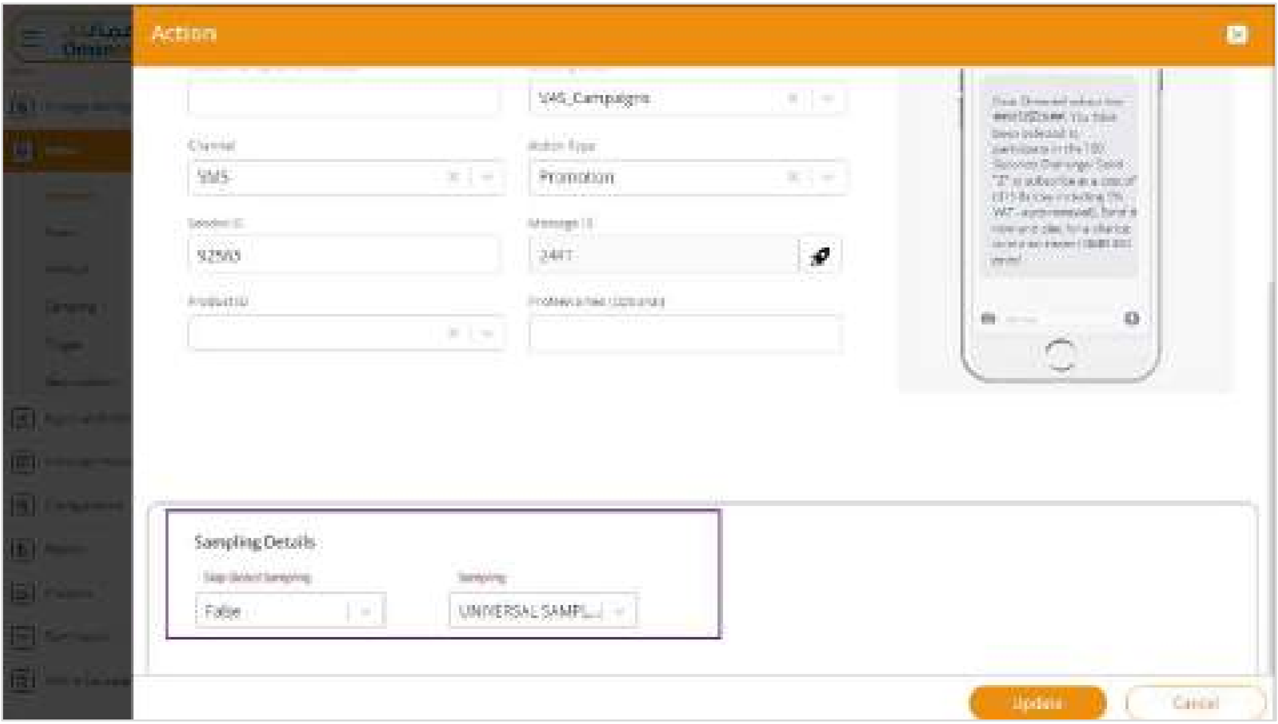


Figure 378 Action– Sampling Details

7. 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.

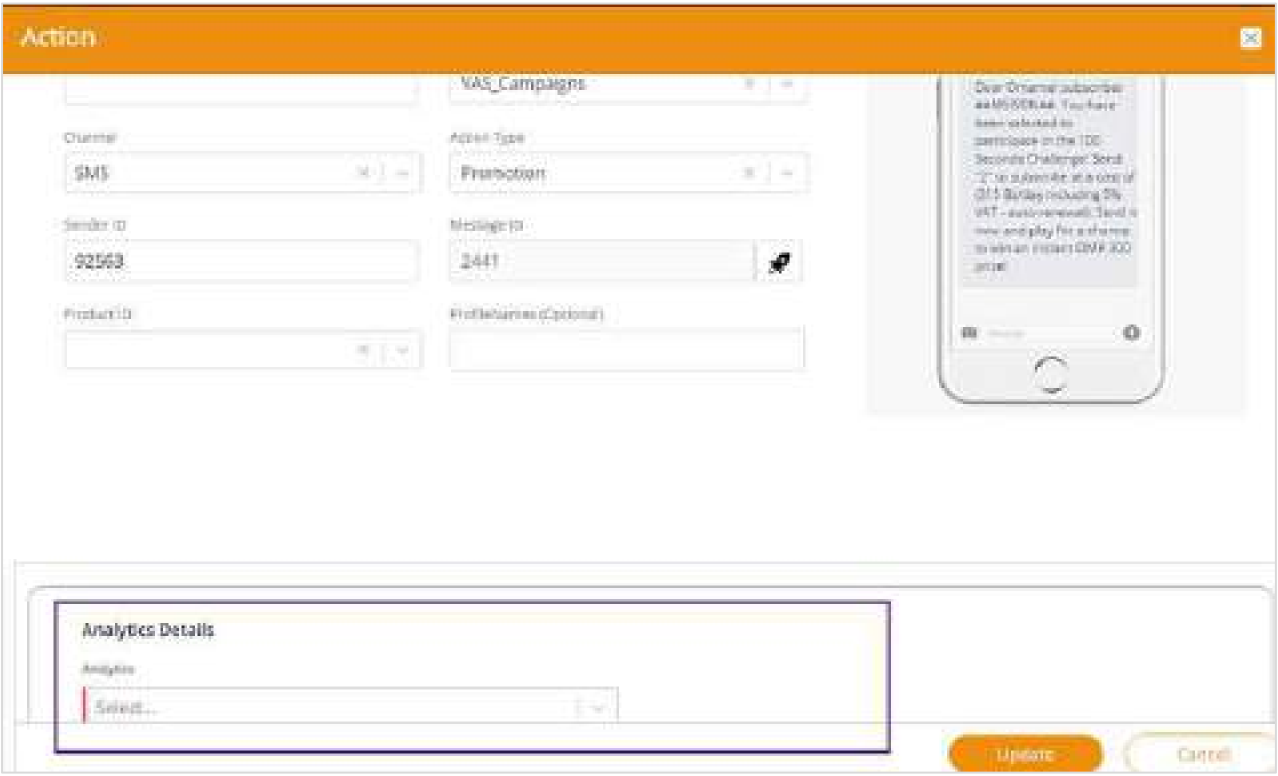


Figure 379 Action– Analytics

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

Field	Description
Analytical Details When enabled, it allows applying analytical models to enhance targeting accuracy and offer relevance.	
Analytics	Select the predictive model to evaluate campaign details in the drop-down list. For example, " Auto Pilot".

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

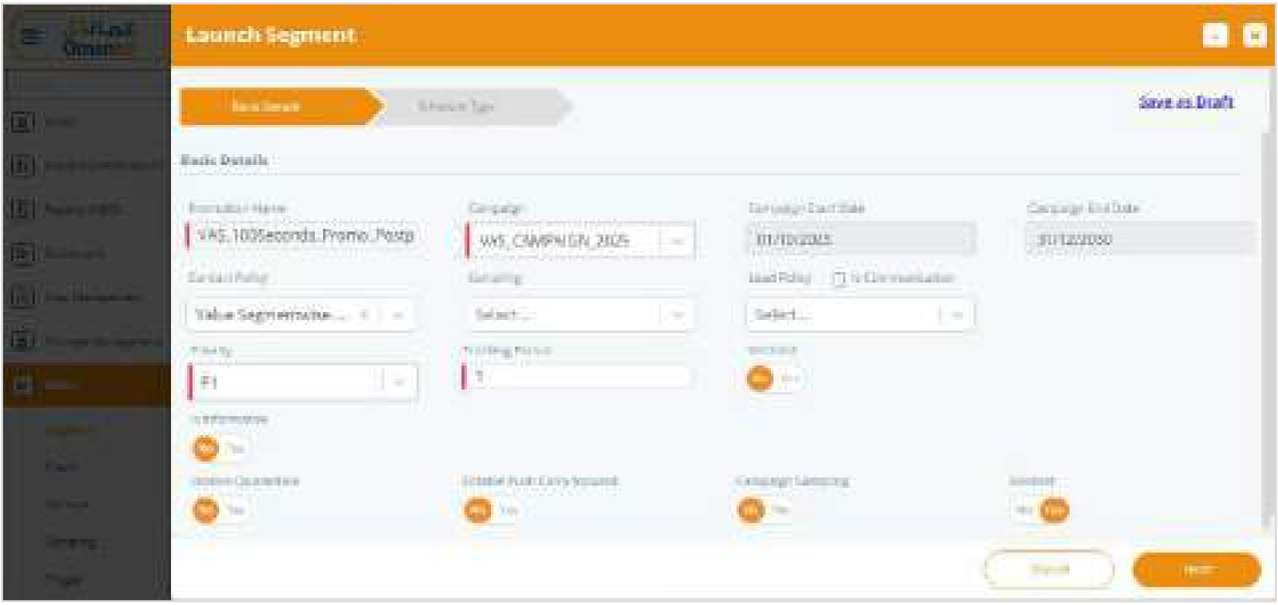


Figure 380 Lauch Segment

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.

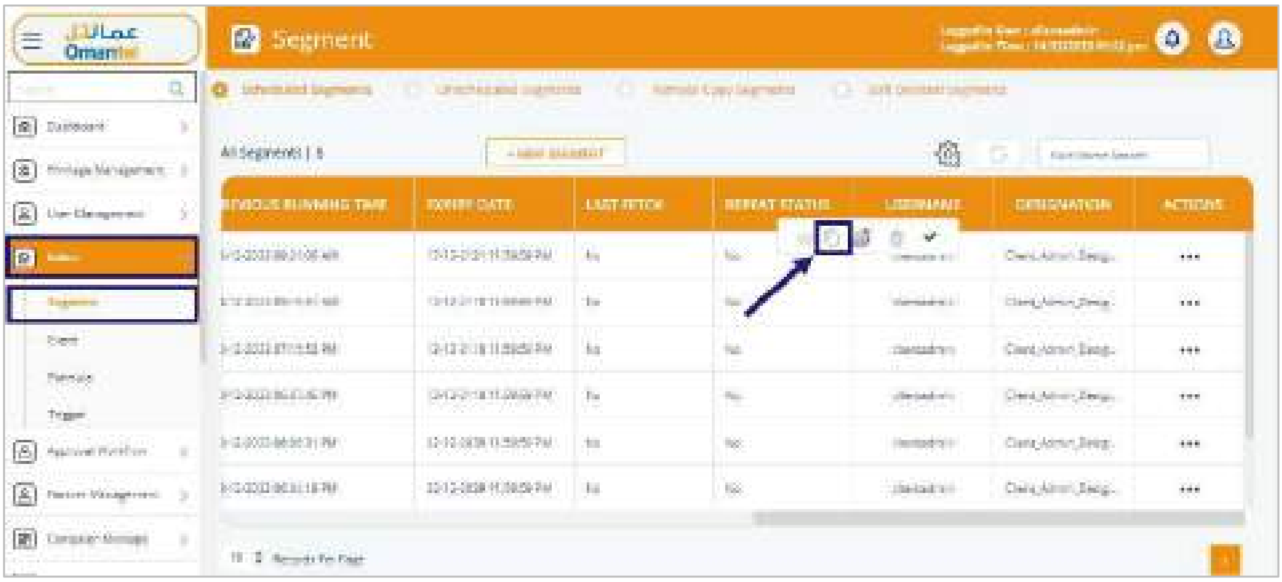


Figure 381 Segment – View, Duplicate, Delete, Remote Copy, and Approval Pipeline Operations

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.

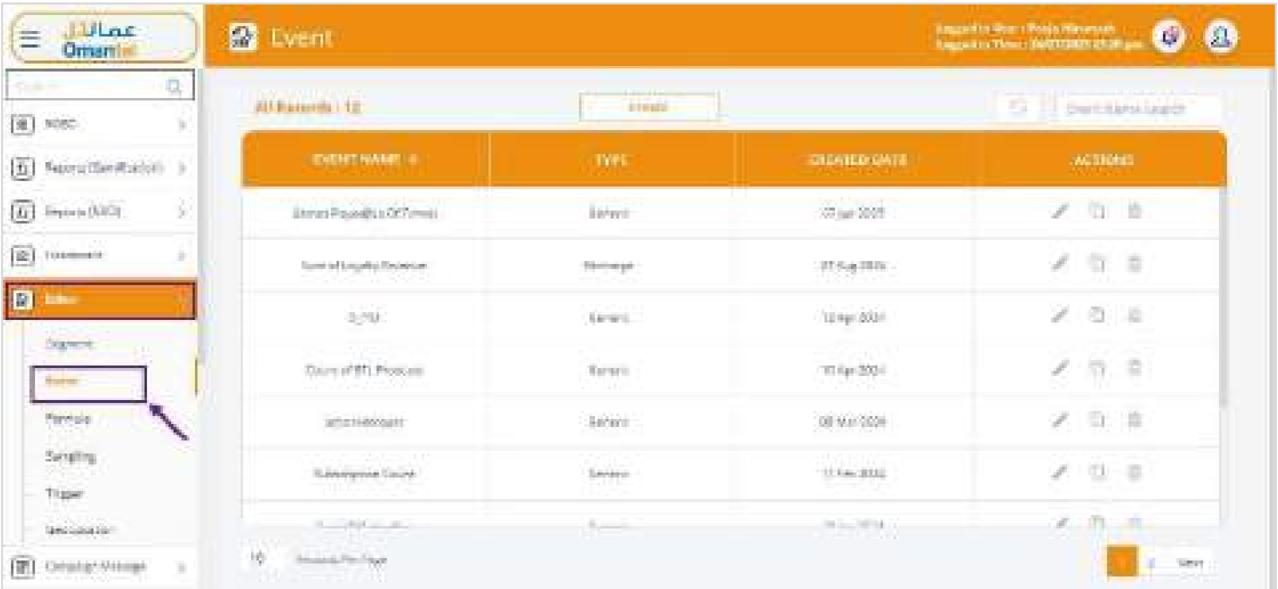


Figure 382 Configurations – Events

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.

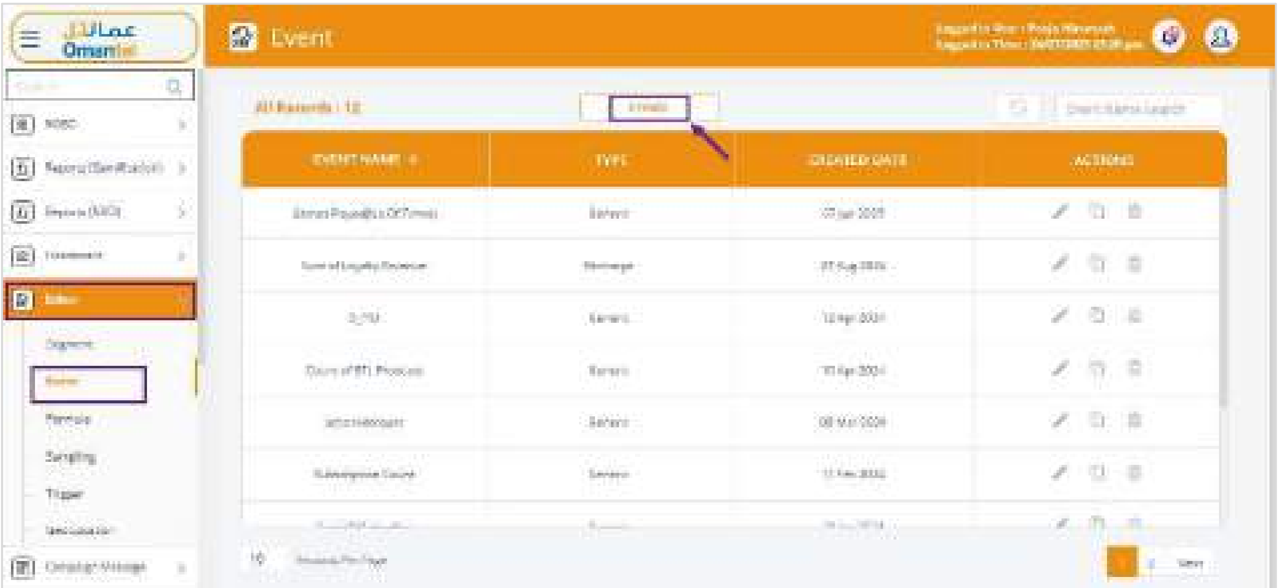


Figure 383 Event – Create

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

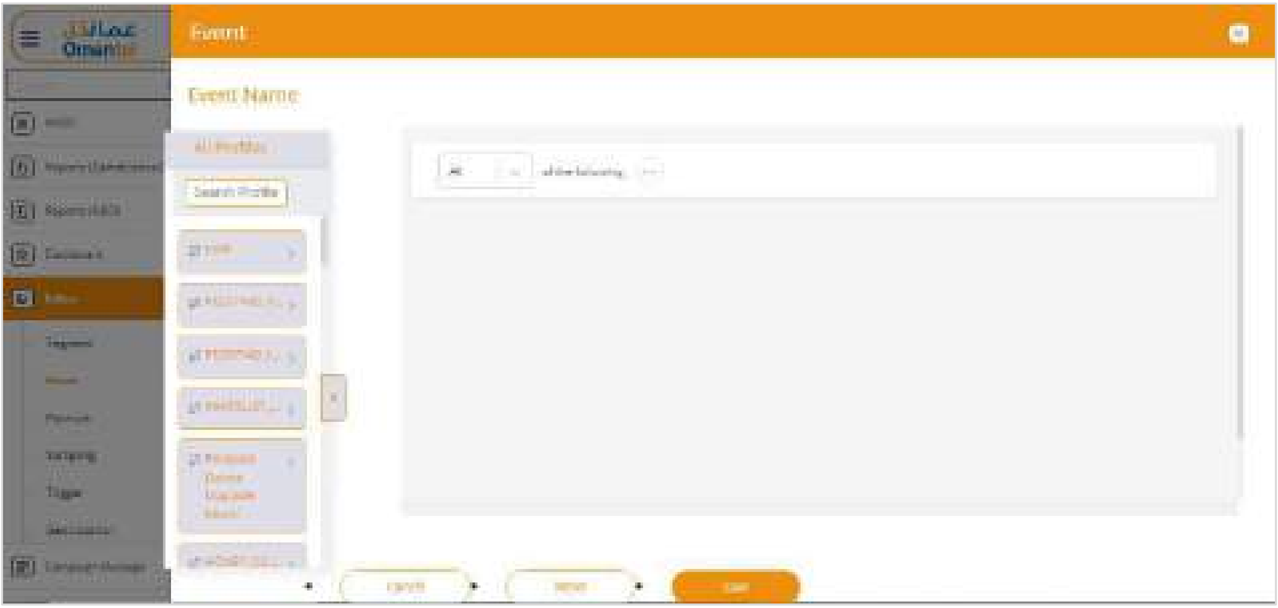


Figure 384 Event – Add New Event

Note: One condition is mandatory to add a new event.

3. After adding the Condition, click **Save**. Refer to the following screen.

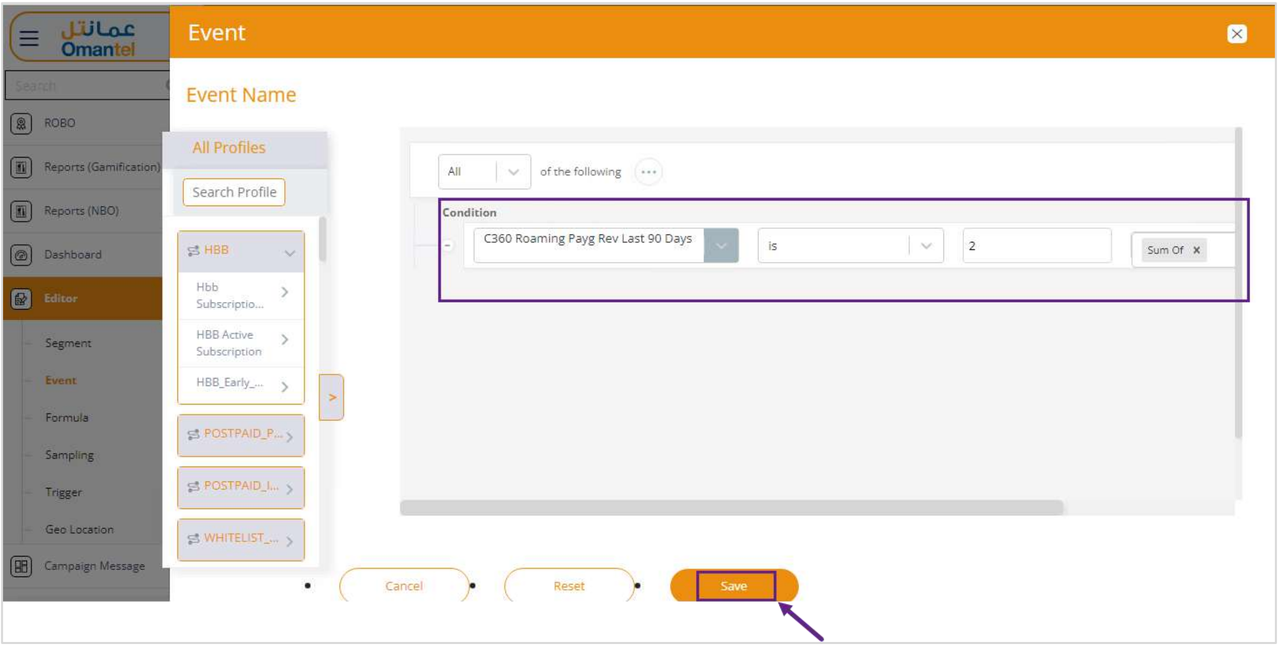


Figure 385 Event – Save

4. After clicking the **Save** button, the following screen will be displayed.

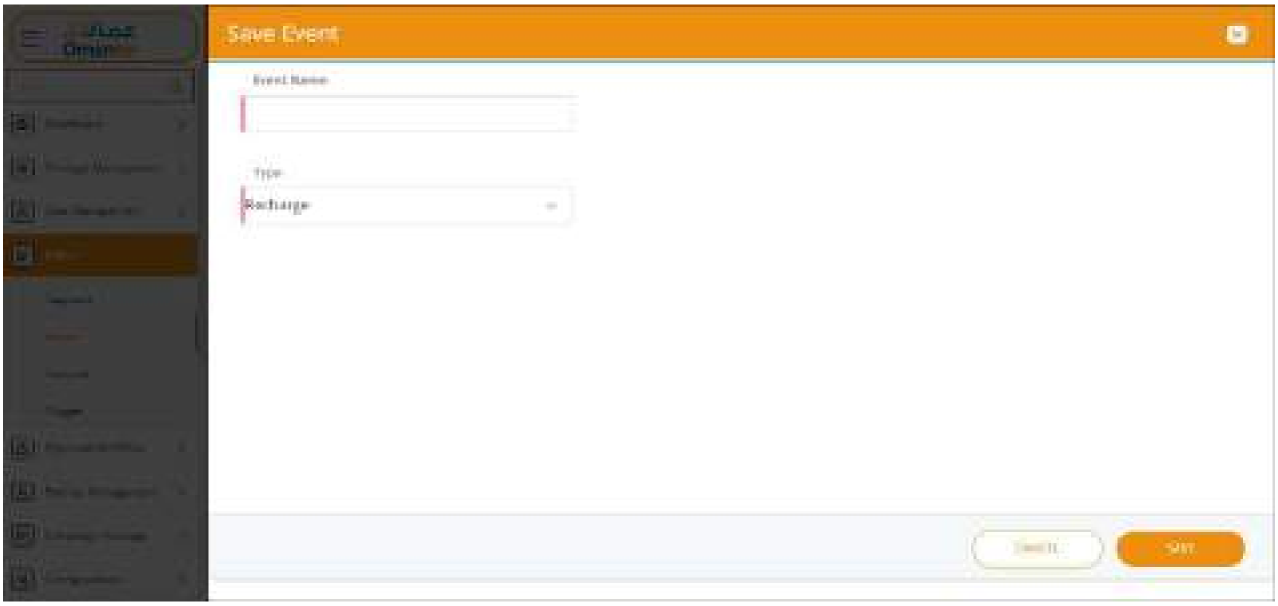


Figure 386 Save Event Input Screen

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.

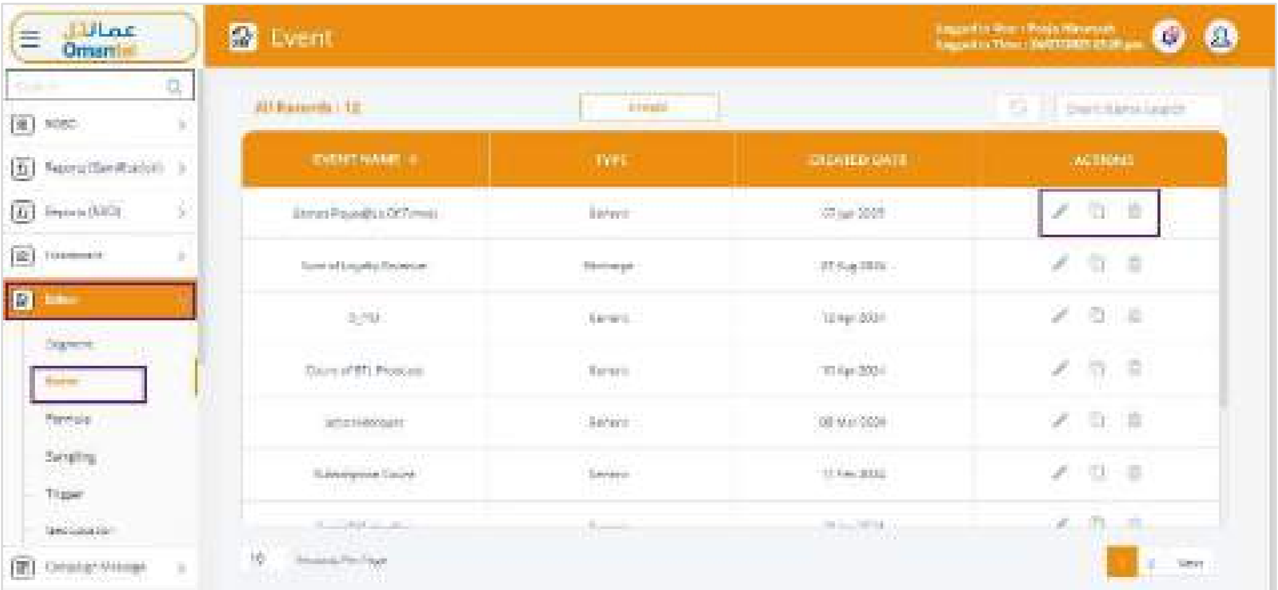


Figure 387 Event – Duplicate, Modify, and Delete Operations

8.5 Formula

The formula builder option allows users to create, modify, and delete existing formulas.

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

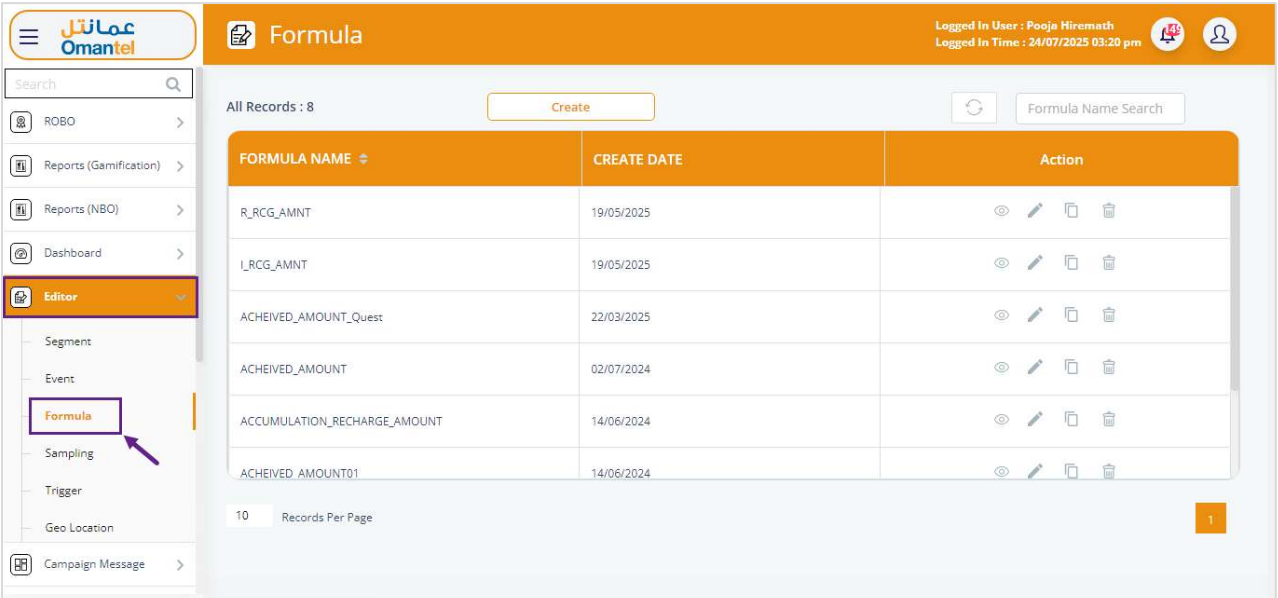


Figure 388 Editor – Formula

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.

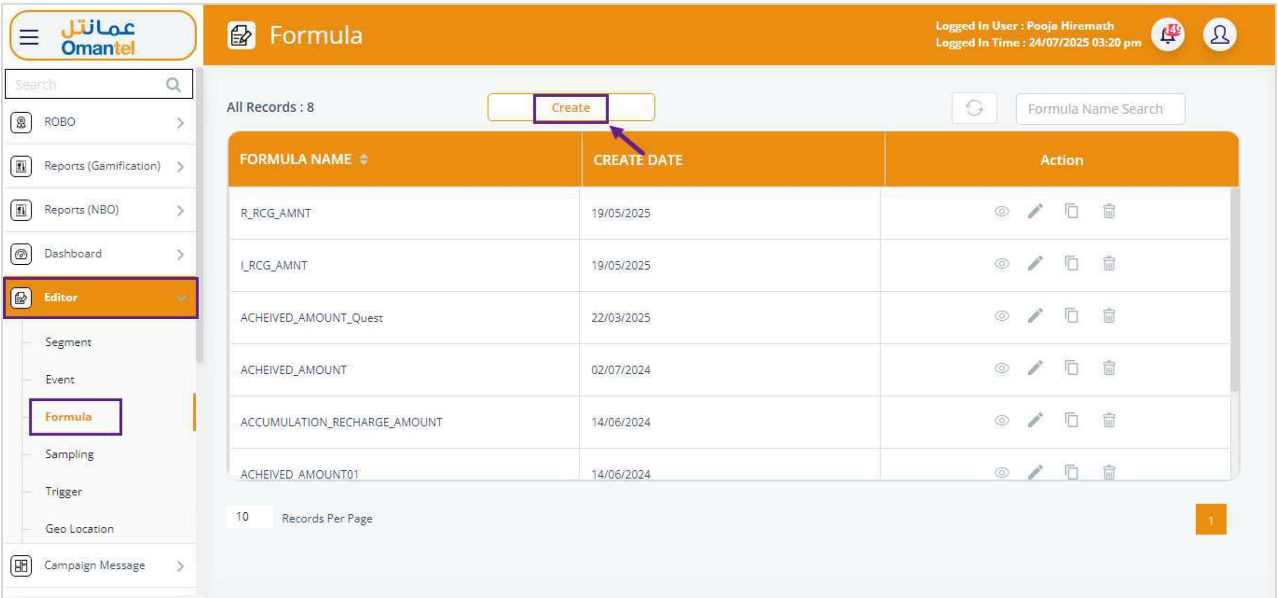


Figure 389 Formula – Create

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

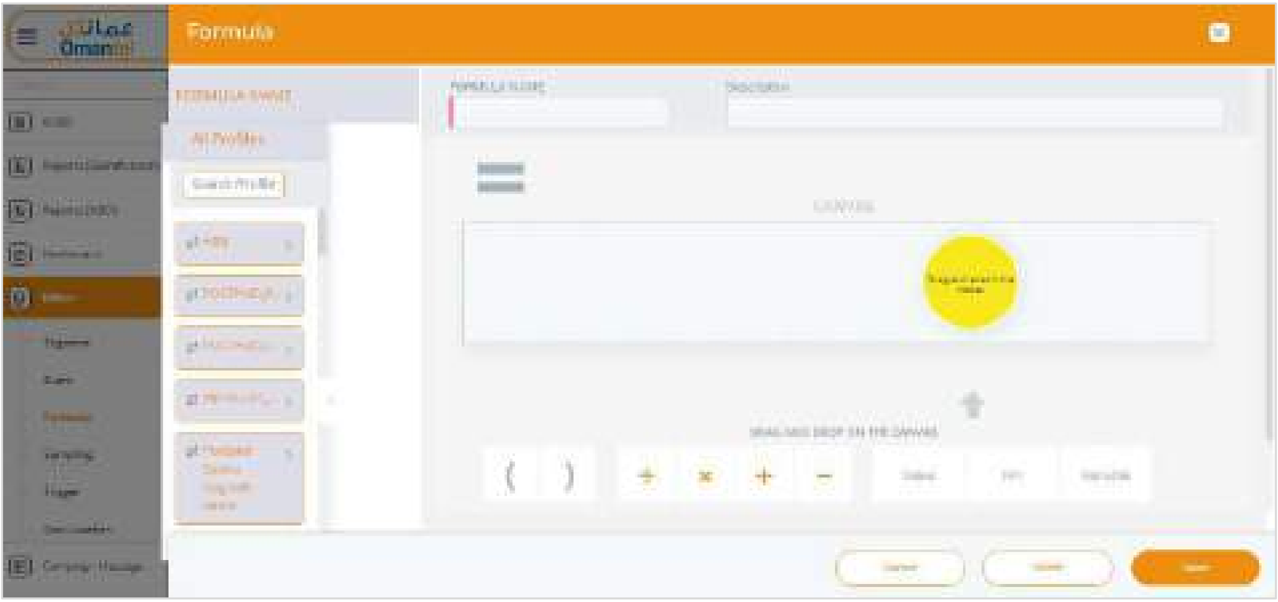
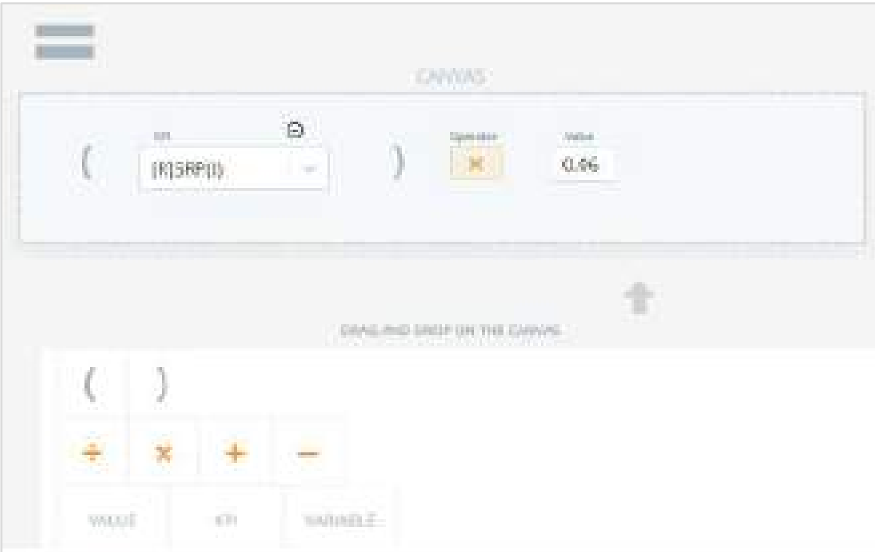


Figure 390 Create Formula Input Screen

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	The user can drag and drop the profile, KPI, Operator, and Value on the Canvas section. Refer to the following screen. 

- After entering the required details, the formula preview will be displayed under the **Formula Preview Result**. Refer to the following screen.

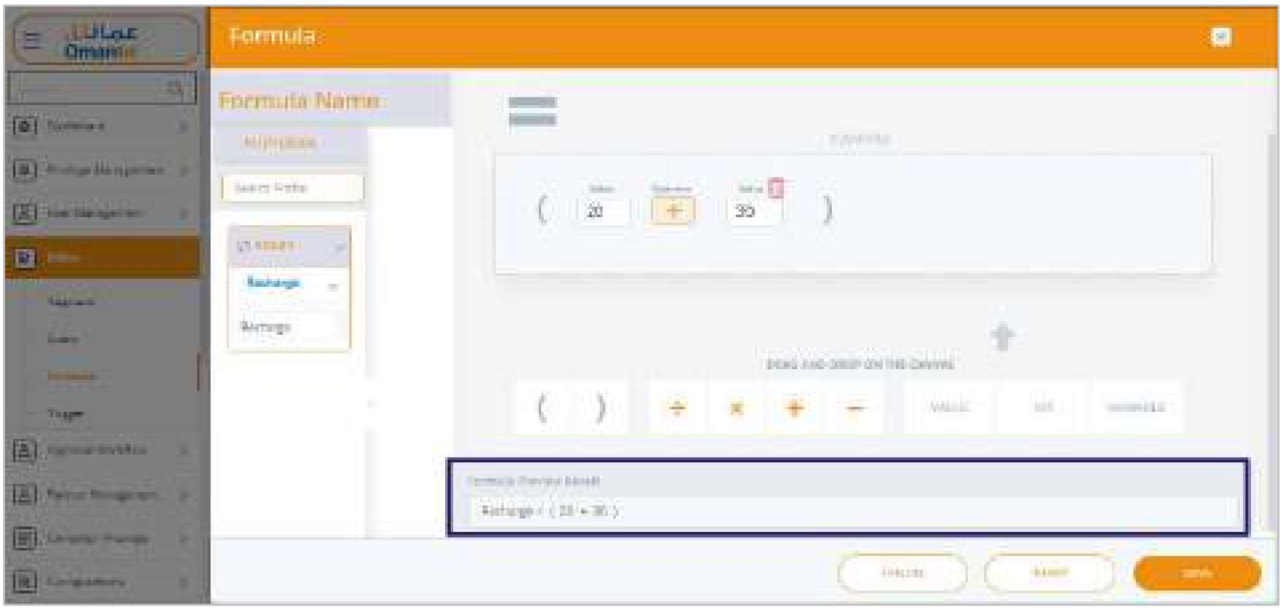


Figure 391 Formula Preview Result

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.

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.

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.

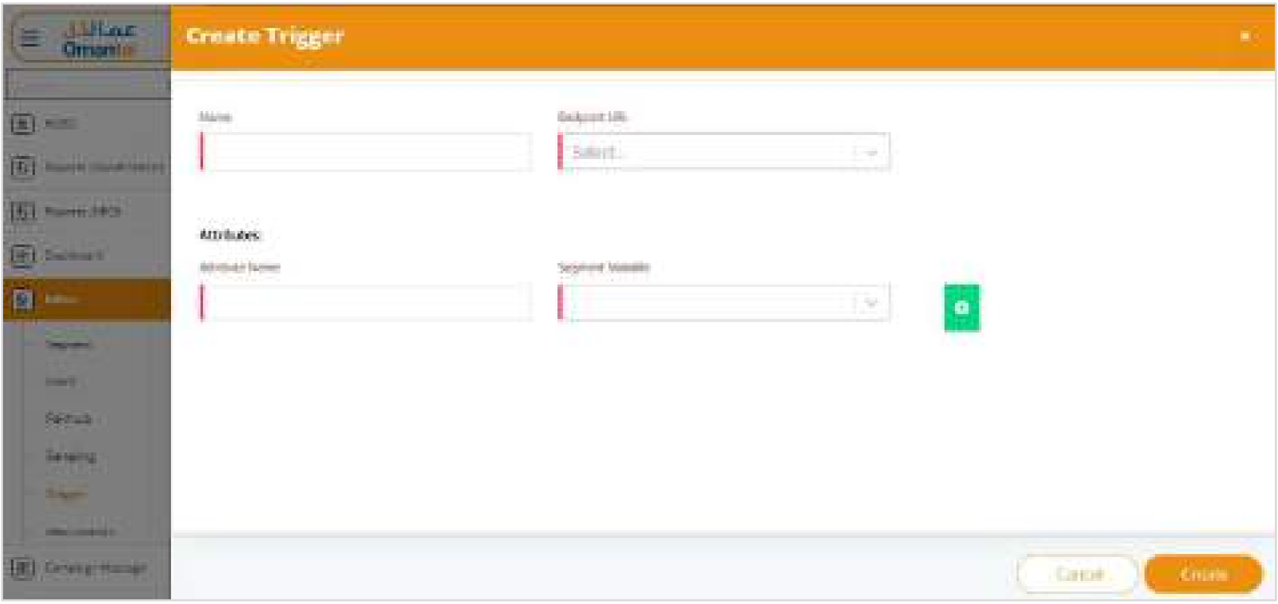


Figure 395 Create Trigger Details Screen

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”. • 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.

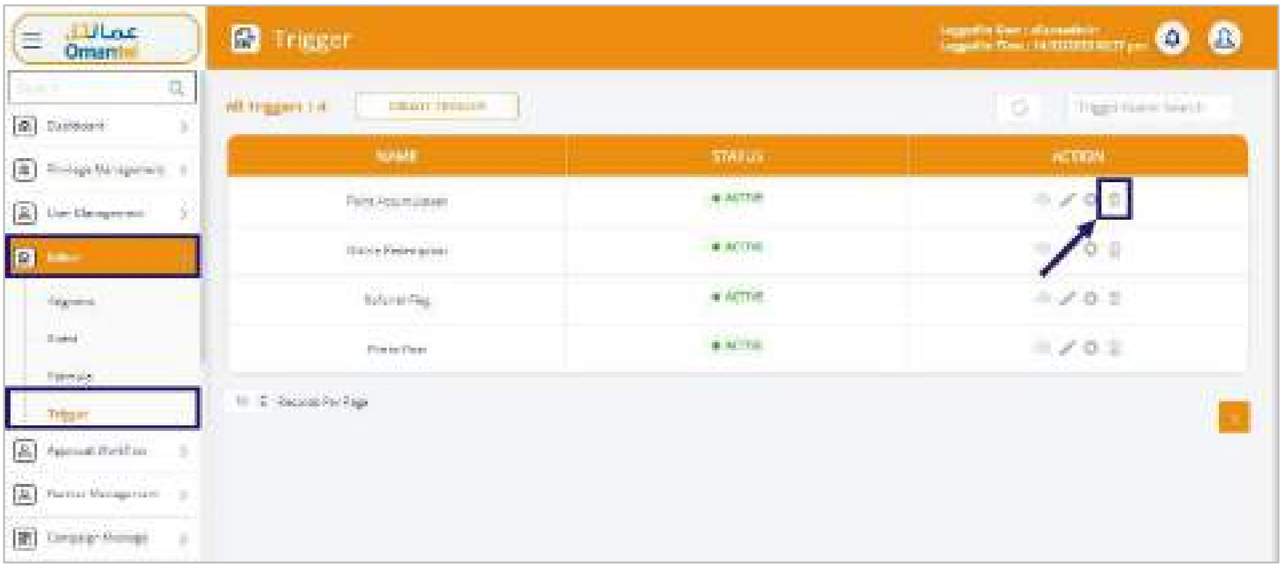


Figure 396 Trigger – View, Modify and Delete Operations

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.

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,

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.

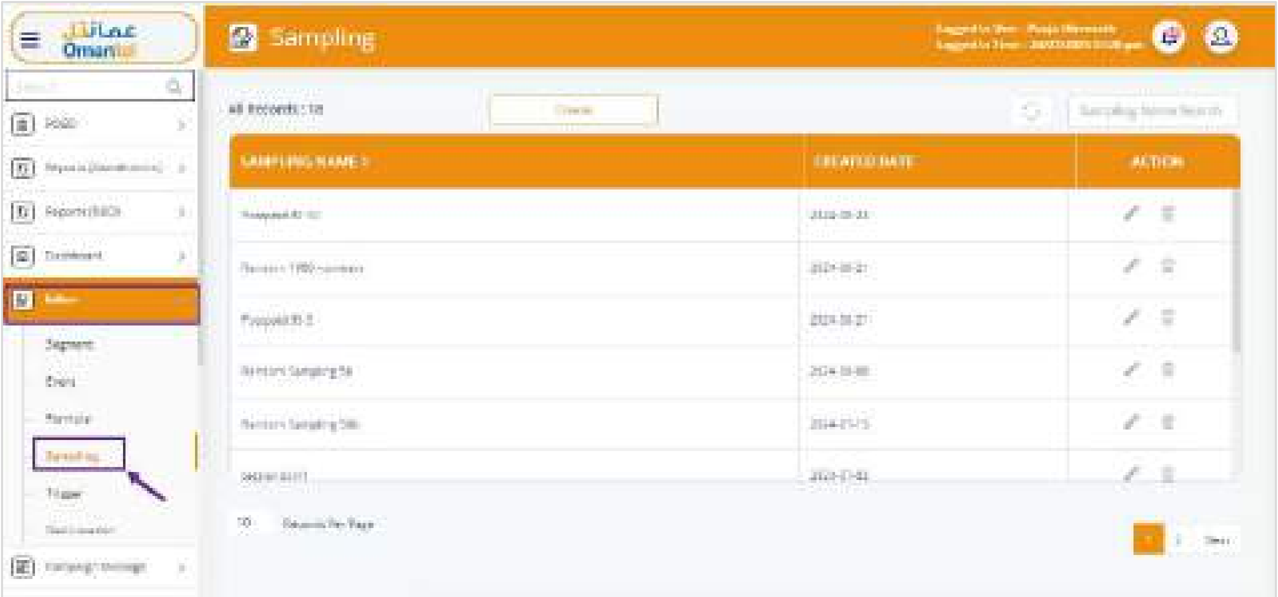


Figure 399 Editor – Sampling

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.

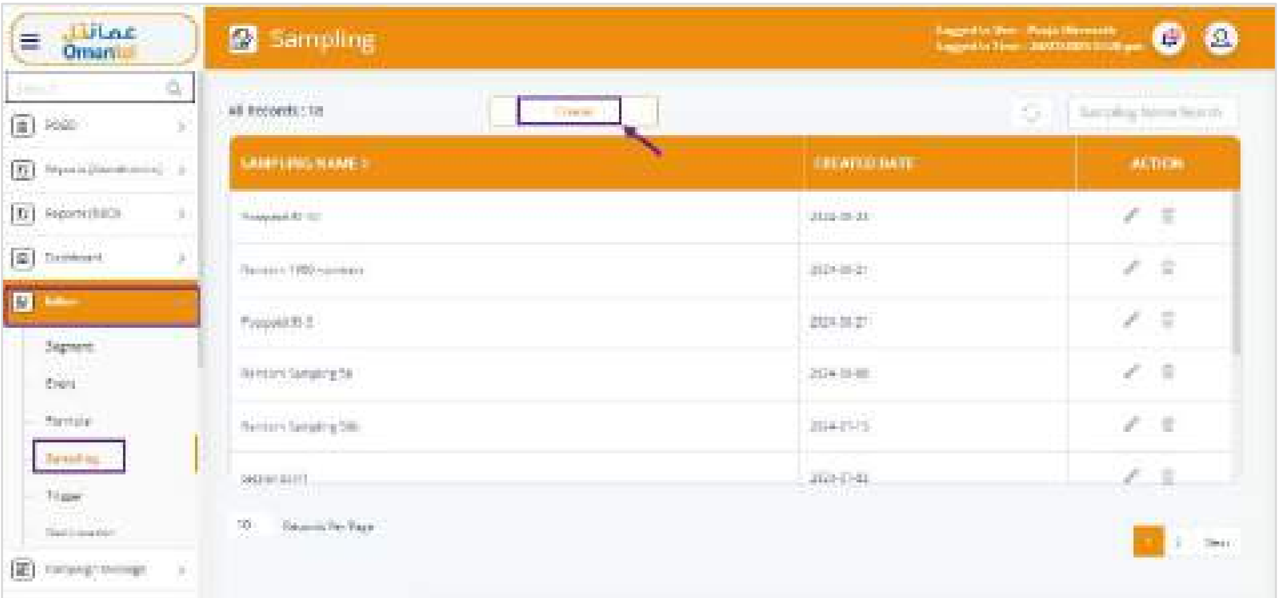


Figure 400 Sampling - Create Button

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

4. After dropping the random node, the following screen is displayed.

Figure 404 Sampling Value Details

5. Click  to add the random node values.

6. 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.

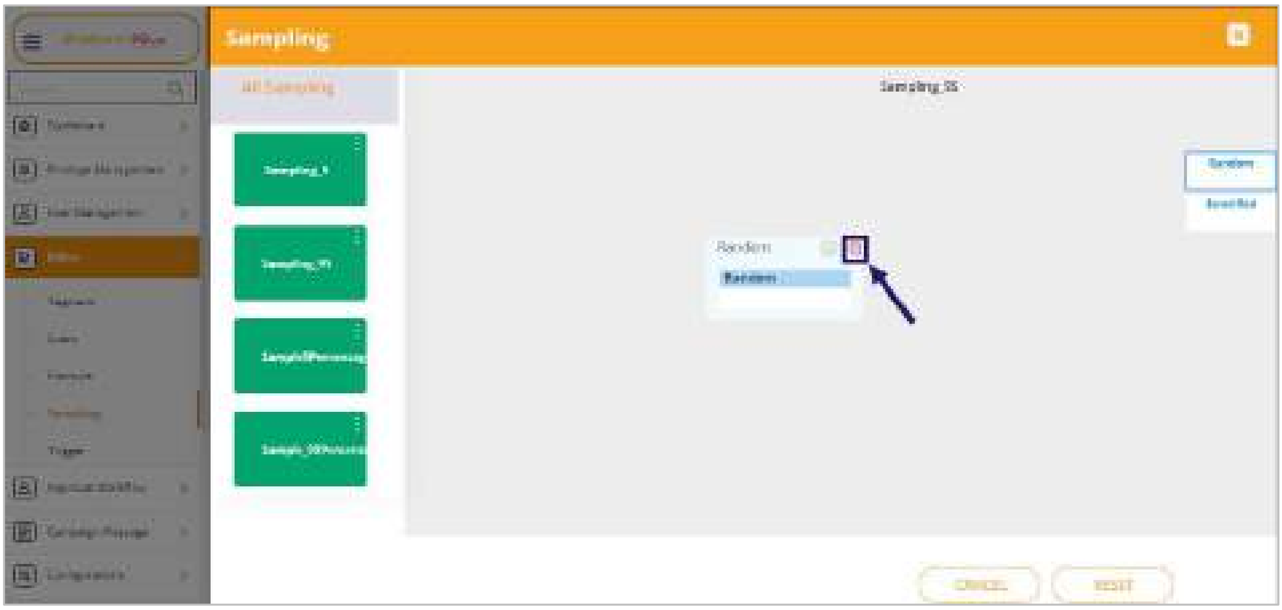


Figure 408 Sampling Node – Delete Button

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

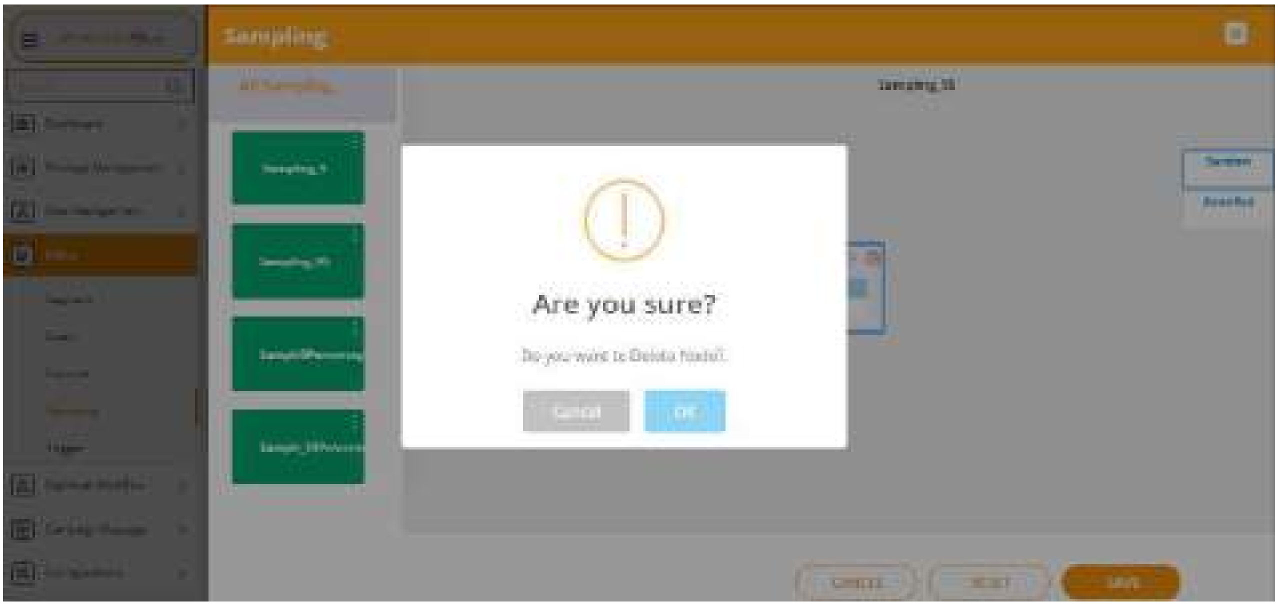


Figure 409 Delete Sampling Node – Confirmation Dialog

- 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.

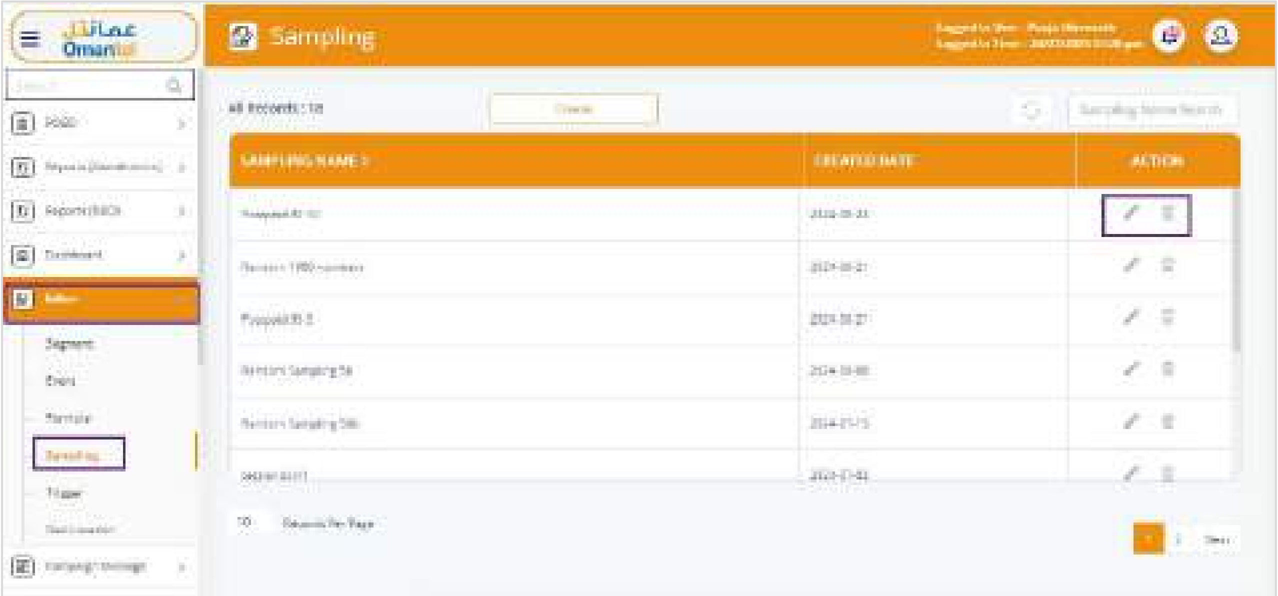


Figure 410 Sampling – Modify and Delete Operations

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.

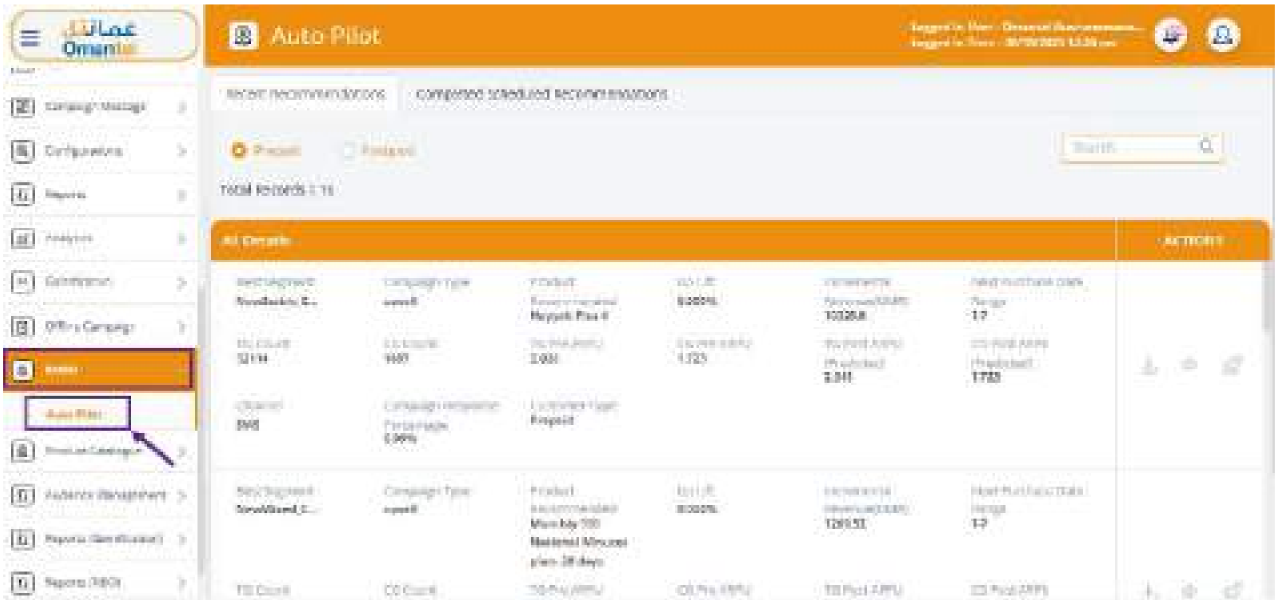


Figure 411 ROBO Auto Pilot- Prepaid

Note: The following screen will be displayed if "**Postpaid**" is selected.

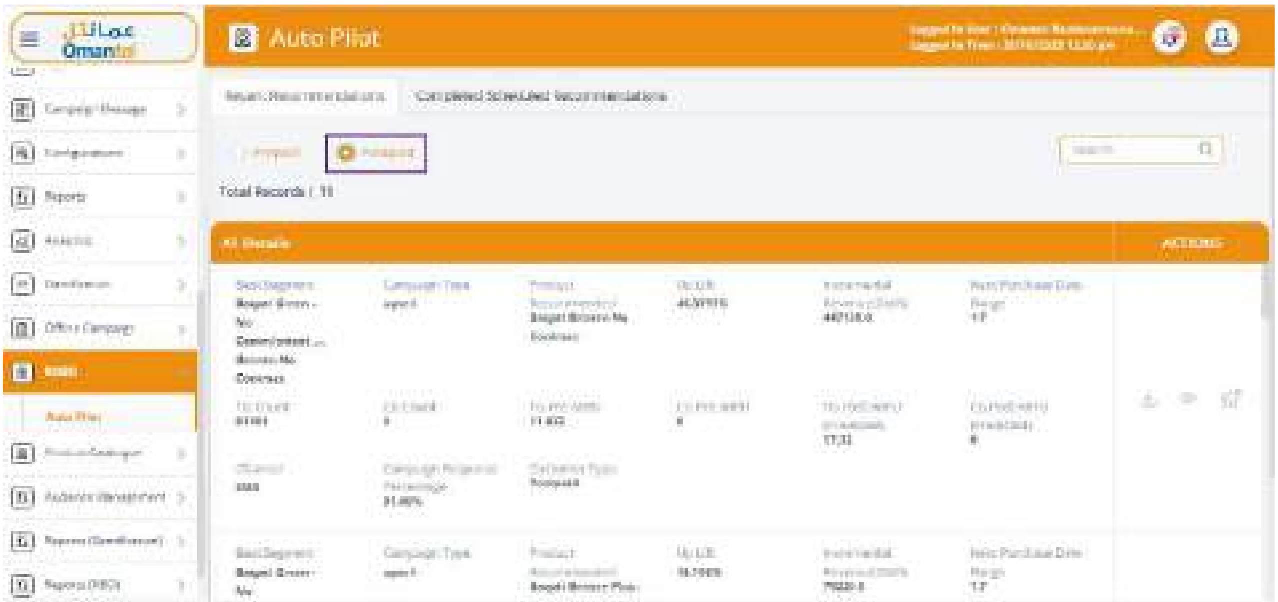


Figure 412 Auto Pilot- Postpaid

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.

1. On the **Auto Pilot** screen, click the **Recent Recommendations** tab to view schedule details. The following screen will be displayed.

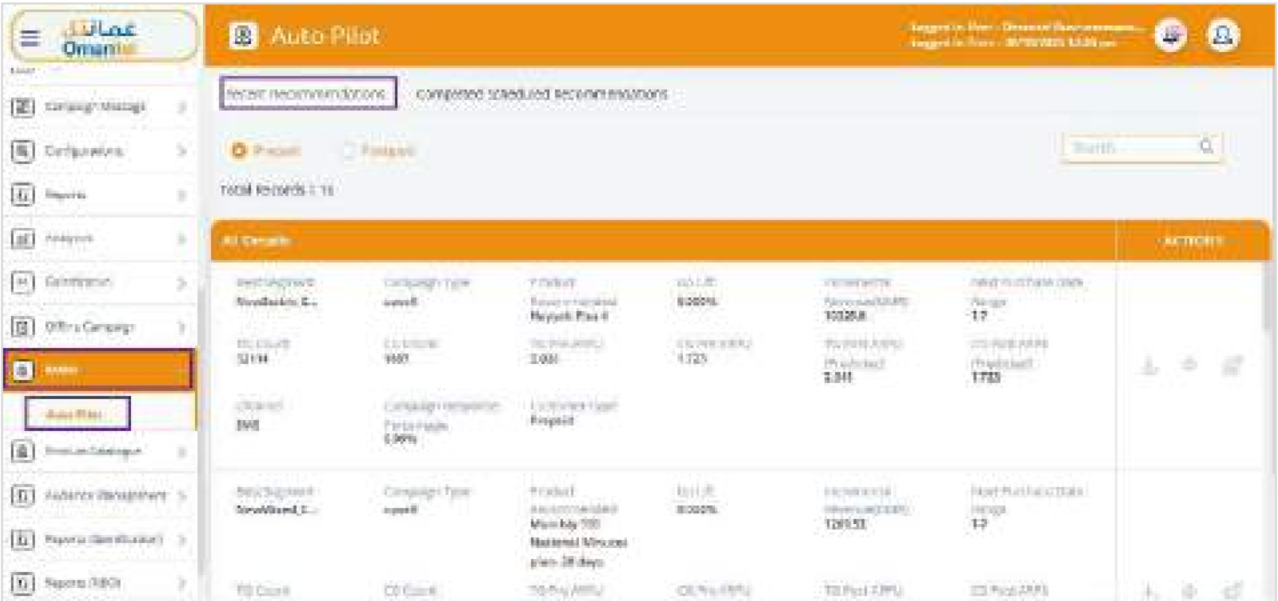


Figure 413 Auto Pilot - Recent Recommendations

To view campaign details:

- On the **Auto Pilot** screen, click the **View** button to view the campaign details. Refer to the following screen.

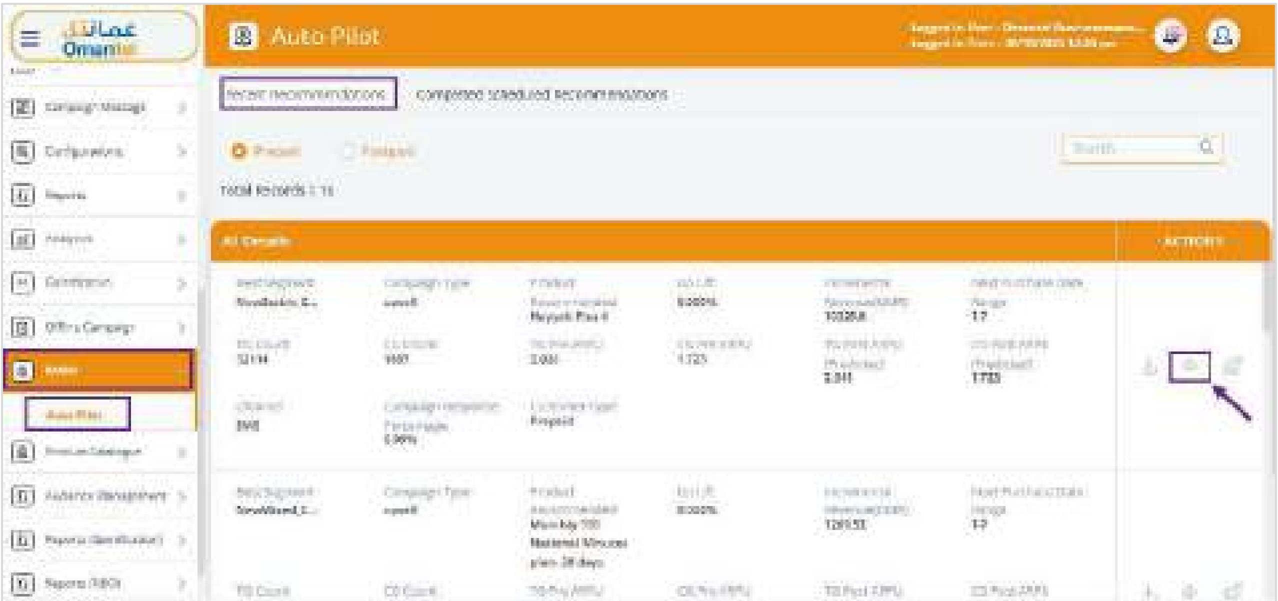


Figure 414 Auto Pilot – View Button

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

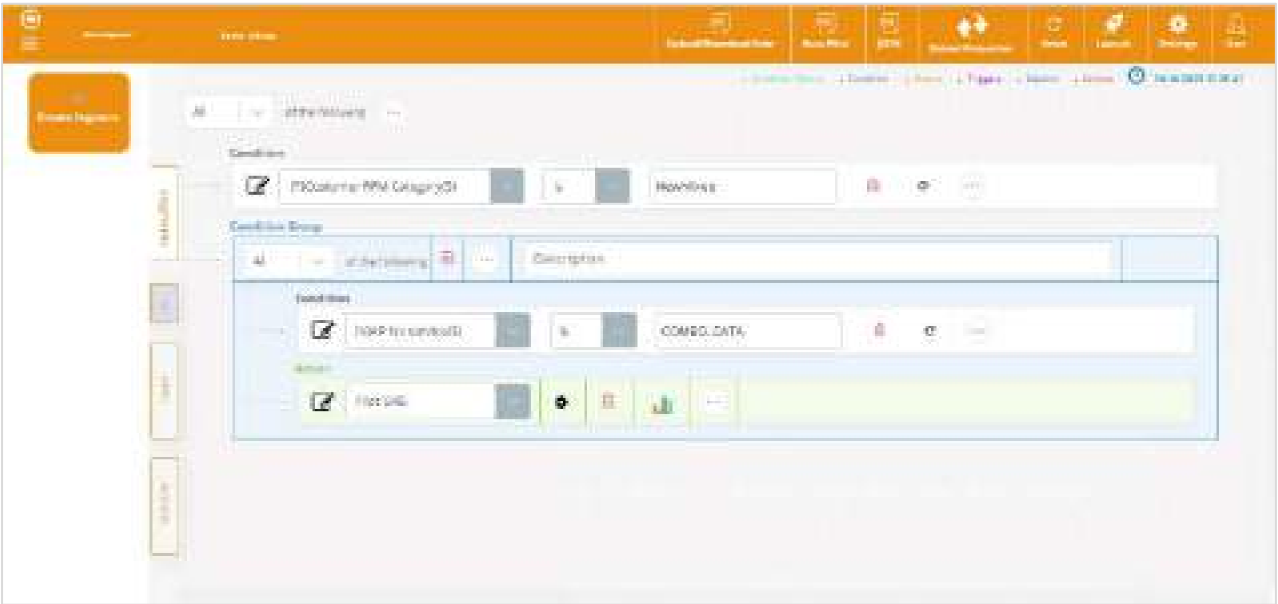


Figure 415 Rule Screen

For more details about the campaign, see the section

<u>**To launch campaign details:**</u>

- On the **Auto Pilot** screen, click the **Launch** button to launch the campaign. Refer to the following screen.

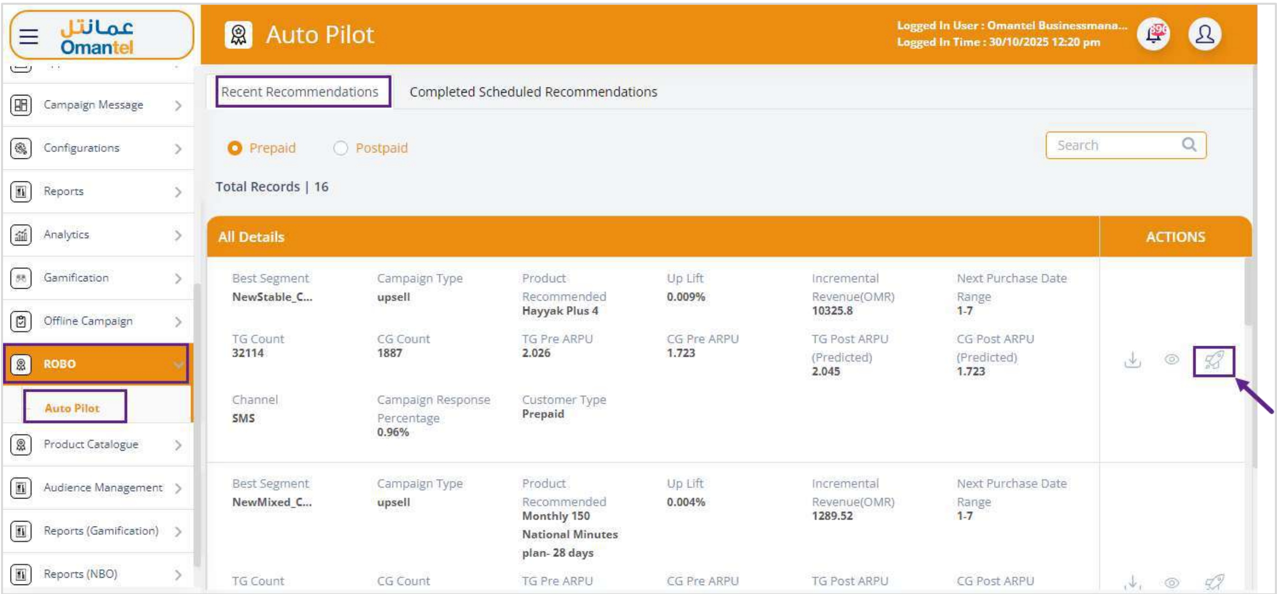


Figure 416 Auto Pilot – Launch Button

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

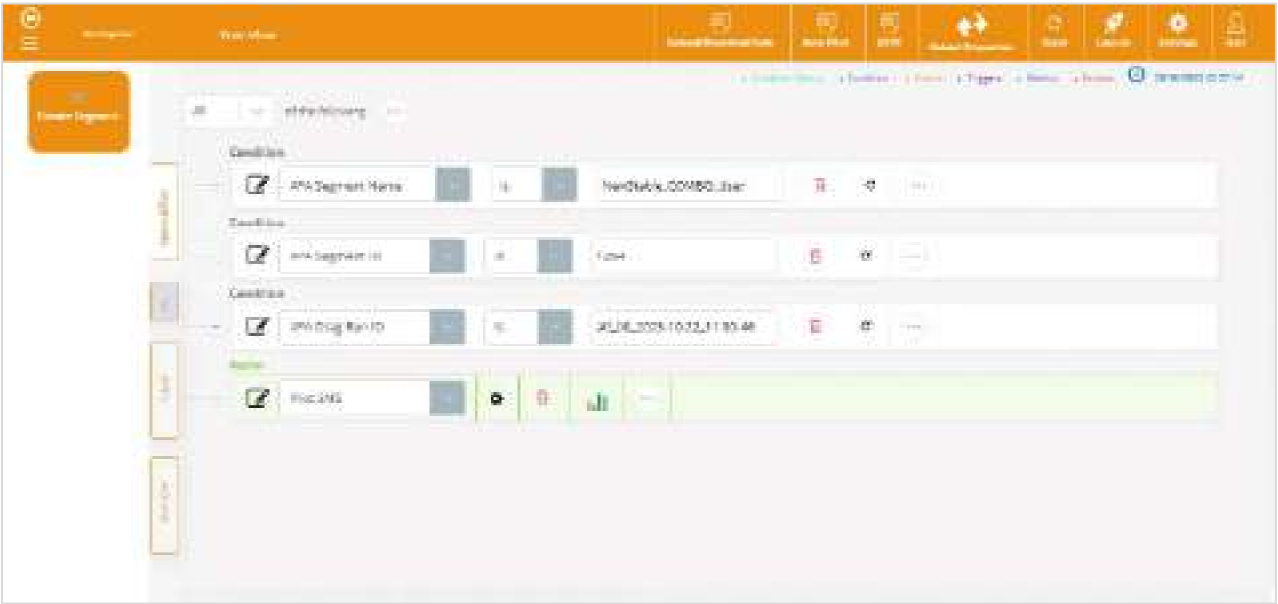


Figure 417 Rule Input Screen

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.

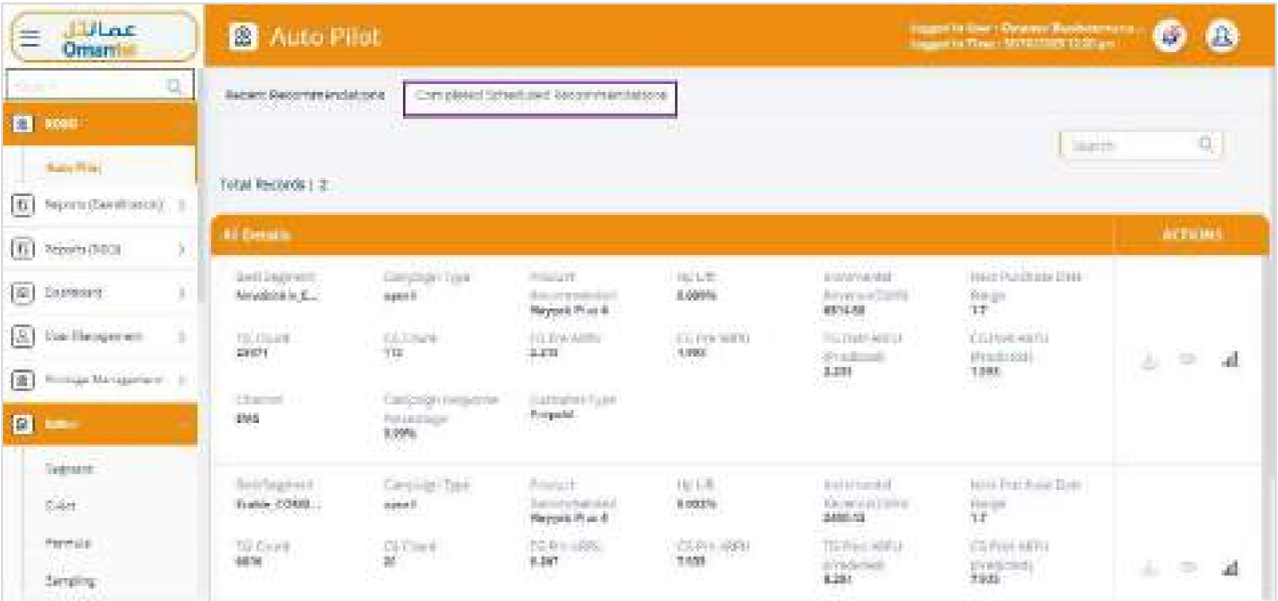


Figure 418 Auto Pilot- Download

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.

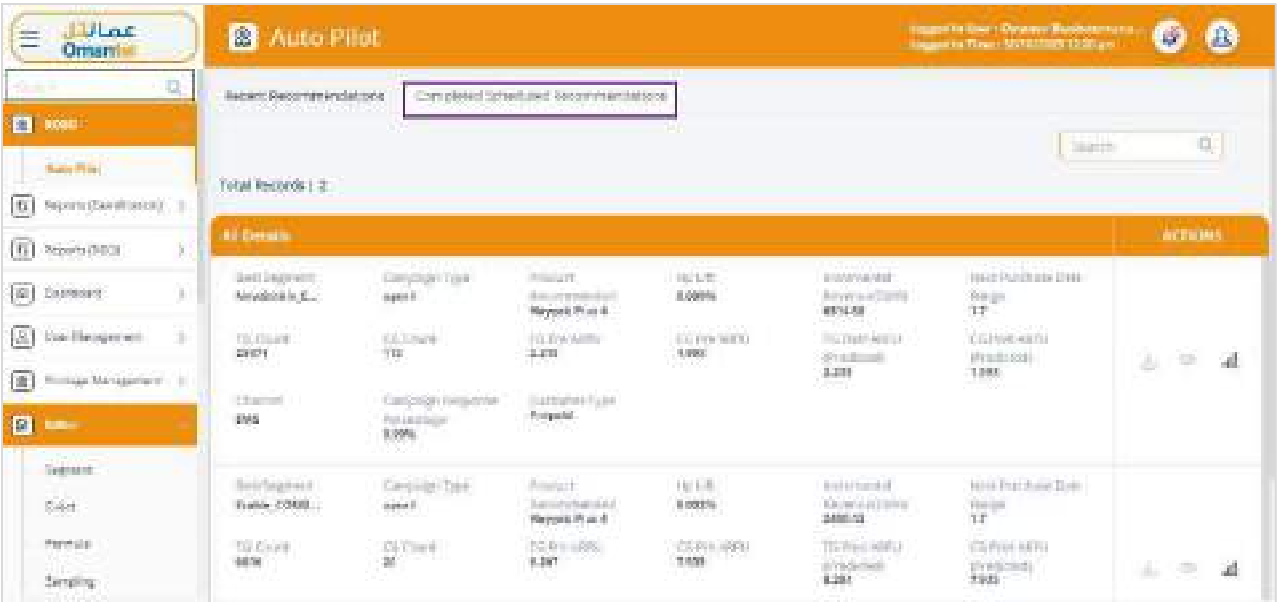


Figure 419 Auto Pilot - Completed Scheduled Recommendations

<u>To view and launch a campaign:</u>

- 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.

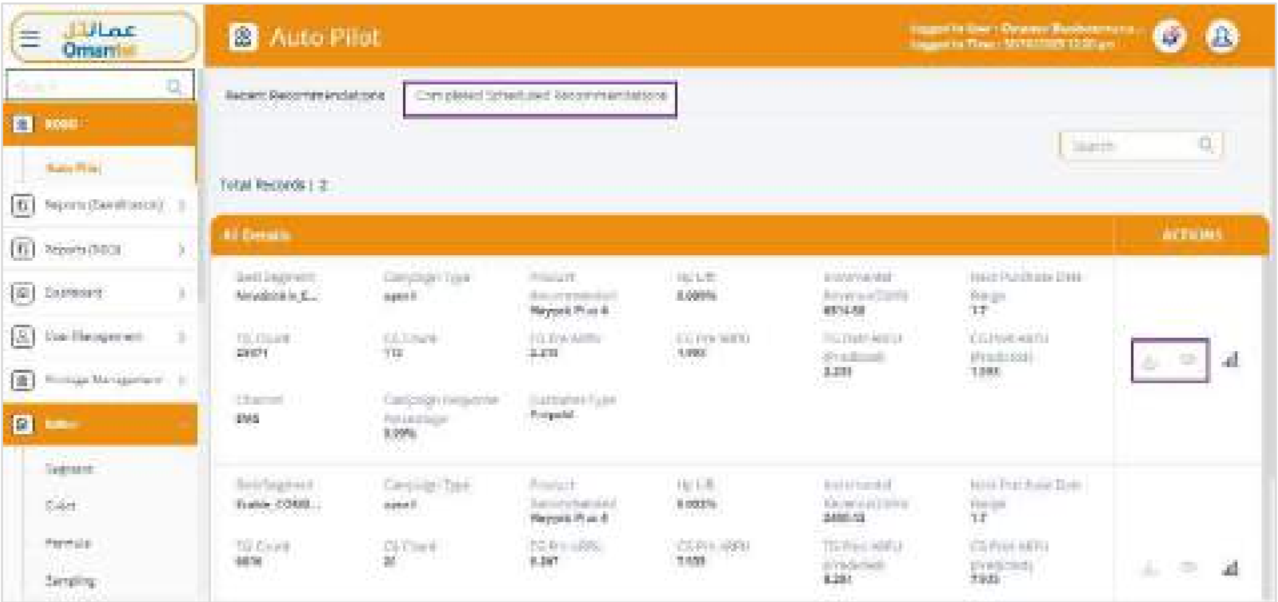


Figure 420 Completed Scheduled Recommendations – View and Download

To view autopilot comparison:

- On the **Auto Pilot** screen, click the **Graph** button to compare the campaign details. Refer to the following screen.

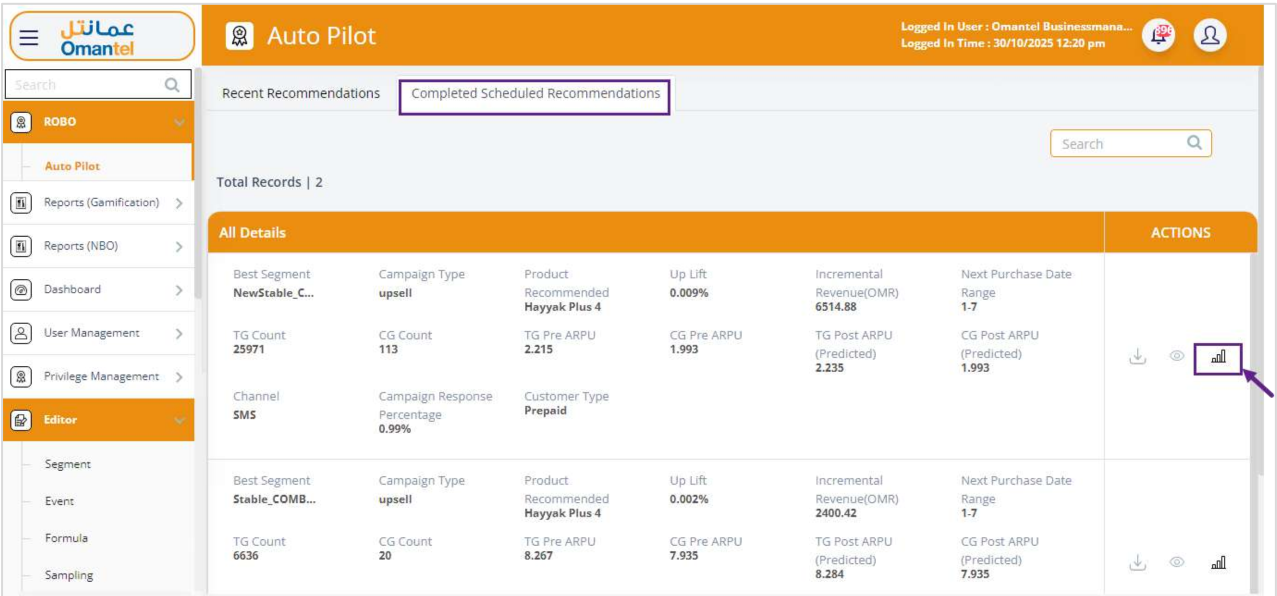


Figure 421 Auto Pilot – Graph Button

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

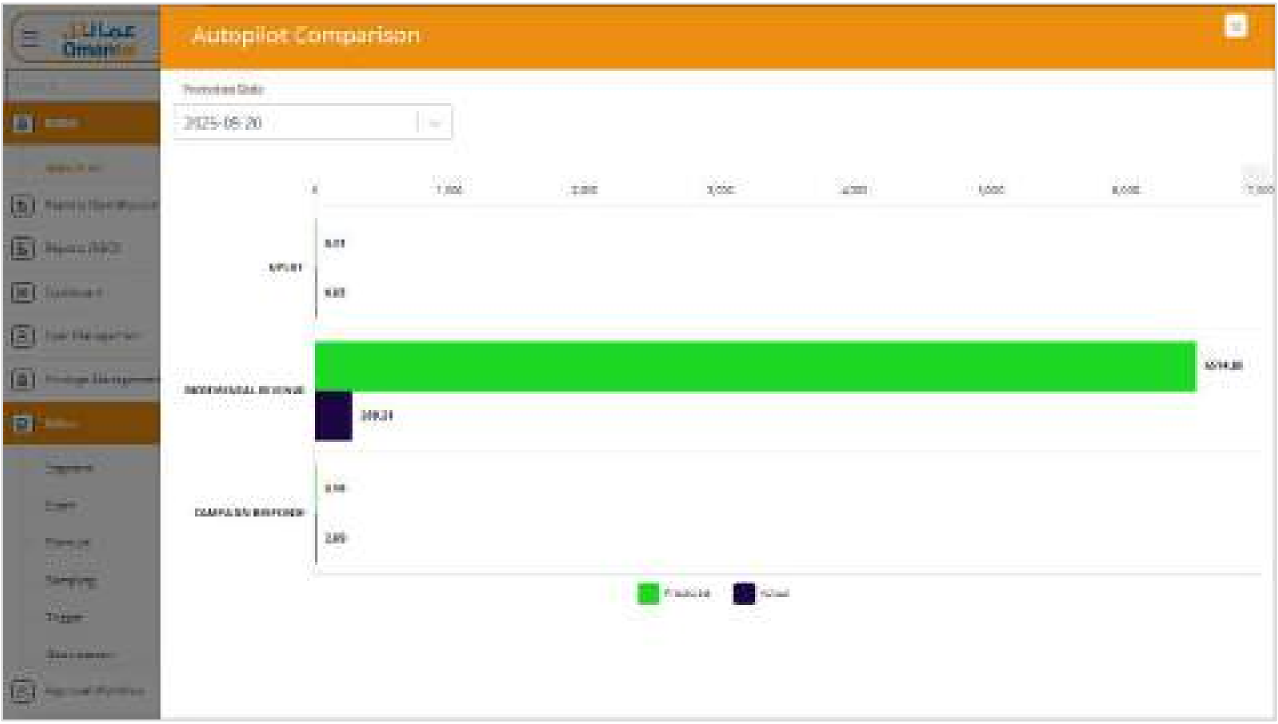


Figure 422 Auto Pilot Comparison

- 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.

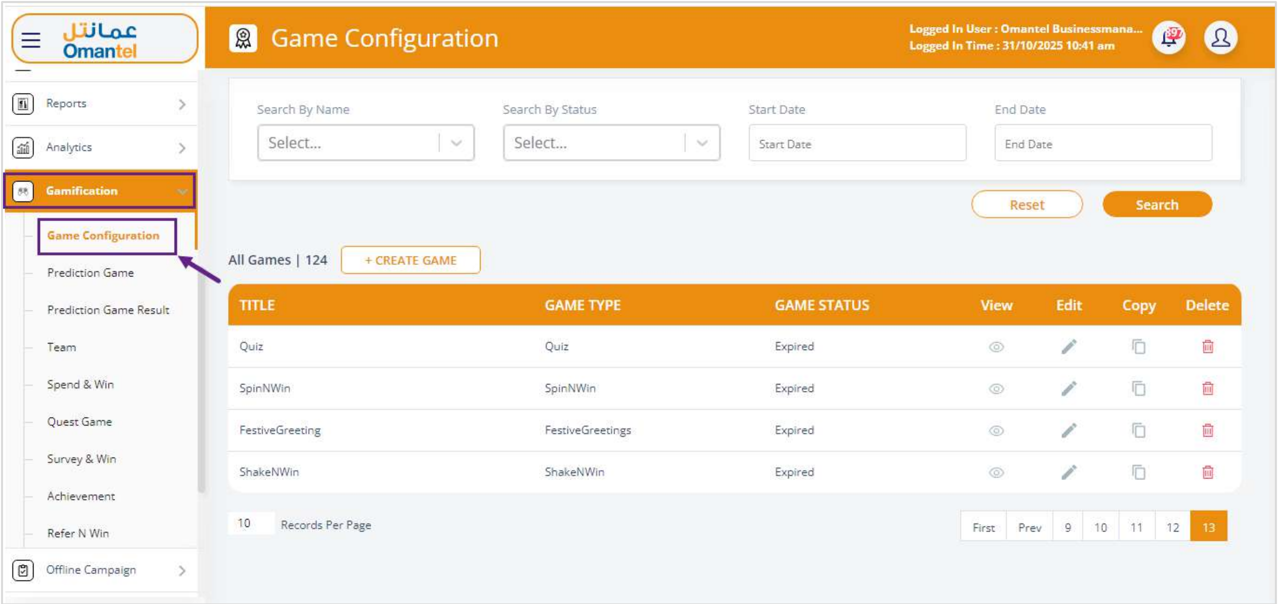


Figure 423 Gamification – Game Configuration

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.

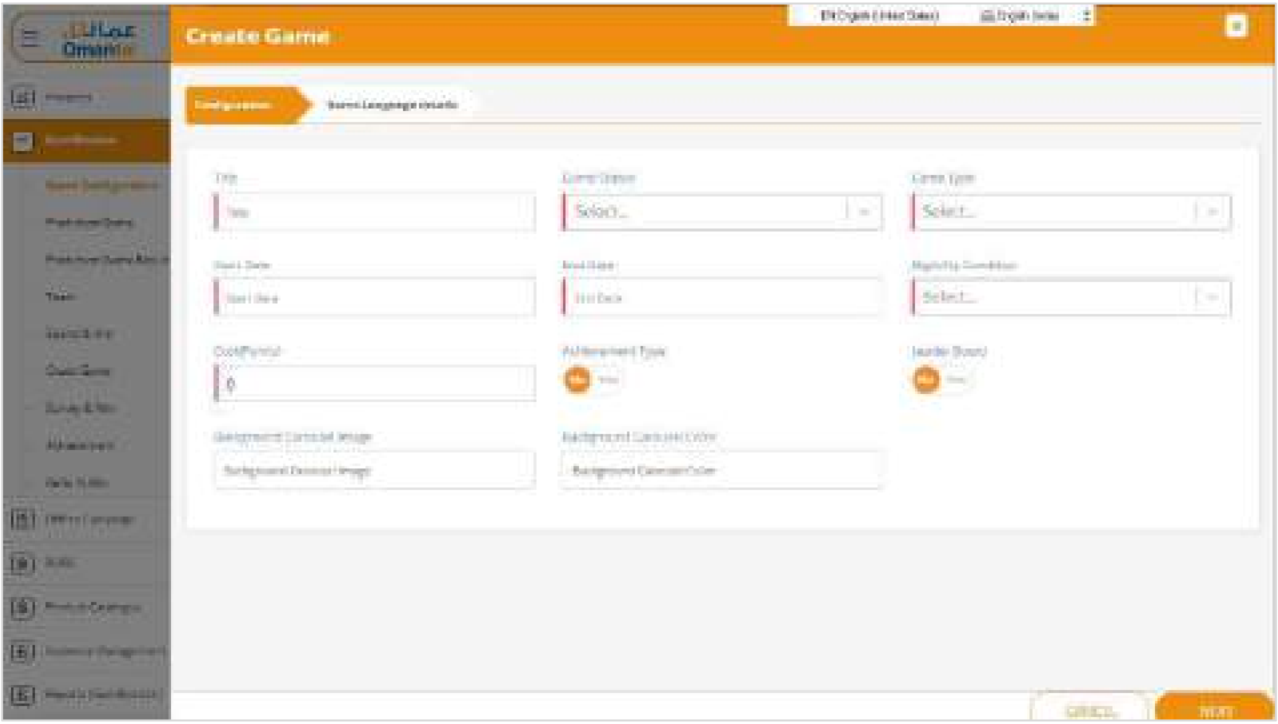


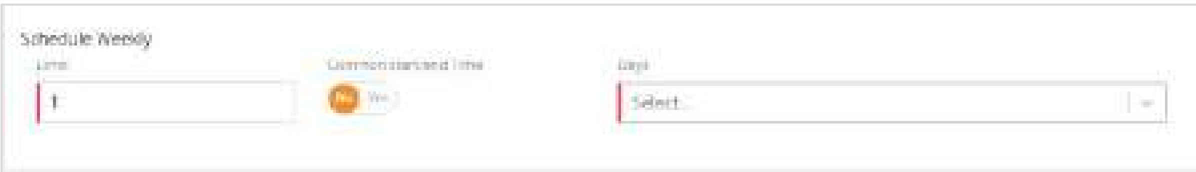
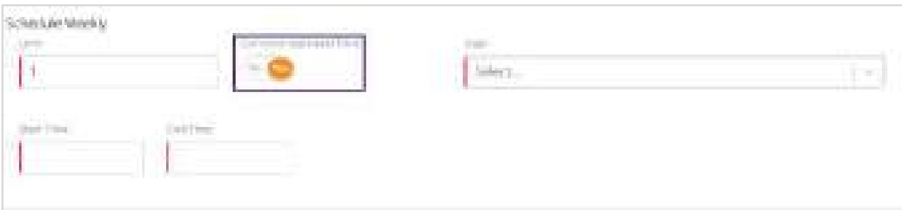
Figure 424 Create Game – Definition Input Screen

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.

<table>
<tr><th>Field</th><th>Description</th></tr>
<tr><td>Background Carousel Color</td><td>Select a field to select a solid background color. This can be used as an alternative if no image is provided.</td></tr>
<tr><td>Line Type</td><td>Select the target customers based on their service type.</td></tr>
<tr><td>Life Time Limit</td><td>Enter the maximum number of times a single user can participate in this survey throughout its entire duration.</td></tr>
<tr><td>Hide on Reward Exhausted</td><td>When set to Yes, the survey will automatically be hidden from users once all the associated rewards have been claimed.</td></tr>
<tr><td>Feedback Image URL</td><td>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.</td></tr>
<tr><td colspan="2">Schedule Type- Daily
If “Daily” is selected as Schedule Type, then the following screen is displayed.

</td></tr>
<tr><td>Daily</td><td>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.</td></tr>
<tr><td colspan="2">Schedule Type- Weekly
If “Weekly” is selected as Schedule Type, then the following screen is displayed.

</td></tr>
<tr><td>Weekly</td><td>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.

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</td></tr>
</table>

Field	Description
	20th hour; refer to the following screen.  You can select the Weekday with the Start and End times of the game.
Schedule Type- Monthly If "**Monthly**" is selected as Schedule Type, then the following screen is displayed. 	
Monthly	• **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. **Note**: You can select multiple days. • **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.

3. After providing the required details, click **Next** to navigate to the **Game Language Details** Tab. The following **Game Language** tab is displayed.

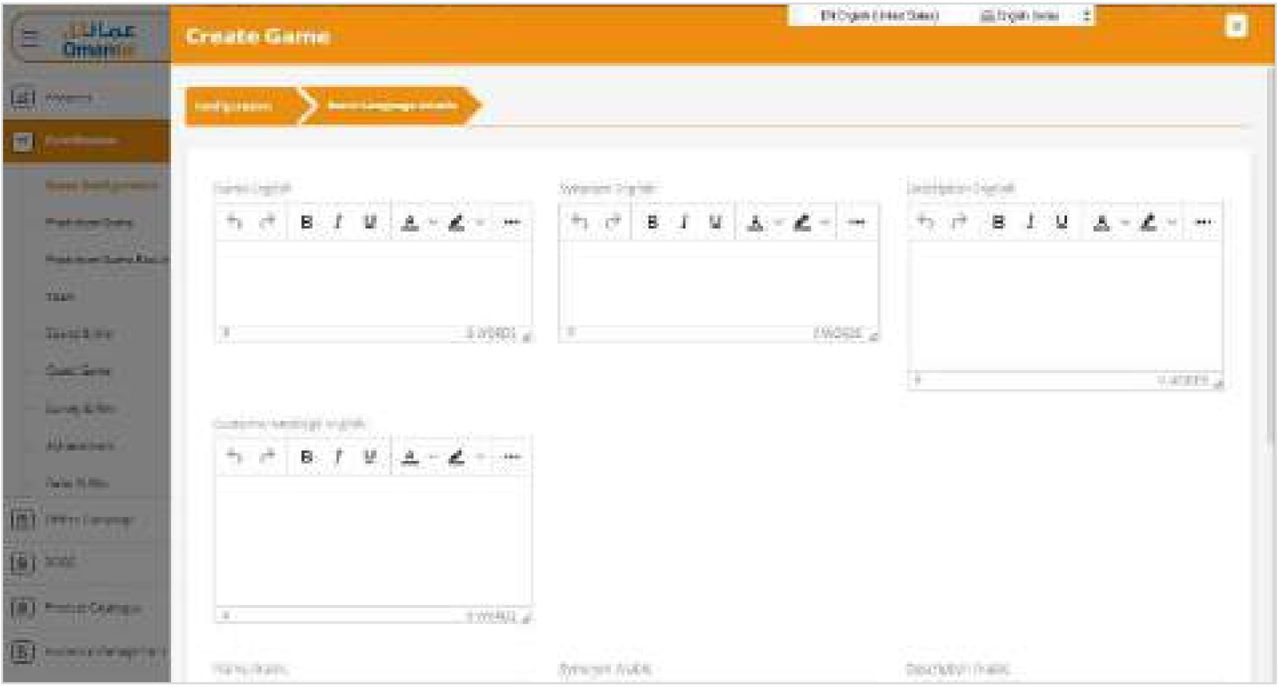


Figure 425 Create Game – Game Language Details

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.

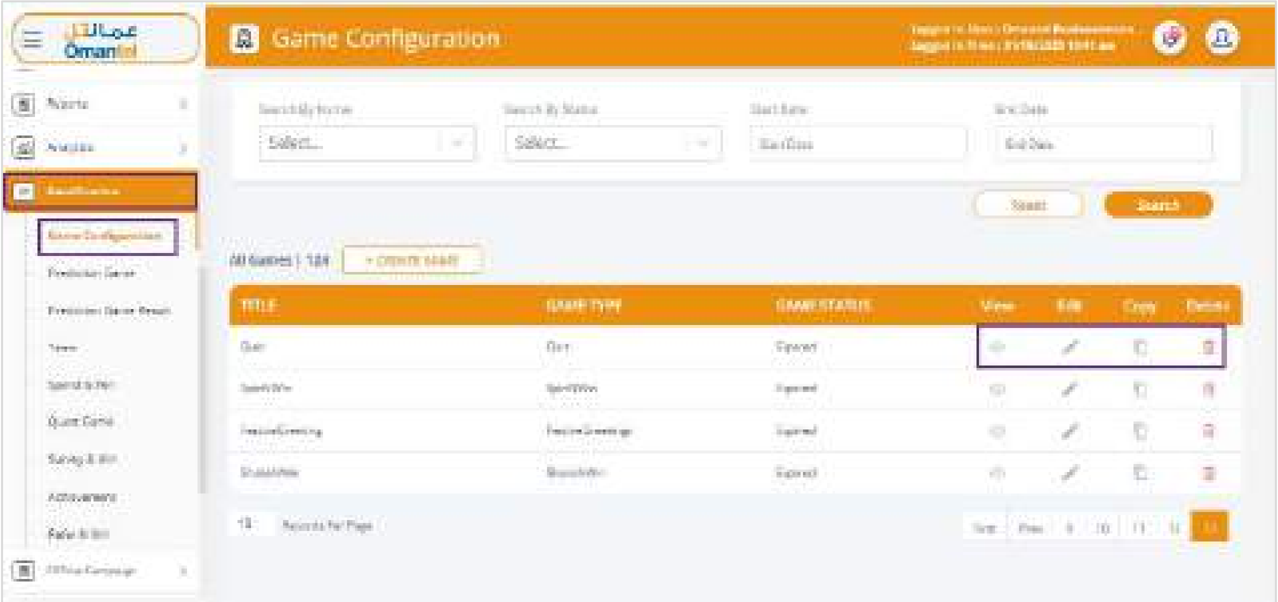


Figure 426 Game Configuration – View, Modify, Copy, and Delete Operations

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.

1. On the side menu, click **Gamification**>> **Spend & Win** to view the details of the spend and win. Refer to the following screen.

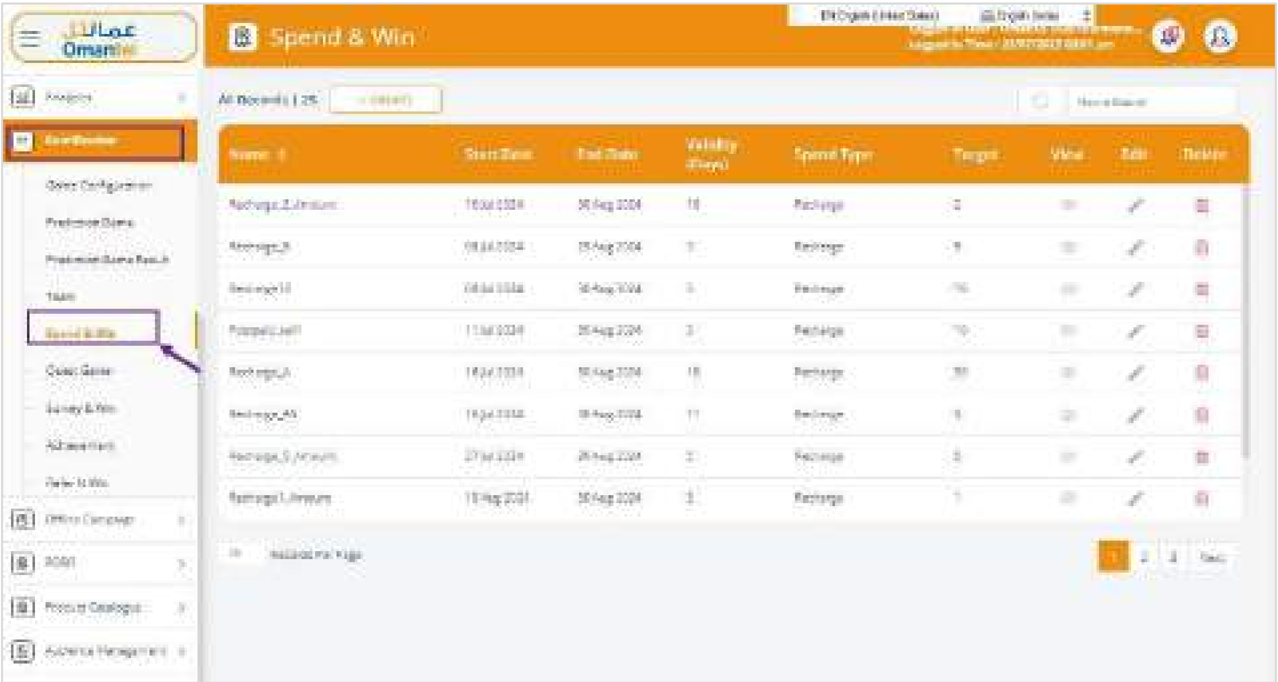


Figure 427 Gamification – Spend & Win

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.

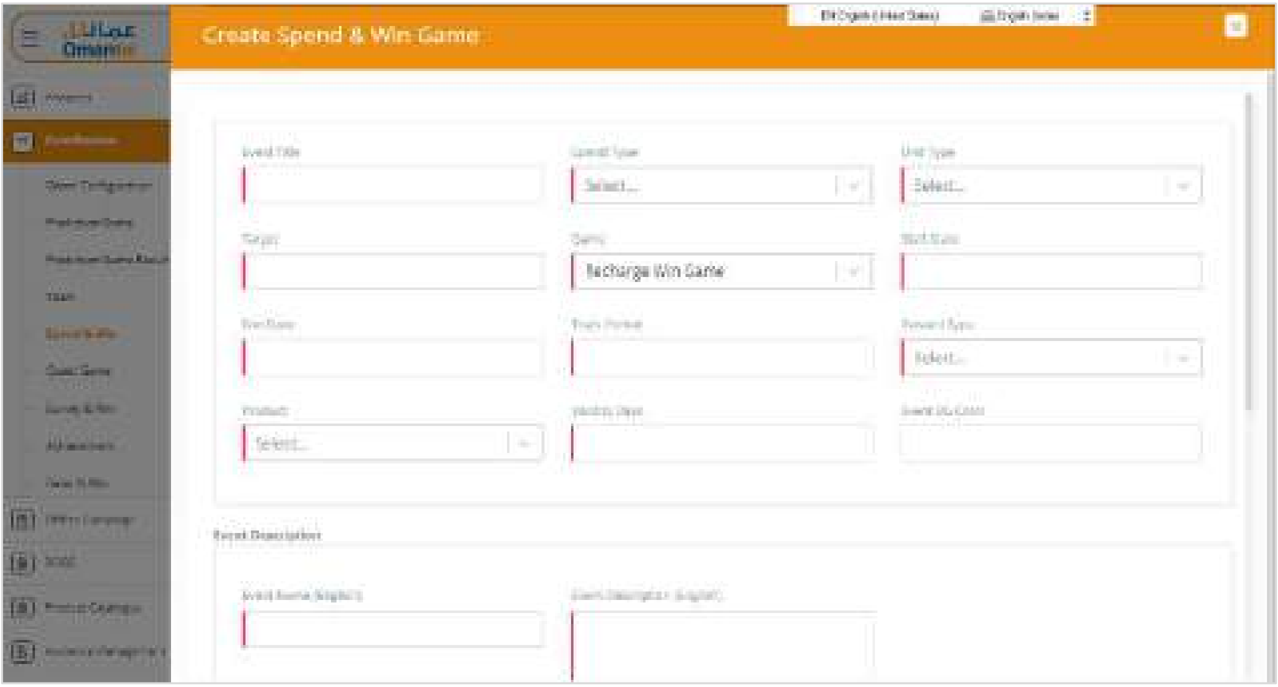


Figure 428 Create Spend & Win Game – Definition Input Screen

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. • 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 the game event in the corresponding field. • 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	Click the **Choose File** button to upload the image of the spend and win event game. After uploading the image, the name of the file is displayed.

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.

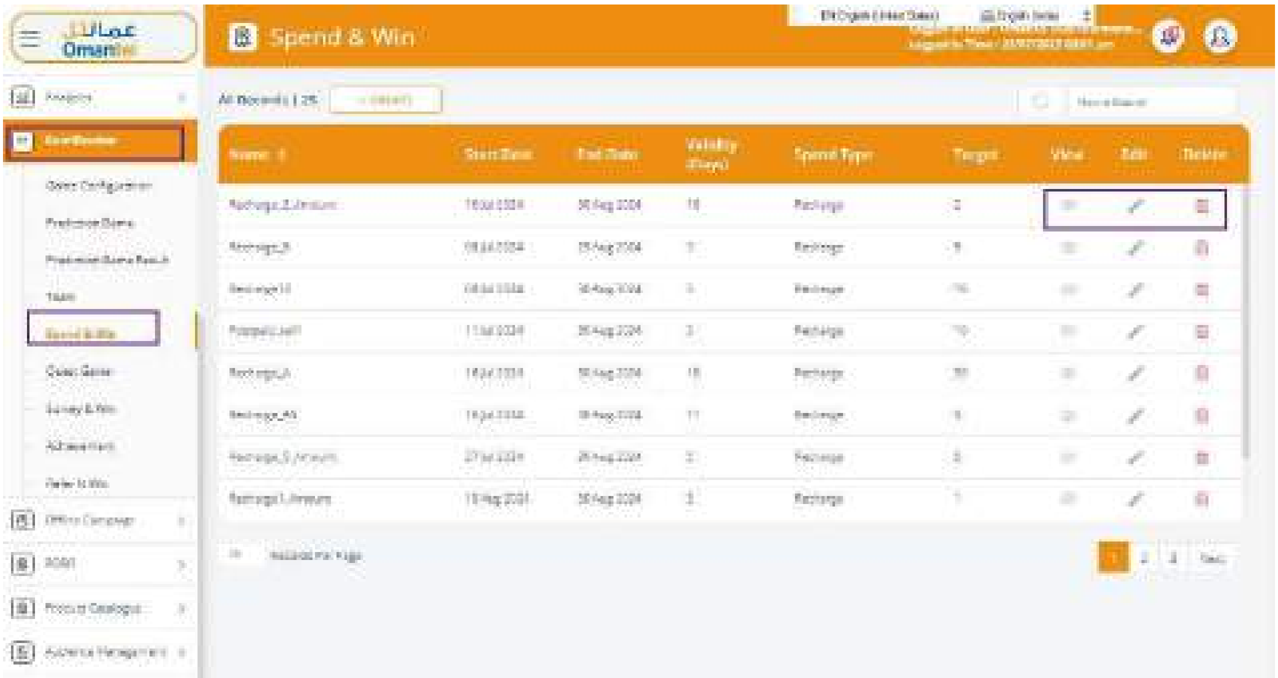


Figure 429 Spend & Win – View, Modify and Delete Operations

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.

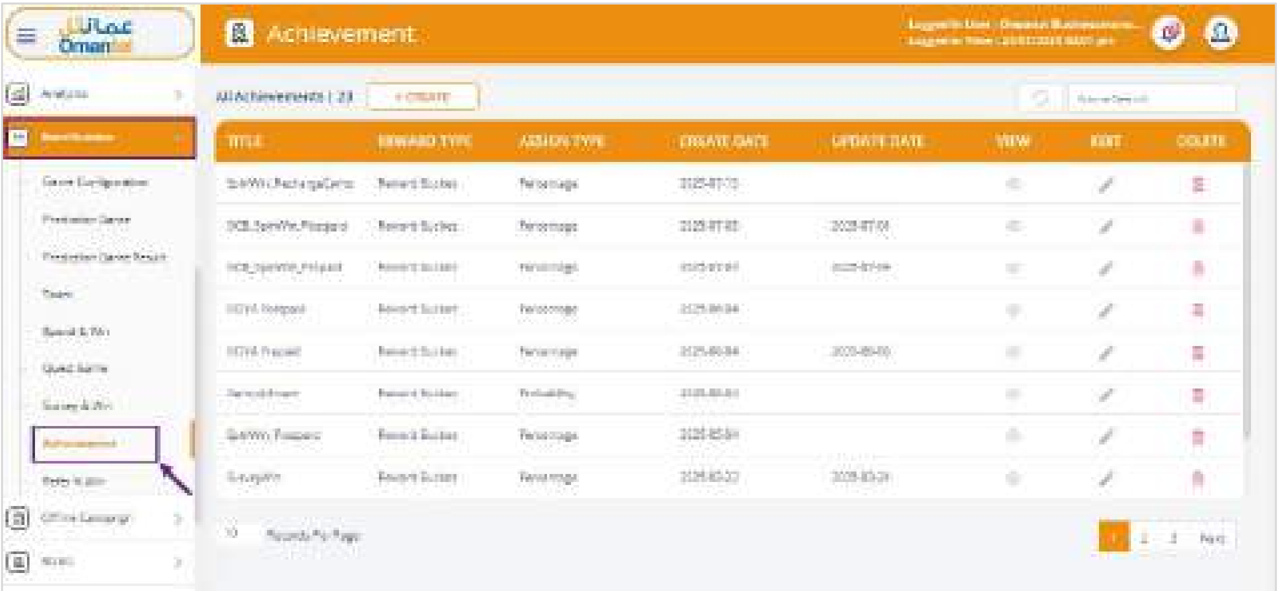


Figure 430 Gamification –Achievement

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.

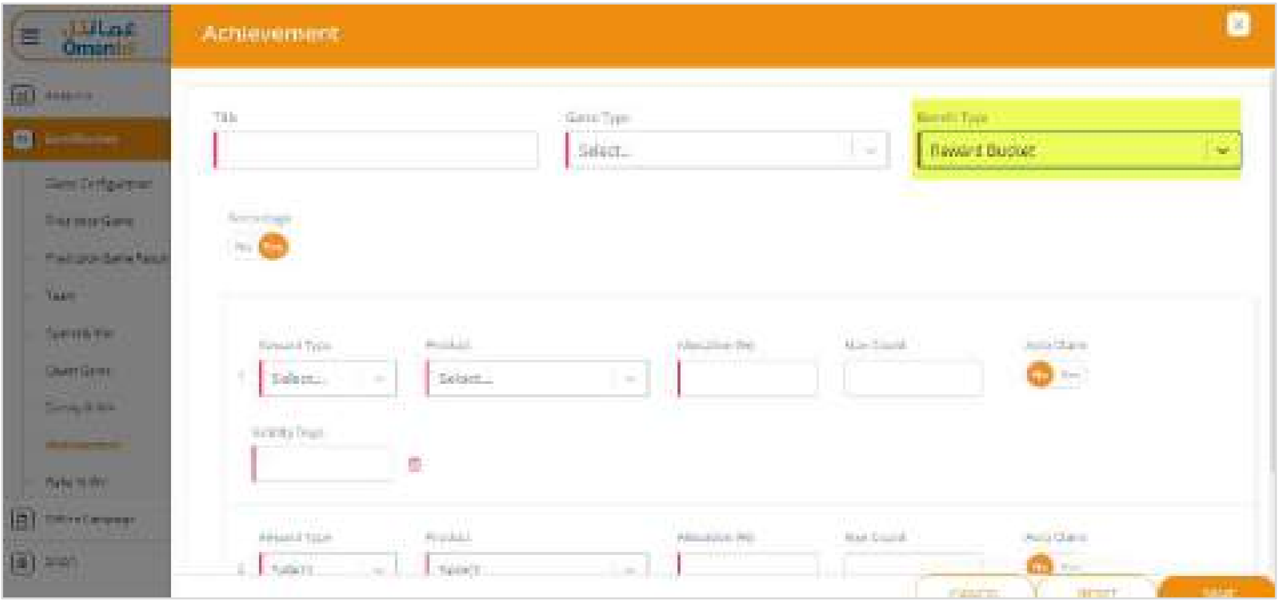


Figure 431 Create Achievement – Reward Bucket Details Screen

Note: If "**Direct Benefit**" is selected in the drop-down list of Reward Type, the following screen will be displayed.

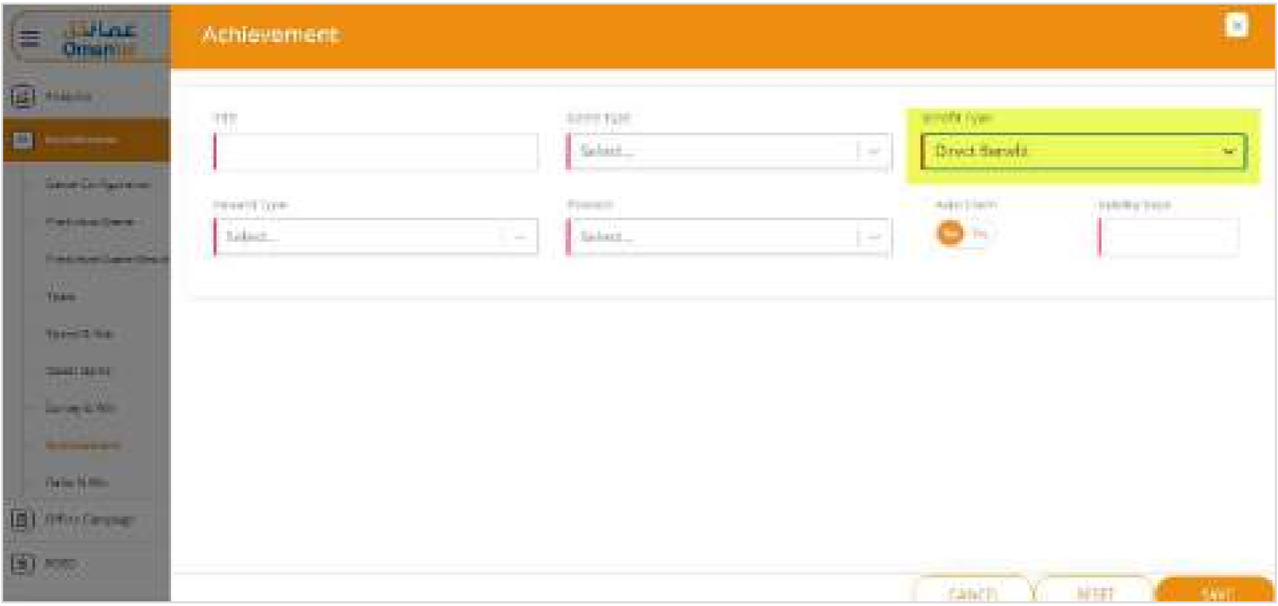
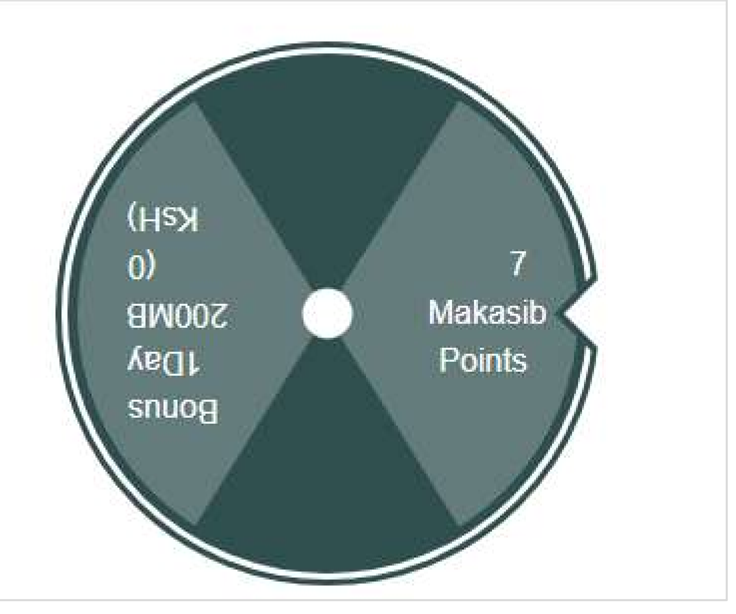


Figure 432 Create Achievement – Direct Benefit Details Screen

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: • Reward Bucket

Fields	Description
	• Direct Benefit.
Percentage	To turn the percentage on or off, click **Percentage** on the Create Achievement menu. Determines if the achievement reward allocation is based on a percentage **Note**: This field will be displayed after selecting the **Reward Bucket** in the drop-down list of the Reward Type.
Random	To turn Random on or off, click **Random** on the Create Achievement menu. Indicates whether the reward distribution for this achievement will be random. **Note**: This field will be displayed after selecting the **Reward Bucket** in the drop-down list of the Reward Type.
Probability	To turn Random on or off, click **Probabilit**y on the Create Achievement menu. Indicates if the reward allocation involves probability. **Note**: This field will be displayed after selecting the **Reward Bucket** in the drop-down list of the Reward Type.
Reward Type	Select the rewards type in the drop-down list. The following are the available rewards: • Reward • Campaign Offer • Telco Offers **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**".
Product	Select the product from the drop-down list.
Allocation (%)	Enter the percentage of the total reward pool or a certain allocation for this specific reward. **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**". • Click ▲ to increase the percentage. • Click ▼ to decrease the percentage.
Hourly Limit	Enter the hourly limit of the rewards. **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**". • Click ▲ to increase the limit. Click ▼ to decrease the limit.
Daily Limit	Enter the daily limit of the rewards.

Fields	Description
	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**".
Max Count	Enter the maximum number of times this particular reward can be given out for this achievement. • Click to increase the count. • Click to decrease the count.
Validity Days	The number of days for which the claimed reward will be valid from the time it's awarded
Auto Claim	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.
Slot Multiplier	Enter the factor that multiplies the number of slots available for rewards of certain rewards. This field becomes non-editable if "Reload" is enabled. **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**".
Total Lot Size	Indicates the sum of all "Lot Sizes" configured for the individual rewards below.
Reload	Turn the Reload to "**Yes**" to reload the achievement or its associated rewards after they are exhausted.
Preview	To turn the preview on or off, click **Preview** under the **Achievement** menu. Two products must be selected to preview the achievement. **Note**: This field will be displayed after selecting the **Reward Bucket** in the drop-down list of the Reward Type. After selecting the product, the following screen will be displayed. 

- 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.

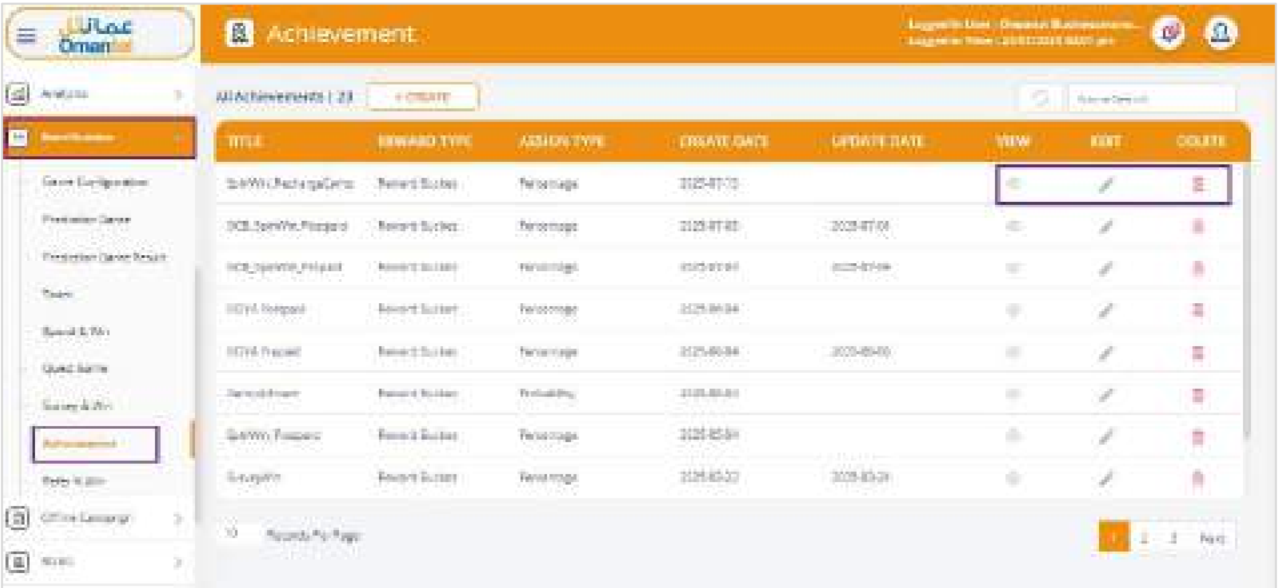


Figure 433 Achievement – View, Modify and Delete Operations

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.

1. 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.

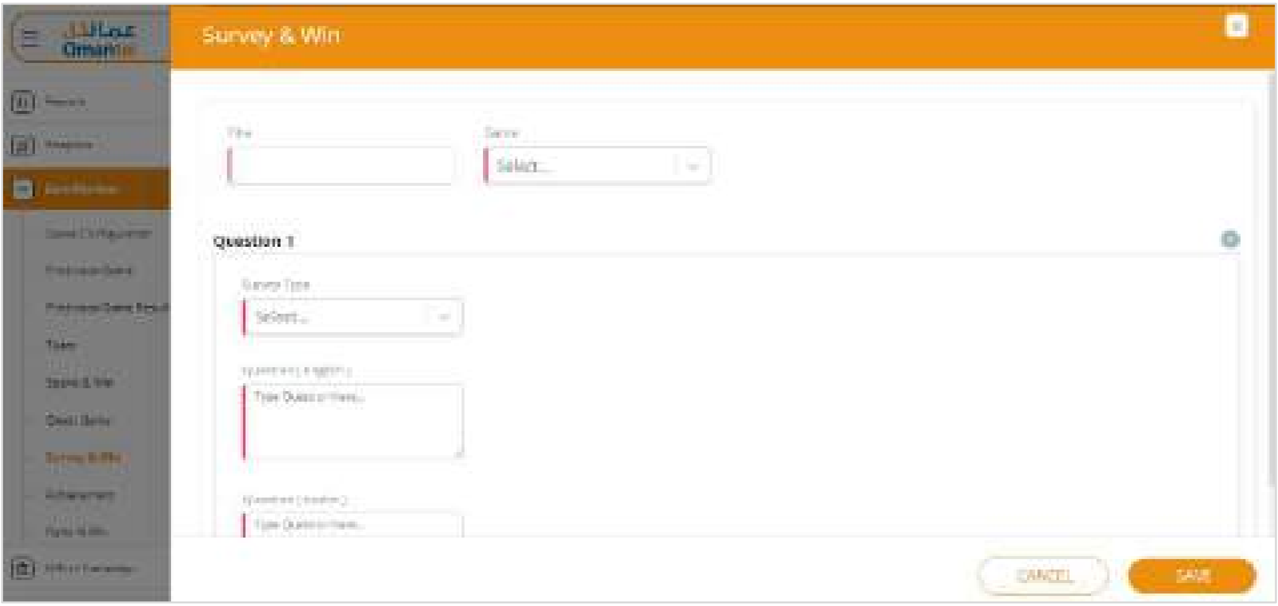


Figure 435 Create Survey & Win Game Input Screen

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	Select the survey type in the drop-down list. The following are the survey types available: • Quiz • Feedback • Rating
Question (English & Arabic)	Enter or type the question in this field.
Option 1(English & Arabic)	Enter question 1 in this field. **Note**: This field displays if "**Quiz**" is selected in the drop-down list of the Survey Type.
Option 2 (English & Arabic)	Enter question 2 in this field. **Note**: This field displays if "**Quiz**" is selected in the drop-down list of the Survey Type. • Click the **Add** button to add multiple options.
Rating Type	Select the rating type in the drop-down list. For example, "Value". **Note**: This field displays if "**Rating**" is selected in the drop-down list of the Survey Type.
Minimum Rating	Select the minimum rating in the drop-down list. For example, "1". **Note**: This field displays if "**Value**" is selected in the drop-down list of the Rating Type.
Maximum Rating	Select the maximum rating in the drop-down list. For example, "5". **Note**: This field displays if "**Value**" is selected in the drop-down list of the Rating Type.

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.

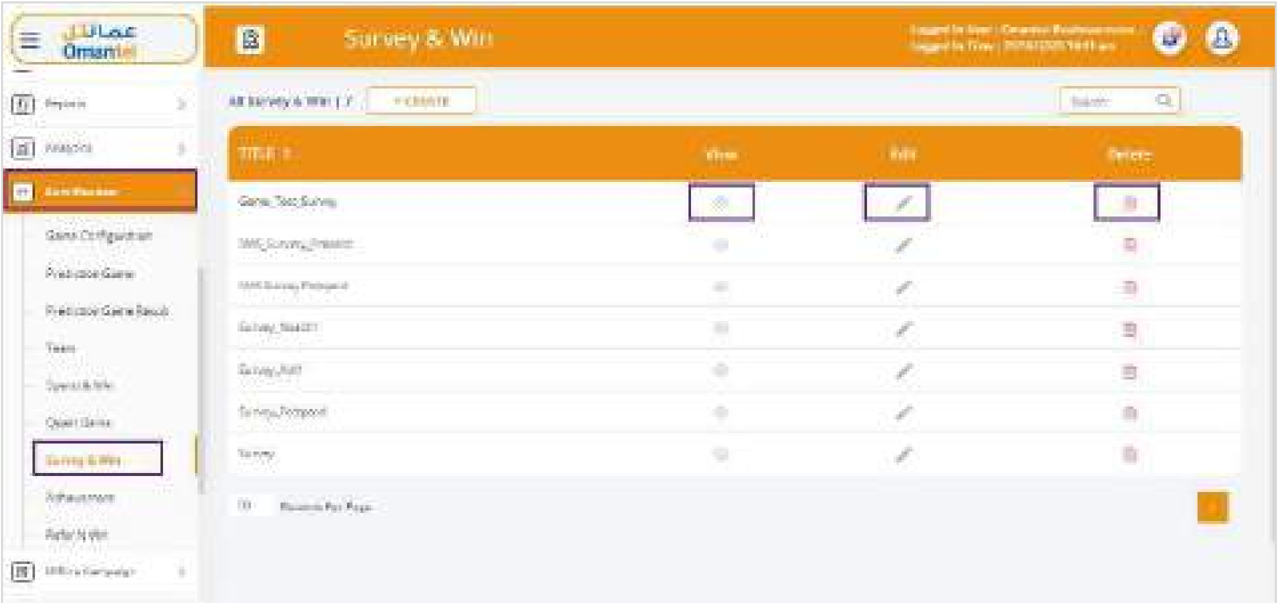


Figure 436 Survey & Win – View, Modify and Delete Operations

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.

1. On the side menu, click **Gamification**>> **Prediction Game** to view the details of the prediction game. Refer to the following screen.

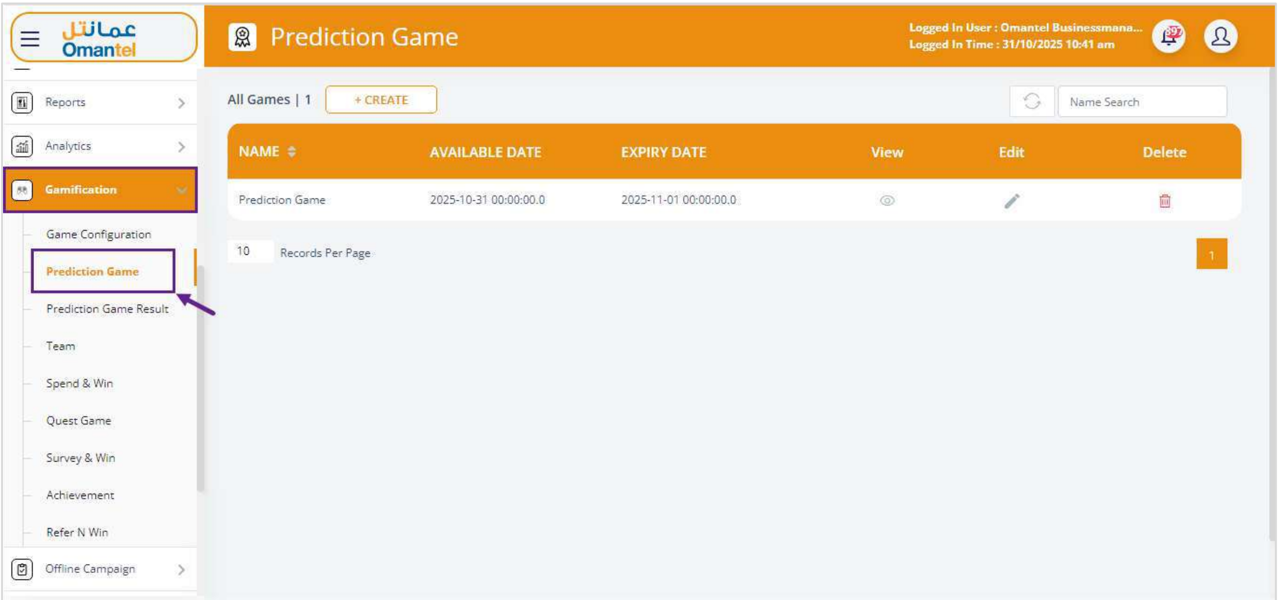


Figure 437 Gamification – Prediction Game

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.

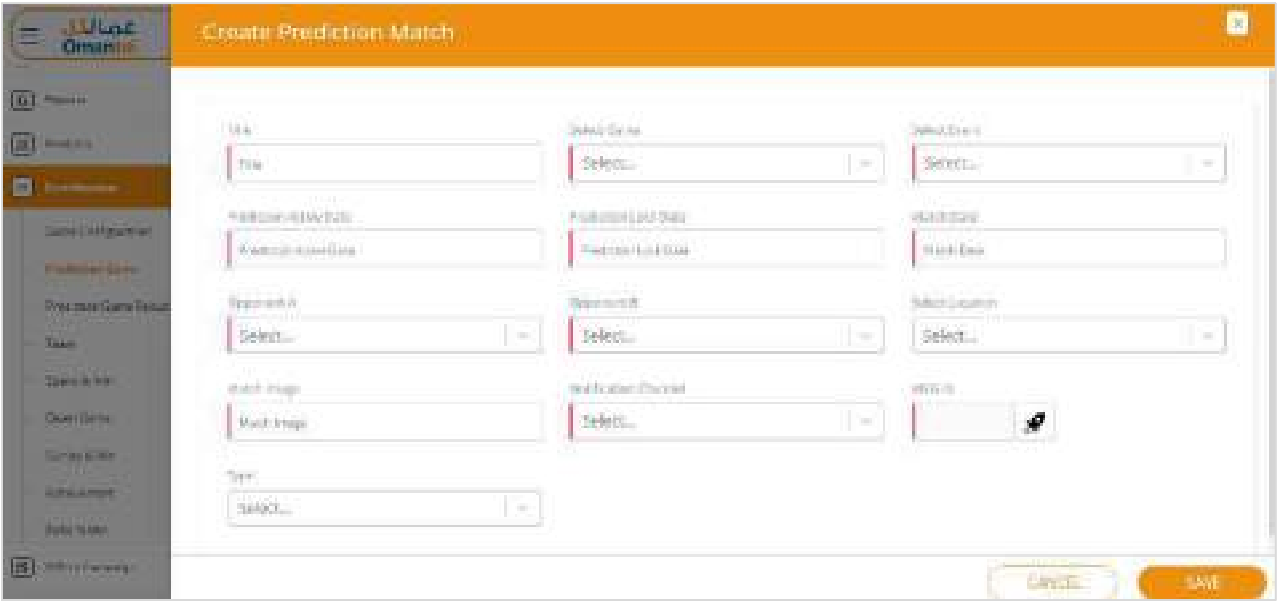
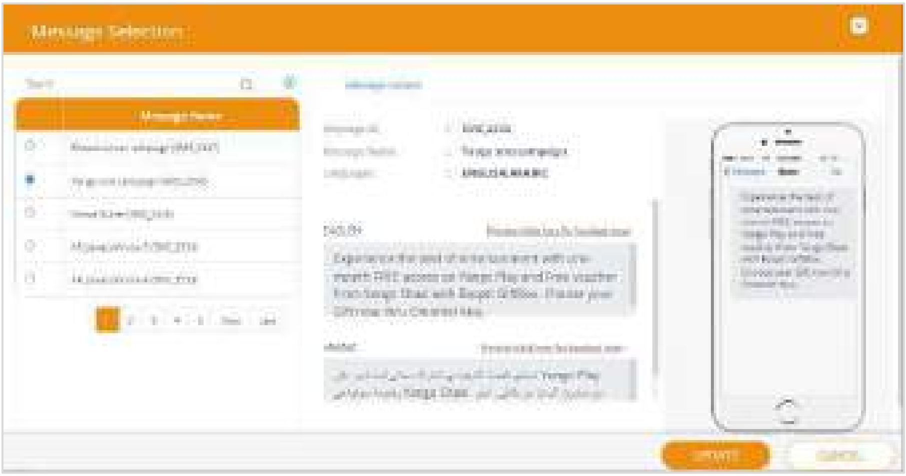


Figure 438 Create Prediction Game – Definition Input Screen

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	Select the Message ID linked to the notification template used for communication. • Select to select the message. The following screen will be displayed.  • Select the Message that needs to be sent to the user. The following screen will be displayed.  The selected message details will be displayed, and click **Update** will save the action.

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.

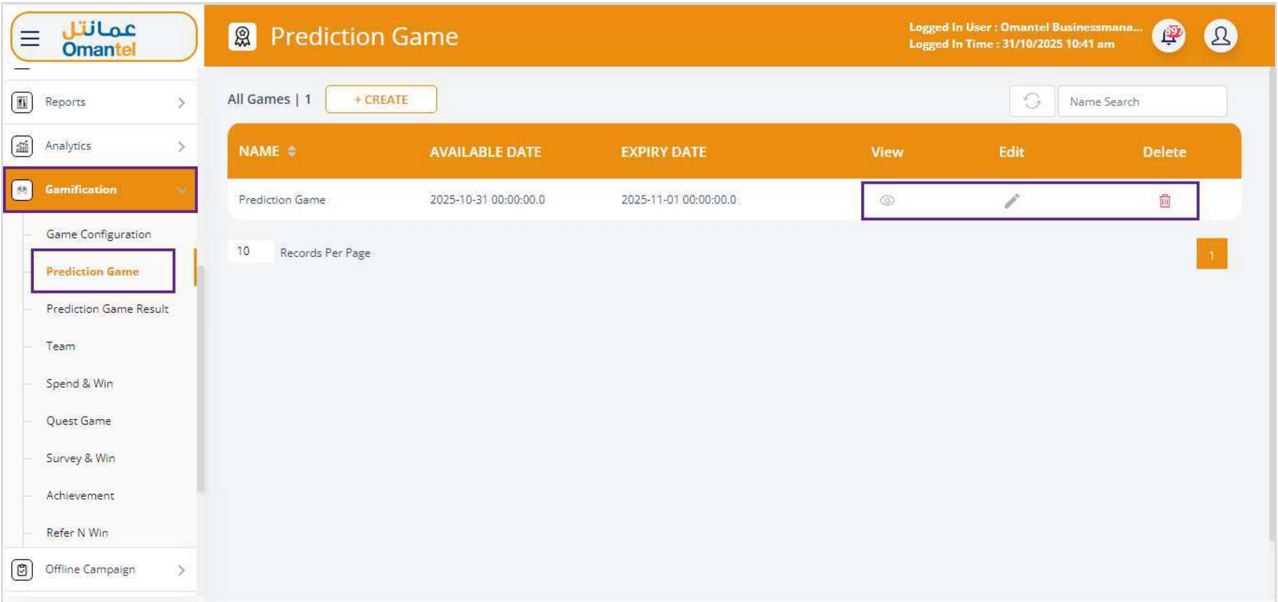


Figure 439 Prediction Game – View, Modify and Delete Operations

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,

1. On the side menu, click **Gamification**>> **Prediction Game Result** to view the details of the prediction game result. Refer to the following screen.

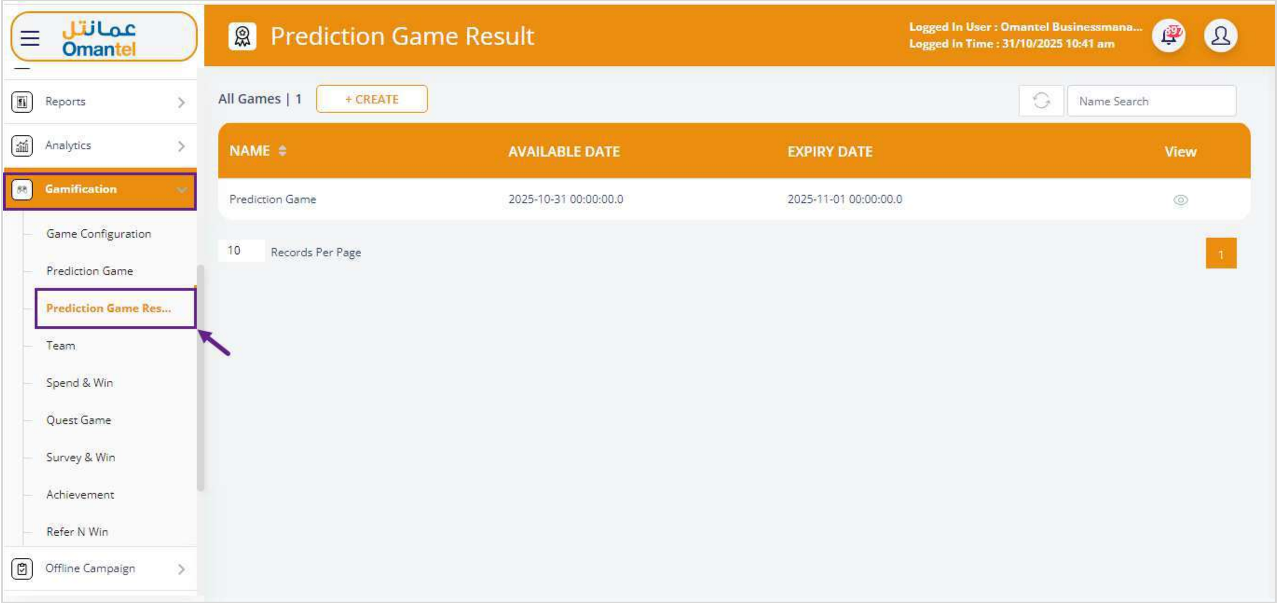


Figure 440 Gamification – Prediction Game Result

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.

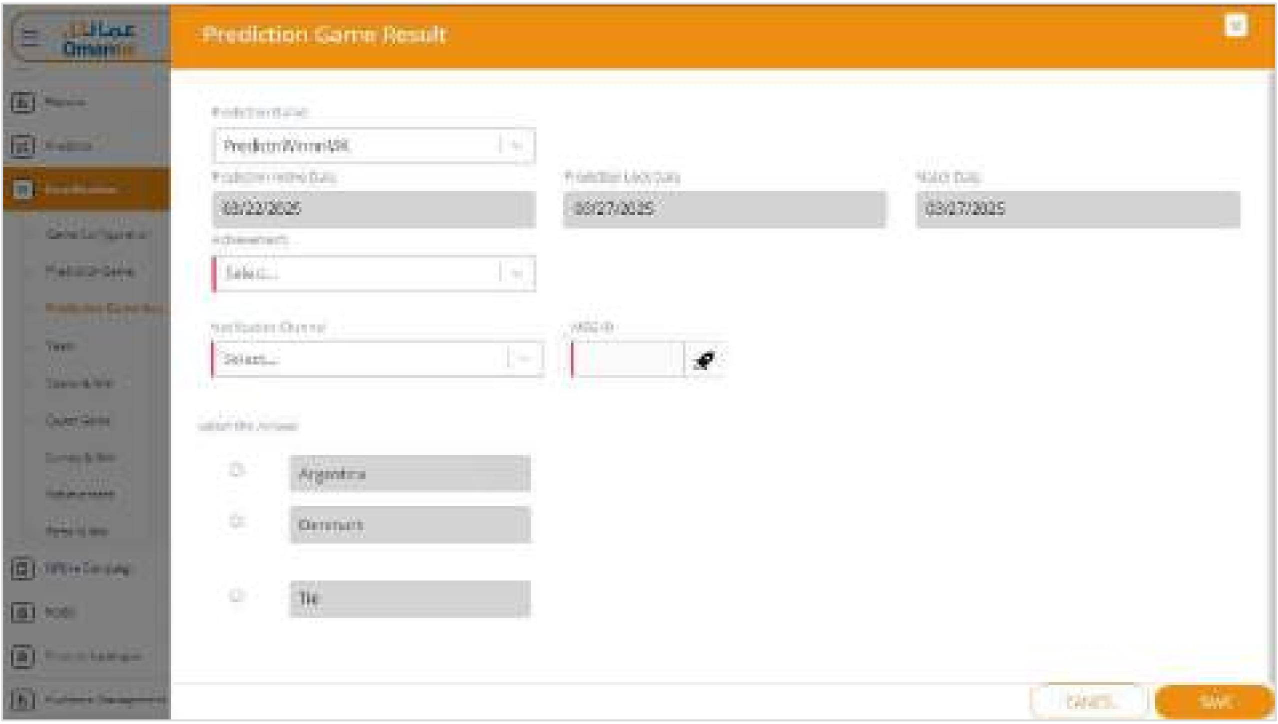
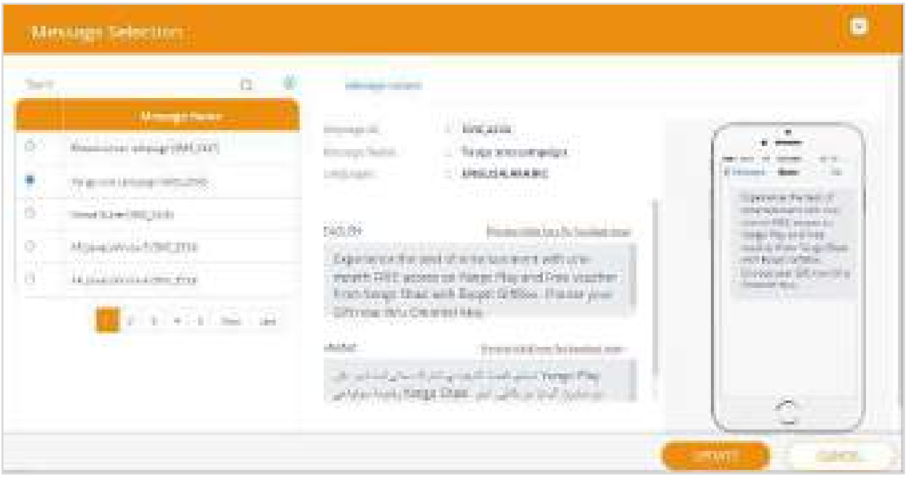


Figure 442 Prediction Game Result– Definition Input Screen

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	Select the Message ID corresponding to the notification template used for sending match results to participants. • Select to select the message. The following screen will be displayed.  • Select the Message that needs to be sent to the user. The following screen will be displayed.  The selected message details will be displayed, and click **Update** will save the action.
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.

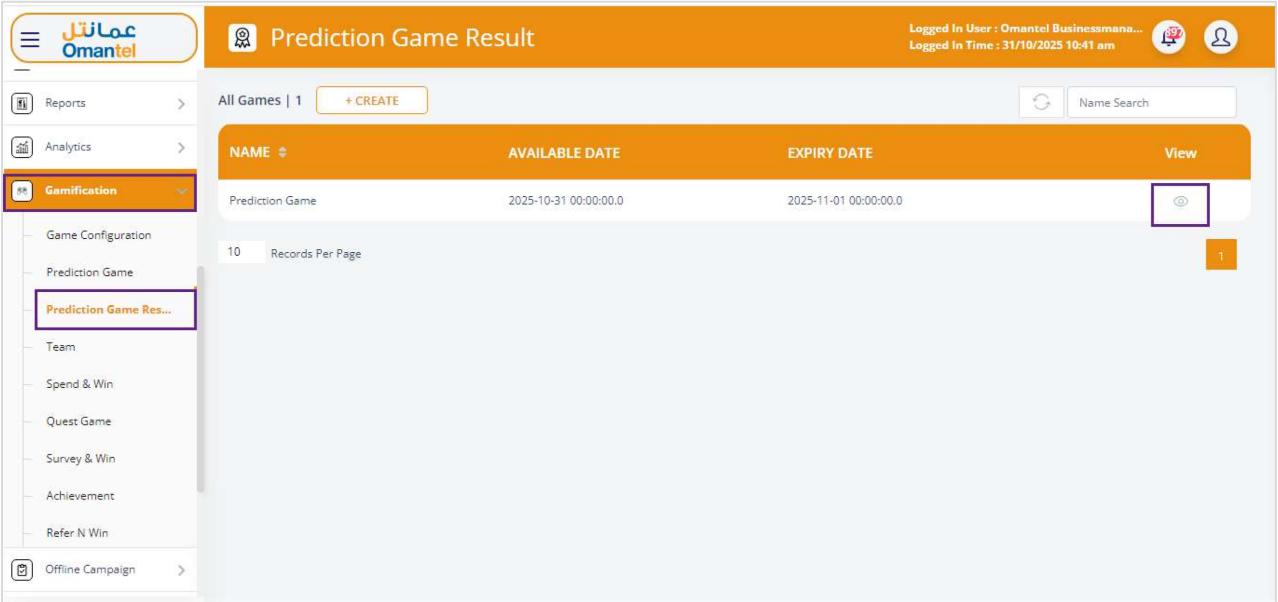


Figure 443 Prediction Game Result – View Button

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.

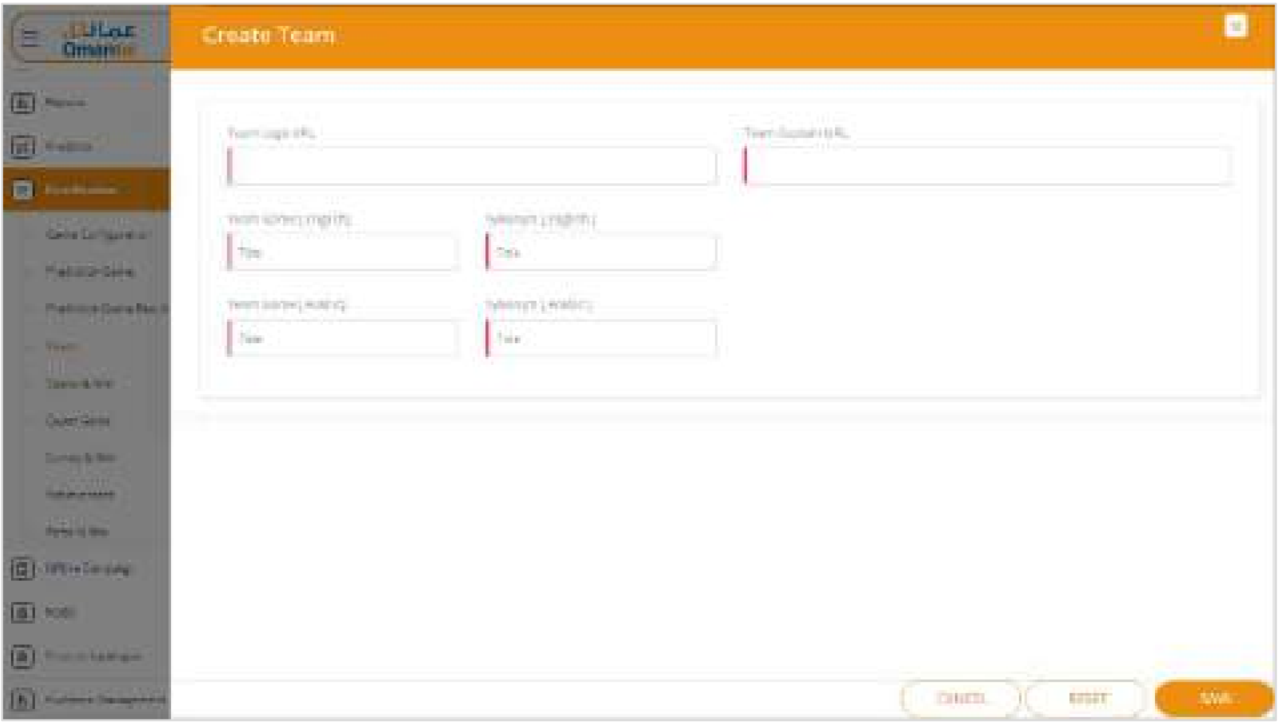


Figure 445 Create Team– Definition Input Screen

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.

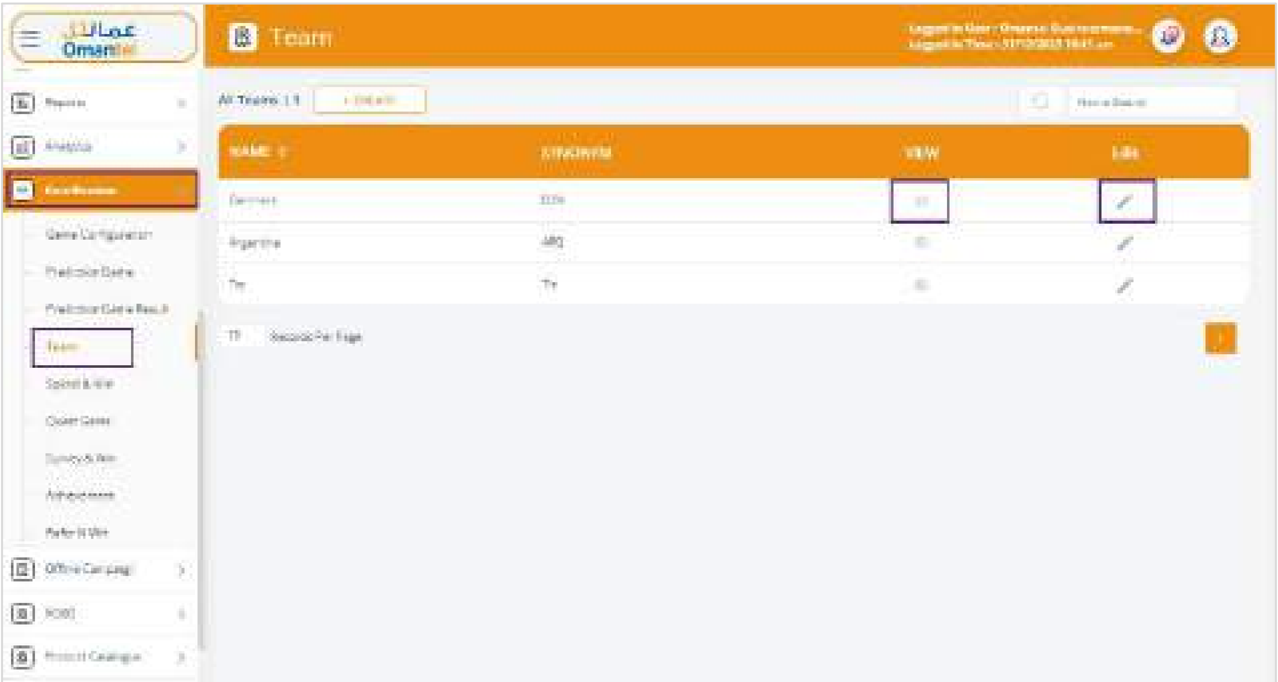


Figure 446 Team – View and Modify Operations

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.

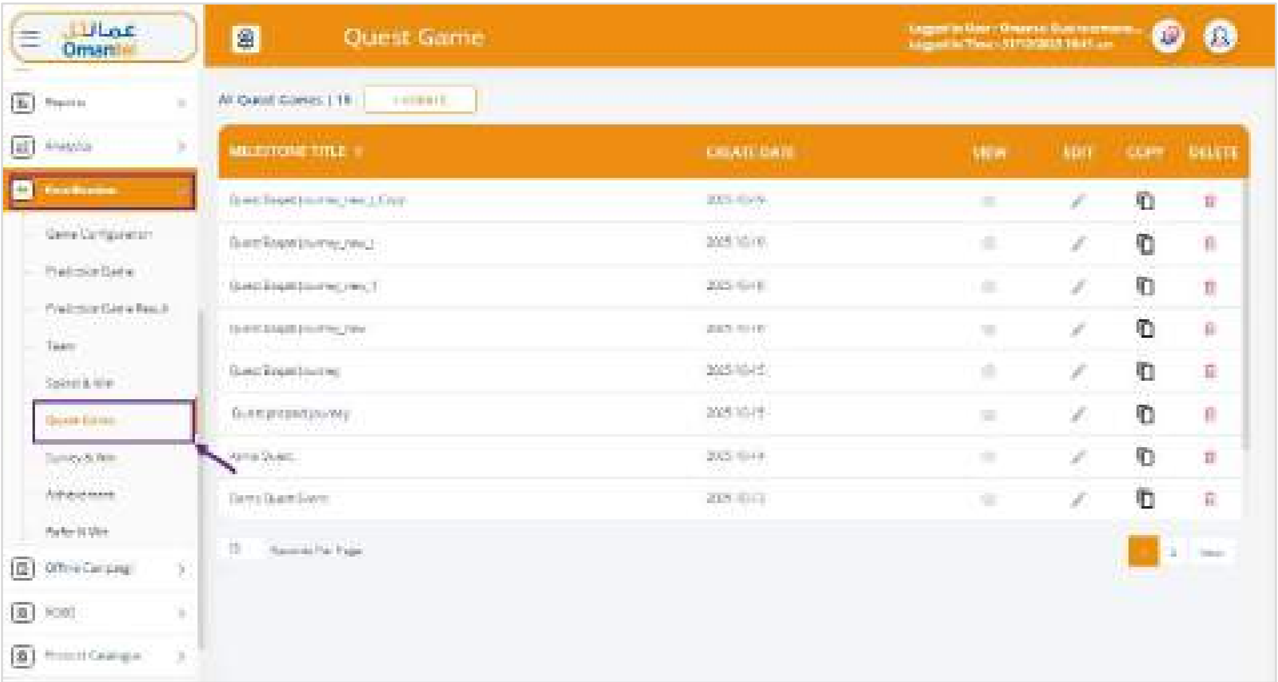


Figure 447 Gamification – Quest Game

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.

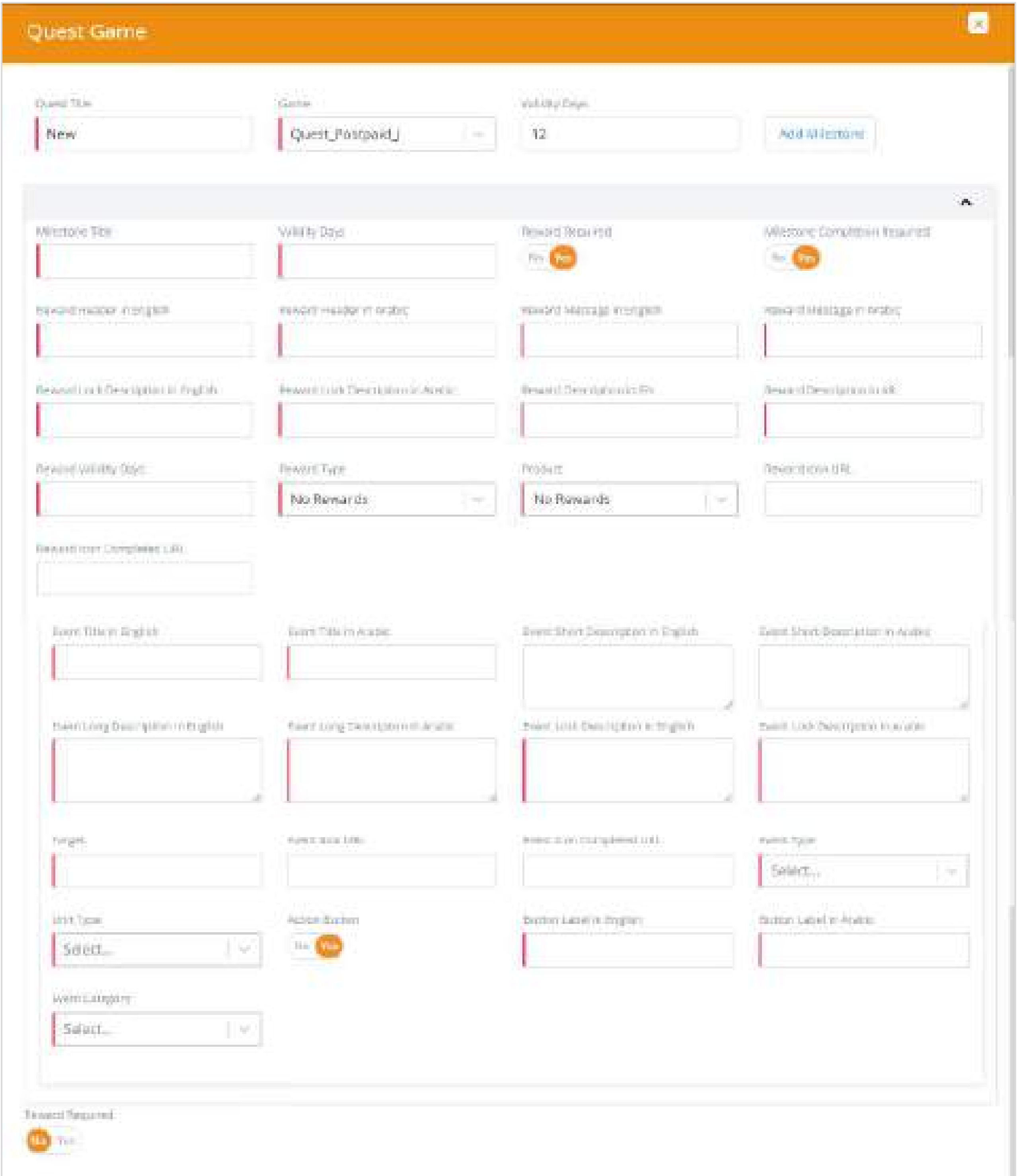


Figure 448 Create Quest Game– Definition Input Screen

6. 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	Enter the total number of days the quest will remain active and available for users to participate. • 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	Select "**Reward Required** to "**Yes**" if completing the milestone. Or Select "**No**" if no reward is associated.
Milestone Completion Required	Select "**Milestone Completion Required**" to "**Yes**" if users must complete the milestone to progress. Or Select "**No**" if no milestone completion is required.
Reward Header in English	Enter the header for the reward (English version). **Note**: This field is displayed only when "**Reward Required**" is set to "**Yes**."
Reward Header in Arabic	Enter the header for the reward (Arabic version). **Note**: This field is displayed only when "**Reward Required**" is set to "**Yes**."
Reward Message in English	Enter the descriptive message that will be displayed to users in English when they earn a reward. **Note**: This field is displayed only when "**Reward Required**" is set to "**Yes**."
Reward Message in Arabic	Enter the same descriptive message in Arabic for bilingual display. **Note**: This field is displayed only when "**Reward Required**" is set to "**Yes**."
Reward Lock Description in English	Describe the locked state of the reward in English. **Note**: This field is displayed only when "**Reward Required**" is set to "**Yes**."
Reward Lock Description in Arabic	Enter the same lock description in Arabic. **Note**: This field is displayed only when "**Reward Required**" is set to "**Yes**."
Reward Description in EN	Enter the detailed reward description in English. **Note**: This field is displayed only when "**Reward Required**" is set to "**Yes**."
Reward Description in AR	Enter the detailed reward description in Arabic. **Note**: This field is displayed only when "**Reward Required**" is set to "**Yes**."
Reward Validity Days	Specify how long the earned reward remains valid for redemption or use. **Note**: This field is displayed only when "**Reward Required**" is set to "**Yes**."
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.

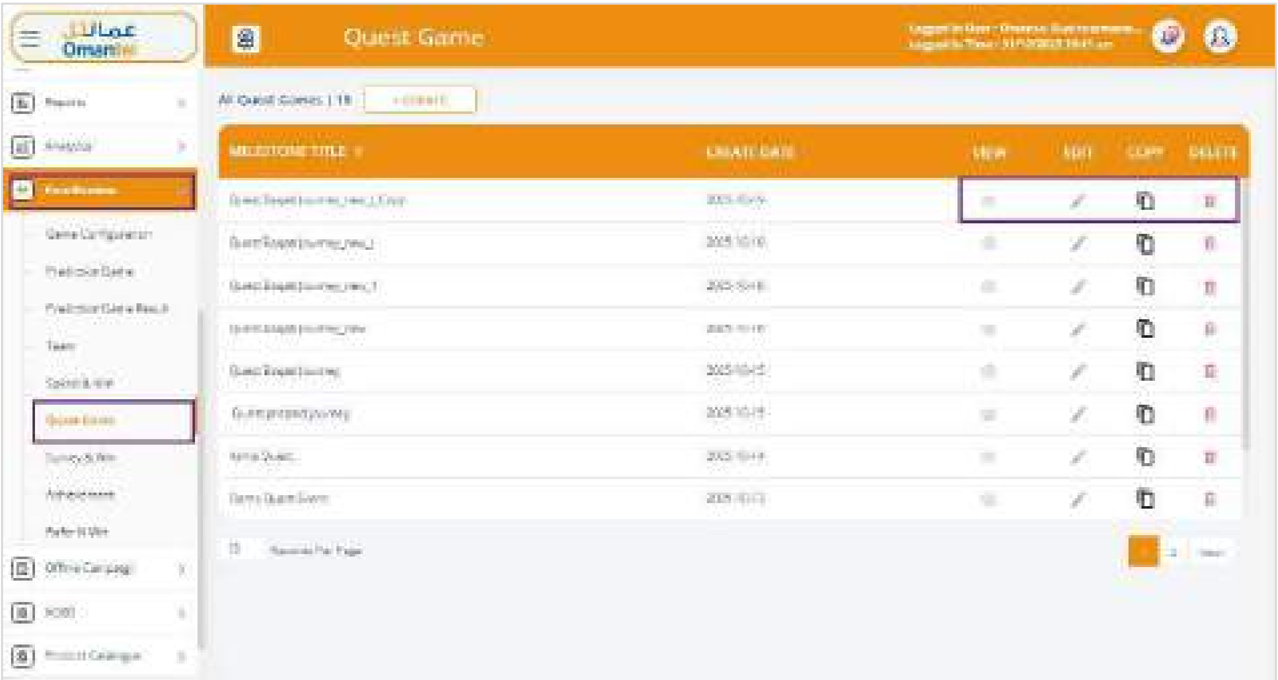


Figure 449 Quest Game – View, Modify, Copy, and Delete Operations

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.

8. On the side menu, click **Gamification**>> **Refer N Win** to view the game details. Refer to the following screen.

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.

9. 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.

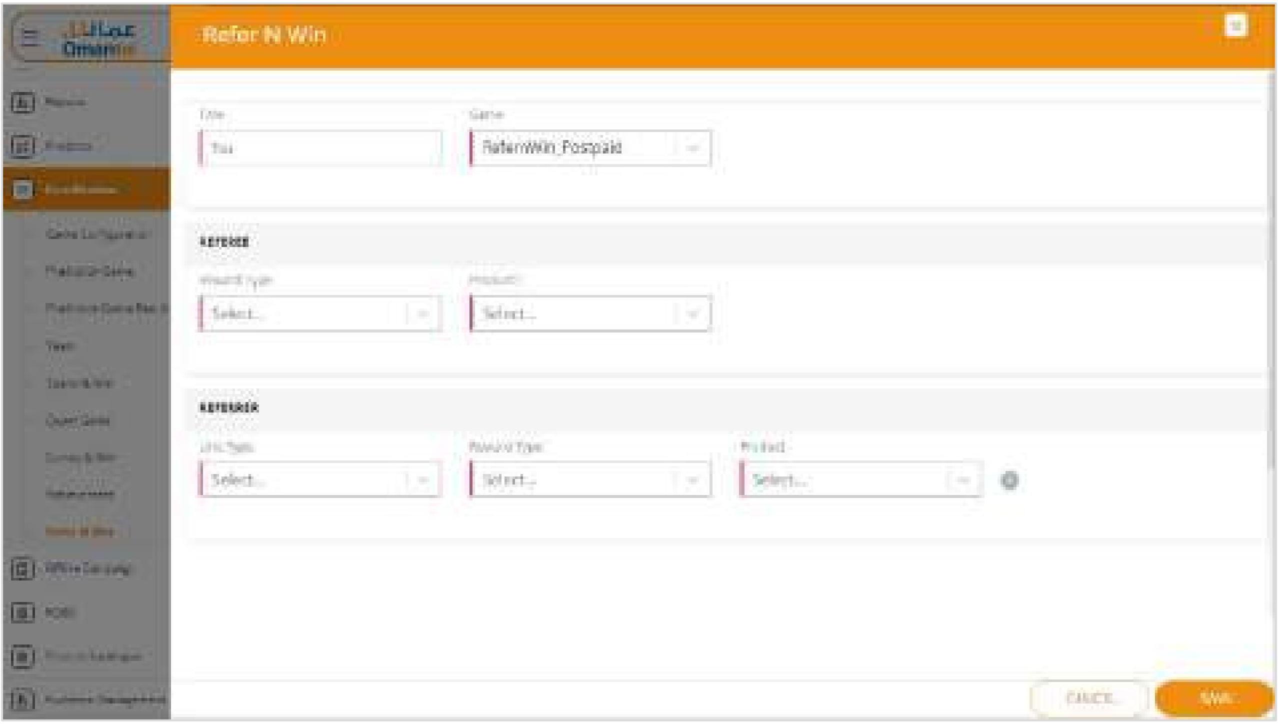


Figure 451 Create Refer N Win – Definition Input Screen

10. 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	Choose the product associated with the referrer's reward from the drop-down list. • 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.

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.

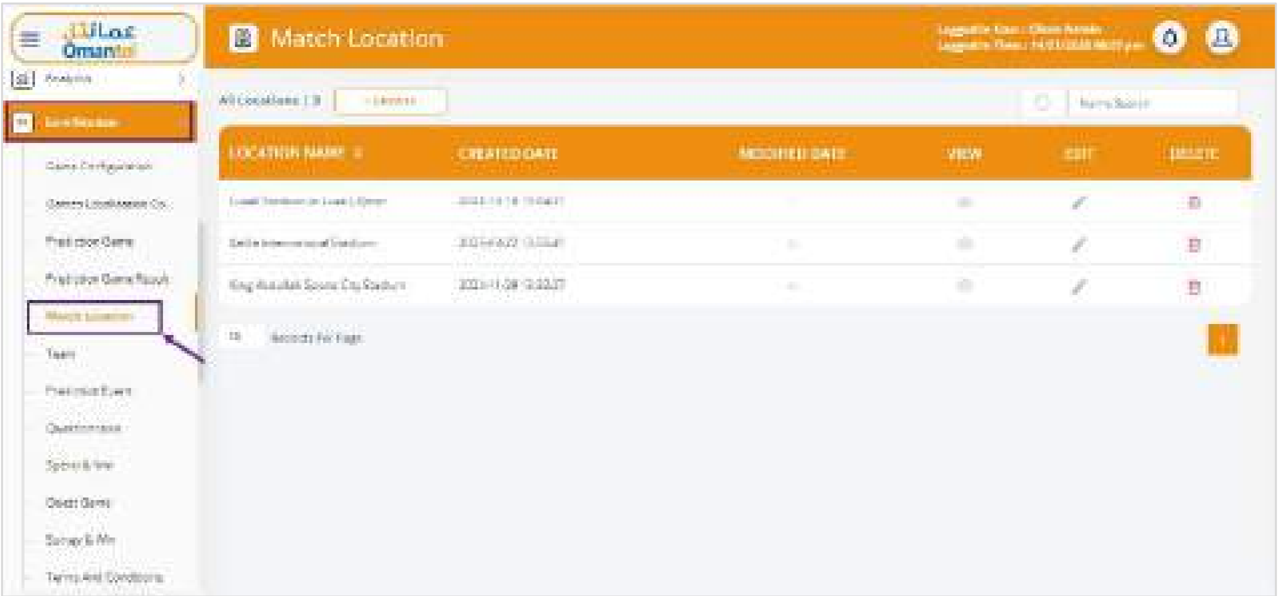


Figure 453 Gamification – Match Location

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.

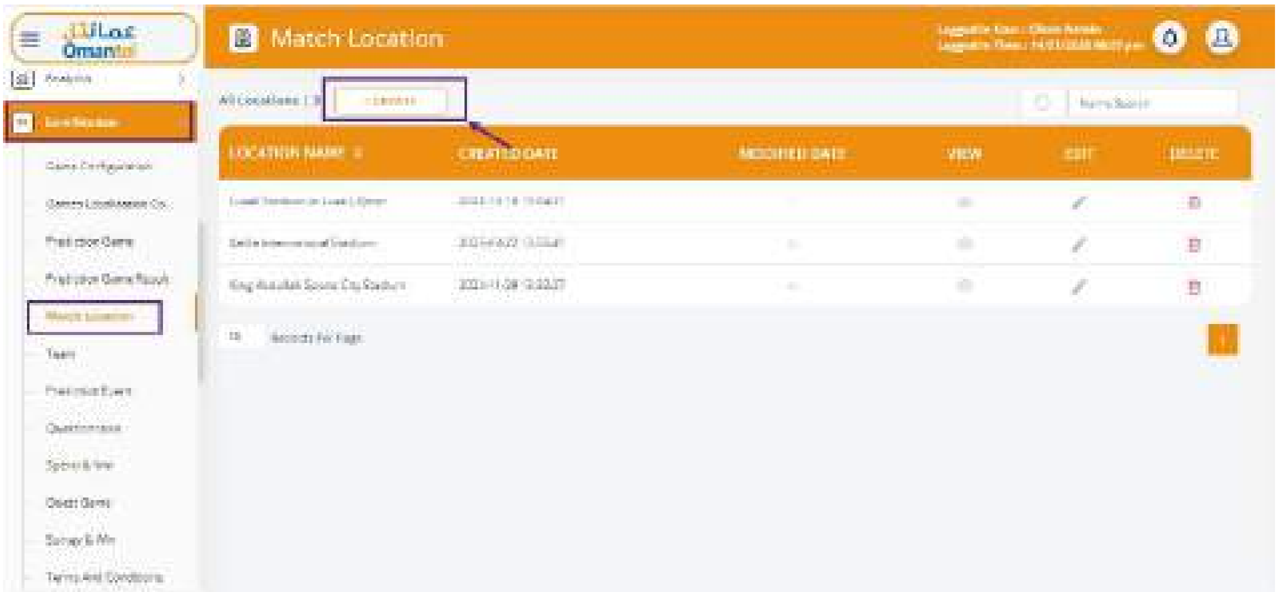


Figure 454 Match Location – Create Button

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

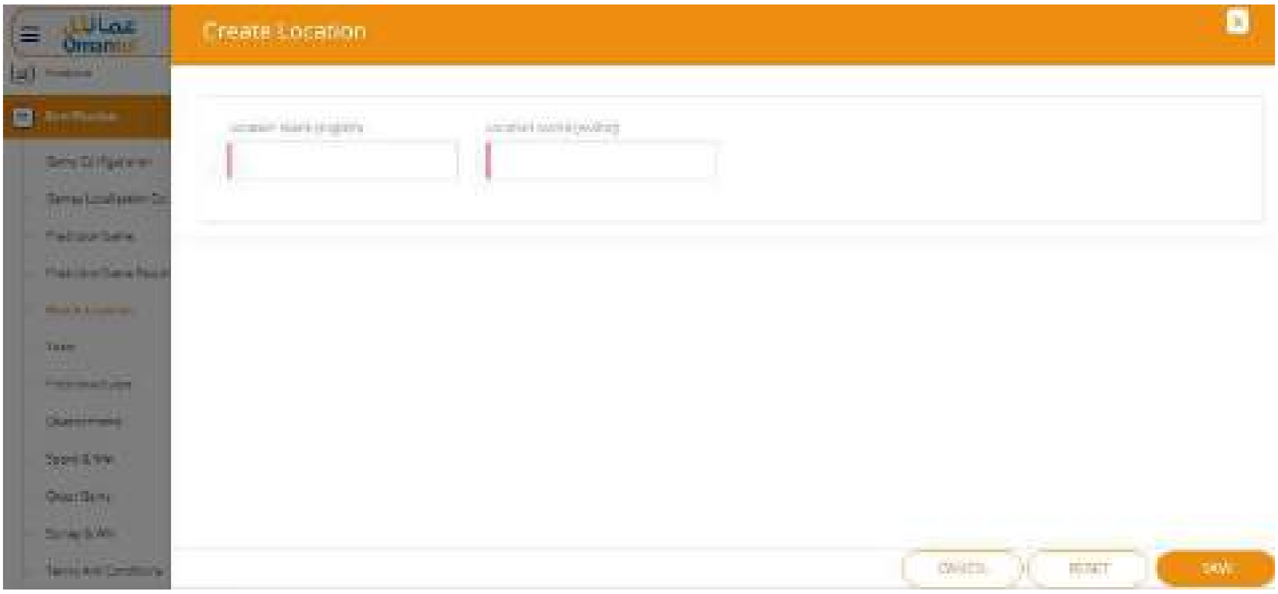


Figure 455 Create Location Input Screen

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.

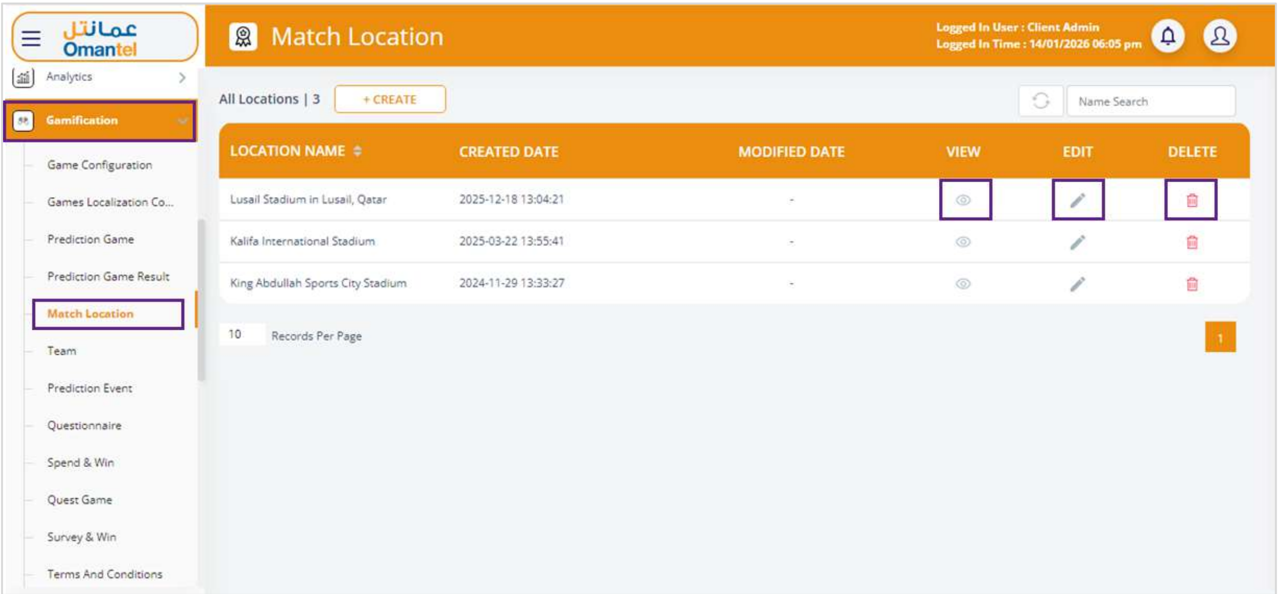


Figure 456 Match Location – View, Modify and Delete Operations

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.

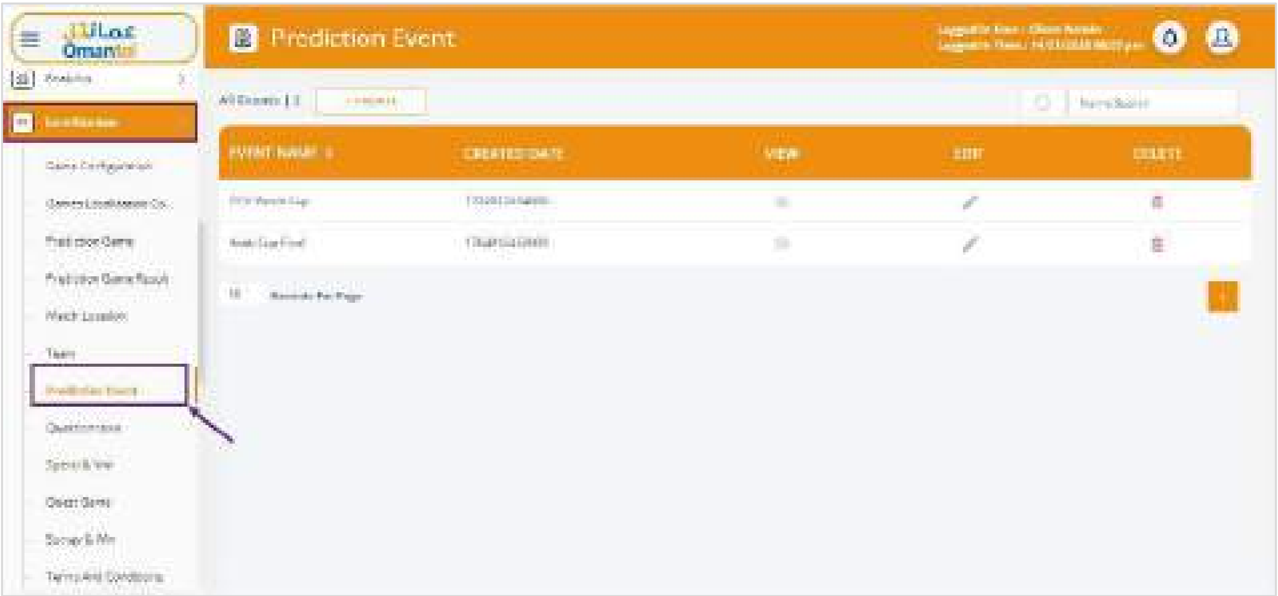


Figure 457 Configuration – Prediction Event

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.

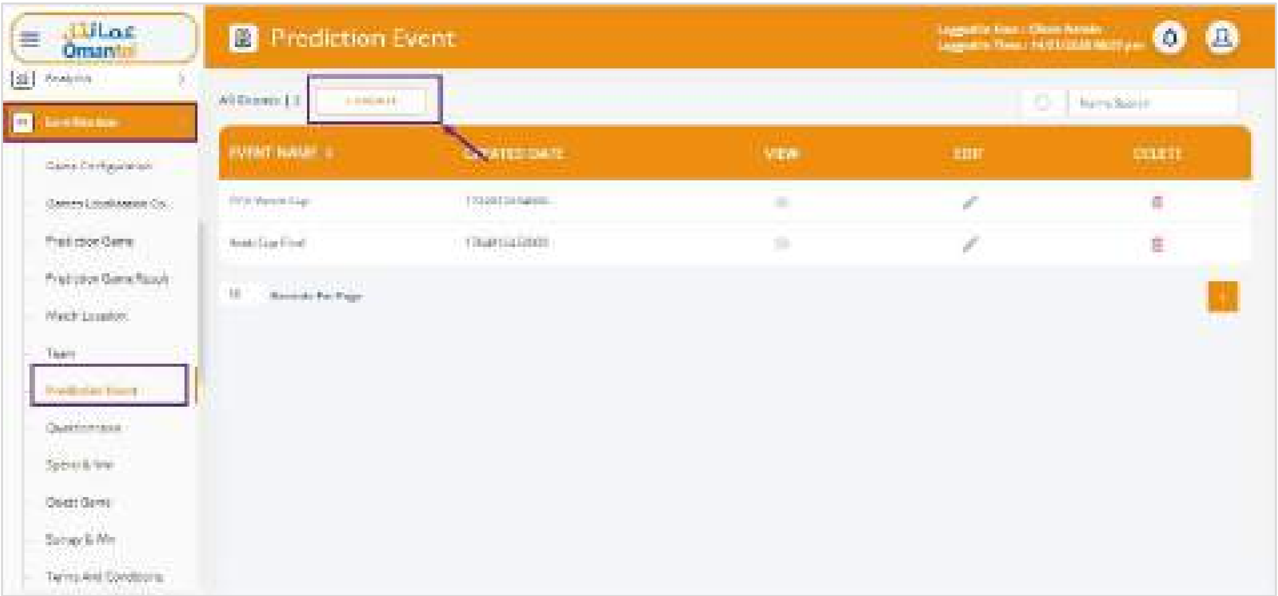


Figure 458 Prediction Event- Create Button

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

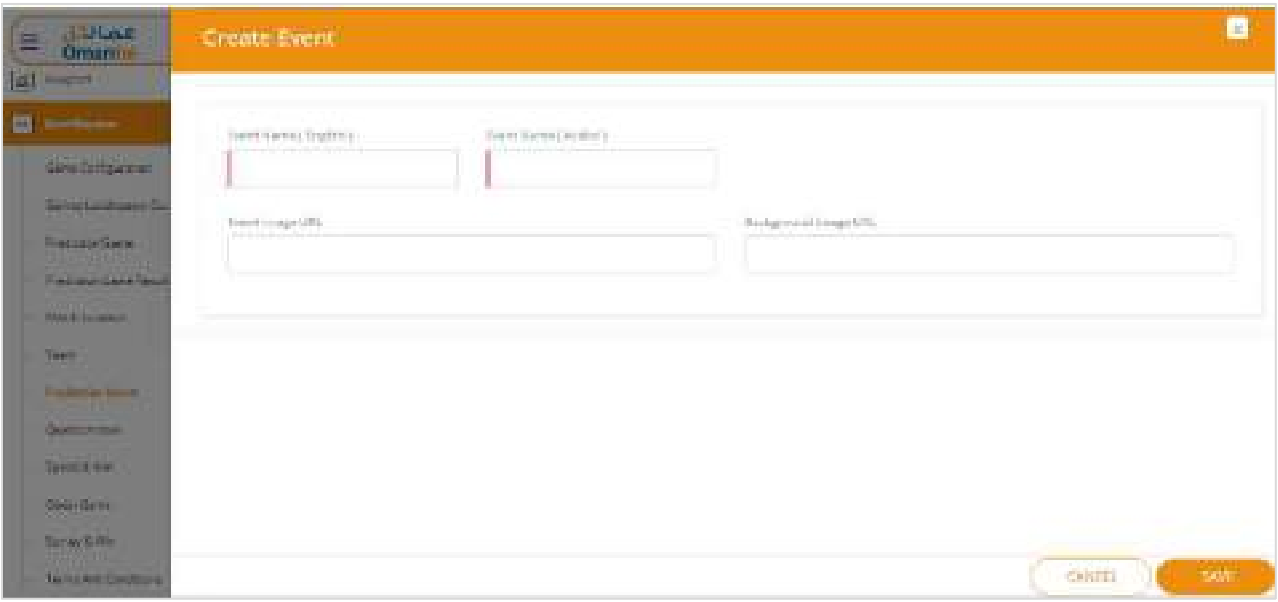


Figure 459 Create Event Input Screen

3. 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.

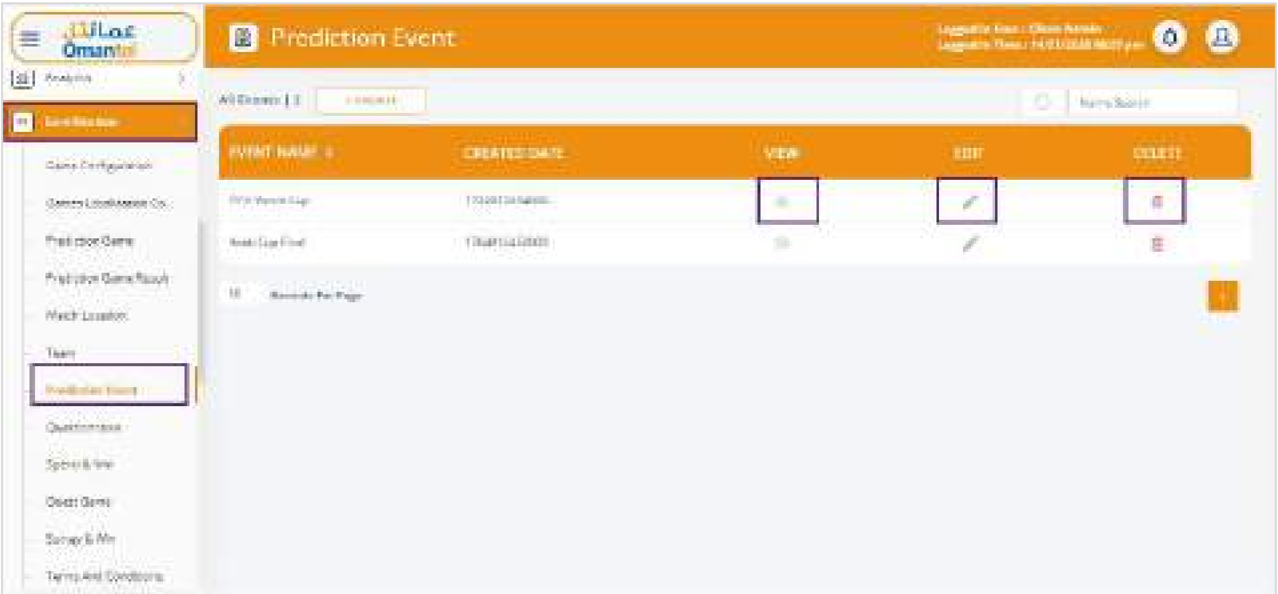


Figure 460 Prediction Event - View, Modify and Delete Operations

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.

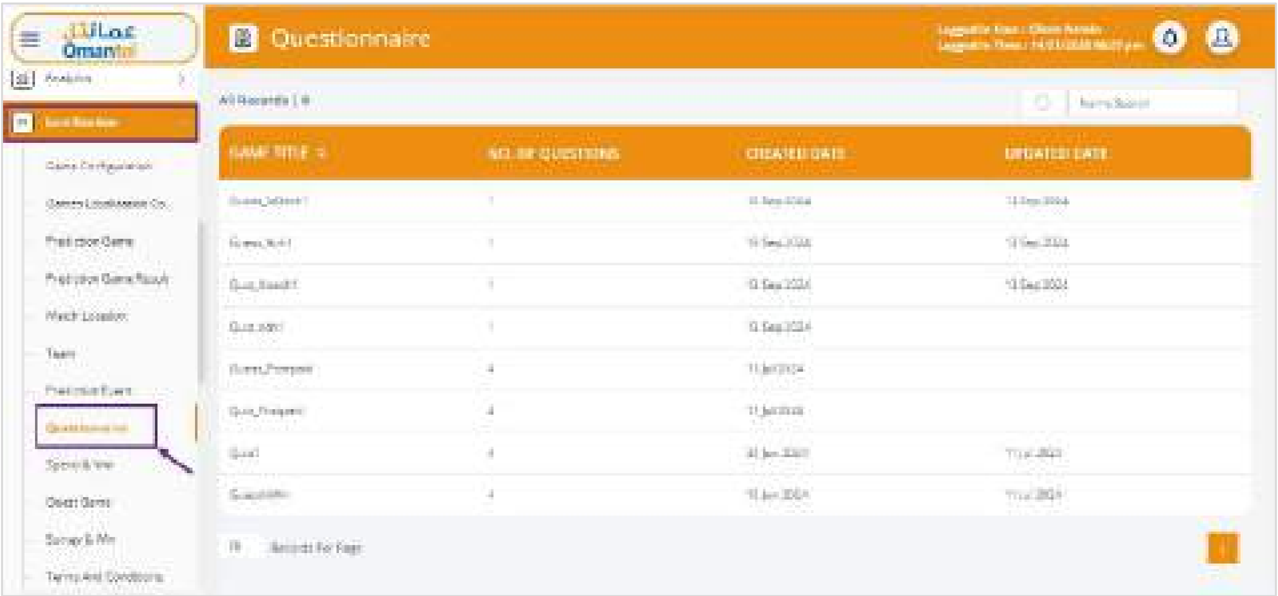


Figure 461 Questionnaire

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.

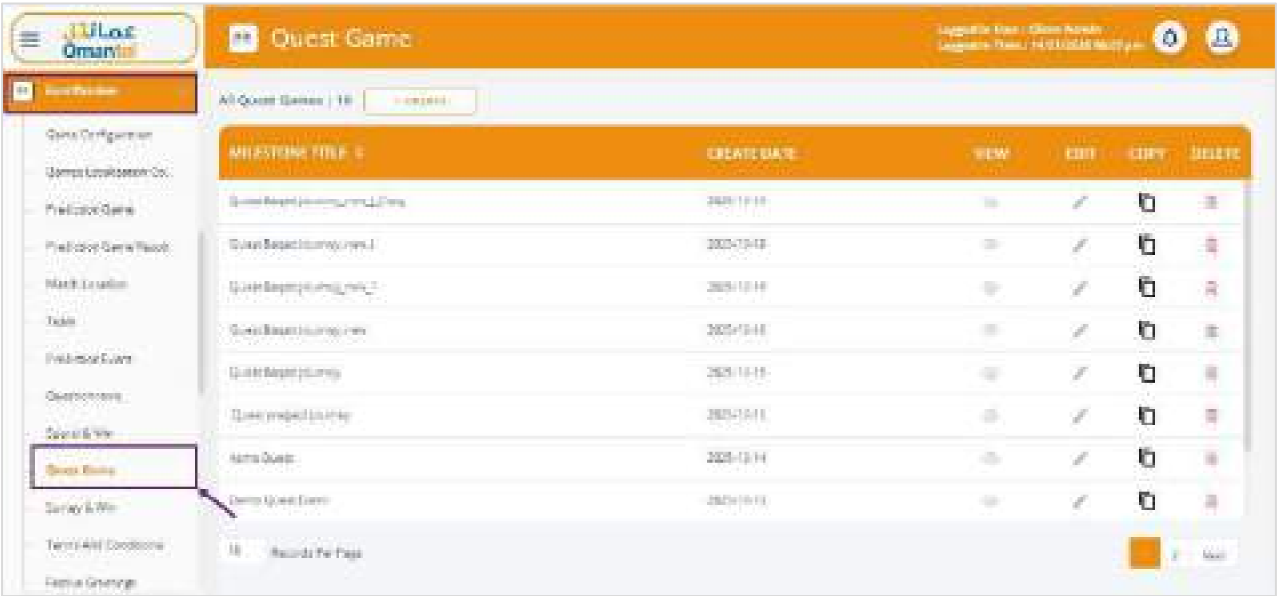


Figure 462 Configurations – Quest Game

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.

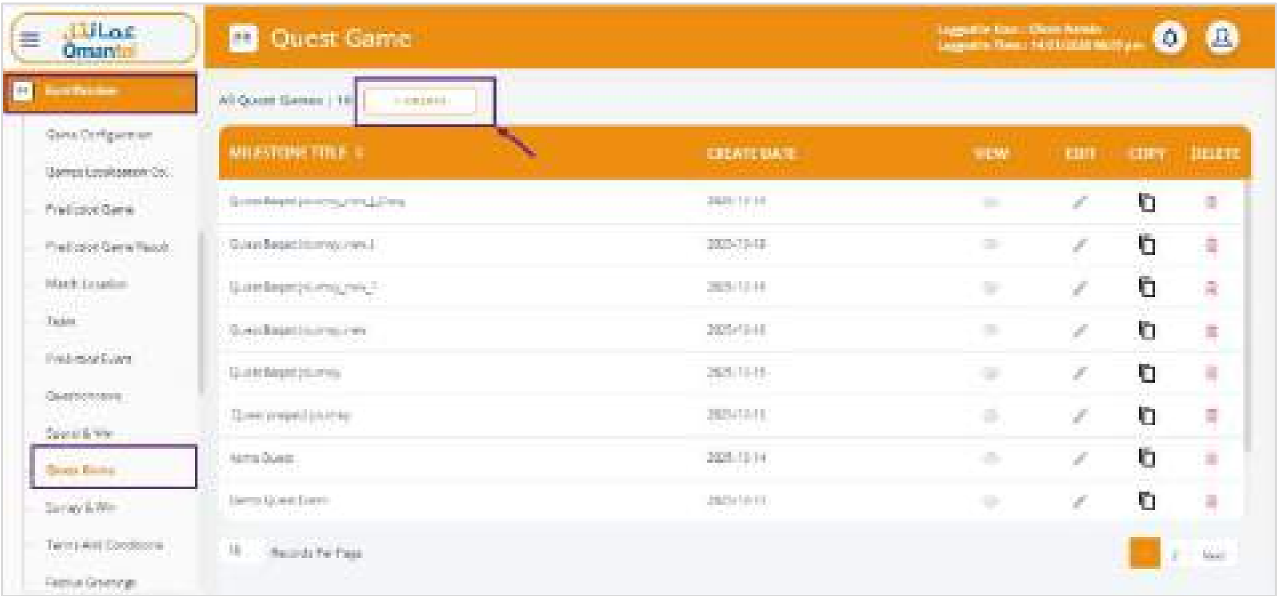


Figure 463 Quest Game – Create Button

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

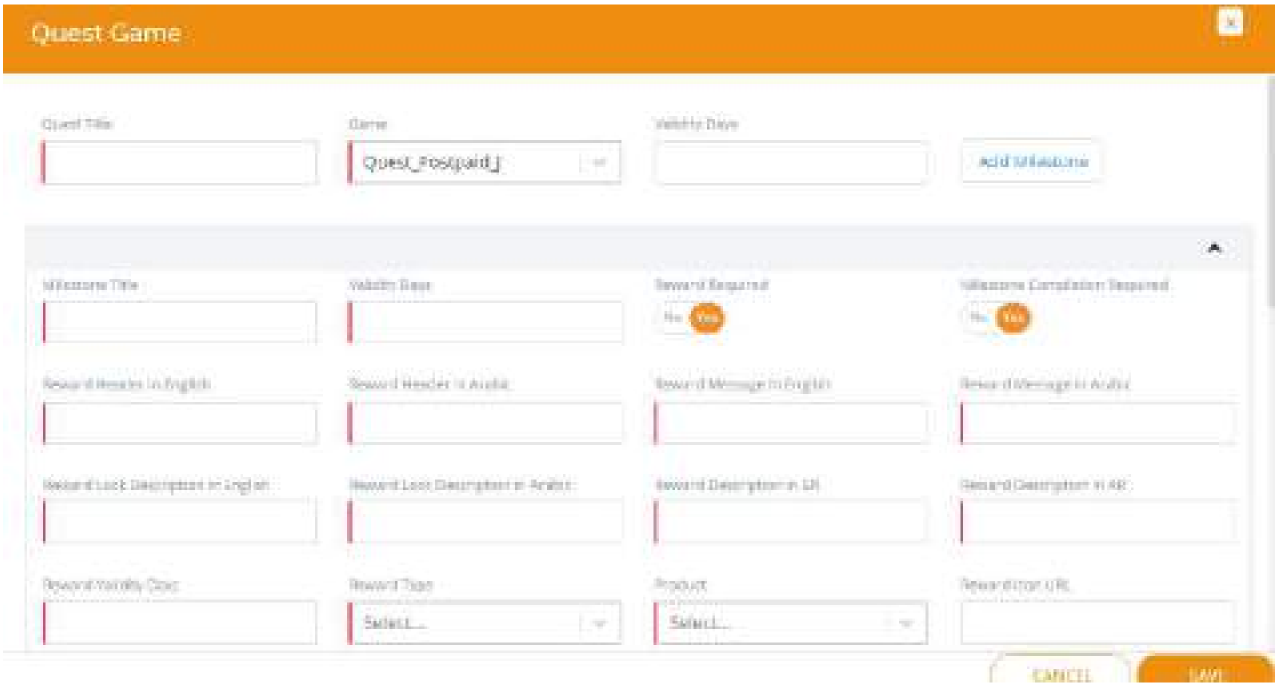


Figure 464 Quest Game Input Screen_1

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

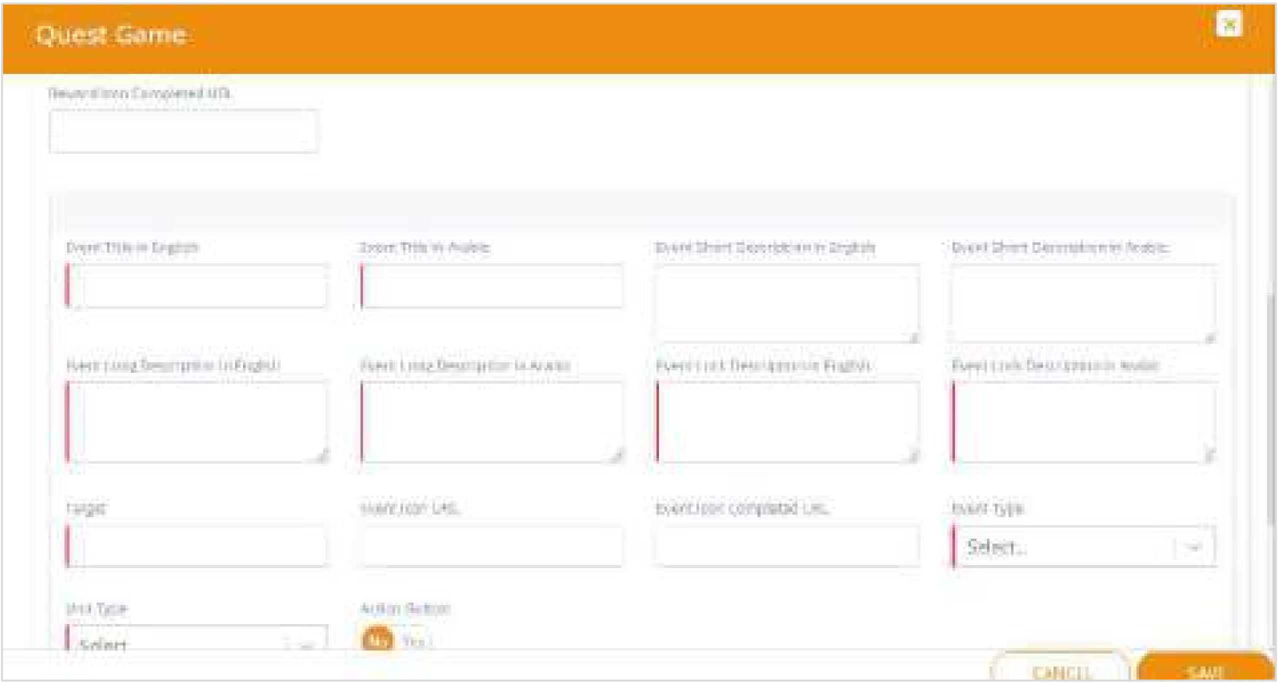


Figure 465 Quest Game Input Screen_2

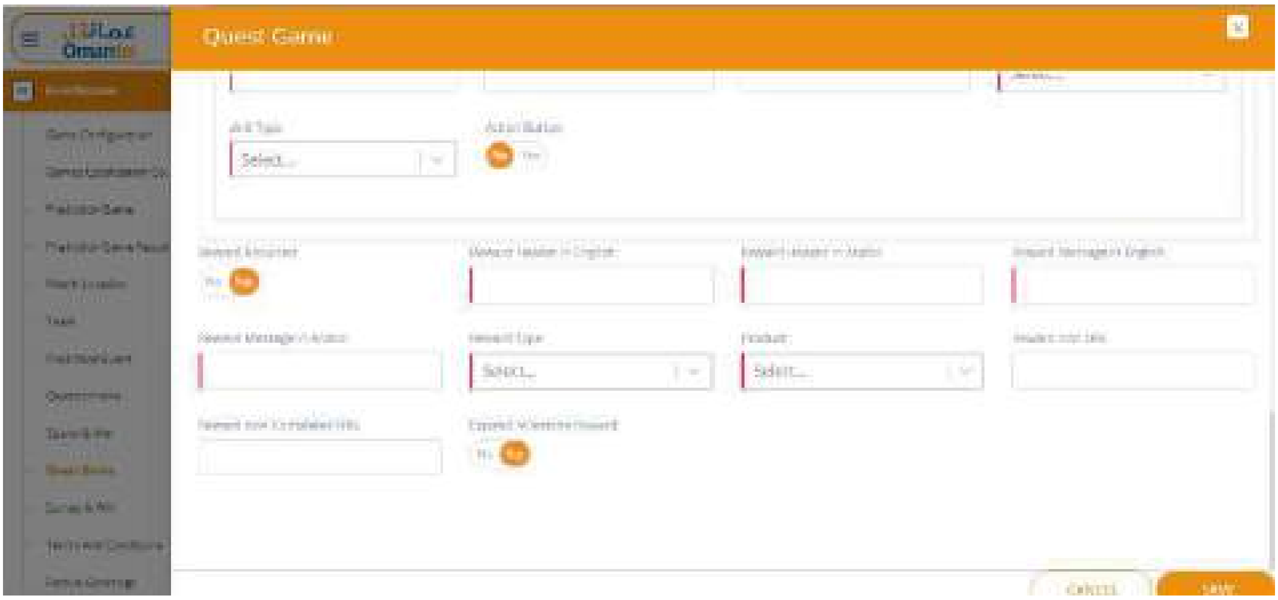


Figure 466 Quest Game Input Screen_3

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. • 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.

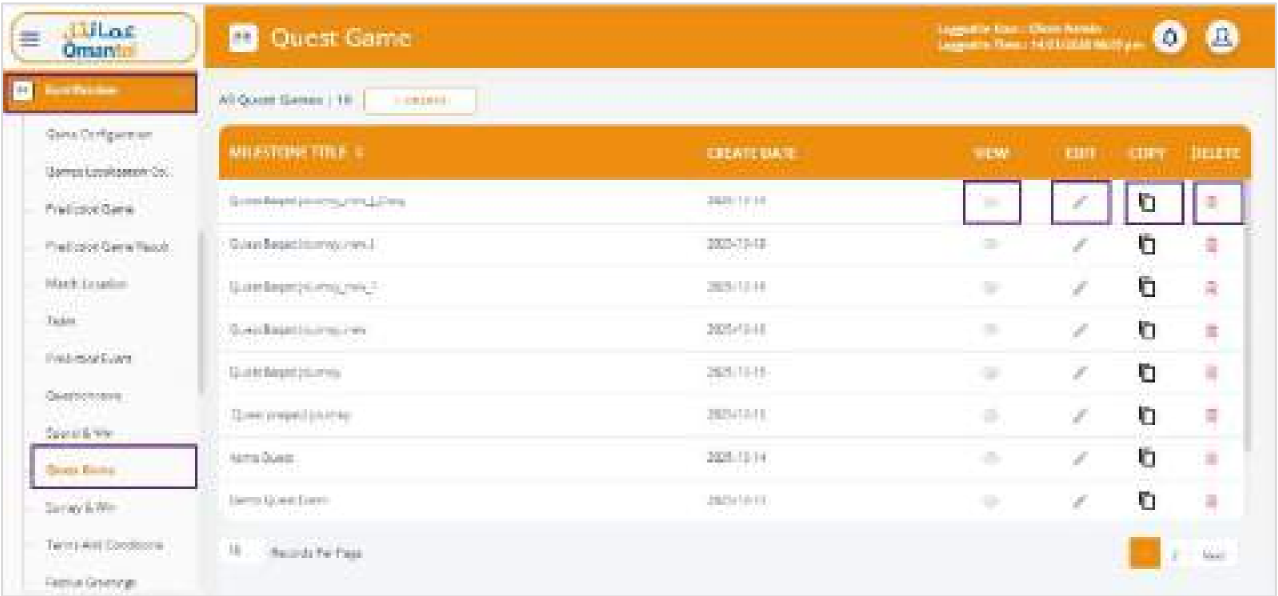


Figure 467 Quest Game- View, Copy, Modify and Delete Operations

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.

1. On the side menu, click **Gamification**>> **Survey N Win Report** to view the survey N win report details. Refer to the following screen.

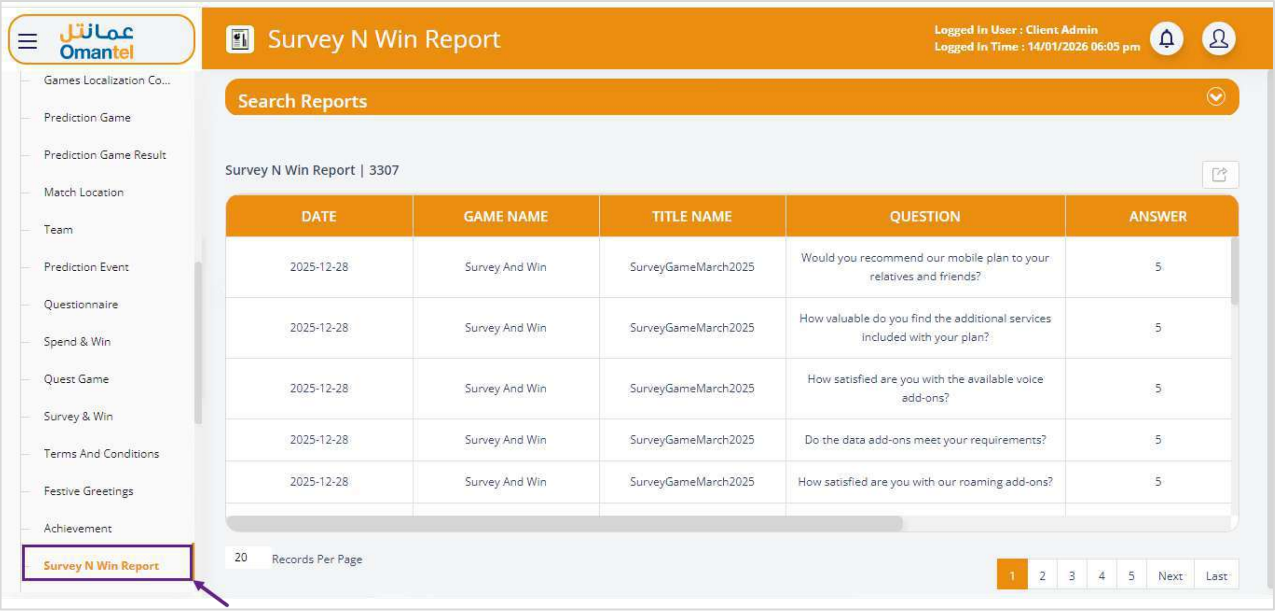
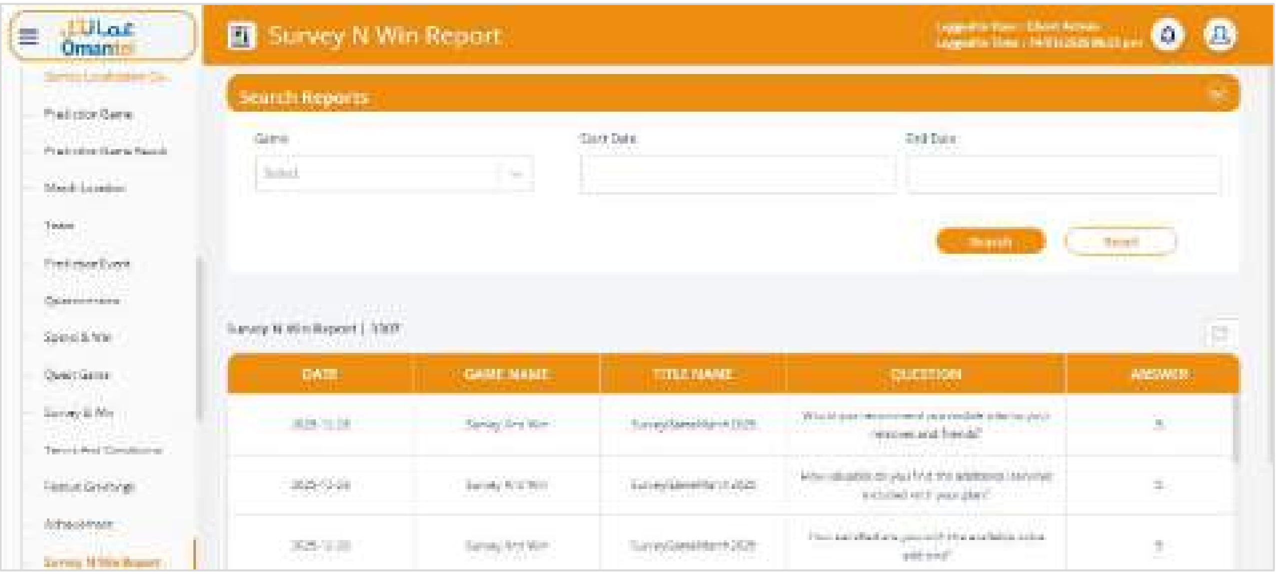


Figure 468 Gamification - Survey N Win Report

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.



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.

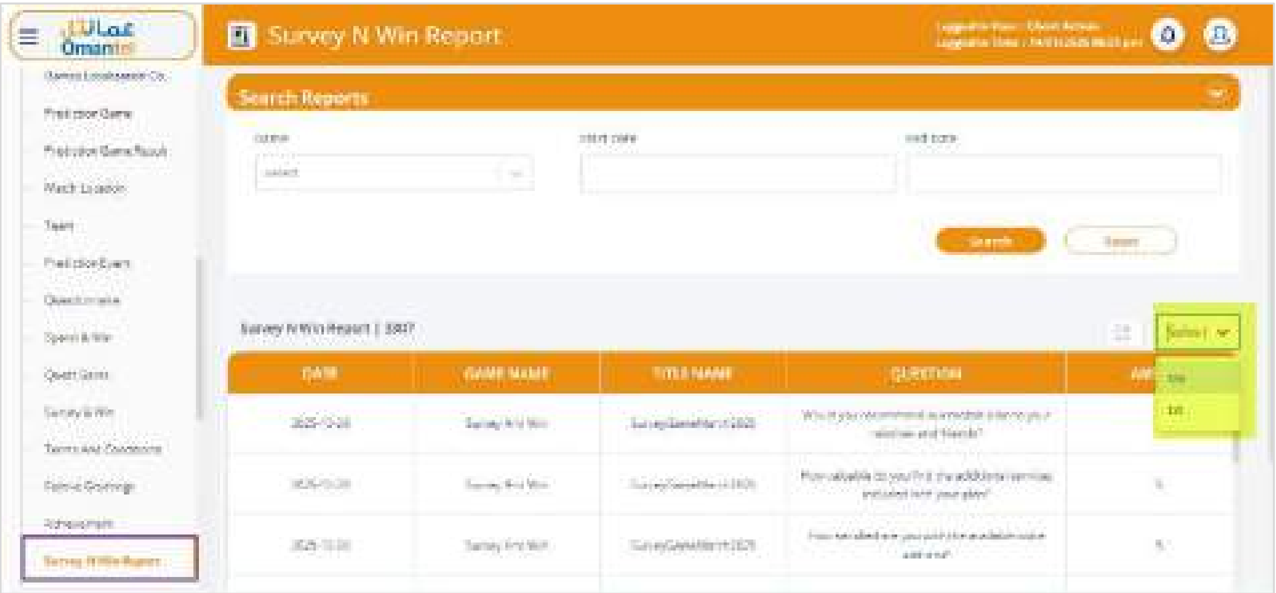


Figure 469 Survey N Win Report- Export

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.

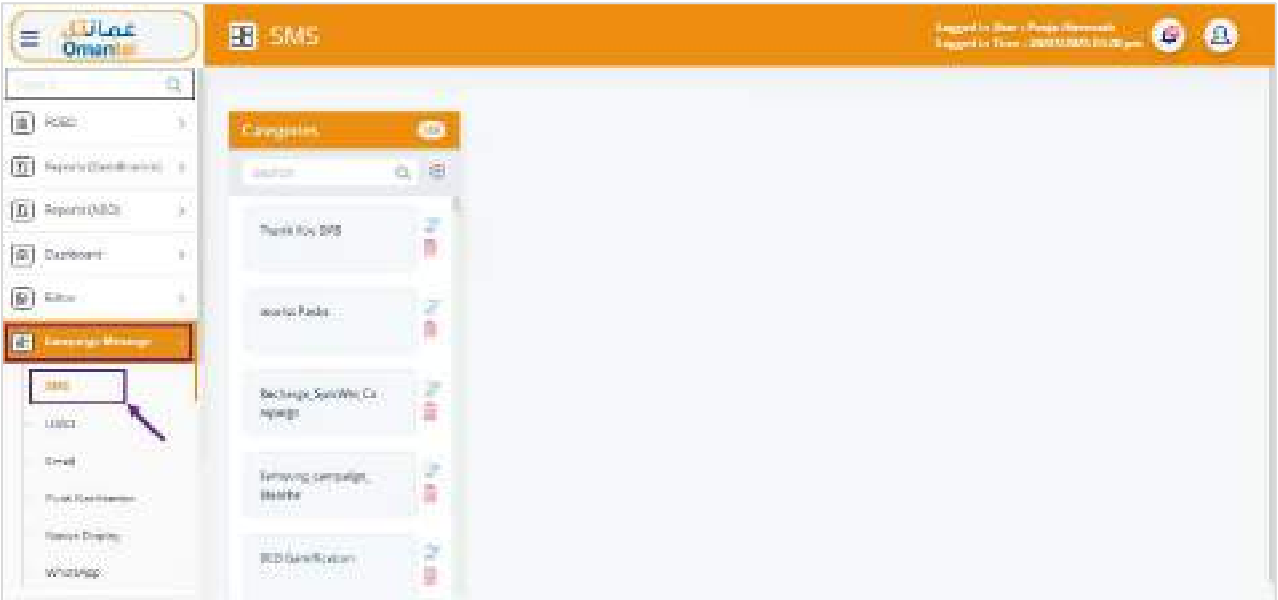


Figure 470 Campaign Message – SMS

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.

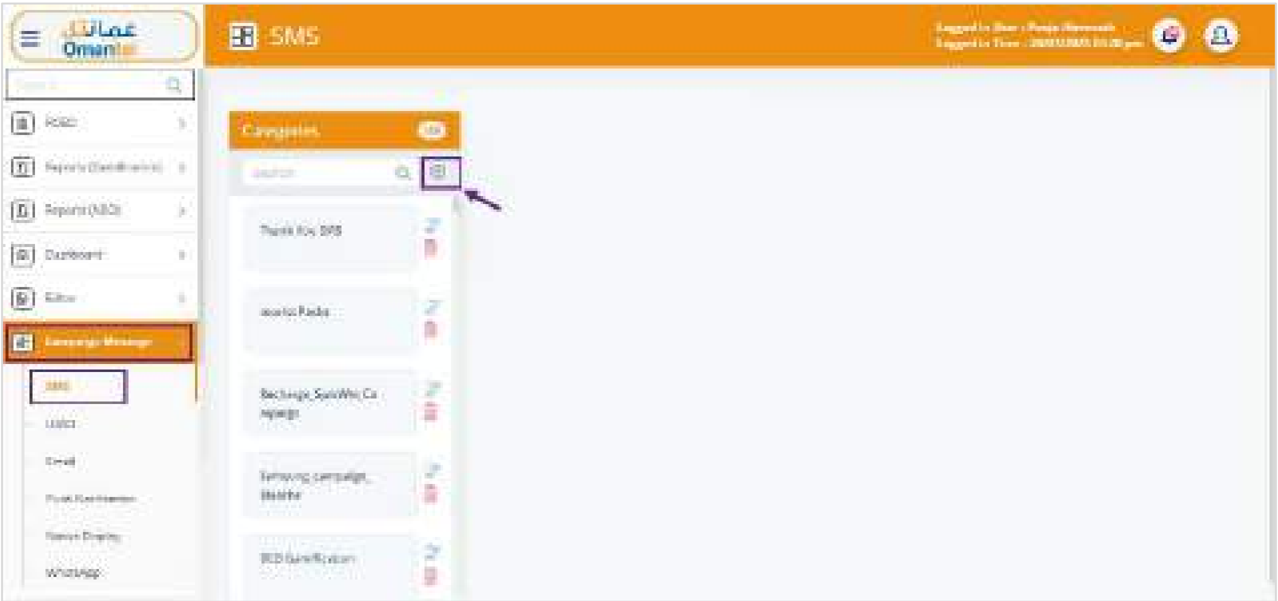


Figure 471 Categories – Add Button

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

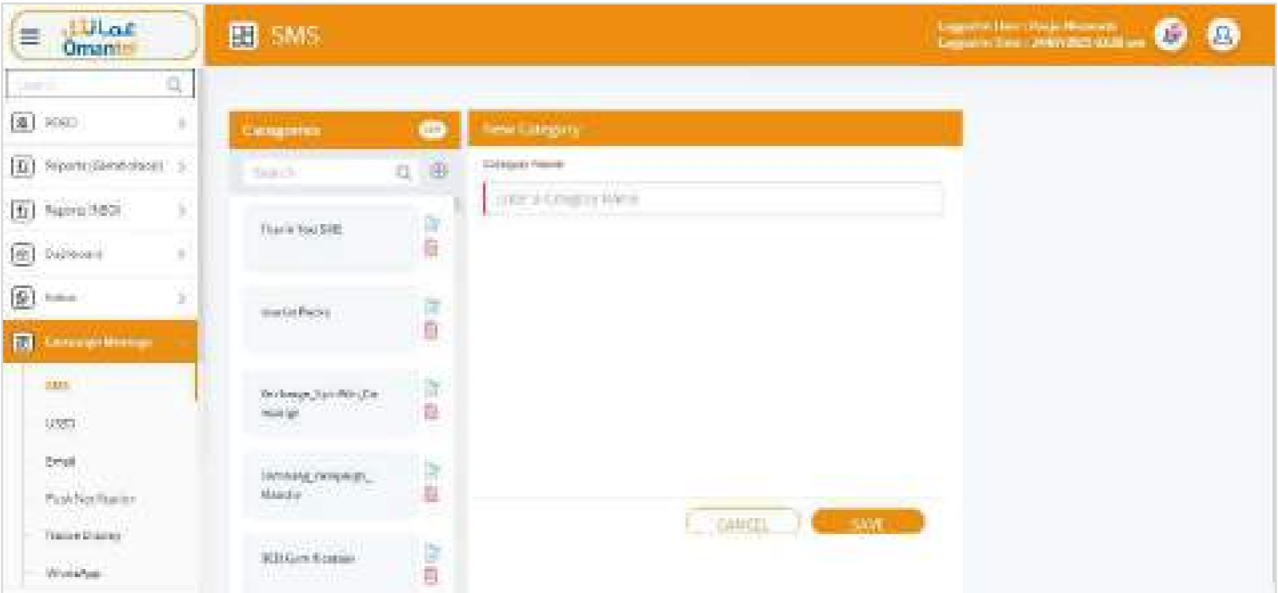


Figure 472 SMS - Categories Input Screen

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.

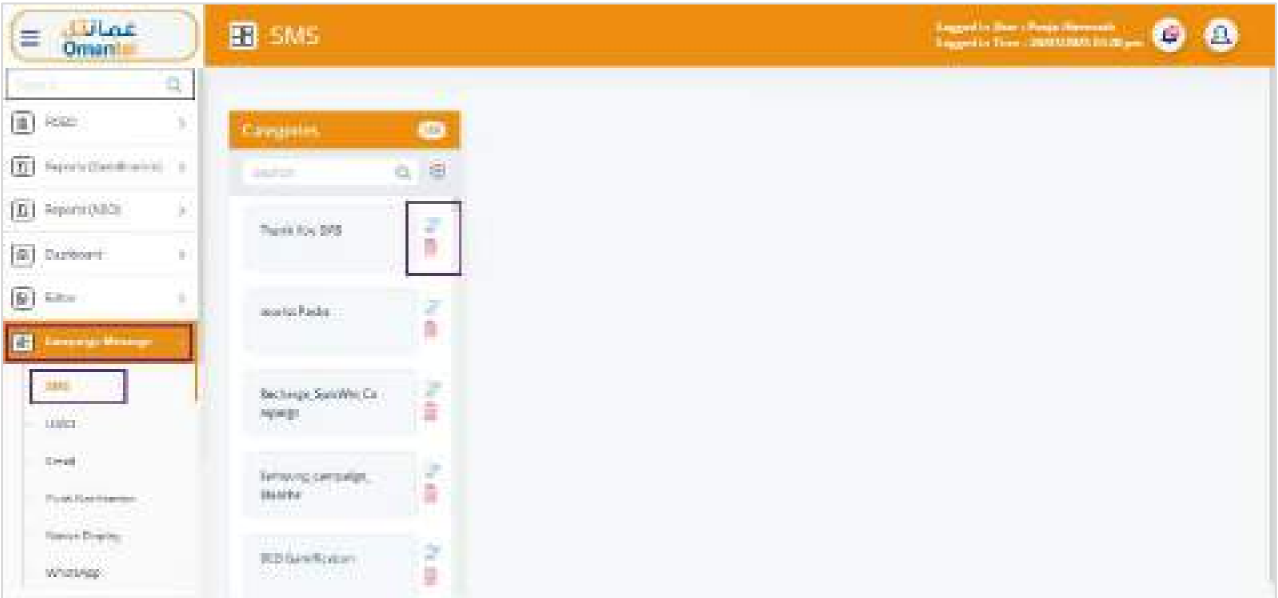


Figure 473 SMS – Modify and Delete Operations

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.

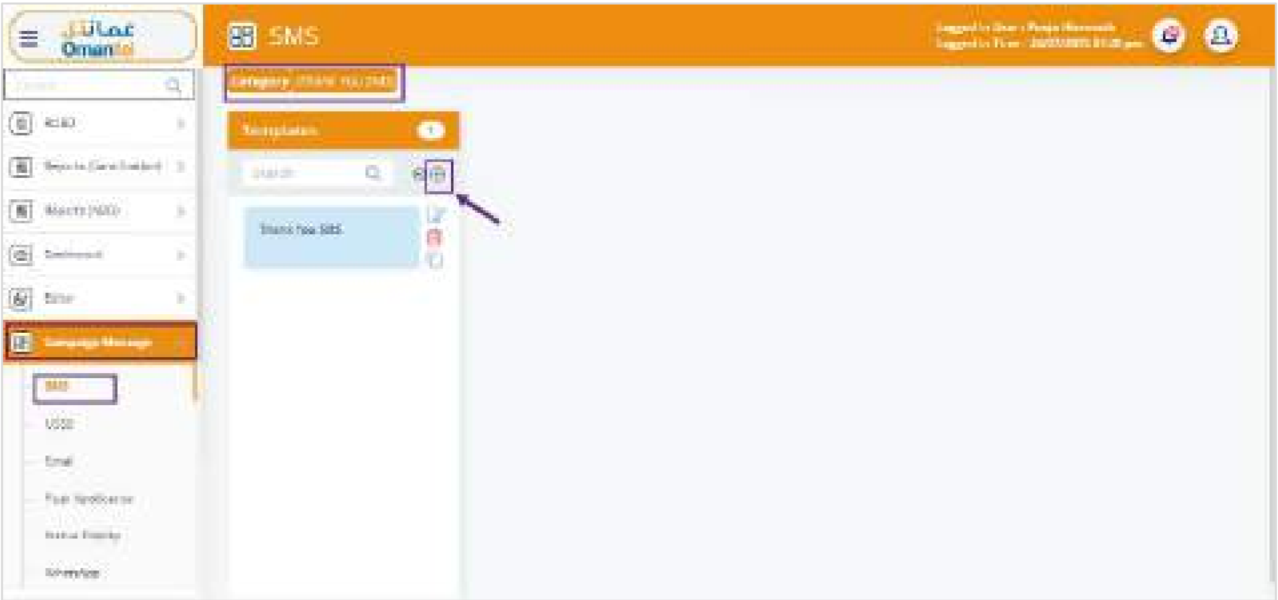


Figure 474 Templates – Add Button

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

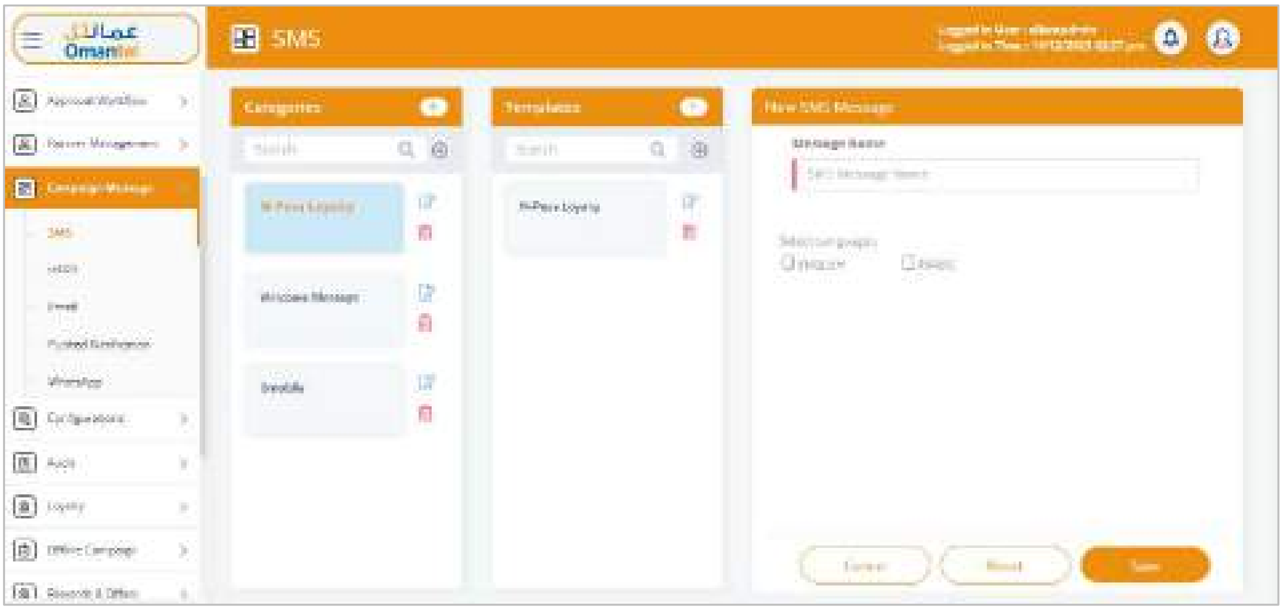
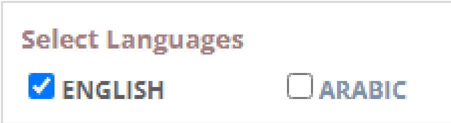


Figure 475 Templates Input Screen

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.
Select Languages	Select the **English** checkbox to select the language. The following screen is displayed.

Field	Description
	 **Note**: You can select the **Language (English, Arabic)** checkbox to enter the template in the corresponding languages.
English	Enter the message of the template in the corresponding field. **Note**: The following field is displayed if the **English** checkbox is selected.
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.

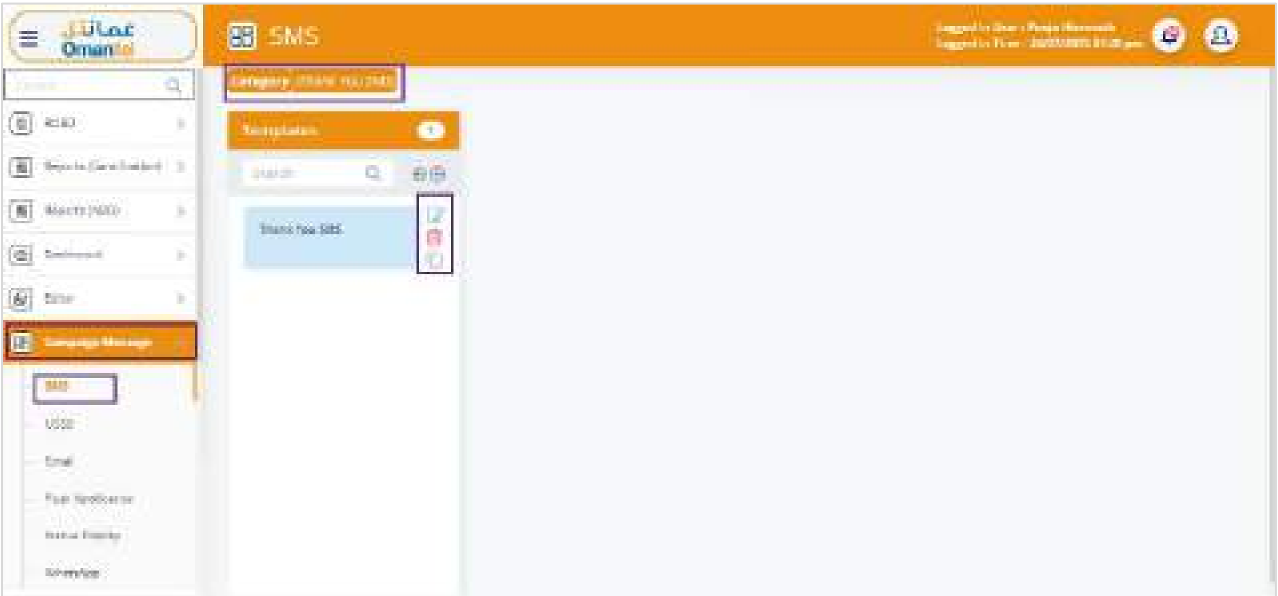


Figure 476 Segment – Copy, Modify and Delete Operations

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.

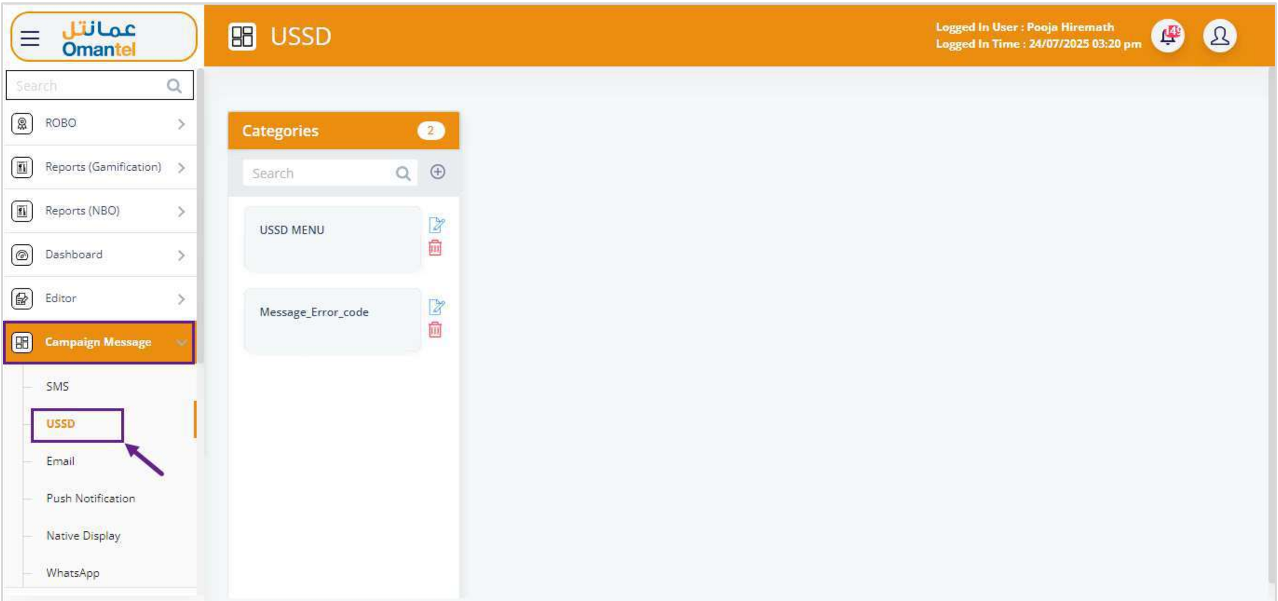


Figure 477 Campaign Message – USSD

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.

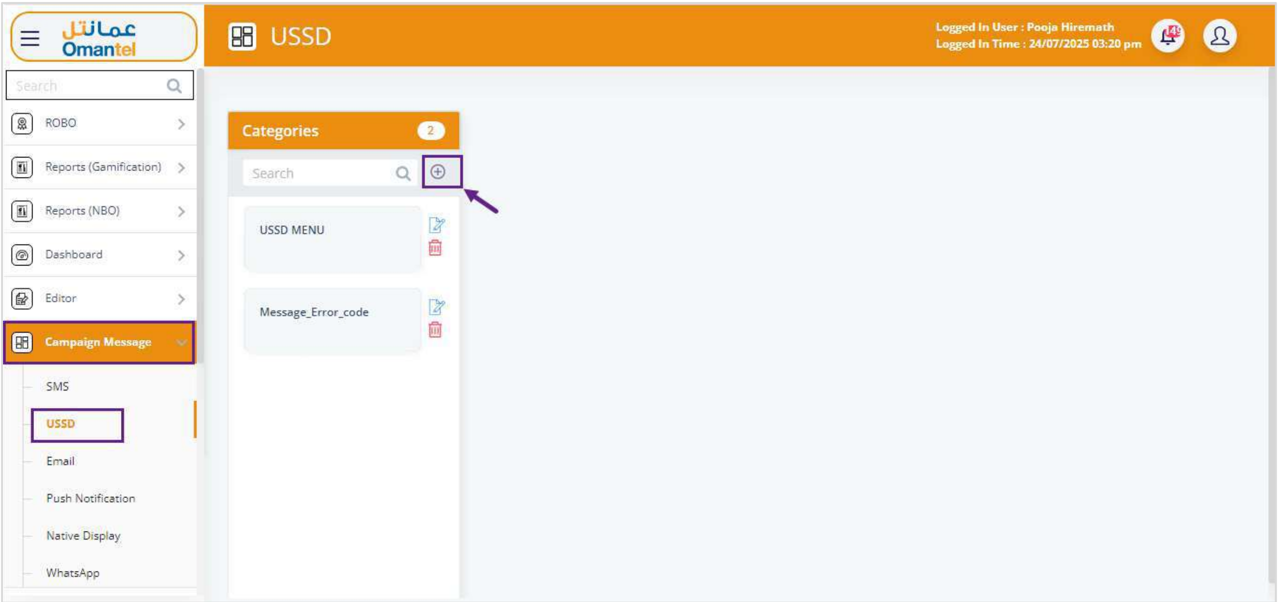


Figure 478 Categories – Add Button

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

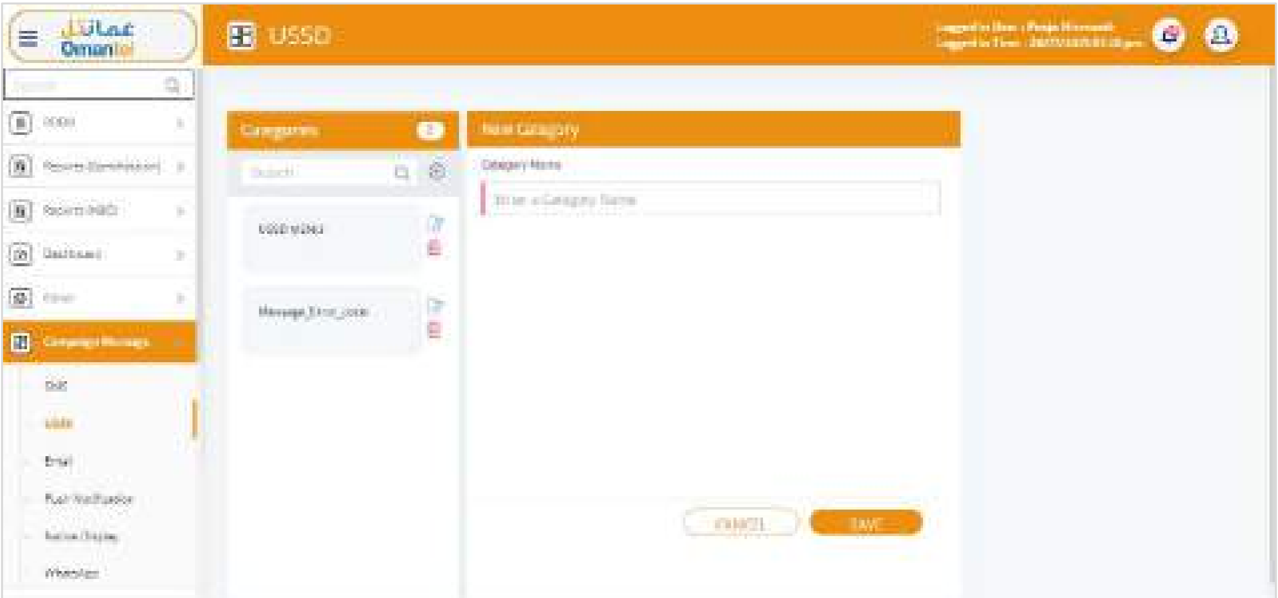


Figure 479 USSD - Categories Input Screen

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.

11.2.1.2 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.

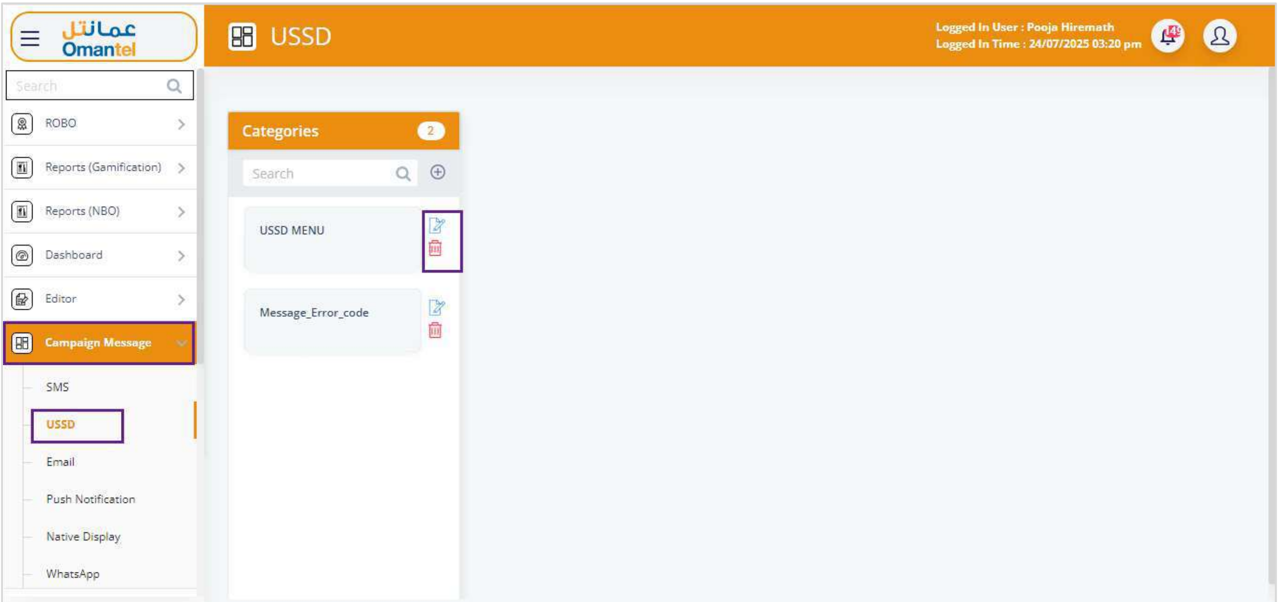


Figure 480 Segment – Modify and Delete Operations

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.

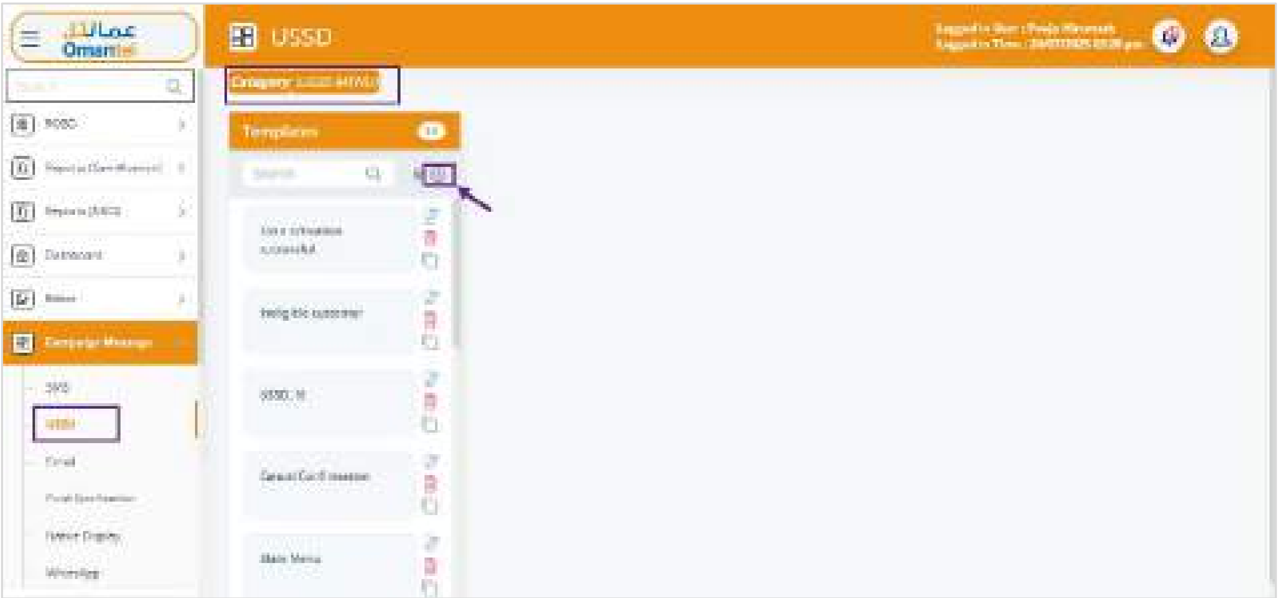


Figure 481 Templates – Add Button

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

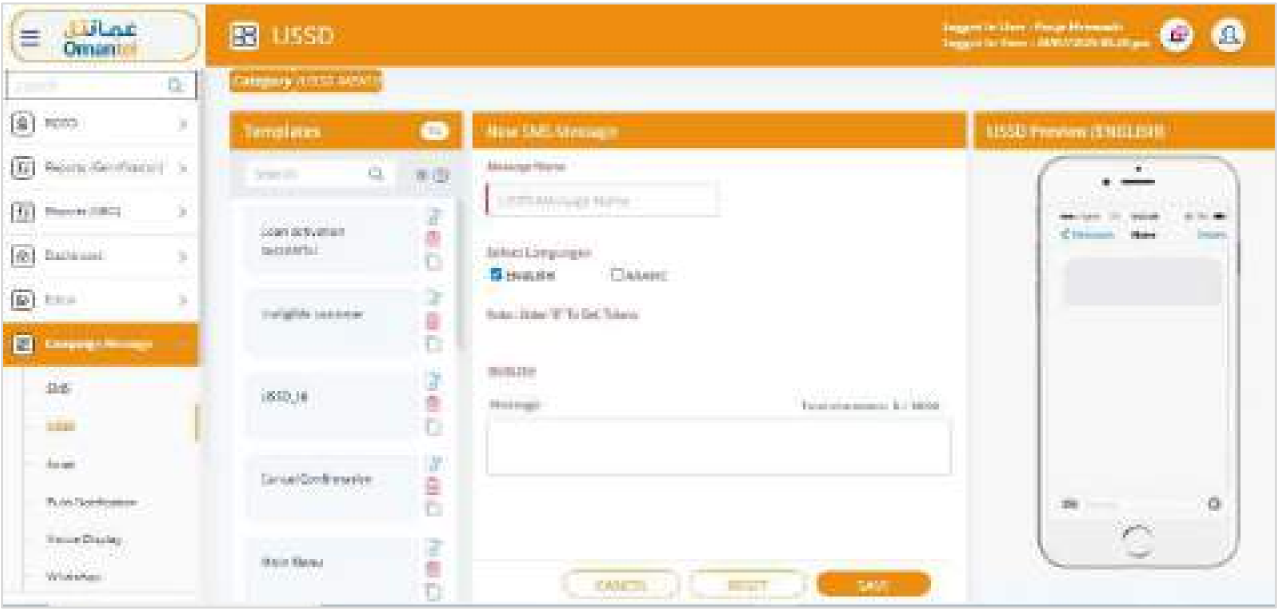
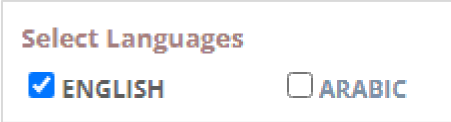


Figure 482 Templates Input Screen

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.
Select Languages	Select the **English** checkbox to select the language. The following screen is displayed.

Field	Description
	 **Note**: You can select the **Language (English, Arabic)** checkbox to enter the template in the corresponding languages.
English	Enter the message of the template in the corresponding field. **Note**: The following field is displayed if the **English** checkbox is selected.
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.

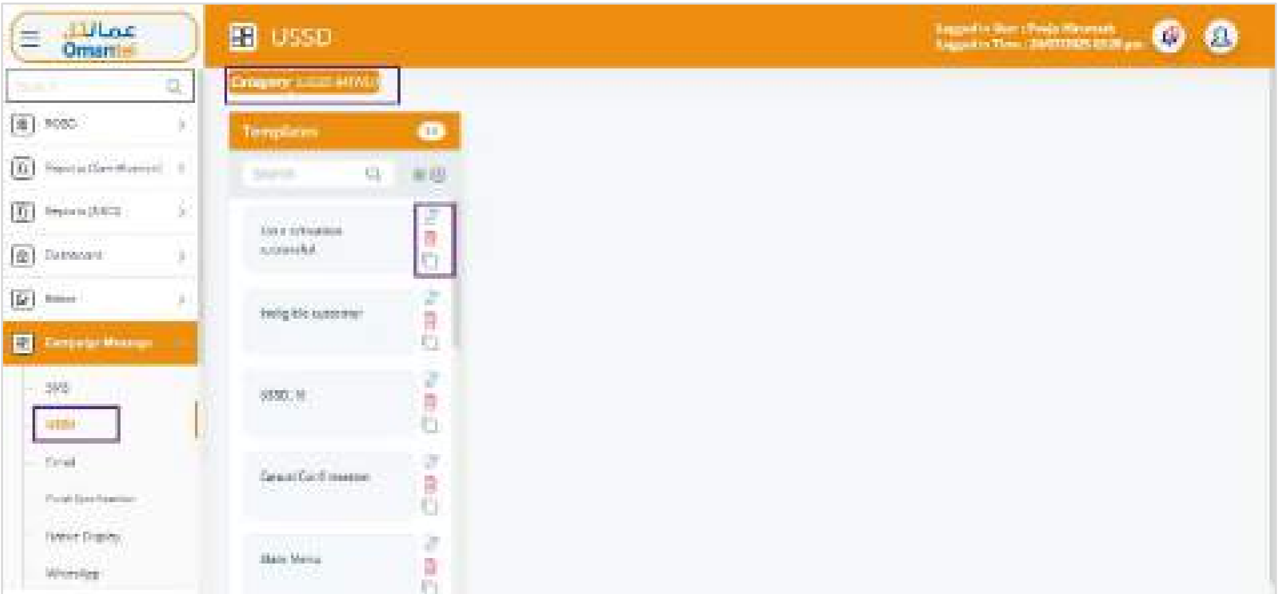


Figure 483 USSD – Copy, Modify and Delete Operations

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.

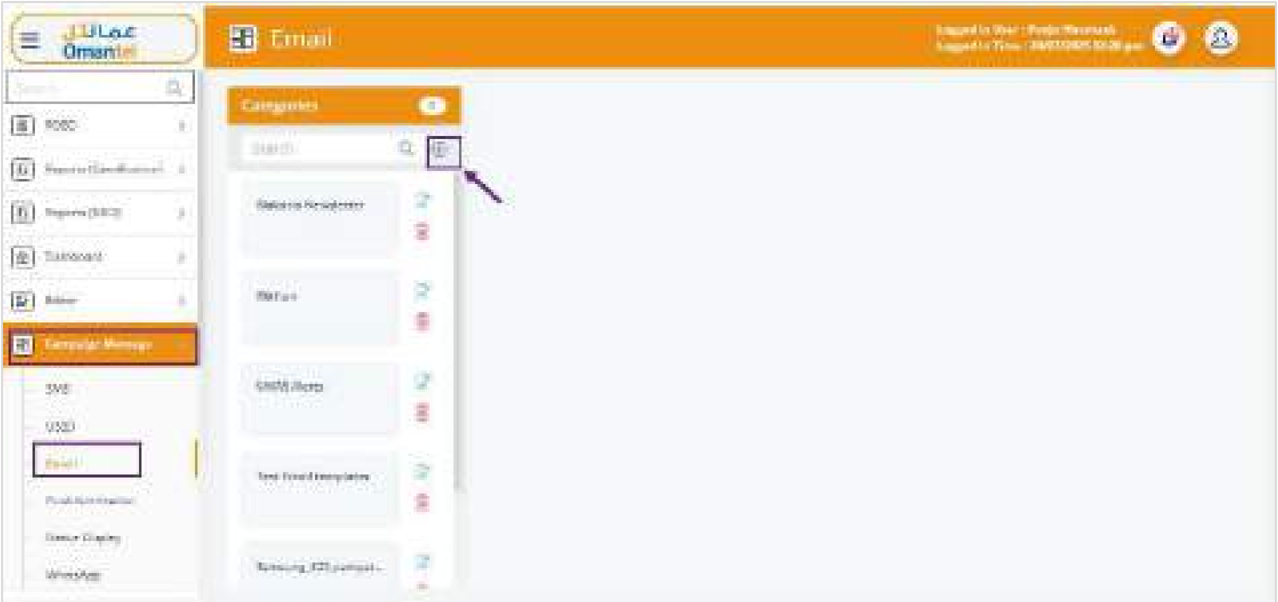


Figure 485 Categories – Add Button

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

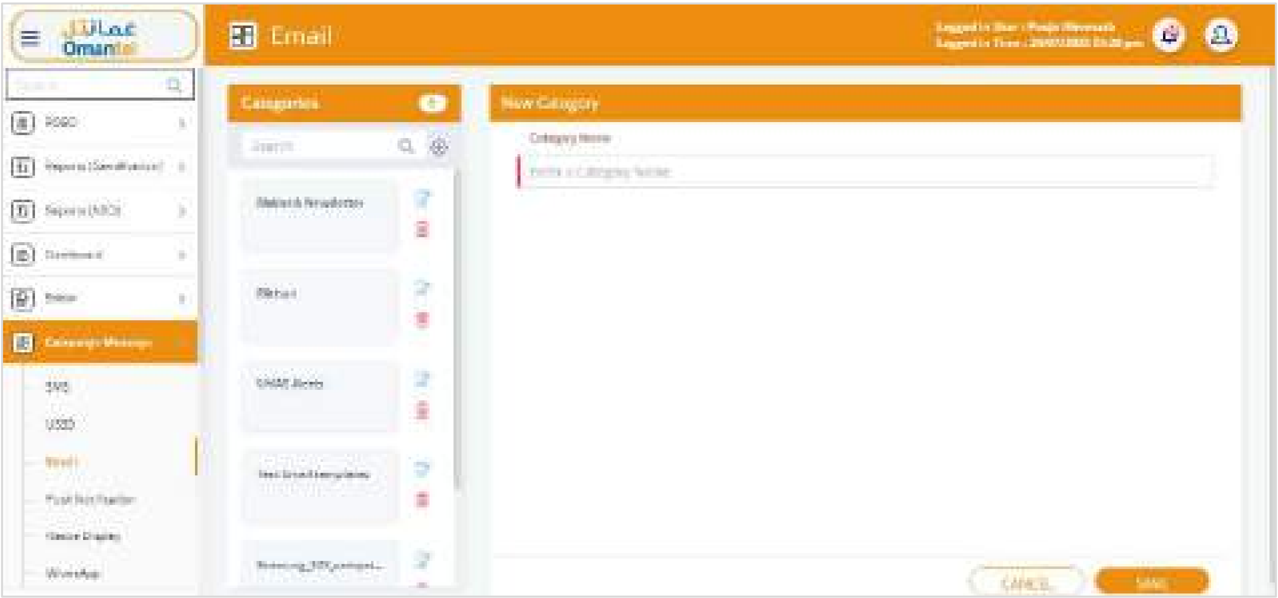


Figure 486 Email - Categories Input Screen

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.

11.3.1.2 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.

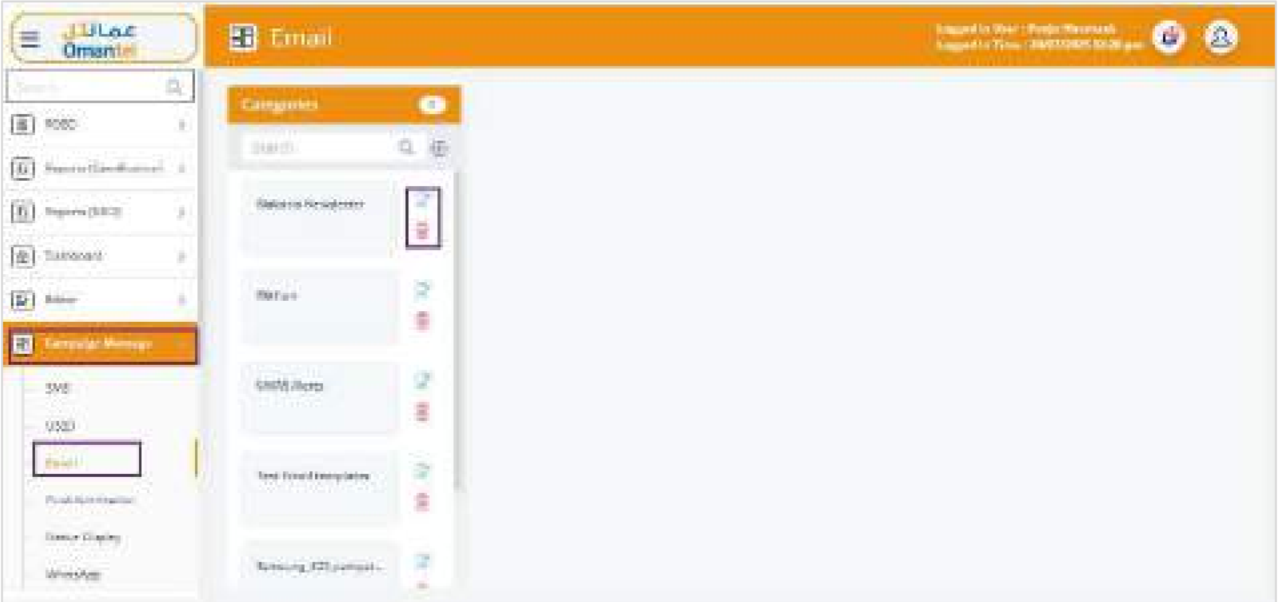


Figure 487 Email – Modify and Delete Operations

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.

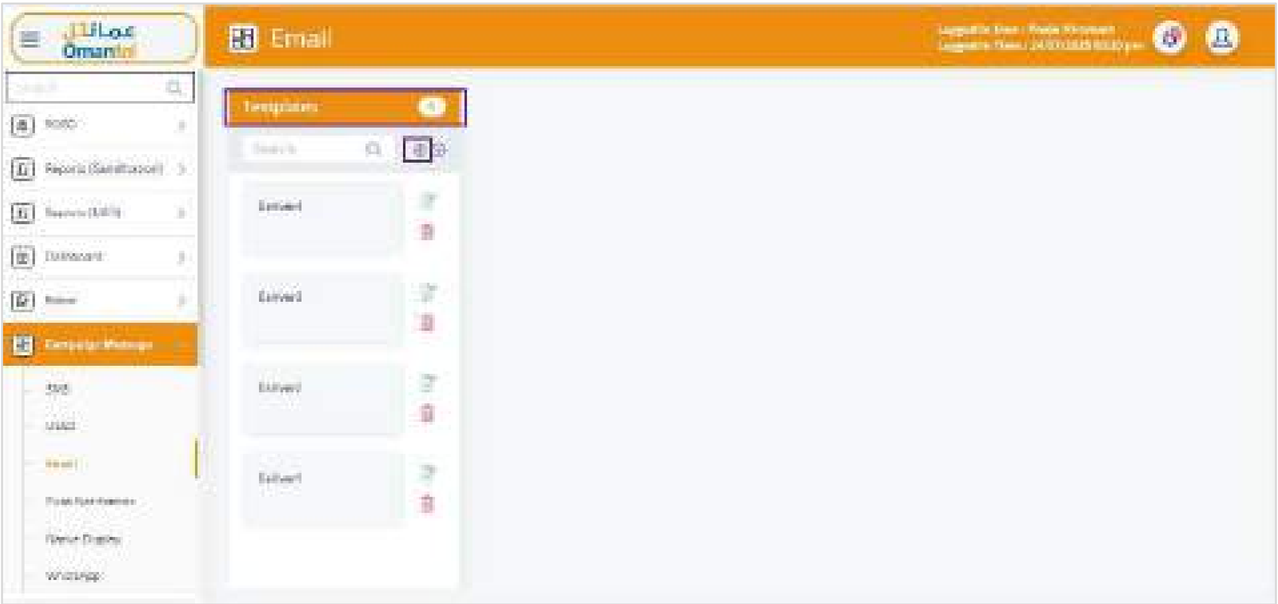


Figure 488 Email – Templates

- 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.

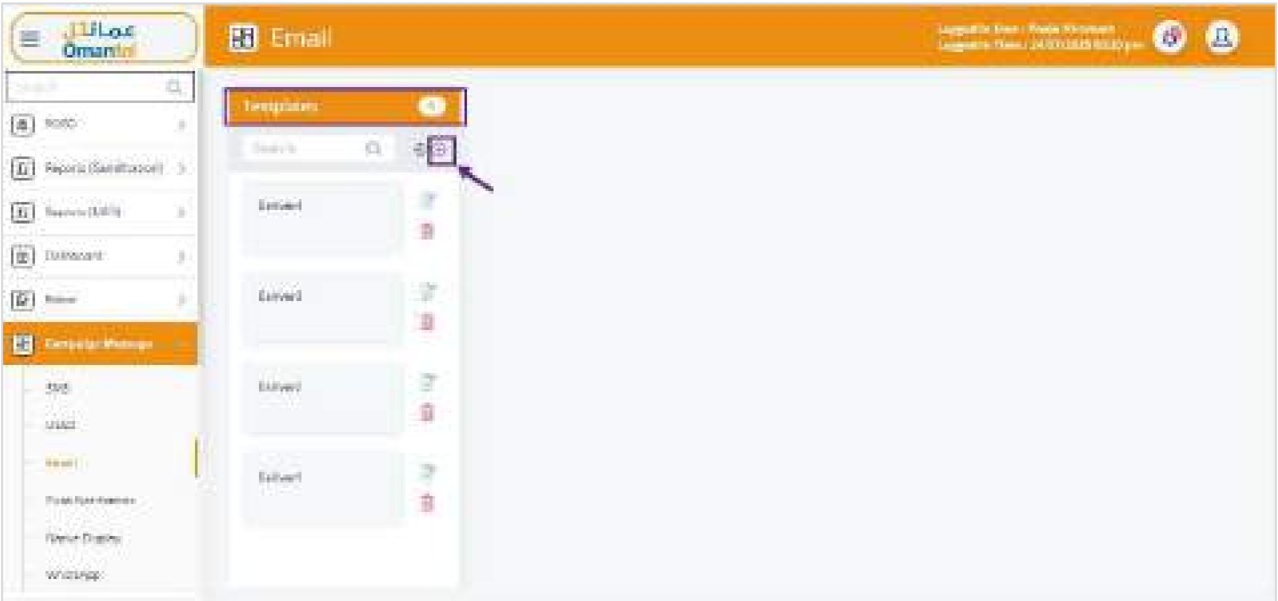


Figure 489 Templates – Add Button

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

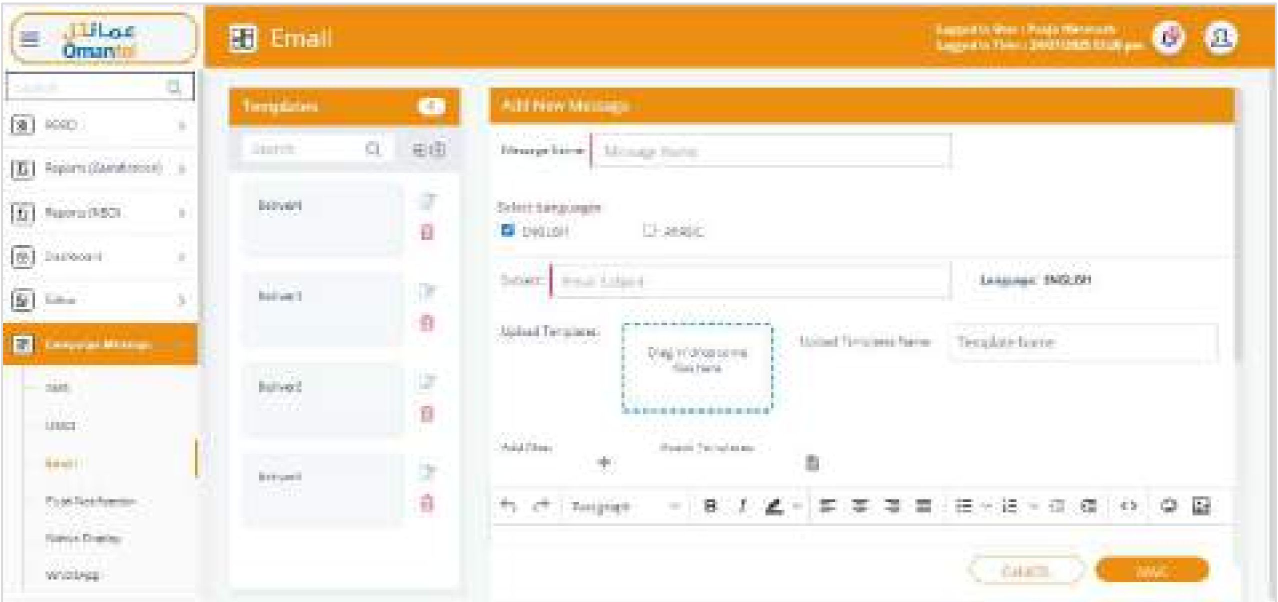
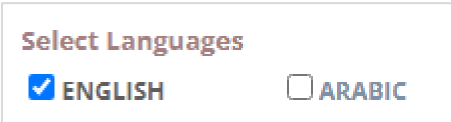


Figure 490 Templates Input Screen

4. 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.  **Note**: You can select the **Language (English, Arabic)** checkbox to enter the template in the corresponding languages.
English	Enter the message of the template in the corresponding field. **Note**: The following field is displayed if the **English** checkbox is selected.
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.

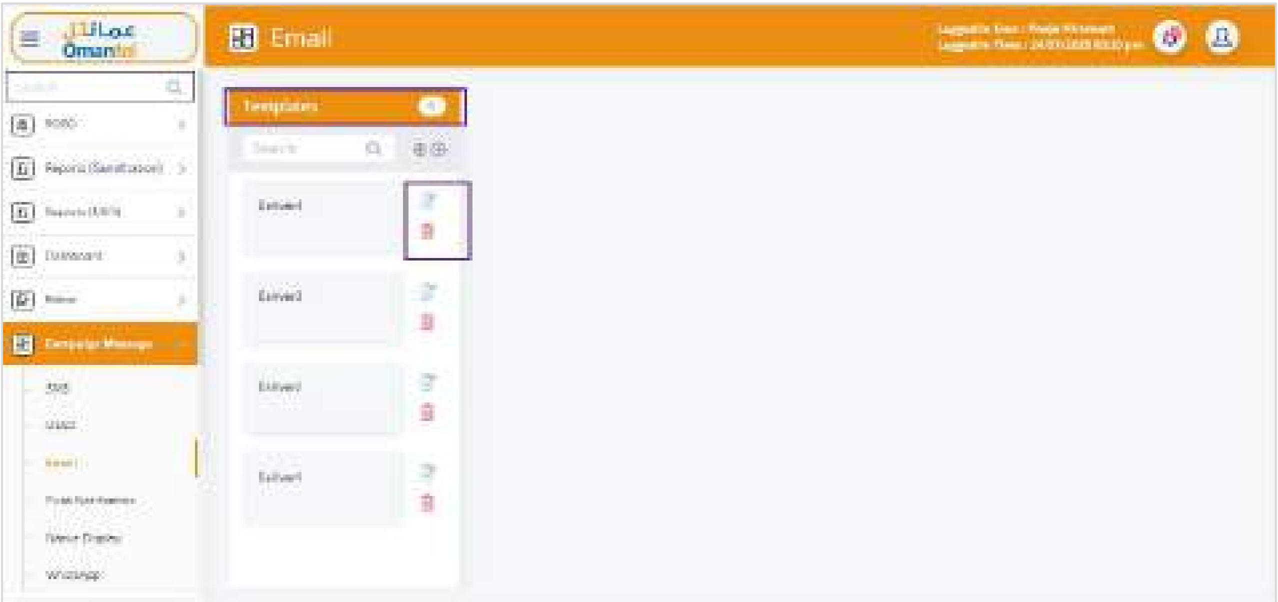


Figure 491 Email – Modify and Delete Operations

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.

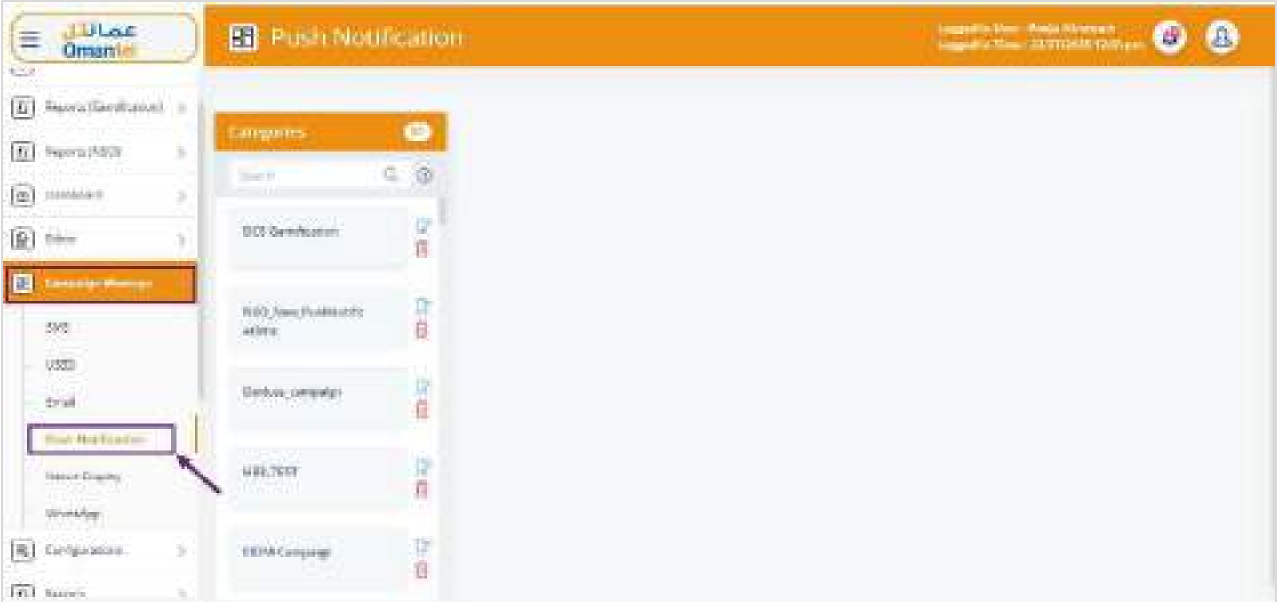


Figure 492 Campaign Message – Push Notifications

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.

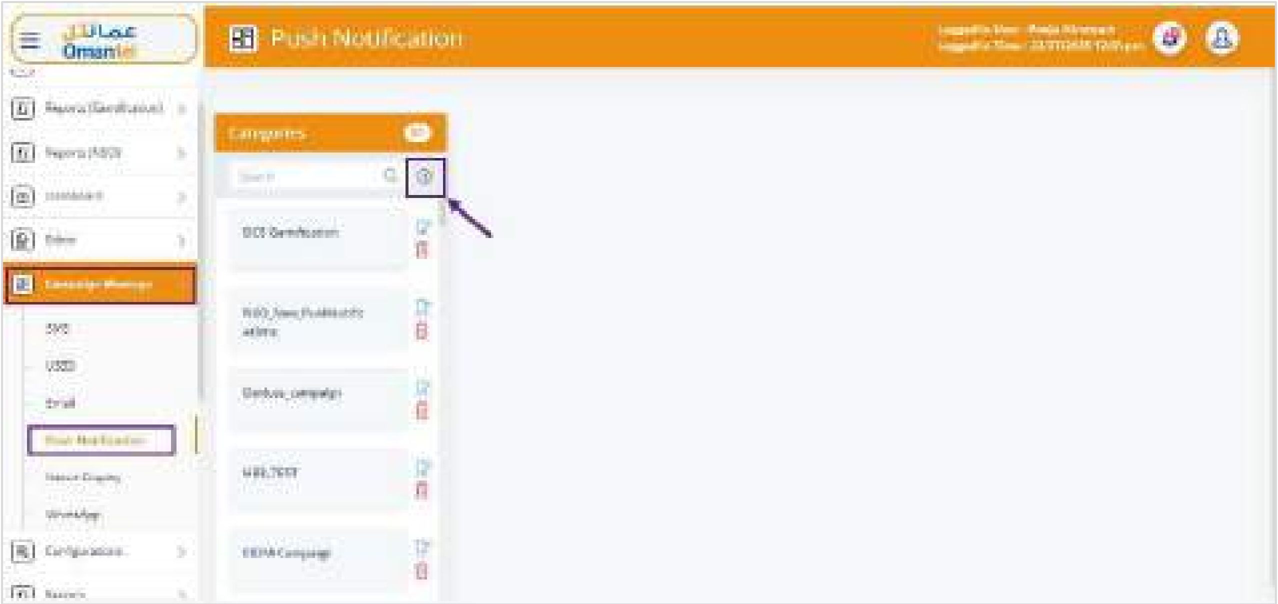


Figure 493 Categories – Add Button

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

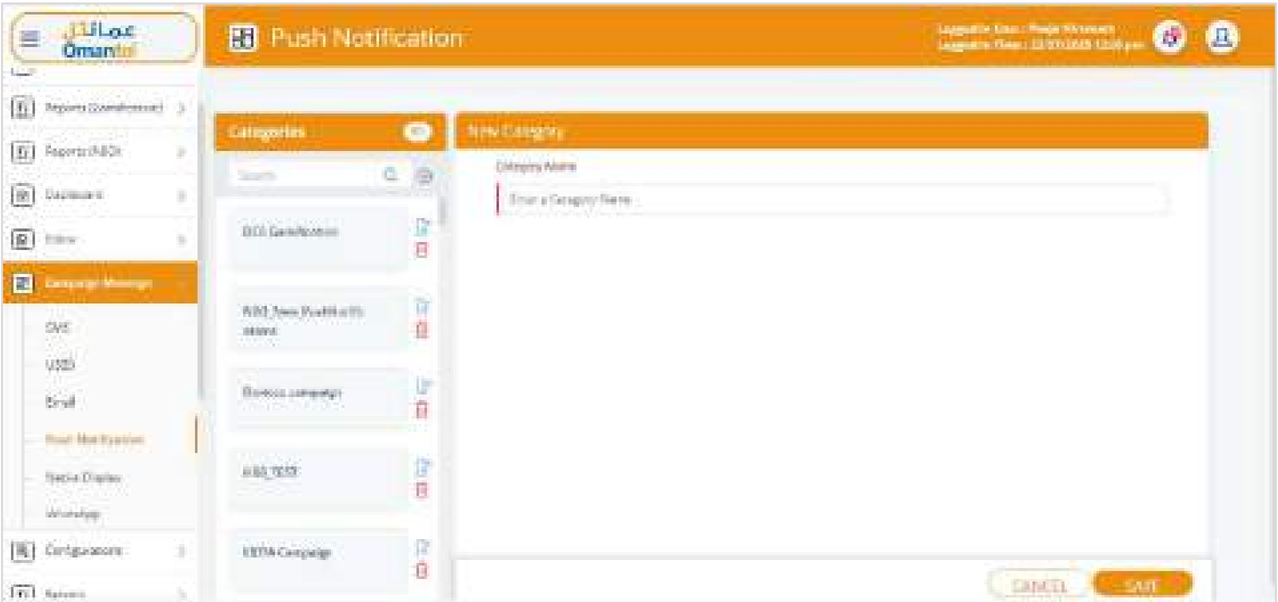


Figure 494 Push Notifications - Categories Input Screen

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.

11.4.1.2 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.

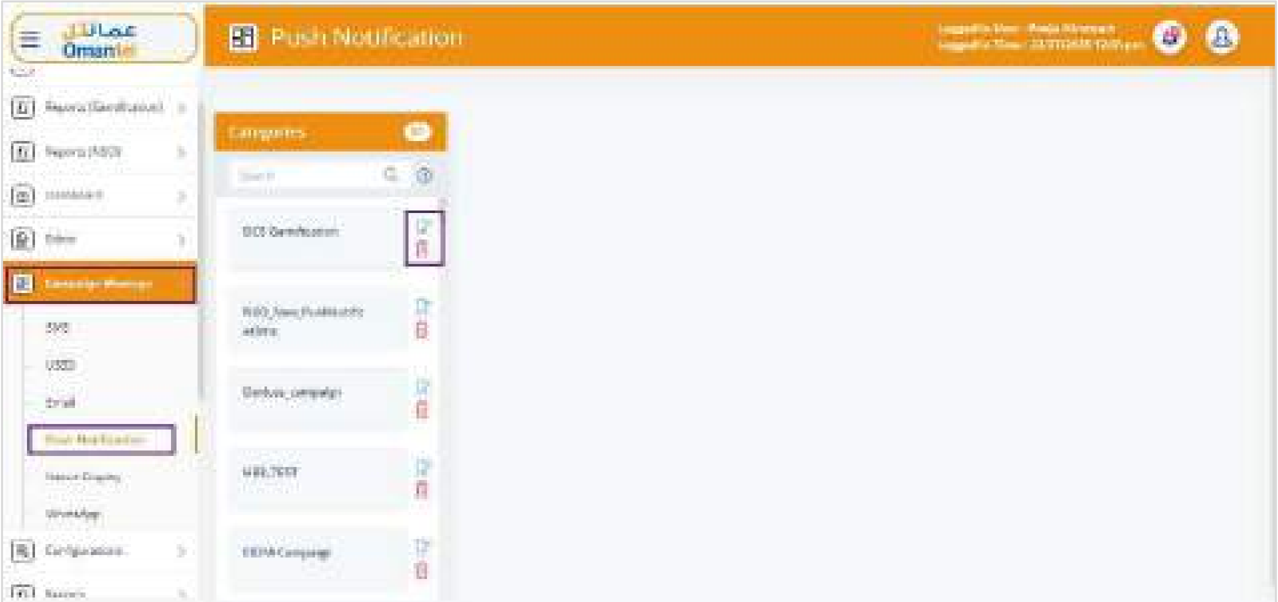


Figure 495 Push Notification – Modify and Delete Operations

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.

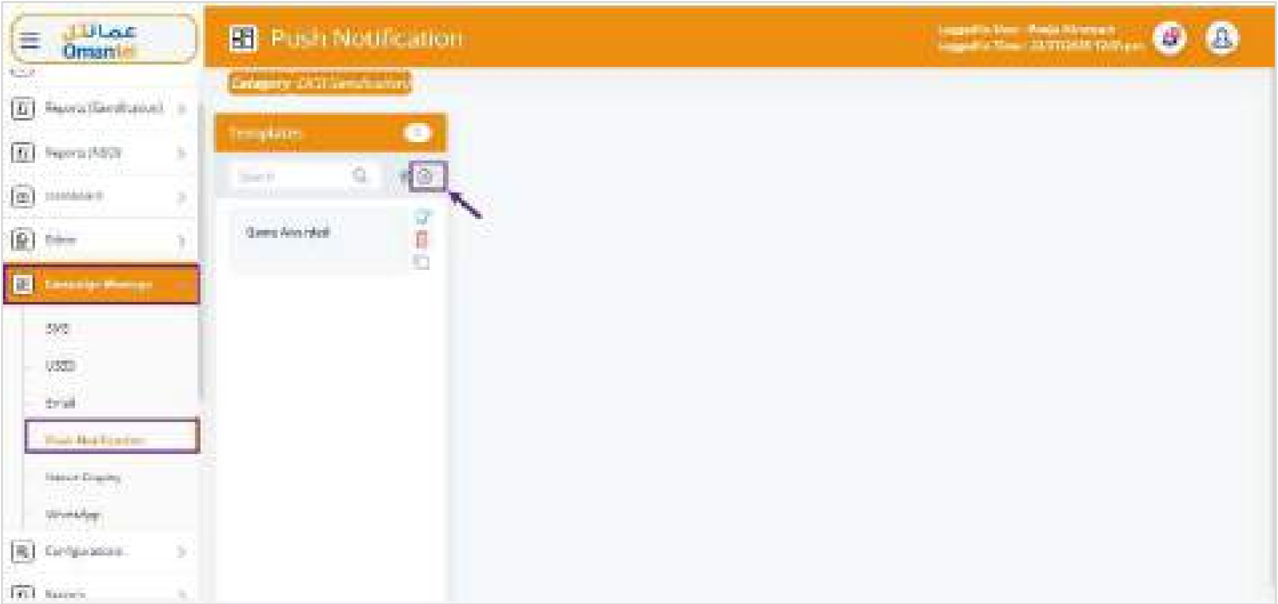


Figure 496 Templates – Add Button

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

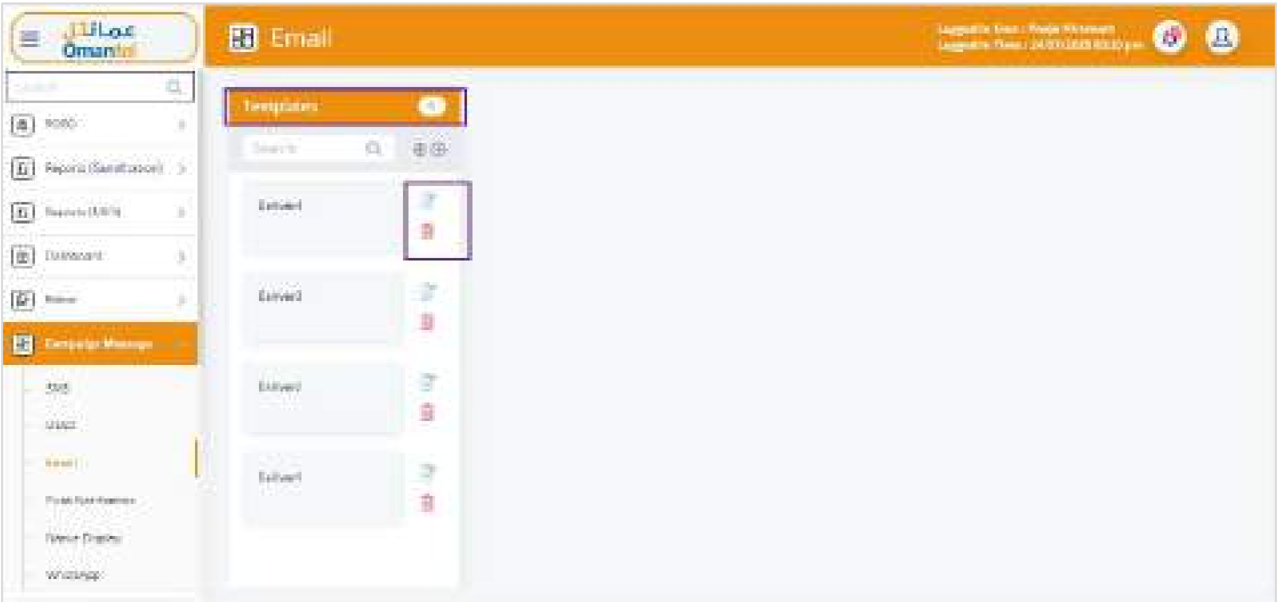
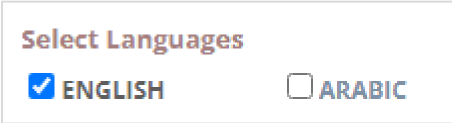


Figure 497 Templates Input Screen

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.  **Note**: You can select the **Language (English, Arabic)** checkbox to enter the template in the corresponding languages.
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.

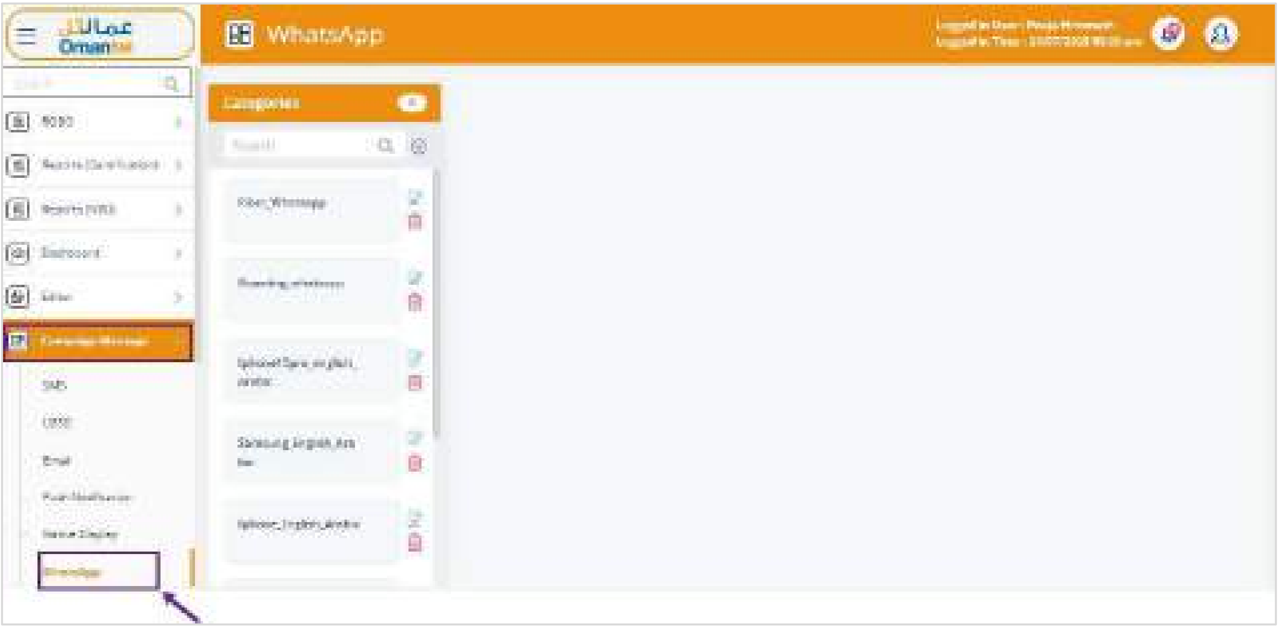


Figure 499 Campaign Message – WhatsApp

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.

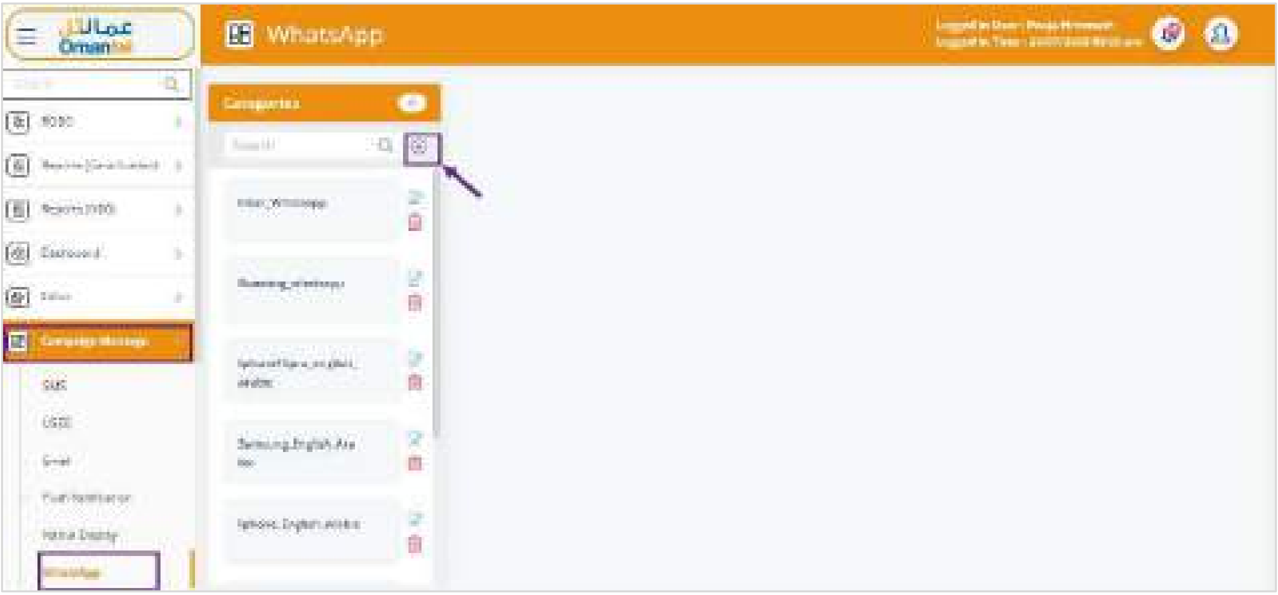


Figure 500 Categories – Add Button

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

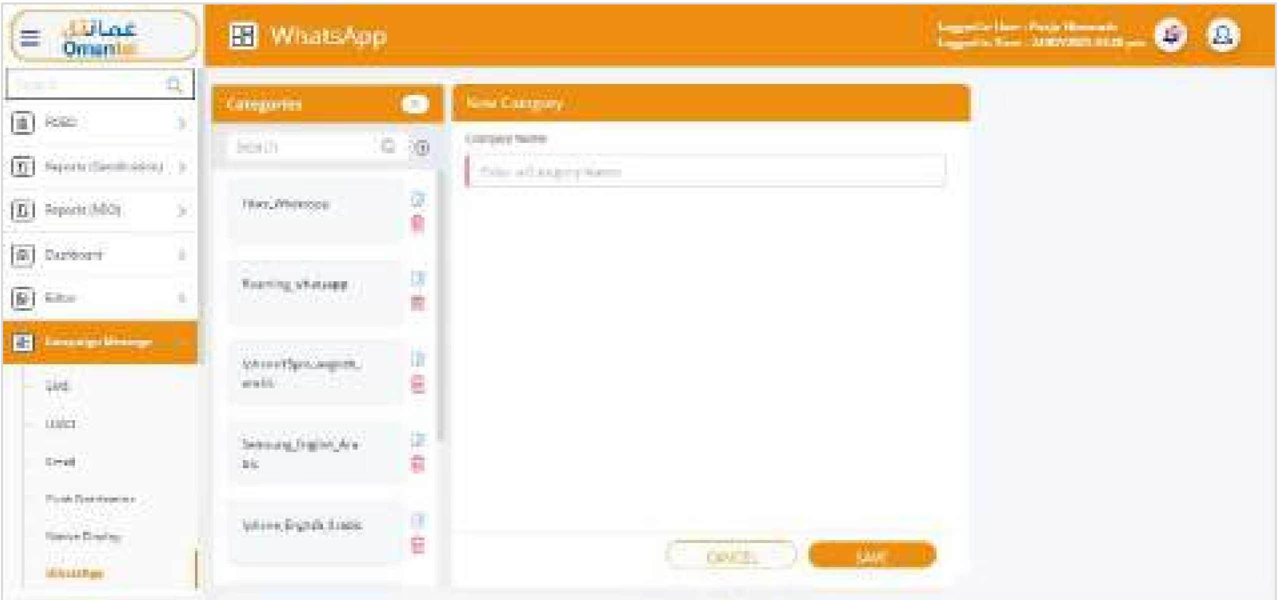


Figure 501 WhatsApp - Categories Input Screen

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.

11.5.1.2 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.

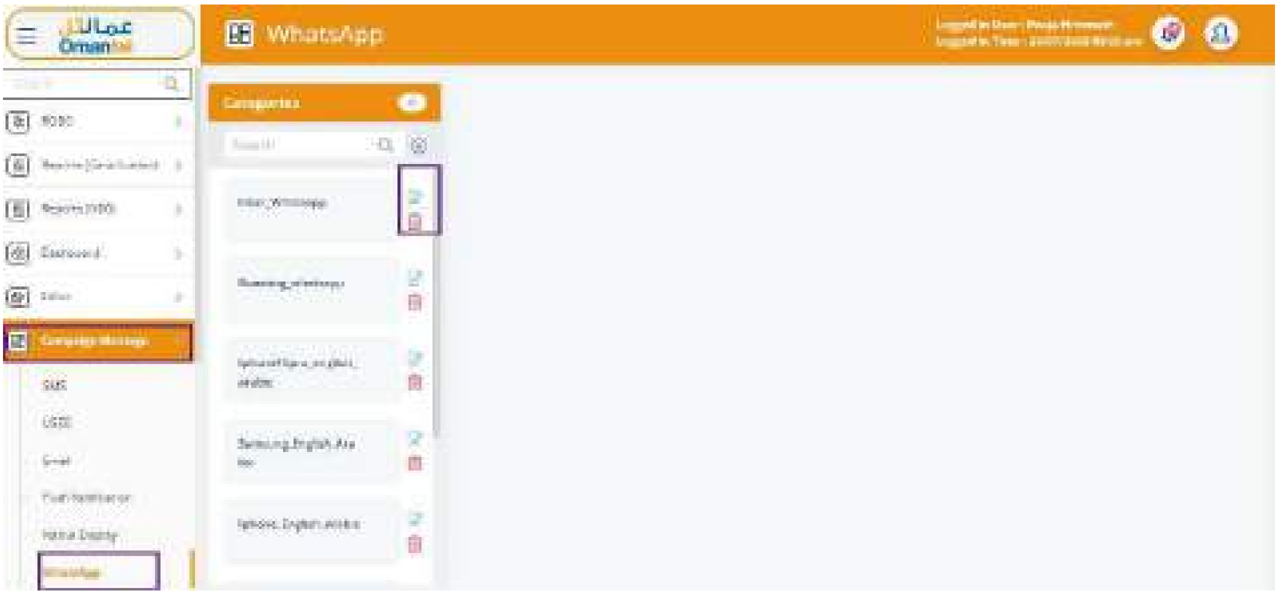


Figure 502 Segment – Modify and Delete Operations

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.

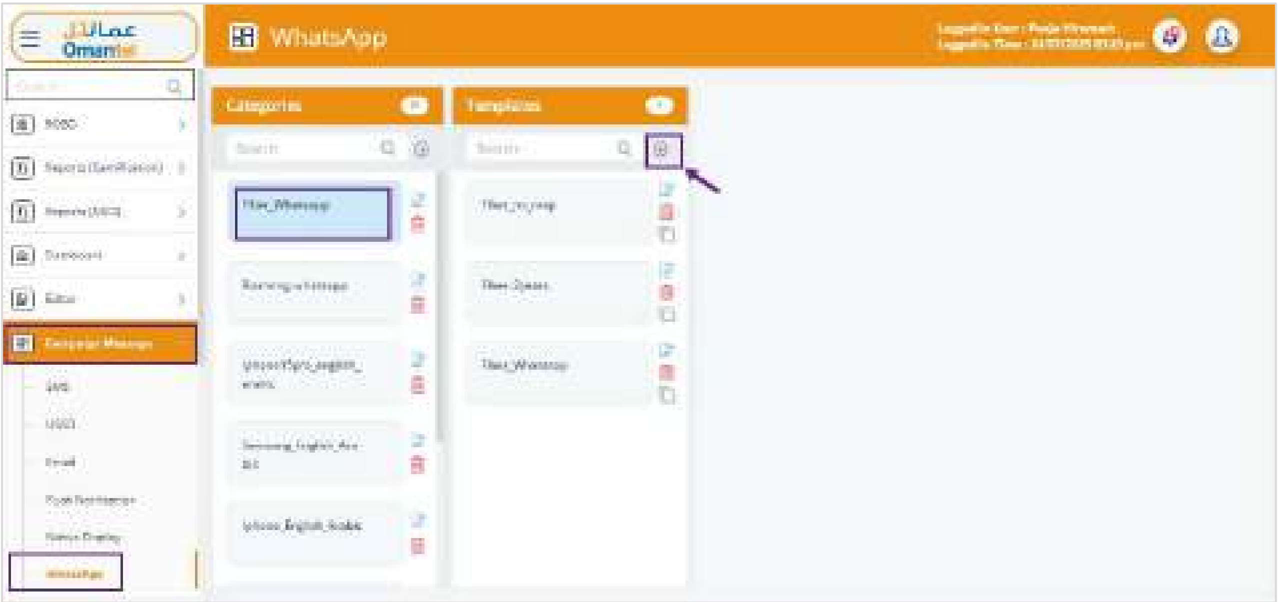


Figure 503 Templates – Add Button

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

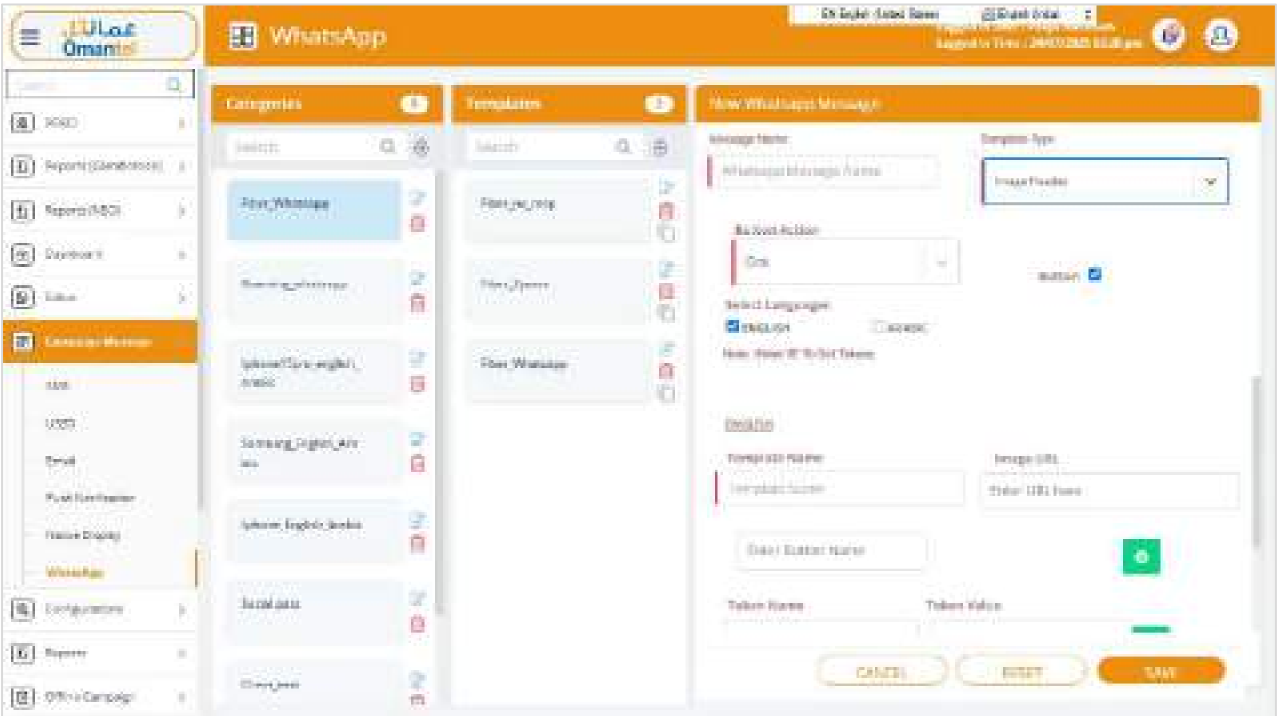
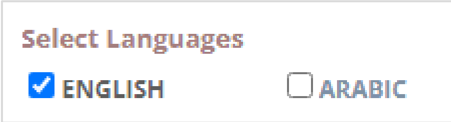
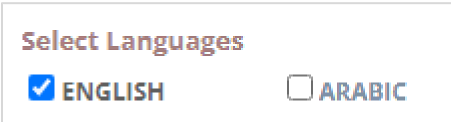


Figure 504 Templates Input Screen

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.

Field	Description
Select Languages	Select the **English** checkbox to select the language. The following screen is displayed.  **Note**: You can select the **Language (English, Arabic)** checkbox to enter the template in the corresponding languages.
English	Enter the message of the template in the corresponding field. **Note**: The following field is displayed if the **English** checkbox is selected.
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	Select the **English** checkbox to select the language. The following screen is displayed.  **Note**: You can select the **Language (English, Arabic)** checkbox to enter the template in the corresponding languages.
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	Enter the name of the button. **Note**: This field is displayed if the “**Button**” checkbox is enabled. • 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.

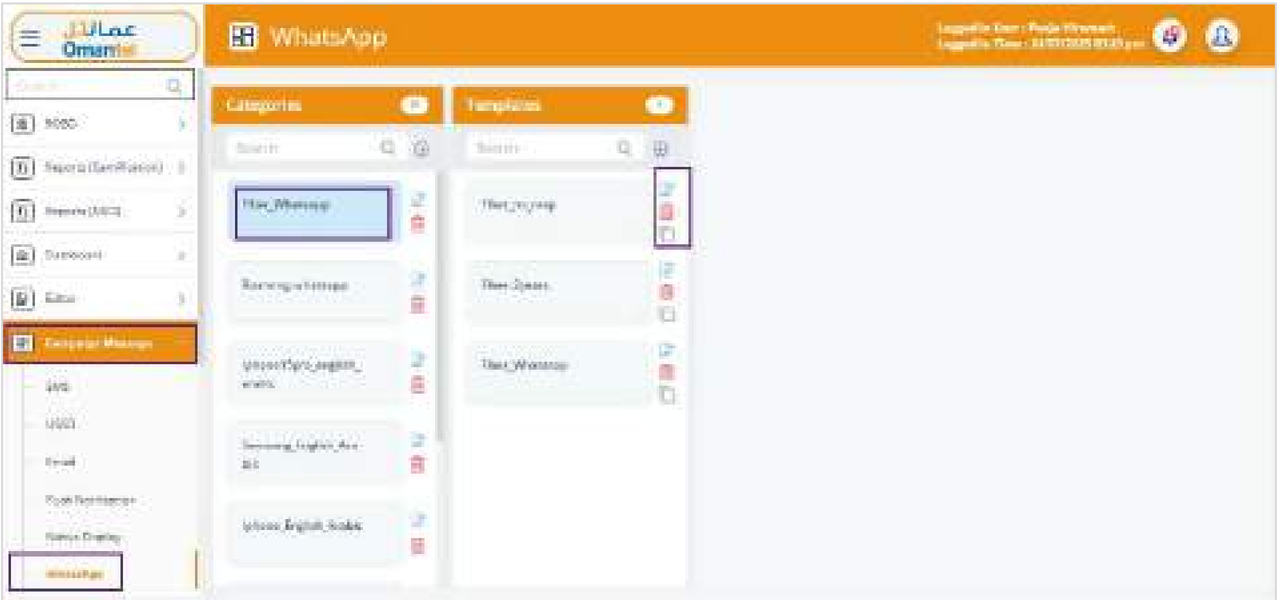


Figure 505 Segment – Modify, Copy, and Delete Operations

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.

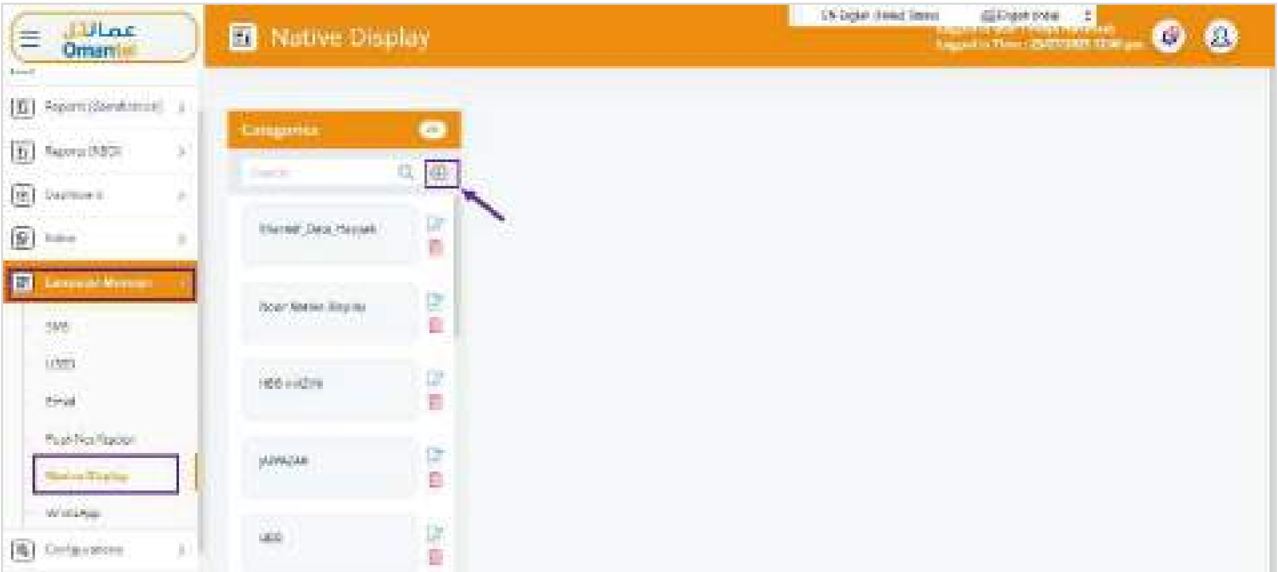


Figure 508 Categories – Add Button

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.

1. On the **Native Display** screen, click the **Add** button to add a new template. Refer to the following screen.

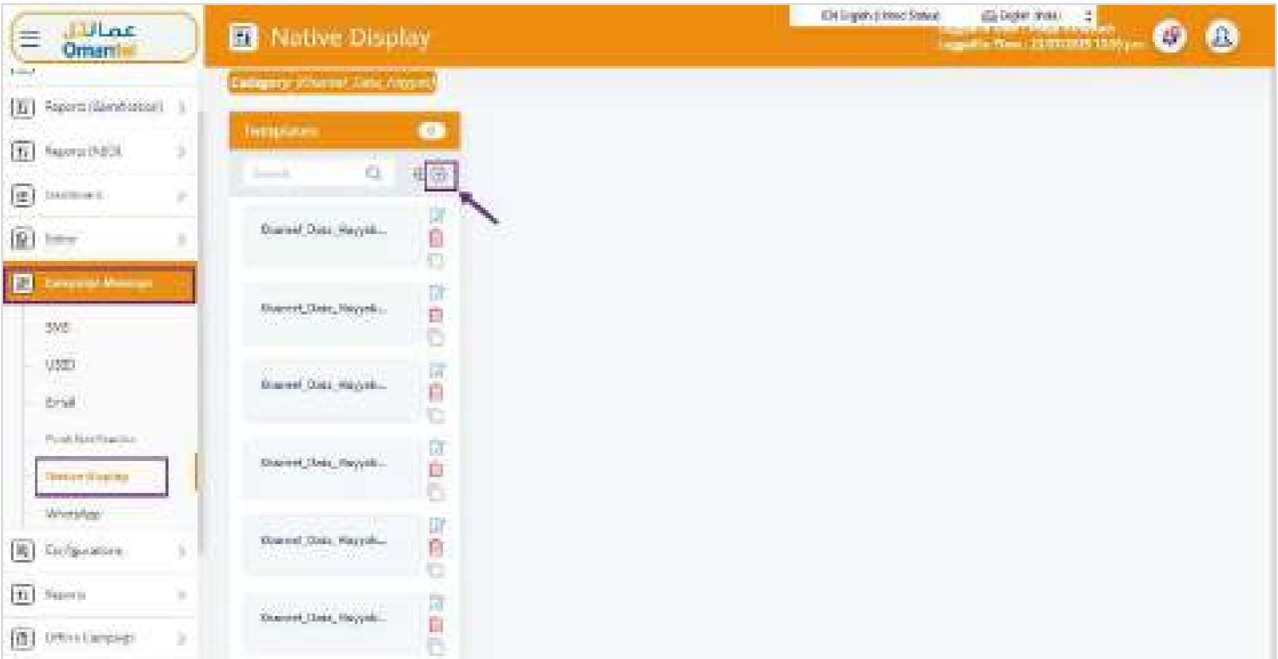


Figure 511 Templates – Add Button

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

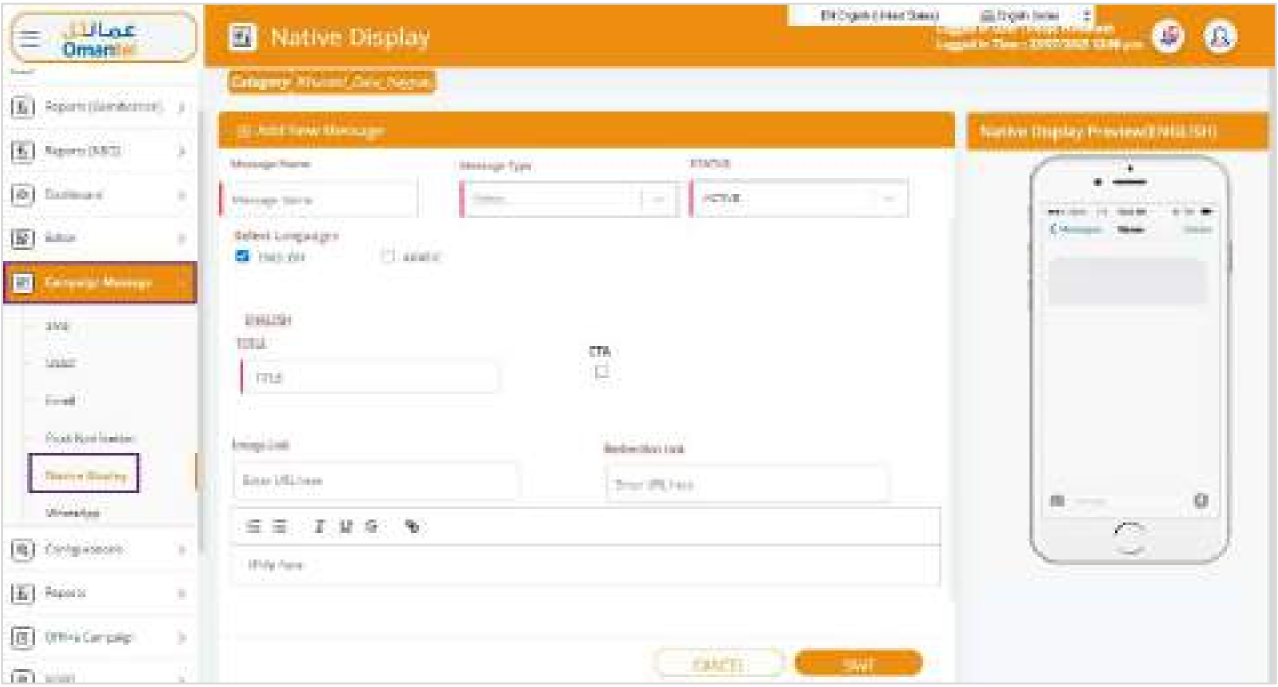
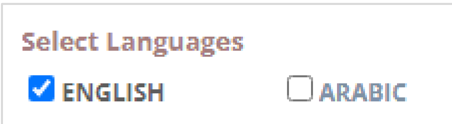


Figure 512 Templates Input Screen

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.  **Note**: You can select the **Language (English, Arabic)** checkbox to enter the template in the corresponding languages.
English	Enter the message of the template in the corresponding field. **Note**: The following field is displayed if the **English** checkbox is selected.
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.

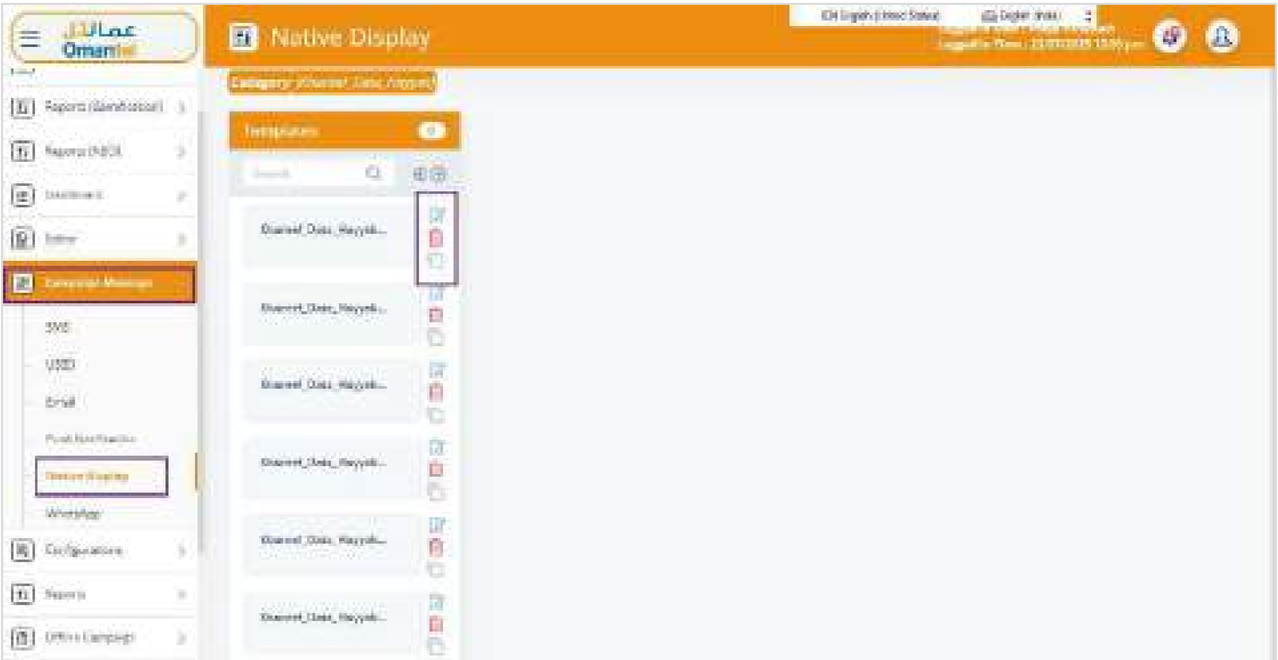


Figure 513 Native Display – Modify, Copy, and Delete Operations

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.

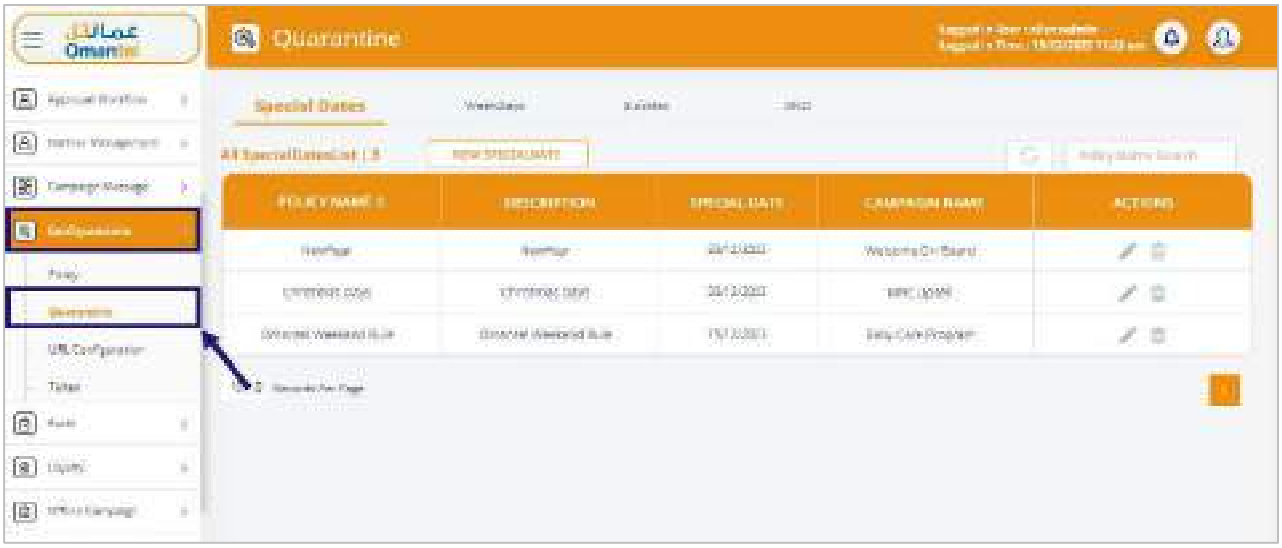


Figure 514 Configurations- Quarantine

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.

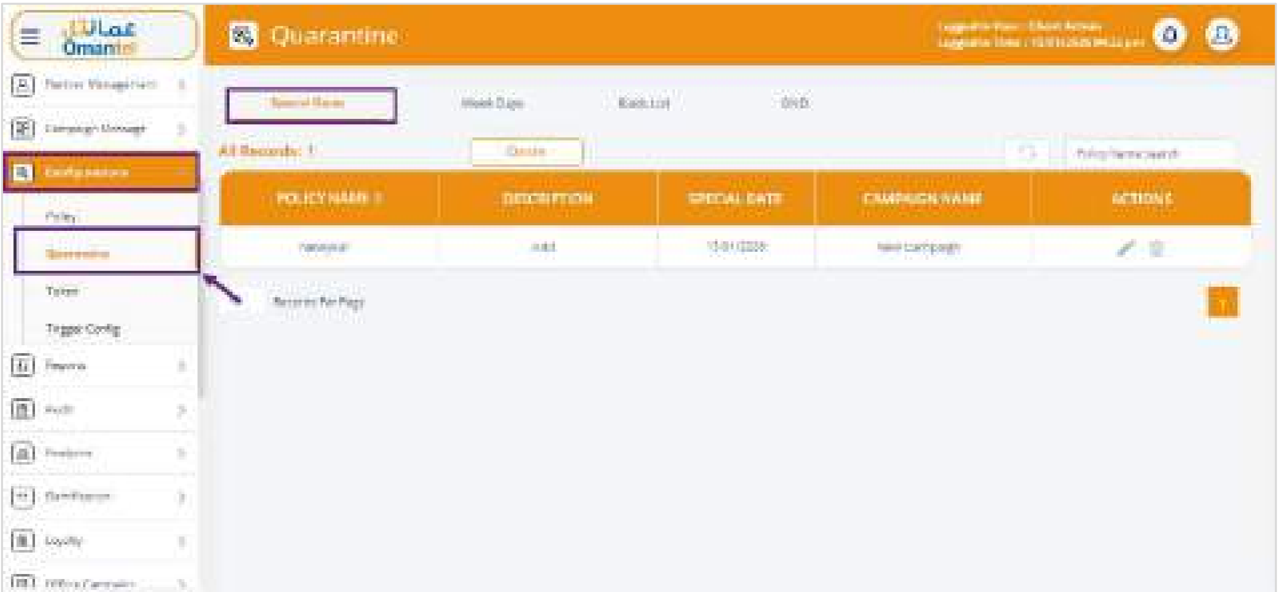


Figure 515 Configurations- Quarantine

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.

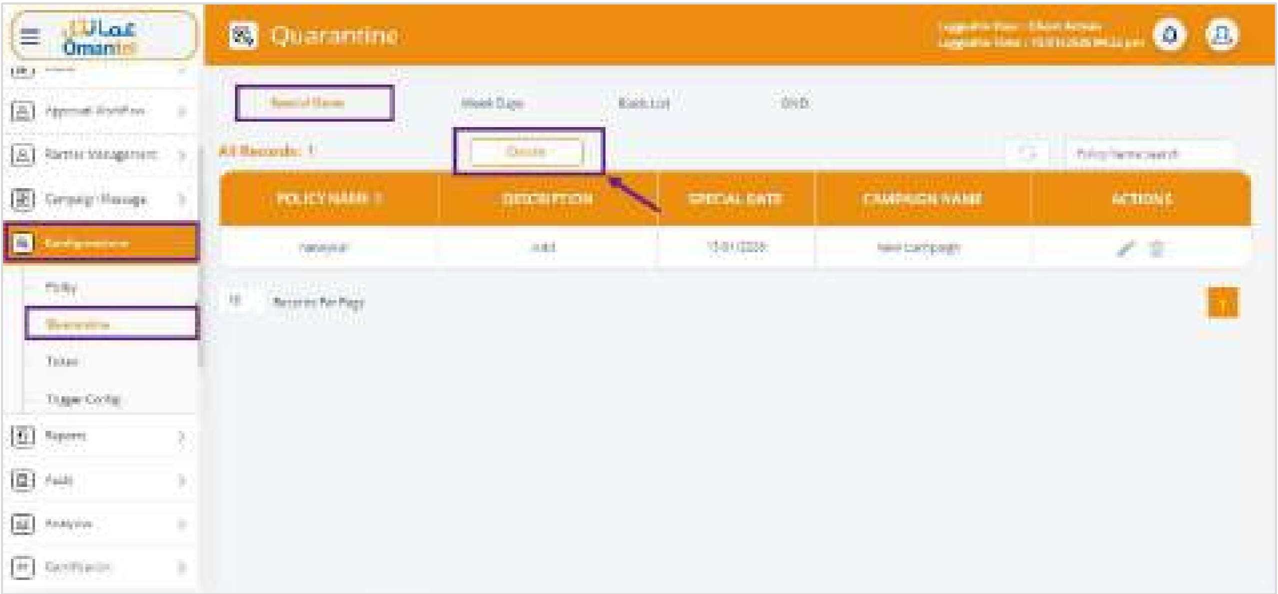


Figure 516 Quarantine – Create

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

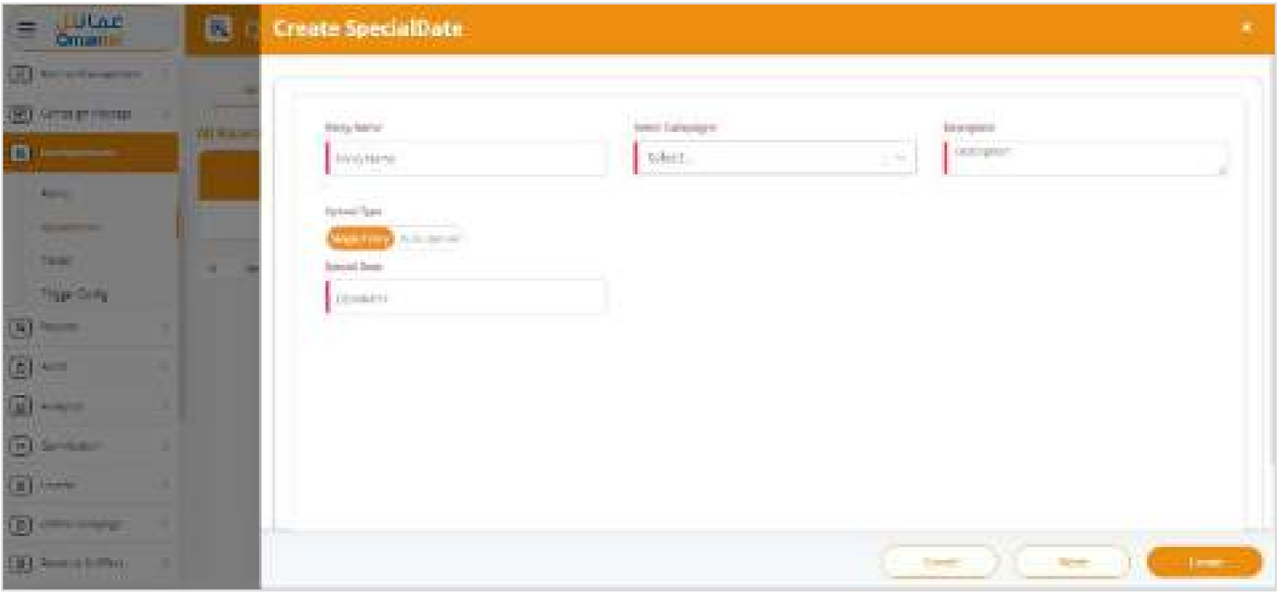


Figure 517 Create Special Date Input Screen

3. 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. • Click the **Choose File** button to upload the file. **Note**: Supported File Format is .txt & The File Data Format Is Date|Description.Eg, DD/MM/YYYY|Description.
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.

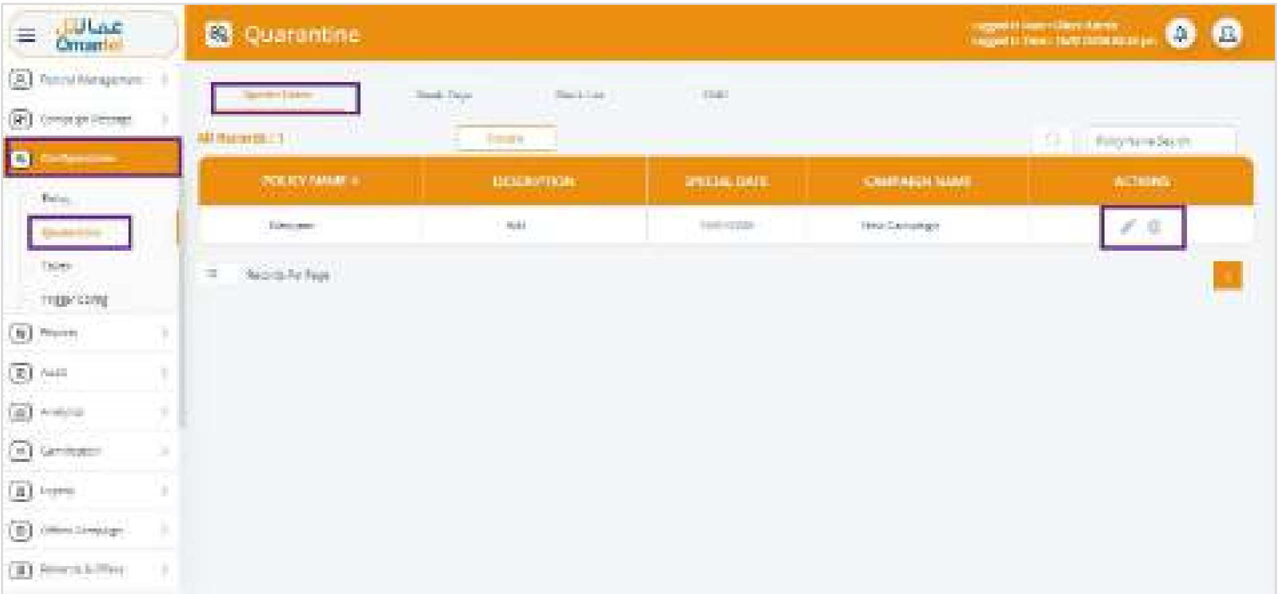


Figure 518 Quarantine –Special Date Operations

12.1.2 Week Days

Using these weekdays option, you can send promotional messages on weekdays.

1. On the side menu, click **Configurations**>>**Quarantine** to view quarantine details. Refer to the following screen.

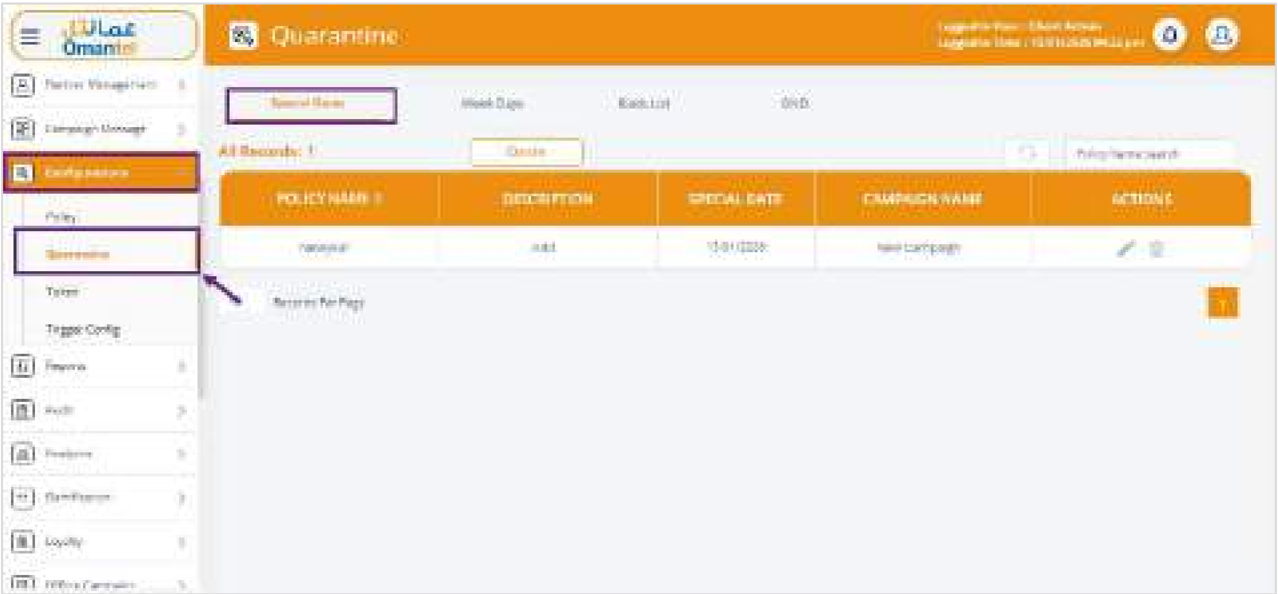


Figure 519 Configurations- URL Configuration

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.

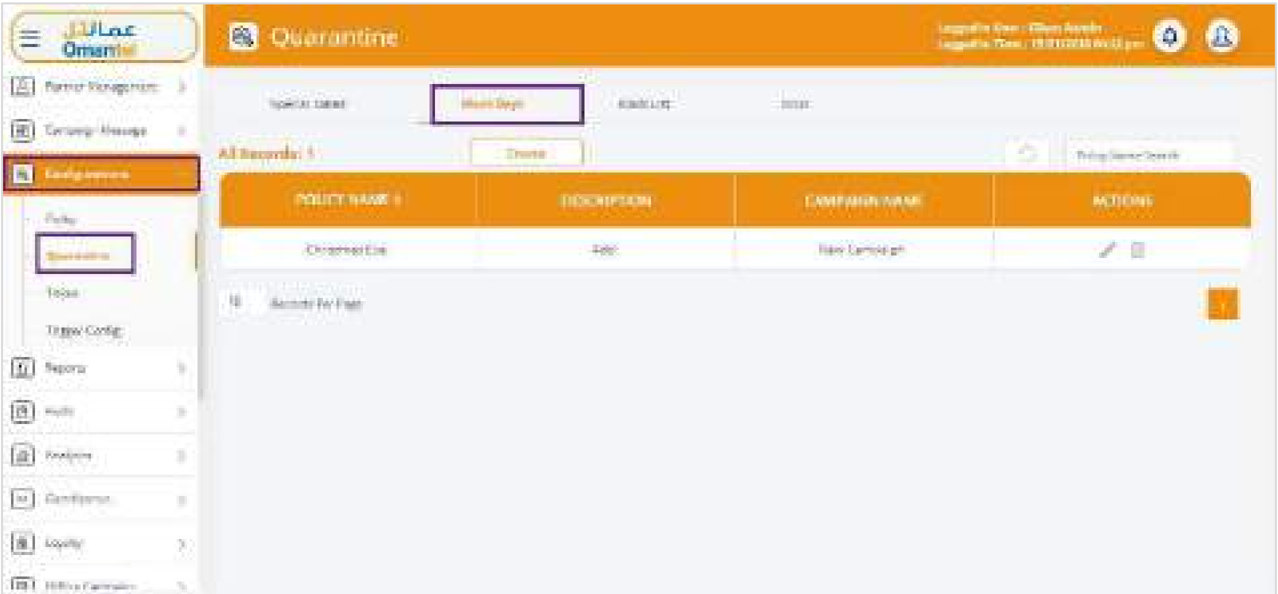


Figure 520 WeekDays Input Screen

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.

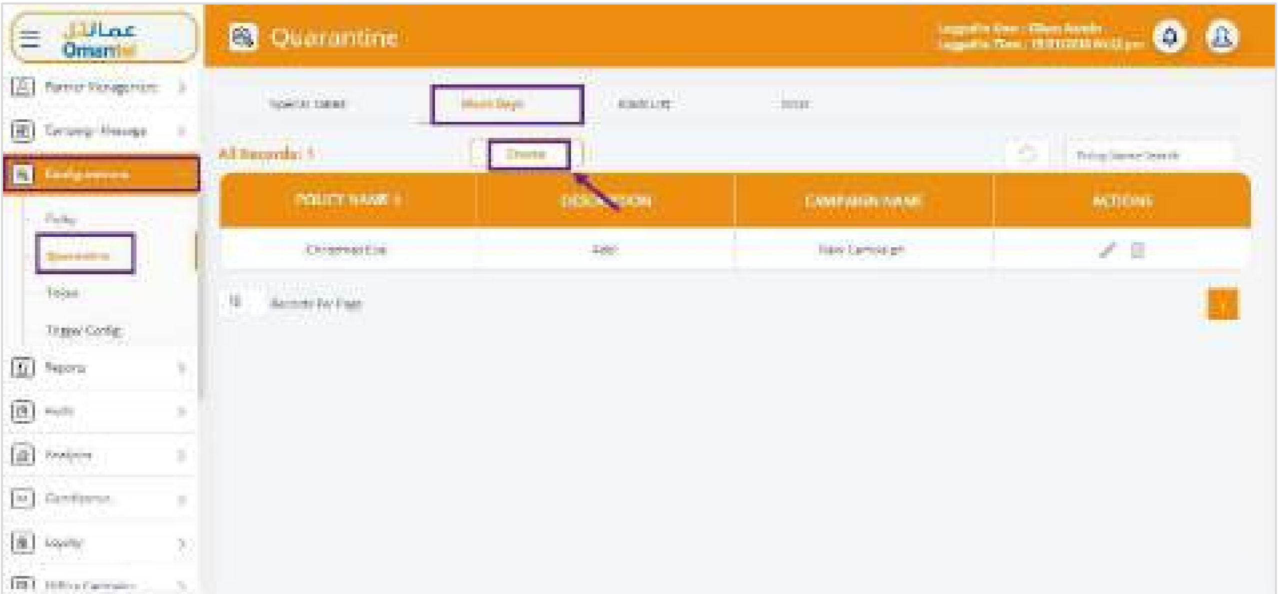


Figure 521 Quarantine – Create Weekday

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

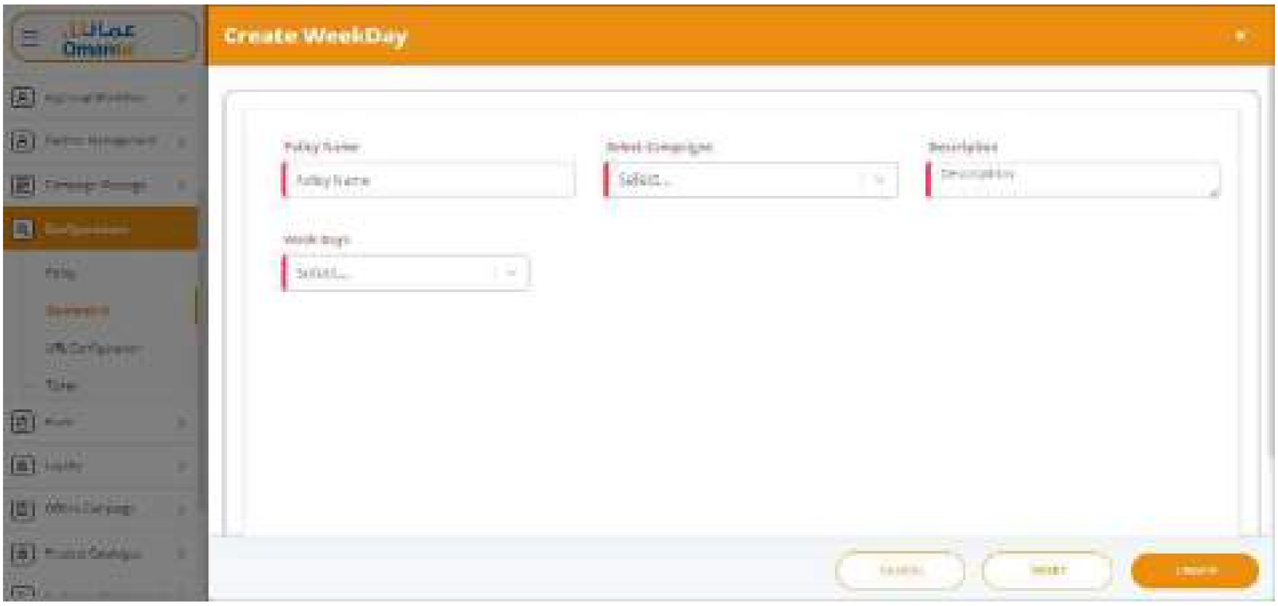


Figure 522 Create Weekday Input Screen

3. 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**".

4. 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.

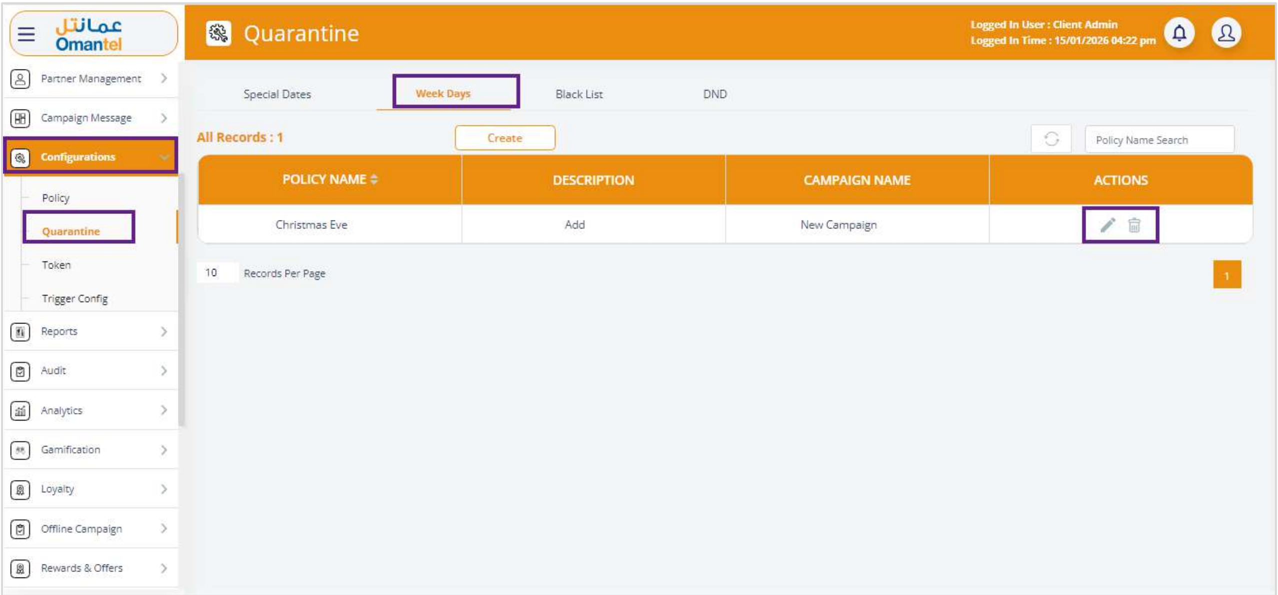


Figure 523 Quarantine –Week Days Operations

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.

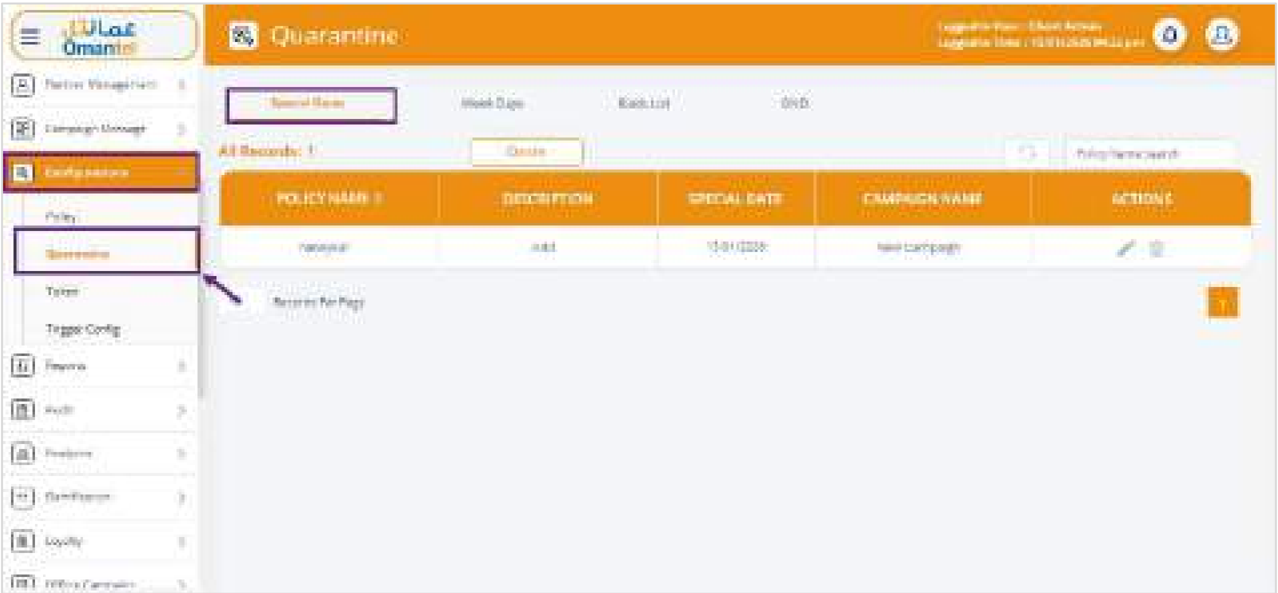


Figure 524 Configurations- Quarantine

2. On the **Quarantine** screen, click the **BlackList** tab to view the blacklist details. The following screen is displayed.

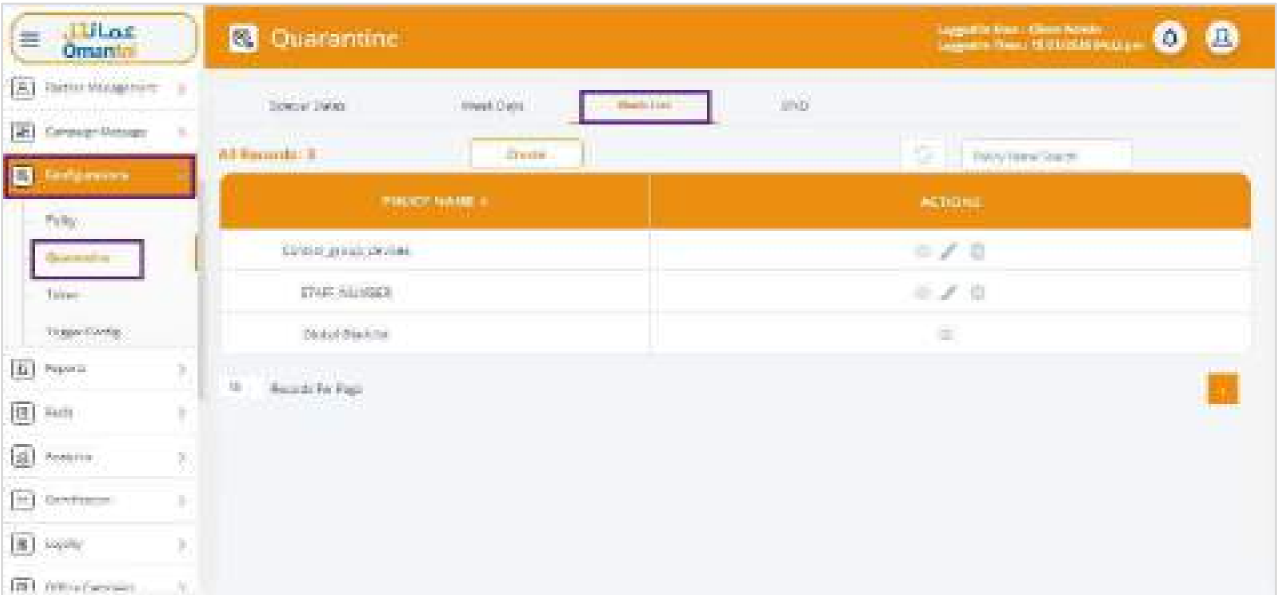


Figure 525 BlackList Input Screen

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.

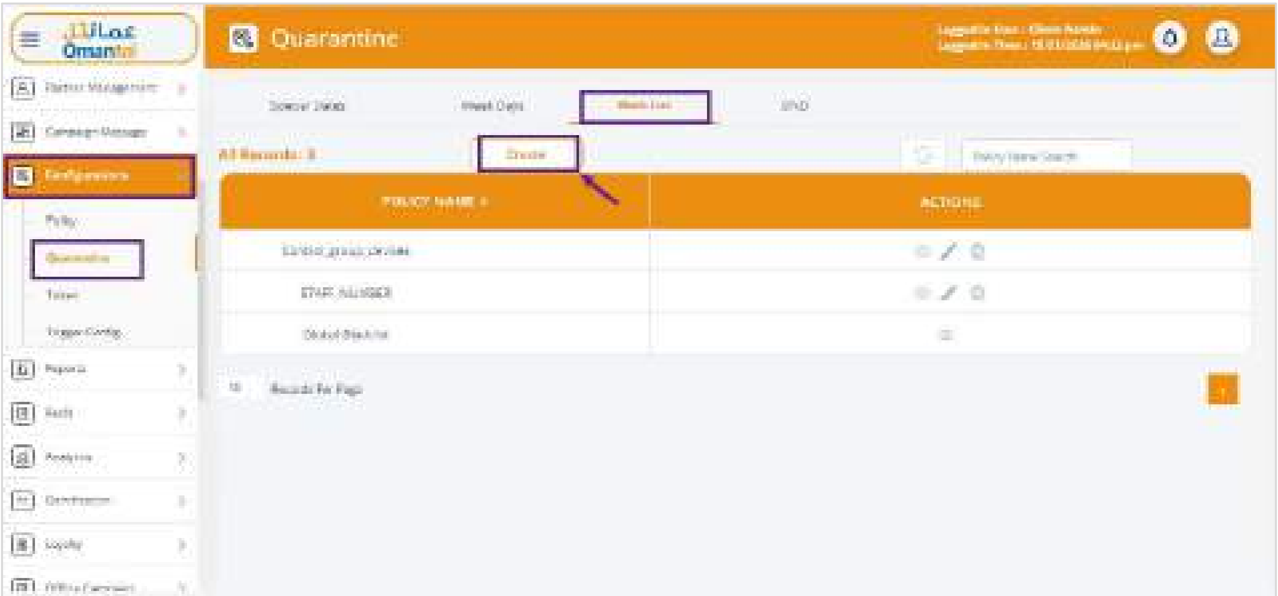


Figure 526 Quarantine – Create

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

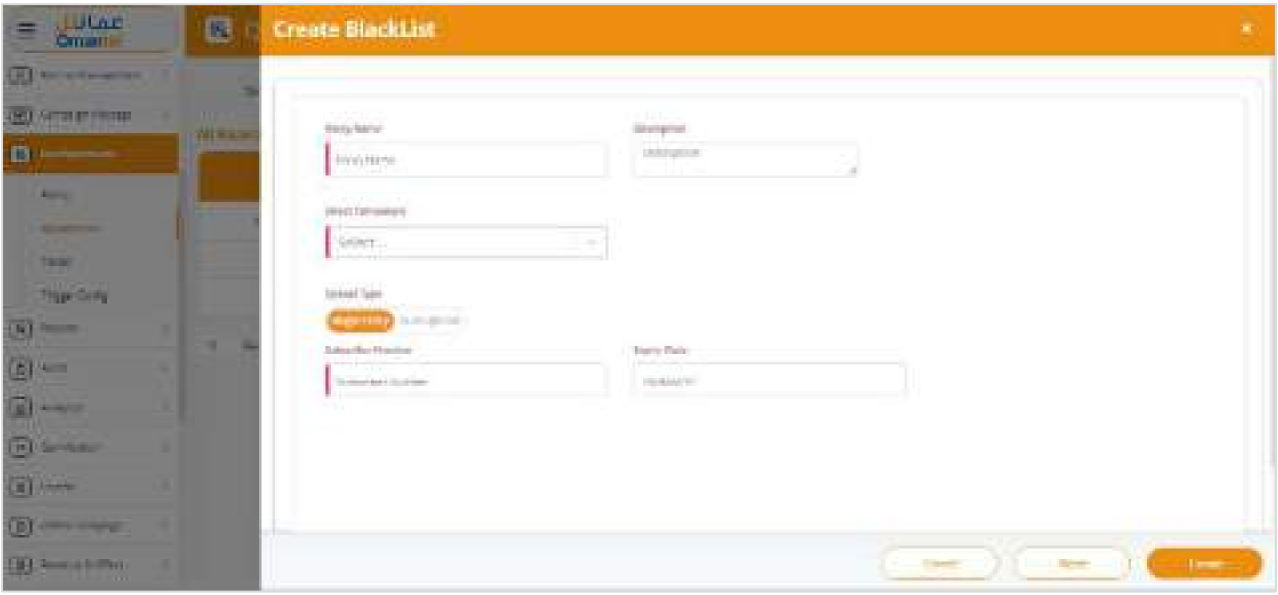


Figure 527 Create Blacklist Input Screen

3. 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. • Click the **Download Sample File** to download the sample file. • Click the **Choose File** button to upload the file. **Note**: Supported File Format is .txt & The File Data Format Is Date|Description.Eg, DD/MM/YYYY|Description.
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.

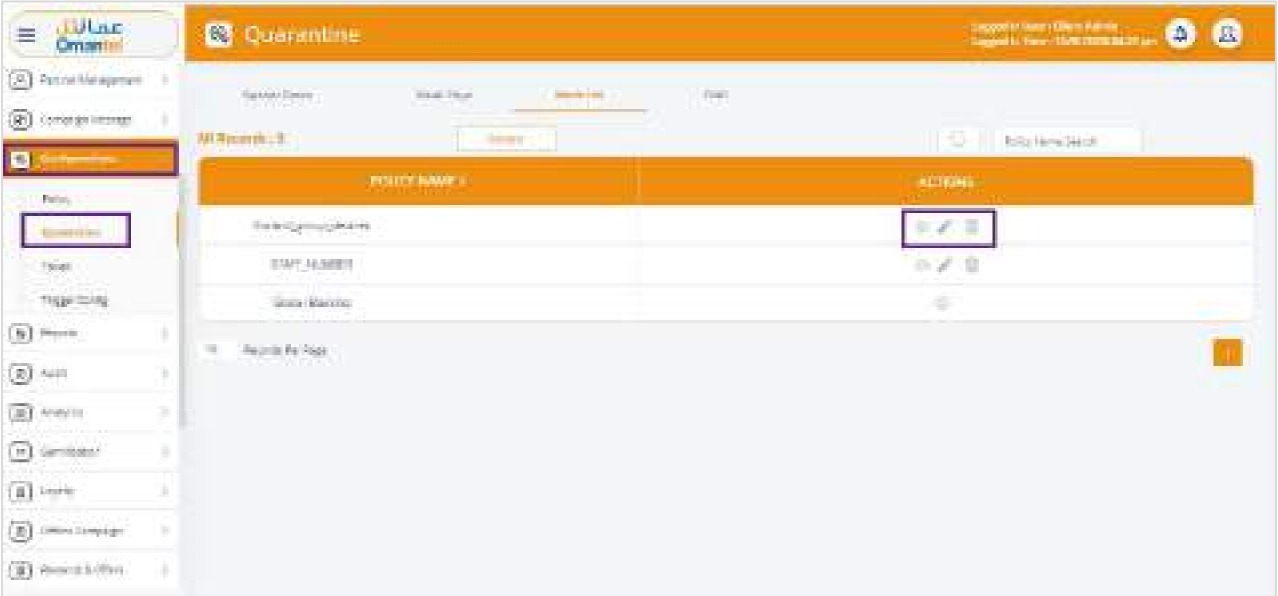


Figure 528 Quarantine – Blacklist Operations

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.

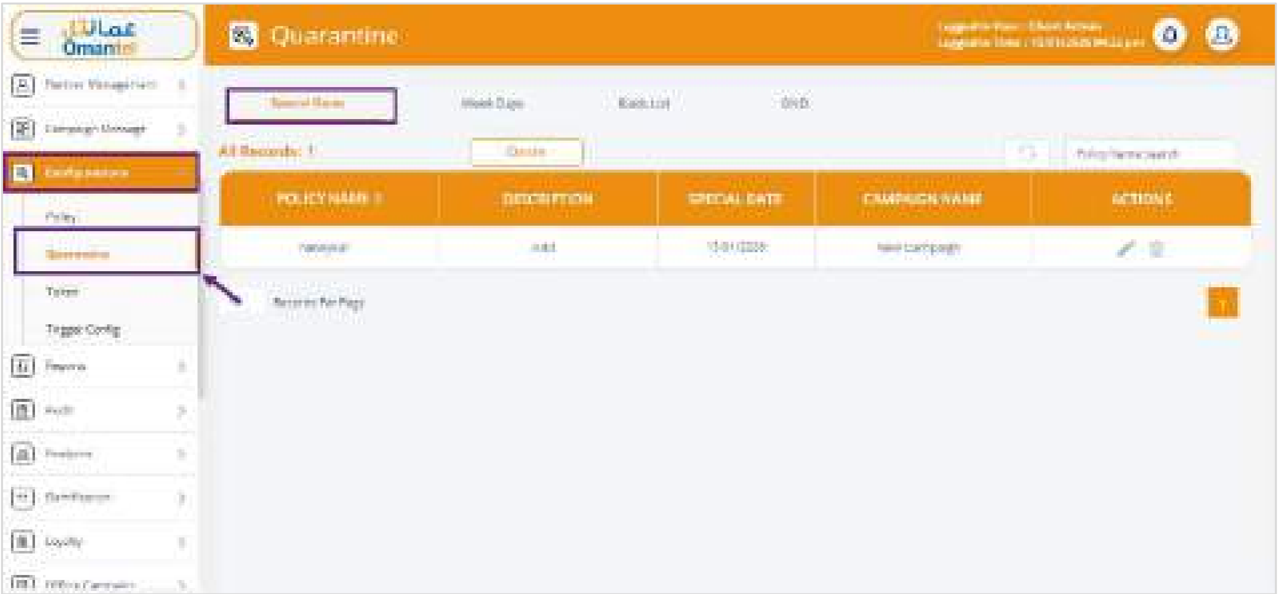


Figure 529 Configurations- Quarantine

2. On the **Quarantine** screen, click the **DND** tab to view the DND details. The following screen is displayed.

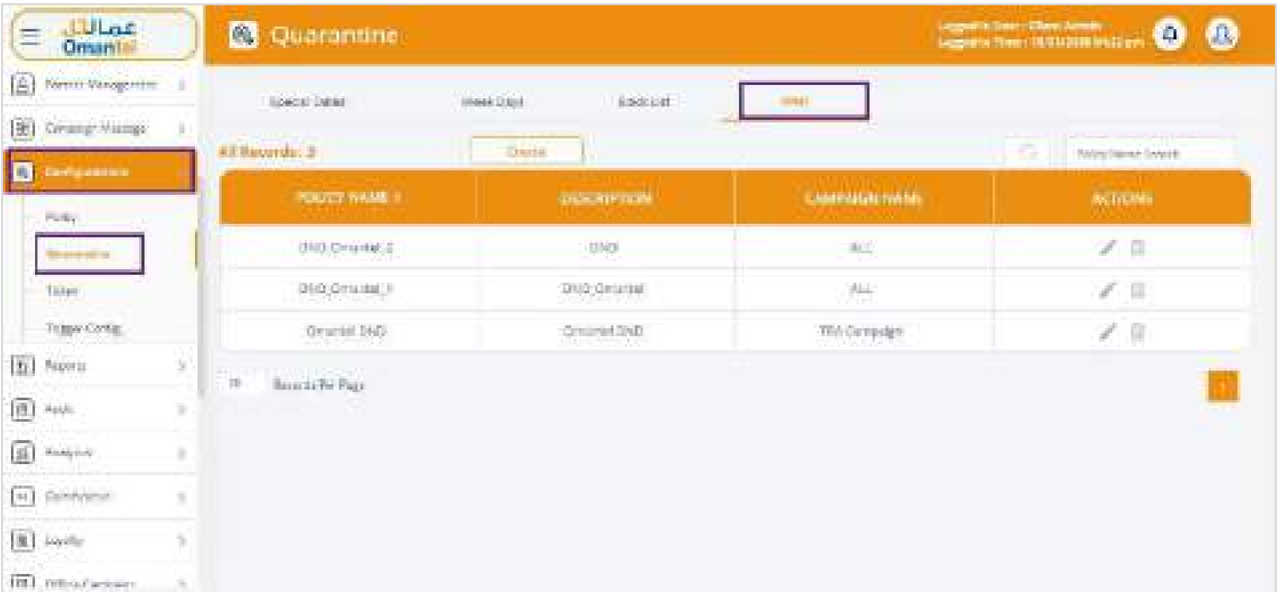


Figure 530 DND Input Screen

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

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

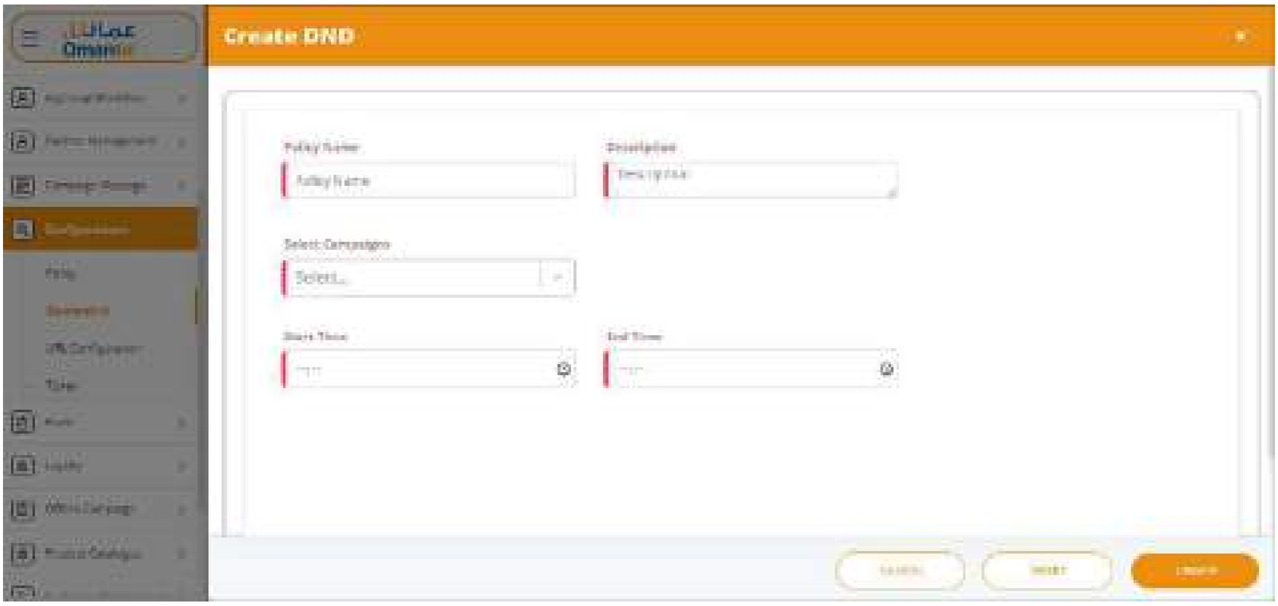


Figure 532 Create DND Input Screen

3. 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.

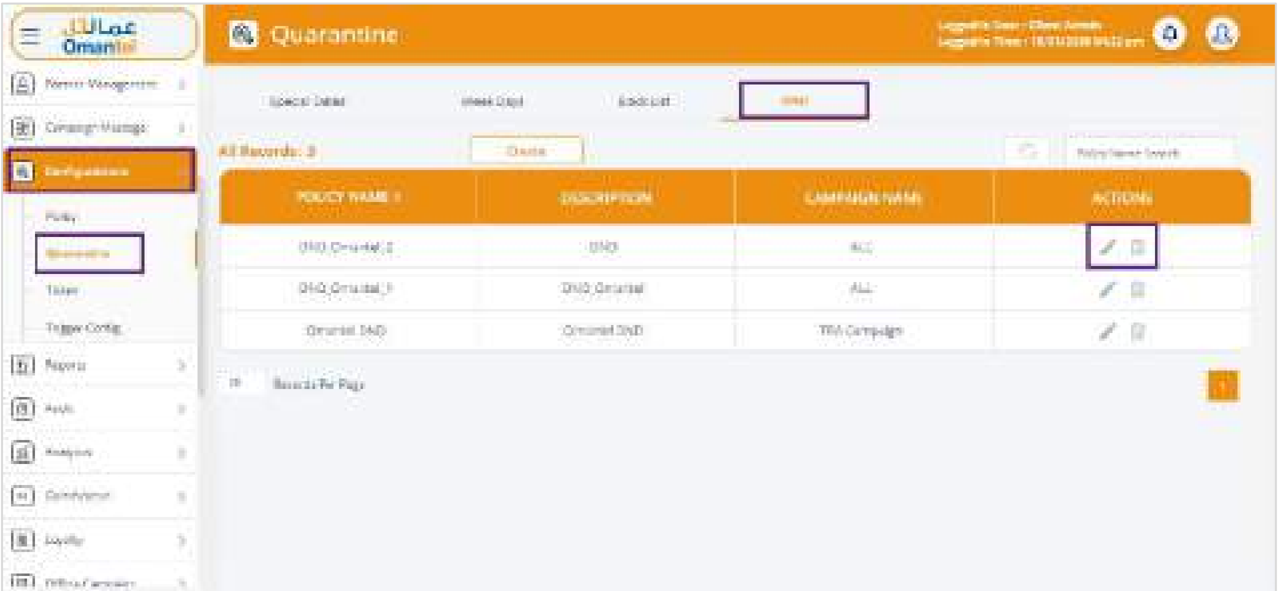


Figure 533 Quarantine – DND Operations

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.

1. On the side menu, click **Configurations**>> **Policy** to view lead policy details. Refer to the following screen.

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.

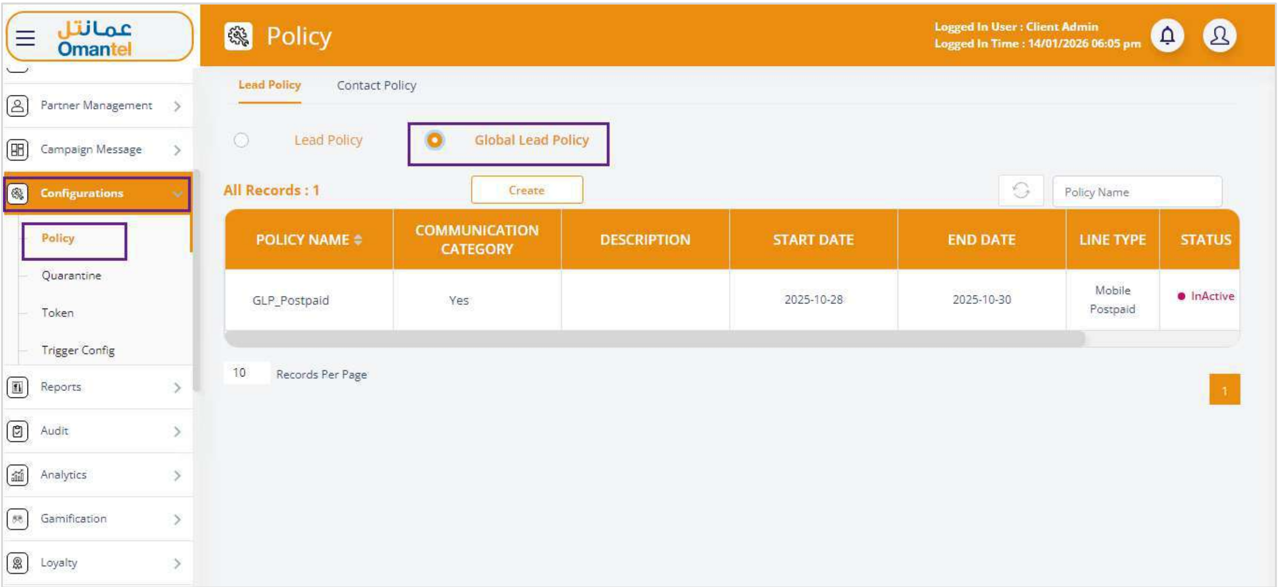


Figure 535 Policy – Global Lead Policy

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**".

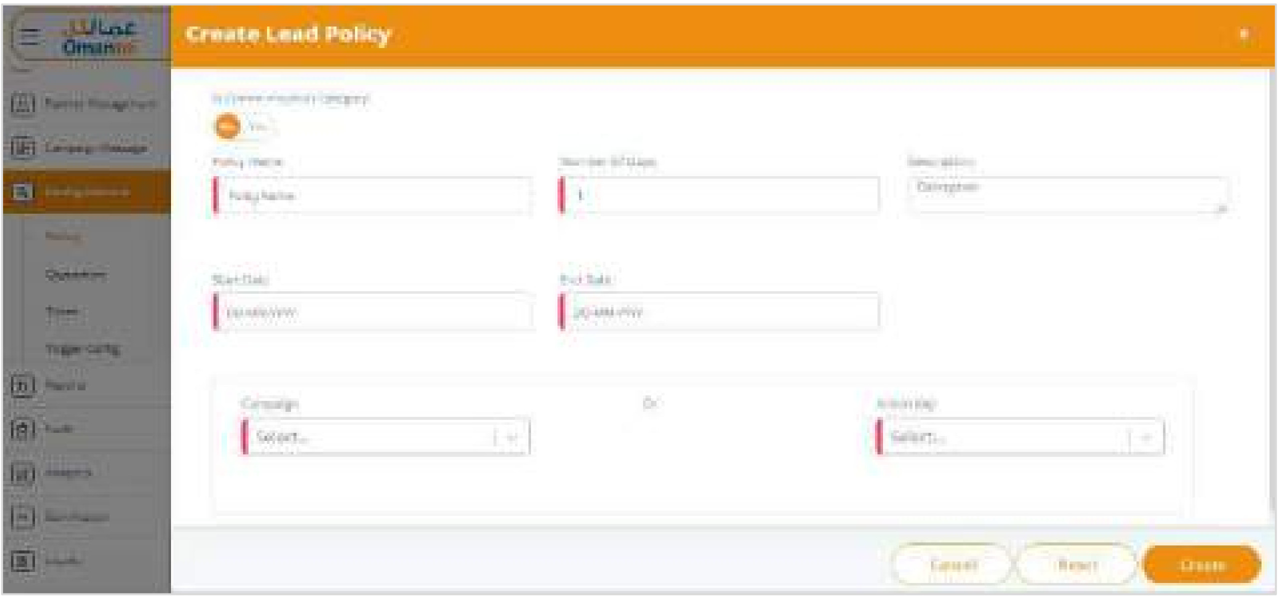
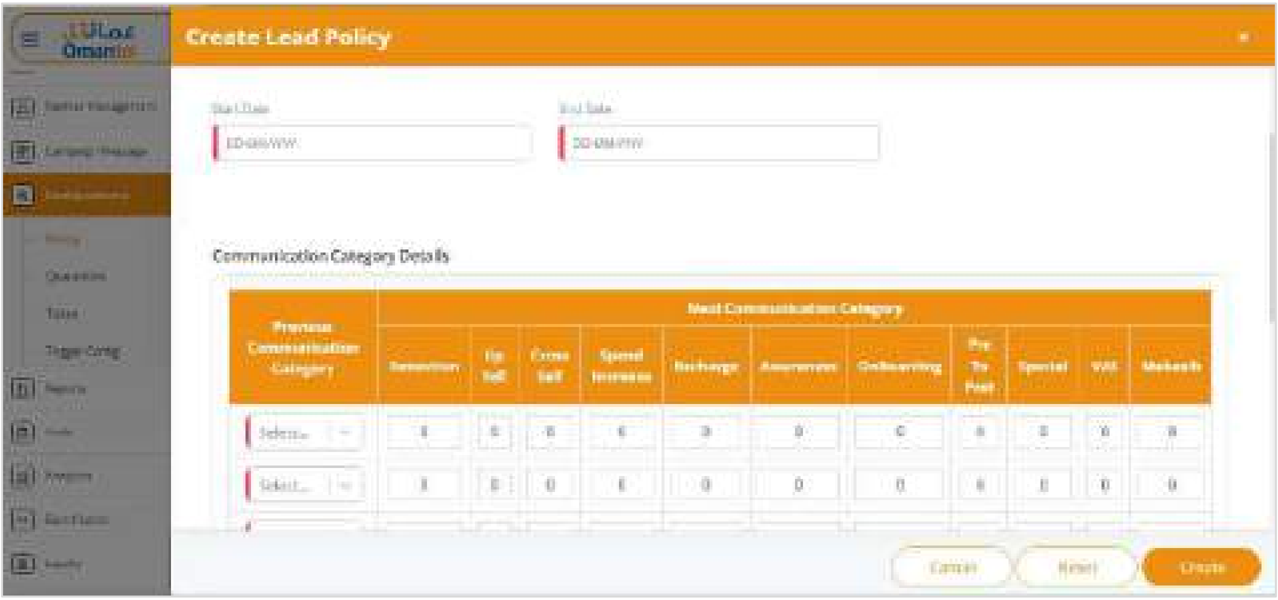


Figure 536 Create Lead Policy Input Screen

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. • 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**". **Note**: You must select either campaign or action key to create a new lead policy. One parameter is mandatory.
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.

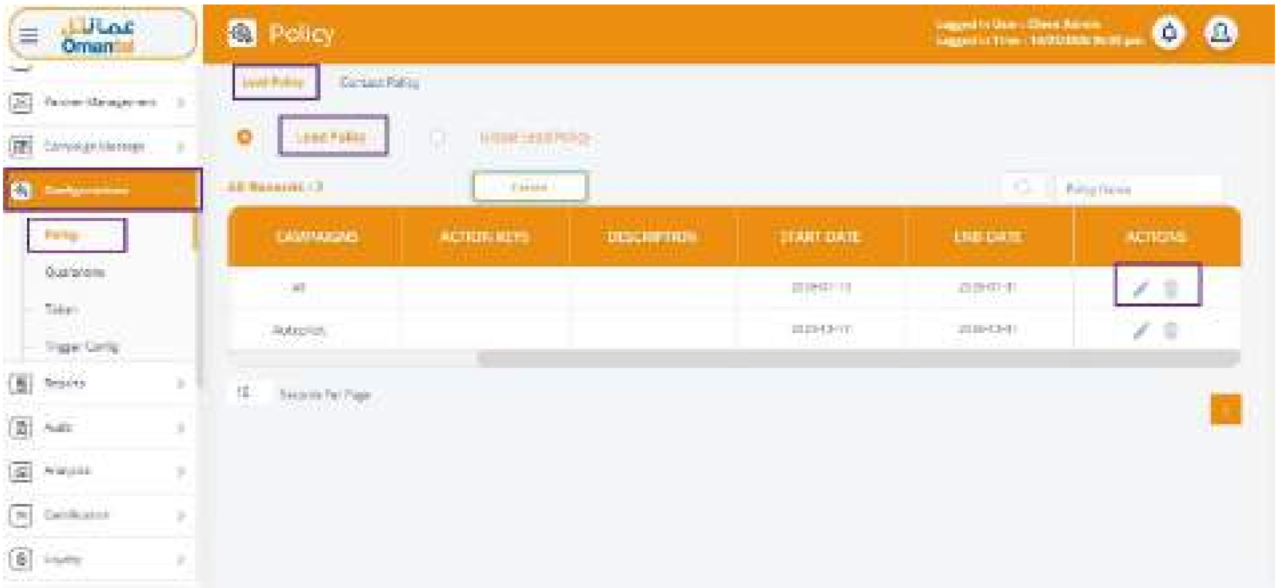


Figure 537 Configuration – Lead Policy (Modify and Delete Operations)

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.

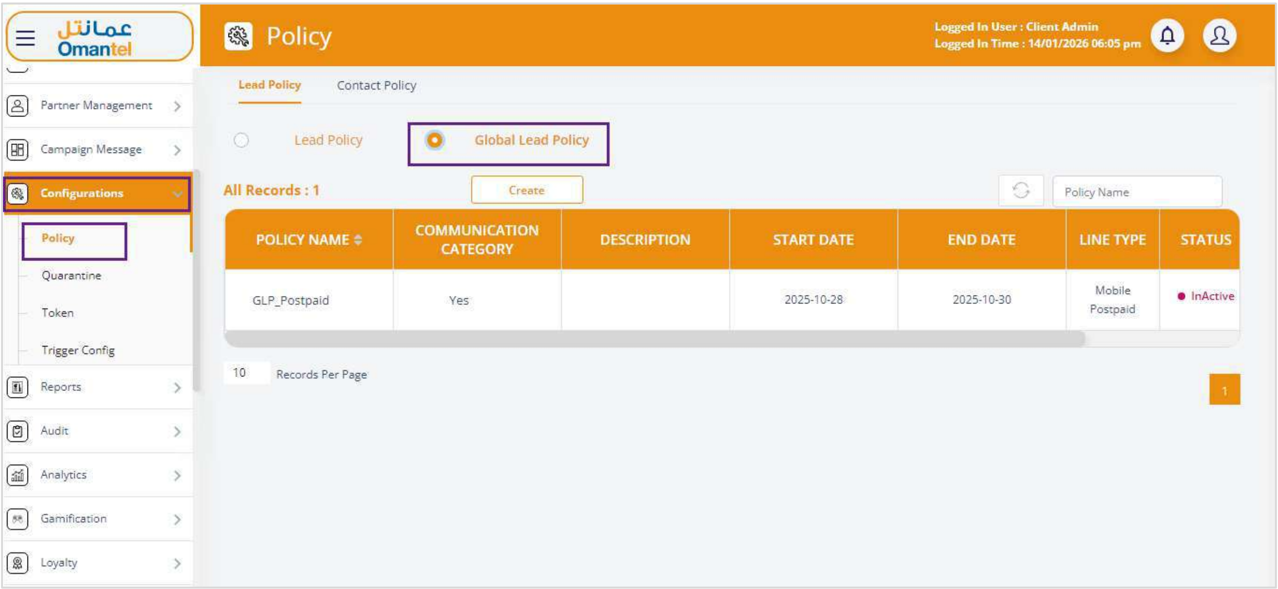


Figure 538 Policy – Global Lead Policy

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.

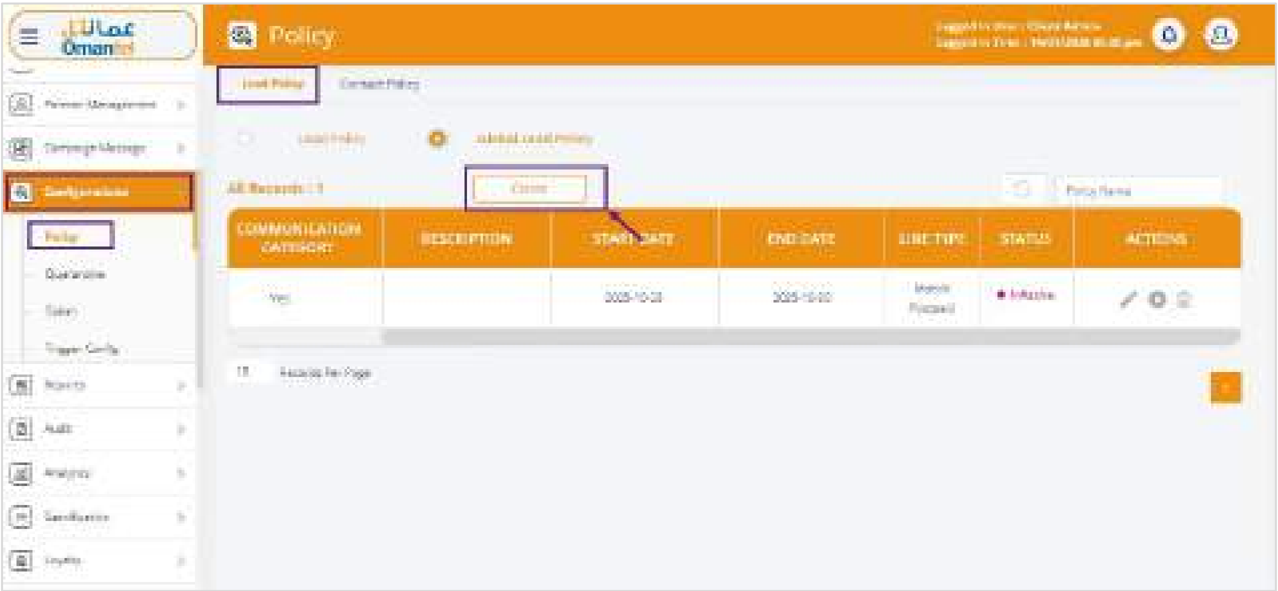


Figure 539 Global Lead Policy – Create Button

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

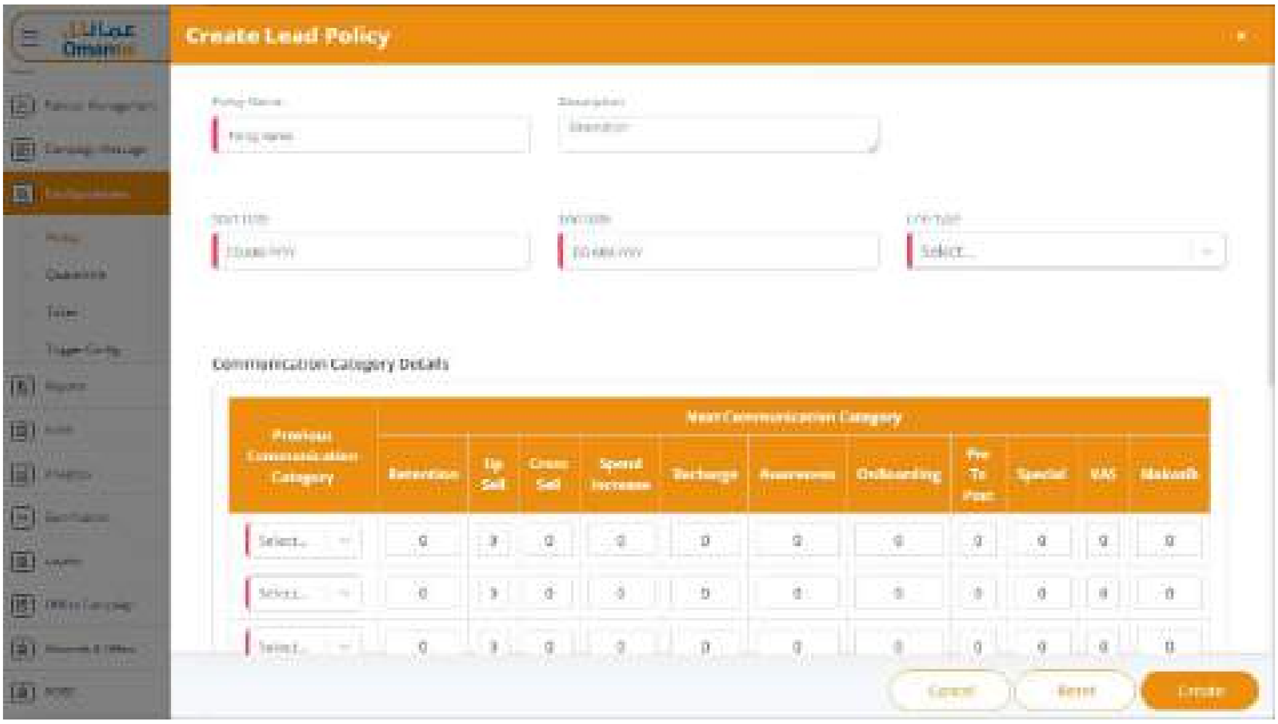


Figure 540 Create Lead Policy Input Screen

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.

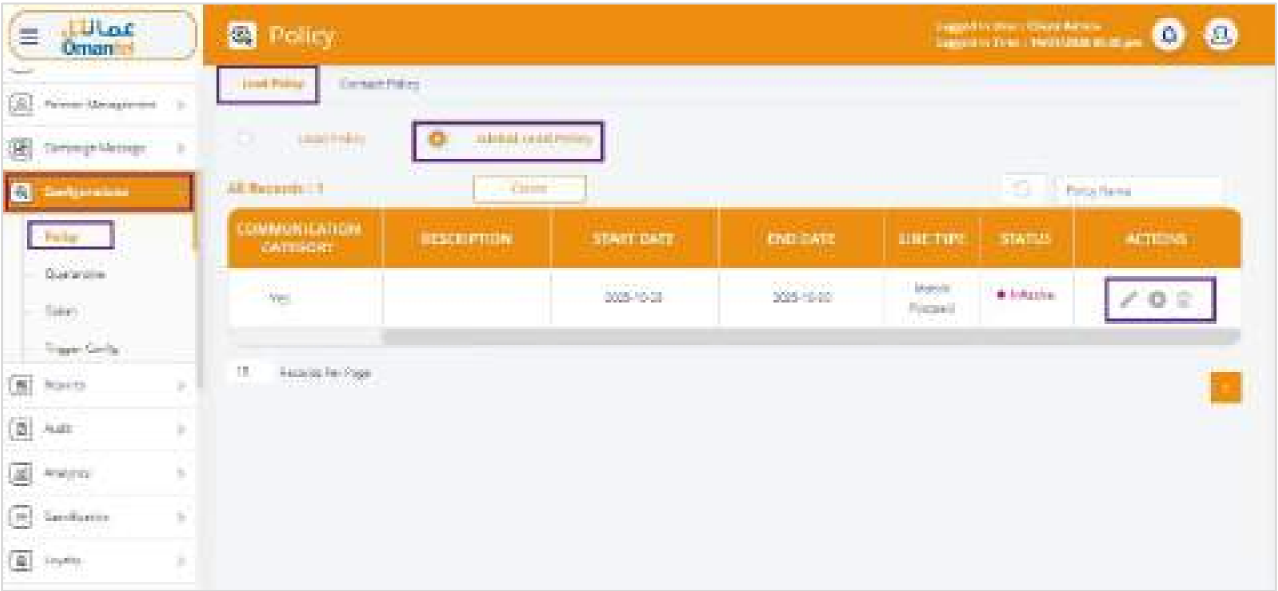


Figure 541 Global Lead Policy – Modify, Resume, and Delete Operations

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.

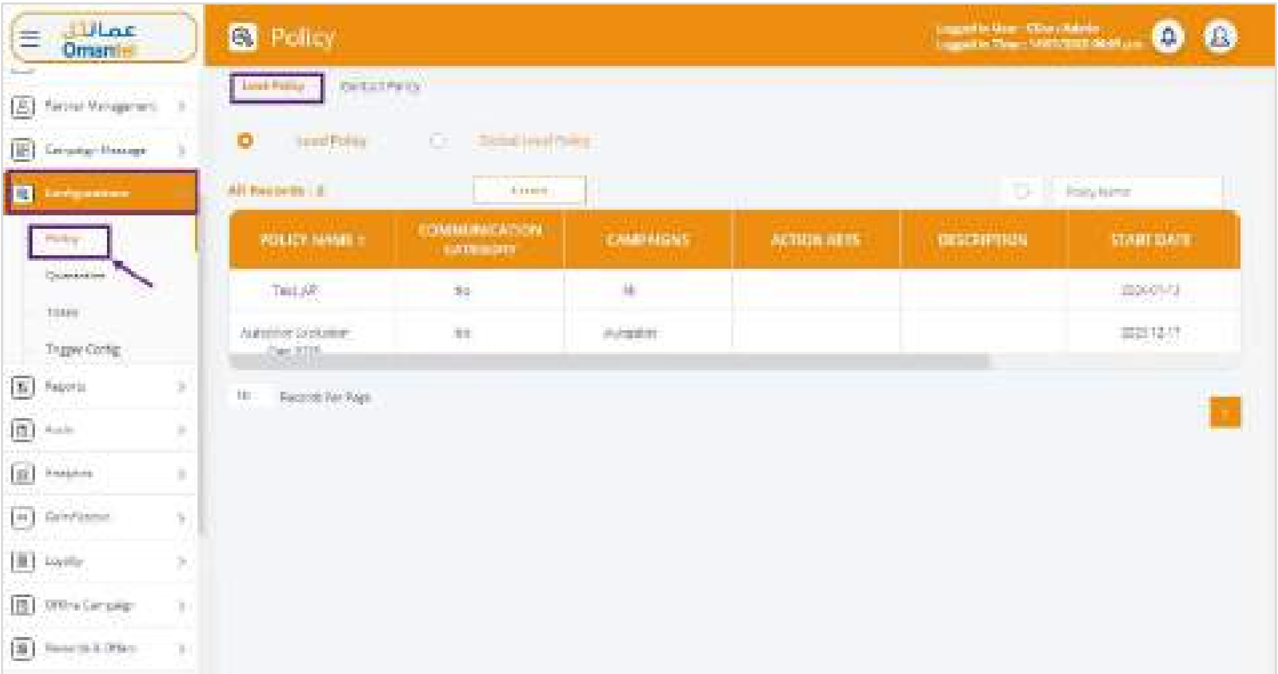


Figure 542 Configurations – Policy

2. On the **Policy** screen, click the **Contact Policy** tab to view the contact policy details. The following screen is displayed.

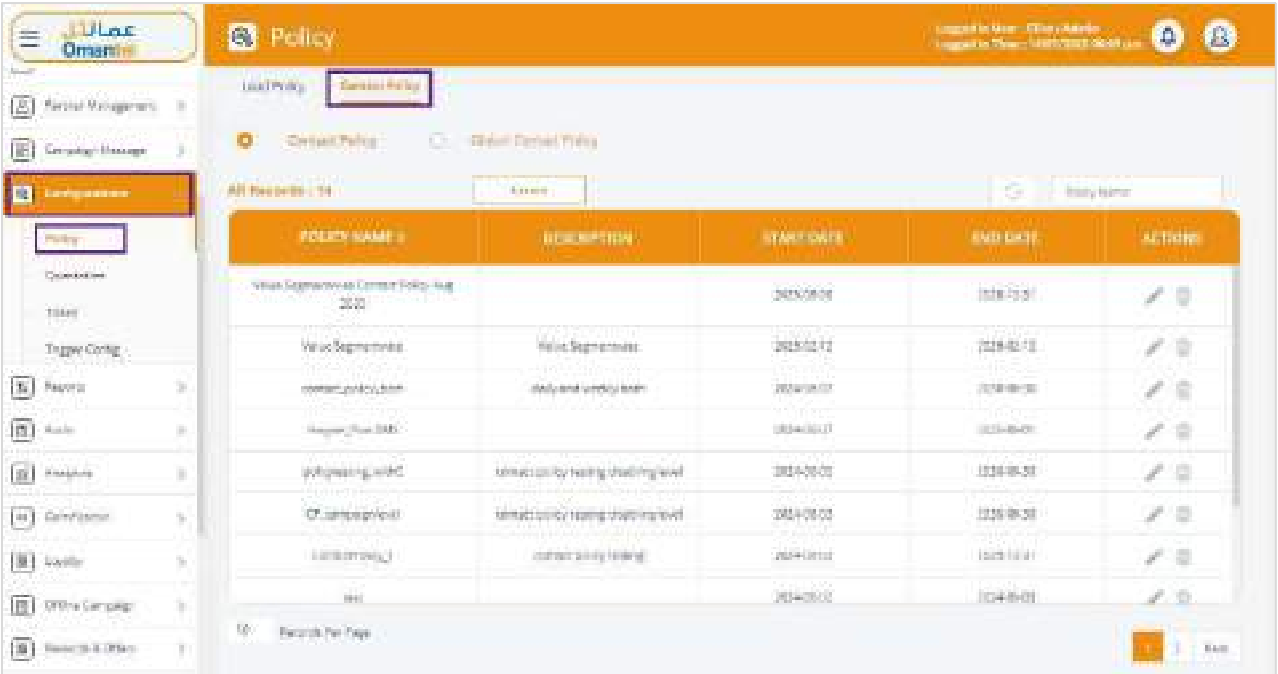


Figure 543 Contact Policy Input Screen

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.

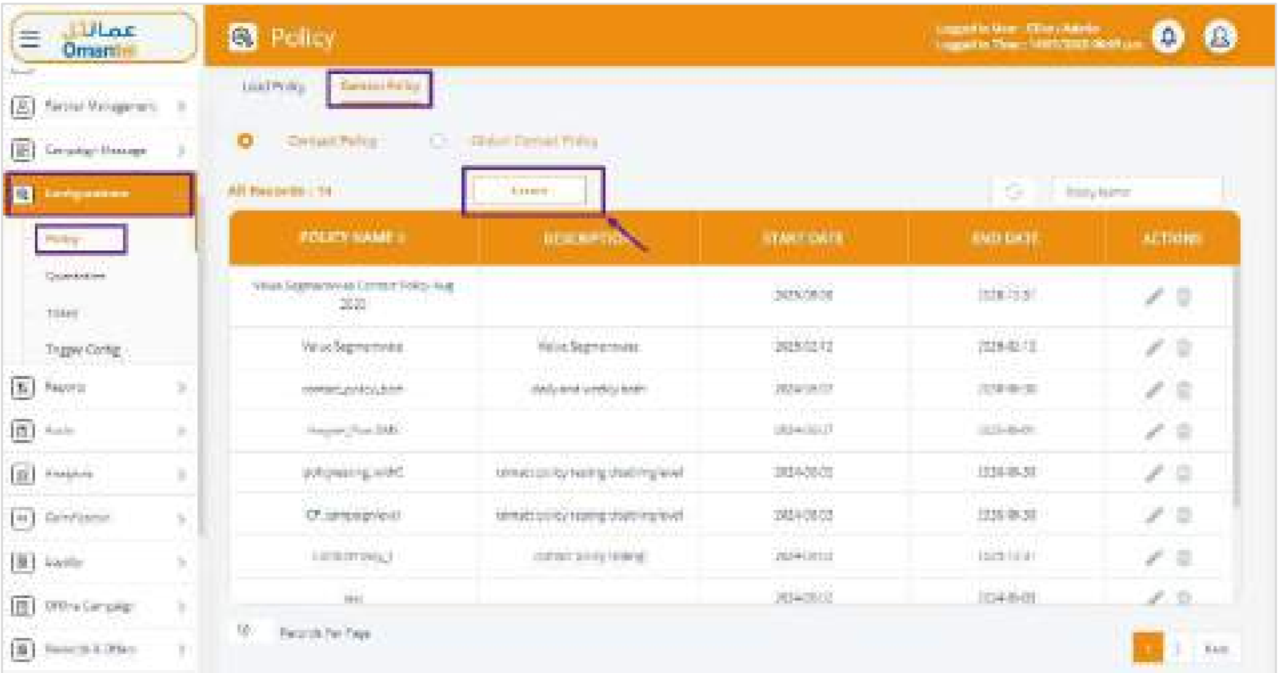


Figure 544 Policy - Create Contact Policy

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.

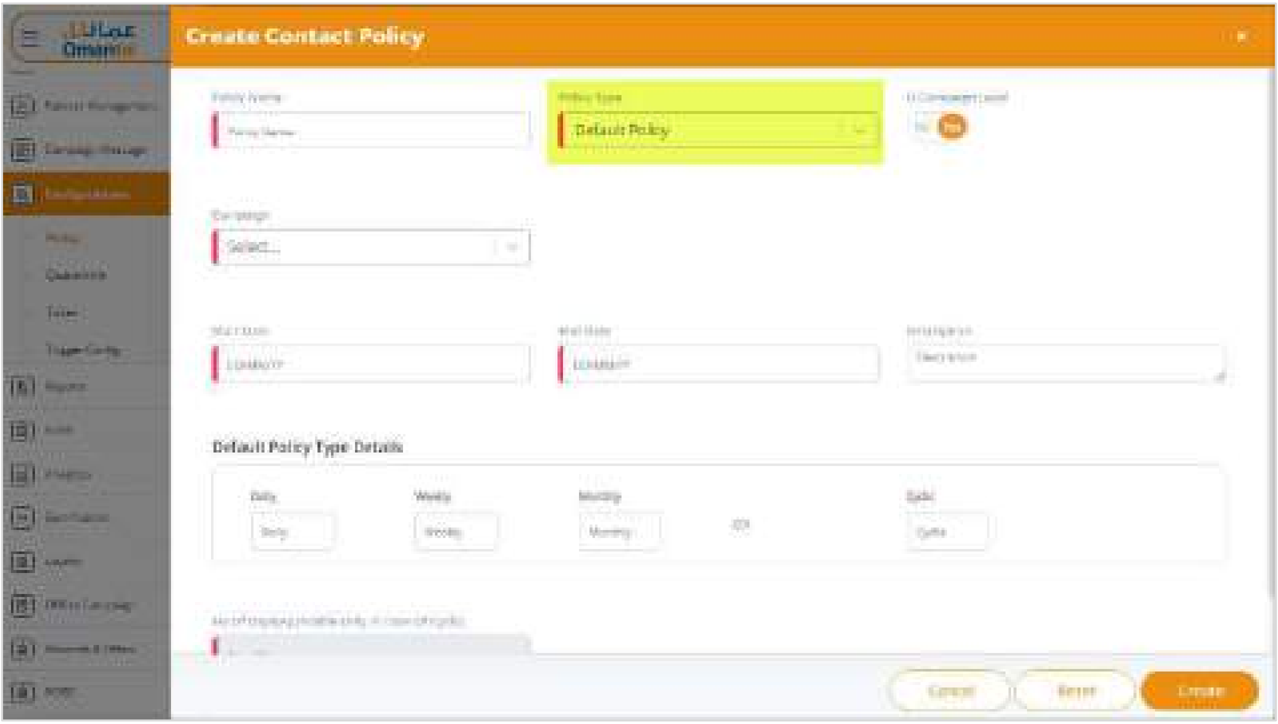


Figure 545 Create Contact Policy Input Screen (Default Policy)

Note: The following screen is displayed if “**Value Segment**” is selected in the drop-down list of Policy Type.

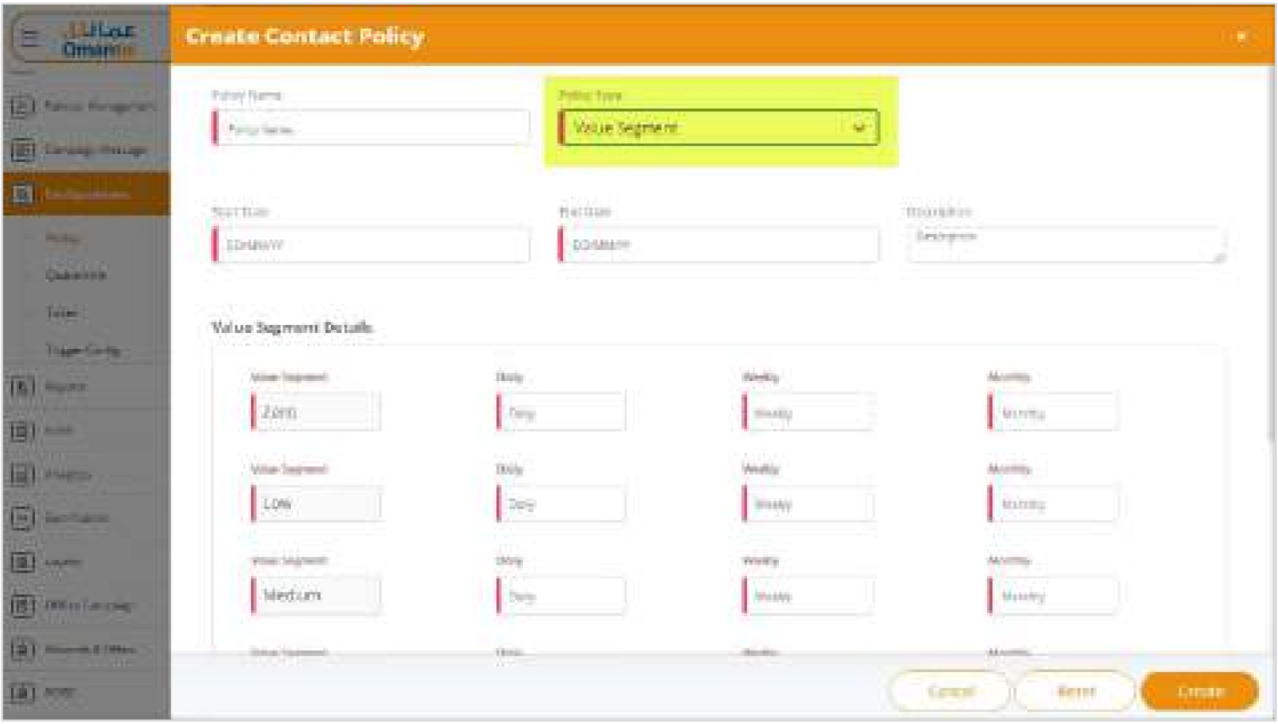


Figure 546 Create Contact Policy Input Screen (Value Segment)

Note: The following screen is displayed if “**Action Key**” is selected in the drop-down list of Policy Type.

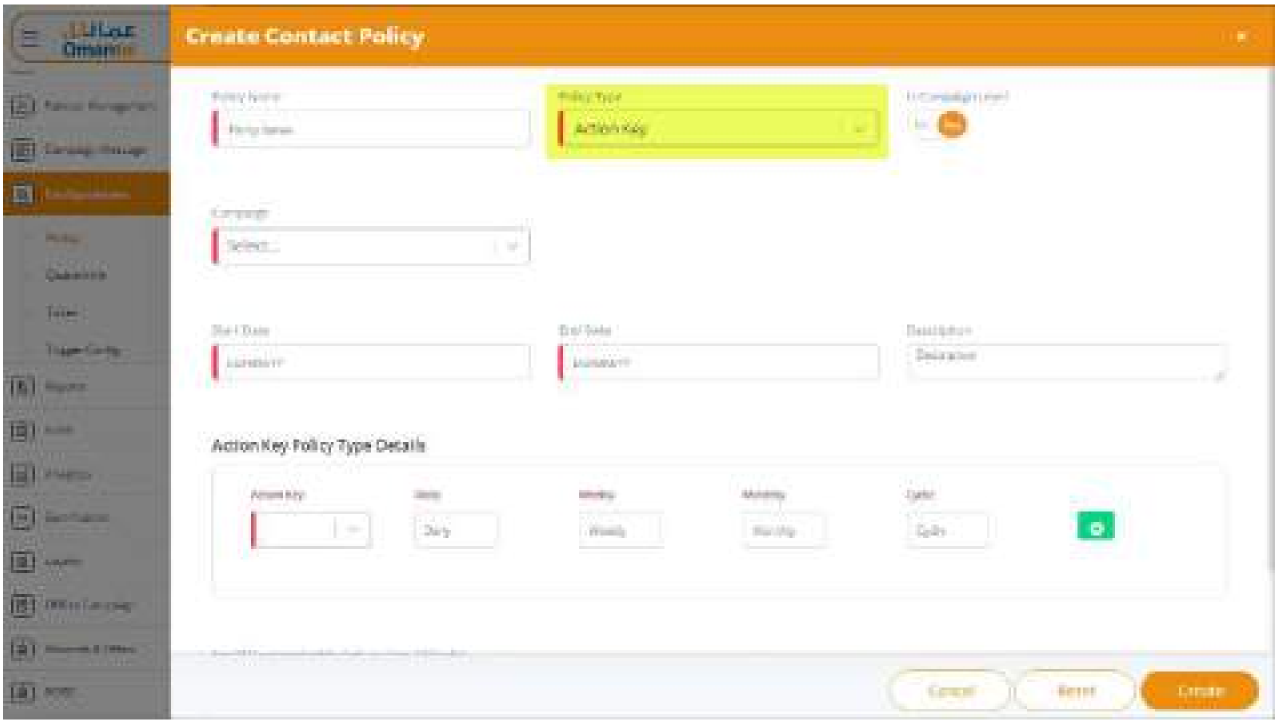


Figure 547 Create Contact Policy Input Screen (Action Key)

3. 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.

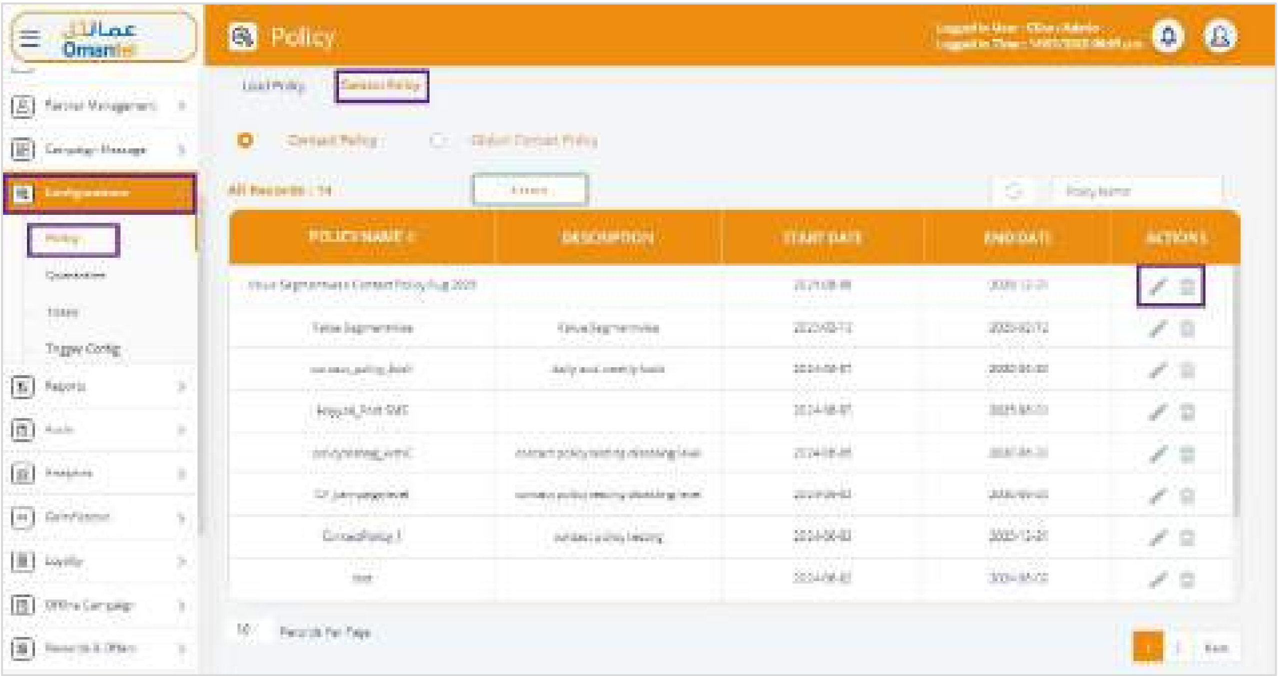


Figure 548 Contact Policy – Modify and Delete Operations

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.

1. On the **Policy** screen, click the **Contact Policy** tab to view the contact policy details. The following screen is displayed.

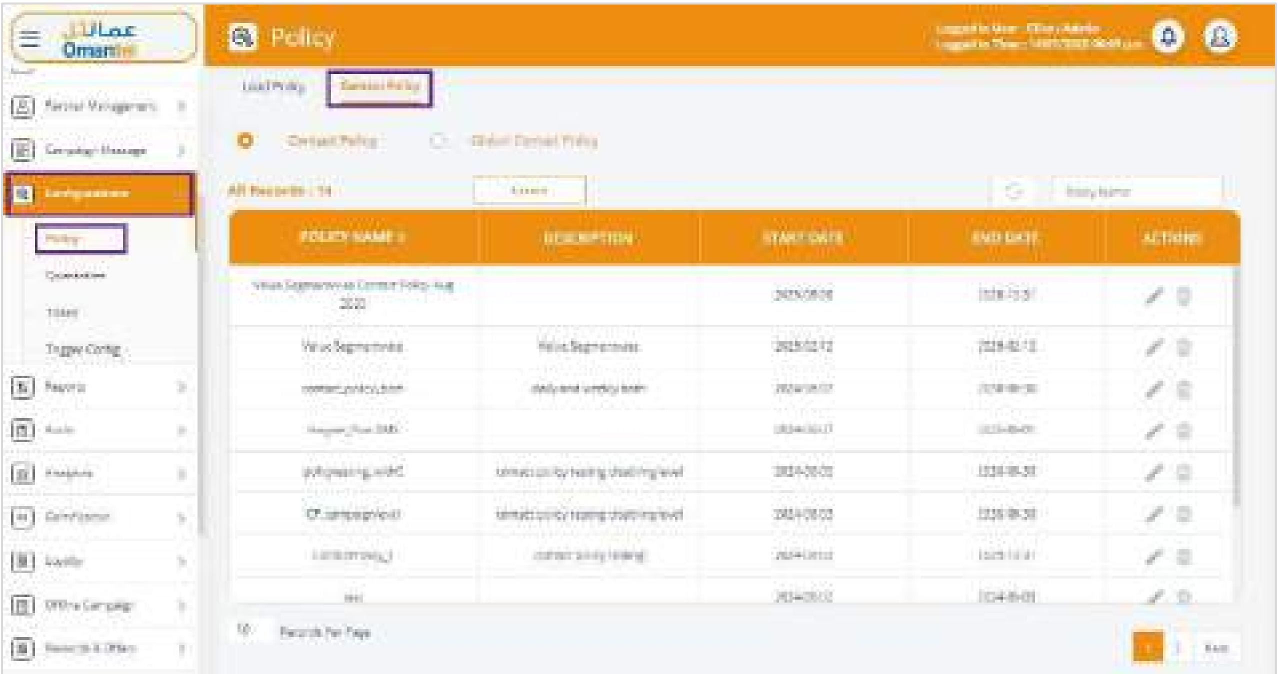


Figure 549 Contact Policy Input Screen

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.

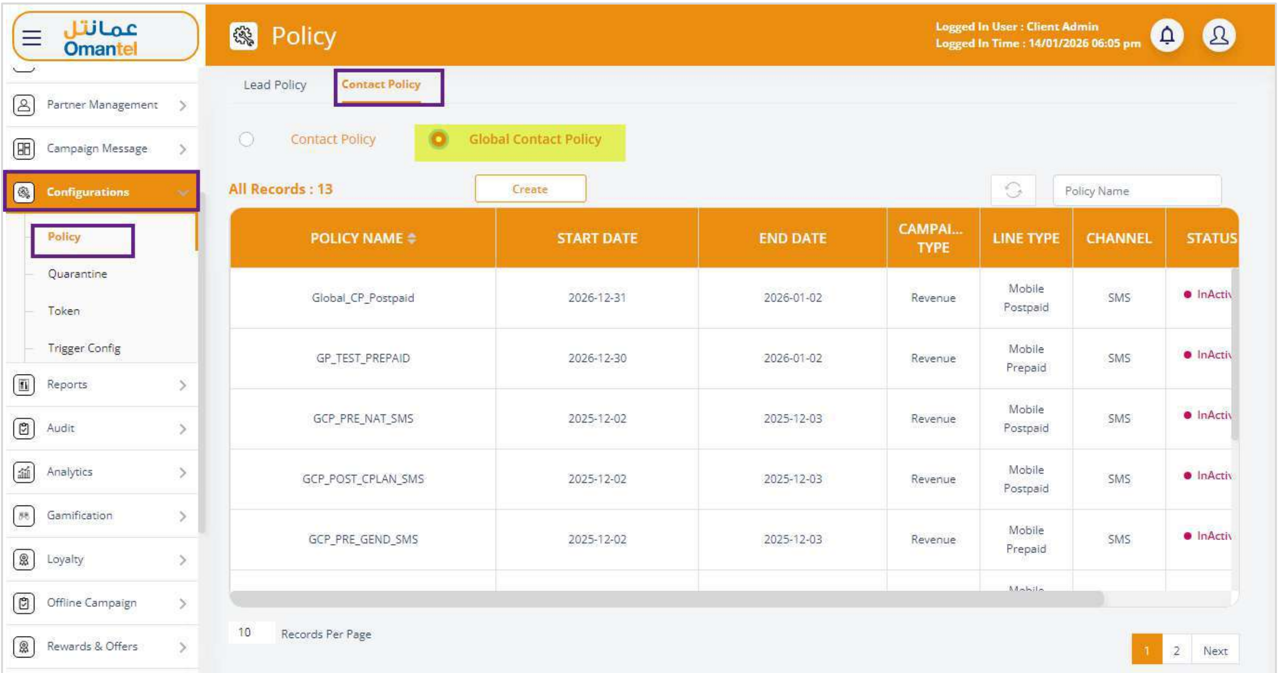


Figure 550 Contact Policy – Global Contact Lead Policy

12.2.4.1 Create Global Contact Lead Policy

Using this add option, you can add a new global contact lead policy.

3. On the **Policy** screen, click the **Create** button to create a new global contact lead policy. The following pop-up window is displayed.

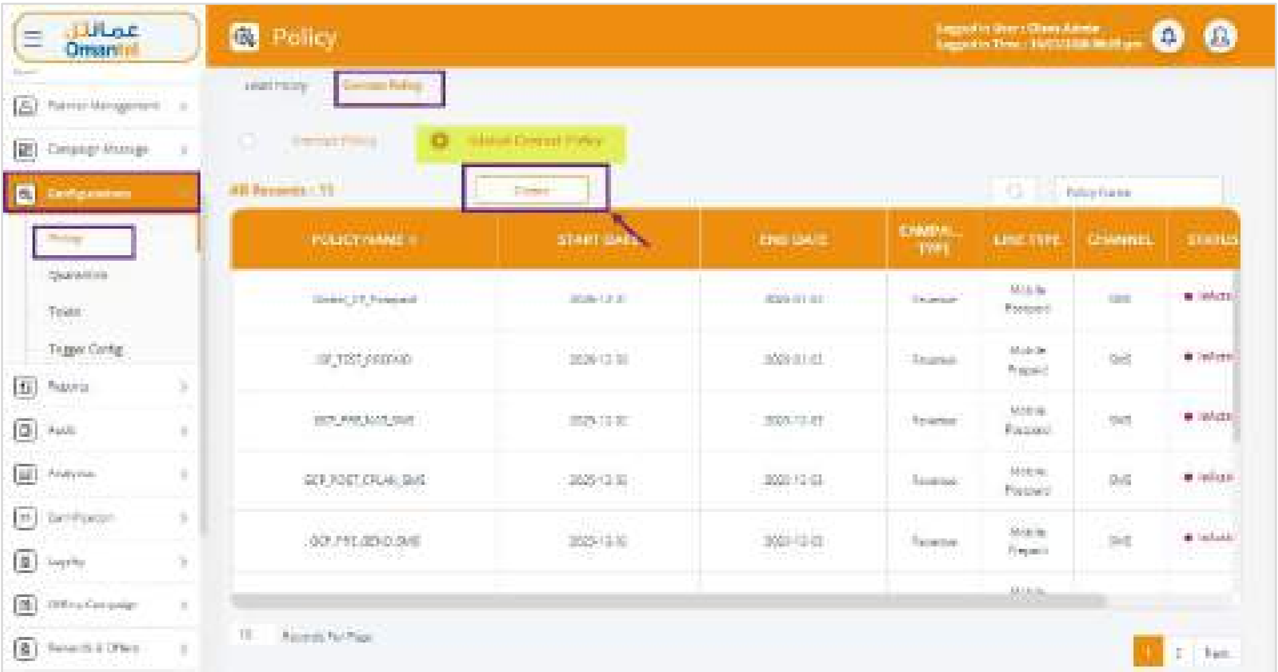


Figure 551 Global Contact Lead Policy – Create

4. After clicking the **Create** button, the following pop-up window is displayed.

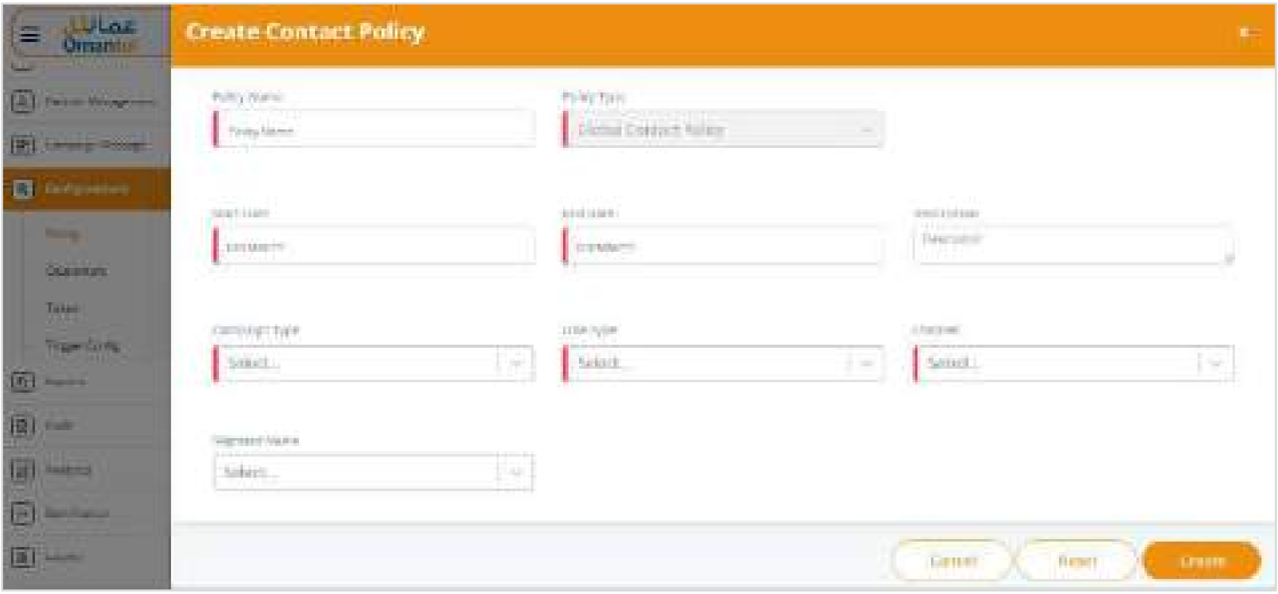


Figure 552 Create Global Contact Policy Input Screen

5. 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.

6. 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.

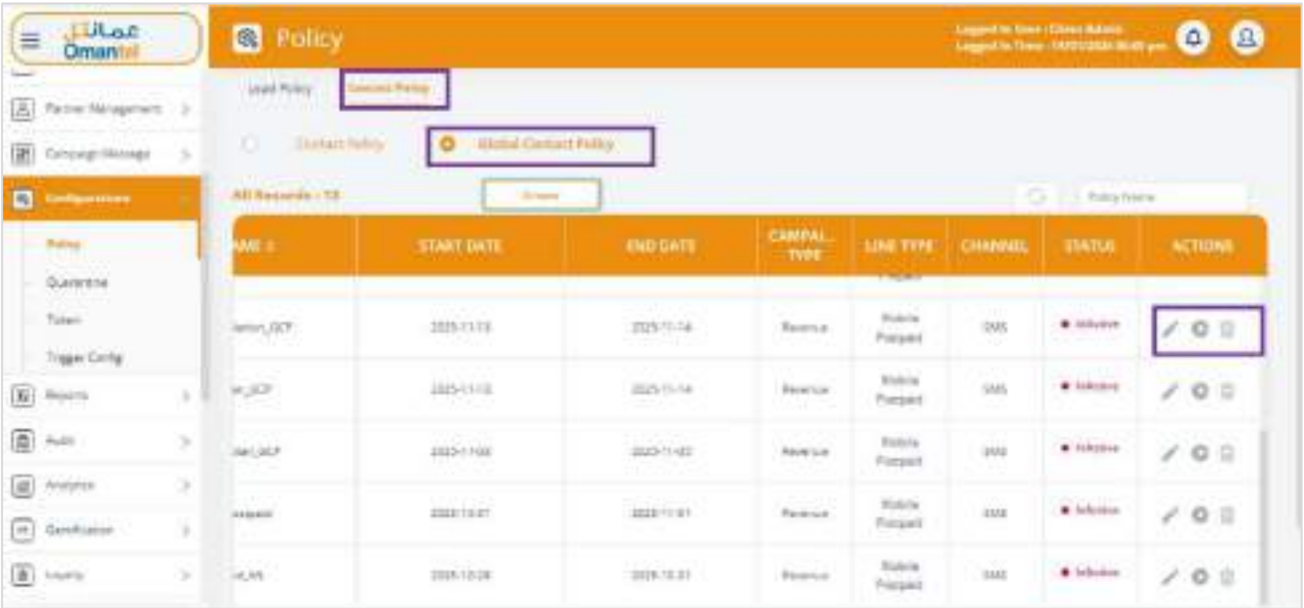


Figure 553 Global Contact Lead Policy – Modify, Resume, and Delete Operations

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:

1. 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.

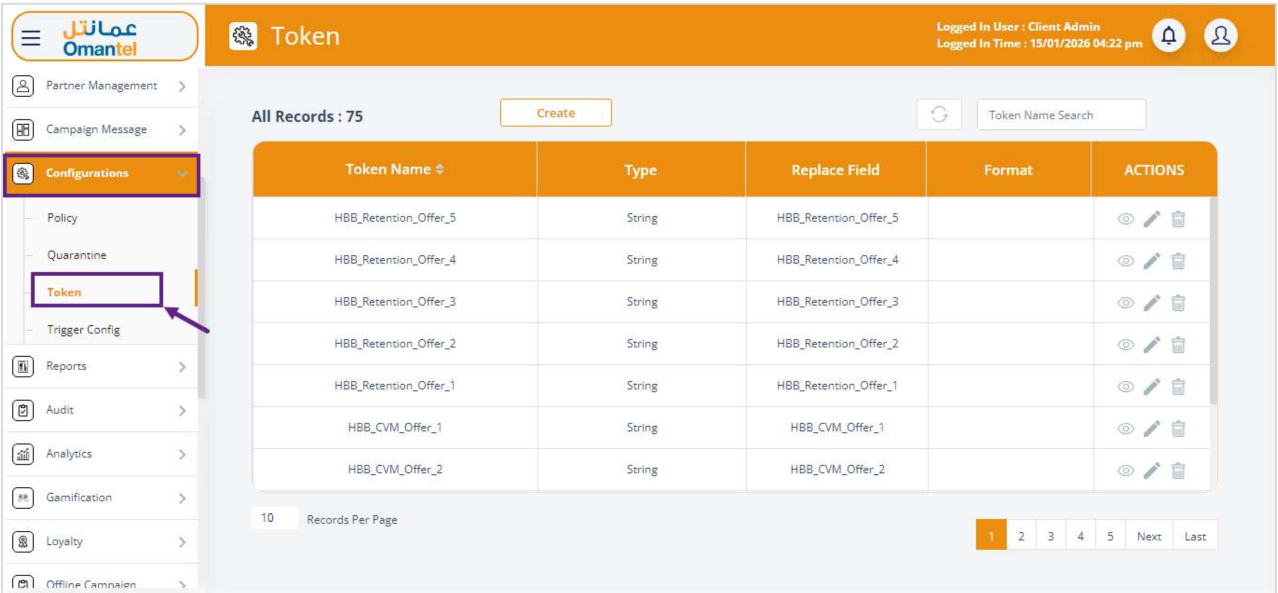


Figure 555 Token - Create Button

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

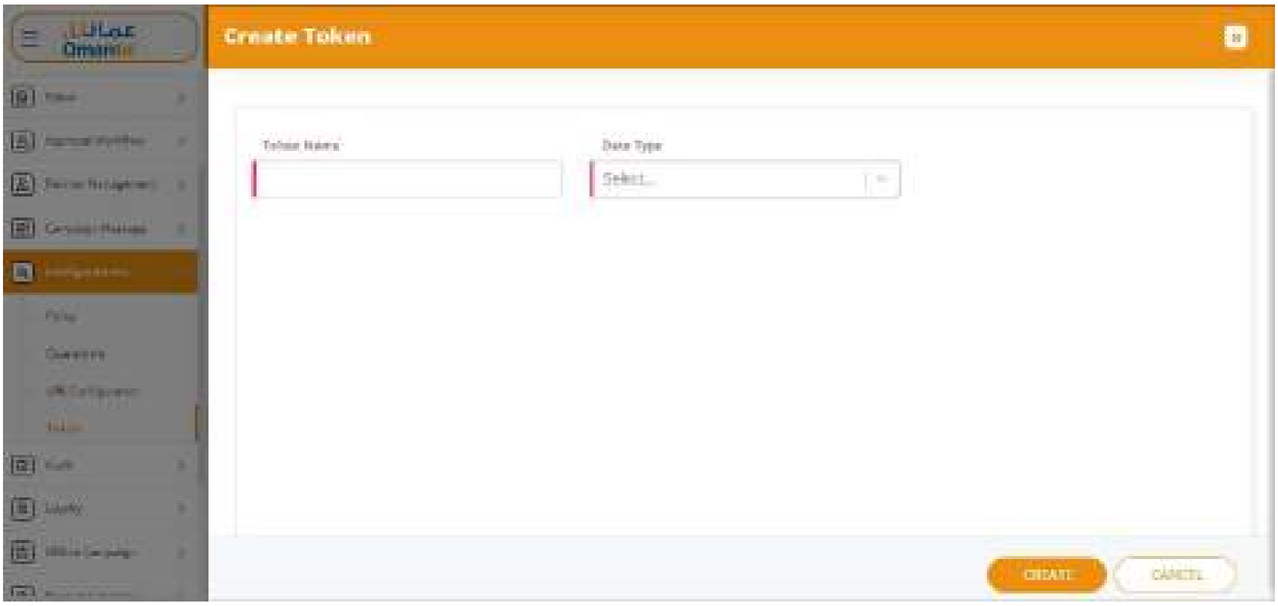


Figure 556 Create Token Inputs

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

Field	Description
Token Name	Enter the token name in this field.
Data Type	The following data types are available for tokens. • 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.

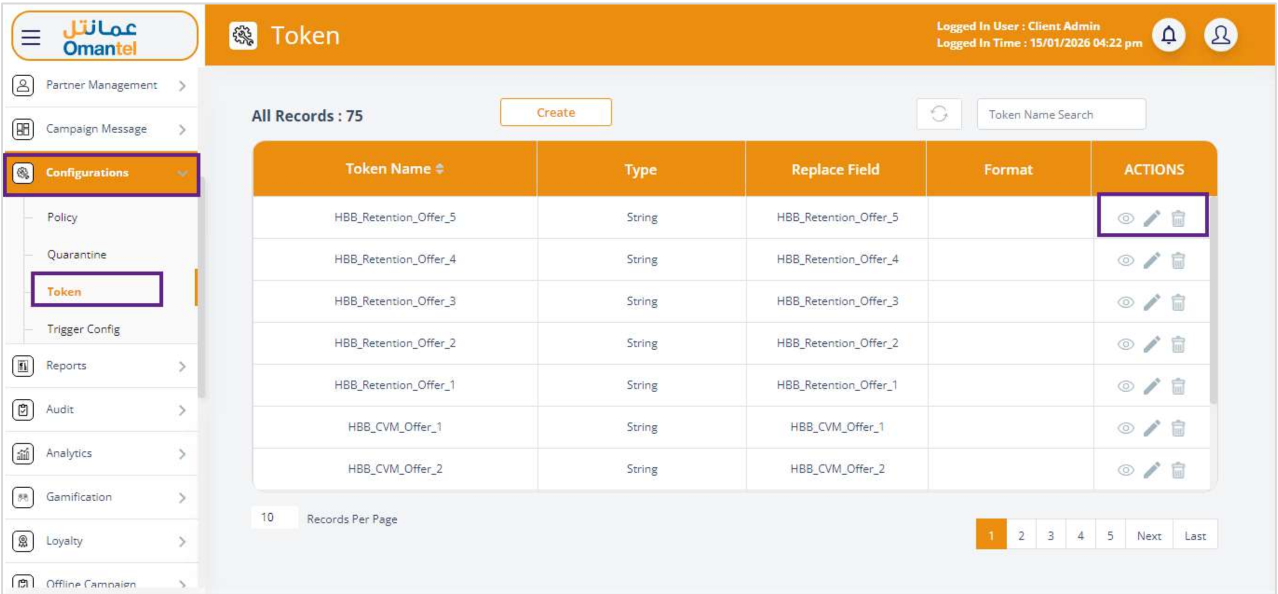


Figure 557 Token - Operations

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.

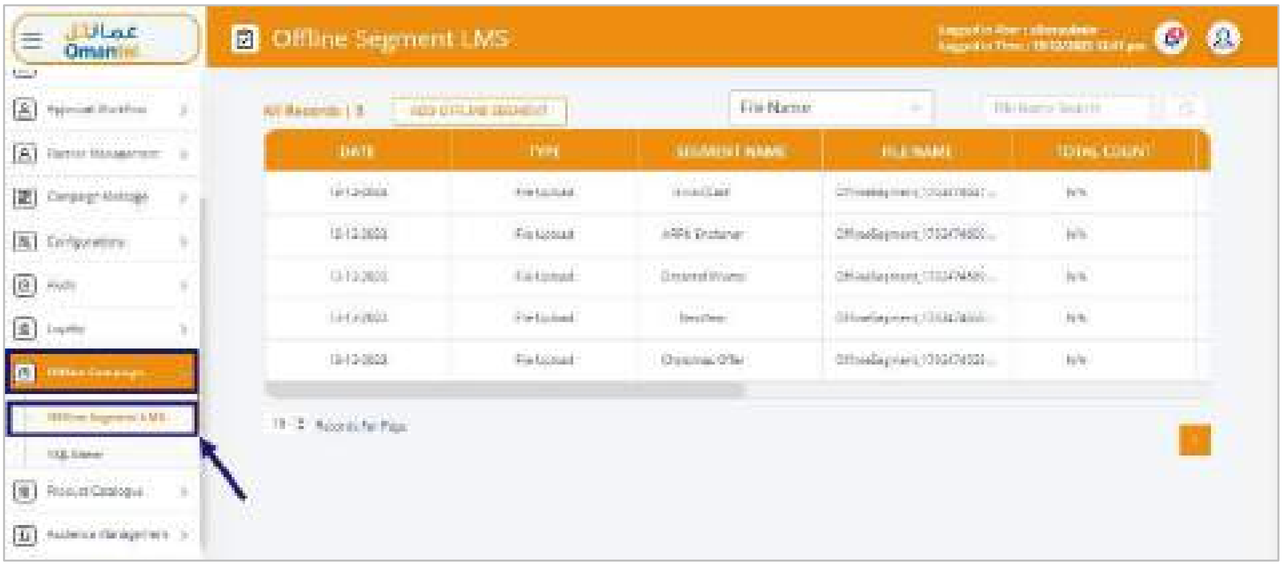


Figure 558 Offline Campaign – Offline Segment

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.

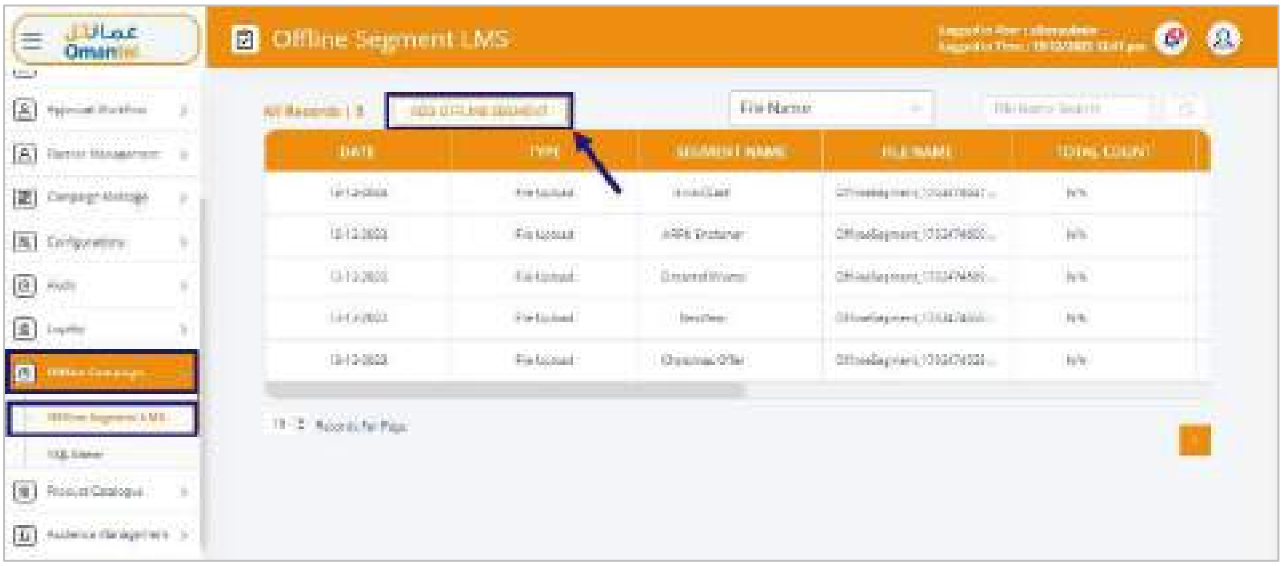


Figure 559 Offline Campaign – Add Offline Segment

2. After clicking the **ADD OFFLINE SEGMENT** button, the following screen will be displayed.

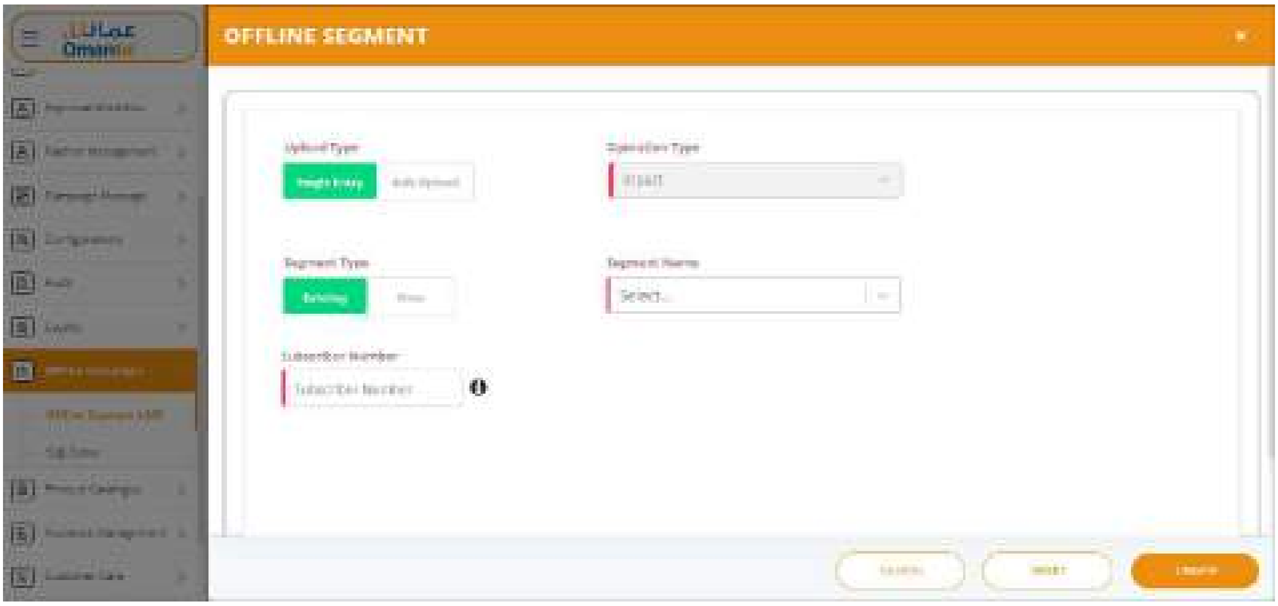


Figure 560 Offline Segment Input Screen

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.

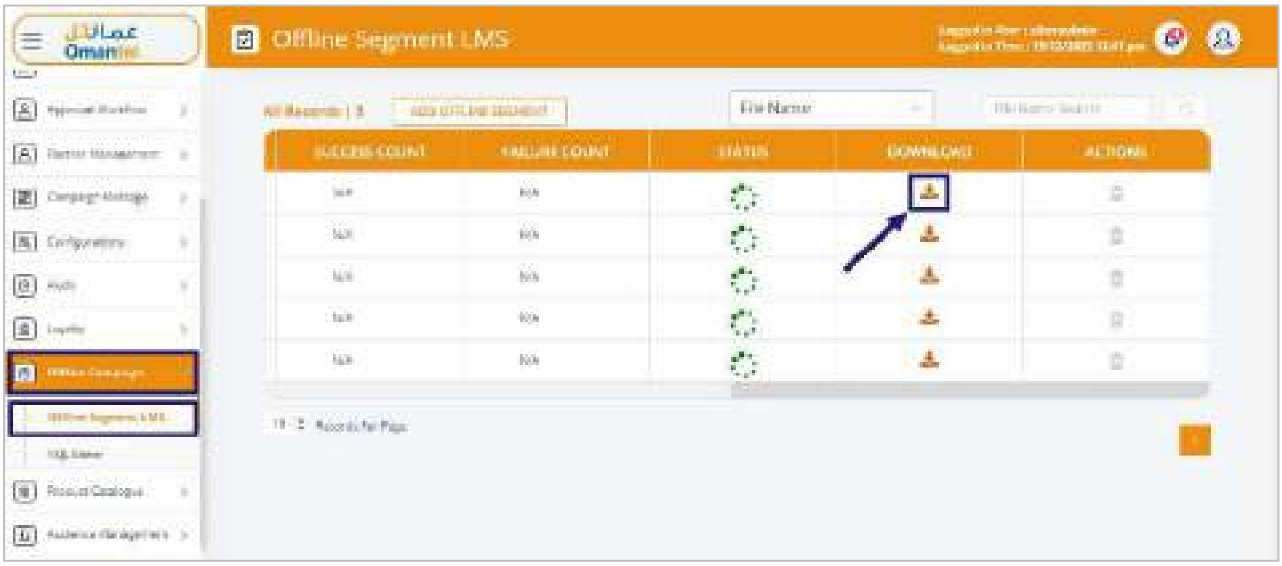


Figure 561 Offline Campaign – Download Button

2. After clicking the **Download** button, the file will be downloaded.

The following is the sample file:

Subscriber Number.csv

13.1.3 Delete Offline Segment

Using this delete option, you can delete the existing offline segment.

1. On the **Offline Segment** screen, click the **Delete** button to delete the offline segment details. Refer to the following screen.

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.

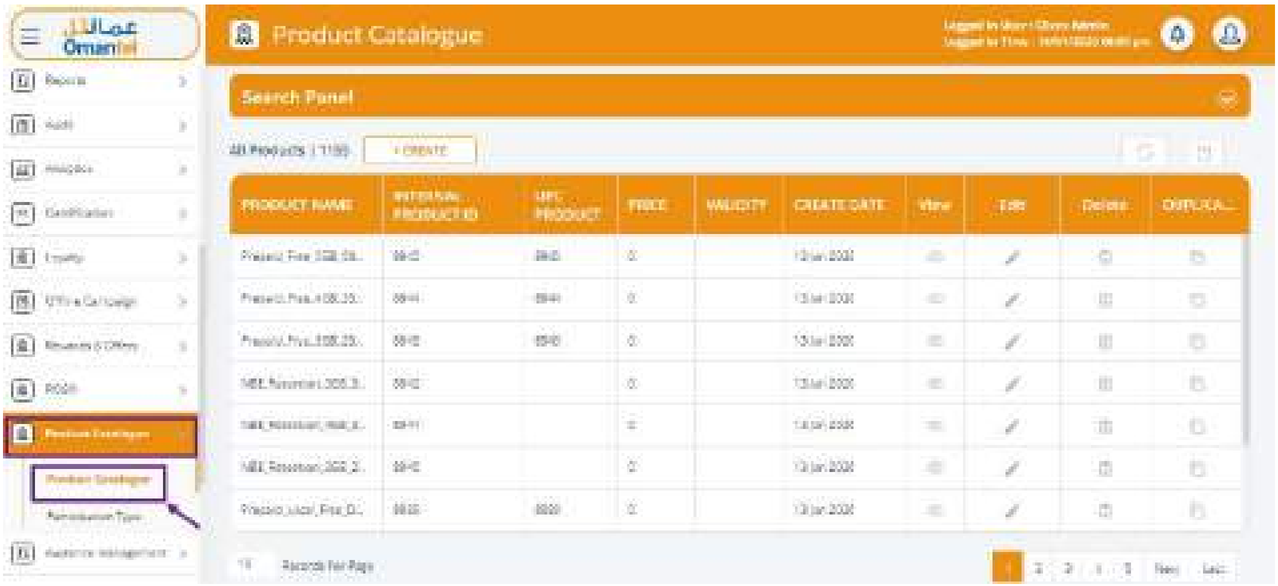


Figure 563 Product Catalogue Details Screen

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.

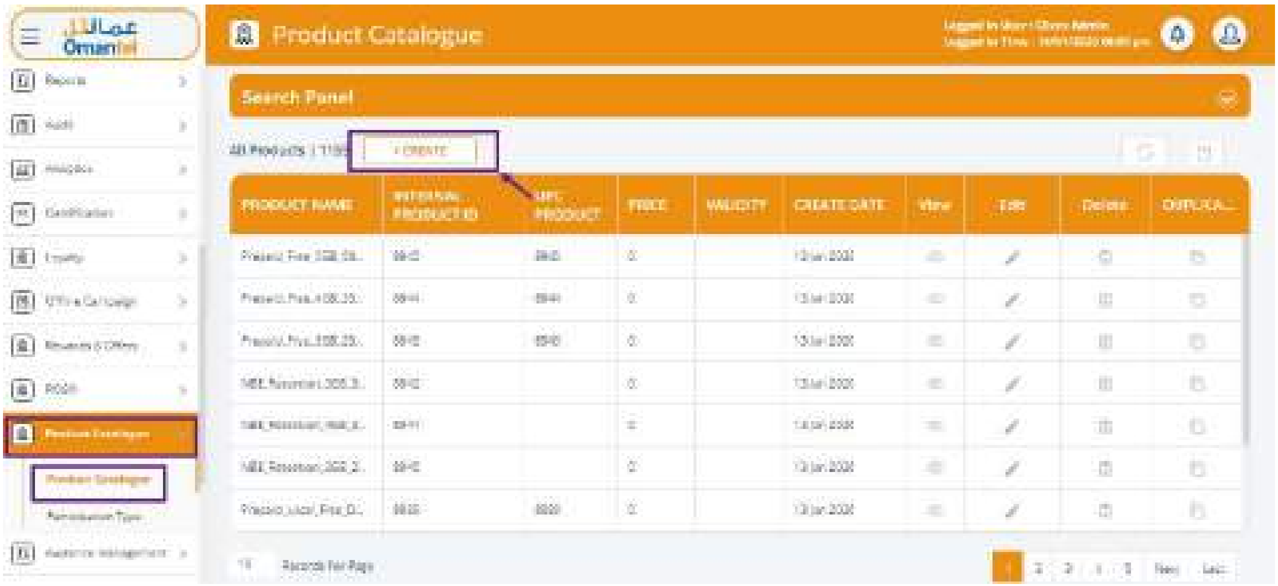


Figure 564 Product Catalogue - Create Button

2. 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.

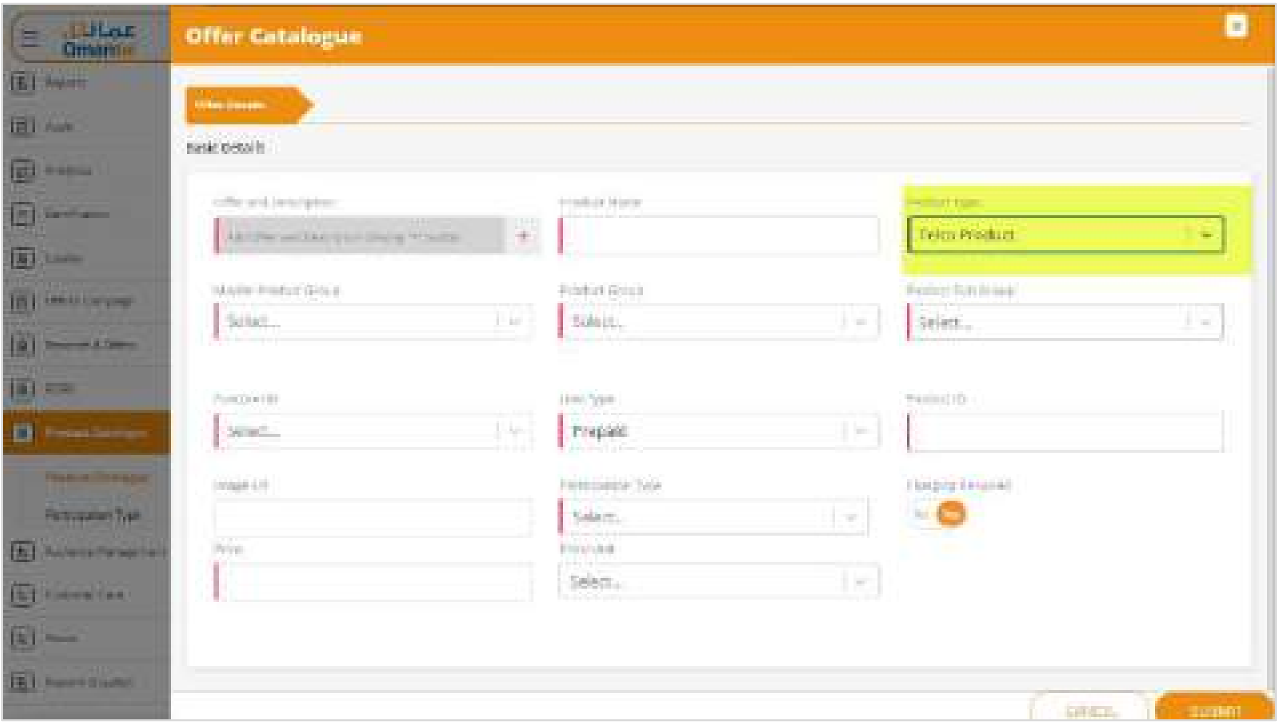


Figure 565 Offer Catalogue – Telco Product Type

Note: The following screen is displayed if “**Loyalty Registration**” is selected in the drop-down list of Product Type.

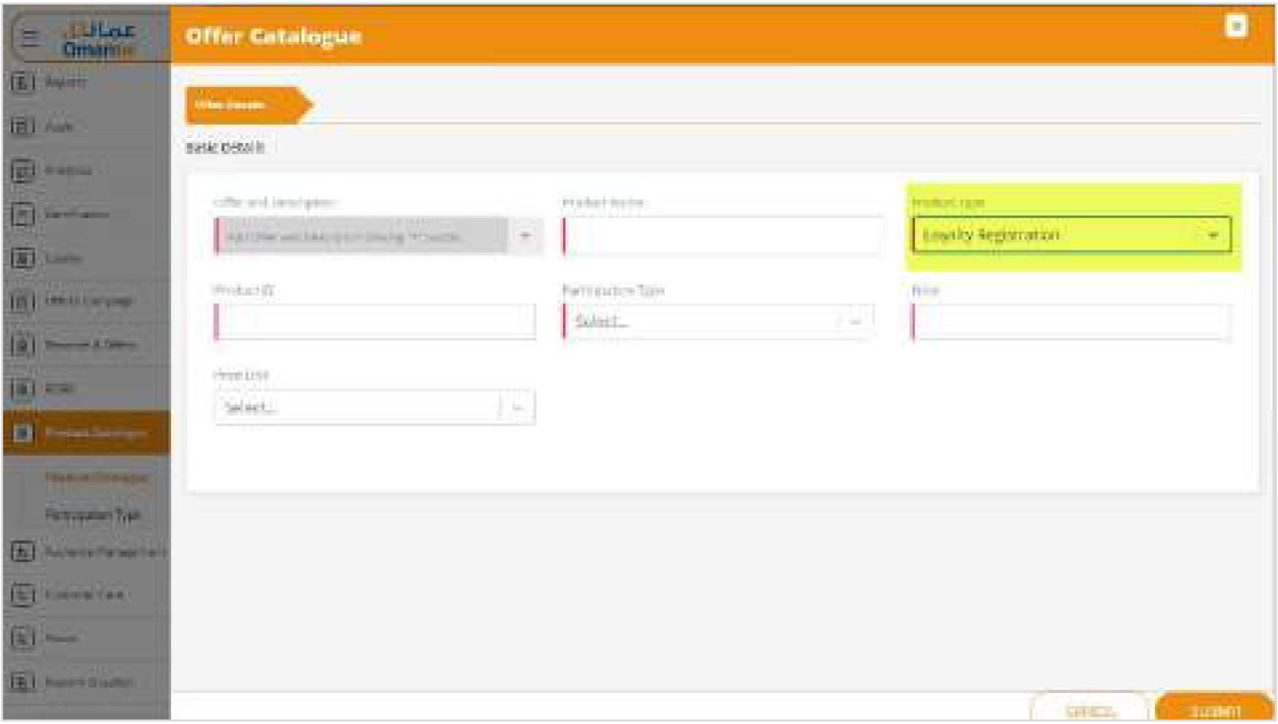


Figure 566 Offer Catalogue – Loyalty Registration

Note: The following screen is displayed if "**Informative**" is selected in the drop-down list of Product Type.

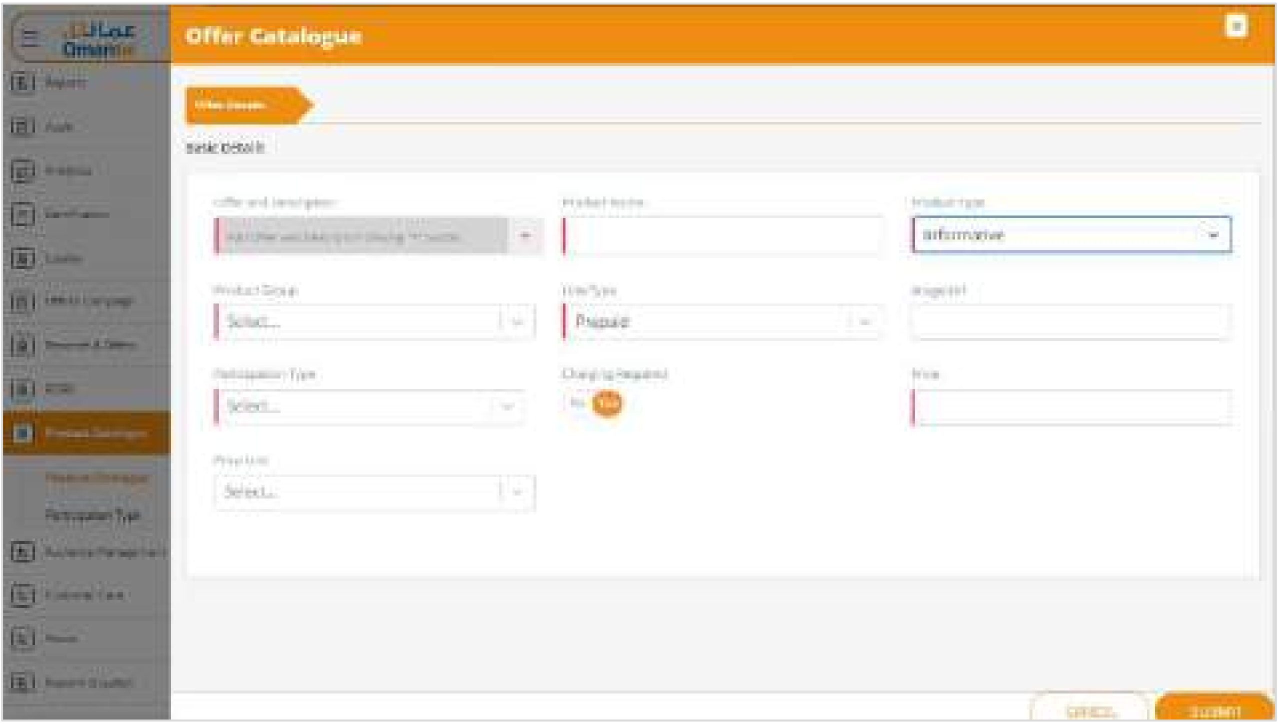


Figure 567 Offer Catalogue – Informative

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.

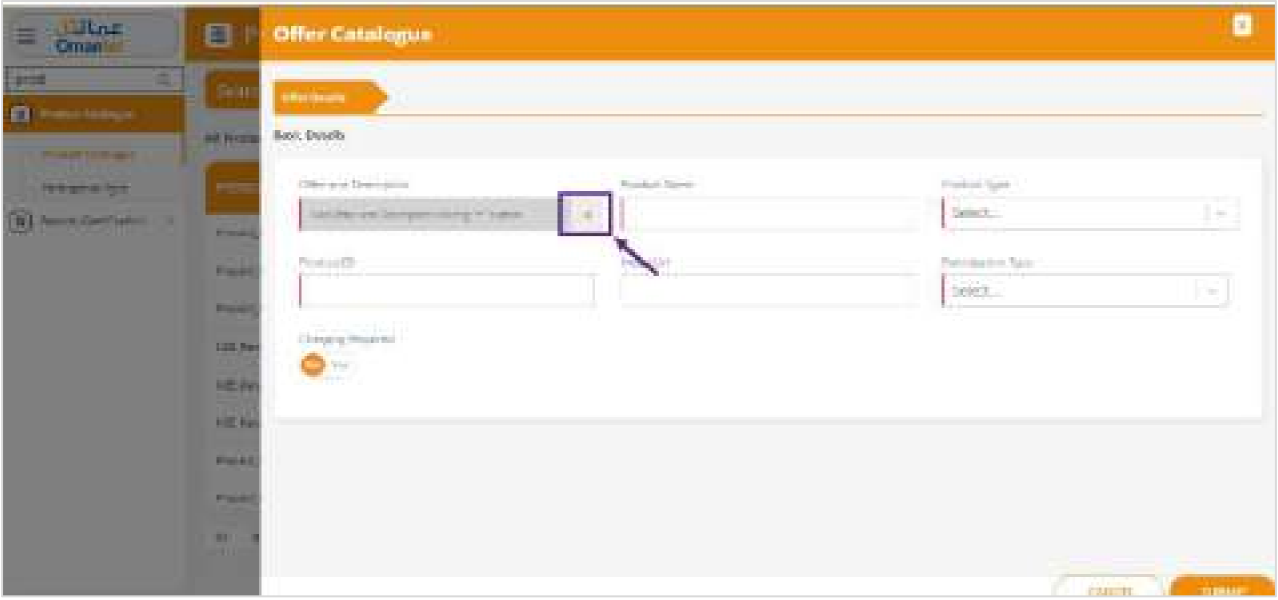


Figure 568 Offer Catalogue – Add Button

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

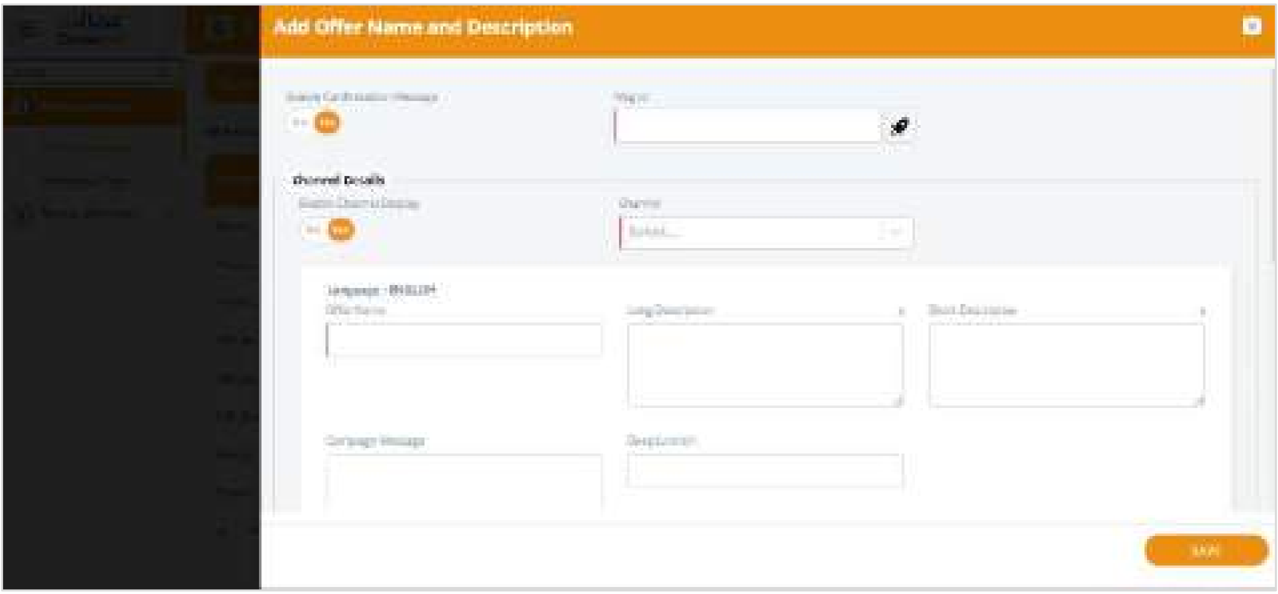


Figure 569 Add Offer Name and Description

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
	Select to select the message. The following screen will be displayed.  • Select the Message that needs to be sent to the user. The following screen will be displayed.  The selected message details will be displayed, and click **Update** will save the action.
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
	• Click the **Add Details** button to add multiple details. The following screen will be displayed.  • Click the **Modify** button to edit the existing language details.

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.

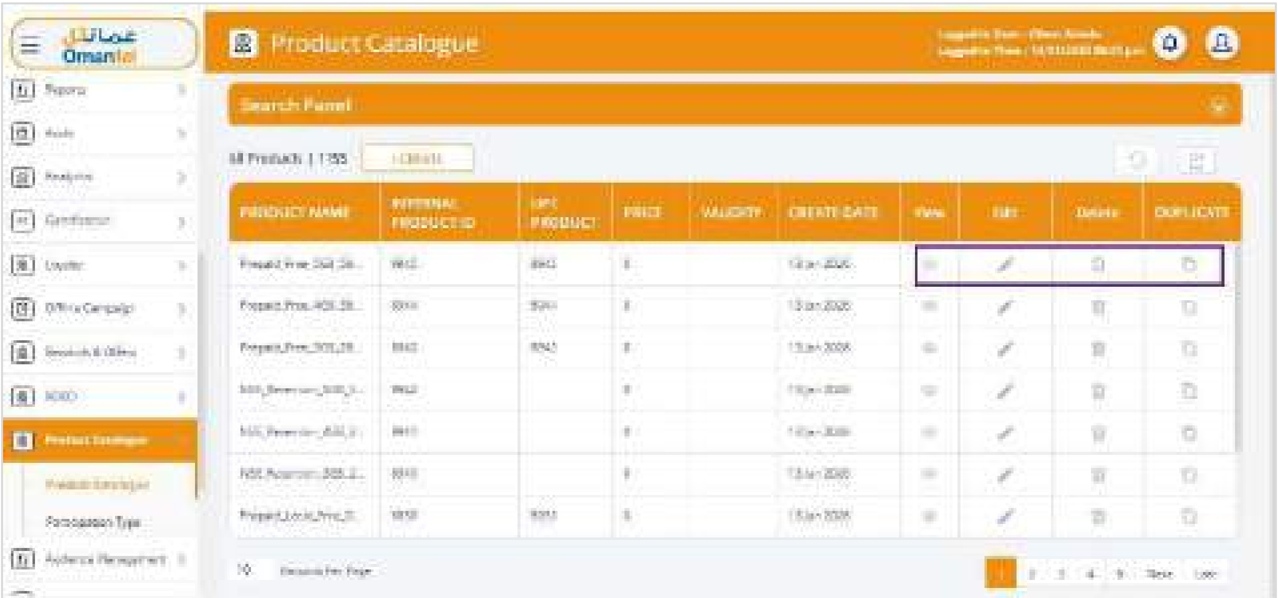


Figure 570 Product Catalogue – View, Modify, Copy, and Delete Operations

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.

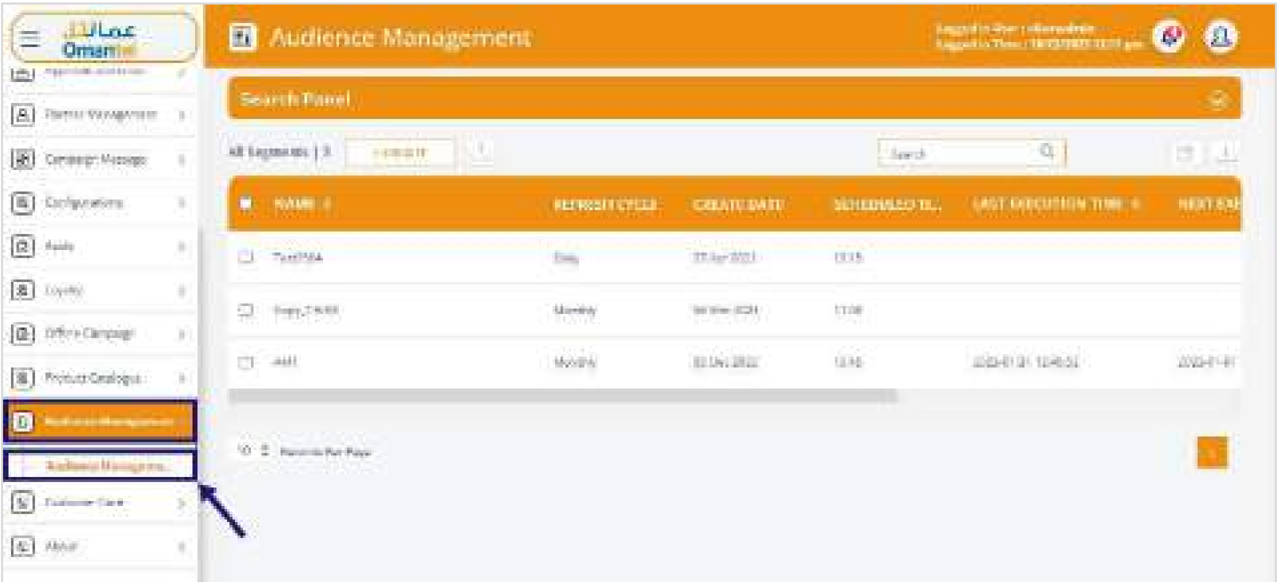


Figure 571 Audience Management – Audience Management

2. On the **Audience Management** screen, click the **Upload** button  to upload the audience details. Refer to the following screen.

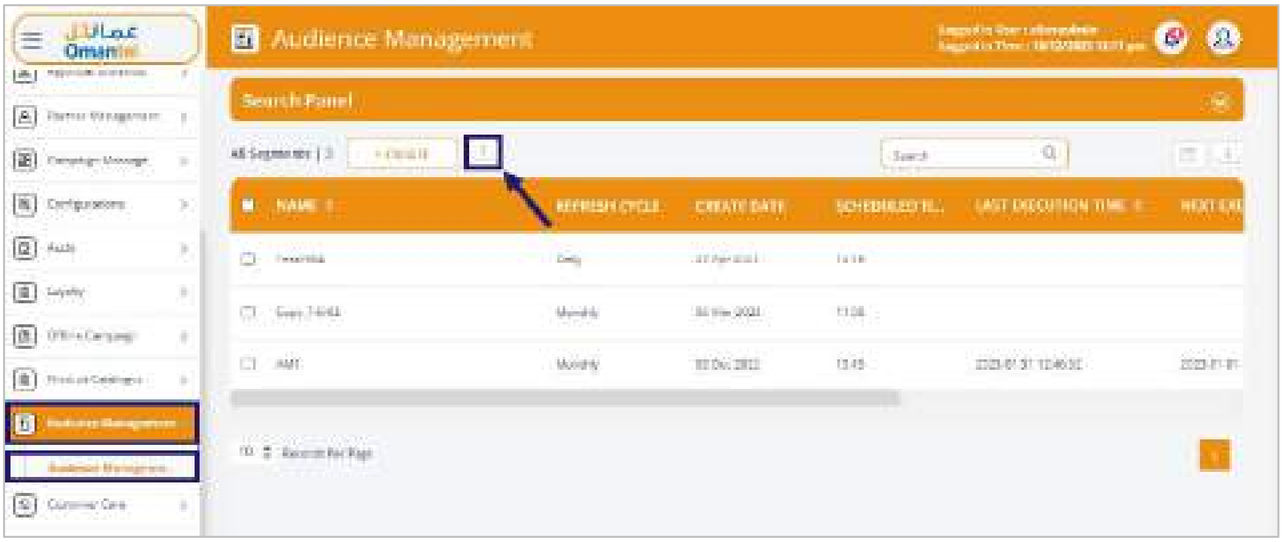


Figure 572 Audience Management - Upload Button

3. After clicking the **Upload** button, the following screen is displayed.

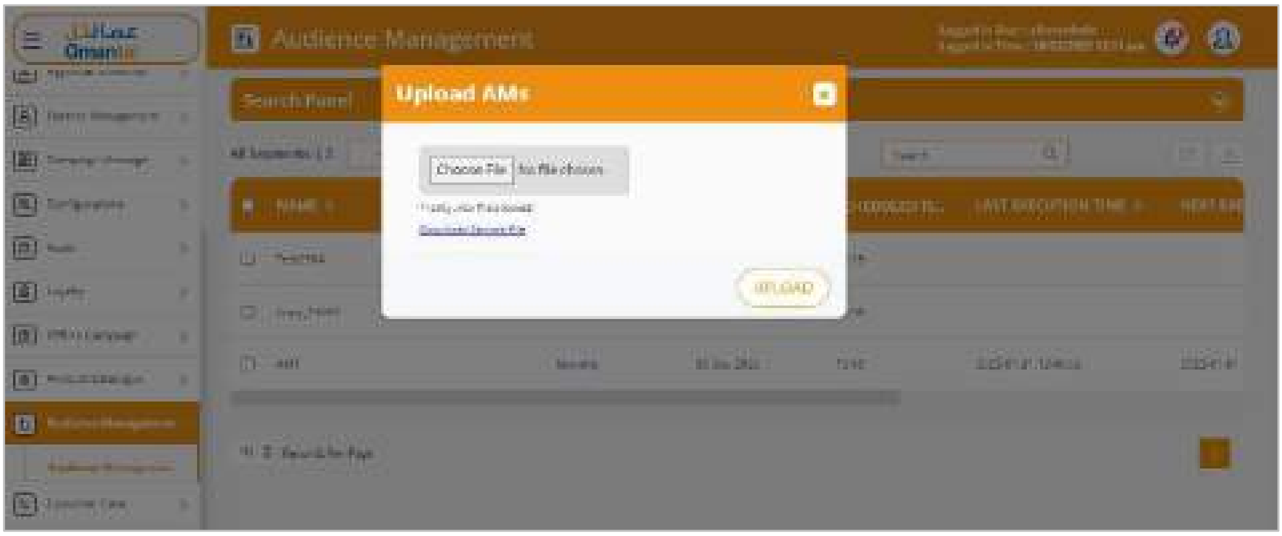


Figure 573 Upload Audience Management

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.

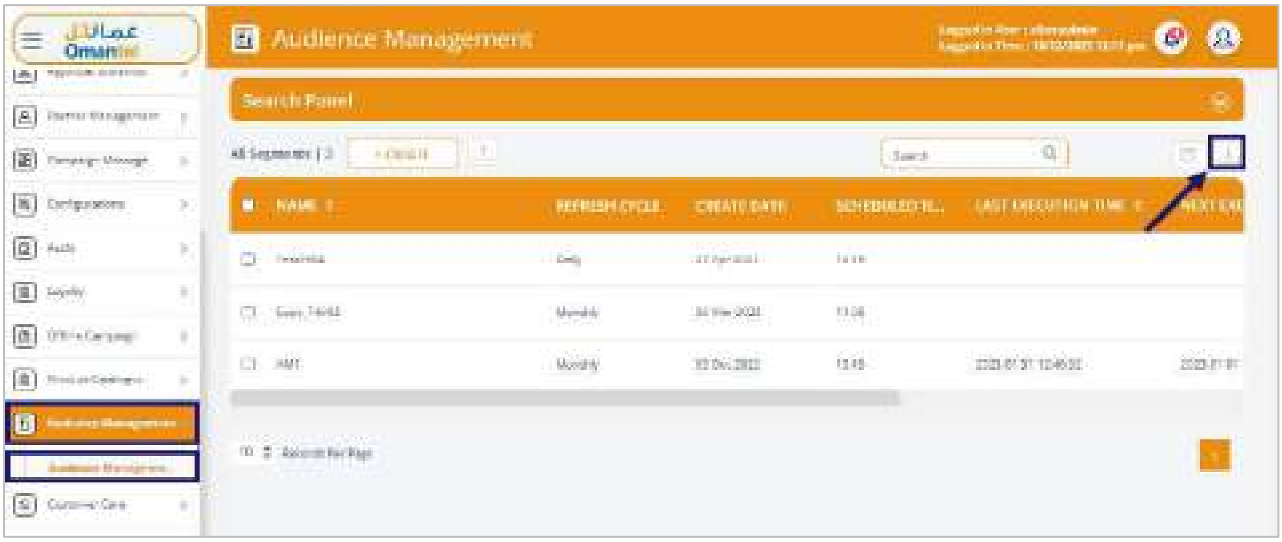


Figure 574 Audience Management - Download Button

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.

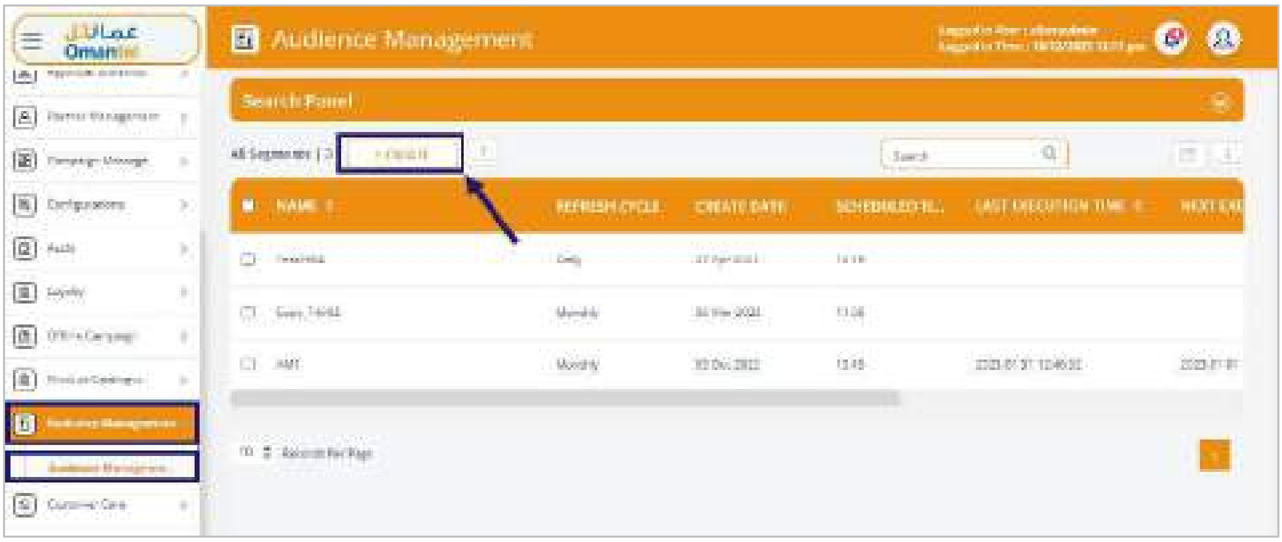


Figure 575 Audience Management – Create Button

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

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.

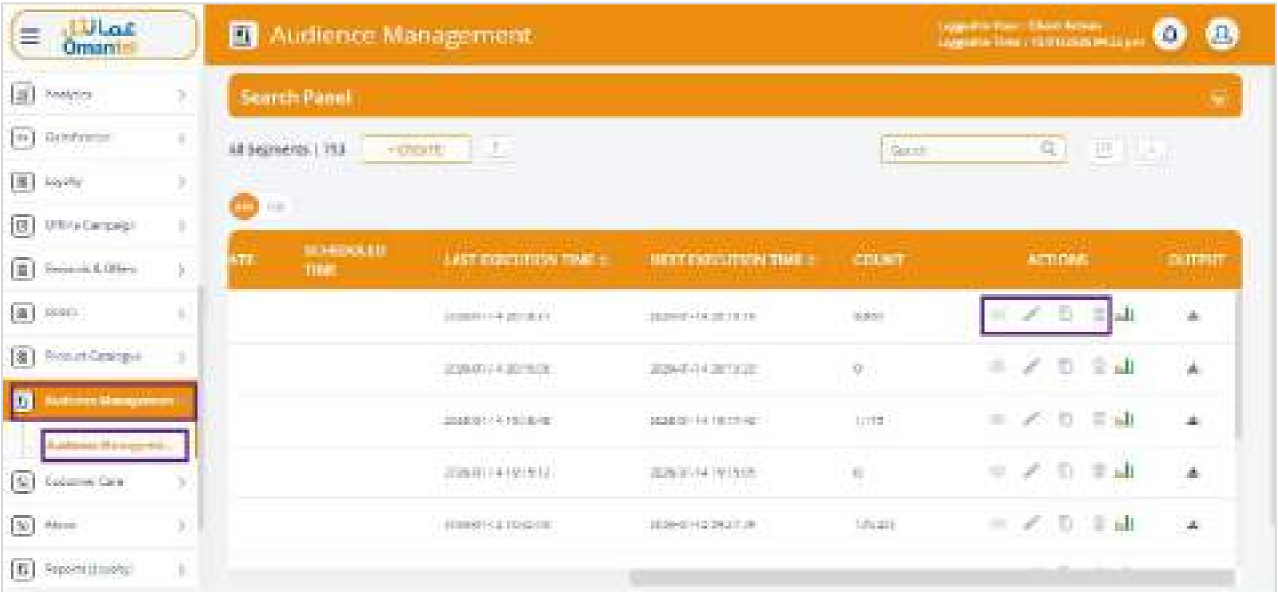


Figure 577 Audience Management – Delete Button

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.

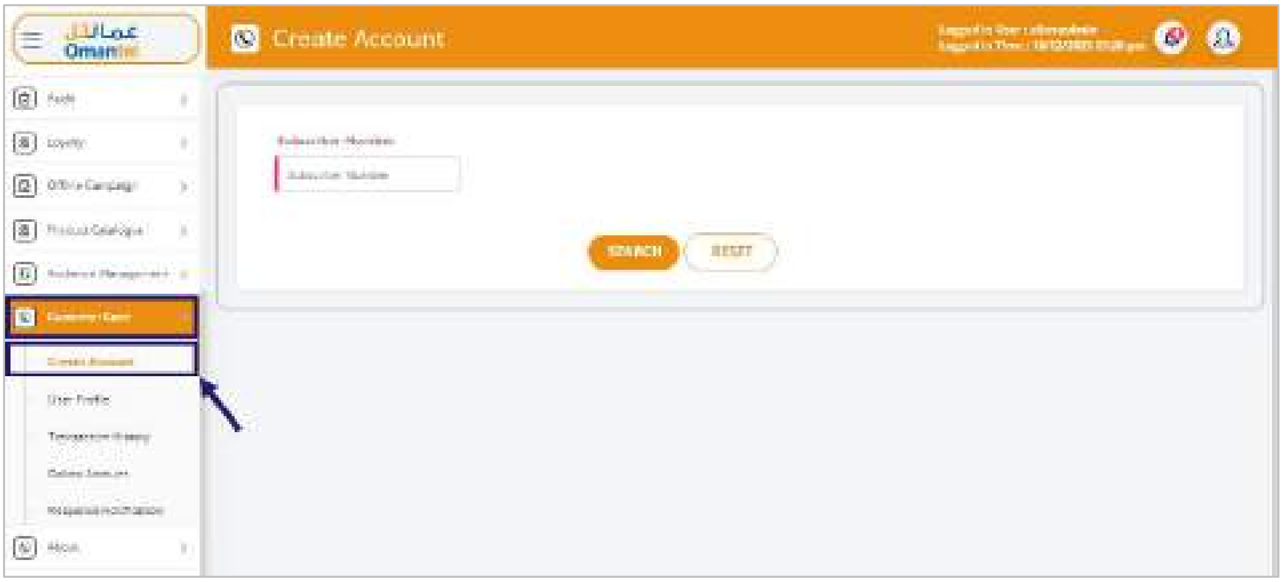


Figure 578 Customer Care - Create Account

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.

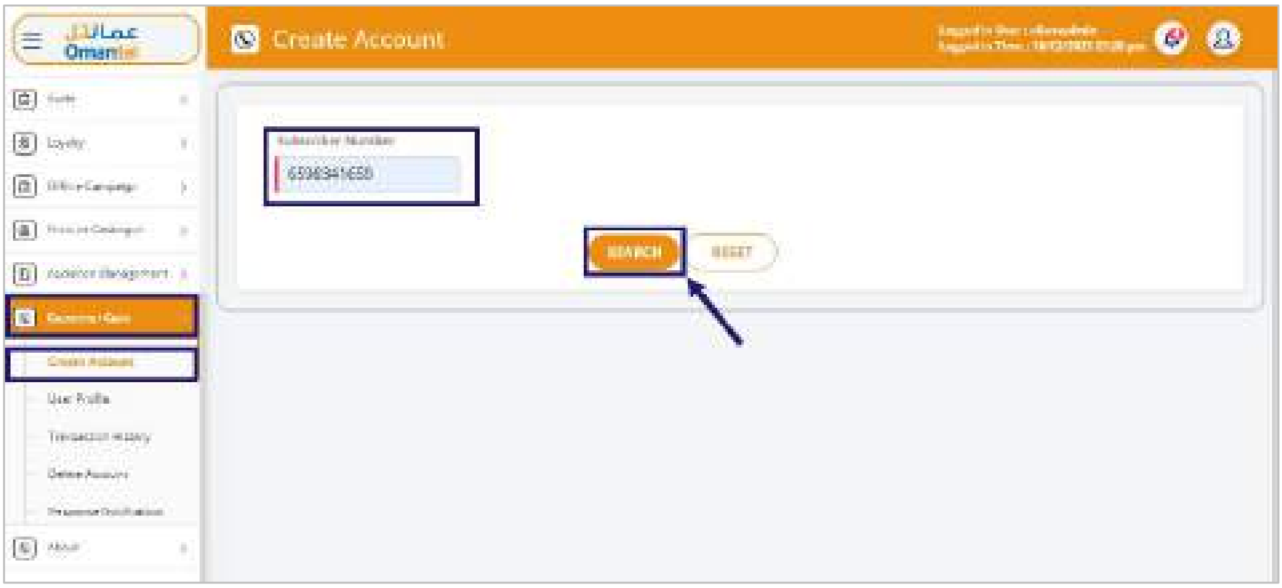


Figure 579 Create Account – Search Button

4. 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,

1. On the side menu, click **Customer Care** >> **User Profile** to view user details. Refer to the following screen.

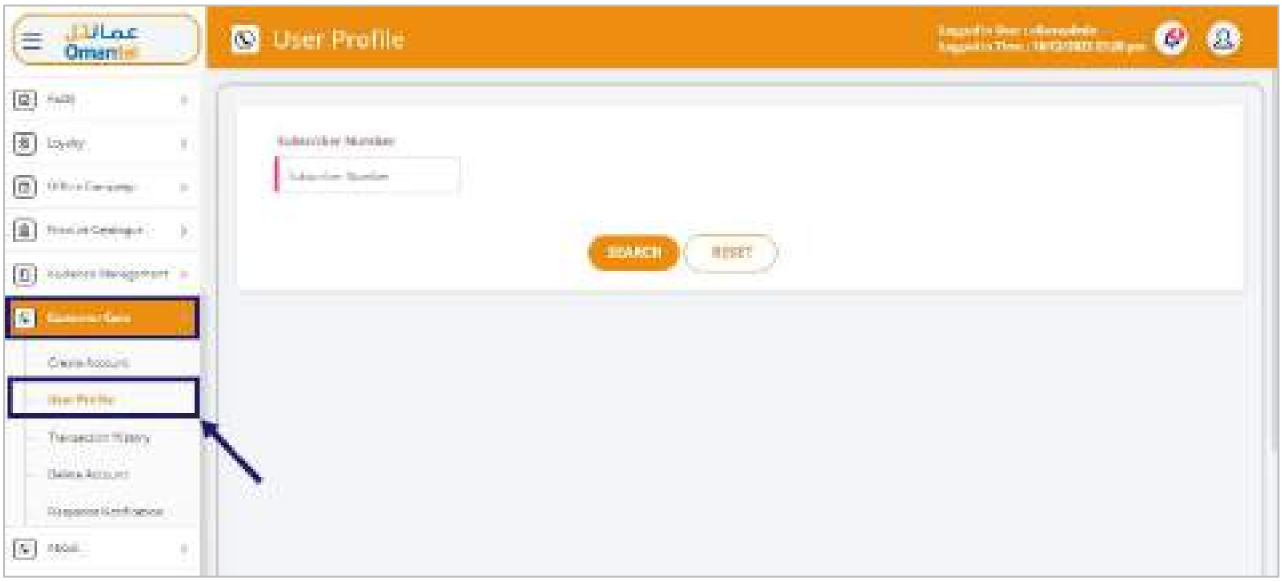


Figure 580 Customer Care – User Profile

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.

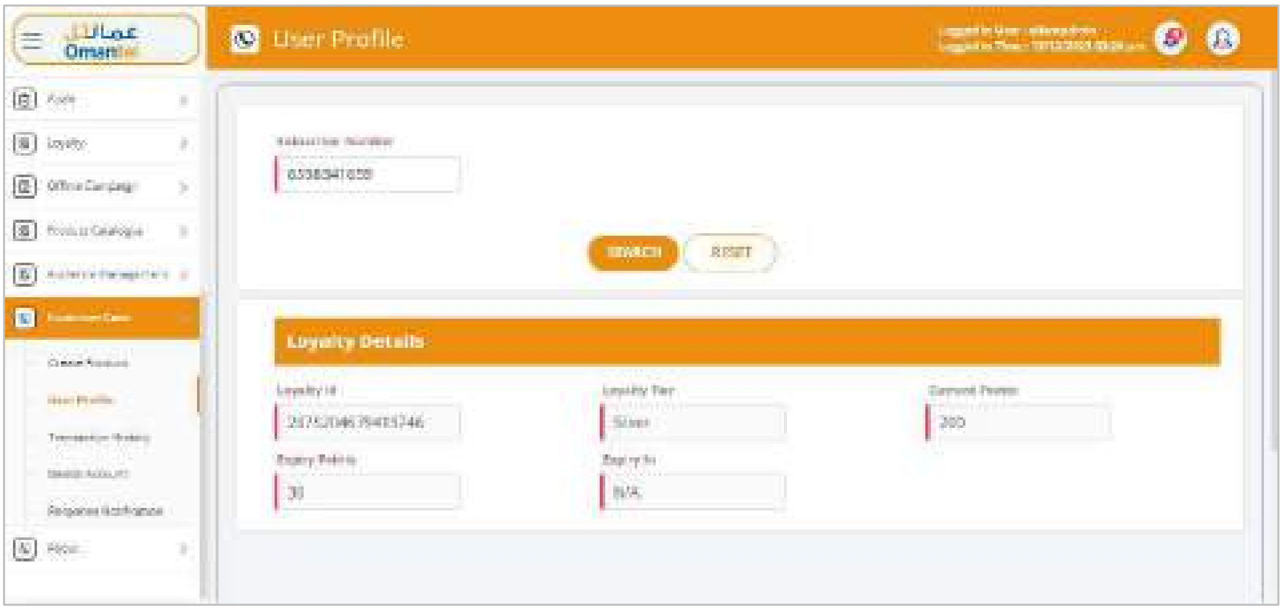


Figure 582 User Profile Input Screen

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.

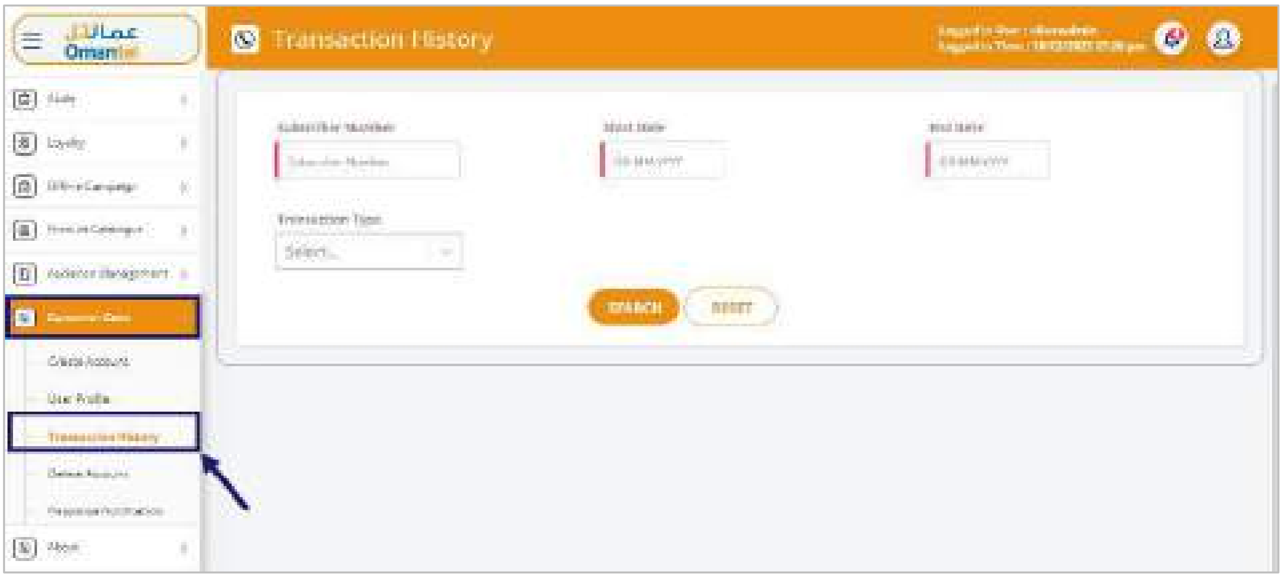


Figure 583 Customer Care – Transaction History

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.

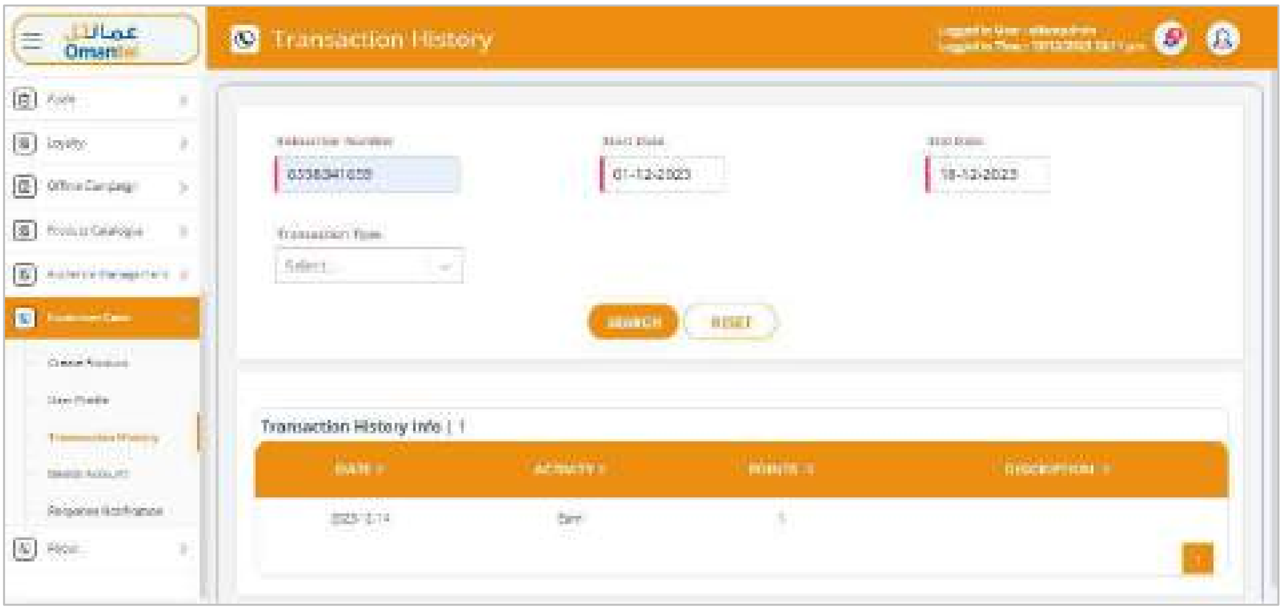


Figure 584 Transaction History

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.

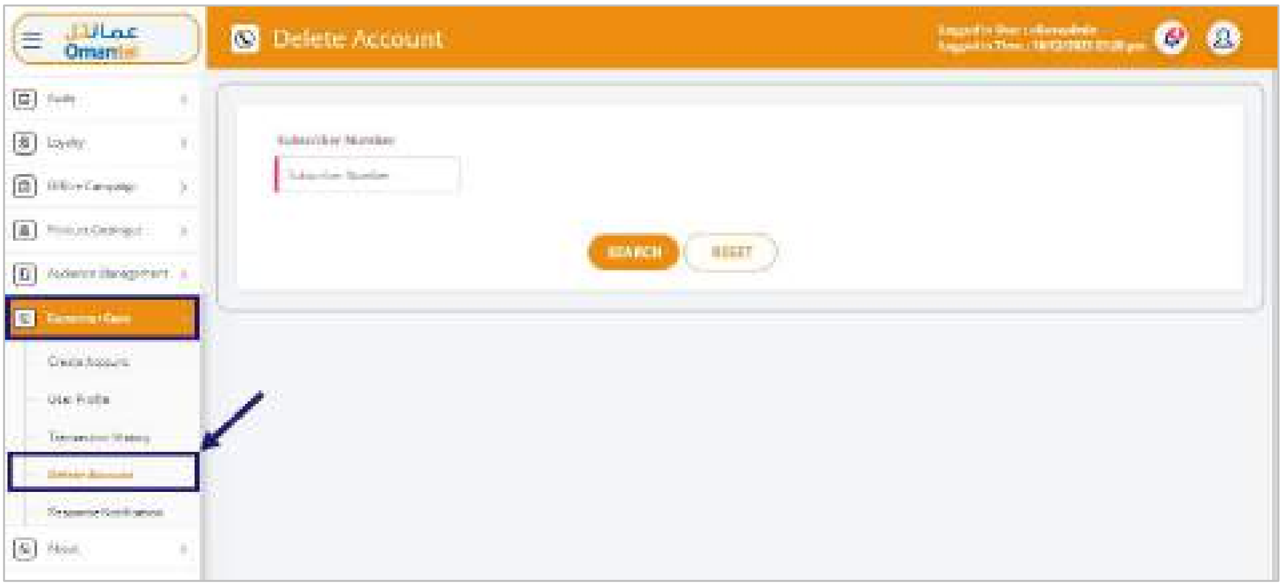


Figure 585 Customer Care - Delete Account

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.

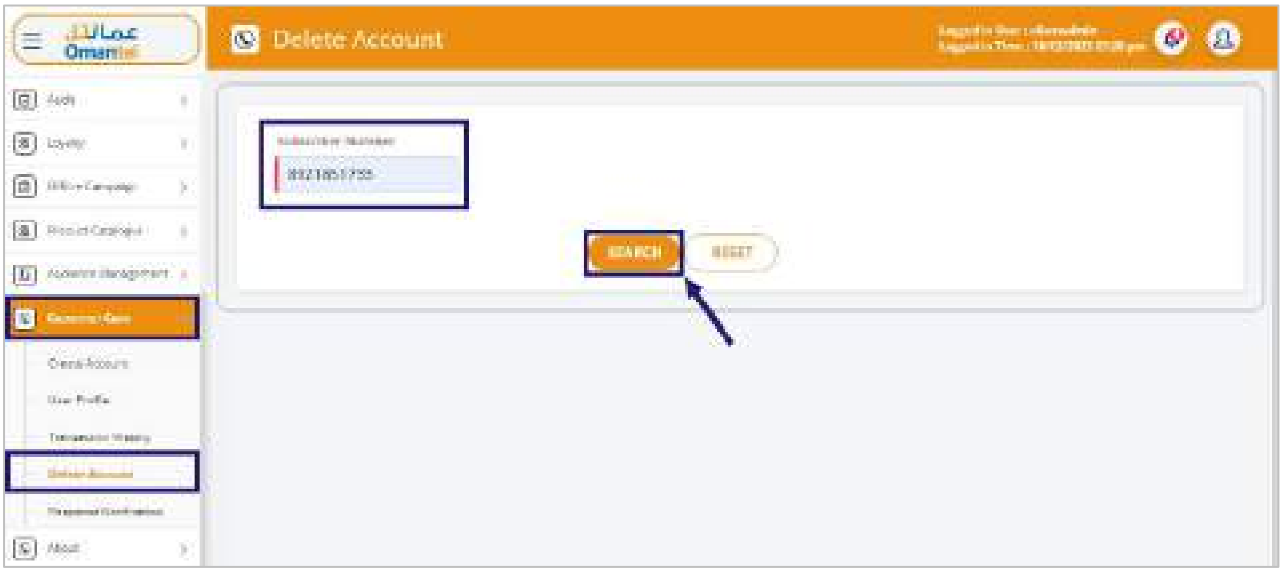


Figure 586 Delete Account – Search Button

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.

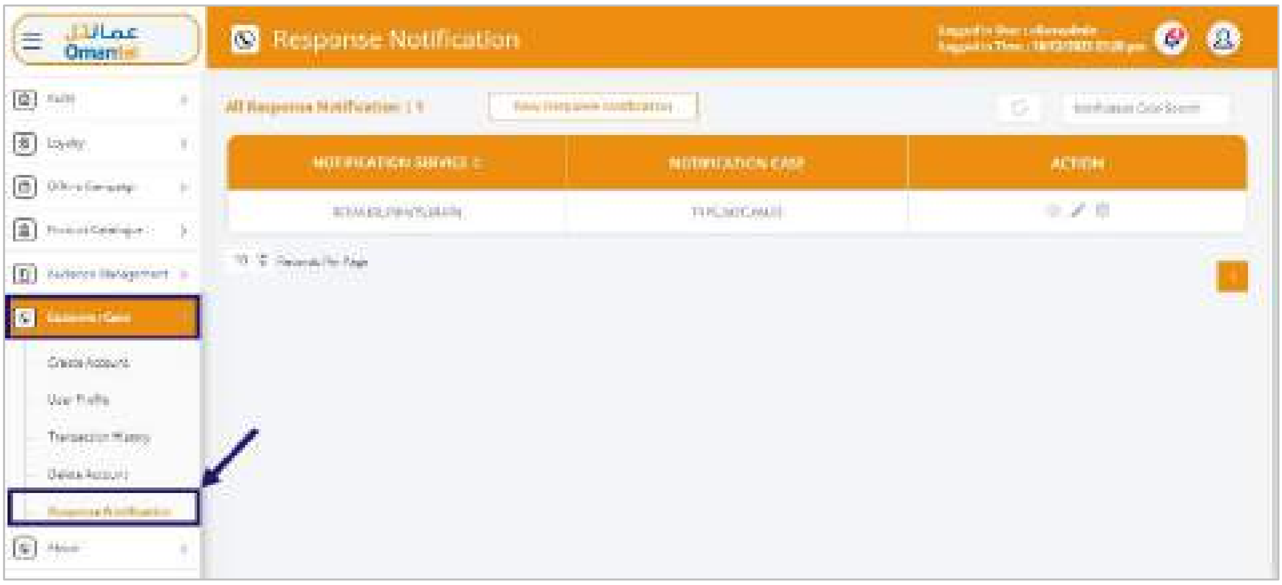


Figure 587 Customer Care - Response Notification

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.

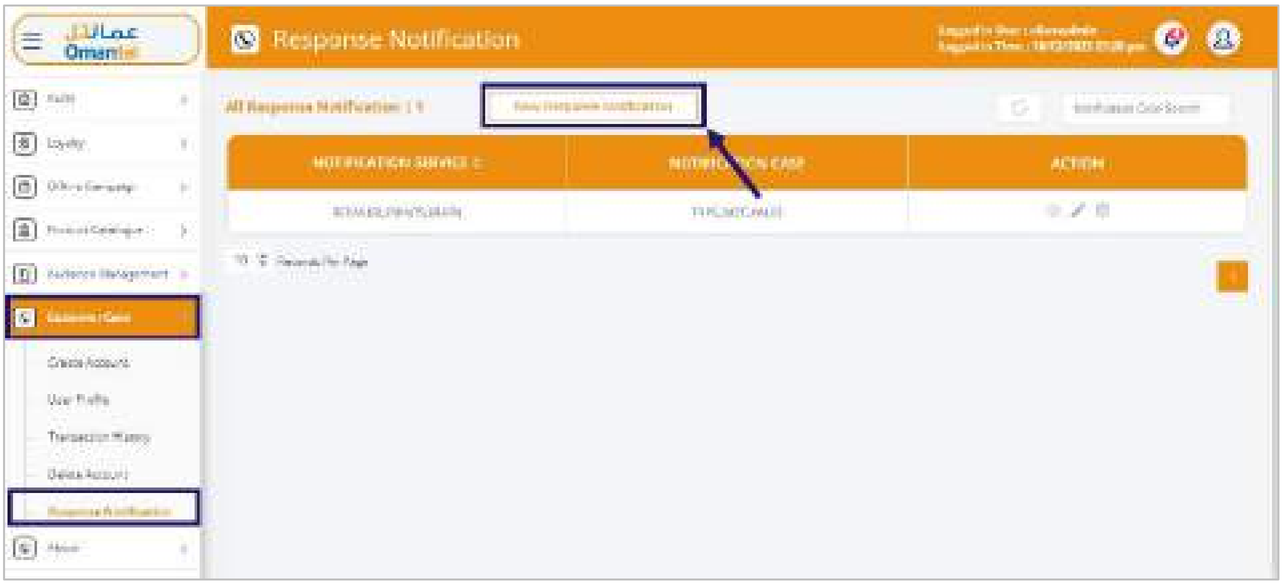


Figure 588 New Response Notification Button

2. After clicking the **New Response Notification** button, the following screen is displayed.

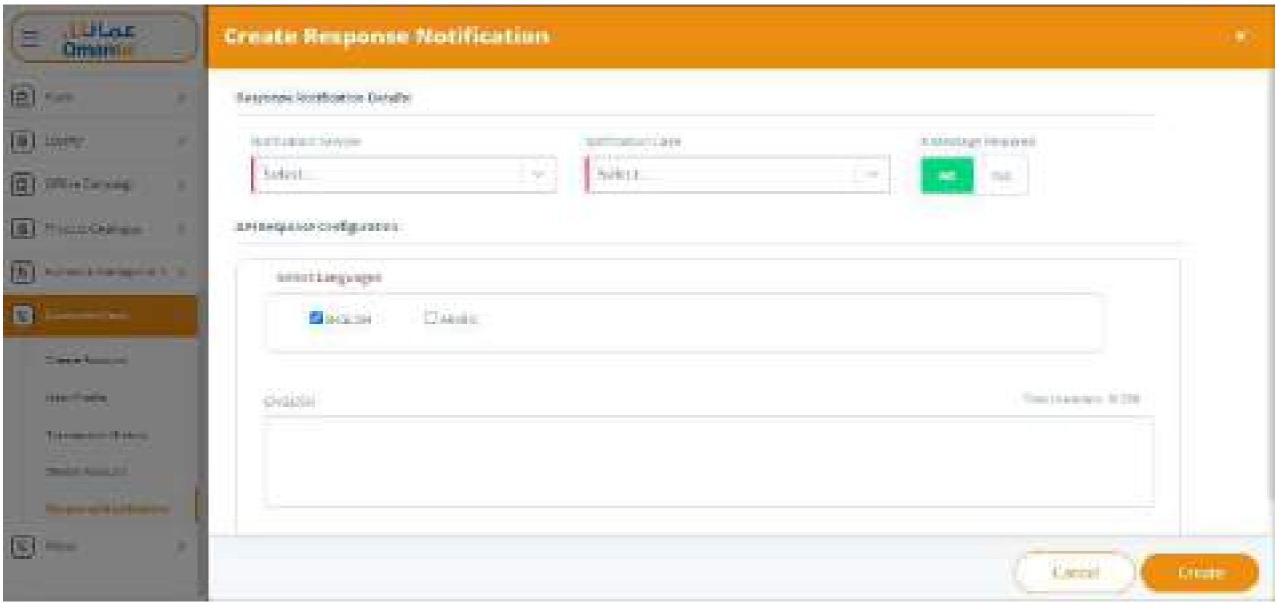


Figure 589 Create Response Notification Details Screen

3. 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	Toggle the button “**Yes**” to enable the message that is required for the notification response. Or Toggle the button “**No**”. If “**Yes**”, the following screen is displayed.  • 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.

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.

1. On the side menu, click **Reports (Gamification)** >> **Game Wise Product Reward** to view report details. Refer to the following screen.

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.

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.

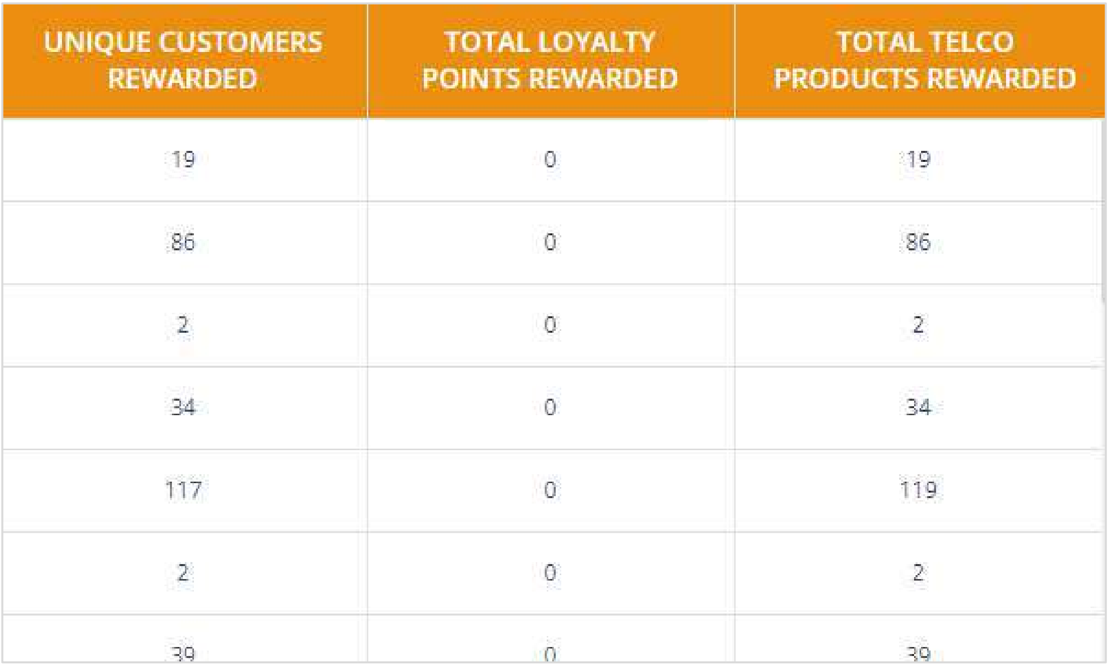
17.4 Daily Summary Report

The Daily Summary Report provides a day-wise consolidated view of customer participation and reward distribution for various gamification campaigns.

1. On the side menu, click **Reports (Gamification)** >> **Daily Summary Report** to view report details. Refer to the following screen.

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.

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.

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.

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.

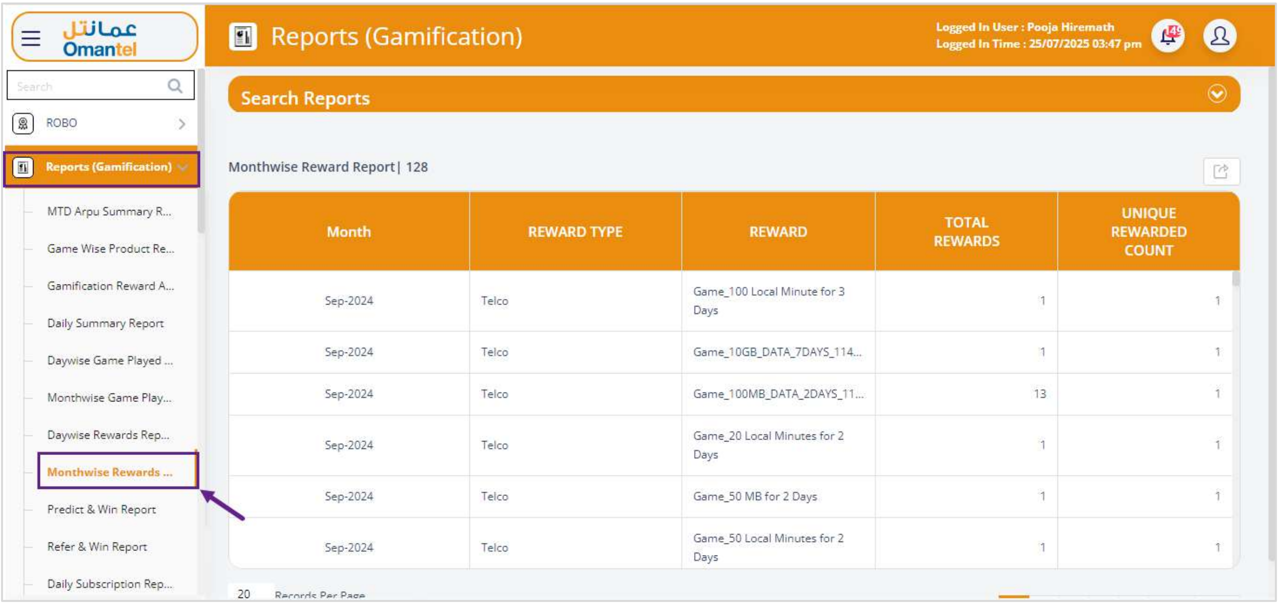


Figure 600 Reports (Gamification) - Monthwise Reward Report

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.

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.

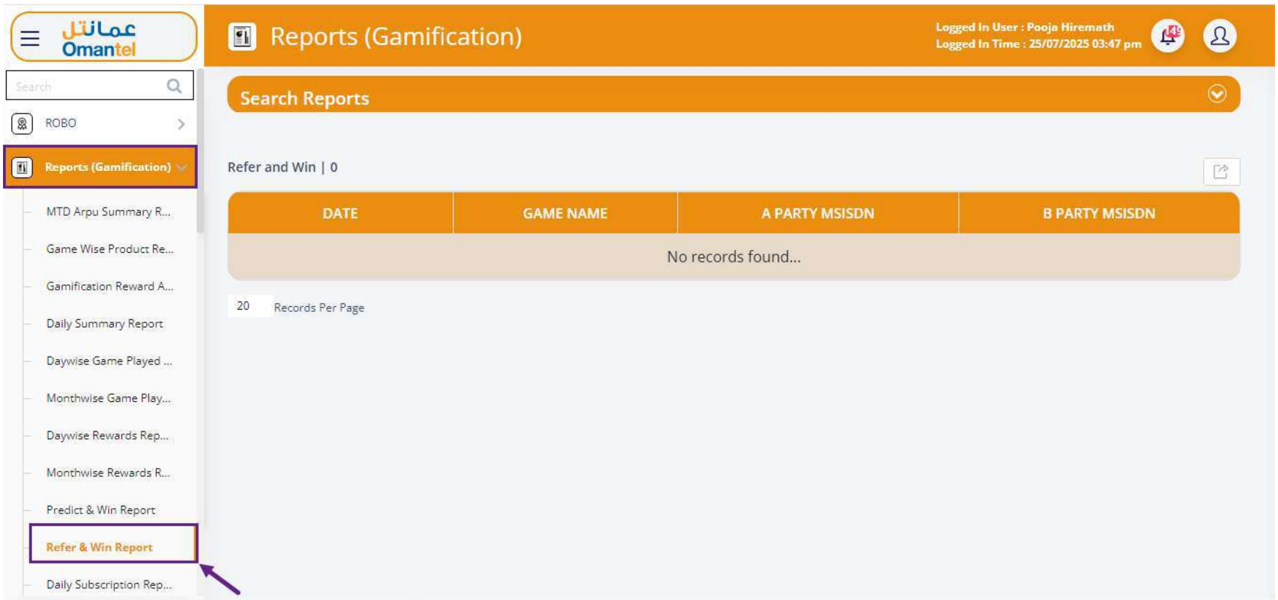


Figure 602 Reports (Gamification) - Refer & Win Report

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.

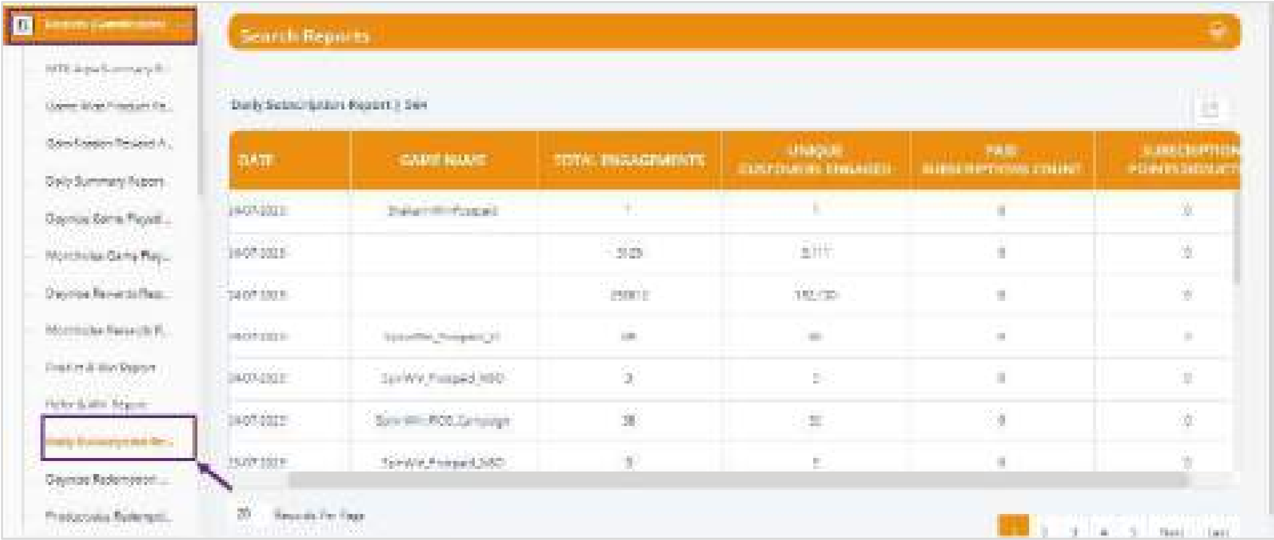


Figure 603 Reports (Gamification) - Daily Subscription Report

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.

1. On the side menu, click **Reports (Gamification)** >> **Daywise Redemption Report** to view report details. Refer to the following screen.

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.

1. On the side menu, click **Reports (Gamification)** >> **Productwise Redemption Report** to view report details. Refer to the following screen.

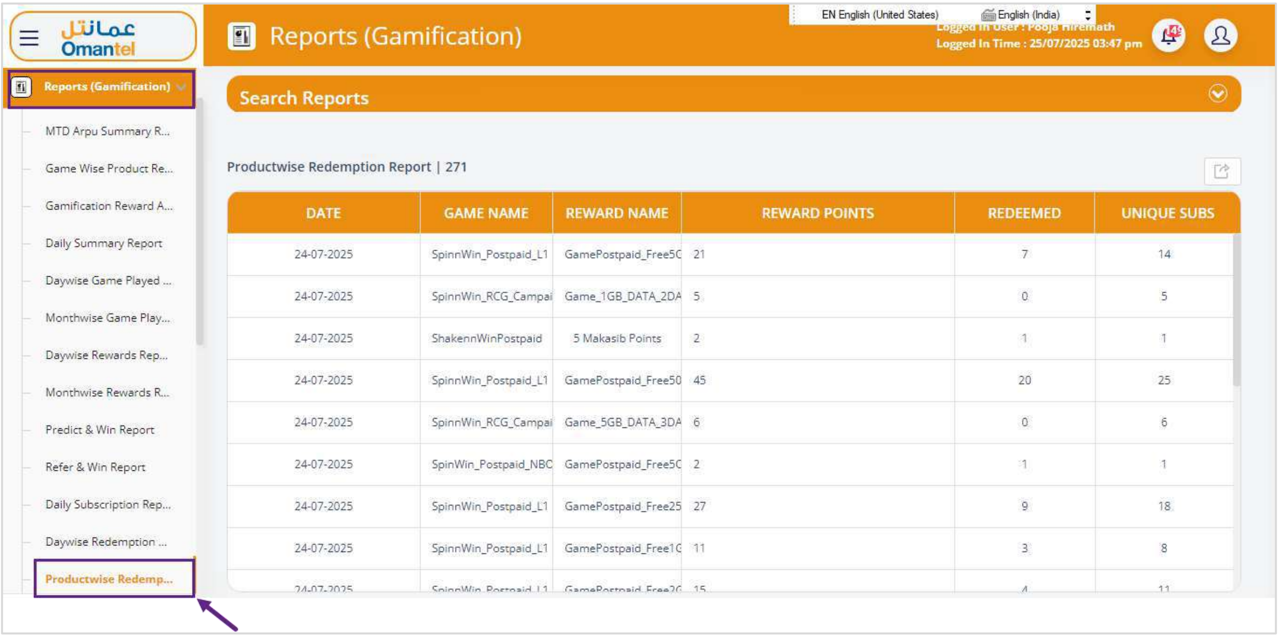


Figure 605 Reports (Gamification) - Productwise Redemption Report

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.

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.

1. On the side menu, click **Reports (NBO)** >> **NBO Daywise Revenue Report** to view report details. Refer to the following screen.

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.

1. 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.

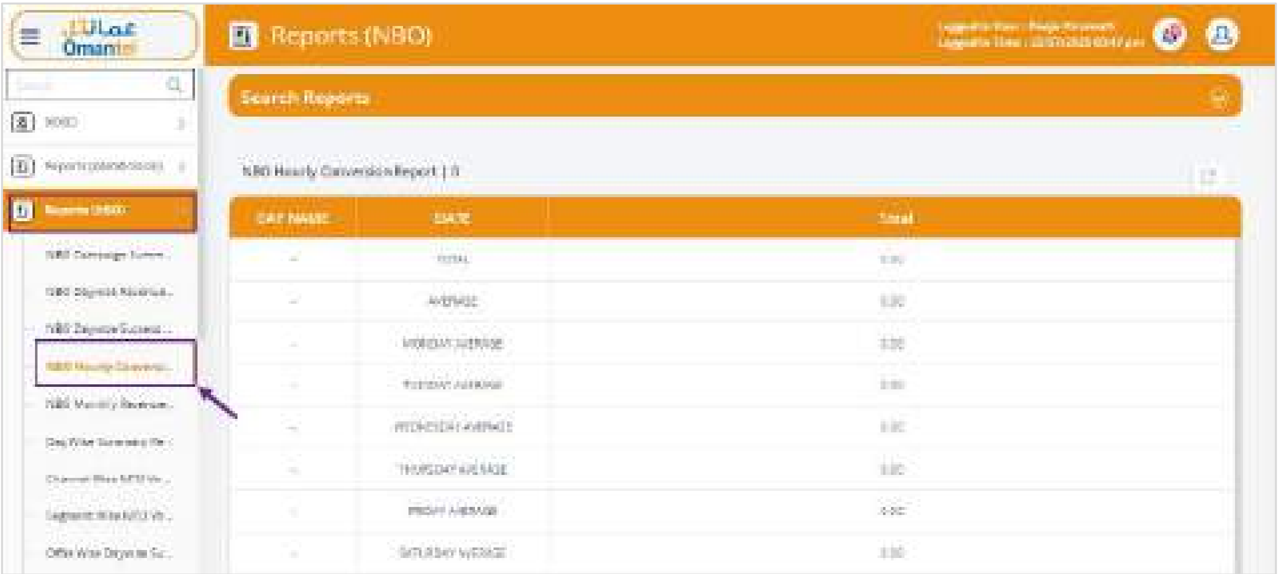


Figure 609 Reports (NBO) - NBO Hourly Conversion Report

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.

1. 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.

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	-	-
13,287	294,775	145,208
736	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.

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.

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.

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	9,984	26	57,608	7.07
10,039	25,240	11,944	3	4,473	51,699	6.34
462	77,055	31,922	22,268	6,909	138,616	17.01
248,809	1,970	161,122	149,020	230	561,151	68.85
596,406	**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

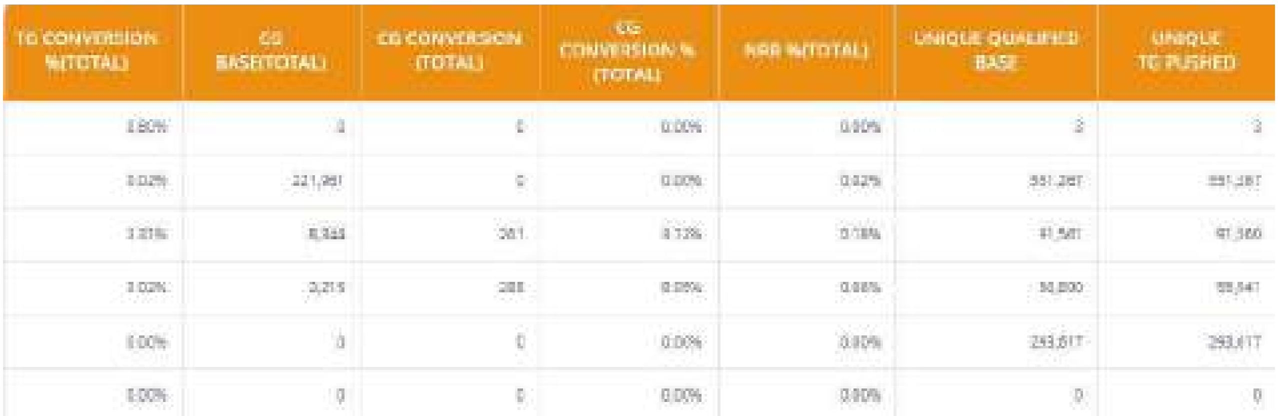
19.1 Campaign wise Summary Report

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.

2. On the side menu, click **Reports** >> **Campaign wise Summary Report** to view report details. Refer to the following screen.

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)	NRR %(TOTAL)	UNIQUE QUALIFIED BASE	UNIQUE TG PUSHED
2.80%	3	0	0.00%	0.00%	3	3
0.02%	221,981	0	0.00%	0.02%	551,287	551,287
3.21%	8,343	361	4.12%	0.18%	91,581	91,560
3.02%	3,215	288	8.05%	0.06%	58,800	58,541
0.00%	0	0	0.00%	0.00%	293,617	293,617
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	66.68%	0	0	0.00%
408,369	74.07%	1,334	0.24%	26,168	0	0.00%
80,547	87.97%	5,748	6.27%	4,380	261	5.55%
52,552	95.72%	5,269	9.47%	3,061	288	9.40%
285,383	97.19%	47	0.01%	0	0	0.00%
0	0.00%	1,219	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.

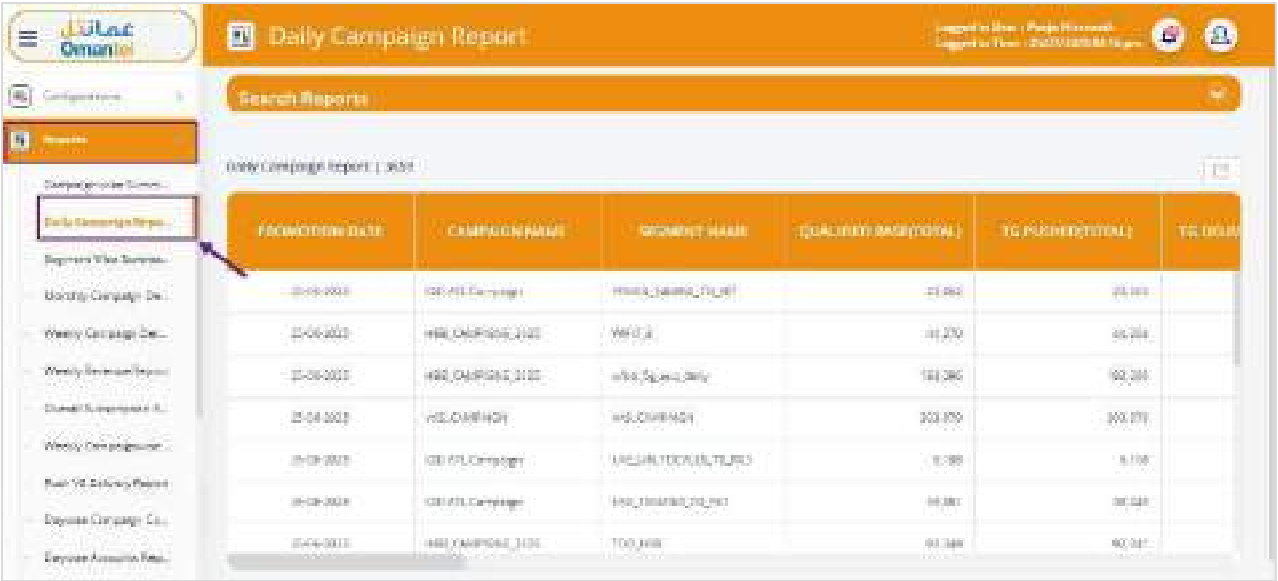


Figure 624 Reports- Daily Campaign Report_1

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

TG DELIVERED DEL %	TG CONVERSION (TOTAL)	TG CONVERSION %(TOTAL)	CG BASE(TOTAL)	CG CONVERSION (TOTAL)
55.41%	17	0.07%	1,174	0
55.84%	0	0.00%	0	0
77.33%	0	0.00%	0	0
82.70%	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

CG CONVERSION (TOTAL)	CG CONVERSION % (TOTAL)	NRR%(TOTAL)	UNIQUE QUALIFIED BASE	UNIQUE TG PUSHED	UNIQUE TG DELIVERED
0	0.00%	0.07%	23,052	23,052	12,776
0	0.03%	0.00%	44,267	44,267	24,714
0	0.00%	0.00%	183,242	183,241	141,710
0	0.00%	0.00%	303,951	303,951	251,380
0	0.03%	0.00%	5,108	5,108	4,245
0	0.03%	0.07%	28,048	18,046	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
64.96%	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%	0.00%	UCG/UTG
0.00%	0.00%	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)
93.08%	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)
156	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	5,594	94.10%	0
559	559	519	92.84%	0
189	189	166	87.83%	0
1,774	1,774	1,639	92.39%	0
67	67	6	8.96%	0

Figure 632 Segment Wise Summary Report_3

NIQUE TG NVERSION %	UNIQUE CG BASE	UNIQUE CG CONVERSION	UNIQUE CG CONVERSION %	UNIQUE NRR %	SAMPLING TY
0.00%	28	0	0.00%	0.00%	U
0.00%	425	0	0.00%	0.00%	U
0.00%	23	0	0.00%	0.00%	U
0.00%	13	0	0.00%	0.00%	U
0.00%	144	0	0.00%	0.00%	U
0.00%	9	0	0.00%	0.00%	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.

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.

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	-398,763.36

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.

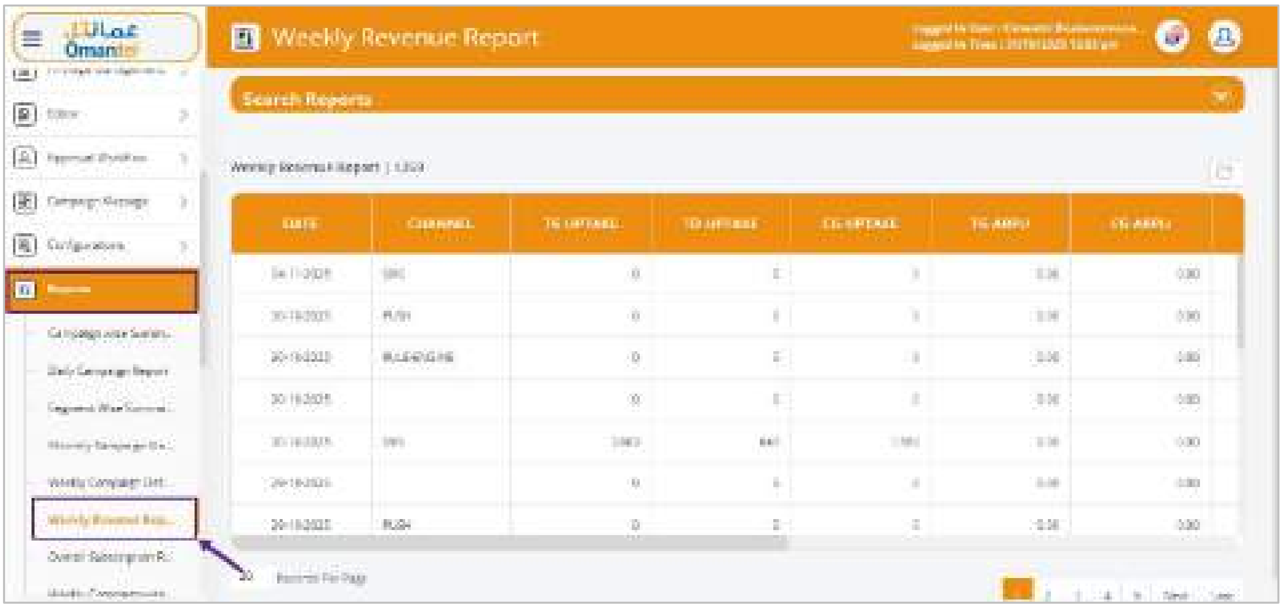
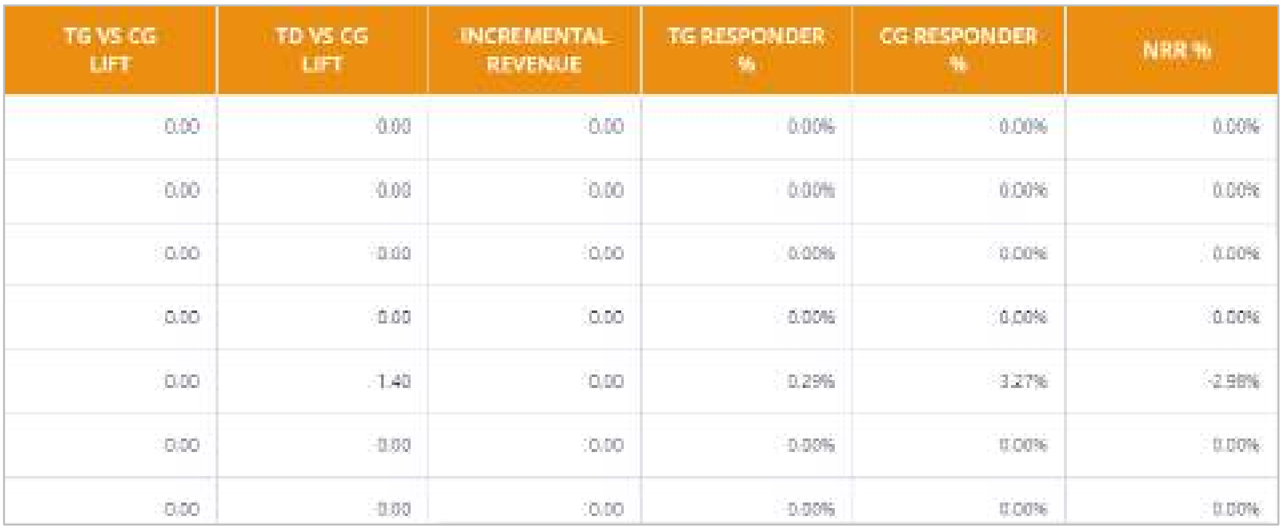


Figure 638 Reports - Weekly Revenue Report

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.

1. On the side menu, click **Reports** >> **Overall Subscription Report** to view report details. Refer to the following screen.

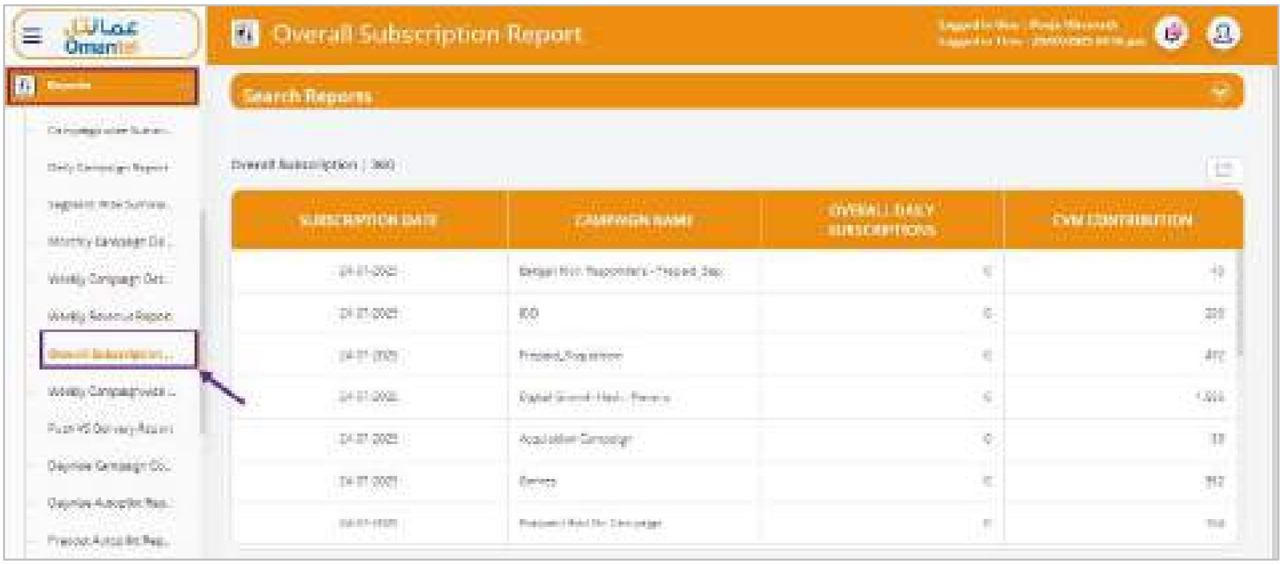


Figure 640 Reports - Overall Subscription Report

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.

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.

1. On the side menu, click **Reports** >> **Push VS Delivery Report** to view report details. Refer to the following screen.

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.

1. On the side menu, click **Reports** >> **Daywise Campaign Conversion Report** to view report details. Refer to the following screen.

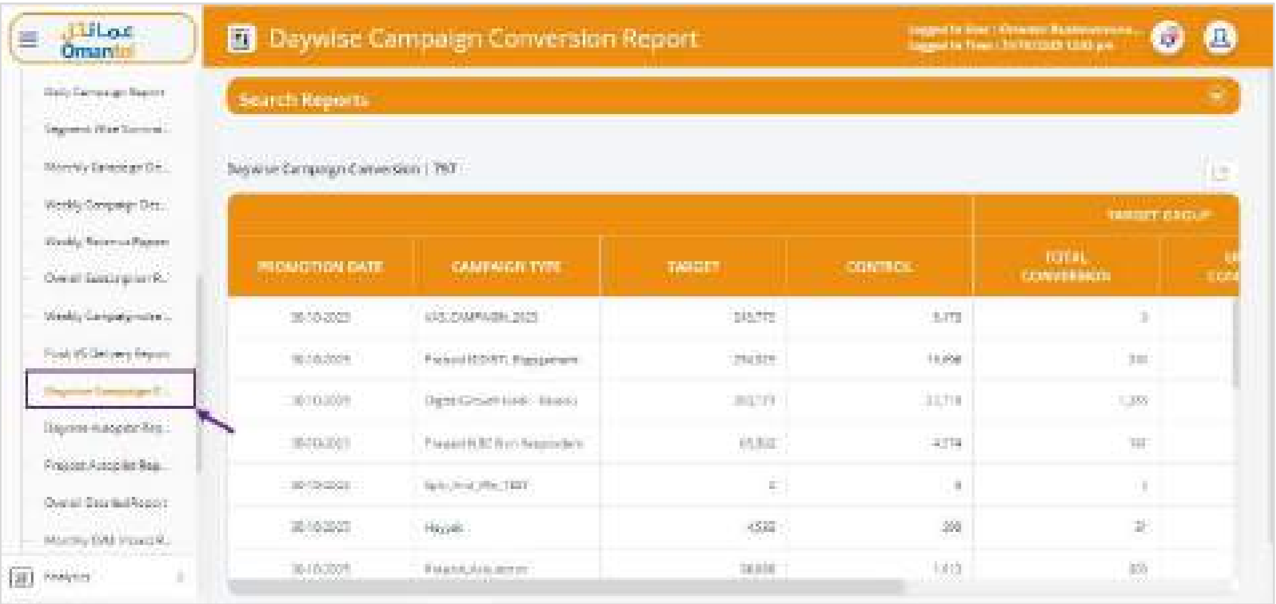
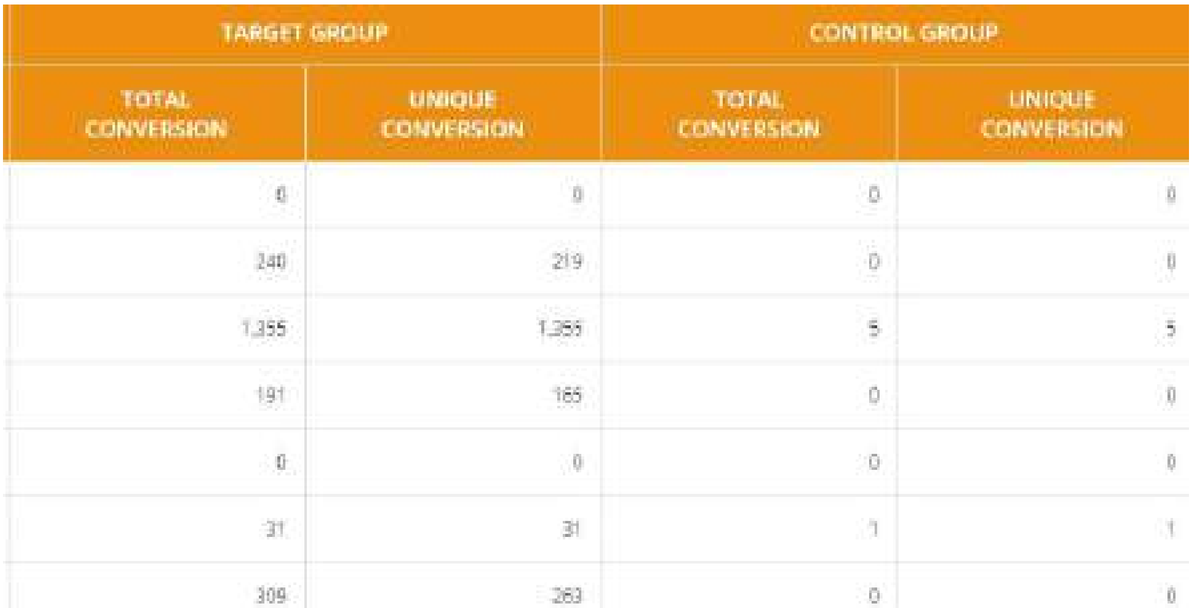


Figure 643 Reports - Daywise Campaign Conversion Report

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	165	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.

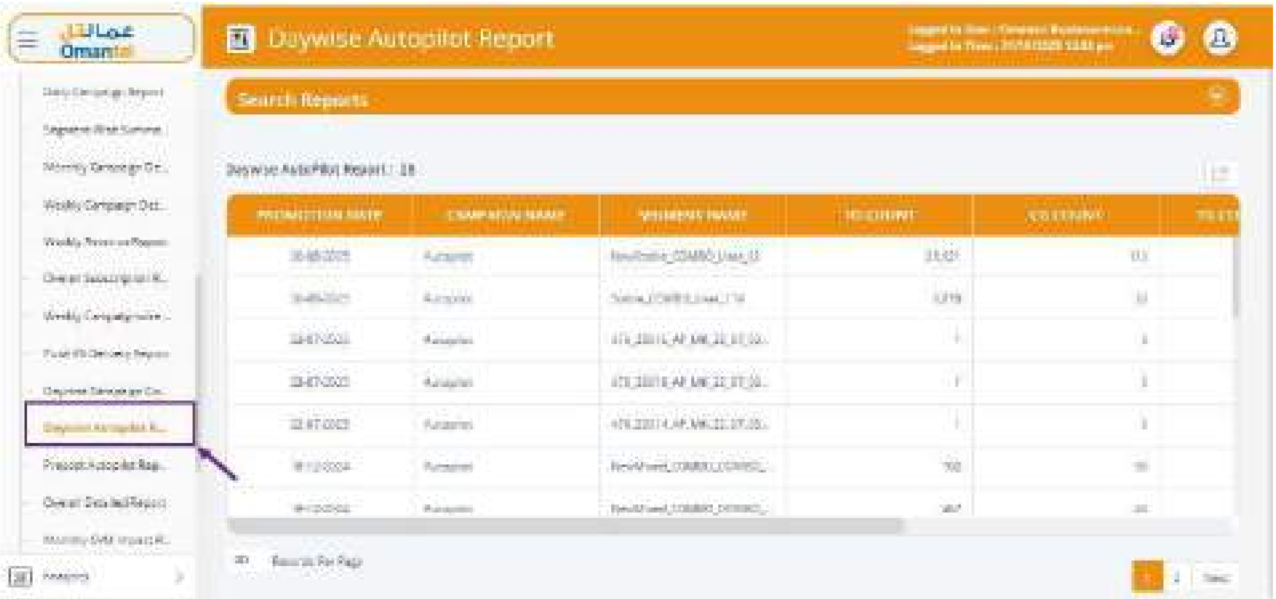


Figure 645 Reports - Daywise Autopilot Report

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

TG CONVERSION	CG CONVERSION	NRR %
1,732	4	2.803%
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.

Figure 647 Reports - Prepost Autopilot Report

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

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.

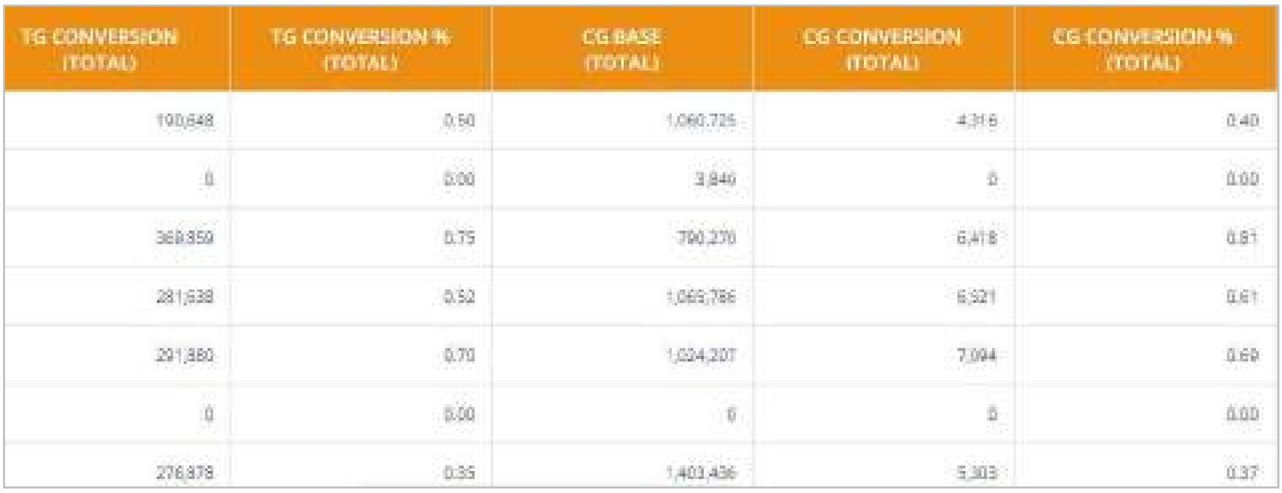
19.13 Overall Detailed Report

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.

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
369,359	0.75	790,270	6,418	0.81
281,638	0.52	1,065,786	6,521	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
0.00	8,626	8,626	8,066	93.50
-0.05	2,513,303	2,513,286	1,964,375	78.15
-0.08	2,570,504	2,569,225	2,036,845	79.27
0.01	2,735,061	2,734,032	2,257,816	82.58
0.00	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	4.88	74,444	3,648	4.90
0	0.00	640	0	0.00
273,017	13.88	68,967	6,047	8.76
202,223	7.87	101,883	6,270	6.15
222,798	8.14	69,713	6,695	9.60
0	0.00	0	0	0.00
206,088	7.89	102,155	5,059	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.

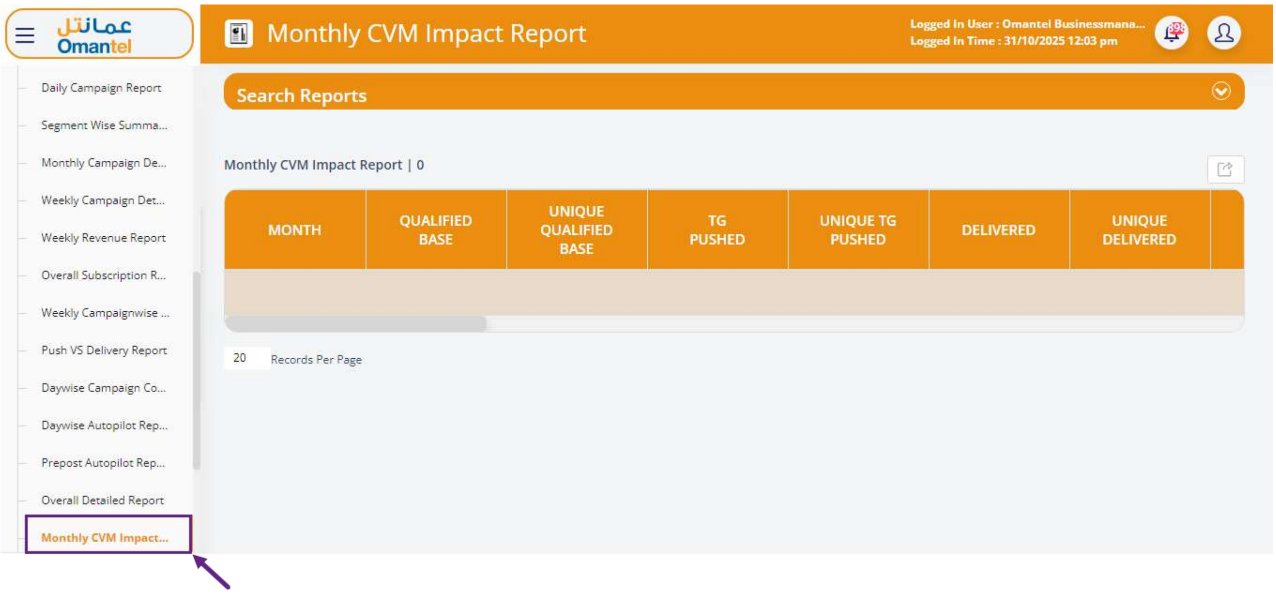


Figure 653 Reports - Monthly CVM Impact Report

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

Figure 654 Monthly CVM Impact Report _1

Figure 655 Monthly CVM Impact Report _2

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.