



6D Technologies
Smart Ideas, Delivered



User Manual

**Omantel
Magik**

Rev 1.2/ January 2026

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Revision History

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

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

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1 Instructions to the Reader

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

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

2 Magik

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

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

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

3 Logon to the GUI

To logon to the GUI:

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

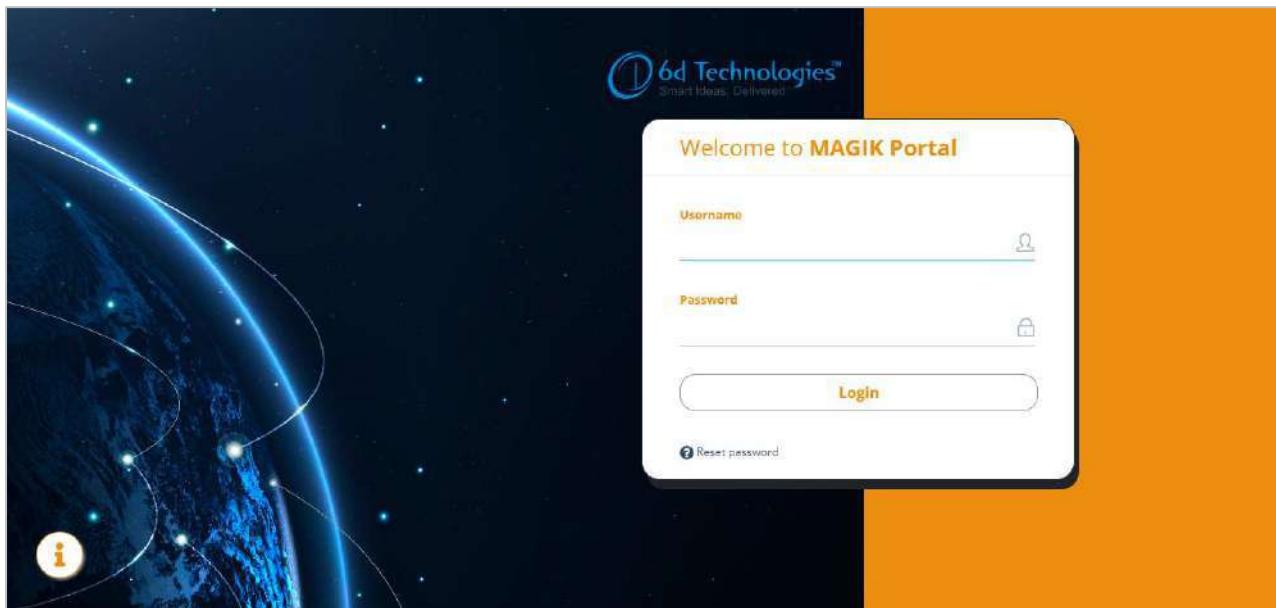


Figure 1 Magik Loyalty Login Screen

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

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



Figure 2 About Magik 3.0 Portal

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

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

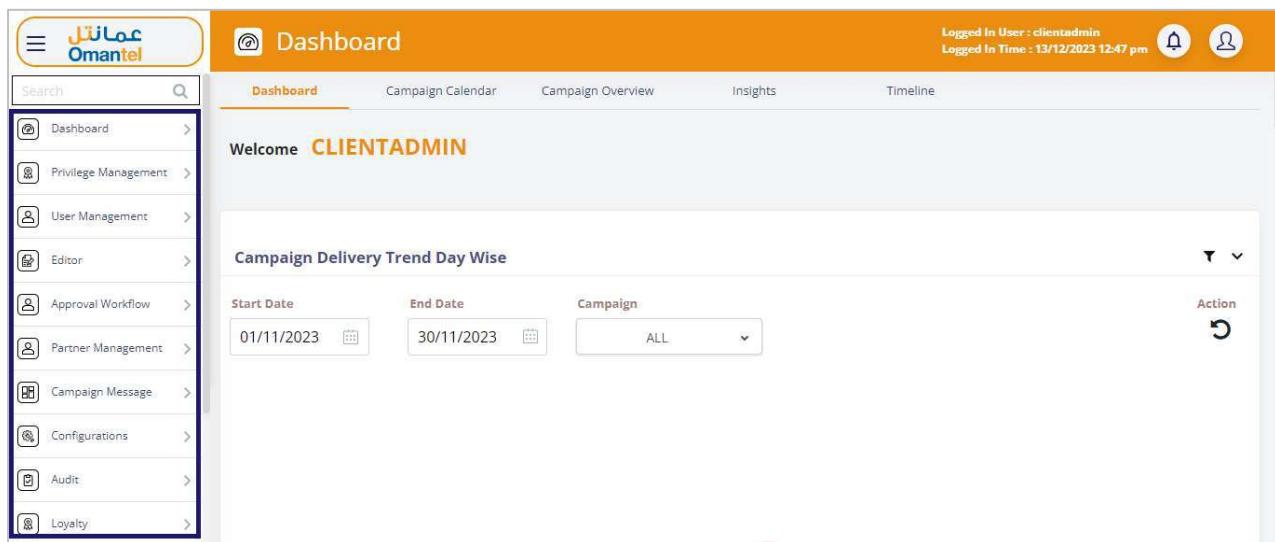

 A screenshot of the Omantel Magik dashboard. On the left is a vertical sidebar with a logo at the top and a search bar below it. Below the search bar is a list of menu items: Dashboard, Privilege Management, User Management, Editor, Approval Workflow, Partner Management, Campaign Message, Configurations,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

Figure 3 Dashboard

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

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

3.1 Reset Password

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

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

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



Figure 4 Reset Password

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

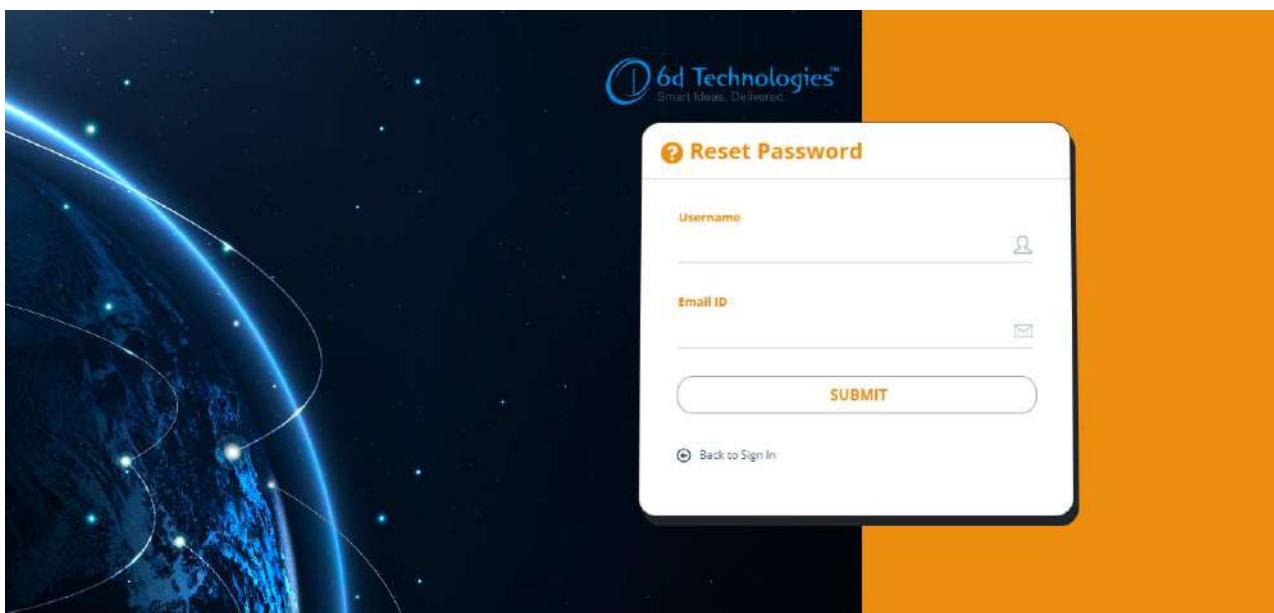


Figure 5 Reset Password Input Screen

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

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

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

Or

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

4 Log Off from the GUI

To log off from the GUI,

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

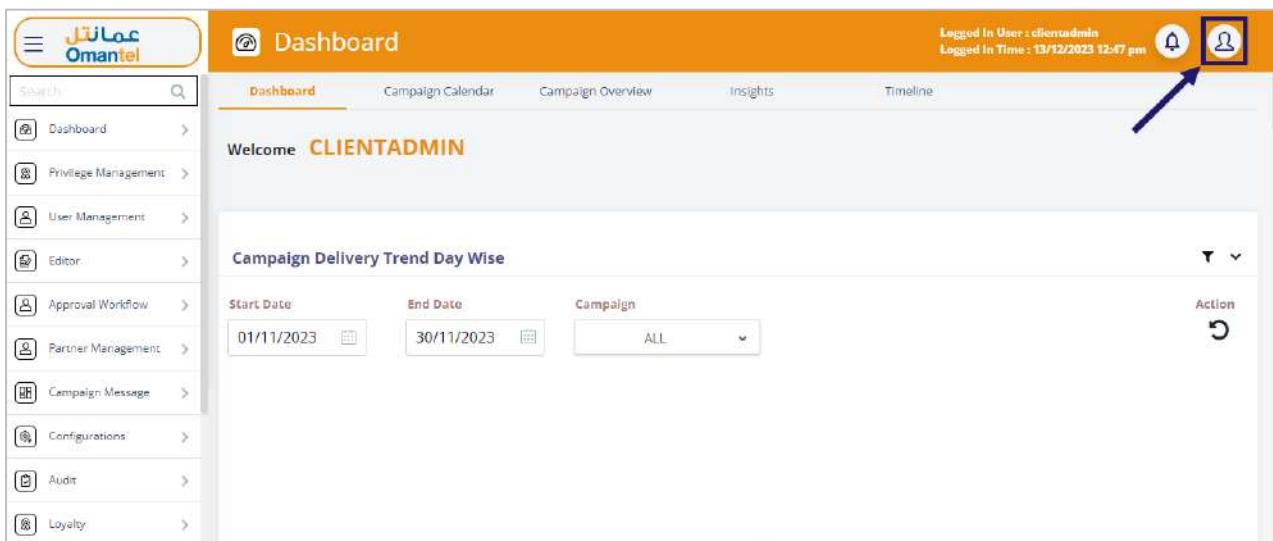


Figure 6 Dashboard – User Icon

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

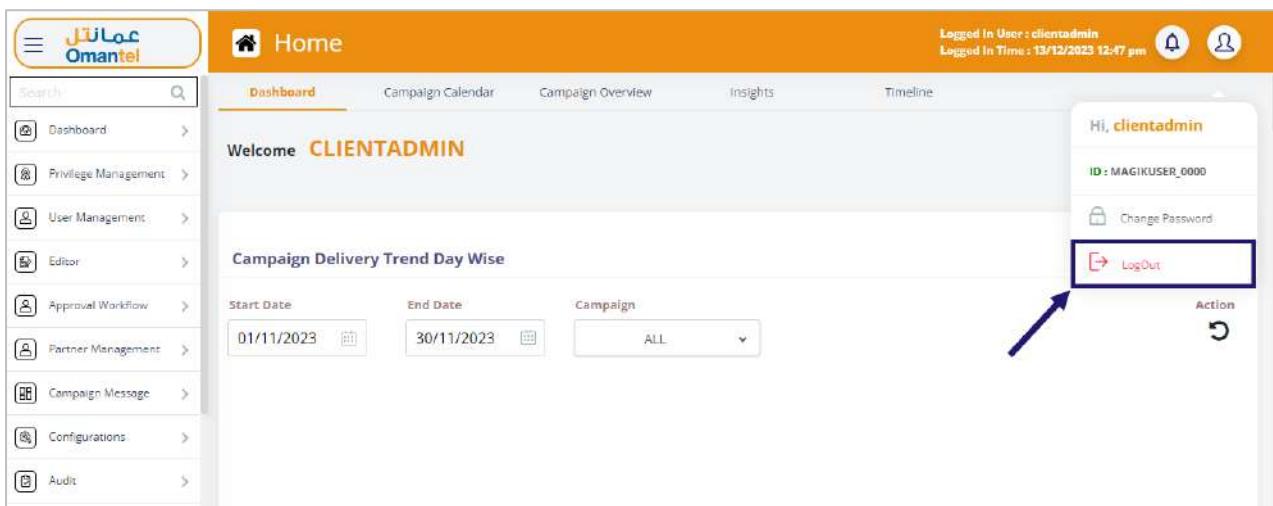


Figure 7 Log Out Option

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

5 Dashboard

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

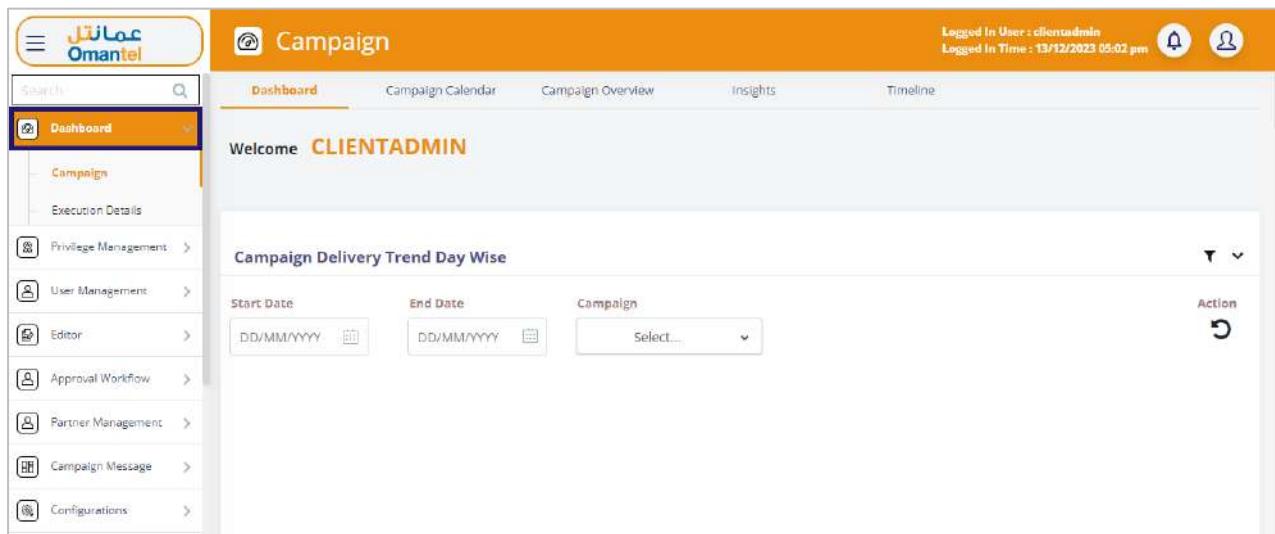


Figure 8 Dashboard

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

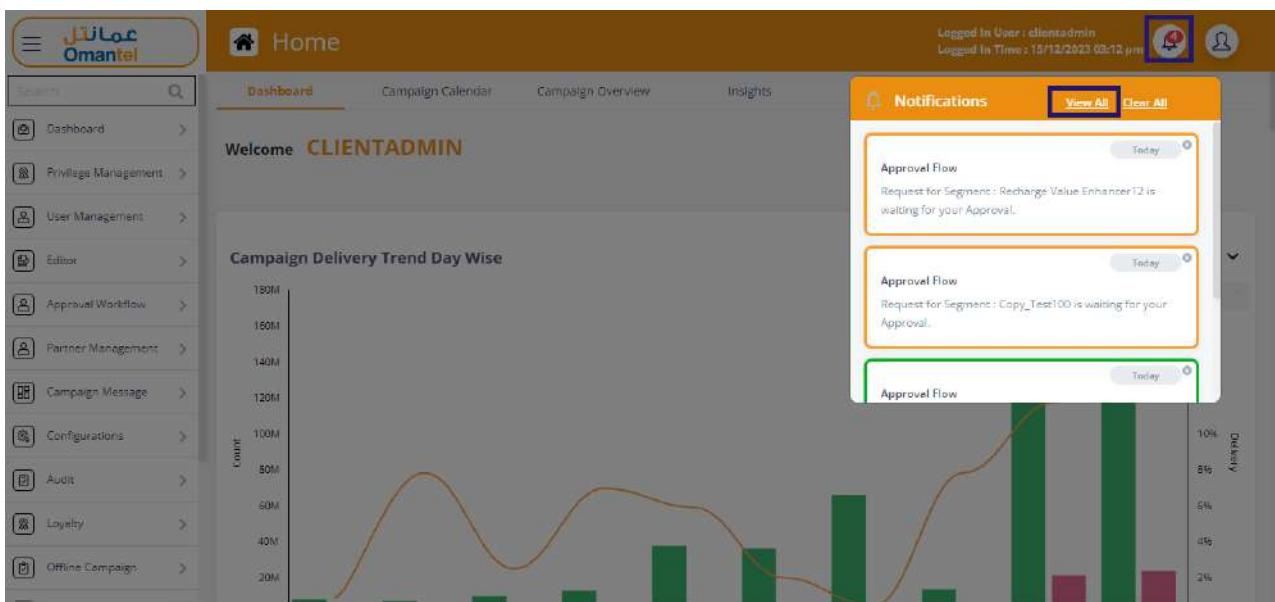
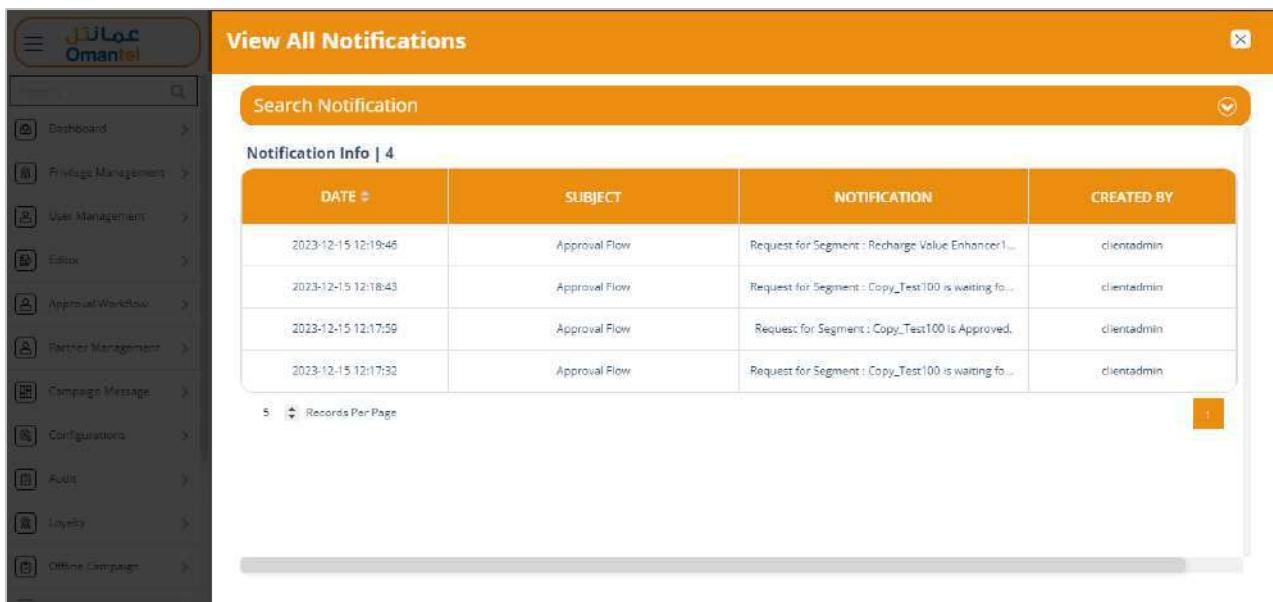


Figure 9 Loyalty – Notifications

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



The screenshot shows a list of four notifications. The columns are:

DATE	SUBJECT	NOTIFICATION	CREATED BY
2023-12-15 12:19:46	Approval Flow	Request for Segment : Recharge Value Enhancer1...	clientadmin
2023-12-15 12:18:43	Approval Flow	Request for Segment : Copy_Test100 is waiting fo...	clientadmin
2023-12-15 12:17:59	Approval Flow	Request for Segment : Copy_Test100 is Approved.	clientadmin
2023-12-15 12:17:32	Approval Flow	Request for Segment : Copy_Test100 is waiting fo...	clientadmin

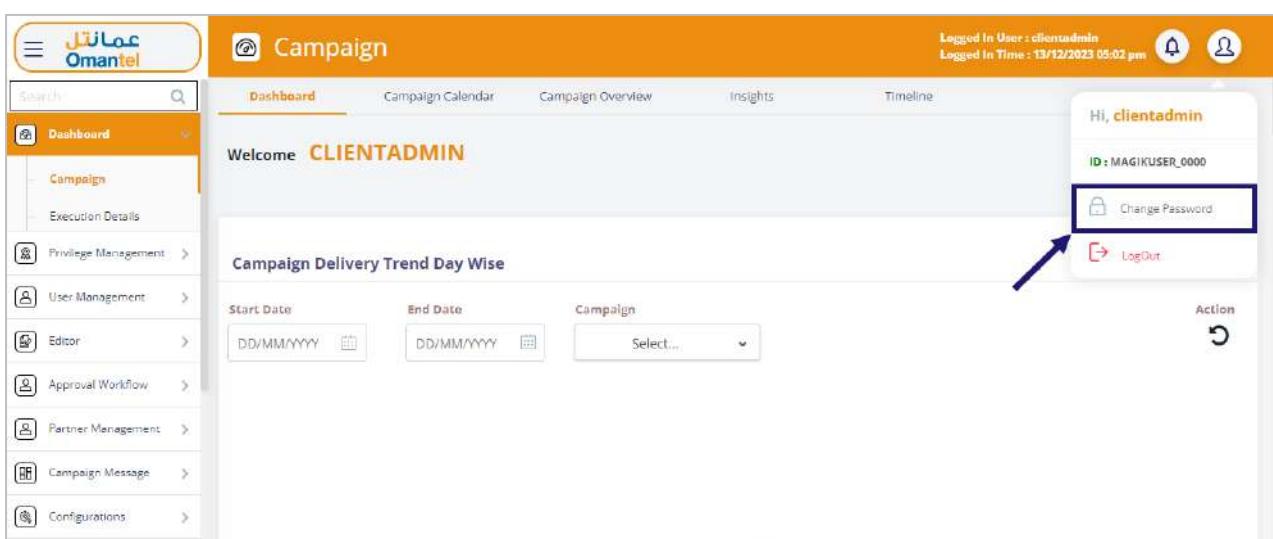
Figure 10 View All Notifications

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

Change Password

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

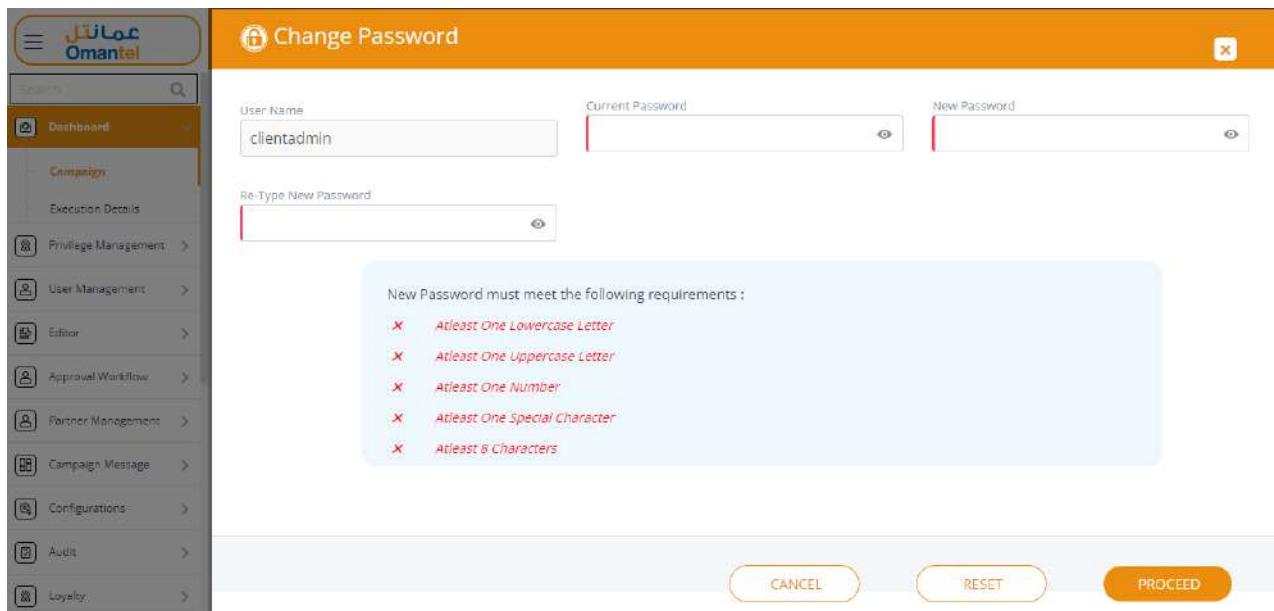
1. On the **Dashboard** screen, click  >> **Change Password** to change the user password.
Refer to the following screen.



The screenshot shows the 'Campaign' dashboard. The top right corner displays the user information: **Hi, clientadmin**, **ID : MAGIKUSER_0000**. Below this, there are two buttons: **Change Password** (highlighted with a red box) and **LogOut**.

Figure 11 Loyalty – Change Password

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



The screenshot shows the 'Change Password' input screen. On the left, there is a vertical navigation menu with options like Dashboard, Campaign, Execution Details, Privilege Management, User Management, Editor, Approval Workflow, Partner Management, Campaign Message, Configurations, Audit, and Loyalty. The 'Campaign' option is highlighted. The main area has a yellow header with the title 'Change Password'. It contains fields for 'User Name' (clientadmin), 'Current Password', 'New Password', and 'Re-Type New Password'. Below these fields is a message: 'New Password must meet the following requirements :'. A list of requirements is shown in red text: 'Atleast One Lowercase Letter', 'Atleast One Uppercase Letter', 'Atleast One Number', 'Atleast One Special Character', and 'Atleast 8 Characters'. At the bottom right are three buttons: 'CANCEL', 'RESET', and 'PROCEED'.

Figure 12 Change Password Input Screen

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

5.1 Campaign

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

To manage the campaign,

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

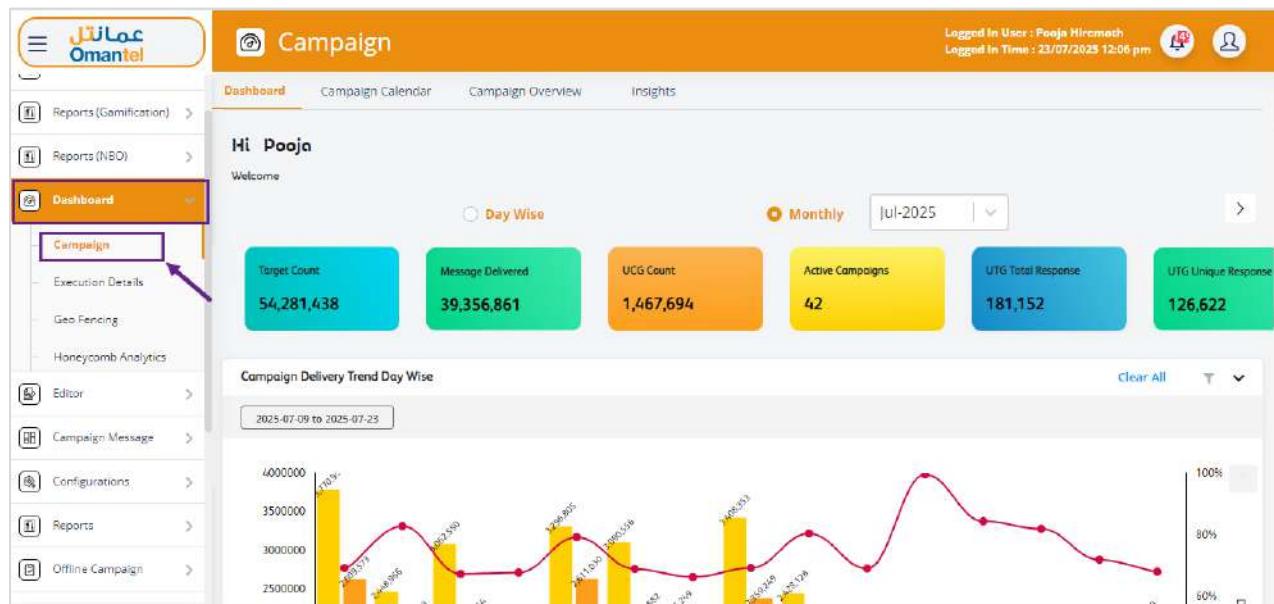


Figure 13 Dashboard- Campaign

The campaign has the following options:

- Dashboard
- Campaign Calendar
- Campaign Overview
- Insights

5.1.1 Dashboard

The following screenshots depict the campaign dashboard:

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

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

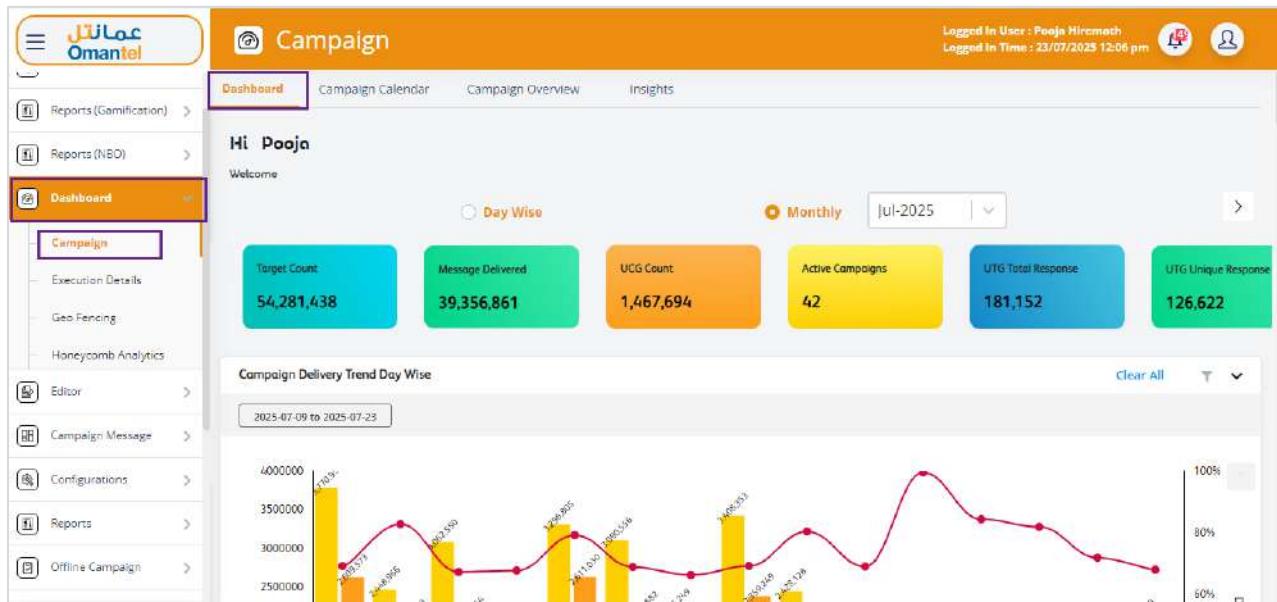


Figure 14 Campaign – Dashboard

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

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

Campaign Delivery Trend Day Wise

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

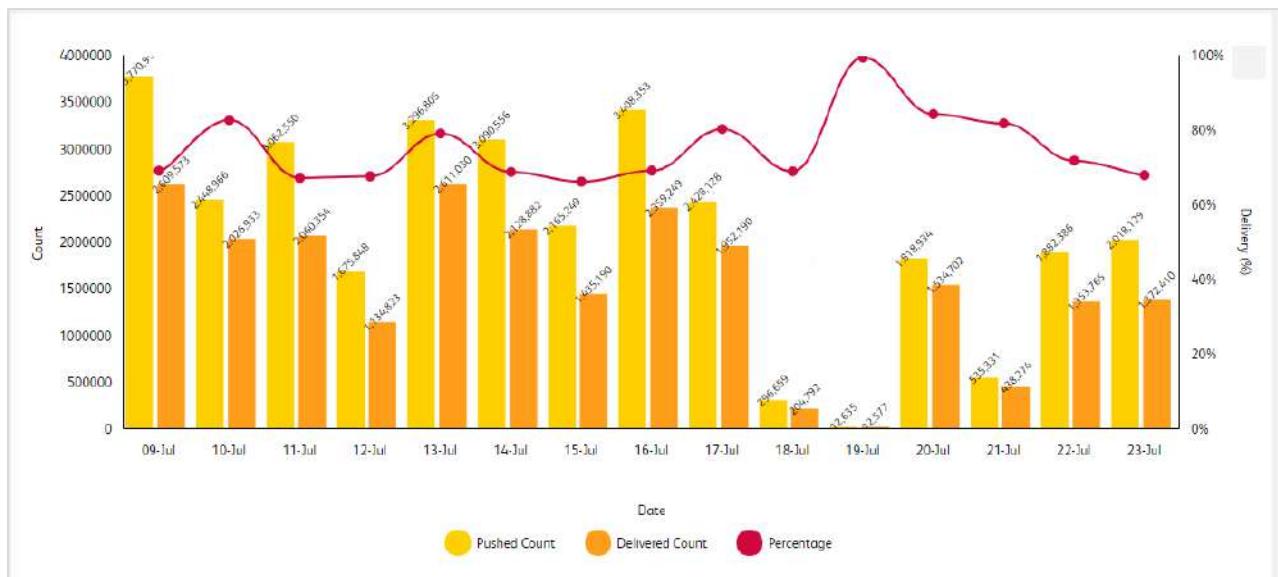


Figure 15 Campaign Delivery Trend Day Wise

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

Campaign Wise Delivery Percentage Trend

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

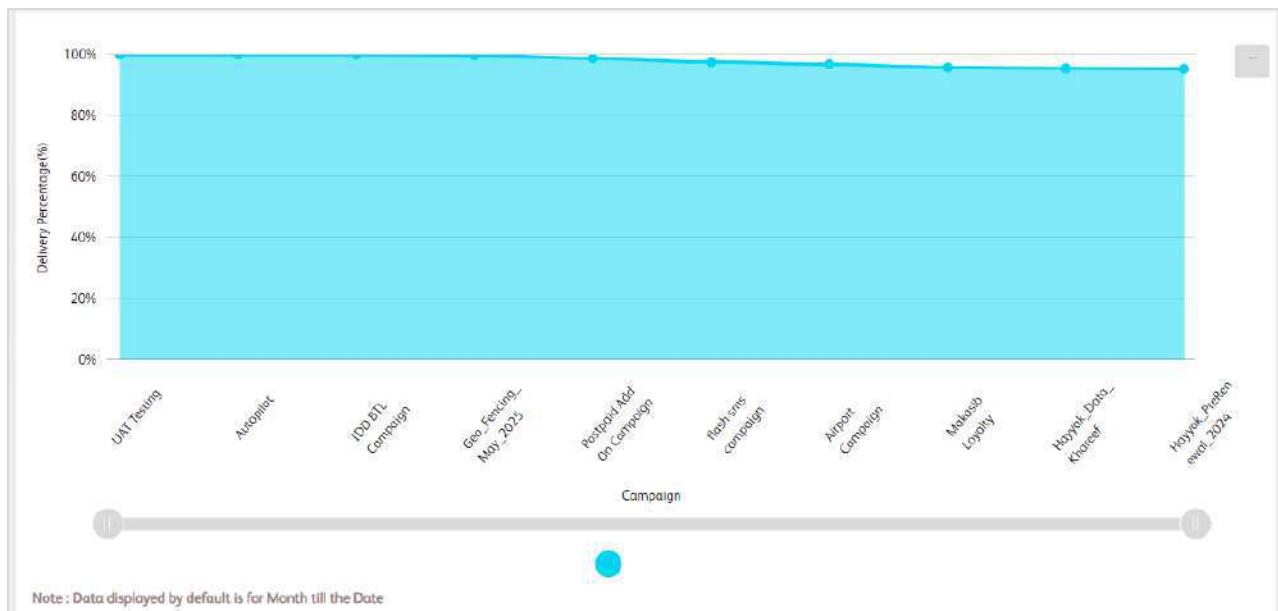


Figure 16 Campaign Wise Delivery Percentage Trend

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

Top 5 Campaigns for this Month:

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



Figure 17 Top 5 Campaigns for this Month

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

SMS Delivery Success %

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

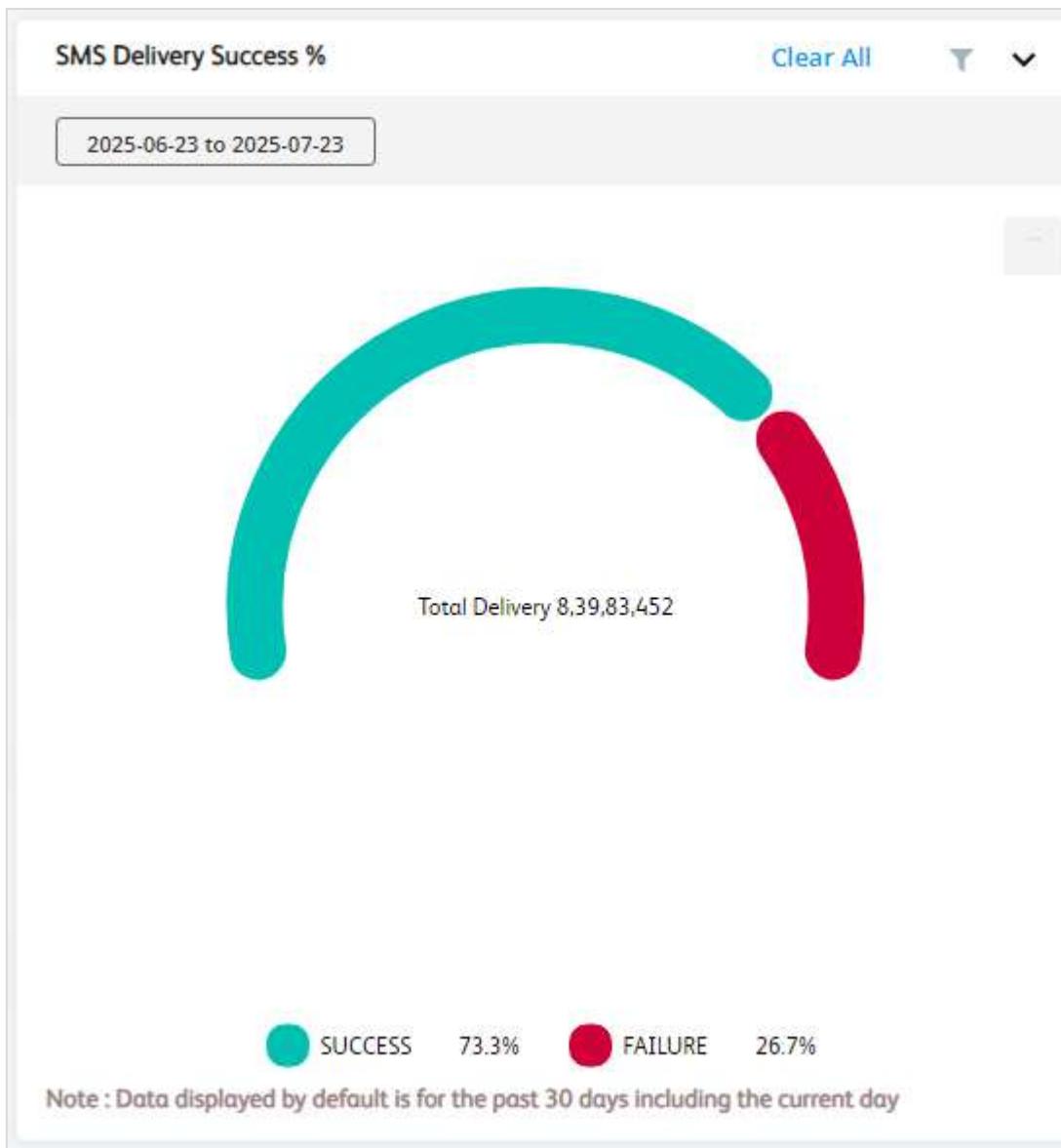


Figure 18 SMS Delivery Success %

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

Campaign Conversion Trend:

- Compare conversions across different campaigns for the selected month.

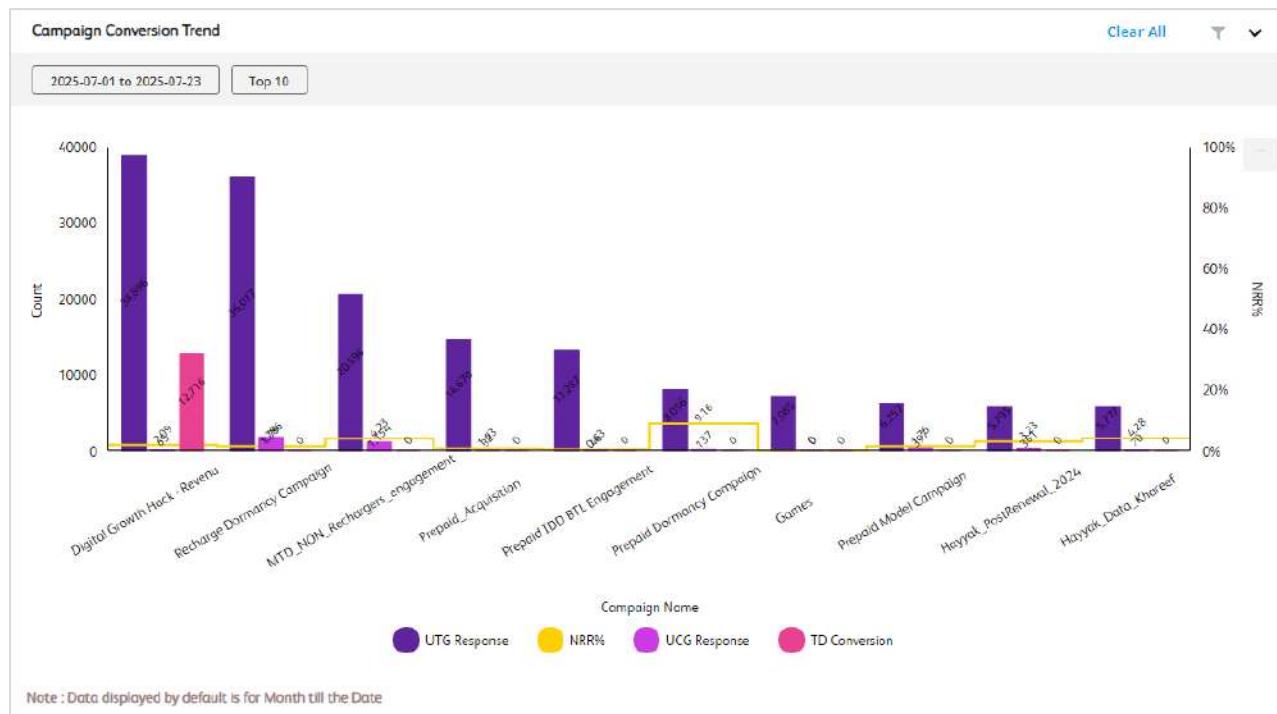


Figure 19 Campaign Conversion Trend

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

Campaign Wise Incremental Revenue:

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

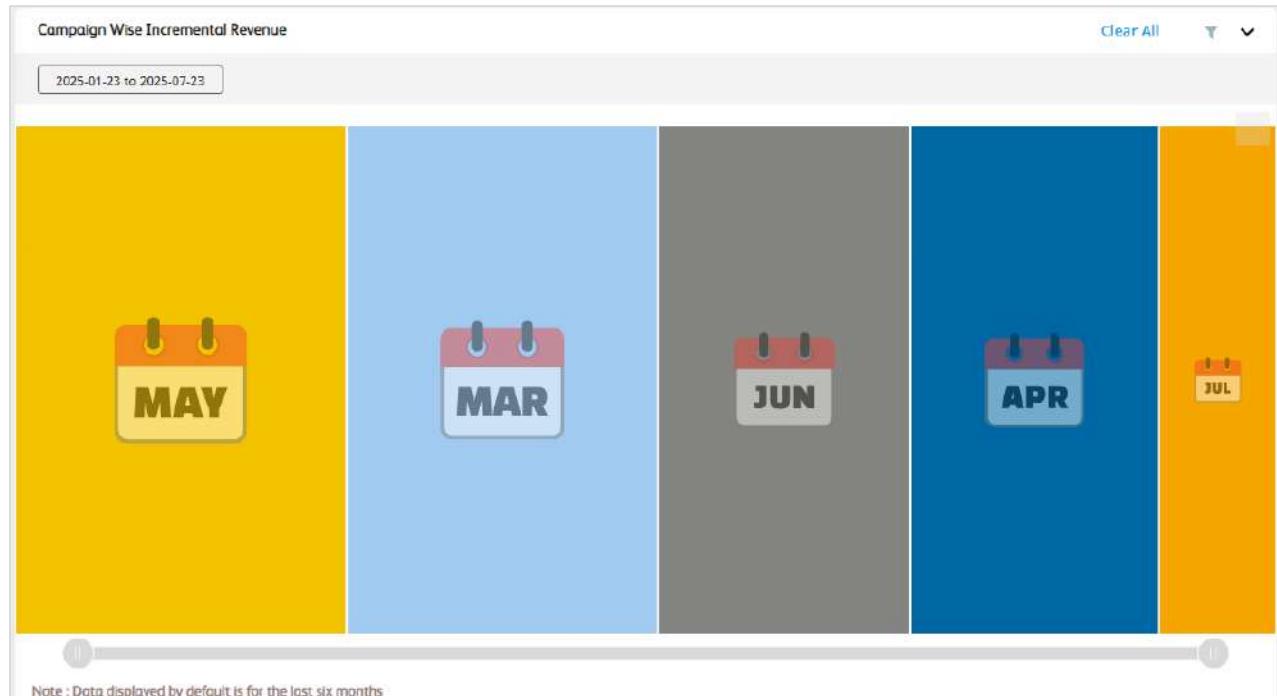


Figure 20 Campaign Wise Incremental Revenue

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

Daily Campaign Wise Delivery:

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

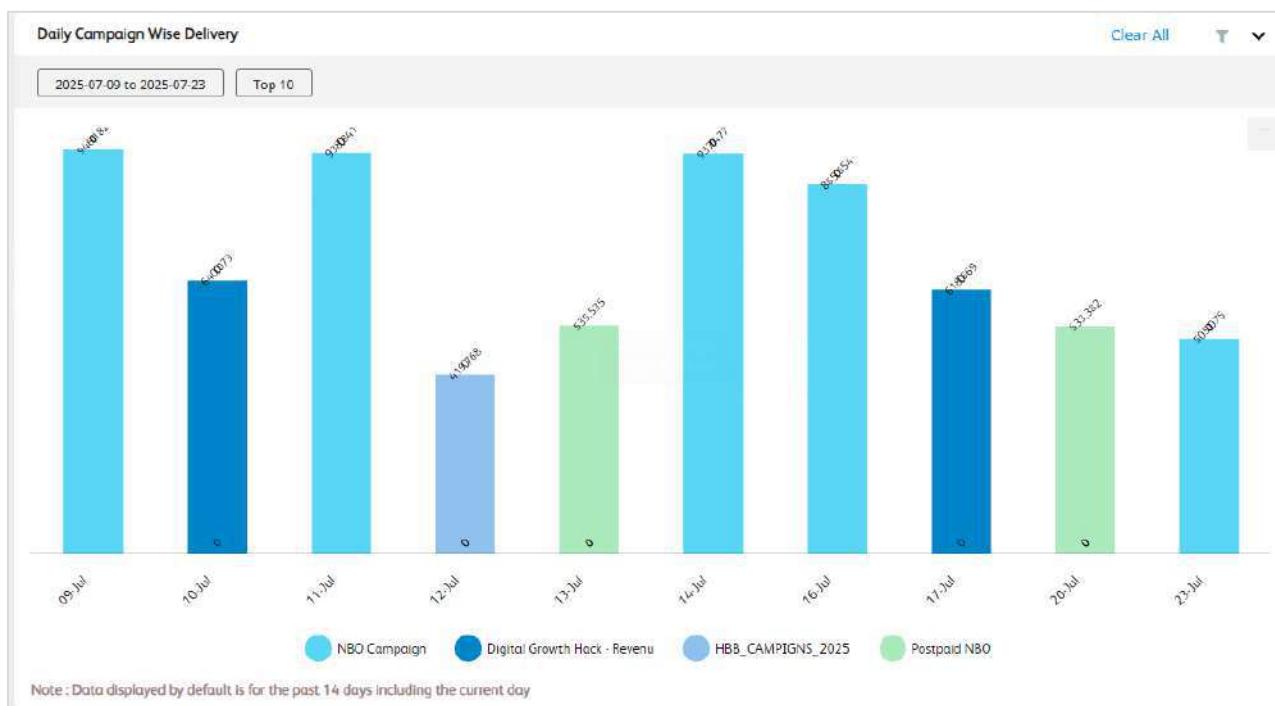


Figure 21 Daily Campaign Wise Delivery

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

Hourly counts of Pushed, Delivered, and Responders:

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

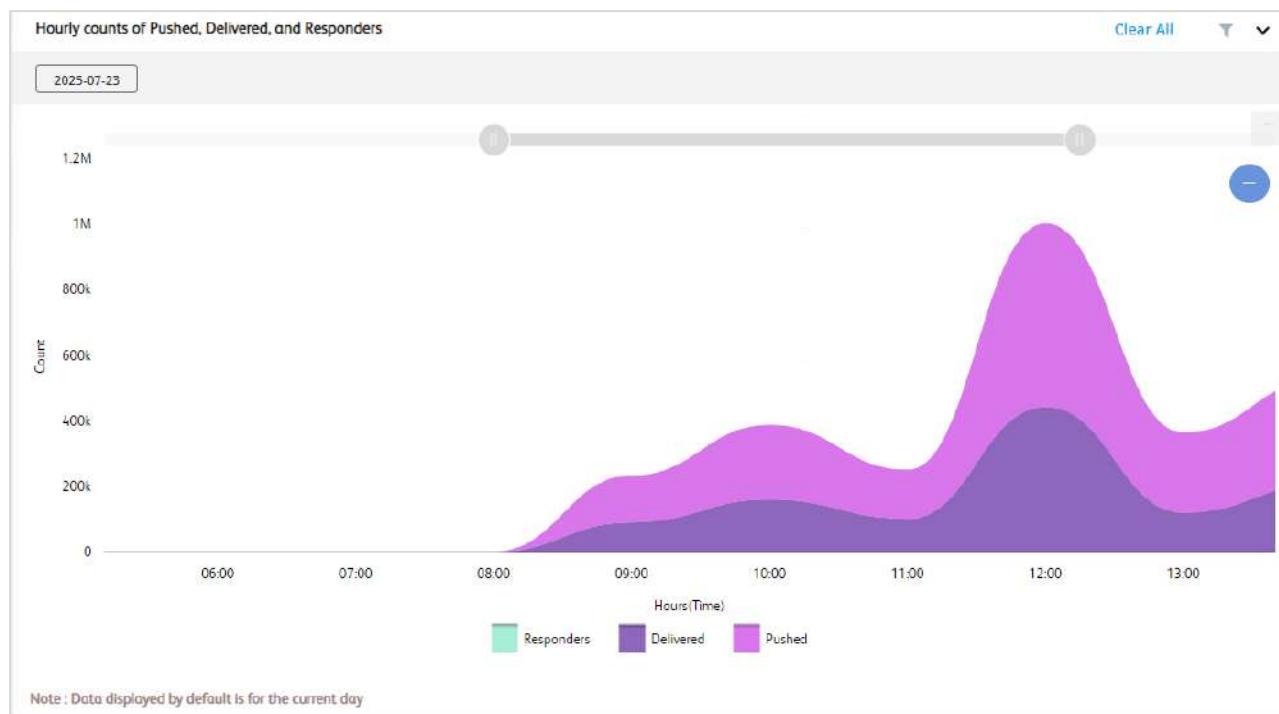


Figure 22 Hourly counts of Pushed, Delivered, and Responders

5.1.2 Campaign Calendar

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

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

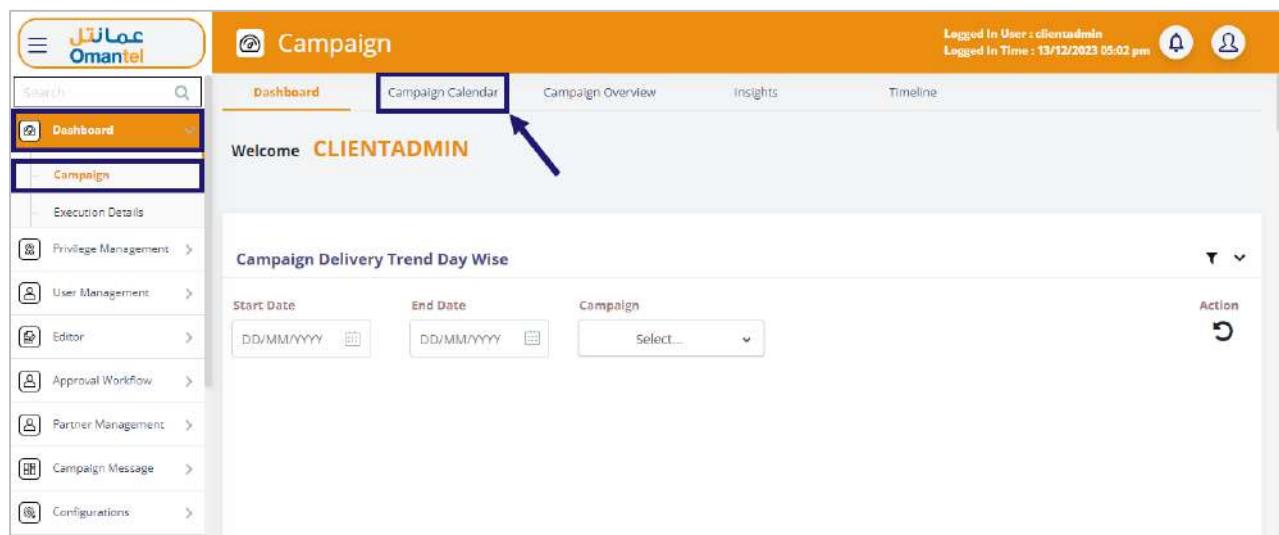
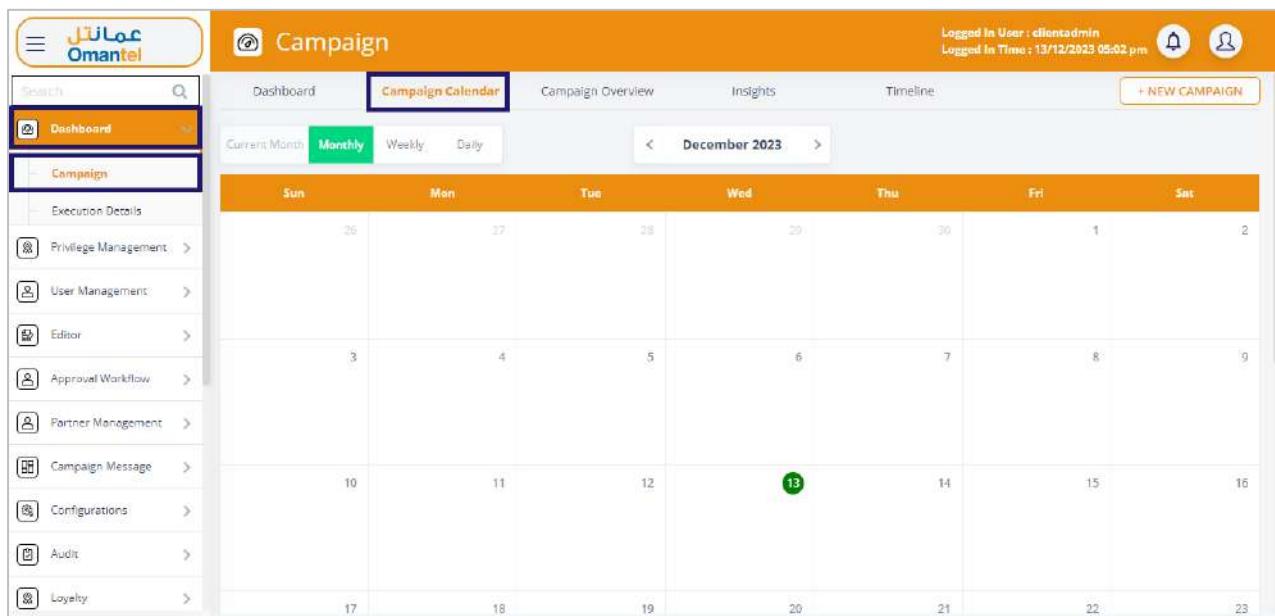


Figure 23 Campaign – Campaign Calendar Tab

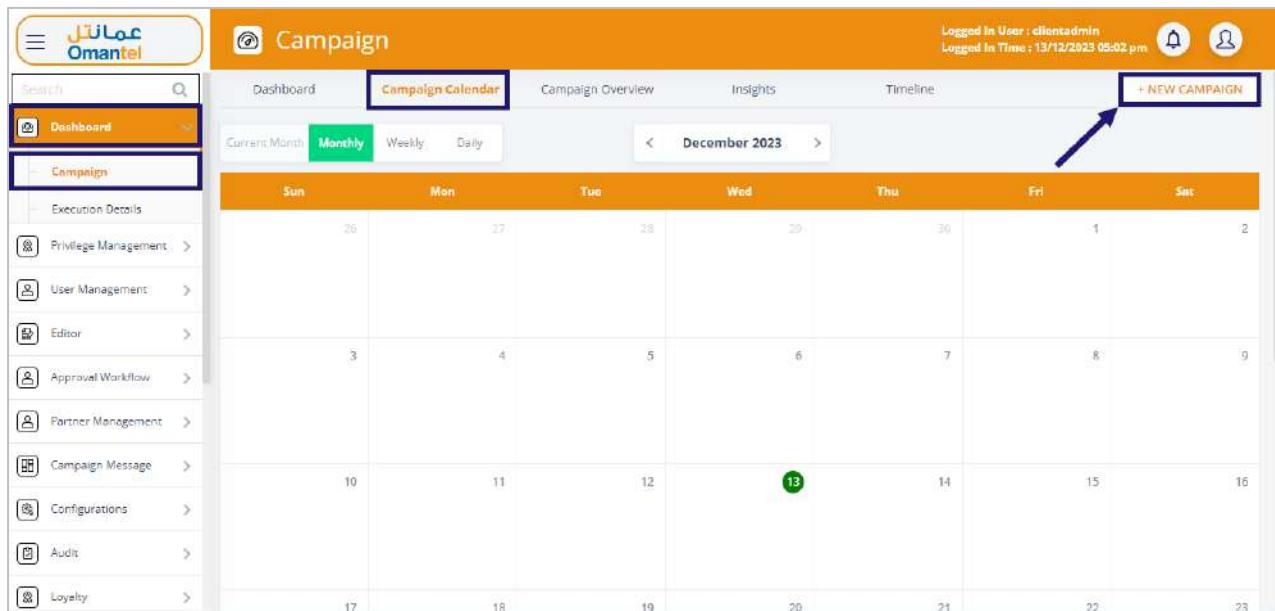
2. After clicking the **Campaign Calendar** tab, the following screen is displayed.



The screenshot shows the Omantel Magik User Manual interface. The left sidebar has a 'Campaign' section selected. The main area is titled 'Campaign' with a 'Campaign Calendar' tab active. A monthly calendar for December 2023 is displayed, with the 13th marked with a green circle. Navigation buttons for previous and next months are present. The top right shows the user is logged in as 'clientadmin' at 13/12/2023 05:02 pm.

Figure 24 Campaign Calendar Input Screen

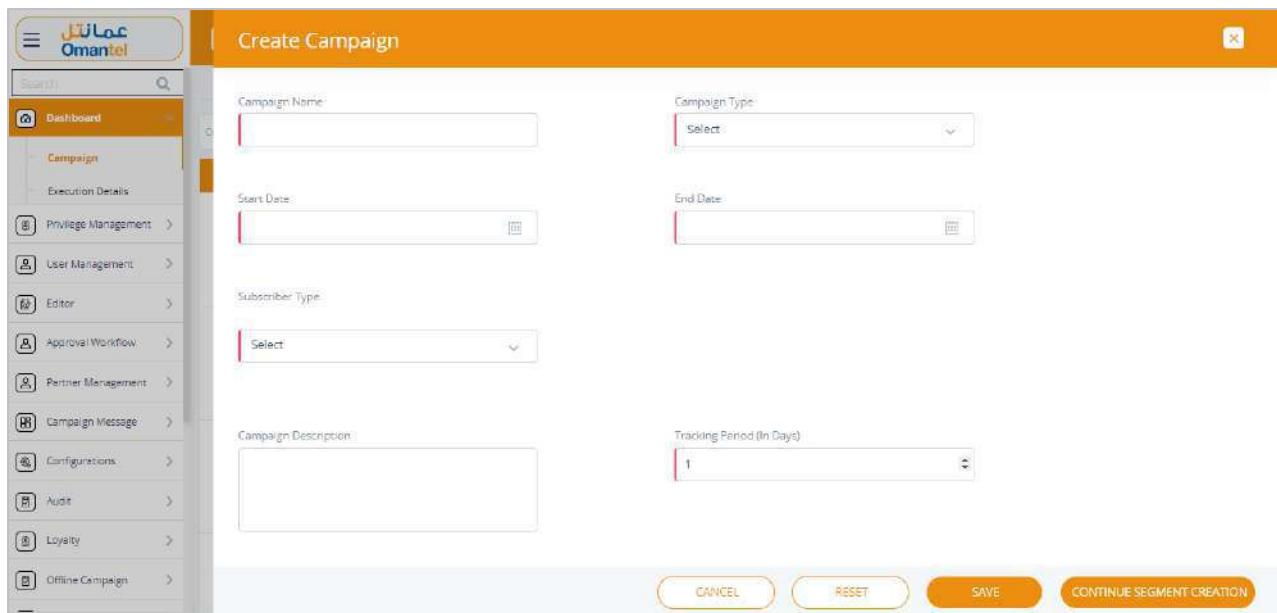
- You can view the Monthly, Weekly, and Daily campaign schedules for the current month.
3. On the **Campaign** screen, click the **+New Campaign** button to create a new campaign. Refer to the following screen.



This screenshot is identical to Figure 24, showing the Campaign Calendar input screen. A blue arrow points to the '+ NEW CAMPAIGN' button located in the top right corner of the header.

Figure 25 Campaign- New Campaign Button

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



The screenshot shows the 'Create Campaign' input screen. On the left, there's a vertical navigation menu with sections like Dashboard, Campaign, Execution Details, Privilege Management, User Management, Editor, Approval Workflow, Partner Management, Campaign Message, Configurations, Audit, Loyalty, and Offline Campaign. The 'Campaign' section is currently selected. The main form has the following fields:

- Campaign Name: [Empty Input]
- Campaign Type: Select [Dropdown: Select]
- Start Date: [Empty Input]
- End Date: [Empty Input]
- Subscriber Type: Select [Dropdown: Select]
- Campaign Description: [Empty Input]
- Tracking Period (In Days): 1 [Input]

At the bottom are four buttons: CANCEL, RESET, SAVE, and CONTINUE SEGMENT CREATION.

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,

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

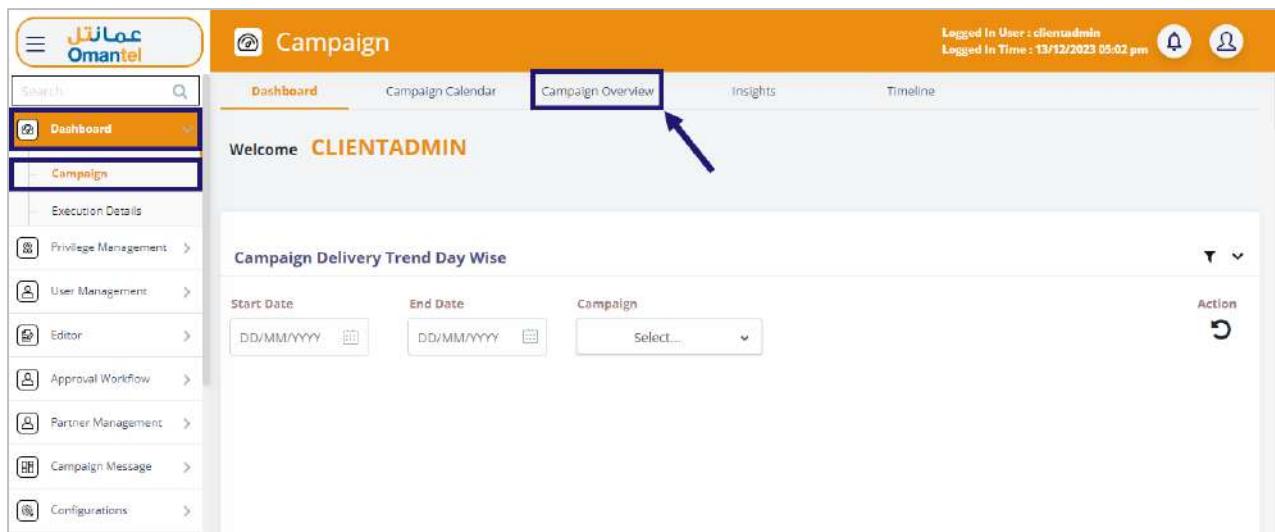


Figure 27 Campaign – Campaign Overview Tab

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

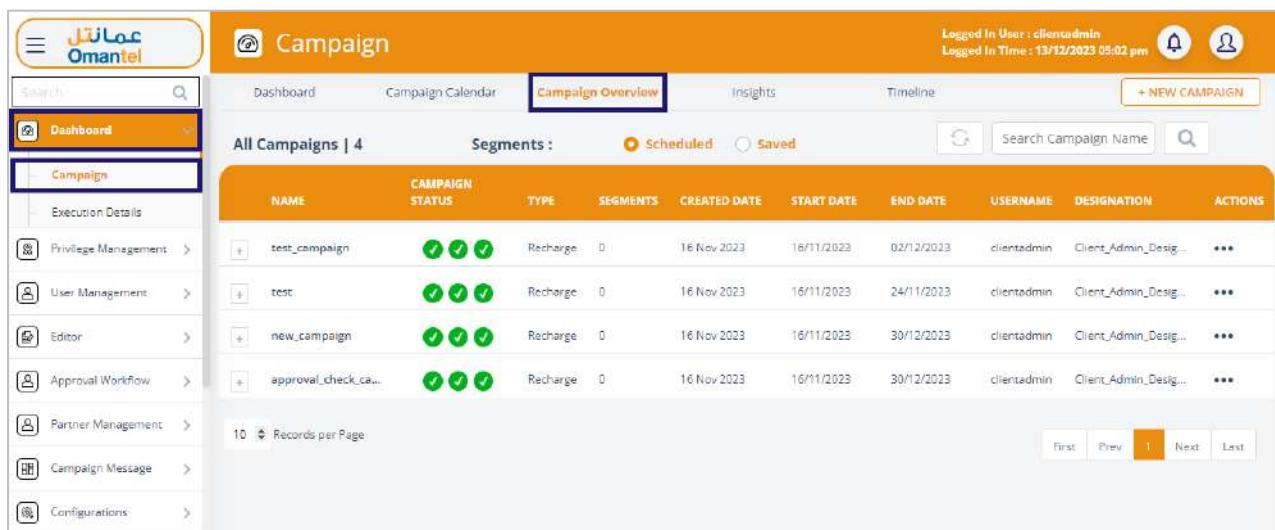
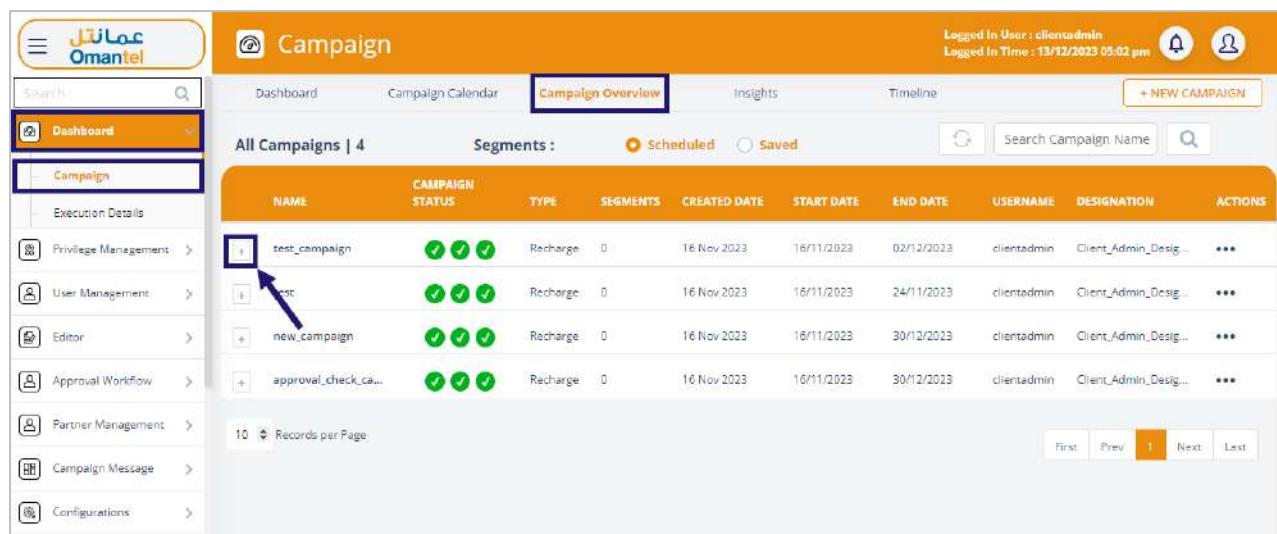


Figure 28 Campaign Overview Input Screen

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

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

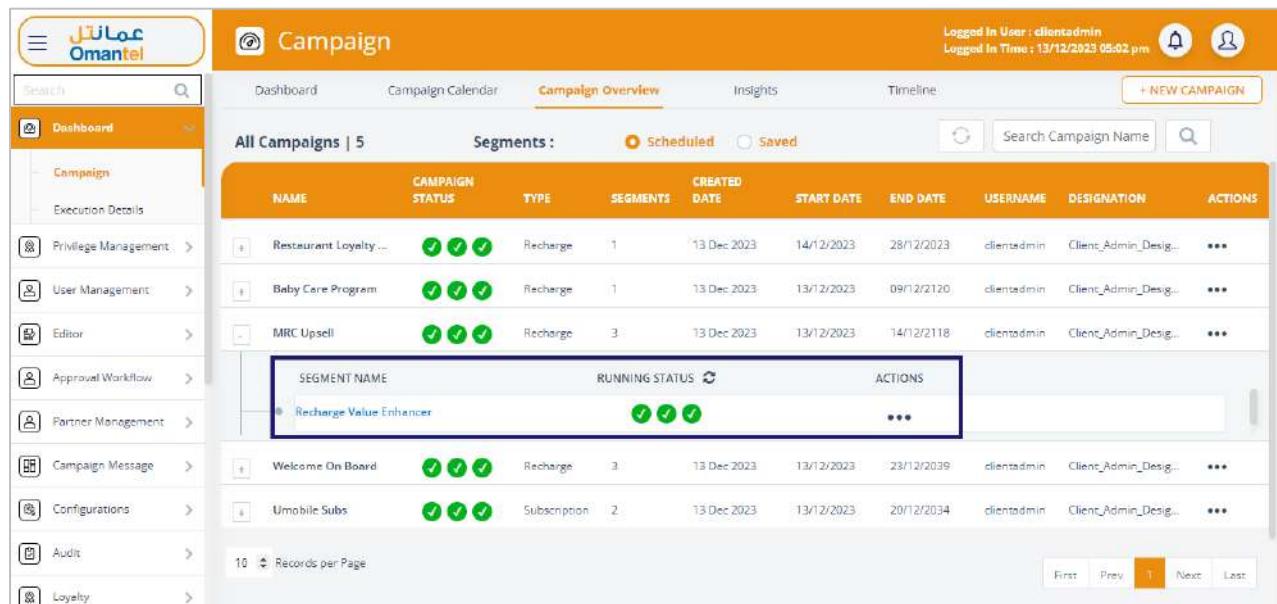


The screenshot shows the 'Campaign Overview' section of the application. At the top, there are tabs for 'Dashboard', 'Campaign Calendar', 'Campaign Overview' (which is selected), 'Insights', and 'Timeline'. Below the tabs, it says 'All Campaigns | 4'. There are two buttons for 'Segments': 'Scheduled' (highlighted with a yellow background) and 'Saved'. A search bar for 'Search Campaign Name' is also present. The main area displays a table of campaigns with columns: NAME, CAMPAIGN STATUS, TYPE, SEGMENTS, CREATED DATE, START DATE, END DATE, USERNAME, DESIGNATION, and ACTIONS. The first campaign listed is 'test_campaign'. An arrow points to the 'Add' button (a plus sign icon) located in the top right corner of the table header.

NAME	CAMPAIGN STATUS	TYPE	SEGMENTS	CREATED DATE	START DATE	END DATE	USERNAME	DESIGNATION	ACTIONS
test_campaign	✓ ✓ ✓	Recharge	0	16 Nov 2023	16/11/2023	02/12/2023	clientadmin	Client_Admin_Desig...	...
test	✓ ✓ ✓	Recharge	0	16 Nov 2023	16/11/2023	24/11/2023	clientadmin	Client_Admin_Desig...	...
new_campaign	✓ ✓ ✓	Recharge	0	16 Nov 2023	16/11/2023	30/12/2023	clientadmin	Client_Admin_Desig...	...
approval_check_cau...	✓ ✓ ✓	Recharge	0	16 Nov 2023	16/11/2023	30/12/2023	clientadmin	Client_Admin_Desig...	...

Figure 29 Campaign Overview – Add Button

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



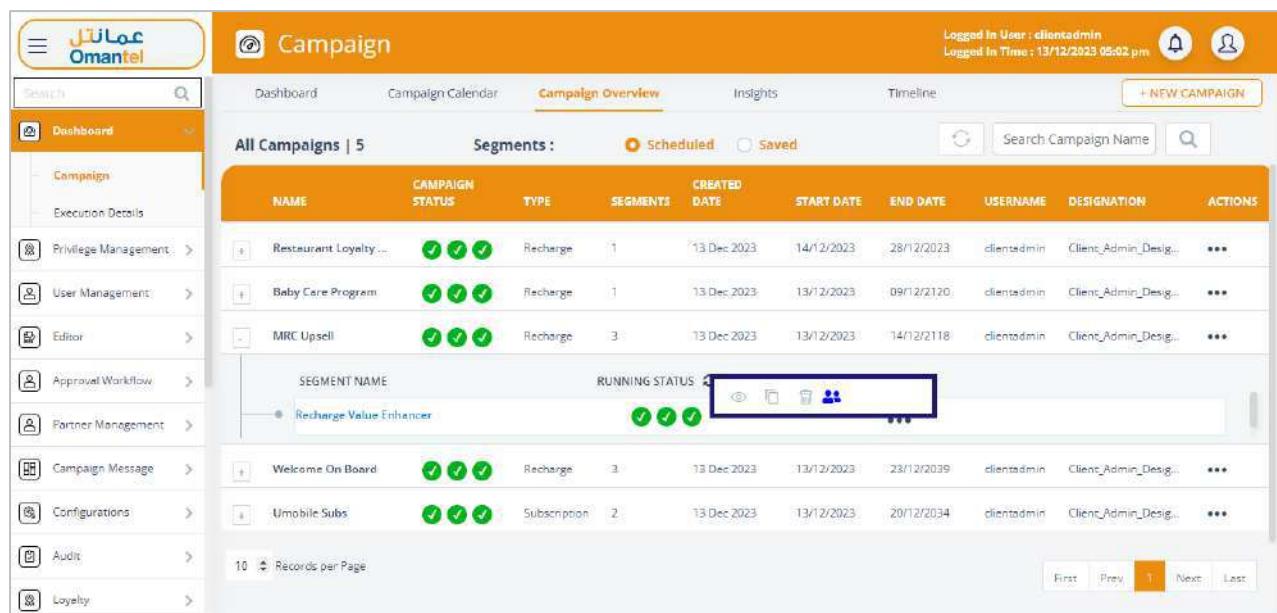
The screenshot shows the 'Segment Details' screen for a specific campaign. At the top, there are tabs for 'Dashboard', 'Campaign Calendar', 'Campaign Overview' (selected), 'Insights', and 'Timeline'. Below the tabs, it says 'All Campaigns | 5'. There are two buttons for 'Segments': 'Scheduled' (highlighted with a yellow background) and 'Saved'. A search bar for 'Search Campaign Name' is also present. The main area displays a table of segments with columns: SEGMENT NAME, RUNNING STATUS, and ACTIONS. One segment is highlighted: 'Recharge Value Enhancer' with status ✓ ✓ ✓. An arrow points to this segment.

SEGMENT NAME	RUNNING STATUS	ACTIONS
Recharge Value Enhancer	✓ ✓ ✓	...

Figure 30 Campaign - Segment Details

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

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



Name	Campaign Status	Type	Segments	Created Date	Start Date	End Date	Username	Designation	Actions
Restaurant Loyalty...	✓ ✓ ✓	Recharge	1	13 Dec 2023	14/12/2023	28/12/2023	clientadmin	Client_Admin_Desig...	...
Baby Care Program	✓ ✓ ✓	Recharge	1	13 Dec 2023	13/12/2023	09/12/2120	clientadmin	Client_Admin_Desig...	...
MRC Upsell	✓ ✓ ✓	Recharge	3	13 Dec 2023	13/12/2023	14/12/2118	clientadmin	Client_Admin_Desig...	...
Welcome On Board	✓ ✓ ✓	Recharge	3	13 Dec 2023	13/12/2023	23/12/2039	clientadmin	Client_Admin_Desig...	...
Umobile Subs	✓ ✓ ✓	Subscription	2	13 Dec 2023	13/12/2023	20/12/2034	clientadmin	Client_Admin_Desig...	...

SEGMENT NAME: Recharge Value Enhancer
RUNNING STATUS: ✓ ✓ ✓ ...

10 Records per Page

Figure 31 Campaign - Actions

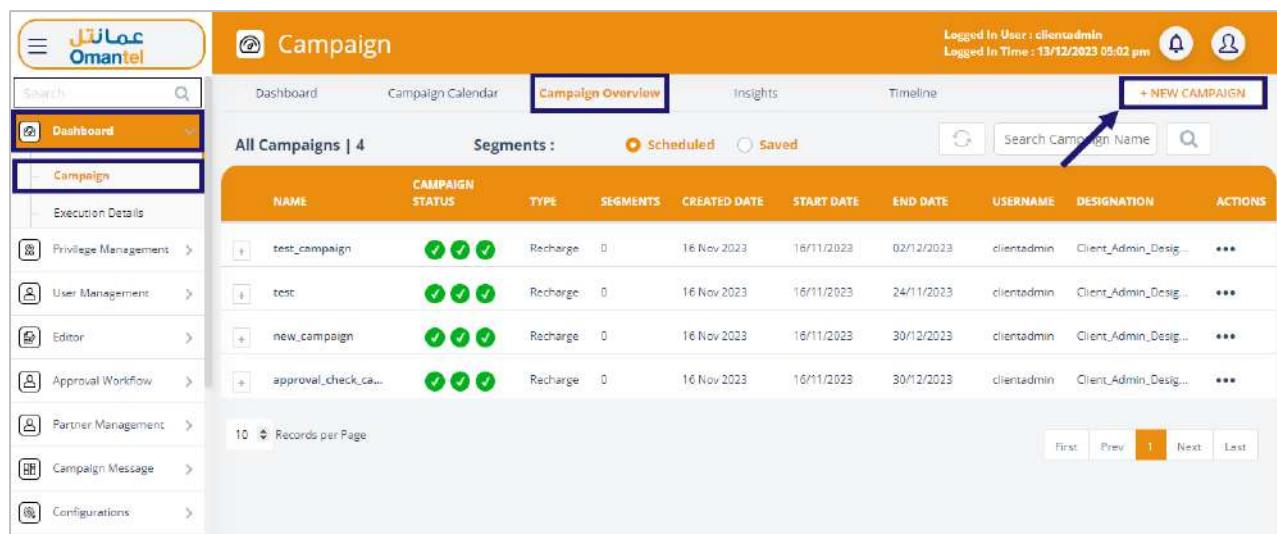
- Click the **View** button  to view the segment.
- Click the **Approval Pipeline** button  to approve the segment in the pipeline.
- Click the **Copy** button  to copy the segment.
- Click the **Delete** button  to delete the segment.

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

5.1.3.1 Create Campaign

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

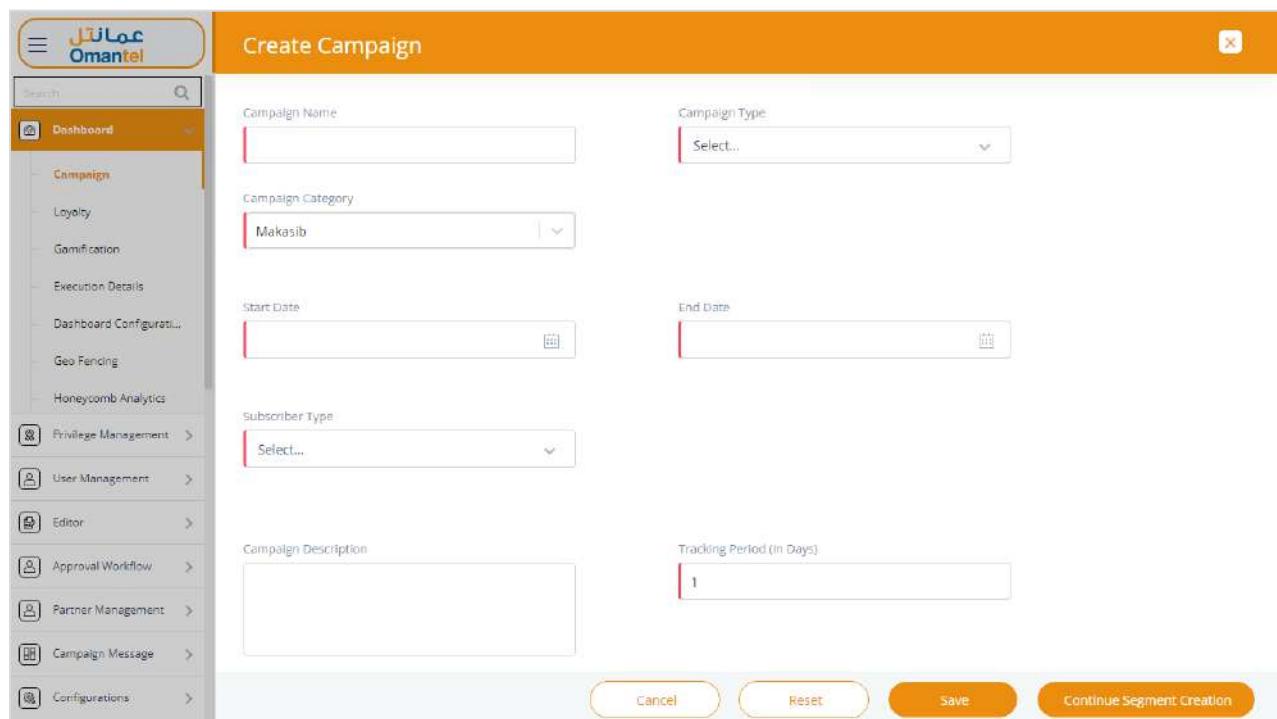
1. On the Campaign screen, click the **+ New Campaign** tab to create new campaigns. Refer to the following screen.



The screenshot shows the 'Campaign Overview' section of the application. At the top, there are tabs for 'Dashboard', 'Campaign Calendar', 'Campaign Overview' (which is selected), 'Insights', and 'Timeline'. A search bar at the top right allows searching by campaign name. Below the tabs, it says 'All Campaigns | 4' and 'Segments : Scheduled (4) Saved (0)'. A table lists four campaigns: 'test_campaign', 'test', 'new_campaign', and 'approval_check_cau...'. Each row includes columns for Name, Campaign Status (with green checkmarks), Type (Recharge), Segments (0), Created Date, Start Date, End Date, Username, Designation, and Actions. At the bottom of the table, there's a pagination control showing '10 Records per Page' and buttons for 'First', 'Prev', 'Next', and 'Last'. A large blue arrow points to the '+ NEW CAMPAIGN' button located in the top right corner of the main content area.

Figure 32 Campaign Overview - + New Campaign Button

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



The screenshot shows the 'Create Campaign' dialog box. On the left is a sidebar with navigation links like 'Dashboard', 'Campaign', 'Loyalty', 'Gamification', etc. The main form has the following fields: 'Campaign Name' (input field), 'Campaign Type' (dropdown menu), 'Campaign Category' (dropdown menu with 'Makasib' selected), 'Start Date' (date picker), 'End Date' (date picker), 'Subscriber Type' (dropdown menu), 'Campaign Description' (text area), and 'Tracking Period (in Days)' (input field with '1'). At the bottom are buttons for 'Cancel', 'Reset', 'Save', and 'Continue Segment Creation'.

Figure 33 Create Campaign Input Screen

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

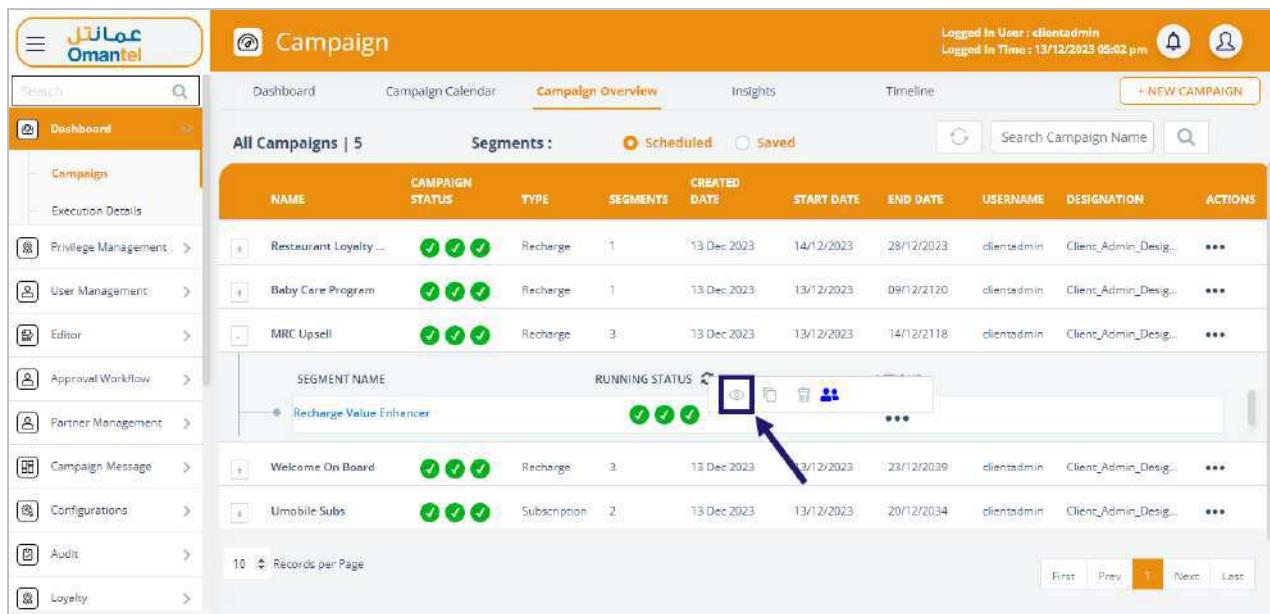
Field	Description
Campaign Name	Enter the name of the campaign in this field.
Campaign Type	Select the Campaign type in the drop-down list. For example, “Revenue”.

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.



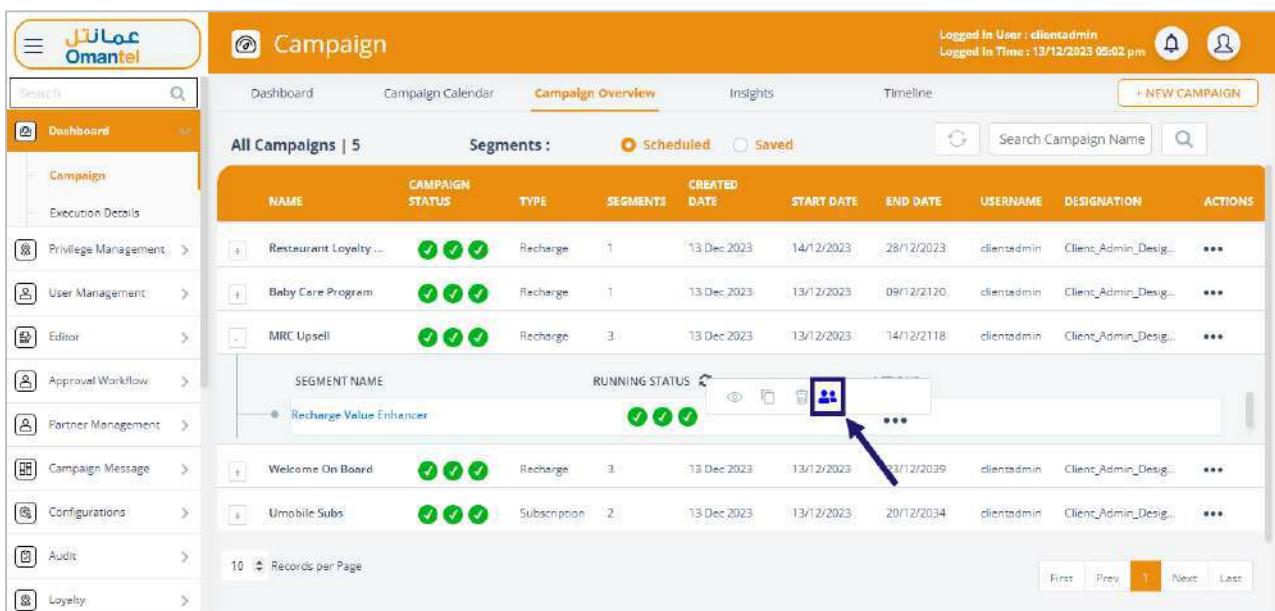
Name	Campaign Status	Type	Segments	Created Date	Start Date	End Date	Username	Designation	Actions
Restaurant Loyalty...		Recharge	1	13 Dec 2023	14/12/2023	28/12/2023	clientadmin	Client_Admin_Desig...	...
Baby Care Program		Recharge	1	13 Dec 2023	13/12/2023	09/12/2020	clientadmin	Client_Admin_Desig...	...
MRC Upsell		Recharge	3	13 Dec 2023	13/12/2023	14/12/2018	clientadmin	Client_Admin_Desig...	...
Recharge Value Enhancer		Recharge	3	13 Dec 2023	3/12/2023	28/12/2039	clientadmin	Client_Admin_Desig...	...
Welcome On Board		Recharge	3	13 Dec 2023	13/12/2023	20/12/2034	clientadmin	Client_Admin_Desig...	...
Umobile Subs		Subscription	2	13 Dec 2023	13/12/2023	20/12/2034	clientadmin	Client_Admin_Desig...	...

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.



Name	Campaign Status	Type	Segments	Created Date	Start Date	End Date	Username	Designation	Actions
Restaurant Loyalty...		Recharge	1	13 Dec 2023	14/12/2023	28/12/2023	clientadmin	Client_Admin_Desig...	...
Baby Care Program		Recharge	1	13 Dec 2023	13/12/2023	09/12/2020	clientadmin	Client_Admin_Desig...	...
MRC Upsell		Recharge	3	13 Dec 2023	13/12/2023	14/12/2018	clientadmin	Client_Admin_Desig...	...
Recharge Value Enhancer		Recharge	3	13 Dec 2023	13/12/2023	23/12/2039	clientadmin	Client_Admin_Desig...	...
Welcome On Board		Recharge	3	13 Dec 2023	13/12/2023	23/12/2039	clientadmin	Client_Admin_Desig...	...
Umobile Subs		Subscription	2	13 Dec 2023	13/12/2023	20/12/2034	clientadmin	Client_Admin_Desig...	...

Figure 35 Campaign – Campaign Approval Button

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

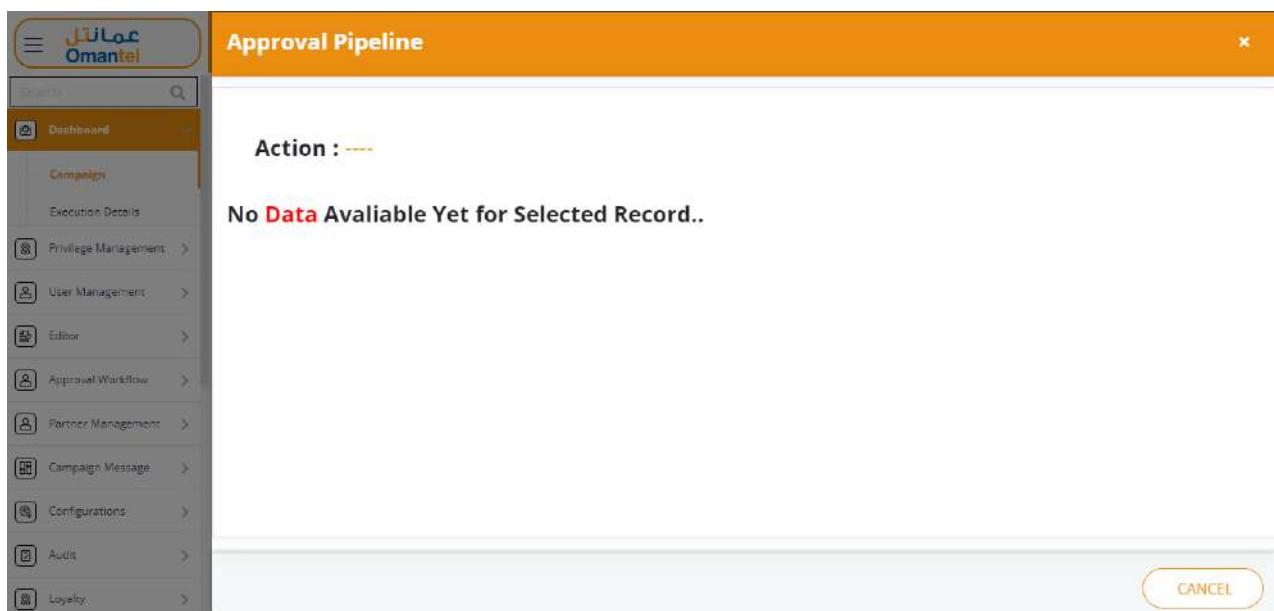
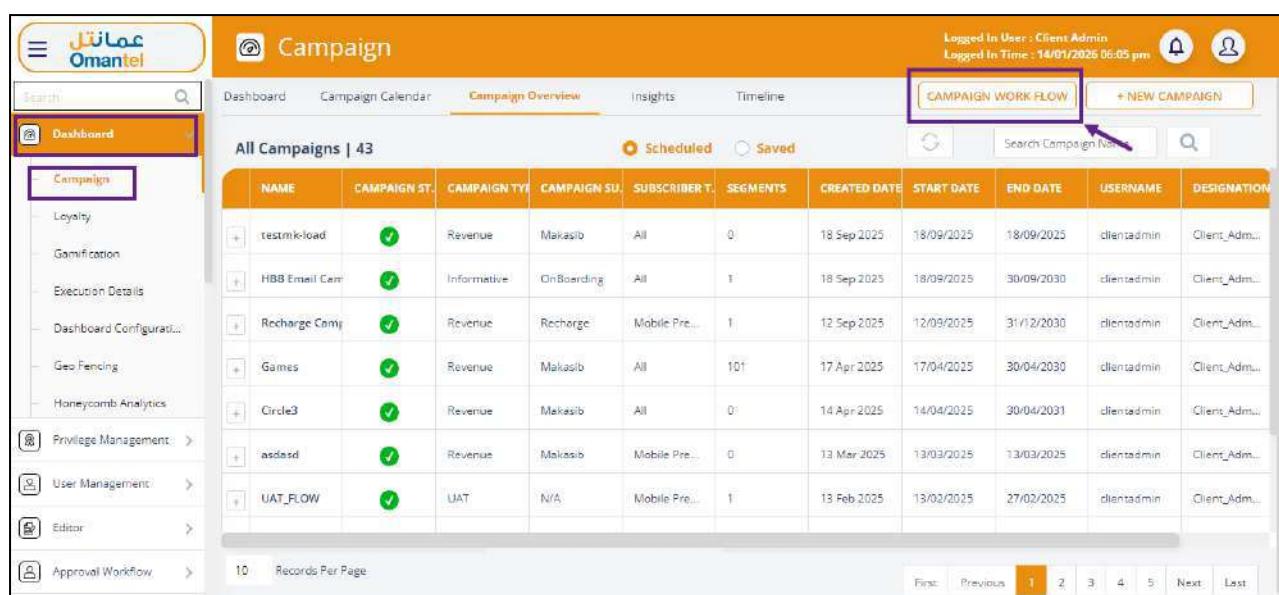


Figure 36 Approval Pipeline

5.1.4 Campaign Workflow

This option allows users to configure the campaign workflow.

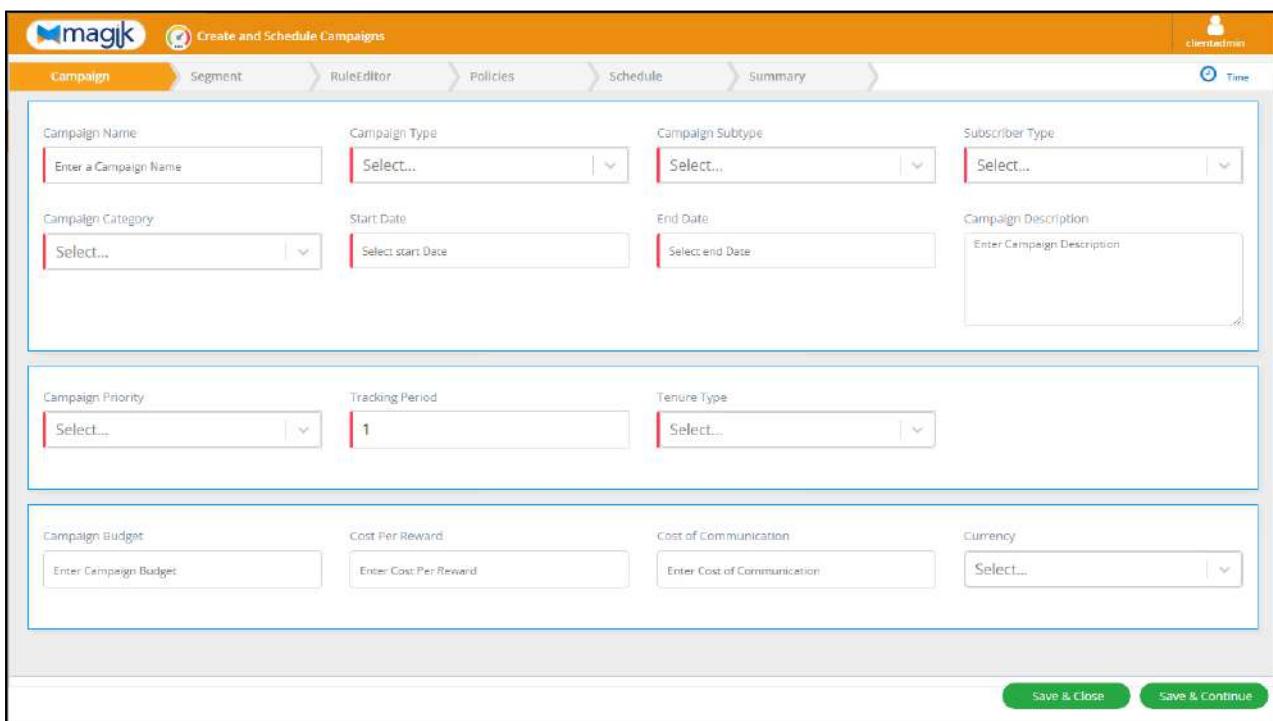
1. On the **Campaign** screen, click the **Campaign WORK FLOW** button to configure the new workflow. Refer to the following screen.



The screenshot shows the 'Campaign' overview screen. On the left is a vertical navigation menu with options like Dashboard, Loyalty, Gamification, Execution Details, Dashboard Configuration, Geo Fencing, Honeycomb Analytics, Privilege Management, User Management, Editor, and Approval Workflow. The main area has a yellow header bar with the title 'Campaign'. Below it, a sub-header says 'Campaign Overview'. There are tabs for Dashboard, Campaign Calendar, Campaign Overview (which is selected), Insights, and Timeline. In the top right, there are user logs ('Logged In User: Client Admin' and 'Logged In Time: 14/01/2025 06:05 pm'), a bell icon, and a user icon. A blue box highlights the 'CAMPAIN WORK FLOW' button in the top right of the main content area. Below it, there is a table titled 'All Campaigns | 43' with columns: NAME, CAMPAIGN ST., CAMPAIGN TYPE, CAMPAIGN SU., SUBSCRIBER T., SEGMENTS, CREATED DATE, START DATE, END DATE, USERNAME, and DESIGNATION. The table lists several campaigns with details like name, status (e.g., Revenue, Informative), subscriber type (e.g., Makasib, Recharge, Mobile Pre...), segments (e.g., All, 1, 101), and dates. At the bottom, there are buttons for 'First', 'Previous', 'Next', and 'Last', and a page number '1'.

Figure 37 Campaign Overview - Campaign Work Flow

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



The screenshot shows the 'Create and Schedule Campaigns' interface. The top navigation bar includes 'Create and Schedule Campaigns', 'Segment', 'RuleEditor', 'Policies', 'Schedule', 'Summary', and a user icon labeled 'clientadmin'. The main area is divided into several sections:

- Campaign Name:** Enter a Campaign Name (mandatory).
- Campaign Type:** Select... (mandatory).
- Campaign Subtype:** Select... (mandatory).
- Subscriber Type:** Select... (mandatory).
- Campaign Category:** Select... (mandatory).
- Start Date:** Select start Date.
- End Date:** Select end Date.
- Campaign Description:** Enter Campaign Description.
- Campaign Priority:** Select... (mandatory).
- Tracking Period:** 1 (mandatory).
- Tenure Type:** Select... (mandatory).
- Campaign Budget:** Enter Campaign Budget.
- Cost Per Reward:** Enter Cost Per Reward.
- Cost of Communication:** Enter Cost of Communication.
- Currency:** Select... (mandatory).

At the bottom right are 'Save & Close' and 'Save & Continue' buttons.

Figure 38 Create Campaign Input Screen

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

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

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

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

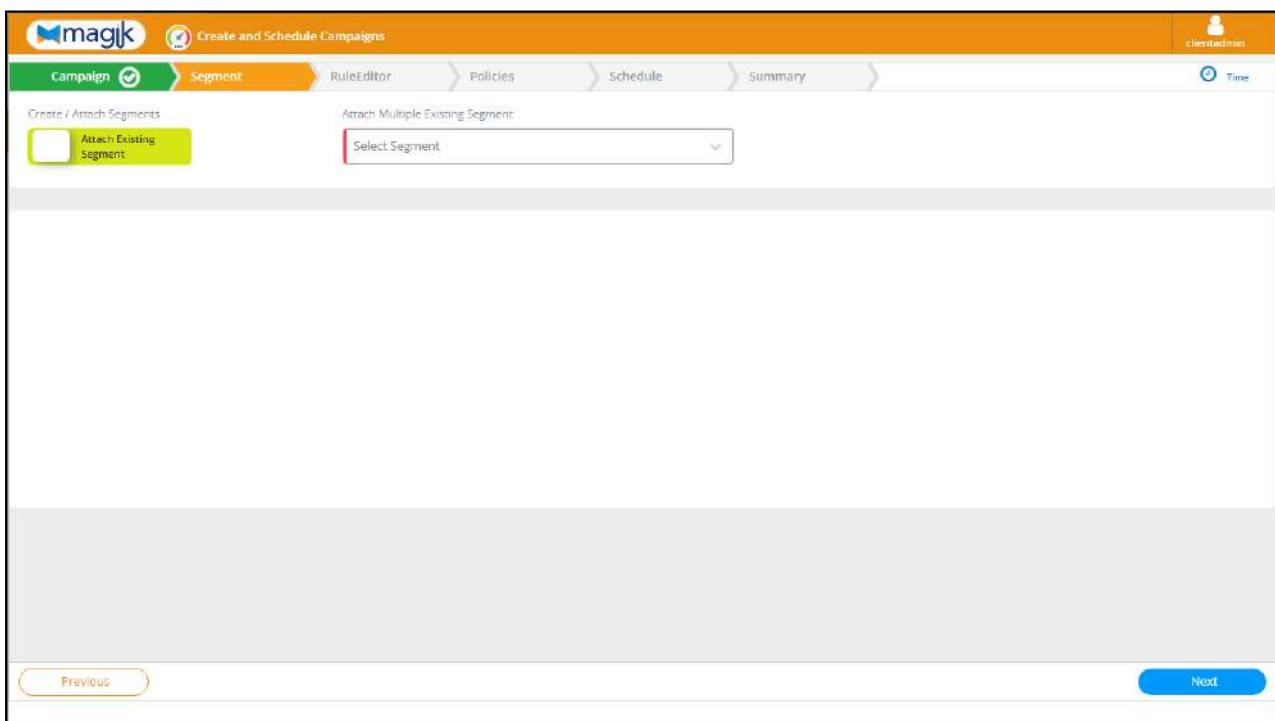
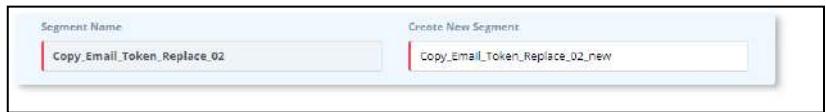


Figure 39 Segments Input Screen

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

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

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

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

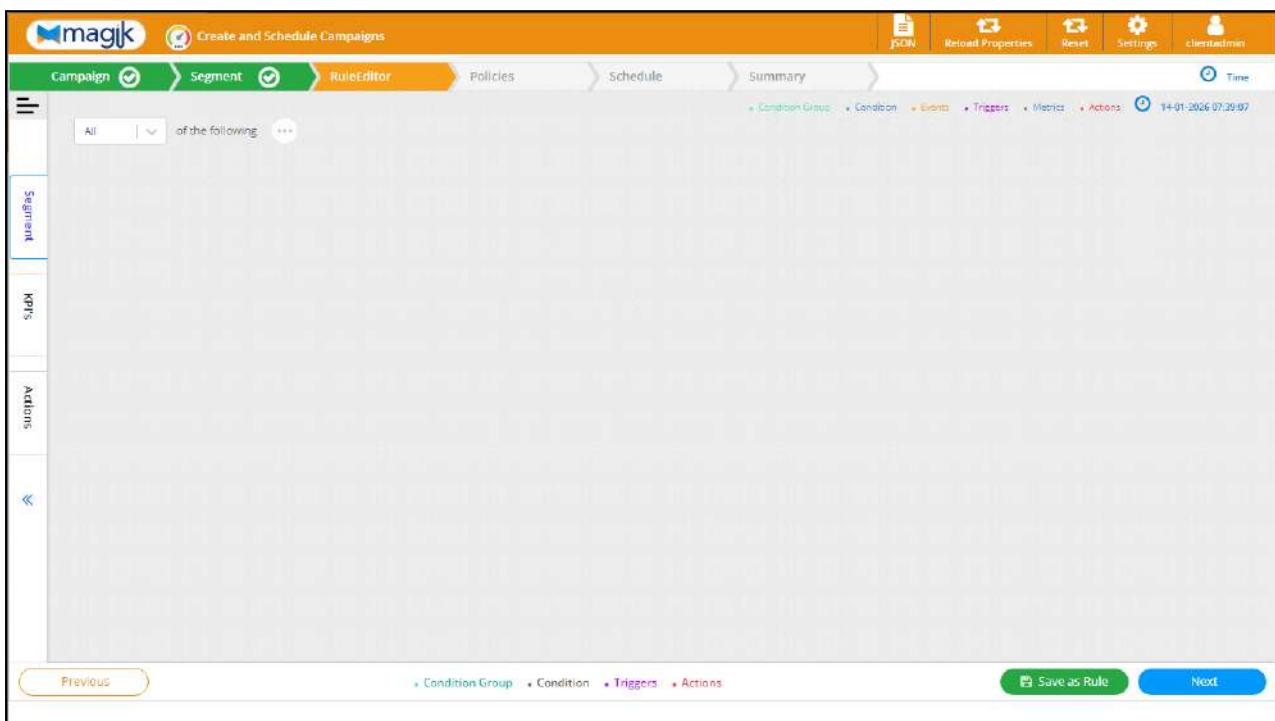


Figure 40 Rule Editor Input Screen

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

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

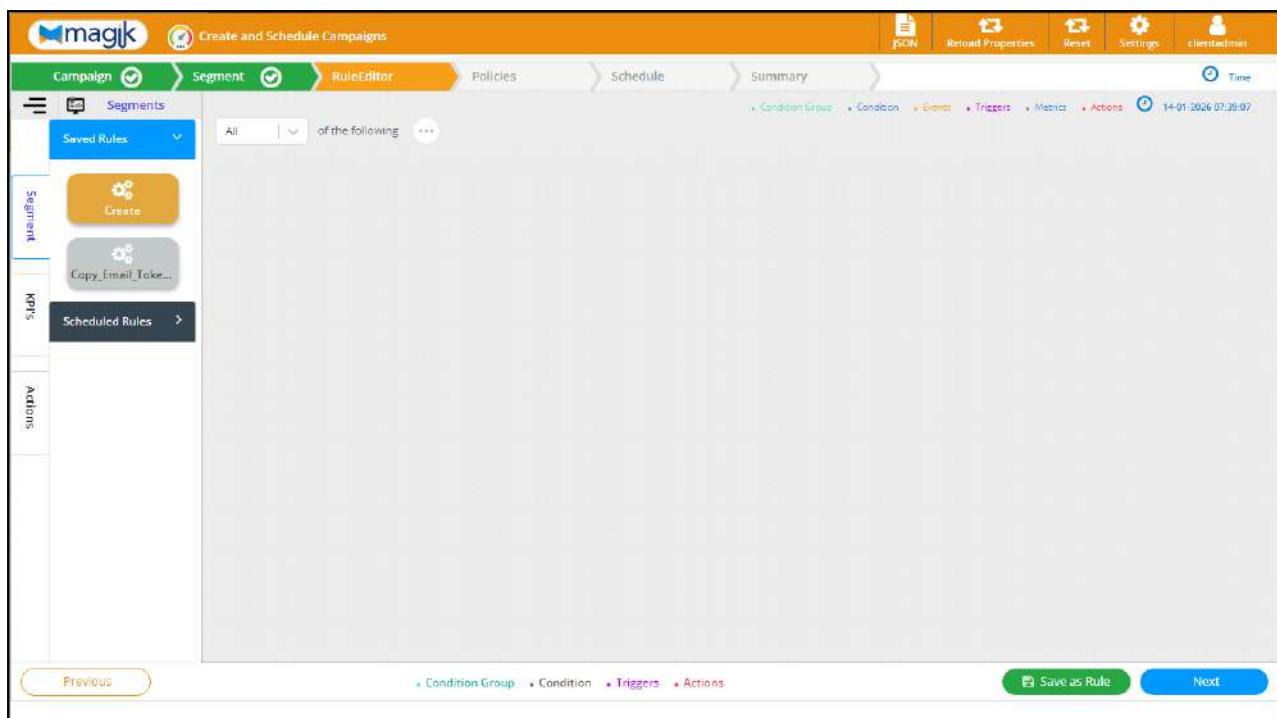


Figure 41 Segments Input Screen

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

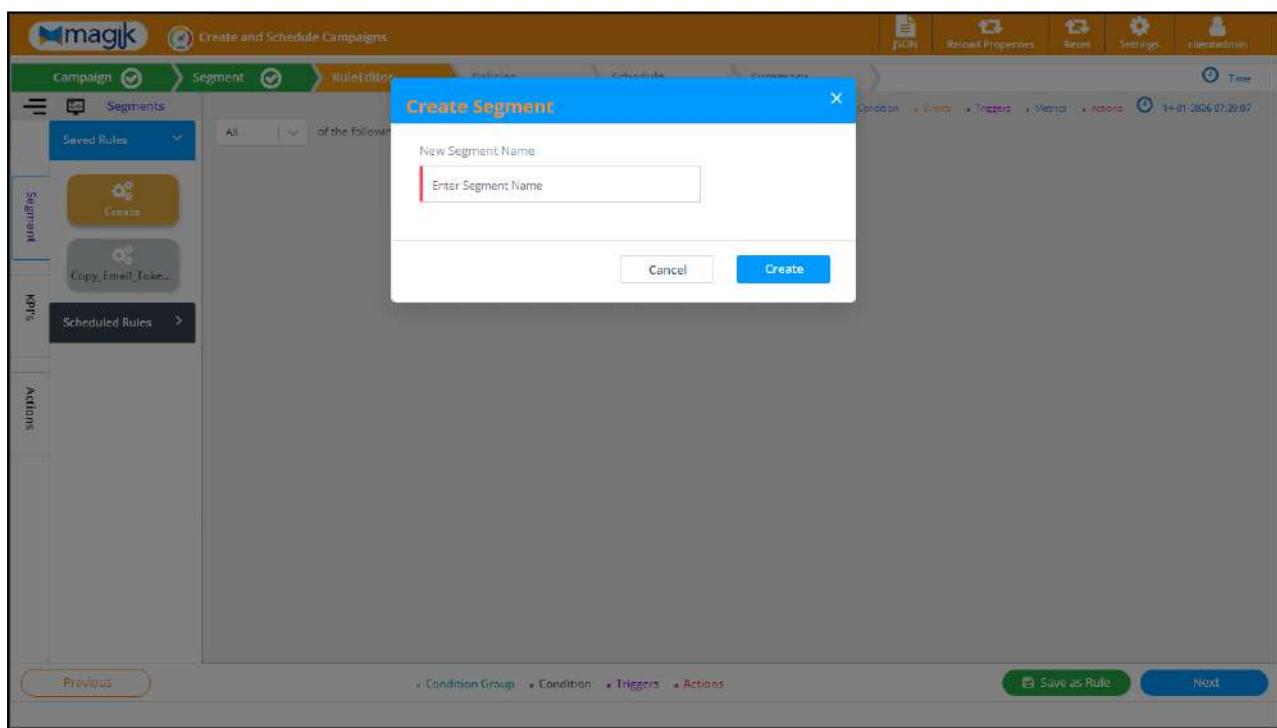


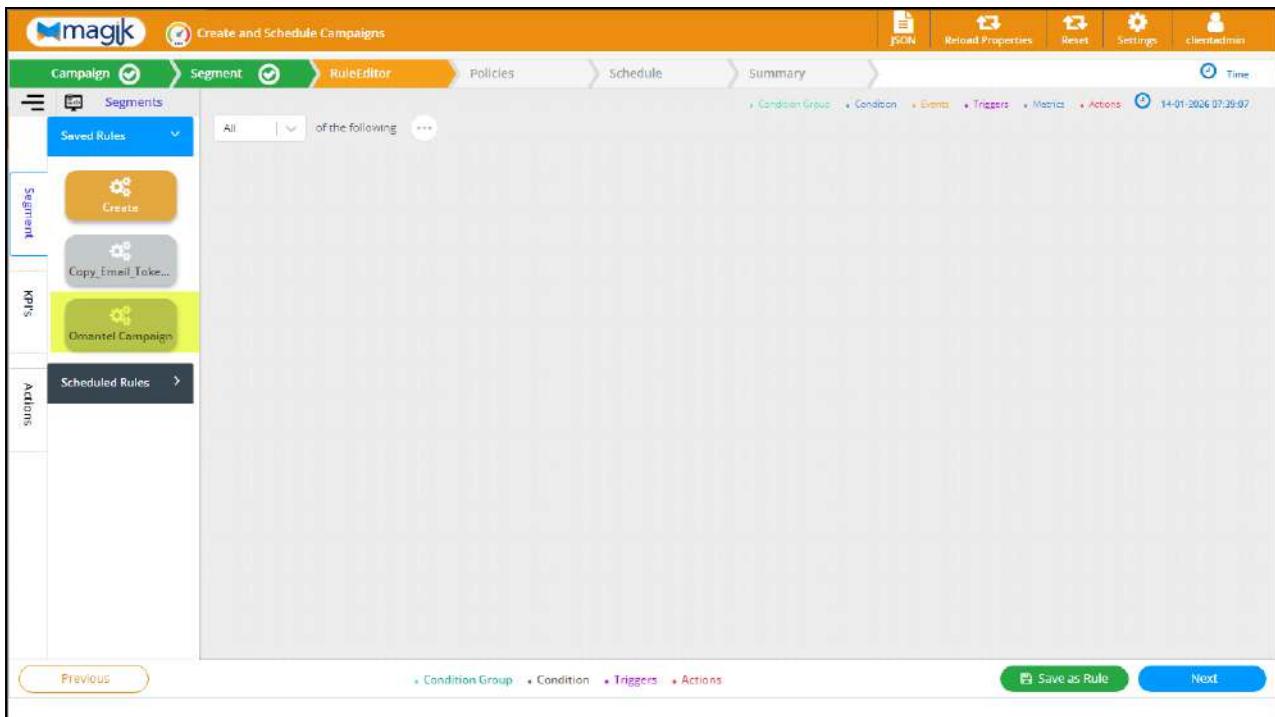
Figure 42 Create Segment Input Screen

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

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

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

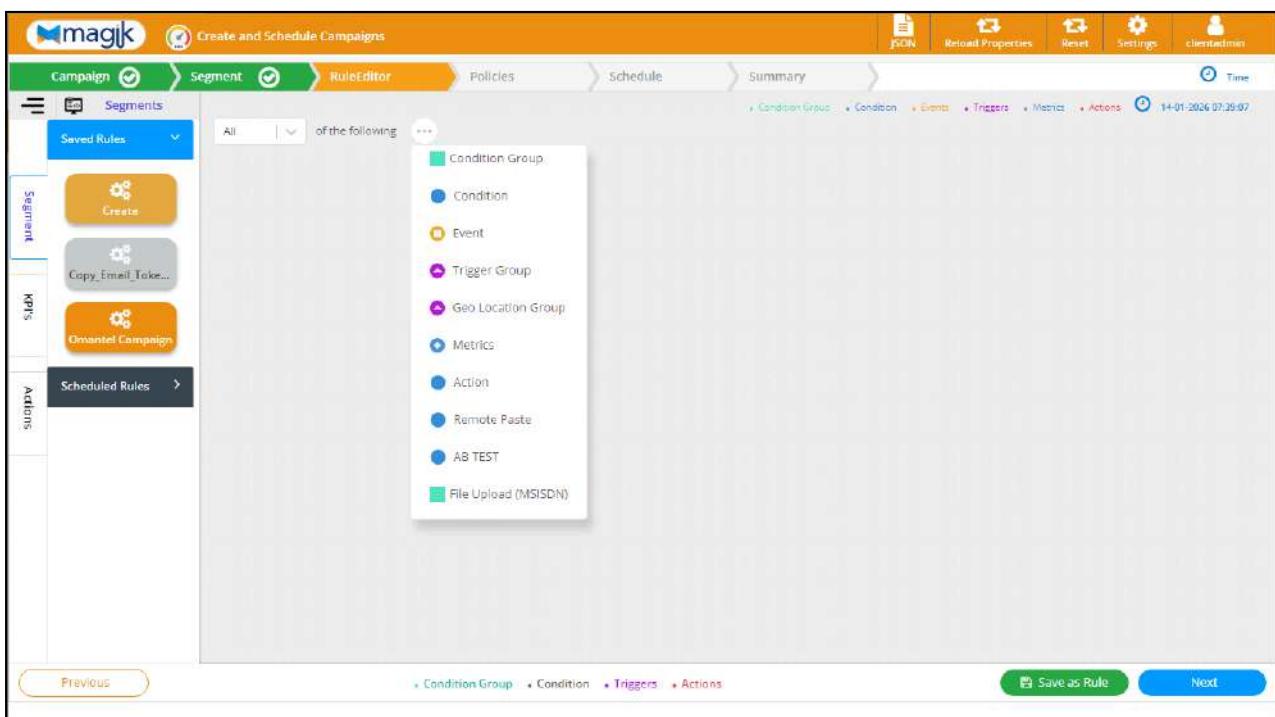
9. After providing the required details, click **Create**. The following screen will be displayed.



The screenshot shows the Omantel Magik interface. The top navigation bar includes 'Create and Schedule Campaigns', 'JSON', 'Reload Properties', 'Reset', 'Settings', and 'clientadmin'. Below the navigation is a breadcrumb trail: Campaign > Segment > RuleEditor > Policies > Schedule > Summary. On the left, there's a sidebar with tabs for Segments, KPIs, and Actions. Under Segments, there are buttons for 'Saved Rules' (orange), 'Create' (yellow), 'Copy_Email_Token...' (grey), and 'Omantel Campaign' (green). Under KPIs, there's a 'Scheduled Rules' tab. At the bottom, there are 'Previous' and 'Next' buttons, along with 'Save as Rule' and 'Next' buttons.

Figure 43 Segments – Newly Created

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

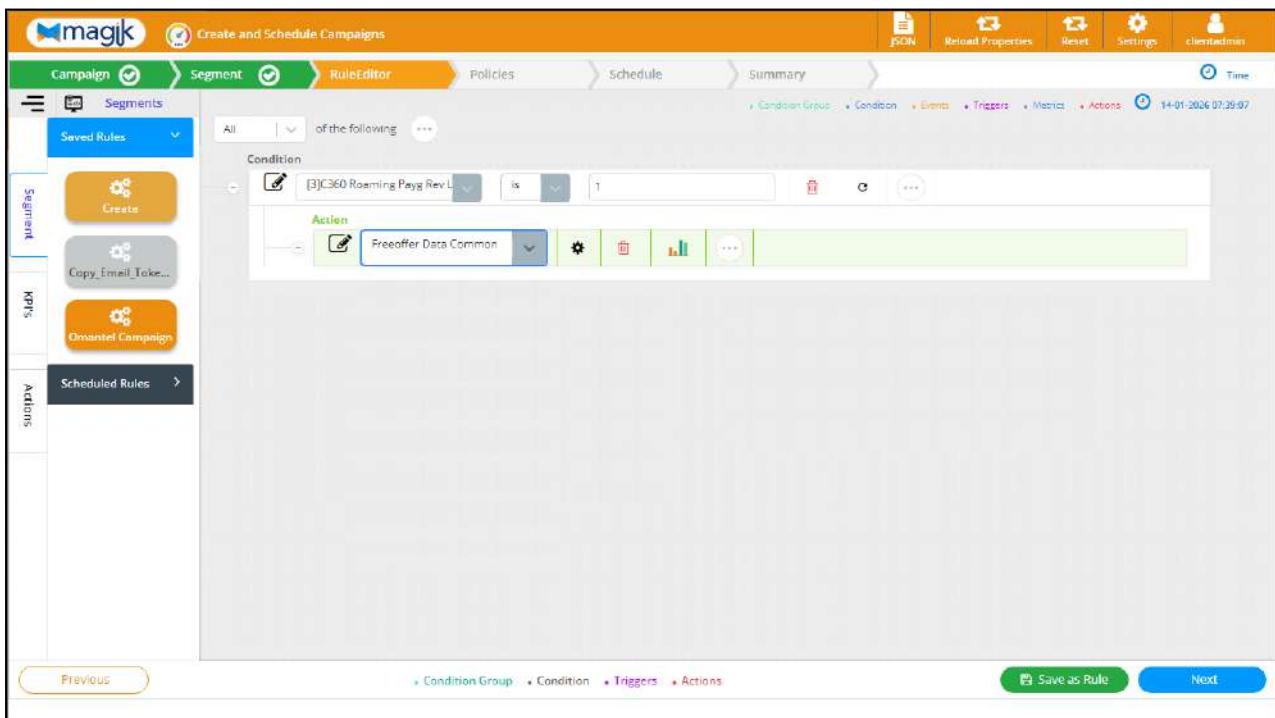


The screenshot shows the same interface as Figure 43, but the 'Condition' button in the dropdown menu is highlighted. The dropdown menu lists the following options: Condition Group, Condition, Event, Trigger Group, Geo Location Group, Metrics, Action, Remote Paste, AB TEST, and File Upload (MSISDN).

Figure 44 Rule Editor - Condition

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

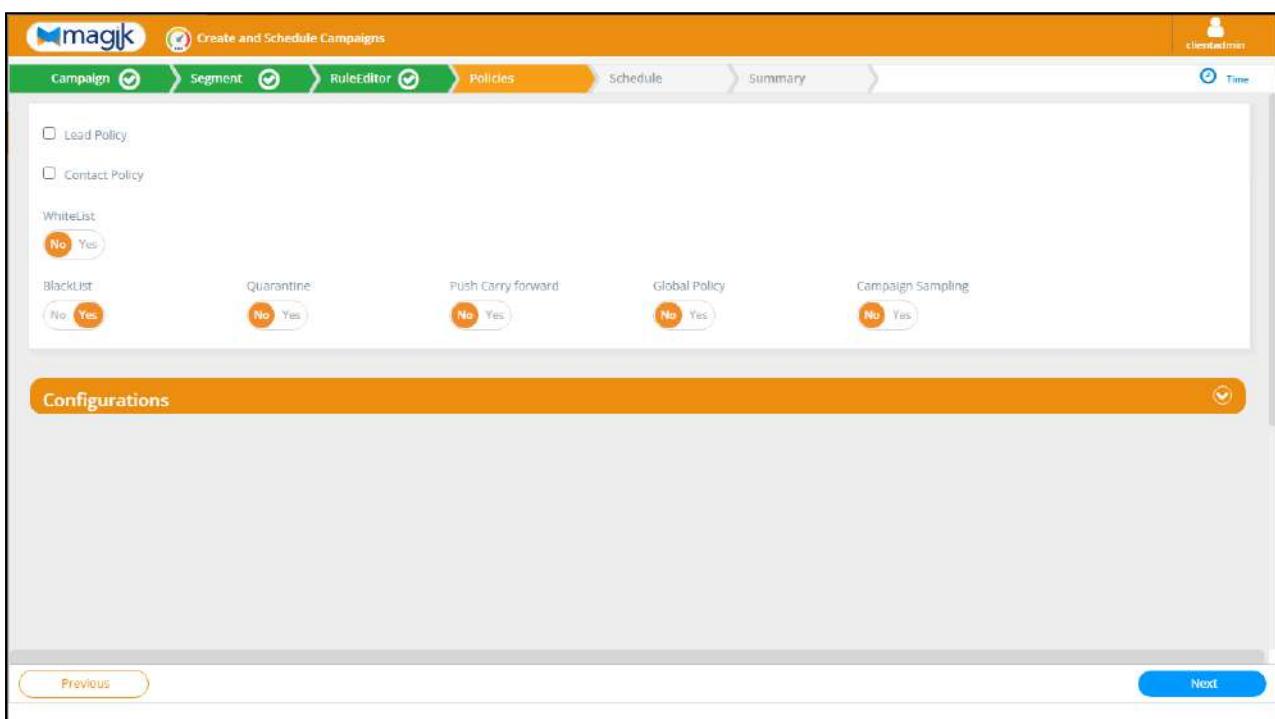
11. After adding the conditions and actions, the following screen will be displayed.



The screenshot shows the 'RuleEditor' step in the campaign flow. On the left, a sidebar lists 'Segments', 'KPIs', and 'Actions'. The main area displays a condition: 'All [JC360 Roaming Pays Rev L] is 1'. Below it is an action: 'Freeoffer Data Common'. Navigation buttons 'Previous' and 'Next' are at the bottom.

Figure 45 Rule Editor – Conditions Input Screen

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



The screenshot shows the 'Policies' step in the campaign flow. It includes sections for 'Lead Policy' (checkbox), 'Contact Policy' (checkbox), 'WhiteList' (radio buttons: No, Yes), 'BlackLIST' (radio buttons: No, Yes), 'Quarantine' (radio buttons: No, Yes), 'Push Carry forward' (radio buttons: No, Yes), 'Global Policy' (radio buttons: No, Yes), and 'Campaign Sampling' (radio buttons: No, Yes). A 'Configurations' button is at the bottom right. Navigation buttons 'Previous' and 'Next' are at the bottom.

Figure 46 Policies Input Screen

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

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

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

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

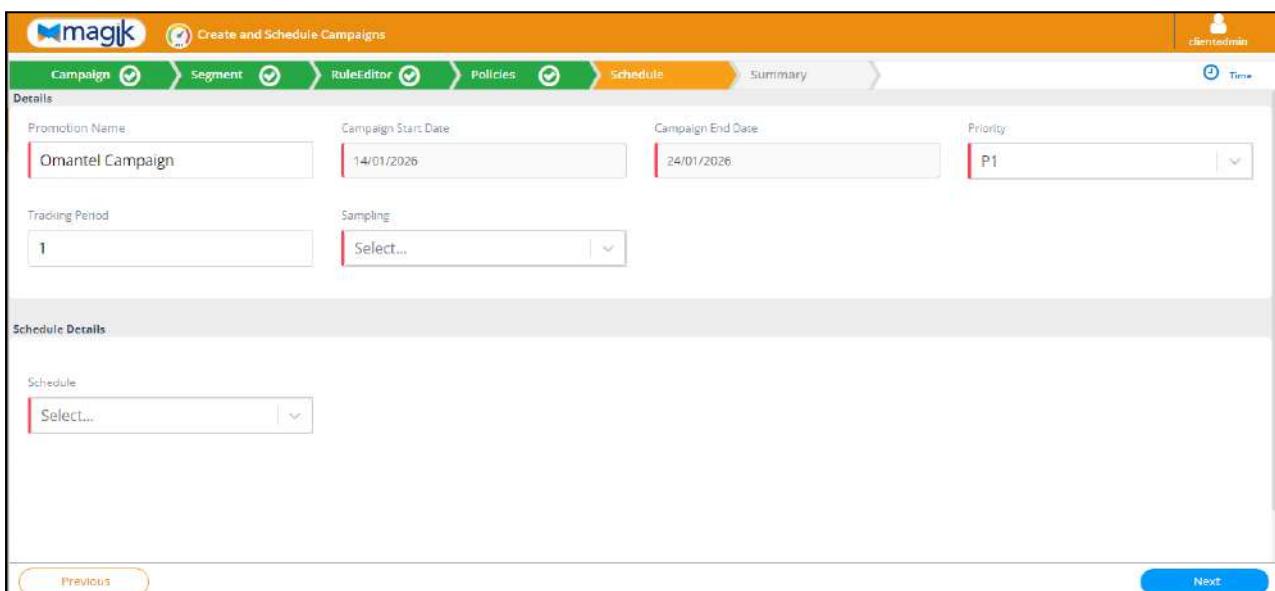


Figure 47 Schedule Details

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

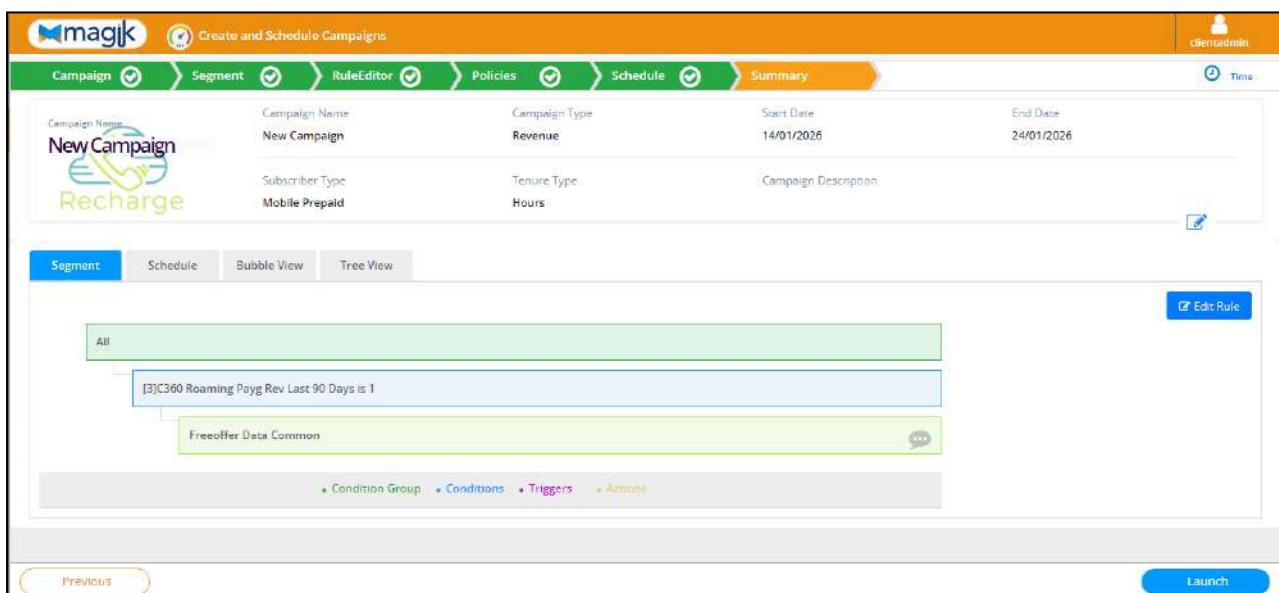
Field	Description
Details	
Promotion Name	Enter the name of the promotion
Campaign Start Date	The campaign start date is auto-filled after selecting the campaign in the

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

Schedule:

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

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



The screenshot shows the Magik software interface for creating and scheduling campaigns. The top navigation bar includes 'magik', 'Create and Schedule Campaigns', and a user profile icon. Below the bar, a progress bar indicates steps: Campaign (checkmark), Segment (checkmark), RuleEditor (checkmark), Policies (checkmark), Schedule (checkmark), and Summary (checkmark). The main area displays campaign details: Campaign Name (New Campaign), Campaign Type (Revenue), Start Date (14/01/2026), End Date (24/01/2026), Subscriber Type (Mobile Prepaid), and Tenure Type (Hours). A 'Freeoffer Data Common' condition is listed under the Segment tab. Navigation tabs at the bottom include Segment (selected), Schedule, Bubble View, and Tree View. A 'Launch' button is visible at the bottom right.

Figure 48 Summary Input Screen

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

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

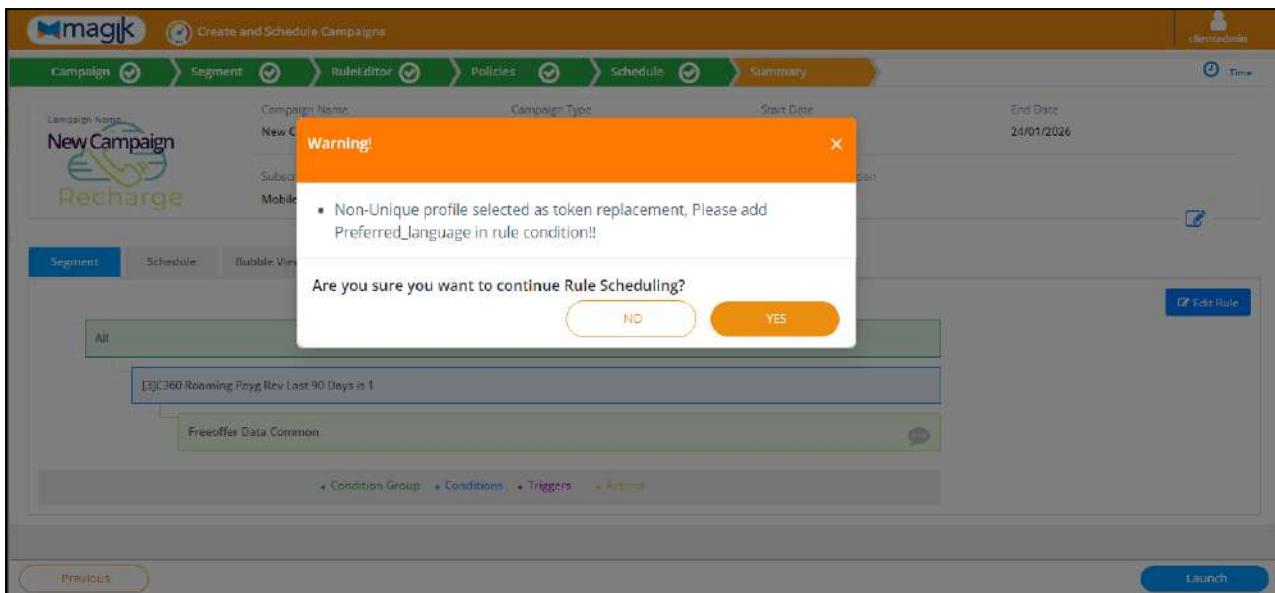


Figure 49 Segment Schedule – Success Message

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

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

Click “**No**” to cancel the action.

5.2 Insights

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

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

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

Age Slab Wise Recharge Trend:

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

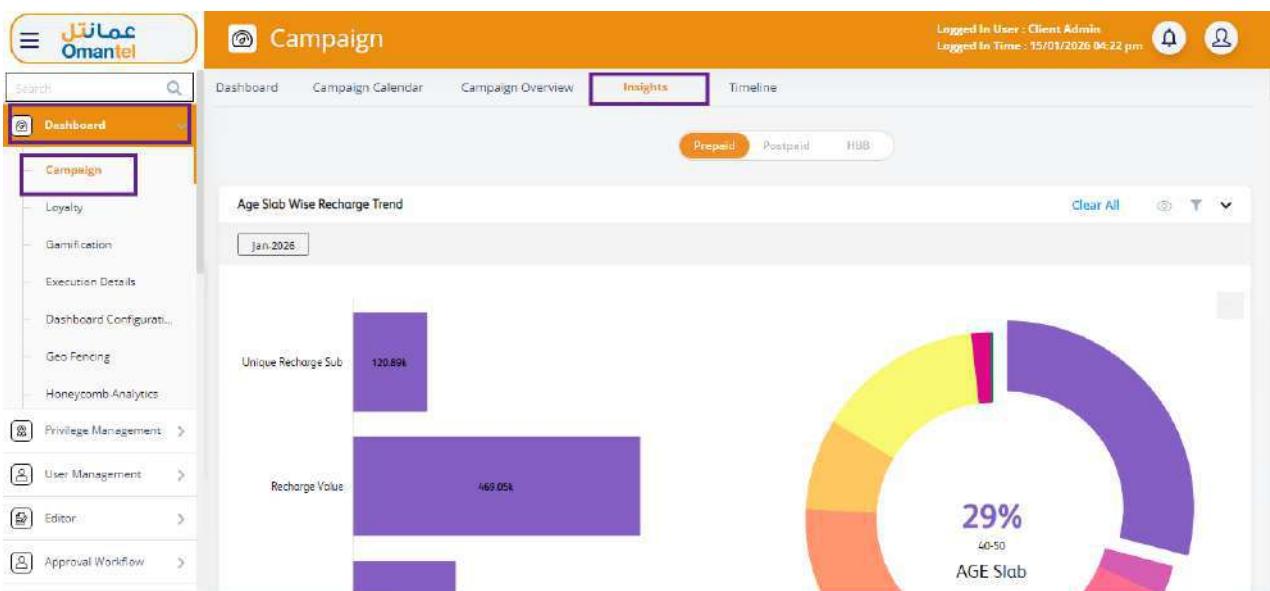


Figure 50 Campaign – Insights (Age Slab Wise Recharge Trend)

The following screen depicts the ARPU Wise Subscriber Movement:

ARPU Wise Subscriber Movement:

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

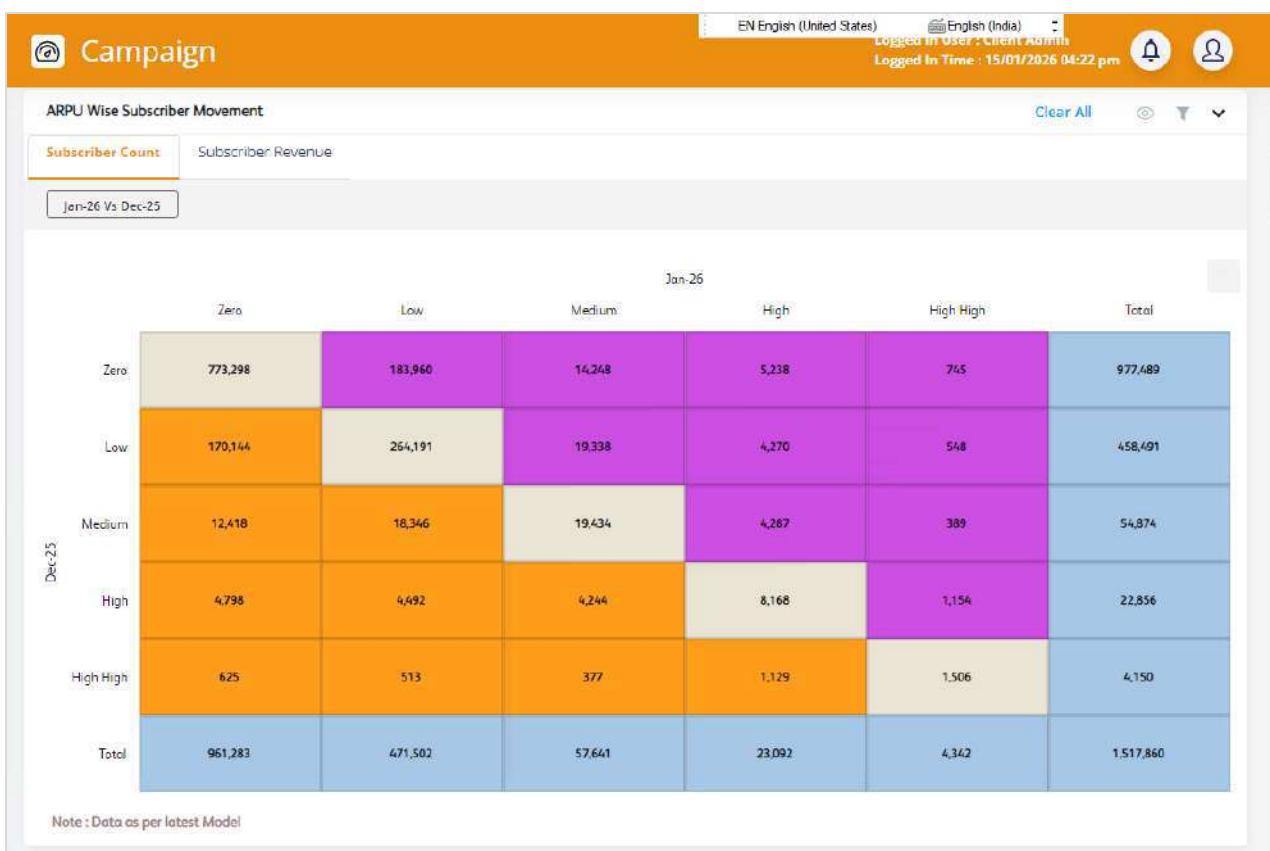


Figure 51 ARPU Wise Subscriber Movement

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

Age Slab Wise Customer Status:

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

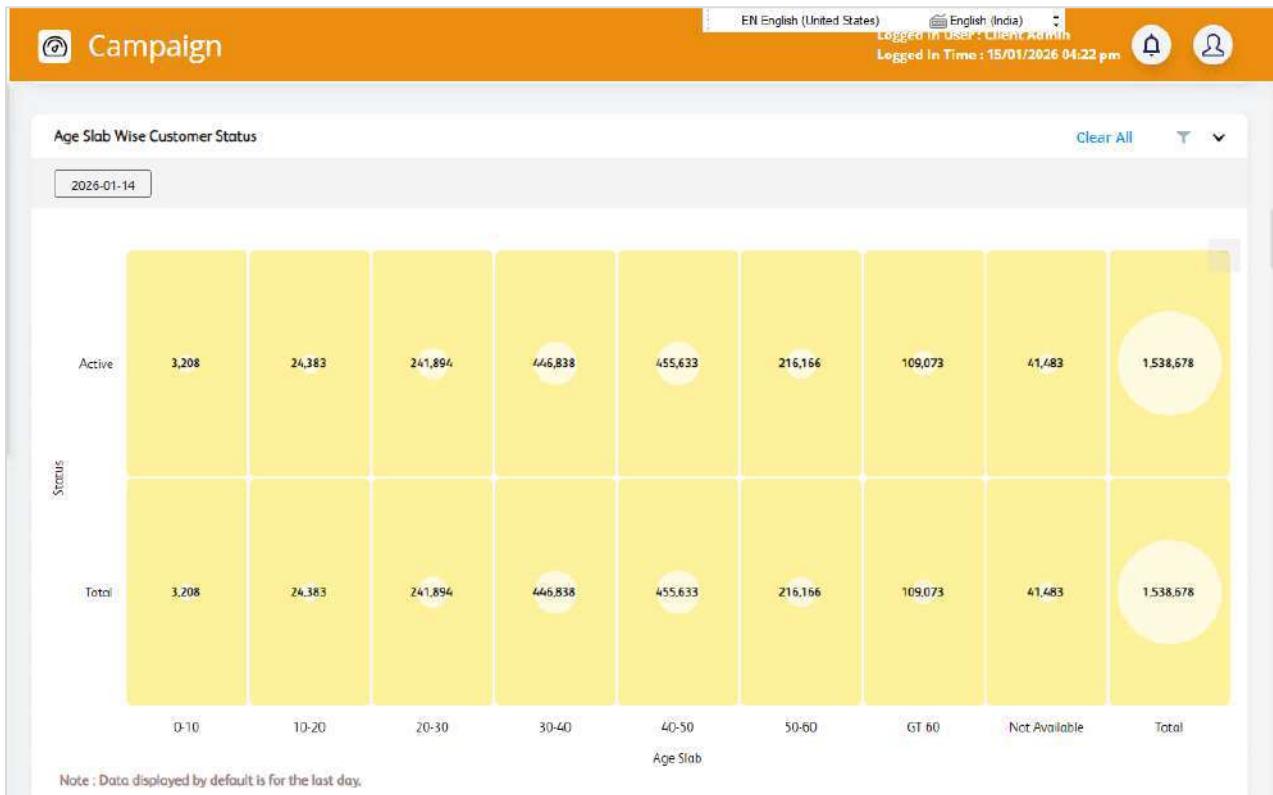


Figure 52 Age Slab Wise Customer Status

The following screen depicts the Revenue Trend Day Wise:

Revenue Trend – Day Wise:

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

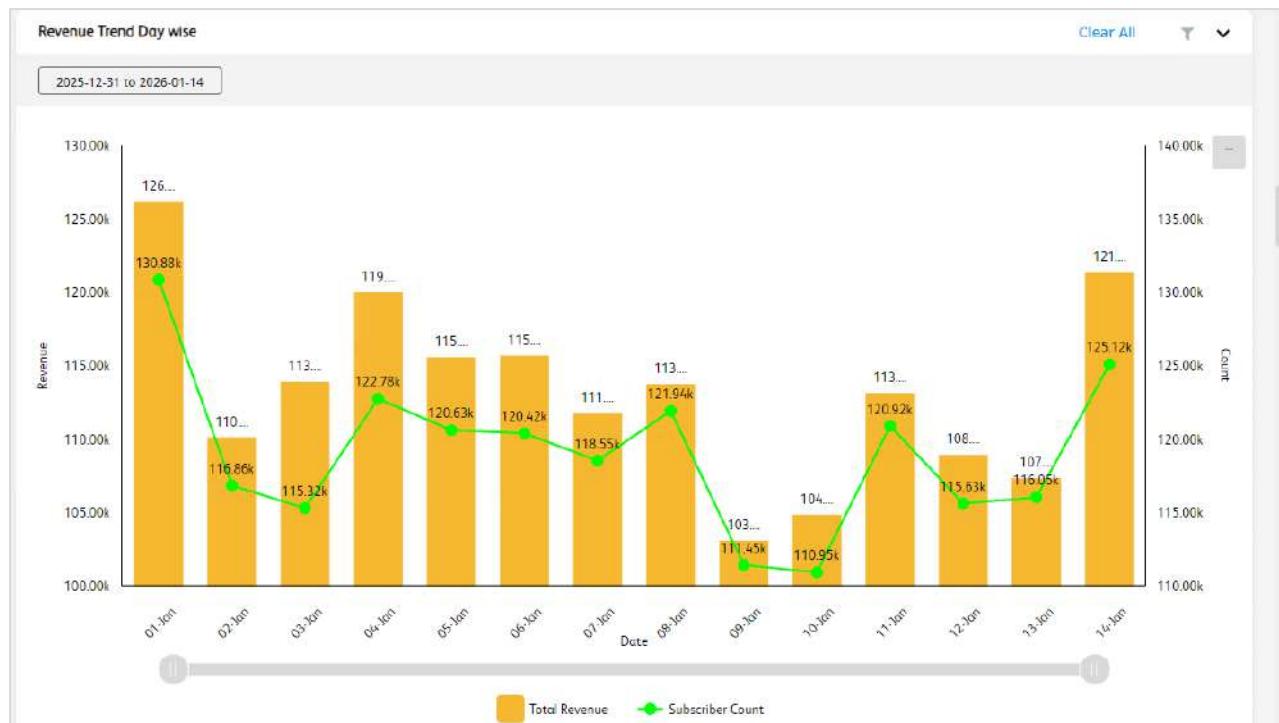


Figure 53 Revenue Trend Day Wise

The following screen depicts the Revenue Split Day Wise:

Revenue Split – Day Wise:

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



Figure 54 Revenue Split Day Wise

The following screen depicts the Top Up Value by Channel:

Top Up Value by Channel:

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

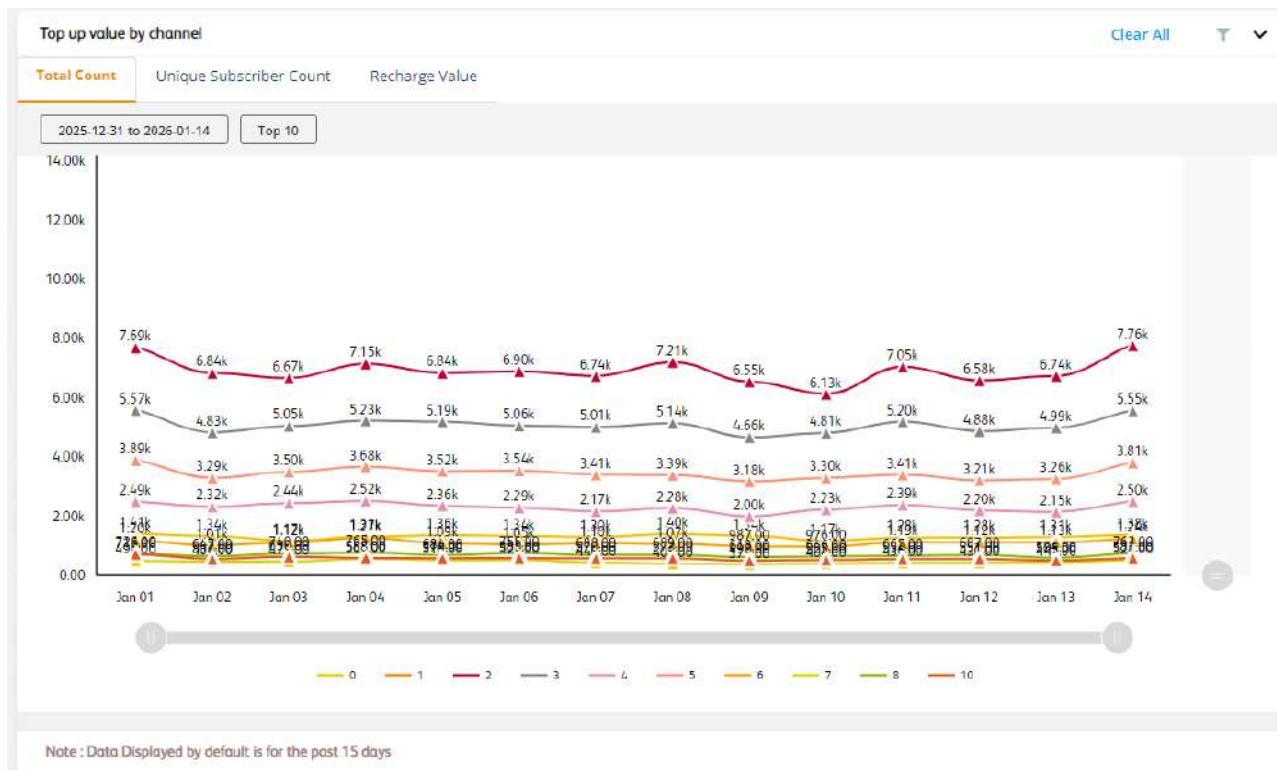


Figure 55 Top Up Value by Channel

The following screen depicts the AON vs ARPU:

AON vs ARPU (Count):

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



Figure 56 AON vs ARPU

The following screen depicts the AON vs ARPU:

AON vs ARPU (Revenue):

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



Figure 57 AON vs ARPU (Revenue)

The following screen depicts AON vs ARPU (Recharge).

AON vs ARPU (Recharge):

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



Figure 58 AON vs ARPU (Recharge)

The following screen depicts AON vs ARPU (Usage).

AON vs ARPU (Usage):

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



Figure 59 AON vs ARPU (Usage)

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

Acquisition / MNP Trend – Day Wise:

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



Figure 60 Acquisition / MNP Trend – Day Wise

The following screen depicts Net Adds Trend – Month Wise.

Net Adds Trend – Month Wise:

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

Net Adds Trend MonthWise Wise

Net Adds Trend Day Wise

Jan-2026

Clear All

Print

KPI NAME	MTD	LMTD
New Activation	17,070	15,997
Port Ins	495	447
Post-to-pre	1,567	1,487
Others (Activations)	1,802	1,948
Gross Adds	20,934	19,879
Terminations	19,550	18,928
Port Outs	1,221	969
Pre-to-post	3,362	3,409

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 Activation	1,423	877	2,538	1,397	1,359
Port Ins.	44	13	82	30	39
Post-to-pre	236	62	230	148	162
Others (Activations)	148	34	194	135	183
Gross Adds	1,851	986	3,044	1,710	1,743
Terminations	1,409	1,367	2,849	1,385	1,405
Port Outs	128	62	178	97	105
Pre-to-post	361	110	356	352	319

Figure 62 Net Adds Trend – Day Wise

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

Net Adds Trend – Day Wise (Graphical View):

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

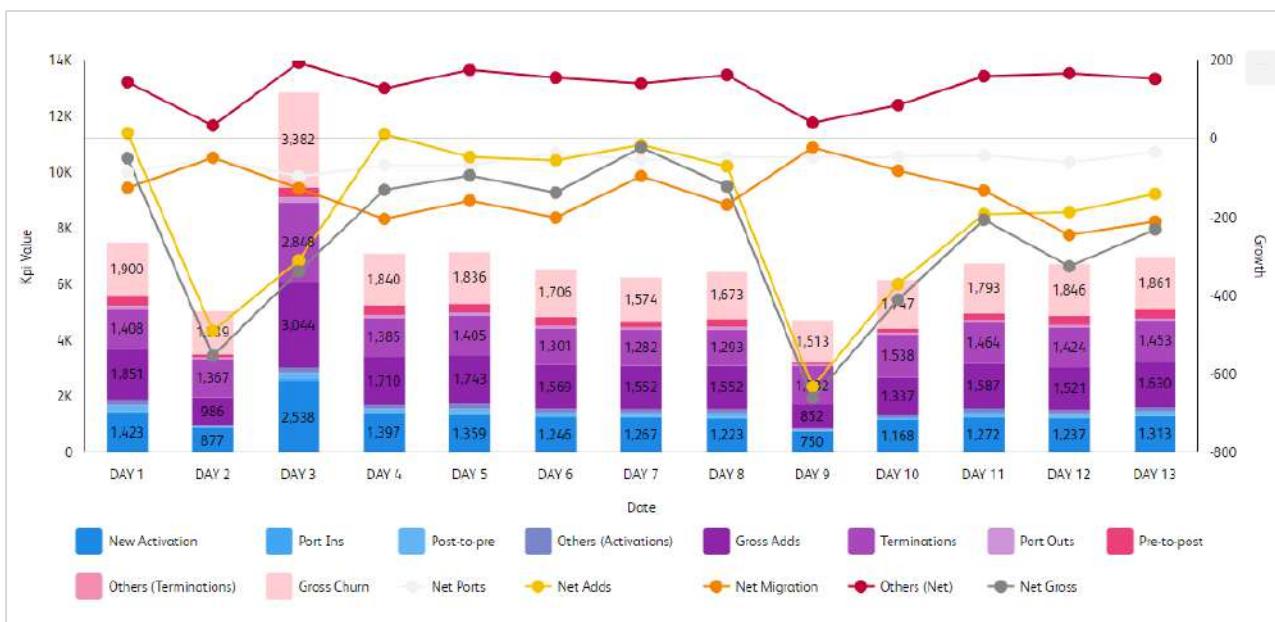


Figure 63 Net Adds Trend – Day Wise (Graphical View)

The following screen depicts ARPU Band Wise Customer Share.

ARPU Band Wise Customer Share:

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

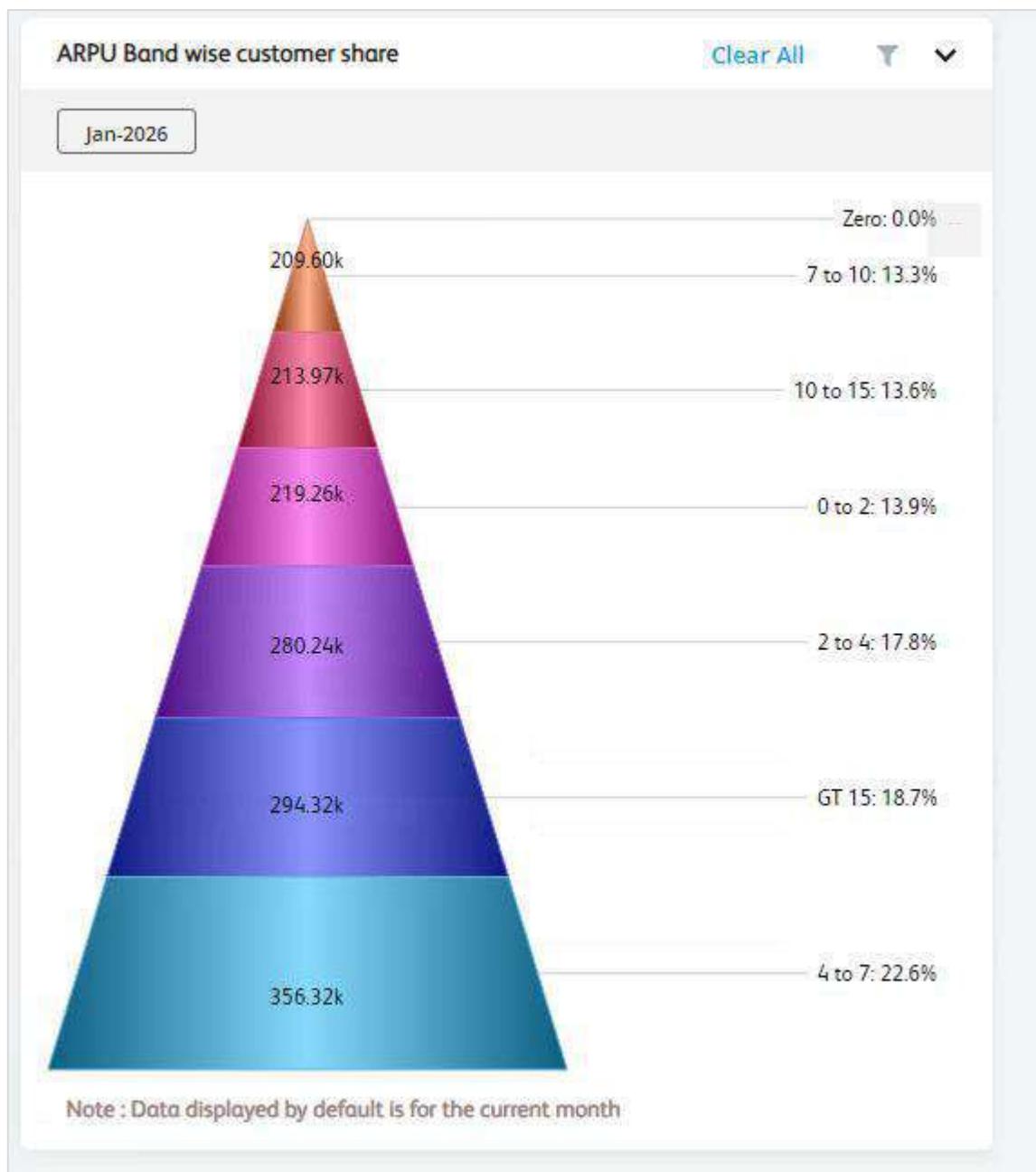
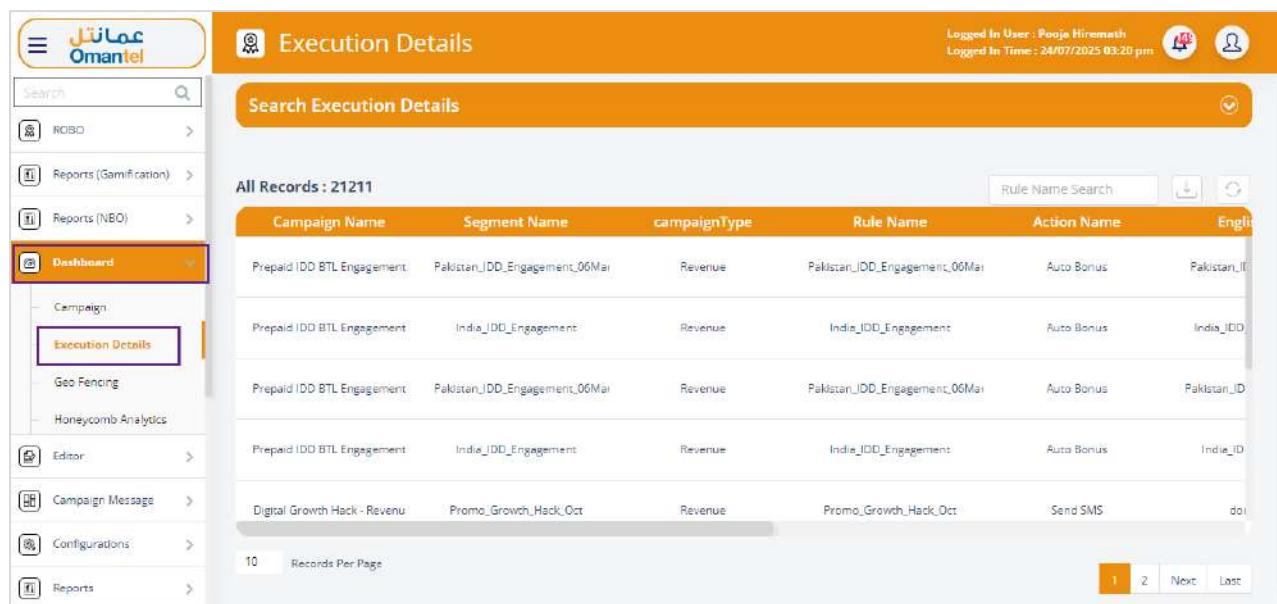


Figure 64 ARPU Band Wise Customer Share

5.3 Execution Details

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

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



The screenshot shows the Omantel Execution Details dashboard. On the left, there's a sidebar with navigation links: ROBO, Reports (Gamification), Reports (NBO), Dashboard (which is selected and highlighted in orange), Campaign, Geo Fencing, Honeycomb Analytics, Editor, Campaign Message, Configurations, and Reports. The main area has a title "Execution Details" and a search bar "Search Execution Details". It displays a table titled "All Records : 21211" with columns: Campaign Name, Segment Name, campaignType, Rule Name, Action Name, and English Name. The table lists several entries, such as "Prepaid IDD BTL Engagement" and "Digital Growth Hack - Revenue". At the bottom, it says "10 Records Per Page" and shows page navigation buttons (1, 2, Next, Last).

Figure 65 Dashboard - Execution Details (1)

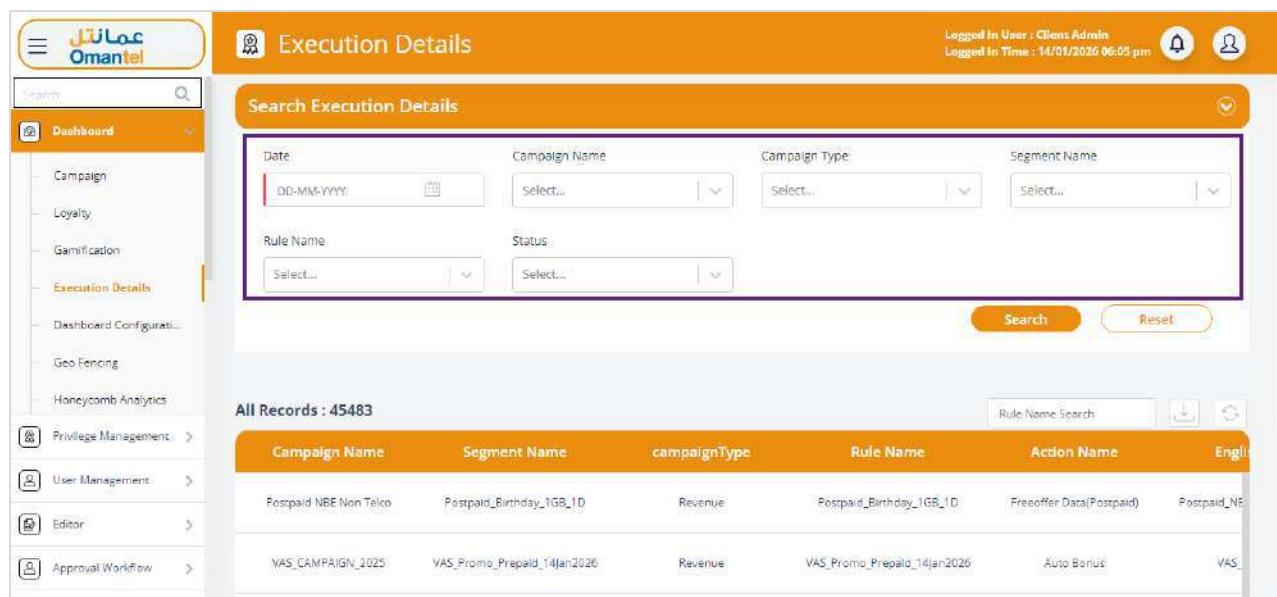
Note: For better viewing, the screen is split into two parts.

English Name	Date	Queue	Status	TG Count	Execution Count	Remaining Count	Delivered Count
Pakistan_IDD_REV_2RO_5RO	24-07-2025	0	COMPLETED	1879	1879	0	0
India_IDD_REV_500BZ_2RO	24-07-2025	0	COMPLETED	4154	4154	0	0
Pakistan_IDD_REV_500BZ_2RO	24-07-2025	0	COMPLETED	7011	7011	0	0
India_IDD_REV_0_500BZ	24-07-2025	0	COMPLETED	7258	7258	0	0
dor_postpaid	24-07-2025	250	RUNNING	137098	37599	99499	0

Figure 66 Dashboard - Execution Details (2)

Search:

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



Campaign Name	Segment Name	campaignType	Rule Name	Action Name	English Name
Postpaid_NBE_Non Telco	Postpaid_Birthday_1GB_1D	Revenue	Postpaid_Birthday_1GB_1D	Freeoffer Data(Postpaid)	Postpaid_NE...
VAS_CAMPAIGN_2025	VAS_Promo_Prepaid_14Jan2026	Revenue	VAS_Promo_Prepaid_14Jan2026	Auto Bonus	VAS...

Figure 67 Execution Details – Search Fields

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

The results will be displayed based on the search criteria.

The following campaign execution details are displayed on the screen

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

6 Geo Fencing

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

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

The system supports multiple methods for creating geo-fences:

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

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

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

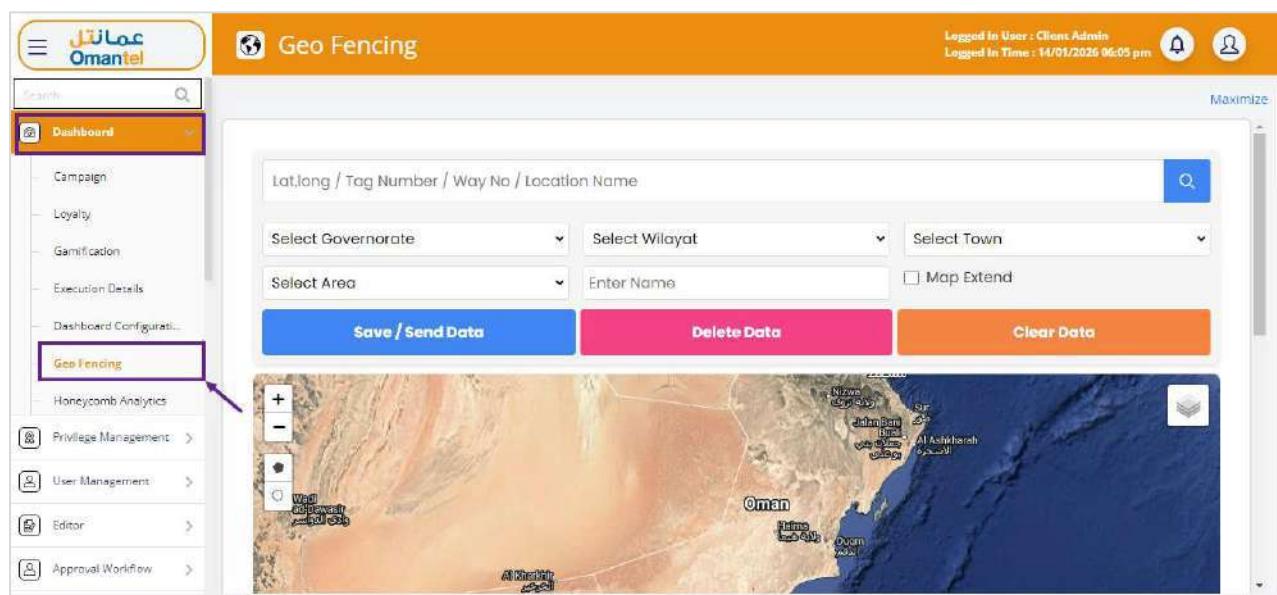


Figure 68 Geo- Fencing

6.1 Search-Based Geo Fencing

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

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

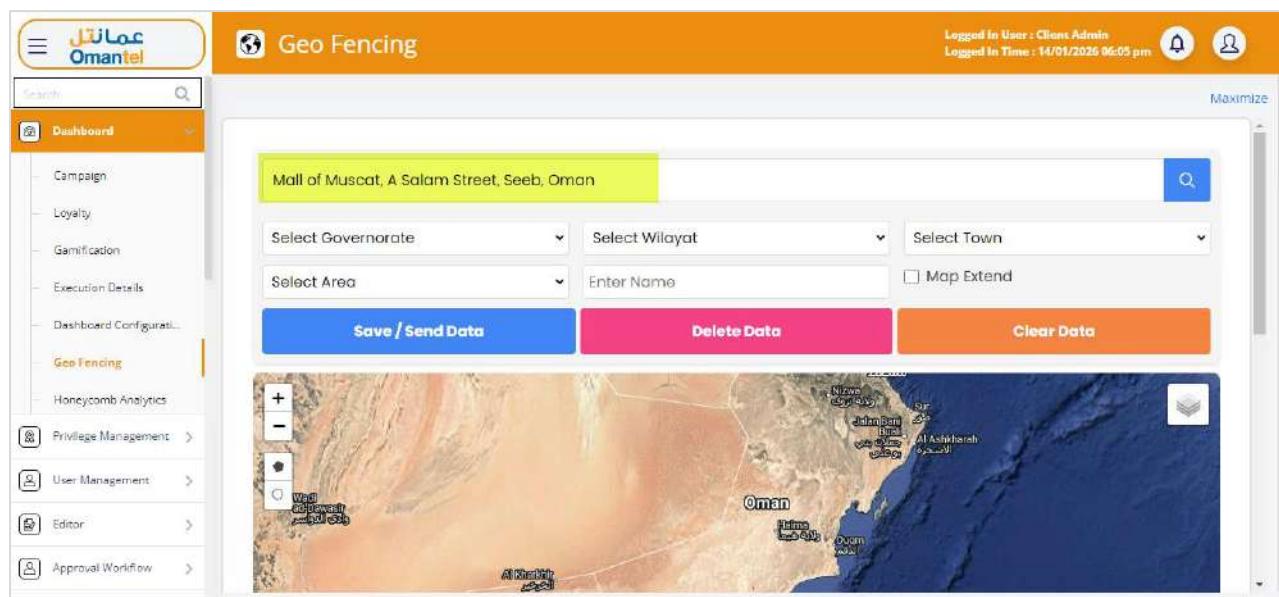


Figure 69 Geo- Fencing – Search Results

The results will be displayed based on the search criteria.

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



Figure 70 Geo Fencing- Connect Dots

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

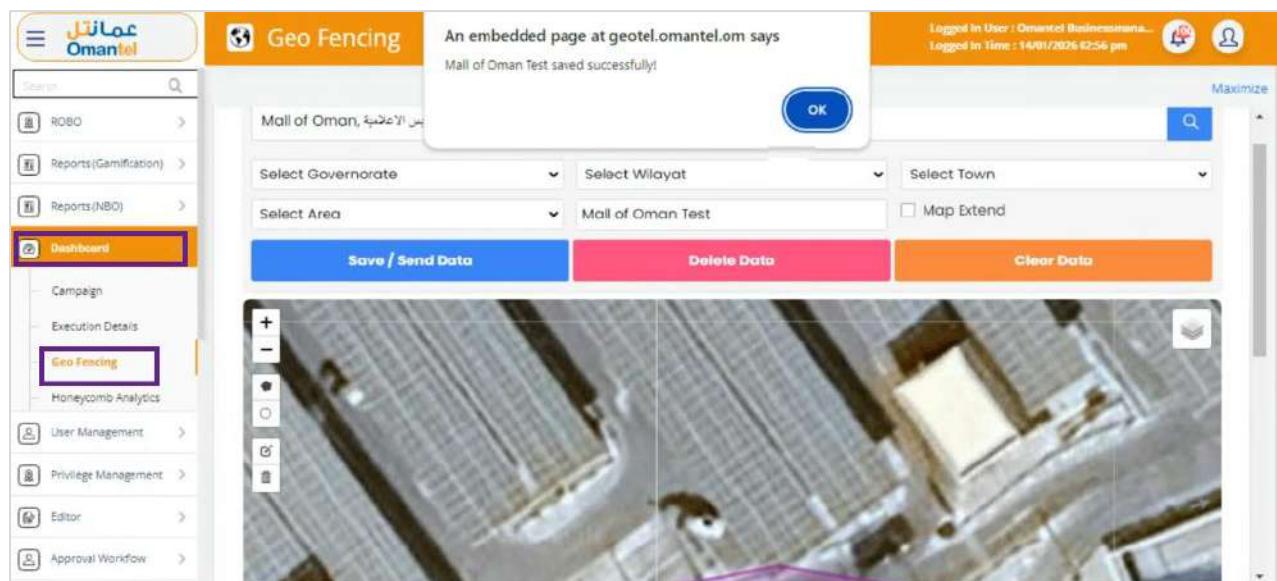


Figure 71 Geo-Fencing – Success Message

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

The following screen depicts the added geo-fenced area:

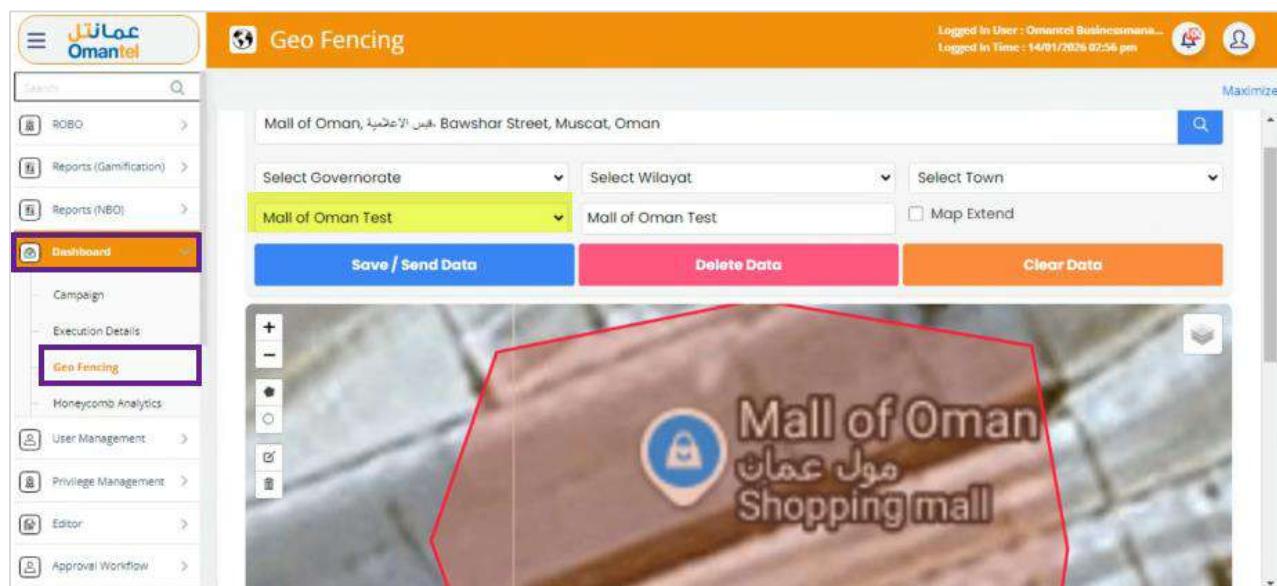


Figure 72 Geo Fenced Area

6.2 Dropdown-Based Geo Fencing

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

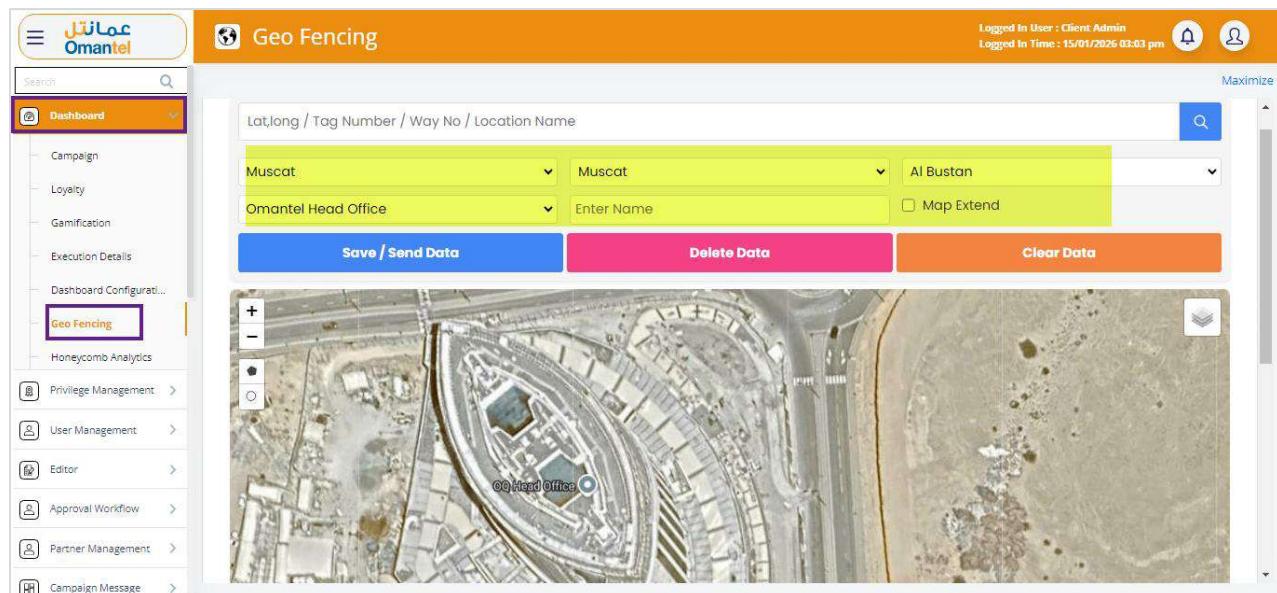


Figure 73 Geo- Fencing – Select Area

The results will be displayed based on the search criteria.

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

7 Honeycomb Analytics

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

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

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

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

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

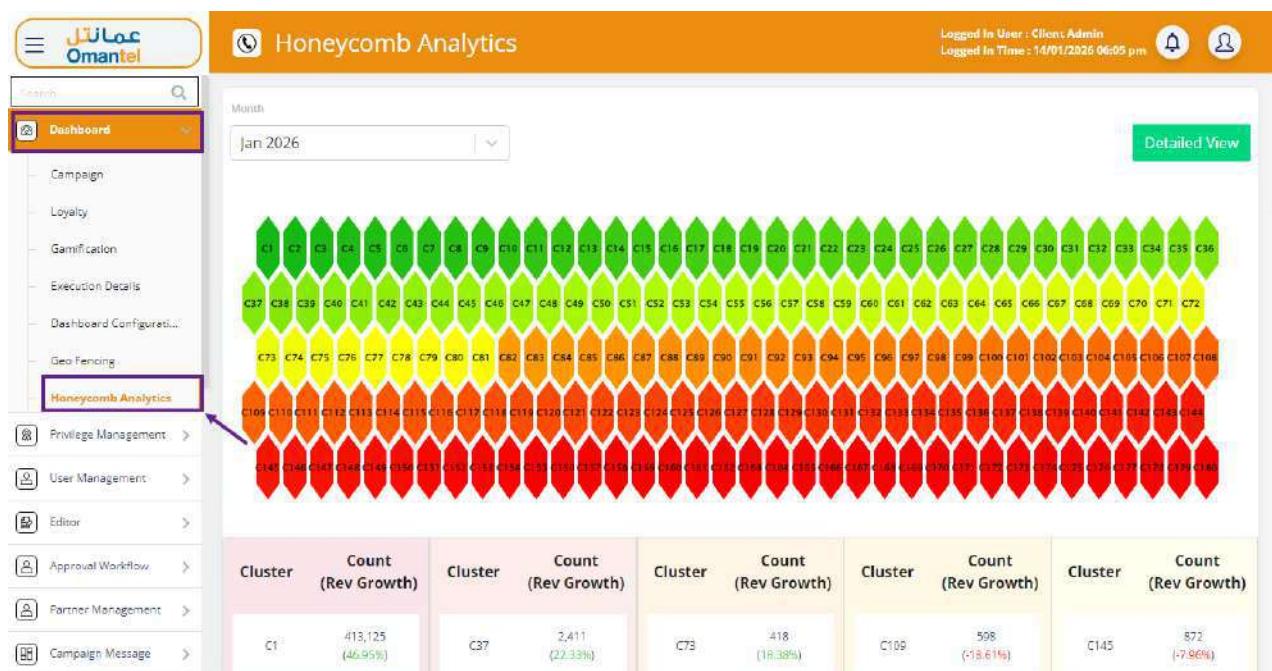


Figure 74 Honeycomb Analytics_1

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

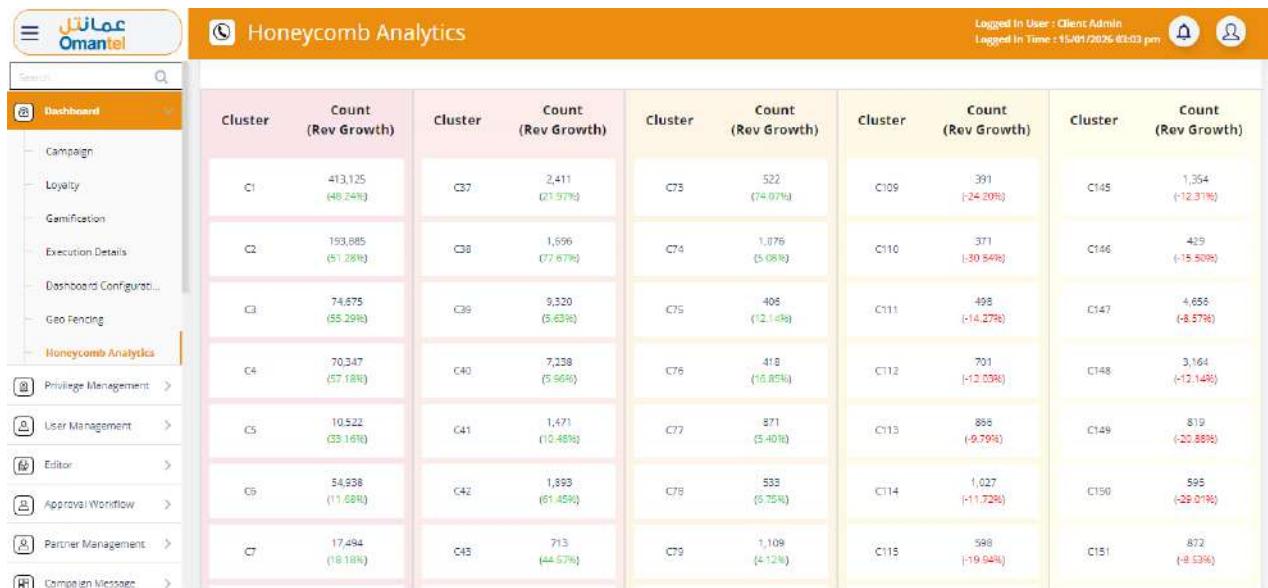


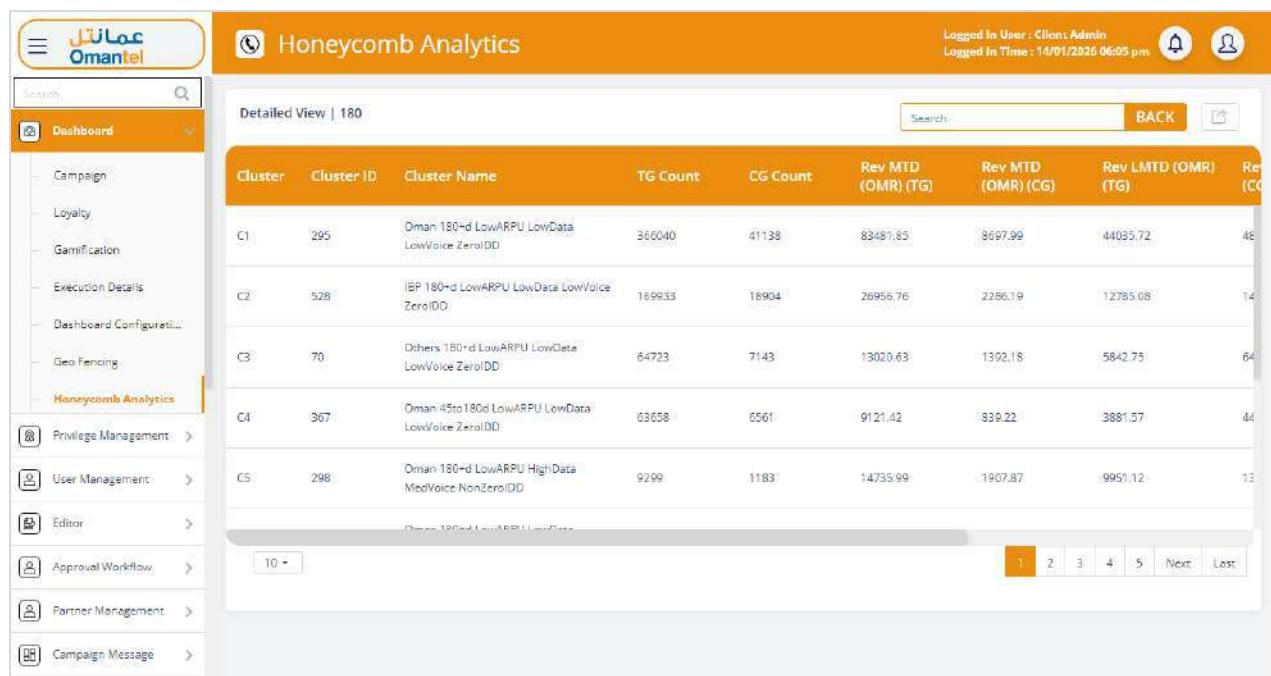
Figure 75 Honeycomb Analytics_2

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

The following details of the honeycomb Analytics are displayed:

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

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



The screenshot shows the Honeycomb Analytics - Detailed View page. The left sidebar has a tree view with nodes like Campaign, Loyalty, Gamification, Execution Details, Dashboard Configuration, Geo Fencing, Honeycomb Analytics (which is selected and highlighted in orange), Privilege Management, User Management, Editor, Approval Workflow, Partner Management, and Campaign Message. The main area has a header with 'Honeycomb Analytics' and 'Detailed View | 180'. It includes a search bar, a 'BACK' button, and a 'Print' icon. Below is a table with columns: Cluster, Cluster ID, Cluster Name, TG Count, CG Count, Rev MTD (OMR) (TG), Rev MTD (OMR) (CG), Rev LMTD (OMR) (TG), and Rev LMTD (OMR) (CG). The table contains six rows of data. At the bottom are buttons for '10', '2', '3', '4', '5', 'Next', and 'Last'.

Cluster	Cluster ID	Cluster Name	TG Count	CG Count	Rev MTD (OMR) (TG)	Rev MTD (OMR) (CG)	Rev LMTD (OMR) (TG)	Rev LMTD (OMR) (CG)
C1	295	Oman 180+d LowARPU LowData LowVoice ZeroID	366040	41138	83481.85	8697.99	44085.72	48
C2	528	IBP 180+d LowARPU LowData LowVoice ZeroID	189933	18904	26956.76	2286.19	12785.08	14
C3	70	Others 180+d LowARPU LowData LowVoice ZeroID	64723	7143	13020.63	1392.18	5842.75	64
C4	367	Oman 45to180d LowARPU LowData LowVoice ZeroID	63658	6561	9121.42	839.22	3881.57	44
C5	298	Oman 180+d LowARPU HighData MidVoice NonZeroID	9299	1183	14735.99	1907.87	9951.12	13
Oman 180+d LowARPU HighData MidVoice NonZeroID								

Figure 76 Honeycomb Analytics – Detailed View

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

The following detailed views of the honeycomb Analytics are displayed:

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

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



Figure 77 Cluster Details_1

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

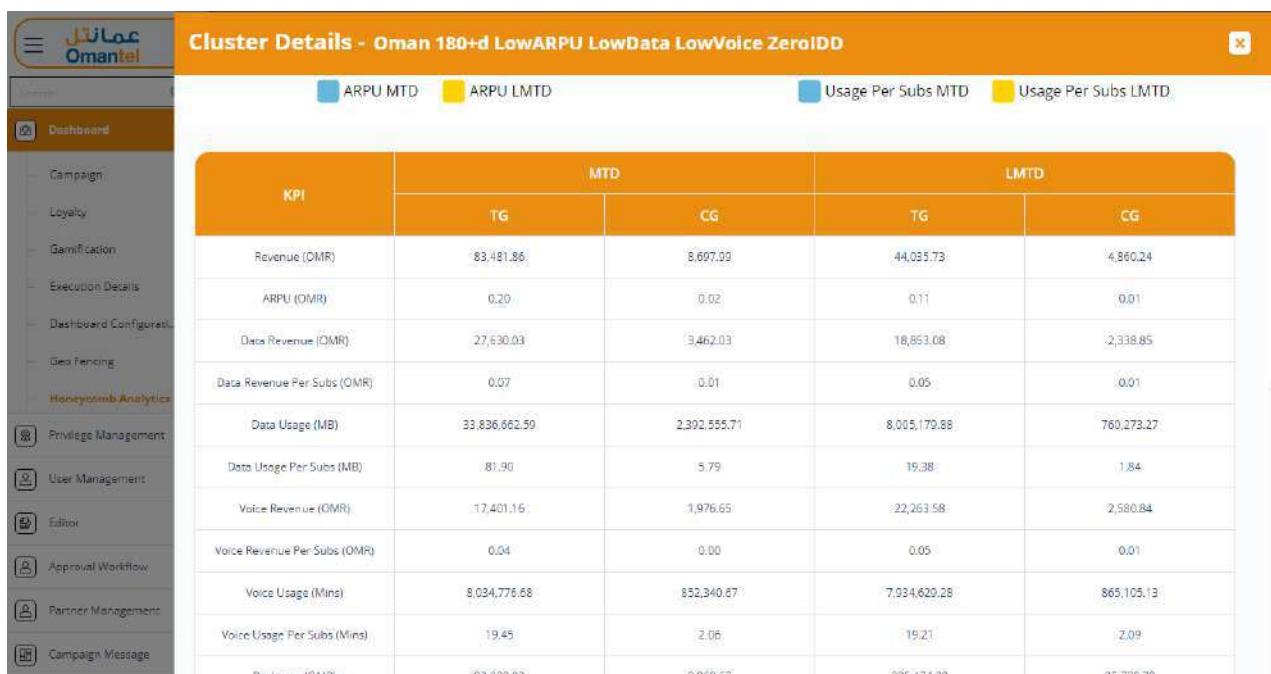


Figure 78 Cluster Details_2

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

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

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

The following details of the cluster screen will be displayed.

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

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

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

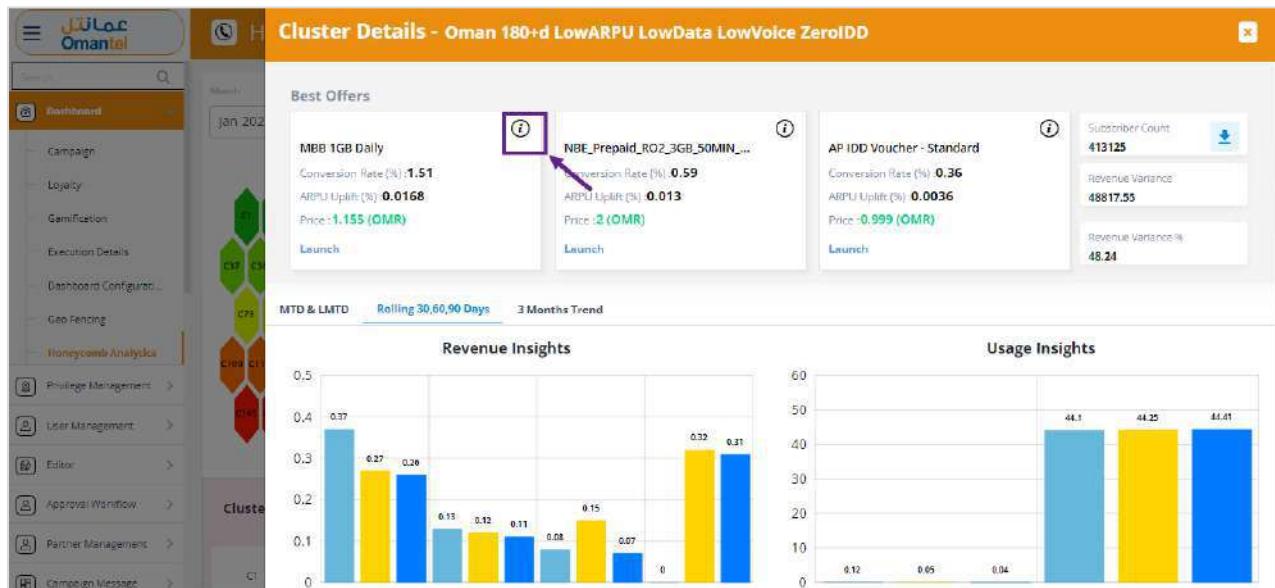


Figure 79 Cluster Details – Info Button

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

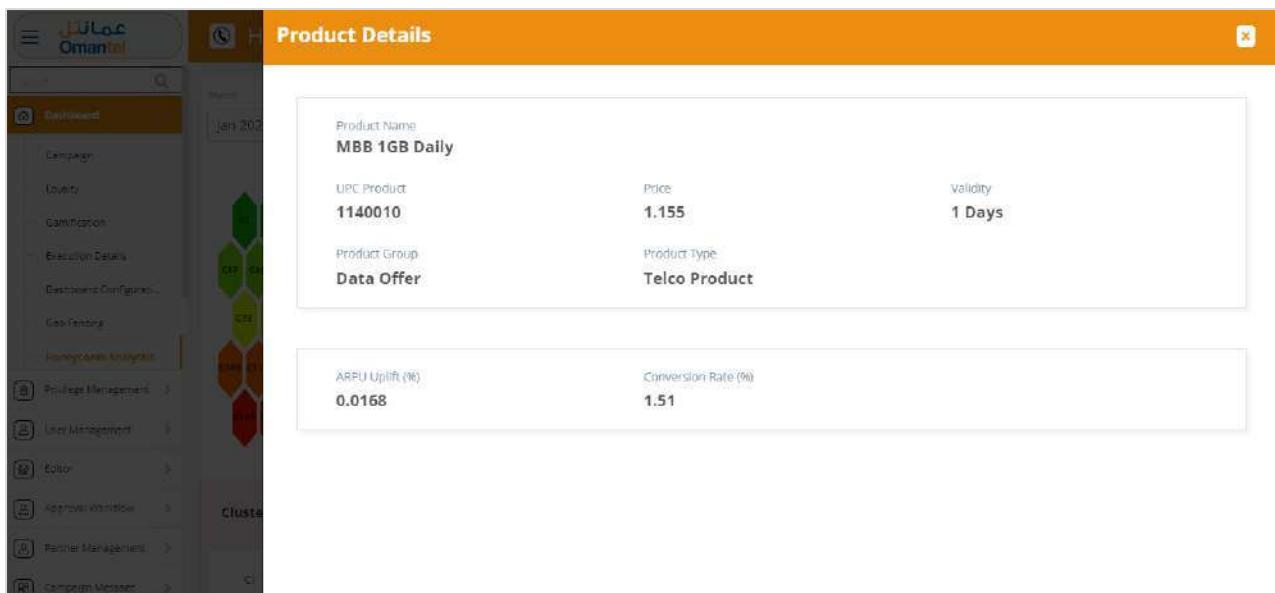


Figure 80 Product Details Input Screen

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

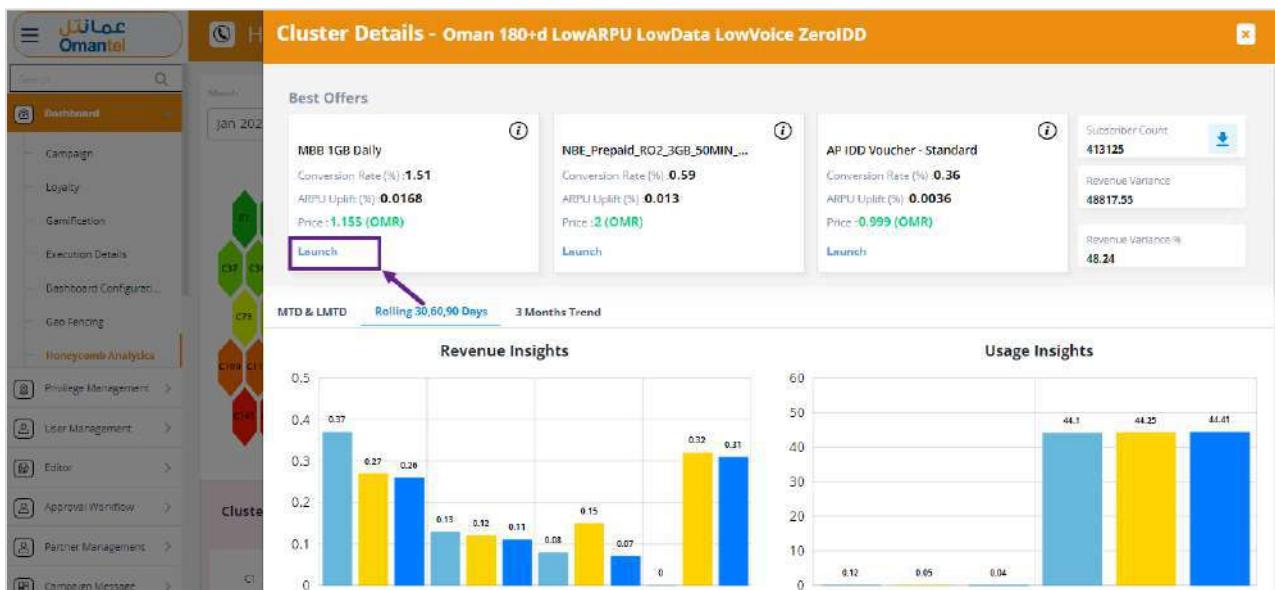


Figure 81 Cluster Details - Launch

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

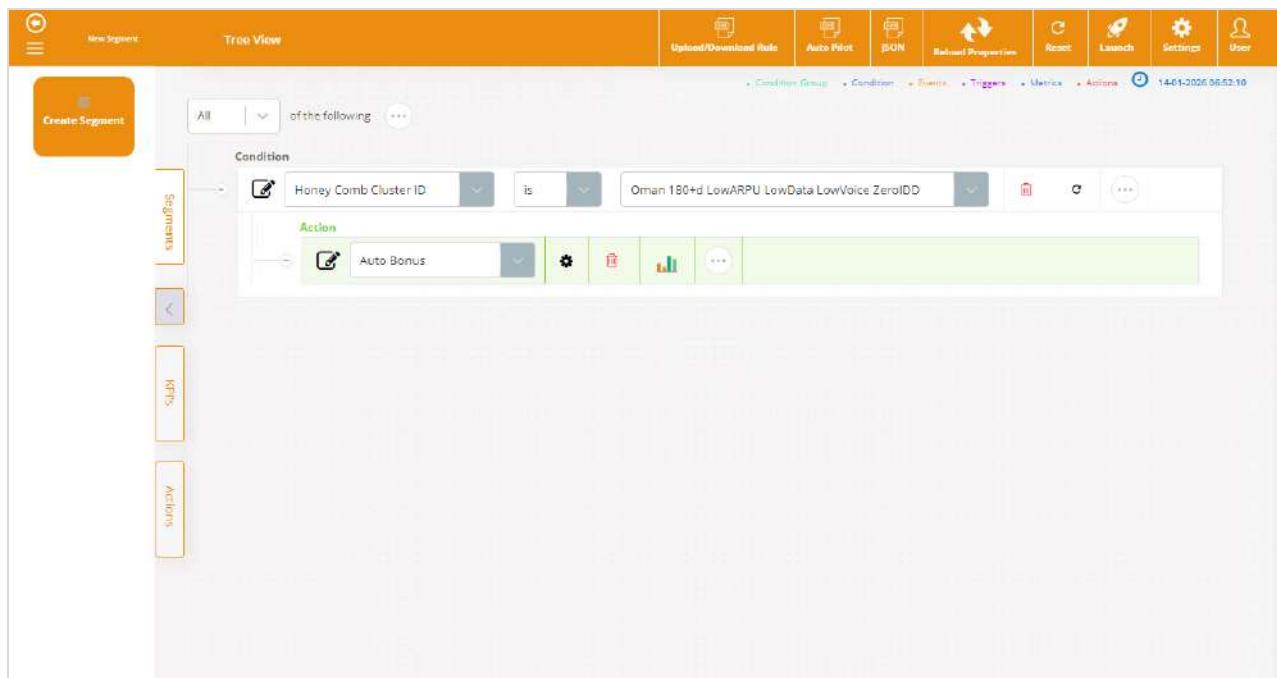


Figure 82 Rule Editor Input Screen

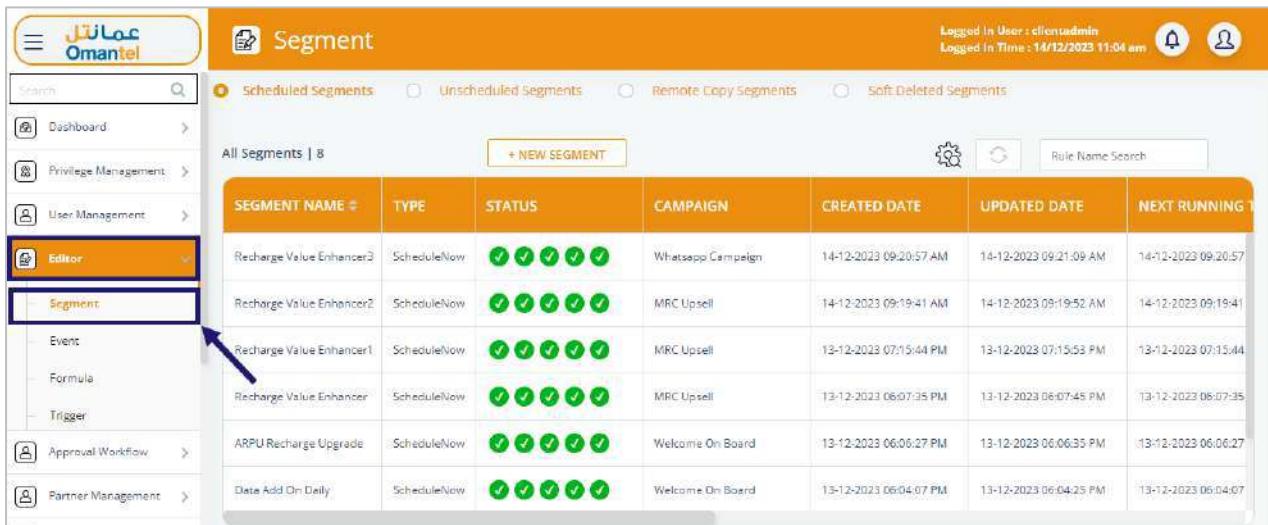
- For more details about the rule, see the section [**Rule Editor**](#).

8 Rule Engine

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

To view the rule engine,

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



SEGMENT NAME	TYPE	STATUS	CAMPAIGN	CREATED DATE	UPDATED DATE	NEXT RUNNING
Recharge Value Enhancer3	ScheduleNow	✓	Whatsapp Campaign	14-12-2023 09:20:57 AM	14-12-2023 09:21:09 AM	14-12-2023 09:20:57
Recharge Value Enhancer2	ScheduleNow	✓	MRC Upsell	14-12-2023 09:19:41 AM	14-12-2023 09:19:52 AM	14-12-2023 09:19:41
Recharge Value Enhancer1	ScheduleNow	✓	MRC Upsell	13-12-2023 07:15:44 PM	13-12-2023 07:15:53 PM	13-12-2023 07:15:44
Recharge Value Enhancer	ScheduleNow	✓	MRC Upsell	13-12-2023 06:07:35 PM	13-12-2023 06:07:45 PM	13-12-2023 06:07:35
ARPU Recharge Upgrade	ScheduleNow	✓	Welcome On Board	13-12-2023 06:06:27 PM	13-12-2023 06:06:35 PM	13-12-2023 06:06:27
Date Add On Daily	ScheduleNow	✓	Welcome On Board	13-12-2023 06:04:07 PM	13-12-2023 06:04:25 PM	13-12-2023 06:04:07

Figure 83 Editor – Segment

8.1 Operators

Operators help compare one or more parameters.

All the operators are explained below:

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

8.2 Dimensions

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

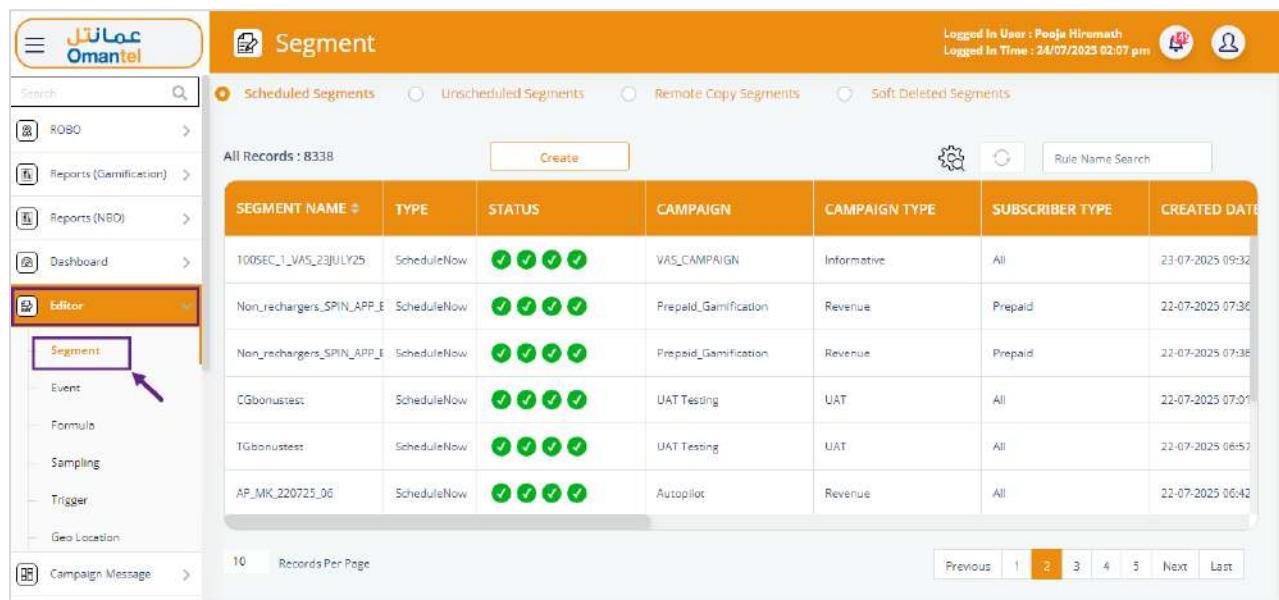
Field	Description
-------	-------------

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

8.3 Segments

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

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

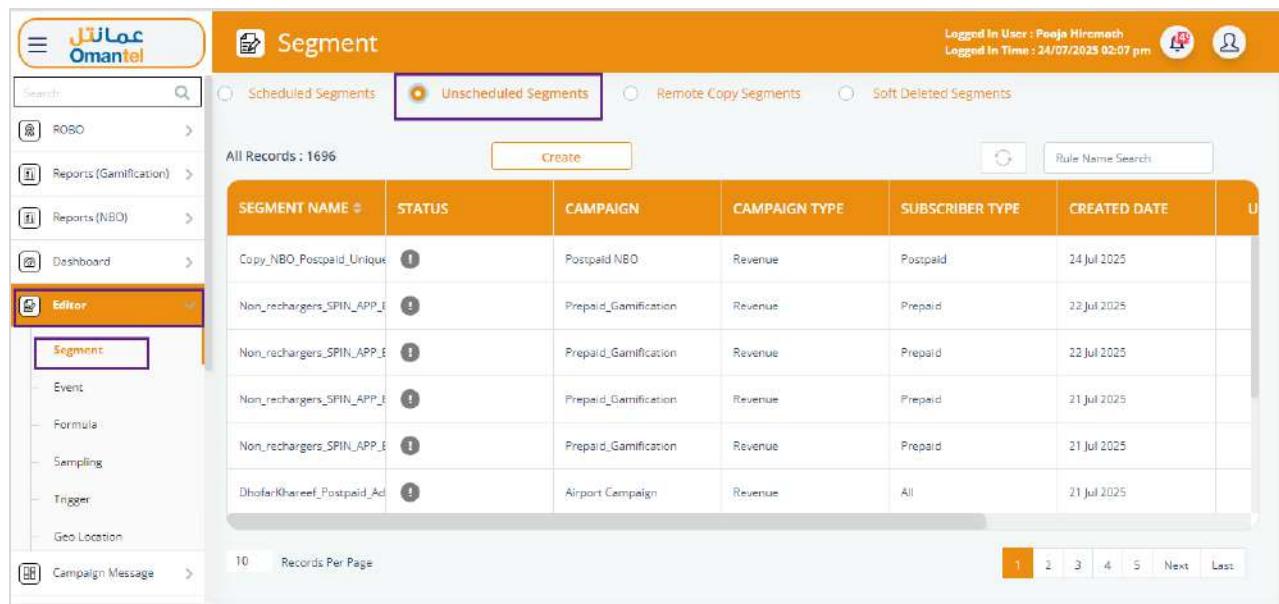


SEGMENT NAME	TYPE	STATUS	CAMPAIGN	CAMPAIGN TYPE	SUBSCRIBER TYPE	CREATED DATE
100SEC_1_VAS_23JULY25	ScheduleNow	✓ ✓ ✓ ✓	VAS_CAMPAIGN	Informative	All	23-07-2025 09:32
Non_rechargers_SPIN_APP_E	ScheduleNow	✓ ✓ ✓ ✓	Prepaid_Gamification	Revenue	Prepaid	22-07-2025 07:30
Non_rechargers_SPIN_APP_E	ScheduleNow	✓ ✓ ✓ ✓	Prepaid_Gamification	Revenue	Prepaid	22-07-2025 07:30
CGbonustest	ScheduleNow	✓ ✓ ✓ ✓	UAT Testing	UAT	All	22-07-2025 07:01
TGbonustest	ScheduleNow	✓ ✓ ✓ ✓	UAT Testing	UAT	All	22-07-2025 06:57
AP_MK_220725_06	ScheduleNow	✓ ✓ ✓ ✓	Autopilot	Revenue	All	22-07-2025 06:42

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.

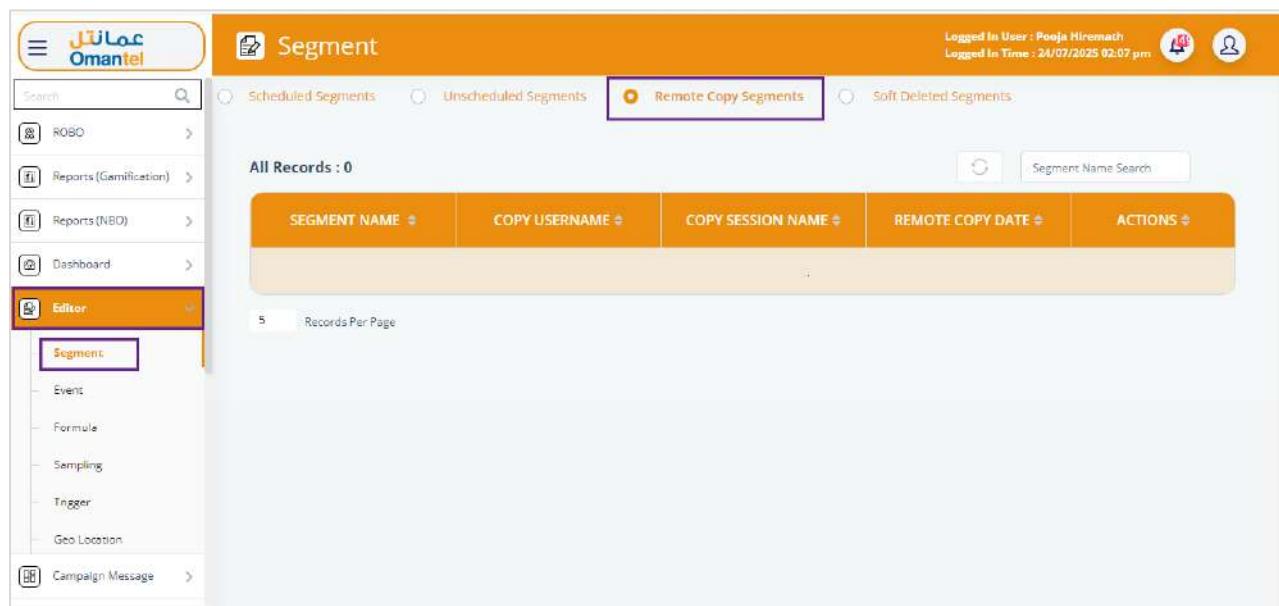


The screenshot shows the 'Segment' editor interface. The top navigation bar includes the Omantel logo, search bar, and user information (Logged In User: Pooja Hirmath, Logged In Time: 24/07/2025 02:07 pm). The left sidebar has a 'Segment' section selected. The main content area is titled 'Segment' and shows a table of 'Unscheduled Segments'. The table has columns: SEGMENT NAME, STATUS, CAMPAIGN, CAMPAIGN TYPE, SUBSCRIBER TYPE, and CREATED DATE. The table contains several rows of segment data.

SEGMENT NAME	STATUS	CAMPAIGN	CAMPAIGN TYPE	SUBSCRIBER TYPE	CREATED DATE
Copy_NBO_Postpaid_Unique	1	Postpaid NBO	Revenue	Postpaid	24 Jul 2025
Non_rechargers_SPIN_APP_E	1	Prepaid_Gamification	Revenue	Prepaid	22 Jul 2025
Non_rechargers_SPIN_APP_E	1	Prepaid_Gamification	Revenue	Prepaid	22 Jul 2025
Non_rechargers_SPIN_APP_E	1	Prepaid_Gamification	Revenue	Prepaid	21 Jul 2025
Dhofarkhreef_Postpaid_Ad	1	Airport Campaign	Revenue	All	21 Jul 2025

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.

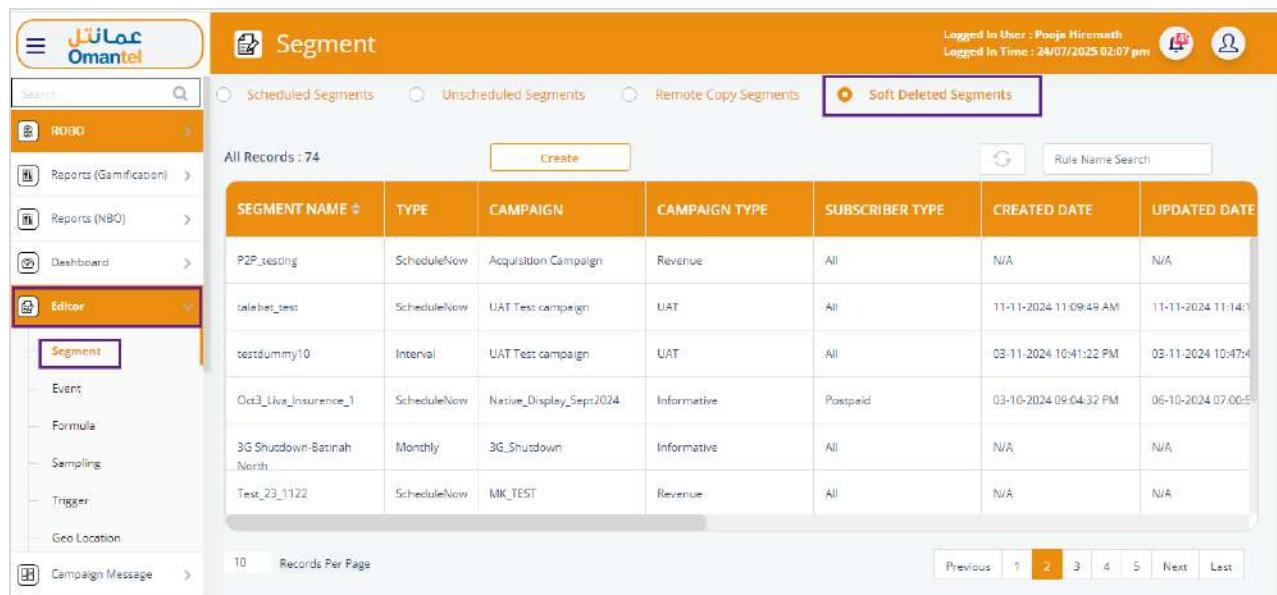


The screenshot shows the 'Segment' editor interface. The top navigation bar includes the Omantel logo, search bar, and user information (Logged In User: Pooja Hirmath, Logged In Time: 24/07/2025 02:07 pm). The left sidebar has a 'Segment' section selected. The main content area is titled 'Segment' and shows a table of 'Remote Copy Segments'. The table has columns: SEGMENT NAME, COPY USERNAME, COPY SESSION NAME, REMOTE COPY DATE, and ACTIONS. The table is currently empty, showing 'All Records : 0'.

SEGMENT NAME	COPY USERNAME	COPY SESSION NAME	REMOTE COPY DATE	ACTIONS

Figure 86 Segment – Remote Copy

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



The screenshot shows the Segment screen with the 'Soft Deleted Segments' tab selected. The table displays various segments with their details. One row is highlighted in yellow, indicating it is selected.

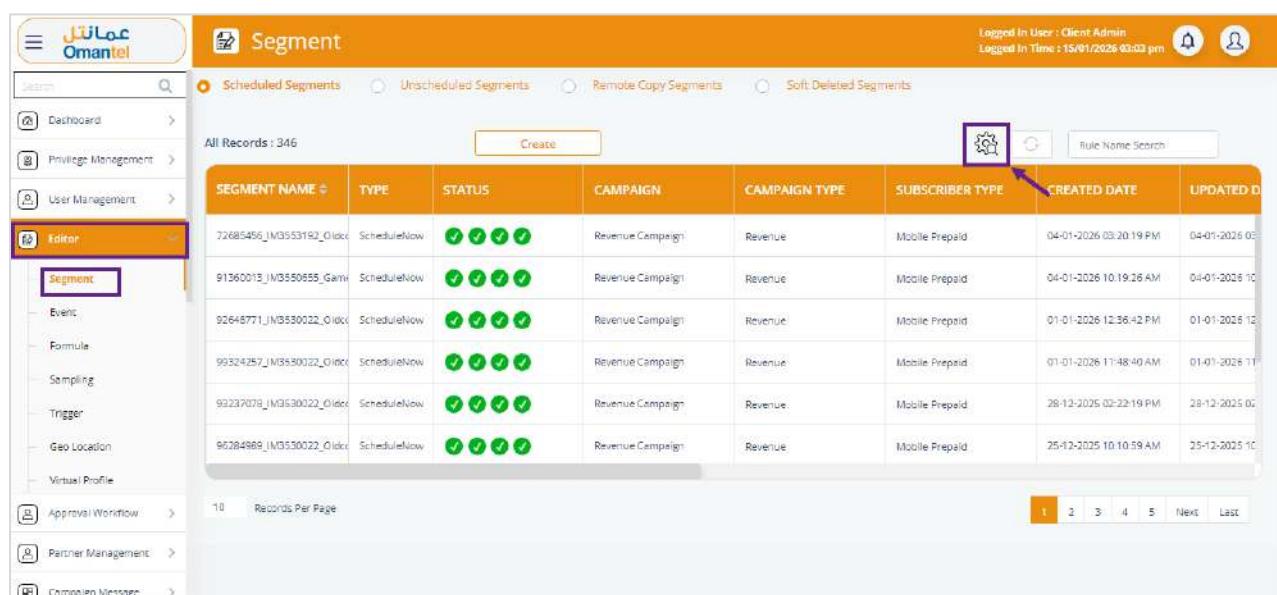
SEGMENT NAME	TYPE	CAMPAIGN	CAMPAIGN TYPE	SUBSCRIBER TYPE	CREATED DATE	UPDATED DATE
P2P_testing	ScheduleNow	Acquisition Campaign	Revenue	All	N/A	N/A
telebet_test	ScheduleNow	UAT Test campaign	UAT	All	11-11-2024 11:09:49 AM	11-11-2024 11:14:17
testdummy10	Interval	UAT Test campaign	UAT	All	03-11-2024 10:41:22 PM	03-11-2024 10:47:54
Oct3_Live_Insurance_1	ScheduleNow	Native_Display_Sept2024	Informative	Postpaid	03-10-2024 09:04:32 PM	06-10-2024 07:00:51
3G Shutdown-Batinah North	Monthly	3G_Shutdown	Informative	All	N/A	N/A
Test_23_1122	ScheduleNow	MK_TEST	Revenue	All	N/A	N/A

Figure 87 Soft Deleted Segments

- You can view the soft-deleted segments details.

Advance Filter:

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



The screenshot shows the Segment screen with the 'Advance Filter' button highlighted with a purple box. The table displays various segments with their details. One row is highlighted in yellow, indicating it is selected.

SEGMENT NAME	TYPE	STATUS	CAMPAIGN	CAMPAIGN TYPE	SUBSCRIBER TYPE	CREATED DATE	UPDATED D
72685456_M3553192_Oldcc	ScheduleNow	✓ ✓ ✓ ✓	Revenue Campaign	Revenue	Mobile Prepaid	04-01-2026 03:20:19 PM	04-01-2026 03:20:19 PM
91360013_M3550555_Gam	ScheduleNow	✓ ✓ ✓ ✓	Revenue Campaign	Revenue	Mobile Prepaid	04-01-2026 10:19:26 AM	04-01-2026 10:19:26 AM
92648771_M3550022_Oldcc	ScheduleNow	✓ ✓ ✓ ✓	Revenue Campaign	Revenue	Mobile Prepaid	01-01-2026 12:36:42 PM	01-01-2026 12:36:42 PM
99324257_M3550022_Oldcc	ScheduleNow	✓ ✓ ✓ ✓	Revenue Campaign	Revenue	Mobile Prepaid	01-01-2026 11:48:40 AM	01-01-2026 11:48:40 AM
99237073_M3550022_Oldcc	ScheduleNow	✓ ✓ ✓ ✓	Revenue Campaign	Revenue	Mobile Prepaid	28-12-2025 02:22:19 PM	28-12-2025 02:22:19 PM
96284989_M3550022_Oldcc	ScheduleNow	✓ ✓ ✓ ✓	Revenue Campaign	Revenue	Mobile Prepaid	25-12-2025 10:10:59 AM	25-12-2025 10:10:59 AM

Figure 88 Segment – Advance Filter

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

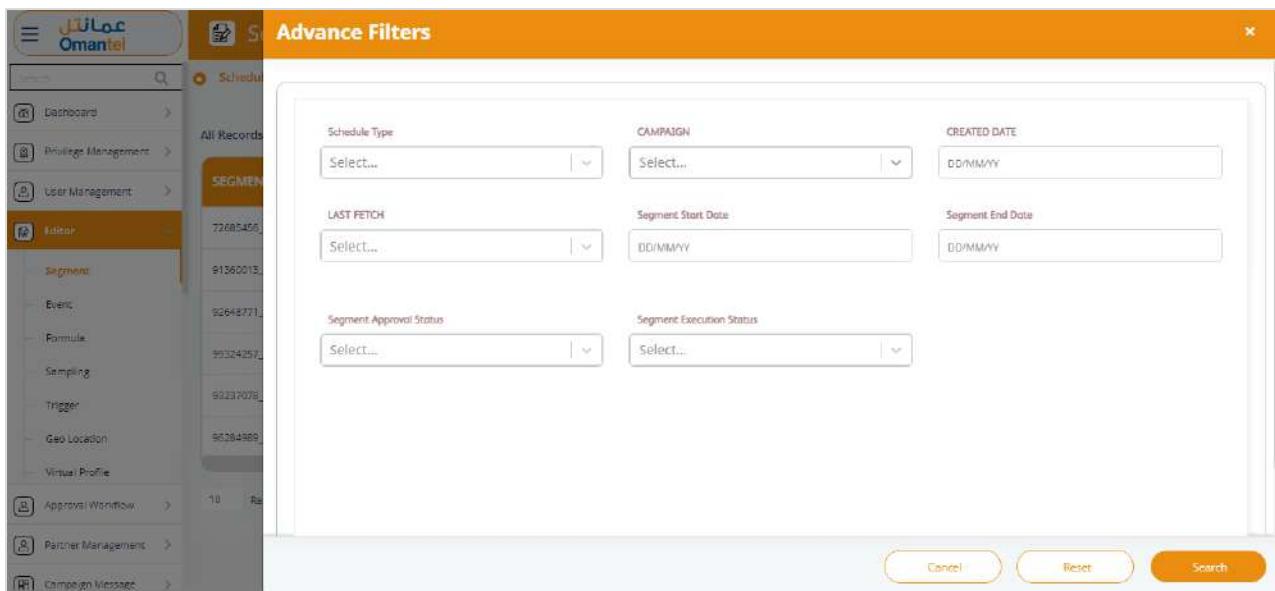


Figure 89 Advance Filter Options

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

Segment								
<input checked="" type="radio"/> Scheduled Segments <input type="radio"/> Unscheduled Segments <input type="radio"/> Remote Copy Segments <input type="radio"/> Soft Deleted Segments								
All Records : 346 Create Rule Name Search								
SEGMENT NAME	TYPE	STATUS	CAMPAIGN	CAMPAIGN TYPE	SUBSCRIBER TYPE	CREATED DATE	UPDATED DATE	
72685456_M0553192_Oicks	ScheduleNow	✓ ✓ ✓ ✓	Revenue Campaign	Revenue	Mobile Prepaid	04-01-2026 03:20:19 PM	04-01-2026 03:20:19 PM	
91360013_M0550555_Gamk	ScheduleNow	✓ ✓ ✓ ✓	Revenue Campaign	Revenue	Mobile Prepaid	04-01-2026 10:19:26 AM	04-01-2026 10:19:26 AM	
92648771_M0530022_Oicks	ScheduleNow	✓ ✓ ✓ ✓	Revenue Campaign	Revenue	Mobile Prepaid	01-01-2026 12:36:42 PM	01-01-2026 12:36:42 PM	
99324257_M0530022_Oicks	ScheduleNow	✓ ✓ ✓ ✓	Revenue Campaign	Revenue	Mobile Prepaid	01-01-2026 11:48:40 AM	01-01-2026 11:48:40 AM	
99237079_M0530022_Oicks	ScheduleNow	✓ ✓ ✓ ✓	Revenue Campaign	Revenue	Mobile Prepaid	28-12-2025 02:22:19 PM	28-12-2025 02:22:19 PM	
96284969_M0530022_Oicks	ScheduleNow	✓ ✓ ✓ ✓	Revenue Campaign	Revenue	Mobile Prepaid	25-12-2025 10:10:59 AM	25-12-2025 10:10:59 AM	

Figure 90 Segment – Search Results

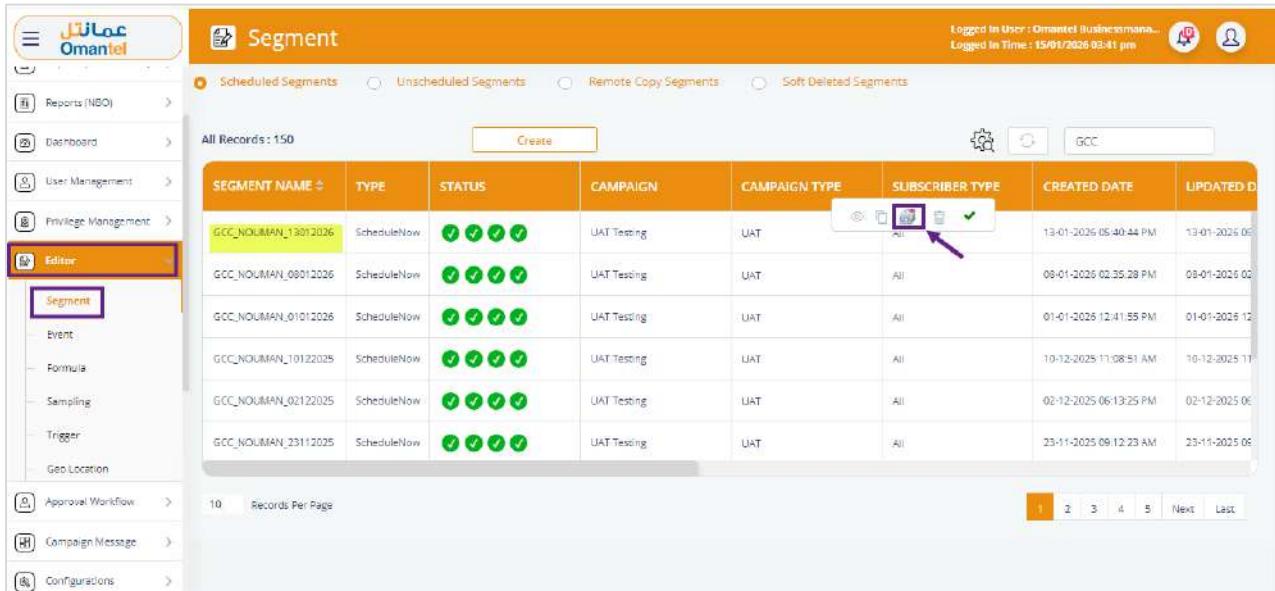
The result will be displayed based on the search criteria.

Remote Copy:

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

After the segment is copied:

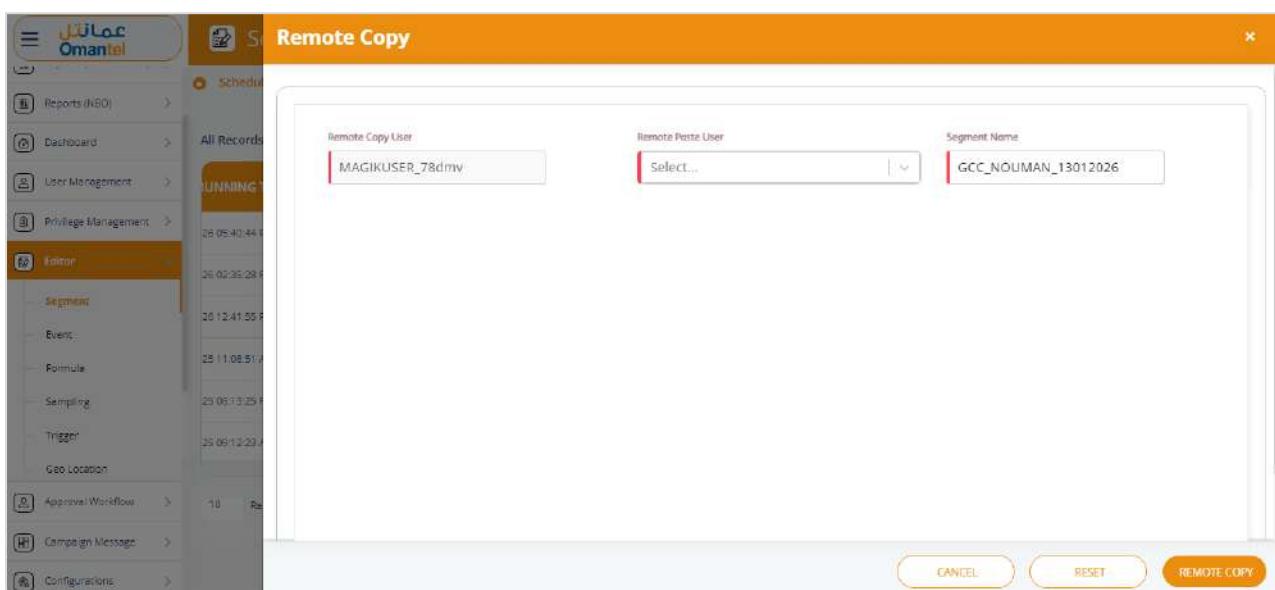
- Target users can log in to their account and view the copied segments under the **Remote Copy Segments** section.
 - Users can accept the copied segments, after which the segments are moved to the **Unscheduled Segments** section.
 - Users can then modify the segment configuration as required and **schedule**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



The screenshot shows the Omantel Magik User Interface. The left sidebar has sections like Reports (NBO), Dashboard, User Management, Privilege Management, and Editor (which is selected). Under Editor, there are sub-sections: Segment (highlighted in orange), Event, Formula, Sampling, Trigger, and Geo Location. The main content area is titled "Segment" and shows a table of "Scheduled Segments". The table has columns: SEGMENT NAME, TYPE, STATUS, CAMPAIGN, CAMPAIGN TYPE, SUBSCRIBER TYPE, CREATED DATE, and UPDATED DATE. One row is highlighted in yellow: "GCC_NOUMAN_13012026" with Type "ScheduleNow", Status "✓ ✓ ✓ ✓", Campaign "UAT Testing", Campaign Type "UAT", Subscriber Type "All", Created Date "13-01-2026 05:40:44 PM", and Updated Date "13-01-2026 05:40:44 PM". To the right of this row is a row of icons, the fourth one from the left is a copy icon (), which is highlighted with a red box and a mouse cursor arrow pointing to it. Other icons include a gear, a refresh, and a checkmark. The top right of the screen shows "Logged In User: Omantel Businessman..." and "Logged In Time: 15/01/2026 03:41 pm". The bottom of the screen shows "10 Records Per Page" and a navigation bar with buttons for 1, 2, 3, 4, 5, Next, and Last.

Figure 91 Segment – Remote Copy

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



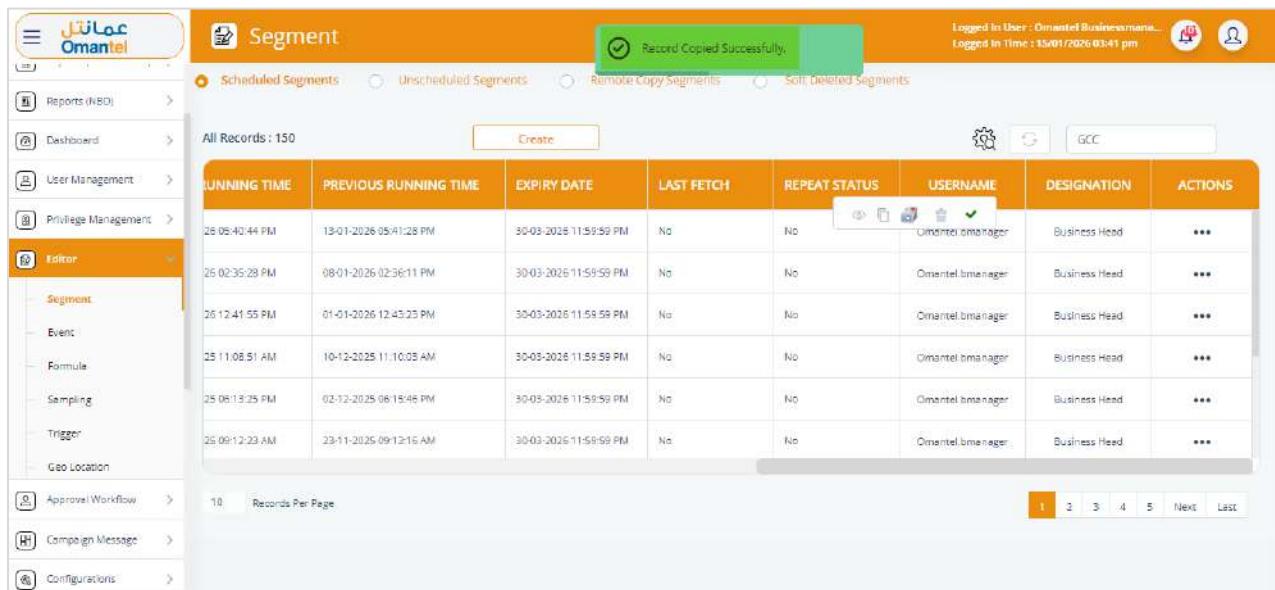
The screenshot shows a modal dialog box titled "Remote Copy". The left sidebar is the same as in Figure 91. The modal has three input fields: "Remote Copy User" with value "MAGIKUSER_78dmv", "Remote Paste User" with a dropdown menu showing "Select...", and "Segment Name" with value "GCC_NOUMAN_13012026". At the bottom of the modal are three buttons: "CANCEL", "RESET", and "REMOTE COPY" (which is highlighted with a red box and a mouse cursor arrow pointing to it).

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.

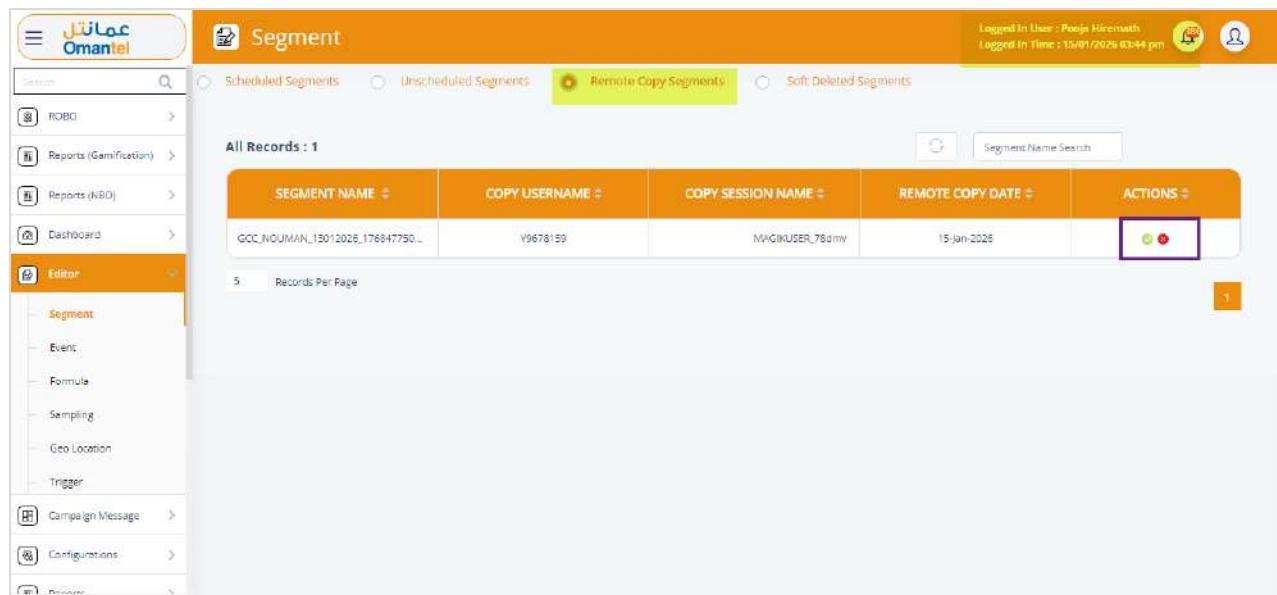


RUNNING TIME	PREVIOUS RUNNING TIME	EXPIRY DATE	LAST FETCH	REPEAT STATUS	USERNAME	DESIGNATION	ACTIONS
25 05:40:44 PM	13-01-2026 05:41:28 PM	30-03-2026 11:59:59 PM	No	No	Omantel bmanager	Business Head	...
25 02:35:28 PM	08-01-2026 02:36:11 PM	30-03-2026 11:59:59 PM	No	No	Omantel bmanager	Business Head	...
25 12:41:55 PM	01-01-2026 12:43:23 PM	30-03-2026 11:59:59 PM	No	No	Omantel bmanager	Business Head	...
25 11:08:51 AM	10-12-2025 11:10:03 AM	30-03-2026 11:59:59 PM	No	No	Omantel bmanager	Business Head	...
25 08:19:25 PM	02-12-2025 08:19:48 PM	30-03-2026 11:59:59 PM	No	No	Omantel bmanager	Business Head	...
25 09:12:23 AM	23-11-2025 09:12:16 AM	30-03-2026 11:59:59 PM	No	No	Omantel bmanager	Business Head	...

Figure 93 Remote Copy – Success Message

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

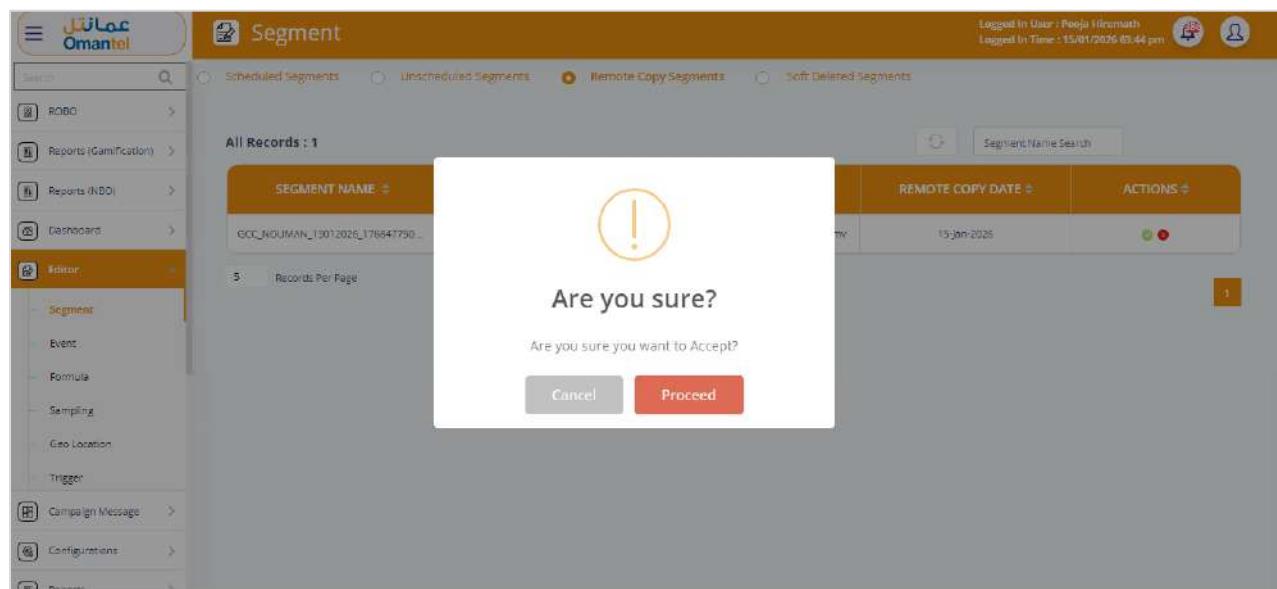
Note: Target users can log in to their account and view the copied segments under the **Remote Copy Segments** section. Refer to the following screen.



The screenshot shows the 'Segment' page in the Omantel Magik application. At the top, there are tabs for 'Scheduled Segments', 'Unscheduled Segments', 'Remote Copy Segments' (which is selected and highlighted in yellow), and 'Soft Deleted Segments'. The status bar indicates 'Logged In User : Pooja Hirmath' and 'Logged In Time : 15/01/2026 03:44 pm'. Below the tabs, a message 'All Records : 1' is displayed. A table lists one record with columns: SEGMENT NAME, COPY USERNAME, COPY SESSION NAME, REMOTE COPY DATE, and ACTIONS. The record details are: SEGMENT NAME: GCC_NOUMAN_15012026_176847750..., COPY USERNAME: Y9678159, COPY SESSION NAME: MAGIKUSER_78dmv, REMOTE COPY DATE: 15-Jan-2026, and ACTIONS: a purple button with a green checkmark and a red circle. On the left, a sidebar titled 'Editor' contains sections for Segment, Event, Formula, Sampling, Geo Location, Trigger, Campaign Message, Configurations, and Monitor.

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.



The screenshot shows the 'Segment' page with a modal dialog box in the center. The dialog has a yellow exclamation mark icon and the question 'Are you sure?'. Below it, a sub-question 'Are you sure you want to Accept?' is shown. At the bottom are two buttons: 'Cancel' (gray) and 'Proceed' (red). The background of the page is dimmed.

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.

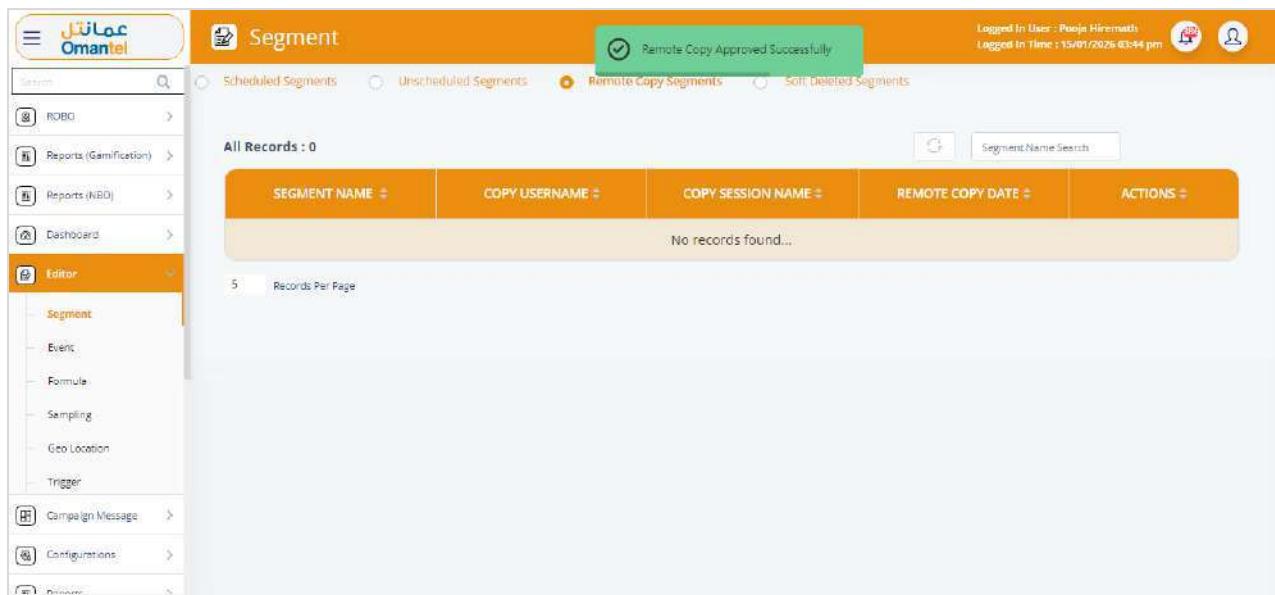


Figure 96 Segment – Success Message

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.

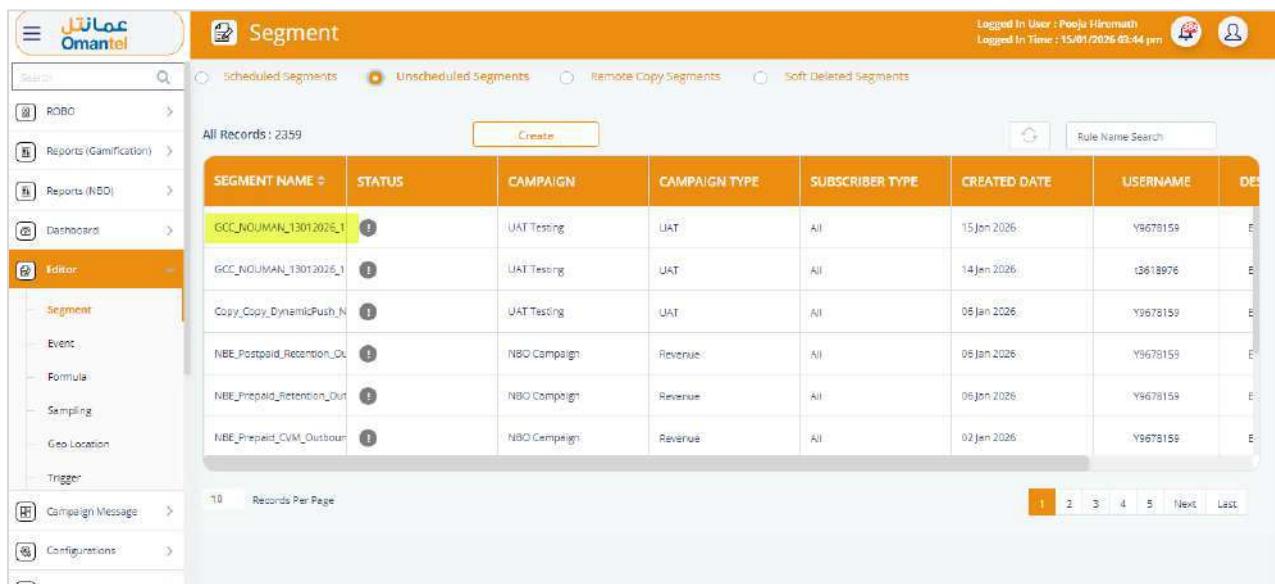
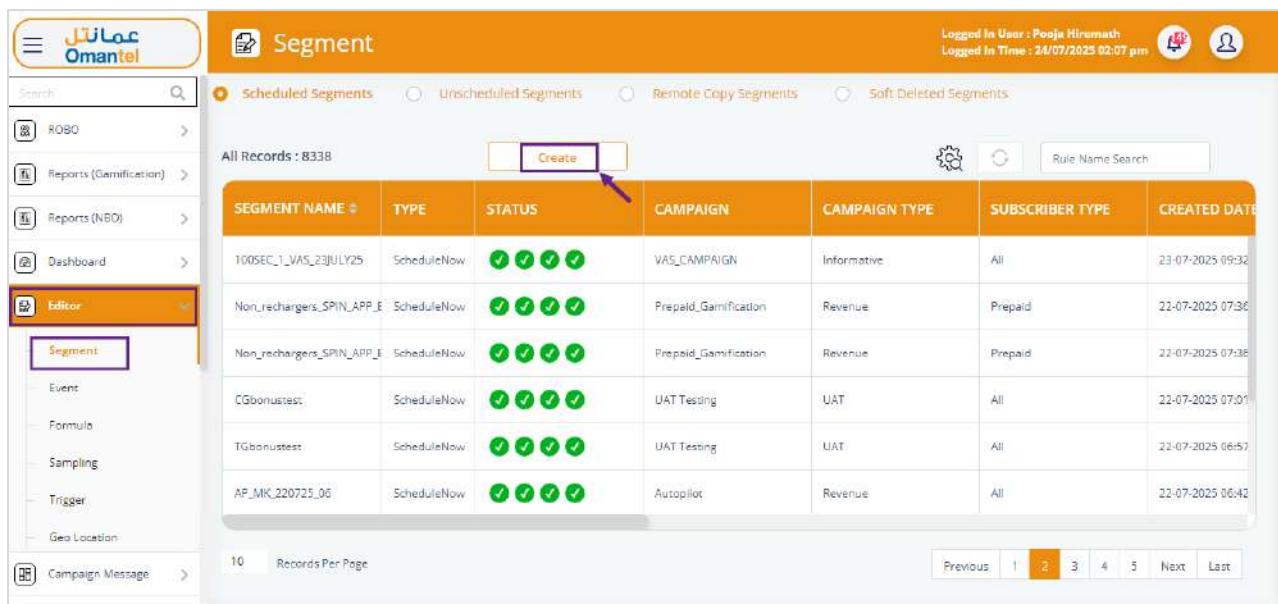


Figure 97 Segment – Unscheduled Segments

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.



The screenshot shows the Omantel Magik User Manual interface for creating segments. The top navigation bar includes the Omantel logo, search bar, and user information (Logged In User: Poja Hiremath, Logged In Time: 24/07/2023 02:07 pm). The left sidebar has a 'Segment' section selected, with sub-options: Event, Formula, Sampling, Trigger, and Geo Location. The main content area is titled 'Segment' and displays a table of existing segments. A 'Create' button is highlighted with a purple box and arrow. The table columns are: SEGMENT NAME, TYPE, STATUS, CAMPAIGN, CAMPAIGN TYPE, SUBSCRIBER TYPE, and CREATED DATE. The table data is as follows:

SEGMENT NAME	TYPE	STATUS	CAMPAIGN	CAMPAGIN TYPE	SUBSCRIBER TYPE	CREATED DATE
100SEC_1_VAS_23JULY25	ScheduleNow	✓ ✓ ✓ ✓	VAS_CAMPAIGN	Informative	All	23-07-2025 09:32
Non_rechargers_SPIN_APP_E	ScheduleNow	✓ ✓ ✓ ✓	Prepaid_Gamification	Revenue	Prepaid	22-07-2025 07:36
Non_rechargers_SPIN_APP_E	ScheduleNow	✓ ✓ ✓ ✓	Prepaid_Gamification	Revenue	Prepaid	22-07-2025 07:36
CGbonustest	ScheduleNow	✓ ✓ ✓ ✓	UAT Testing	UAT	All	22-07-2025 07:01
TGbonustest	ScheduleNow	✓ ✓ ✓ ✓	UAT Testing	UAT	All	22-07-2025 06:57
AP_MK_220725_06	ScheduleNow	✓ ✓ ✓ ✓	Autopilot	Revenue	All	22-07-2025 06:42

At the bottom, there is a 'Records Per Page' dropdown set to 10, and a navigation bar with buttons for Previous, 1, 2, 3, 4, 5, Next, and Last.

Figure 98 Segment – Create

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

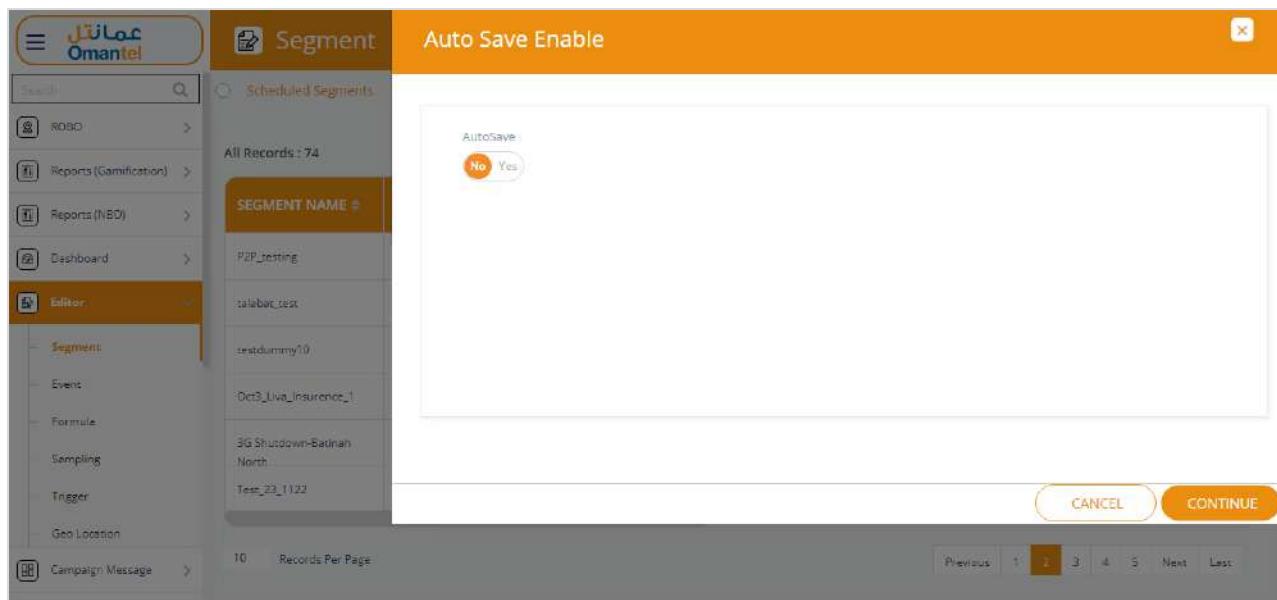


Figure 99 Segment – Auto Save Enable

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

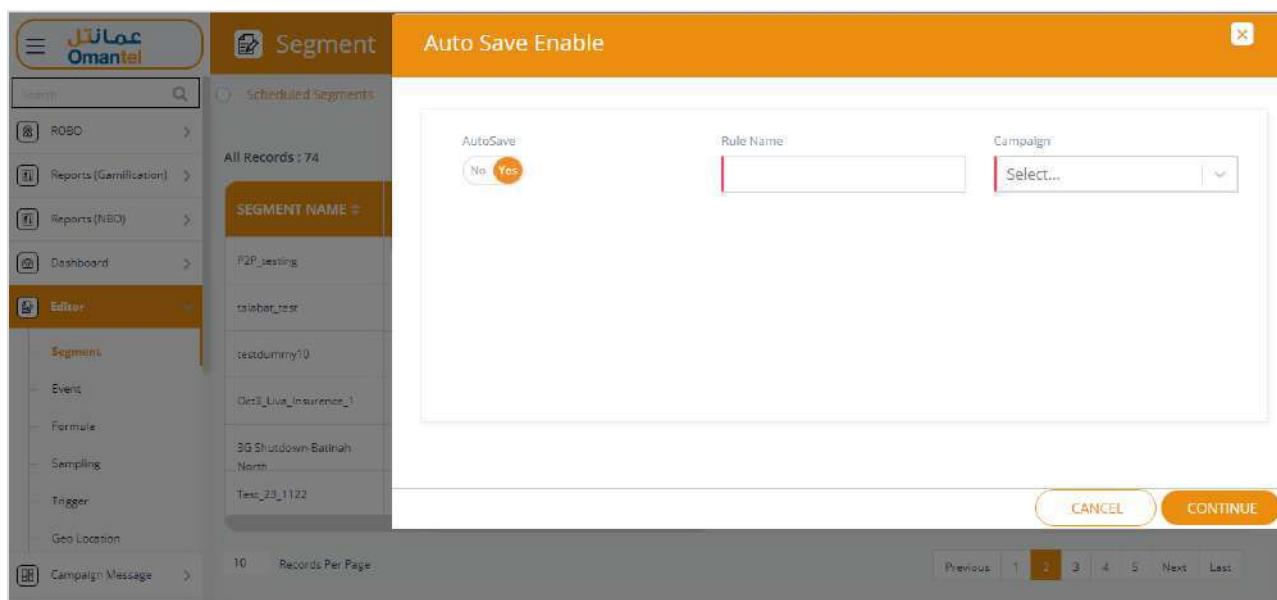


Figure 100 Auto Save Enable – Input Fields

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

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

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

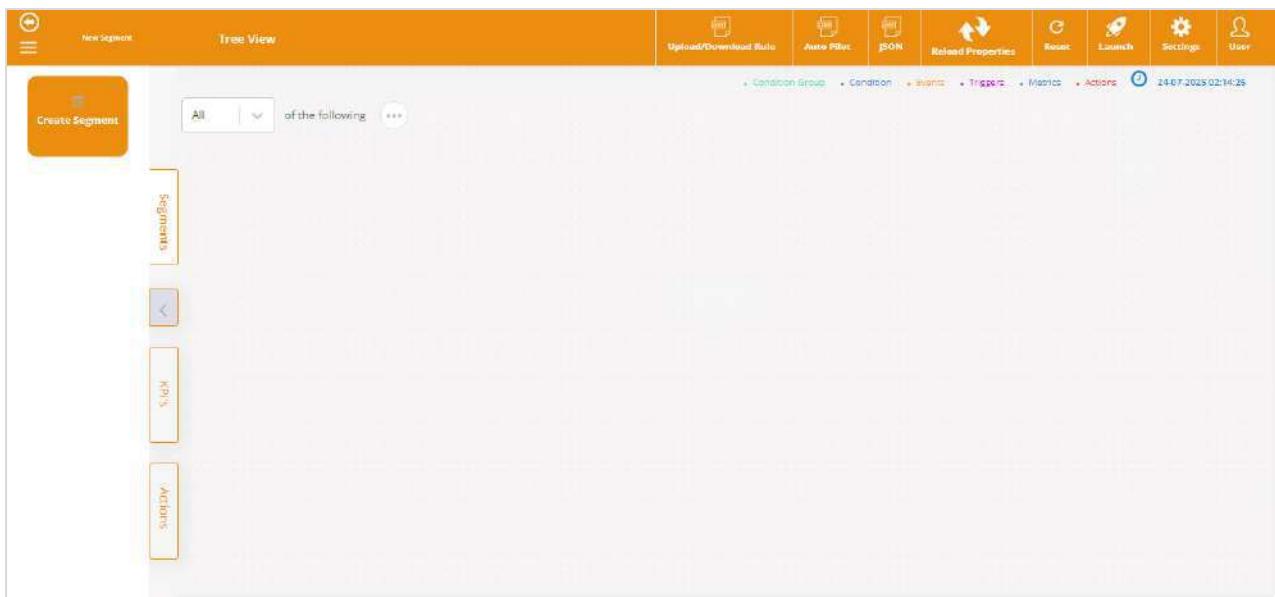


Figure 101 New Segment – Input Screen

8.3.1.1 Configuration

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

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

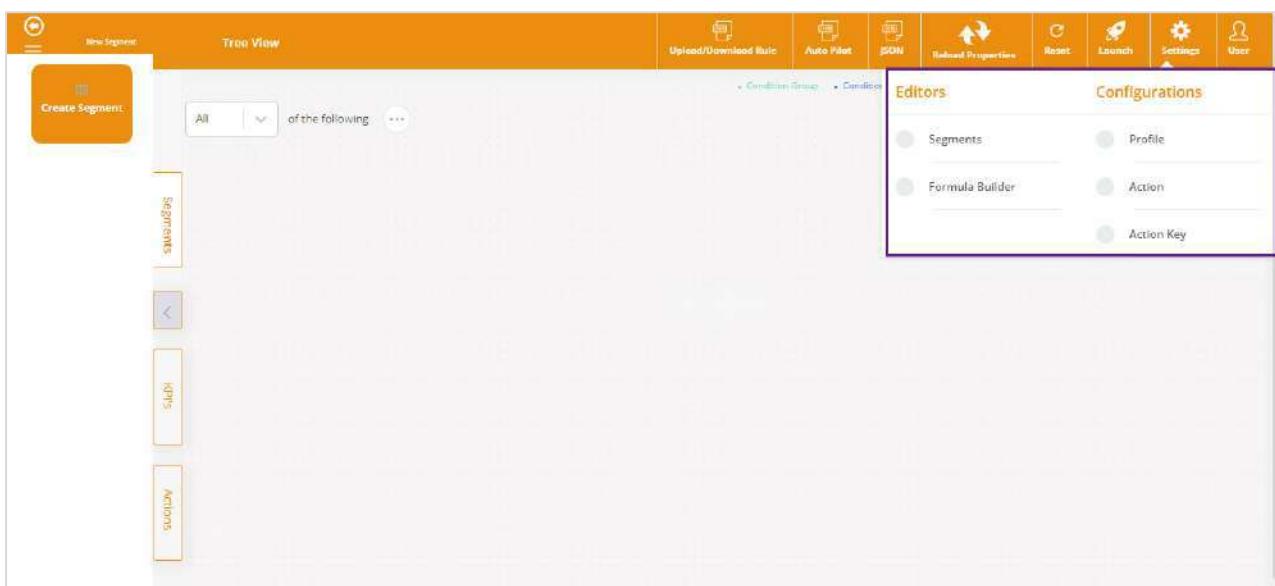


Figure 102 New Segments - Settings

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

- Profile
- Action
- Action Key

8.3.1.1.1 Profile

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

To create a profile:

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

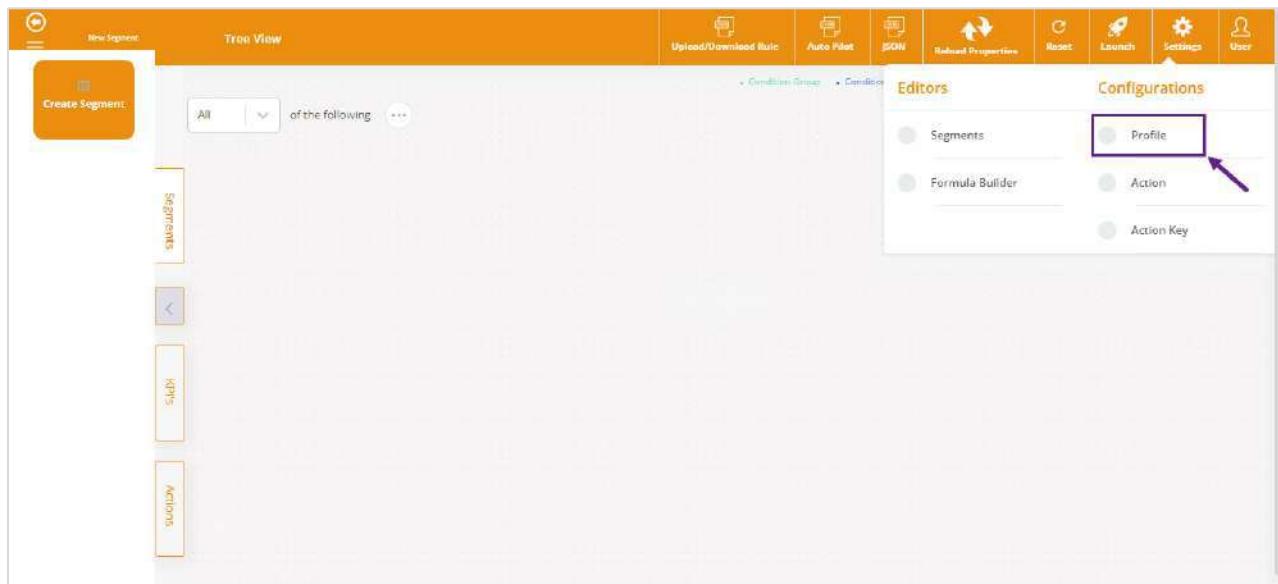


Figure 103 Configurations – Profile

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

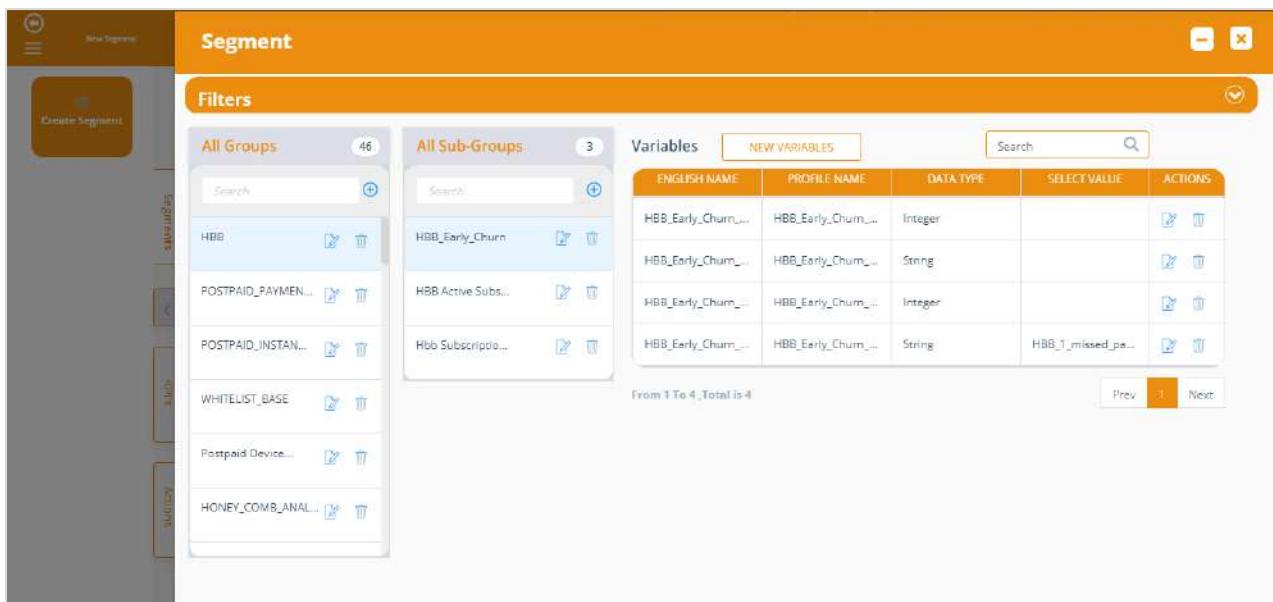


Figure 104 Segment – Profile Input Screen

8.3.1.1.1 Create Group

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

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

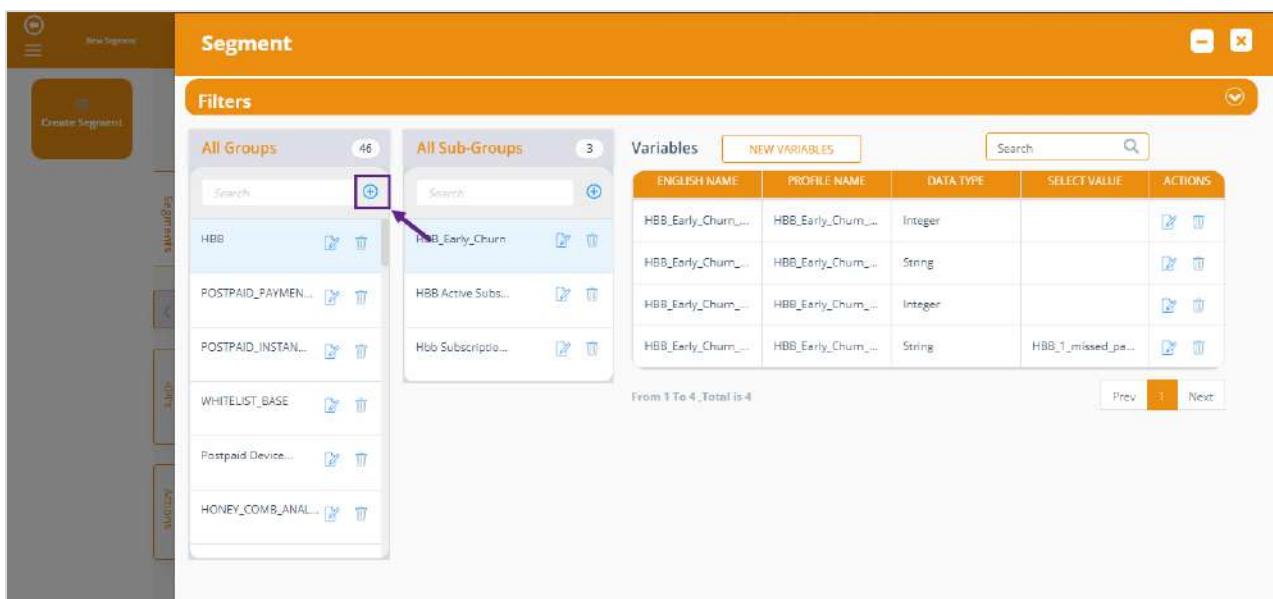
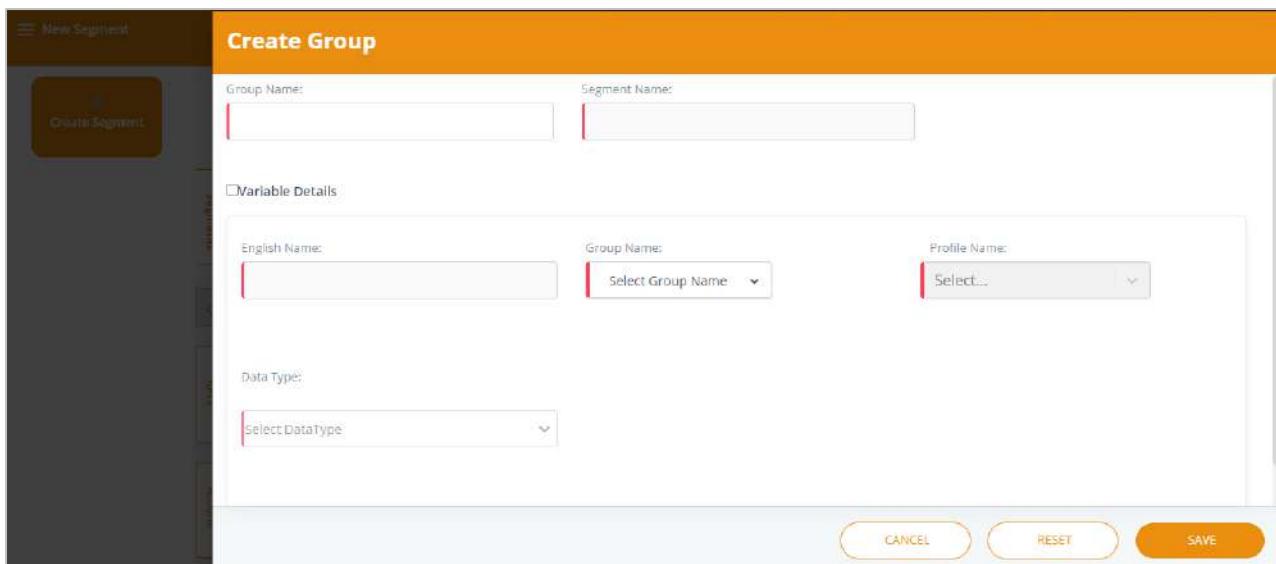


Figure 105 Segment – Group

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



The screenshot shows the 'Create Group' input screen. At the top, there's a header bar with the title 'Create Group'. Below it, there are two main input fields: 'Group Name:' and 'Segment Name:'. Underneath these, there's a section titled 'Variable Details' which includes three dropdown menus: 'English Name:', 'Group Name:', and 'Profile Name:'. Below this section is another dropdown menu for 'Data Type:'. At the bottom right of the form, there are three buttons: 'CANCEL', 'RESET', and 'SAVE'.

Figure 106 Create Group Input Screen

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

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

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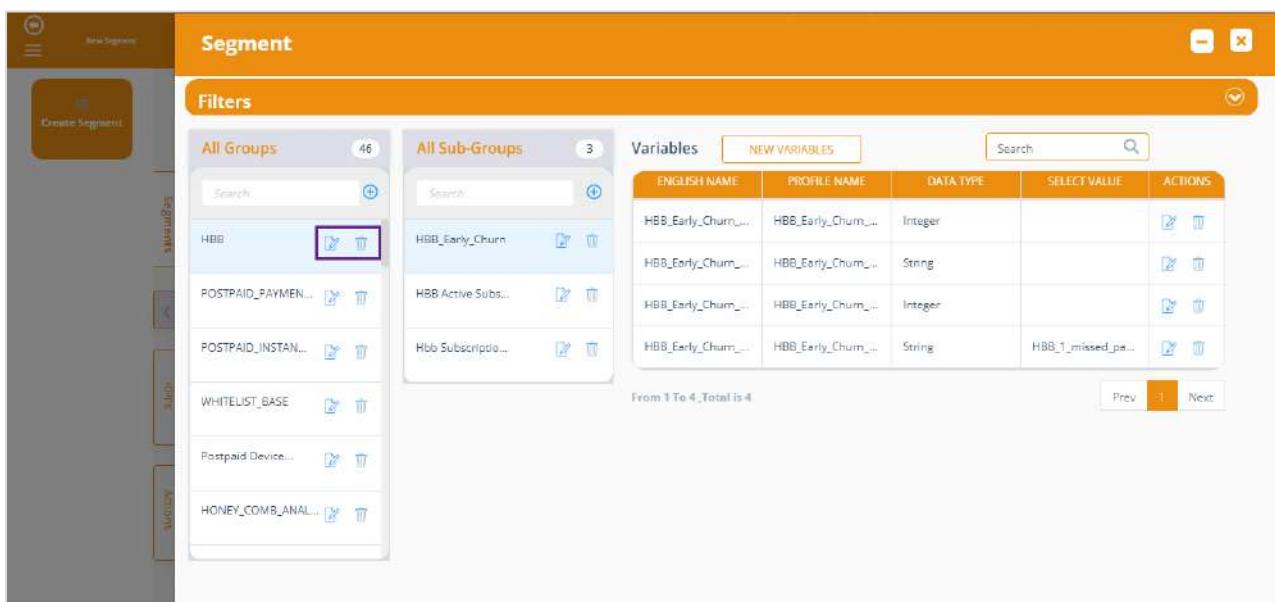
4. After providing the required details, click **Save** to save the changes.

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

8.3.1.1.1.2 Modify and Delete Group

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

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



ENGLISH NAME	PROFILE NAME	DATA TYPE	SELECT VALUE	ACTIONS
HBB_Early_Churn...	HBB_Early_Churn...	Integer		 
HBB_Early_Churn...	HBB_Early_Churn...	String		 
HBB_Early_Churn...	HBB_Early_Churn...	Integer		 
HBB_Early_Churn...	HBB_Early_Churn...	String	HBB_1_missed_pe...	 

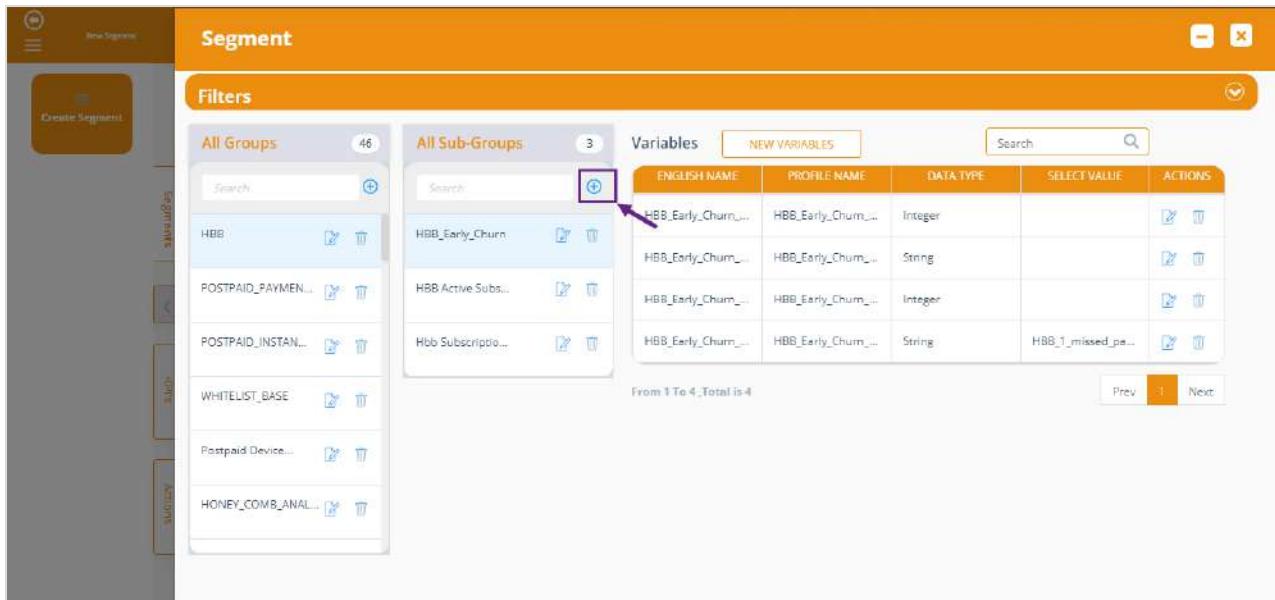
Figure 107 Segment – Modify and Delete Operation

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.

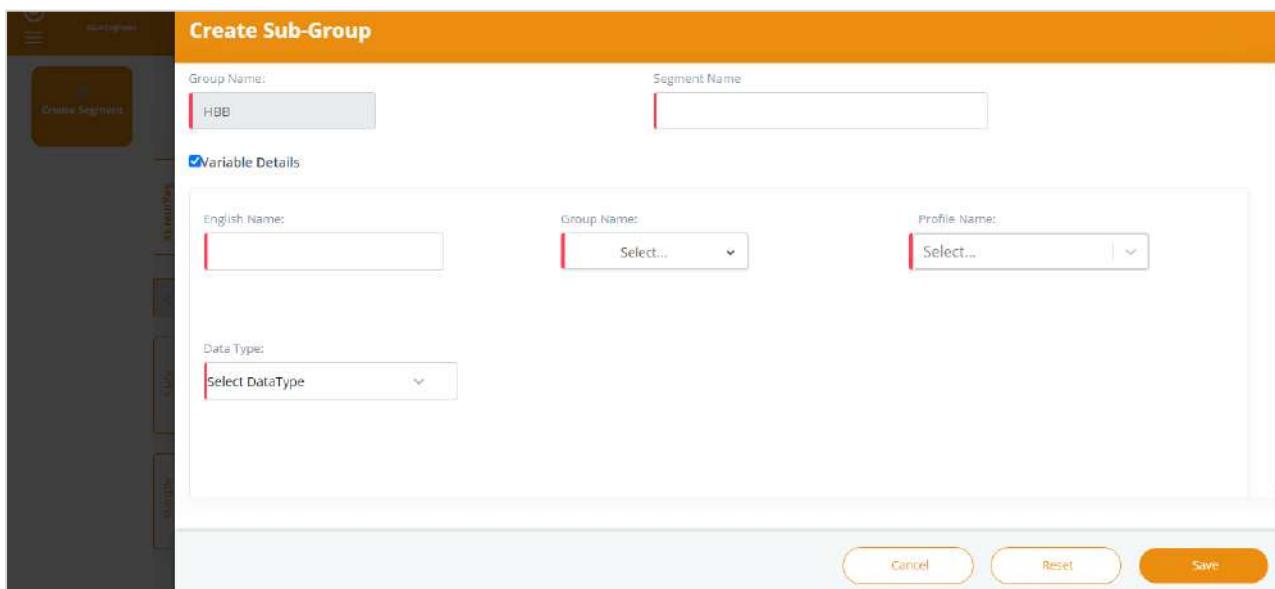
- On the **Segment** screen, click the **Add** button  to add a new subgroup. Refer to the following screen.



The screenshot shows the 'Segment' screen with a list of sub-groups under 'All Sub-Groups'. A purple arrow points to the 'Add' button (a blue square with a white plus sign) located at the top right of the sub-group list. The sub-groups listed are: HBB_Early_Churn, HBB_Early_Churn, HBB_Early_Churn, and HBB_Early_Churn.

Figure 108 Segment – Sub- Group (Add Button)

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



The screenshot shows the 'Create Sub-Group' input screen. It has fields for 'Group Name' (containing 'HBB'), 'Segment Name' (empty), and 'Variable Details' section. The 'Variable Details' section contains fields for 'English Name' (empty), 'Group Name' (dropdown 'Select...'), 'Profile Name' (dropdown 'Select...'), and 'Data Type' (dropdown 'Select DataType'). At the bottom are 'Cancel', 'Reset', and 'Save' buttons.

Figure 109 Create Sub- Group Input Screen

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

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

Variable Details

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

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

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

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

8.3.1.1.4 Modify and Delete Sub-Group

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

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

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

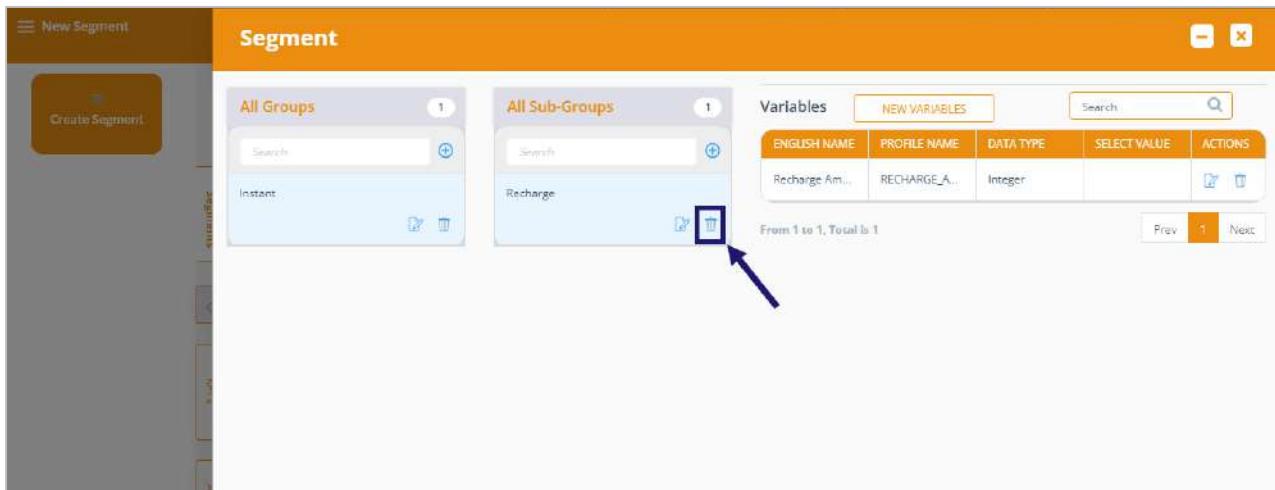


Figure 110 Segment – Modify and Delete Sub-Group

8.3.1.1.1.5 Create Variable

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

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

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

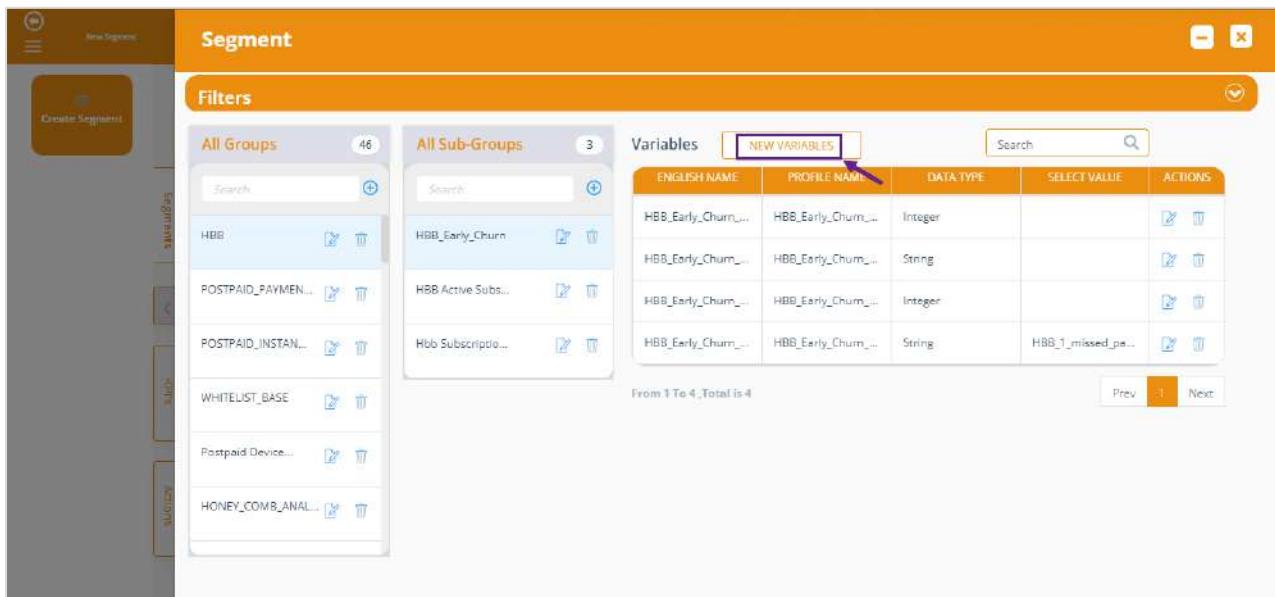
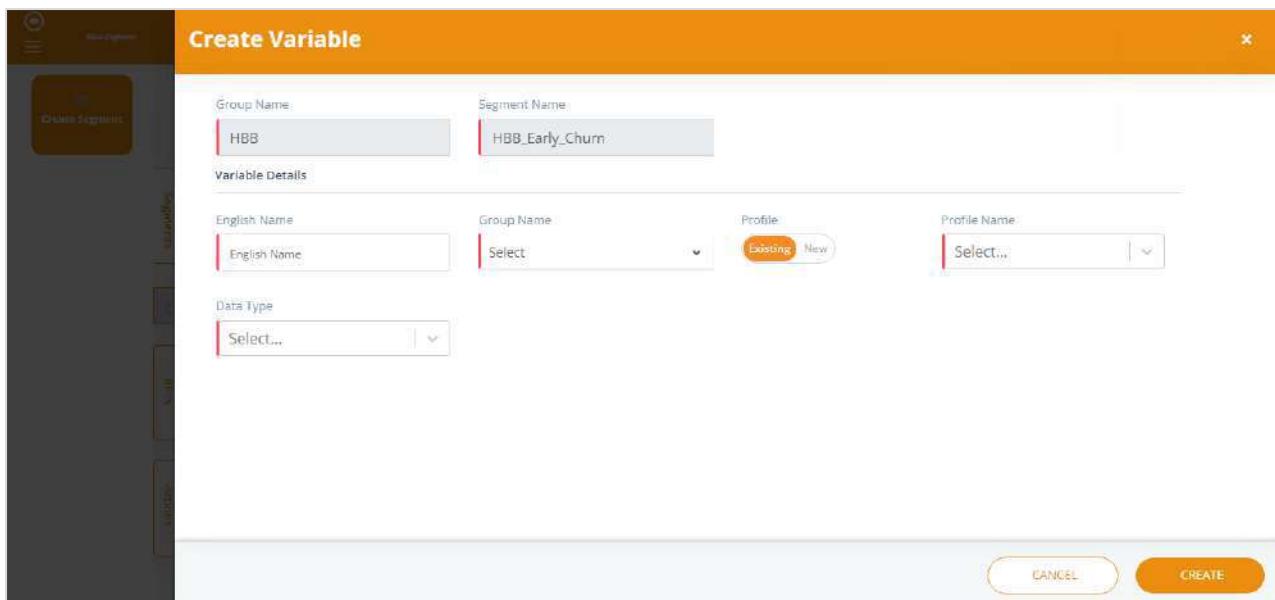


Figure 111 Segment – New Variables

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



The screenshot shows the 'Create Variable' input screen. At the top, there are fields for 'Group Name' (containing 'HBB') and 'Segment Name' (containing 'HBB_Early_Churn'). Below these are sections for 'Variable Details' and 'Data Type'. In the 'Variable Details' section, there are fields for 'English Name' (empty), 'Group Name' (with a dropdown menu showing 'Select'), 'Profile' (with buttons for 'Existing' and 'New'), and 'Profile Name' (with a dropdown menu showing 'Select...'). The 'Data Type' section has a dropdown menu with 'Select...' option. At the bottom right are 'CANCEL' and 'CREATE' buttons.

Figure 112 Create Variable Input Screen

- 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”.

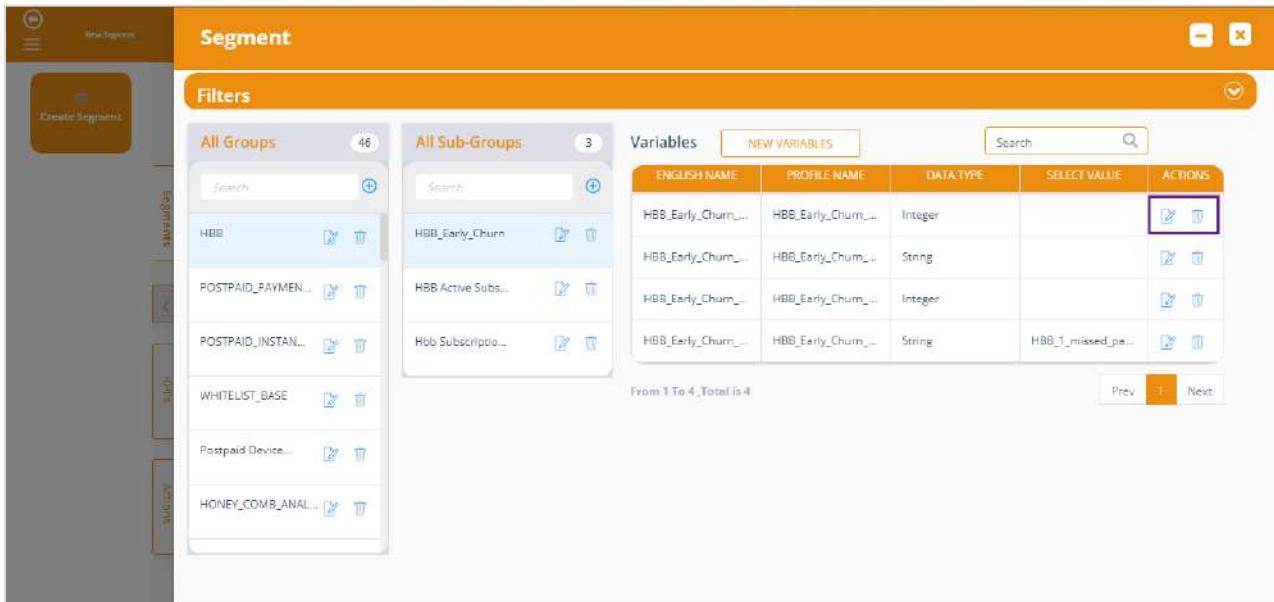
- After providing the required details, click **SAVE** to save the changes.

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

8.3.1.1.6 Modify and Delete Variable

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

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



ENGLISH NAME	PROFILE NAME	DATA TYPE	SELECT VALUE	ACTIONS
HBB_Early_Churn_...	HBB_Early_Churn_...	Integer		 
HBB_Early_Churn_...	HBB_Early_Churn_...	String		 
HBB_Early_Churn_...	HBB_Early_Churn_...	Integer		 
HBB_Early_Churn_...	HBB_Early_Churn_...	String	HBB_1_missed_pa...	 

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.

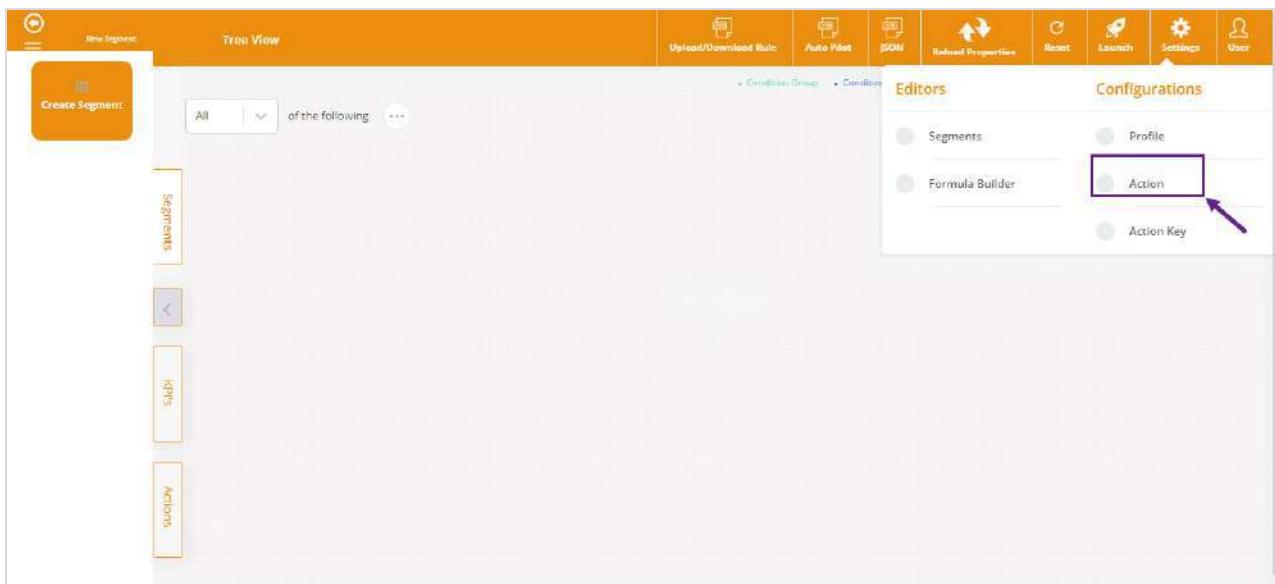
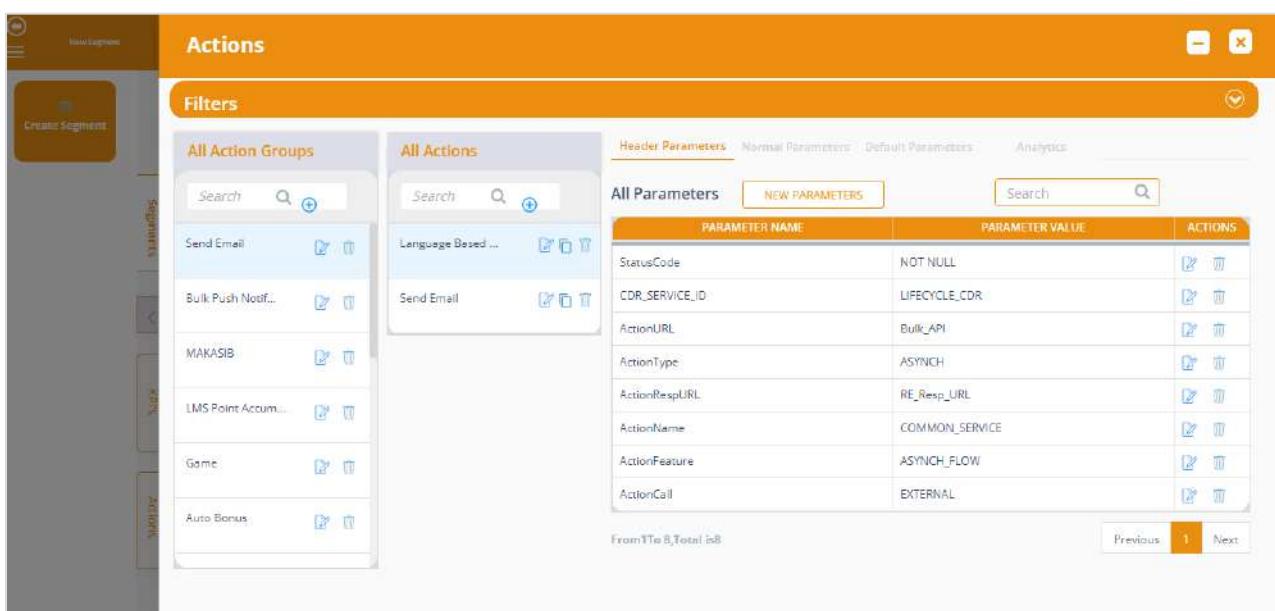


Figure 114 Configurations – Action

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



PARAMETER NAME	PARAMETER VALUE	ACTIONS
StatusCode	NOT NULL	
CDR_SERVICE_ID	LIFECYCLE_CDR	
ActionURL	Bulk_API	
ActionType	ASYNCH	
ActionRespURL	RE_Resp_URL	
ActionName	COMMON_SERVICE	
ActionFeature	ASYNCH_FLOW	
ActionCall	EXTERNAL	

Figure 115 Segment – Action Input Screen

8.3.1.1.2.1 Create Action Group

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

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

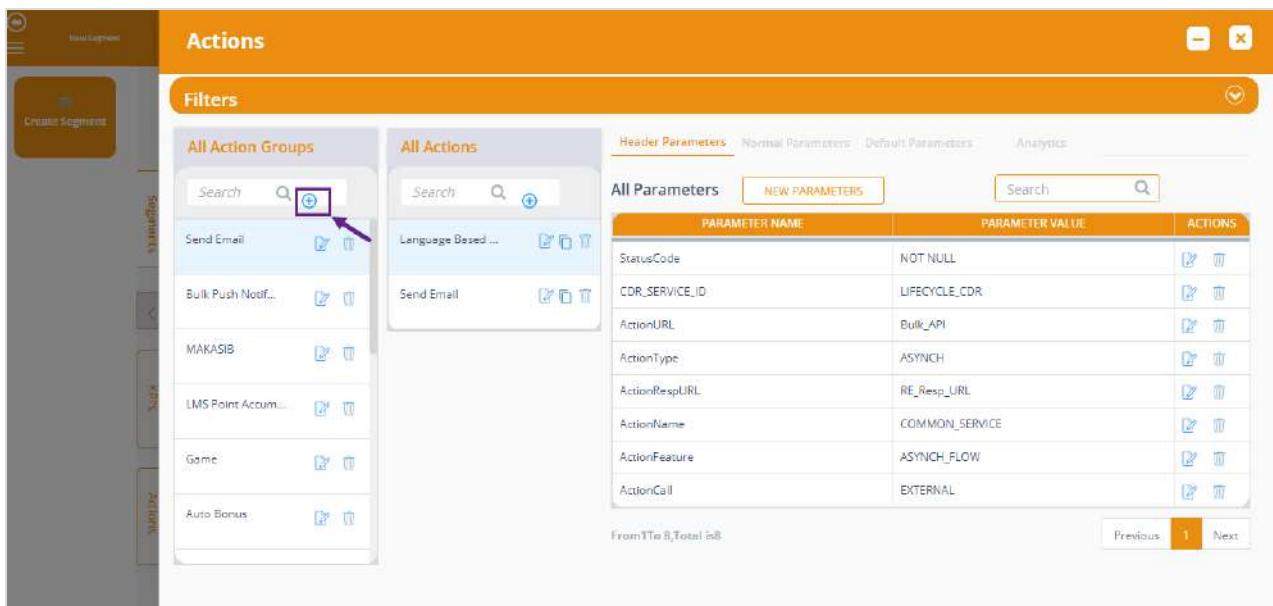
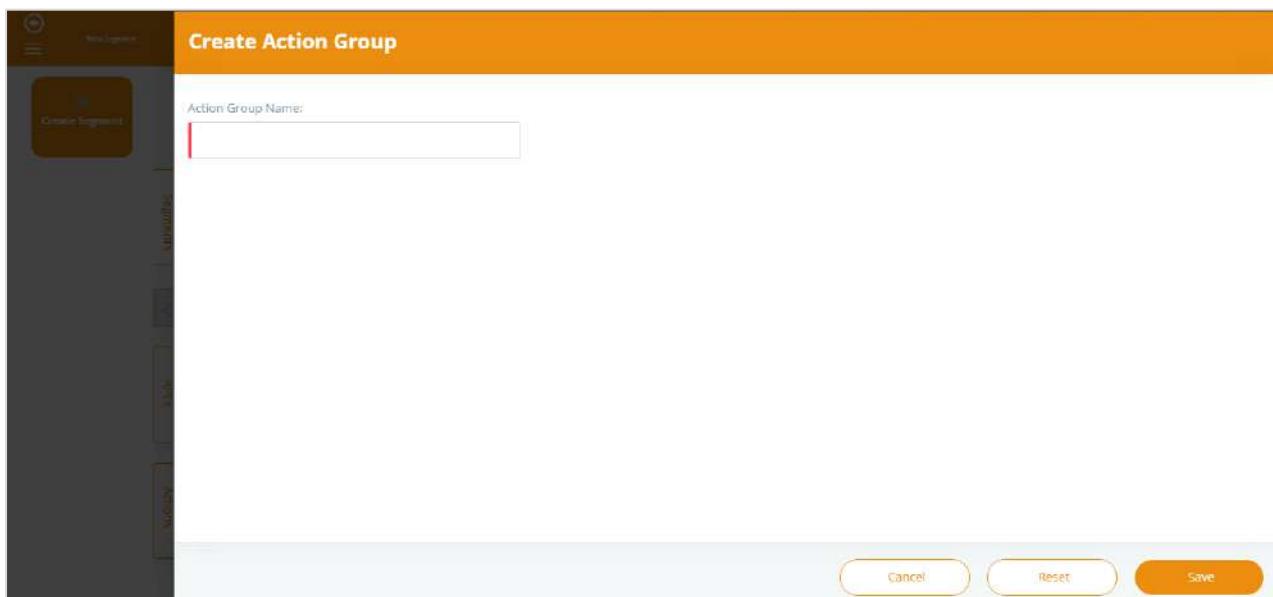


Figure 116 Segment – Action Group

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



The screenshot shows the 'Create Action Group' screen. It has a single input field labeled 'Action Group Name:' with a placeholder text box. At the bottom are three buttons: 'Cancel', 'Reset', and 'Save'.

Figure 117 Create Action Group Input Screen

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

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

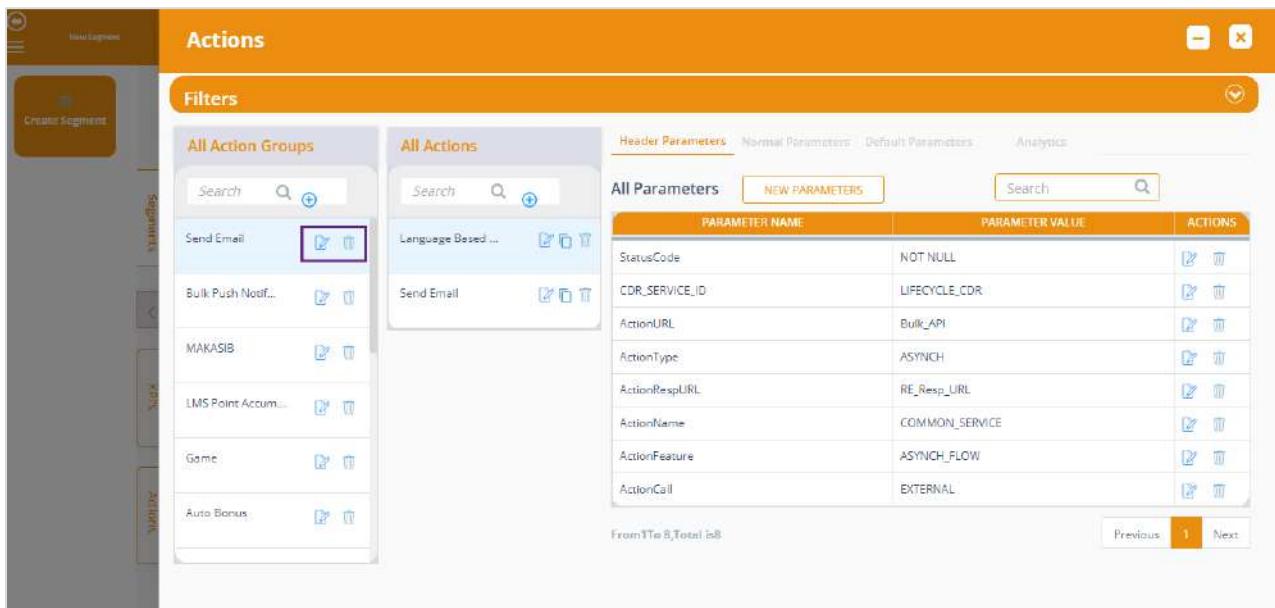
- After providing the required details, click **SAVE** to save the changes.

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

8.3.1.1.2.2 Modify and Delete Action Group

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

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



The screenshot shows the 'Actions' screen with the following interface elements:

- Left Sidebar:** Includes 'Create Segment' and 'Segments' buttons.
- Header:** 'Actions' with standard window controls.
- Filters:** 'All Action Groups' and 'All Actions' sections with search and filter buttons.
- Header Parameters:** Buttons for 'Header Parameters', 'Normal Parameters', and 'Default Parameters'.
- Table:** 'All Parameters' table with columns 'PARAMETER NAME', 'PARAMETER VALUE', and 'ACTIONS'.

PARAMETER NAME	PARAMETER VALUE	ACTIONS
StatusCode	NOT NULL	 
CDR_SERVICE_ID	LIFECYCLE_CDR	 
ActionURL	Bulk_API	 
ActionType	ASYNCH	 
ActionRespURL	RE_Resp_URL	 
ActionName	COMMON_SERVICE	 
ActionFeature	ASYNCH_FLOW	 
ActionCall	EXTERNAL	 
- Bottom:** 'From 1 To 8, Total 18' and navigation buttons 'Previous', 'Next'.

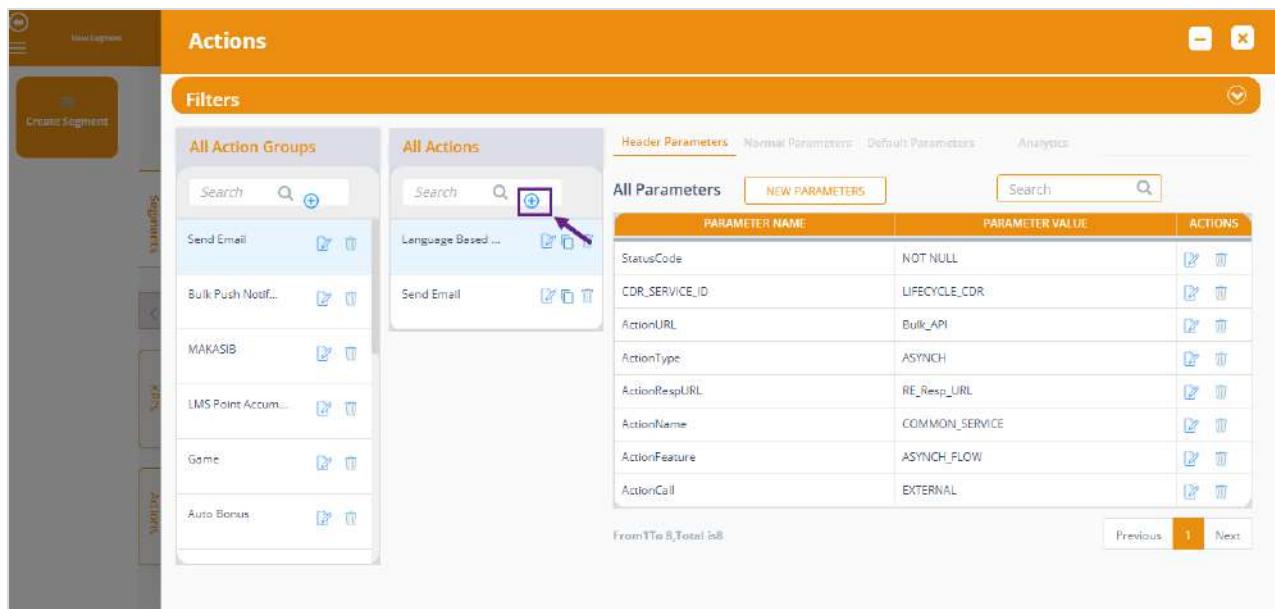
Figure 118 Segment – Delete and Delete Action Group

8.3.1.1.2.3 Create Action

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

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

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

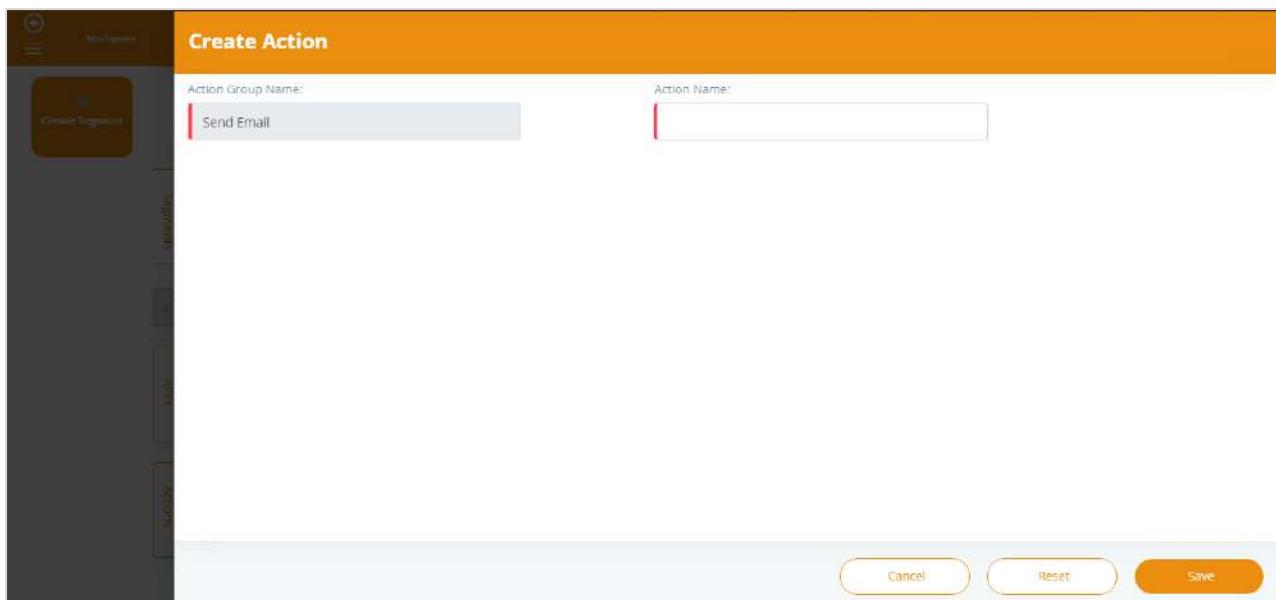


The screenshot shows the 'Actions' screen in a software application. On the left, there's a sidebar with options like 'Create Segment', 'Segments', 'New Segments', and 'Metrics'. The main area has a header 'Actions' with a search bar and filter dropdowns for 'All Action Groups' and 'All Actions'. A purple arrow points to the 'Add' button in the 'All Actions' list. To the right is a table titled 'All Parameters' with columns for 'PARAMETER NAME' and 'PARAMETER VALUE'. The table contains several rows of parameters, each with edit and delete icons.

PARAMETER NAME	PARAMETER VALUE	ACTIONS
StatusCode	NOT NULL	
CDR_SERVICE_ID	LIFECYCLE_CDR	
ActionURL	Bulk_API	
ActionType	ASYNCH	
ActionRespURL	RE_Resp_URL	
ActionName	COMMON_SERVICE	
ActionFeature	ASYNCH_FLOW	
ActionCall	EXTERNAL	

Figure 119 Segment – Action

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



The screenshot shows the 'Create Action' input screen. At the top, there's a header bar with the title 'Create Action'. Below the header, there are two input fields: 'Action Group Name:' containing 'Send Email' and 'Action Name:' which is empty. At the bottom right, there are three buttons: 'Cancel', 'Reset', and 'Save'.

Figure 120 Create Action Input Screen

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

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

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

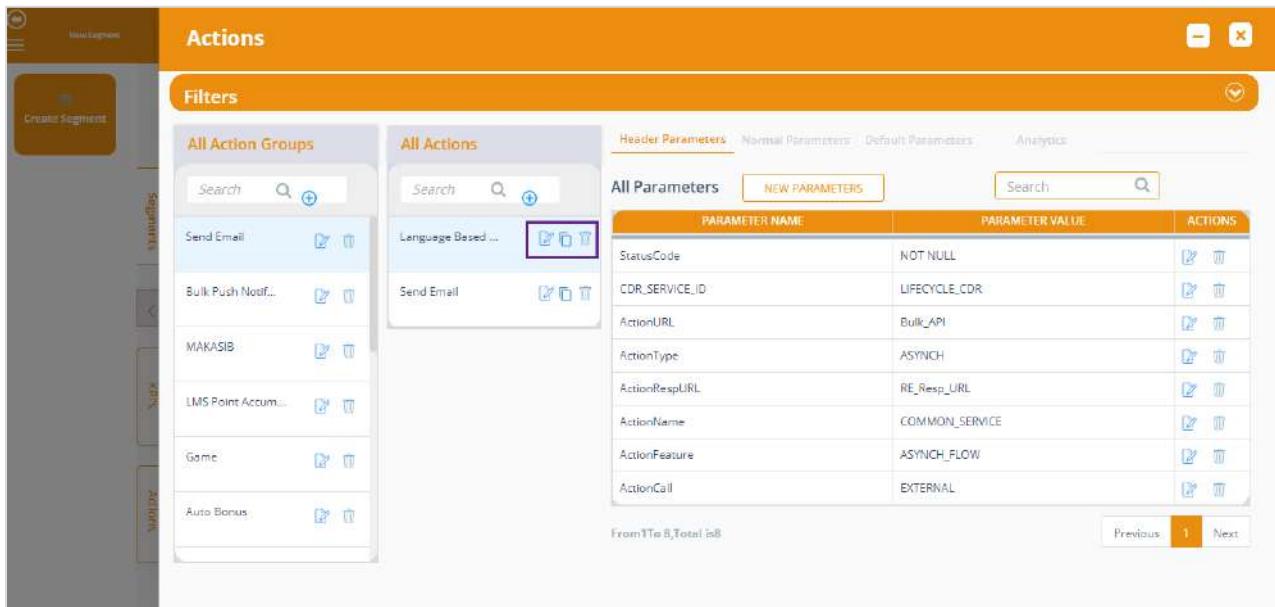
A success message is displayed, indicating that the action is created successfully.

8.3.1.1.2.4 Modify, Copy, and Delete Action

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

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

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



The screenshot shows the 'Actions' screen with the title 'Actions' at the top. On the left, there's a sidebar with options like 'Create Segment', 'Segments', 'Values', and 'Actions'. The main area has a 'Filters' section with 'All Action Groups' and 'All Actions' dropdowns. Below that is a table titled 'All Parameters' with columns for 'PARAMETER NAME' and 'PARAMETER VALUE'. The table contains several rows of parameter definitions. At the bottom right of the table, there are 'Previous' and 'Next' buttons.

PARAMETER NAME	PARAMETER VALUE	ACTIONS
StatusCode	NOT NULL	 
CDR_SERVICE_ID	LIFECYCLE_CDR	 
ActionURL	Bulk_API	 
ActionType	ASYNCH	 
ActionRespURL	RE_Resp_URL	 
ActionName	COMMON_SERVICE	 
ActionFeature	ASYNCH_FLOW	 
ActionCall	EXTERNAL	 

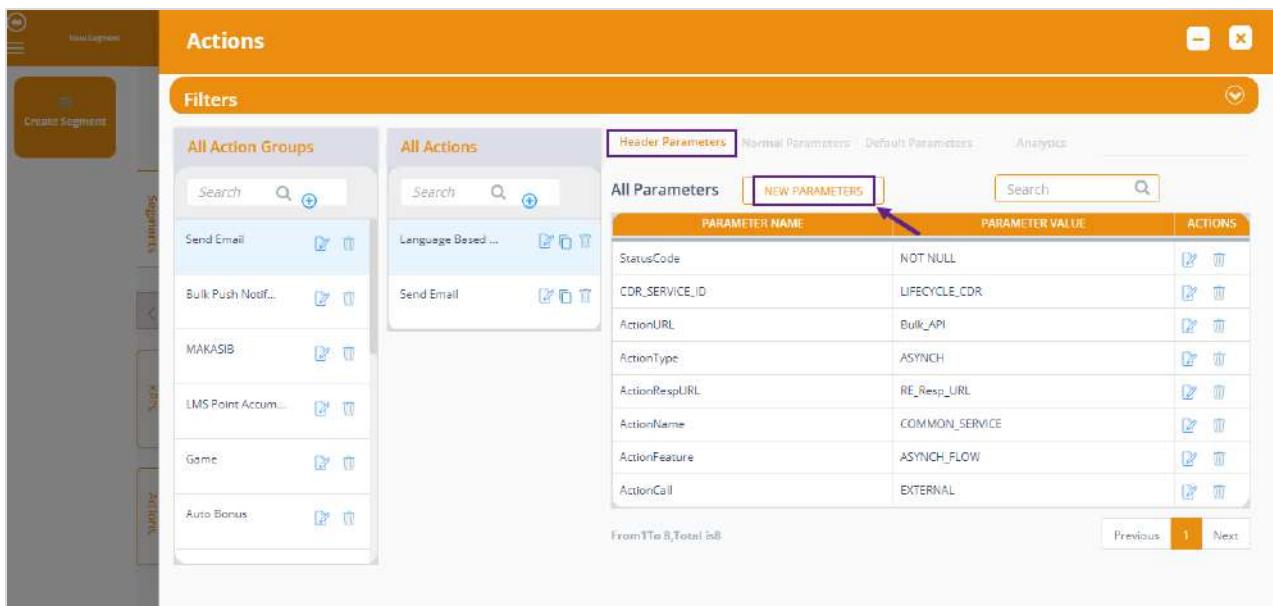
Figure 121 Segment – Modify, Copy, and Delete Operations

8.3.1.1.2.5 Create Header Parameter

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

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

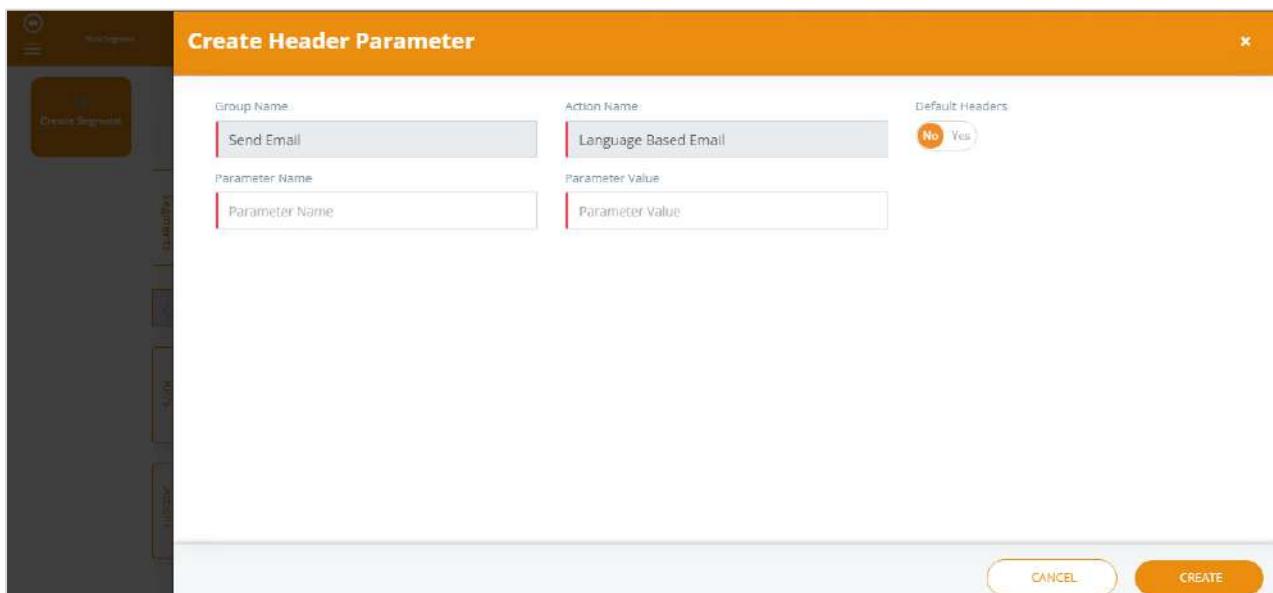
1. On the **Actions** screen, click the **NEW PARAMETERS** button to add a new parameter. Refer to the following screen.



The screenshot shows the 'Actions' screen with a search bar and filters for 'All Action Groups' and 'All Actions'. On the right, there's a table titled 'All Parameters' with a 'NEW PARAMETERS' button highlighted by a red box and an arrow. The table lists various parameters like StatusCode, CDR_SERVICE_ID, etc., with their values and actions.

Figure 122 Action Group – New Parameters

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

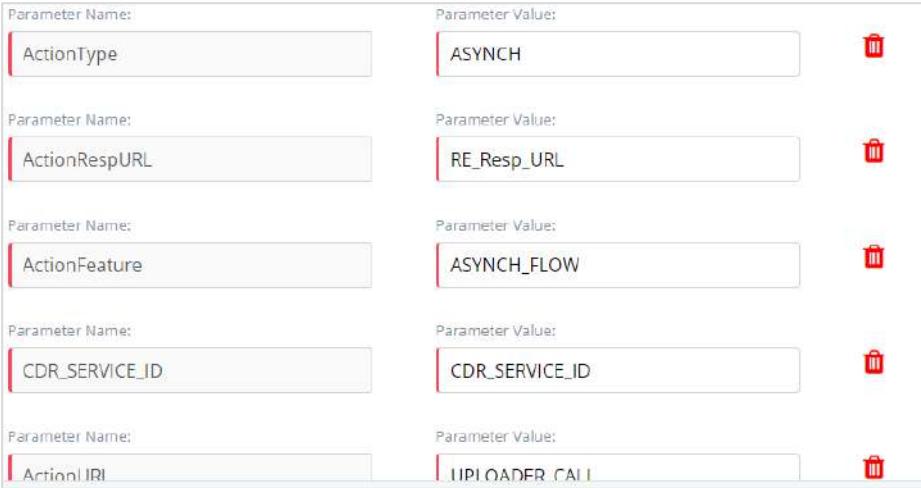


The screenshot shows the 'Create Header Parameter' dialog box. It has fields for 'Group Name' (Send Email), 'Action Name' (Language Based Email), and 'Default Headers' (No). There are also 'Parameter Name' and 'Parameter Value' fields. At the bottom are 'CANCEL' and 'CREATE' buttons.

Figure 123 Create Header Parameter Screen

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

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

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

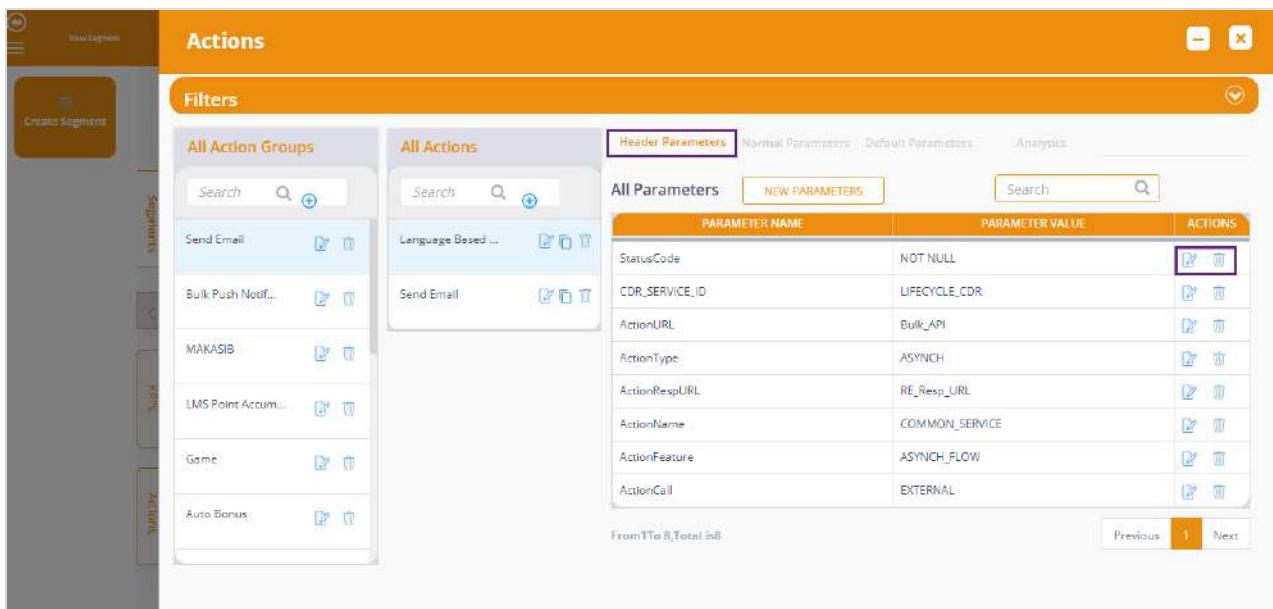
4. After providing the required details, click **Create**.

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

8.3.1.1.2.6 Modify and Delete Header Parameter

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

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



PARAMETER NAME	PARAMETER VALUE	ACTIONS
StatusCode	NOT NULL	 
CDR_SERVICE_ID	LIFECYCLE_CDR	 
ActionURL	Bulk_API	 
ActionType	ASYNCH	 
ActionRespURL	RE_Resp_URL	 
ActionName	COMMON_SERVICE	 
ActionFeature	ASYNCH_FLOW	 
ActionCall	EXTERNAL	 

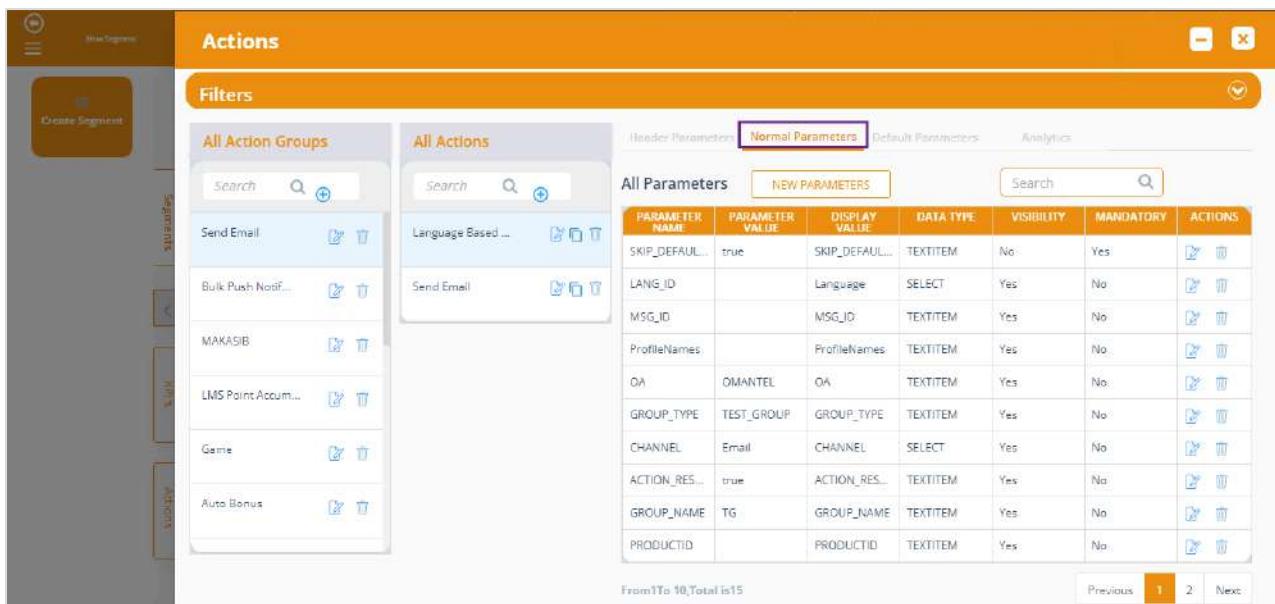
Figure 124 Actions – Modify and Delete Button

8.3.1.1.2.7 Create Normal Parameter

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

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

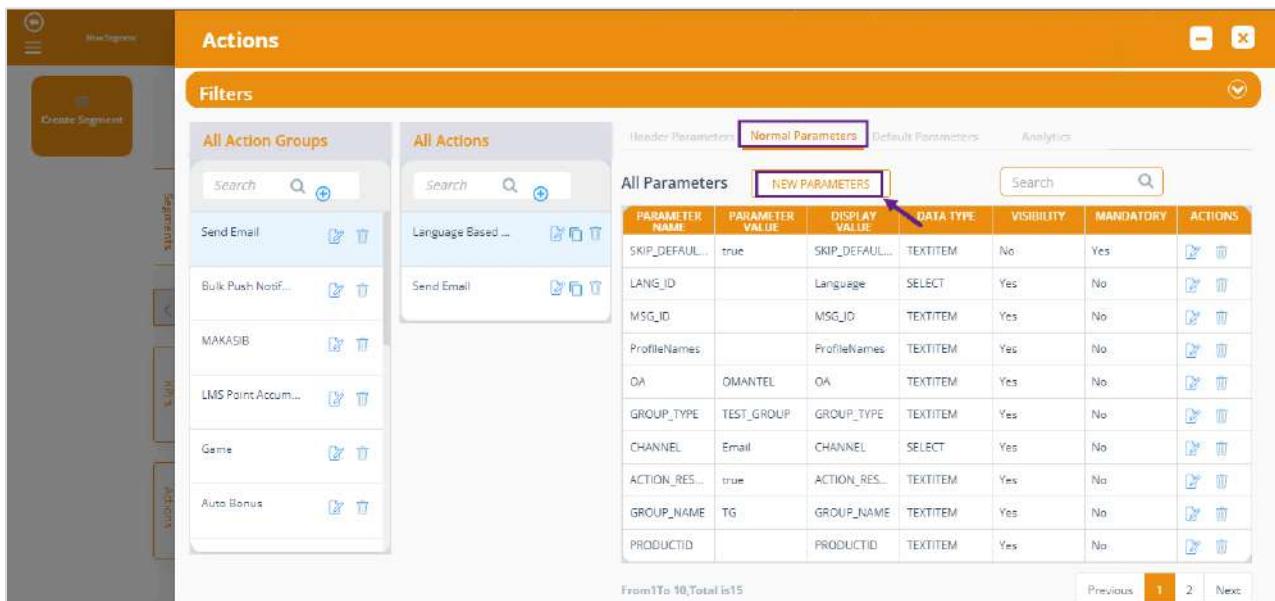
1. On the **Actions** screen, click the **Normal Parameters** tab to view the normal parameter details. The following screen will be displayed.



The screenshot shows the 'Actions' screen with the 'Normal Parameters' tab selected. On the left, there are two filter panels: 'All Action Groups' and 'All Actions'. The 'All Actions' panel contains several items like 'Send Email', 'Language Based ...', and 'Send Email' again. On the right, a large table displays 'All Parameters' with columns for Parameter Name, Parameter Value, Display Value, Data Type, Visibility, Mandatory, and Actions. The table lists various parameters such as SKIP_DEFAULT_, LANG_ID, MSG_ID, ProfileNames, OA, GROUP_TYPE, CHANNEL, ACTION_RES_, GROUP_NAME, and PRODUCTID. The 'Actions' column contains icons for edit, delete, and copy. At the bottom, there is a search bar, a page number indicator 'From 1 To 10, Total is 15', and navigation buttons for 'Previous', '1', '2', and 'Next'.

Figure 125 Actions – Normal Parameters

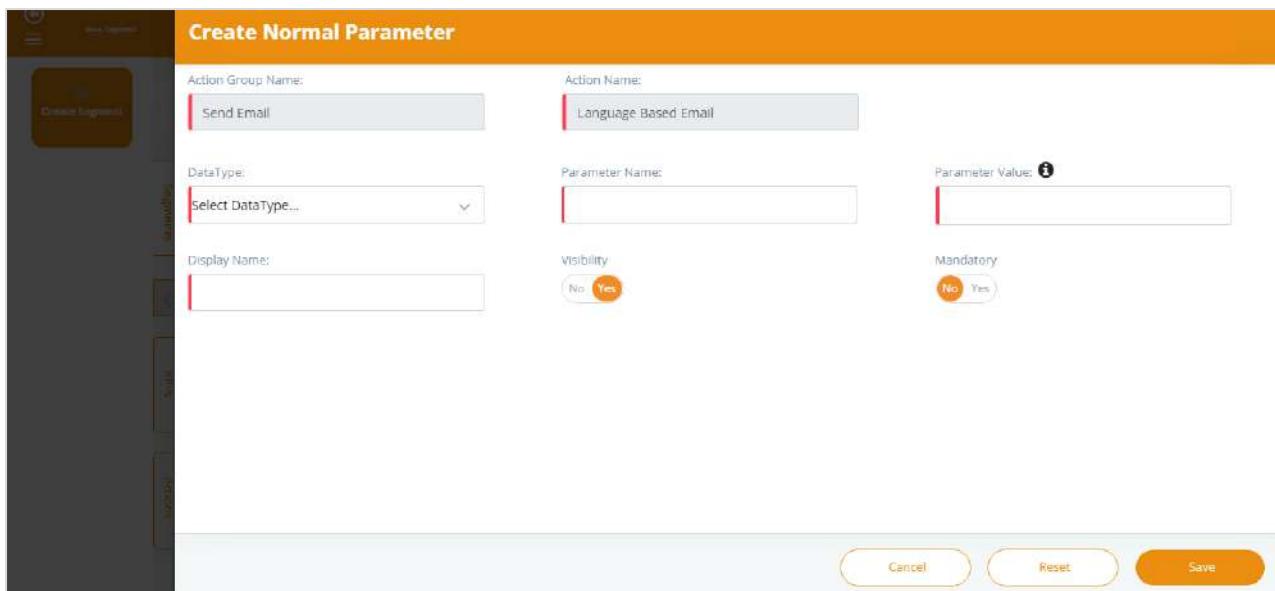
2. On the **Actions** screen, click the **NEW PARAMETERS** button to add a new parameter. Refer to the following screen.



This screenshot is identical to Figure 125, but a blue arrow points to the 'NEW PARAMETERS' button in the top right corner of the 'All Parameters' table header. The rest of the interface, including filters and the main table, remains the same.

Figure 126 Action– Normal Parameters (New Parameters)

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



The screenshot shows the 'Create Normal Parameter' interface. At the top, there's a header bar with the title. Below it, there are several input fields and dropdown menus. The 'Action Group Name' field contains 'Send Email'. The 'Action Name' field contains 'Language Based Email'. A dropdown menu for 'Data Type' is open, showing 'Select DataType...'. There are two main sections for parameters: 'Parameter Name' and 'Parameter Value', both currently empty. Below these are 'Display Name' and 'Visibility' fields. The 'Visibility' field has a radio button set to 'Yes'. There are also 'Mandatory' and 'Mandatory Value' sections, with 'Mandatory' having a radio button set to 'Yes'. At the bottom right are three buttons: 'Cancel', 'Reset', and a large orange 'Save' button.

Figure 127 Create Normal Parameter Screen

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

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

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

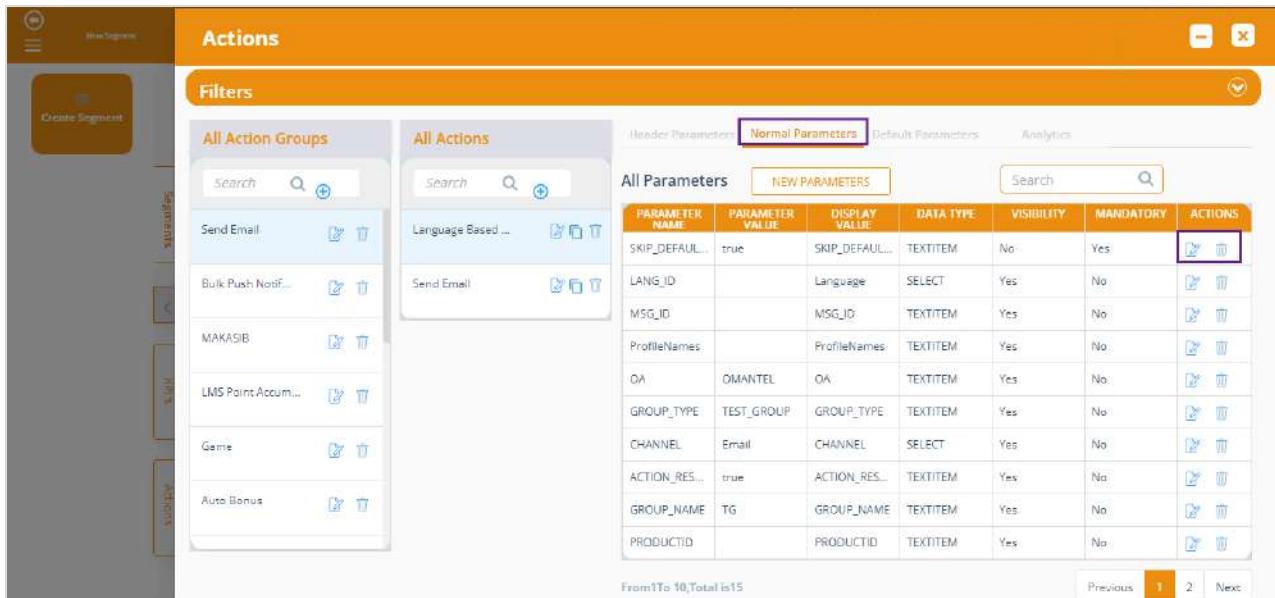
A success message will be displayed, indicating that the parameter is created successfully.

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.



PARAMETER NAME	PARAMETER VALUE	DISPLAY VALUE	DATA TYPE	VISIBILITY	MANDATORY	ACTIONS
SKIP_DEFAULT...	true	SKIP_DEFAULT...	TEXTITEM	No	Yes	 
LANG_ID	Language	SELECT	YES	NO		 
MSG_ID	MSG_ID	TEXTITEM	YES	NO		 
ProfileNames	ProfileNames	TEXTITEM	YES	NO		 
OA	OMANTEL	OA	TEXTITEM	YES	NO	 
GROUP_TYPE	TEST_GROUP	GROUP_TYPE	TEXTITEM	YES	NO	 
CHANNEL	Email	CHANNEL	SELECT	YES	NO	 
ACTION_RES...	true	ACTION_RES...	TEXTITEM	YES	NO	 
GROUP_NAME	TG	GROUP_NAME	TEXTITEM	YES	NO	 
PRODUCTID	PRODUCTID	TEXTITEM	YES	NO		 

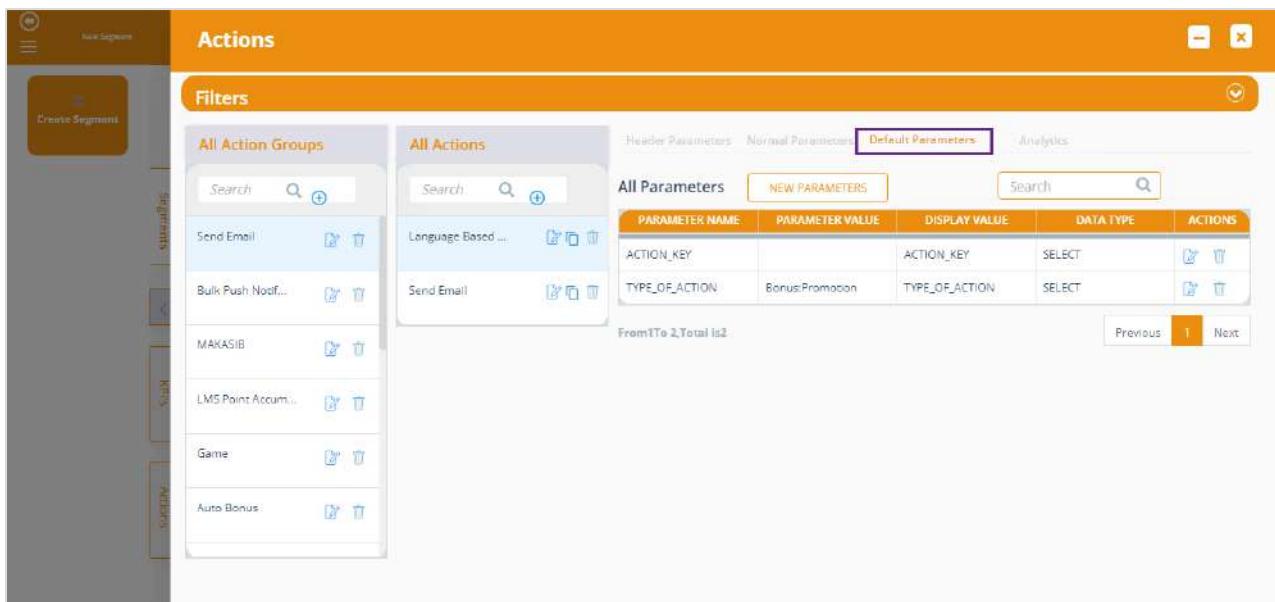
Figure 128 Actions – Modify and Delete Operations

8.3.1.1.2.9 Create Default Parameter

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

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

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



PARAMETER NAME	PARAMETER VALUE	DISPLAY VALUE	DATA TYPE	ACTIONS
ACTION_KEY		ACTION_KEY	SELECT	
TYPE_OF_ACTION	BonusPromotion	TYPE_OF_ACTION	SELECT	

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.

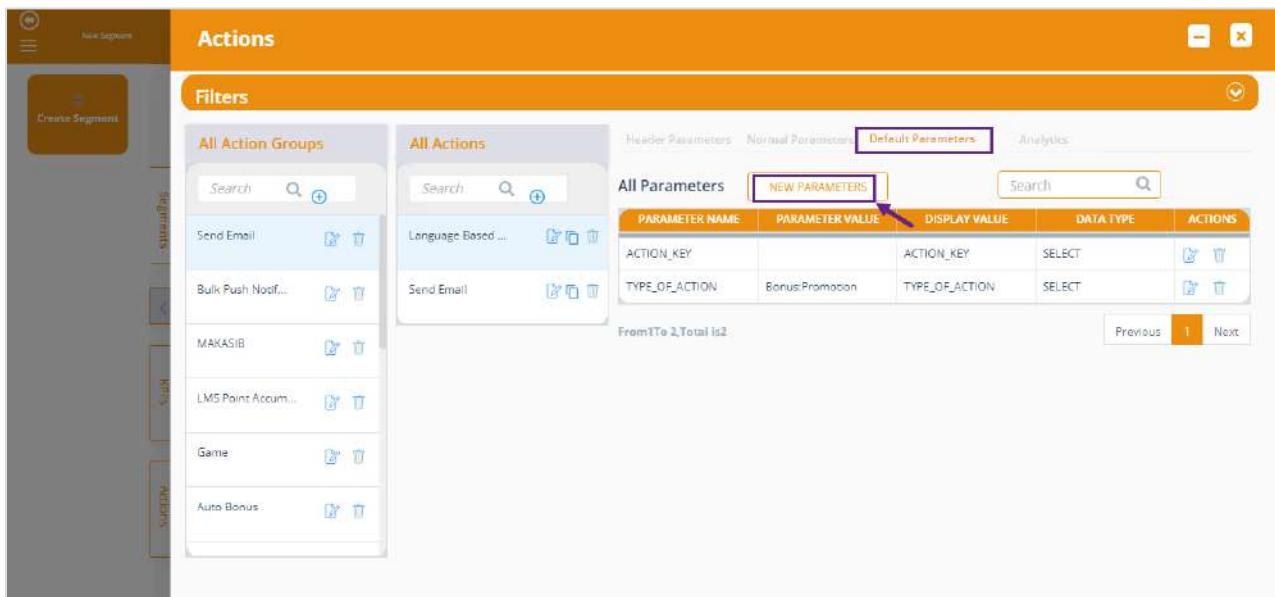
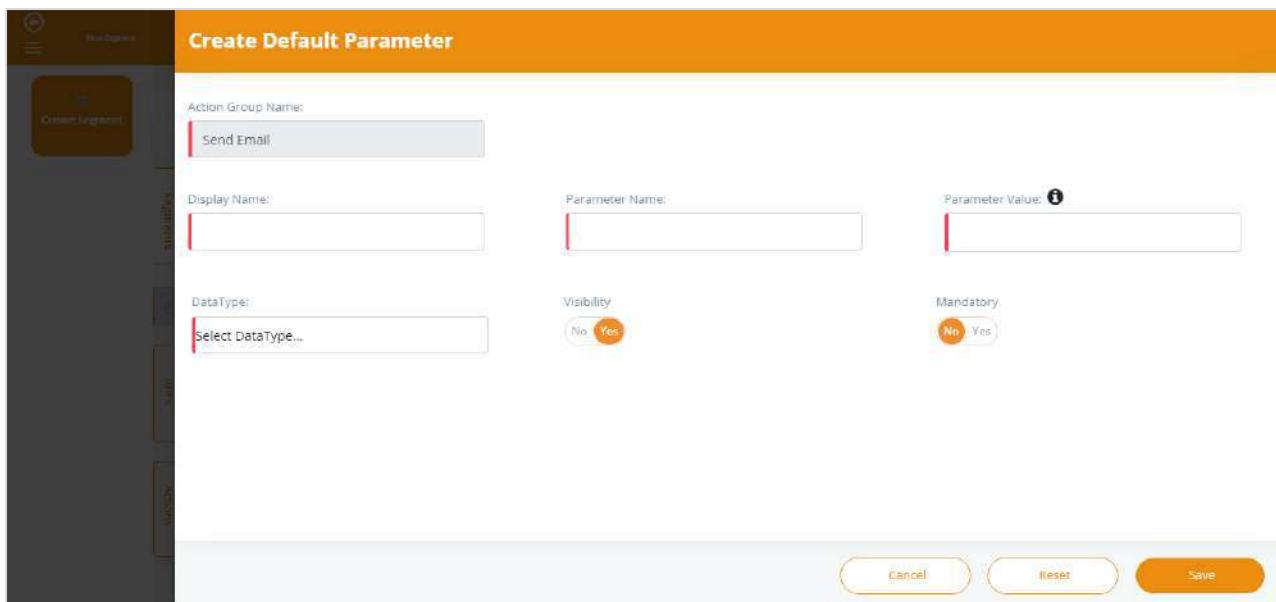


Figure 130 Action– Default Parameters (New Parameters)

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



The screenshot shows the 'Create Default Parameter' interface. The 'Action Group Name' field is populated with 'Send Email'. The 'Parameter Name' and 'Parameter Value' fields are empty. The 'Data Type' dropdown is set to 'Select DataType...'. The 'Visibility' button is set to 'Yes'. The 'Mandatory' button is also set to 'Yes'. At the bottom, there are 'cancel', 'Reset', and 'Save' buttons.

Figure 131 Create Default Parameter Screen

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

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

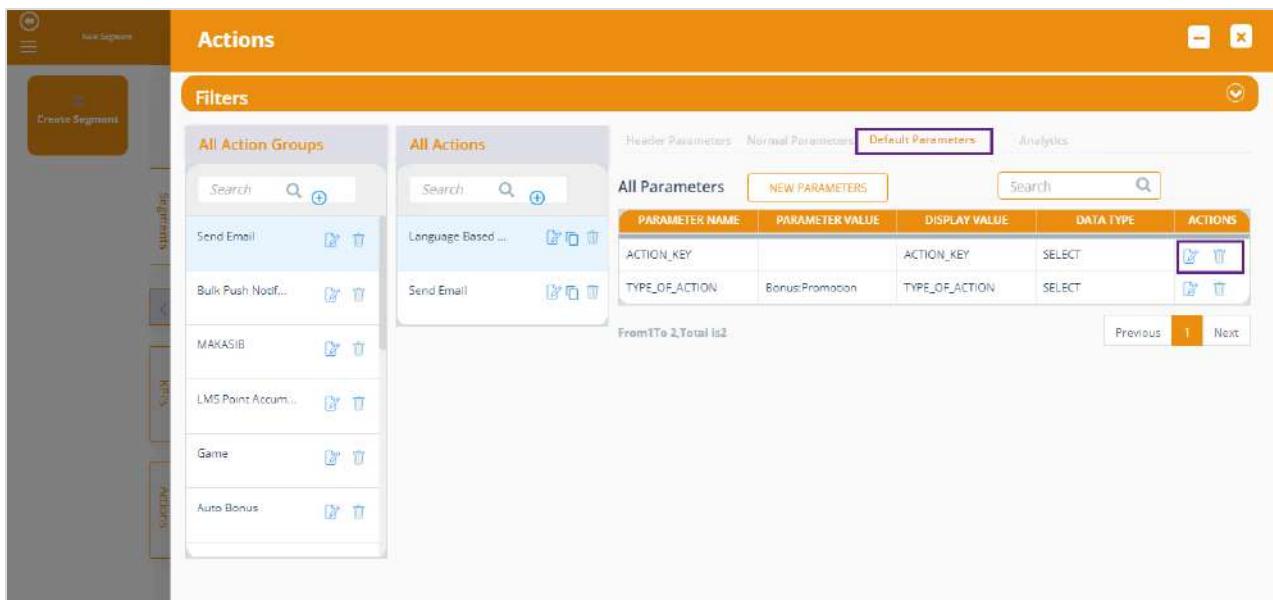
- After providing the required details, click **SAVE**.

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

8.3.1.1.2.10 Modify and Delete Default Parameter

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

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



PARAMETER NAME	PARAMETER VALUE	DISPLAY VALUE	DATA TYPE	ACTIONS
ACTION_KEY		ACTION_KEY	SELECT	 
TYPE_OF_ACTION	BonusPromotion	TYPE_OF_ACTION	SELECT	 

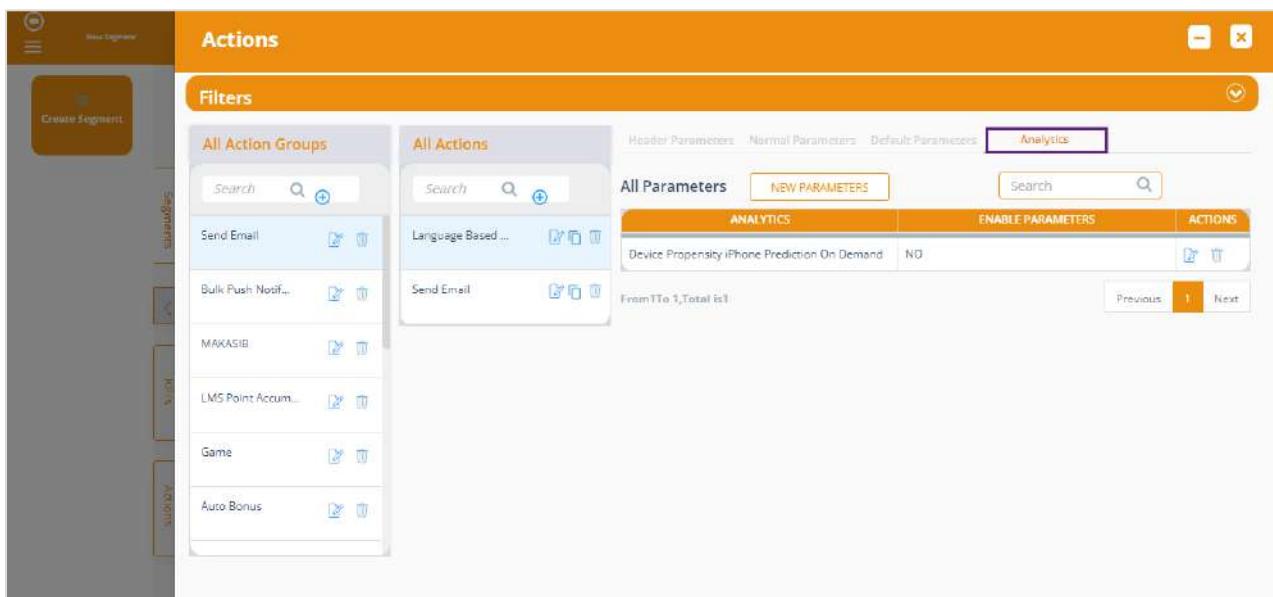
Figure 132 Actions – Default Parameter (Modify and Delete Operations)

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.

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



ANALYTICS	ENABLE PARAMETERS	ACTIONS
Device Propriety iPhone Prediction On Demand	NO	 

Figure 133 Actions – Analytics

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

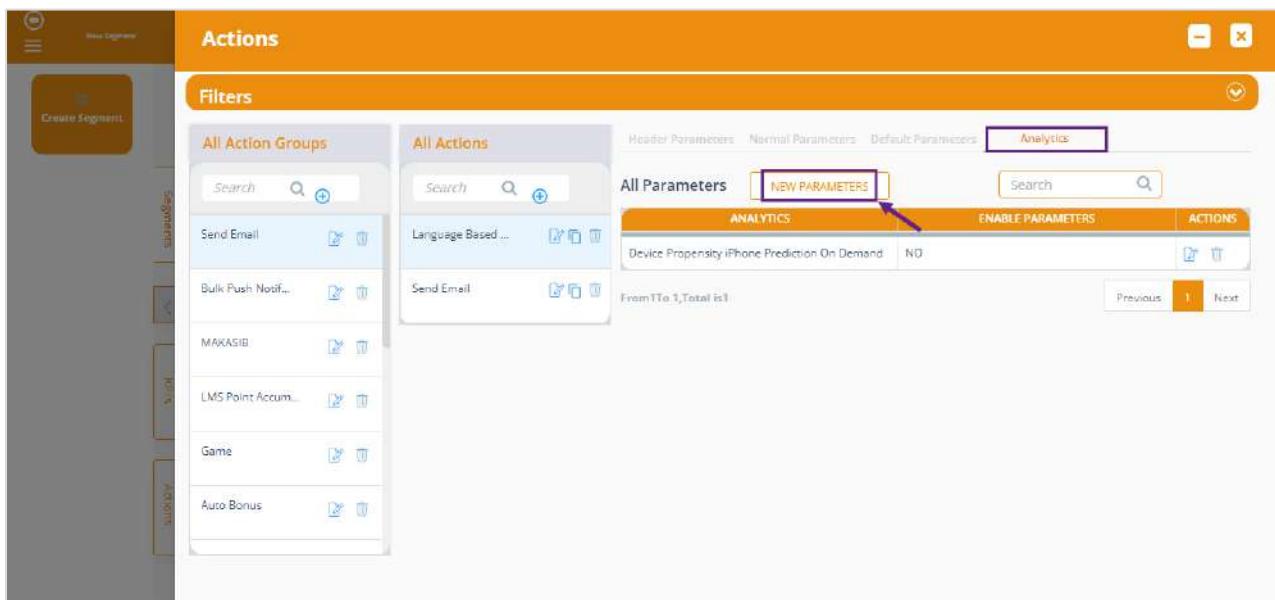
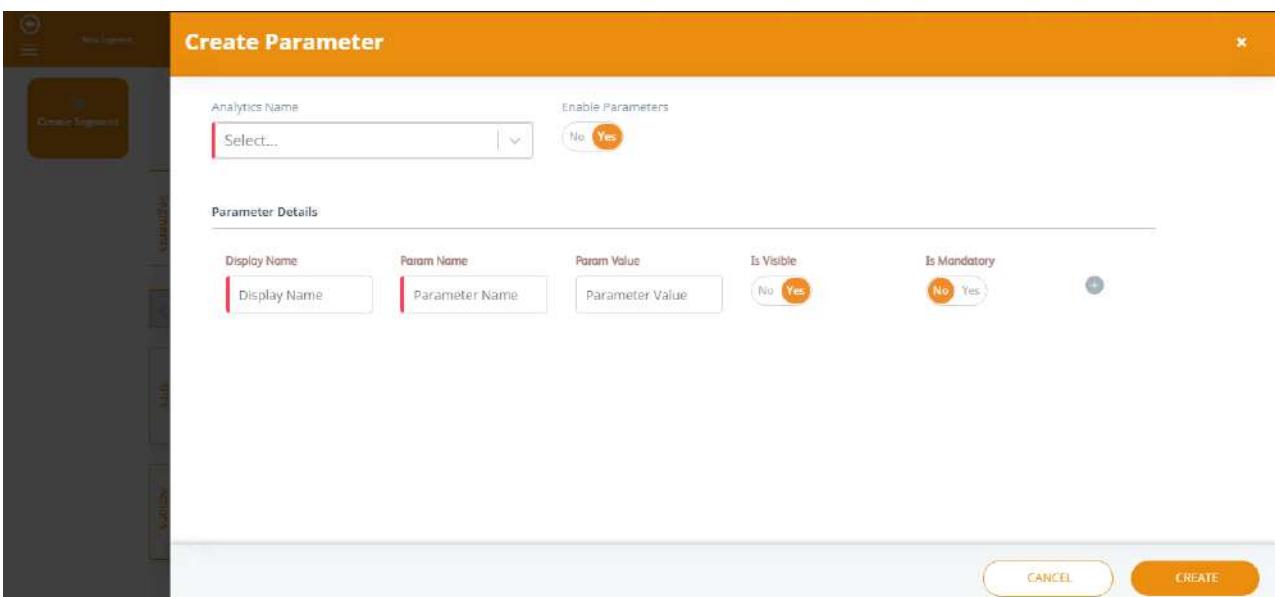


Figure 134 Action– Analytics (New Parameters)

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



The screenshot shows the 'Create Parameter' dialog box. It has a sidebar on the left with 'Create Segment', 'Segments', 'Statuses', 'Rules', and 'Subscribers'. The main form has a title 'Create Parameter'. It includes fields for 'Analytics Name' (dropdown menu 'Select...') and 'Enable Parameters' (radio buttons 'No' and 'Yes', with 'Yes' selected). Below this is a section 'Parameter Details' with five columns: 'Display Name' (text input 'Display Name'), 'Param Name' (text input 'Parameter Name'), 'Param Value' (text input 'Parameter Value'), 'Is Visible' (radio buttons 'No' and 'Yes', with 'Yes' selected), and 'Is Mandatory' (radio buttons 'No' and 'Yes', with 'Yes' selected). At the bottom are 'CANCEL' and 'CREATE' buttons.

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.

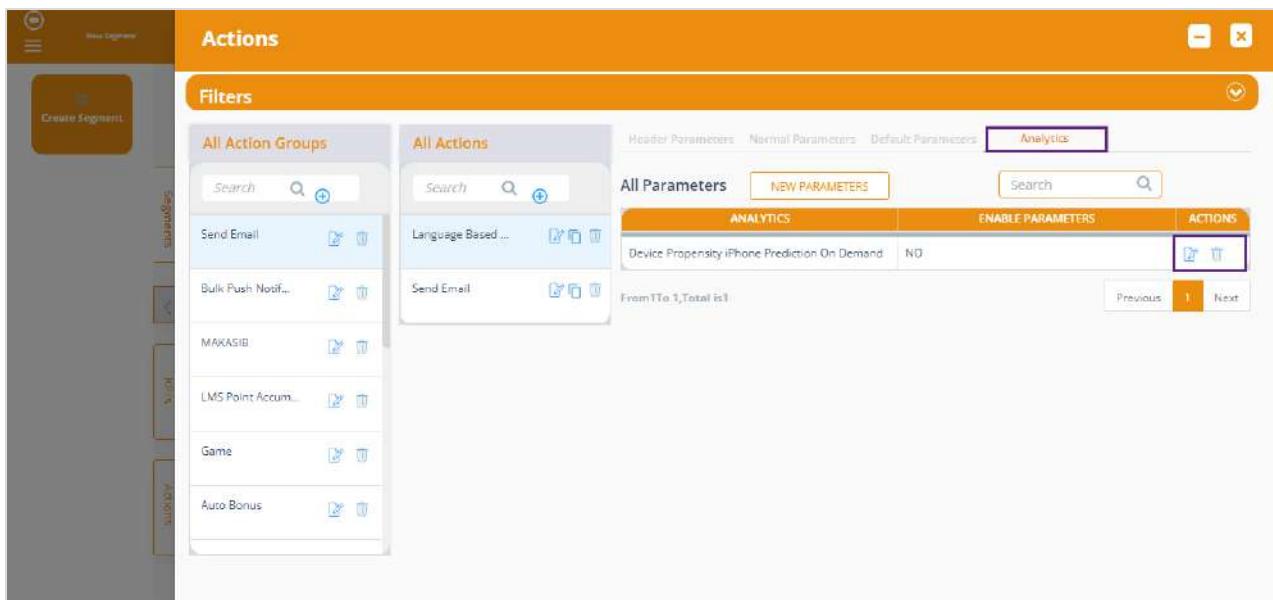
5. After providing the required details, click **Create**.

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.



The screenshot shows the 'Actions' screen under the 'Analytics' tab. On the left, there's a sidebar with 'Create Segment' and other navigation items. The main area has three tabs: 'All Action Groups', 'All Actions', and 'All Parameters'. The 'All Actions' tab is selected, displaying a list of actions like 'Send Email', 'Language Based ...', and 'Send Email' again. Below this is a table for 'All Parameters' with columns for 'ANALYTICS', 'ENABLE PARAMETERS', and 'ACTIONS'. One row is visible: 'Device Propensity iPhone Prediction On Demand' with 'NO' in the ANALYTICS column and a delete icon in the ACTIONS column. A search bar and navigation buttons ('Previous', 'Next') are at the bottom.

Figure 136 Actions – Analytics (Modify and Delete Operations)

8.3.1.1.3 Action Key

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

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

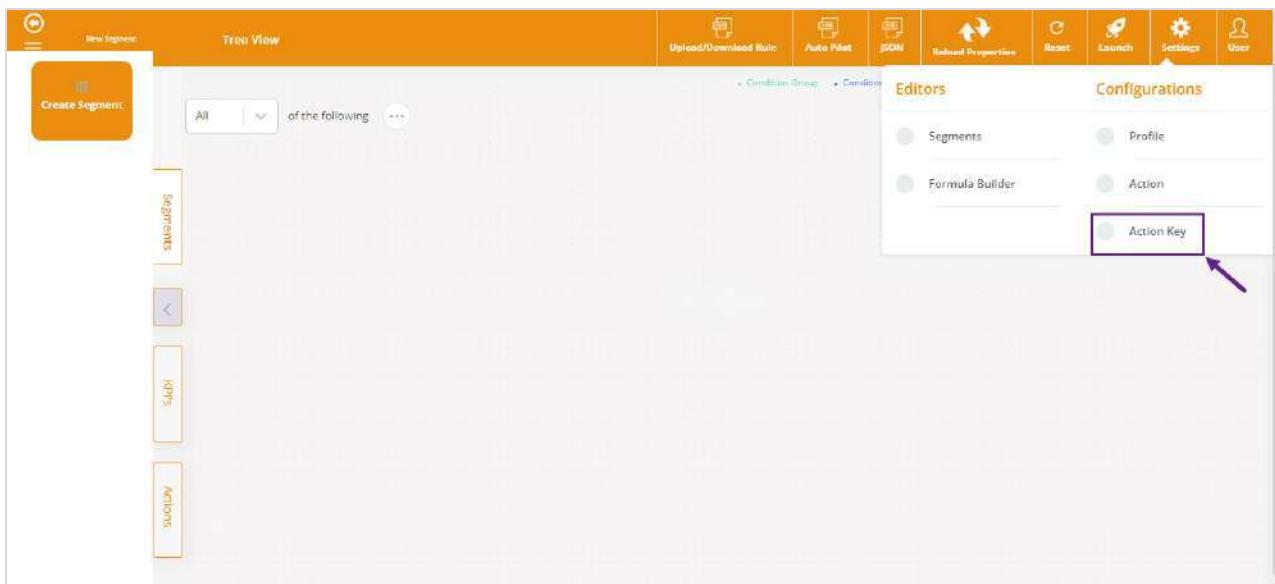


Figure 137 Configurations - Action Key

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

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

ACTION KEYS	
ActionKey List ActionKey History	
All Records 1550 + Create Export to CSV ActionKey Name Search	
ACTION KEY NAME	ACTIONS
MUDHIBI_AK	
iPhone_16_ProMax	
Green_Contract_Upgrade_Push	
Silver_Contract_Upgrade_Push	
Gold_Contract_Upgrade_Push	
Bronzeplus_Contract_Upgrade_Push	
Platinum_Contract_Upgrade_Push	
Fev_denom_1_2_APP_CG_BNS	
10 Records Per Page	1 2 3 4 5 Next Last

Figure 138 Action Keys Details Screen

- Click to export the action keys in .csv format.

The following is the sample .csv file format:

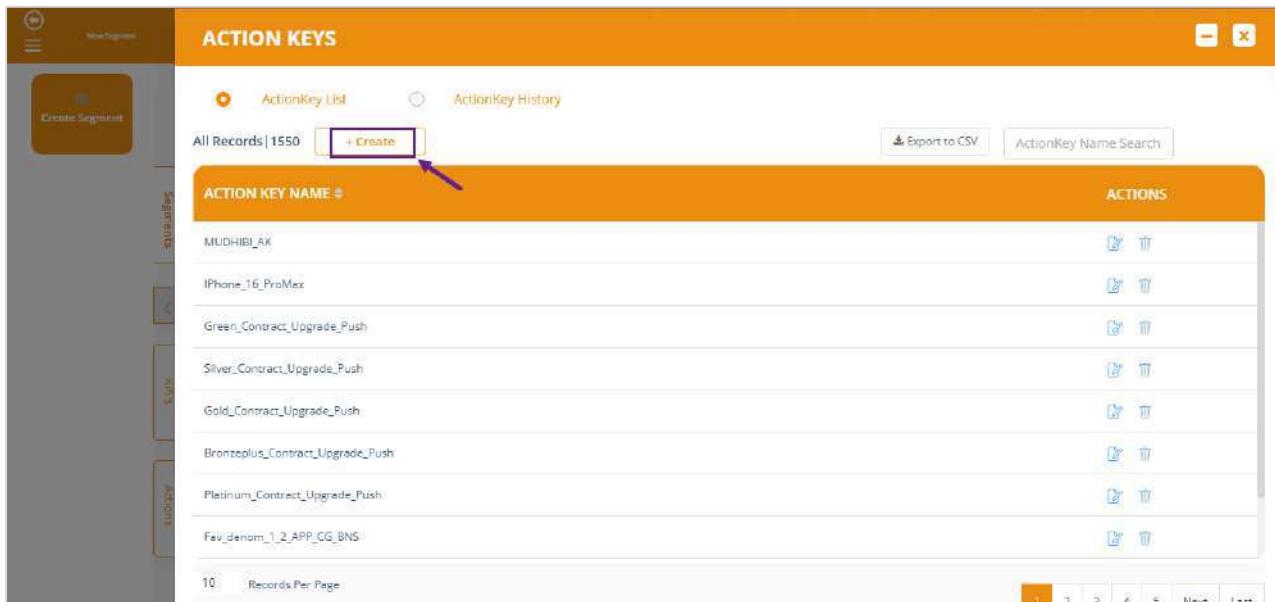


Action_Key.csv

8.3.1.1.3.1 Create Action Key

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

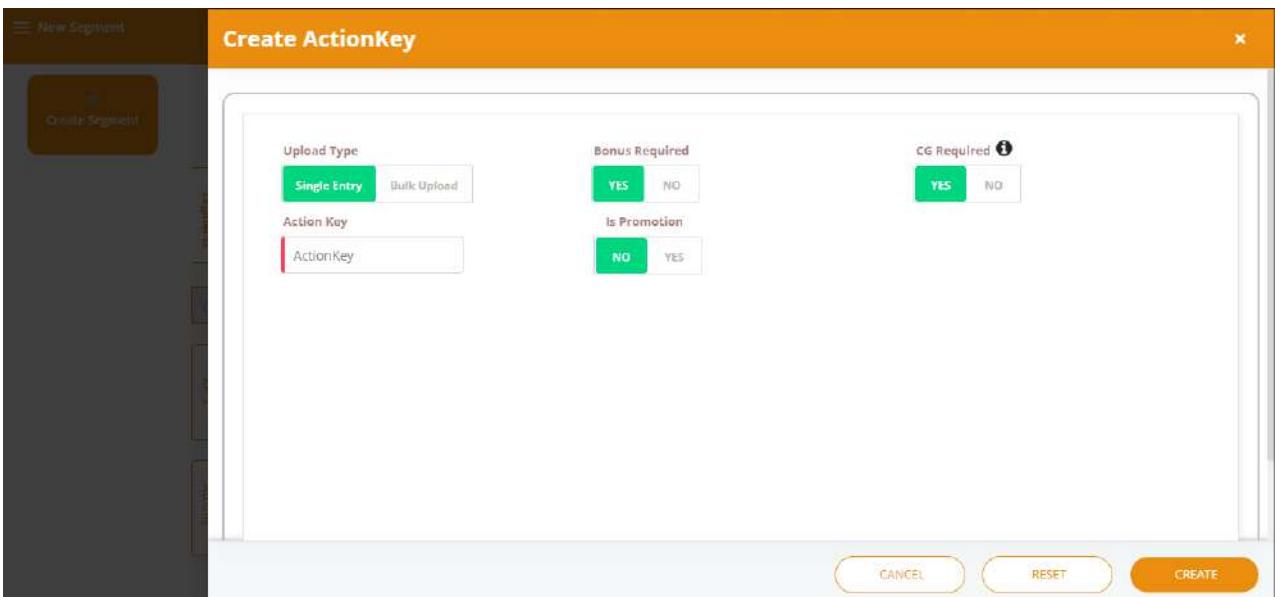
1. On the **Action Keys** screen, click the **+CREATE** button to create the new action key. Refer to the following screen.



The screenshot shows the 'ACTION KEYS' screen. At the top, there are two tabs: 'ActionKey List' (selected) and 'ActionKey History'. Below the tabs, there is a search bar with 'All Records | 1550' and a 'Create' button, which is highlighted with a blue arrow. To the right of the search bar are 'Export to CSV' and 'ActionKey Name Search' buttons. The main area displays a table with columns 'ACTION KEY NAME' and 'ACTIONS'. The table contains several rows of action key names, each with edit and delete icons. At the bottom left, there is a 'Records Per Page' dropdown set to '10'. At the bottom right, there is a navigation bar with page numbers 1-5 and buttons for 'Next' and 'Last'.

Figure 139 Action Keys - +Create Button

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



The screenshot shows the 'Create ActionKey' dialog box. It has three main sections: 'Upload Type' (with 'Single Entry' selected), 'Bonus Required' (with 'NO' selected), and 'CG Required' (with 'NO' selected). Below these sections is a 'Action Key' input field containing 'ActionKey'. At the bottom of the dialog are three buttons: 'CANCEL', 'RESET', and 'CREATE'.

Figure 140 Create Action Key – Bulk Upload Option Button

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

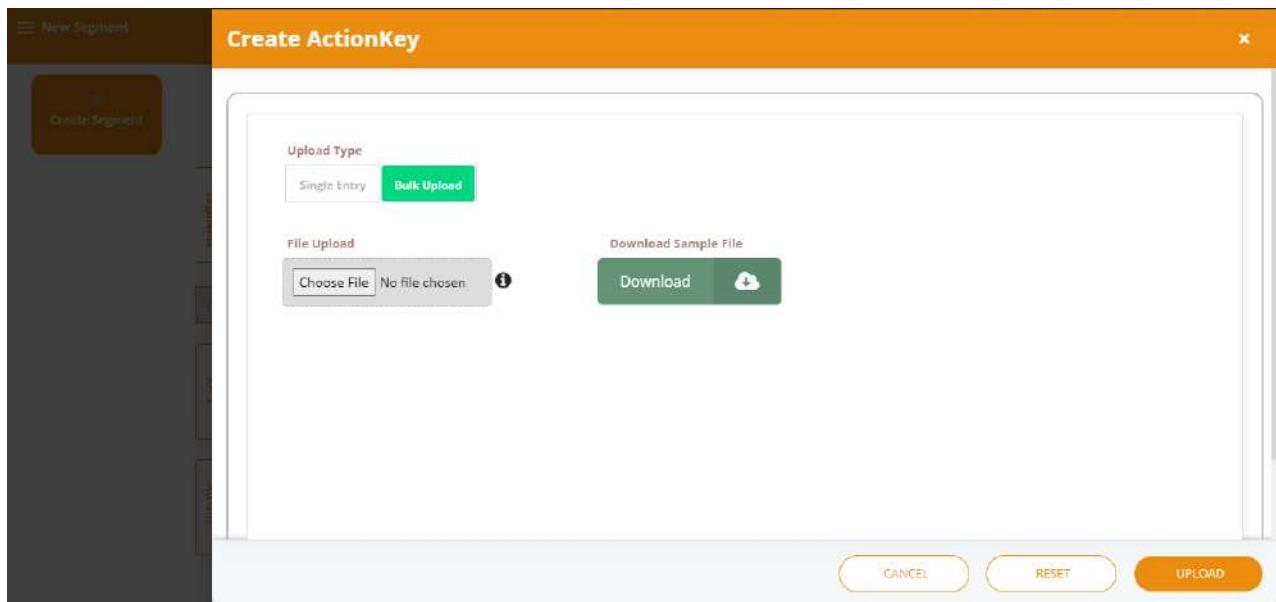


Figure 141 Create Action Key – Bulk Upload Option Button

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

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

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

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

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

Is Promotion	Click “ Yes ” if the action key is having a promotion. Or Click the “ No ” button to not activate the promotion.
Is Recharge	Click the “ Yes ” option button to enable the recharge. Or Click “ No ” to not activate the recharge.
English Name	Enter the name of the action key in English.
Pack Description	Enter the description of the pack.
Target Band	Enter the target band of the action key. Note: The following fields are displayed if the “ Is Recharge ” option is disabled.

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

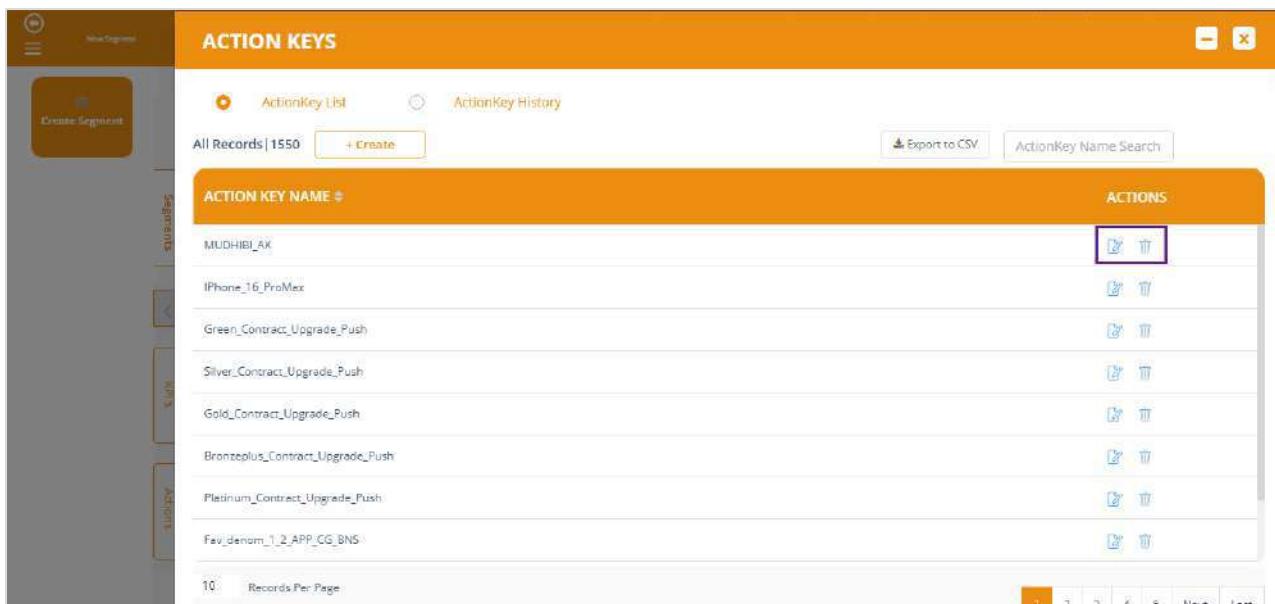
4. After entering all the required details, click **CREATE**.

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

8.3.1.1.3.2 Modify and Delete Action Key

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

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



The screenshot shows the 'ACTION KEYS' module interface. At the top, there are two tabs: 'ActionKey List' (selected) and 'ActionKey History'. Below the tabs, there are buttons for 'All Records | 1550' and '+ Create'. On the right, there are buttons for 'Export to CSV' and 'ActionKey Name Search'. The main area displays a table with columns 'ACTION KEY NAME' and 'ACTIONS'. The table contains the following data:

ACTION KEY NAME	ACTIONS
MUDHIBI_AK	
iPhone_16_ProMex	
Green_Contract_Upgrade_Push	
Silver_Contract_Upgrade_Push	
Gold_Contract_Upgrade_Push	
Bronzeplus_Contract_Upgrade_Push	
Platinum_Contract_Upgrade_Push	
Fev_denom_1_2_APP_CG_BNS	

At the bottom left, there is a 'Records Per Page' dropdown set to '10'. At the bottom right, there are navigation links for page numbers 1 through 5, 'Next', and 'Last'.

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.

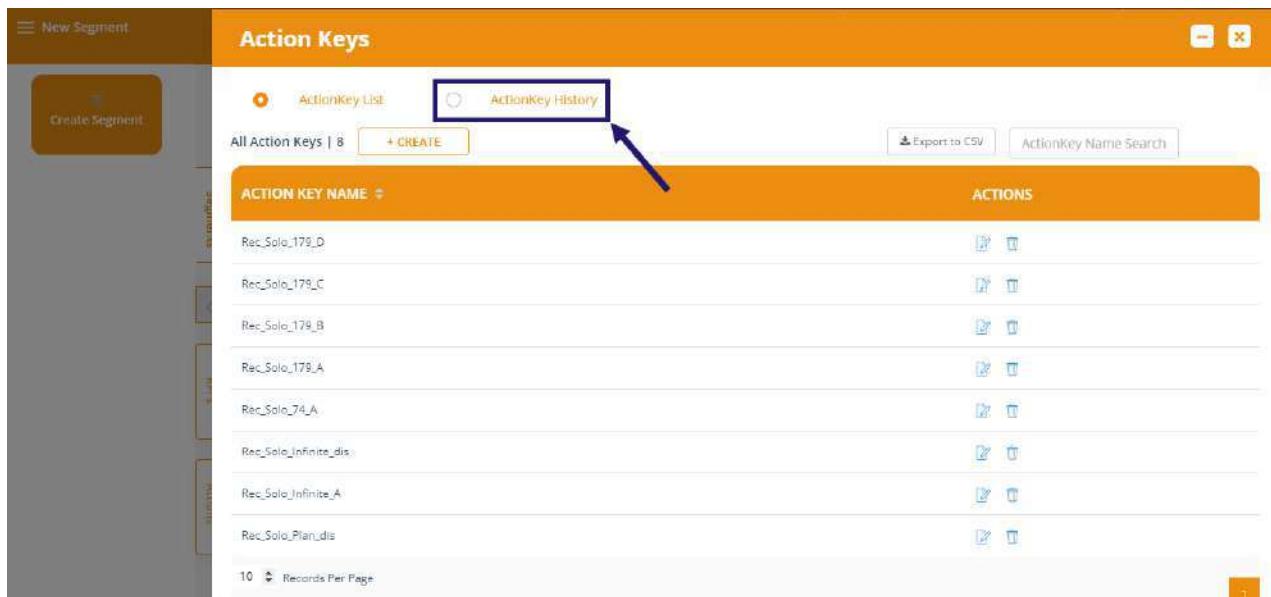
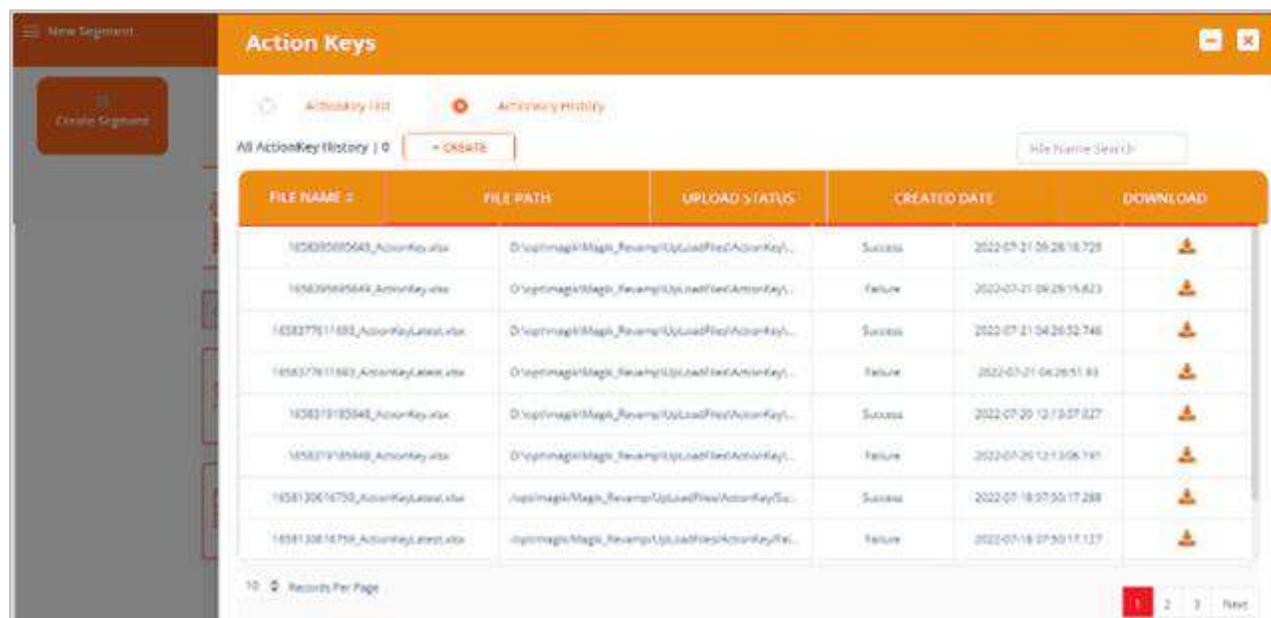


Figure 143 Action Keys – Action Key History

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



The screenshot shows the 'Action Keys' interface with the 'ActionKey History' tab selected. At the top, there are two tabs: 'ActionKey List' and 'ActionKey History'. Below the tabs, there are buttons for 'All ActionKey History | 0', '+ CREATE', and 'Hide Name Search'. The main area is titled 'FILE NAME' and contains a table with the following data:

FILE NAME	FILE PATH	UPLOAD STATUS	CREATED DATE	DOWNLOAD
16503050543_ActionKey.xlsx	D:\opt\magik\Magik_Revamp\UploadFiles\ActionKey\..	Success	2022-07-21 09:28:18.729	
16503050549_ActionKey.xlsx	D:\opt\magik\Magik_Revamp\UploadFiles\ActionKey\..	Failure	2022-07-21 09:29:15.823	
165037761183_ActionKeyLatest.xlsx	D:\opt\magik\Magik_Revamp\UploadFiles\ActionKey\..	Success	2022-07-21 04:26:52.746	
1650377611862_ActionKeyLatest.xlsx	D:\opt\magik\Magik_Revamp\UploadFiles\ActionKey\..	Failure	2022-07-21 04:26:51.83	
16503776118548_ActionKey.xlsx	D:\opt\magik\Magik_Revamp\UploadFiles\ActionKey\..	Success	2022-07-20 12:13:57.827	
16503776118549_ActionKey.xlsx	D:\opt\magik\Magik_Revamp\UploadFiles\ActionKey\..	Failure	2022-07-20 12:13:56.941	
1650377616750_ActionKeyLatest.xlsx	D:\opt\magik\Magik_Revamp\UploadFiles\ActionKey\..	Success	2022-07-18:07:50:17.288	
1650377616751_ActionKeyLatest.xlsx	D:\opt\magik\Magik_Revamp\UploadFiles\ActionKey\..	Failure	2022-07-18:07:50:17.137	

At the bottom left, there is a 'Records Per Page' dropdown set to 10. On the right, there is a page number '1'.

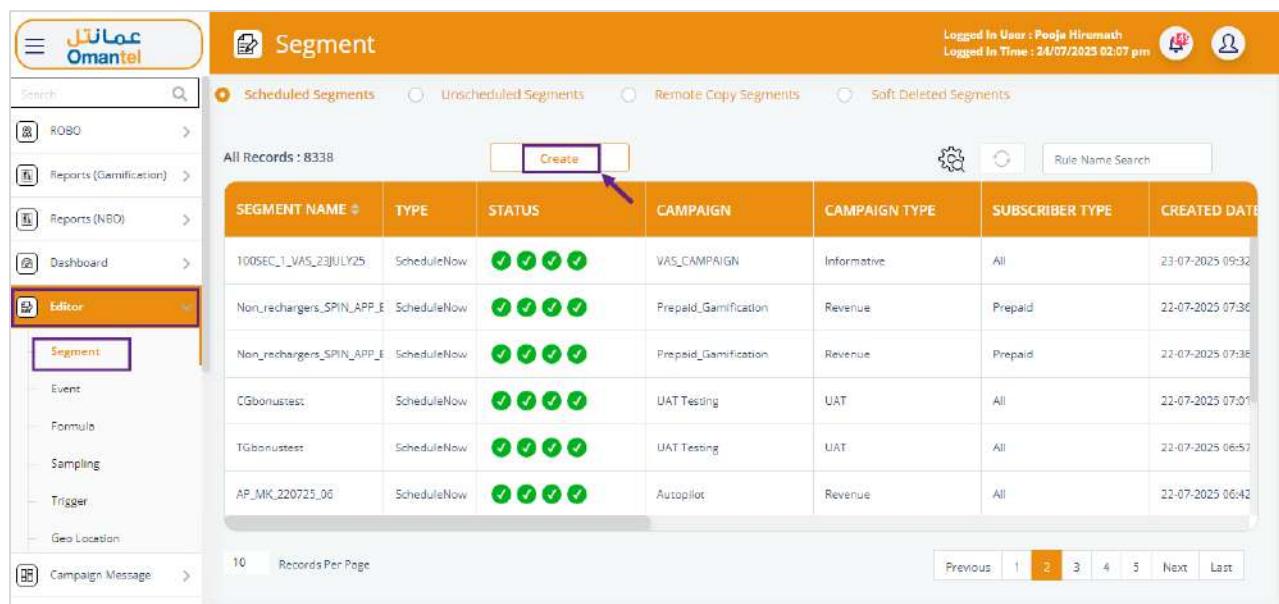
Figure 144 Action Key History

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

8.3.1.3 Rule Editor

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

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

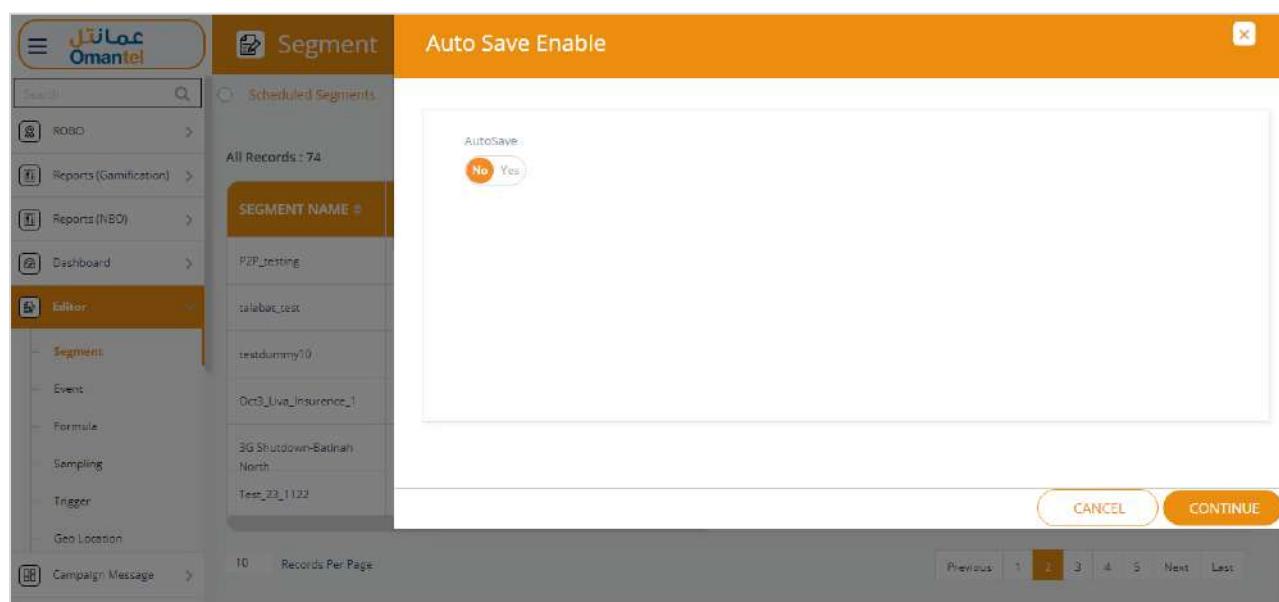


The screenshot shows the 'Segment' module in the Omantel Magik system. The left sidebar has 'Editor' selected under 'Segment'. The main area displays a table of existing segments with columns: SEGMENT NAME #, TYPE, STATUS, CAMPAIGN, CAMPAIGN TYPE, SUBSCRIBER TYPE, and CREATED DATE. A 'Create' button is highlighted with a purple box and an arrow pointing to it. The status column for most segments shows green checkmarks. The table includes rows for VAS_CAMPAGIN, Prepaid_Gamification, Prepaid_Gamification, UAT Testing, UAT Testing, and Autopilot.

SEGMENT NAME #	TYPE	STATUS	CAMPAIGN	CAMPAIGN TYPE	SUBSCRIBER TYPE	CREATED DATE
100SEC_1_VAS_23JULY25	ScheduleNow	✓ ✓ ✓ ✓	VAS_CAMPAGIN	Informative	All	23-07-2025 09:32
Non_rechargers_SPIN_APP_E	ScheduleNow	✓ ✓ ✓ ✓	Prepaid_Gamification	Revenue	Prepaid	22-07-2025 07:36
Non_rechargers_SPIN_APP_E	ScheduleNow	✓ ✓ ✓ ✓	Prepaid_Gamification	Revenue	Prepaid	22-07-2025 07:36
CGbonustest	ScheduleNow	✓ ✓ ✓ ✓	UAT Testing	UAT	All	22-07-2025 07:01
TGbonustest	ScheduleNow	✓ ✓ ✓ ✓	UAT Testing	UAT	All	22-07-2025 06:57
AP_MK_220725_06	ScheduleNow	✓ ✓ ✓ ✓	Autopilot	Revenue	All	22-07-2025 06:42

Figure 145 Segment – Create

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



The screenshot shows a modal dialog titled 'Auto Save Enable' over the Segment list. The dialog has a 'No' button and a 'Yes' button. The 'Yes' button is highlighted with a purple box and an arrow pointing to it. The background shows a list of segment names: P2P_testing, talabat_test, testdummy10, Oct9_Live_Insurance_1, 3G Shutdown-Bahrain_North, and Test_23_1122.

Figure 146 Segment – Auto Save Enable

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

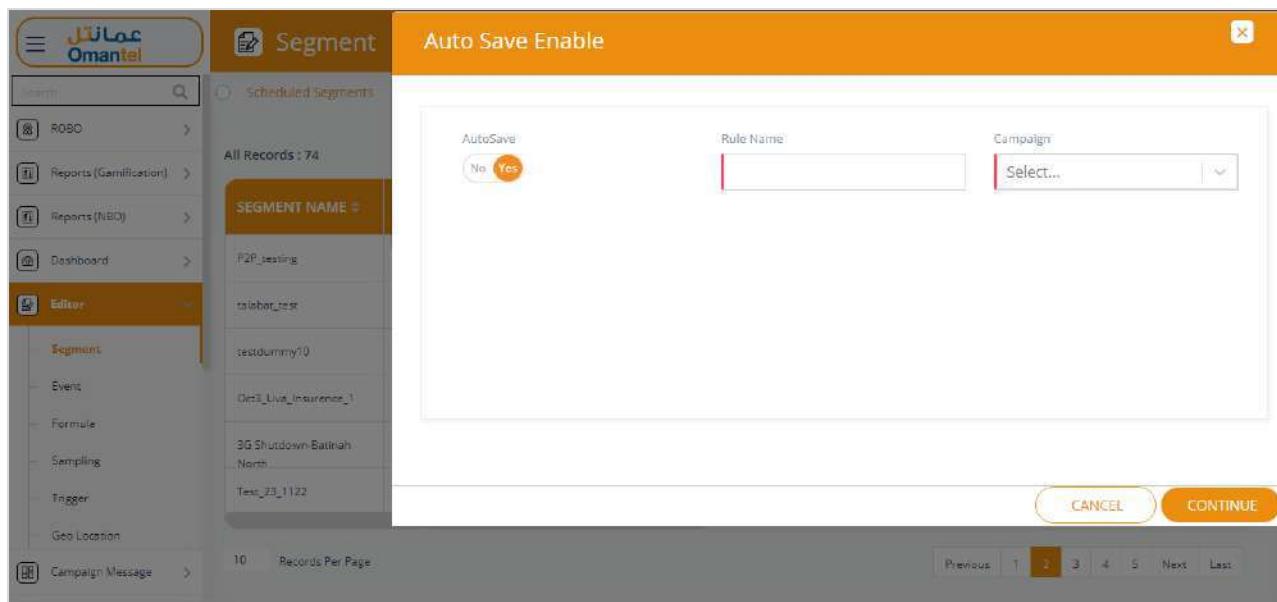


Figure 147 Auto Save Enable – Input Fields

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

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

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

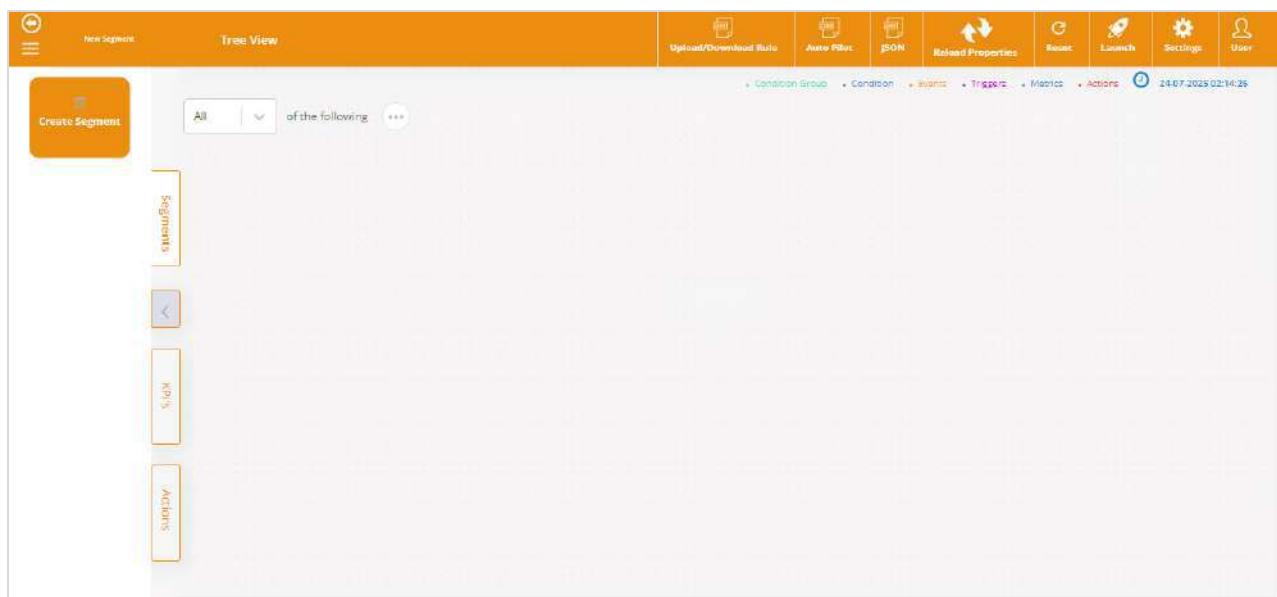


Figure 148 New Segment – Input Screen

8.3.1.4 Configuration

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

To view the configuration menu,

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

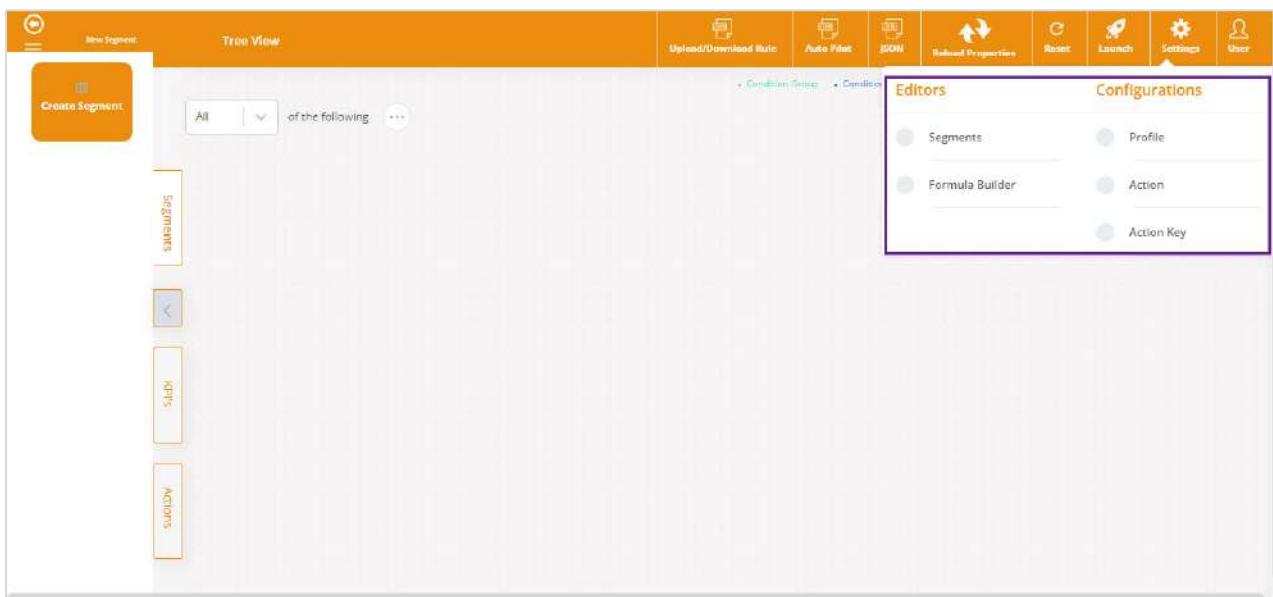


Figure 149 New Segments - Settings

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

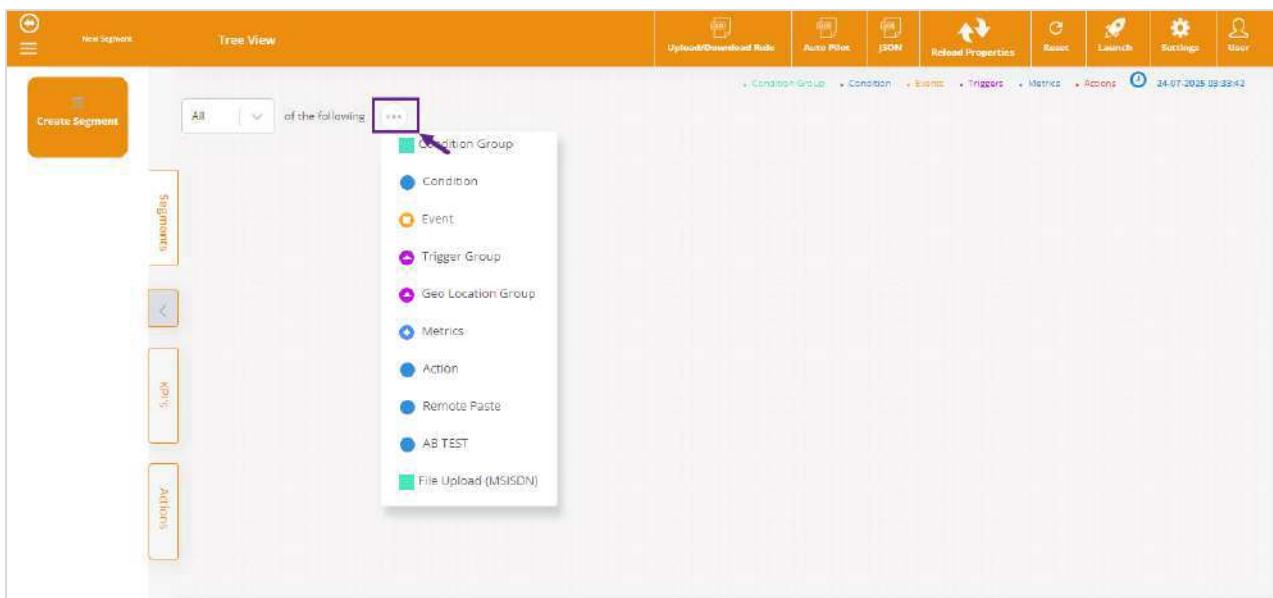


Figure 150 New Segment - Condition

You can add the following segments to the rule.

- Condition
- Condition Group

Note: You can add multiple segments to a rule.

8.3.1.4.1 Add Condition to Rule

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

To add a condition to a rule:

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

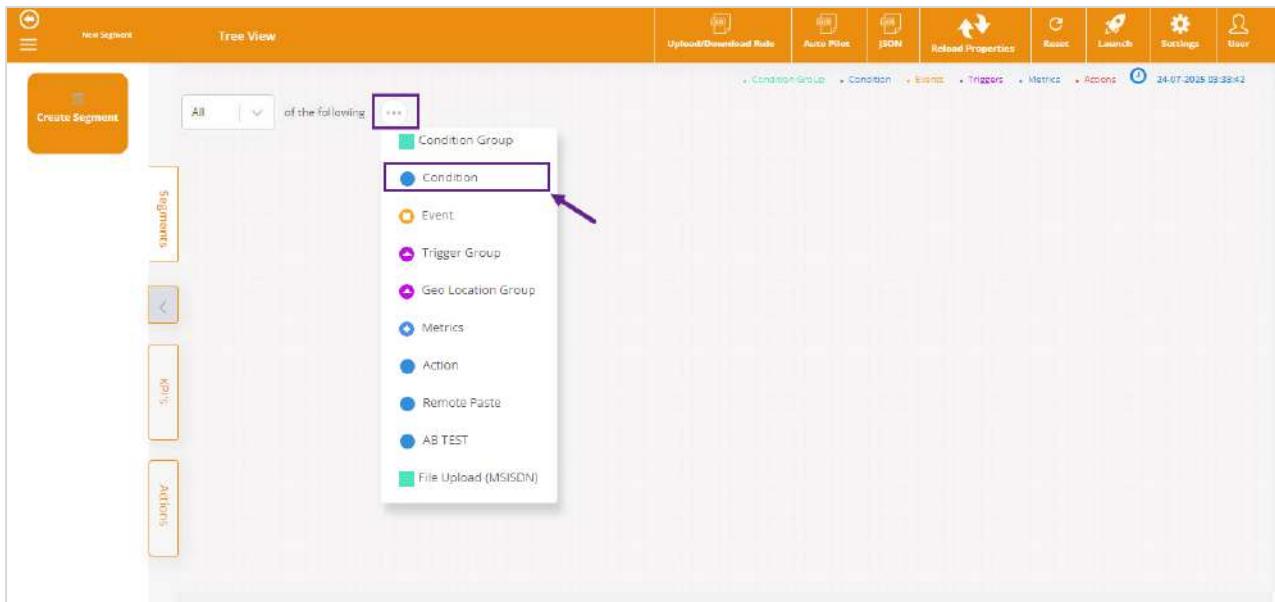


Figure 151 New Segment - Condition

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

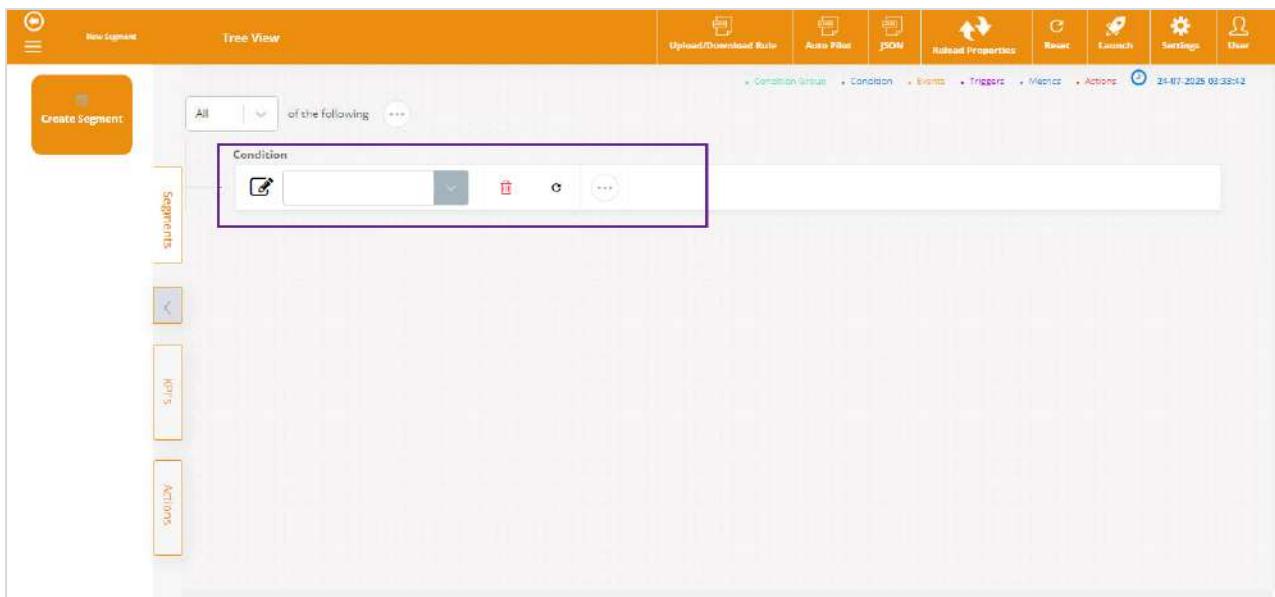


Figure 152 New Segment – Condition Input Screen

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

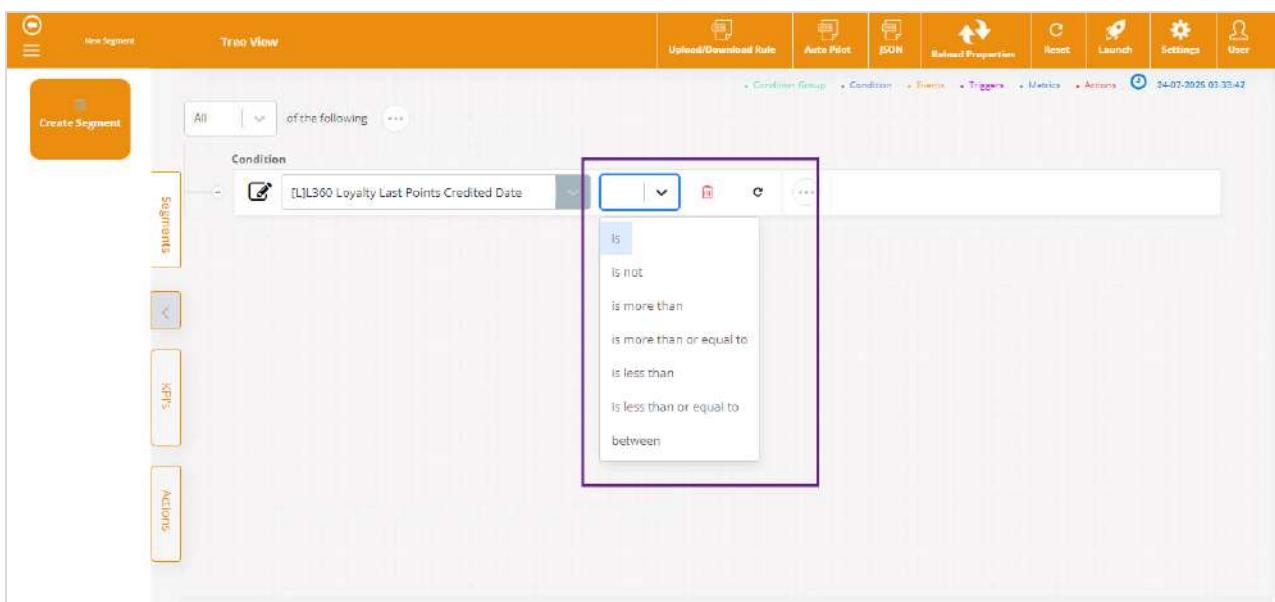


Figure 153 Segment – Conditions (Search Options)

You can select any of the following conditions.

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

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

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

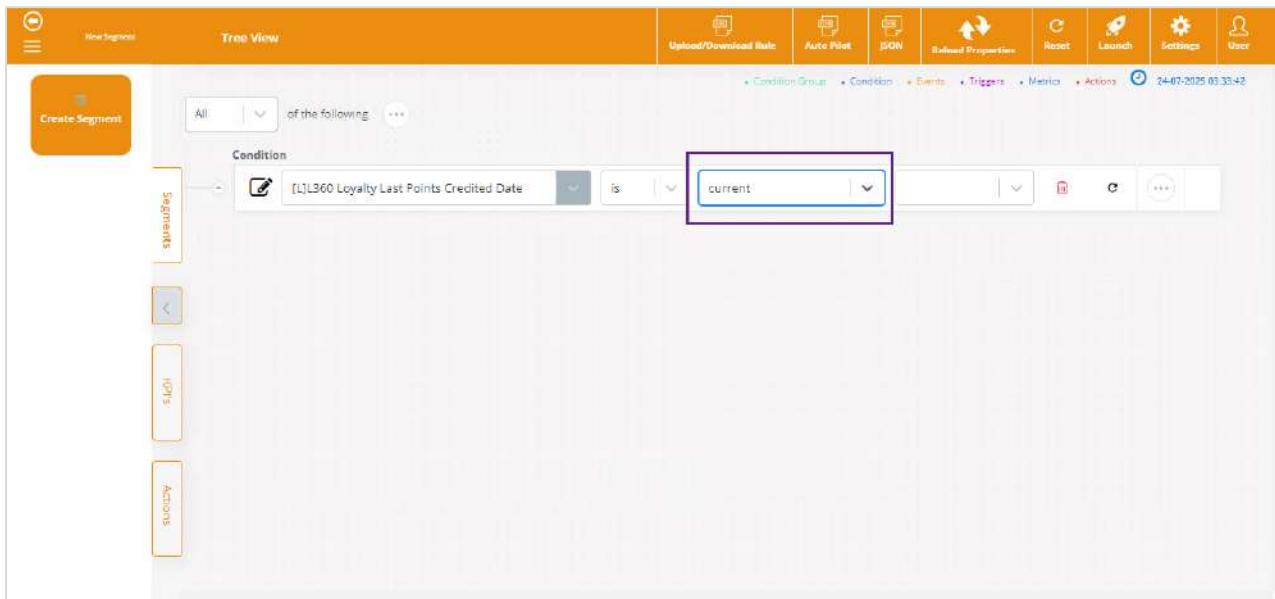


Figure 154 Condition – Value

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

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

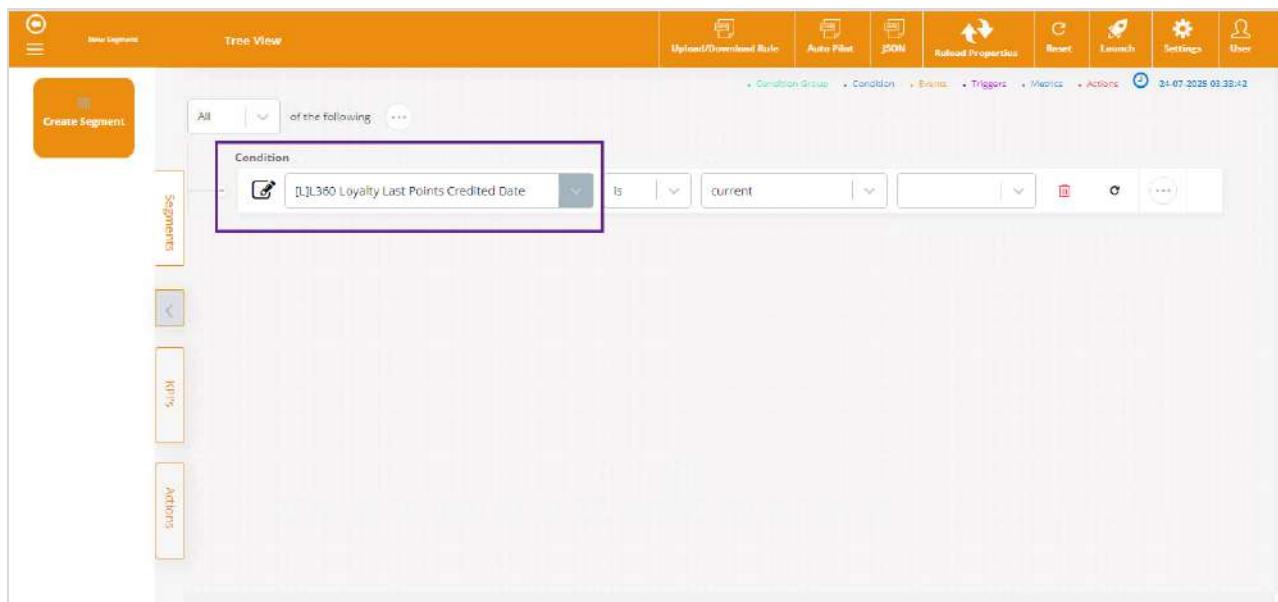


Figure 155 Modify Condition Details

8.3.1.4.1.1 Action

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

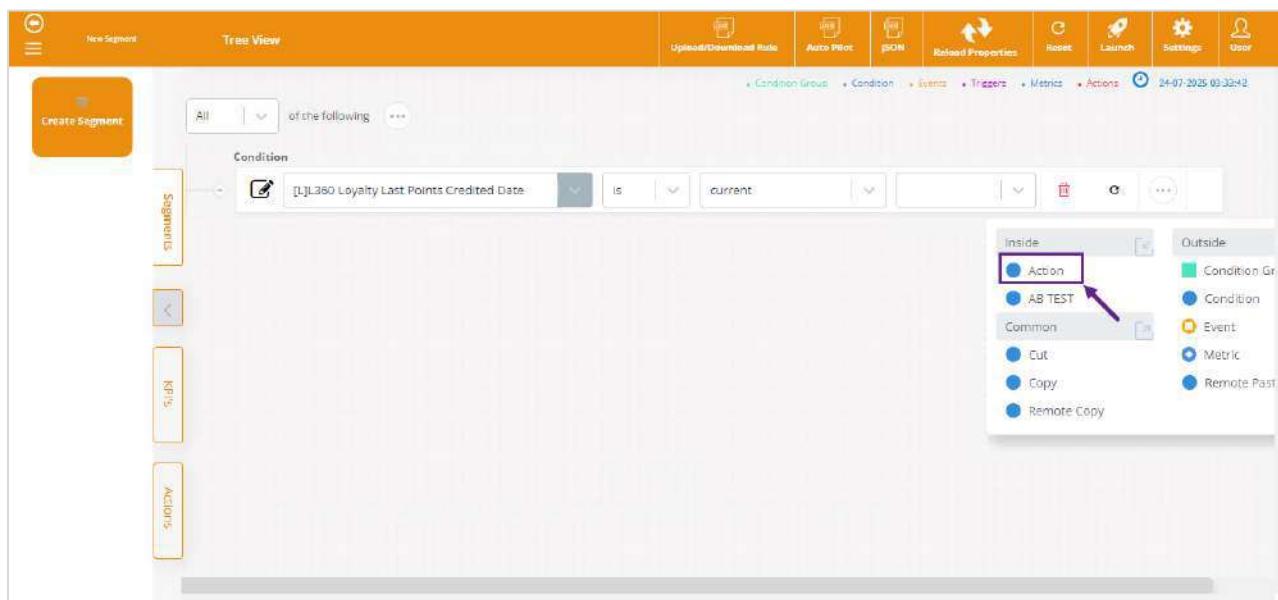


Figure 156 Segment – Condition (Action)

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

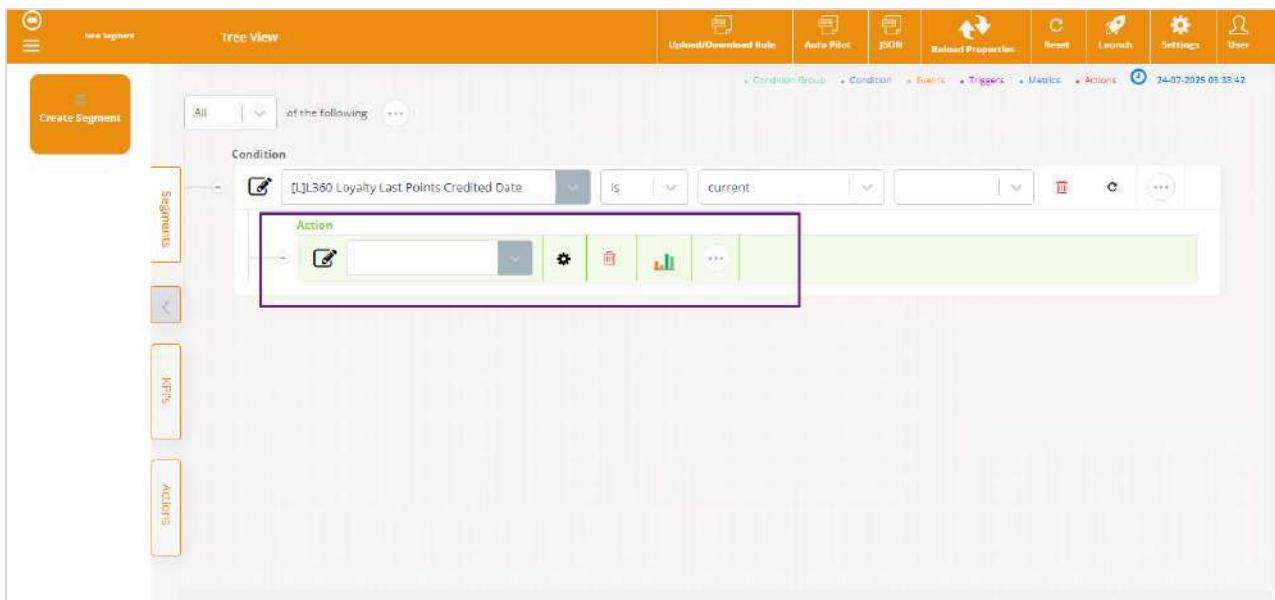


Figure 157 New Segment – Action Input Detail Screen

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

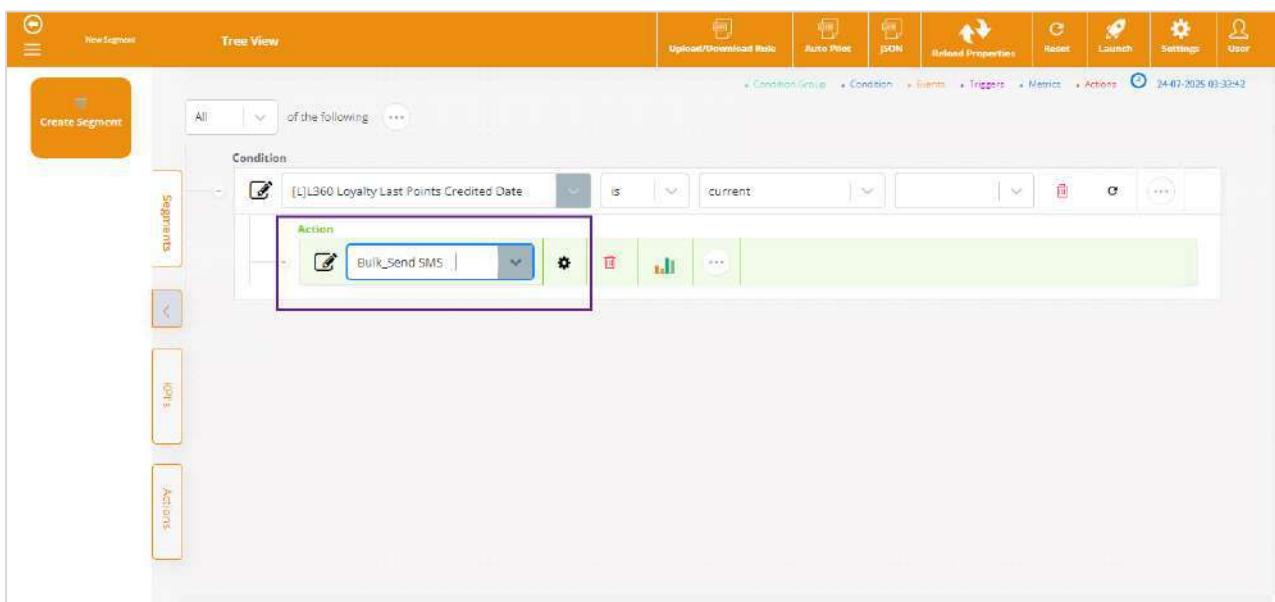


Figure 158 Condition – Action Input Values

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

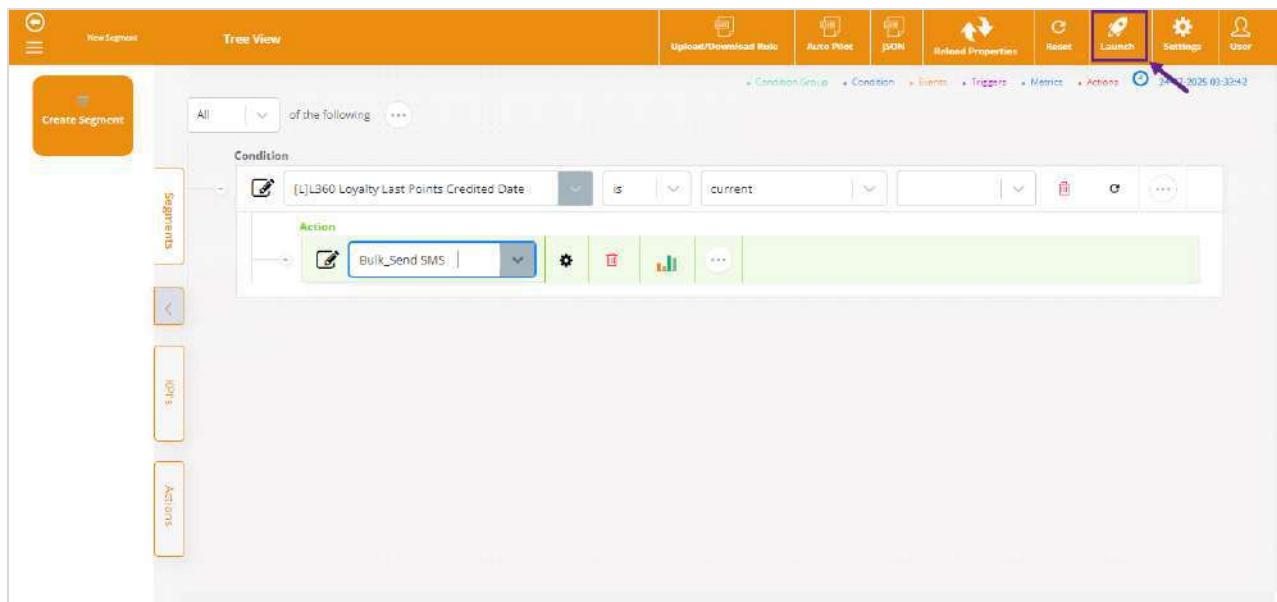


Figure 159 New Segment – Launch Button

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

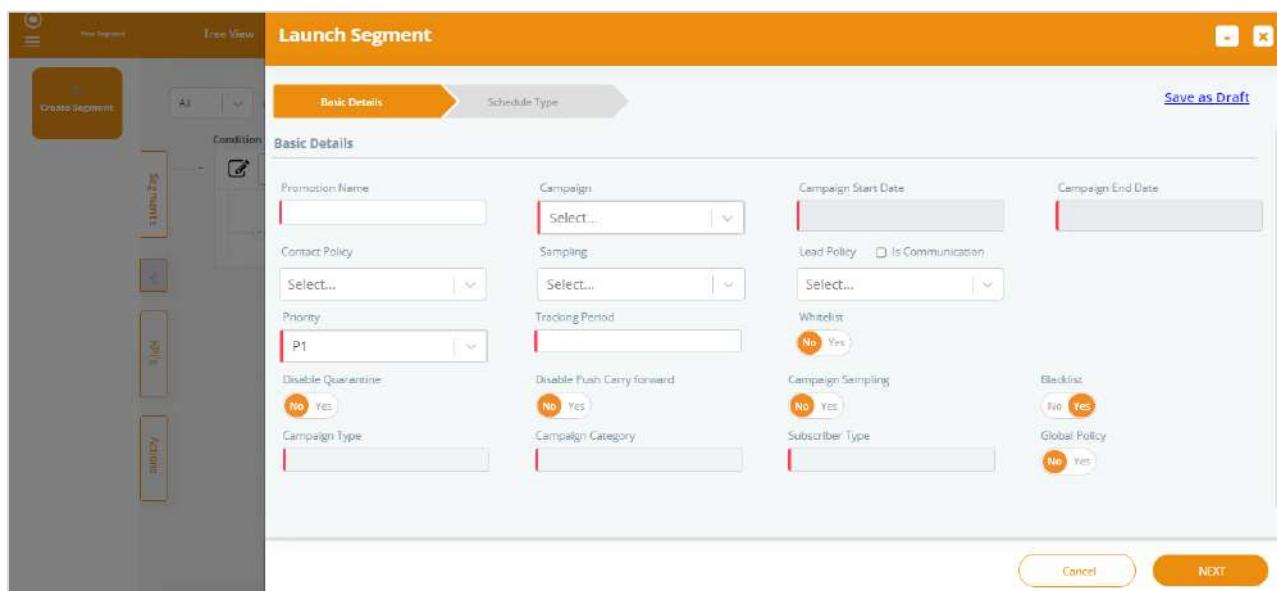


Figure 160 Launch Segment – Input Screen

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

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

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

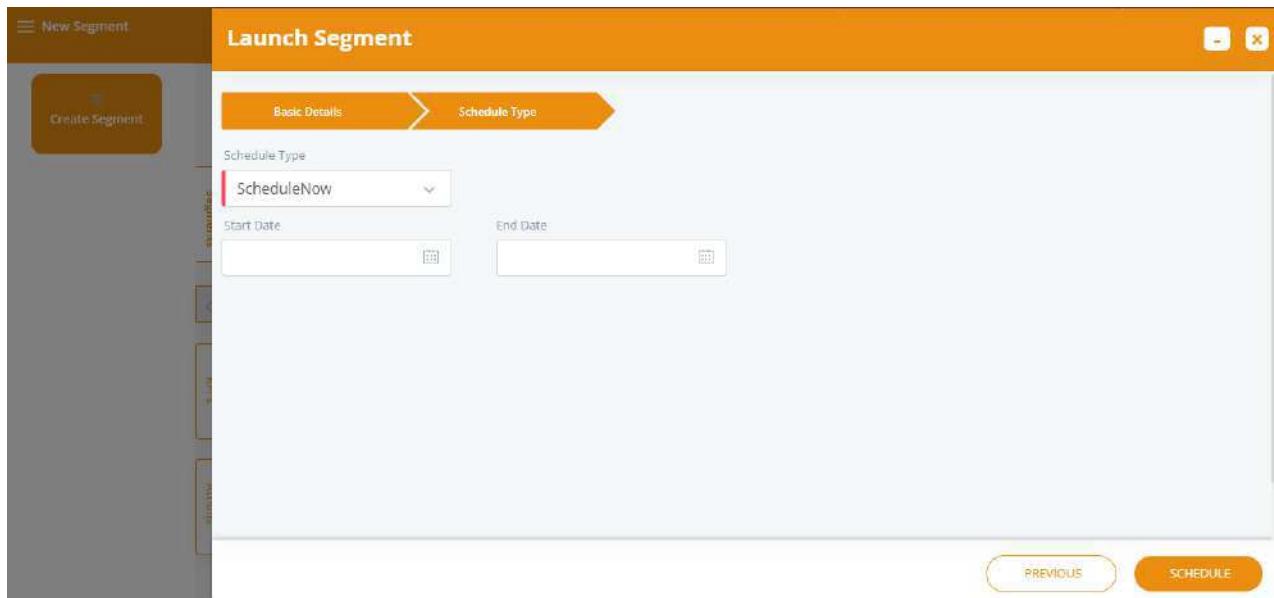
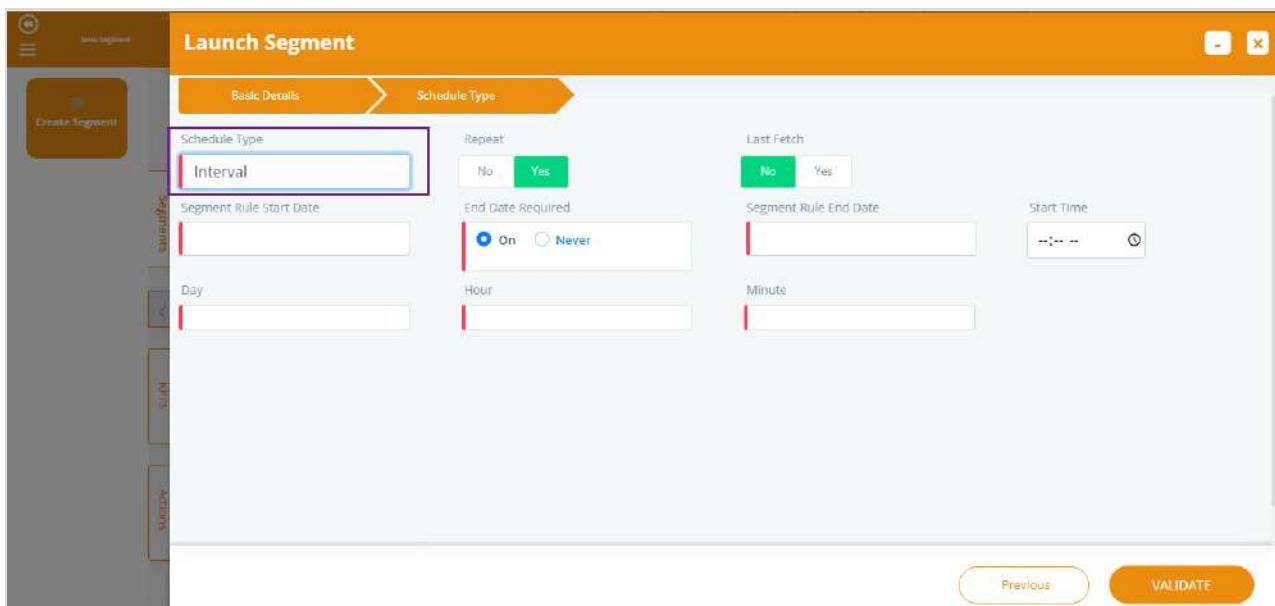


Figure 161 Launch Segment – Schedule Now Type

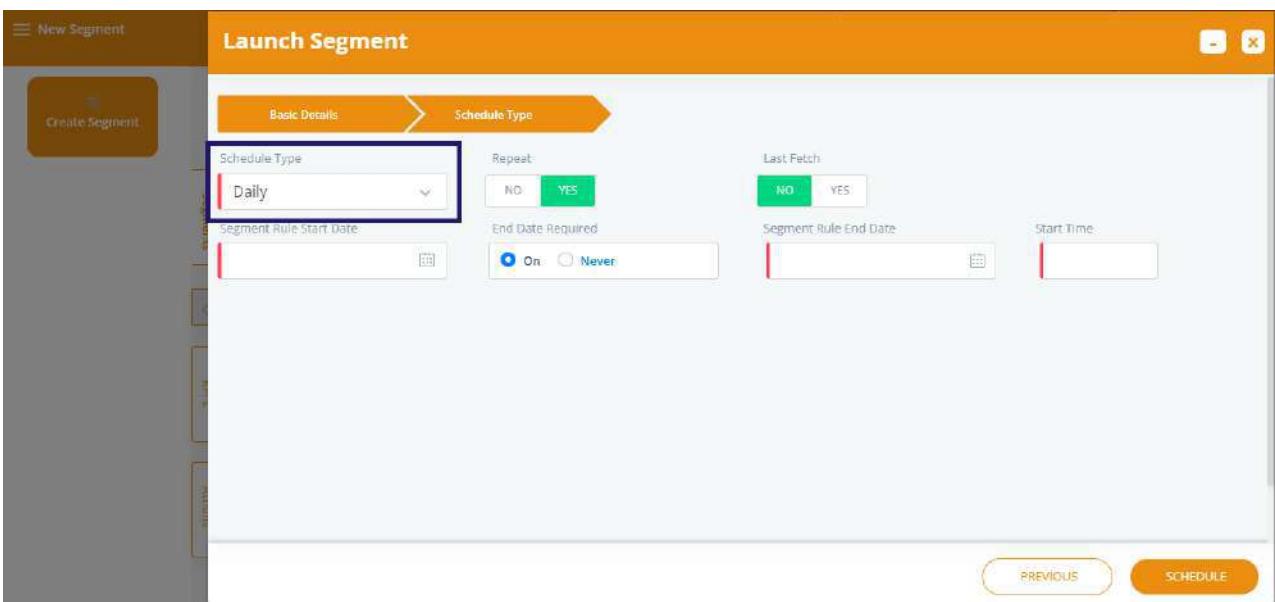
Note: The following screen is displayed when **Interval** is selected as the schedule type.



The screenshot shows the 'Launch Segment' configuration interface. The 'Schedule Type' dropdown is set to 'Interval'. Other visible fields include 'Repeat' (set to 'Yes'), 'Segment Rule Start Date' (calendar icon), 'End Date Required' (radio buttons for 'On' or 'Never'), 'Segment Rule End Date' (calendar icon), 'Last Fetch' (radio buttons for 'No' or 'Yes'), 'Start Time' (time picker icon), and 'Day' (calendar icon). Buttons at the bottom include 'Previous', 'VALIDATE', and 'NEXT'.

Figure 162 Launch Segment – Schedule Type (Interval)

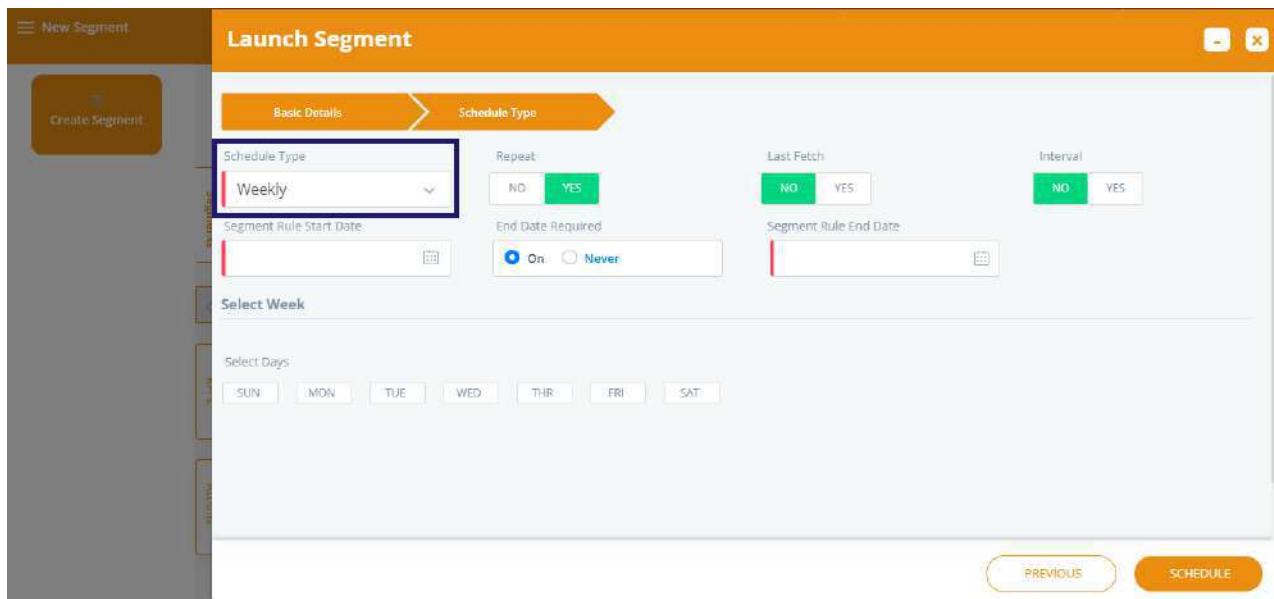
Note: The following screen is displayed when **Daily** is selected as the schedule type.



The screenshot shows the 'Launch Segment' configuration interface. The 'Schedule Type' dropdown is set to 'Daily'. Other visible fields include 'Repeat' (set to 'Yes'), 'Segment Rule Start Date' (calendar icon), 'End Date Required' (radio buttons for 'On' or 'Never'), 'Segment Rule End Date' (calendar icon), 'Last Fetch' (radio buttons for 'No' or 'Yes'), 'Start Time' (time picker icon), and 'Day' (calendar icon). Buttons at the bottom include 'PREVIOUS', 'SCHEDULE', and 'NEXT'.

Figure 163 Launch Segment – Schedule Type (Daily)

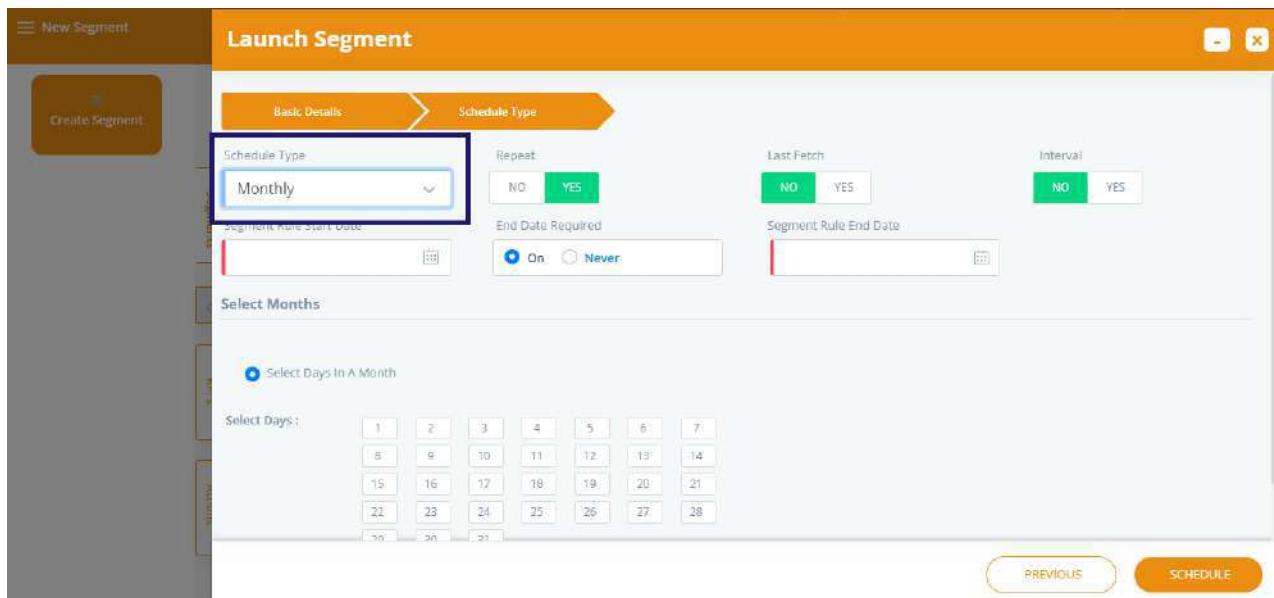
Note: The following screen is displayed when **Weekly** is selected as the schedule type.



The screenshot shows the 'Launch Segment' interface for scheduling a weekly segment. The 'Schedule Type' dropdown is set to 'Weekly'. Other visible fields include 'Repeat' (set to 'YES'), 'Last Fetch' (set to 'YES'), and 'Interval' (set to 'NO'). Buttons for 'PREVIOUS' and 'SCHEDULE' are at the bottom.

Figure 164 Launch Segment – Schedule Type (Weekly)

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

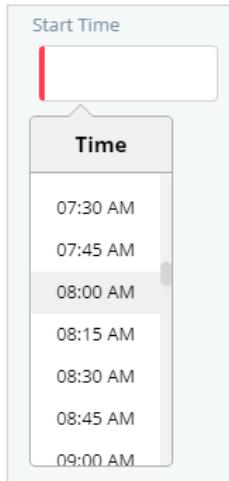
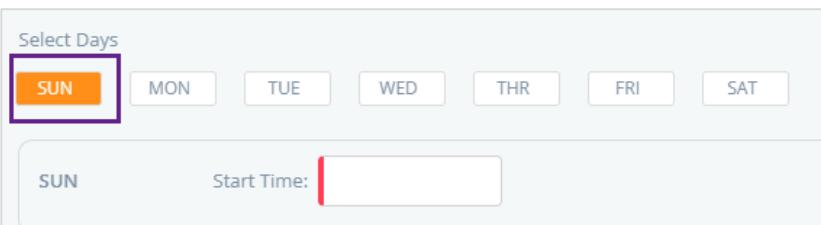


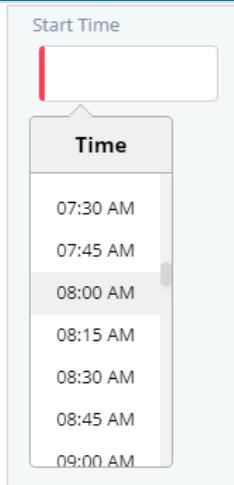
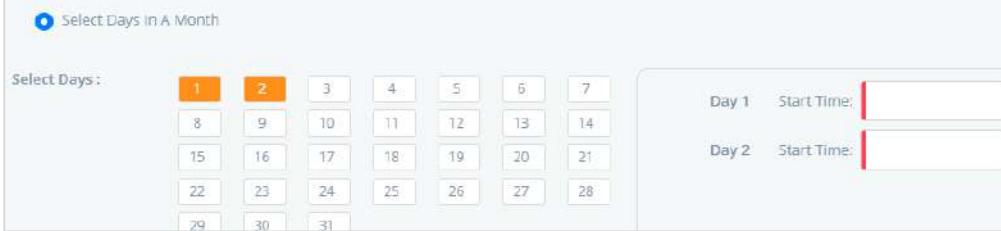
The screenshot shows the 'Launch Segment' interface for scheduling a monthly segment. The 'Schedule Type' dropdown is set to 'Monthly'. Other visible fields include 'Repeat' (set to 'YES'), 'Last Fetch' (set to 'NO'), and 'Interval' (set to 'NO'). A 'Select Months' section is present, and a 'Select Days' section shows a calendar grid from 1 to 31. Buttons for 'PREVIOUS' and 'SCHEDULE' are at the bottom.

Figure 165 Launch Segment – Schedule Type (Monthly)

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

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

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

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

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



Name	Value
Schedulenname	Postpaid_NBO_Planupgrade_Img_weekly
Schedulename	Daily
CampaignName	NBO Non Takers Campaign
TrackingPeriod	1
Enablewhitelisting	false
Disableblacklist	false
AppendBase	false

Figure 166 Validate Schedule

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

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

8.3.1.4.2 Add Condition Group to Rule

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

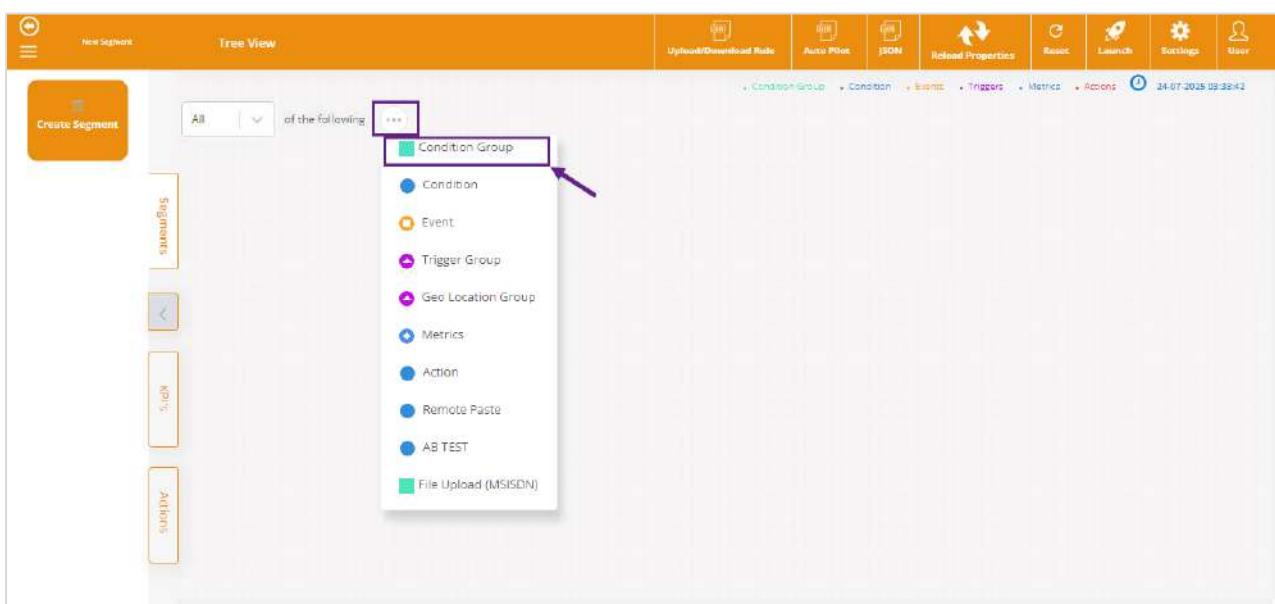


Figure 167 New Segments – Condition Group

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

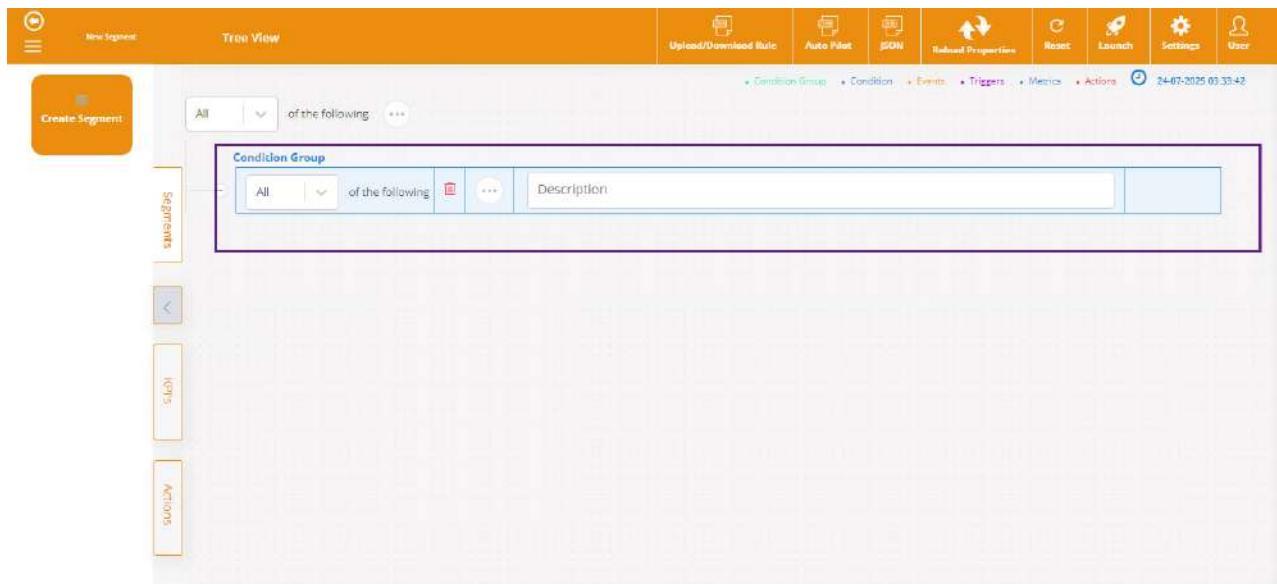


Figure 168 New Segment – Condition Group Input Screen

3. Enter the description of the condition group.

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

8.3.2 Omantel Specific Campaigns

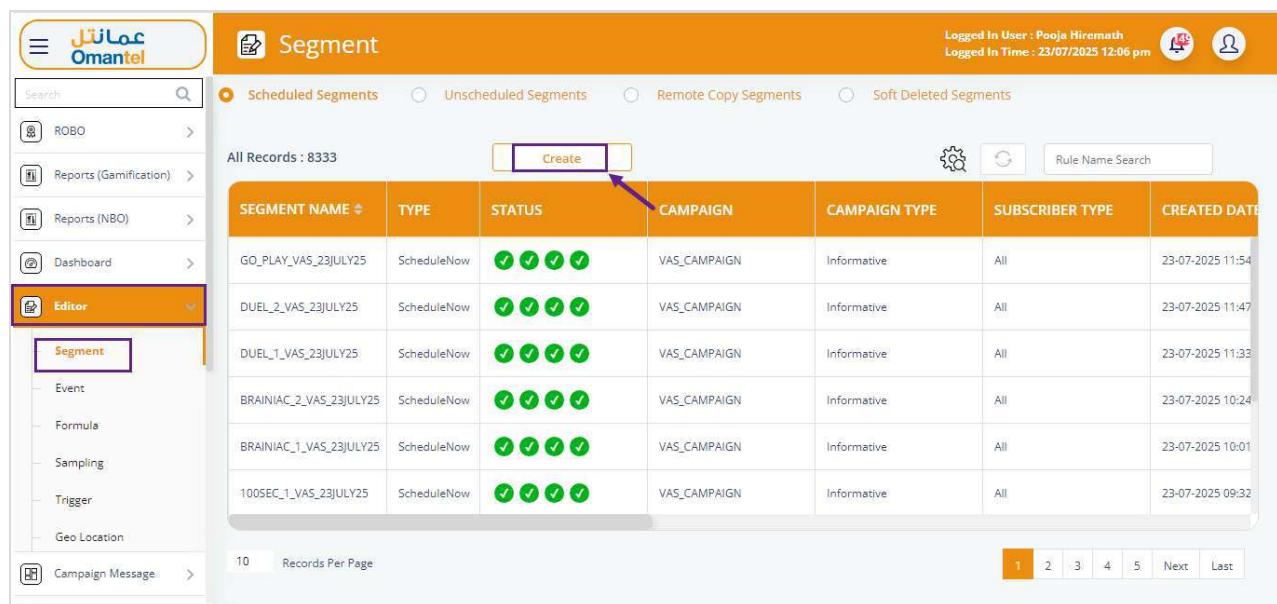
The following is the list of campaigns specific to Omantel:

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

8.3.2.1 **GCC_14072025_2**

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

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



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

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

Figure 169 Segment – New Segment

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



Figure 170 New Segment – Input Screen

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

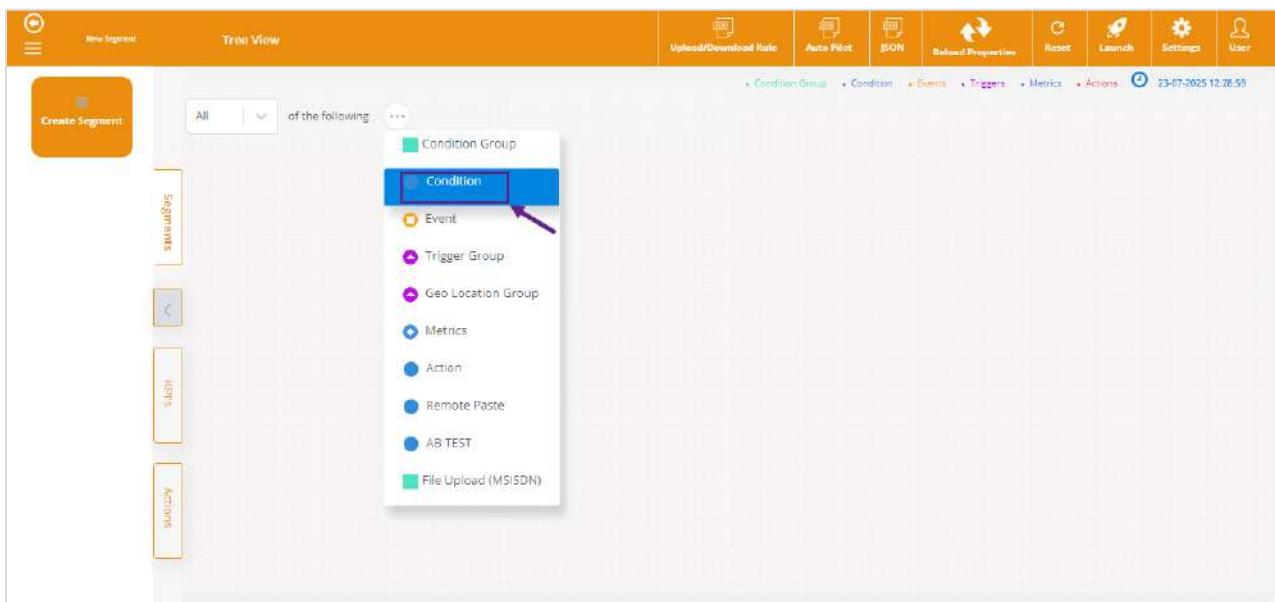


Figure 171 New Segment – Condition

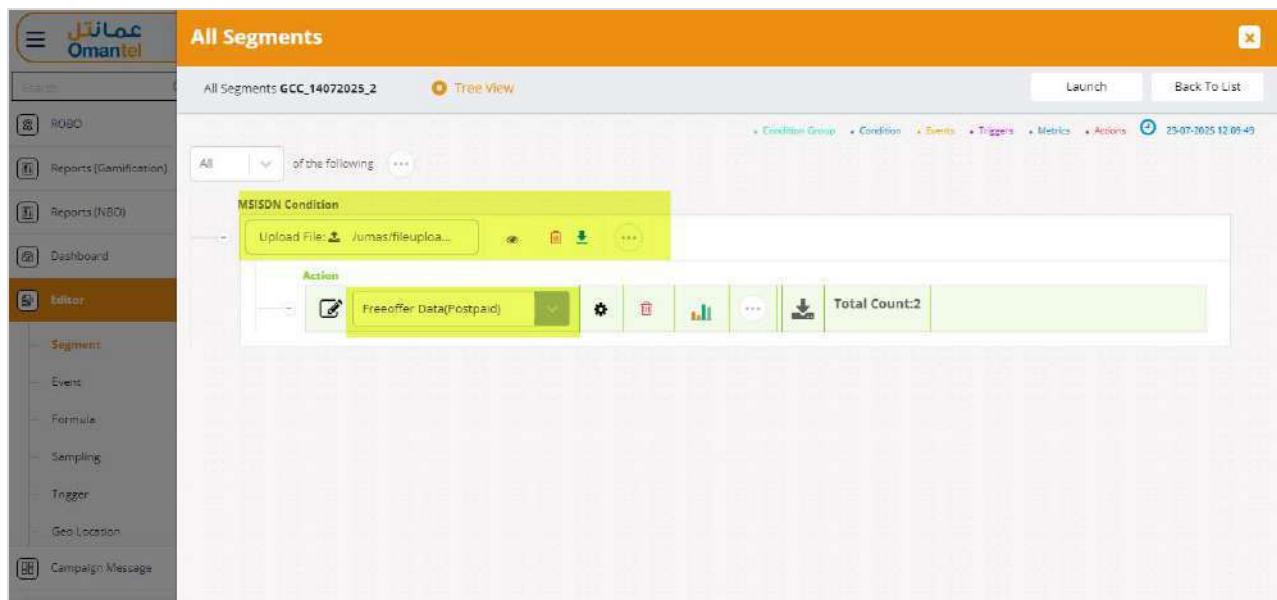
The following are the conditions and actions configured for the campaign:

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

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

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

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



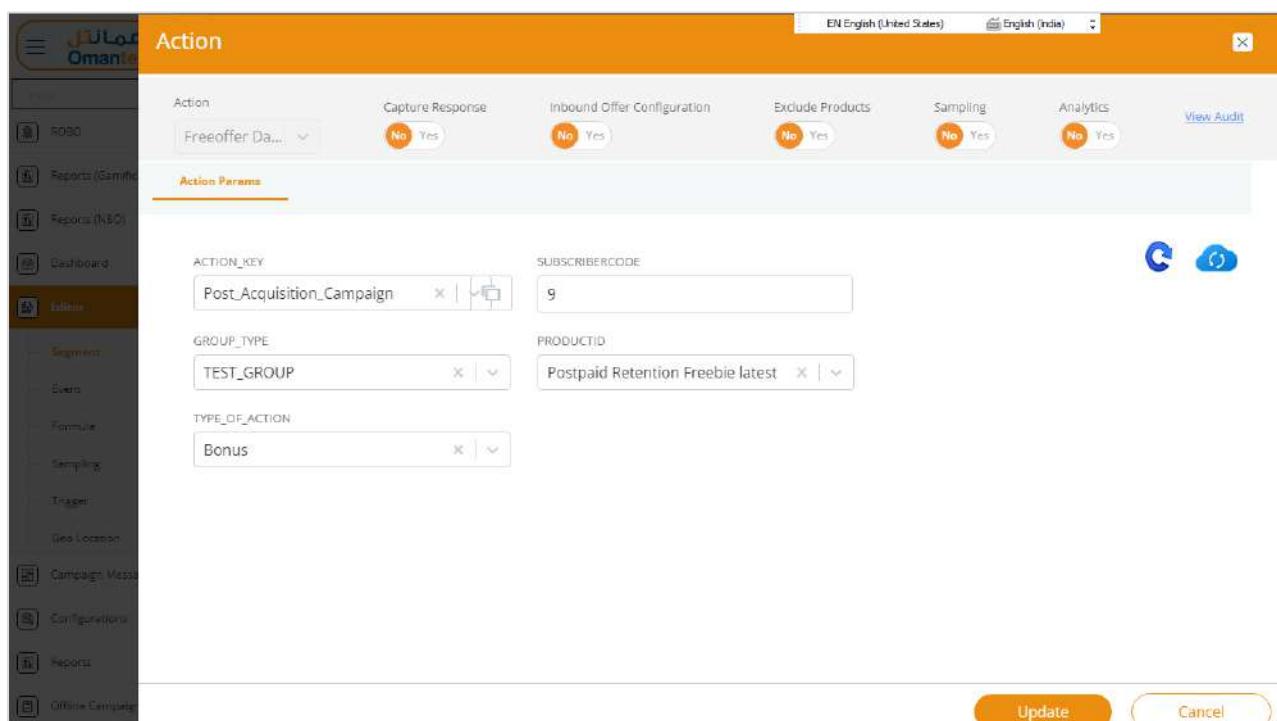
The screenshot shows the 'All Segments' screen in the Omantel Magik platform. The left sidebar includes links for ROBO, Reports (Gamification), Reports (NBO), Dashboard, Editor (Segment, Event, Formula, Sampling, Trigger, Geo Location, Campaign Message), and Configuration. The main area displays a configuration for 'MSISDN Condition' with an 'Action' step labeled 'Freeoffer Data(Postpaid)' and a total count of 2. Buttons for Launch and Back To List are at the top right.

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.



The screenshot shows the 'Action' input screen. The left sidebar includes links for ROBO, Reports (Gamification), Reports (NBO), Dashboard, Editor (Segment, Event, Formula, Sampling, Trigger, Geo Location, Campaign Message, Configuration, Reports, Offline Campaign), and Configuration. The main area shows configuration for an 'Action' named 'Freeoffer Da...'. It includes sections for Action Params (ACTION_KEY: Post_Acquisition_Campaign, GROUP_TYPE: TEST_GROUP, TYPE_OF_ACTION: Bonus), Capture Response (No Yes), Inbound Offer Configuration (No Yes), Exclude Products (No Yes), Sampling (No Yes), and Analytics (No Yes). Buttons for Update and Cancel are at the bottom right.

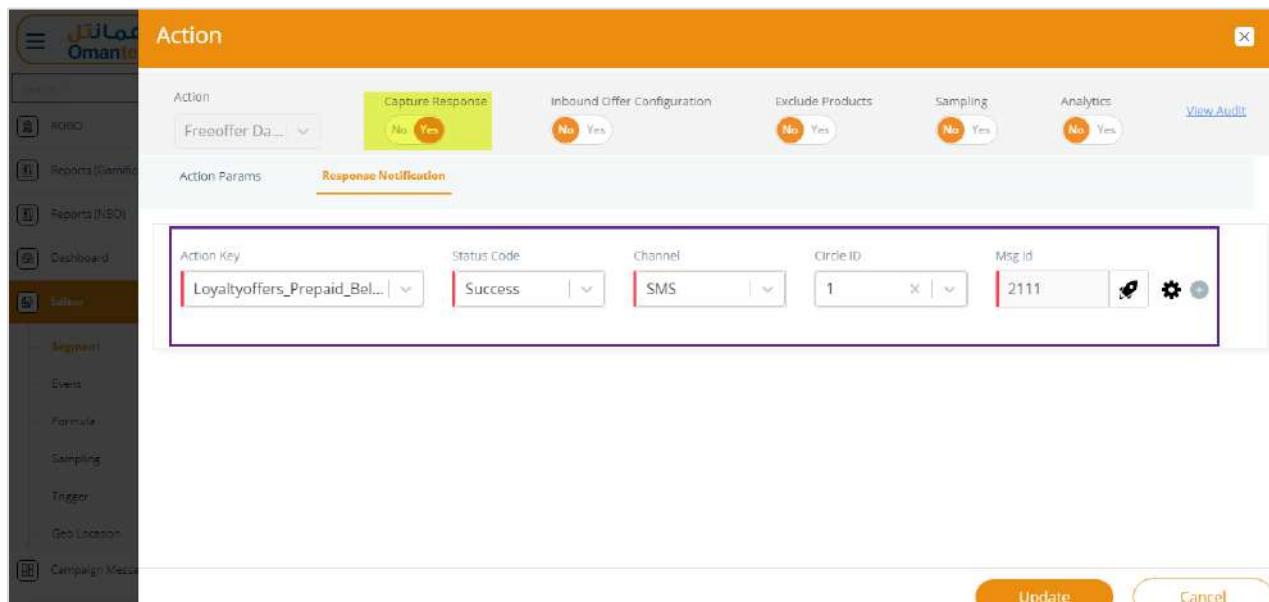
Figure 173 Action Input Screen

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.

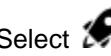


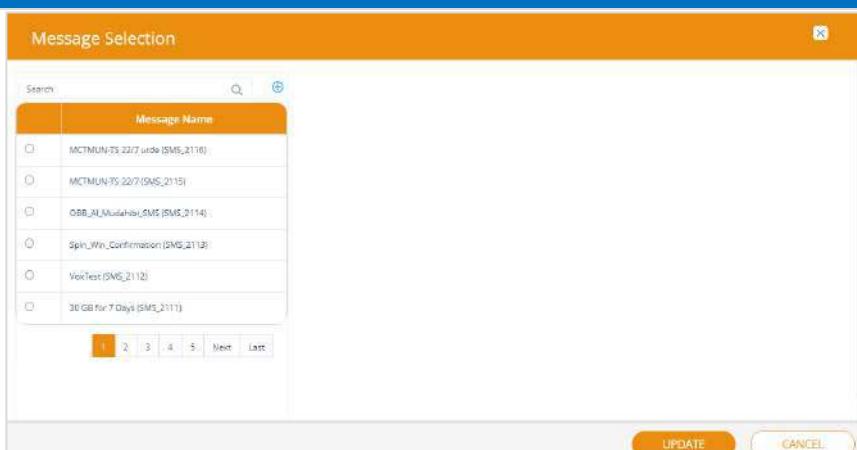
The screenshot shows the 'Action' configuration screen with the 'Response Notification' tab selected. The 'Action Params' section contains the following fields:

- Action Key: Loyaltyoffers_Prepaid_Bel...
- Status Code: Success
- Channel: SMS
- Circle ID: 1
- Msg Id: 2111

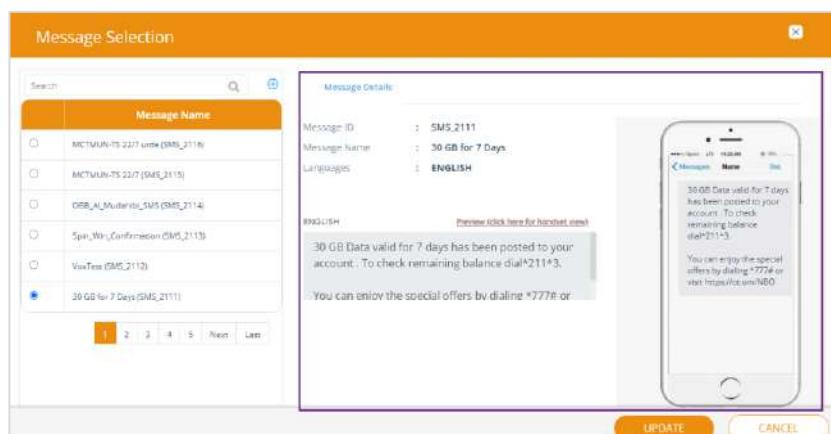
Figure 174 Action– Capture Response

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.

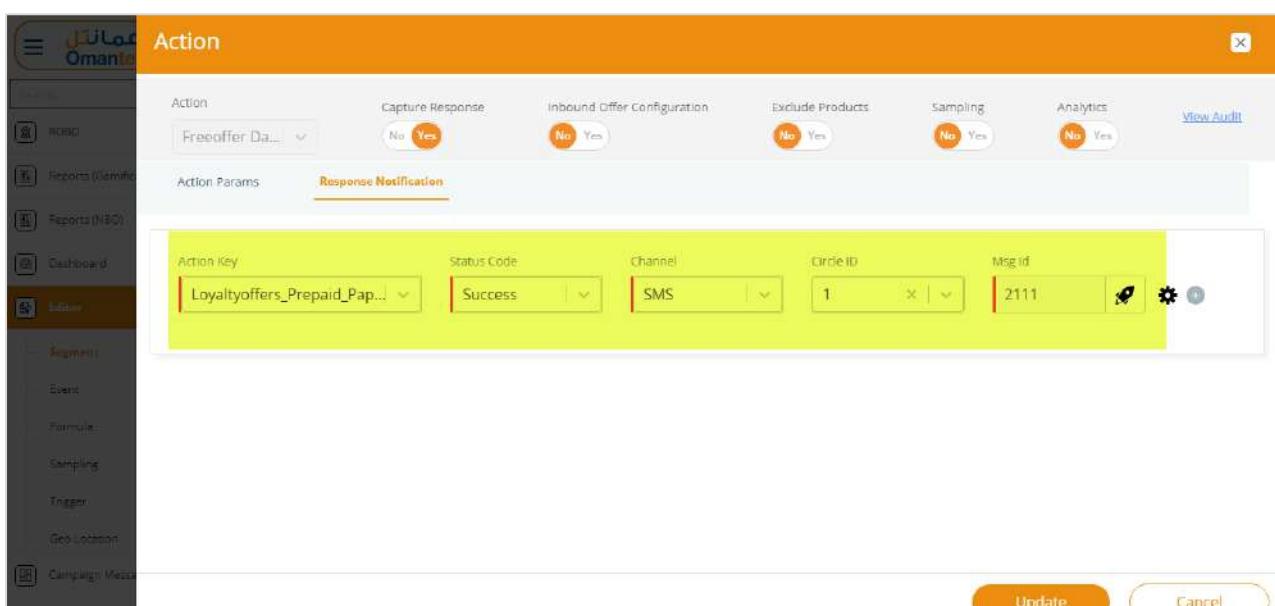
Field	Description
	 <p>The screenshot shows a 'Message Selection' dialog box. At the top, there is a search bar and a list of messages. The list includes:</p> <ul style="list-style-type: none"> MCTMUN-75 22/7 Urde (SMS_2116) MCTMUN-75 22/7 (SMS_2115) GRB_Al_Moderator_SMS (SMS_2114) Spin_Win_Confirmation (SMS_2113) VoxText (SMS_2112) 30 GB for 7 Days (SMS_2111) <p>At the bottom of the list, there are navigation buttons (1, 2, 3, 4, 5, Next, Last) and 'UPDATE' and 'CANCEL' buttons.</p>

- 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.



The screenshot shows the 'Action' configuration screen. On the left, there is a sidebar with various menu items like 'Omantel', 'NOMO', 'Reports (General)', 'Reports (HBO)', 'Dashboard', 'Audit', 'Segments', 'Event', 'Formula...', 'Sampling', 'Trigger', 'Geo Location', and 'Campaigns'. The main area is titled 'Action' and contains several configuration sections:

- Action:** Freeoffer Da... (dropdown), Capture Response (radio buttons: No, Yes), Inbound Offer Configuration (radio buttons: No, Yes), Exclude Products (radio buttons: No, Yes), Sampling (radio buttons: No, Yes), Analytics (radio buttons: No, Yes), View Audit (link).
- Action Params:** Response Notification (selected tab). It includes fields for Action Key (Loyaltyoffers_Prepaid_Pap...), Status Code (Success), Channel (SMS), Circle ID (1), and Msg Id (2111). There are also icons for rocket and gear.
- Buttons:** Update (orange button) and Cancel (yellow button).

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.

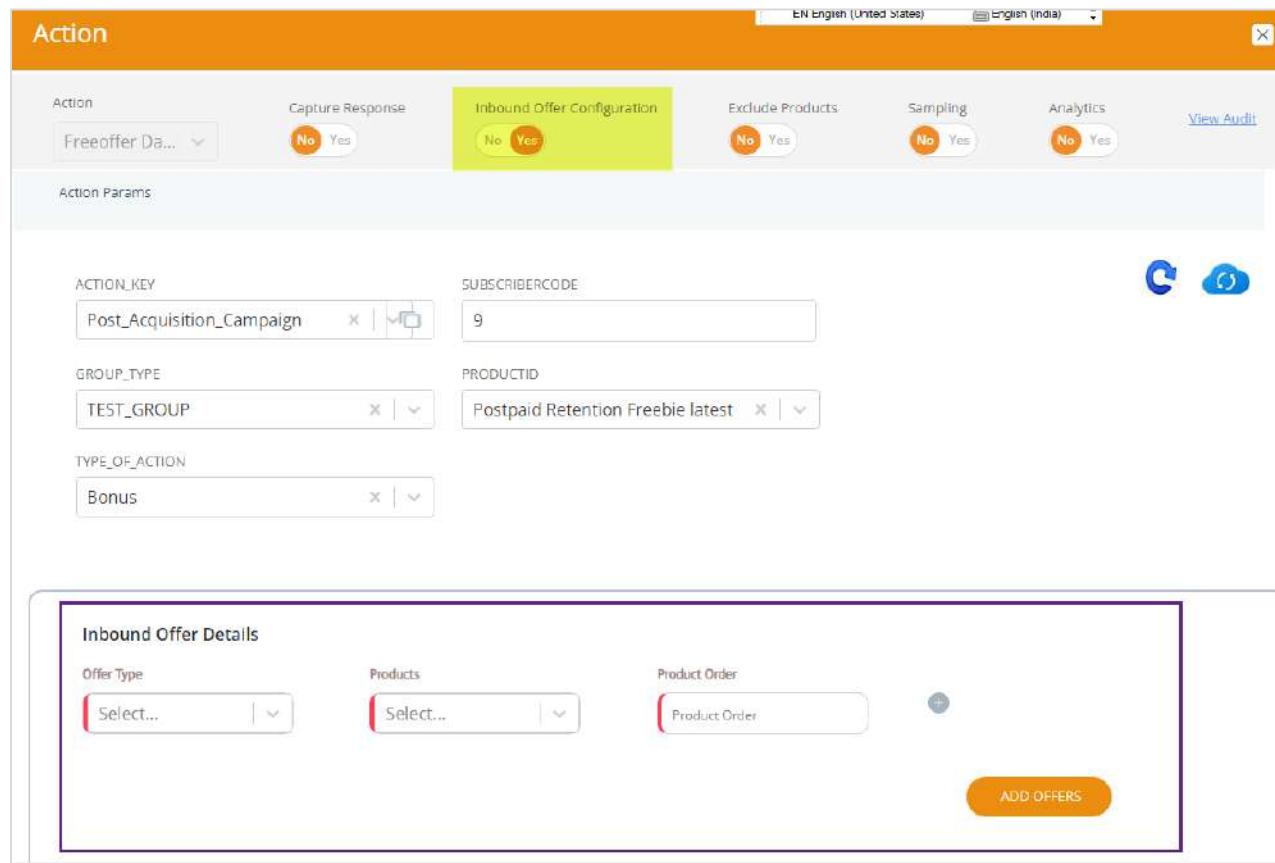


Figure 176 Action– Inbound Offer Details

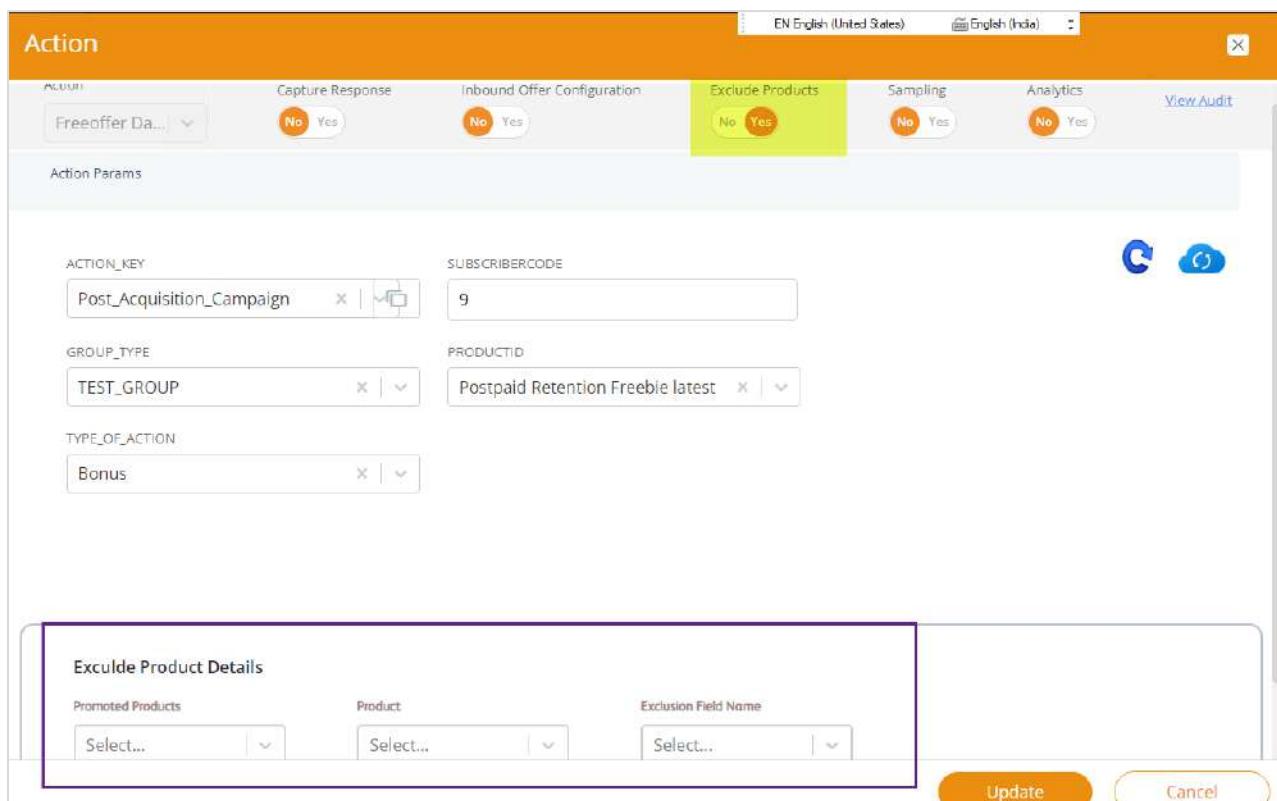
- Enter the following information in the corresponding fields. If fields marked with “**I**” are mandatory.

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

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

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

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



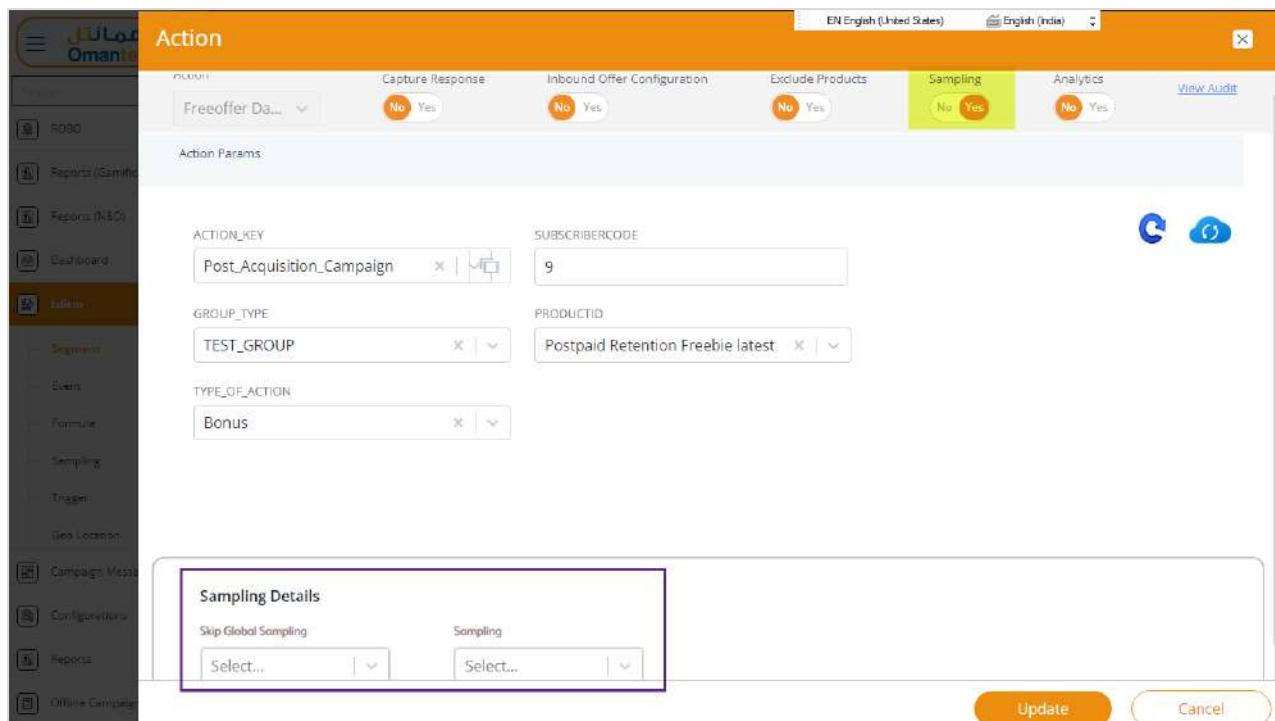
The screenshot shows the 'Action' configuration screen. At the top, there are several tabs: ACCOUNT, Capture Response, Inbound Offer Configuration, **Exclude Products**, Sampling, and Analytics. The 'Exclude Products' tab is highlighted with a yellow background. Below the tabs, there are sections for Action Params and various configuration fields. A large callout box highlights the 'Exclude Product Details' section under the 'Exclude Products' tab. This section contains three dropdown menus: 'Promoted Products', 'Product', and 'Exclusion Field Name', each with a 'Select...' button.

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.



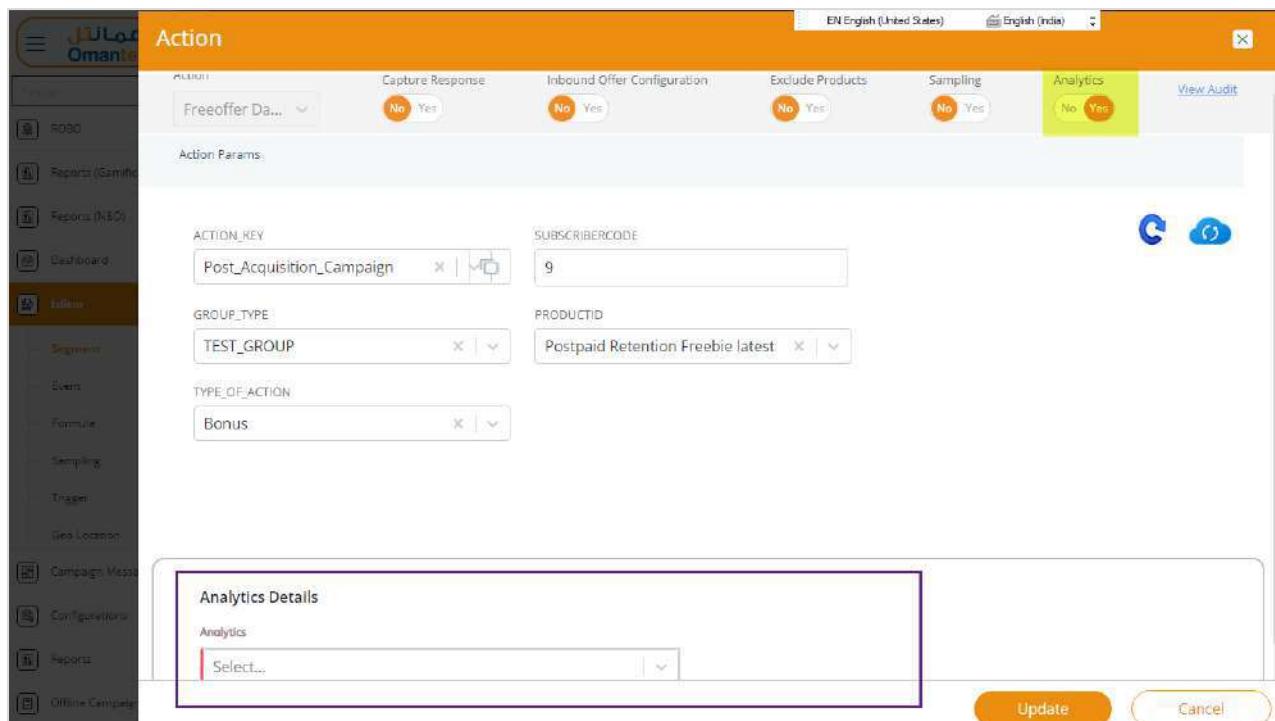
The screenshot shows the 'Action' configuration screen in the Omantel Magik platform. At the top, there are several tabs: 'Capture Response' (Yes), 'Inbound Offer Configuration' (Yes), 'Exclude Products' (Yes), 'Sampling' (Yes), and 'Analytics' (Yes). Below these tabs, there are input fields for 'ACTION_KEY' (Post_Acquisition_Campaign), 'SUBSCRIBERCODE' (9), 'GROUP_TYPE' (TEST_GROUP), 'PRODUCTID' (Postpaid Retention Freebie latest), and 'TYPE_OF_ACTION' (Bonus). A callout box highlights the 'Sampling Details' section, which contains two dropdown menus: 'Skip Global Sampling' and 'Sampling'. At the bottom right are 'Update' and 'Cancel' buttons.

Figure 178 Action– Sampling Details

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

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

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



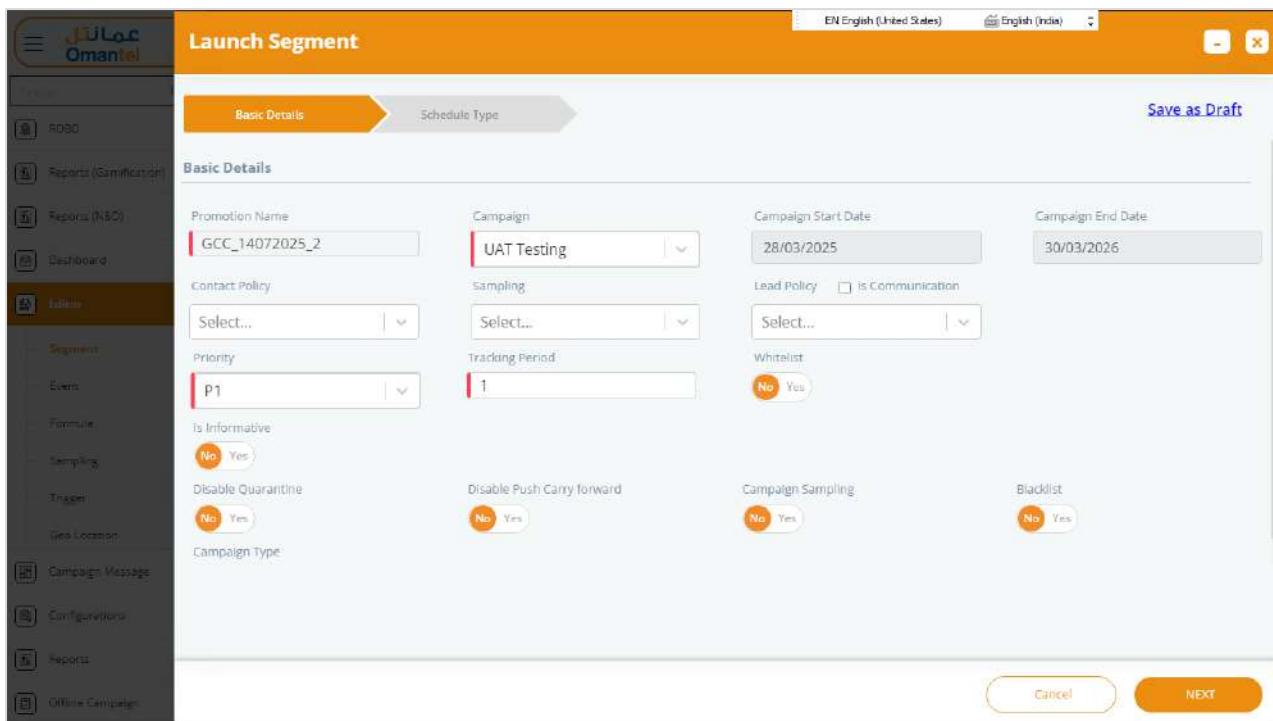
The screenshot shows the 'Action' screen in the Omantel Magik interface. The top navigation bar includes tabs for 'EN English (United States)', 'English (India)', and 'View Audit'. Below the navigation, there are several configuration options with 'No' or 'Yes' buttons: 'Capture Response' (Yes), 'Inbound Offer Configuration' (Yes), 'Exclude Products' (Yes), 'Sampling' (Yes), and 'Analytics' (Yes). The main area is titled 'Action Params' and contains fields for 'ACTION_KEY' (Post_Acquisition_Campaign), 'SUBSCRIBERCODE' (9), 'GROUP_TYPE' (TEST_GROUP), 'PRODUCTID' (Postpaid Retention Freebie latest), and 'TYPE_OF_ACTION' (Bonus). A large callout box highlights the 'Analytics Details' section, which contains a dropdown menu labeled 'Select...'. At the bottom right are 'Update' and 'Cancel' buttons.

Figure 179 Action– Analytics

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

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

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



The screenshot shows the 'Launch Segment' form. On the left is a sidebar with navigation links: ROBO, Reports (Gamification), Reports (NBO), Dashboard, Editor (selected), Segment, Event, Formula, Sampling, Trigger, Geo Location, Campaign Message, Configurations, Reports, and Offline Campaign. The main area has tabs 'Basic Details' (selected) and 'Schedule Type'. A 'Save as Draft' button is in the top right. The 'Basic Details' section contains fields for Promotion Name (GCC_14072025_2), Campaign (UAT Testing), Campaign Start Date (28/03/2025), Campaign End Date (30/03/2026), Contact Policy (Sampling), Lead Policy (Is Communication), Priority (P1), Tracking Period (1), Whitelist (No), Is Informative (Yes), Disable Quarantine (Yes), Disable Push Carry forward (Yes), Campaign Sampling (Yes), and Blacklist (Yes). Buttons at the bottom are 'Cancel' and 'NEXT'.

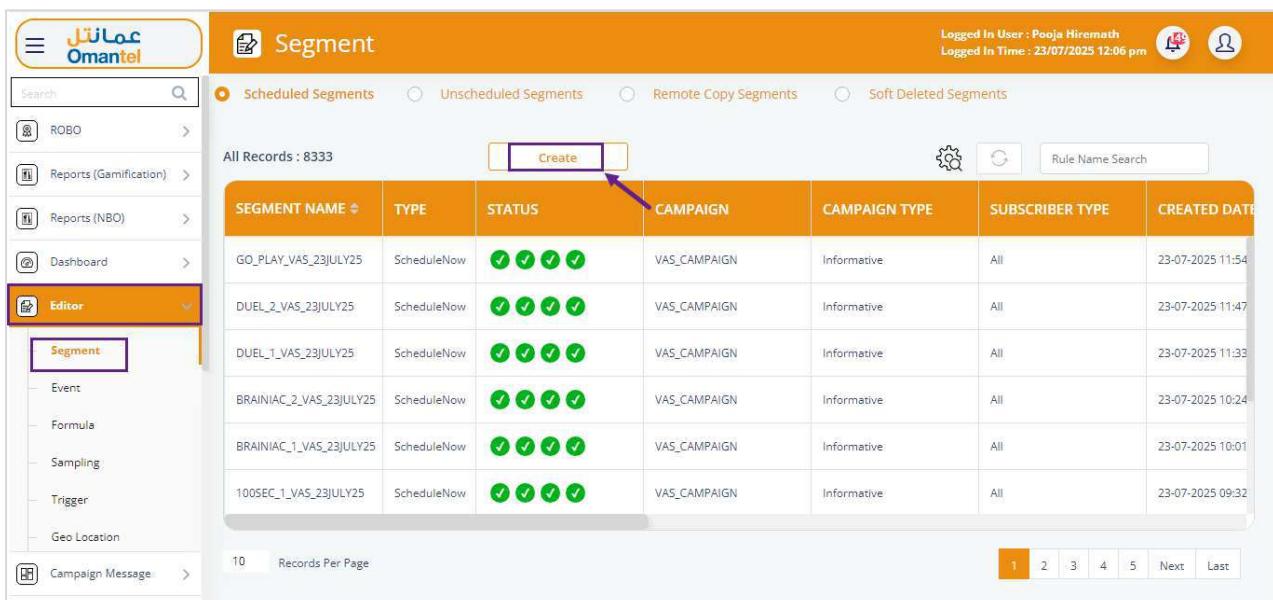
Figure 180 Launch Segment

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

8.3.2.2 Hayyak_PreRenewal_SMS

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

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



The screenshot shows the 'Segment' screen. The sidebar includes: ROBO, Reports (Gamification), Reports (NBO), Dashboard, Editor (selected), Segment, Event, Formula, Sampling, Trigger, Geo Location, Campaign Message. The main area has tabs: Scheduled Segments (selected), Unscheduled Segments, Remote Copy Segments, Soft Deleted Segments. It shows 'All Records : 8333'. A 'Create' button is highlighted with a blue arrow. Below is a table with columns: SEGMENT NAME, TYPE, STATUS, CAMPAIGN, CAMPAIGN TYPE, SUBSCRIBER TYPE, and CREATED DATE. The table lists several segments like GO_PLAY_VAS_23JULY25, DUEL_2_VAS_23JULY25, etc., all created on 23-07-2025. At the bottom are buttons for 'Rule Name Search', 'Records Per Page' (set to 10), and page navigation (1, 2, 3, 4, 5, Next, Last).

Figure 181 Segment – New Segment

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

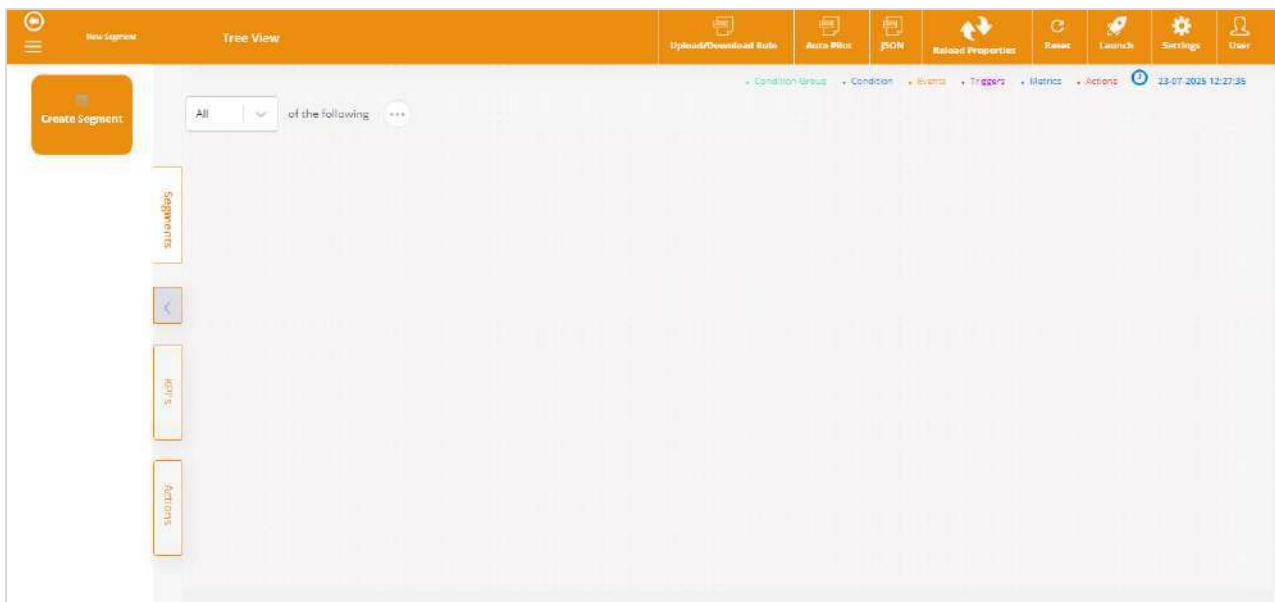


Figure 182 New Segment – Input Screen

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

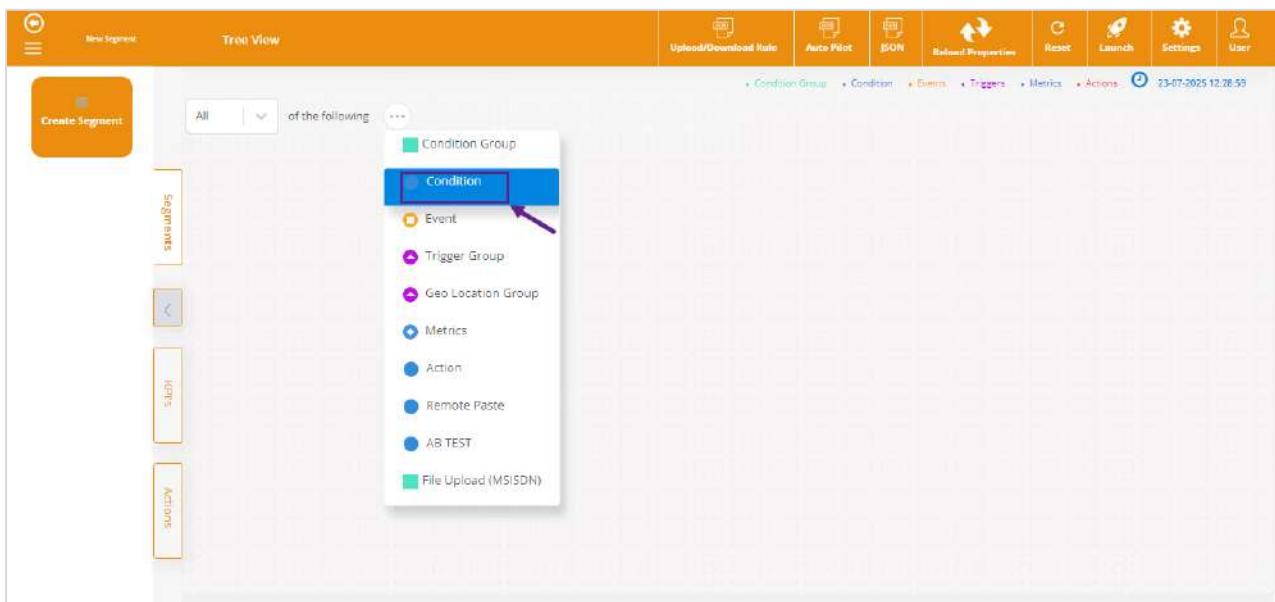


Figure 183 New Segment – Condition

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.

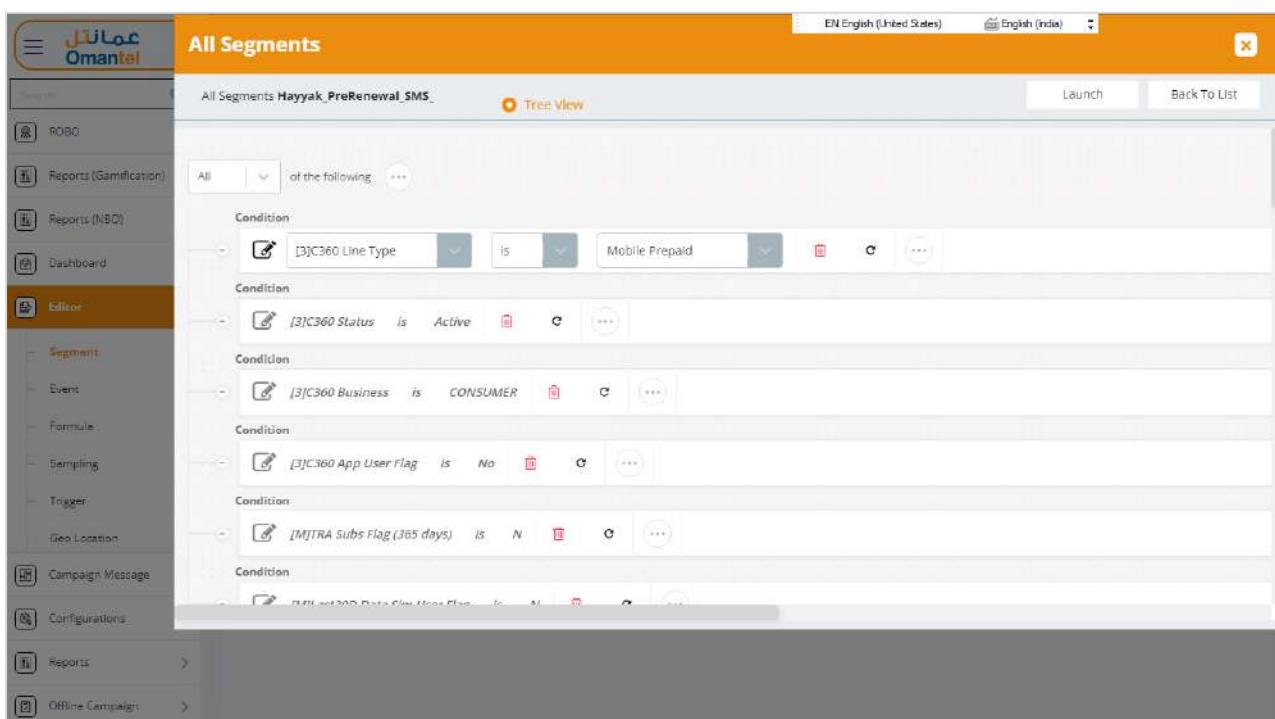
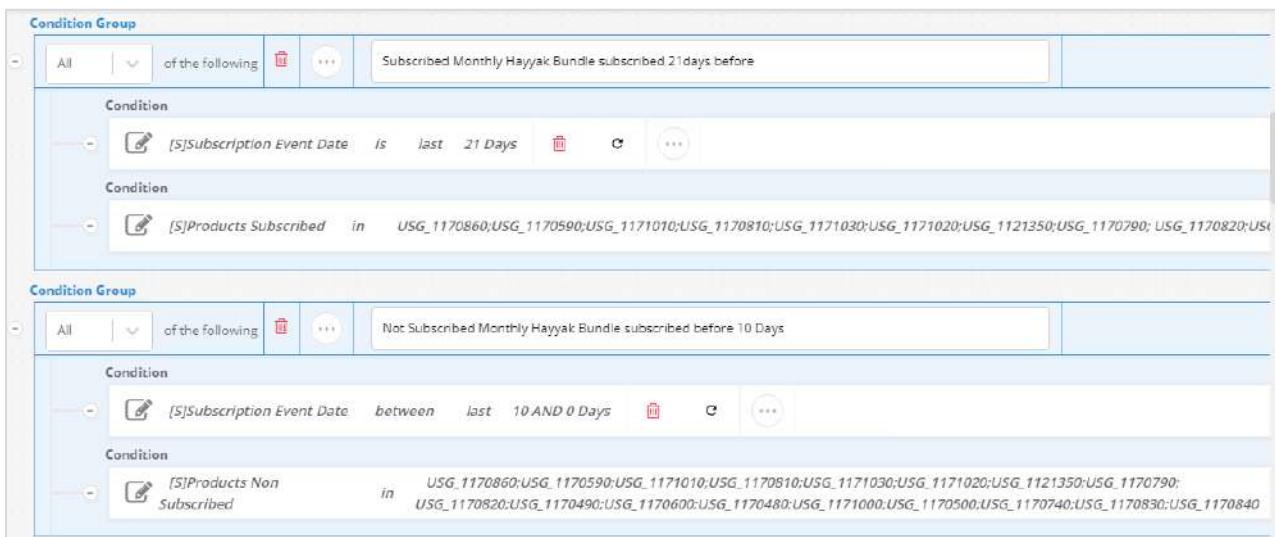


Figure 184 All Segments - Hayyak_PreRenewal_SMS

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



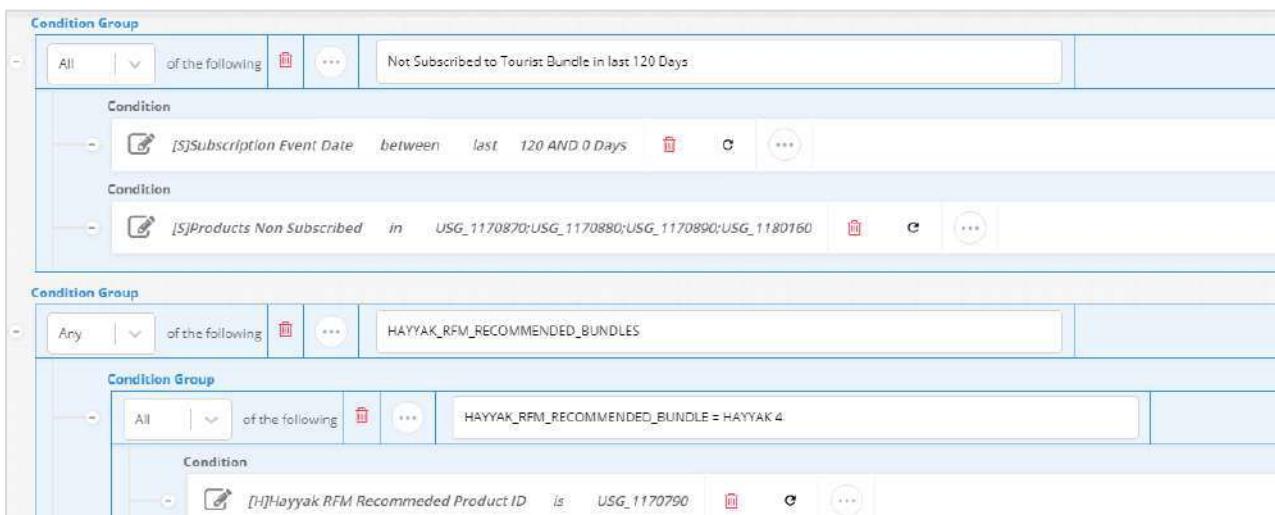
Condition Group

- All of the following
 - Condition**: {S}Subscription Event Date is last 21 Days
 - Condition**: {S}Products Subscribed in USG_1170860;USG_1170590;USG_1171010;USG_1170810;USG_1171030;USG_1171020;USG_1121350;USG_1170790;USG_1170820;USG_1170840

Condition Group

- All of the following
 - Condition**: {S}Subscription Event Date between last 10 AND 0 Days
 - Condition**: {S}Products Non Subscribed in USG_1170860;USG_1170590;USG_1171010;USG_1170810;USG_1171030;USG_1171020;USG_1121350;USG_1170790;USG_1170820;USG_1170490;USG_1170600;USG_1170480;USG_1171000;USG_1170500;USG_1170740;USG_1170830;USG_1170840

Figure 185 All Segments - Hayyak_PreRenewal_SMS_1



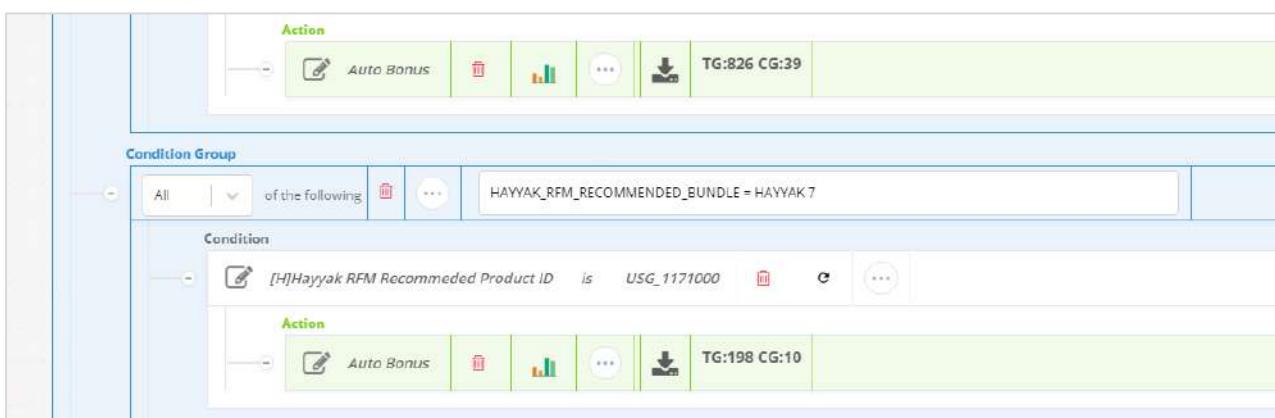
Condition Group

- All of the following
 - Condition**: {S}Subscription Event Date between last 120 AND 0 Days
 - Condition**: {S}Products Non Subscribed in USG_1170870;USG_1170880;USG_1170890;USG_1180160

Condition Group

- Any of the following
 - Condition Group**
 - All of the following
 - Condition**: {H}Hayyak RFM Recommended Product ID is USG_1170790

Figure 186 All Segments - Hayyak_PreRenewal_SMS_2



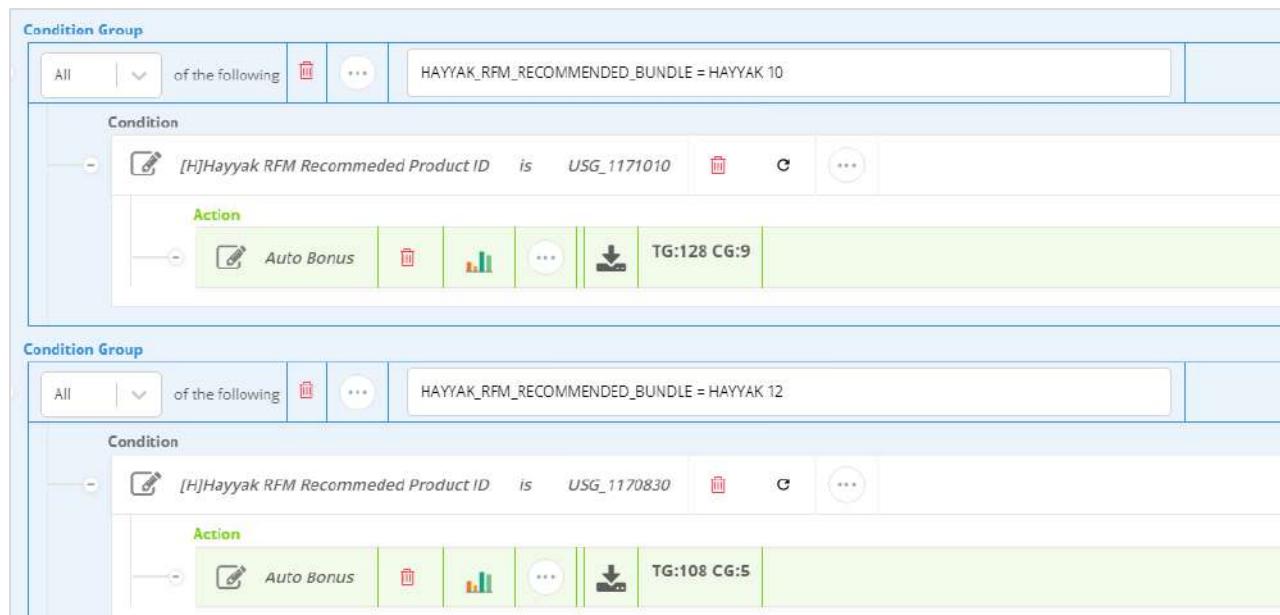
Action

- Condition**: {H}Hayyak RFM Recommended Product ID is USG_1170790

Condition Group

- All of the following
 - Condition**: {H}Hayyak RFM Recommended Product ID is USG_1171000
 - Action**: Auto Bonus

Figure 187 All Segments - Hayyak_PreRenewal_SMS_3



Condition Group

All	of the following	<input type="button" value="Delete"/>	<input type="button" value="..."/>	HAYYAK_RFM_RECOMMENDED_BUNDLE = HAYYAK 10	<input type="button" value="Delete"/>	<input type="button" value="..."/>	
-----	------------------	---------------------------------------	------------------------------------	---	---------------------------------------	------------------------------------	--

Condition

<input type="button" value="Edit"/>	[H]Hayyak RFM Recommended Product ID	is	USG_1171010	<input type="button" value="Delete"/>	<input type="button" value="..."/>	
-------------------------------------	--------------------------------------	----	-------------	---------------------------------------	------------------------------------	--

Action

<input type="button" value="Edit"/>	Auto Bonus	<input type="button" value="Delete"/>		<input type="button" value="..."/>	<input type="button" value="Download"/>	TG:128 CG:9
-------------------------------------	------------	---------------------------------------	--	------------------------------------	---	-------------

Condition Group

All	of the following	<input type="button" value="Delete"/>	<input type="button" value="..."/>	HAYYAK_RFM_RECOMMENDED_BUNDLE = HAYYAK 12	<input type="button" value="Delete"/>	<input type="button" value="..."/>	
-----	------------------	---------------------------------------	------------------------------------	---	---------------------------------------	------------------------------------	--

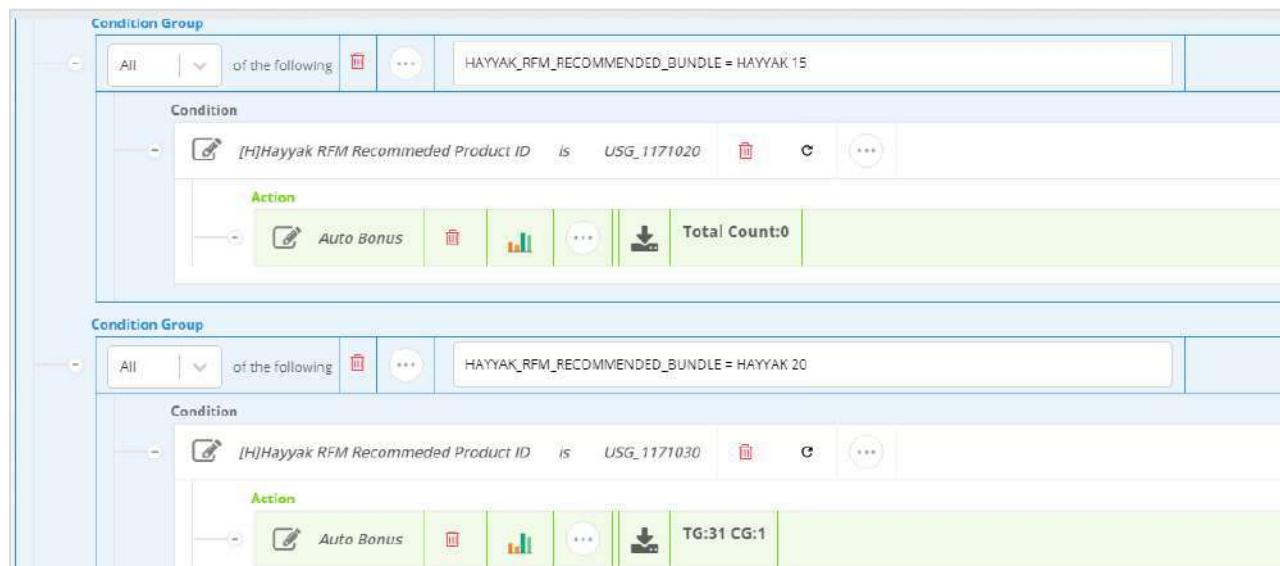
Condition

<input type="button" value="Edit"/>	[H]Hayyak RFM Recommended Product ID	is	USG_1170830	<input type="button" value="Delete"/>	<input type="button" value="..."/>	
-------------------------------------	--------------------------------------	----	-------------	---------------------------------------	------------------------------------	--

Action

<input type="button" value="Edit"/>	Auto Bonus	<input type="button" value="Delete"/>		<input type="button" value="..."/>	<input type="button" value="Download"/>	TG:108 CG:5
-------------------------------------	------------	---------------------------------------	--	------------------------------------	---	-------------

Figure 188 All Segments - Hayyak_PreRenewal_SMS_4



Condition Group

All	of the following	<input type="button" value="Delete"/>	<input type="button" value="..."/>	HAYYAK_RFM_RECOMMENDED_BUNDLE = HAYYAK 15	<input type="button" value="Delete"/>	<input type="button" value="..."/>	
-----	------------------	---------------------------------------	------------------------------------	---	---------------------------------------	------------------------------------	--

Condition

<input type="button" value="Edit"/>	[H]Hayyak RFM Recommended Product ID	is	USG_1171020	<input type="button" value="Delete"/>	<input type="button" value="..."/>	
-------------------------------------	--------------------------------------	----	-------------	---------------------------------------	------------------------------------	--

Action

<input type="button" value="Edit"/>	Auto Bonus	<input type="button" value="Delete"/>		<input type="button" value="..."/>	<input type="button" value="Download"/>	Total Count:0
-------------------------------------	------------	---------------------------------------	--	------------------------------------	---	---------------

Condition Group

All	of the following	<input type="button" value="Delete"/>	<input type="button" value="..."/>	HAYYAK_RFM_RECOMMENDED_BUNDLE = HAYYAK 20	<input type="button" value="Delete"/>	<input type="button" value="..."/>	
-----	------------------	---------------------------------------	------------------------------------	---	---------------------------------------	------------------------------------	--

Condition

<input type="button" value="Edit"/>	[H]Hayyak RFM Recommended Product ID	is	USG_1171030	<input type="button" value="Delete"/>	<input type="button" value="..."/>	
-------------------------------------	--------------------------------------	----	-------------	---------------------------------------	------------------------------------	--

Action

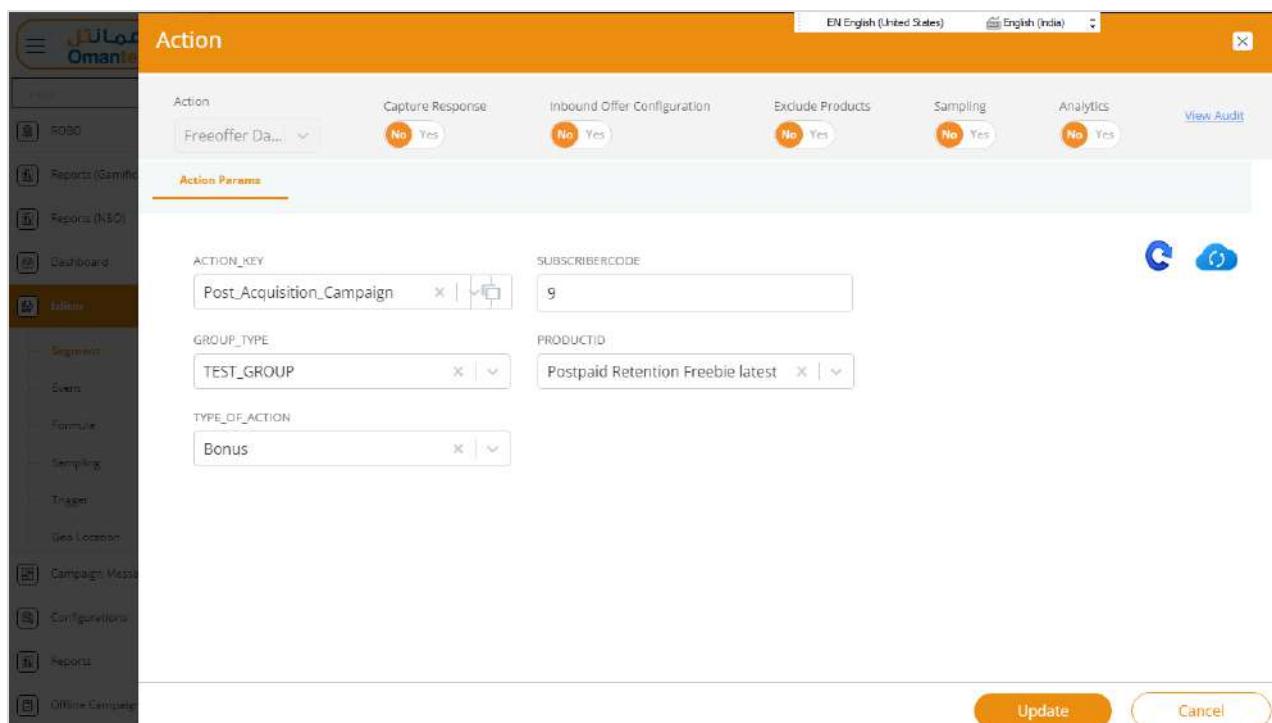
<input type="button" value="Edit"/>	Auto Bonus	<input type="button" value="Delete"/>		<input type="button" value="..."/>	<input type="button" value="Download"/>	TG:31 CG:1
-------------------------------------	------------	---------------------------------------	--	------------------------------------	---	------------

Figure 189 All Segments - Hayyak_PreRenewal_SMS_5

8.3.2.2.1 Actions

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

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



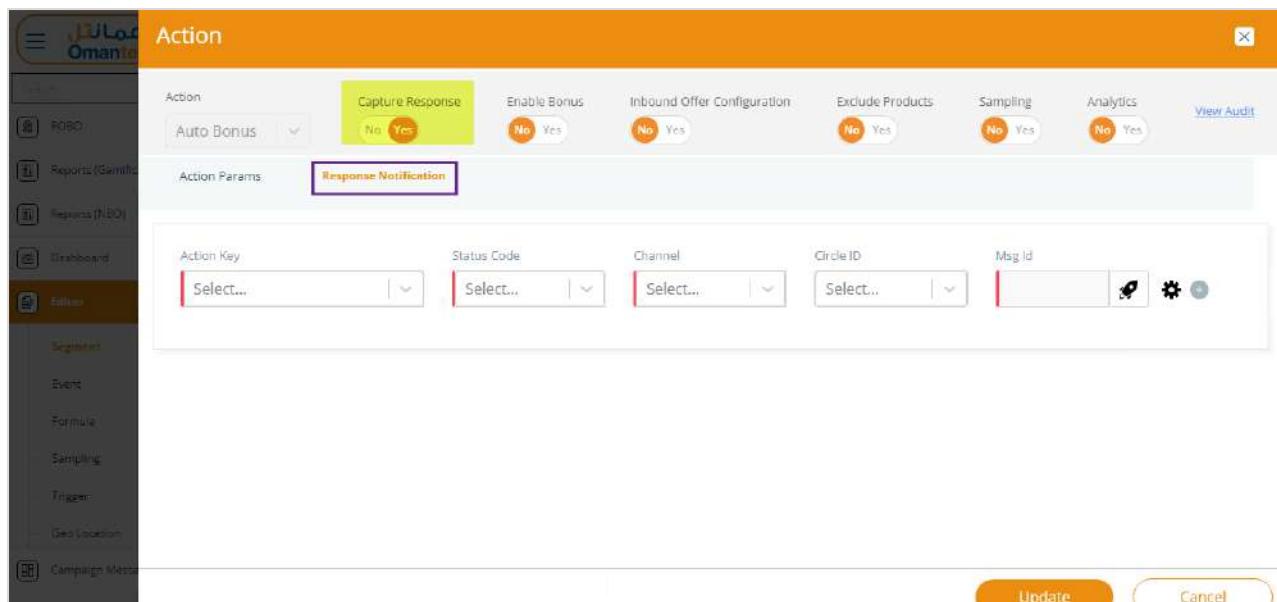
The screenshot shows the 'Action' input screen in a software application. The top navigation bar includes tabs for EN English (United States) and English (India), along with a search bar and a close button. Below the navigation is a toolbar with several buttons: Action (Freeoffer Data...), Capture Response (No Yes), Inbound Offer Configuration (No Yes), Exclude Products (No Yes), Sampling (No Yes), Analytics (No Yes), and View Audit. On the left side, there is a vertical sidebar with a tree view of various campaign components: ROBO, Reports (Gamer), Reports (NCO), Dashboard, Offers, Segment, Events, Formula, Sampling, Trigger, Geo Location, Campaign Media, Configurations, Reports, and Offline Campaign. The 'Offers' node is currently selected. The main workspace is titled 'Action Params' and contains four input fields: ACTION_KEY (Post_Acquisition_Campaign), SUBSCRIBERCODE (9), GROUP_TYPE (TEST_GROUP), and PRODUCTID (Postpaid Retention Freebie latest). Below these fields are two small icons: a blue 'C' and a blue cloud. At the bottom right are 'Update' and 'Cancel' buttons.

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.

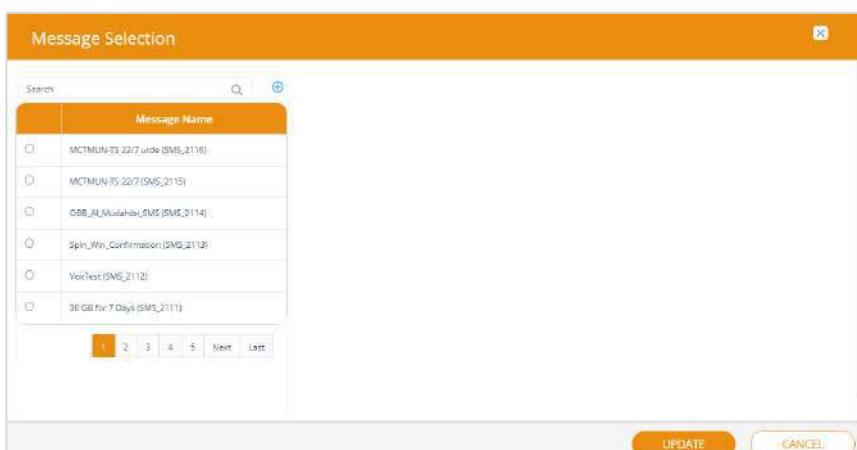
Note: The following screen is displayed if “Capture Response” is enabled.

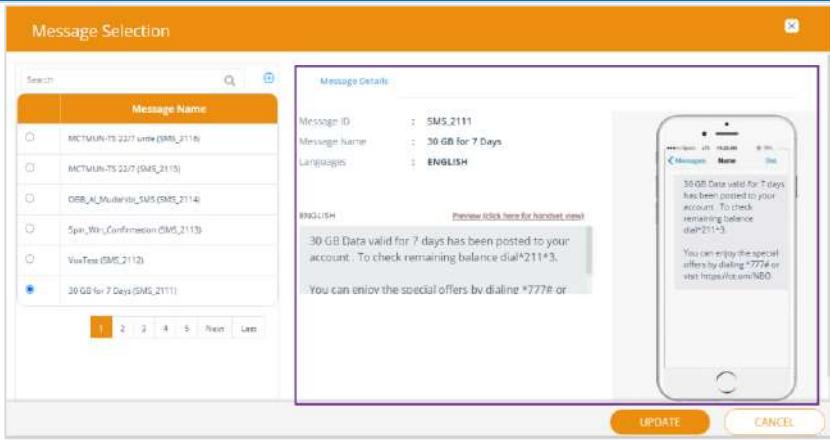


The screenshot shows the 'Action' configuration page. On the left is a sidebar with icons for Home, Reports (Geinif), Reports (IBO), Dashboard, Offers, Segments, Event, Formula, Sampling, Trigger, Geo Location, and Campaign Master. The main area has tabs for Action, Auto Bonus (selected), Capture Response (highlighted in green), Enable Bonus, Inbound Offer Configuration, Exclude Products, Sampling, and Analytics. Below these are sections for Action Params and Response Notification. The Response Notification section contains fields for Action Key (dropdown), Status Code (dropdown), Channel (dropdown), Circle ID (dropdown), and Msg Id (text input). Buttons at the bottom include Update and Cancel.

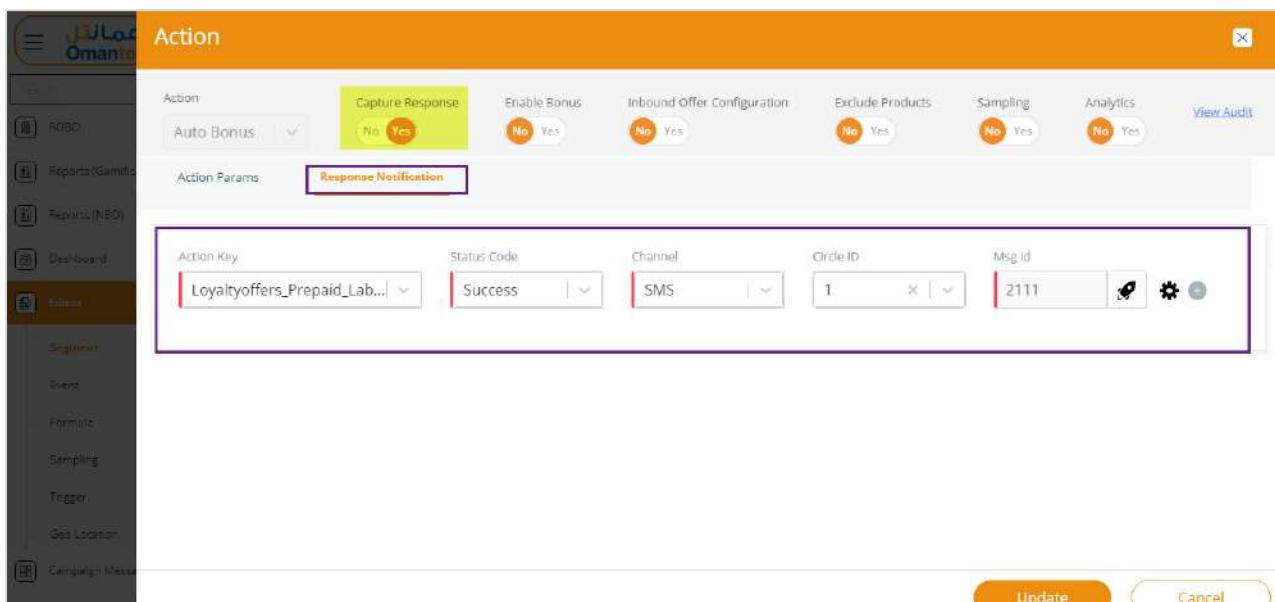
Figure 191 Action– Capture Response

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

Field	Description							
Response Notification								
When enabled, it captures the response status of the targeted users after the offer is sent.								
Action Key	Select the type of action for which the response is being captured in the drop-down list. For example, “ Loyaltyoffers_Prepaid_Tekkers_Percent15 ”.							
Status Code	Select the status of the action in the drop-down list. For example, Success.							
Channel	Select the channel used to send the notification to the user. For example, “ SMS ”.							
Circle ID	Select the circle to which the user belongs. For example, “ 1 ”.							
Msg Id	<p>Indicates the message template ID used for the notification.</p> <p>Select  to select the message. The following screen will be displayed.</p>  <p>The Message Selection dialog box shows a list of message names:</p> <table border="1"> <thead> <tr> <th>Message Name</th> </tr> </thead> <tbody> <tr><td>MCTMUN-TS_2277_urde (SMS_2116)</td></tr> <tr><td>MCTMUN-TS_2277(SMS_2115)</td></tr> <tr><td>08B_AU_KuadHub(SMS (SMS_2114))</td></tr> <tr><td>Spin_Win_Confirmation (SMS_2113)</td></tr> <tr><td>VoxTest (SMS_2112)</td></tr> <tr><td>30 GB for 7 Days (SMS_2111)</td></tr> </tbody> </table> <p>Buttons at the bottom include UPDATE and CANCEL.</p> <ul style="list-style-type: none"> Select the Message that needs to be sent to the user. The following screen will be displayed. 	Message Name	MCTMUN-TS_2277_urde (SMS_2116)	MCTMUN-TS_2277(SMS_2115)	08B_AU_KuadHub(SMS (SMS_2114))	Spin_Win_Confirmation (SMS_2113)	VoxTest (SMS_2112)	30 GB for 7 Days (SMS_2111)
Message Name								
MCTMUN-TS_2277_urde (SMS_2116)								
MCTMUN-TS_2277(SMS_2115)								
08B_AU_KuadHub(SMS (SMS_2114))								
Spin_Win_Confirmation (SMS_2113)								
VoxTest (SMS_2112)								
30 GB for 7 Days (SMS_2111)								

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

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

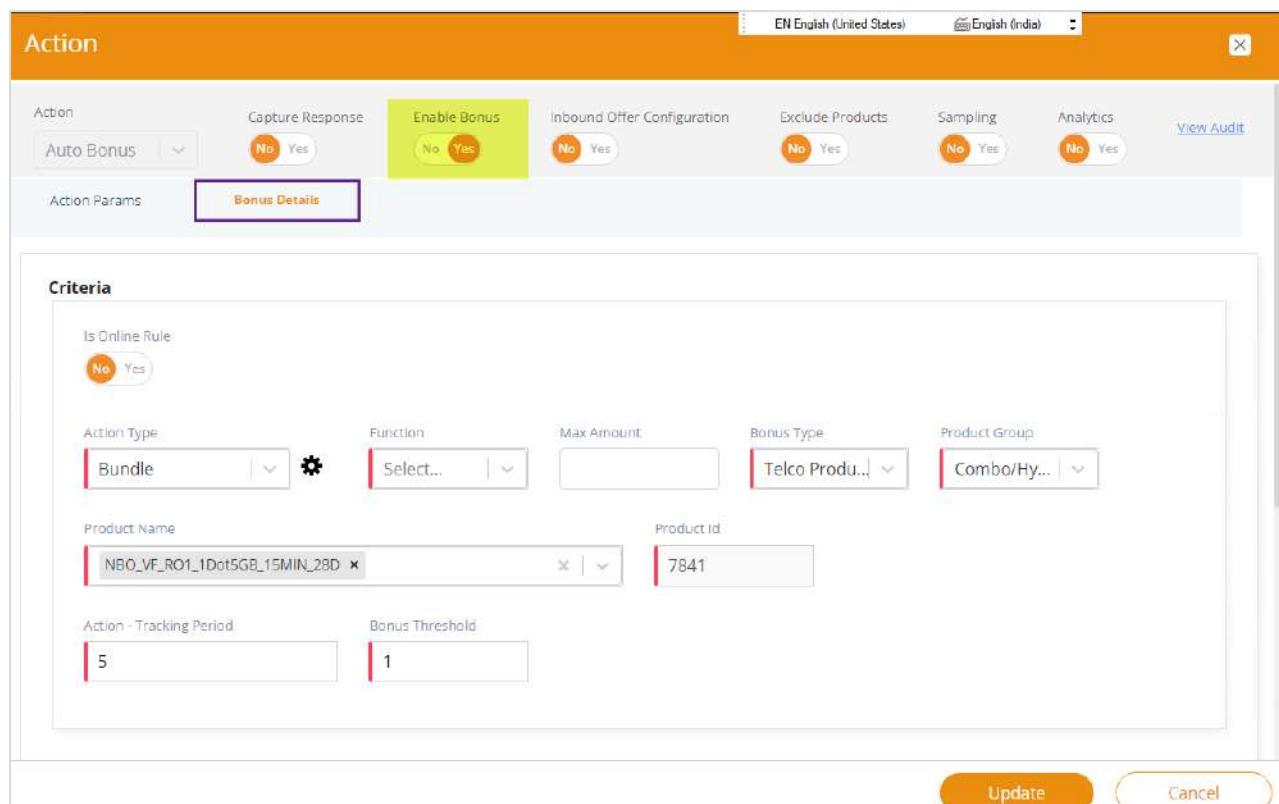


This screenshot shows the 'Action' configuration screen for a response notification. The left sidebar includes options like ROBO, Reports (Gamification), Reports (HBO), Dashboard, and Action (selected). The main area has tabs for Action, Capture Response (set to Yes), Enable Bonus (set to No), Inbound Offer Configuration, Exclude Products, Sampling, and Analytics. Under Action Params, the 'Response Notification' tab is selected. A table below lists parameters: Action Key (Loyaltyoffers_Prepaid_Lab...), Status Code (Success), Channel (SMS), Circle ID (1), and Msg id (2111). Buttons at the bottom include 'Update' and 'Cancel'.

Figure 192 Action – Response Notification

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

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



The screenshot shows the 'Action' configuration interface with the 'Enable Bonus' section selected. The top navigation bar includes tabs for Action, Capture Response, Enable Bonus (highlighted in yellow), Inbound Offer Configuration, Exclude Products, Sampling, and Analytics, along with a 'View Audit' link. Below the tabs, there are sections for 'Action Params' and 'Bonus Details'. The 'Criteria' section contains fields for Is Online Rule (Yes), Action Type (Bundle), Function (Select...), Max Amount, Bonus Type (Telco Prod...), Product Group (Combo/Hy...), Product Name (NBO_VF_RO1_1Dot5GB_15MIN_28D), Product Id (7841), Action - Tracking Period (5), and Bonus Threshold (1). At the bottom right are 'Update' and 'Cancel' buttons.

Figure 193 Action– Enable Bonus

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

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

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

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

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

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

Action

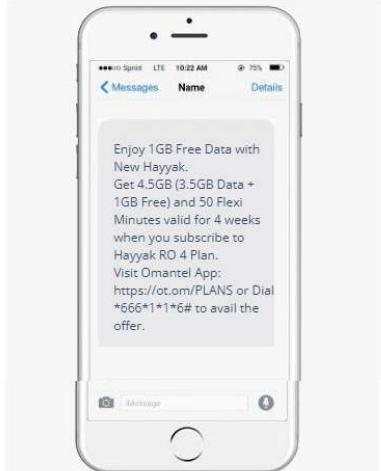
Action	Capture Response	Enable Bonus	Inbound Offer Configuration	Exclude Products	Sampling	Analytics	View Audit
Auto Bonus	No Yes	No Yes	No Yes	No Yes	No Yes	No Yes	

Action Params

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

C Cloud

SMS Preview -ENGLISH



Inbound Offer Details

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

Figure 194 Action– Inbound Offer Details

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

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

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

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

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

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

Action

Action
EN English (United States)
English (India)

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

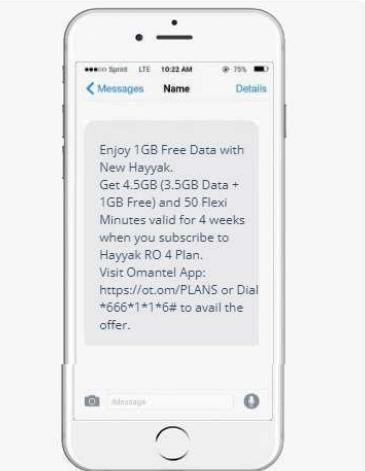
No
Yes
No
Yes
No
Yes
No
Yes

Action Params

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

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

Exclude Product Details

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

Update
Cancel

Figure 195 Action— Exclude Products Details

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Page

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

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

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

Action

EN English (United States) English (India) X

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

Action Params

Delivery Circle IS_FLASH_MESSAGE

VAS_Campaigns Yes

Product ID Segment Name

Dynamic_HAYYAK4 Pre_Renewal_Hayyak_4_SMS

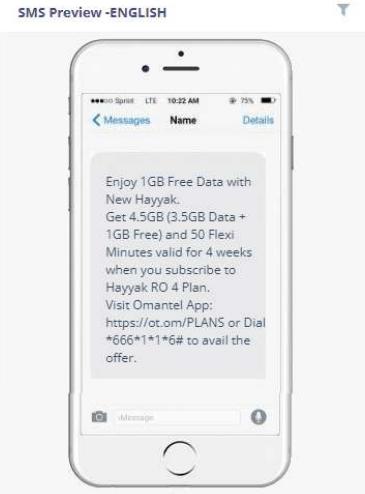
Channel Action Type

SMS Promotion

Sender ID Message ID

Omantel 954 

ProfileNames (Optional)



Sampling Details

Skip Global Sampling Sampling

False UNIVERSAL SAMPL...

Update Cancel

Figure 196 Action– Sampling Details

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

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

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

Action

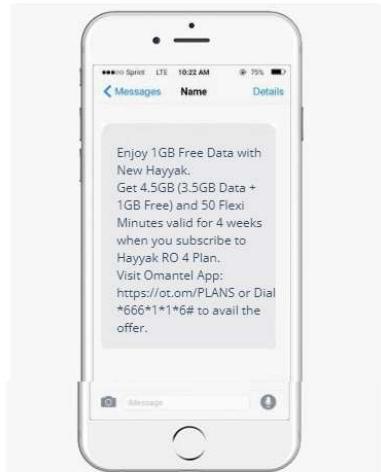
Action
Capture Response
Enable Bonus
Inbound Offer Configuration
Exclude Products
Sampling
Analytics
[View Audit](#)

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

Action Params

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

SMS Preview -ENGLISH



Analytics Details

Analytics

Select...

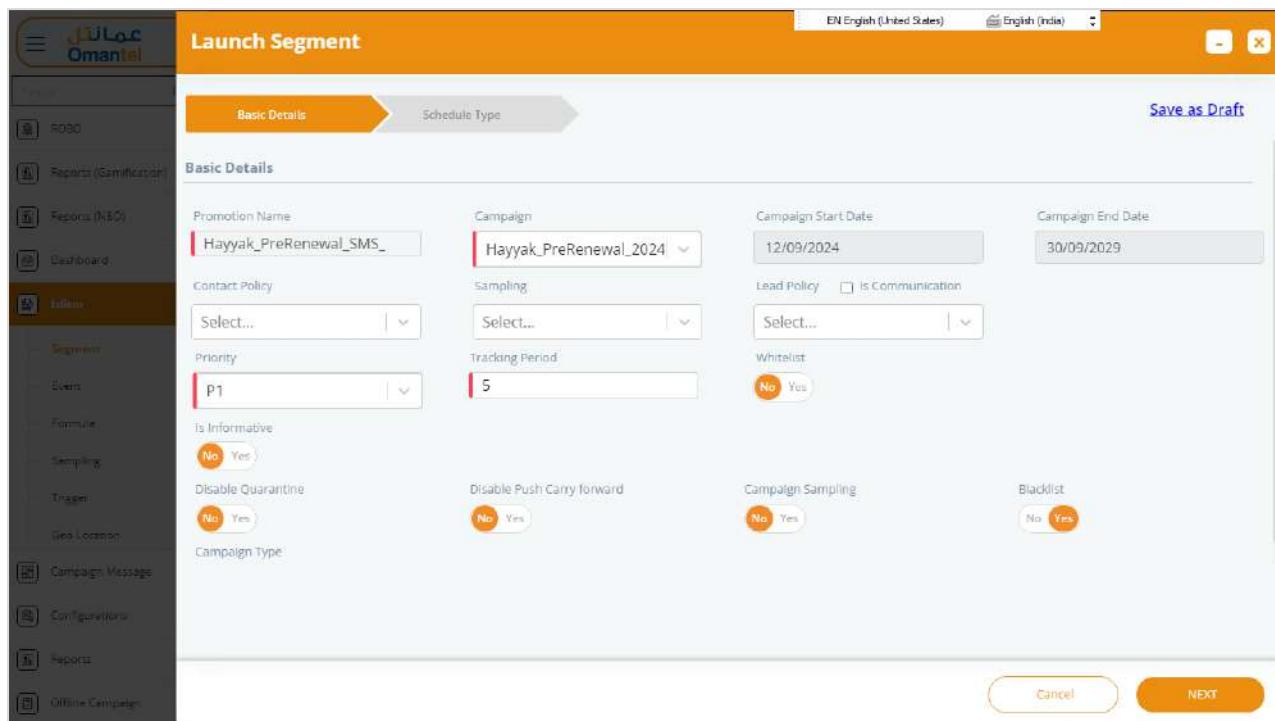
Update
Cancel

Figure 197 Action– Analytics

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

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

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



The screenshot shows the 'Launch Segment' interface. On the left is a sidebar with various navigation options like ROBO, Reports, Dashboard, etc. The main area has tabs for 'Basic Details' (selected) and 'Schedule Type'. A 'Save as Draft' button is at the top right. The 'Basic Details' section contains fields for Promotion Name ('Hayyak_PreRenewal_SMS_'), Campaign ('Hayyak_PreRenewal_2024'), Campaign Start Date ('12/09/2024'), Campaign End Date ('30/09/2029'), Contact Policy ('Select...'), Sampling ('Sampling'), Lead Policy ('Is Communication'), Priority ('P1'), Tracking Period ('5'), Whitelist ('No'), Is Informative ('Yes'), Disable Quarantine ('Yes'), Disable Push Carry forward ('Yes'), Campaign Sampling ('Yes'), and Blacklist ('Yes'). Buttons for 'Cancel' and 'NEXT' are at the bottom.

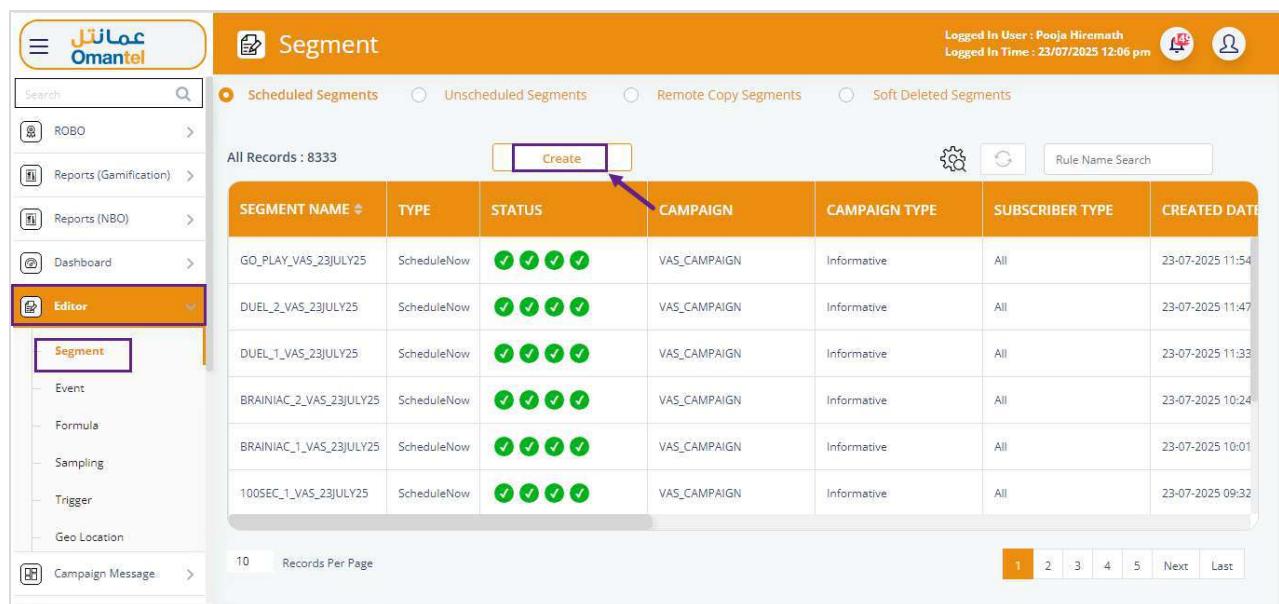
Figure 198 Launch Segment

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

8.3.2.3 Bengali Non Responders Promo_SEP

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

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



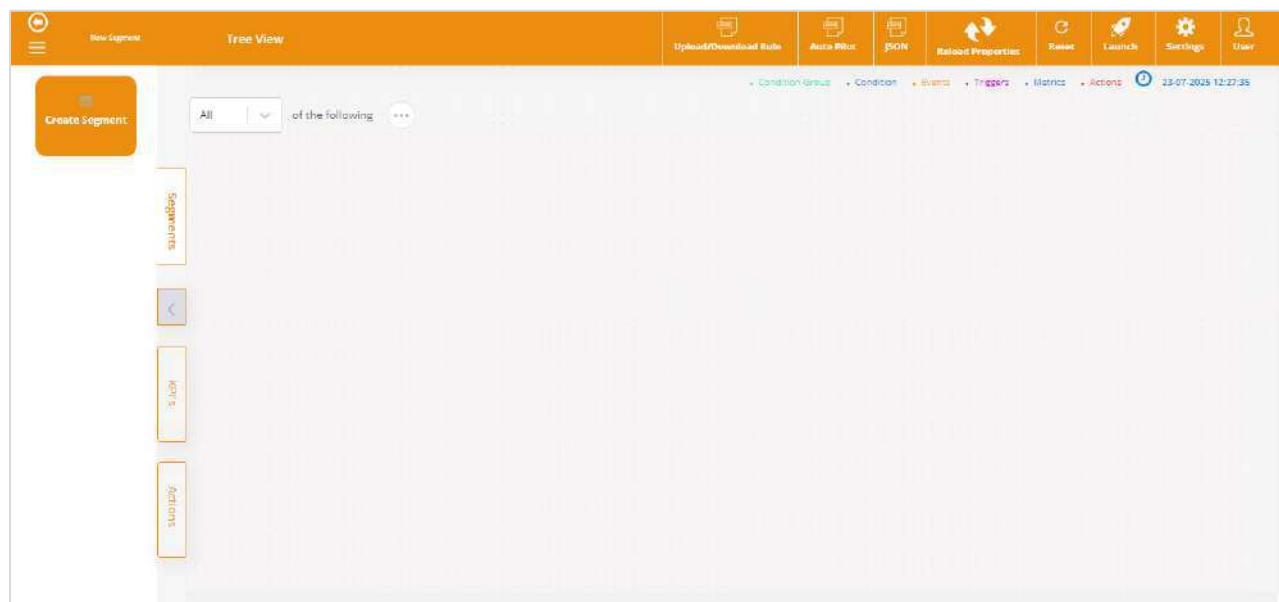
The screenshot shows the 'Segment' page with the following interface elements:

- Header:** Shows 'Logged In User : Pooja Hiremath' and 'Logged In Time : 23/07/2025 12:06 pm'.
- Search Bar:** Includes a search input and a magnifying glass icon.
- Navigation:** Includes links for ROBO, Reports (Gamification), Reports (NBO), Dashboard, Editor (selected), Event, Formula, Sampling, Trigger, Geo Location, and Campaign Message.
- Segment List:** A table with columns: SEGMENT NAME, TYPE, STATUS, CAMPAIGN, CAMPAIGN TYPE, SUBSCRIBER TYPE, and CREATED DATE. It lists six segments:

SEGMENT NAME	TYPE	STATUS	CAMPAIGN	CAMPAIGN TYPE	SUBSCRIBER TYPE	CREATED DATE
GO_PLAY_VAS_23JULY25	ScheduleNow	✓ ✓ ✓ ✓	VAS_CAMPAIGN	Informative	All	23-07-2025 11:54
DUEL_2_VAS_23JULY25	ScheduleNow	✓ ✓ ✓ ✓	VAS_CAMPAIGN	Informative	All	23-07-2025 11:47
DUEL_1_VAS_23JULY25	ScheduleNow	✓ ✓ ✓ ✓	VAS_CAMPAIGN	Informative	All	23-07-2025 11:33
BRAINIAC_2_VAS_23JULY25	ScheduleNow	✓ ✓ ✓ ✓	VAS_CAMPAIGN	Informative	All	23-07-2025 10:24
BRAINIAC_1_VAS_23JULY25	ScheduleNow	✓ ✓ ✓ ✓	VAS_CAMPAIGN	Informative	All	23-07-2025 10:01
100SEC_1_VAS_23JULY25	ScheduleNow	✓ ✓ ✓ ✓	VAS_CAMPAIGN	Informative	All	23-07-2025 09:32
- Buttons:** 'Create' (highlighted with a purple box and arrow), 'Rule Name Search', and a 'Records Per Page' dropdown set to 10 with page navigation buttons 1-5, Next, and Last.

Figure 199 Segment – New Segment

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



The screenshot shows the 'New Segment' screen with the following interface elements:

- Header:** Includes 'New Segment', 'Tree View', and various navigation icons like Upload/Download Rule, Auto Run, JSON, Related Properties, Back, Launch, Settings, and User.
- Toolbar:** Includes filters for 'All' and 'of the following' with a '...' button, and tabs for Condition Groups, Condition, Events, Triggers, Metrics, Actions, and a timestamp '23-07-2025 12:27:36'.
- Left Sidebar:** Shows a tree view with categories: Segments, Joins, and Samples.
- Center Area:** Contains a large input field for defining the new segment logic.

Figure 200 New Segment – Input Screen

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

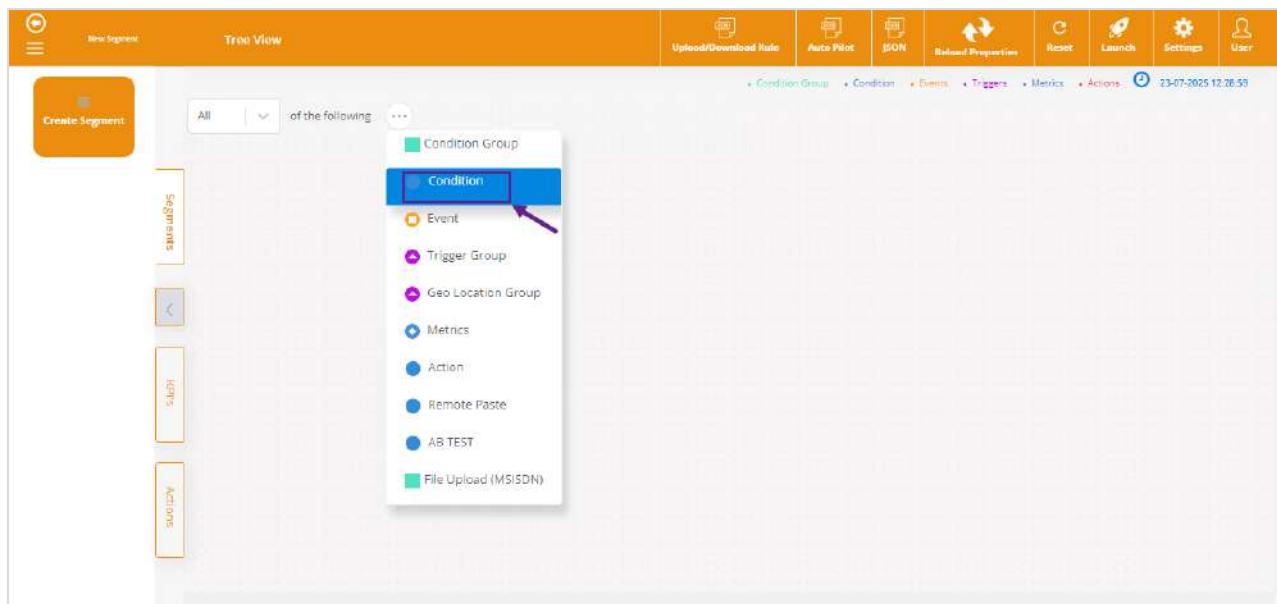


Figure 201 New Segment – Condition

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

- Audience segment name
- [L]LC_NONRESPONDER_LAST_1_DAYSAYS

Action:

- Auto Bonus

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

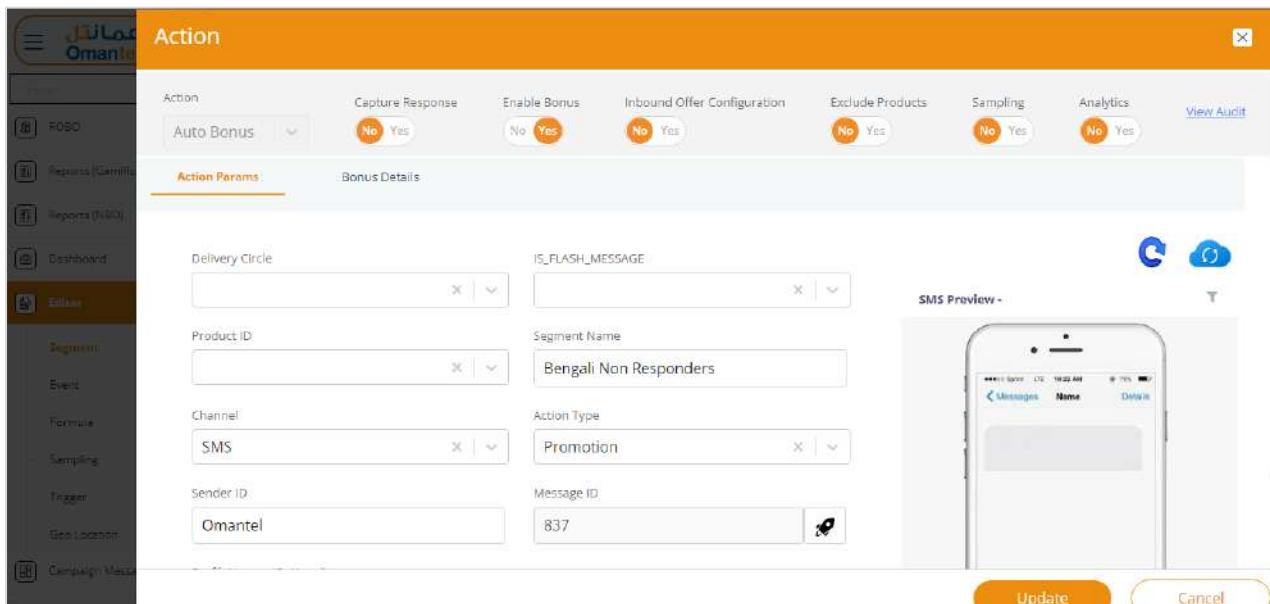
4. After adding the relevant conditions and actions, the following screen will be displayed.

Figure 202 All Segments - Bengali Non Responders Promo_SEP

8.3.2.3.1 Actions

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

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



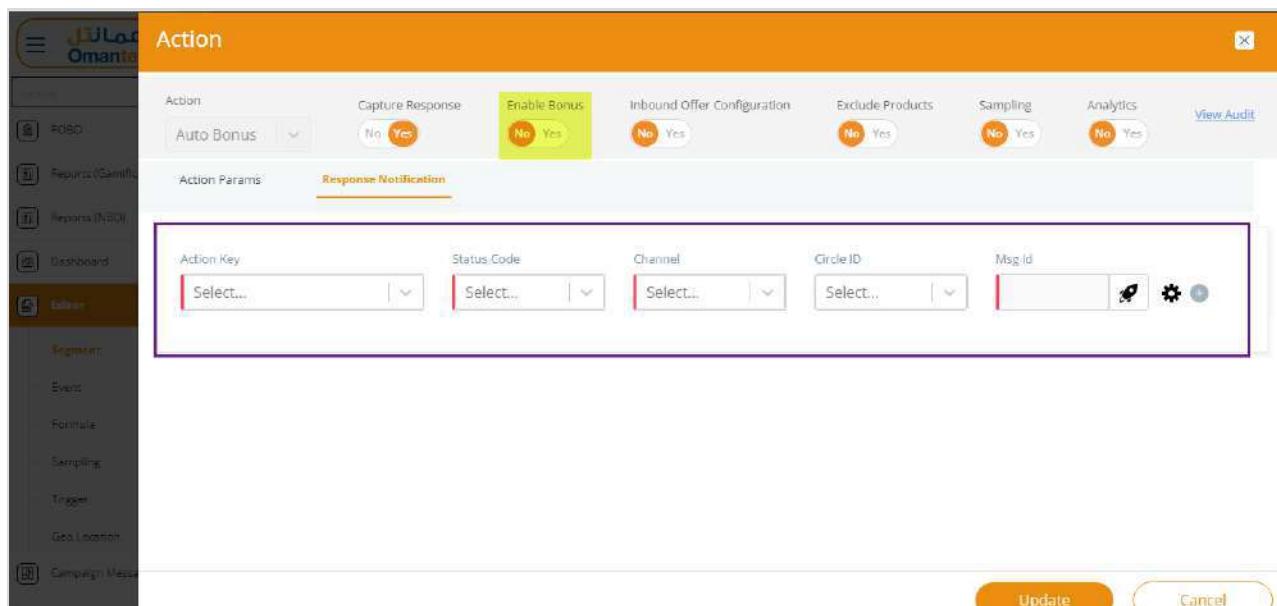
The screenshot shows the 'Action' configuration screen. The left sidebar includes 'Segments', 'Event', 'Formula', 'Sampling', 'Trigger', 'Geo Location', and 'Campaign Master'. The main area has tabs for 'Action Params' and 'Bonus Details'. Under 'Action Params', fields include 'Delivery Circle' (set to 'IS_FLASH_MESSAGE'), 'Product ID', 'Segment Name' ('Bengali Non Responders'), 'Channel' ('SMS'), 'Action Type' ('Promotion'), 'Sender ID' ('Omantel'), and 'Message ID' ('837'). A 'SMS Preview' section shows a smartphone displaying a message. Top navigation includes 'Capture Response', 'Enable Bonus', 'Inbound Offer Configuration', 'Exclude Products', 'Sampling', 'Analytics', and 'View Audit'.

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.

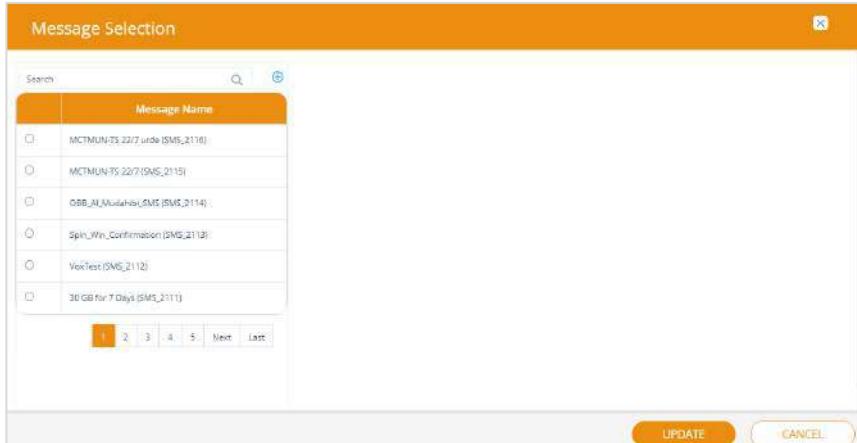
Note: The following screen is displayed if “Capture Response” is enabled.

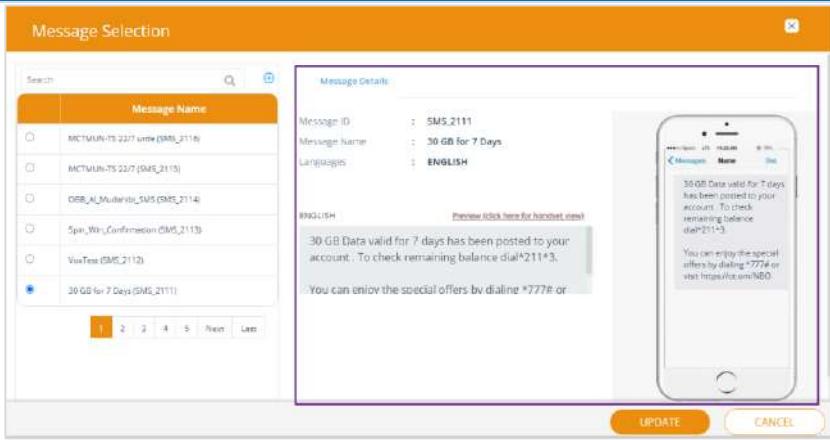


The screenshot shows the 'Action' configuration interface. At the top, there are several tabs: Action, Auto Bonus, Capture Response, Enable Bonus, Inbound Offer Configuration, Exclude Products, Sampling, and Analytics. The 'Capture Response' tab is active. Below these tabs are sections for 'Action Params' and 'Response Notification'. The 'Response Notification' section contains five dropdown fields: Action Key, Status Code, Channel, Circle ID, and Msg Id. The 'Msg Id' field includes a rocket icon and a gear icon. At the bottom right are 'Update' and 'Cancel' buttons.

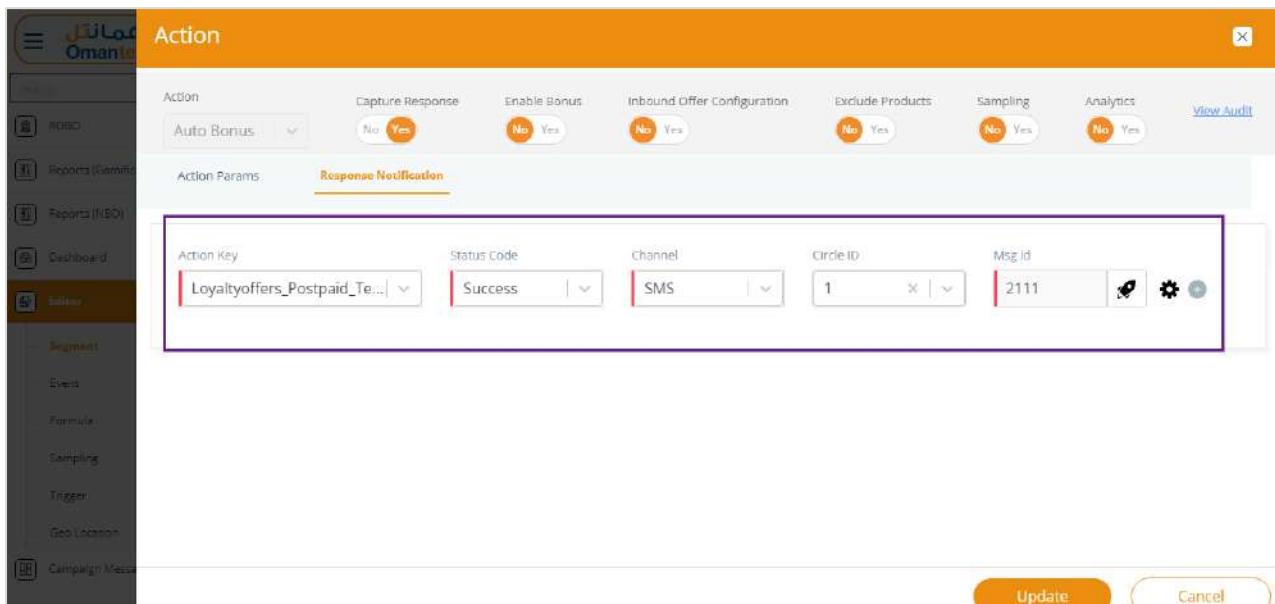
Figure 204 Action– Capture Response

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

Field	Description							
Response Notification								
When enabled, it captures the response status of the targeted users after the offer is sent.								
Action Key	Select the type of action for which the response is being captured in the drop-down list. For example, “ Loyaltyoffers_Prepaid_Tekkers_Percent15 ”.							
Status Code	Select the status of the action in the drop-down list. For example, Success.							
Channel	Select the channel used to send the notification to the user. For example, “ SMS ”.							
Circle ID	Select the circle to which the user belongs. For example, “ 1 ”.							
Msg Id	<p>Indicates the message template ID used for the notification.</p> <p>Select  to select the message. The following screen will be displayed.</p>  <p>The 'Message Selection' dialog box lists the following message templates:</p> <table border="1"> <thead> <tr> <th>Message Name</th> </tr> </thead> <tbody> <tr> <td>MCTMUN-75_22/7_Unde (SMS_2116)</td> </tr> <tr> <td>MCTMUN-75_22/7 (SMS_2115)</td> </tr> <tr> <td>088_AU_Mutahib_SMS (SMS_2114)</td> </tr> <tr> <td>Spin_Win_Confirmation (SMS_2113)</td> </tr> <tr> <td>VeriText (SMS_2112)</td> </tr> <tr> <td>3G GB for 7 Days (SMS_2111)</td> </tr> </tbody> </table> <p>At the bottom are 'UPDATE' and 'CANCEL' buttons.</p> <ul style="list-style-type: none"> Select the Message that needs to be sent to the user. The following screen will be displayed. 	Message Name	MCTMUN-75_22/7_Unde (SMS_2116)	MCTMUN-75_22/7 (SMS_2115)	088_AU_Mutahib_SMS (SMS_2114)	Spin_Win_Confirmation (SMS_2113)	VeriText (SMS_2112)	3G GB for 7 Days (SMS_2111)
Message Name								
MCTMUN-75_22/7_Unde (SMS_2116)								
MCTMUN-75_22/7 (SMS_2115)								
088_AU_Mutahib_SMS (SMS_2114)								
Spin_Win_Confirmation (SMS_2113)								
VeriText (SMS_2112)								
3G GB for 7 Days (SMS_2111)								

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

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



The screenshot shows the 'Action' configuration screen in the Omantel Magik platform. The left sidebar includes options like 'Dashboard', 'Segments', 'Events', 'Formulae', 'Sampling', 'Triggers', 'Geo Location', and 'Campaign Metrics'. The main area has tabs for 'Action', 'Capture Response', 'Enable Bonus', 'Inbound Offer Configuration', 'Exclude Products', 'Sampling', and 'Analytics'. A 'View Audit' link is also present. Below these tabs, there are sections for 'Action Params' and 'Response Notification'. The 'Response Notification' section is highlighted with a purple box and contains fields for 'Action Key' (set to 'Loyaltyoffers_Postpaid_Te...'), 'Status Code' (set to 'Success'), 'Channel' (set to 'SMS'), 'Circle ID' (set to '1'), and 'Msg id' (set to '2111'). At the bottom right are 'Update' and 'Cancel' buttons.

Figure 205 Action – Response Notification

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

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

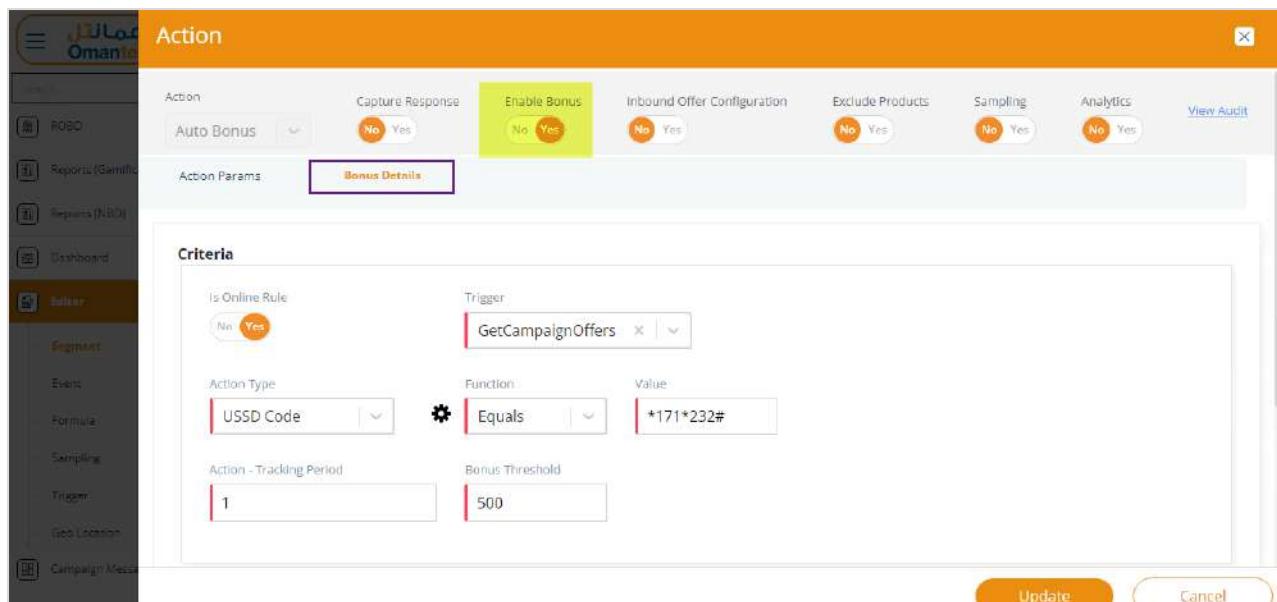
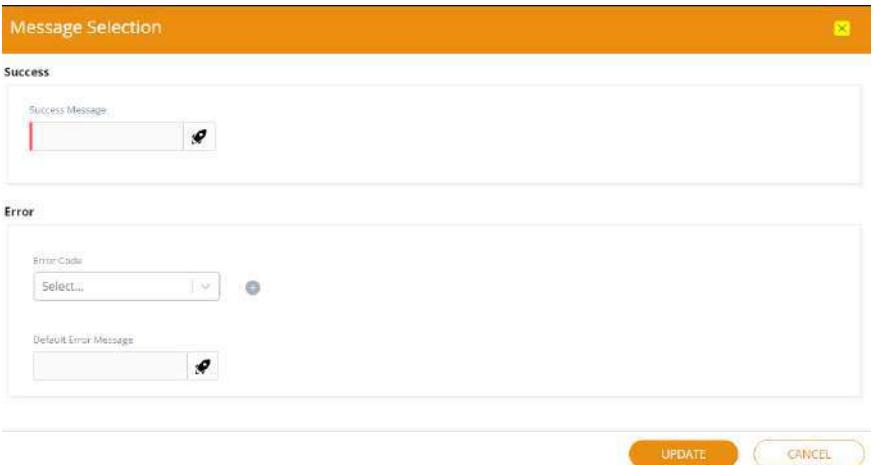


Figure 206 Action– Enable Bonus

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

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

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

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

Action

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

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

Action Params

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

SMS Preview -ARABIC



Inbound Offer Details

Offer Type
Products
Product Order

Select... | ▾
Select... | ▾
Product Order

ADD OFFERS

Update Cancel

Figure 207 Action– Inbound Offer Details

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

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

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

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

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

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

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

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

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

Action Params

Delivery Circle

IS_FLASH_MESSAGE

Product ID

Segment Name

Channel

Action Type

Sender ID

Message ID

ProfileNames (Optional)



Exculde Product Details

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

Figure 208 Action– Exclude Products Details

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

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

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

Action

EN English (United States)
English (India)
▼

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

Auto Bonus
No
Yes

Delivery Circle

X
▼

X
▼

Product ID
Game_Prepaid_30GB_7Days
X
▼

Segment Name
Bengali Non Responders

Channel
SMS
X
▼

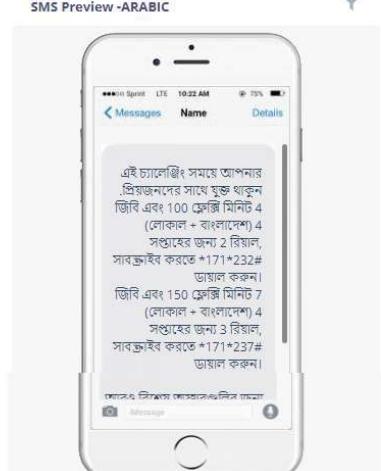
Action Type
Promotion
X
▼

Sender ID
Omantel

Message ID
837
▼

ProfileNames (Optional)

SMS Preview -ARABIC



Sampling Details

Skip Global Sampling
Select...
Sampling
UNIVERSAL SAMPL...

Update
Cancel

Figure 209 Action– Sampling Details

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Page

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

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

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

Action

EN English (United States) English (India) X

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

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

Action Params

Delivery Circle IS_FLASH_MESSAGE

Batch_Campaigns X | V X | V

Product ID Segment Name

Game_Prepaid_30GB_7Days X | V Bengali Non Responders

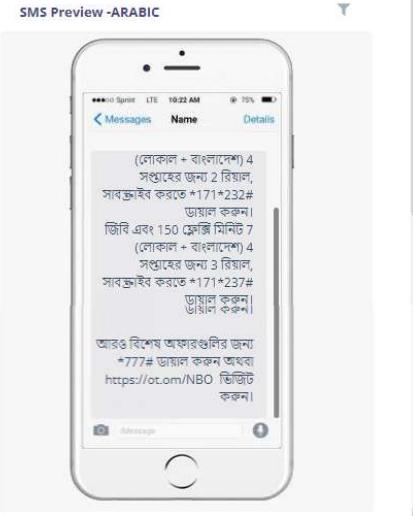
Channel Action Type

SMS X | V Promotion X | V

Sender ID Message ID

Omantel 837 

ProfileNames (Optional)



Analytics Details

Analytics

Select...

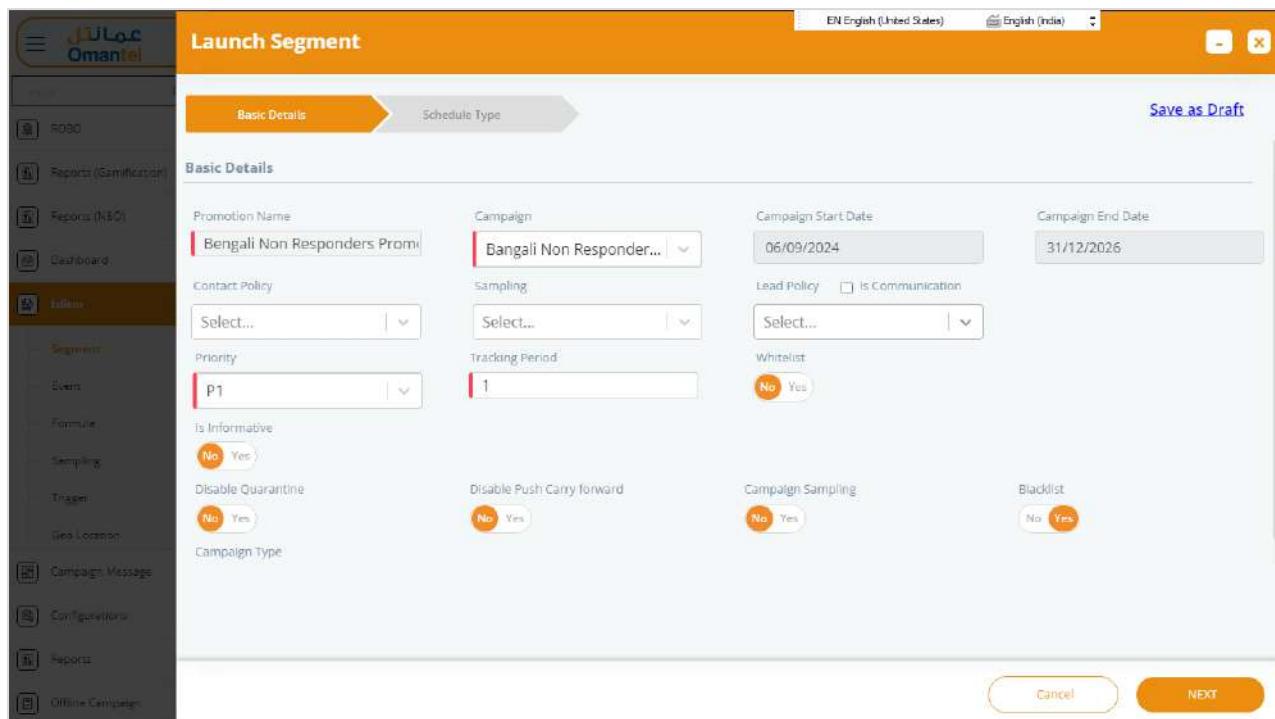
Update Cancel

Figure 210 Action– Analytics

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

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

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



The screenshot shows the 'Launch Segment' interface. On the left is a sidebar with various navigation options like ROBO, Reports, Dashboard, etc. The main area has tabs for 'Basic Details' (selected) and 'Schedule Type'. A 'Save as Draft' button is in the top right. The 'Basic Details' section contains fields for Promotion Name ('Bengali Non Responders Prom...'), Campaign ('Bengali Non Responder...'), Campaign Start Date ('06/09/2024'), and Campaign End Date ('31/12/2026'). It also includes Contact Policy, Sampling, Lead Policy, Whitelist, Priority ('P1'), Tracking Period ('1'), Is Informative, Disable Quarantine, Disable Push Carry forward, Campaign Sampling, and Blacklist. Buttons for 'Cancel' and 'NEXT' are at the bottom.

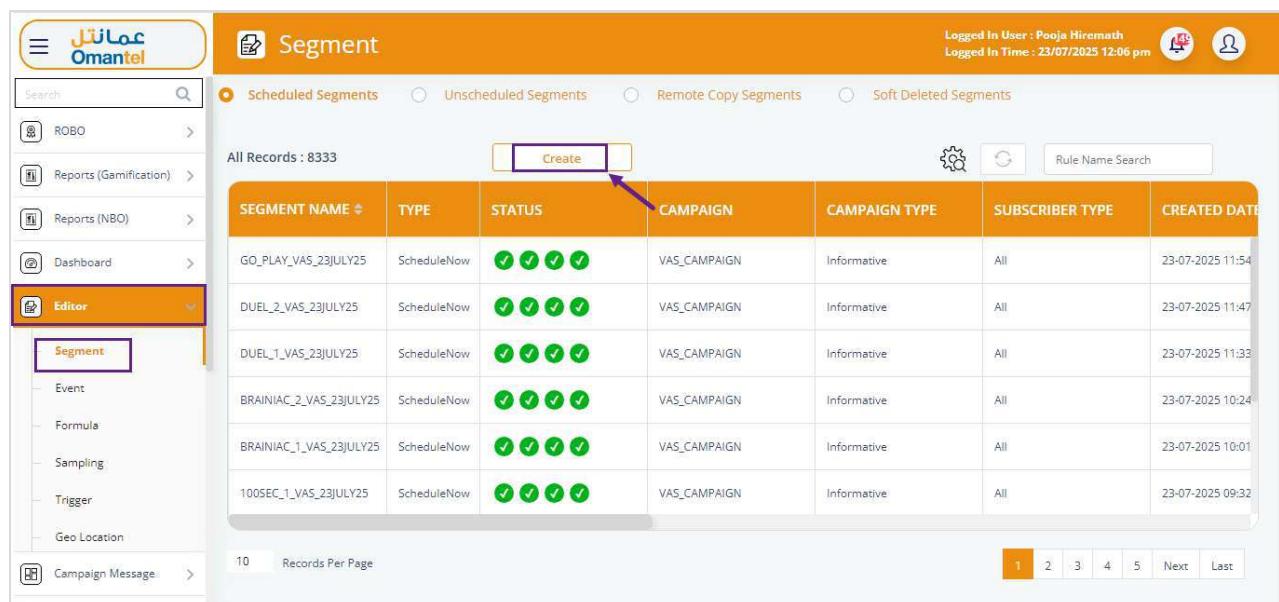
Figure 211 Launch Segment

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

8.3.2.4 DCB_Huawei_Feb

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

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



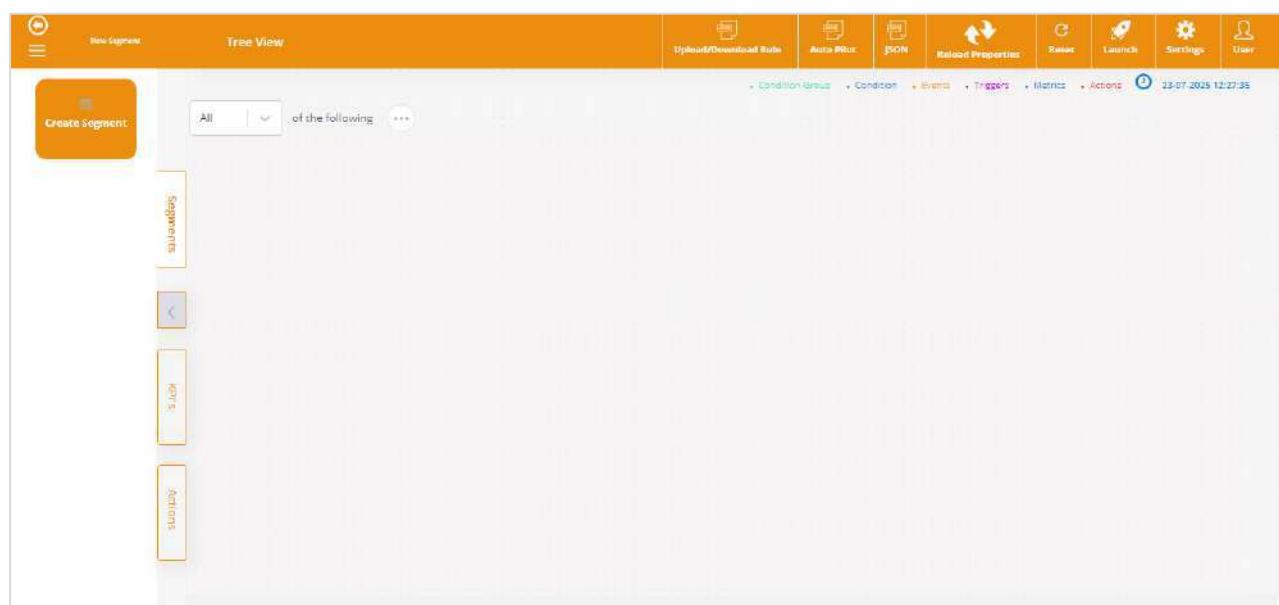
The screenshot shows the 'Segment' page with the following interface elements:

- Header:** Shows 'Logged In User : Pooja Hiremath' and 'Logged In Time : 23/07/2025 12:06 pm'.
- Search Bar:** Includes a search input and a magnifying glass icon.
- Navigation:** Includes links for ROBO, Reports (Gamification), Reports (NBO), Dashboard, Editor (selected), Event, Formula, Sampling, Trigger, Geo Location, and Campaign Message.
- Segment List:** A table with columns: SEGMENT NAME, TYPE, STATUS, CAMPAIGN, CAMPAIGN TYPE, SUBSCRIBER TYPE, and CREATED DATE. It lists six segments:

SEGMENT NAME	TYPE	STATUS	CAMPAIGN	CAMPAIGN TYPE	SUBSCRIBER TYPE	CREATED DATE
GO_PLAY_VAS_23JULY25	ScheduleNow	✓ ✓ ✓ ✓	VAS_CAMPAIGN	Informative	All	23-07-2025 11:54
DUEL_2_VAS_23JULY25	ScheduleNow	✓ ✓ ✓ ✓	VAS_CAMPAIGN	Informative	All	23-07-2025 11:47
DUEL_1_VAS_23JULY25	ScheduleNow	✓ ✓ ✓ ✓	VAS_CAMPAIGN	Informative	All	23-07-2025 11:33
BRAINIAC_2_VAS_23JULY25	ScheduleNow	✓ ✓ ✓ ✓	VAS_CAMPAIGN	Informative	All	23-07-2025 10:24
BRAINIAC_1_VAS_23JULY25	ScheduleNow	✓ ✓ ✓ ✓	VAS_CAMPAIGN	Informative	All	23-07-2025 10:01
100SEC_1_VAS_23JULY25	ScheduleNow	✓ ✓ ✓ ✓	VAS_CAMPAIGN	Informative	All	23-07-2025 09:32
- Buttons:** 'Create' (highlighted with a purple box and arrow), 'Rule Name Search', and a 'Records Per Page' dropdown set to 10 with page navigation buttons 1-5, Next, and Last.

Figure 212 Segment – New Segment

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



The screenshot shows the 'New Segment' screen with the following interface elements:

- Header:** Includes 'New Segment', 'Tree View', and various navigation buttons like Upload/Download Rule, Auto Run, JSON, Related Properties, Back, Launch, Settings, and User.
- Buttons:** 'Create segment' (highlighted with a purple box) and a dropdown menu 'All'.
- Sidebar:** On the left, there is a sidebar with three categories: 'Segments' (selected), 'Joins', and 'Samples'.
- Toolbar:** At the top right, there are tabs for Condition Groups, Condition, Events, Triggers, Metrics, Actions, and a timestamp '23-07-2025 12:27:36'.

Figure 213 New Segment – Input Screen

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

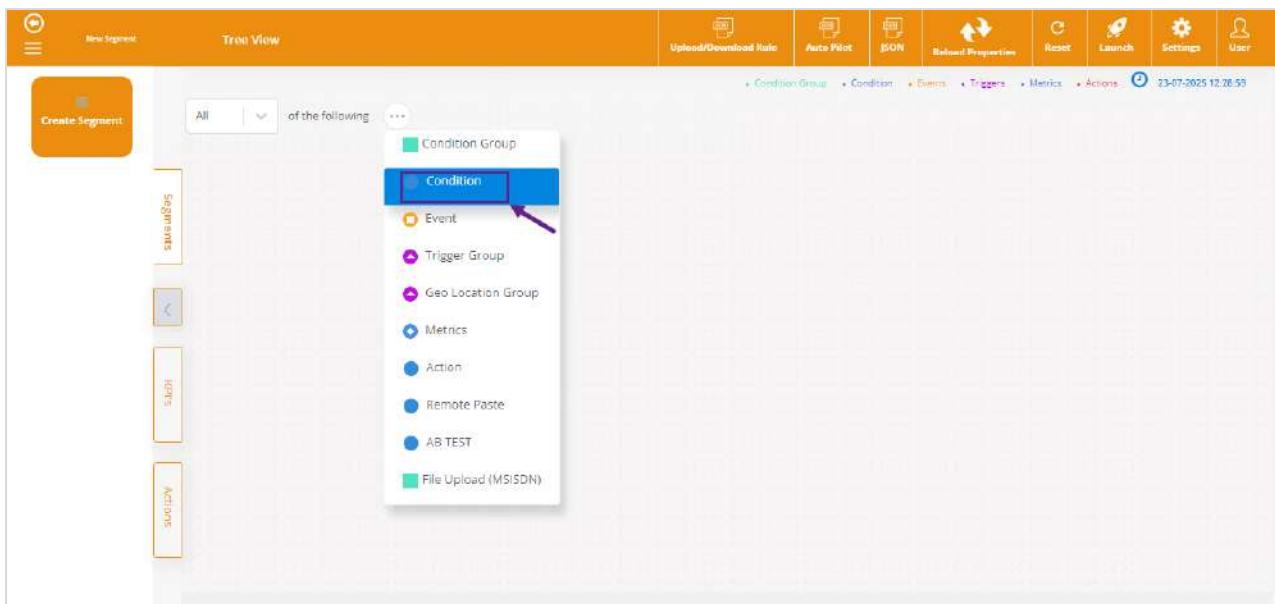


Figure 214 New Segment – Condition

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

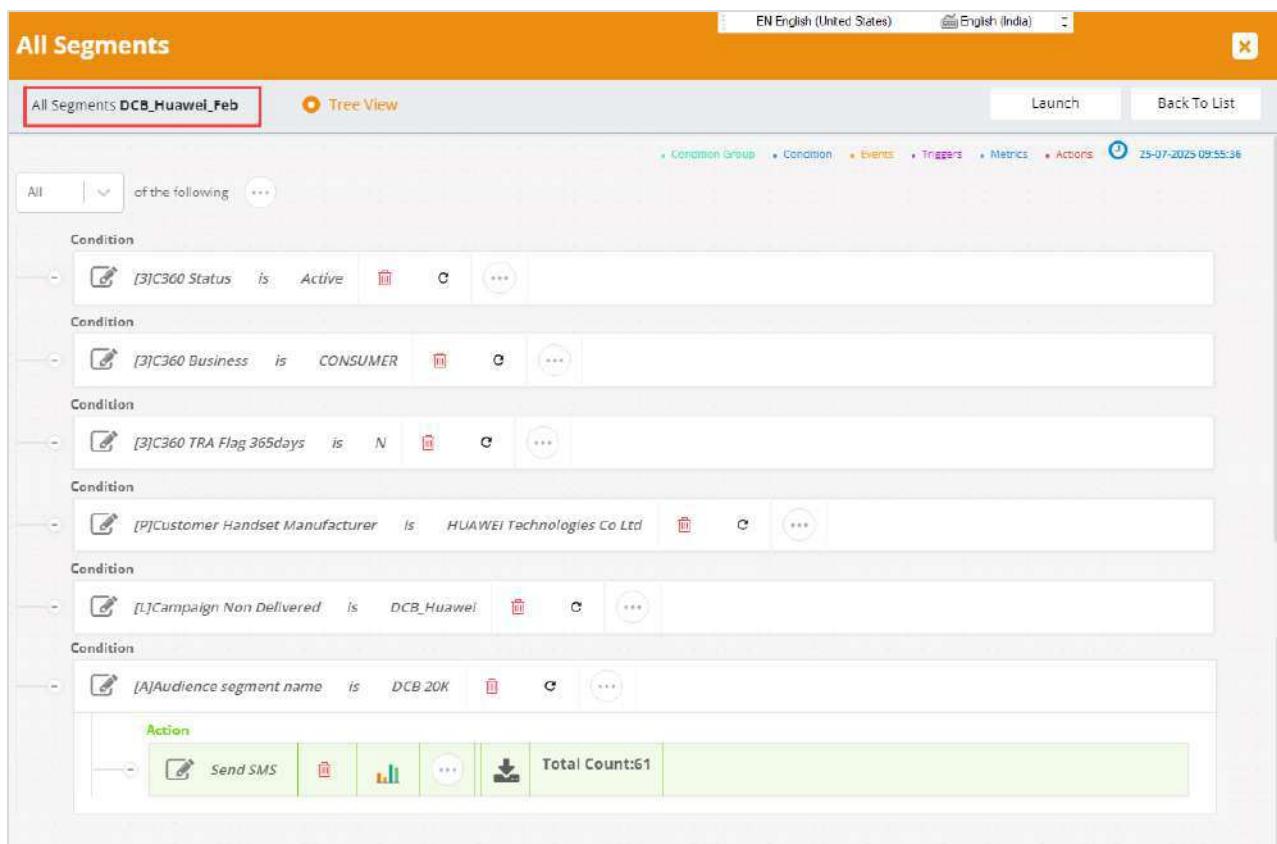
- [3]C360 Status is Active
- [3]C360 Business is CONSUMER
- [3]C360 TRA Flag 365days is N
- [P]Customer Handset Manufacturer is HUAWEI Technologies Co Ltd
- [L]Campaign Non Delivered is DCB_Huawei
- [A]Audience segment name is DCB 20K Audience segment name

Action:

- Send SMS

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

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



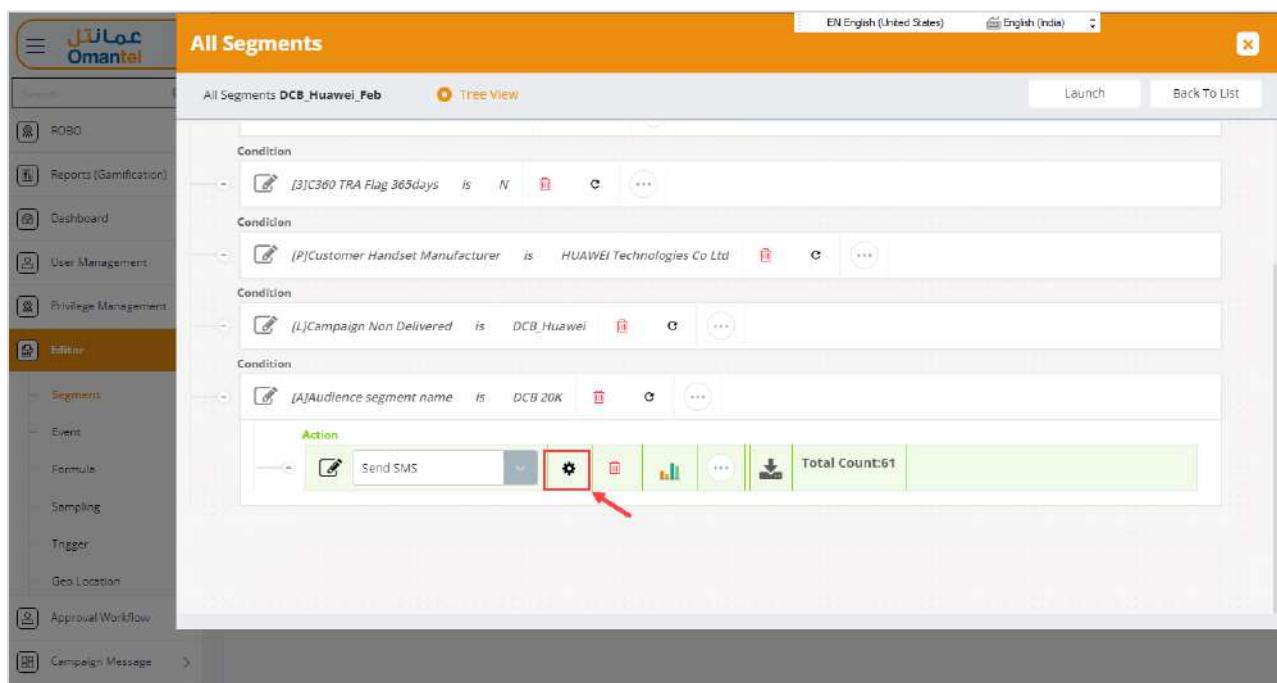
The screenshot shows the 'All Segments' interface. At the top, there are tabs for 'All Segments DCB_Huawei_Feb' (highlighted with a red box) and 'Tree View'. On the right, there are buttons for 'Launch', 'Back To List', and a date/time stamp '25-07-2025 09:55:36'. Below the tabs, there are several condition blocks and an action block. The conditions include: '[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', and '[A]Audience segment name is DCB 20K'. The action block at the bottom contains 'Send SMS' and other icons, with a green bar indicating 'Total Count:61'.

Figure 215 All Segments - DCB_Huawei_Feb

8.3.2.4.1 Actions

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

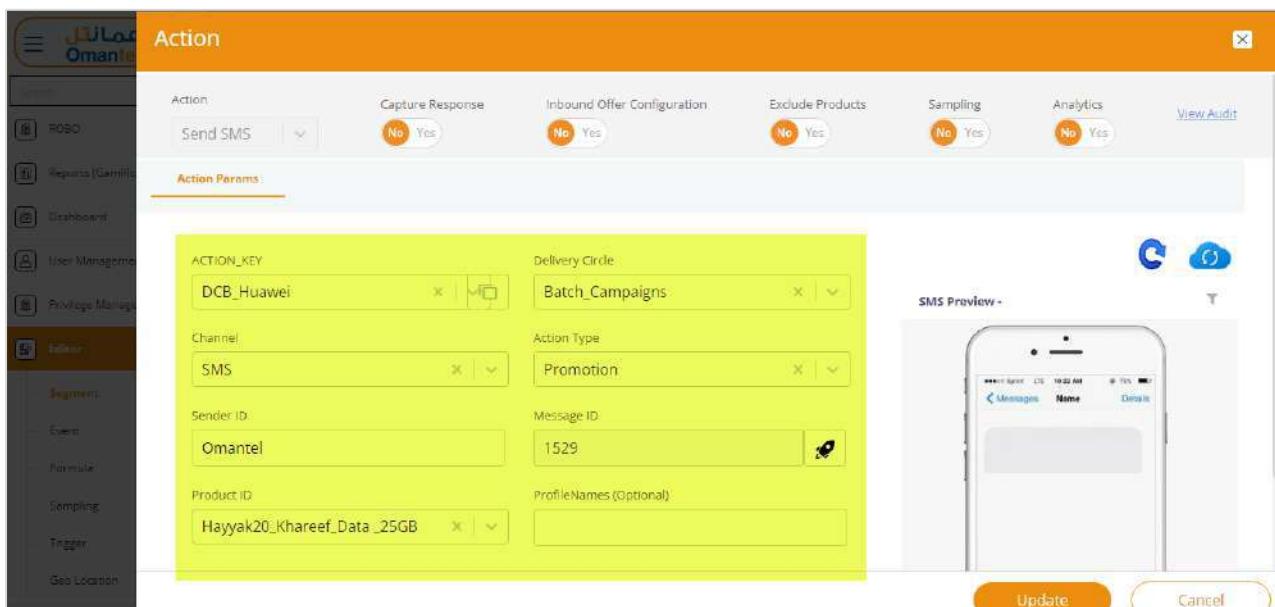
1. On the **New Segment** screen, click the **Settings** button  to configure the parameters. Refer to the following screen.



The screenshot shows the 'All Segments' interface with the 'Segment' option selected in the sidebar. The main area displays the same configuration as Figure 215, including conditions and actions. A red arrow points to the 'Settings' button, which is represented by a gear icon located within the action row of the configuration panel.

Figure 216 All Segments - Settings

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



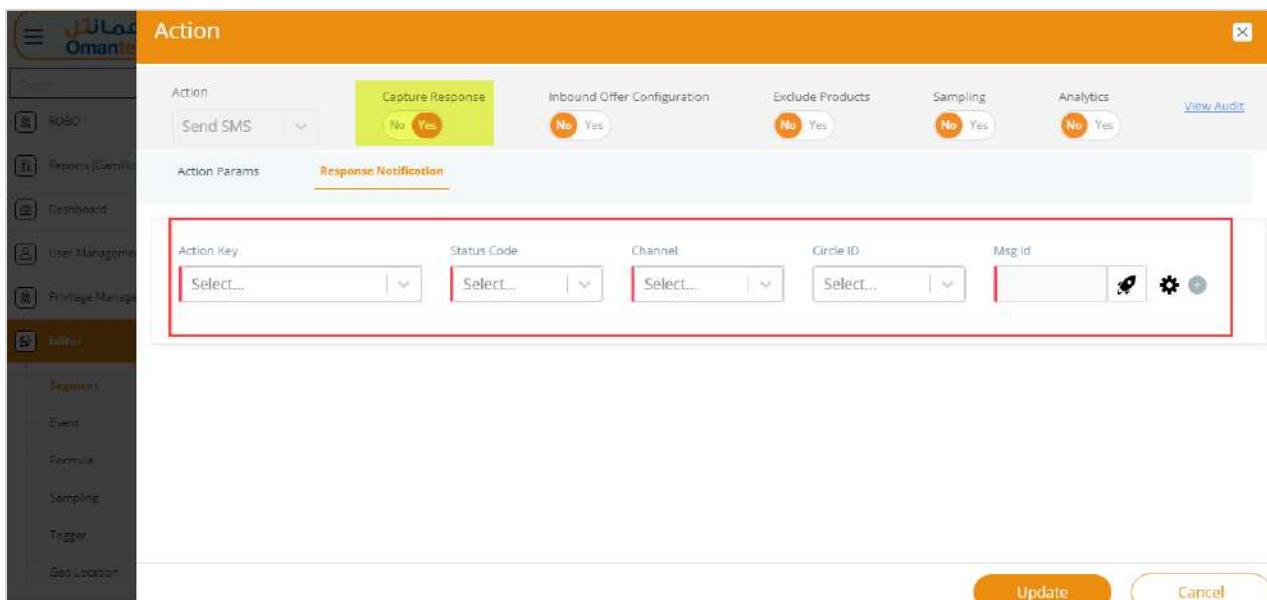
The screenshot shows the 'Action' configuration screen. On the left, there's a sidebar with various menu items like ROBO, Reports (Gmail), Dashboard, User Management, Privilege Management, and a selected 'Segments' item under 'Gallery'. The main area has tabs for Action, Capture Response, Inbound Offer Configuration, Exclude Products, Sampling, and Analytics. Under 'Action', there's a dropdown for 'Action' set to 'Send SMS' with 'Capture Response' set to 'No'. Below this is a section titled 'Action Params' with several input fields: 'ACTION_KEY' (set to 'DCB_Huawei'), 'Delivery Circle' (set to 'Batch_Campaigns'), 'Channel' (set to 'SMS'), 'Action Type' (set to 'Promotion'), 'Sender ID' (set to 'Omantel'), 'Message ID' (set to '1529'), 'Product ID' (set to 'Hayyak20_Khareef_Data_25GB'), and 'ProfileNames (Optional)'. To the right, there's a 'SMS Preview' section showing a smartphone screen with a message template. At the bottom are 'Update' and 'Cancel' buttons.

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.

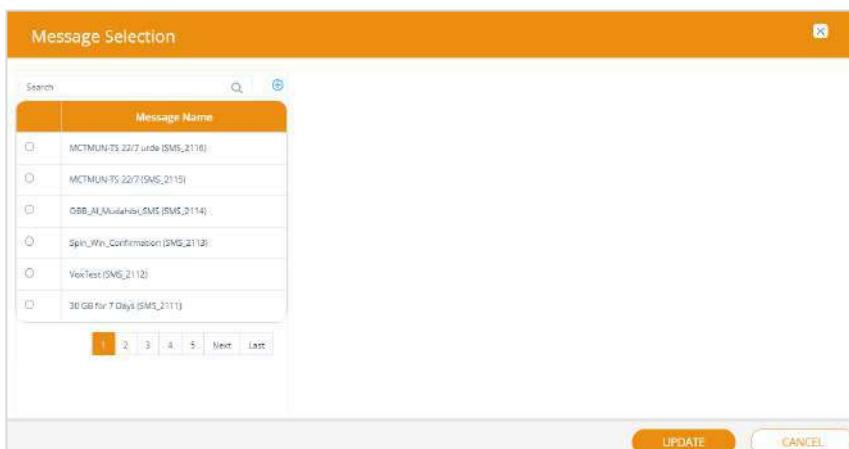
Note: The following screen is displayed if “Capture Response” is enabled.

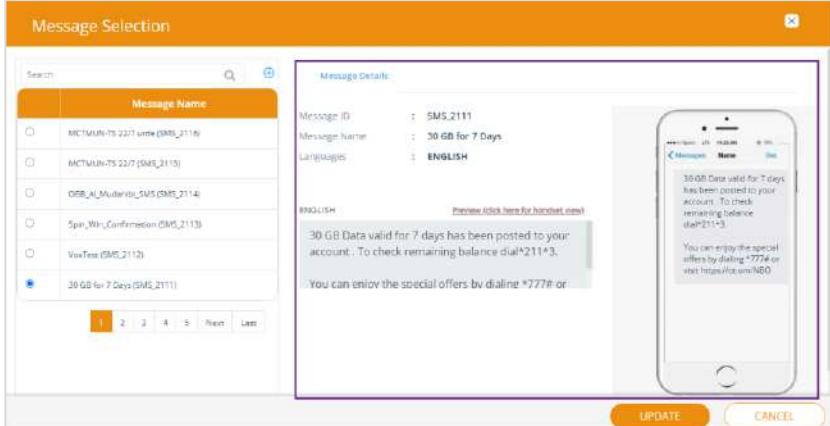


The screenshot shows the 'Action' configuration page. On the left is a sidebar with icons for ROBO, Reports (Campaign), Dashboard, User Management, Privilege Management, and Editor. The Editor section is expanded, showing Segments, Event, Formula, Sampling, Trigger, and Geo Location. The main area has tabs for Action, Capture Response (highlighted in green), Inbound Offer Configuration, Exclude Products, Sampling, and Analytics. Under 'Action Params', there is a 'Response Notification' tab selected. A red box highlights a row of dropdowns for Action Key, Status Code, Channel, Circle ID, and Msg Id. At the bottom are 'Update' and 'Cancel' buttons.

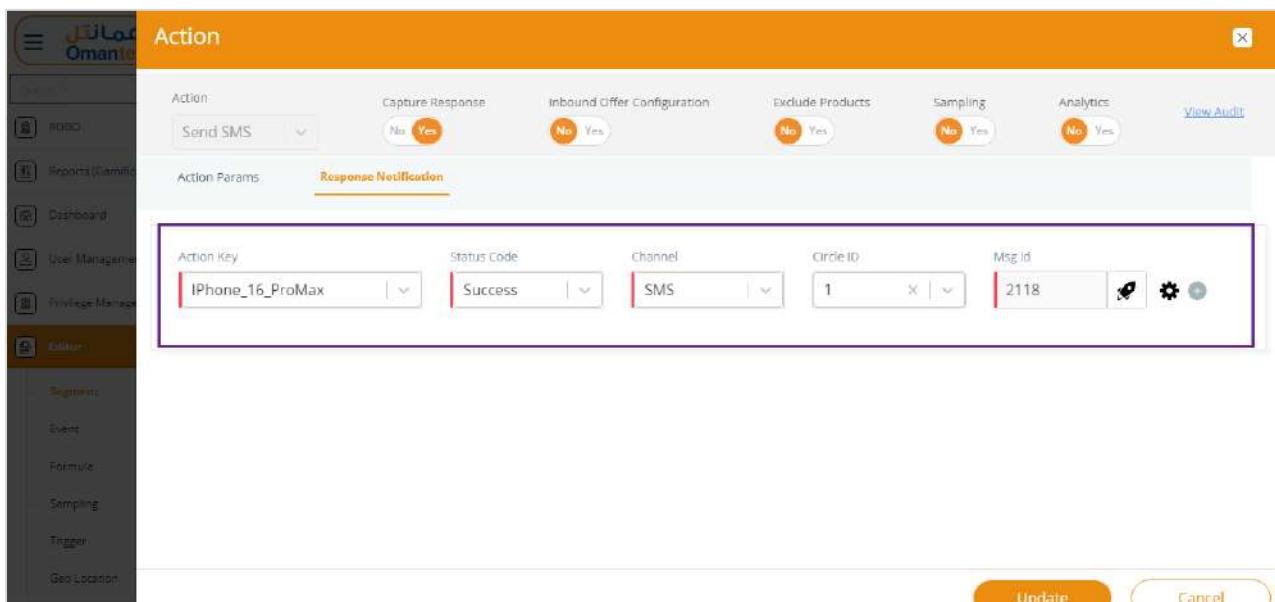
Figure 218 Action– Capture Response

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

Field	Description
Response Notification	
When enabled, it captures the response status of the targeted users after the offer is sent.	
Action Key	Select the type of action for which the response is being captured in the drop-down list. For example, “ Iphone_16_ProMax ”.
Status Code	Select the status of the action in the drop-down list. For example, “ Success ”.
Channel	Select the channel used to send the notification to the user. For example, “ SMS ”.
Circle ID	Select the circle to which the user belongs. For example, “ 1 ”.
Msg Id	<p>Indicates the message template ID used for the notification.</p> <p>Select  to select the message. The following screen will be displayed.</p>  <p>The 'Message Selection' dialog box shows a list of message templates. The first item is selected: MCTMUN-75_2277_urde (SMS_2116). Other items include MCTMUN-75_2277(SMS_2115), 08B_N_MailHib_SMS (SMS_2114), Spin_Win_Confirmation (SMS_2113), VoicText (SMS_2112), and 30 GB for 7 Days (SMS_2111). At the bottom are 'SEARCH' and 'NEXT' buttons, and 'UPDATE' and 'CANCEL' buttons at the bottom right.</p> <ul style="list-style-type: none"> Select the Message that needs to be sent to the user. The following

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

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



This screenshot shows the 'Action - Response Notification' configuration screen. The left sidebar includes options like Home, Reports (Diameter), Dashboard, User Management, Privilege Management, and Editor. Under Editor, there are segments, Client, Formulae, Sampling, Trigger, and Geo Location. The main panel has tabs for Action, Capture Response, Inbound Offer Configuration, Exclude Products, Sampling, and Analytics. The 'Response Notification' tab is active. It contains fields for Action Key (set to 'iPhone_16_ProMax'), Status Code (set to 'Success'), Channel (set to 'SMS'), Circle ID (set to '1'), and Msg Id (set to '2118'). There are also icons for a rocket and a gear. At the bottom are 'Update' and 'Cancel' buttons.

Figure 219 Action – Response Notification

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

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

Action

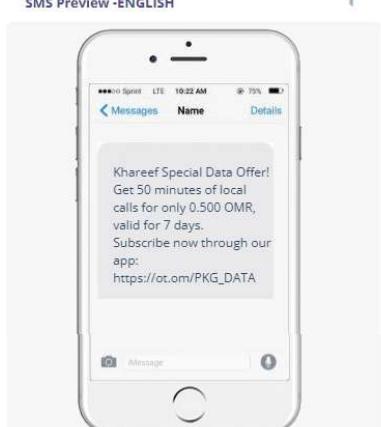
Action
Capture Response
Inbound Offer Configuration
Exclude Products
Sampling
Analytics
[View Audit](#)

No
Yes
No
Yes
No
Yes

Action Params

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

SMS Preview -ENGLISH



Inbound Offer Details

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

ADD OFFERS

Update
Cancel

Figure 220 Action– Inbound Offer Details

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

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

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

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

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

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

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

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

Action Params
C
Cloud

ACTION_KEY

X |

Delivery Circle

X |

Channel

X |

Action Type

X |

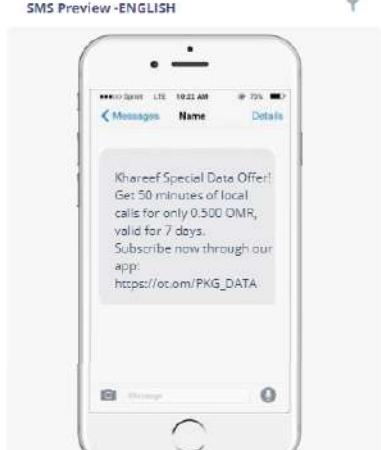
Sender ID

Message ID

Product ID

ProfileNames (Optional)

SMS Preview -ENGLISH
T



Exculde Product Details

Promoted Products
Product
Exclusion Field Name

|

|

|

Update
Cancel

Figure 221 Action— Exclude Products Details

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

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

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

Action

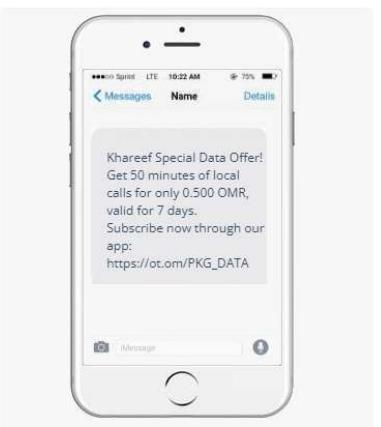
EN English (United States)
English (India) 


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

Action Params

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

SMS Preview - ENGLISH



Sampling Details

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

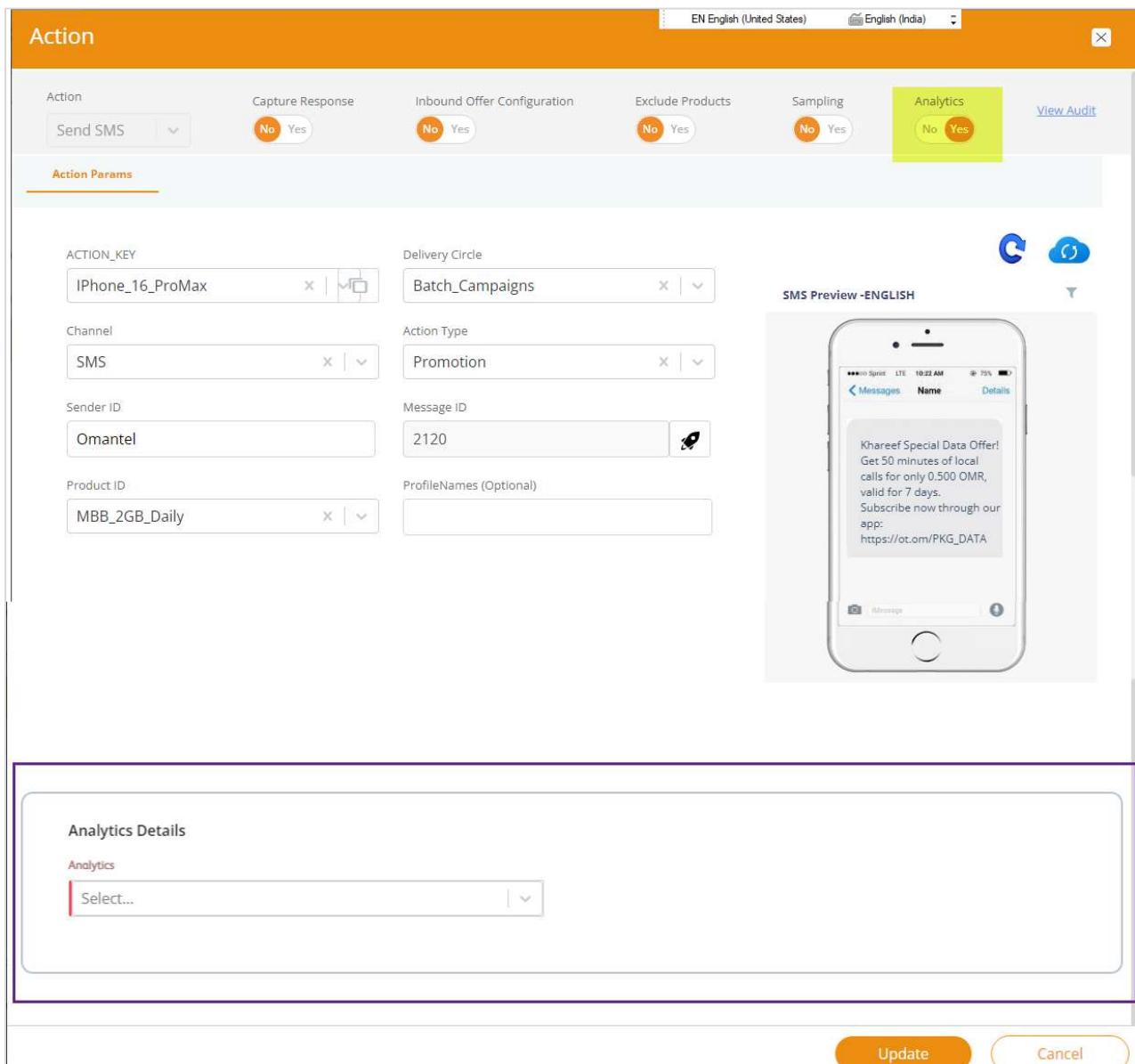
Update **Cancel**

Figure 222 Action– Sampling Details

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

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

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



Action

EN English (United States) English (India)

Action

Send SMS

No Yes

No Yes

No Yes

No Yes

No Yes

[View Audit](#)

Action Params

ACTION_KEY: iPhone_16_ProMax

Delivery Circle: Batch_Campaigns

Channel: SMS

Action Type: Promotion

Sender ID: Omantel

Message ID: 2120

Product ID: MBB_2GB_Daily

ProfileNames (Optional):

SMS Preview - ENGLISH

iPhone screen showing an SMS message: "Khareef Special Data Offer! Get 50 minutes of local calls for only 0.500 OMR, valid for 7 days. Subscribe now through our app: https://ot.om/PKG_DATA"

Analytics Details

Analytics: Select...

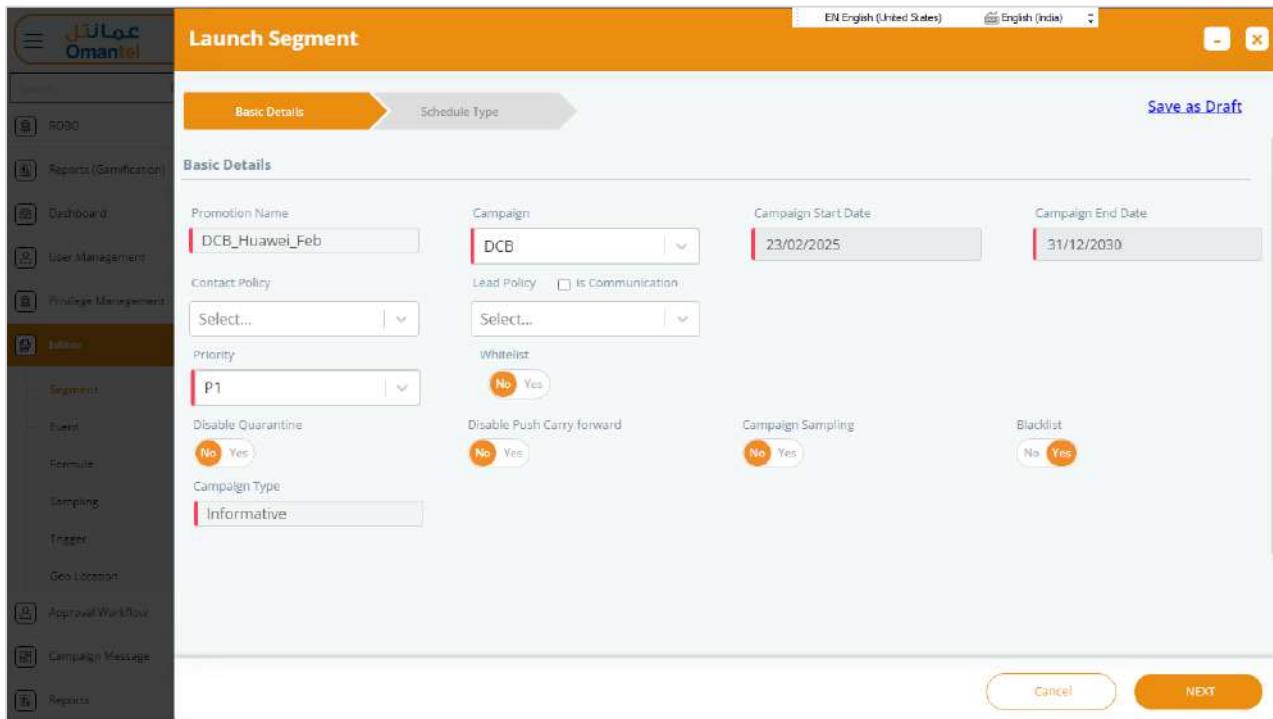
Update Cancel

Figure 223 Action– Analytics

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

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

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



The screenshot shows the 'Launch Segment' interface. On the left is a sidebar with navigation links: RDOO, Reports (Gamification), Dashboard, User Management, Privilege Management, Home, Segment, Event, Formula, Sampling, Trigger, Geo Location, Approval Workflow, Campaign Message, and Reports. The main area has tabs for 'Basic Details' (selected) and 'Schedule Type'. Under 'Basic Details', there are fields for Promotion Name (DCB_Huawei_Feb), Campaign (DCB), Campaign Start Date (23/02/2025), Campaign End Date (31/12/2030), Contact Policy (Select...), Lead Policy (Is Communication checked), Priority (P1), Whitelist (Yes), Disable Quarantine (Yes), Disable Push Carry forward (Yes), Campaign Type (Informative), Campaign Sampling (Yes), and Blacklist (Yes). At the bottom are 'Cancel' and 'NEXT' buttons.

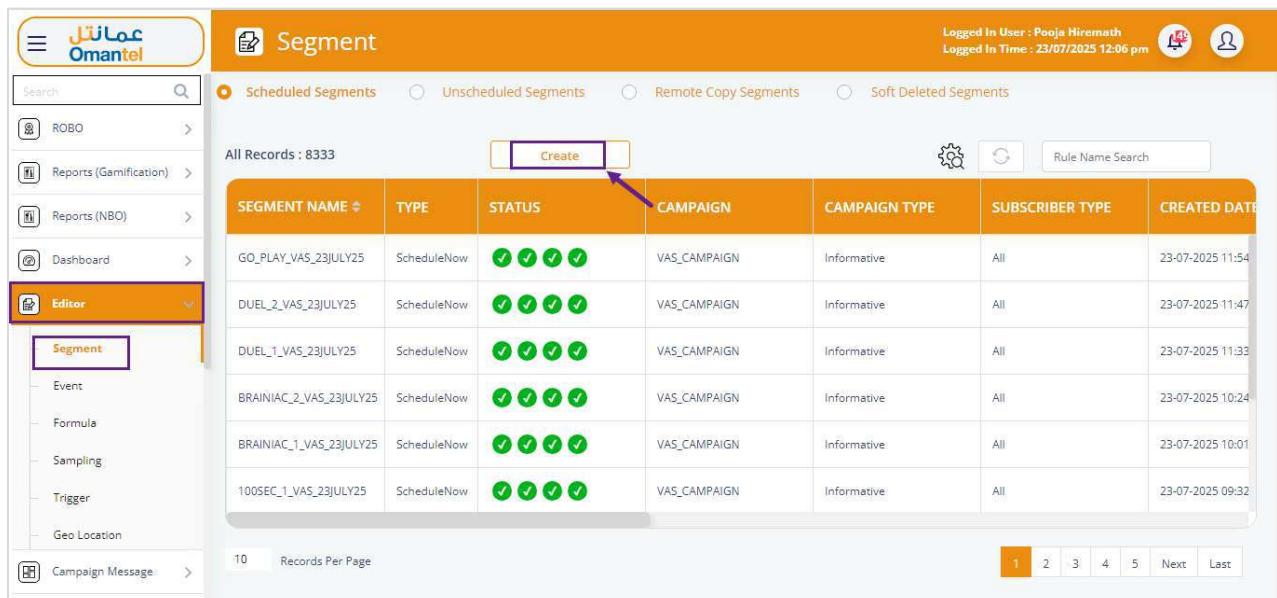
Figure 224 Launch Segment

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

8.3.2.5 Xbow_reply1_mainSMS2

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

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

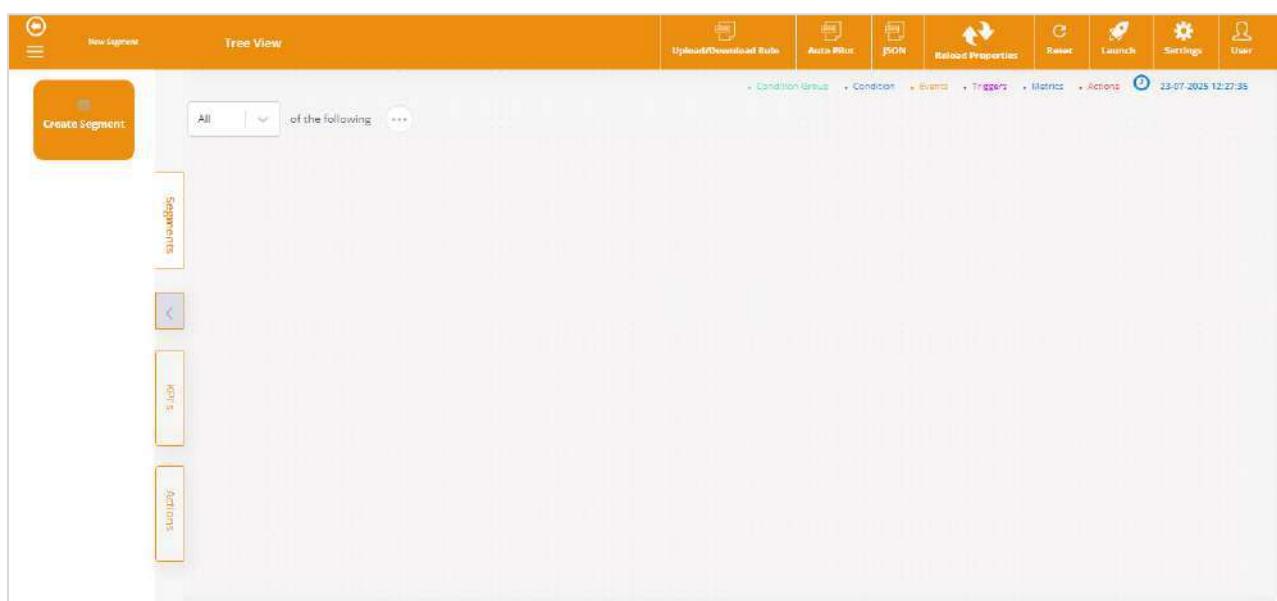


The screenshot shows the Omantel Magik User Manual interface. The left sidebar has sections like ROBO, Reports (Gamification), Reports (NBO), Dashboard, Editor (with Segment selected), Event, Formula, Sampling, Trigger, Geo Location, and Campaign Message. The main area is titled 'Segment' and shows a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

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

Figure 225 Segment – New Segment

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



The screenshot shows the 'New Segment' input screen. The top navigation bar includes 'New Segment', 'Tree View', 'Upload/Download Rule', 'Auto Rule', 'JSON', 'Reload Properties', 'Reset', 'Launch', 'Settings', and 'User'. A large central workspace is labeled 'Create Segment'. To the left is a sidebar with sections: Segments, Events, Triggers, and Metrics. The bottom right corner shows the date and time: 23-07-2025 12:27:35.

Figure 226 New Segment – Input Screen

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

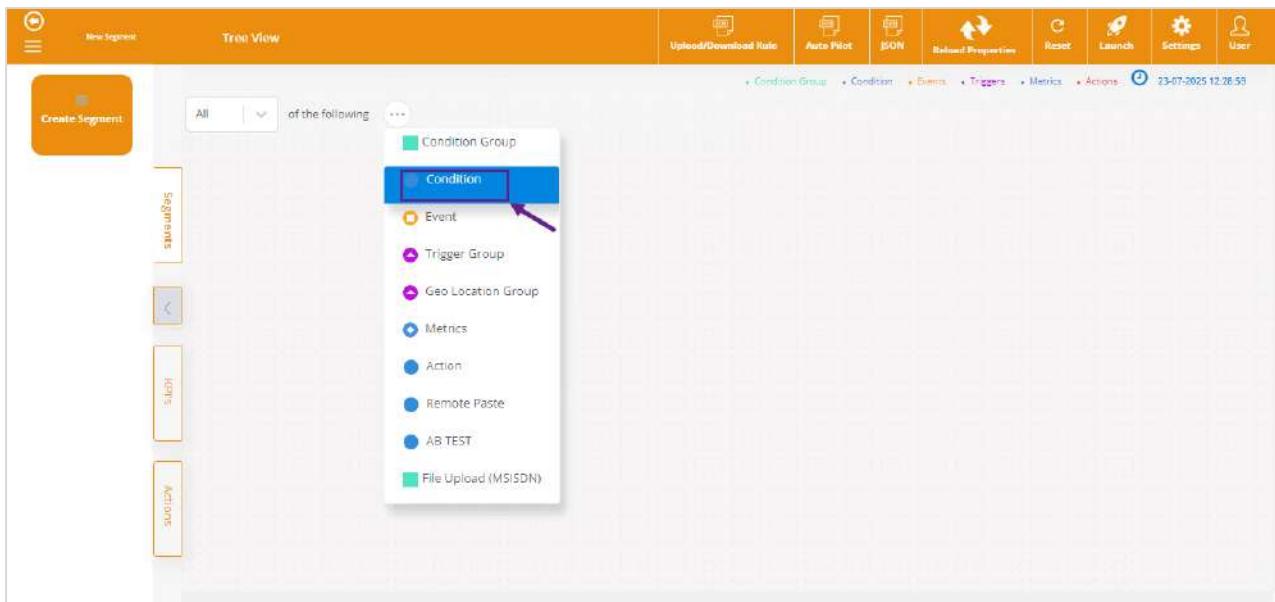


Figure 227 New Segment – Condition

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.

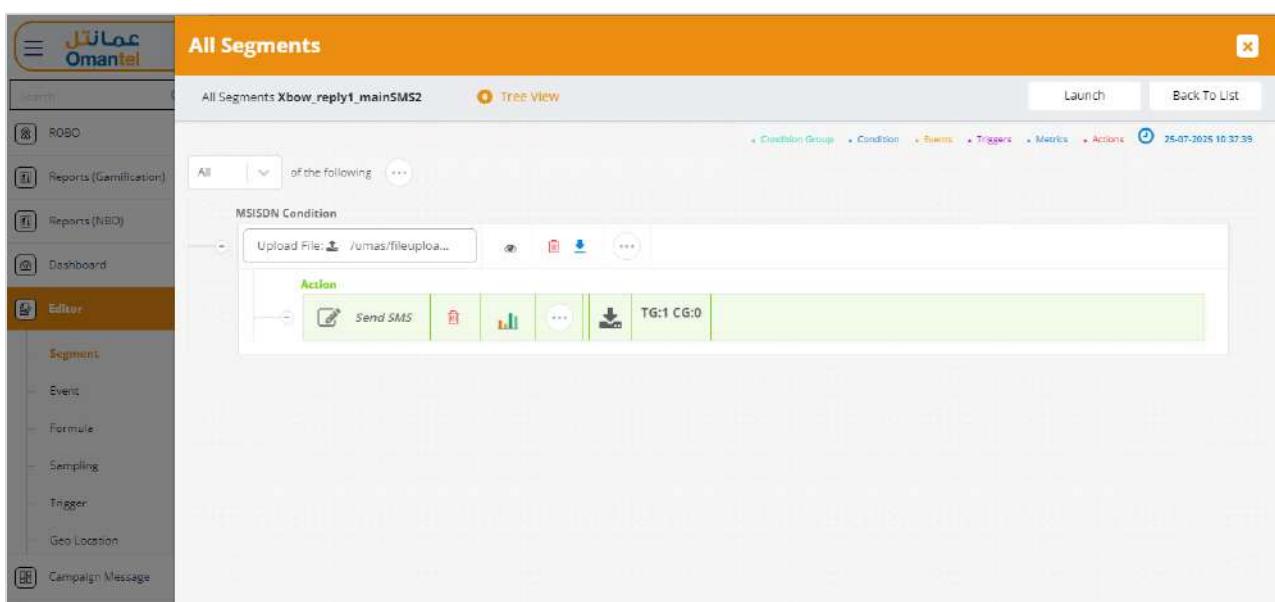


Figure 228 All Segments - Xbow_reply1_mainSMS2

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.

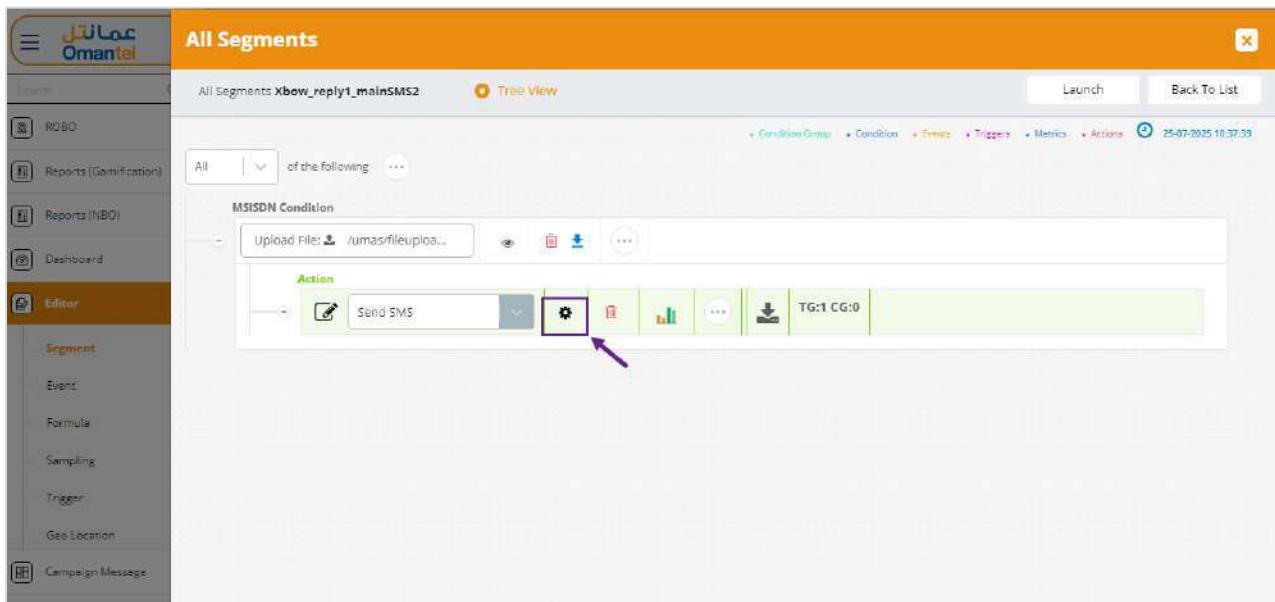


Figure 229 All Segments - Settings

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

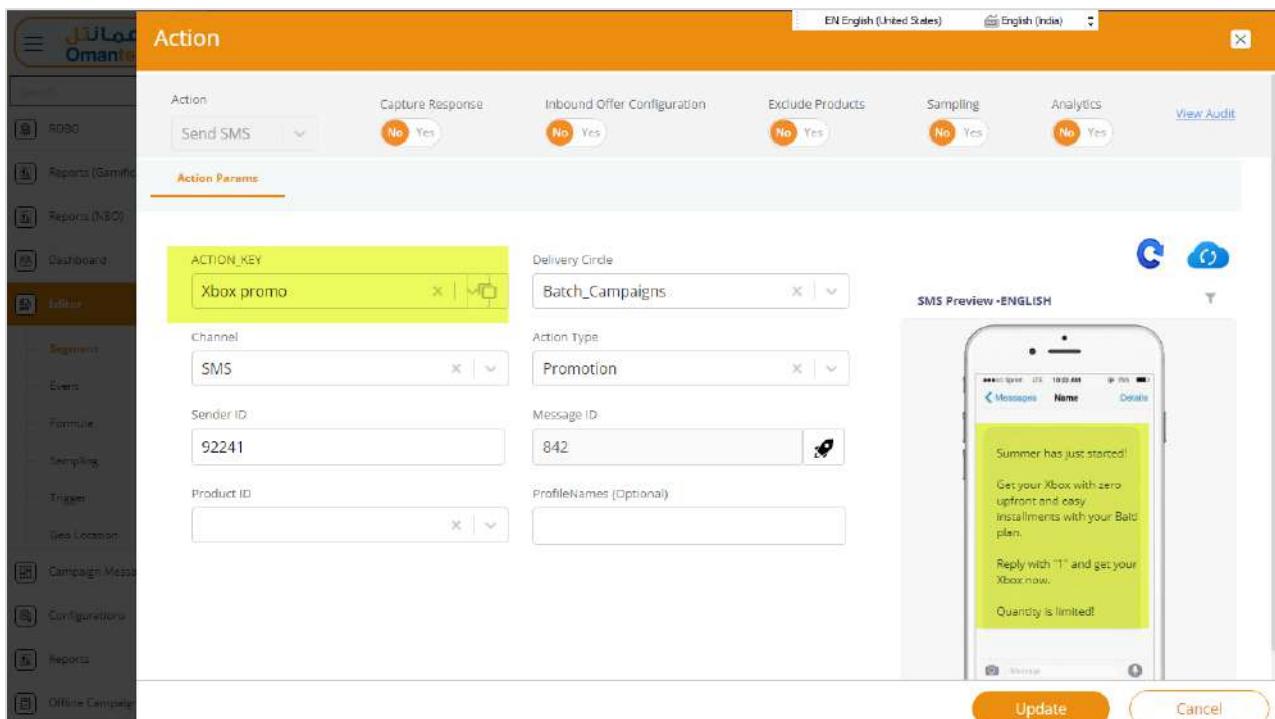
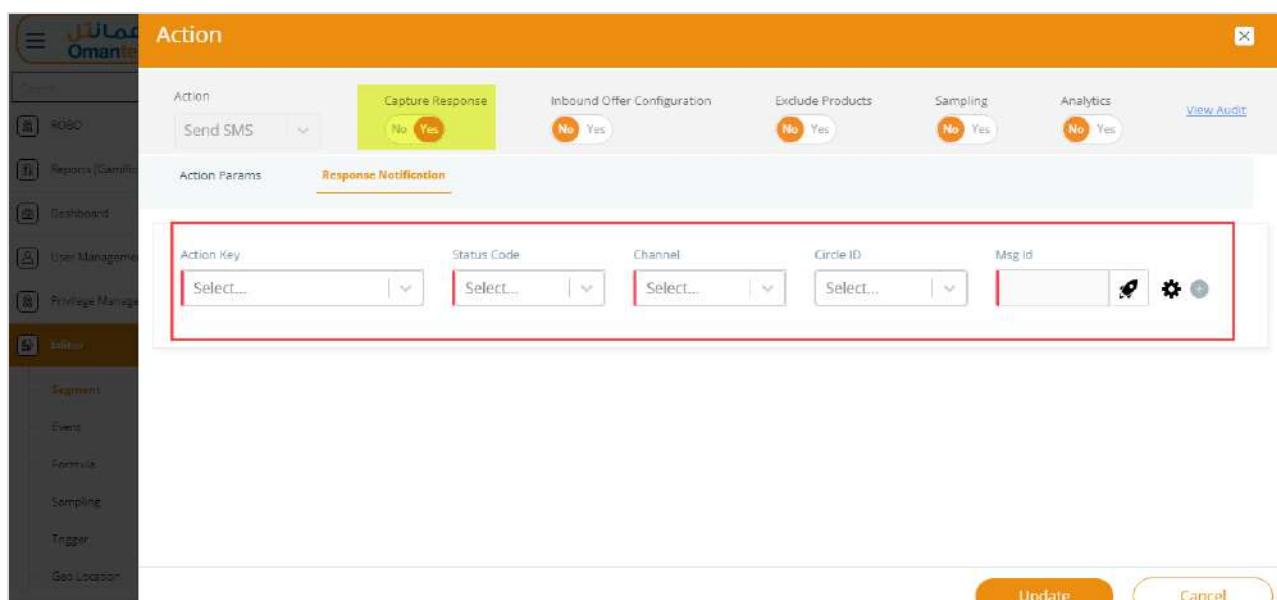


Figure 230 Action Input Screen

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.

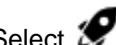
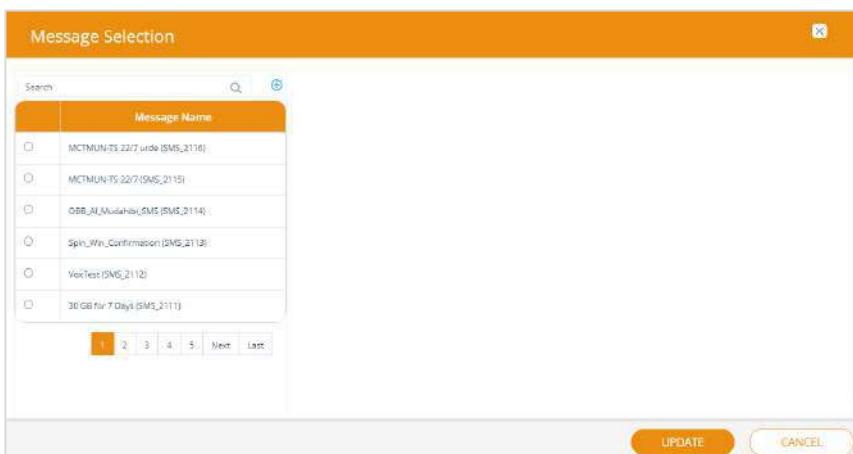
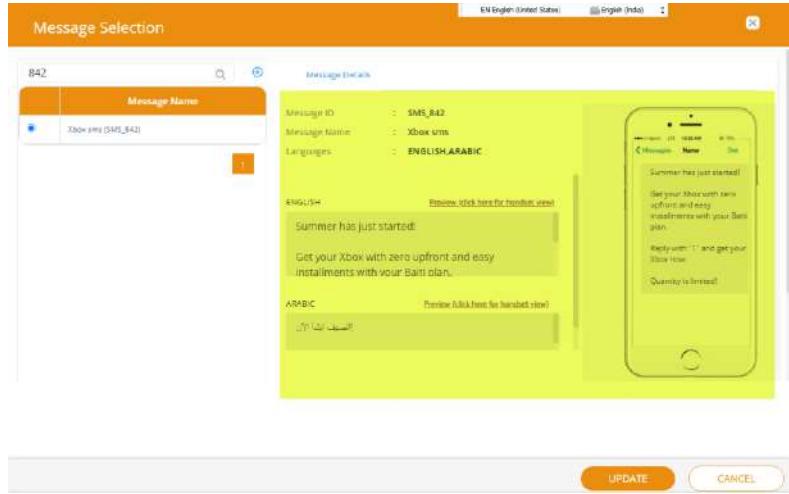


The screenshot shows the 'Action' configuration screen in the Omantel Magik interface. The 'Capture Response' checkbox is checked. The 'Action Params' section is highlighted with a red box, showing dropdown menus for Action Key, Status Code, Channel, Circle ID, and Msg Id. The 'Update' and 'Cancel' buttons are at the bottom right.

Figure 231 Action- Capture Response

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

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

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

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

Action

EN English (United States) English (India) X

Action: Send SMS Capture Response: Yes Inbound Offer Configuration: No Exclude Products: Yes Sampling: Yes Analytics: Yes View Audit

Action Params **Response Notification**

Action Key: Xbox promo(CG)	Status Code: Success	Channel: SMS	Circle ID: 1	Msg Id: 842			
----------------------------	----------------------	--------------	--------------	-------------	--	--	--

Update Cancel

Figure 232 Action – Response Notification

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

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

Action

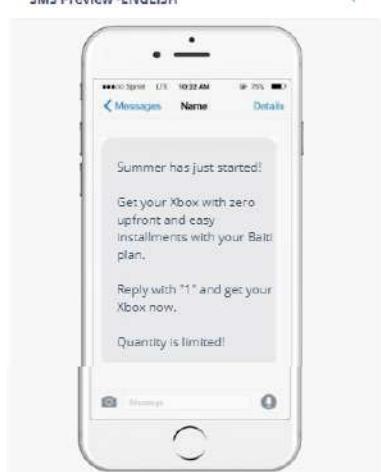
Action
Capture Response
Inbound Offer Configuration
Exclude Products
Sampling
Analytics
[View Audit](#)

Send SMS
No Yes
No Yes
No Yes
No Yes

Action Params

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

SMS Preview -ENGLISH



Inbound Offer Details

Offer Type	Products	Product Order
<input type="button" value="Select..."/>	<input type="button" value="Select..."/>	<input type="button" value="Product Order"/> +

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. <ul style="list-style-type: none"> • Click the Add button to add multiple offer details.

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

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

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

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

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

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

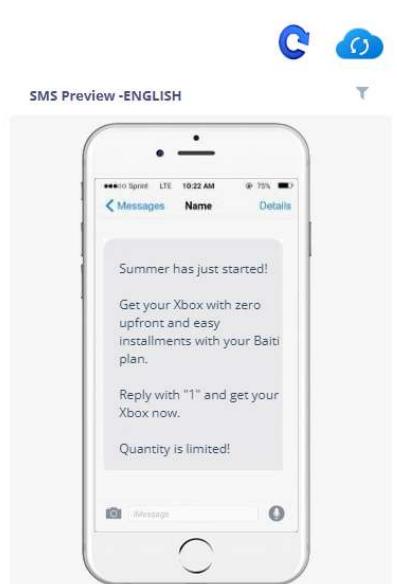
Action Params
SMS Preview -ENGLISH

ACTION_KEY
Delivery Circle

Channel
Action Type

Sender ID
Message ID

Product ID
ProfileNames (Optional)



Exculde Product Details

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

Update
Cancel

Figure 234 Action– Exclude Products Details

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

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

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

Action
EN English (United States) English (India)

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

Action Params

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

Sampling Details
Skip Global Sampling
Sampling

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

Update
Cancel

Figure 235 Action– Sampling Details

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

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

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

Action

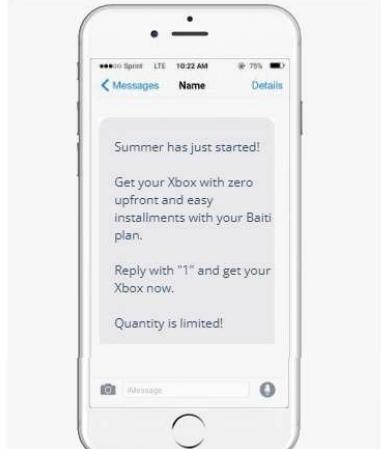
EN English (United States) English (India)

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

Action Params

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

SMS Preview -ENGLISH



Analytics Details

Analytics: Select...

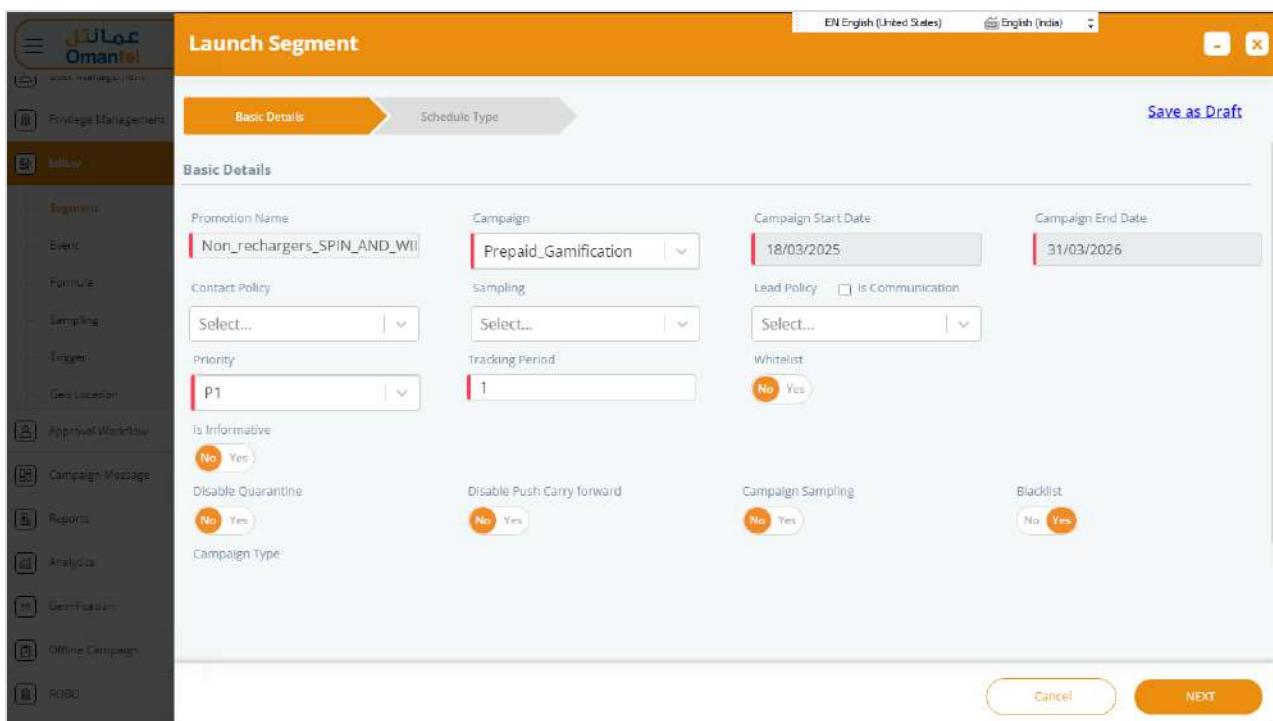
Update Cancel

Figure 236 Action– Analytics

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

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

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



The screenshot shows the 'Launch Segment' screen in the Omantel Magik User Manual. The main title is 'Launch Segment'. Below it, there are two tabs: 'Basic Details' (selected) and 'Schedule Type'. On the right, there is a 'Save as Draft' button. The 'Basic Details' section contains various configuration fields:

- Promotion Name: Non_rechargers_SPIN_AND_WIN
- Campaign: Prepaid_Gamification
- Campaign Start Date: 18/03/2025
- Campaign End Date: 31/03/2026
- Contact Policy: Select...
- Sampling: Sampling
- Lead Policy: Is Communication
- Priority: P1
- Tracking Period: 1
- Whitelist: No Yes
- Is Informative: No Yes
- Disable Quarantine: No Yes
- Disable Push Carry forward: No Yes
- Campaign Sampling: No Yes
- Blacklist: No Yes

At the bottom, there are 'Cancel' and 'NEXT' buttons.

Figure 237 Launch Segment

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

8.3.2.6 Non_rechargers_SPIN_AND_WIN_APP_Promo

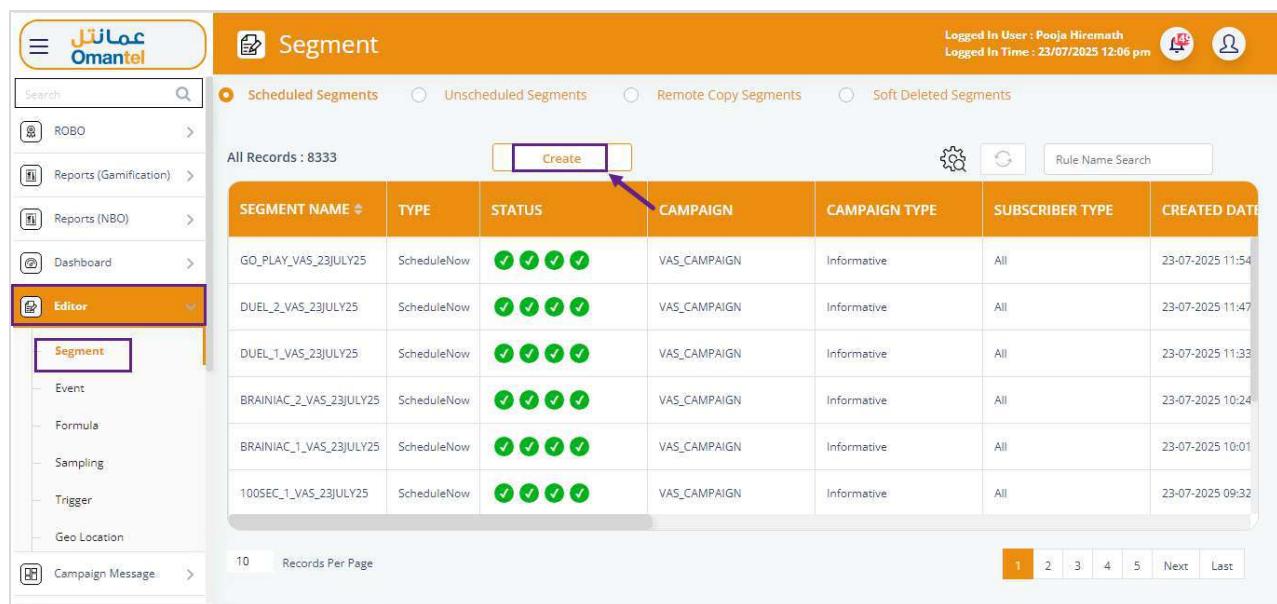
This promotional campaign targets mobile users who are active app users but have not recharged recently, aiming to re-engage them with a "Spin and Win" offer via the mobile app. Users are segmented based on their recharge behavior over the past 90 days, and SMS messages are customized and triggered accordingly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

Pre-requisites:

- Configure Achievement
- Configure Game

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

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

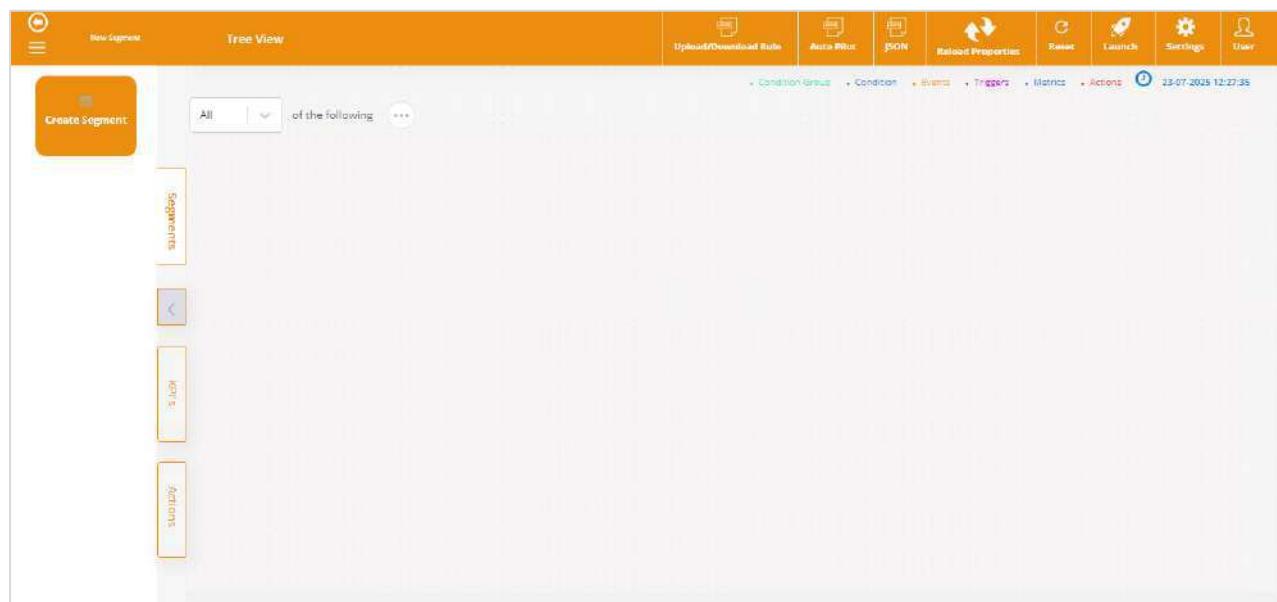


The screenshot shows the 'Segment' page with the following interface elements:

- Left Sidebar:** Includes links for ROBO, Reports (Gamification), Reports (NBO), Dashboard, Editor (with Segment selected), Event, Formula, Sampling, Trigger, Geo Location, and Campaign Message.
- Header:** Shows 'Logged In User : Pooja Hiremath' and 'Logged In Time : 23/07/2025 12:06 pm'.
- Top Buttons:** Scheduled Segments, Unscheduled Segments, Remote Copy Segments, Soft Deleted Segments.
- Table Headers:** SEGMENT NAME, TYPE, STATUS, CAMPAIGN, CAMPAIGN TYPE, SUBSCRIBER TYPE, CREATED DATE.
- Table Data:** A list of segments with their details. For example:
 - GO_PLAY_VAS_23JULY25: ScheduleNow, VAS_CAMPAIGN, Informative, All, 23-07-2025 11:54
 - DUEL_2_VAS_23JULY25: ScheduleNow, VAS_CAMPAIGN, Informative, All, 23-07-2025 11:47
 - DUEL_1_VAS_23JULY25: ScheduleNow, VAS_CAMPAIGN, Informative, All, 23-07-2025 11:33
 - BRAINIAC_2_VAS_23JULY25: ScheduleNow, VAS_CAMPAIGN, Informative, All, 23-07-2025 10:24
 - BRAINIAC_1_VAS_23JULY25: ScheduleNow, VAS_CAMPAIGN, Informative, All, 23-07-2025 10:01
 - 100SEC_1_VAS_23JULY25: ScheduleNow, VAS_CAMPAIGN, Informative, All, 23-07-2025 09:32
- Bottom Navigation:** Records Per Page (10), Page Number (1), and Last.

Figure 238 Segment – New Segment

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



The screenshot shows the 'New Segment' input screen with the following interface elements:

- Left Sidebar:** Includes 'Create segment' button and categories: Segments, Jobs, and Samples.
- Header:** Shows 'New Segment' and 'Tree View'.
- Top Bar:** Includes 'Upload/Download Rule', 'Auto Run', 'JSON', 'Retain Properties', 'Reset', 'Launch', 'Settings', and 'User'.
- Toolbar:** Includes 'Condition Groups', 'Condition', 'Events', 'Triggers', 'Metrics', and 'Actions'.
- Main Area:** Displays a large, empty workspace for building conditions.

Figure 239 New Segment – Input Screen

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

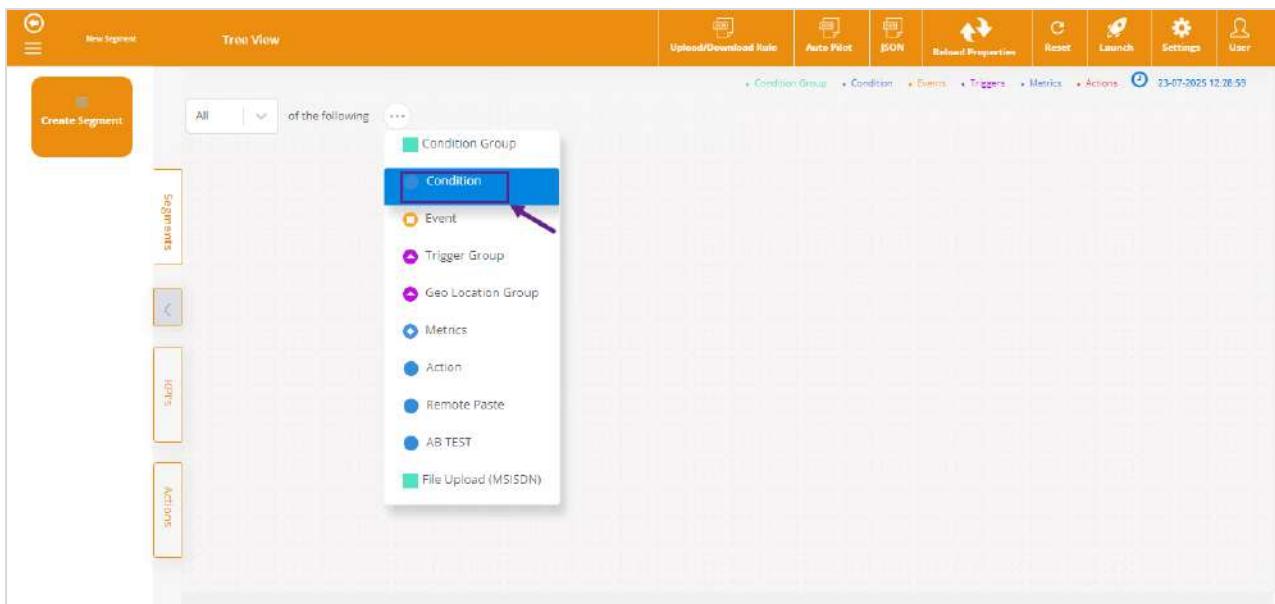


Figure 240 New Segment – Condition

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

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

Condition Group 1:

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

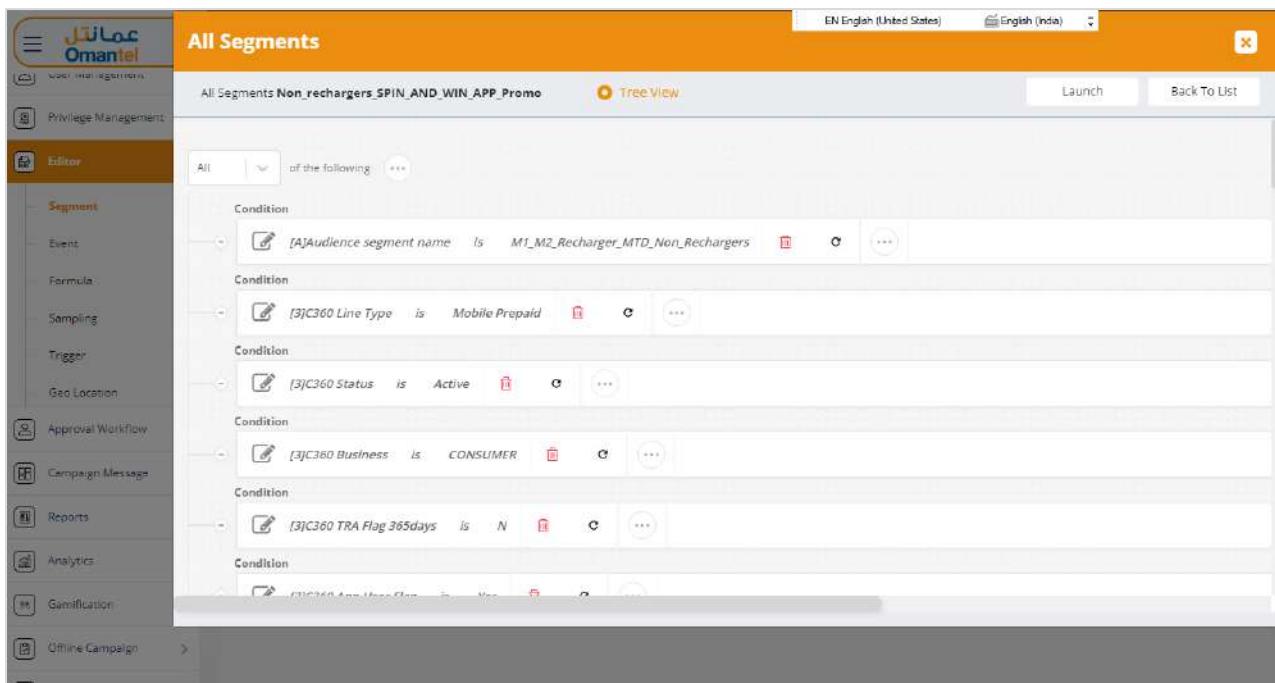
Action:

- Send SMS

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

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

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

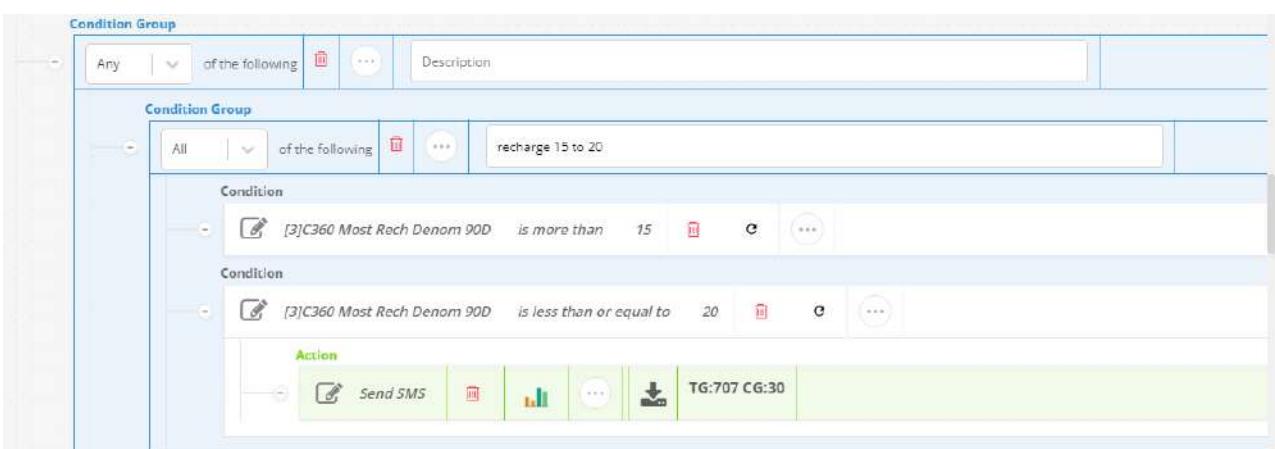


The screenshot shows the 'All Segments' screen in the Omantel Magik interface. The segment configuration is as follows:

- Condition: Audience segment name is M1_M2_Recharger_MTD_Non_Rechargers
- Condition: C360 Line Type is Mobile Prepaid
- Condition: C360 Status is Active
- Condition: C360 Business is CONSUMER
- Condition: C360 TRA Flag 365days is N
- Condition: C360 Annual Plan is Non

Figure 241 All Segments - Non_rechargers_SPIN_AND_WIN_APP_Promo

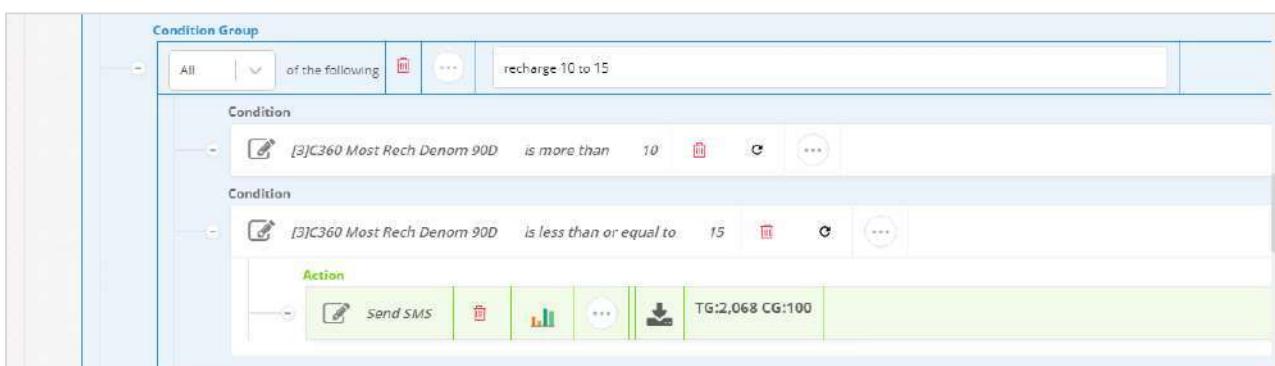
Note: For better viewing, the image is split into multiple halves.



The screenshot shows the continuation of the segment configuration:

- Condition Group: recharge 15 to 20
 - Condition: [3]C360 Most Rech Denom 90D is more than 15
 - Condition: [3]C360 Most Rech Denom 90D is less than or equal to 20
 - Action: Send SMS, Bar Chart, Chat, Download, TG:707 CG:30

Figure 242 Non_rechargers_SPIN_AND_WIN_APP_Promo_2



The screenshot shows the continuation of the segment configuration:

- Condition Group: recharge 10 to 15
 - Condition: [3]C360 Most Rech Denom 90D is more than 10
 - Condition: [3]C360 Most Rech Denom 90D is less than or equal to 15
 - Action: Send SMS, Bar Chart, Chat, Download, TG:2,068 CG:100

Figure 243 Non_rechargers_SPIN_AND_WIN_APP_Promo_3

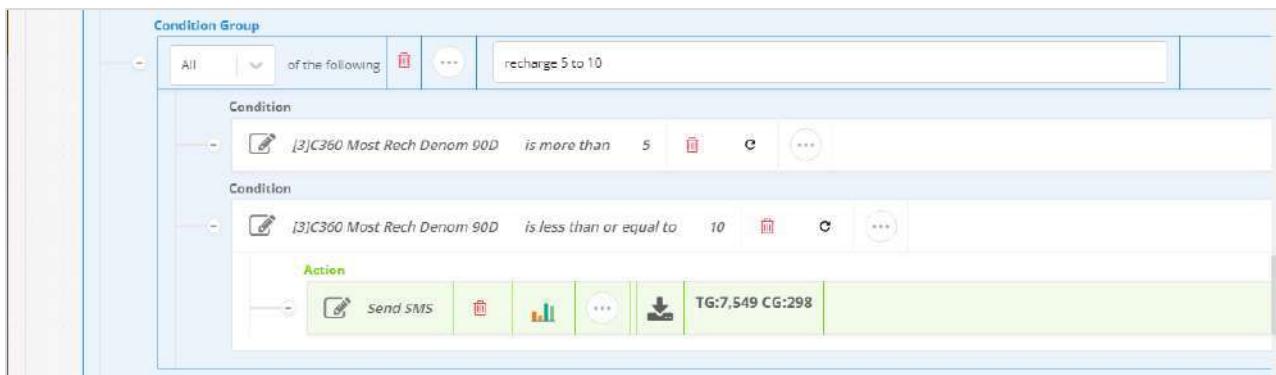


Figure 244 Non_rechargers_SPIN_AND_WIN_APP_Promo_4

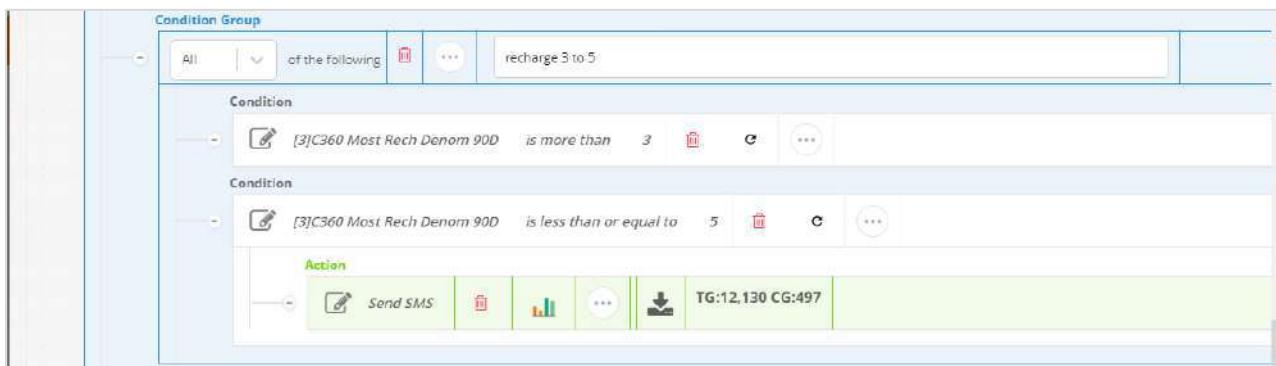


Figure 245 Non_rechargers_SPIN_AND_WIN_APP_Promo_5

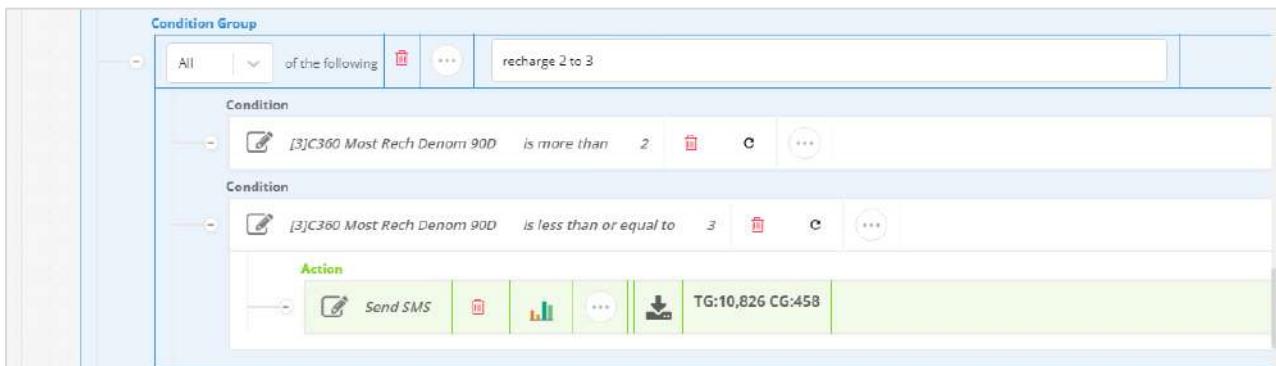


Figure 246 Non_rechargers_SPIN_AND_WIN_APP_Promo_6



Figure 247 Non_rechargers_SPIN_AND_WIN_APP_Promo_7

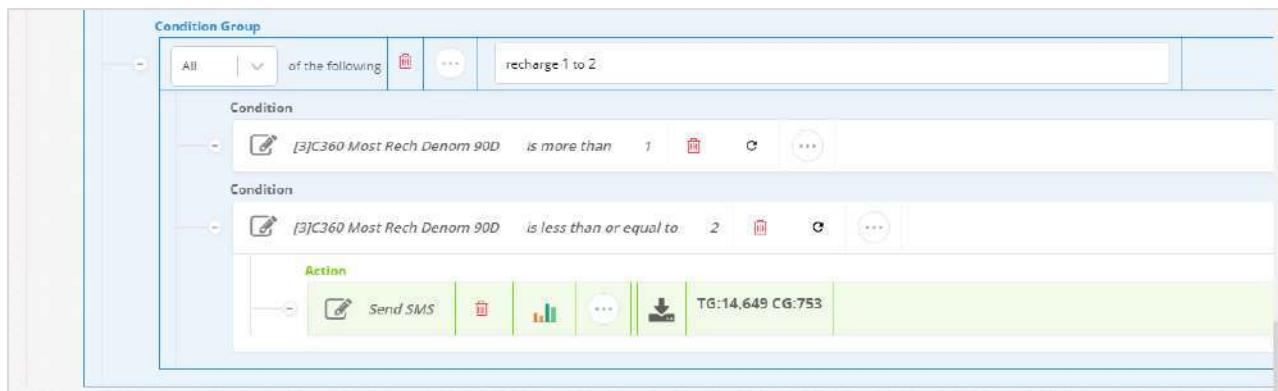


Figure 248 Non_rechargers_SPIN_AND_WIN_APP_Promo_7

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.

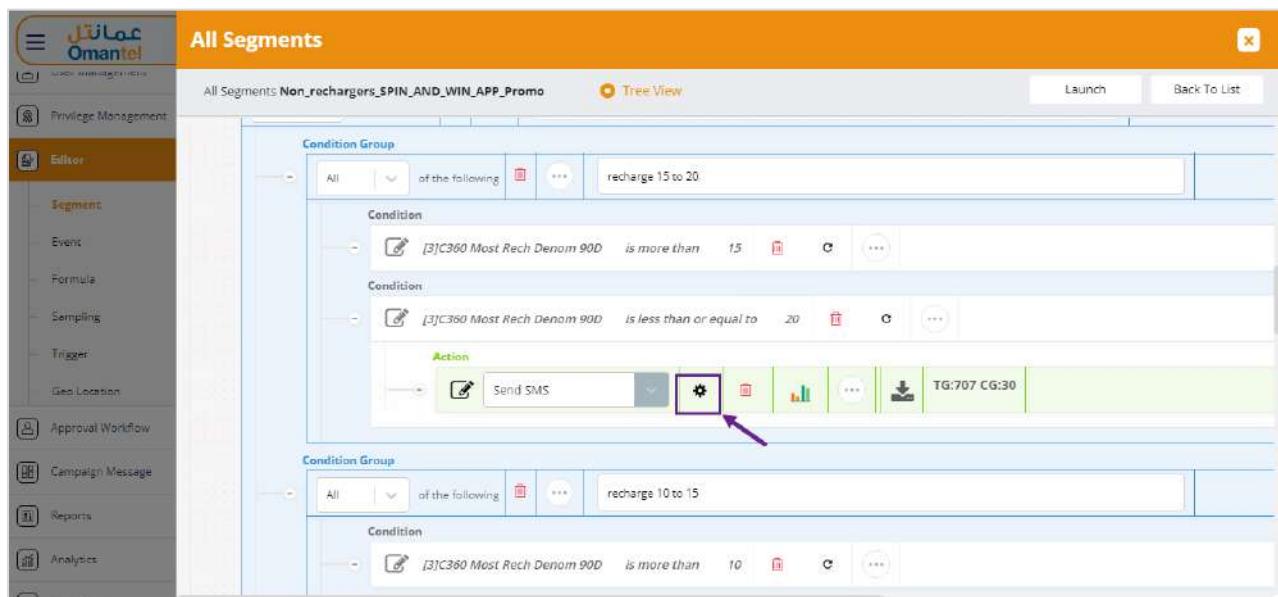


Figure 249 All Segments - Settings

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

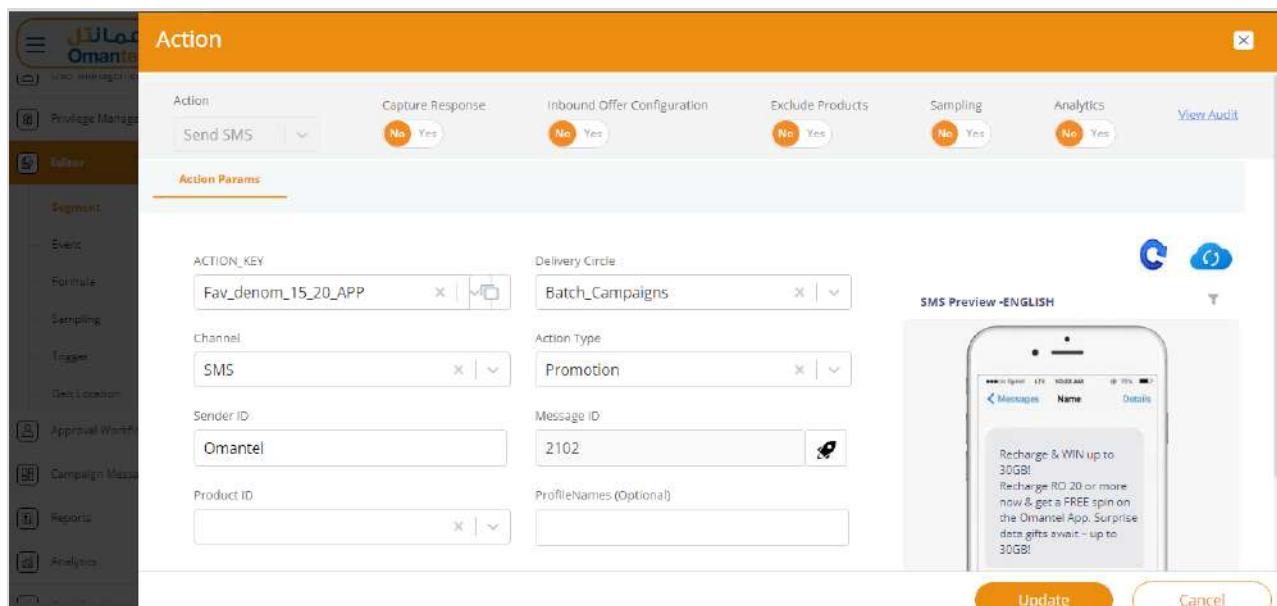


Figure 250 Action Input Screen

- 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.

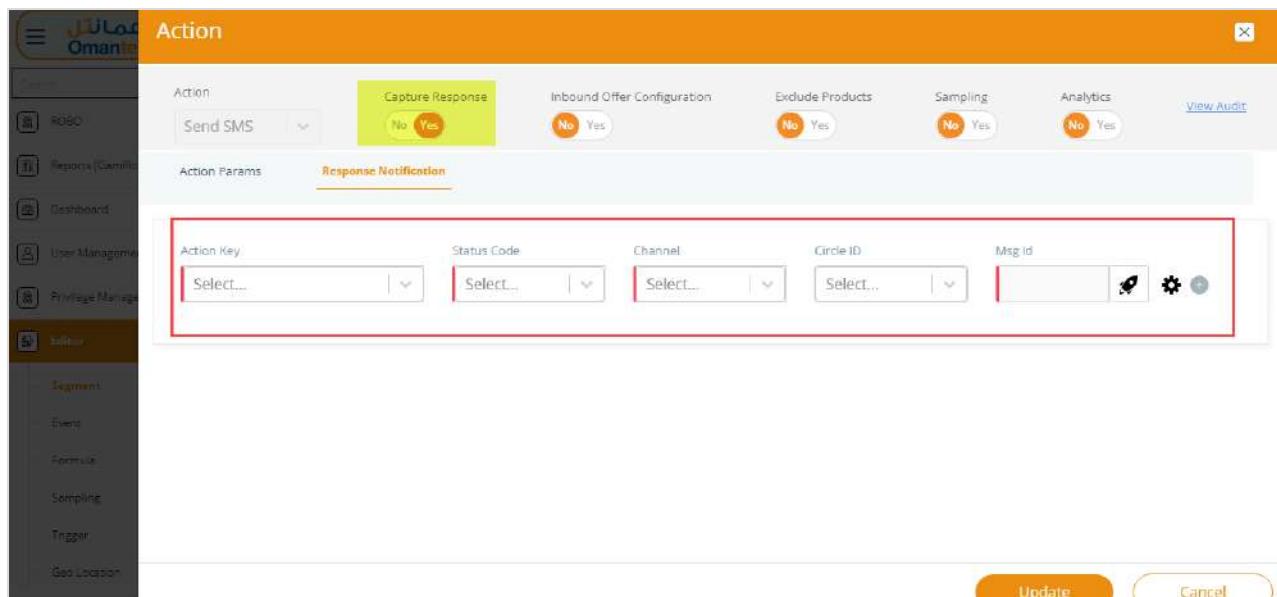
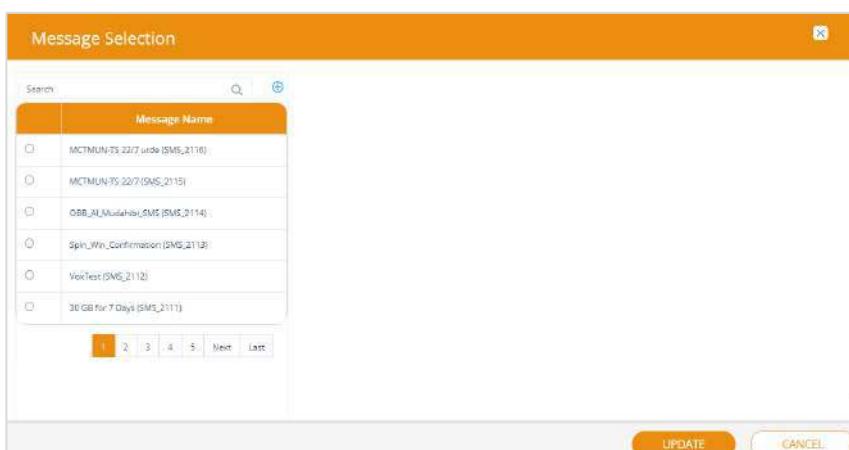
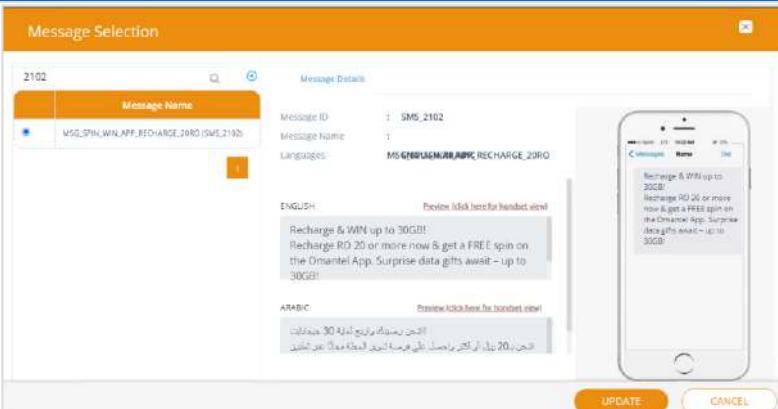


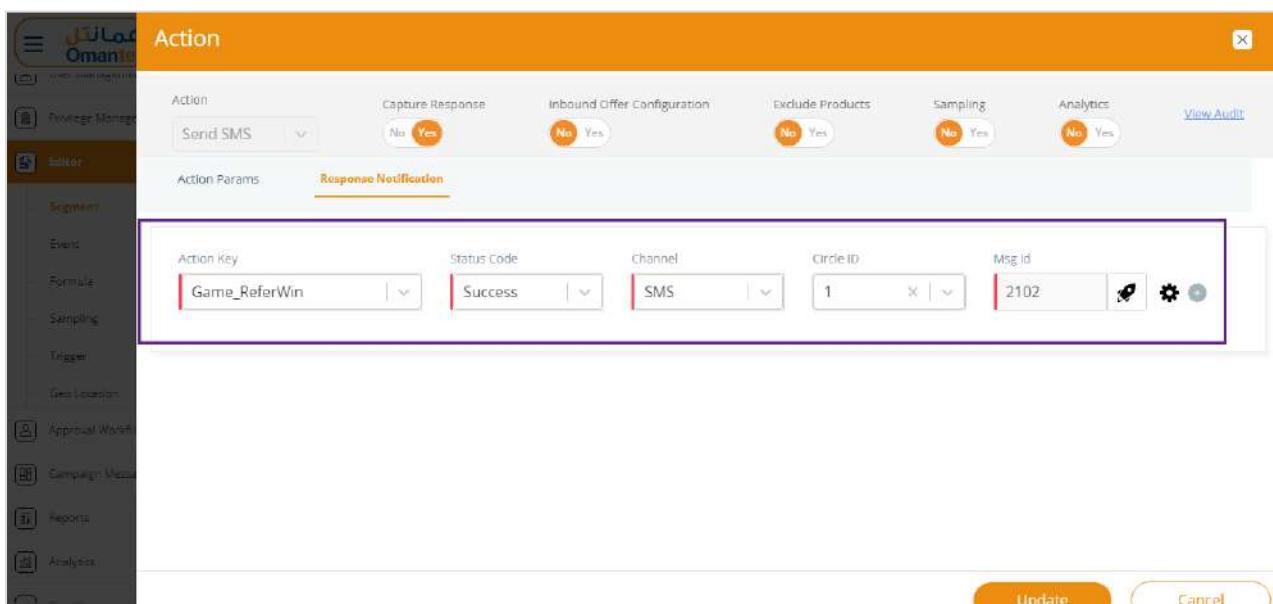
Figure 251 Action– Capture Response

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

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

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

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



This screenshot shows the 'Action' configuration screen for a response notification. The left sidebar contains navigation links like 'Dashboard', 'Segment', 'Event', 'Formula', 'Sampling', 'Trigger', 'Geo Location', 'Approval Work', 'Campaign Master', 'Reports', and 'Analytics'. The main area has tabs for 'Action', 'Capture Response', 'Inbound Offer Configuration', 'Exclude Products', 'Sampling', and 'Analytics'. The 'Action' tab is active. Under 'Action Params', the 'Response Notification' tab is selected. A table row is highlighted with a purple border, showing fields: Action Key (Game_RefWin), Status Code (Success), Channel (SMS), Circle ID (1), and Msg id (2102). Buttons at the bottom include 'Update' and 'Cancel'.

Figure 252 Action – Response Notification

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

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

Action

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

Send SMS
No Yes
No Yes
No Yes
No Yes

Action Params

ACTION_KEY

Delivery Circle

Channel

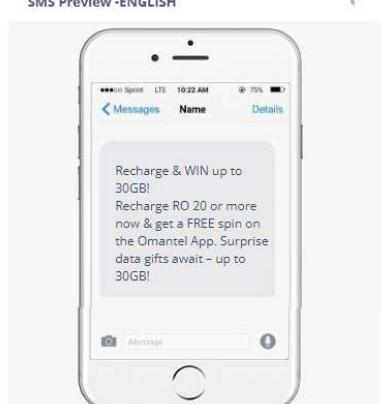
Action Type

Sender ID

Message ID

Product ID

ProfileNames (Optional)

SMS Preview -ENGLISH


Inbound Offer Details

Offer Type

Products

Product Order

+

Figure 253 Action– Inbound Offer Details

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

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

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

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

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

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

Action

Capture Response

 No Yes

Inbound Offer Configuration

 No Yes

Exclude Products

 No Yes

Sampling

 No Yes

Analytics

 No Yes

[View Audit](#)

Action Params

ACTION_KEY

Delivery Circle

Channel

Action Type

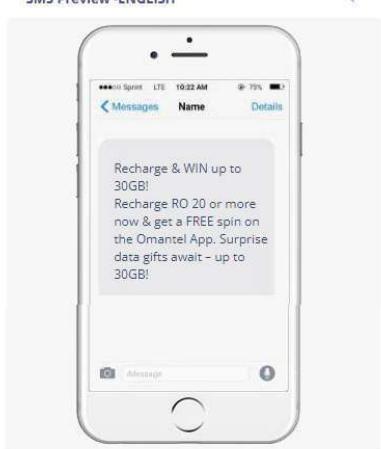
Sender ID

Message ID

Product ID

ProfileNames (Optional)

SMS Preview -ENGLISH



Exclude Product Details

Promoted Products

Product

Exclusion Field Name

Figure 254 Action— Exclude Products Details

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

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

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Page

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

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

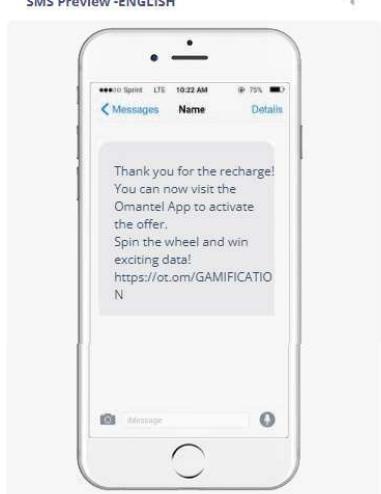
Action
EN English (United States)
English (India)
X

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

Action Params

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

SMS Preview -ENGLISH



Sampling Details

Skip Global Sampling	Sampling
False	UNIVERSAL SAMPL...

Update
Cancel

Figure 255 Action– Sampling Details

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

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

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

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

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

Send SMS
No Yes
No Yes
No Yes
No Yes
No Yes

Action Params

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

Analytics Details

Analytics

Select...

Update
Cancel

Figure 256 Action– Analytics

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

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

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

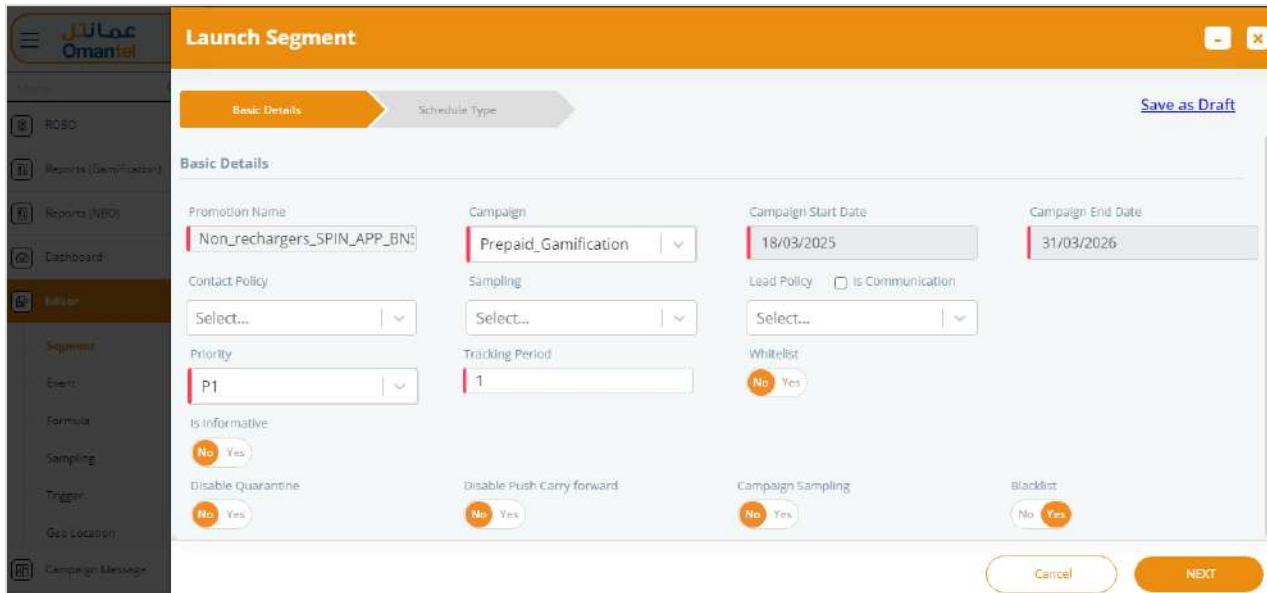


Figure 257 Lauch Segment

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

8.3.2.7 Non_rechargers_SPIN_APP_BNS_TGonetime1

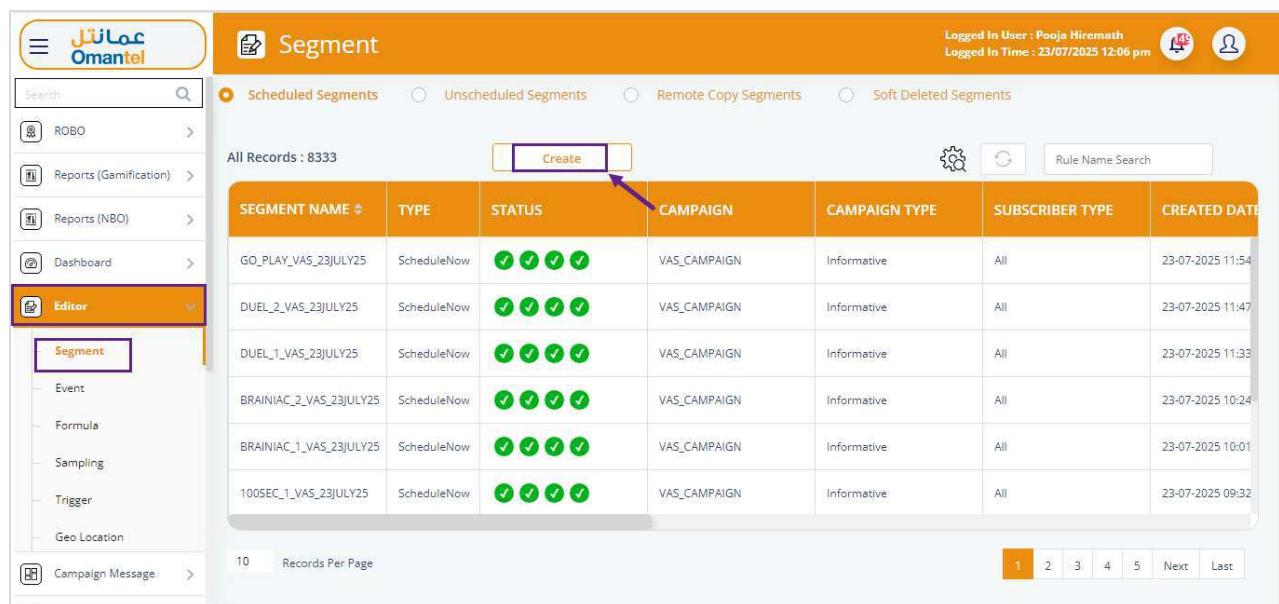
This promotional campaign targets mobile users who are active app users but have not recharged recently, aiming to re-engage them with a "Spin and Win" offer via the mobile app. Users are segmented based on their recharge behavior over the past 90 days, and SMS messages are customized and triggered accordingly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



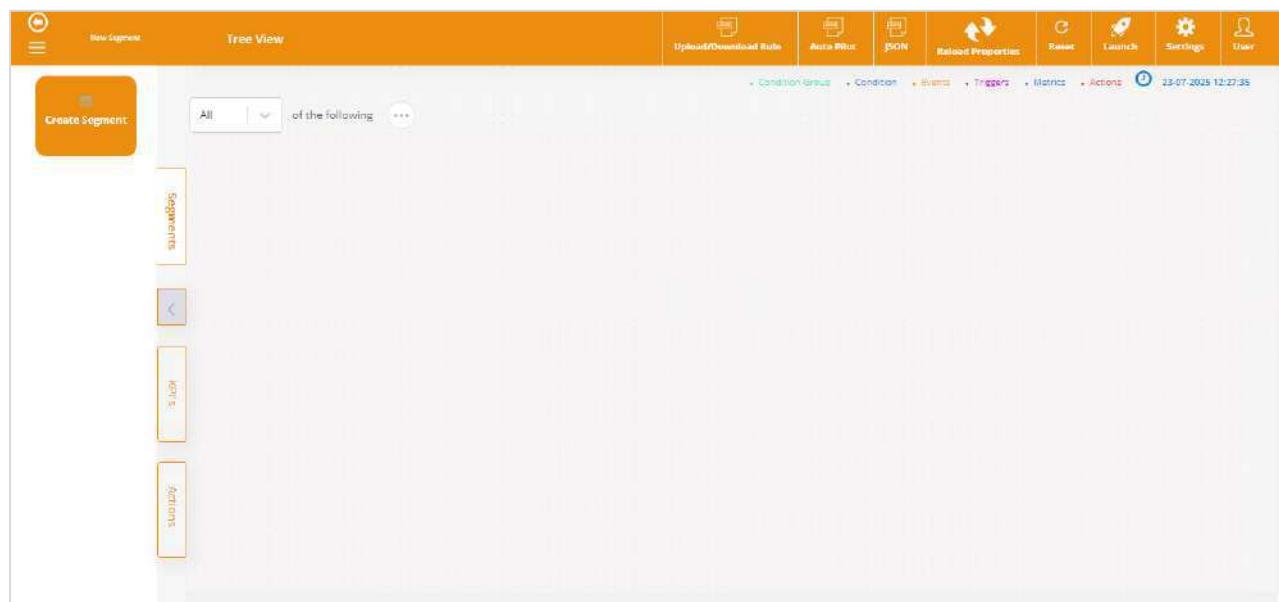
The screenshot shows the 'Segment' page with the following interface elements:

- Header:** Shows 'Logged In User : Pooja Hiremath' and 'Logged In Time : 23/07/2025 12:06 pm'.
- Search Bar:** Includes a search input and a magnifying glass icon.
- Navigation:** Includes links for ROBO, Reports (Gamification), Reports (NBO), Dashboard, Editor (selected), Event, Formula, Sampling, Trigger, Geo Location, and Campaign Message.
- Segment List:** A table with columns: SEGMENT NAME, TYPE, STATUS, CAMPAIGN, CAMPAIGN TYPE, SUBSCRIBER TYPE, and CREATED DATE. It lists six segments:

SEGMENT NAME	TYPE	STATUS	CAMPAIGN	CAMPAIGN TYPE	SUBSCRIBER TYPE	CREATED DATE
GO_PLAY_VAS_23JULY25	ScheduleNow	✓ ✓ ✓ ✓	VAS_CAMPAIGN	Informative	All	23-07-2025 11:54
DUEL_2_VAS_23JULY25	ScheduleNow	✓ ✓ ✓ ✓	VAS_CAMPAIGN	Informative	All	23-07-2025 11:47
DUEL_1_VAS_23JULY25	ScheduleNow	✓ ✓ ✓ ✓	VAS_CAMPAIGN	Informative	All	23-07-2025 11:33
BRAINIAC_2_VAS_23JULY25	ScheduleNow	✓ ✓ ✓ ✓	VAS_CAMPAIGN	Informative	All	23-07-2025 10:24
BRAINIAC_1_VAS_23JULY25	ScheduleNow	✓ ✓ ✓ ✓	VAS_CAMPAIGN	Informative	All	23-07-2025 10:01
100SEC_1_VAS_23JULY25	ScheduleNow	✓ ✓ ✓ ✓	VAS_CAMPAIGN	Informative	All	23-07-2025 09:32
- Buttons:** 'Create' (highlighted with a purple box and arrow), 'Rule Name Search', and a 'Records Per Page' dropdown set to 10 with page navigation buttons 1-5, Next, and Last.

Figure 258 Segment – New Segment

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



The screenshot shows the 'New Segment' screen with the following interface elements:

- Header:** Includes 'New Segment', 'Tree View', and various toolbars for Upload/Download Rule, Auto Run, JSON, Related Properties, Rec, Launch, Settings, and User.
- Left Sidebar:** Shows a tree view with 'Segments' selected, and sections for 'Segments', 'Jobs', and 'Samples'.
- Main Area:** Displays a search bar with 'All' and 'of the following' dropdown, followed by a condition builder interface.
- Toolbar:** At the bottom right, there are tabs for Condition Groups, Condition, Events, Triggers, Metrics, Actions, and a timestamp '23-07-2025 12:27:36'.

Figure 259 New Segment – Input Screen

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

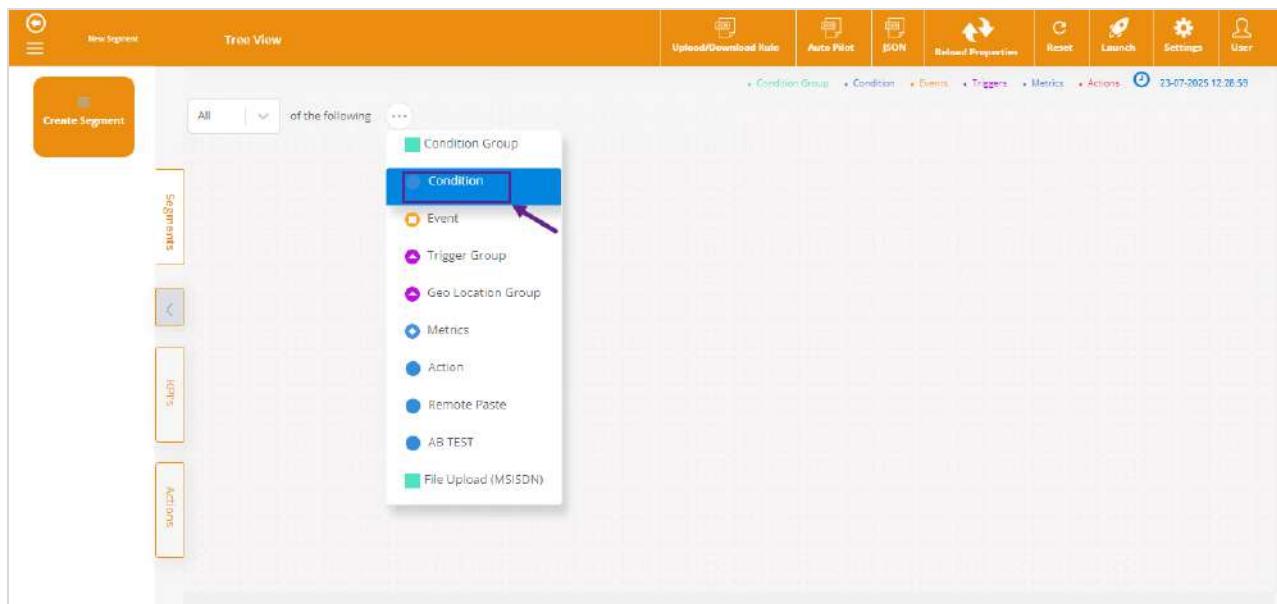


Figure 260 New Segment – Condition

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

- **Operator:** Any of the following

Sub-Condition Group 1.1

- **Operator:** All of the following

Conditions:

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

Actions:

- GameInsertMapping
- Send SMS

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

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

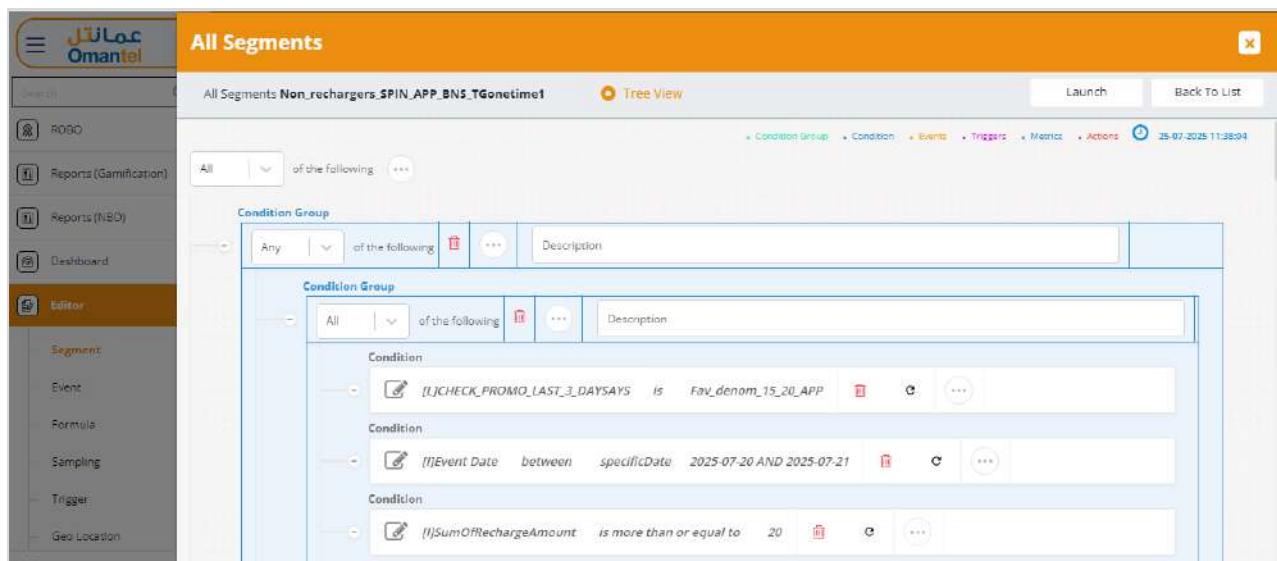


Figure 261 All Segments - Non_rechargers_SPIN_APP_BNS_TGonetime1

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

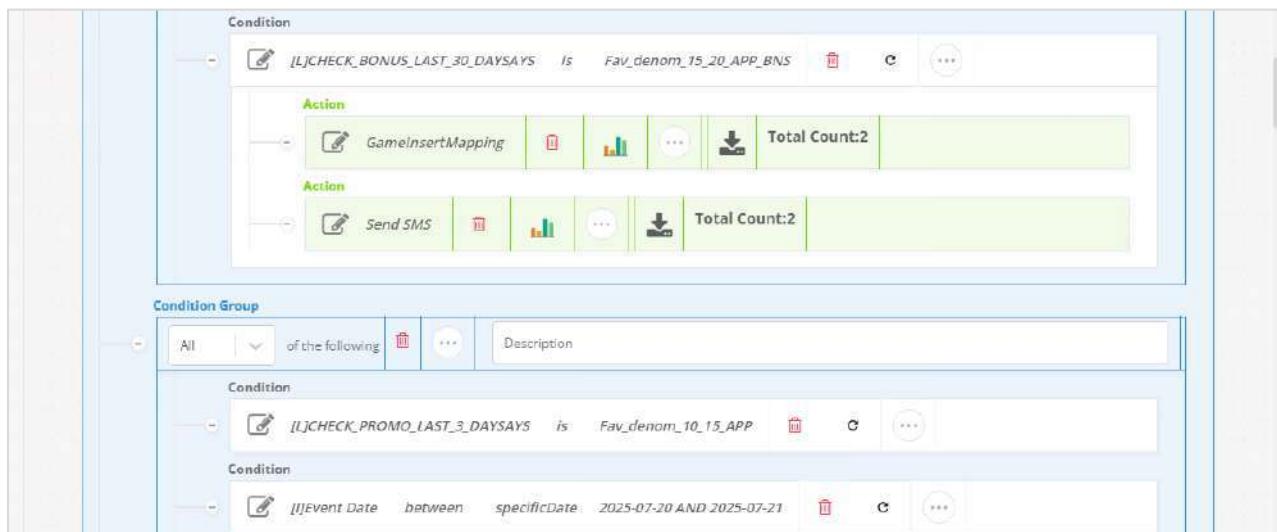


Figure 262 Non_rechargers_SPIN_APP_BNS_TGonetime1_2

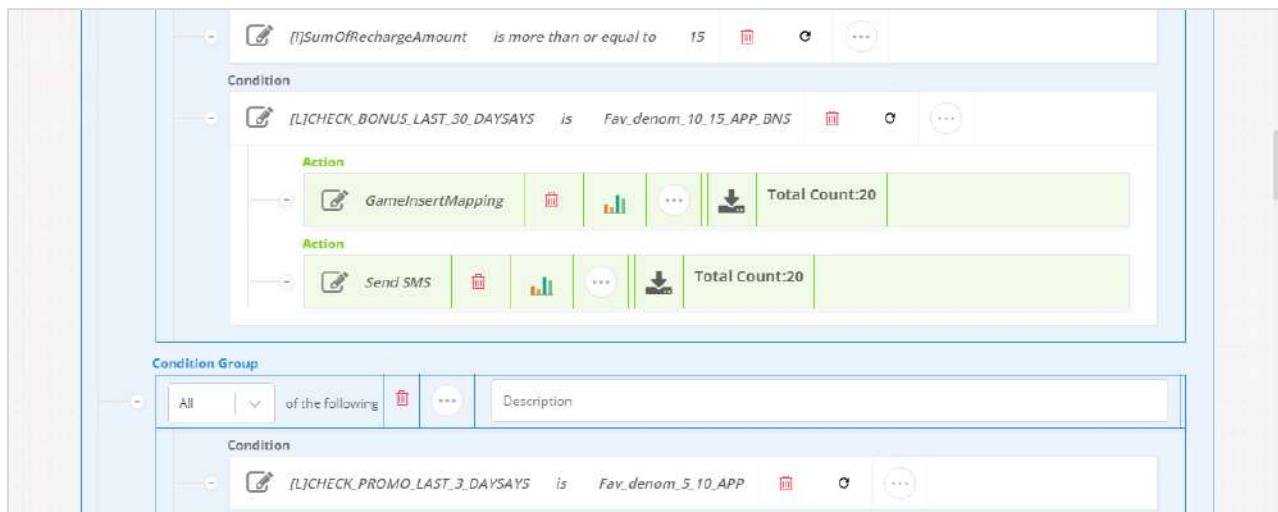


Figure 263 Non_rechargers_SPIN_APP_BNS_TGonetime1_3

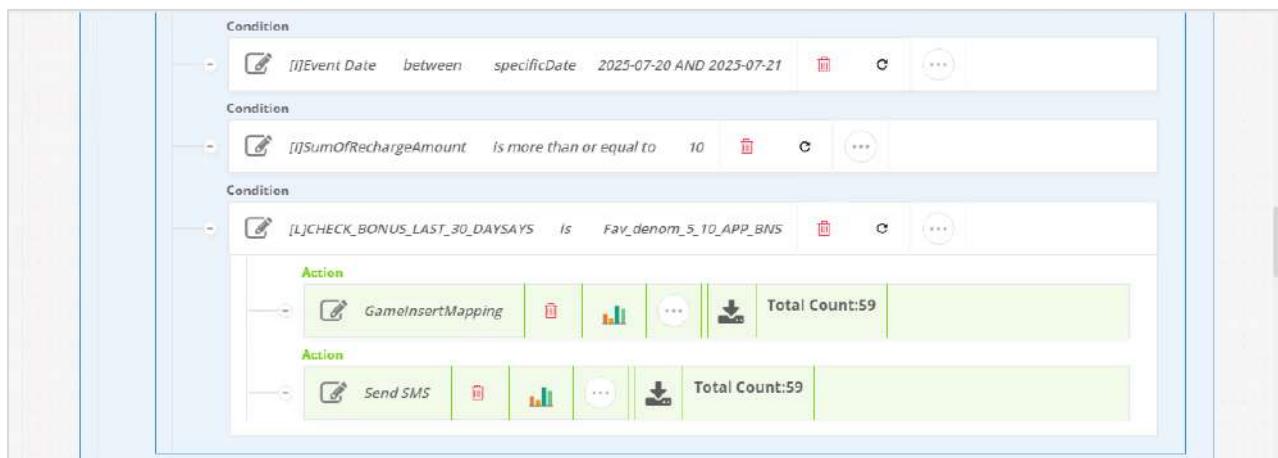


Figure 264 Non_rechargers_SPIN_APP_BNS_TGonetime1_4

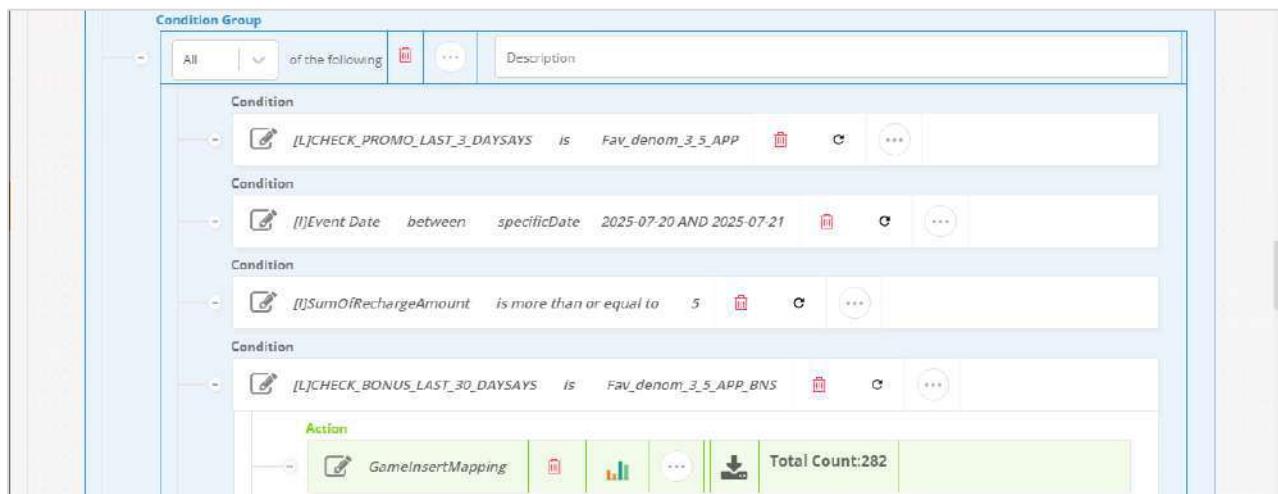


Figure 265 Non_rechargers_SPIN_APP_BNS_TGonetime1_5

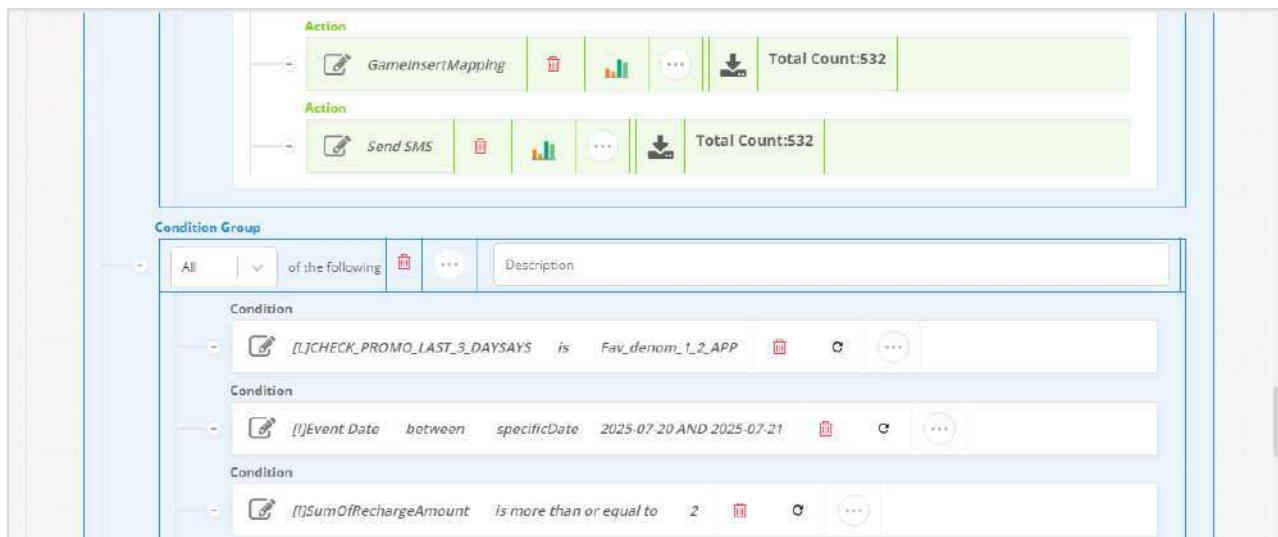


Figure 266 Non_rechargers_SPIN_APP_BNS_TGonetime1_6

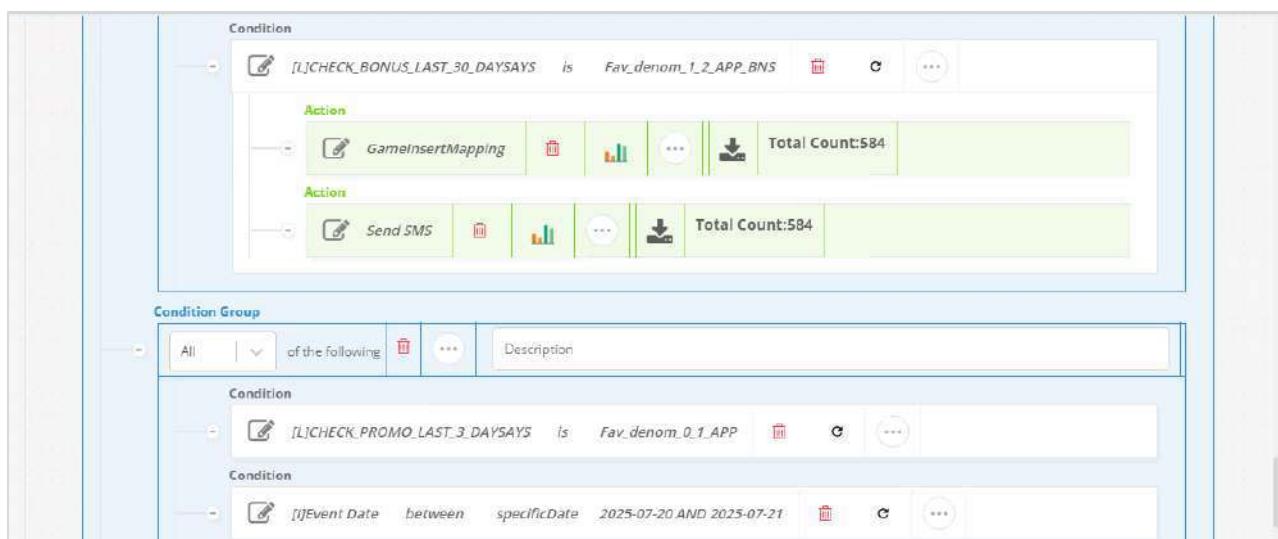


Figure 267 Non_rechargers_SPIN_APP_BNS_TGonetime1_7

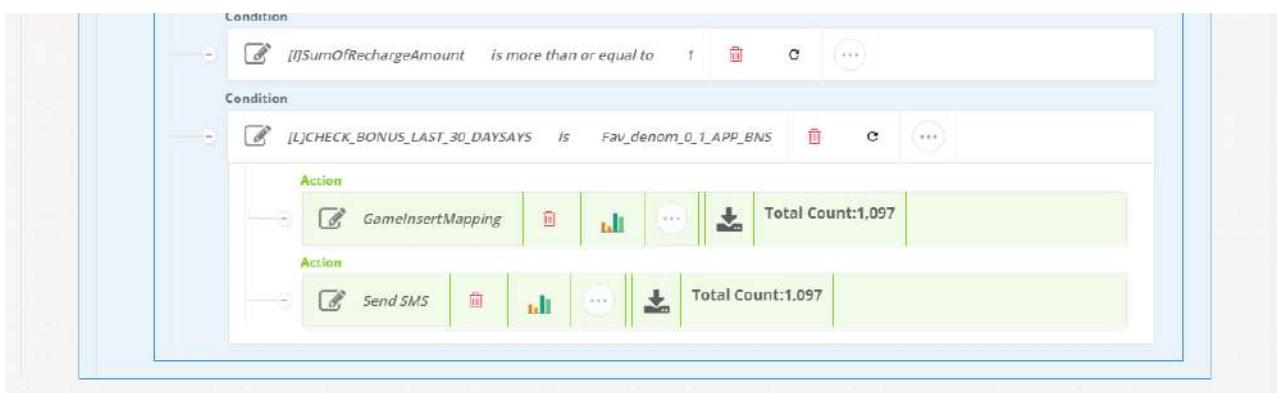
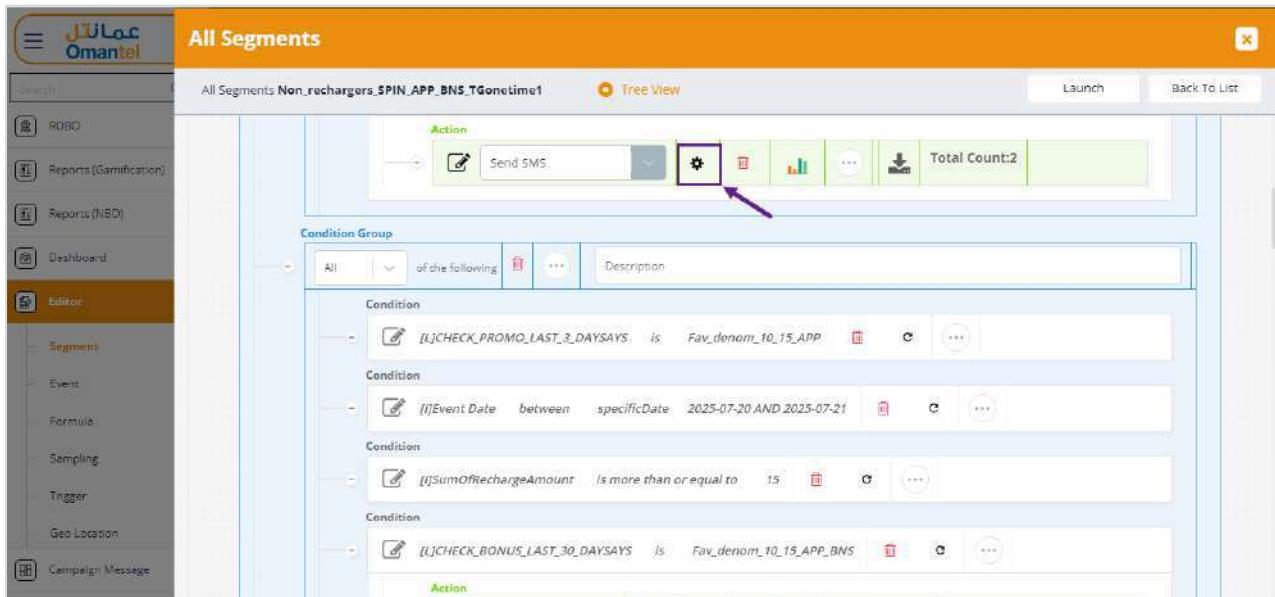


Figure 268 Non_rechargers_SPIN_APP_BNS_TGonetime1_8

8.3.2.7.1 Actions

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

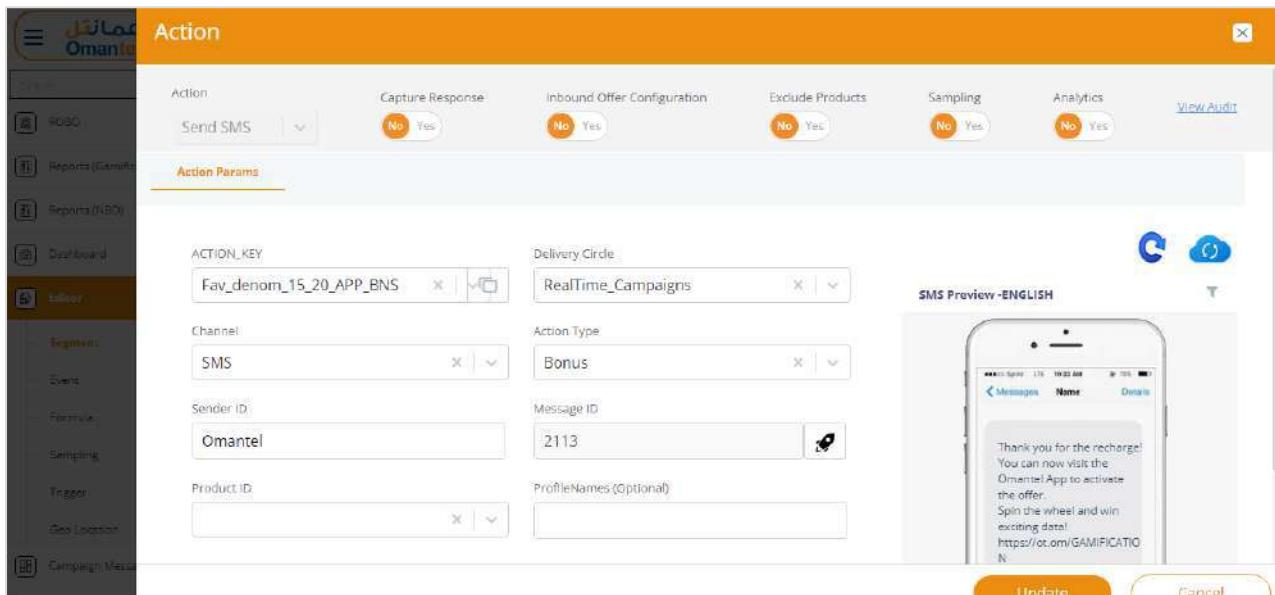
- On the **New Segment** screen, click the **Settings** button  to configure the parameters. Refer to the following screen.



The screenshot shows the 'All Segments' interface. On the left is a sidebar with navigation links: ROBO, Reports (Gamification), Reports (NBO), Dashboard, Editor (selected), Segment, Event, Formula, Sampling, Trigger, Geo Location, and Campaign Message. The main area has tabs for 'All Segments' and 'Non_rechargers_SPIN_APP_BNS_TGonetime1'. A 'Tree View' button is available. Below these are sections for 'Action' (with a 'Send SMS' button) and 'Condition Group'. A purple arrow points to the 'Settings' button in the Action section.

Figure 269 All Segments - Settings

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



The screenshot shows the 'Action' input screen. The top bar includes buttons for Action (Send SMS), Capture Response (No Yes), Inbound Offer Configuration (No Yes), Exclude Products (No Yes), Sampling (No Yes), and Analytics (No Yes). Below this are sections for 'Action Params' (ACTION_KEY: Fav_denom_15_20_APP_BNS, Delivery Circle: RealTime_Campaigns), 'Channel' (SMS), 'Action Type' (Bonus), 'Sender ID' (Omantel), 'Message ID' (2113), 'Product ID' (empty), and 'ProfileNames (Optional)' (empty). To the right is a 'SMS Preview - ENGLISH' section showing a smartphone screen with a message: 'Thank you for the recharge! You can now visit the Omantel App to activate the offer. Spin the wheel and win exciting data! https://ot.om/GAMIFICATION'. Buttons for 'Update' and 'Cancel' are at the bottom right.

Figure 270 Action Input Screen

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

Field	Description
Action Key	The action key must be created before running this campaign. For more details about creating action keys, see the section Create Action

Field	Description
	Key. Select the action key in the drop-down list. For example, “ Fav Denom_15_20_APP_BNS ”.
Delivery Circle	Select the delivery circle in the drop-down list. For example, “ Real Time Campaigns ”.
Channel	Select the medium used to deliver the offer in the drop-down list. For example, “ SMS ”.
Action Type	Select the type of action in the drop-down list. For example, “ Bonus ”.
Sender ID	Enter the name that appears as the sender of the SMS. For example, “ Omantel ”.
Message ID	Enter the predefined message template ID used for this communication. For example, “ 2113 ”.
Product ID	Select the product or offer being targeted in the drop-down list.
Profile Names (Optional)	Enter the profile name in this field.

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

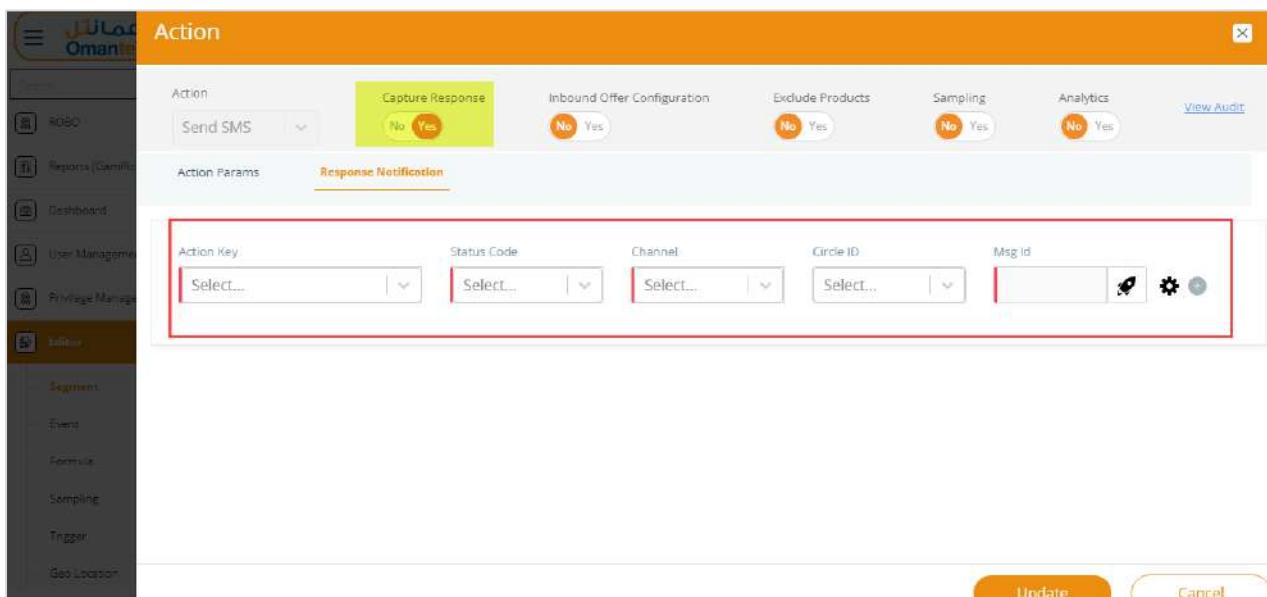
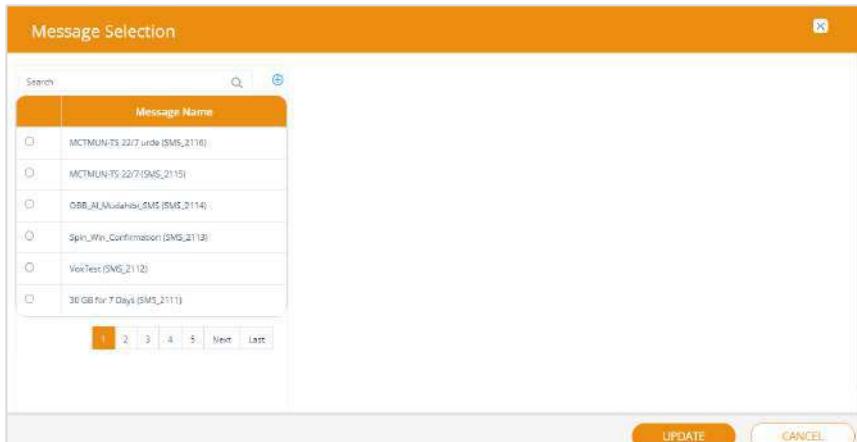
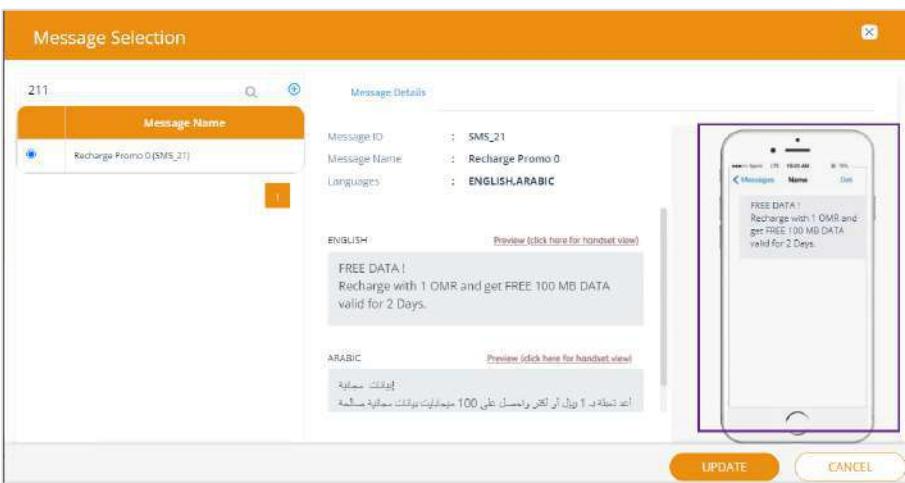


Figure 271 Action– Capture Response

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

Field	Description
Response Notification	
When enabled, it captures the response status of the targeted users after the offer is sent.	
Action Key	Select the type of action for which the response is being captured in the drop-down list. For example, “ Game_Referral_Win ”.
Status Code	Select the status of the action in the drop-down list. For example, “ Success ”.

Field	Description
Channel	Select the channel used to send the notification to the user. For example, “ SMS ”.
Circle ID	Select the circle to which the user belongs. For example, “ 1 ”.
Msg Id	<p>Indicates the message template ID used for the notification.</p> <p>Select  to select the message. The following screen will be displayed.</p>  <ul style="list-style-type: none"> Select the Message that needs to be sent to the user. The following screen will be displayed.  <ul style="list-style-type: none"> The selected message details will be displayed, and click Update will save the action.

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

Action

Action	Capture Response	Inbound Offer Configuration	Exclude Products	Sampling	Analytics	View Audit
Send SMS	<input type="radio"/> No <input checked="" type="radio"/> Yes					
Action Params	Response Notification					
Action Key	Status Code	Channel	Circle ID	Msg Id		
Fav_denom_15_20_APP_BNS	Success	SMS	1	21		

[Update](#) [Cancel](#)

Figure 272 Action – Response Notification

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

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

Action

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

No
 Yes

No
 Yes

No
 Yes

No
 Yes

Action Params

ACTION_KEY

Delivery Circle

Channel

Action Type

Sender ID

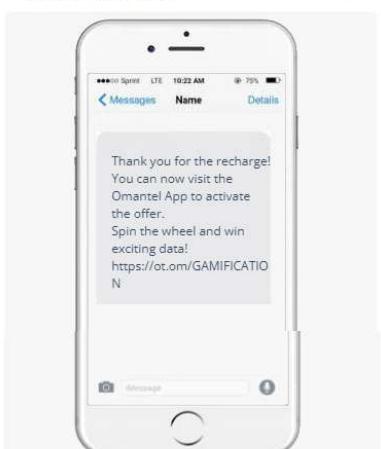
Message ID

Product ID

ProfileNames (Optional)

C Cloud

SMS Preview -ENGLISH



Inbound Offer Details

Offer Type
Products
Product Order

ADD OFFERS

Update **Cancel**

Figure 273 Action– Inbound Offer Details

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

Field	Description
Inbound Offer Details	
Offer Type	Select the inbound offer in the drop-down list. For example, “ Data Offer ”.
Products	Select the product in the drop-down list. For example, “ Game Prepaid 30 GB 7 Days ”.
Product Order	Execution priority for the product if multiple offers exist.

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

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

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

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

Action
EN English (United States) English (India)

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

Action Params
SMS Preview -ENGLISH

ACTION_KEY

Delivery Circle

Channel

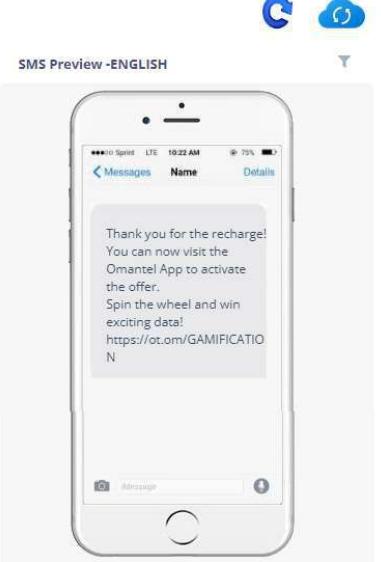
Action Type

Sender ID

Message ID

Product ID

ProfileNames (Optional)



Exclde Product Details

Promoted Products

Product

Exclusion Field Name

Update
Cancel

Figure 274 Action– Exclude Products Details

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

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

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

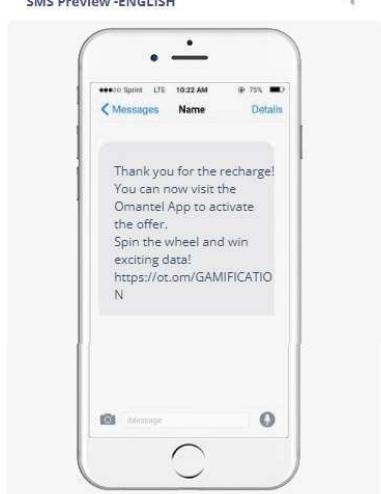
Action
EN English (United States)
English (India)
X

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

Action Params

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

SMS Preview -ENGLISH



Sampling Details

Skip Global Sampling	Sampling
False	UNIVERSAL SAMPL...

Update
Cancel

Figure 275 Action– Sampling Details

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

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

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

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

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

Send SMS
 Yes
 Yes
 Yes
 Yes

Action Params

ACTION_KEY
Delivery Circle

Fav_denom_15_20_APP_BNS
RealTime_Campaigns

Channel
Action Type

SMS
Bonus

Sender ID
Message ID

Omantel
2113

Product ID
ProfileNames (Optional)

SMS Preview -ENGLISH

Analytics Details

Analytics

Select...

Update
Cancel

Figure 276 Action– Analytics

Omantel, Magik User Manual.
224

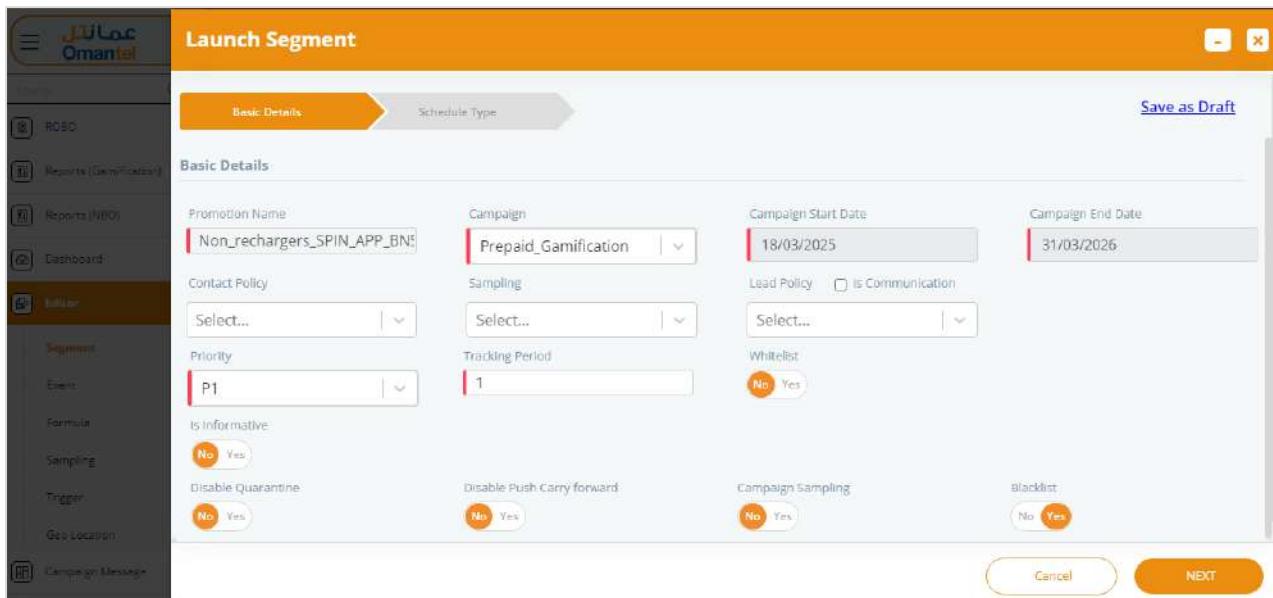
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Page

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

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

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



The screenshot shows the 'Launch Segment' interface. On the left is a vertical sidebar with icons for ROBO, Reports (Demographic), Reports (NBO), Dashboard, Segments, Events, Formula, Sampling, Trigger, Geo Location, and Campaign Message. The 'Segments' icon is highlighted. The main area has a header 'Launch Segment' with tabs 'Basic Details' (selected) and 'Schedule Type'. A 'Save as Draft' button is in the top right. The 'Basic Details' section contains fields for Promotion Name (Non_rechargers_SPIN_APP_BNS), Campaign (Prepaid_Gamification), Campaign Start Date (18/03/2025), Campaign End Date (31/03/2026), Contact Policy (Select...), Sampling (Select...), Lead Policy (checkbox 'Is Communication'), Priority (P1), Tracking Period (1), Whitelist (radio buttons 'No' and 'Yes' - 'No' is selected), Is informative (radio buttons 'No' and 'Yes' - 'No' is selected), Disable Quarantine (radio buttons 'No' and 'Yes' - 'No' is selected), Disable Push Carry forward (radio buttons 'No' and 'Yes' - 'No' is selected), Campaign Sampling (radio buttons 'No' and 'Yes' - 'No' is selected), and Blacklist (radio buttons 'No' and 'Yes' - 'Yes' is selected). At the bottom are 'Cancel' and 'NEXT' buttons.

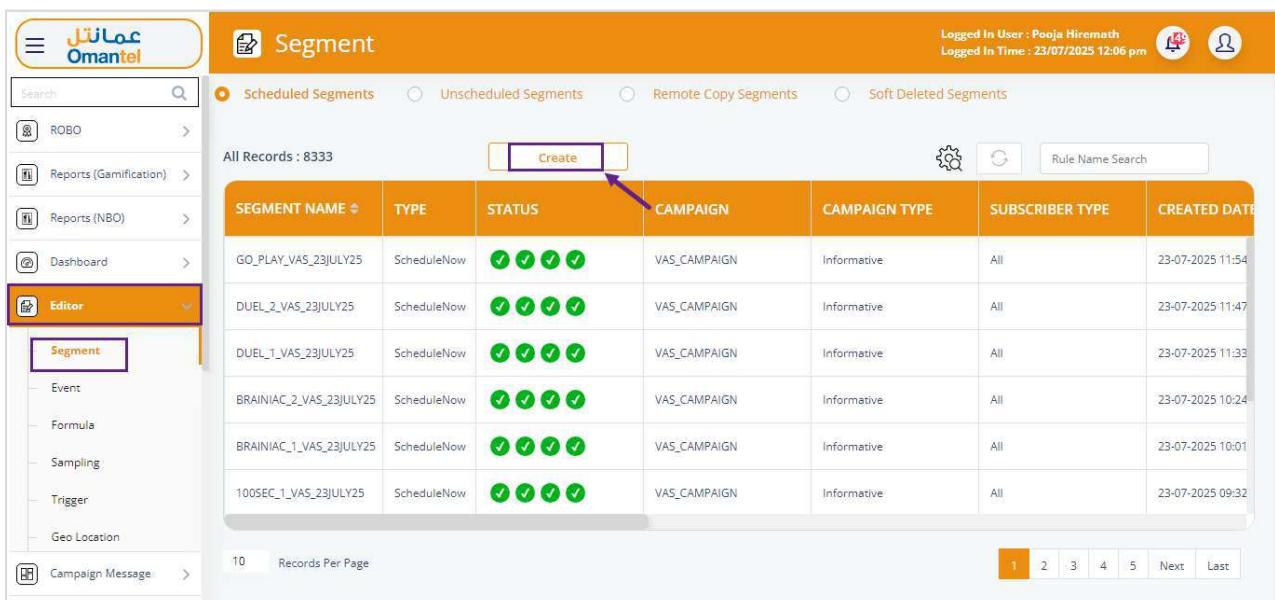
Figure 277 Lauch Segment

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

8.3.2.8 Muscat_Airport_SMS_Prepaid

Muscat_Airport_SMS_Prepaid is a segment for identifying active mobile prepaid consumer users who are physically present at the Muscat Airport area (based on latitude and longitude), have not received a specific Muscat Airport Campaign SMS in the past 7 days, and who are eligible for an automatic bonus action.

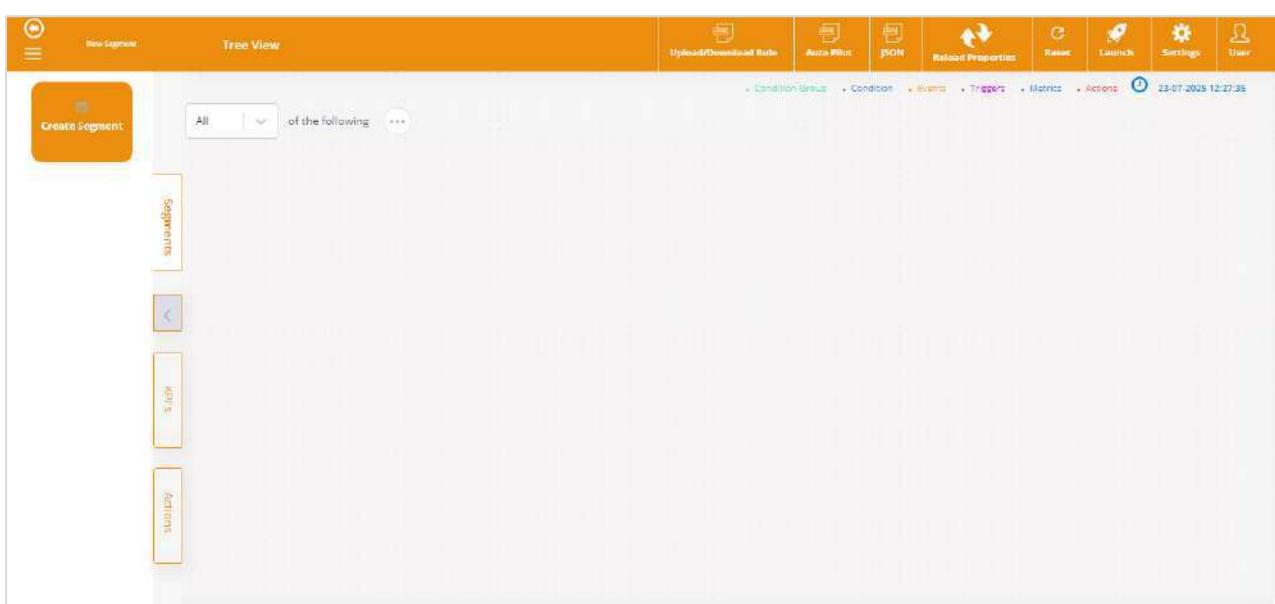
1. On the **Segment** screen, click the **Create** button to create a new segment. Refer to the following screen.



The screenshot shows the 'Segment' screen in the Omantel Magik interface. The top navigation bar includes the Omantel logo, user information (Logged In User: Pooja Hiriyath, Logged In Time: 23/07/2025 12:06 pm), and various icons. Below the header, there are tabs for 'Scheduled Segments' (selected), 'Unscheduled Segments', 'Remote Copy Segments', and 'Soft Deleted Segments'. A search bar and a 'Rule Name Search' input field are also present. The main content area displays a table titled 'All Records : 8333' with columns: SEGMENT NAME, TYPE, STATUS, CAMPAIGN, CAMPAIGN TYPE, SUBSCRIBER TYPE, and CREATED DATE. The table lists several segments created on July 23, 2025, such as 'GO_PLAY_VAS_23JULY25', 'DUEL_2_VAS_23JULY25', and 'BRAINIAC_2_VAS_23JULY25'. At the bottom of the table, there is a 'Records Per Page' dropdown set to 10 and a navigation bar with page numbers 1 through 5, 'Next', and 'Last'. On the left side, a sidebar menu is open under the 'Editor' section, with 'Segment' selected. Other options in the sidebar include Event, Formula, Sampling, Trigger, and Geo Location.

Figure 278 Segment – New Segment

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



The screenshot shows the 'New Segment' input screen. The top navigation bar includes the Omantel logo, user information (Logged In User: Pooja Hiriyath, Logged In Time: 23/07/2025 12:27:36), and various icons. The main workspace is titled 'Create Segment' and contains a 'Tree View' section with a dropdown menu showing 'All' and 'of the following'. To the right of the workspace are several toolbars: 'Upload/Download Rule', 'Auto Rule', 'JSON', 'Related Properties', 'Basic', 'Launch', 'Settings', and 'User'. Below the workspace, there are tabs for 'Condition Groups', 'Condition', 'Events', 'Triggers', 'Metrics', and 'Actions'. The bottom right corner shows the current date and time: 23-07-2025 12:27:36.

Figure 279 New Segment – Input Screen

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

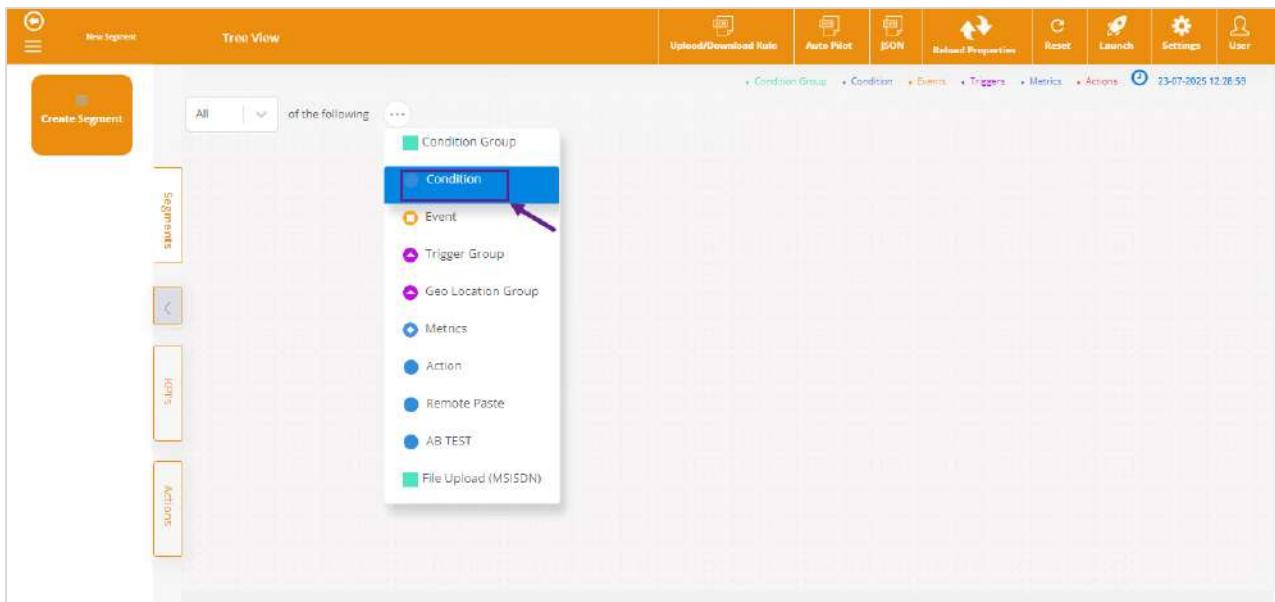


Figure 280 New Segment – Condition

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.

All Segments

All Segments Muscat_Airport_SMS_Prepaid Tree View Launch Back To List

All of the following:

- Condition: [DJGeo_location_latitude] In 23.600426;23.601853;23.602495;23.60167
- Condition: [DJGeo_location_longitude] In 58.289995;58.289871;58.291166;58.3067
- Condition: [3]C360 Status is Active
- Condition: [3]C360 Line Type is Mobile Prepaid
- Condition: [3]C360 Business is CONSUMER
- Condition: [3]C360 TRA Flag 365days is N
- Condition: [L]LC.NONDELIVERED_LAST_7_DAYS is Muscat Airport Campaign_Prepaid

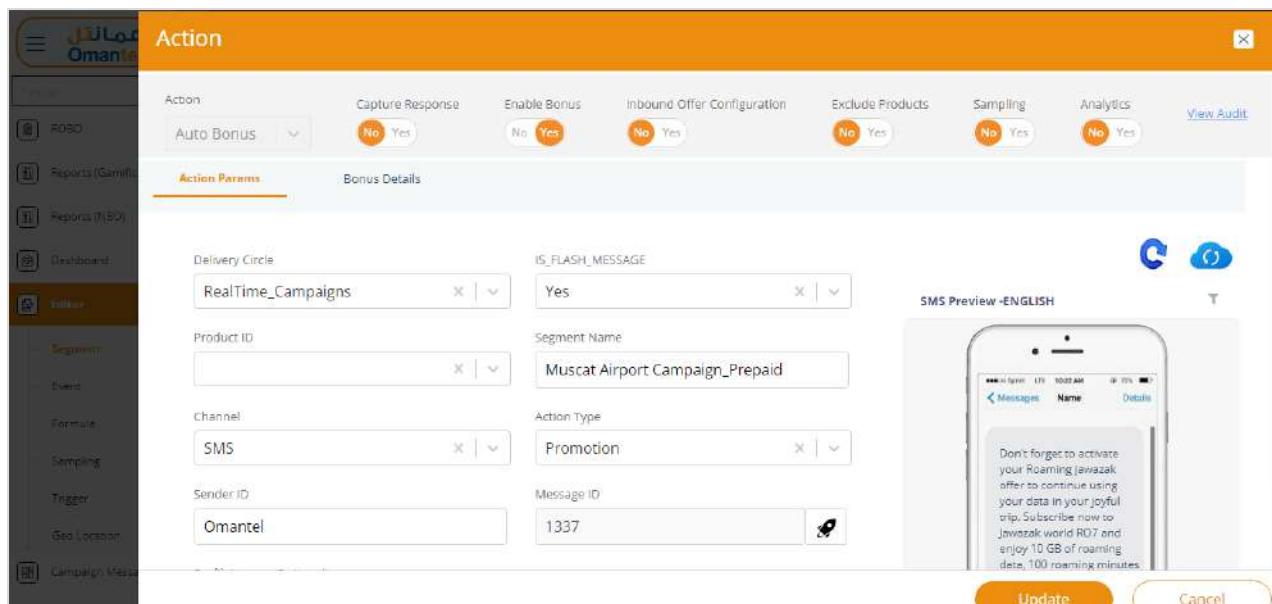
Action: Auto Bonus

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.



The screenshot shows the 'Action' input screen for a campaign. The top navigation bar includes tabs for 'Action', 'Capture Response' (set to Yes), 'Enable Bonus' (set to Yes), 'Inbound Offer Configuration' (set to No), 'Exclude Products' (set to No), 'Sampling' (set to Yes), 'Analytics' (set to Yes), and 'View Audit'. On the left, a sidebar lists 'ROBO', 'Reports (Gamil)', 'Reports (IBO)', 'Dashboard', 'Actions' (selected), 'Segments', 'Events', 'Formulae', 'Sampling', 'Trigger', 'Geo Location', and 'Campaign Master'. The main form is titled 'Action Params' and contains fields for 'Delivery Circle' (RealTime_Campaigns), 'IS_FLASH_MESSAGE' (Yes), 'Product ID' (empty), 'Segment Name' (Muscat Airport Campaign_Prepaid), 'Channel' (SMS), 'Action Type' (Promotion), 'Sender ID' (Omantel), and 'Message ID' (1337). To the right is an 'SMS Preview -ENGLISH' section showing a smartphone screen with a message about activating a roaming offer. Buttons at the bottom include 'Update' and 'Cancel'.

Figure 282 Action Input Screen

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

Field	Description
Delivery Circle	Select the delivery circle in the drop-down list. For example, “ Real_Time Campaigns ”.
IS_FLASH_MESSAGE	Select “ Yes ” in the drop-down list for the SMS to be sent as a flash message. It will appear directly on screen.
Product ID	Select the product or offer being targeted in the drop-down list. For example, “ Dynamic_HAYYAK4 ”.
Segment Name	Enter the name of the segment to which this action is applied. For example, “ Muscat_Airport_Campaign_Prepaid ”.
Channel	Select the medium used to deliver the offer in the drop-down list. For example, “ SMS ”.
Action Type	Select the type of action in the drop-down list. For example, “ Promotion ”.
Sender ID	Enter the name that appears as the sender of the SMS. For example, “ Omantel ”.
Message ID	Enter the predefined message template ID used for this communication. For example, “ 1337 ”.
Profile Names (Optional)	Enter the profile name in this field.

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

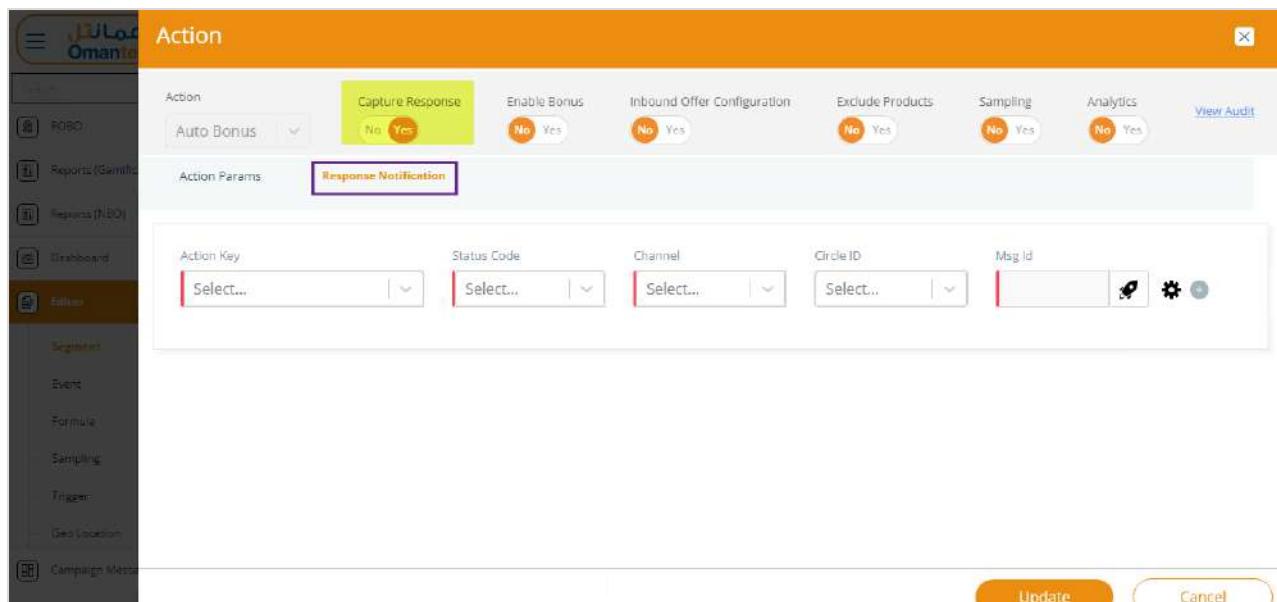
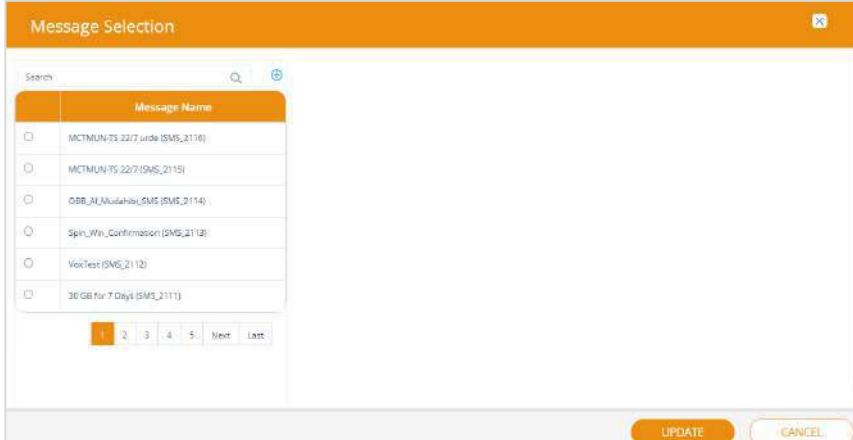
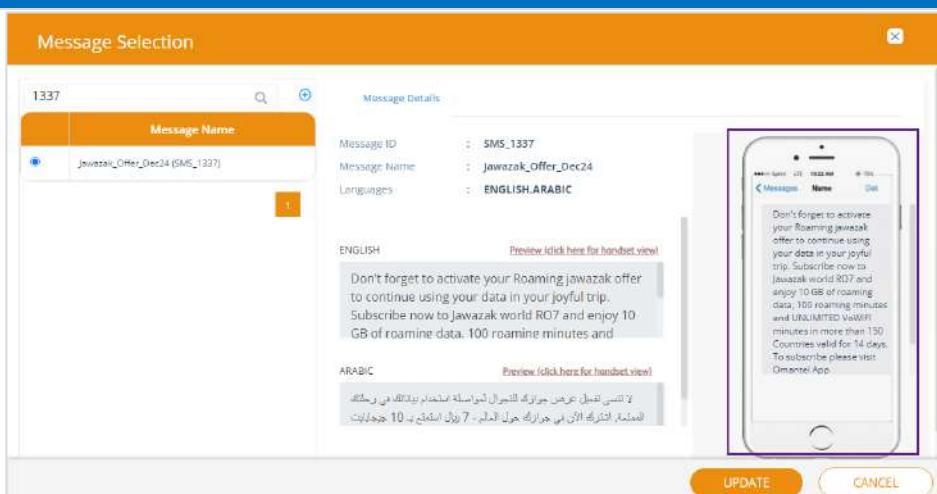


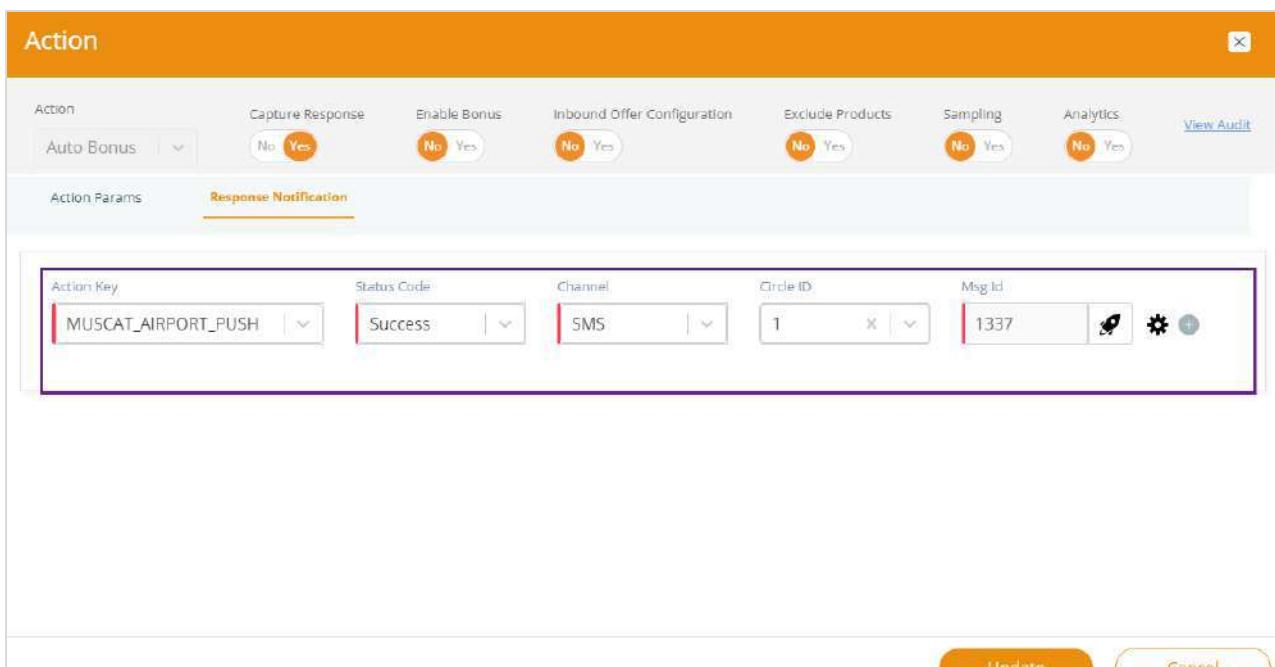
Figure 283 Action- Capture Response

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

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

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

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



This screenshot shows the 'Action' configuration screen for response notifications. It includes sections for Action Parameters, Response Notification, and a preview of the notification message.

Action Parameters:

- Action Key: MUSCAT_AIRPORT_PUSH
- Status Code: Success
- Channel: SMS
- Circle ID: 1
- Msg Id: 1337

Response Notification:

- Capture Response: Yes
- Enable Bonus: Yes
- Inbound Offer Configuration: Yes
- Exclude Products: No
- Sampling: Yes
- Analytics: Yes

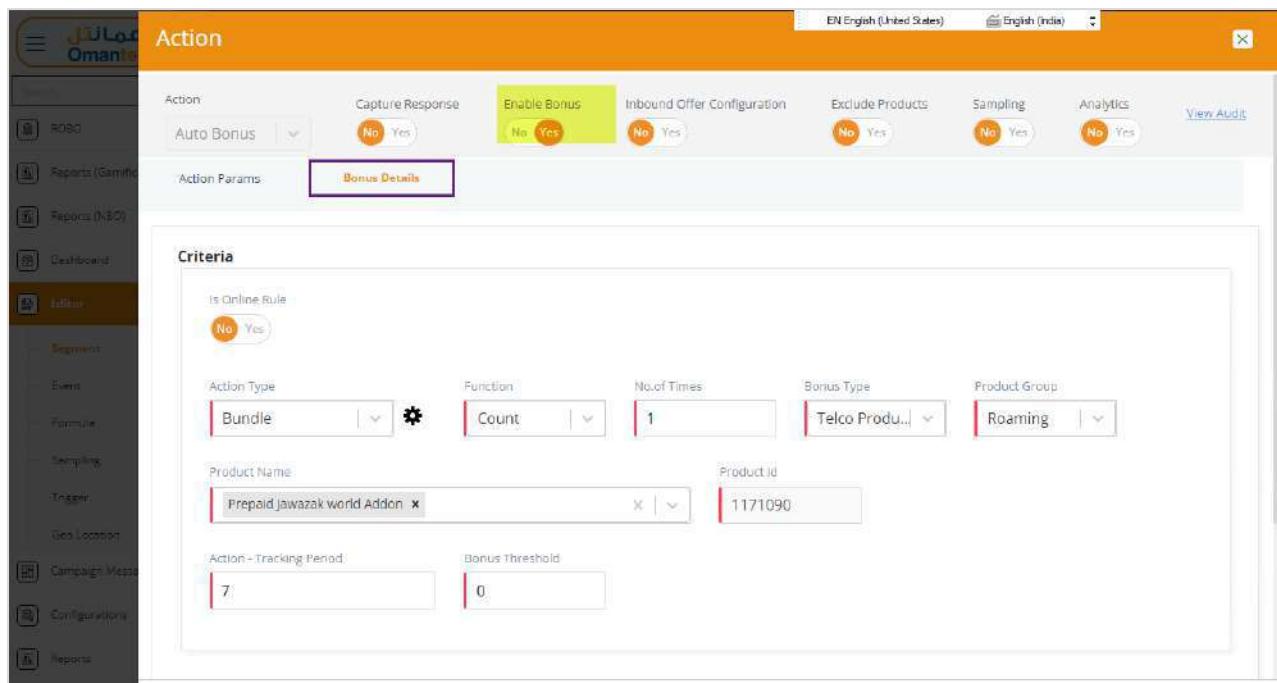
Buttons:

- Update
- Cancel

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.



The screenshot shows the 'Action' configuration page. At the top, there are several toggle buttons: 'Capture Response' (Yes), 'Enable Bonus' (Yes), 'Inbound Offer Configuration' (Yes), 'Exclude Products' (Yes), 'Sampling' (Yes), and 'Analytics' (Yes). Below these are sections for 'Action Params' and 'Criteria'. The 'Criteria' section includes fields for 'Is Online Rule' (Yes), 'Action Type' (Bundle), 'Function' (Count), 'No.of Times' (1), 'Bonus Type' (Telco Prod...), 'Product Group' (Roaming), 'Product Name' (Prepaid jawazak world Addon), and 'Product Id' (1171090). There are also fields for 'Action - Tracking period' (7) and 'Bonus Threshold' (0).

Figure 285 Action– Enable Bonus

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

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

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

Field	Description
Action - Tracking Period	Enter the time duration (in days) during which the user action is tracked.
Bonus Threshold	Enter the minimum number of actions required to qualify for the bonus.
Schedule Details	
Schedule Type	<p>Select how frequently the rule should be executed in the drop-down list. The following are the available schedule types:</p> <ul style="list-style-type: none"> • Daily • Interval
Day	Enter the number of days between scheduled runs.
Hour	Enter the hours between intervals if the interval type is selected.
Minutes	Enter the minutes between intervals if the interval type is selected.
Time	Select the time of the schedule to be executed.

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

Action

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

Action Params
Bonus Details

Delivery Circle

IS_FLASH_MESSAGE

Product ID

Segment Name

Channel

Action Type

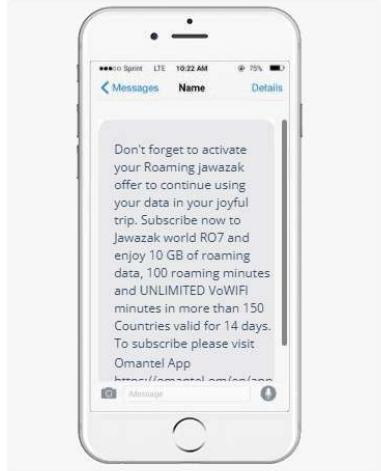
Sender ID

Message ID

[rocket icon]

ProfileNames (Optional)

SMS Preview -ENGLISH



Inbound Offer Details

Offer Type
Products
Product Order

ADD OFFERS

Update
Cancel

Figure 286 Action– Inbound Offer Details

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

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

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

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

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

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

Action

EN English (United States)
English (India)

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

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

Action Params
Bonus Details

Delivery Circle
IS_FLASH_MESSAGE

RealTime_Campaigns
Yes

Product ID
Segment Name

Muscat Airport Campaign_Prepaid

Channel
Action Type

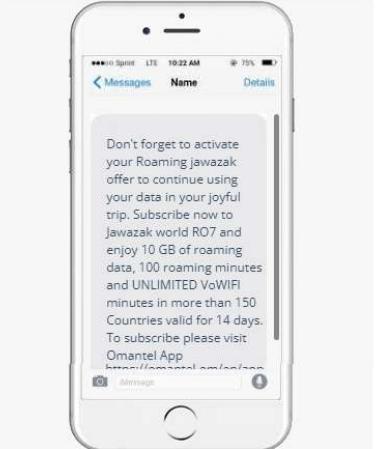
SMS
Promotion

Sender ID
Message ID

Omantel
1337


ProfileNames (Optional)




SMS Preview -ENGLISH


Exclde Product Details

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

Update
Cancel

Figure 287 Action– Exclude Products Details

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

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

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

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

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

No
Yes
No
Yes
No
Yes
No
Yes

Action Params
Bonus Details

Delivery Circle

IS_FLASH_MESSAGE

Product ID

Segment Name

Channel

Action Type

Sender ID

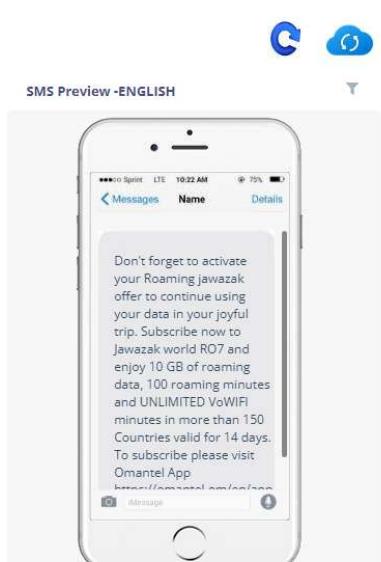
Message ID

Send

ProfileNames (Optional)

C Cloud

SMS Preview -ENGLISH



Sampling Details

Skip Global Sampling
Sampling

Figure 288 Action– Sampling Details

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

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

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

Action

EN English (United States) English (India)

Action

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

Action Params Bonus Details

Delivery Circle: IS_FLASH_MESSAGE
RealTime_Campaigns Yes

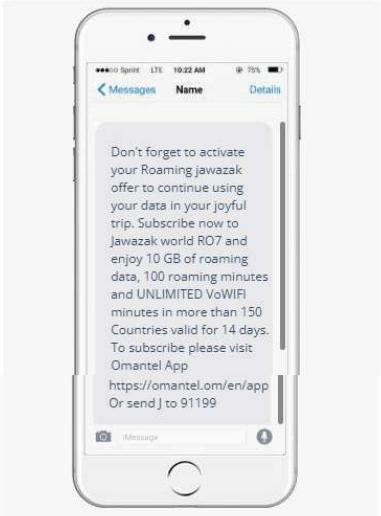
Product ID: Segment Name
MUSCAT_AIRPORT_CAMPAIGN_PREPAID

Channel: Action Type
SMS Promotion

Sender ID: Message ID
Omantel 1337

ProfileNames (Optional)

SMS Preview -ENGLISH



Analytics Details

Analytics: Select...

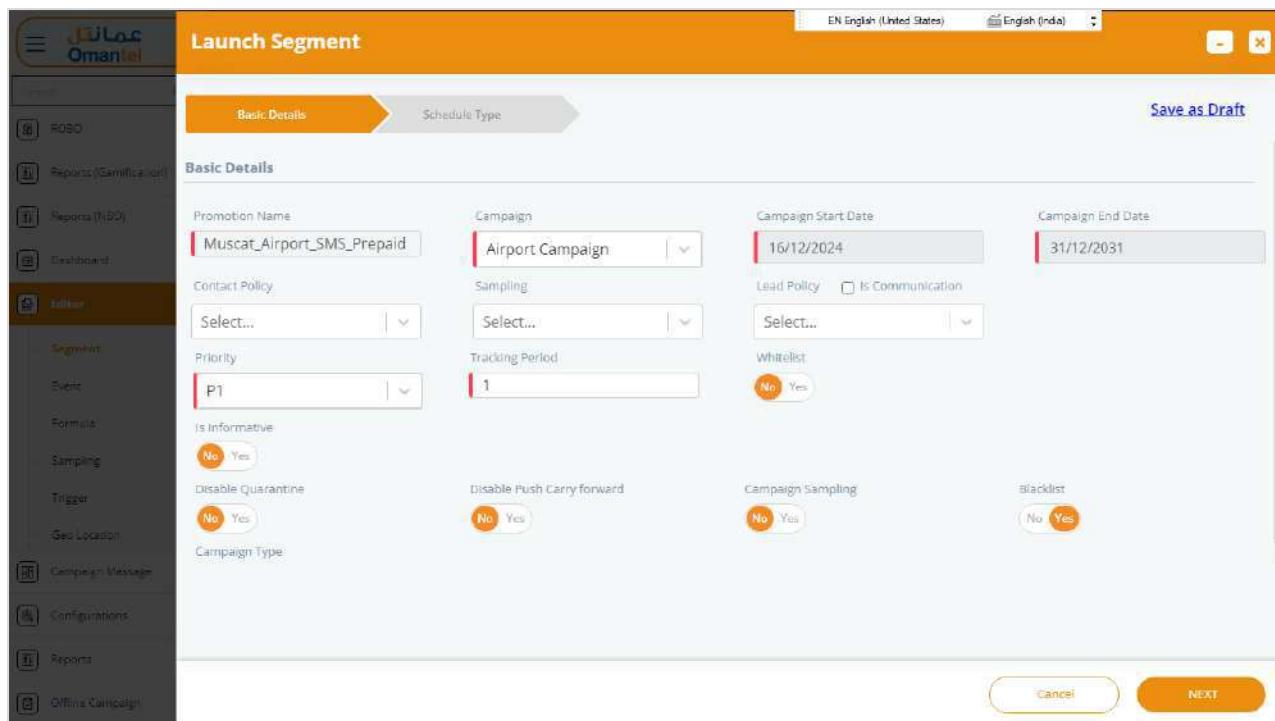
Update Cancel

Figure 289 Action– Analytics

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

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

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



The screenshot shows the 'Launch Segment' configuration page. On the left is a sidebar with various navigation options like ROBO, Reports, Dashboard, etc. The main area has tabs for 'Basic Details' (selected) and 'Schedule Type'. A 'Save as Draft' button is at the top right. The 'Basic Details' section contains fields for Promotion Name ('Muscat_Airport_SMS_Prepaid'), Campaign ('Airport Campaign'), Campaign Start Date ('16/12/2024'), Campaign End Date ('31/12/2031'), Contact Policy ('Select...'), Sampling ('Sampling'), Lead Policy ('Is Communication'), Priority ('P1'), Tracking Period ('1'), Whitelist ('No'), Is Informative ('Yes'), Disable Quarantine ('Yes'), Disable Push Carry forward ('Yes'), Campaign Sampling ('Yes'), and Blacklist ('Yes'). Buttons for 'Cancel' and 'NEXT' are at the bottom.

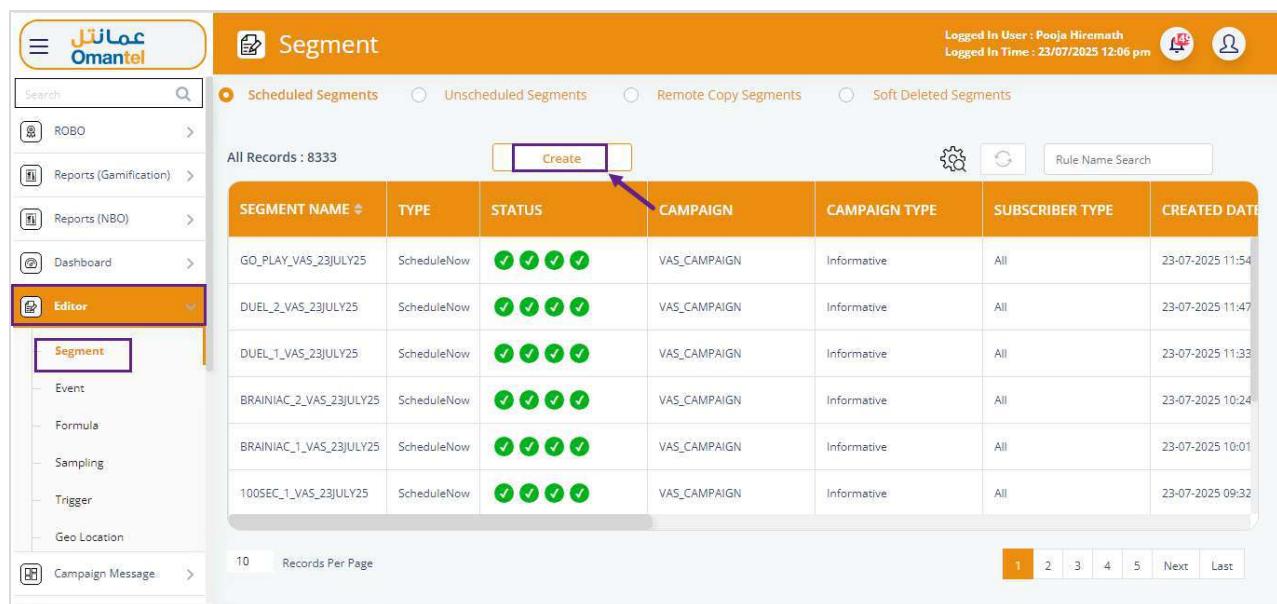
Figure 290 Launch Segment

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

8.3.2.9 DhofarKhareef_Postpaid_Addon1

This segment is designed to target specific Omantel postpaid customers in the Dhofar region. The segment first filters for a general audience and then checks if they belong to any one of several specific plan-based sub-groups.

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

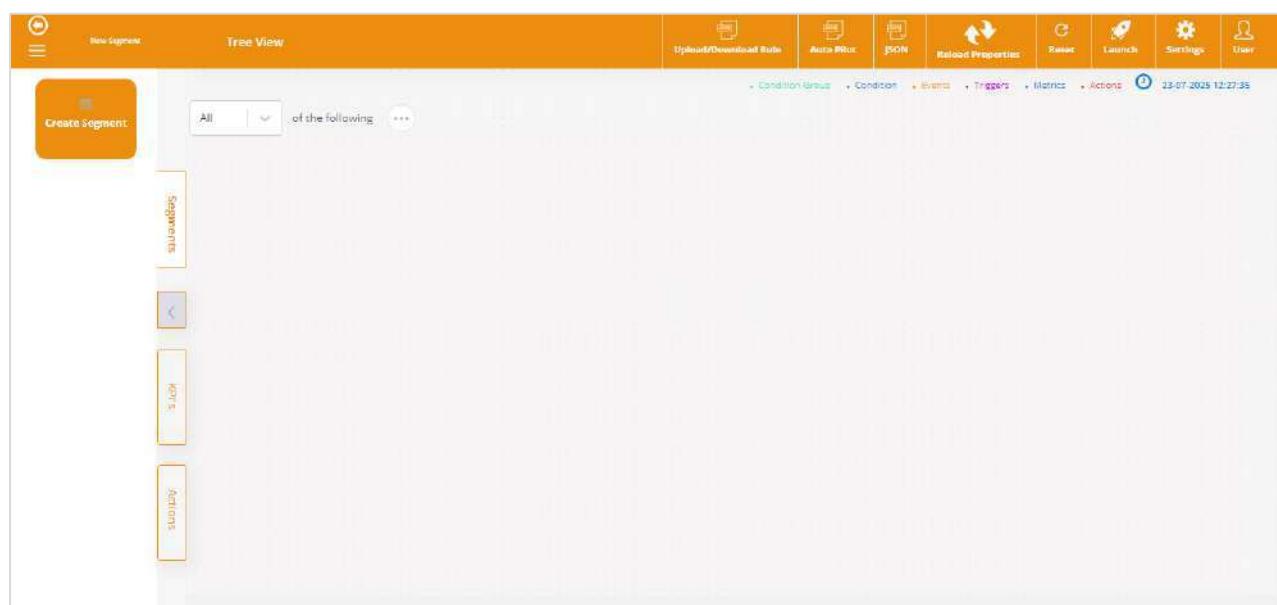


The screenshot shows the 'Segment' page with the following interface elements:

- Left Sidebar:** Omantel logo, search bar, navigation menu with items like ROBO, Reports (Gamification), Reports (NBO), Dashboard, Editor (selected), Event, Formula, Sampling, Trigger, Geo Location, and Campaign Message.
- Header:** Segment title, navigation tabs for Scheduled Segments, Unscheduled Segments, Remote Copy Segments, and Soft Deleted Segments, user info (Logged In User: Pooja Hiremath, Logged In Time: 23/07/2025 12:06 pm), and profile icons.
- Table:** A grid showing segment details. Columns include Segment Name, Type, Status (green checkmarks), Campaign, Campaign Type, Subscriber Type, and Created Date. Rows show various segments like GO_PLAY_VAS_23JULY25, DUEL_2_VAS_23JULY25, etc.
- Buttons:** 'Create' button highlighted with a purple box and arrow, 'Rule Name Search' button, and a 'Records Per Page' dropdown set to 10 with a page navigation bar below it.

Figure 291 Segment – New Segment

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



The screenshot shows the 'New Segment' screen with the following interface elements:

- Top Bar:** New Segment, Tree View, Upload/Download Rule, Auto Run, JSON, Related Properties, Back, Launch, Settings, User, and a date/time stamp (23-07-2025 12:27:36).
- Left Sidebar:** Create segment button, Segments, Join, and Sample.
- Middle Area:** A large input field labeled 'All' with a dropdown and a 'of the following' section containing three items.
- Bottom Navigation:** Condition Groups, Condition, Events, Triggers, Metrics, Actions, and a back arrow.

Figure 292 New Segment – Input Screen

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

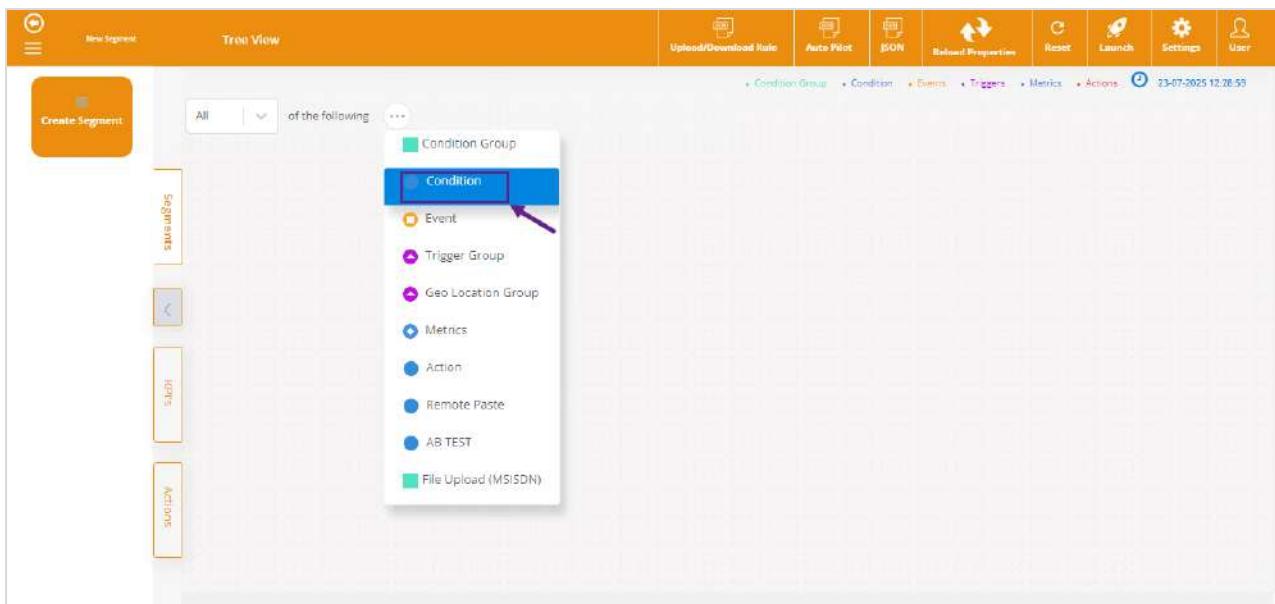


Figure 293 New Segment – Condition

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

Top Level Segment Conditions:

- [D]Geo_location_region is Dhofar
- [3]C360 Status is Active
- [3]C360 Line Type is Mobile Postpaid
- [3]C360 Business is CONSUMER
- [3]C360 TRA Flag 365days is N

Condition Group:

- [L]Campaign Sent Date
- [L]Campaign Non Delivered
- [S]Subscription Event Date
- [S]Products Non Subscribed

Conditions:

- [3]C360 Current Plan
- [L]LC_NONDELIVERED_LAST_7_DAYS

Action:

- Auto Bonus

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

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

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

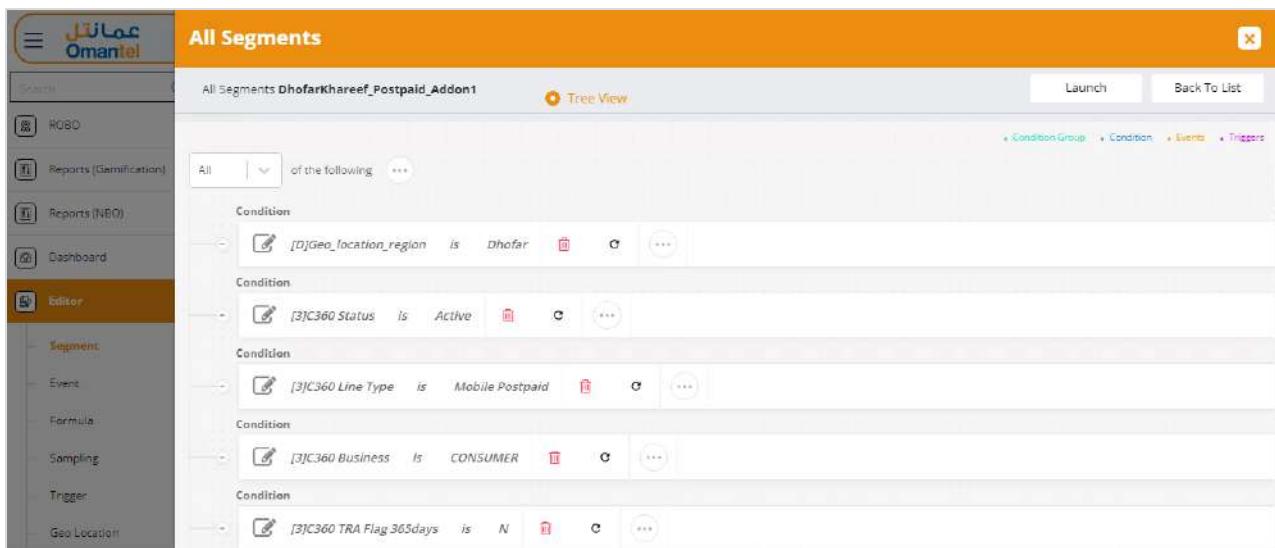


Figure 294 All Segments - DhofarKhareef_Postpaid_Addon1

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

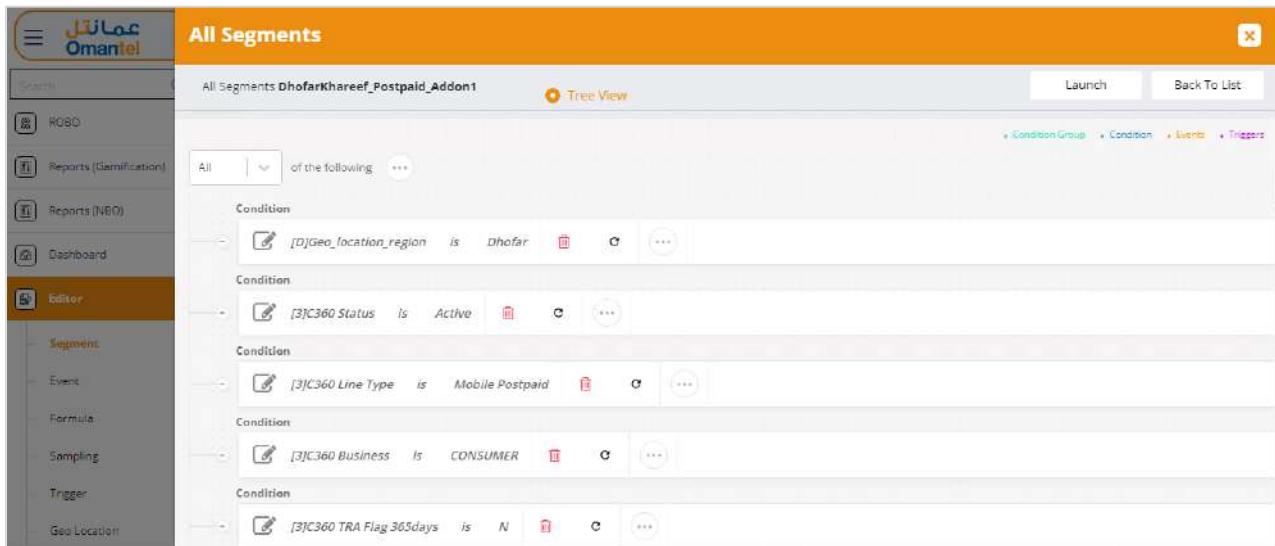


Figure 295 All Segments - DhofarKhareef_Postpaid_Addon_1

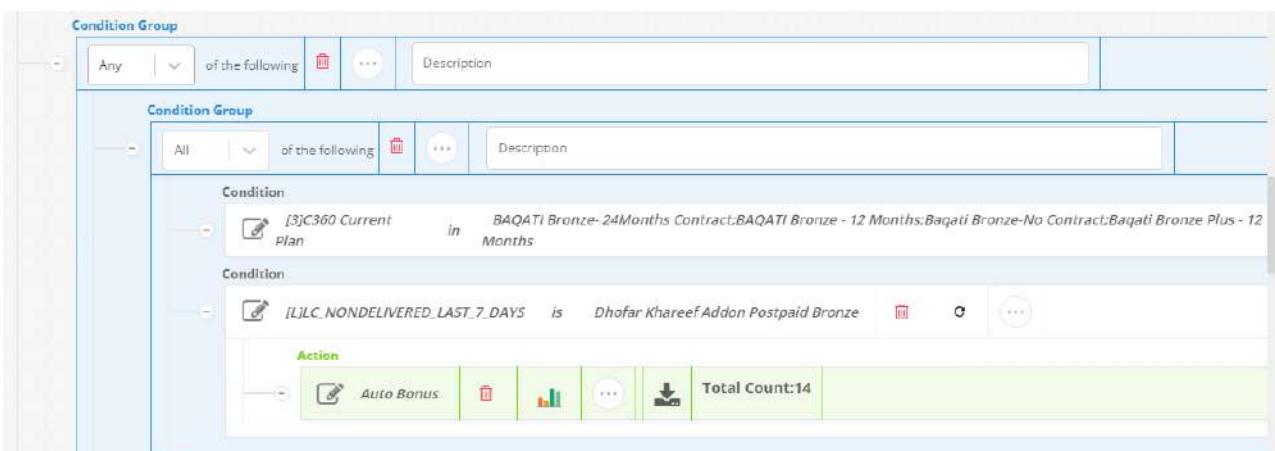


Figure 296 All Segments - DhofarKhareef_Postpaid_Addon_2

Condition Group

All	of the following	<input type="button" value="Delete"/>	<input type="button" value="..."/>	Description
-----	------------------	---------------------------------------	------------------------------------	-------------

Condition

- [3]C360 Current Plan in Baqati Green - 1 Year Commitment;Baqati Green - No Commitment

Condition

- [LJLC_NONDELIVERED_LAST_7_DAYS] is Dhofar Khareef Addon Postpaid Green

Action

- Auto Bonus Total Count:23

Figure 297 All Segments - DhofarKhareef_Postpaid_Addon_3

Condition Group

All	of the following	<input type="button" value="Delete"/>	<input type="button" value="..."/>	Description
-----	------------------	---------------------------------------	------------------------------------	-------------

Condition

- [3]C360 Current Plan in BAQATI Silver - 12 Months;BAQATI Silver - 24Months Contract;Baqati Silver - No Contract

Condition

- [LJLC_NONDELIVERED_LAST_7_DAYS] is Dhofar Khareef Addon Postpaid Silver

Action

- Auto Bonus Total Count:12

Figure 298 All Segments - DhofarKhareef_Postpaid_Addon_4

Condition Group

All	of the following	<input type="button" value="Delete"/>	<input type="button" value="..."/>	Description
-----	------------------	---------------------------------------	------------------------------------	-------------

Condition

- [3]C360 Current Plan in BAQATI Gold - 12 Months;Bagati Gold - No Contract;BAQATI Gold - 24Months Contract;Nama Gold Pro

Condition

- [LJLC_NONDELIVERED_LAST_7_DAYS] is Dhofar Khareef Addon Postpaid Gold

Action

- Auto Bonus Total Count:12

Figure 299 All Segments - DhofarKhareef_Postpaid_Addon_5

Condition Group

All	of the following	<input type="button" value="Delete"/>	<input type="button" value="..."/>	Description
-----	------------------	---------------------------------------	------------------------------------	-------------

Condition

- [3]C360 Current Plan in Baqati Platinum - No Contract;Baqati Platinum - 12 Months;Baqati Platinum - 24Months Contract

Condition

- [LJLC_NONDELIVERED_LAST_7_DAYS] is Dhofar Khareef Addon Postpaid Platinum

Action

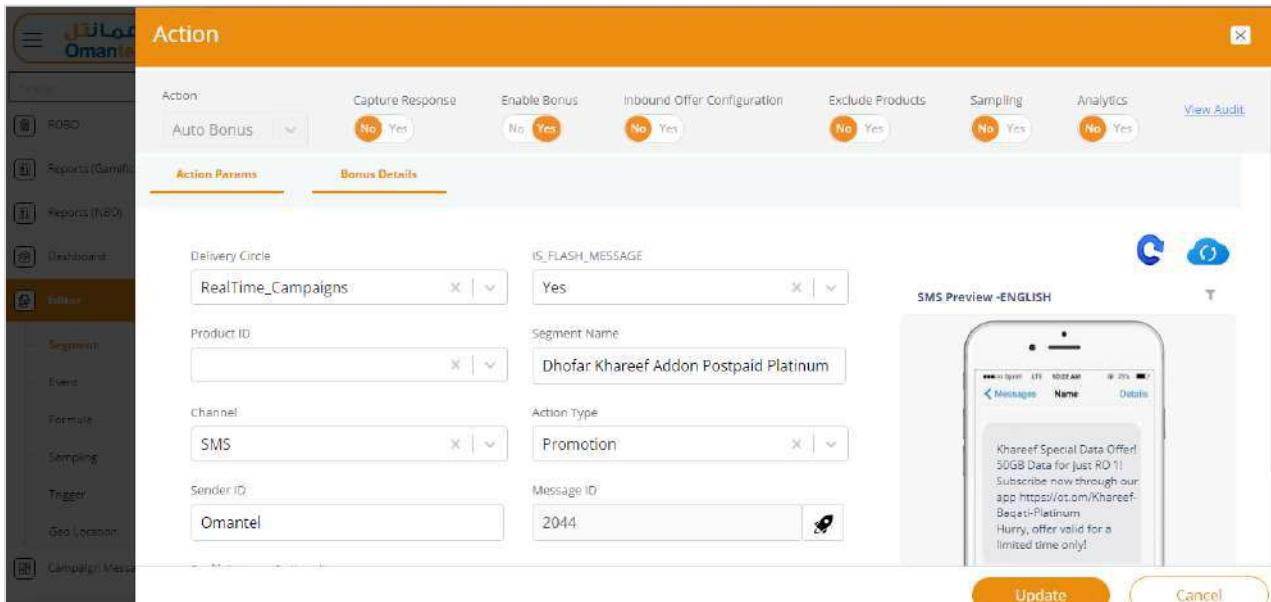
- Auto Bonus Total Count:4

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.

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



The screenshot shows the 'Action' configuration screen. At the top, there are several configuration buttons: 'Capture Response' (Yes), 'Enable Bonus' (Yes), 'Inbound Offer Configuration' (Yes), 'Exclude Products' (Yes), 'Sampling' (Yes), and 'Analytics' (Yes). Below these are tabs for 'Action Params' and 'Bonus Details', with 'Action Params' currently selected. The main form contains fields for 'Delivery Circle' (RealTime_Campaigns), 'IS_FLASH_MESSAGE' (Yes), 'Product ID', 'Segment Name' (Dhofar Khareef Addon Postpaid Platinum), 'Channel' (SMS), 'Action Type' (Promotion), 'Sender ID' (Omantel), and 'Message ID' (2044). To the right, there is a preview window showing a mobile phone displaying an SMS message about a special offer. At the bottom right are 'Update' and 'Cancel' buttons.

Figure 301 Action Input Screen

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

Field	Description
Delivery Circle	Select the delivery circle in the drop-down list. For example, “ Real_Time Campaigns ”.
IS_FLASH_MESSAGE	Select “ Yes ” in the drop-down list for the SMS to be sent as a flash message. It will appear directly on screen.
Product ID	Select the product or offer being targeted in the drop-down list.
Segment Name	Enter the name of the segment to which this action is applied. For example, “ Dhofar Khareef Addon Postpaid Platinum ”.
Channel	Select the medium used to deliver the offer in the drop-down list. For example, “ SMS ”.
Action Type	Select the type of action in the drop-down list. For example, “ Promotion ”.
Sender ID	Enter the name that appears as the sender of the SMS. For example, “ Omantel ”.
Message ID	Enter the predefined message template ID used for this communication. For example, “ 2044 ”.
Profile Names (Optional)	Enter the profile name in this field.

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

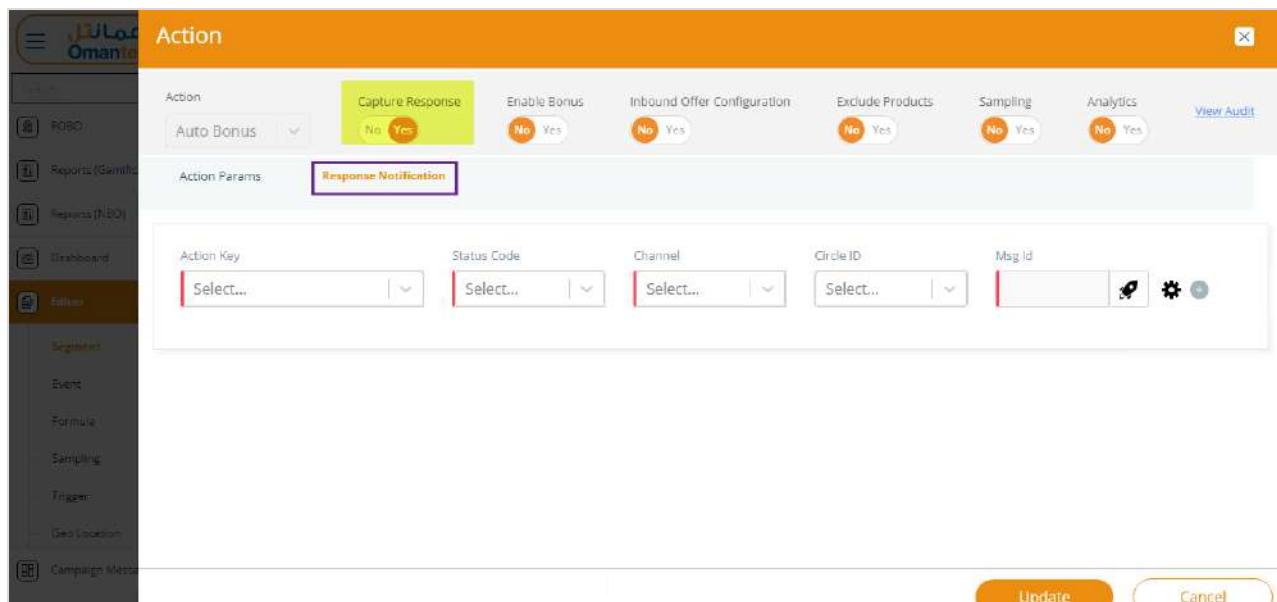
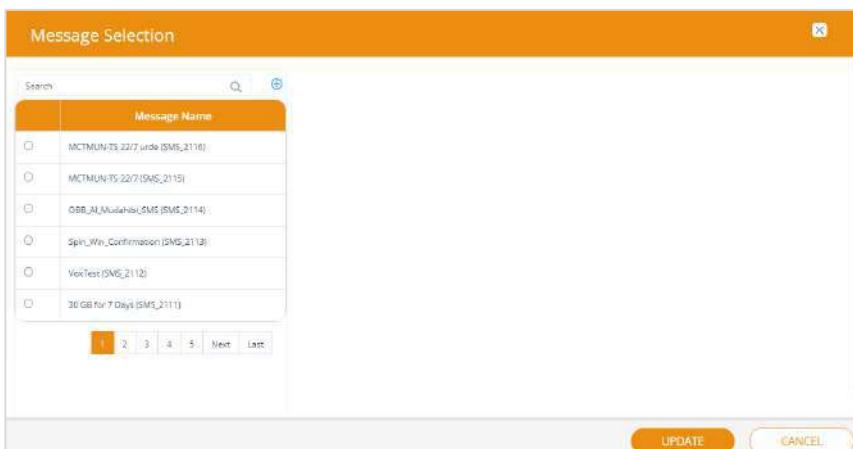
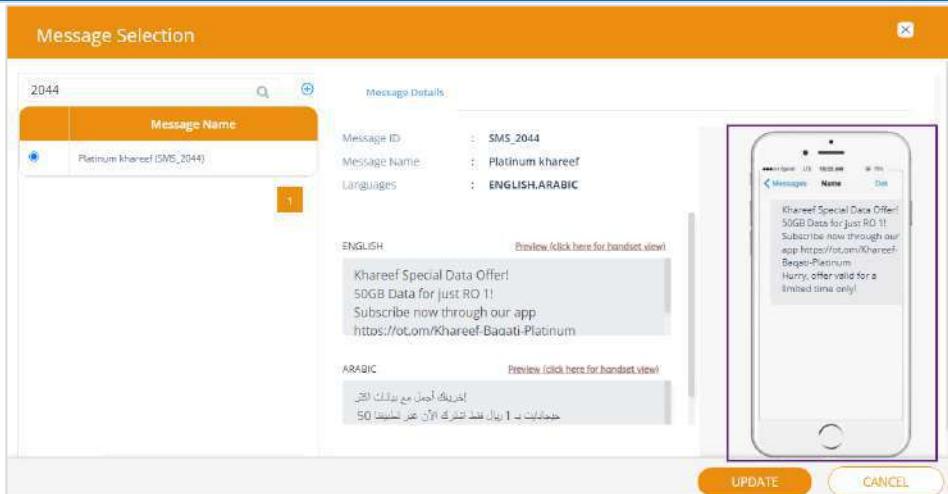


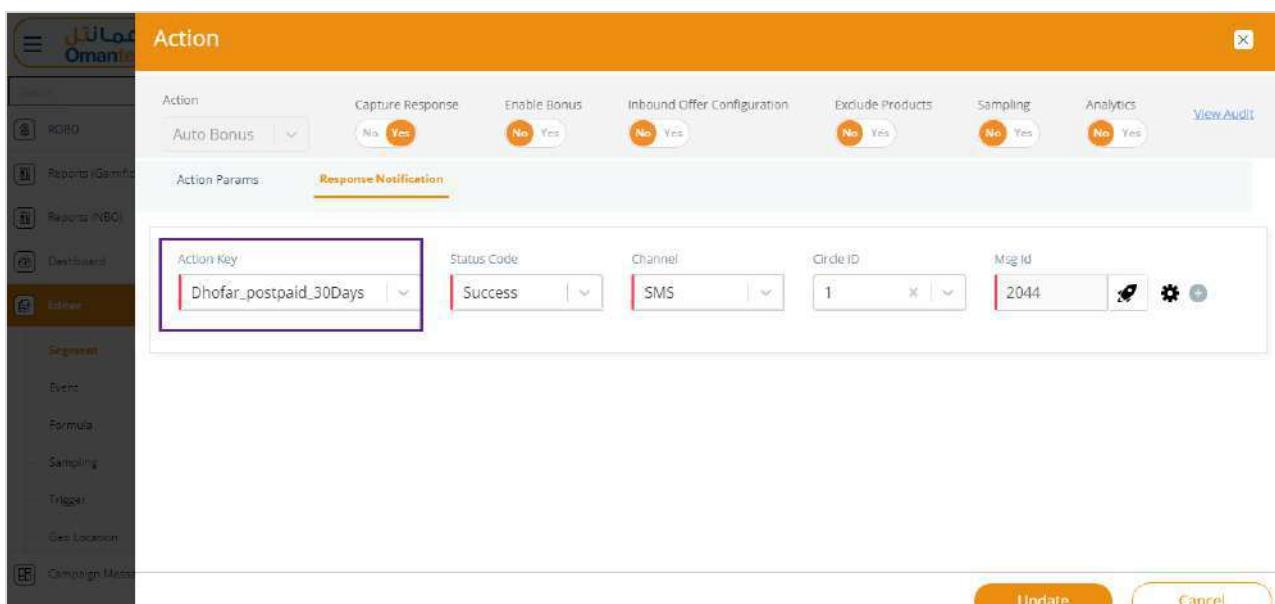
Figure 302 Action- Capture Response

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

Field	Description
Response Notification	
When enabled, it captures the response status of the targeted users after the offer is sent.	
Action Key	Select the type of action for which the response is being captured in the drop-down list. For example, “ Dhofar Postpaid 30 ”.
Status Code	Select the status of the action in the drop-down list. For example, Success.
Channel	Select the channel used to send the notification to the user. For example, “ SMS ”.
Circle ID	Select the circle to which the user belongs. For example, “ 1 ”.
Msg Id	<p>Indicates the message template ID used for the notification.</p> <p>Select  to select the message. The following screen will be displayed.</p>  <ul style="list-style-type: none"> Select the Message that needs to be sent to the user. The following screen will be displayed.

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

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

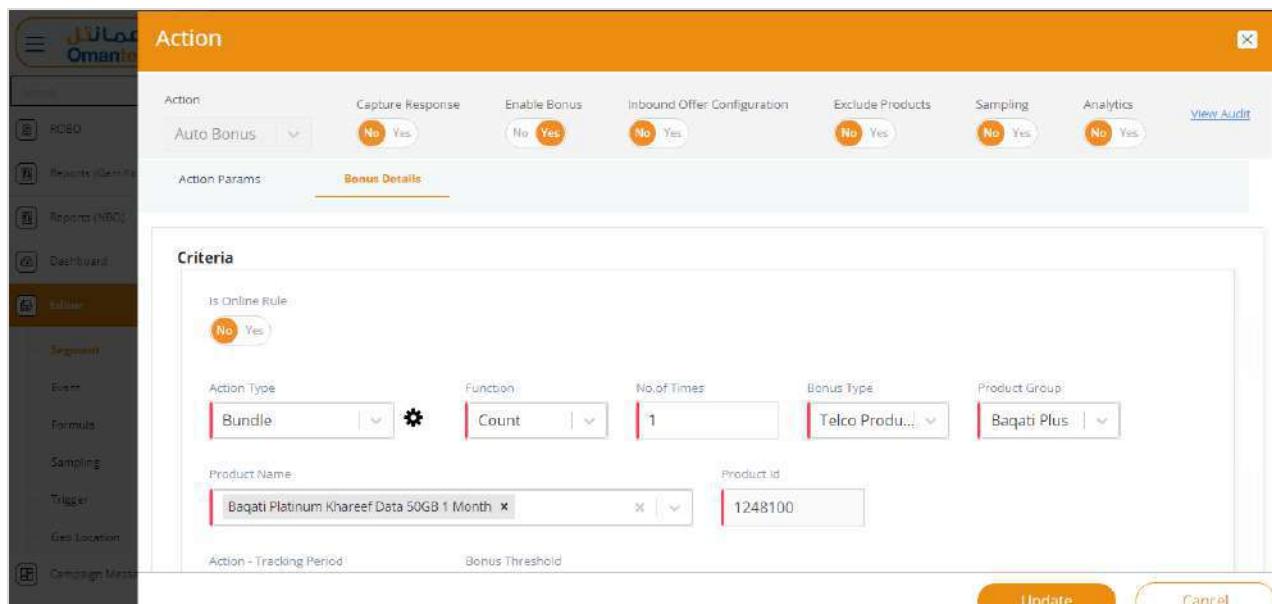


This screenshot shows the 'Action' configuration screen for a response notification. The left sidebar includes options like RGB0, Reports (Gamification), Reports (NBO), Dashboard, and Campaign Manager. The main panel has tabs for Action, Capture Response, Enable Bonus, Inbound Offer Configuration, Exclude Products, Sampling, and Analytics. The 'Response Notification' tab is active. It displays fields for Action Key ('Dhofar_postpaid_30Days'), Status Code ('Success'), Channel ('SMS'), Circle ID ('1'), and Mag Id ('2044'). Buttons for 'Update' and 'Cancel' are at the bottom right.

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.



The screenshot shows the 'Action' configuration screen in the Omantel Magik interface. The 'Enable Bonus' section is active. The 'Criteria' tab is selected, displaying the following settings:

- Action Type: Bundle
- Function: Count
- No. of Times: 1
- Bonus Type: Telco Product
- Product Group: Baqati Plus

Other tabs like 'Capture Response', 'Inbound Offer Configuration', etc., are visible at the top. Buttons for 'Update' and 'Cancel' are at the bottom right.

Figure 304 Action– Enable Bonus

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

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

Field	Description
Denomination	<p>Enter the denomination related to the action type. For "Recharge," it is an exact recharge amount.</p> <p>Note: This field is displayed if "Count" is selected in the drop-down list of Function.</p>
Min Amount	<p>Enter the minimum monetary value required for the action to count towards the bonus criteria.</p> <p>Note: This field is displayed if "Sum" or "Range" is selected in the drop-down list of Function.</p>
Max Amount	<p>Enter the maximum monetary value for the action to count towards the bonus criteria.</p> <p>Note: This field is displayed if "Sum" or "Range" is selected in the drop-down list of Function.</p>
Service Type	<p>Select the service type in the drop-down list. For example, "SMS".</p> <p>Note: This field is displayed if "Spend" is selected in the drop-down list of Action Type.</p>
Min Usage	<p>Enter the minimum amount of usage required for the action to count towards the bonus criteria.</p> <p>Note: This field is displayed if "Usage" is selected in the drop-down list of Function.</p>
Max Usage	<p>Enter the maximum amount of usage allowed for the action to count towards the bonus criteria.</p> <p>Note: This field is displayed if "Usage" is selected in the drop-down list of Function.</p>
Value	<p>Enter the value that the action type needs to match in this field.</p> <p>Note: This field is displayed if "Equals" is selected in the drop-down list of Function.</p>
Bonus Type	<p>Select the category of bonus being applied in the drop-down list. For example, "Telco Product".</p>
Product Group	<p>Select the category of the product being targeted in the drop-down list. For example, "Baqati Plus".</p> <p>Note: This field is displayed if "Telco Product" is selected in the drop-down list of Product Group.</p>
Product Name	<p>Select the specific product(s) associated with the rule in the drop-down list. For example, "Baqati Platinum Khareef Data 50 GB 1 Month".</p> <p>Note: This field is displayed if "Bundle" is selected in the drop-down list of Action Type.</p>
Product ID	<p>Enter the unique identifier for the selected product.</p> <p>Note: This field is displayed if "Bundle" is selected in the drop-down list of Action Type.</p>
Action - Tracking Period	Enter the time duration (in days) during which the user action is tracked.

Field	Description
Bonus Threshold	Enter the minimum number of actions required to qualify for the bonus.
Schedule Details	
Schedule Type	<p>Select how frequently the rule should be executed in the drop-down list.</p> <p>The following are the available schedule types:</p> <ul style="list-style-type: none"> • Daily • Interval
Day	Enter the number of days between scheduled runs.
Hour	Enter the hours between intervals if the interval type is selected.
Minutes	Enter the minutes between intervals if the interval type is selected.
Time	Select the time of the schedule to be executed.

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

Action

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

Action Params
SMS Preview -ENGLISH

Delivery Circle

IS_FLASH_MESSAGE

Product ID

Segment Name

Channel

Action Type

Sender ID

Message ID

ProfileNames (Optional)

Inbound Offer Details

Offer Type
Products
Product Order

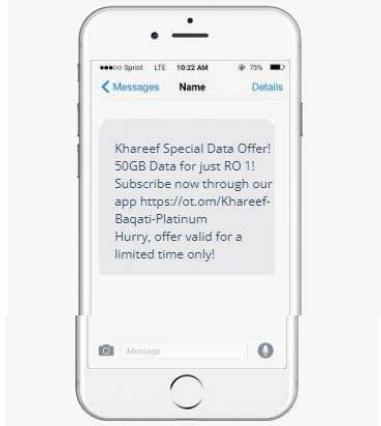


Figure 305 Action– Inbound Offer Details

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

Field	Description
Inbound Offer Details	
Offer Type	Select the inbound offer in the drop-down list. For example, “ Data Offer ”.
Products	Select the product in the drop-down list. For example, “ Game Prepaid 30 GB 7 Days ”.
Product Order	Execution priority for the product if multiple offers exist.

Omantel, Magik User Manual.
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Page

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

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

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

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

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

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

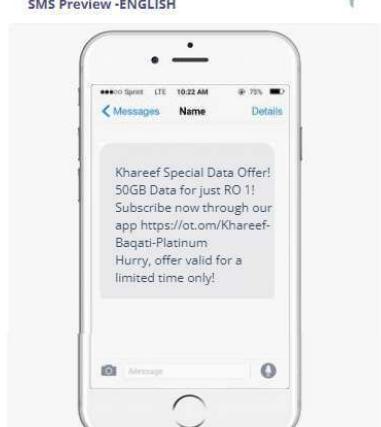
Auto Bonus
No Yes
No Yes
No Yes
No Yes
No Yes
No Yes

Action Params

Delivery Circle	IS_FLASH_MESSAGE
RealTime_Campaigns	Yes
Product ID	Segment Name
	Dhofar Khareef Addon Postpaid Platinum
Channel	Action Type
SMS	Promotion
Sender ID	Message ID
Omantel	2044
ProfileNames (Optional)	

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Cloud

SMS Preview -ENGLISH



Exclde Product Details

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

Update
Cancel

Figure 306 Action– Exclude Products Details

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

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

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

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

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

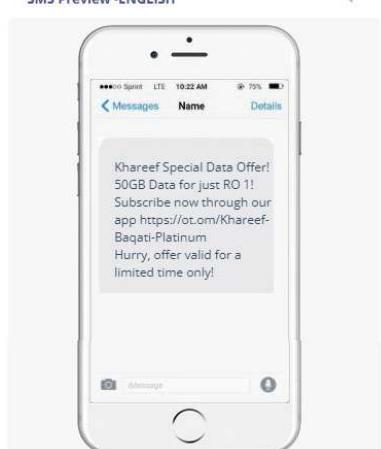
Action
Capture Response
Enable Bonus
Inbound Offer Configuration
Exclude Products
Sampling
Analytics
[View Audit](#)

Action Params

Delivery Circle	IS_FLASH_MESSAGE
RealTime_Campaigns	Yes
Product ID	Segment Name
	Dhofar Khareef Addon Postpaid Platinum
Channel	Action Type
SMS	Promotion
Sender ID	Message ID
Omantel	2044
ProfileNames (Optional)	

C U T

SMS Preview -ENGLISH



Sampling Details

Skip Global Sampling	Sampling
False	UNIVERSAL SAMPL...

Update Cancel

Figure 307 Action– Sampling Details

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

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

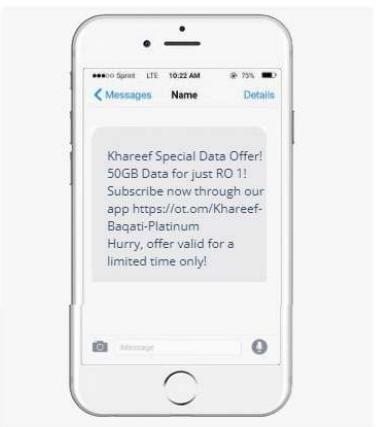
Note: The following screen is displayed if “Analytics” is enabled.

Action

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

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

Action Params

Delivery Circle	IS_FLASH_MESSAGE	C	SMS Preview - ENGLISH
RealTime_Campaigns	Yes	X ▾	
Product ID	Segment Name		
	Dhofar Khareef Addon Postpaid Platinum		
Channel	Action Type		
SMS	Promotion	X ▾	
Sender ID	Message ID		
Omantel	2044	X ▾	
ProfileNames (Optional)			

Analytics Details

Analytics

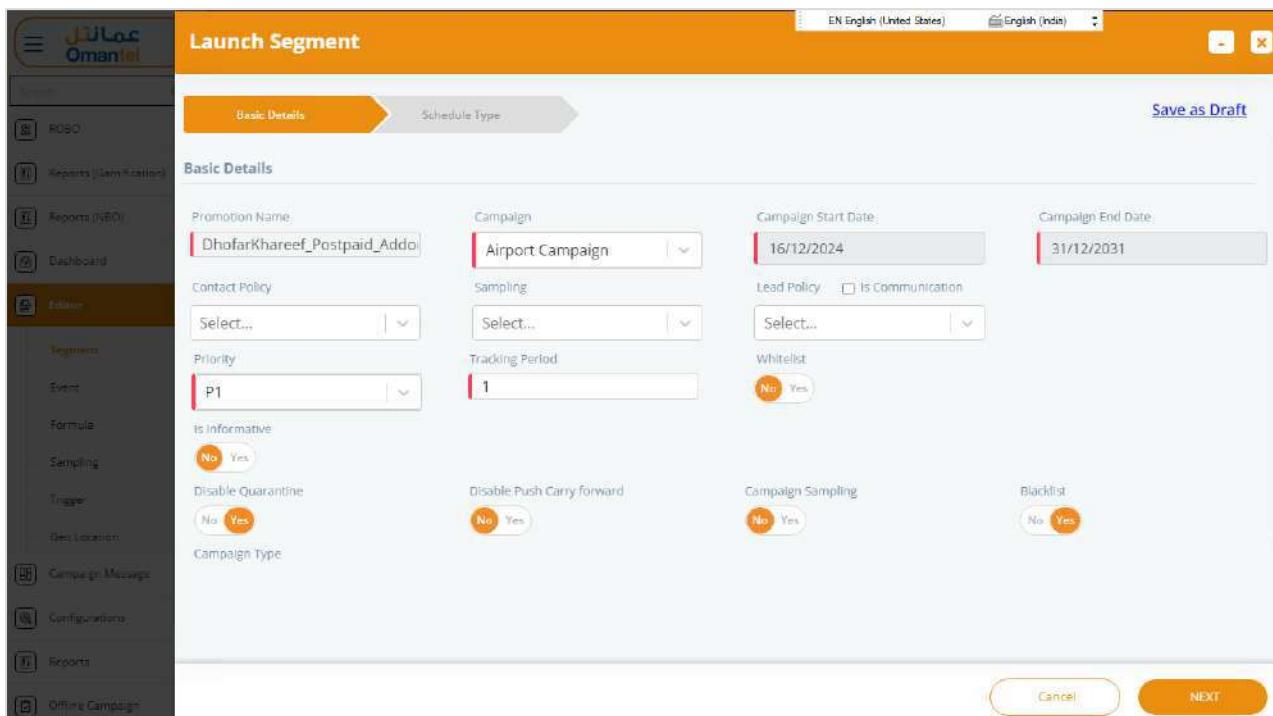
Update
Cancel

Figure 308 Action– Analytics

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

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

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



The screenshot shows the 'Launch Segment' configuration interface. On the left is a vertical sidebar with navigation links: Home, Reports (Analytics), Reports (NBOI), Dashboard, Segments, Events, Formula, Sampling, Trigger, Geolocation, Campaign Messages, Configurations, Reports, and Offline Campaign. The main area has tabs for 'Basic Details' (selected) and 'Schedule Type'. The 'Basic Details' tab contains fields for Promotion Name ('DhofarKhareef_Postpaid_Addo'), Campaign ('Airport Campaign'), Campaign Start Date ('16/12/2024'), Campaign End Date ('31/12/2031'), Contact Policy ('Sampling'), Lead Policy ('Is Communication'), Priority ('P1'), Tracking Period ('1'), Whitelist ('Yes'), Is Informative ('Yes'), Disable Quarantine ('Yes'), Disable Push Carry forward ('Yes'), Campaign Sampling ('Yes'), and Blacklist ('Yes'). Buttons at the bottom include 'Cancel' and 'NEXT'.

Figure 309 Launch Segment

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

8.3.2.10 NBO_Menu_Live

The NBO_Menu_Live campaign is a rules-based decision engine setup where customers are segmented into different audience groups based on the value of their "[A]Audience segment name" attribute. Depending on which segment a customer falls into, specific action- delivering the "NBO Offers L" - is taken. This campaign manages offer distribution by evaluating the audience against predefined control and "pocket size" segments.

The reports related to the NBO will be listed under the Reports (NBO). For more details, see the section [Reports \(NBO\)](#).

Pre-requisites:

- Product Catalogue

The following product offer must be configured under the product catalogue. Refer to the following screen.

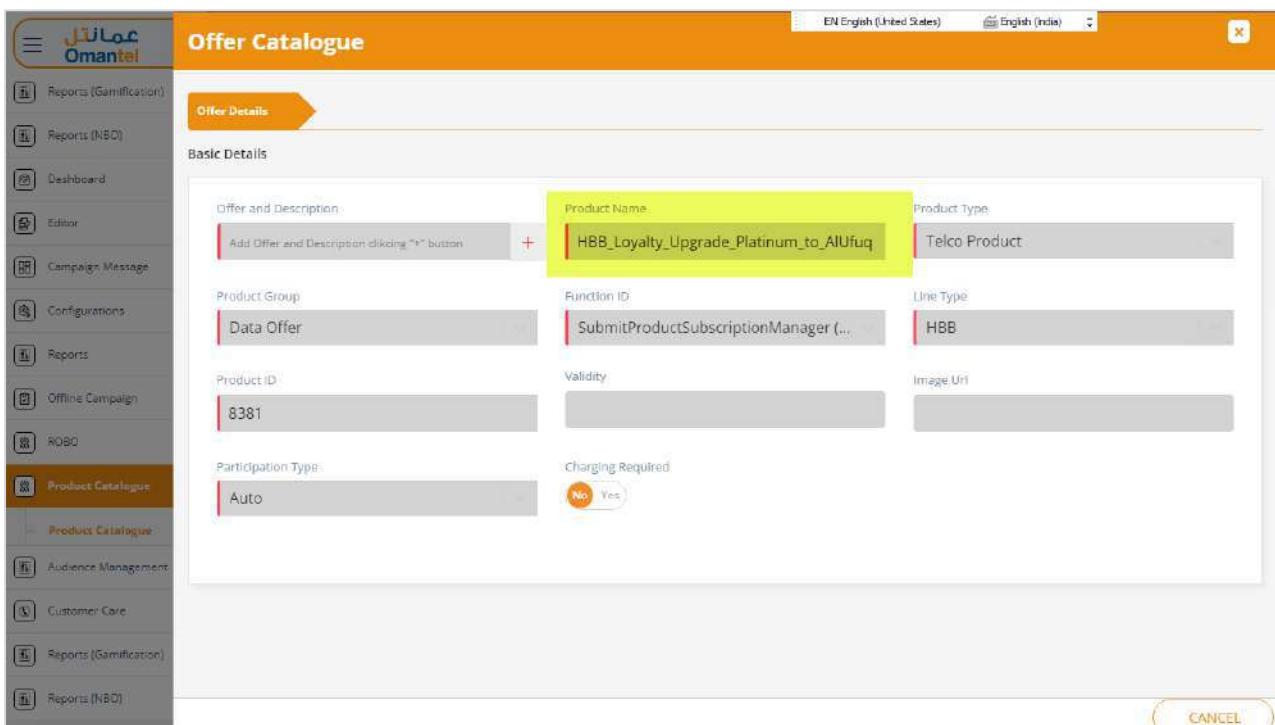
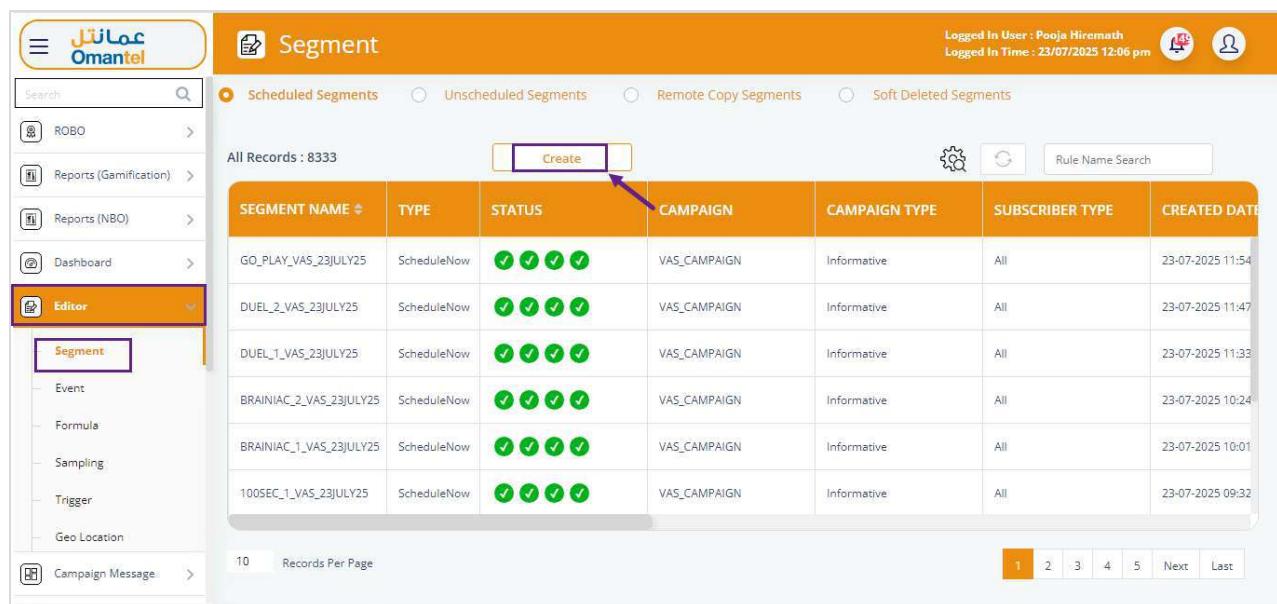


Figure 310 Offer Catalogue- Product Configuration

For more details about the product catalogue, see the section [Product Catalogue](#).

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



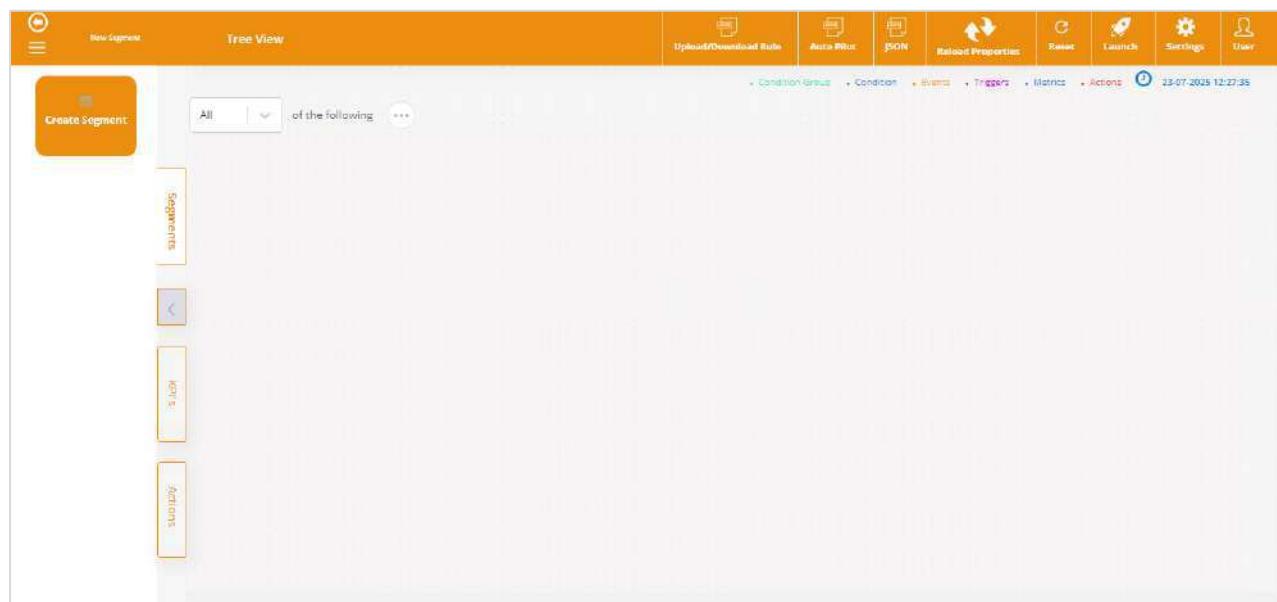
The screenshot shows the 'Segment' page with the following interface elements:

- Left Sidebar:** Includes links for ROBO, Reports (Gamification), Reports (NBO), Dashboard, Editor (with Segment selected), Event, Formula, Sampling, Trigger, Geo Location, and Campaign Message.
- Top Bar:** Shows 'Logged In User : Pooja Hiremath' and 'Logged In Time : 23/07/2025 12:06 pm' along with user icons.
- Header:** 'Segment' with tabs for Scheduled Segments, Unscheduled Segments, Remote Copy Segments, and Soft Deleted Segments.
- Table:** A grid showing segment details:

SEGMENT NAME	TYPE	STATUS	CAMPAIGN	CAMPAIGN TYPE	SUBSCRIBER TYPE	CREATED DATE
GO_PLAY_VAS_23JULY25	ScheduleNow	✓ ✓ ✓ ✓	VAS_CAMPAIGN	Informative	All	23-07-2025 11:54
DUEL_2_VAS_23JULY25	ScheduleNow	✓ ✓ ✓ ✓	VAS_CAMPAIGN	Informative	All	23-07-2025 11:47
DUEL_1_VAS_23JULY25	ScheduleNow	✓ ✓ ✓ ✓	VAS_CAMPAIGN	Informative	All	23-07-2025 11:33
BRAINIAC_2_VAS_23JULY25	ScheduleNow	✓ ✓ ✓ ✓	VAS_CAMPAIGN	Informative	All	23-07-2025 10:24
BRAINIAC_1_VAS_23JULY25	ScheduleNow	✓ ✓ ✓ ✓	VAS_CAMPAIGN	Informative	All	23-07-2025 10:01
100SEC_1_VAS_23JULY25	ScheduleNow	✓ ✓ ✓ ✓	VAS_CAMPAIGN	Informative	All	23-07-2025 09:32
- Bottom:** 'All Records : 8333', 'Create' button, 'Rule Name Search' input, '10 Records Per Page' dropdown, and a navigation bar with pages 1-5, Next, and Last.

Figure 311 Segment – New Segment

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



The screenshot shows the 'New Segment' screen with the following interface elements:

- Top Bar:** Includes 'New Segment', 'Tree View', and various navigation buttons like Upload/Download Rule, Auto Plus, JSON, Related Properties, Back, Launch, Settings, and User.
- Header:** 'Create segment' with dropdowns for 'All' and 'of the following'.
- Left Sidebar:** Contains 'Segments', 'Joins', and 'Samples' buttons.
- Bottom:** A large input area for defining the new segment logic.

Figure 312 New Segment – Input Screen

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

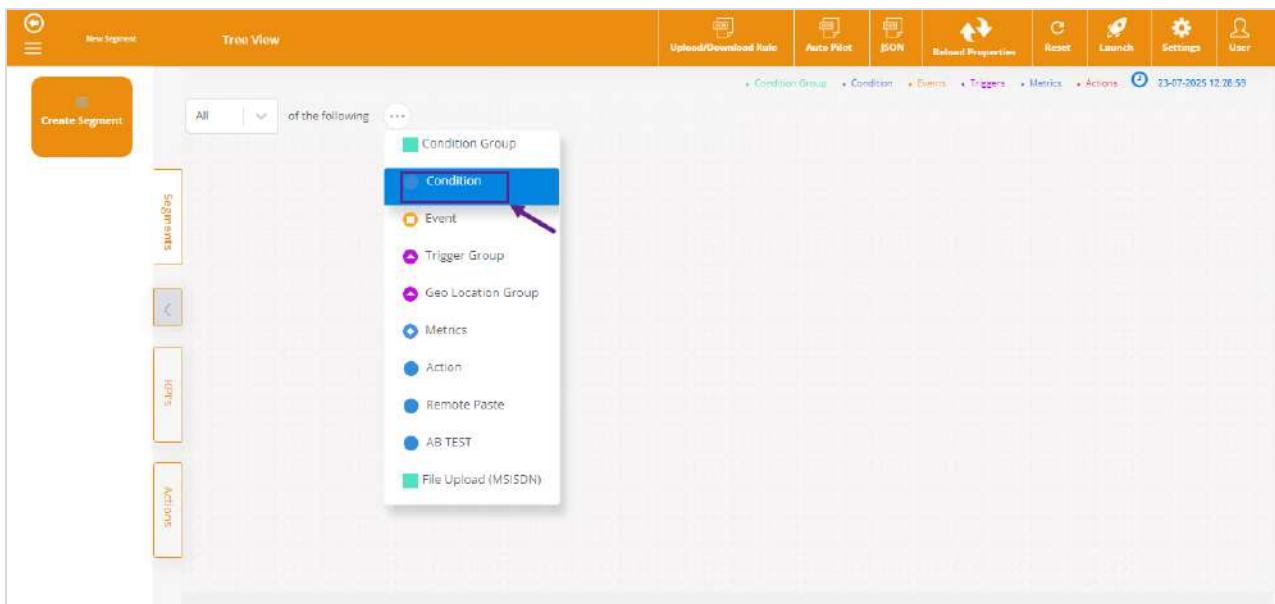


Figure 313 New Segment – Condition

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

Trigger Group:

- Get Campaign Offer

Condition:

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

Condition Group:

- [A]Audience segment name

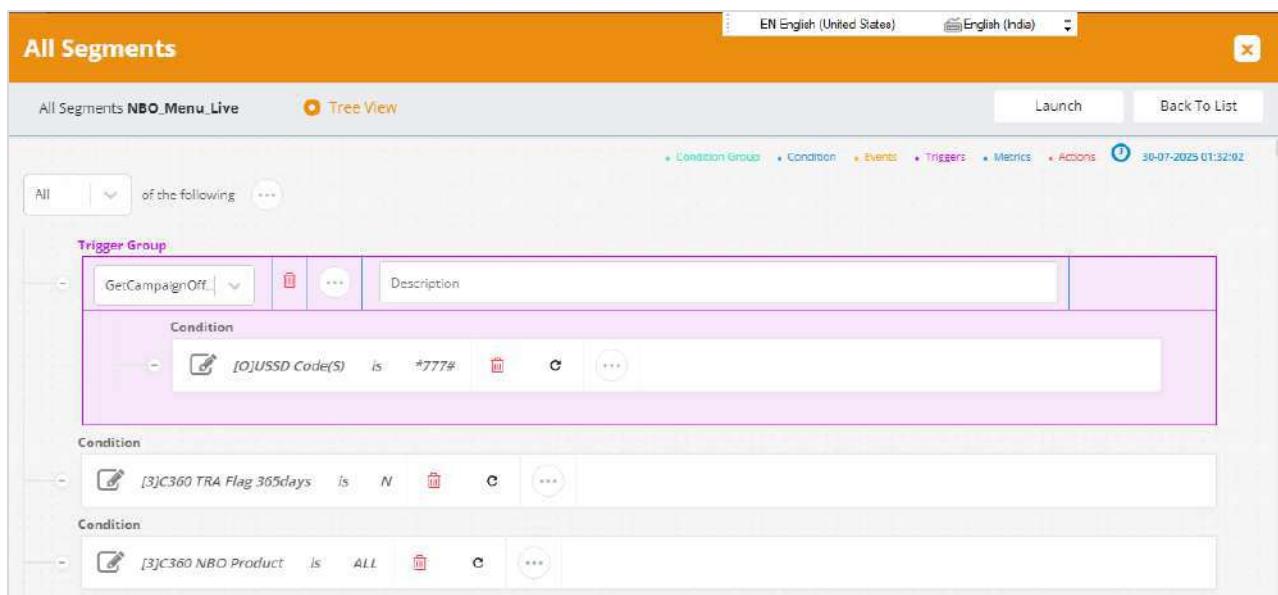
Actions:

- NBO Offers L

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

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

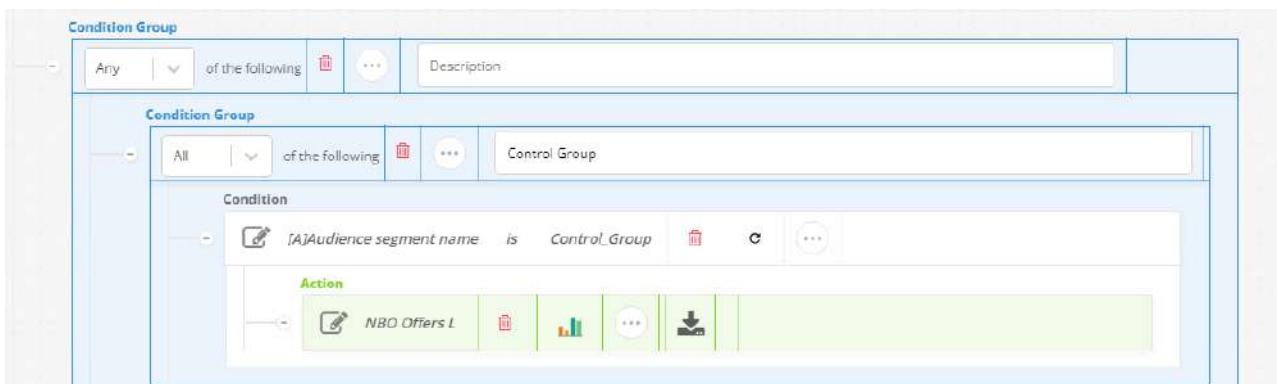
4. After adding the relevant conditions and actions, the following screen will be displayed.



The screenshot shows the 'All Segments' interface with the title 'All Segments NBO_Menu_Live'. The top navigation bar includes 'EN English (United States)', 'English (India)', 'Launch', and 'Back To List'. Below the title, there's a search bar with 'All' selected and a dropdown menu. The main area displays a 'Trigger Group' with a condition: '[O] USSD Code(S) is *777#'. It also shows two other conditions: '[B] C360 TRA Flag 365days is N' and '[B] C360 NBO Product is ALL'. The interface has a light orange header and a white body with blue and green highlights.

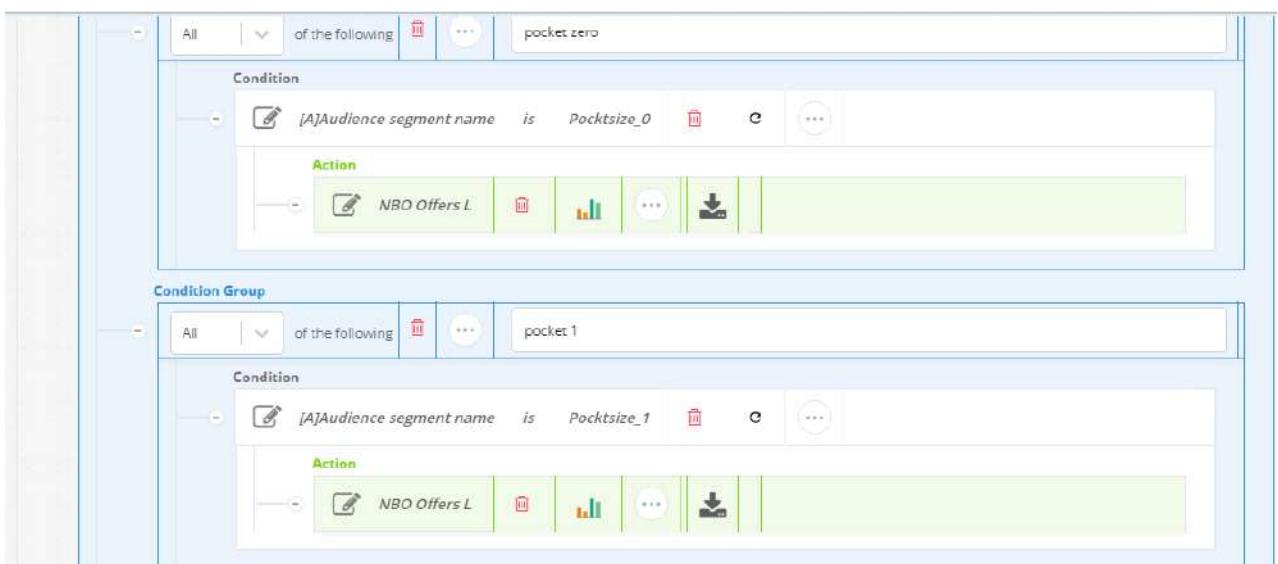
Figure 314 All Segments - NBO_Menu_Live_1

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



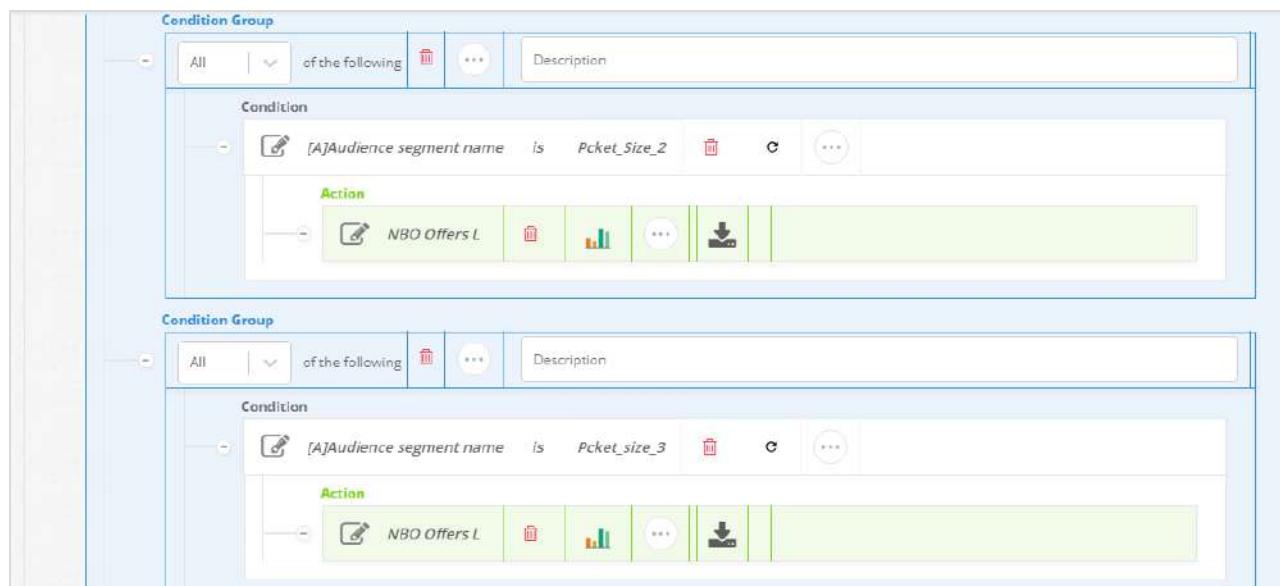
This screenshot shows the continuation of the 'All Segments' interface. It features a 'Condition Group' with an 'Any' condition. Inside, there's a 'Condition Group' for 'Control Group' with a condition: '[A] Audience segment name is Control_Group'. An associated action is 'NBO Offers L'. The interface uses a light blue header and a white body with green highlights.

Figure 315 All Segments - NBO_Menu_Live_2



This screenshot shows the continuation of the 'All Segments' interface. It features two 'Condition Group' sections. The first section has an 'All' condition with a condition: '[A] Audience segment name is Pocksize_0' and an action 'NBO Offers L'. The second section has an 'All' condition with a condition: '[A] Audience segment name is Pocksize_1' and an action 'NBO Offers L'. The interface uses a light blue header and a white body with green highlights.

Figure 316 All Segments - NBO_Menu_Live_3



The screenshot displays the configuration interface for the NBO_Menu_Live_4 menu. It consists of two identical condition groups stacked vertically. Each group begins with a 'Condition Group' header, followed by a condition row, and then an 'Action' row.

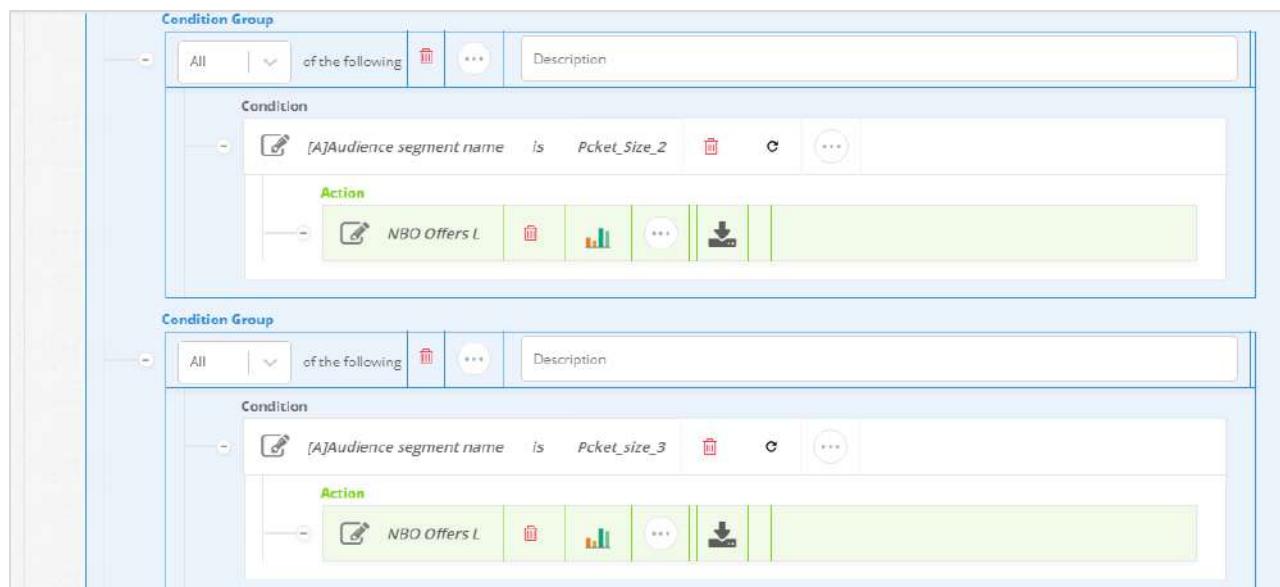
Condition Group 1:

- Condition:** [A]Audience segment name is Pcket_Size_2
- Action:** NBO Offers L

Condition Group 2:

- Condition:** [A]Audience segment name is Pcket_size_3
- Action:** NBO Offers L

Figure 317 All Segments - NBO_Menu_Live_4



The screenshot displays the configuration interface for the NBO_Menu_Live_5 menu. It consists of two identical condition groups stacked vertically, identical to those in Figure 317.

Condition Group 1:

- Condition:** [A]Audience segment name is Pcket_Size_2
- Action:** NBO Offers L

Condition Group 2:

- Condition:** [A]Audience segment name is Pcket_size_3
- Action:** NBO Offers L

Figure 318 All Segments - NBO_Menu_Live_5

Condition Group

All	of the following			Description
-----	------------------	--	--	-------------

Condition

[A]Audience segment name	is	Pcket_size_6		
--------------------------	----	--------------	--	--

Action

NBO Offers L					
--------------	--	--	--	--	--

Condition Group

All	of the following			Description
-----	------------------	--	--	-------------

Condition

[A]Audience segment name	is	Pcket_size_7		
--------------------------	----	--------------	--	--

Action

NBO Offers L					
--------------	--	--	--	--	--

Figure 319 All Segments - NBO_Menu_Live_6

Condition Group

All	of the following			Description
-----	------------------	--	--	-------------

Condition

[A]Audience segment name	is	Pcket_size_8		
--------------------------	----	--------------	--	--

Action

NBO Offers L					
--------------	--	--	--	--	--

Condition Group

All	of the following			Description
-----	------------------	--	--	-------------

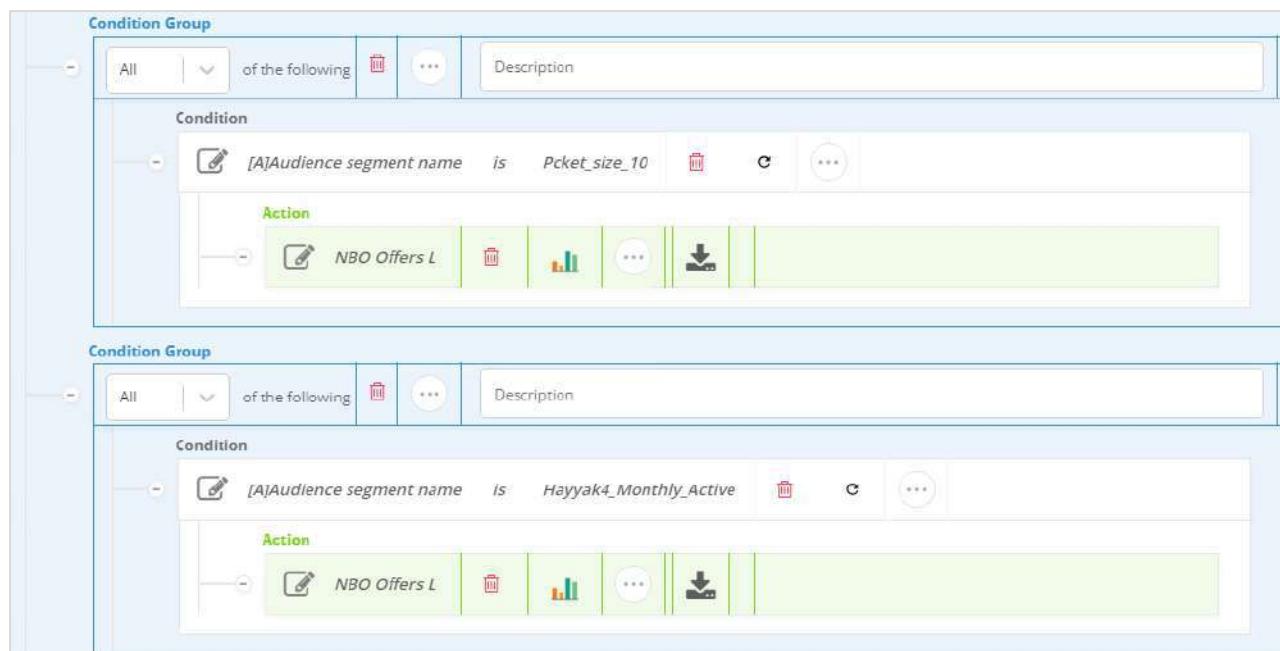
Condition

[A]Audience segment name	is	Pcket_size_9		
--------------------------	----	--------------	--	--

Action

NBO Offers L					
--------------	--	--	--	--	--

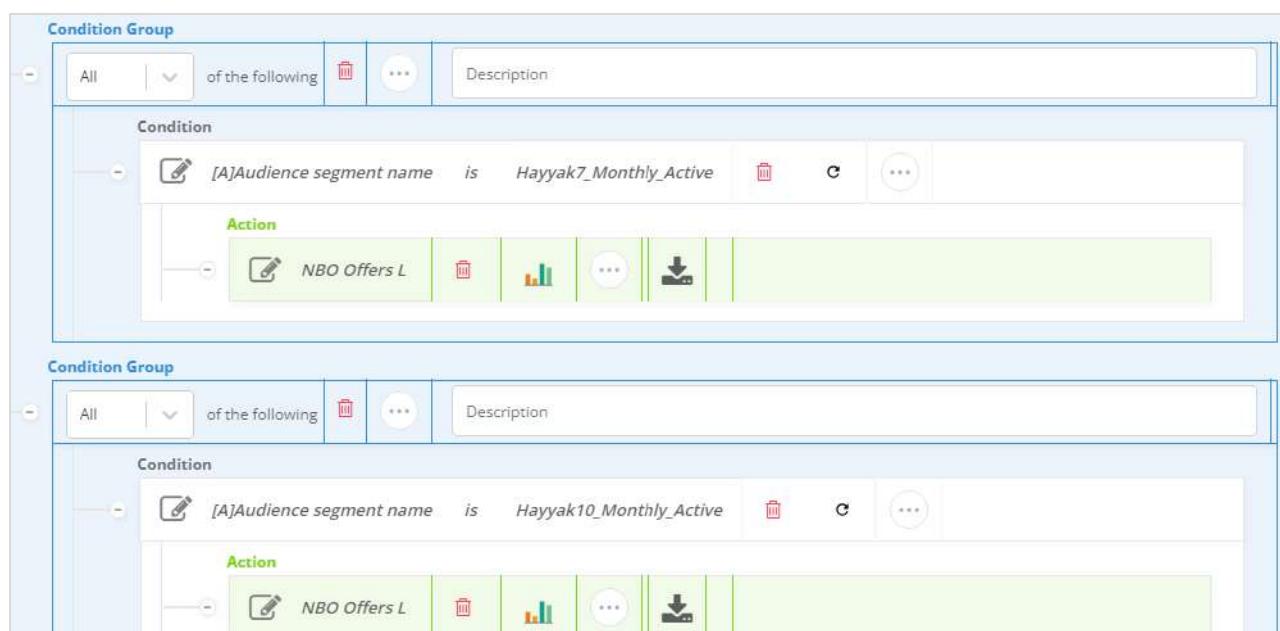
Figure 320 All Segments - NBO_Menu_Live_7



The screenshot displays the configuration interface for the NBO_Menu_Live_8 menu. It consists of two stacked "Condition Group" sections. Each section contains a "Condition" row and an "Action" row.

- Condition Row:** Contains a dropdown menu set to "All", a "of the following" dropdown, and a "Description" field. Below this is a condition statement: "[A]Audience segment name is Pcket_size_10".
- Action Row:** Contains a "NBO Offers L" button, followed by four small icons (trash, bar chart, three dots, download), and a large green "Action" area.

Figure 321 All Segments - NBO_Menu_Live_8



The screenshot displays the configuration interface for the NBO_Menu_Live_9 menu. It consists of two stacked "Condition Group" sections. Each section contains a "Condition" row and an "Action" row.

- Condition Row:** Contains a dropdown menu set to "All", a "of the following" dropdown, and a "Description" field. Below this is a condition statement: "[A]Audience segment name is Hayyak4_Monthly_Active".
- Action Row:** Contains a "NBO Offers L" button, followed by four small icons (trash, bar chart, three dots, download), and a large green "Action" area.

The second section is identical to the first, with the condition changed to "[A]Audience segment name is Hayyak7_Monthly_Active".

Figure 322 All Segments - NBO_Menu_Live_9

Condition Group

All	of the following			Description
-----	------------------	--	--	-------------

Condition

- [A]Audience segment name is Hayyak12_Monthly_Active

Action

- NBO Offers L
-
-
-

Condition Group

All	of the following			Description
-----	------------------	--	--	-------------

Condition

- [A]Audience segment name is Hayyak15_Monthly_Active

Action

- NBO Offers L
-
-
-

Figure 323 All Segments - NBO_Menu_Live_10

Condition Group

All	of the following			Description
-----	------------------	--	--	-------------

Condition

- [A]Audience segment name is Hayyak20_Monthly_Active

Action

- NBO Offers L
-
-
-

Condition Group

All	of the following			Description
-----	------------------	--	--	-------------

Condition

- [A]Audience segment name is Hayyak20Plus_Monthly_Active

Action

- NBO Offers L
-
-
-

Figure 324 All Segments - NBO_Menu_Live_11

Condition Group

All	of the following			Description
-----	------------------	--	--	-------------

Condition

[A]Audience segment name is Hayyak20_plus_Expired

Action

NBO Offers L

Condition Group

All	of the following			Description
-----	------------------	--	--	-------------

Condition

[A]Audience segment name is Hayyak20_Expired

Action

NBO Offers L

Figure 325 All Segments - NBO_Menu_Live_12

Condition Group

All	of the following			Description
-----	------------------	--	--	-------------

Condition

[A]Audience segment name is Hayyak15_Expired

Action

NBO Offers L

Condition Group

All	of the following			Description
-----	------------------	--	--	-------------

Condition

[A]Audience segment name is Hayyak12_Expired

Action

NBO Offers L

Figure 326 All Segments - NBO_Menu_Live_13

Condition Group

All	of the following			Description
-----	------------------	--	--	-------------

Condition

	[A]Audience segment name	is	Hayyak10_Expired		
--	--------------------------	----	------------------	--	--

Action

	NBO Offers L				
--	--------------	--	--	--	--

Condition Group

All	of the following			Description
-----	------------------	--	--	-------------

Condition

	[A]Audience segment name	is	Hayyak7_Expired		
--	--------------------------	----	-----------------	--	--

Action

	NBO Offers L				
--	--------------	--	--	--	--

Figure 327 All Segments - NBO_Menu_Live_14

Condition Group

All	of the following			Description
-----	------------------	--	--	-------------

Condition

	[A]Audience segment name	is	Hayyak4_Expired		
--	--------------------------	----	-----------------	--	--

Action

	NBO Offers L				
--	--------------	--	--	--	--

Condition Group

All	of the following			Description
-----	------------------	--	--	-------------

Condition

	[A]Audience segment name	is	Blue_Pocketsize_LT12		
--	--------------------------	----	----------------------	--	--

Action

	NBO Offers L				
--	--------------	--	--	--	--

Figure 328 All Segments - NBO_Menu_Live_15

Condition Group

All	of the following			Description
-----	------------------	--	--	-------------

Condition

	[A]Audience segment name	is	Blue_Pocketsize_GT12_LT15			
--	--------------------------	----	---------------------------	--	--	--

Action

	NBO Offers L					
--	--------------	--	--	--	--	--

Condition Group

All	of the following			Description
-----	------------------	--	--	-------------

Condition

	[A]Audience segment name	is	Blue_Pocketsize_GT15_LT20			
--	--------------------------	----	---------------------------	--	--	--

Action

	NBO Offers L					
--	--------------	--	--	--	--	--

Figure 329 All Segments - NBO_Menu_Live_16

Condition Group

All	of the following			Description
-----	------------------	--	--	-------------

Condition

	[A]Audience segment name	is	Blue_Pocketsize_GT20_LT25			
--	--------------------------	----	---------------------------	--	--	--

Action

	NBO Offers L					
--	--------------	--	--	--	--	--

Condition Group

All	of the following			Description
-----	------------------	--	--	-------------

Condition

	[A]Audience segment name	is	Blue_Pocketsize_GT25			
--	--------------------------	----	----------------------	--	--	--

Action

	NBO Offers L					
--	--------------	--	--	--	--	--

Figure 330 All Segments - NBO_Menu_Live_17

All | of the following |    Description

Condition

-  [A]Audience segment name is Green_NC_Pocketsize_LT12   

Action

-  NBO Offers L    

Condition Group

All | of the following |    Description

Condition

-  [A]Audience segment name is Green_NC_Pocketsize_GT12_LT15   

Action

-  NBO Offers L    

Figure 331 All Segments - NBO_Menu_Live_18

All | of the following |    Description

Condition

-  [A]Audience segment name is Green_NC_Pocketsize_GT15_LT20   

Action

-  NBO Offers L    

Condition Group

All | of the following |    Description

Condition

-  [A]Audience segment name is Green_NC_Pocketsize_GT20_LT25   

Action

-  NBO Offers L    

Figure 332 All Segments - NBO_Menu_Live_19

Condition Group

All	of the following			Description
-----	------------------	--	--	-------------

Condition

	[A]Audience segment name	is	Green_NC_Pocketsize_GT25			
--	--------------------------	----	--------------------------	--	--	--

Action

	NBO Offers L					
--	--------------	--	--	--	--	--

Condition Group

All	of the following			Description
-----	------------------	--	--	-------------

Condition

	[A]Audience segment name	is	Green_C_Pocketsize_LT12			
--	--------------------------	----	-------------------------	--	--	--

Action

	NBO Offers L					
--	--------------	--	--	--	--	--

Figure 333 All Segments - NBO_Menu_Live_20

Condition Group

All	of the following			Description
-----	------------------	--	--	-------------

Condition

	[A]Audience segment name	is	Green_C_Pocketsize_GT12_LT15			
--	--------------------------	----	------------------------------	--	--	--

Action

	NBO Offers L					
--	--------------	--	--	--	--	--

Condition Group

All	of the following			Description
-----	------------------	--	--	-------------

Condition

	[A]Audience segment name	is	Green_C_Pocketsize_GT15_LT20			
--	--------------------------	----	------------------------------	--	--	--

Action

	NBO Offers L					
--	--------------	--	--	--	--	--

Figure 334 All Segments - NBO_Menu_Live_21

All | of the following |   | Description

Condition

- [A]Audience segment name is Green_C_Pocketsize_GT20_LT25   

Action

-  NBO Offers L    

Condition Group

All | of the following |   | Description

Condition

- [A]Audience segment name is Green_C_Pocketsize_GT25   

Action

-  NBO Offers L    

Figure 335 All Segments - NBO_Menu_Live_22

All | of the following |   | Description

Condition

- [A]Audience segment name is Bronze_Pocketsize_LT16   

Action

-  NBO Offers L    

Condition Group

All | of the following |   | Description

Condition

- [A]Audience segment name is Bronze_Pocketsize_GT16_LT20   

Action

-  NBO Offers L    

Figure 336 All Segments - NBO_Menu_Live_23

Condition Group

All	of the following			Description
-----	------------------	--	--	-------------

Condition

- [A]Audience segment name is Bronze_Pocketsize_GT20_LT25

Action

- NBO Offers L
-
-
-
-

Condition Group

All	of the following			Description
-----	------------------	--	--	-------------

Condition

- [A]Audience segment name is Bronze_Pocketsize_GT25

Action

- NBO Offers L
-
-
-
-

Figure 337 All Segments - NBO_Menu_Live_24

Condition Group

All	of the following			Description
-----	------------------	--	--	-------------

Condition

- [A]Audience segment name is Bronze+_Pocketsize_GT16_LT20

Action

- NBO Offers L
-
-
-
-

Condition Group

All	of the following			Description
-----	------------------	--	--	-------------

Condition

- [A]Audience segment name is Bronze+_Pocketsize_GT20_LT25

Action

- NBO Offers L
-
-
-
-

Figure 338 All Segments - NBO_Menu_Live_25

All | of the following |   Description

Condition

 [A]Audience segment name	is	Bronze+_Pocketsize_GT25			
--	----	-------------------------	---	--	---

Action

 NBO Offers L					
--	---	---	---	---	--

Condition Group

All | of the following |   Description

Condition

 [A]Audience segment name	is	Silver_Pocketsize_GT20_LT25			
--	----	-----------------------------	---	--	---

Action

 NBO Offers L					
--	---	---	---	---	--

Figure 339 All Segments - NBO_Menu_Live_26

All | of the following |   Description

Condition

 [A]Audience segment name	is	Silver_Pocketsize_GT25			
--	----	------------------------	---	---	--

Action

 NBO Offers L					
--	---	---	---	---	--

Condition Group

All | of the following |   Description

Condition

 [A]Audience segment name	is	Gold_Pocketsize_GT25			
--	----	----------------------	---	---	--

Action

 NBO Offers L					
--	---	---	---	---	--

Figure 340 All Segments - NBO_Menu_Live_27

Condition Group

All	of the following			Description
-----	------------------	--	--	-------------

Condition

	[A]Audience segment name	is	Samsung_Galaxy_S25_Ultra_Upgrade_new			
--	--------------------------	----	--------------------------------------	--	--	--

Action

	NBO Offers L					
--	--------------	--	--	--	--	--

Condition Group

All	of the following			Description
-----	------------------	--	--	-------------

Condition

	[A]Audience segment name	is	Iphone16_Promax_Upgrade_new			
--	--------------------------	----	-----------------------------	--	--	--

Action

	NBO Offers L					
--	--------------	--	--	--	--	--

Figure 341 All Segments - NBO_Menu_Live_28

Condition Group

All	of the following			Description
-----	------------------	--	--	-------------

Condition

	[A]Audience segment name	is	Roaming_Default			
--	--------------------------	----	-----------------	--	--	--

Action

	NBO Offers L					
--	--------------	--	--	--	--	--

Condition Group

All	of the following			Description
-----	------------------	--	--	-------------

Condition

	[A]Audience segment name	is	Not_in_Roaming			
--	--------------------------	----	----------------	--	--	--

Action

	NBO Offers L					
--	--------------	--	--	--	--	--

Figure 342 All Segments - NBO_Menu_Live_29

All | of the following |  |  | Description

Condition

 [A]Audience segment name	is	Not_in_GCC_No_ADDON			
--	----	---------------------	---	---	---

Action

 NBO Offers L				
--	---	---	---	---

Condition Group

All | of the following |  |  | Description

Condition

 [A]Audience segment name	is	In_GCC_No_ADDON			
--	----	-----------------	---	---	---

Action

 NBO Offers L				
--	---	---	---	---

Figure 343 All Segments - NBO_Menu_Live_30

Condition Group

All | of the following |  |  | Description

Condition

 [A]Audience segment name	is	DATA_Non_Risky_AOPLT2_Blue_to_Bronze+			
--	----	---------------------------------------	---	---	---

Action

 NBO Offers L				
--	---	---	---	---

Condition Group

All | of the following |  |  | Description

Condition

 [A]Audience segment name	is	DATA_Non_Risky_AOPLT2_Silver_to_Platinum			
--	----	--	---	---	---

Action

 NBO Offers L				
--	---	---	---	---

Figure 344 All Segments - NBO_Menu_Live_31

Condition Group

All	of the following			Description
-----	------------------	--	--	-------------

Condition

- [A]Audience segment name is DATA_Non_Risky_AOPGT2_Blue_to_Bronze+_Seg1

Action

- NBO Offers L
-
-
-

Condition Group

All	of the following			Description
-----	------------------	--	--	-------------

Condition

- [A]Audience segment name is DATA_Non_Risky_AOPGT2_Blue_to_Bronze+_Seg2+_Seg1

Action

- NBO Offers L
-
-
-

Figure 345 All Segments - NBO_Menu_Live_32

Condition Group

All	of the following			Description
-----	------------------	--	--	-------------

Condition

- [A]Audience segment name is DATA_Non_Risky_AOPGT2_Blue_to_Bronze+_Seg3

Action

- NBO Offers L
-
-
-

Condition Group

All	of the following			Description
-----	------------------	--	--	-------------

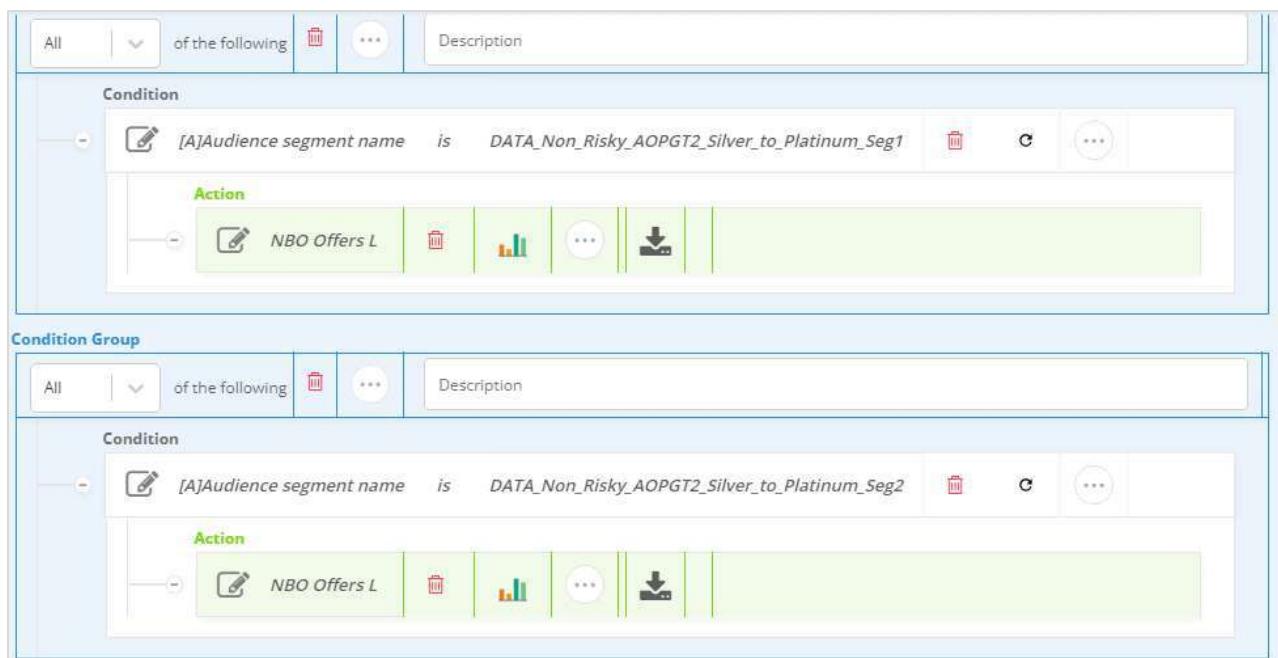
Condition

- [A]Audience segment name is DATA_Non_Risky_AOPGT2_Blue_to_Bronze+_Seg4

Action

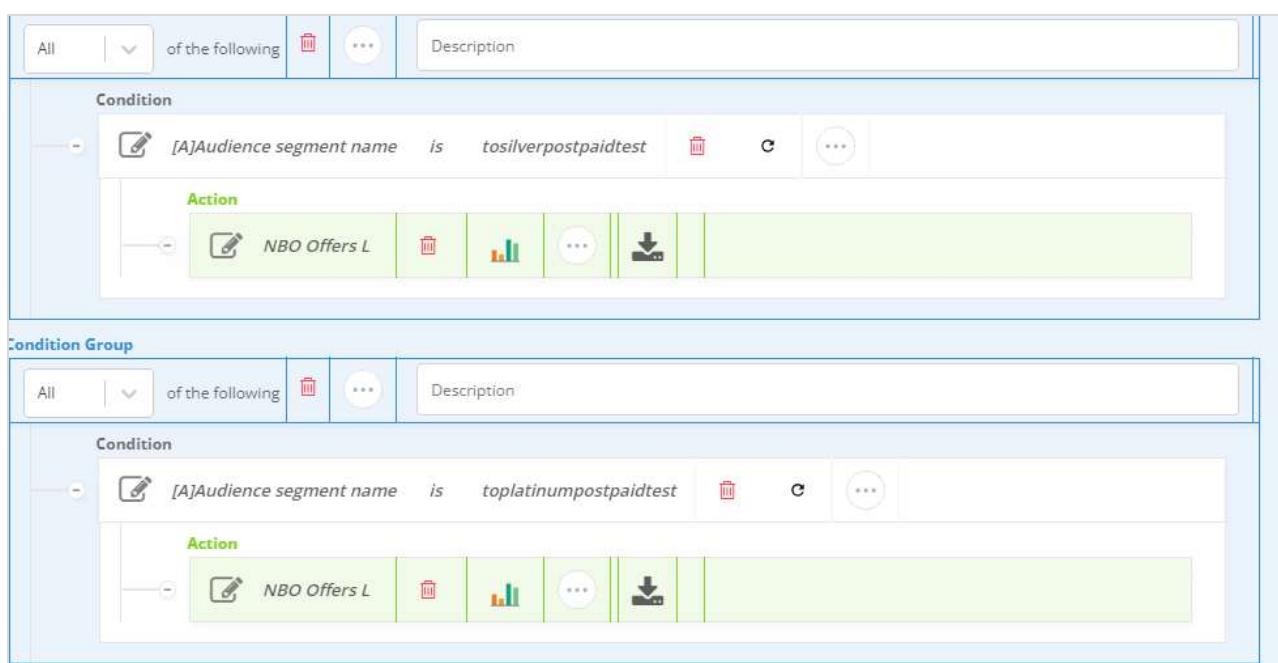
- NBO Offers L
-
-
-

Figure 346 All Segments - NBO_Menu_Live_33



The screenshot displays the configuration of two audience segments in the NBO_Menu_Live_34 interface. Both segments share a common condition: "[A]Audience segment name is DATA_Non_Risky_AOPGT2_Silver_to_Platinum_Seg1". Each segment has an associated action: "NBO Offers L". The interface includes standard filtering and description fields at the top.

Figure 347 All Segments - NBO_Menu_Live_34



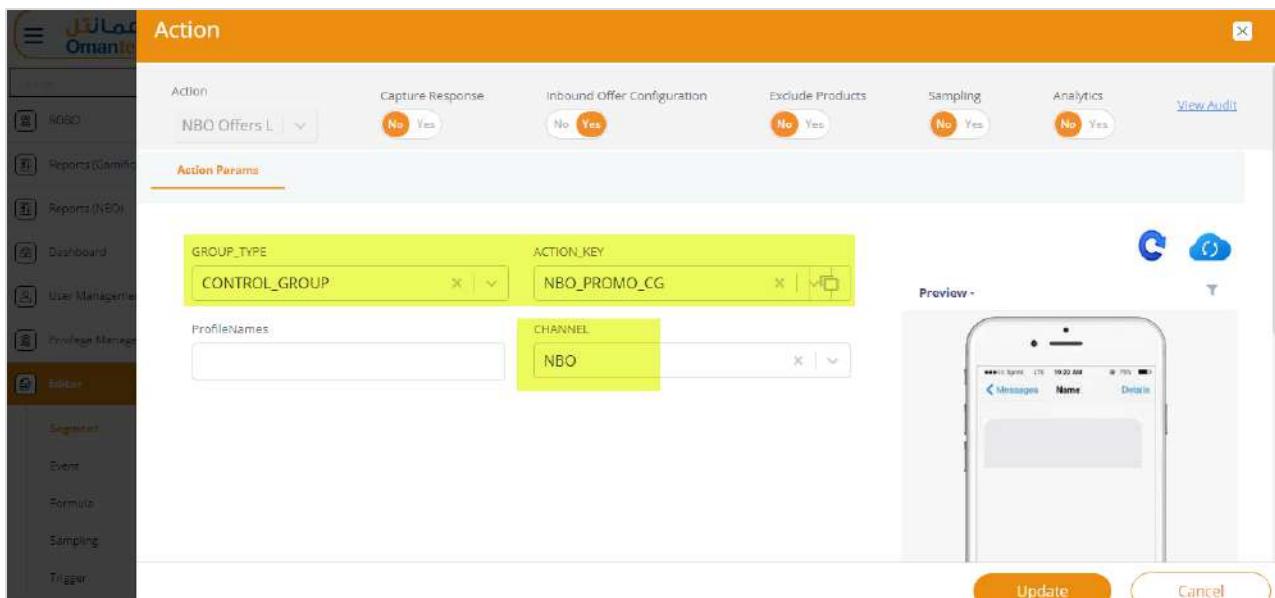
The screenshot displays the configuration of two audience segments in the NBO_Menu_Live_35 interface. The first segment has a condition "[A]Audience segment name is tosilverpostpaidtest" and an action "NBO Offers L". The second segment has a condition "[A]Audience segment name is toplatinumpostpaidtest" and an action "NBO Offers L". The interface includes standard filtering and description fields at the top.

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.

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



The screenshot shows the 'Action' configuration screen. On the left sidebar, under the 'Segments' section, 'Segment' is selected. The main area is titled 'Action' and contains several configuration tabs: 'Action' (selected), 'Capture Response' (No Yes), 'Inbound Offer Configuration' (No Yes), 'Exclude Products' (No Yes), 'Sampling' (No Yes), and 'Analytics' (No Yes). Below these tabs is a section titled 'Action Params' with fields for 'GROUP_TYPE' (set to 'CONTROL_GROUP') and 'ACTION_KEY' (set to 'NBO_PROMO(CG)'). There are also fields for 'ProfileNames' and 'CHANNEL' (set to 'NBO'). To the right, there is a preview section showing a smartphone displaying a messaging interface with a message labeled 'Name'. At the bottom are 'Update' and 'Cancel' buttons.

Figure 349 Action Input Screen

- 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" .

Prepaid:

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

Action

Action NBO Offers L	Capture Response <input checked="" type="radio"/> No <input type="radio"/> Yes	Inbound Offer Configuration <input checked="" type="radio"/> No <input type="radio"/> Yes	Exclude Products <input checked="" type="radio"/> No <input type="radio"/> Yes	Sampling <input checked="" type="radio"/> No <input type="radio"/> Yes	Analytics <input checked="" type="radio"/> No <input type="radio"/> Yes	View Audit
Action Params						X
GROUP_TYPE CONTROL_GROUP	ACTION_KEY NBO_PROMO(CG)	CHANNEL NBO	 Preview -			
ProfileNames	CHANNEL					

Inbound Offer Details

Offer Type Data Offer	Products BTL RO1.52GB [P...]	Product Order 1	ADD OFFERS
--------------------------	-----------------------------------	--------------------	-------------------

Figure 350 Action– Inbound Offer Details Prepaid

Postpaid:

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

Action

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

NBO Offers L
No Yes
No Yes
No Yes
No Yes

Action Params

GROUP_TYPE	ACTION_KEY	C Cloud
TEST_GROUP	NBO_BONUS	X V M
ProfileNames	CHANNEL	X V
	NBO	

Preview -



Inbound Offer Details

Offer Type	Products	Product Order
Data Offer	Postpaid ATL 50...	49
Offer Type	Products	Product Order
ILD	Postpaid ATL IDD ...	50
Offer Type	Products	Product Order
Roaming	Postpaid BTL - Wo...	51

ADD OFFERS

Figure 351 Action– Inbound Offer Details_Postpaid

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

Field	Description
Inbound Offer Details	
Offer Type	Select the inbound offer in the drop-down list. For example, “ Data Offer ”.

Field	Description
Products	Select the product in the drop-down list. For example, “ BTL RO 1.5GB ”.
Product Order	Execution priority for the product if multiple offers exist. <ul style="list-style-type: none"> • Click the Add button to add multiple offer details. • Click the Delete button to delete the existing offer details.

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

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

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

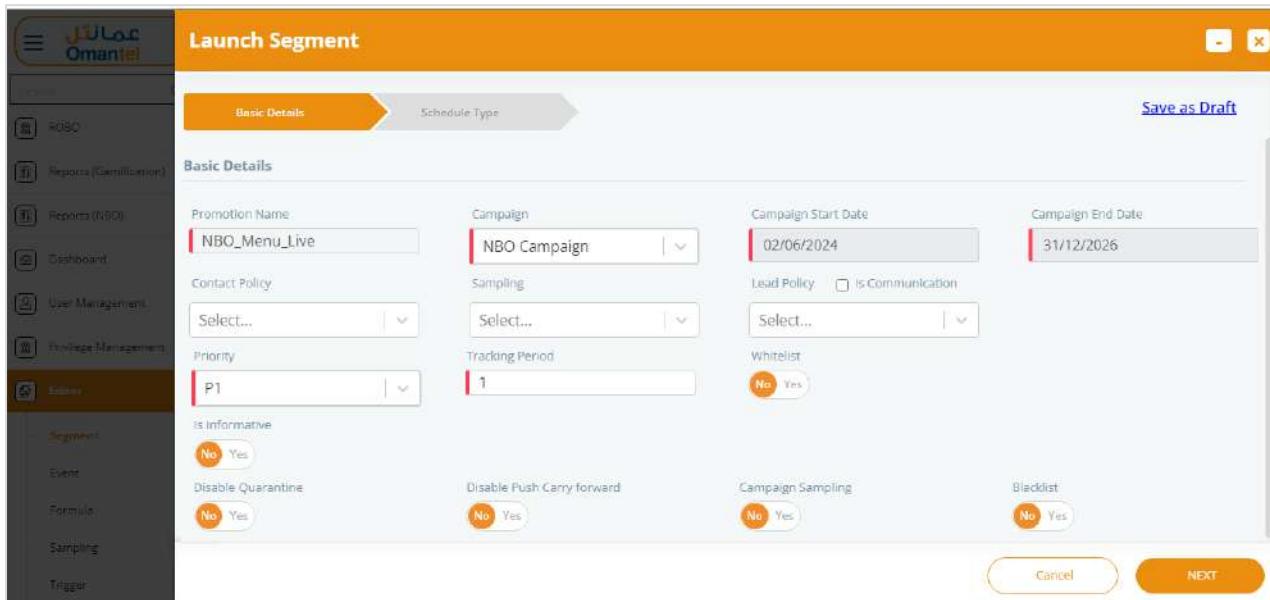


Figure 352 Lauch Segment

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

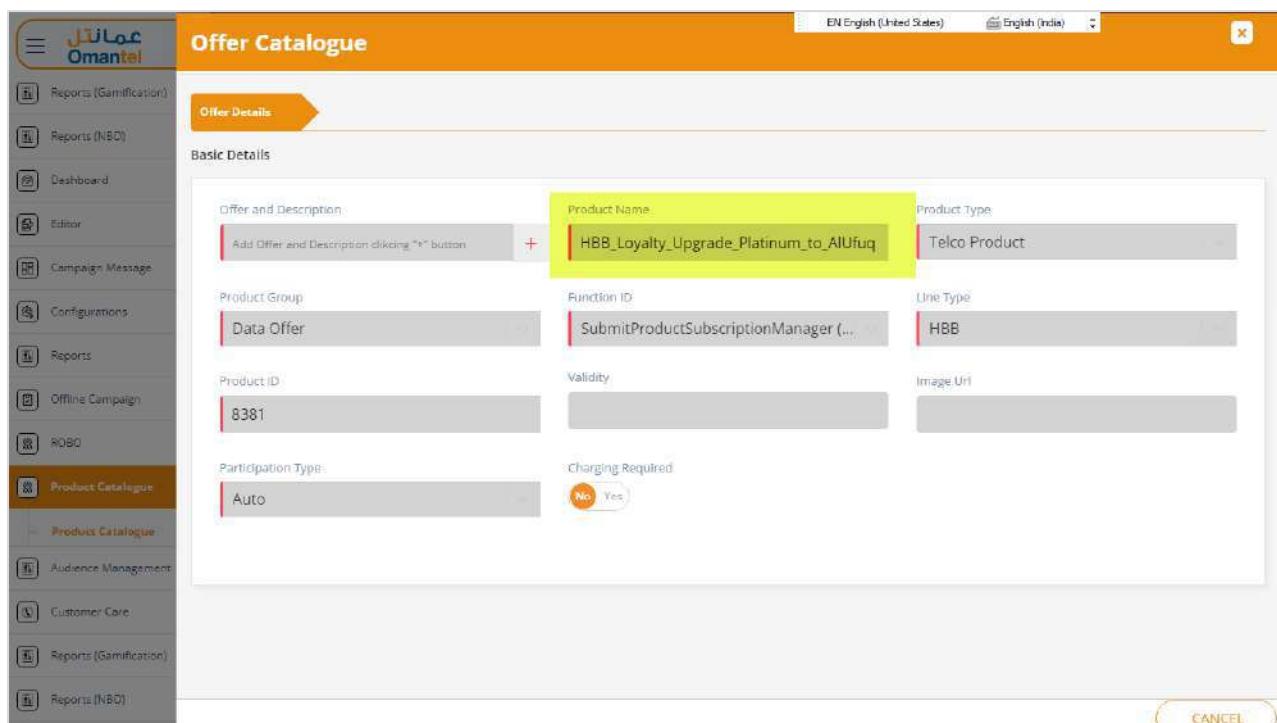
8.3.2.11 NBO_Menu_MobileApp_Live

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.

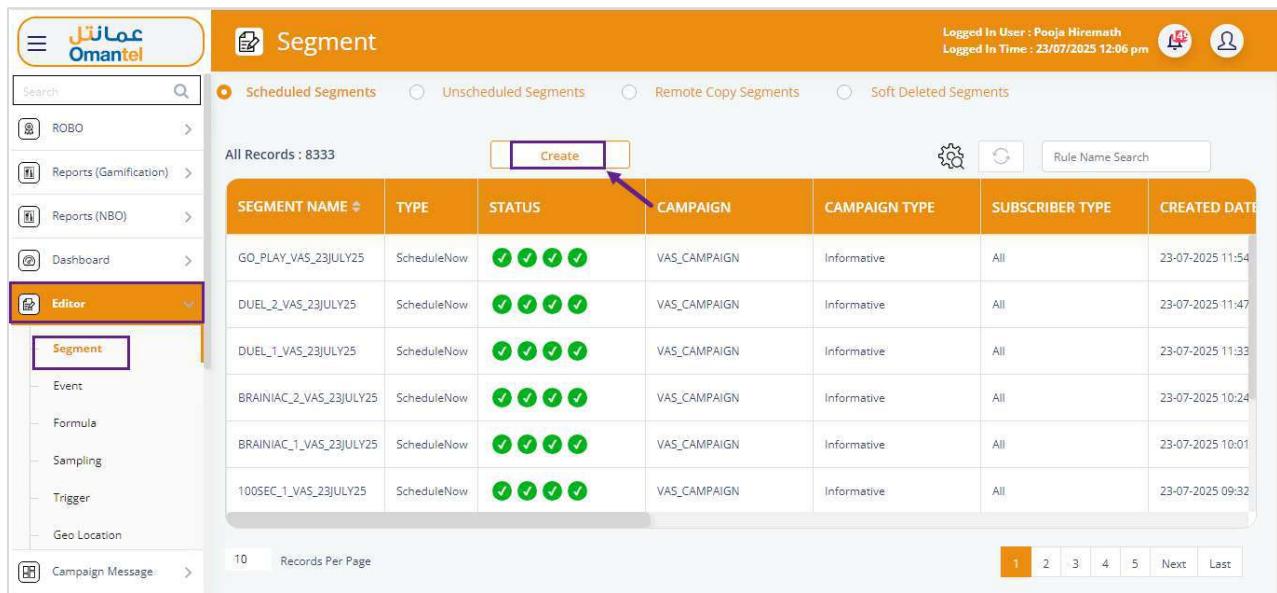


The screenshot shows the 'Offer Catalogue' interface. On the left is a vertical navigation menu with sections like Reports (Gamification), Reports (NBO), Dashboard, Editor, Campaign Message, Configurations, Reports, Offline Campaign, ROBO, and Product Catalogue (which is currently selected). The main area is titled 'Offer Catalogue' and has a sub-section 'Offer Details'. A large form titled 'Basic Details' contains fields for Offer and Description (with a note to 'Add Offer and Description clicking "+" button'), Product Name ('HBB_Loyalty_Upgrade_Platinum_to_AluFuq'), Product Type ('Telco Product'), Product Group ('Data Offer'), Function ID ('SubmitProductSubscriptionManager (...)'), Line Type ('HBB'), Product ID ('8381'), Validity, Image Uri, Participation Type ('Auto'), and Charging Required ('No'). At the bottom right of the form are 'Save' and 'Cancel' buttons.

Figure 353 Offer Catalogue- Product Configuration

For more details about the product catalogue, see the section [**Product Catalogue**](#).

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



The screenshot shows the 'Segment' screen. The left sidebar includes a search bar, ROBO, Reports (Gamification), Reports (NBO), Dashboard, and an 'Editor' section with 'Segment' selected. The main area has tabs for Scheduled Segments (selected), Unscheduled Segments, Remote Copy Segments, and Soft Deleted Segments. It displays 'All Records : 8333' and a 'Create' button highlighted with a yellow box and a blue arrow pointing to it. Below is a table with columns: SEGMENT NAME, TYPE, STATUS, CAMPAIGN, CAMPAIGN TYPE, SUBSCRIBER TYPE, and CREATED DATE. The table lists several segments like 'GO_PLAY_VAS_23JULY25', 'DUEL_2_VAS_23JULY25', etc., all scheduled now and belonging to 'VAS_CAMPAIGN'. At the bottom are pagination controls for 'Records Per Page' (set to 10) and page numbers 1 through Last.

Figure 354 Segment – New Segment

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

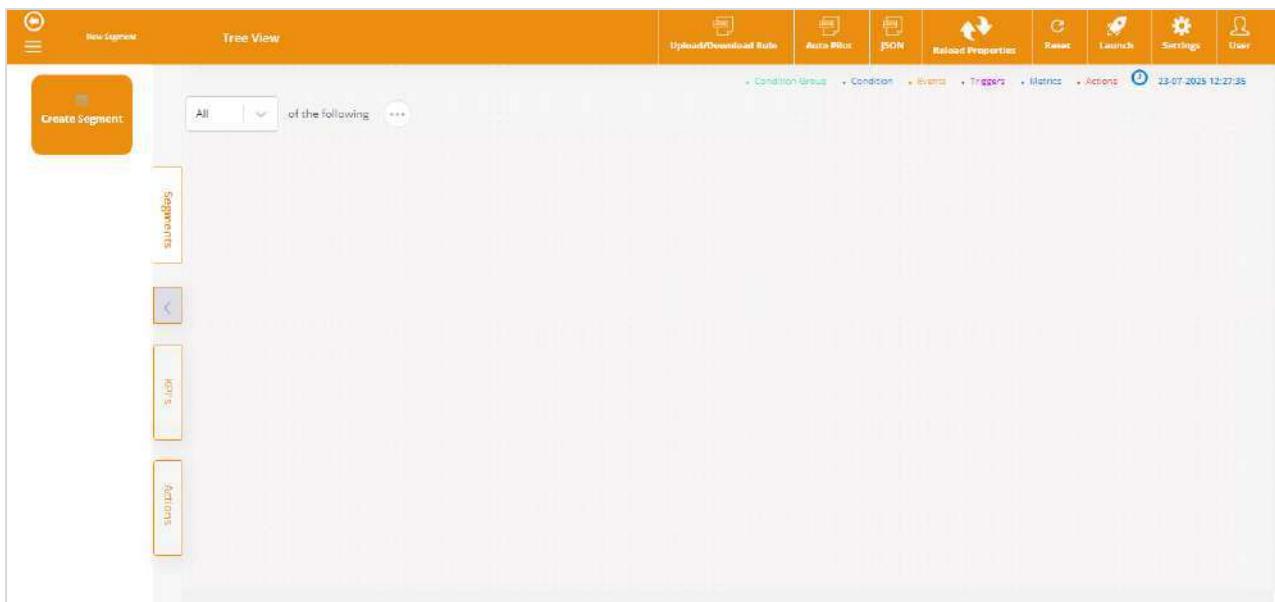


Figure 355 New Segment – Input Screen

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

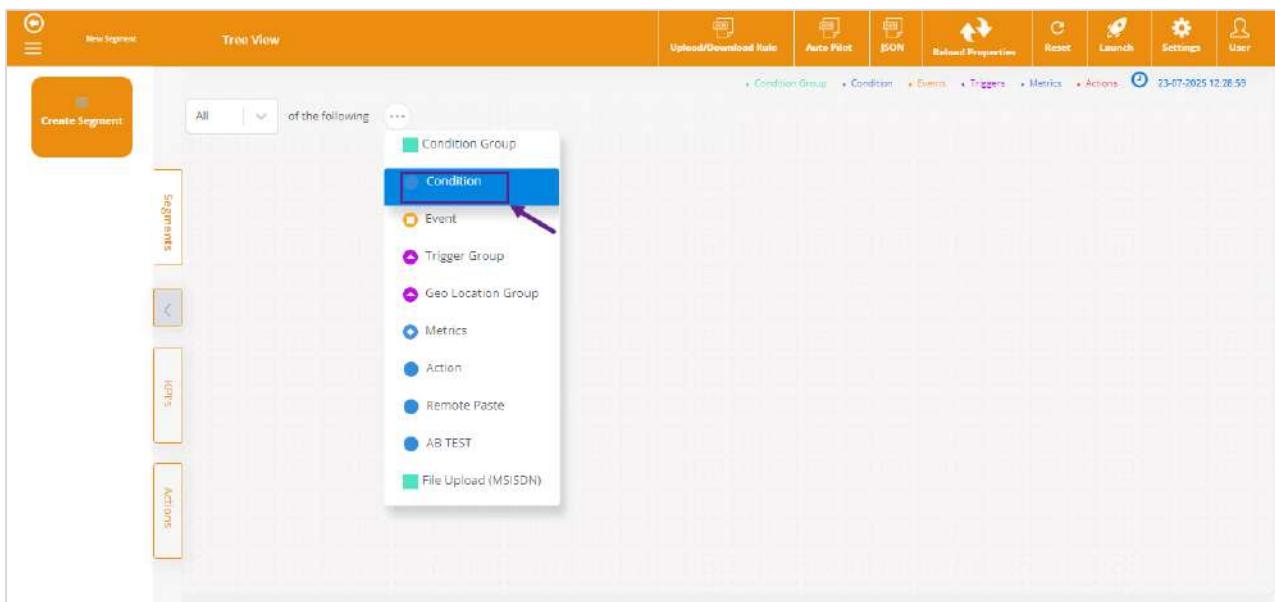


Figure 356 New Segment – Condition

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

Trigger Group:

- My Best Offer

Condition:

- Trigger(S) is NBO
- [O]channel(S) is MOBILE_APP
- C360 TRA Flag 365days

- C360 NBO Product

Condition Group:

- [A]Audience segment name

Actions:

- NBO Offers L

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

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

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

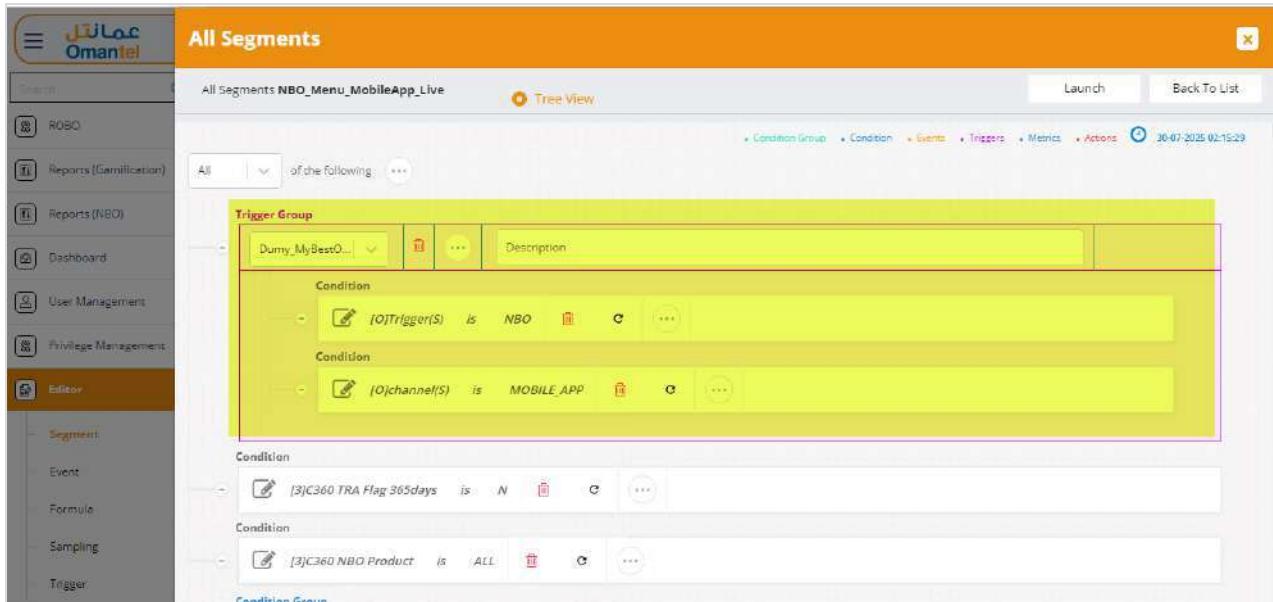


Figure 357 All Segments - NBO_Menu_Live_1

The remaining condition group, conditions, and actions are similar to the previous campaign. For more details, see the section [**NBO Menu Live.**](#)

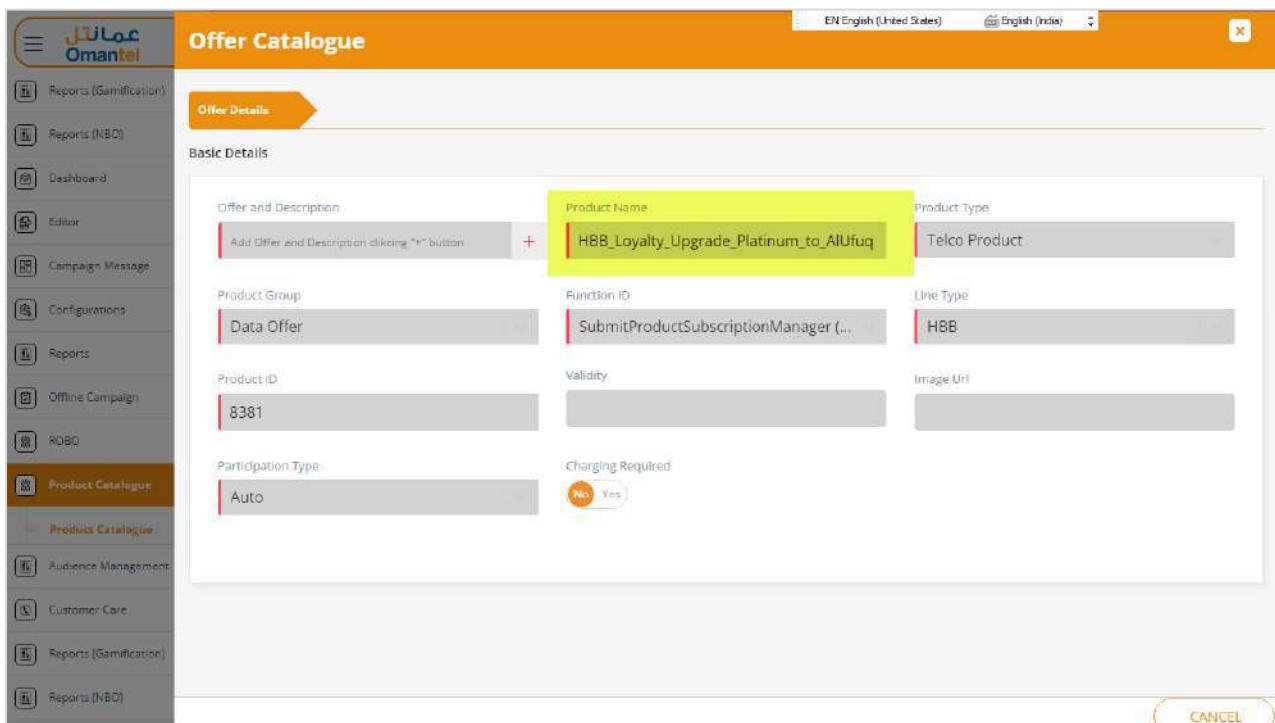
8.3.2.12 NBO_Menu_CRM_Live1

NBO_Menu_CRM_Live1 is a segmentation campaign that targets customers based on a specific set of attributes and operational triggers within the CRM (Customer Relationship Management) channel. The purpose of the campaign is to deliver personalized offers to selected customer segments by evaluating a series of logical conditions and groupings.

Pre-requisites:

- Product Catalogue

The following product offer must be configured under the product catalogue. Refer to the following screen.

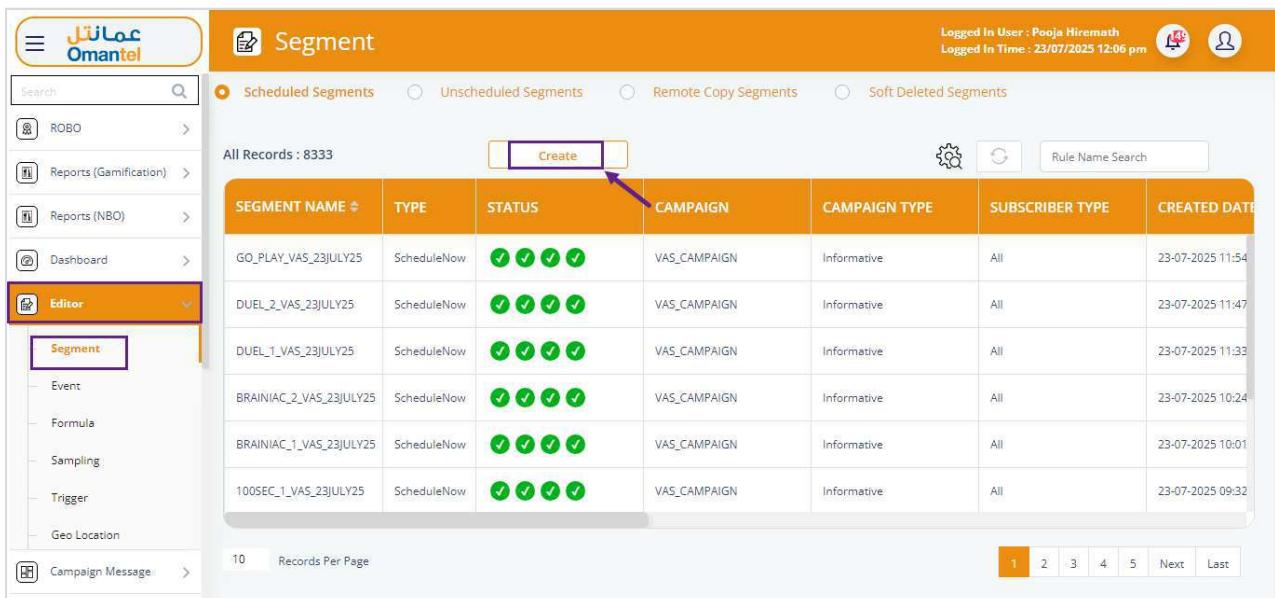


This screenshot shows the 'Offer Catalogue' configuration page. The left sidebar has 'Omantel' branding and navigation links for Reports (Gamification), Reports (NBO), Dashboard, Editor, Campaign Message, Configurations, Reports, Offline Campaign, ROBO, Product Catalogue (selected), Audience Management, Customer Care, Reports (Gamification), and Reports (NBO). The main area is titled 'Offer Catalogue' with a sub-section 'Offer Details'. It contains fields for 'Offer and Description' (with a note to 'Add Offer and Description clicking "+" button'), 'Product Name' (HBB_Loyalty_Upgrade_Platinum_to_AliUfug), 'Product Type' (Telco Product), 'Product Group' (Data Offer), 'Function ID' (SubmitProductSubscriptionManager (...)), 'Line Type' (HBB), 'Product ID' (8381), 'Validity' (empty), 'Image Uri' (empty), 'Participation Type' (Auto), and 'Charging Required' (No). A 'CANCEL' button is at the bottom right.

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.



This screenshot shows the 'Segment' screen. The left sidebar has 'Omantel' branding and navigation links for ROBO, Reports (Gamification), Reports (NBO), Dashboard, Editor (selected), Segment (selected), Event, Formula, Sampling, Trigger, Geo Location, and Campaign Message. The main area is titled 'Segment' with tabs for Scheduled Segments (selected), Unscheduled Segments, Remote Copy Segments, and Soft Deleted Segments. It shows a table of segments with columns: SEGMENT NAME, TYPE, STATUS, CAMPAIGN, CAMPAIGN TYPE, SUBSCRIBER TYPE, and CREATED DATE. The 'Create' button is highlighted with a purple arrow. The table data includes:

SEGMENT NAME	TYPE	STATUS	CAMPAIGN	CAMPAIGN TYPE	SUBSCRIBER TYPE	CREATED DATE
GO_PLAY_VAS_23JULY25	ScheduleNow	✓ ✓ ✓ ✓	VAS_CAMPAIGN	Informative	All	23-07-2025 11:54
DUEL_2_VAS_23JULY25	ScheduleNow	✓ ✓ ✓ ✓	VAS_CAMPAIGN	Informative	All	23-07-2025 11:47
DUEL_1_VAS_23JULY25	ScheduleNow	✓ ✓ ✓ ✓	VAS_CAMPAIGN	Informative	All	23-07-2025 11:33
BRAINIAIC_2_VAS_23JULY25	ScheduleNow	✓ ✓ ✓ ✓	VAS_CAMPAIGN	Informative	All	23-07-2025 10:24
BRAINIAIC_1_VAS_23JULY25	ScheduleNow	✓ ✓ ✓ ✓	VAS_CAMPAIGN	Informative	All	23-07-2025 10:01
100SEC_1_VAS_23JULY25	ScheduleNow	✓ ✓ ✓ ✓	VAS_CAMPAIGN	Informative	All	23-07-2025 09:32

At the bottom, there is a '10 Records Per Page' dropdown and a navigation bar with buttons for 1, 2, 3, 4, 5, Next, and Last.

Figure 359 Segment – New Segment

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

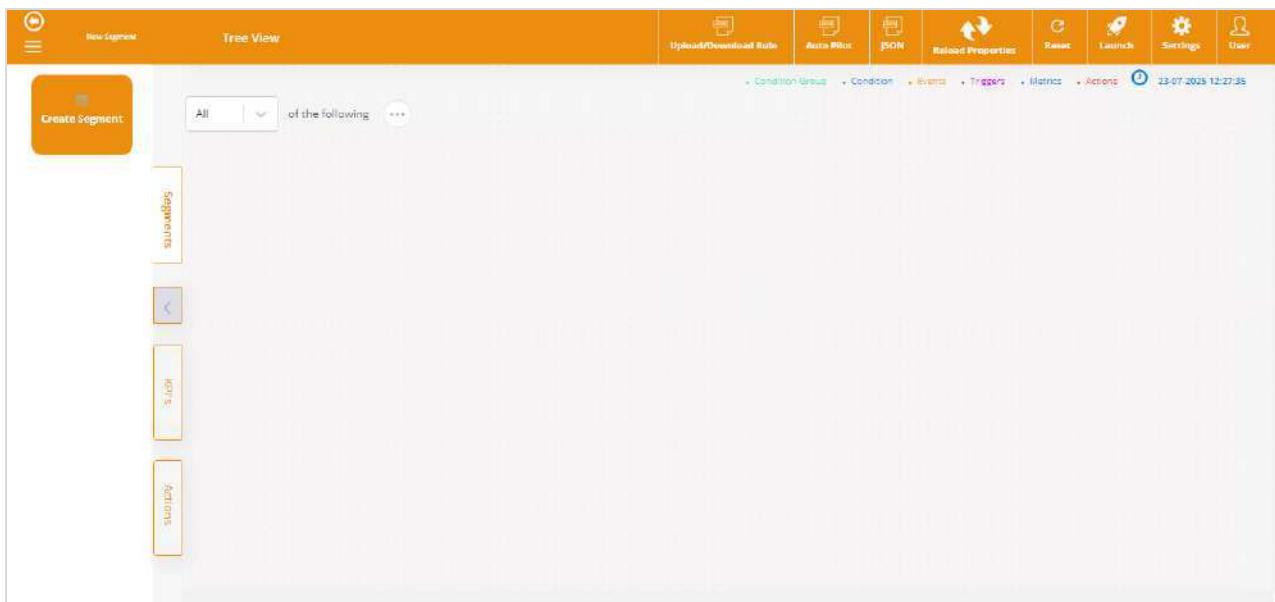


Figure 360 New Segment – Input Screen

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

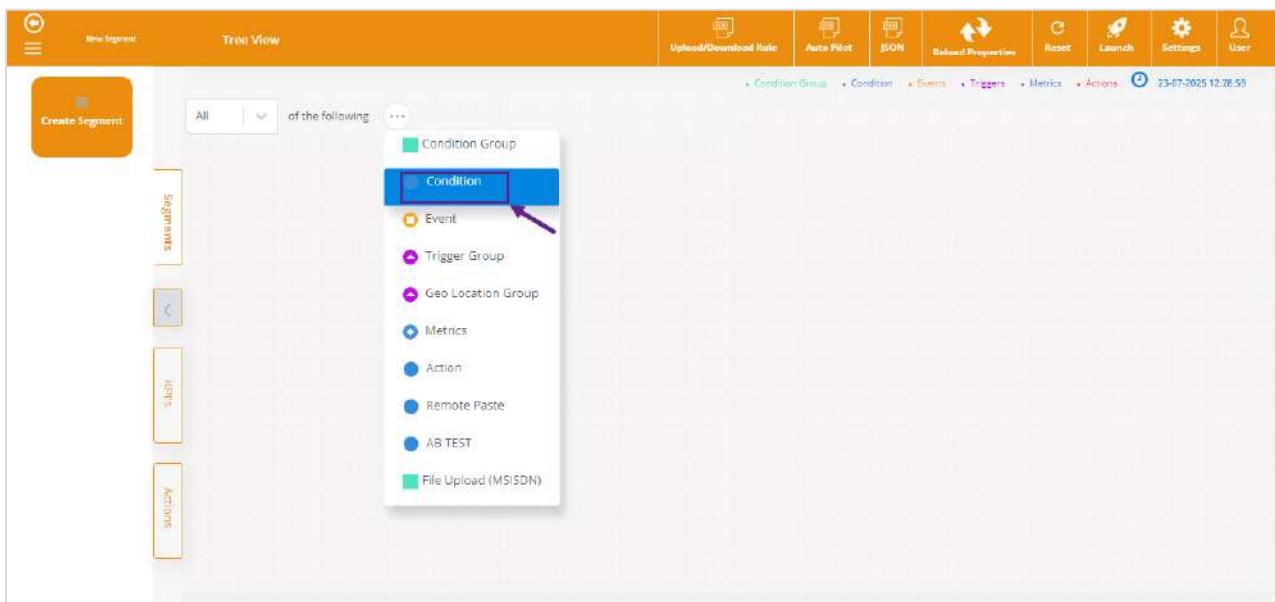


Figure 361 New Segment – Condition

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

Trigger Group:

- My Best Offer

Condition:

- Trigger(S) is NBO
- [O]channel(S) is CRM
- C360 TRA Flag 365days

- C360 NBO Product

Condition Group:

- [A]Audience segment name

Actions:

- NBO Offers L

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

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

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

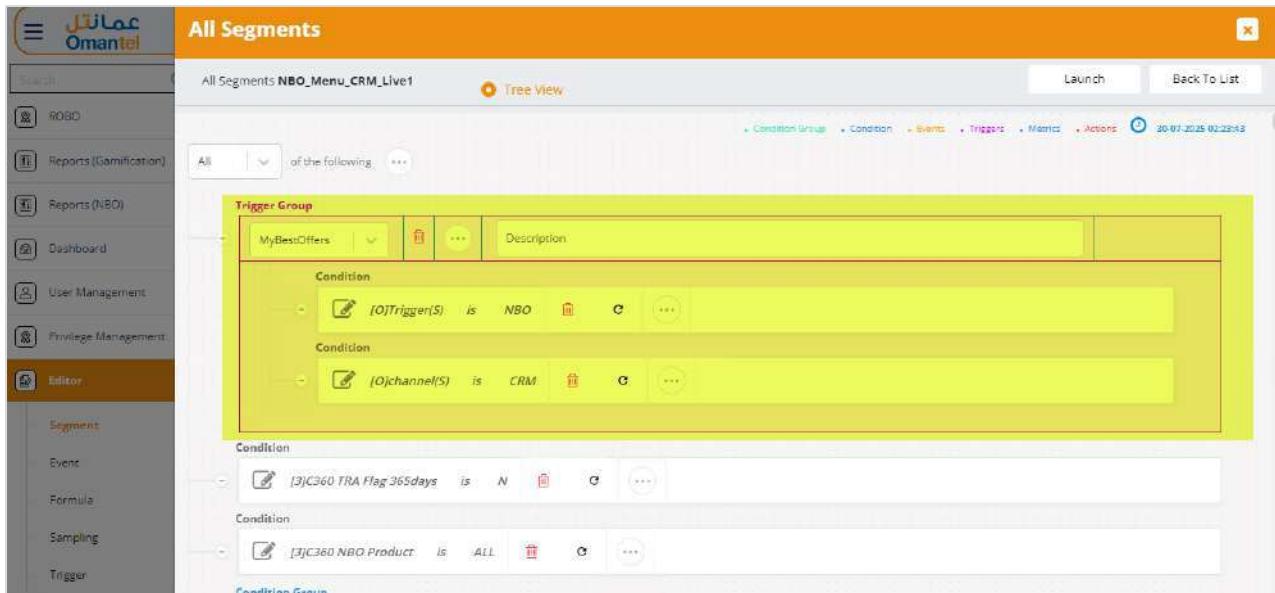


Figure 362 All Segments - NBO_Menu_Live_1

The remaining condition group, conditions, and actions are similar to the previous campaign. For more details, see the section [**NBO Menu Live.**](#)

8.3.2.13 NBO_Activation

NBO_Activation is a segmentation campaign that is to activate customers who meet a defined set of behavioral triggers and product-specific conditions. It evaluates user activity (specifically product activations), ensures they have associated products, and then checks for the presence of product IDs to determine eligibility. Based on these criteria, subsequent actions or communications can be triggered.

Pre-requisites:

- Product Catalogue

The following product offer must be configured under the product catalogue. Refer to the following screen.

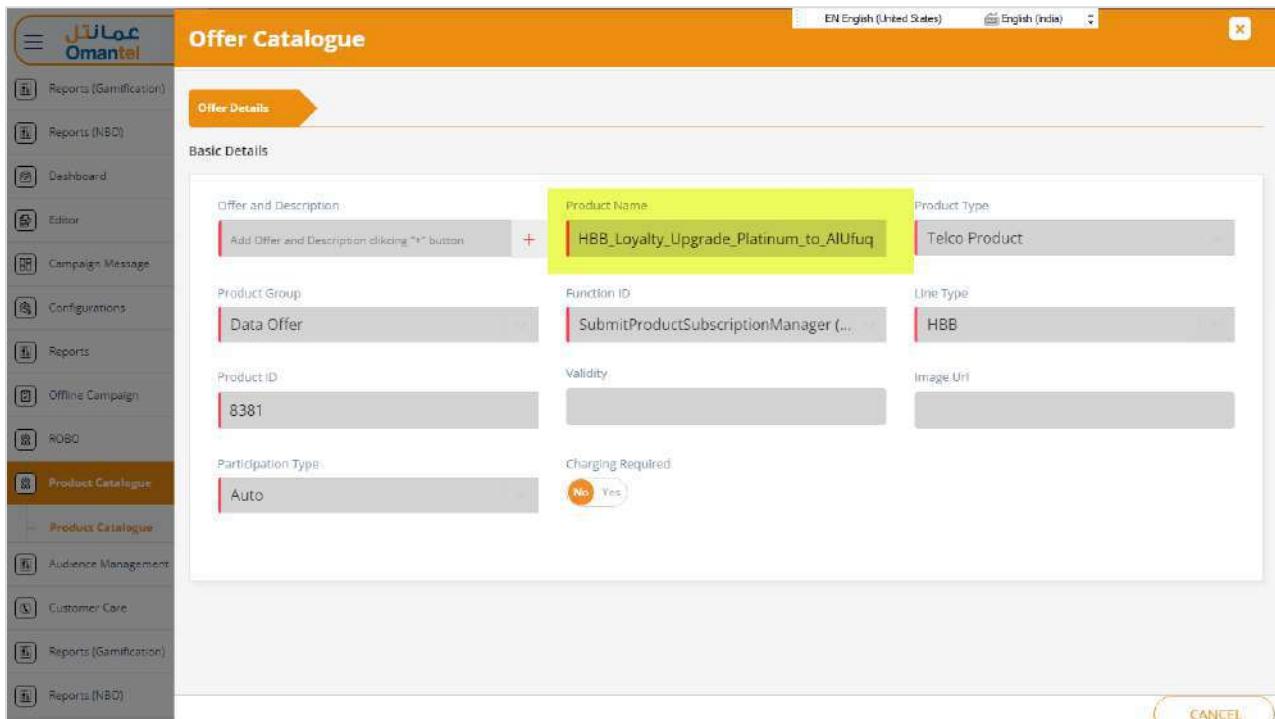


Figure 363 Offer Catalogue- Product Configuration

For more details about the product catalogue, see the section [**Product Catalogue**](#).

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

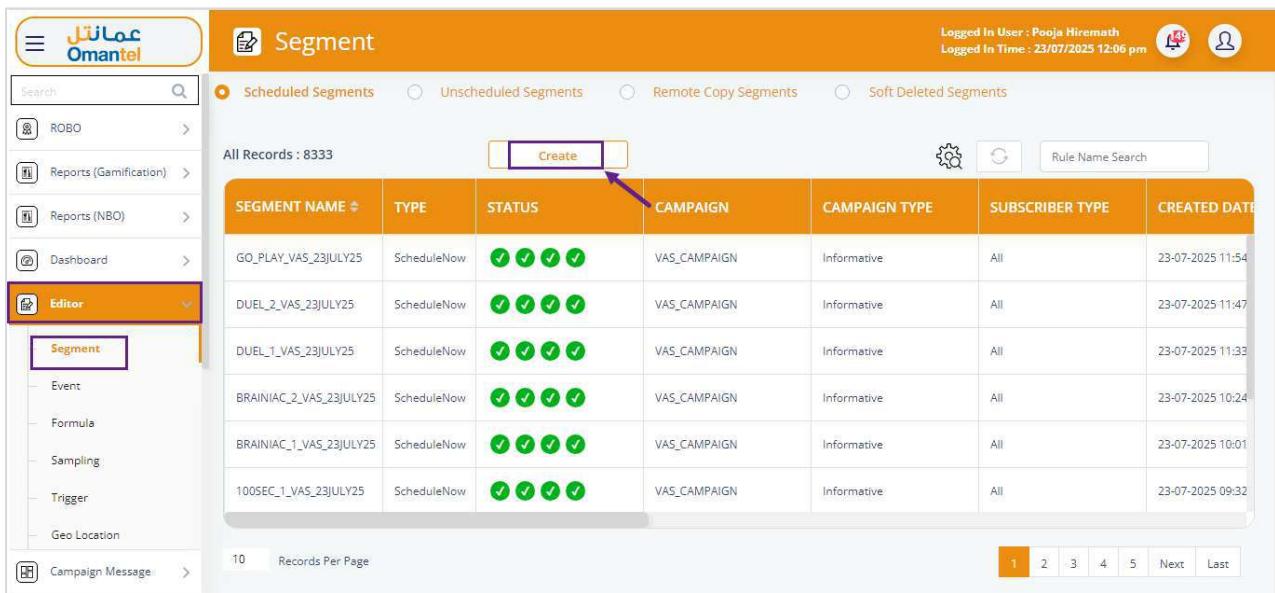


Figure 364 Segment – New Segment

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

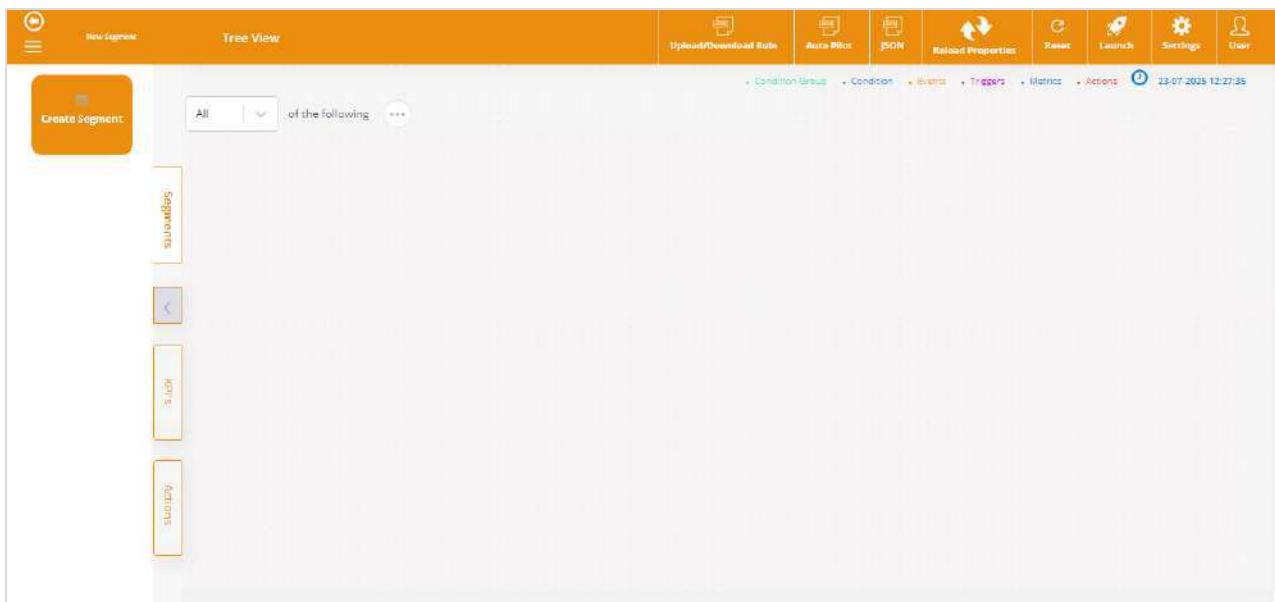


Figure 365 New Segment – Input Screen

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

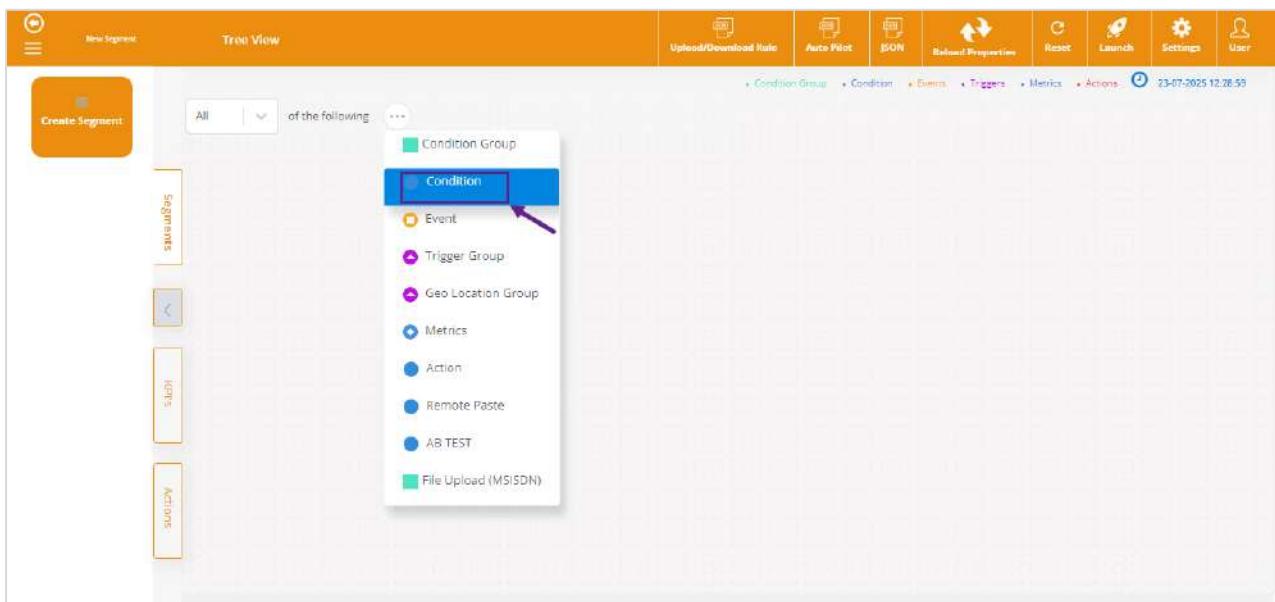


Figure 366 New Segment – Condition

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

Trigger Group:

- Product Activation

Condition:

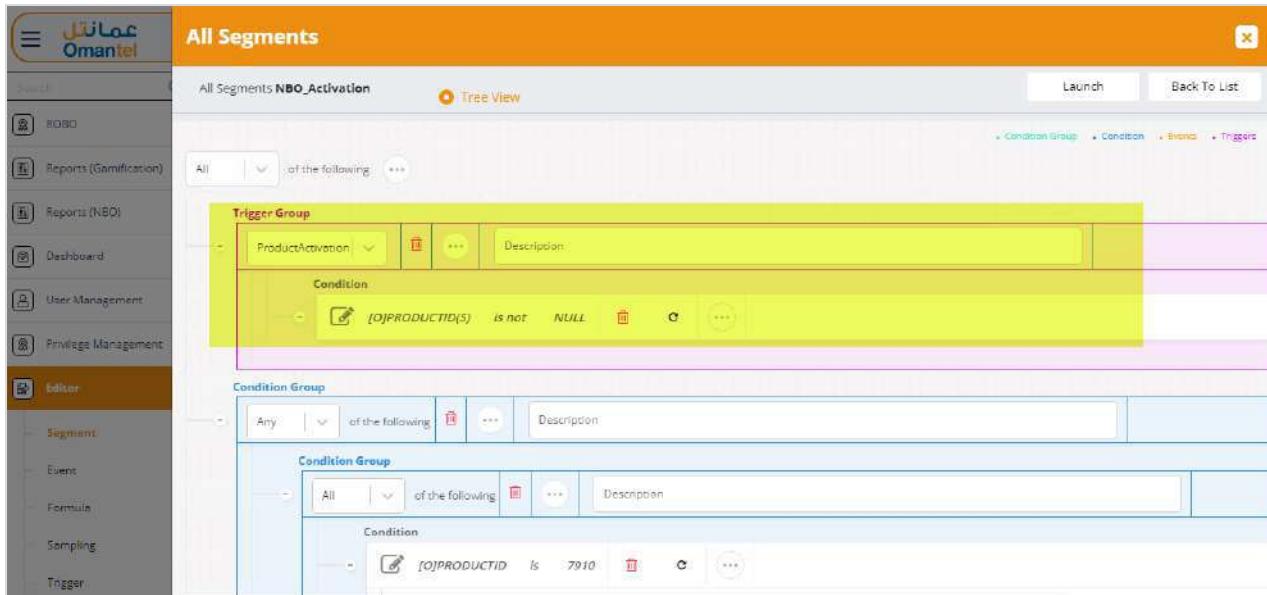
- Product ID(s) is Null

Action:

- Free Offer Data

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

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



The screenshot shows the 'All Segments' interface. On the left, there's a sidebar with 'Segment' selected under 'Editor'. The main area displays a 'Trigger Group' with a condition: '[OJPRODUCTID(s) is not NULL]'. Below it is a 'Condition Group' with a condition: '[OJPRODUCTID is 7910]'. The top right has buttons for 'Launch' and 'Back To List'.

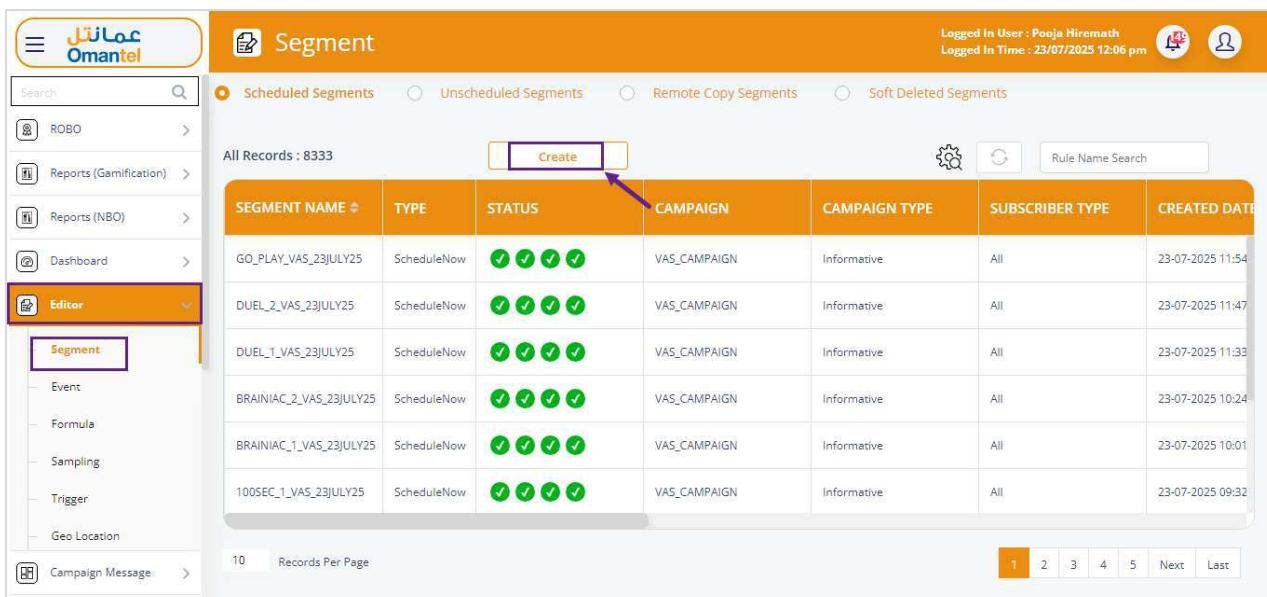
Figure 367 All Segments - NBO_Menu_Live_1

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.



The screenshot shows the 'Segment' screen. The left sidebar has 'Segment' selected under 'Editor'. The main area shows a table of segments with columns: SEGMENT NAME, TYPE, STATUS, CAMPAIGN, CAMPAIGN TYPE, SUBSCRIBER TYPE, and CREATED DATE. A blue arrow points to the 'Create' button at the top of the table. The top right shows user information: Logged In User: Pooja HIREMATH, Logged In Time: 23/07/2025 12:06 pm.

SEGMENT NAME	TYPE	STATUS	CAMPAIGN	CAMPAIGN TYPE	SUBSCRIBER TYPE	CREATED DATE
GO_PLAY_VAS_23JULY25	ScheduleNow	✓ ✓ ✓ ✓	VAS_CAMPAIGN	Informative	All	23-07-2025 11:54
DUEL_2_VAS_23JULY25	ScheduleNow	✓ ✓ ✓ ✓	VAS_CAMPAIGN	Informative	All	23-07-2025 11:47
DUEL_1_VAS_23JULY25	ScheduleNow	✓ ✓ ✓ ✓	VAS_CAMPAIGN	Informative	All	23-07-2025 11:33
BRAINAC_2_VAS_23JULY25	ScheduleNow	✓ ✓ ✓ ✓	VAS_CAMPAIGN	Informative	All	23-07-2025 10:24
BRAINAC_1_VAS_23JULY25	ScheduleNow	✓ ✓ ✓ ✓	VAS_CAMPAIGN	Informative	All	23-07-2025 10:01
100SEC_1_VAS_23JULY25	ScheduleNow	✓ ✓ ✓ ✓	VAS_CAMPAIGN	Informative	All	23-07-2025 09:32

Figure 368 Segment – New Segment

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

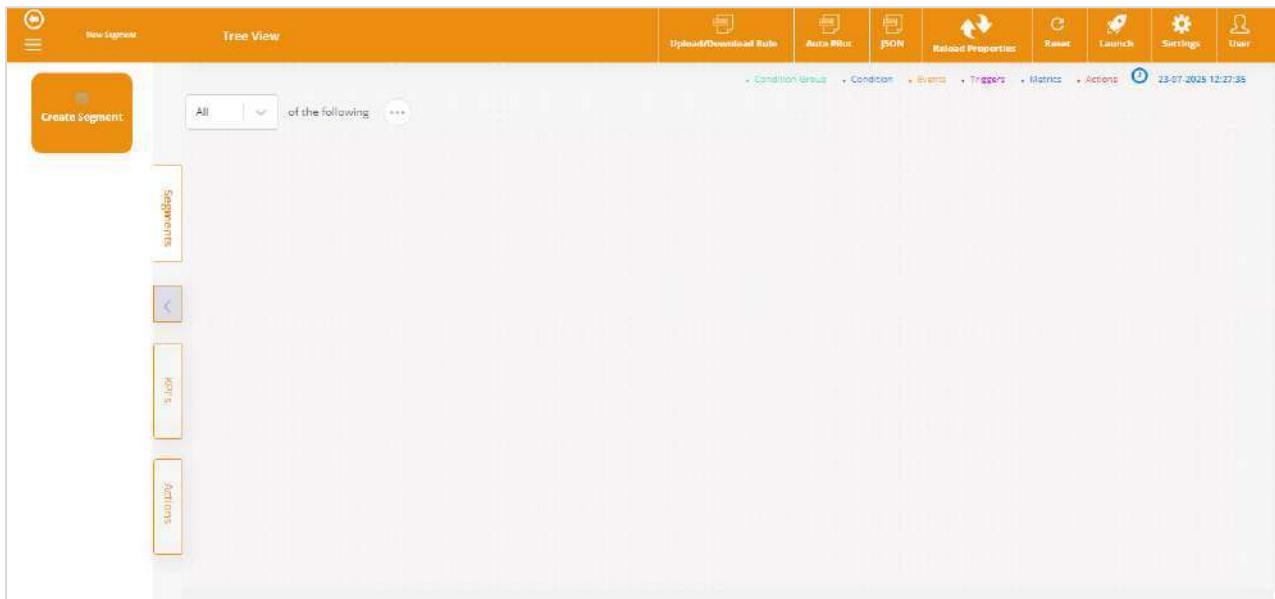


Figure 369 New Segment – Input Screen

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

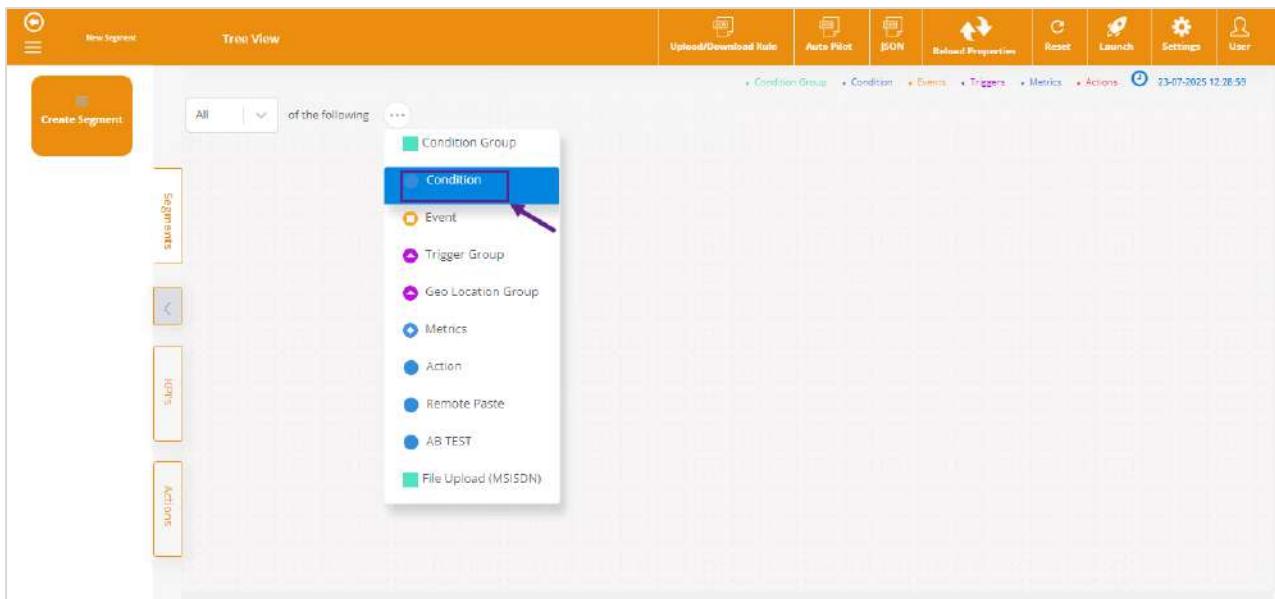


Figure 370 New Segment – Condition

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

Top Level Segment Conditions:

- [C]360 Line Type is Mobile Postpaid
- [C]360 Status is Active
- [C]360 Business is CONSUMER

- [C]360 App User Flag is No

Conditions Groups 1 :

- Subscription Event Date is more than or equal to the last 90 Days.
- Products Non Subscribed

Conditions:

- [S] LC_NONDELIVERED_ACTION_KEY_LAST_30_DAYSAYS in VAS_100Seconds_Postpaid
- [V]VAS TAGGIN FROM PROFILE

Actions:

- Send SMS

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

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

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

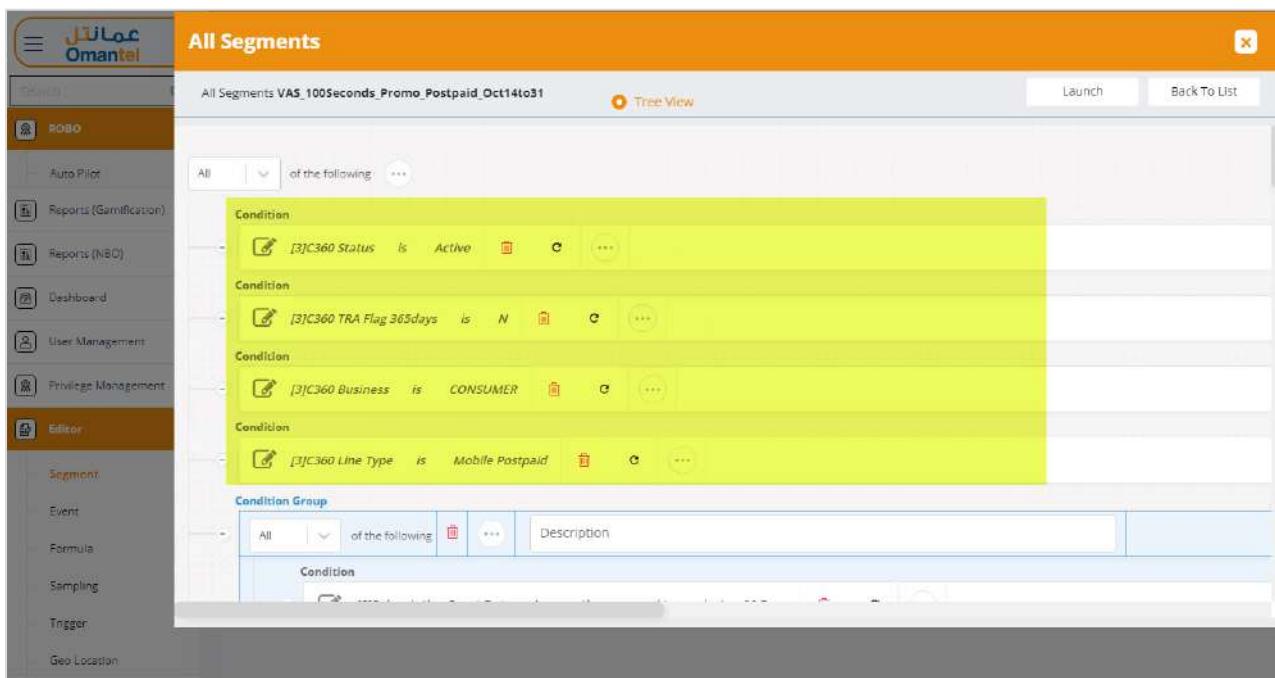


Figure 371 All Segments

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

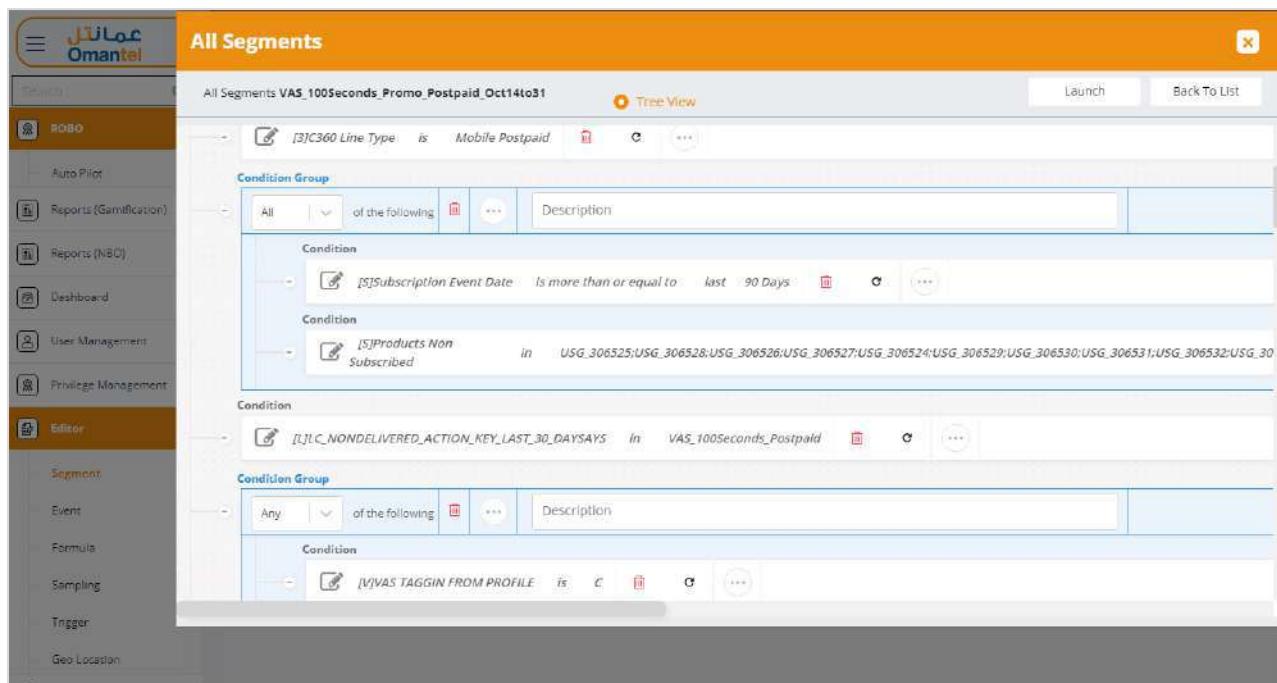


Figure 372 All Segments – Condition Group

8.3.2.14.1 Actions

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

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

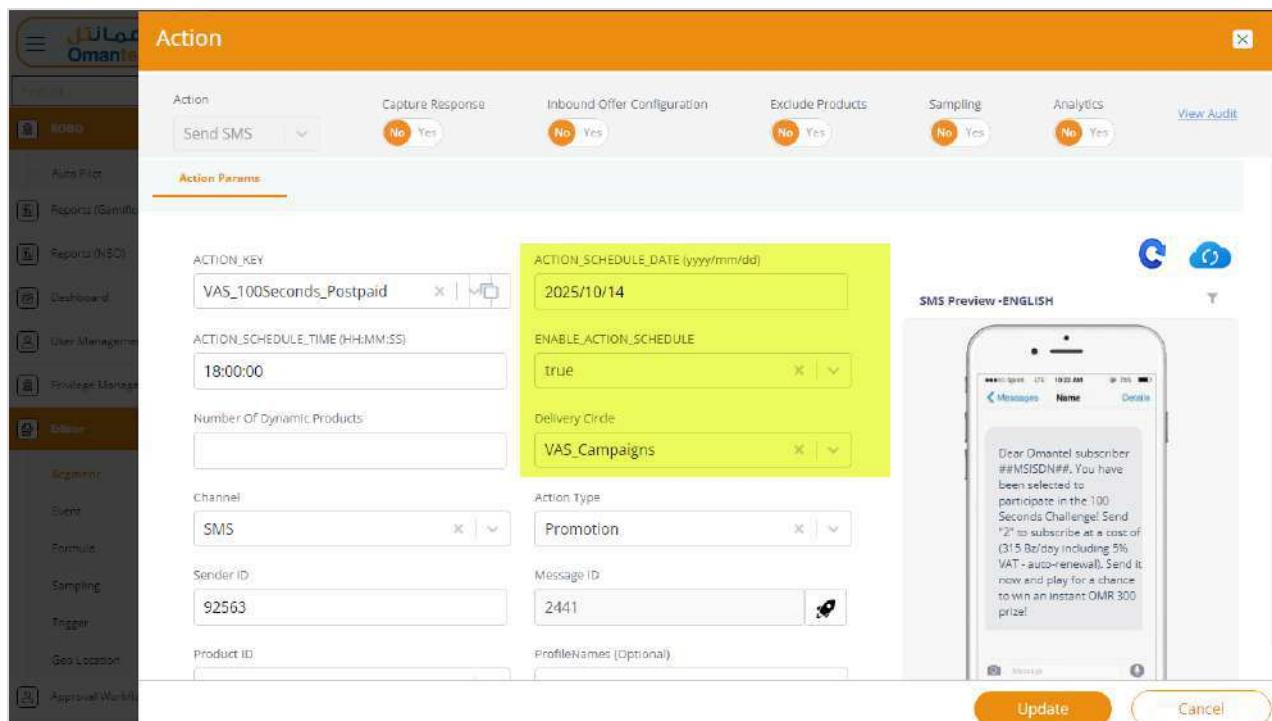


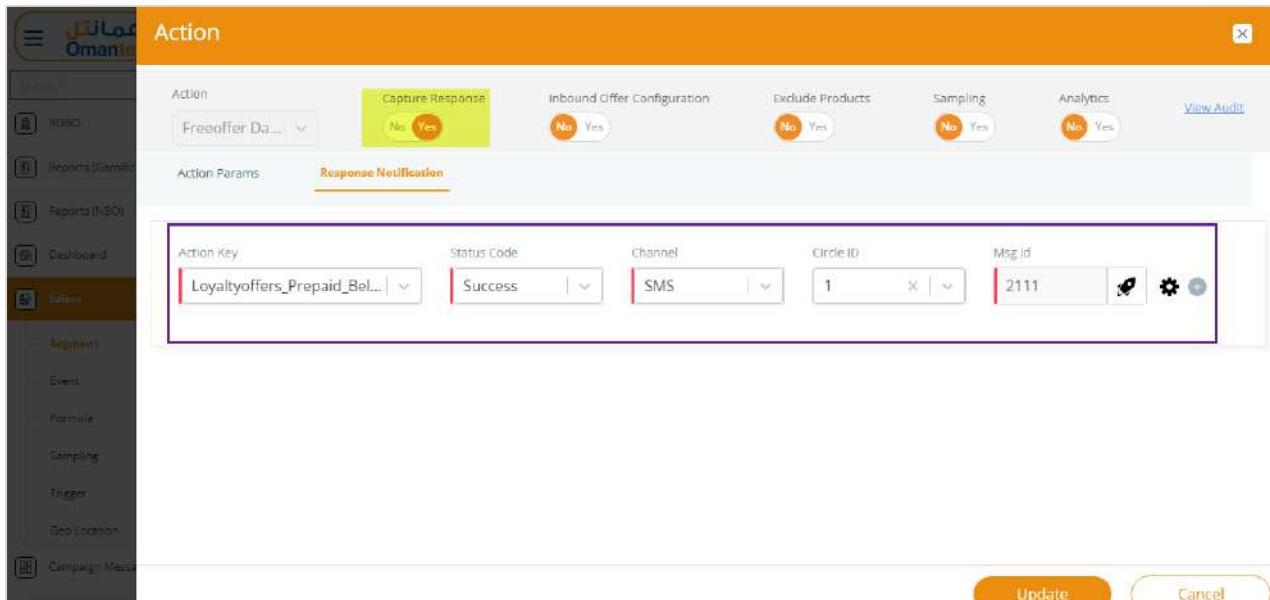
Figure 373 Action Input Screen

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

Field	Description
ACTION_KEY	Select the “ VAS_100Seconds_Postpaid ” as campaign key in the drop-down list for campaign strategy.
Action Schedule Date	Specifies the date (in YYYY/MM/DD format) when the campaign action is scheduled to execute.
Action Schedule Time	Select the exact time (HH:MM:SS) when the action will be triggered or executed.
Enable Action Schedule	Indicates whether the action scheduling is enabled (true) or disabled (false). When enabled, the system will automatically trigger the action at the defined date and time.
Number of Dynamic Products	Allows specifying the number of dynamic product offers to be included in the campaign message (if applicable).
Delivery Circle	Select the campaign delivery group as VAS Campaigns in the drop-down list that determines where the message will be sent.
Channel	Specifies the channel as “ SMS ” in the drop-down list.
Action Type	Specifies the action type as “ Promotion ” in the drop-down list.
Sender ID	Enter the short code (92563) from which the message will be sent to the customer.
Message ID	Select the Message button to select the pre-configured messages. A unique identifier for the message template used in the campaign.
Product ID	Used to associate the specific product or service being promoted through the campaign (optional, based on configuration).

Field	Description
Profile Names (Optional)	Allows mapping of predefined customer profiles or lists to the campaign action if additional targeting criteria are required.

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

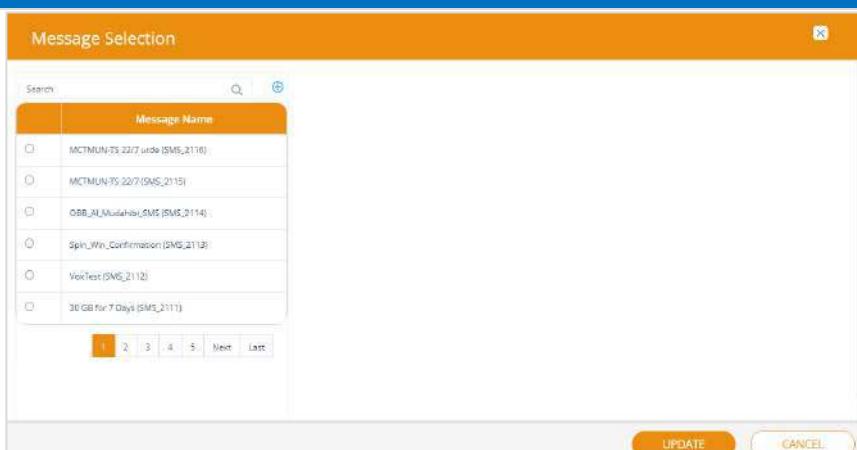
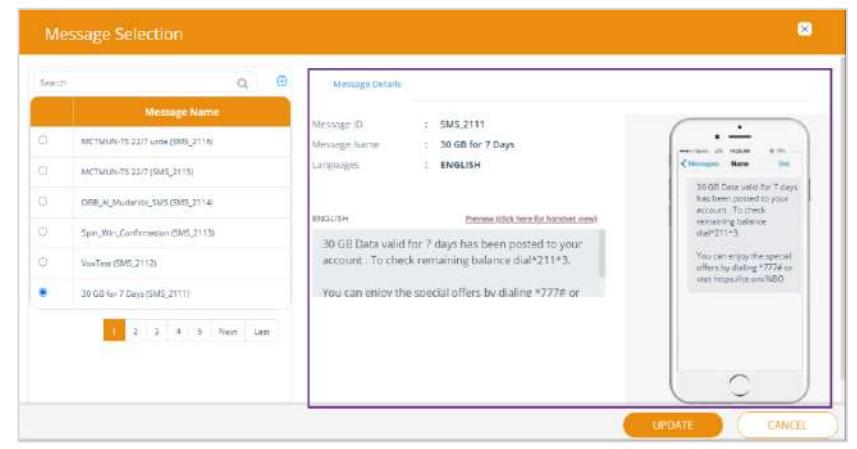


The screenshot shows a software interface for managing campaign actions. On the left, there's a sidebar with various menu items: Home, Reports (Summary), Reports (IBO), Dashboard, Offers, Segment, Event, Formula, Sampling, Trigger, Geo Location, and Campaign Master. The 'Offers' item is currently selected. The main panel has a title 'Action' at the top. Below it, there are several configuration tabs: Action, Freeoffer Data, Capture Response (which is highlighted in yellow), Inbound Offer Configuration, Exclude Products, Sampling, and Analytics. Under the 'Capture Response' tab, there are sections for 'Action Params' and 'Response Notification'. The 'Response Notification' section is active, showing fields for Action Key (Loyaltyoffers_Prepaid_Bel...), Status Code (Success), Channel (SMS), Circle ID (1), and Msg Id (2111). At the bottom right of the main panel are 'Update' and 'Cancel' buttons.

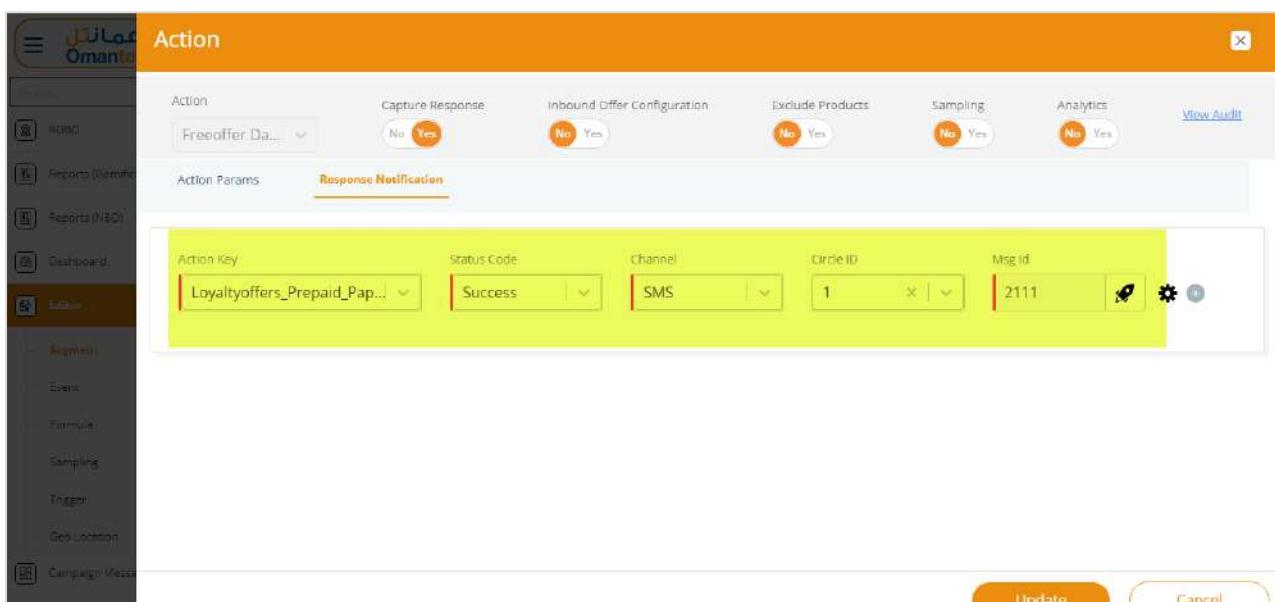
Figure 374 Action- Capture Response

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
	 <p>The screenshot shows a 'Message Selection' dialog box. It has a search bar at the top. Below it is a table with columns for 'Message Name'. The table contains several rows of messages, each with a checkbox. One message is selected: '30 GB for 7 Days (SMS_2111)'. At the bottom of the table are navigation buttons: 1, 2, 3, 4, 5, Next, Last. To the right of the table are 'UPDATE' and 'CANCEL' buttons.</p> <ul style="list-style-type: none"> Select the Message that needs to be sent to the user. The following screen will be displayed.  <p>This screenshot shows the same 'Message Selection' dialog box, but the message '30 GB for 7 Days (SMS_2111)' is now highlighted with a blue selection bar. To the right, there is a larger preview window showing a mobile phone screen with a message about 30 GB data valid for 7 days. Below the phone screen are 'UPDATE' and 'CANCEL' buttons.</p> <ul style="list-style-type: none"> The selected message details will be displayed, and click Update will save the action.

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



The screenshot shows the 'Action' configuration screen. On the left is a sidebar with options like 'Segments', 'Event', 'Formula...', 'Sampling', 'Trigger', 'Geo Location', and 'Campaigns'. The main area has tabs for 'Action', 'Capture Response', 'Inbound Offer Configuration', 'Exclude Products', 'Sampling', and 'Analytics'. Under 'Action', there are dropdowns for 'Action' (set to 'Freeoffer Da...'), 'Capture Response' (set to 'Yes'), and 'Inbound Offer Configuration' (set to 'No'). Under 'Action Params', there is a tab for 'Response Notification'. A table row is shown with columns: Action Key (Loyaltyoffers_Prepaid_Pap...), Status Code (Success), Channel (SMS), Circle ID (1), and Msg Id (2111). At the bottom are 'Update' and 'Cancel' buttons.

Figure 375 Action – Response Notification

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

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

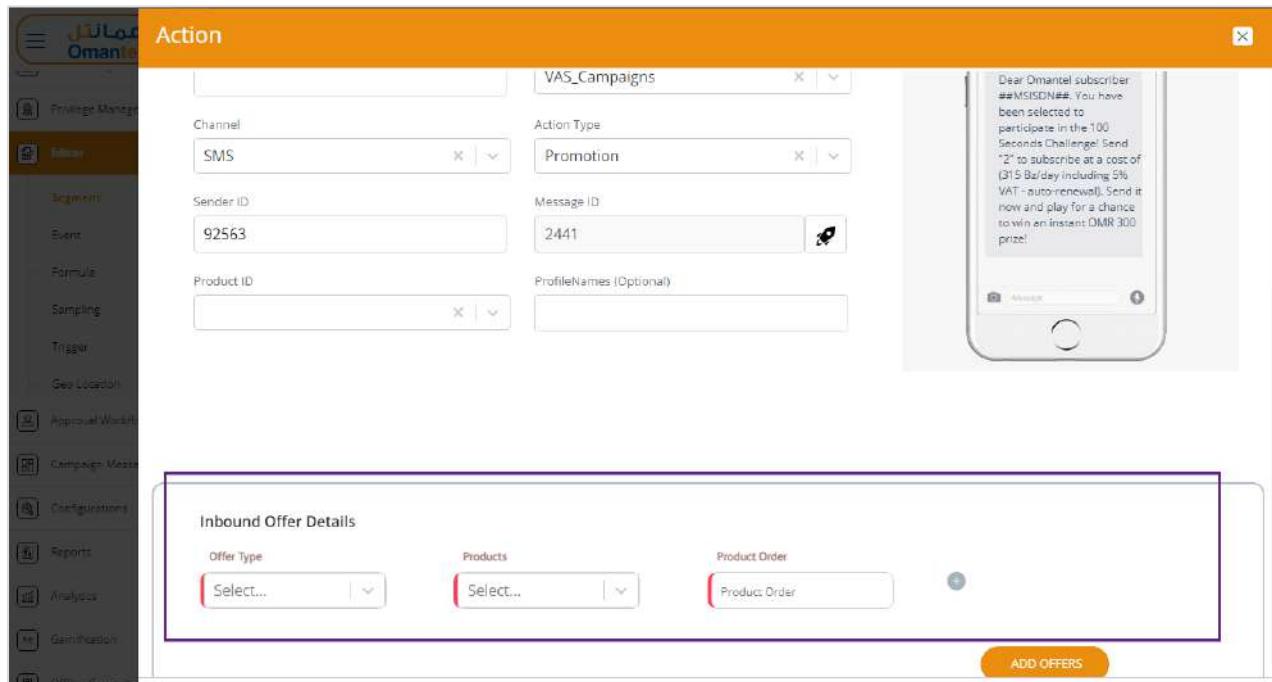


Figure 376 Action– Inbound Offer Details

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

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

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

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

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

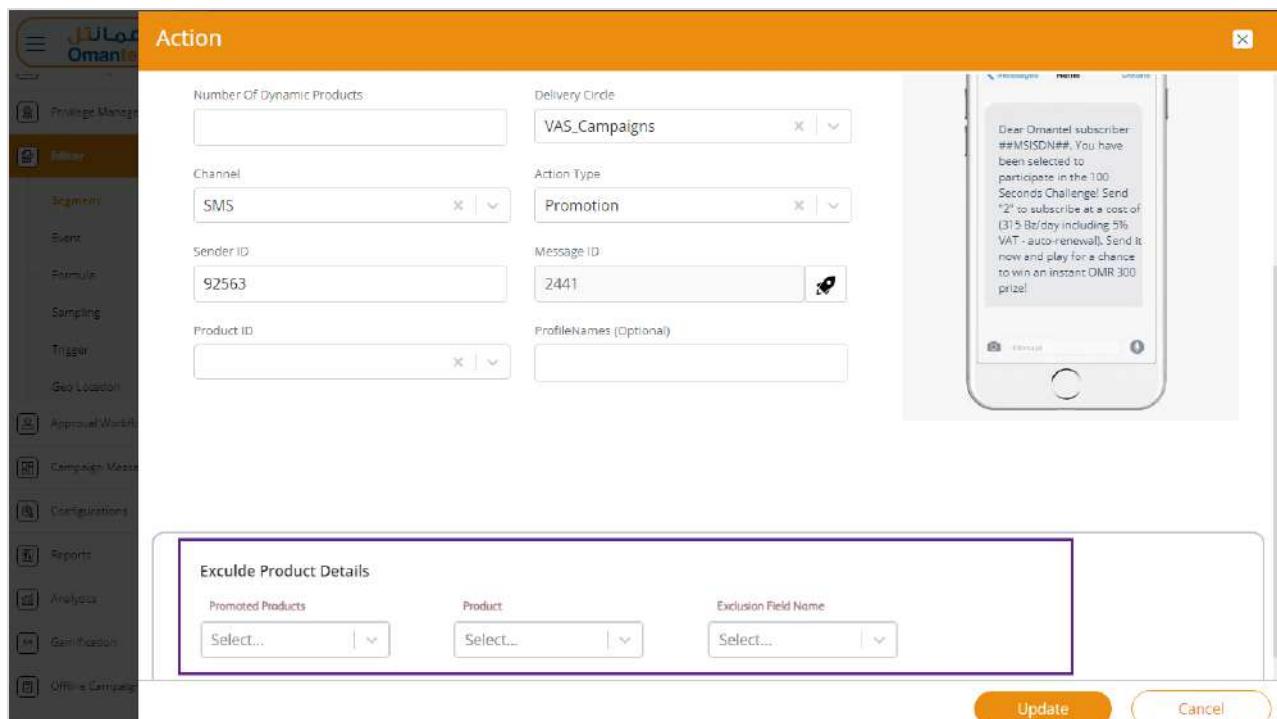


Figure 377 Action– Exclude Products Details

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.

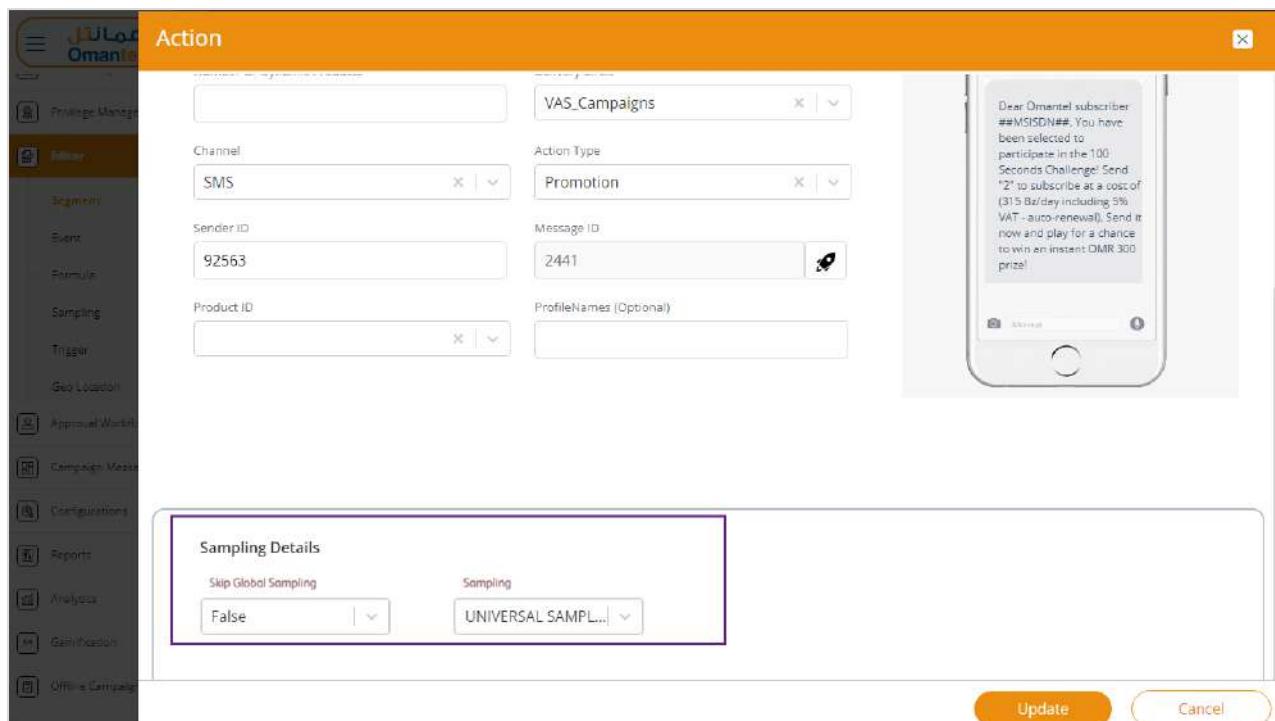


Figure 378 Action– Sampling Details

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

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

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

Action

Channel	VAS_Campaigns
SMS	Promotion
Sender ID	92563
Product ID	2441
ProfileNames (Optional)	

Dear Omantel subscriber @@MSISDN##. You have been selected to participate in the 100 Seconds Challenge! Send "2" to subscribe at a cost of (315 BZ/day including 5% VAT - auto-renewal). Send it now and play for a chance to win an instant OMR 300 prize!

Analytics Details

Analytics

Select...

Update Cancel

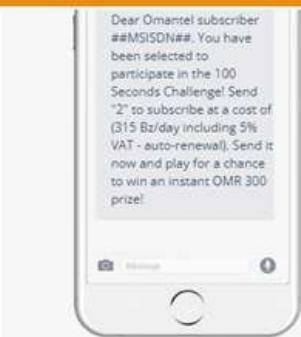
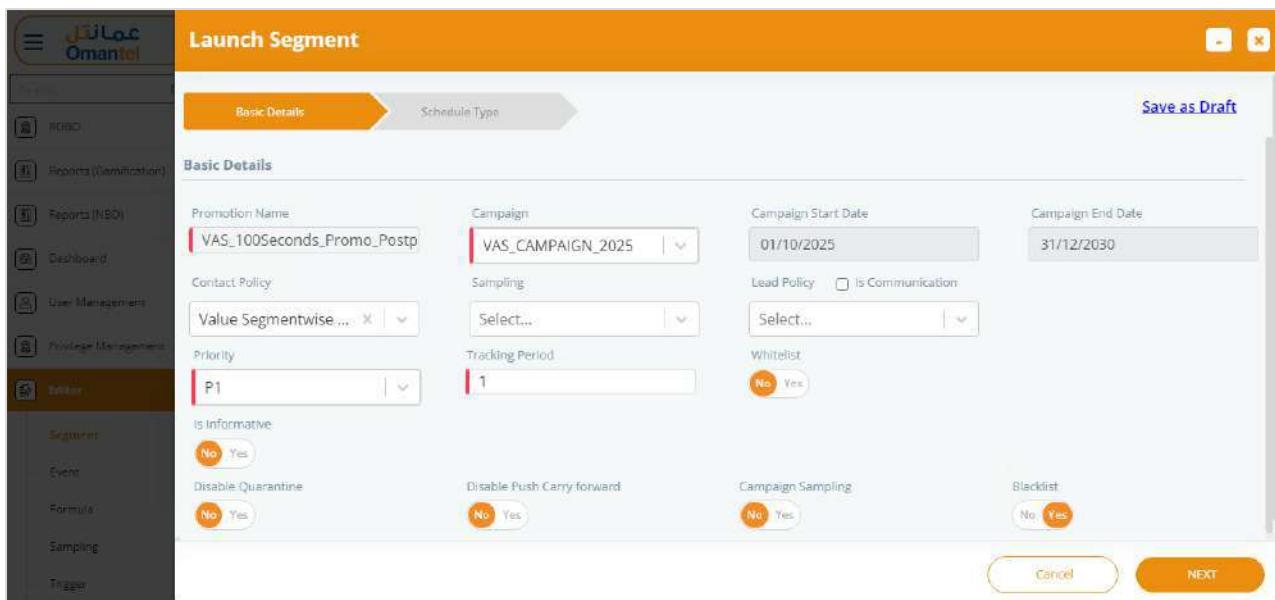


Figure 379 Action– Analytics

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

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

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



The screenshot shows the 'Launch Segment' form. On the left is a sidebar with navigation links: Home, Reports (Segmentation), Reports (IBO), Dashboard, User Management, Privilege Management, and Maker (selected). Under Maker, there are links for Segment, Event, Formula, Sampling, and Trigger. The main area has tabs for 'Basic Details' (selected) and 'Schedule Type'. The 'Basic Details' tab contains fields for Promotion Name (VAS_100Seconds_Promo_Postp), Campaign (VAS_CAMPAIGN_2025), Campaign Start Date (01/10/2025), Campaign End Date (31/12/2030), Contact Policy (Value Segmentwise ...), Sampling (Select...), Lead Policy (checkbox 'Is Communication'), Whitelist (radio buttons 'No' or 'Yes'), Priority (P1), Tracking Period (1), Is Informative (radio buttons 'No' or 'Yes'), Disable Quarantine (radio buttons 'No' or 'Yes'), Disable Push Carry forward (radio buttons 'No' or 'Yes'), Campaign Sampling (radio buttons 'No' or 'Yes'), and Blacklist (radio buttons 'No' or 'Yes'). Buttons at the bottom include 'Save as Draft', 'Cancel', and 'NEXT'.

Figure 380 Lauch Segment

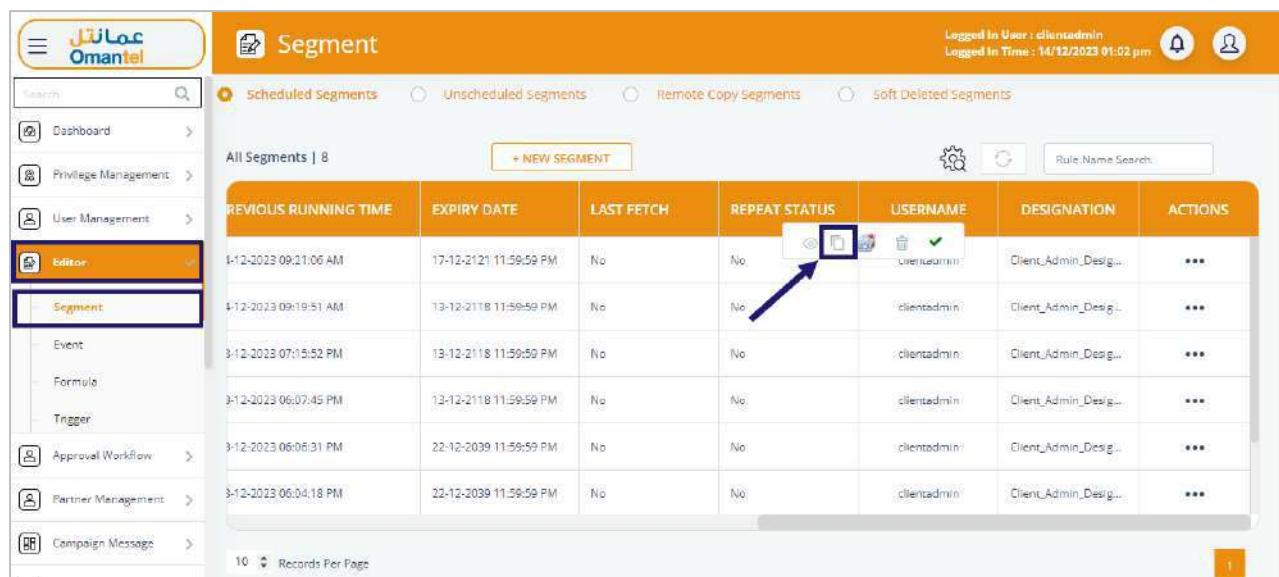
Note: The Schedule Type should be selected as “**Schedule Now**”.

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.



The screenshot shows the 'Segment' management screen. The left sidebar has a tree view with 'Segment' selected under 'Editor'. The main area displays a table of segments:

PREVIOUS RUNNING TIME	EXPIRY DATE	LAST FETCH	REPEAT STATUS	USERNAME	DESIGNATION	ACTIONS
1-12-2023 09:21:06 AM	17-12-2121 11:59:59 PM	No	No	clientadmin	Client_Admin_Design...	...
1-12-2023 09:19:51 AM	13-12-2118 11:59:59 PM	No	No	clientadmin	Client_Admin_Design...	...
3-12-2023 07:15:52 PM	18-12-2118 11:59:59 PM	No	No	clientadmin	Client_Admin_Design...	...
3-12-2023 06:07:45 PM	13-12-2118 11:59:59 PM	No	No	clientadmin	Client_Admin_Design...	...
3-12-2023 06:06:31 PM	22-12-2039 11:59:59 PM	No	No	clientadmin	Client_Admin_Design...	...
3-12-2023 06:04:18 PM	22-12-2039 11:59:59 PM	No	No	clientadmin	Client_Admin_Design...	...

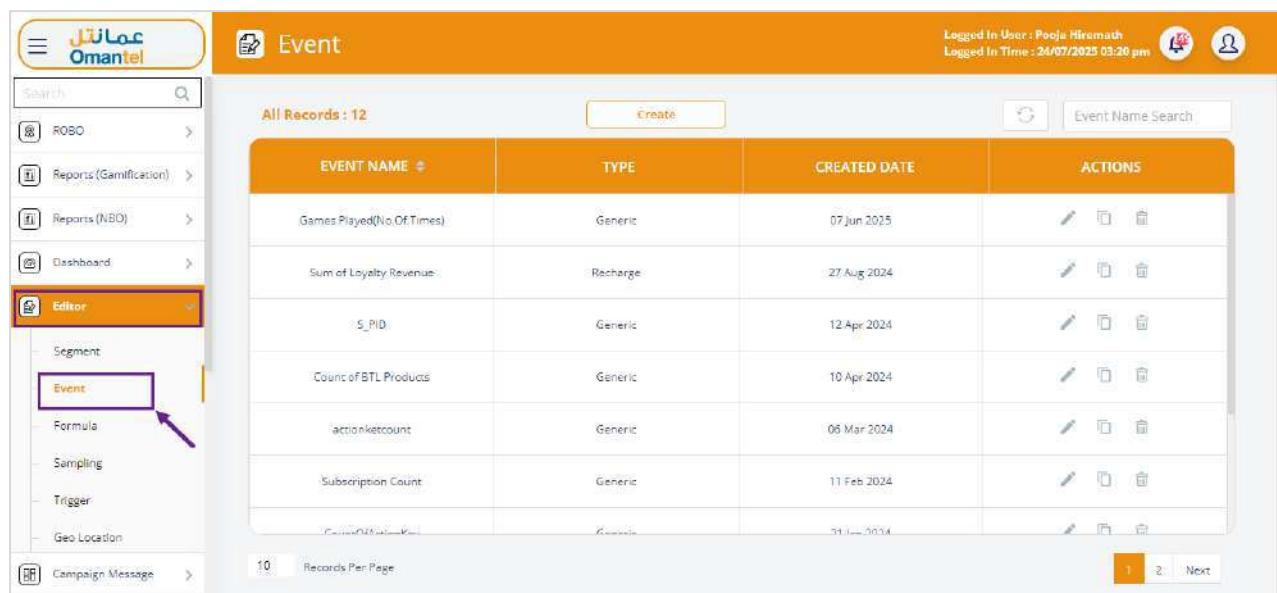
At the bottom left, it says '10 Records Per Page'. At the top right, it shows 'Logged In User : clientadmin' and 'Logged In Time : 14/12/2023 01:02 pm'.

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

8.4 Event

Using this event option, you can create, modify, and delete existing events.

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



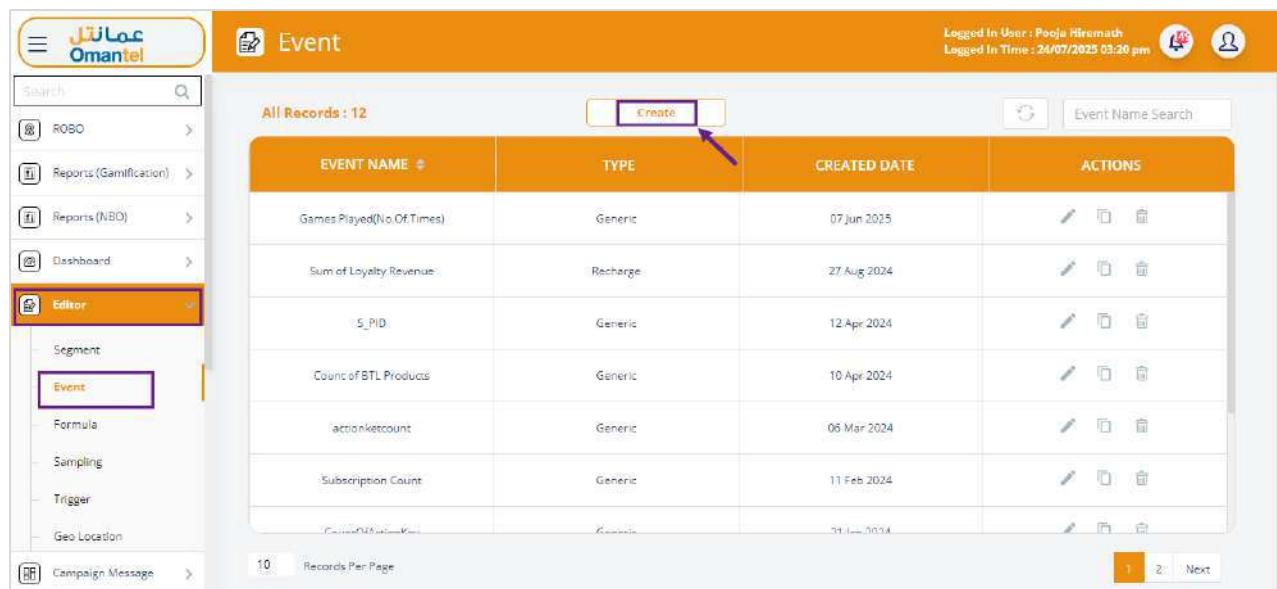
Event			
All Records : 12			
EVENT NAME	TYPE	CREATED DATE	ACTIONS
Games Played(No.OfTimes)	Generic	07 Jun 2025	
Sum of Loyalty Revenue	Recharge	27 Aug 2024	
S_PID	Generic	12 Apr 2024	
Count of BTL Products	Generic	10 Apr 2024	
actionkeycount	Generic	06 Mar 2024	
Subscription Count	Generic	11 Feb 2024	
Customer Count	Recharge	29 Jan 2024	

Figure 382 Configurations – Events

8.4.1 Create Event

Using this option, you can create a new event.

1. On the **Event** screen, click the **Create** button to add a new event. Refer to the following screen.



Event			
All Records : 12			
EVENT NAME	TYPE	CREATED DATE	ACTIONS
Games Played(No.OfTimes)	Generic	07 Jun 2025	
Sum of Loyalty Revenue	Recharge	27 Aug 2024	
S_PID	Generic	12 Apr 2024	
Count of BTL Products	Generic	10 Apr 2024	
actionkeycount	Generic	06 Mar 2024	
Subscription Count	Generic	11 Feb 2024	
Customer Count	Recharge	29 Jan 2024	

Figure 383 Event – Create

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

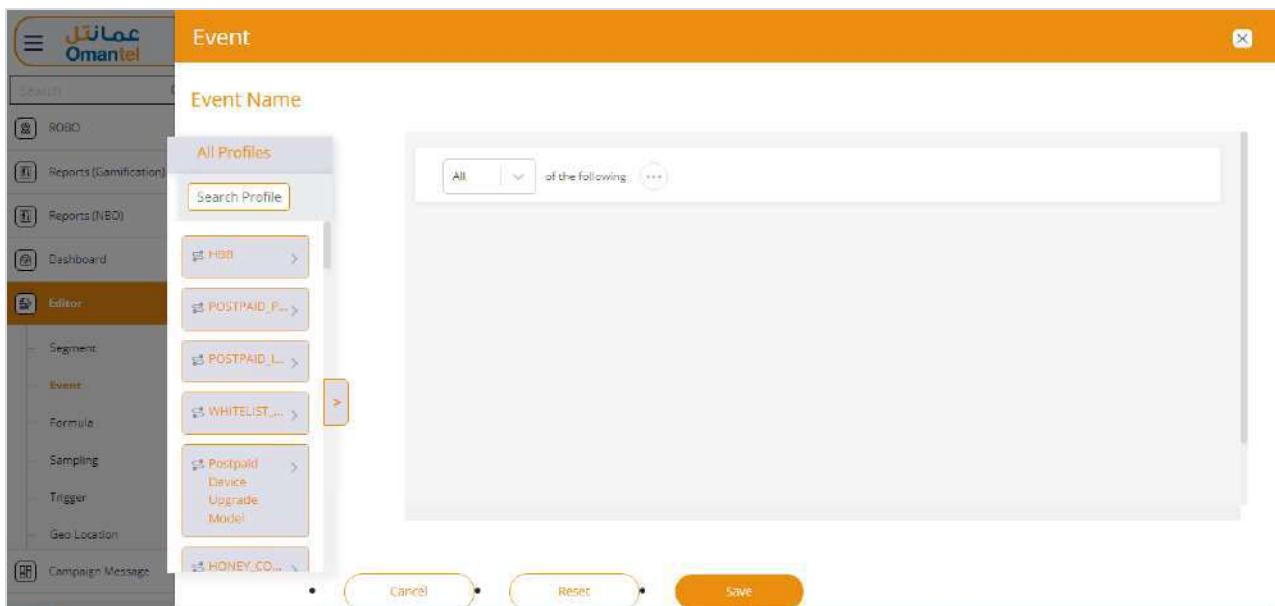


Figure 384 Event – Add New Event

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

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

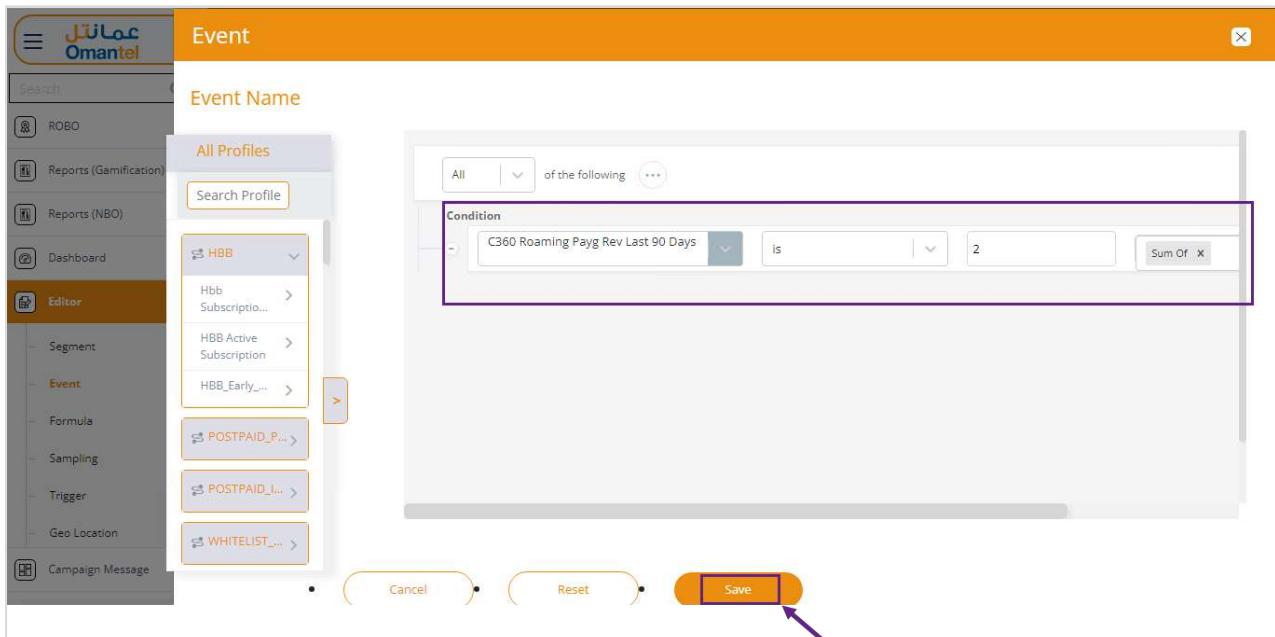


Figure 385 Event – Save

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

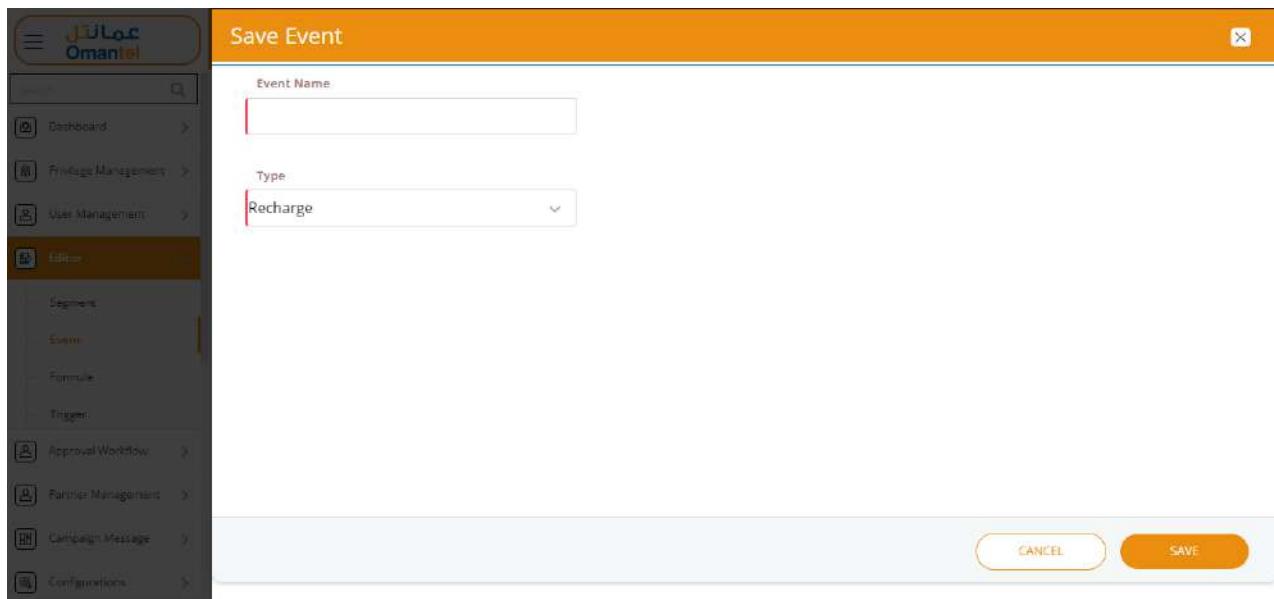


Figure 386 Save Event Input Screen

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.

Event		All Records : 12		Create	Event Name Search	
		EVENT NAME	TYPE	CREATED DATE	ACTIONS	
	Games Played(No.Of.Times)	Generic	07 Jun 2025			
	Sum of Loyalty Revenue	Recharge	27 Aug 2024			
	S_PID	Generic	12 Apr 2024			
	Count of BTL Products	Generic	10 Apr 2024			
	ActionKetCount	Generic	06 Mar 2024			
	Subscription Count	Generic	11 Feb 2024			
	Customer Activation	Recharge	21 Jan 2024			

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.



FORMULA NAME	CREATE DATE	Action	
R_RCG_AMNT	19/05/2025		
I_RCG_AMNT	19/05/2025		
ACHEIVED_AMOUNT_Quest	22/03/2025		
ACHEIVED_AMOUNT	02/07/2024		
ACCUMULATION_RECHARGE_AMOUNT	14/06/2024		
ACHEIVED_AMOUNT01	14/06/2024		

Figure 388 Editor – Formula

8.5.1 Create Formula

Using this option, the user can create a new formula.

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

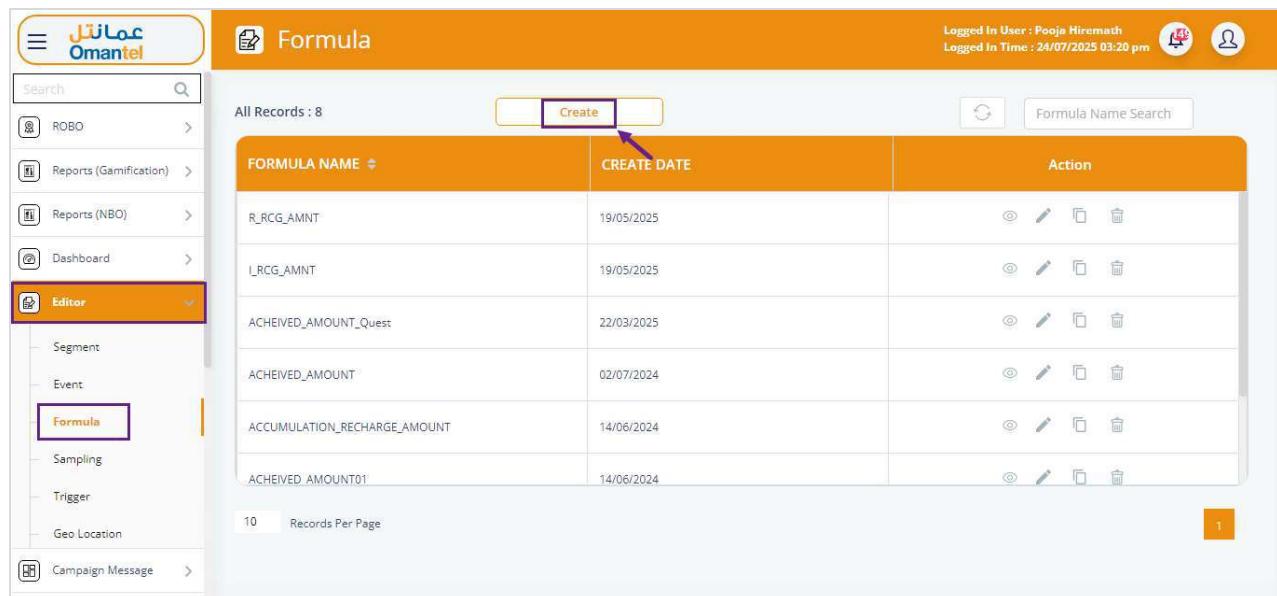


Figure 389 Formula – Create

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

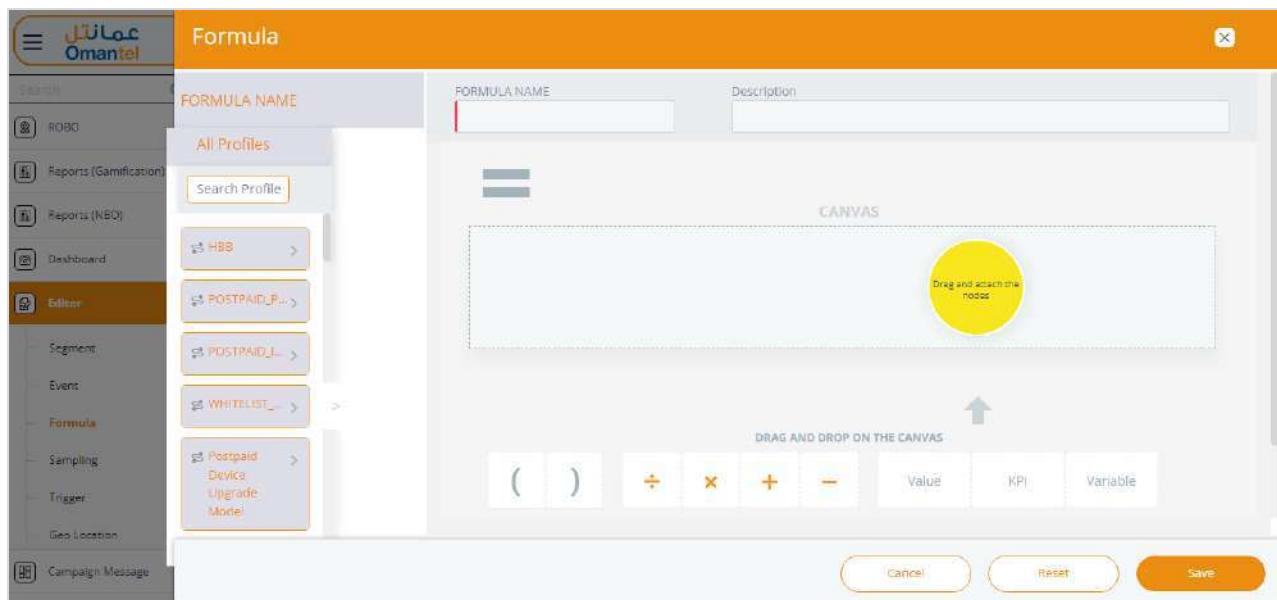
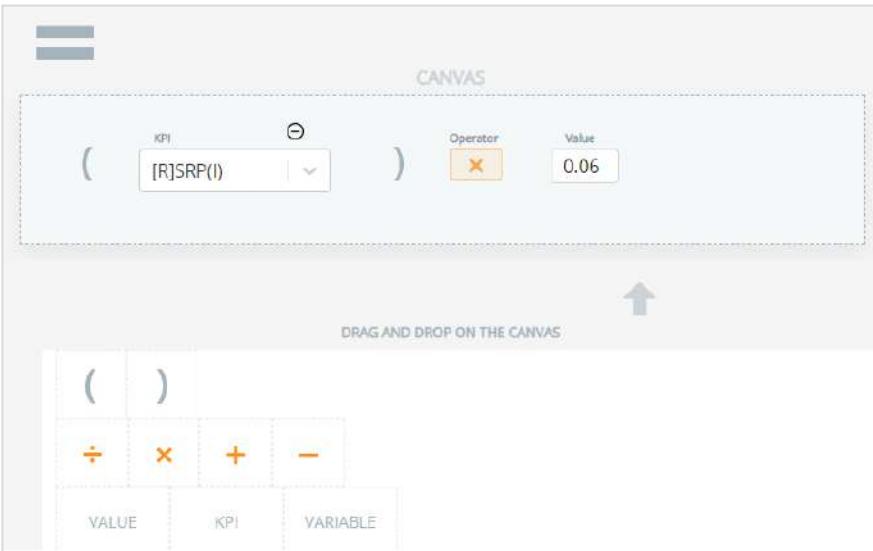


Figure 390 Create Formula Input Screen

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

Field	Description
Formula Name	Enter the name of the formula.
Description	Enter the description of the formula.
Drag and Drop on the Canvas	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.

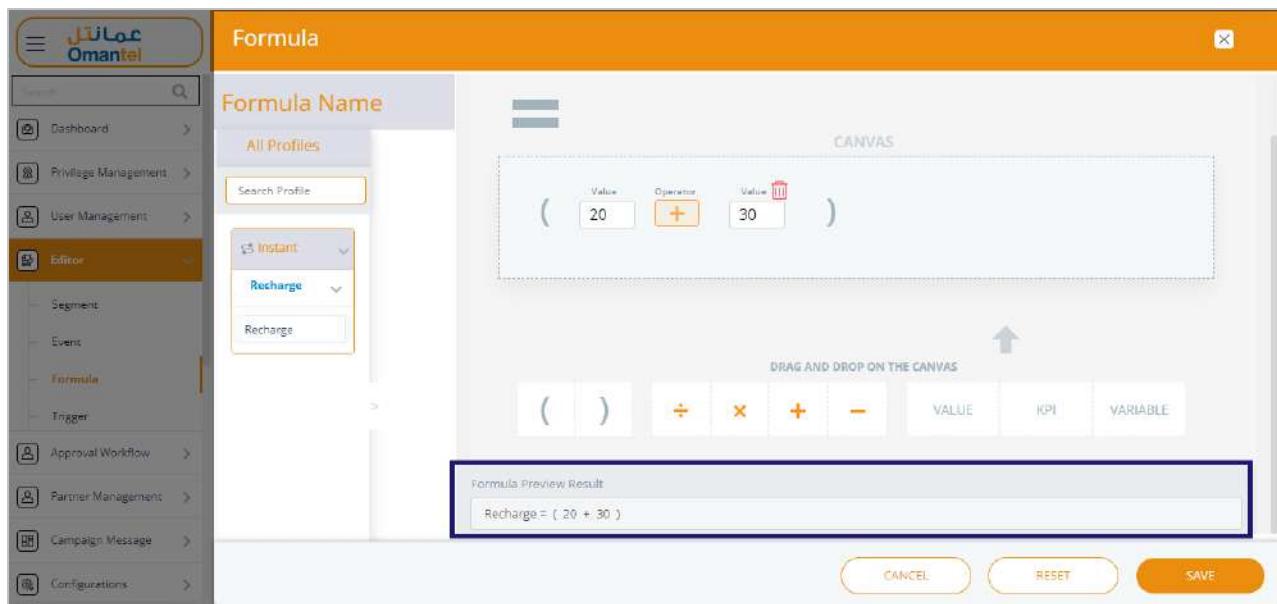


Figure 391 Formula Preview Result

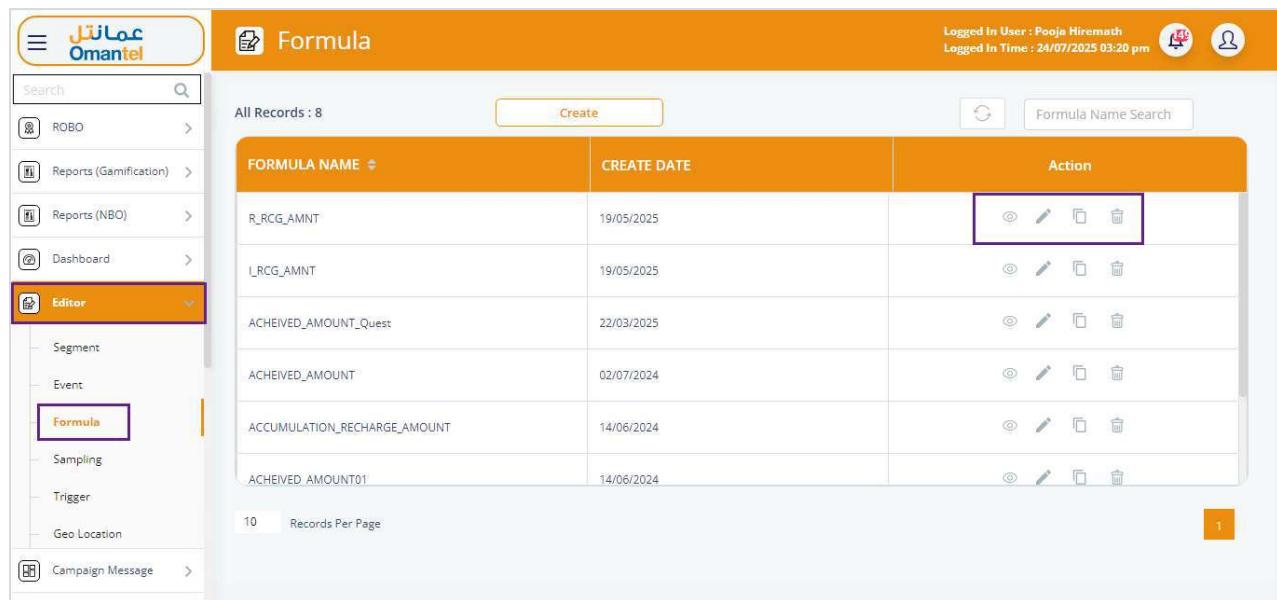
4. After adding the formula, click **Save**. Refer to the previous screen.
5. After clicking the **Save** button, the following message will be displayed.

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.



The screenshot shows the Omantel Formula management interface. The left sidebar has a 'Editor' section with 'Formula' selected. The main area displays a table of formulas with columns for 'FORMULA NAME', 'CREATE DATE', and 'Action'. The 'Action' column contains icons for edit, delete, and other operations. A purple box highlights the edit icon in the first row.

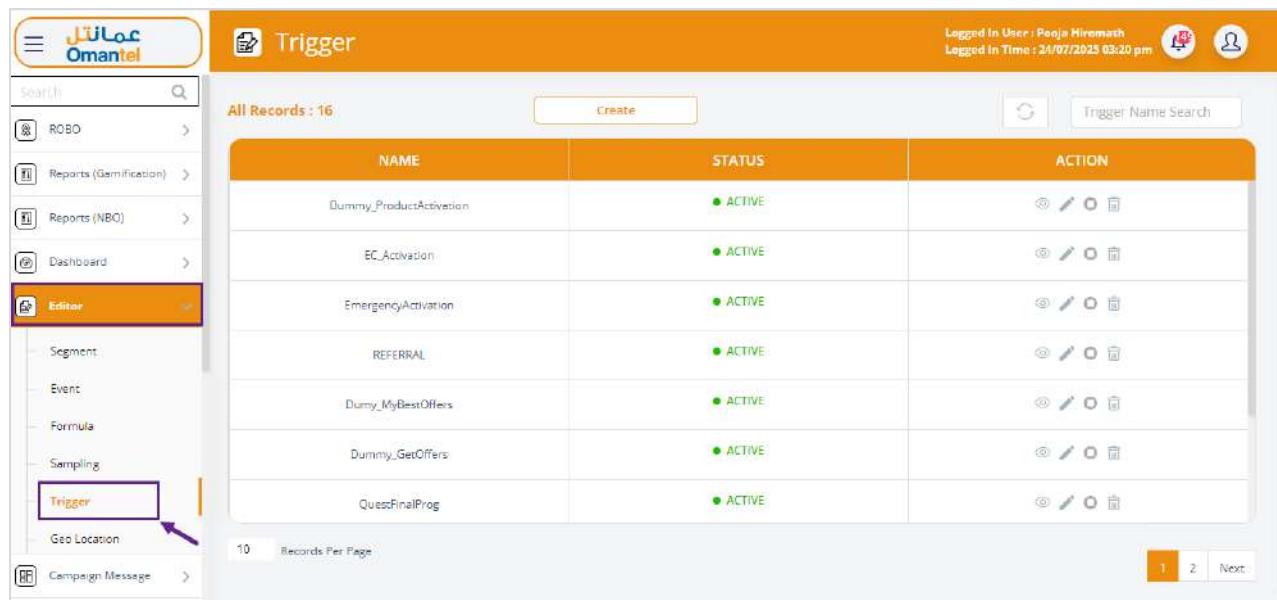
FORMULA NAME	CREATE DATE	Action
R_RCG_AMNT	19/05/2025	
I_RCG_AMNT	19/05/2025	
ACHEIVED_AMOUNT_Quest	22/03/2025	
ACHEIVED_AMOUNT	02/07/2024	
ACCUMULATION_RECHARGE_AMOUNT	14/06/2024	
ACHEIVED_AMOUNT01	14/06/2024	

Figure 392 Formula – Delete

8.6 Trigger

Using this trigger option, you can create, modify, and delete the existing triggers.

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



The screenshot shows the Omantel Editor - Trigger management interface. The left sidebar has a 'Trigger' section selected. The main area displays a table of triggers with columns for 'NAME', 'STATUS', and 'ACTION'. The 'ACTION' column contains icons for edit, delete, and other operations. A purple box highlights the edit icon in the first row. An orange arrow points from the 'Trigger' section in the sidebar to the table.

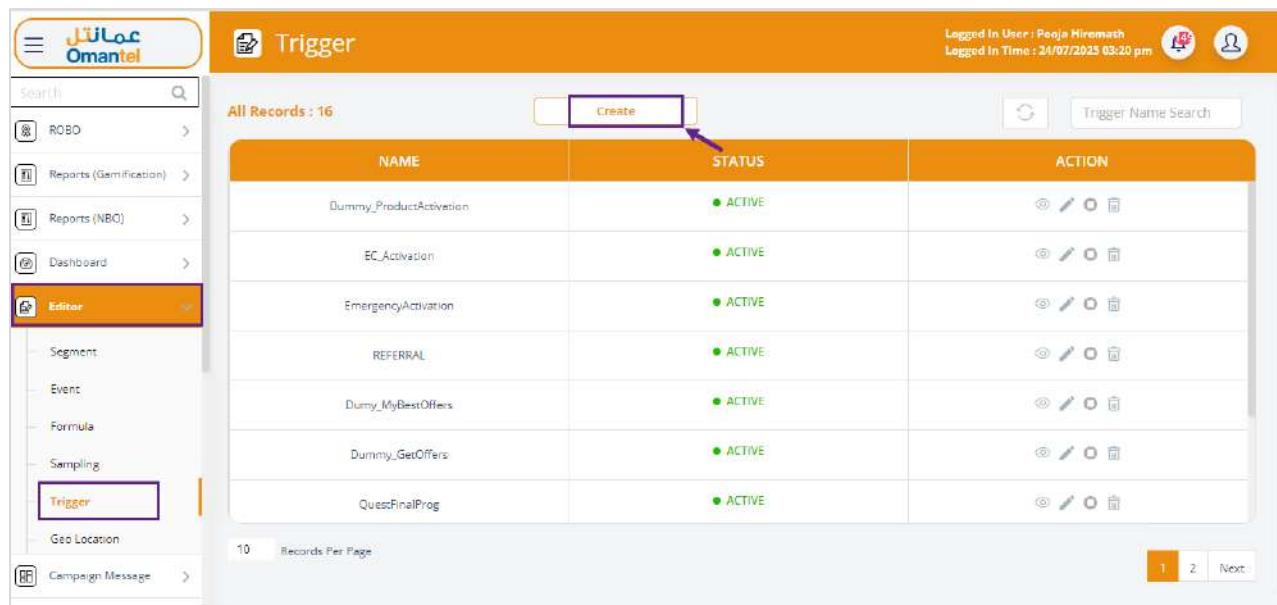
NAME	STATUS	ACTION
Dummy_ProductActivation	● ACTIVE	
EC_Activation	● ACTIVE	
EmergencyActivation	● ACTIVE	
REFERRAL	● ACTIVE	
Dummy_MyBestOffers	● ACTIVE	
Dummy_GetOffers	● ACTIVE	
QuestFinalProg	● ACTIVE	

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.

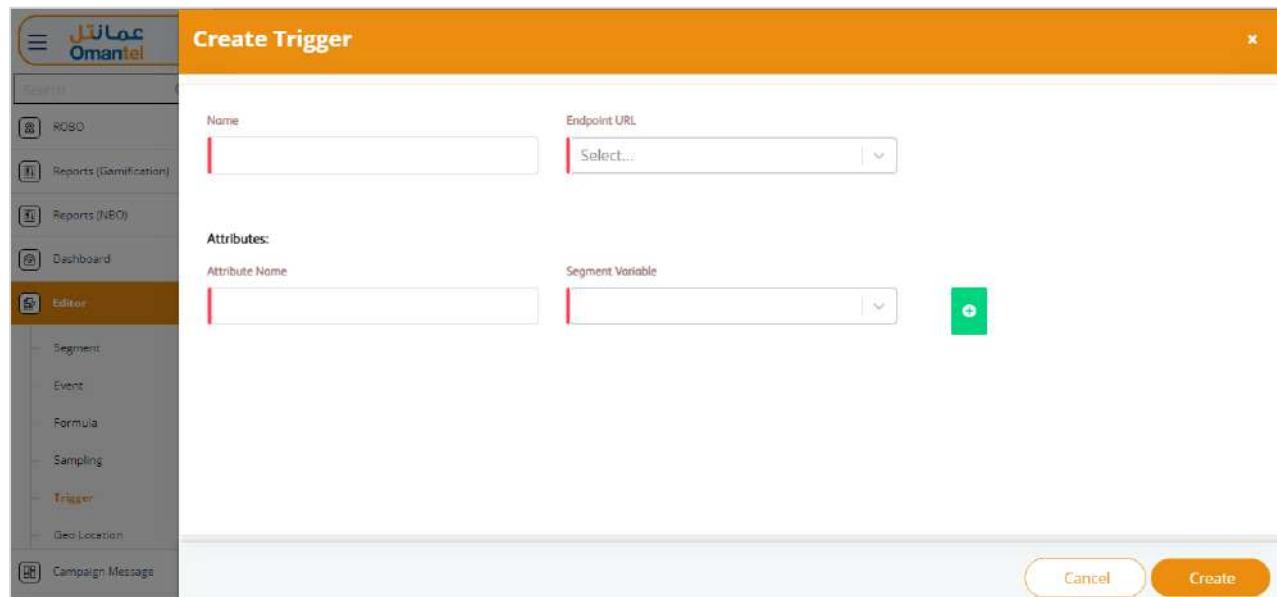


The screenshot shows the 'Trigger' screen with a list of triggers. The 'Create' button at the top right of the table is highlighted with a purple box and a mouse cursor arrow pointing to it. The table has columns for NAME, STATUS, and ACTION. The STATUS column contains green 'ACTIVE' status indicators. The ACTION column includes icons for edit, delete, and other operations. The left sidebar shows navigation options like ROBO, Reports (Gamification), Reports (NBO), Dashboard, Editor (highlighted in orange), Trigger (highlighted in orange), Geo Location, and Campaign Message. The top right corner shows user information: Logged In User: Pooja Hiremath, Logged In Time: 24/07/2025 03:20 pm, and a profile icon.

NAME	STATUS	ACTION
Dummy_ProductActivation	● ACTIVE	
EC_Activation	● ACTIVE	
EmergencyActivation	● ACTIVE	
REFERRAL	● ACTIVE	
Dummy_MyBestOffers	● ACTIVE	
Dummy_GetOffers	● ACTIVE	
QuestFinalProg	● ACTIVE	

Figure 394 Trigger – Create Button

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



The screenshot shows the 'Create Trigger' dialog box. It has fields for 'Name' and 'Endpoint URL'. Below these are sections for 'Attributes' and 'Segment Variable'. The 'Attributes' section includes 'Attribute Name' and 'Segment Variable' fields. A green '+' button is available to add more attributes. At the bottom are 'Cancel' and 'Create' buttons. The left sidebar is identical to Figure 394, showing the 'Trigger' option selected.

Figure 395 Create Trigger Details Screen

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

Field	Description
Name	Enter the name of the trigger
Endpoint URL	Select the endpoint URL in the drop-down list. For example, "RE_BL".
Attributes	
Attribute Name	Enter the name of the attribute in the corresponding field.
Segment Variable	Select the segment variable in the drop-down list. For example, "Recurring Data Counter". <ul style="list-style-type: none"> • Click the Add button  to add multiple attributes. • Click the Remove button  to remove the existing attribute.

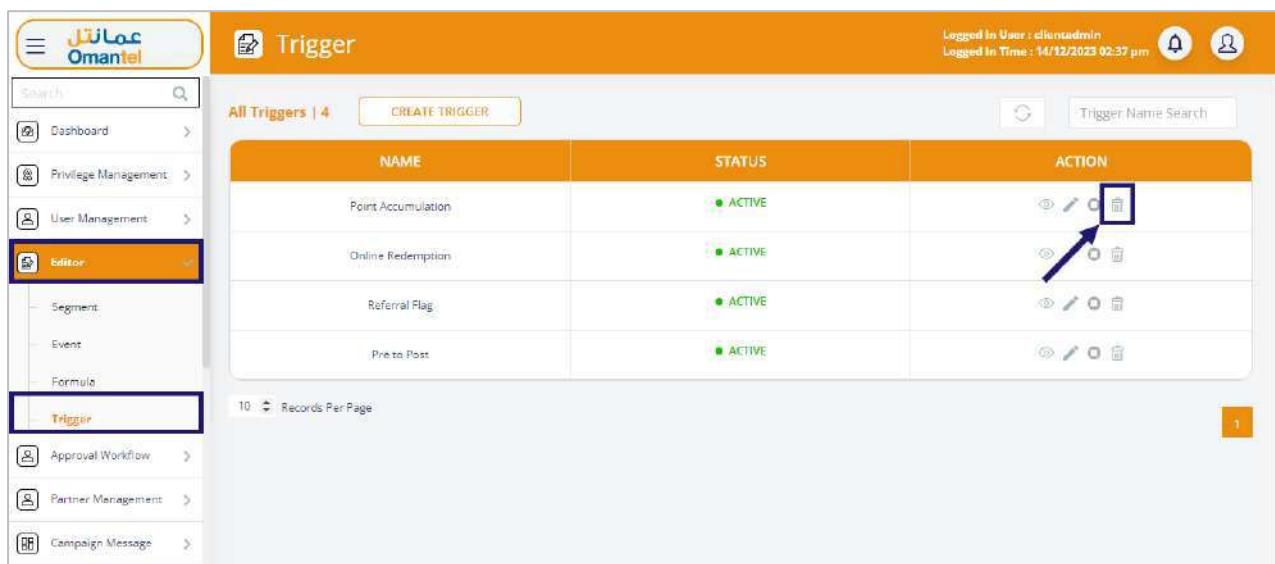
4. After providing the required details, click **Save**.

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

8.6.2 View, Modify, and Delete Trigger

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

- On the **Trigger** screen, click the **View** button  to view trigger details. Refer to the following screen.
- On the **Trigger** screen, click the **Modify** button  to modify the trigger. Refer to the following screen.
- On the **Trigger** screen, click the **Delete** button  to delete the trigger. Refer to the following screen.



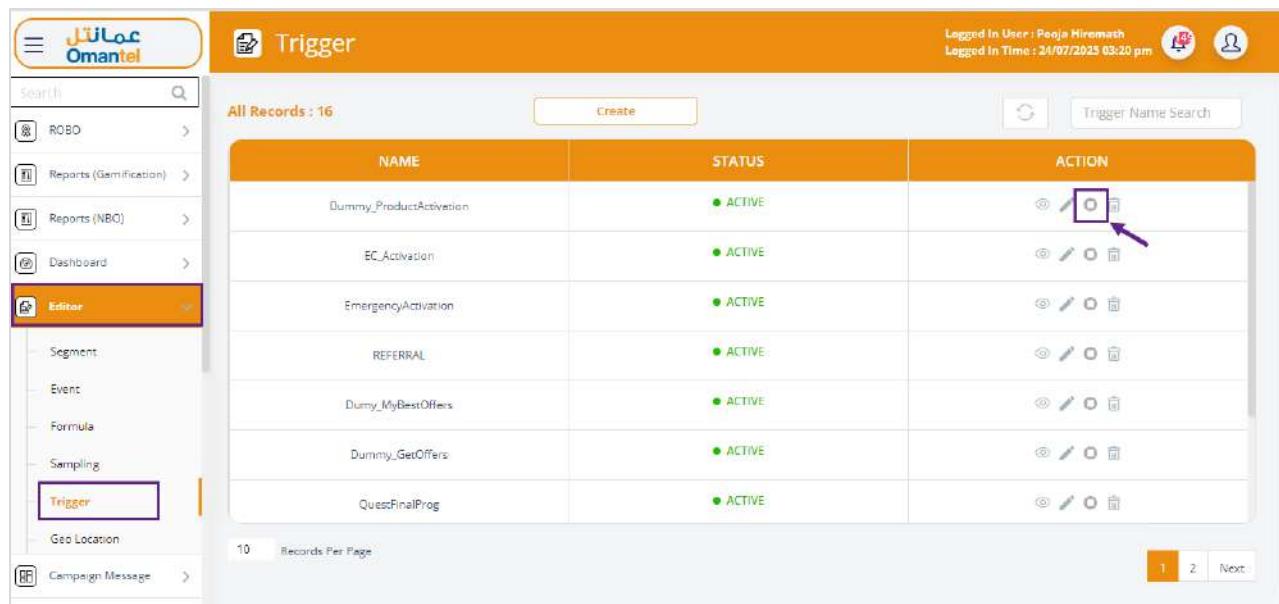
NAME	STATUS	ACTION
Point Accumulation	● ACTIVE	  
Online Redemption	● ACTIVE	  
Referral Flag	● ACTIVE	  
Promo Post	● ACTIVE	  

Figure 396 Trigger – View, Modify and Delete Operations

8.6.3 Change Status

Using this change status option, you can change the status of the trigger.

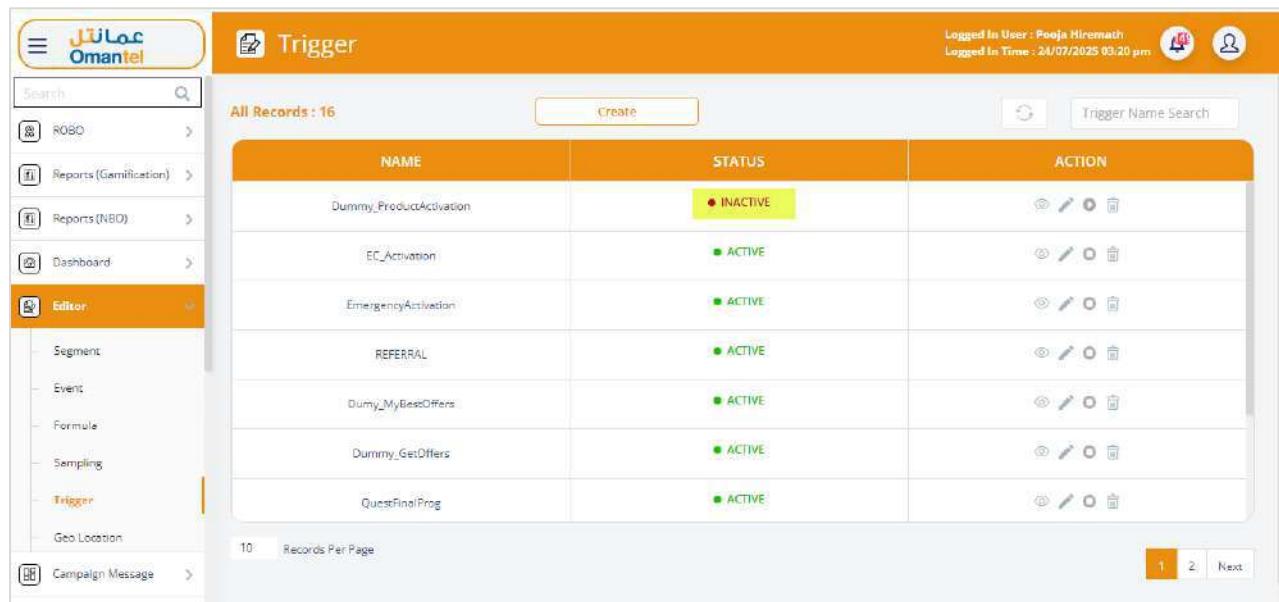
1. On the **Trigger** screen, click the **Change Status** button  to change the trigger status. Refer to the following screen.



NAME	STATUS	ACTION
Dummy_ProductActivation	● ACTIVE	(Edit, Delete)
EC_Activation	● ACTIVE	(Edit, Delete)
EmergencyActivation	● ACTIVE	(Edit, Delete)
REFERRAL	● ACTIVE	(Edit, Delete)
Dummy_MyBestOffers	● ACTIVE	(Edit, Delete)
Dummy_GetOffers	● ACTIVE	(Edit, Delete)
QuestFinalProg	● ACTIVE	(Edit, Delete)

Figure 397 Trigger – Change Status

Note: If the trigger is with “**Active**” status, then the trigger’s status will be changed to Inactive after clicking the status change button. Refer to the following screen,



NAME	STATUS	ACTION
Dummy_ProductActivation	● INACTIVE	(Edit, Delete)
EC_Activation	● ACTIVE	(Edit, Delete)
EmergencyActivation	● ACTIVE	(Edit, Delete)
REFERRAL	● ACTIVE	(Edit, Delete)
Dummy_MyBestOffers	● ACTIVE	(Edit, Delete)
Dummy_GetOffers	● ACTIVE	(Edit, Delete)
QuestFinalProg	● ACTIVE	(Edit, Delete)

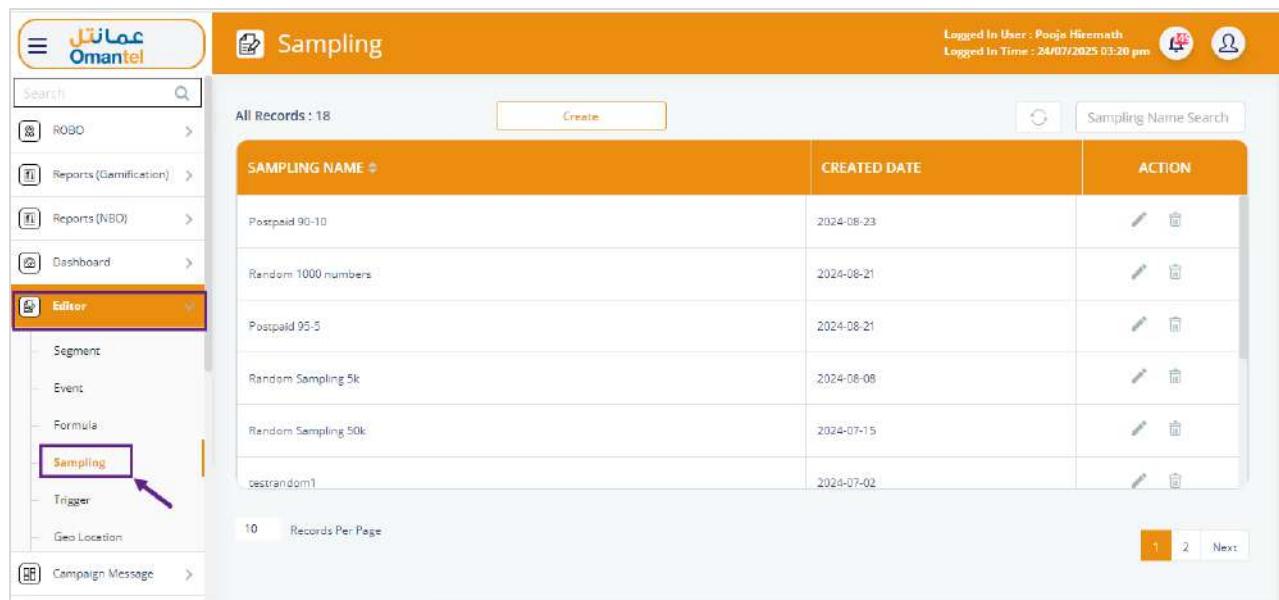
Figure 398 Trigger – Inactive Status

- 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.

- On the side menu screen, click **Editor>>Sampling** to view sampling details. Refer to the following screen.



SAMPLING NAME	CREATED DATE	ACTION	
Postpaid 90-10	2024-08-23		
Random 1000 numbers	2024-08-21		
Postpaid 95-5	2024-08-21		
Random Sampling 5k	2024-08-08		
Random Sampling 50k	2024-07-15		
postrandom1	2024-07-02		

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.

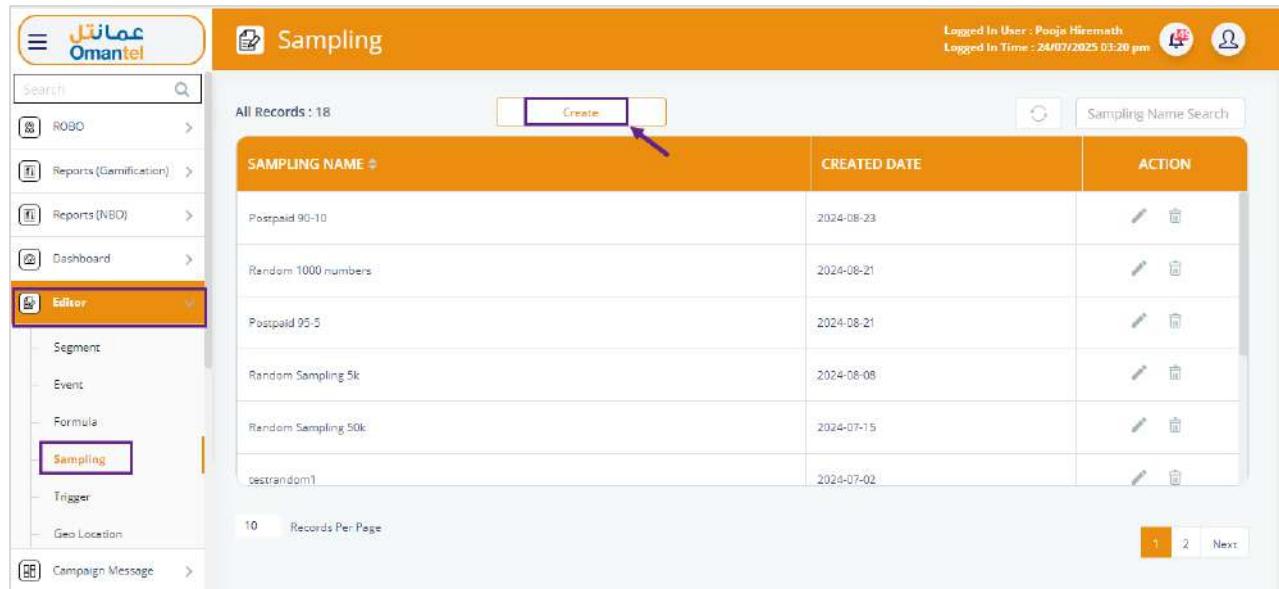


Figure 400 Sampling - Create Button

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.

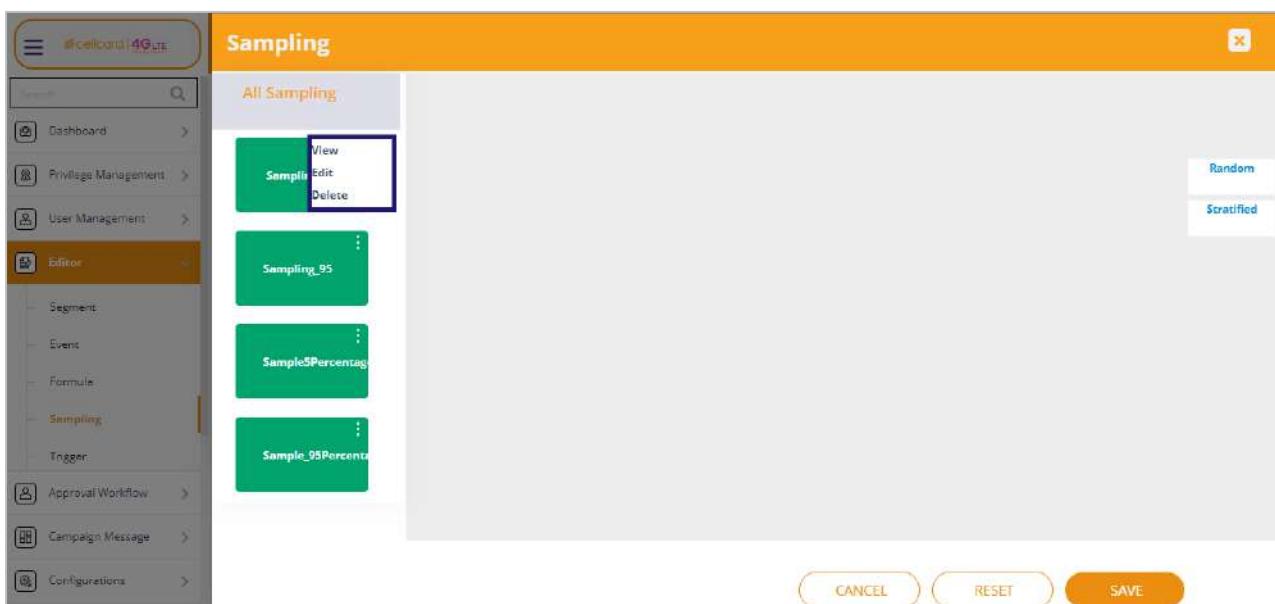


Figure 402 Sampling Options

- 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.

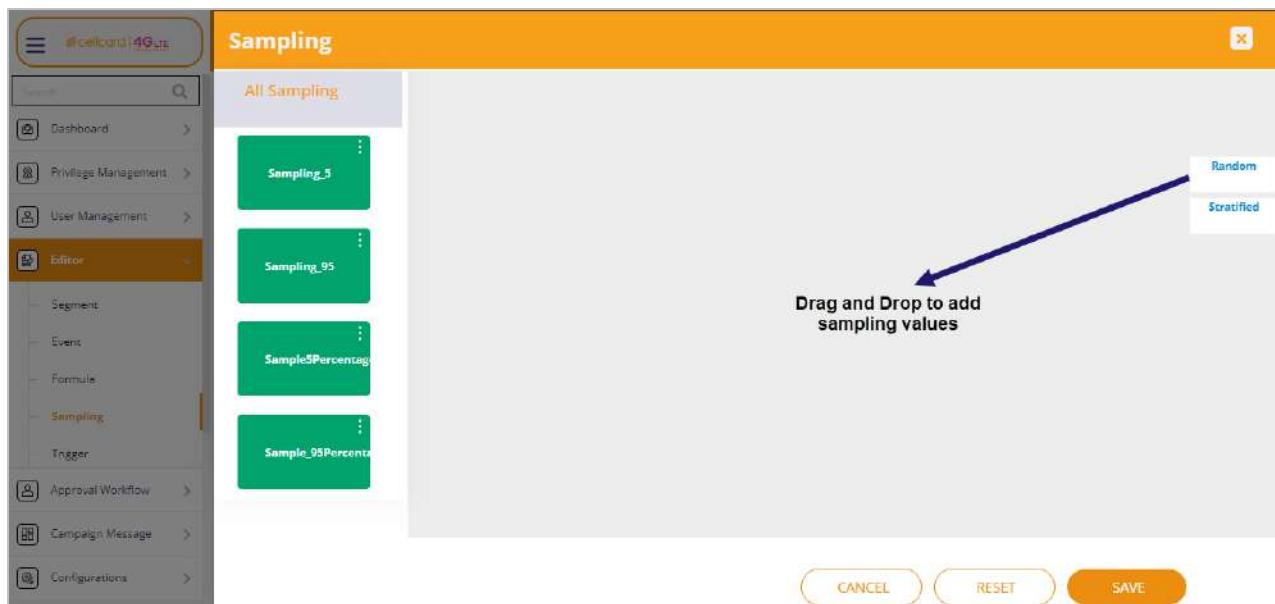


Figure 403 Drag and Drop Sampling Values

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

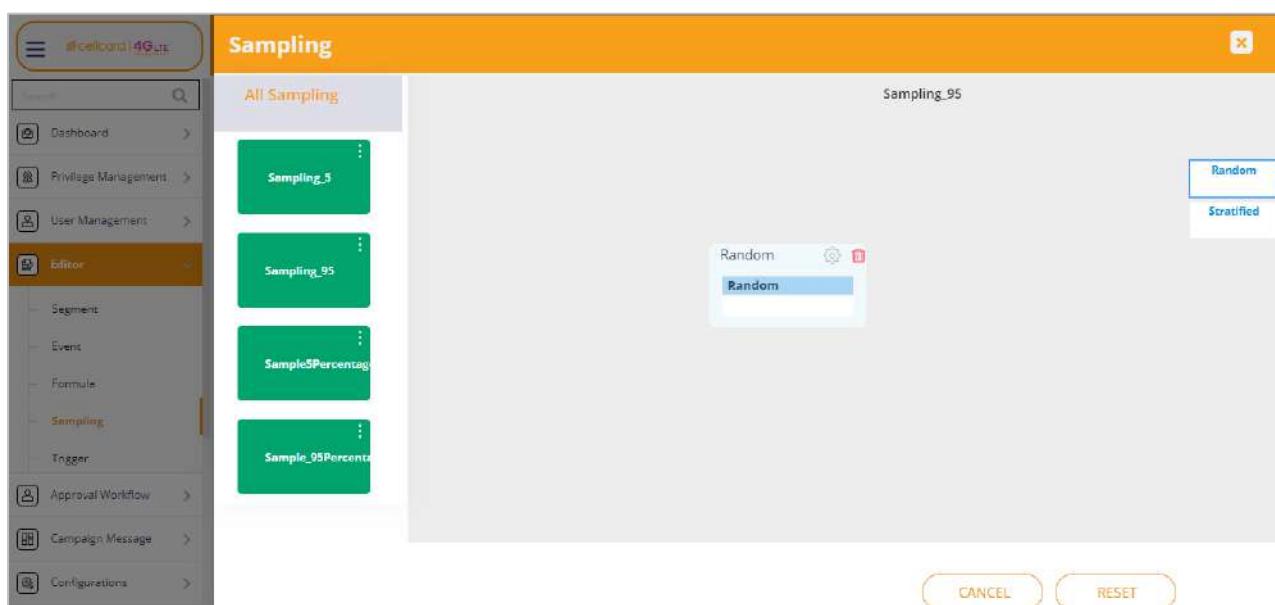


Figure 404 Sampling Value Details

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.

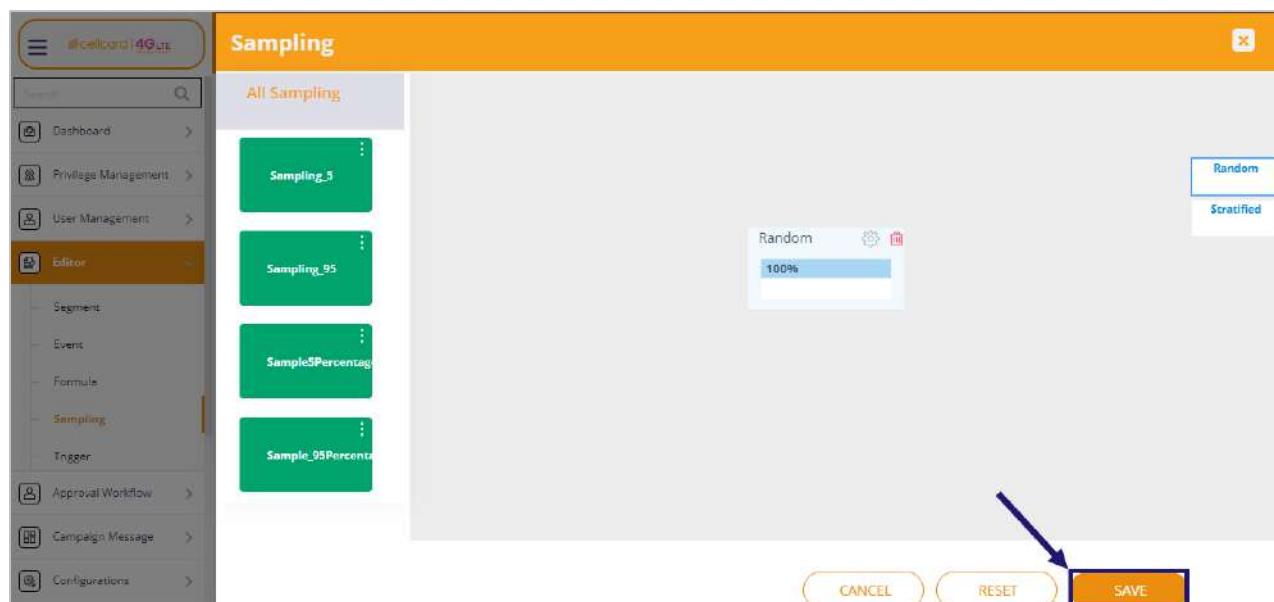


Figure 406 Sampling Value Details

9. Click **Save** again to add the sampling name.

10. After clicking the **Save** button, the following screen is displayed.

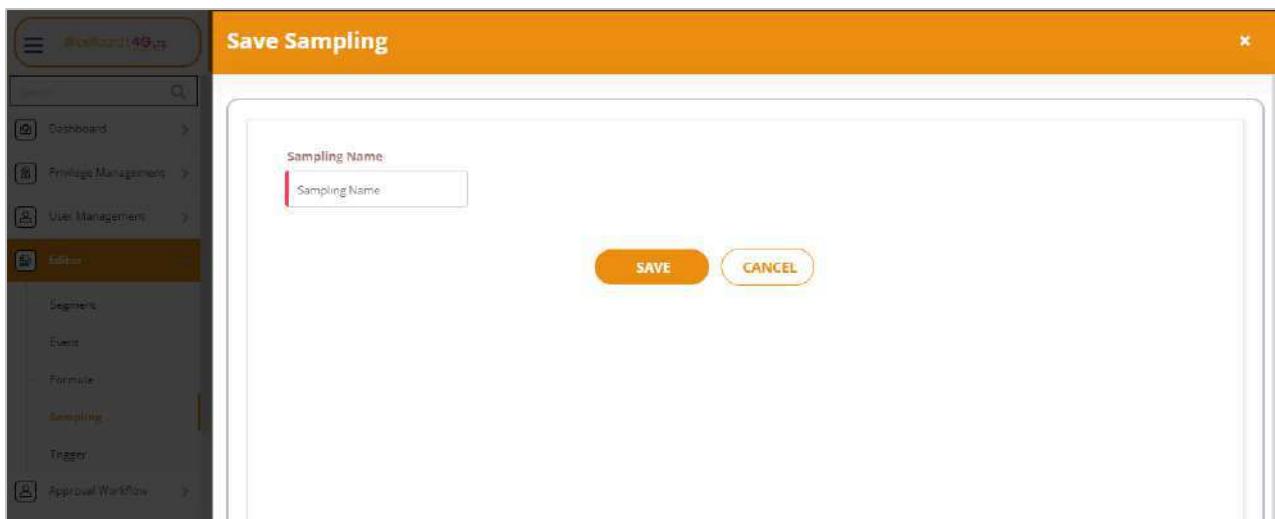


Figure 407 Sampling Name Details

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.

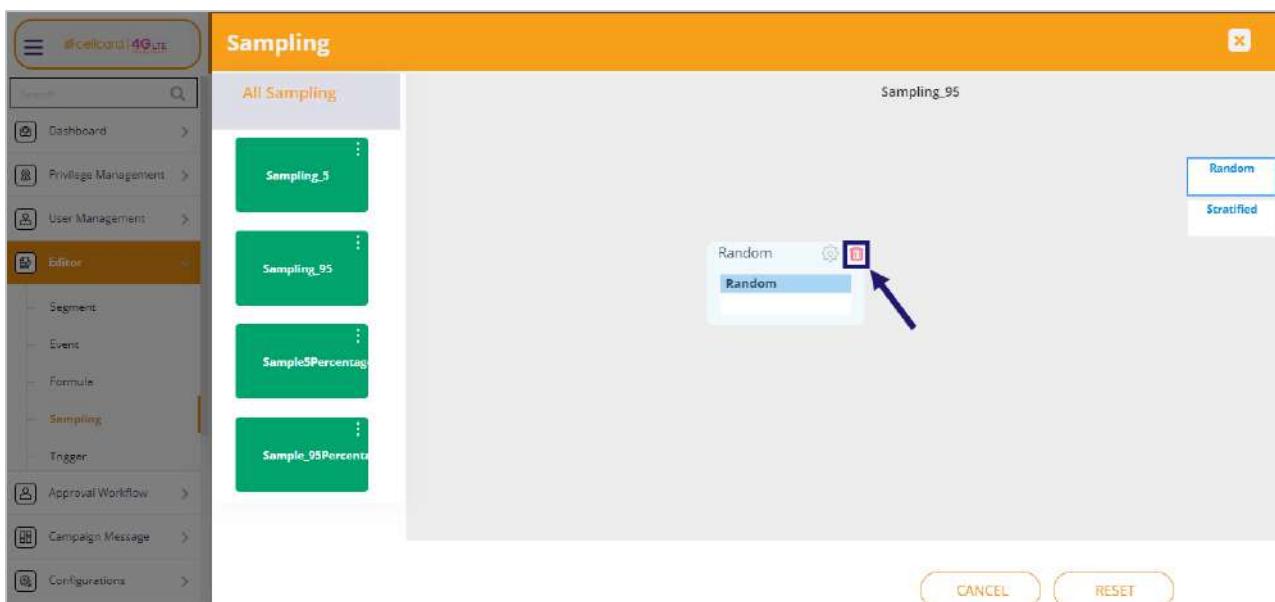


Figure 408 Sampling Node – Delete Button

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

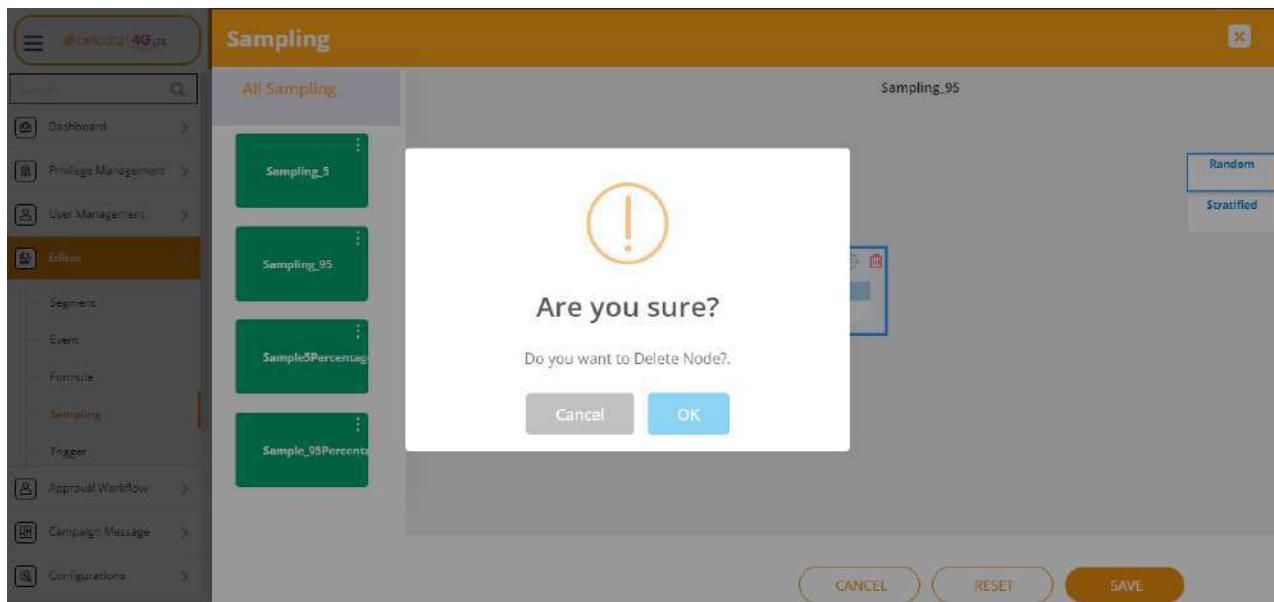


Figure 409 Delete Sampling Node – Confirmation Dialog

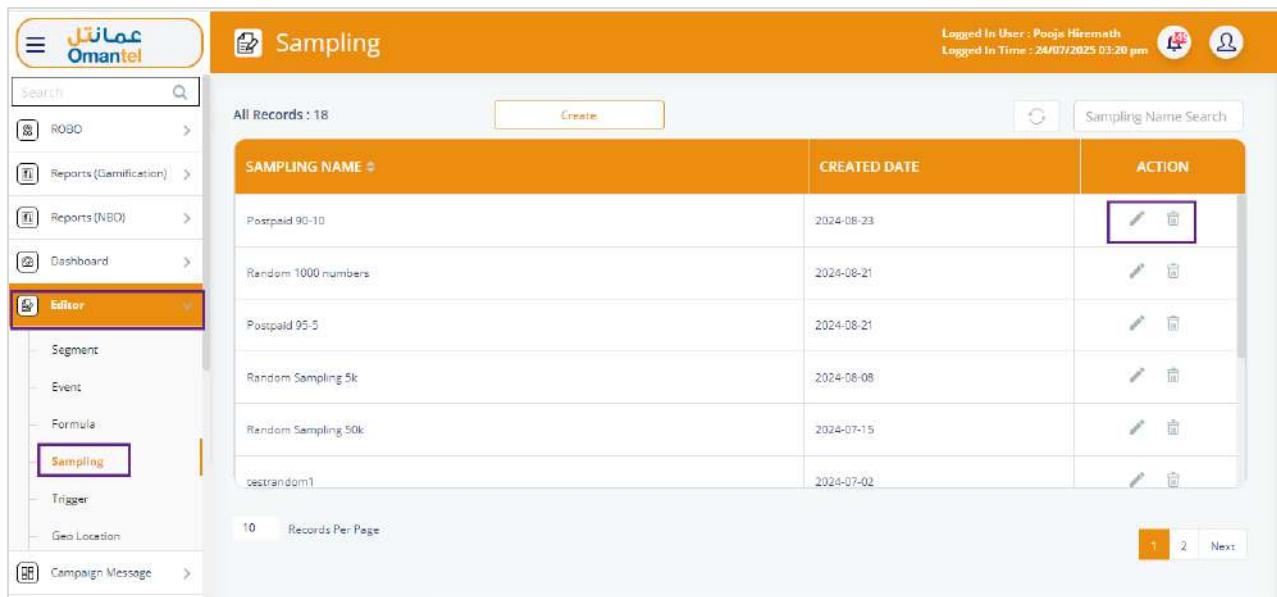
- If you receive the message, “**Are you sure? Do you want to delete Node?**” Click “**OK**” to confirm the action.
 A confirmation message is displayed, indicating that the sampling node is deleted successfully.
 Or
 Click “**Cancel**” to cancel the action.

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.



The screenshot shows the 'Sampling' screen in the Omantel Magik application. The left sidebar has a 'Editor' section with 'Sampling' selected. The main area displays a table of sampling records:

SAMPLING NAME	CREATED DATE	ACTION
Postpaid 90-10	2024-08-23	 
Random 1000 numbers	2024-08-21	 
Postpaid 95-5	2024-08-21	 
Random Sampling 5k	2024-08-08	 
Random Sampling 50k	2024-07-15	 
postrandom1	2024-07-02	 

At the bottom, there is a 'Records Per Page' dropdown set to 10, and a navigation bar showing page 1 of 2.

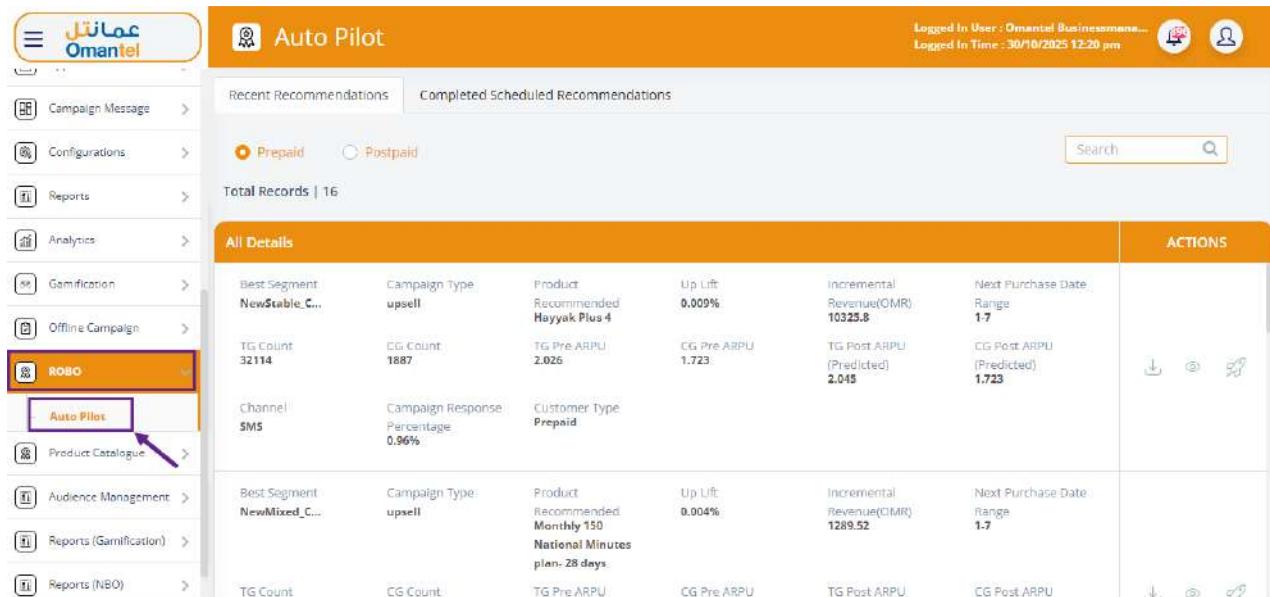
Figure 410 Sampling – Modify and Delete Operations

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.

- On the side menu, click **ROBO>>Auto Pilot** to view auto pilot details. Refer to the following screen.

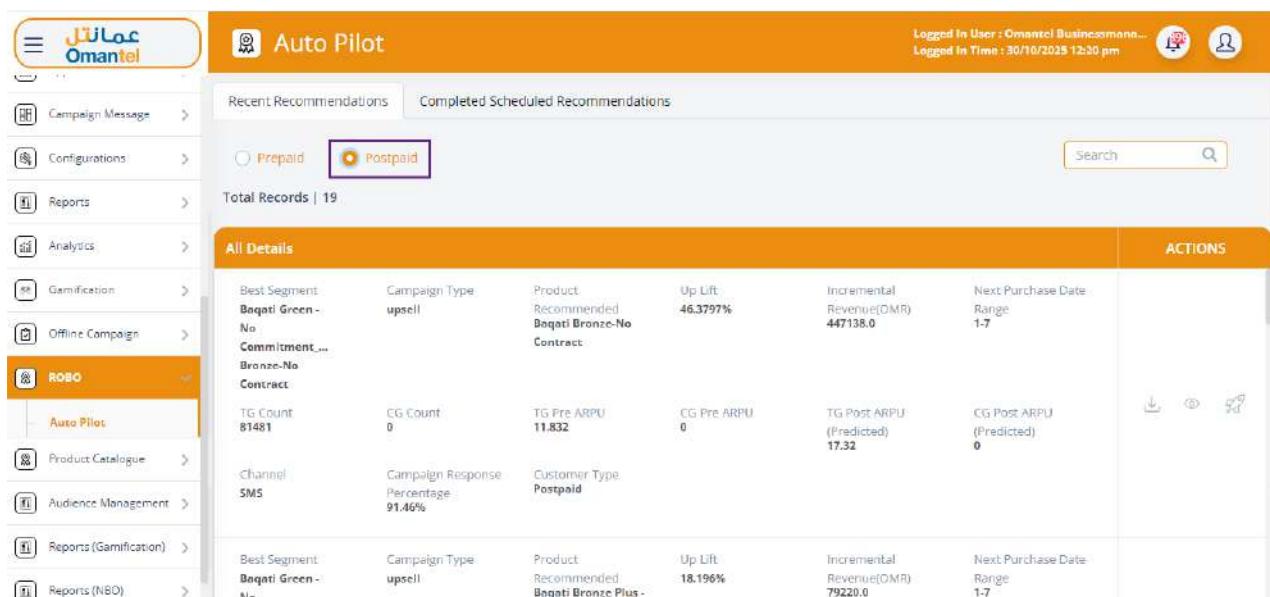
Note: By default, the **Prepaid** option is selected.



All Details						ACTIONS
Best Segment NewStable_C...	Campaign Type: upsell	Product: Recommended Hayyak Plus 4	Up Lift: 0.009%	Incremental Revenue(OMR) 10325.8	Next Purchase Date Range 1-7	
TG Count 32114	CG Count 1887	TG Pre ARPU 2.026	CG Pre ARPU 1.723	TG Post ARPU (Predicted) 2.045	CG Post ARPU (Predicted) 1.723	
Channel SMS	Campaign Response Percentage 0.96%	Customer Type: Prepaid				
Best Segment NewMixed_C...	Campaign Type: upsell	Product: Recommended Monthly 150 National Minutes plan- 28 days.	Up Lift: 0.004%	Incremental Revenue(OMR) 1289.52	Next Purchase Date Range 1-7	
TG Count	CG Count	TG Pre ARPU	CG Pre ARPU	TG Post ARPU	CG Post ARPU	

Figure 411 ROBO Auto Pilot- Prepaid

Note: The following screen will be displayed if “Postpaid” is selected.



All Details						ACTIONS
Best Segment Baqati Green - No Commitment ... Bronze No Contract	Campaign Type: upsell	Product: Recommended Baqati Bronze-No Contract	Up Lift: 46.3797%	Incremental Revenue(OMR) 447138.0	Next Purchase Date Range 1-7	
TG Count 81481	CG Count 0	TG Pre ARPU 11.832	CG Pre ARPU 0	TG Post ARPU (Predicted) 17.32	CG Post ARPU (Predicted) 0	
Channel SMS	Campaign Response Percentage 91.46%	Customer Type: Postpaid				
Best Segment Baqati Green - No	Campaign Type: upsell	Product: Recommended Baqati Bronze Plus -	Up Lift: 18.196%	Incremental Revenue(OMR) 79220.0	Next Purchase Date Range 1-7	

Figure 412 Auto Pilot- Postpaid

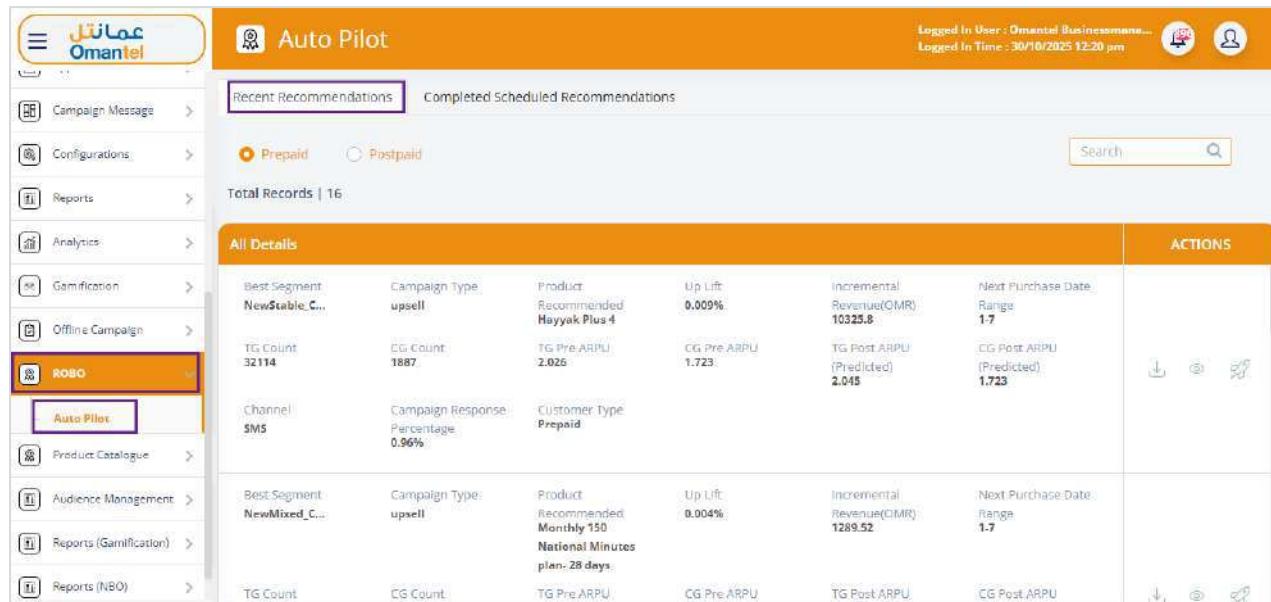
Users can perform the following operations:

- Recent Recommendations
- Completed Scheduled Recommendations

9.1 Recent Recommendations

The Recent Recommendations tab displays the latest automatically generated campaign suggestions based on customer data and predictive models. It helps users review newly identified target segments, recommended products, and expected performance metrics before execution.

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

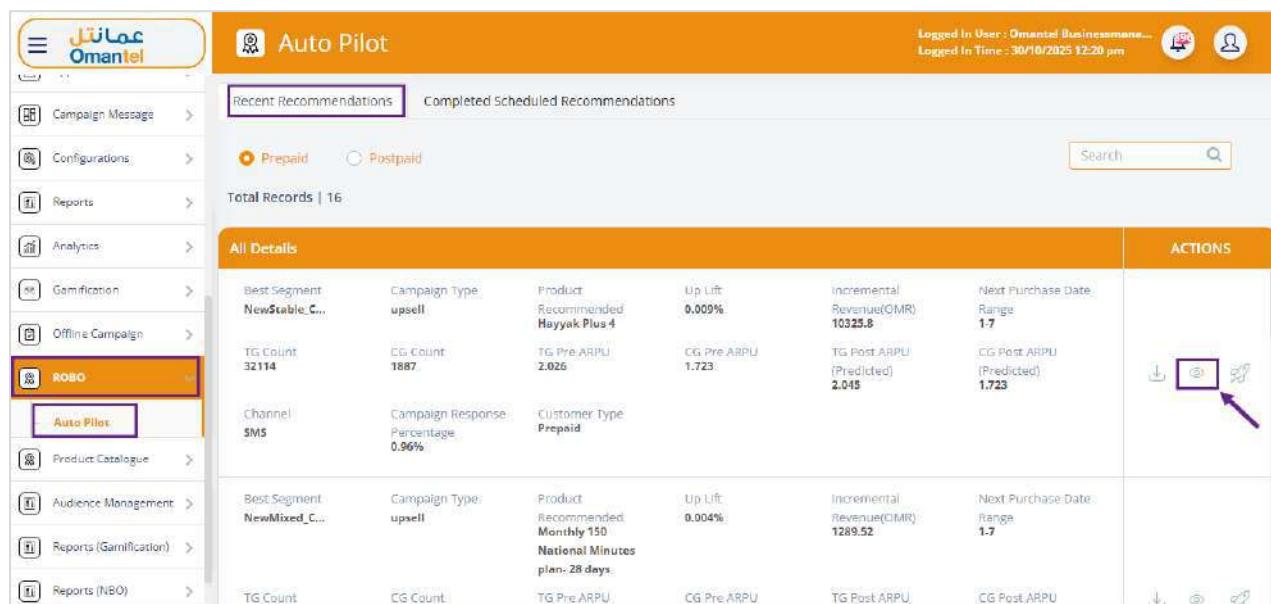


All Details						ACTIONS
Best Segment NewStable_C...	Campaign Type: upsell	Product Recommended Hayyak Plus 4	Up Lift 0.009%	Incremental Revenue(OMR) 10325.8	Next Purchase Date Range 1.7	
TG Count 32114	CG Count 1887	TG Pre ARPU 2.026	CG Pre ARPU 1.723	TG Post ARPU (Predicted) 2.045	CG Post ARPU (Predicted) 1.723	
Channel SMS	Campaign Response Percentage 0.96%	Customer Type Prepaid				
Best Segment NewMixed_C...	Campaign Type: upsell	Product Recommended Monthly 150 National Minutes plan- 28 days	Up Lift 0.004%	Incremental Revenue(CMR) 1289.52	Next Purchase Date Range 1.7	
TG Count	CG Count	TG Pre ARPU	CG Pre ARPU	TG Post ARPU	CG Post ARPU	

Figure 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.



All Details						ACTIONS
Best Segment NewStable_C...	Campaign Type: upsell	Product Recommended Hayyak Plus 4	Up Lift 0.009%	Incremental Revenue(OMR) 10325.8	Next Purchase Date Range 1.7	
TG Count 32114	CG Count 1887	TG Pre ARPU 2.026	CG Pre ARPU 1.723	TG Post ARPU (Predicted) 2.045	CG Post ARPU (Predicted) 1.723	
Channel SMS	Campaign Response Percentage 0.96%	Customer Type Prepaid				
Best Segment NewMixed_C...	Campaign Type: upsell	Product Recommended Monthly 150 National Minutes plan- 28 days	Up Lift 0.004%	Incremental Revenue(CMR) 1289.52	Next Purchase Date Range 1.7	
TG Count	CG Count	TG Pre ARPU	CG Pre ARPU	TG Post ARPU	CG Post ARPU	

Figure 414 Auto Pilot – View Button

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

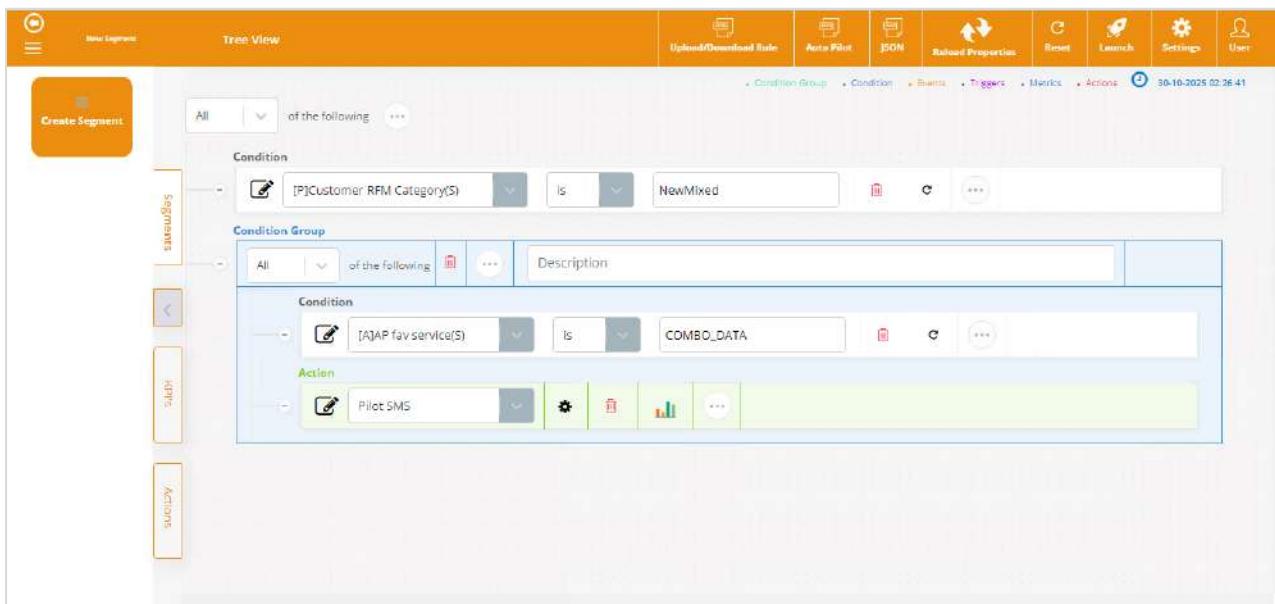


Figure 415 Rule Screen

For more details about the campaign, see the section
To launch campaign details:

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

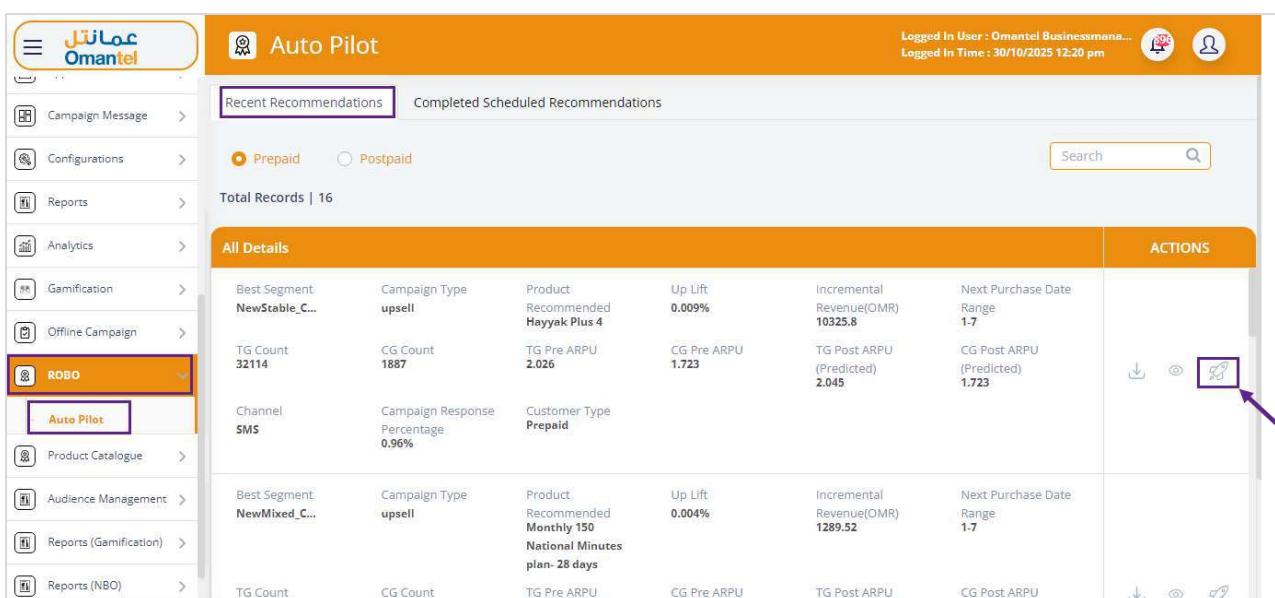


Figure 416 Auto Pilot – Launch Button

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

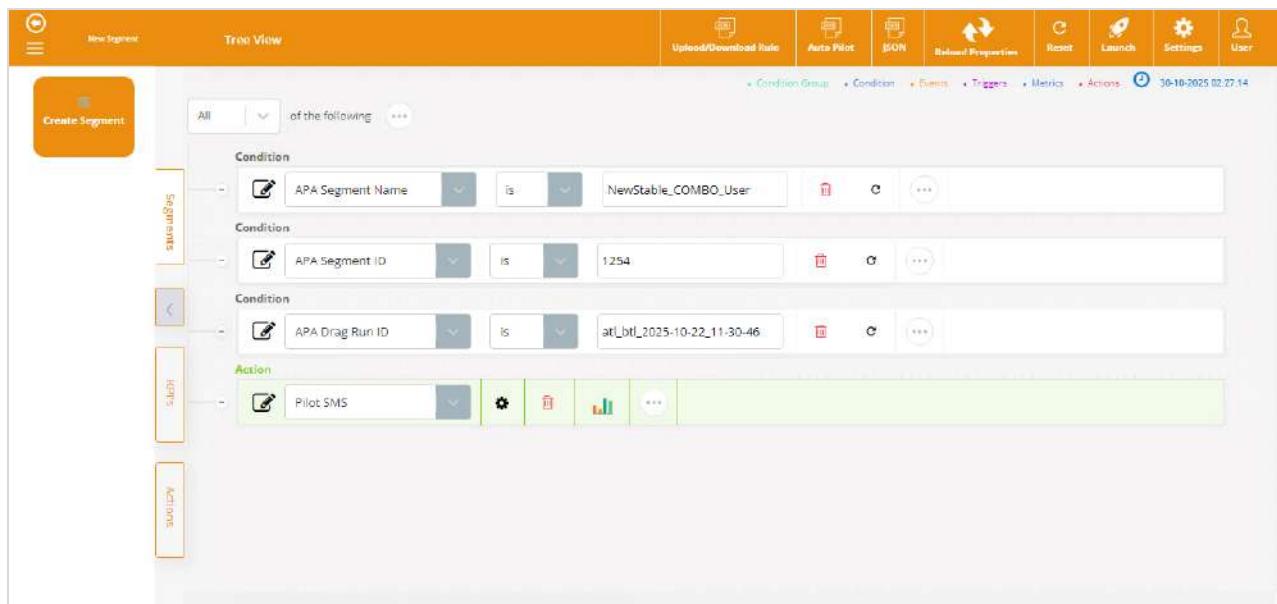


Figure 417 Rule Input Screen

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.

Omantel		Auto Pilot					
		Recent Recommendations					
		Completed Scheduled Recommendations					
		Total Records 2					
All Details							
ROBO	Segment	Best Segment: NewStable_COMBO...	Campaign Type: upsell	Product Recommended: Hayyak Plus 4	Up Lift: 0.009%	Incremental Revenue(OMR): 6514.88	Next Purchase Date Range: 1-7
	Event	TG Count: 25971	CG Count: 113	TG Pre ARPU: 2.215	CG Pre ARPU: 1.993	TG Post ARPU (Predicted): 2.235	CG Post ARPU (Predicted): 1.993
Editor	Formula	Channel: SMS	Campaign Response Percentage: 0.99%	Customer Type: Prepaid			
	Sampling	Best Segment: Stable_COMBO...	Campaign Type: upsell	Product Recommended: Hayyak Plus 4	Up Lift: 0.002%	Incremental Revenue(OMR): 2400.42	Next Purchase Date Range: 1-7
	Segment	TG Count: 6636	CG Count: 20	TG Pre ARPU: 8.267	CG Pre ARPU: 7.935	TG Post ARPU (Predicted): 8.284	CG Post ARPU (Predicted): 7.935
	Event						
	Formula						
	Sampling						

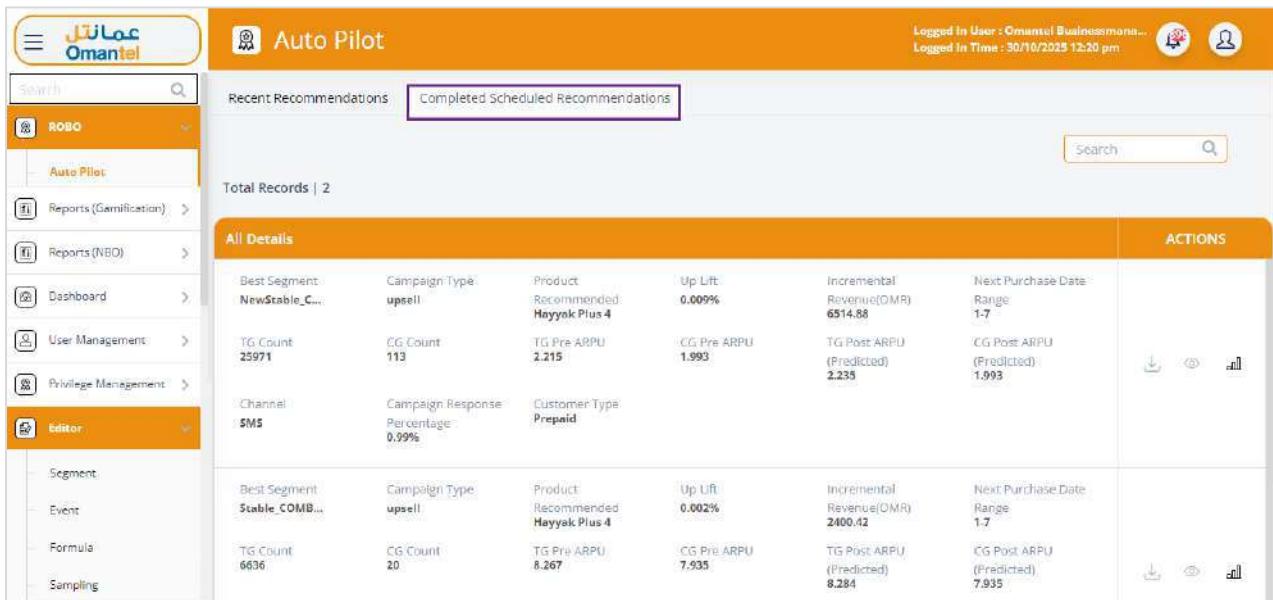
Figure 418 Auto Pilot- Download

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.

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

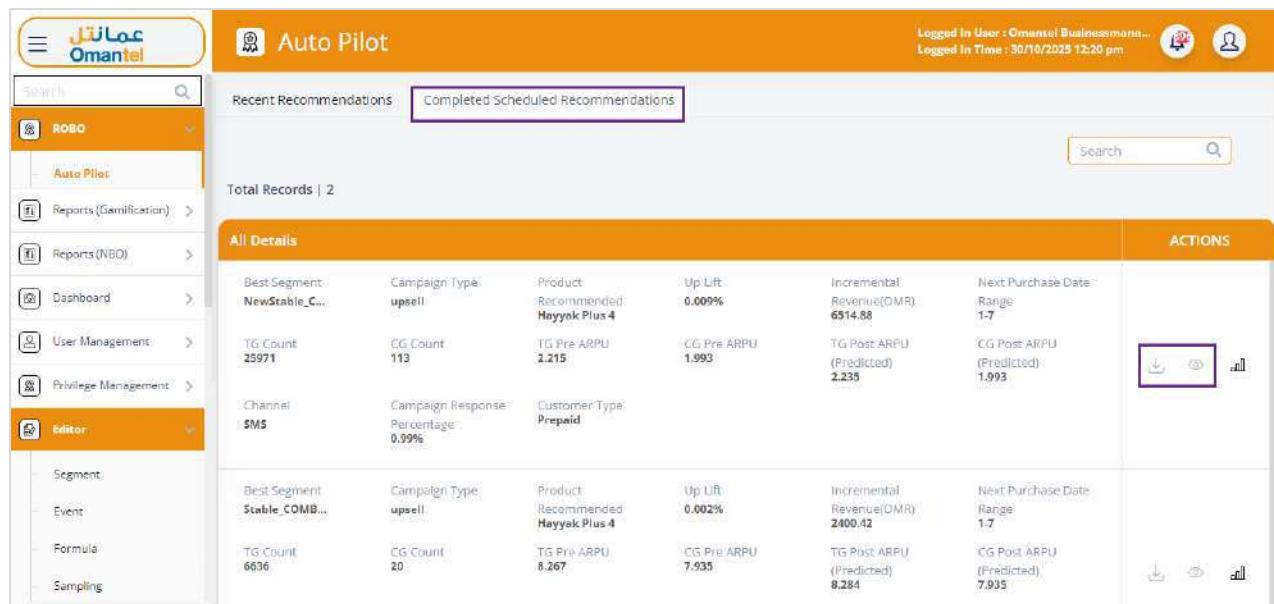


All Details						ACTIONS
Best Segment: NewStable_C...	Campaign Type: upsell	Product Recommended: Hayyak Plus 4	Up Lift: 0.009%	Incremental Revenue(DMR): 6514.88	Next Purchase Date Range: 1-7	
TG Count: 25971	CG Count: 113	TG Pre ARPU: 2.215	CG Pre ARPU: 1.993	TG Post ARPU (Predicted): 2.235	CG Post ARPU (Predicted): 1.993	
Channel: SMS	Campaign Response Percentage: 0.99%	Customer Type: Prepaid				
Best Segment: Stable_COMB...	Campaign Type: upsell	Product Recommended: Hayyak Plus 4	Up Lift: 0.002%	Incremental Revenue(DMR): 2400.42	Next Purchase Date Range: 1-7	
TG COUNT: 6636	CG Count: 20	TG Pre ARPU: 8.267	CG Pre ARPU: 7.935	TG Post ARPU (Predicted): 8.284	CG Post ARPU (Predicted): 7.935	

Figure 419 Auto Pilot - Completed Scheduled Recommendations

To view and launch a campaign:

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



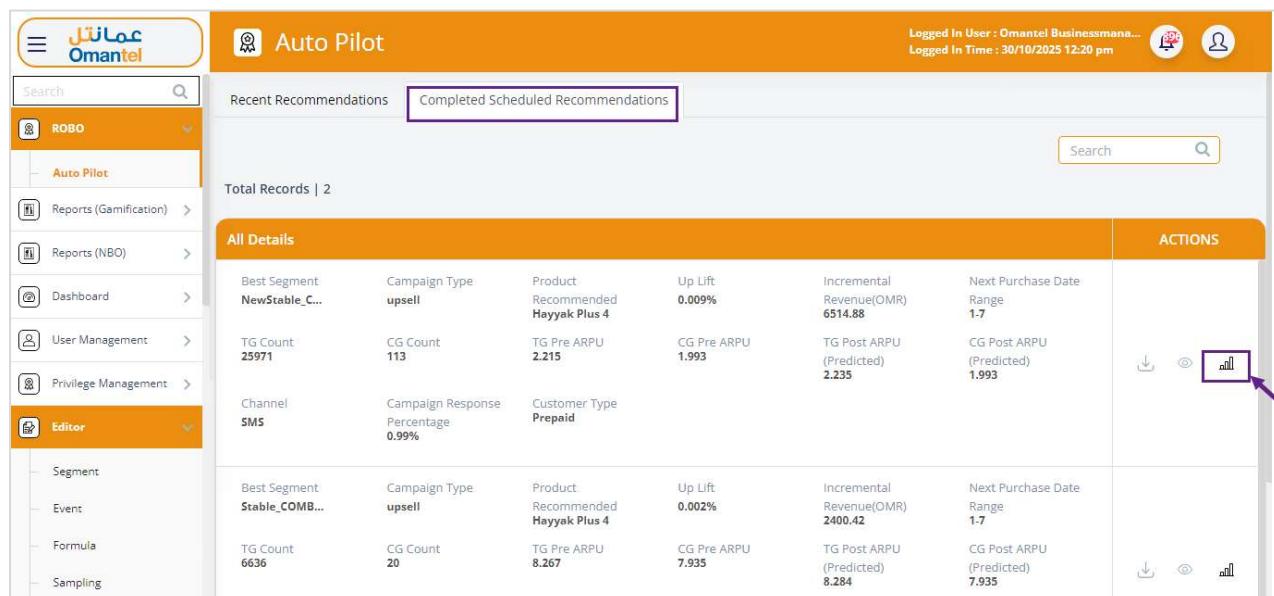
The screenshot shows the 'Auto Pilot' section of the Omantel Magik User Manual. The left sidebar has a 'ROBO' tab selected, with 'Auto Pilot' under it. The main area has tabs for 'Recent Recommendations' and 'Completed Scheduled Recommendations', with 'Completed Scheduled Recommendations' highlighted. A search bar is at the top right. Below is a table titled 'All Details' with two rows of data. Each row contains columns for Best Segment, Campaign Type, Product, Up Lift, Incremental Revenue(OMR), Next Purchase Date Range, and various ARPU metrics. Action buttons (Download, Edit, Graph) are on the far right of each row.

All Details						ACTIONS		
Best Segment NewStable_C...	Campaign Type upsell	Product Recommended Hayyak Plus 4	Up Lift 0.009%	Incremental Revenue(OMR) 6514.88	Next Purchase Date Range 1:7			
TG Count 25971	CG Count 113	TG Pre ARPU 2.215	CG Pre ARPU 1.993	TG Post ARPU (Predicted) 2.235	CG Post ARPU (Predicted) 1.993			
Channel SMS	Campaign Response Percentage 0.99%	Customer Type Prepaid						
Best Segment Stable_COMB...	Campaign Type upsell	Product Recommended Hayyak Plus 4	Up Lift 0.002%	Incremental Revenue(OMR) 2400.42	Next Purchase Date Range 1:7			
TG Count 6636	CG Count 20	TG Pre ARPU 8.267	CG Pre ARPU 7.935	TG Post ARPU (Predicted) 8.284	CG Post ARPU (Predicted) 7.935			

Figure 420 Completed Scheduled Recommendations – View and Download

To view autopilot comparison:

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



This screenshot is identical to Figure 420, but the 'Graph' button in the top right corner of the table header is highlighted with a purple box and an arrow points to it from the bottom right.

Figure 421 Auto Pilot – Graph Button

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

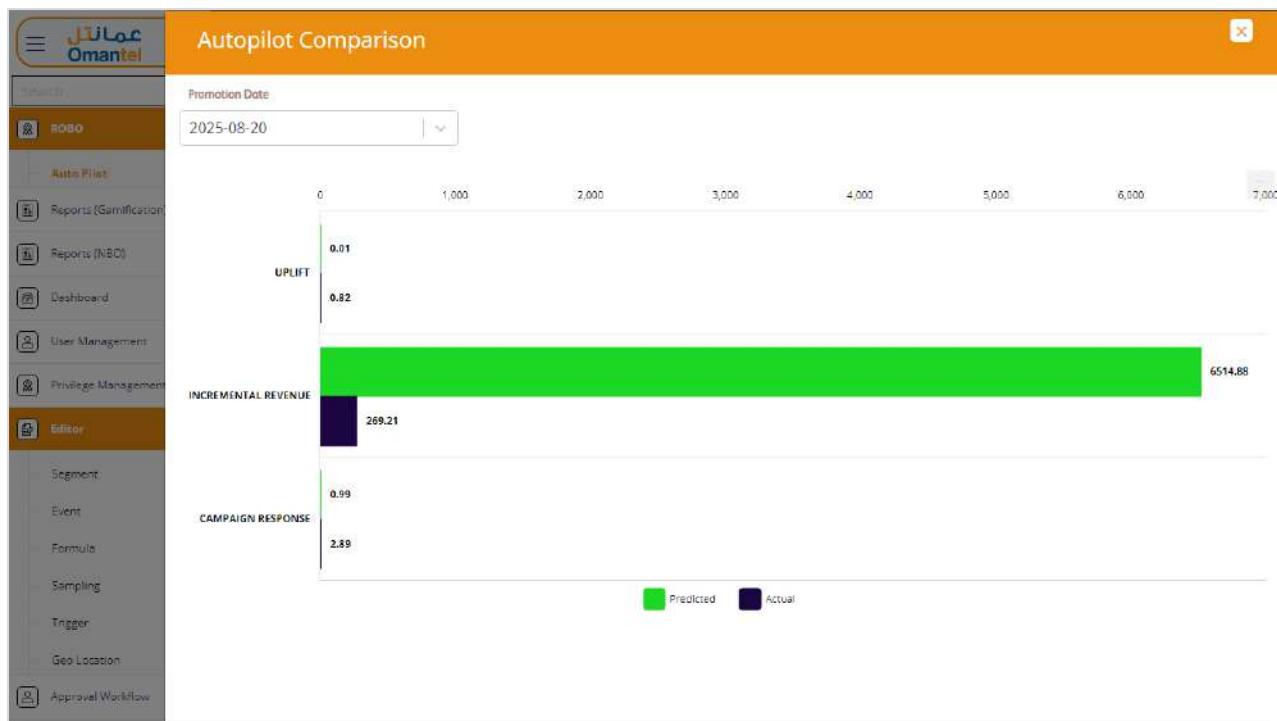


Figure 422 Auto Pilot Comparison

- Select the **Promotion Date** from the drop-down list.
- Users can view the comparison details of the predicted and actual values from the graph.

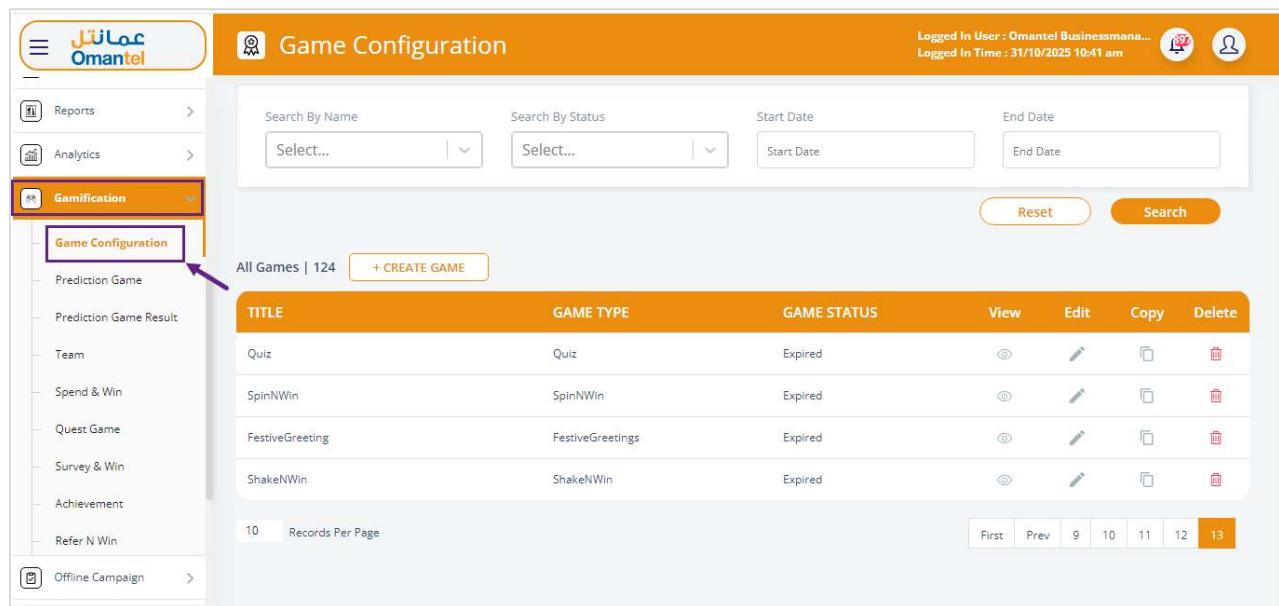
10 Gamification

The gamification module is an advanced rule engine-based Customer Engagement tool that comprehensively allows while the standard Loyalty programs have touched upon the aspirational aspect of the customer's life through offering sophisticated and luxury-like experiences in return for loyalty (For example, A Golf Round, Table for two at a fine dining restaurant), the Gamification aspect is for the gamer inside every individual and triggers certain key behaviors.

10.1 Game Configuration

Using this option, you can configure the game by adding eligibility conditions and game language details. You can configure the game for the partner with the start and end dates. Users can change the status of their game, such as from "Active" to "Inactive" or from "Inactive" to "Active".

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



The screenshot shows the 'Game Configuration' screen. At the top, there are search filters for 'Search By Name' (Select...), 'Search By Status' (Select...), 'Start Date', and 'End Date'. Below the filters are buttons for 'Reset' and 'Search'. The main area displays a table of games with columns: TITLE, GAME TYPE, GAME STATUS, View, Edit, Copy, and Delete. The table contains four rows of game data:

TITLE	GAME TYPE	GAME STATUS	View	Edit	Copy	Delete
Quiz	Quiz	Expired				
SpinNWin	SpinNWin	Expired				
FestiveGreeting	FestiveGreetings	Expired				
ShakeNWin	ShakeNWin	Expired				

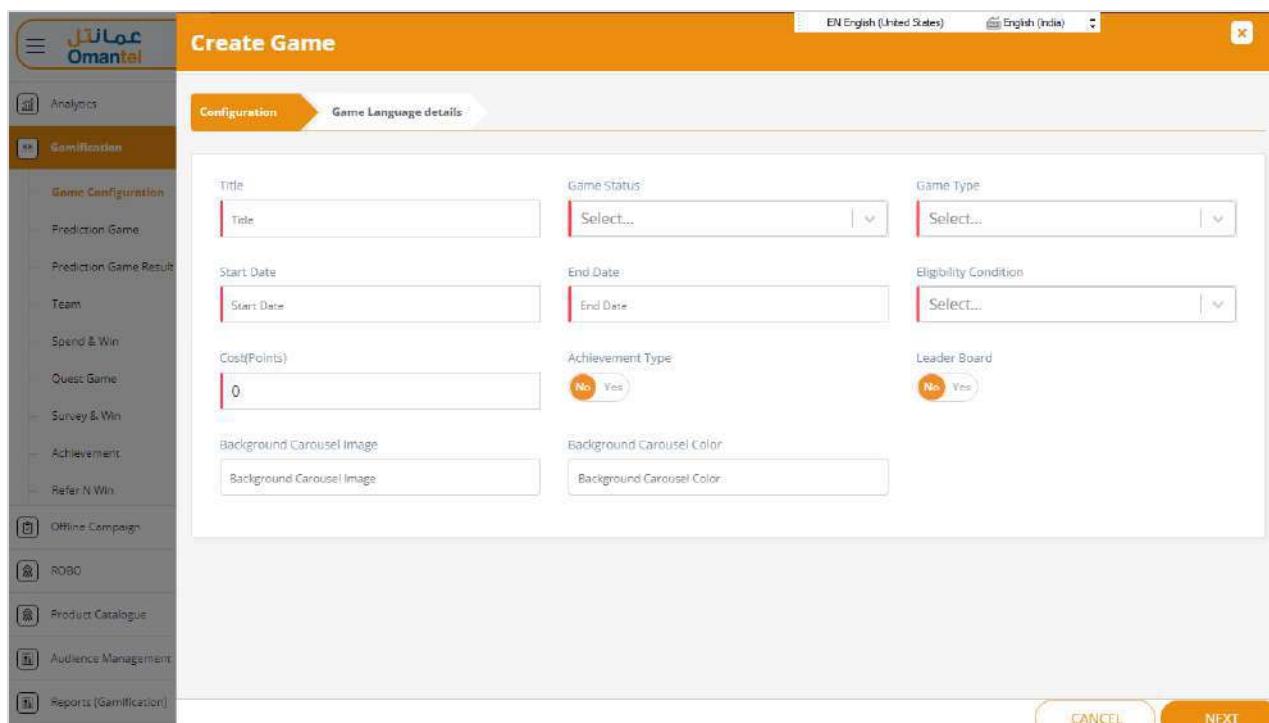
At the bottom left, there is a page number '10' and 'Records Per Page'. At the bottom right, there are navigation buttons for 'First', 'Prev', '9', '10', '11', '12', and '13'.

Figure 423 Gamification – Game Configuration

10.1.1 Create Game

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

1. On the **Game Configuration** screen, click the **+CREATE GAME** button to create a new game. Refer to the following screen. The following pop-up window will be displayed.



The screenshot shows the 'Create Game' interface. On the left, there's a sidebar with various menu items like Analytics, Gamification, Game Configuration, Prediction Game, etc. The 'Configuration' tab is currently selected. The main area has tabs for 'Configuration' and 'Game Language details'. Under 'Configuration', there are several input fields: 'Title' (mandatory), 'Game Status' (dropdown), 'Game Type' (dropdown), 'Start Date' (calendar), 'End Date' (calendar), 'Eligibility Condition' (dropdown), 'Cost(Points)' (text input), 'Achievement Type' (radio buttons for No or Yes), 'Leader Board' (radio buttons for No or Yes), 'Background Carousel Image' (file upload), and 'Background Carousel Color' (color picker). At the bottom right are 'CANCEL' and 'NEXT' buttons.

Figure 424 Create Game – Definition Input Screen

Note: By default, the **Configuration** tab is displayed.

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

Field	Description
Title	Enter the title of the game.
Game Status	Select the game status in the drop-down list. For example, “ Active .”
Game Type	Select the game type in the drop-down list. For example, “ Spin N Win ”.
Start Date & Time	Select the start date from the calendar.
End Date & Time	Select the end date from the calendar.
Eligibility Condition	Select the eligibility condition in the drop-down list. For example, “ Segment ”.
Cost	Enter how many loyalty points a user must spend to participate in the game.
Leader Board	To turn the Leader Board on or off, click Leader Board under the Create Game menu.
Leader Board Level	Select the leaderboard level in the drop-down list. Note: This field displays if “ Leader Board ” is turned to “ Yes ”.
Achievement Type	To turn the Achievement Type on or off, click Achievement Type under the Create Game menu.
Achievement	Select the achievement Type in the drop-down list. Note: This field displays if “ Achievement Type ” is turned to “ Yes ”.
Background Carousel Image	Select the field to upload an image that will be used as the background in the game's promotional carousel.

Field	Description
Background Carousel Color	Select a field to select a solid background color. This can be used as an alternative if no image is provided.
Line Type	Select the target customers based on their service type.
Life Time Limit	Enter the maximum number of times a single user can participate in this survey throughout its entire duration.
Hide on Reward Exhausted	When set to Yes, the survey will automatically be hidden from users once all the associated rewards have been claimed.
Feedback Image URL	Enter a web link (URL) for an image. This image would likely be displayed to the user on the screen after they have successfully submitted the survey.

Schedule Type- Daily

If “Daily” is selected as Schedule Type, then the following screen is displayed.



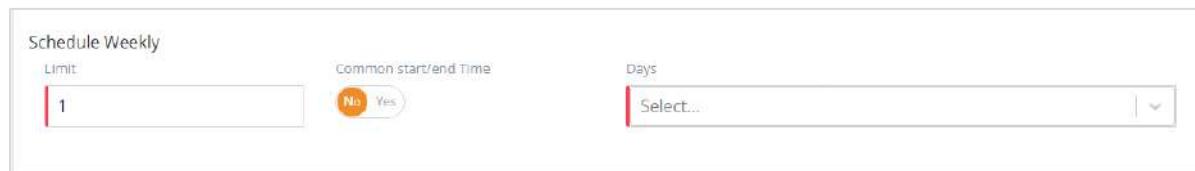
The form titled "Schedule Daily" contains three fields: "Limit" (set to 1), "Daily Start Time" (empty), and "Daily End Time" (empty).

Daily

- Limit-** Enter the daily limit of the game.
- Daily Start Time-** Select the Daily Start Time (Hour and Minutes) of the game.
- Daily End Time-** Select the Daily End Time (Hour and Minutes) of the game.

Schedule Type- Weekly

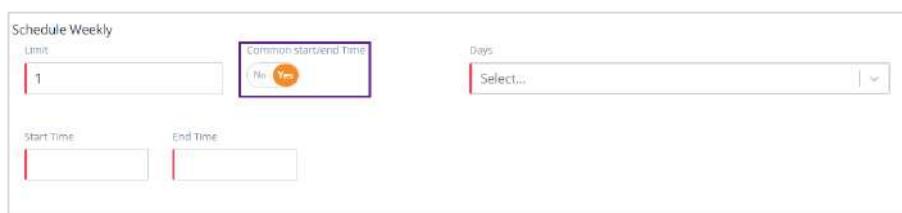
If “Weekly” is selected as Schedule Type, then the following screen is displayed.



The form titled "Schedule Weekly" contains three fields: "Limit" (set to 1), "Common start/end Time" (set to No), and "Days" (dropdown menu labeled "Select...").

Weekly

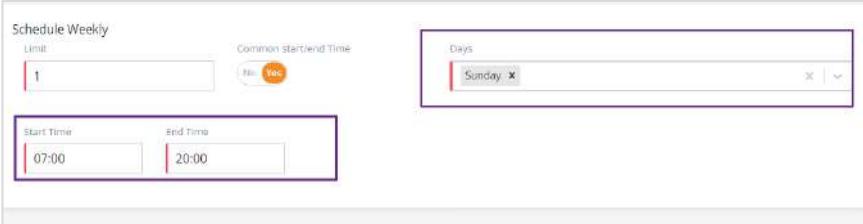
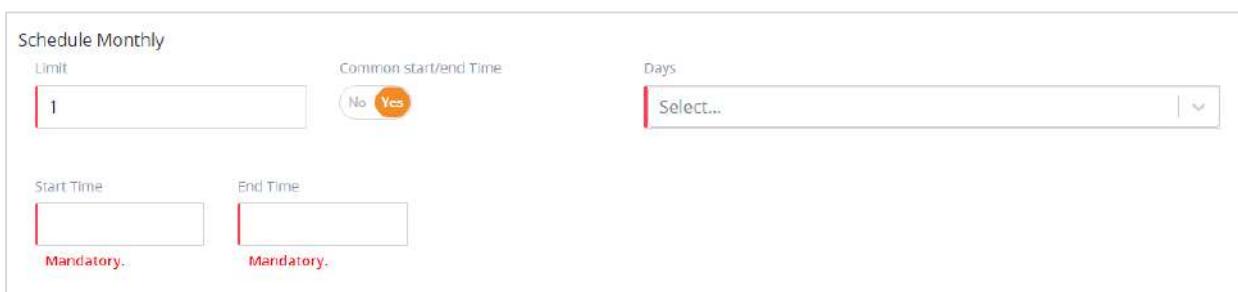
- Limit-** Enter the weekly limit of the game.
- Common Start & End Time-** Turn the **Common Start & End Time** to “Yes” to configure the weekly start and end time of the game. The following screen will be displayed.



The configuration form for "Schedule Weekly" includes the "Limit" field (1), a "Common start/end Time" switch (set to Yes), the "Days" dropdown ("Select..."), and two time selection fields for "Start Time" and "End Time".

- Weekly Start Time-** Select the Weekly Start Time (Hour and Minutes) of the game.
- Weekly End Time-** Select the Weekly End Time (Hour and Minutes) of the game.

For example, to configure the game on Sunday, it starts at 7 and ends in the

Field	Description
	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.	
	 <p>Monthly</p> <ul style="list-style-type: none"> Limit- Enter the monthly limit of the game. Common Start & End Time- Turn the Common Start & End Time to “Yes” to configure the monthly start and end time of the game. Days- Select the days in the drop-down list. <p>Note: You can select multiple days.</p> <ul style="list-style-type: none"> Monthly Start Time- Select the monthly Start Time (Hour and Minutes) of the game. Monthly End Time- Select the monthly End Time (Hour and Minutes) of the game.

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

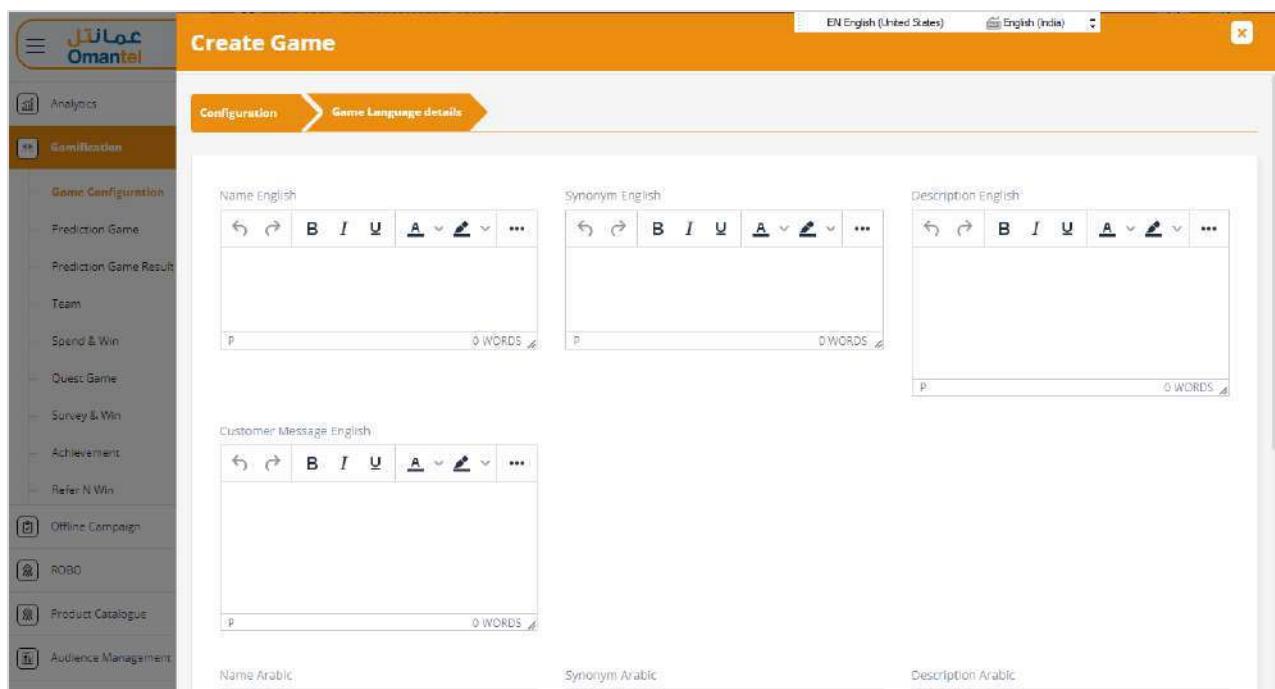


Figure 425 Create Game – Game Language Details

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

Field	Description
Name (EN)	Enter the game name in English.
Synonym (EN)	Enter the game synonym in English.
Description (EN)	Enter the game description in English.
Name (AR)	Enter the game name in Arabic.
Synonym (AR)	Enter the game synonym in Arabic.
Description (AR)	Enter the game description in Arabic.

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

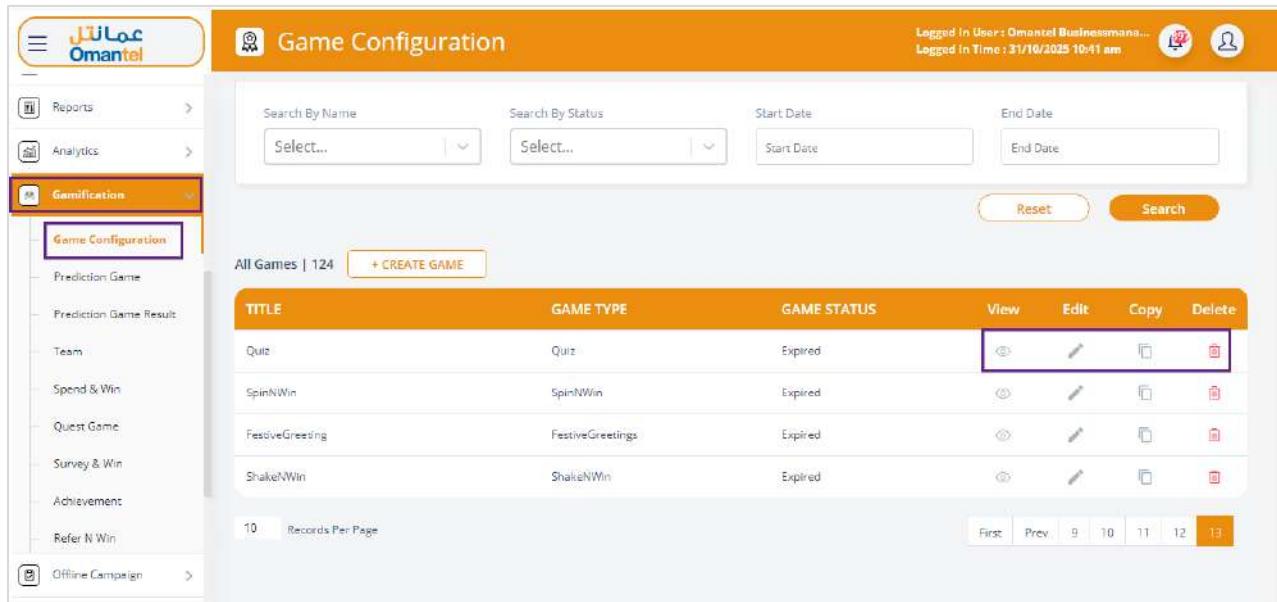
A confirmation message will be displayed indicating that the game is created successfully.

10.1.2 View, Modify, Copy, and Delete Game

Using this option, you can view, modify, and delete the existing configured game details.

- On the **Game Configuration** screen, click the **View** button  to view the game details. Refer to the following screen.
- On the **Game Configuration** screen, click the **Modify** button  to modify the game details. Refer to the following screen.
- On the **Game Configuration** screen, click the **Copy** button  to copy the game details. Refer to the following screen.

- On the **Game Configuration** screen, click the **Delete** button  to delete the existing game details. Refer to the following screen.



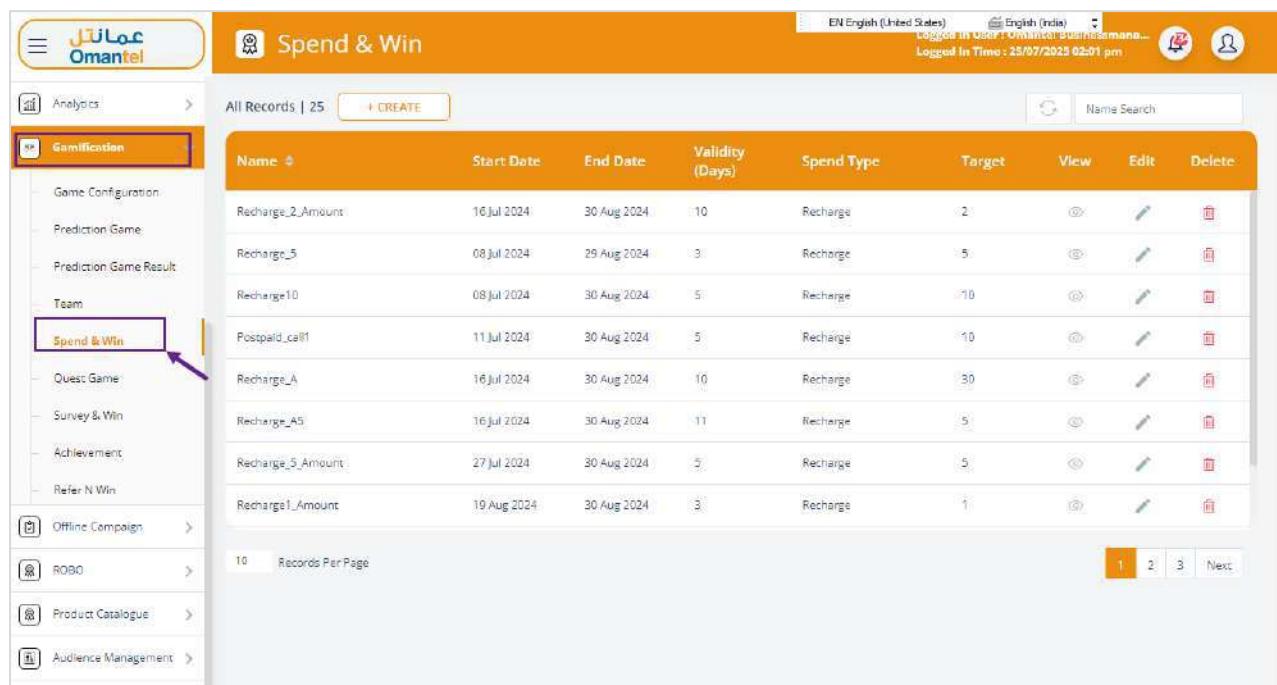
The screenshot shows the 'Game Configuration' page. On the left, there's a sidebar with 'Gamification' selected. The main area has search filters for 'Search By Name' and 'Search By Status', and date filters for 'Start Date' and 'End Date'. A 'Reset' button and a 'Search' button are at the top right. Below that is a table titled 'All Games | 124' with a '+ CREATE GAME' button. The table has columns: TITLE, GAME TYPE, GAME STATUS, View, Edit, Copy, and Delete. There are four rows of game entries: 'Quiz' (Quiz, Expired), 'SpinNWin' (SpinNWin, Expired), 'FestiveGreetings' (FestiveGreetings, Expired), and 'ShakeNWin' (ShakeNWin, Expired). At the bottom, it says '10 Records Per Page' and has navigation buttons for 'First', 'Prev', '9', '10', '11', '12', and '13'.

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

10.2 Spend & Win

Spend and Win is a type of gamification mechanic that rewards users for spending money on products or services. It is a common mechanic used in loyalty programs, where users earn points or rewards for every dollar they spend. Spend and Win gamification mechanics can be effective in motivating customers to spend more money. You can configure the start date and end date for the spend and win event.

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



The screenshot shows the Omantel Gamification interface. The left sidebar has a tree view under 'Gamification' with 'Spend & Win' selected. The main area displays a table of 'Spend & Win' records:

Name	Start Date	End Date	Validity (Days)	Spend Type	Target	View	Edit	Delete
Recharge_2_Amount	16 Jul 2024	30 Aug 2024	10	Recharge	2			
Recharge_5	08 Jul 2024	29 Aug 2024	9	Recharge	5			
Recharge10	08 Jul 2024	30 Aug 2024	5	Recharge	10			
Postpaid_call1	11 Jul 2024	30 Aug 2024	5	Recharge	10			
Recharge_A	16 Jul 2024	30 Aug 2024	10	Recharge	30			
Recharge_A5	16 Jul 2024	30 Aug 2024	11	Recharge	5			
Recharge_5_Amount	27 Jul 2024	30 Aug 2024	5	Recharge	5			
Recharge1_Amount	19 Aug 2024	30 Aug 2024	3	Recharge	1			

Records Per Page: 10 | Page: 1 / 2 / 3 / Next

Figure 427 Gamification – Spend & Win

10.2.1 Create Spend & Win Game

Using this option, you can create a new spend and win a game.

1. On the **Spend & Win** screen, click the **+CREATE** button to create a new spend and win event. The following pop-up window will be displayed.

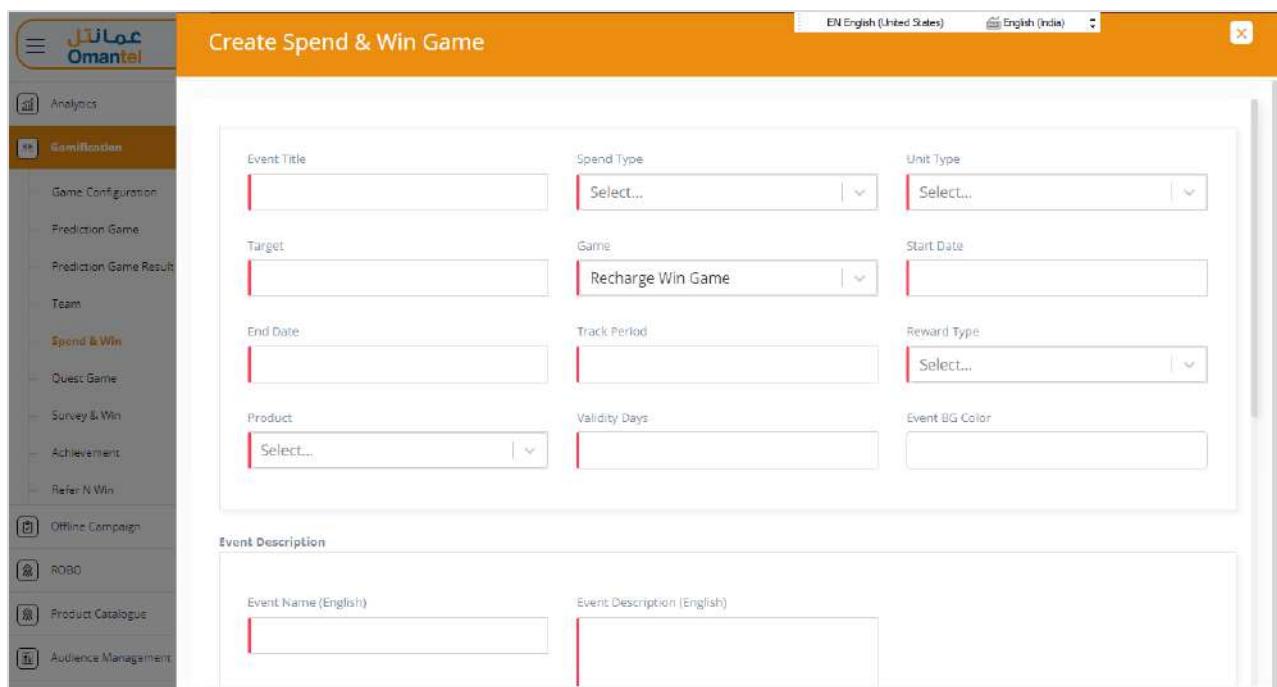


Figure 428 Create Spend & Win Game – Definition Input Screen

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

Field	Description
Event Title	Enter the title of the event.
Spend Type	Select the spend type in the drop-down list. For example, “Recharge”.
Unit Type	Select the unit type in the drop-down list.
Target	Enter the target of the spend and win game in the corresponding field. <ul style="list-style-type: none"> • Click  to increase the count. • Click  to decrease the count.
Game	Select the game from the drop-down list.
Start Date	Select the start date from the calendar.
End Date	Select the end date from the calendar.
Track Period	Enter the track period of the spend and win the game event in the corresponding field. <ul style="list-style-type: none"> • Click  to increase the count. • Click  to decrease the count.
Reward Type	Select the reward type in the drop-down list. For example, “ Telco Offer ”.
Product	Select the product in the drop-down list. For example, “ 7 Makasib Points ”.
Validity Days	Enter the days for which the reward is valid after it has been awarded to the user.
Event BG Color	A field to select a background color for the event's banner as it appears in the user application
Event Description	

Field	Description
Event Name (EN)	Enter the event name in English.
Event Description (EN)	Enter the event description in English.
Event Name (AR)	Enter the event name in Arabic.
Event Description (AR)	Enter the event description in Arabic.
Image Upload	
Image	<p>Click the Choose File button to upload the image of the spend and win event game.</p> <p>After uploading the image, the name of the file is displayed.</p>

3. After entering all the required details, click the **Create** button.

A confirmation message will be displayed indicating that the data is created successfully.

10.2.2 View, Modify, and Delete Spend & Win Game

Using this option, you can view, modify, and delete the existing configured spend and win game details.

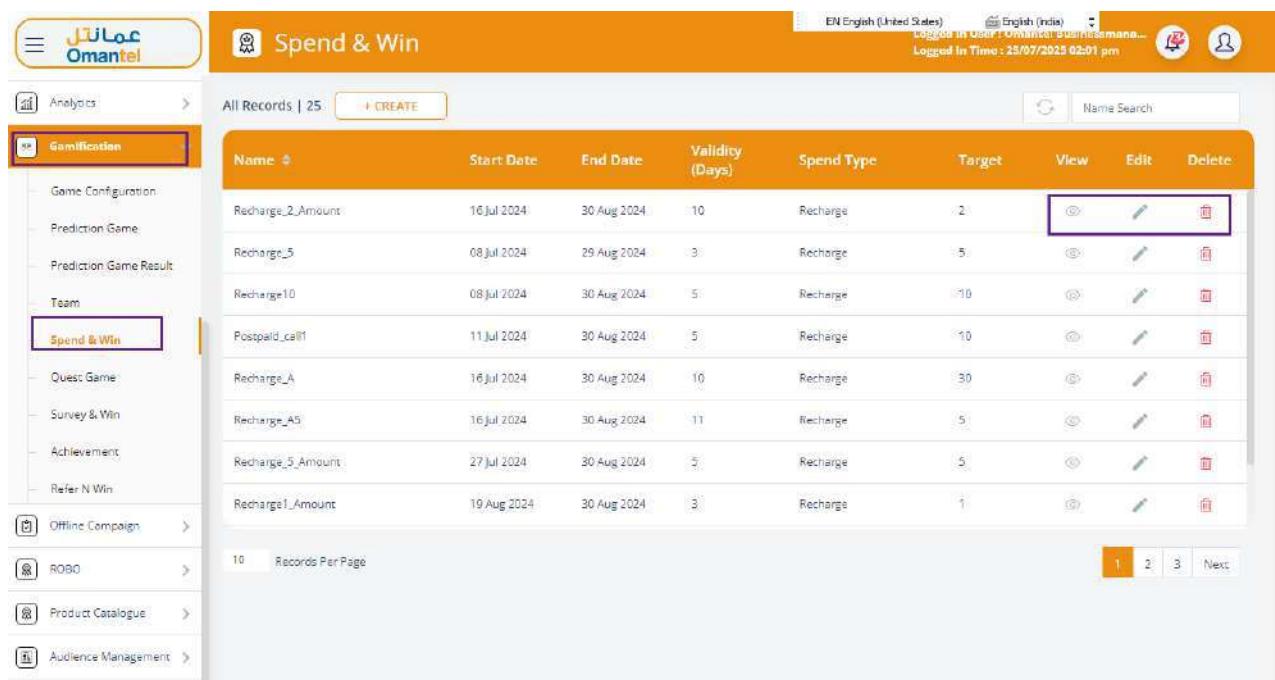
- On the **Spend & Win Game** screen, click the **View** button  to view the Spend and Win game details. Refer to the following screen.

Note: You cannot modify any details when the game is in the “Active” state.

- On the **Spend & Win** screen, click the **Modify** button  to modify the Spend and Win game details. Refer to the following screen.

Note: You cannot delete any details when the game is in the “Active” state.

- On the **Spend & Win** screen, click the **Delete** button  to delete the existing spend and win game details. Refer to the following screen.



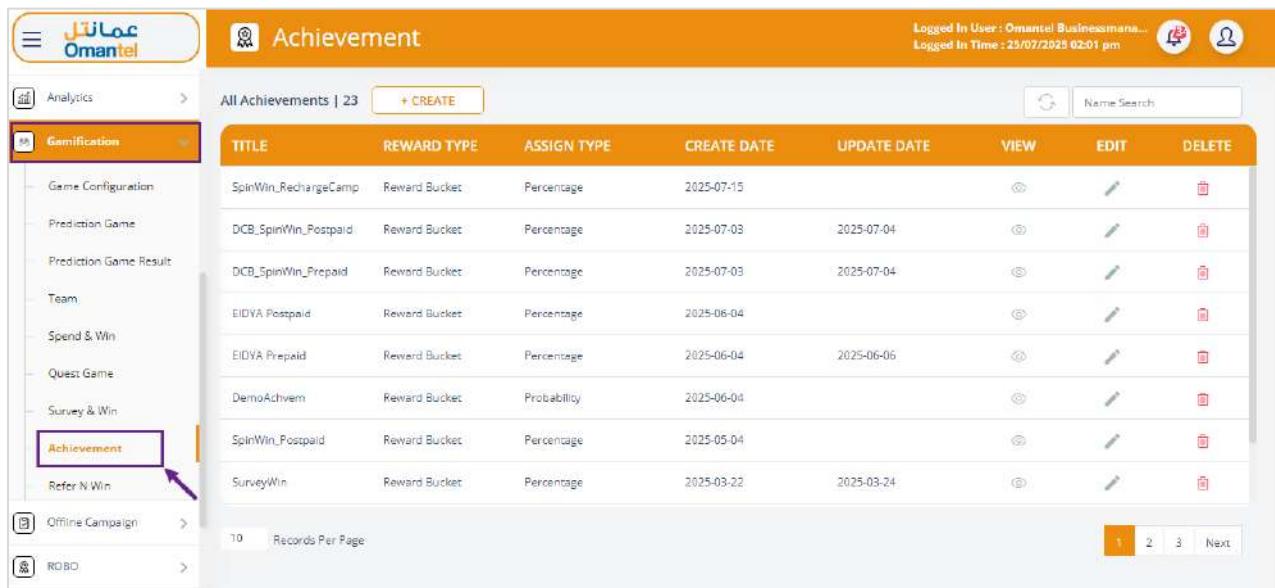
Name	Start Date	End Date	Validity (Days)	Spend Type	Target	Action
Recharge_2_Amount	16 Jul 2024	30 Aug 2024	10	Recharge	2	  
Recharge_5	08 Jul 2024	29 Aug 2024	3	Recharge	5	  
Recharge10	08 Jul 2024	30 Aug 2024	5	Recharge	10	  
Postpaid_call1	11 Jul 2024	30 Aug 2024	5	Recharge	10	  
Recharge_A	16 Jul 2024	30 Aug 2024	10	Recharge	30	  
Recharge_A5	16 Jul 2024	30 Aug 2024	11	Recharge	5	  
Recharge_5_Amount	27 Jul 2024	30 Aug 2024	5	Recharge	5	  
Recharge1_Amount	19 Aug 2024	30 Aug 2024	3	Recharge	1	  

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.



Title	Reward Type	Assign Type	Create Date	Update Date	View	Edit	Delete
SpinWin_RechargeCamp	Reward Bucket	Percentage	2025-07-15				
DCB_SpinWin_Postpaid	Reward Bucket	Percentage	2025-07-03	2025-07-04			
DCB_SpinWin_Prepaid	Reward Bucket	Percentage	2025-07-03	2025-07-04			
EIDVA Postpaid	Reward Bucket	Percentage	2025-06-04				
EIDVA Prepaid	Reward Bucket	Percentage	2025-06-04	2025-06-05			
DemoAchievem	Reward Bucket	Probability	2025-06-04				
SpinWin_Postpaid	Reward Bucket	Percentage	2025-05-04				
SurveyWin	Reward Bucket	Percentage	2025-03-22	2025-03-24			

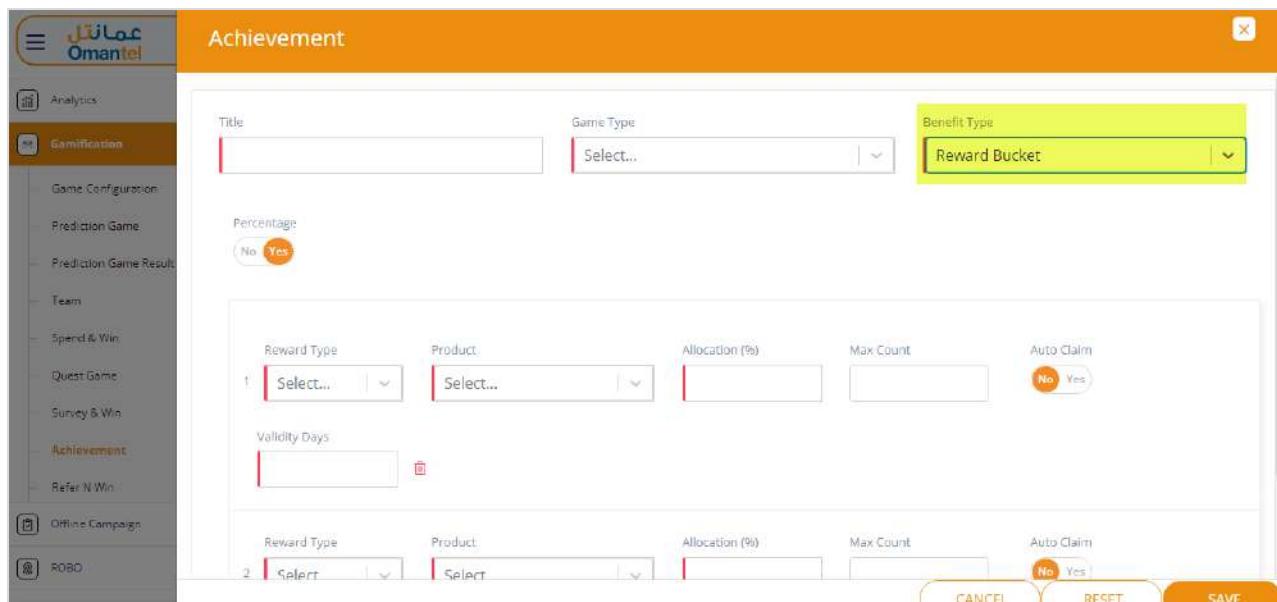
Figure 430 Gamification –Achievement

10.3.1 Create Achievement

Using this option, you can create a new achievement.

1. On the **Achievement** screen, click the **+CREATE** button to create a new achievement. Refer to the following screen. The following pop-up window will be displayed.

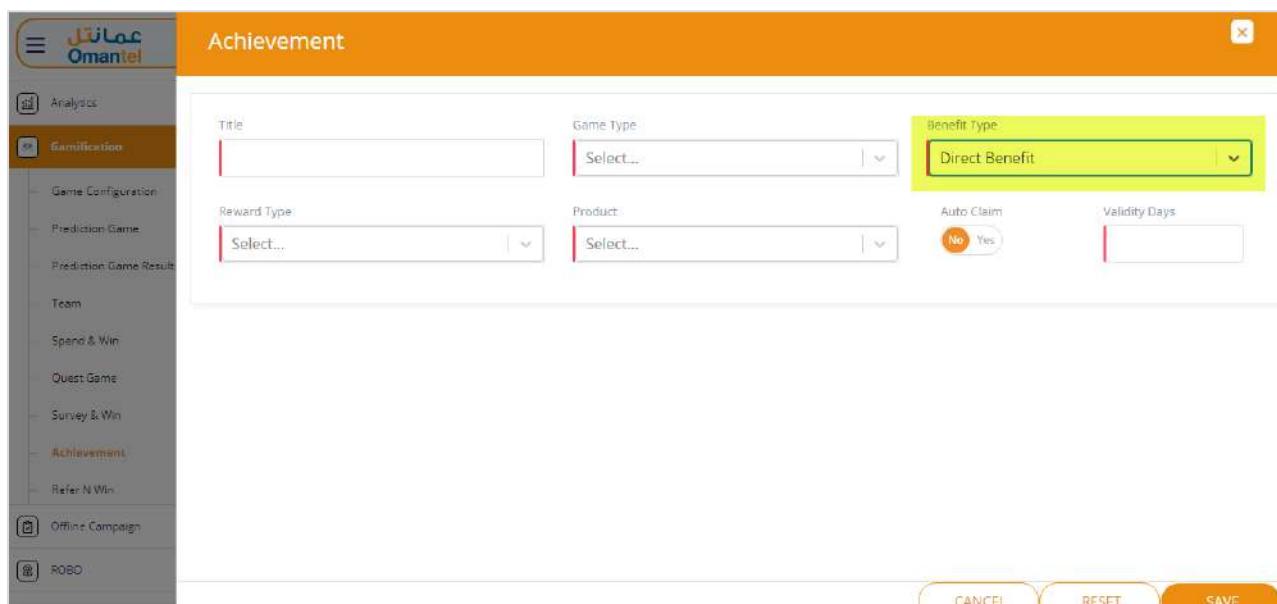
Note: If “Reward Bucket” is selected in the drop-down list of Reward Type, the following screen will be displayed.



The screenshot shows the 'Achievement' creation interface. On the left is a sidebar with navigation links like Analytics, Gamification, Game Configuration, Prediction Game, etc. The main area has tabs for 'Achievement' and 'Reward Bucket'. The 'Achievement' tab is active. It contains fields for 'Title', 'Game Type', 'Benefit Type' (set to 'Reward Bucket'), 'Percentage' (radio buttons for 'No' and 'Yes'), and two reward sections (1 and 2) with dropdowns for 'Reward Type', 'Product', 'Allocation (%)', 'Max Count', and 'Auto Claim' (radio buttons for 'No' and 'Yes'). At the bottom are 'CANCEL', 'RESET', and 'SAVE' buttons.

Figure 431 Create Achievement – Reward Bucket Details Screen

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



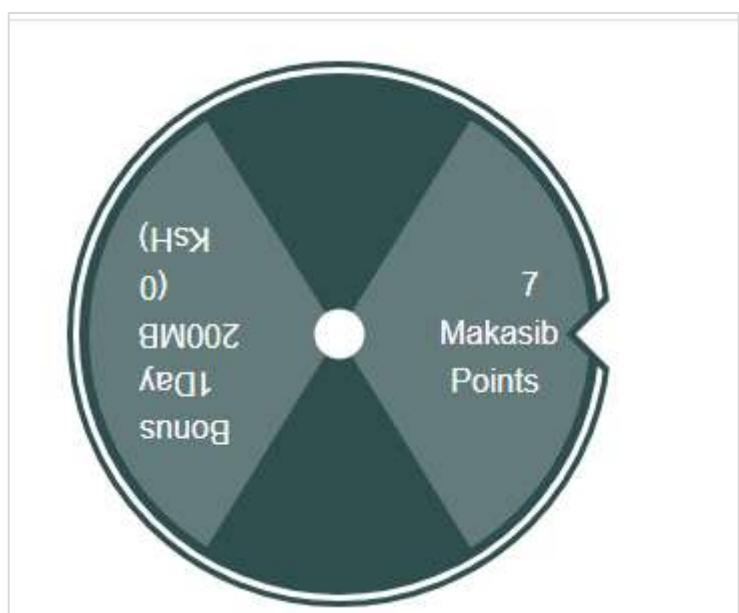
This screenshot shows the same achievement creation interface, but the 'Benefit Type' dropdown is now set to 'Direct Benefit'. The rest of the form remains the same, with sections for 'Reward Type', 'Product', 'Allocation (%)', 'Max Count', 'Auto Claim', and 'Validity Days'. The bottom buttons are 'CANCEL', 'RESET', and 'SAVE'.

Figure 432 Create Achievement – Direct Benefit Details Screen

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

Fields	Description
Title	Enter the title of the game.
Game Type	Select the Game Type in the drop-down list.
Reward Type	Select the Reward Type in the drop-down list. The following are the available reward types: <ul style="list-style-type: none"> Reward Bucket

Fields	Description
	<ul style="list-style-type: none"> • Direct Benefit.
Percentage	<p>To turn the percentage on or off, click Percentage on the Create Achievement menu.</p> <p>Determines if the achievement reward allocation is based on a percentage</p> <p>Note: This field will be displayed after selecting the Reward Bucket in the drop-down list of the Reward Type.</p>
Random	<p>To turn Random on or off, click Random on the Create Achievement menu.</p> <p>Indicates whether the reward distribution for this achievement will be random.</p> <p>Note: This field will be displayed after selecting the Reward Bucket in the drop-down list of the Reward Type.</p>
Probability	<p>To turn Random on or off, click Probability on the Create Achievement menu.</p> <p>Indicates if the reward allocation involves probability.</p> <p>Note: This field will be displayed after selecting the Reward Bucket in the drop-down list of the Reward Type.</p>
Reward Type	<p>Select the rewards type in the drop-down list.</p> <p>The following are the available rewards:</p> <ul style="list-style-type: none"> • Reward • Campaign Offer • Telco Offers <p>Note: This field will be displayed after selecting the Reward Bucket in the drop-down list of the Reward Type, and the Random option is turned to “Yes”.</p>
Product	Select the product from the drop-down list.
Allocation (%)	<p>Enter the percentage of the total reward pool or a certain allocation for this specific reward.</p> <p>Note: This field will be displayed after selecting the Reward Bucket in the drop-down list of the Reward Type, and the Percentage option is turned to “Yes”.</p> <ul style="list-style-type: none"> • Click  to increase the percentage. • Click  to decrease the percentage.
Hourly Limit	<p>Enter the hourly limit of the rewards.</p> <p>Note: This field will be displayed after selecting the Reward Bucket in the drop-down list of the Reward Type, and the Random option is turned to “Yes”.</p> <ul style="list-style-type: none"> • Click  to increase the limit. <p>Click  to decrease the limit.</p>
Daily Limit	Enter the daily limit of the rewards.

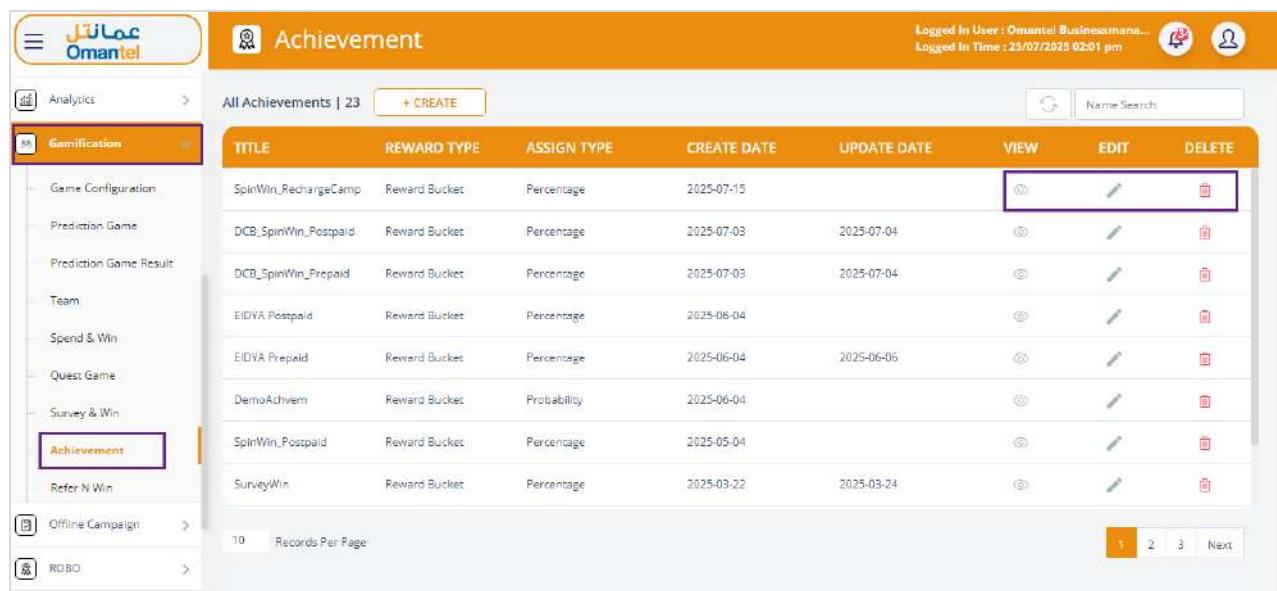
Fields	Description
	<p>Note: This field will be displayed after selecting the Reward Bucket in the drop-down list of the Reward Type, and the Random option is turned to “No”.</p>
Max Count	<p>Enter the maximum number of times this particular reward can be given out for this achievement.</p> <ul style="list-style-type: none"> • Click  to increase the count. • Click  to decrease the count.
Validity Days	<p>The number of days for which the claimed reward will be valid from the time it's awarded</p>
Auto Claim	<p>Turn the Auto Claim to “Yes” to claim the reward automatically by the user upon achieving the criteria, or if they need to manually claim it.</p>
Slot Multiplier	<p>Enter the factor that multiplies the number of slots available for rewards of certain rewards.</p> <p>This field becomes non-editable if “Reload” is enabled.</p> <p>Note: This field will be displayed after selecting the Reward Bucket in the drop-down list of the Reward Type, and the Probability option is turned to “Yes”.</p>
Total Lot Size	<p>Indicates the sum of all "Lot Sizes" configured for the individual rewards below.</p>
Reload	<p>Turn the Reload to “Yes” to reload the achievement or its associated rewards after they are exhausted.</p>
Preview	<p>To turn the preview on or off, click Preview under the Achievement menu.</p> <p>Two products must be selected to preview the achievement.</p> <p>Note: This field will be displayed after selecting the Reward Bucket in the drop-down list of the Reward Type.</p>
	<p>After selecting the product, the following screen will be displayed.</p>  <p>The pie chart illustrates the distribution of rewards for this achievement. It consists of three segments: a large dark grey segment labeled "1 Day Bonus (200MB)", a medium dark grey segment labeled "0 (KSH)", and a smaller dark grey segment labeled "7 Makasib Points".</p>

- Click the **Add** button  to add multiple achievement details.
 - Click the **Delete** button  to delete an existing achievement detail.
3. After providing the required details, click **Save**.
 A confirmation message will be displayed, indicating that the achievement is created successfully.

10.3.2 View, Modify, and Delete Achievement

Using this option, you can view, modify, and delete the existing achievement details.

- On the **Achievement** screen, click the **View** button  to view the achievement details. Refer to the following screen.
- On the **Achievement** screen, click the **Modify** button  to modify the Spend and Win achievement details. Refer to the following screen.
- On the **Achievement** screen, click the **Delete** button  to delete the existing achievement details. Refer to the following screen.



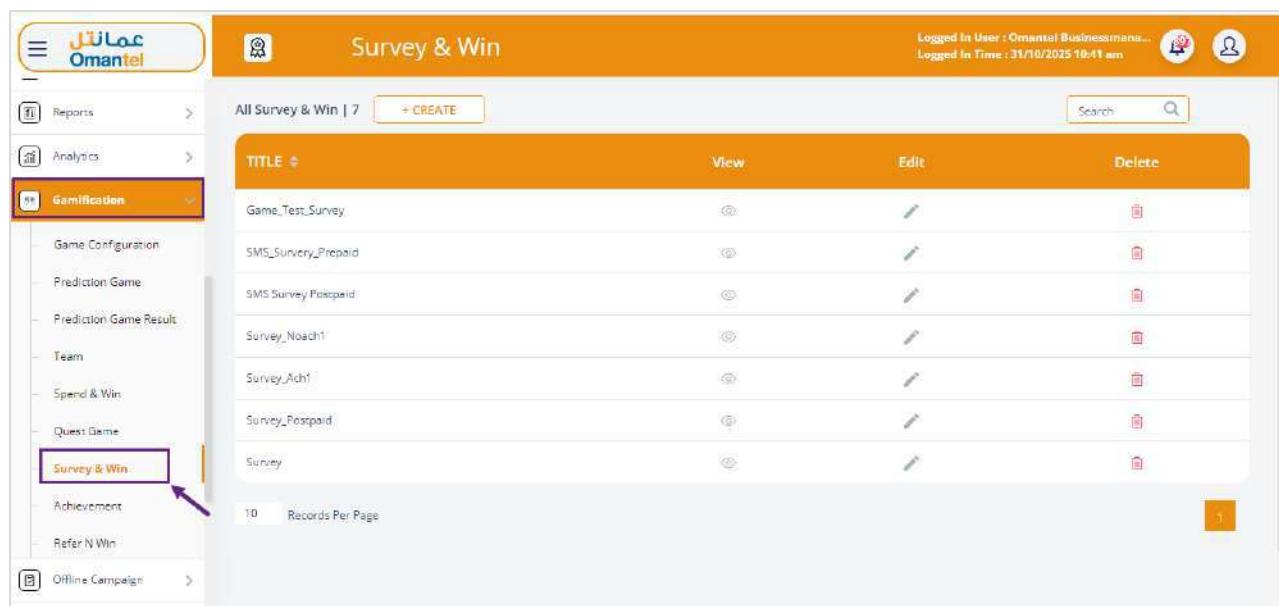
Achievement									
		All Achievements 23				Name Search			
	Gamification	TITLE	Reward Type	ASSIGN TYPE	CREATE DATE	UPDATE DATE	VIEW	EDIT	DELETE
Game Configuration		SpinWin_RechargeCamp	Reward Bucket	Percentage	2025-07-15				
Prediction Game		DCB_SpinWin_Postpaid	Reward Bucket	Percentage	2025-07-03	2025-07-04			
Prediction Game Result		DCB_SpinWin_Prepaid	Reward Bucket	Percentage	2025-07-03	2025-07-04			
Team		EIDYA Postpaid	Reward Bucket	Percentage	2025-06-04				
Spend & Win		EIDYA Prepaid	Reward Bucket	Percentage	2025-06-04	2025-06-05			
Quest Game		DemoAchievem	Reward Bucket	Probability	2025-06-04				
Survey & Win		SpinWin_Postpaid	Reward Bucket	Percentage	2025-05-04				
Achievement		SurveyWin	Reward Bucket	Percentage	2025-03-22	2025-03-24			
Refer N Win									
Offline Campaign									
ROBO									

Figure 433 Achievement – View, Modify and Delete Operations

10.4 Survey & Win

This Survey & Win combines the traditional survey approach with elements of game design to incentivize participation and increase engagement. This method utilizes the intrinsic motivator of play and competition to encourage users to complete surveys and provide valuable data. It is a valuable tool for clients to collect data while simultaneously engaging their audience.

- On the side menu, click **Gamification>> Survey & Win** to view the details of the survey and win. Refer to the following screen.



All Survey & Win | 7 + CREATE Search 

TITLE	View	Edit	Delete
Game_Test_Survey			
SMS_Survey_Prepaid			
SMS Survey Postpaid			
Survey_Noach1			
Survey_Adri			
Survey_Postpaid			
Survey			

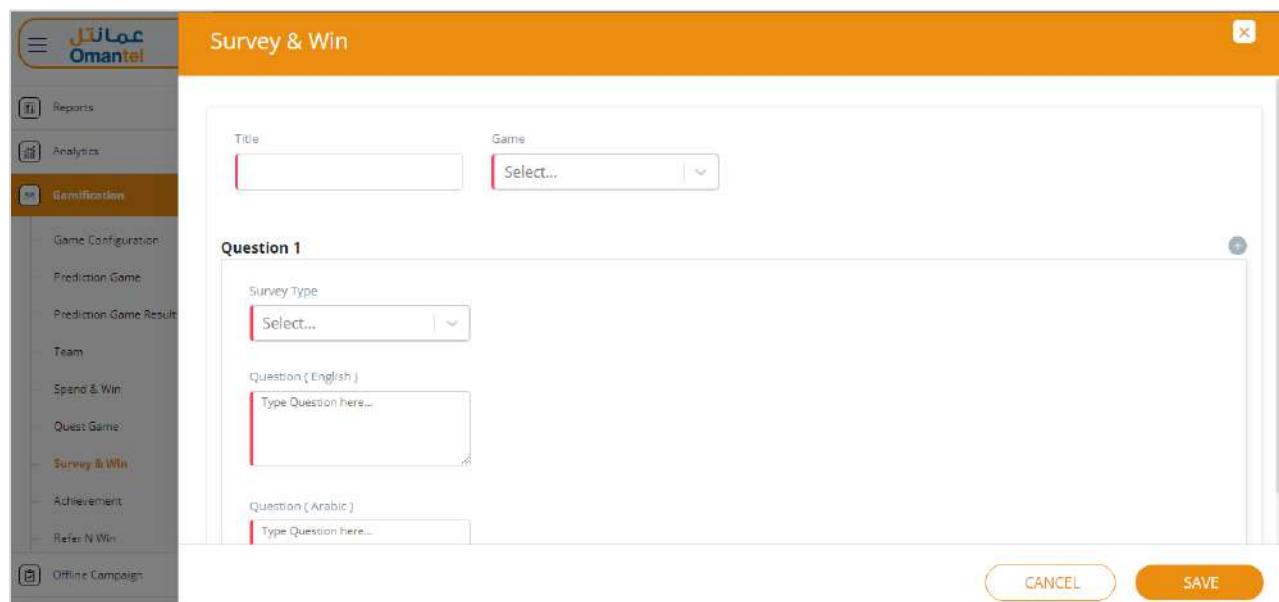
10 Records Per Page 

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.



Title Game

Question 1

Survey Type

Question (English)

Question (Arabic)

CANCEL **SAVE**

Figure 435 Create Survey & Win Game Input Screen

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

Field	Description
Event Title	Enter the title of the event.

Field	Description
Game	Select the game in the drop-down list.
Question 1	
Survey Type	<p>Select the survey type in the drop-down list. The following are the survey types available:</p> <ul style="list-style-type: none"> • Quiz • Feedback • Rating
Question (English & Arabic)	Enter or type the question in this field.
Option 1(English & Arabic)	<p>Enter question 1 in this field.</p> <p>Note: This field displays if “Quiz” is selected in the drop-down list of the Survey Type.</p>
Option 2 (English & Arabic)	<p>Enter question 2 in this field.</p> <p>Note: This field displays if “Quiz” is selected in the drop-down list of the Survey Type.</p> <ul style="list-style-type: none"> • Click the Add button  to add multiple options.
Rating Type	<p>Select the rating type in the drop-down list. For example, “Value”.</p> <p>Note: This field displays if “Rating” is selected in the drop-down list of the Survey Type.</p>
Minimum Rating	<p>Select the minimum rating in the drop-down list. For example, “1”.</p> <p>Note: This field displays if “Value” is selected in the drop-down list of the Rating Type.</p>
Maximum Rating	<p>Select the maximum rating in the drop-down list. For example, “5”.</p> <p>Note: This field displays if “Value” is selected in the drop-down list of the Rating Type.</p>

3. After entering all the required details, click the **Save**.

A confirmation message will be displayed indicating that the data is created successfully.

10.4.2 View, Modify, and Delete Survey & Win Game

Using this option, you can view, modify, and delete the existing survey and win details.

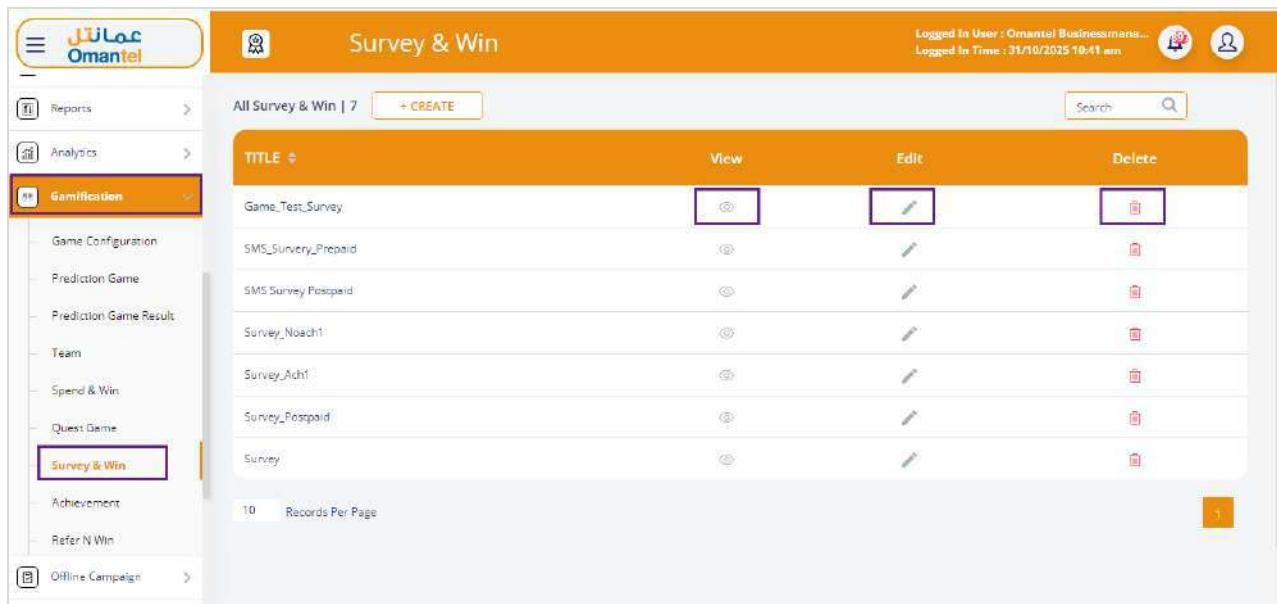
- On the **Survey & Win Game** screen, click the **View** button  to view the Survey and Win game details. Refer to the following screen.

Note: You cannot modify any details when the game is in the “Active” state.

- On the **Survey & Win** screen, click the **Modify** button  to modify the Survey and Win game details. Refer to the following screen.

Note: You cannot delete any details when the game is in the “Active” state.

- On the **Survey & Win** screen, click the **Delete** button  to delete the existing survey and win game details. Refer to the following screen.



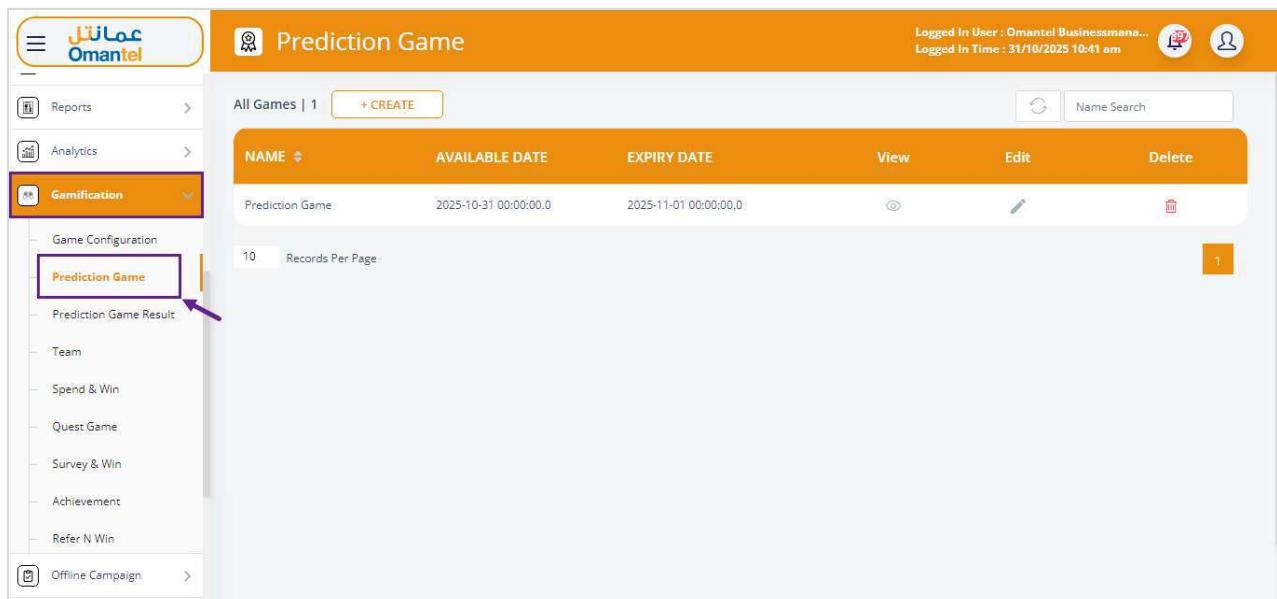
TITLE	View	Edit	Delete
Game_Test_Survey			
SMS_Survey_Prepaid			
SMS Survey Postpaid			
Survey_Noach1			
Survey_Ach1			
Survey_Postpaid			
Survey			

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

10.5 Prediction Game

The prediction game leverages the user's desire for knowledge and competition to drive engagement and learning. You can motivate users to actively participate, share their knowledge, and test their understanding of specific concepts. For example, in sporting games, users predict the outcome of sporting events and compete against friends or other players. This fosters engagement and strengthens the connection with sport.

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



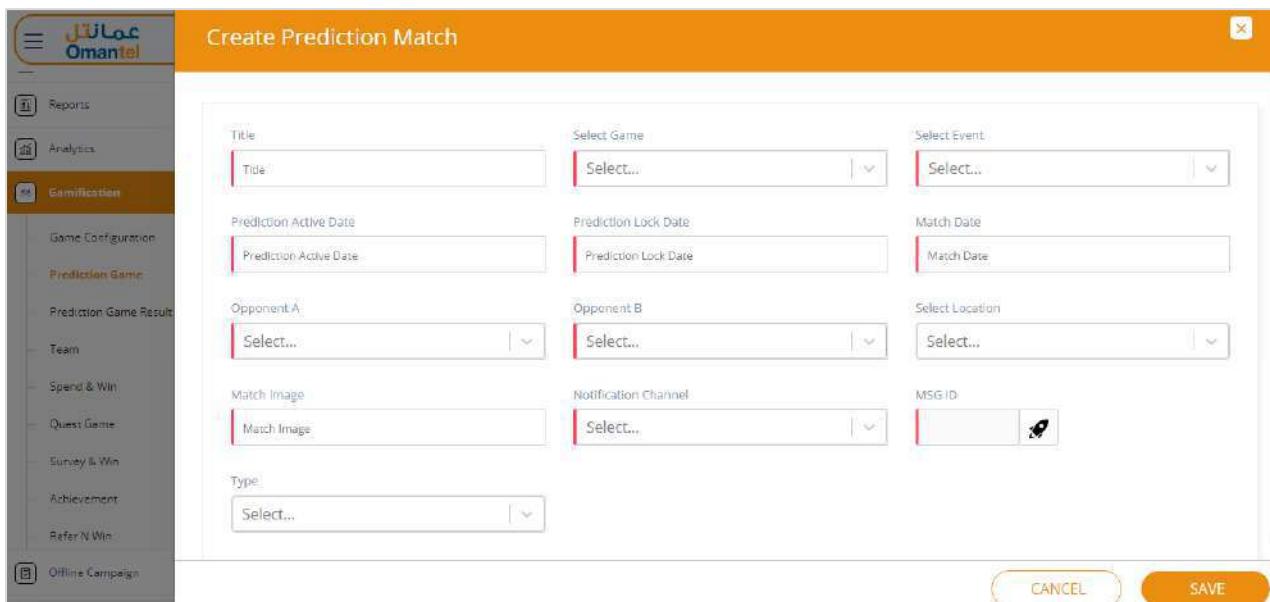
NAME	AVAILABLE DATE	EXPIRY DATE	View	Edit	Delete
Prediction Game	2025-10-31 00:00:00.0	2025-11-01 00:00:00.0			

Figure 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.



The screenshot shows the 'Create Prediction Match' dialog box. The left sidebar lists various game configuration options like Reports, Analytics, Gamification, Game Configuration, Prediction Game, etc. The main form has the following fields:

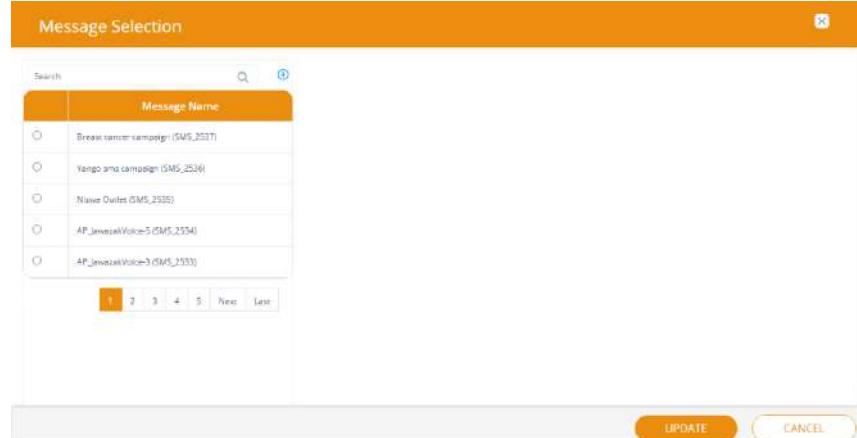
- Title:** A text input field with placeholder 'Title'.
- Select Game:** A dropdown menu labeled 'Select...'.
- Select Event:** A dropdown menu labeled 'Select...'.
- Prediction Active Date:** A date input field with placeholder 'Prediction Active Date'.
- Prediction Lock Date:** A date input field with placeholder 'Prediction Lock Date'.
- Match Date:** A date input field with placeholder 'Match Date'.
- Opponent A:** A dropdown menu labeled 'Select...'.
- Opponent B:** A dropdown menu labeled 'Select...'.
- Select Location:** A dropdown menu labeled 'Select...'.
- Match Image:** A file input field with placeholder 'Match Image'.
- Notification Channel:** A dropdown menu labeled 'Select...'.
- MSG ID:** A text input field containing a placeholder icon.
- Type:** A dropdown menu labeled 'Select...'.

At the bottom right are 'CANCEL' and 'SAVE' buttons.

Figure 438 Create Prediction Game – Definition Input Screen

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

Field	Description
Title	Enter a unique name for the prediction match. This title will be displayed to users participating in the prediction.
Select Game	Choose the game (e.g., Football, Cricket, etc.) under which the prediction matches are created from the drop-down list.
Select Event	Select the specific event or tournament (e.g., World Cup, Premier League) associated with the prediction match from the drop-down list.
Prediction Active Date	Define the start date and time from when users can start submitting their predictions.
Prediction Lock Date	Specify the cut-off date and time after which users will no longer be able to make or modify predictions.
Match Date	Indicate the actual date on which the match is scheduled to take place.
Opponent A	Select the first team taking part in the match from the drop-down list.
Opponent B	Select the second team competing in the match from the drop-down list.
Select Location	Select the location where the match will be held from the drop-down list.
Match Image	Upload or select an image representing the match.
Notification Channel	Select the channel through which users will receive notifications related to the prediction match from the drop-down list.

Field	Description
MSG ID	<p>Select the Message ID linked to the notification template used for communication.</p> <ul style="list-style-type: none"> Select  to select the message. The following screen will be displayed.  <p>The selected message details will be displayed, and click Update will save the action.</p>

3. After entering all the required details, click **SAVE**.

A confirmation message will be displayed indicating that the prediction game is created successfully.

10.5.2 View, Modify, and Delete Prediction Game

Using this option, you can view, modify, and delete the existing prediction game details.

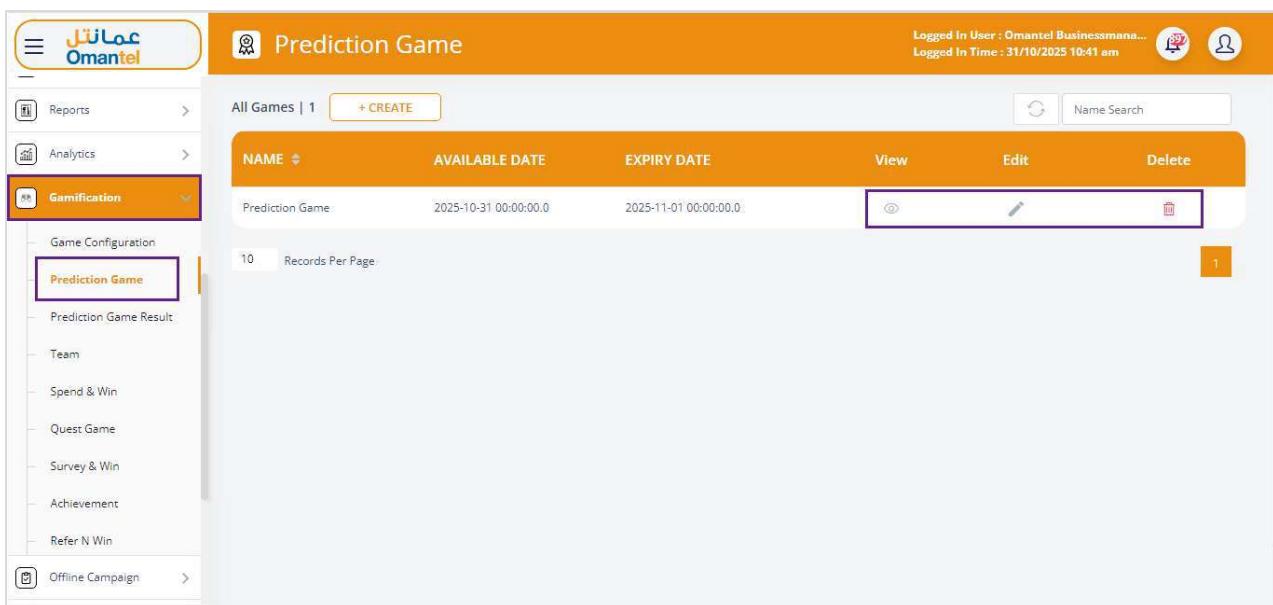
- On the **Prediction Game** screen, click the **View** button  to view the prediction game details. Refer to the following screen.

Note: You cannot modify any details when the game is in the “Active” state.

- On the **Prediction Game** screen, click the **Modify** button  to modify the prediction game details. Refer to the following screen.

Note: You cannot delete any details when the game is in the “Active” state.

- On the **Prediction Game** screen, click the **Delete** button  to delete the existing prediction game details. Refer to the following screen.



NAME	AVAILABLE DATE	EXPIRY DATE	View	Edit	Delete
Prediction Game	2025-10-31 00:00:00.0	2025-11-01 00:00:00.0			

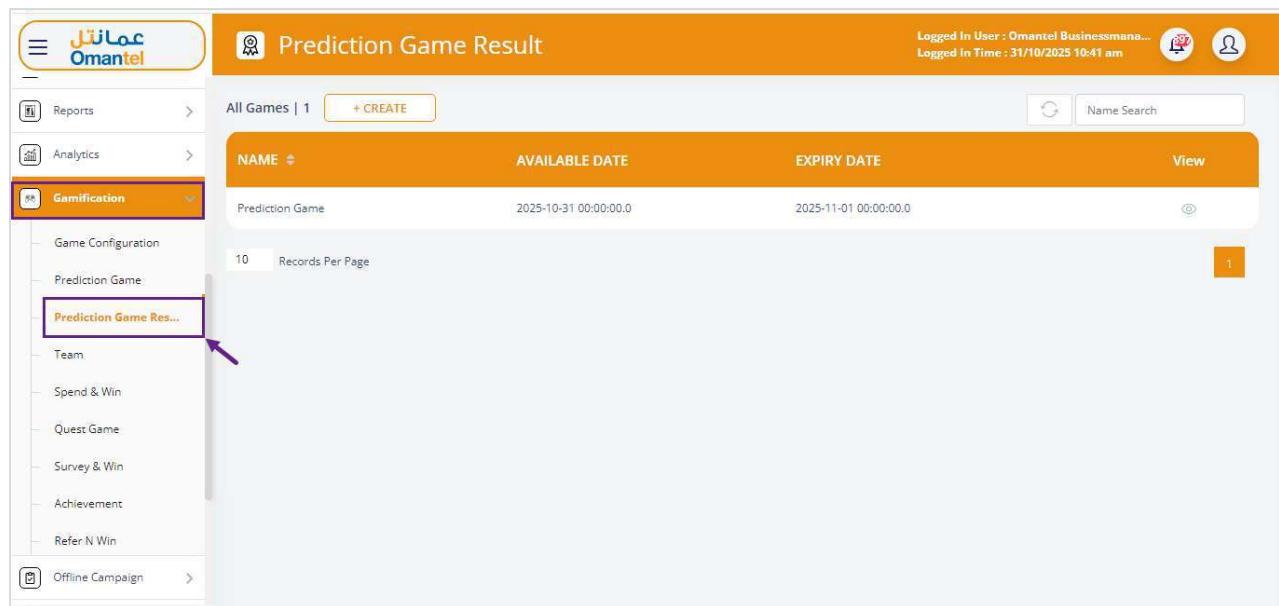
Figure 439 Prediction Game – View, Modify and Delete Operations

10.6 Prediction Game Result

The prediction game result is the outcome of a user’s prediction compared to the actual outcome of the predicted event. This comparison determines the accuracy of the prediction and plays a significant role in the user’s overall gameplay experience.

To configure the prediction game result,

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



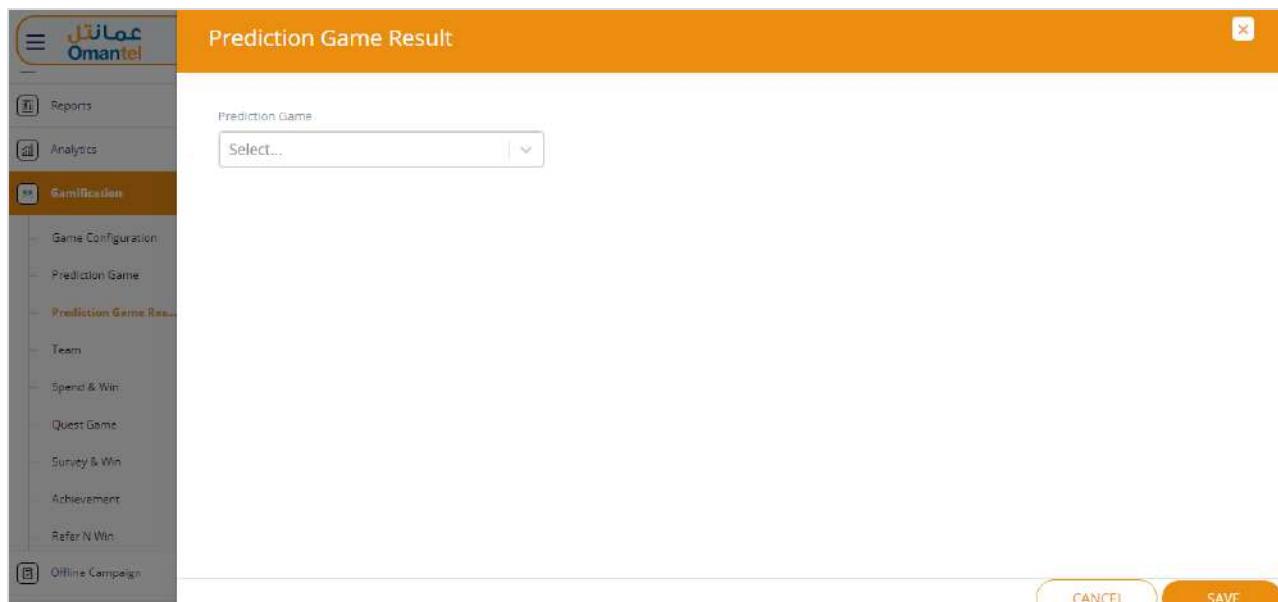
NAME	AVAILABLE DATE	EXPIRY DATE	View
Prediction Game	2025-10-31 00:00:00.0	2025-11-01 00:00:00.0	

Figure 440 Gamification – Prediction Game Result

10.6.1 Create Prediction Game Result

Using this create option, you can create a new prediction game result.

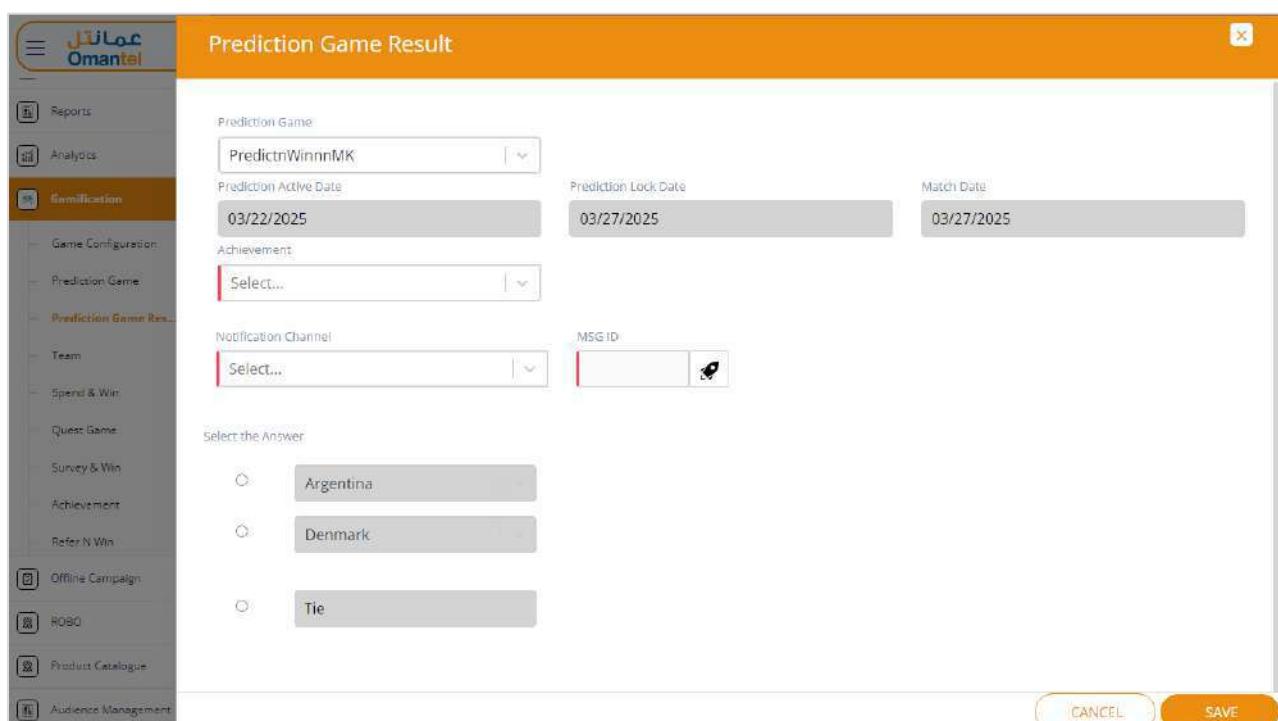
1. On the **Prediction Game Result** screen, click the **+CREATE** button to create a new prediction game result. The following pop-up window will be displayed.



The screenshot shows the 'Prediction Game Result' input screen. The left sidebar contains navigation links for Reports, Analytics, Gamification, Game Configuration, Prediction Game, Prediction Game Results (which is selected), Team, Spend & Win, Quest Game, Survey & Win, Achievement, Refer N Win, Offline Campaign, ROBO, Product Catalogue, and Audience Management. The main area has a title 'Prediction Game Result'. A dropdown menu labeled 'Prediction Game' with the placeholder 'Select...' is open. At the bottom right are 'CANCEL' and 'SAVE' buttons.

Figure 441 Prediction Game Result Input Screen

2. Select the **Prediction Game** in the drop-down list. The following screen will be displayed.

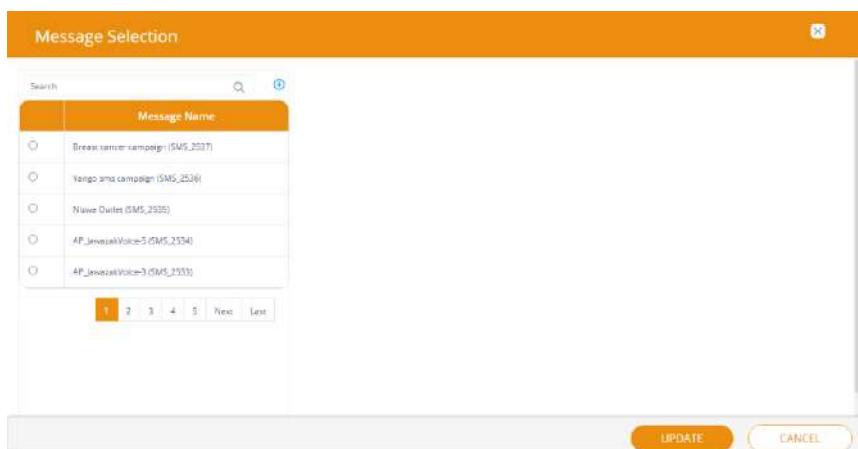
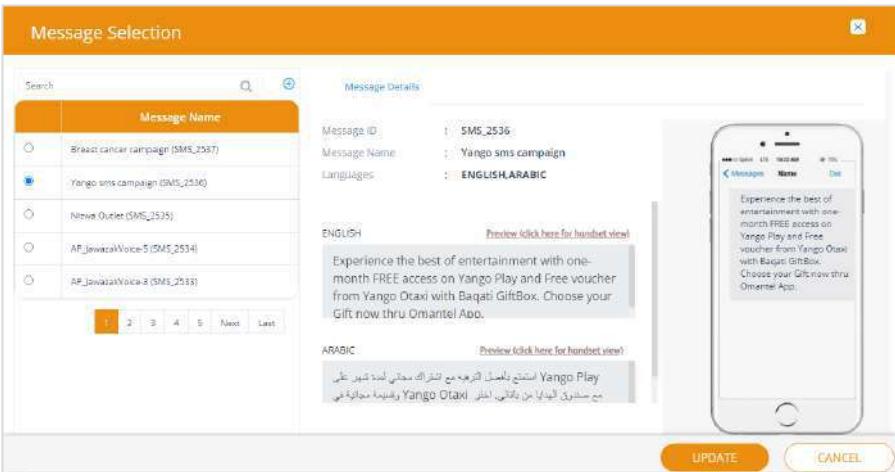


The screenshot shows the 'Prediction Game Result- Definition Input Screen'. The left sidebar is identical to Figure 441. The main area includes fields for 'Prediction Game' (set to 'PredictnWinnnMK'), 'Prediction Active Date' (set to '03/22/2025'), 'Prediction Lock Date' (set to '03/27/2025'), 'Match Date' (set to '03/27/2025'), 'Achievement' (dropdown 'Select...'), 'Notification Channel' (dropdown 'Select...'), 'MSG ID' (input field with placeholder 'Enter MSG ID' and a copy icon), 'Select the Answer' (radio buttons for 'Argentina', 'Denmark', and 'Tie'), and 'CANCELL' and 'SAVE' buttons at the bottom right.

Figure 442 Prediction Game Result- Definition Input Screen

3. Enter or select the following information in the corresponding fields. If fields marked with “|” are mandatory.

Field	Description
Prediction Game	Select the prediction game for which the result is being declared. The list displays all active prediction matches.
Prediction Active Date	Displays the start date and time when users were allowed to submit their predictions for the selected game. This field is auto-populated based on the selected prediction game.

Field	Description
Prediction Lock Date	Displays the date and time after which users were restricted from submitting or modifying predictions. This field is also auto-populated.
Match Date	Displays the scheduled date of the actual match. This is fetched automatically from the prediction match details.
Achievement	Select the achievement that will be granted to users who predicted correctly from the drop-down list.
Notification Channel	Choose the communication channel (For example, SMS, Push) through which the result notification will be sent to users from the drop-down list.
MSG ID	<p>Select the Message ID corresponding to the notification template used for sending match results to participants.</p> <ul style="list-style-type: none"> Select  to select the message. The following screen will be displayed.  <ul style="list-style-type: none"> Select the Message that needs to be sent to the user. The following screen will be displayed.  <p>The selected message details will be displayed, and click Update will save the action.</p>
Select the Answer	Choose the correct outcome of the prediction match. For example, the winning team (For example, Argentina, Denmark) or a Tie. This selection determines which users are considered winners.

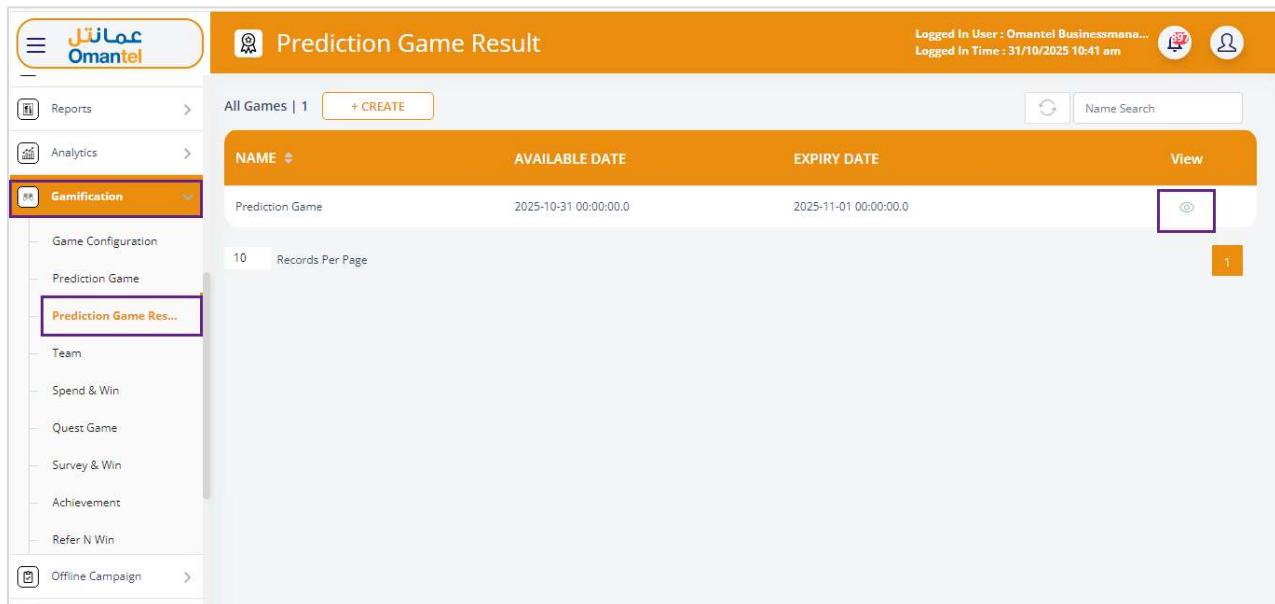
4. After entering all the required details, click **SAVE**.

A confirmation message will be displayed indicating that the prediction game is created successfully.

10.6.2 View Prediction Game Result

Using this view option, you can view the existing prediction game results details.

1. On the **Prediction Game Result** screen, click the **View** button  to view the prediction game result details. Refer to the following screen.



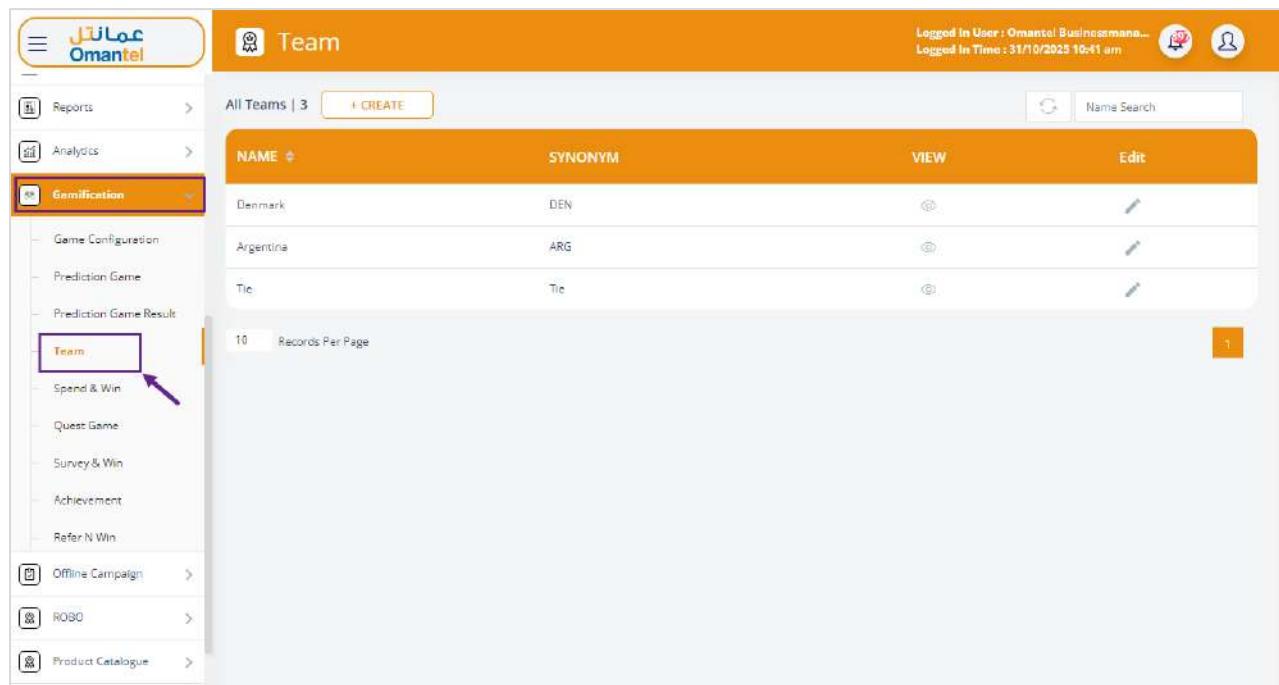
NAME	AVAILABLE DATE	EXPIRY DATE	
Prediction Game	2025-10-31 00:00:00.0	2025-11-01 00:00:00.0	

Figure 443 Prediction Game Result – View Button

10.7 Team

A team is a group of players who work together towards a shared objective. Teams can play a significant role in increasing engagement, motivation, and collaboration within the STC Gamification system.

1. On the side menu, click **Gamification>> Team** to view the team details. Refer to the following screen.



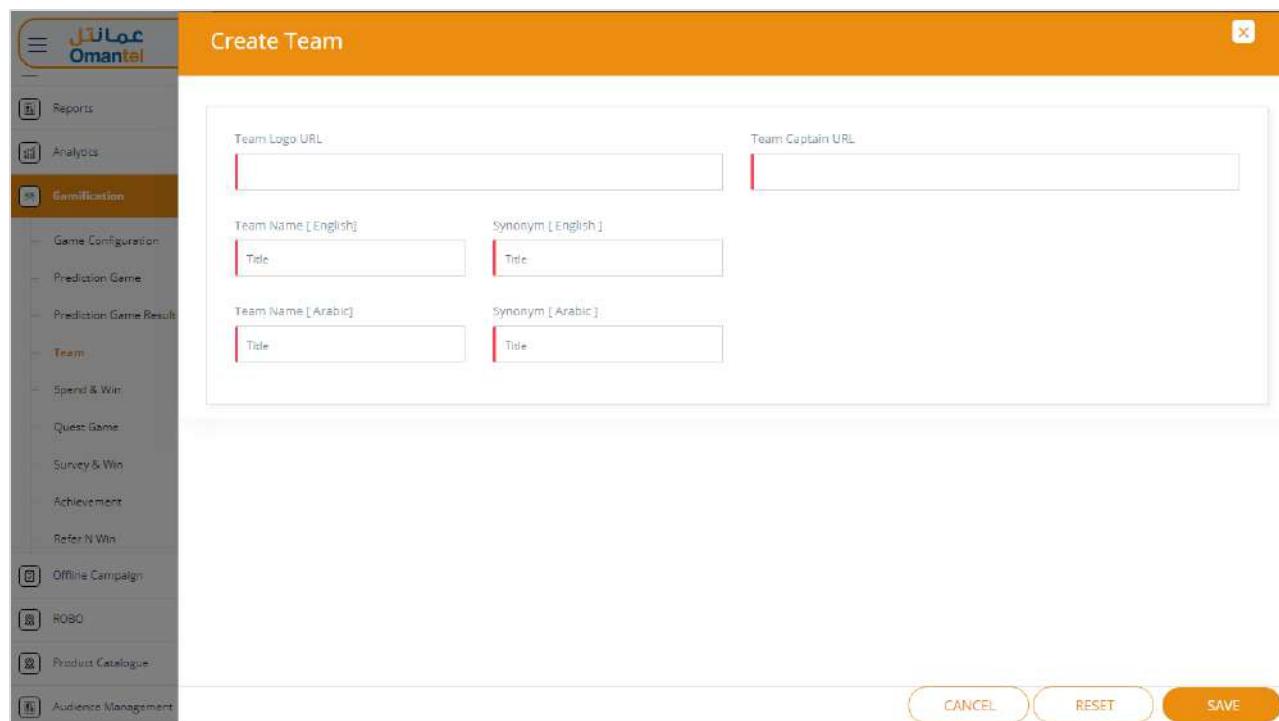
The screenshot shows the 'Team' section of the Gamification module. The sidebar on the left has 'Gamification' selected, with 'Team' highlighted. The main area displays a table of teams with columns for NAME, SYNONYM, VIEW, and Edit. The table contains three rows: Denmark (SYNONYM: DEN), Argentina (SYNONYM: ARG), and Tie (SYNONYM: Tie). A purple arrow points to the 'Team' option in the sidebar.

Figure 444 Gamification – Team

10.7.1 Create Team

Using this option, you can create a new team.

1. On the **Team** screen, click the **+CREATE** button to create a new team. The following pop-up window will be displayed.



The screenshot shows the 'Create Team' dialog box. The sidebar on the left is identical to Figure 444. The main form has fields for Team Logo URL, Team Captain URL, Team Name [English] (with 'Title' in red), Synonym [English] (with 'Title' in red), Team Name [Arabic] (with 'Title' in red), and Synonym [Arabic] (with 'Title' in red). At the bottom are CANCEL, RESET, and SAVE buttons.

Figure 445 Create Team– Definition Input Screen

2. Enter or select the following information in the corresponding fields. If fields marked with “|” are mandatory.

Field	Description
Team Logo URL	Enter or paste the URL of the team's logo image. The logo will be displayed wherever the team is referenced in prediction games or leaderboards.
Team Captain URL	Enter or paste the URL of the team captain's image. This helps in visually identifying the captain associated with the team.
Team Name [English]	Enter the official team's name in English.
Synonym [English]	Provide a short name for the team in English (For example, "Man Utd" for "Manchester United").
Team Name [Arabic]	Enter the official team's name in Arabic. This will be displayed in Arabic-language interfaces.
Synonym [Arabic]	Provide a short name for the team in Arabic to improve search and identification.

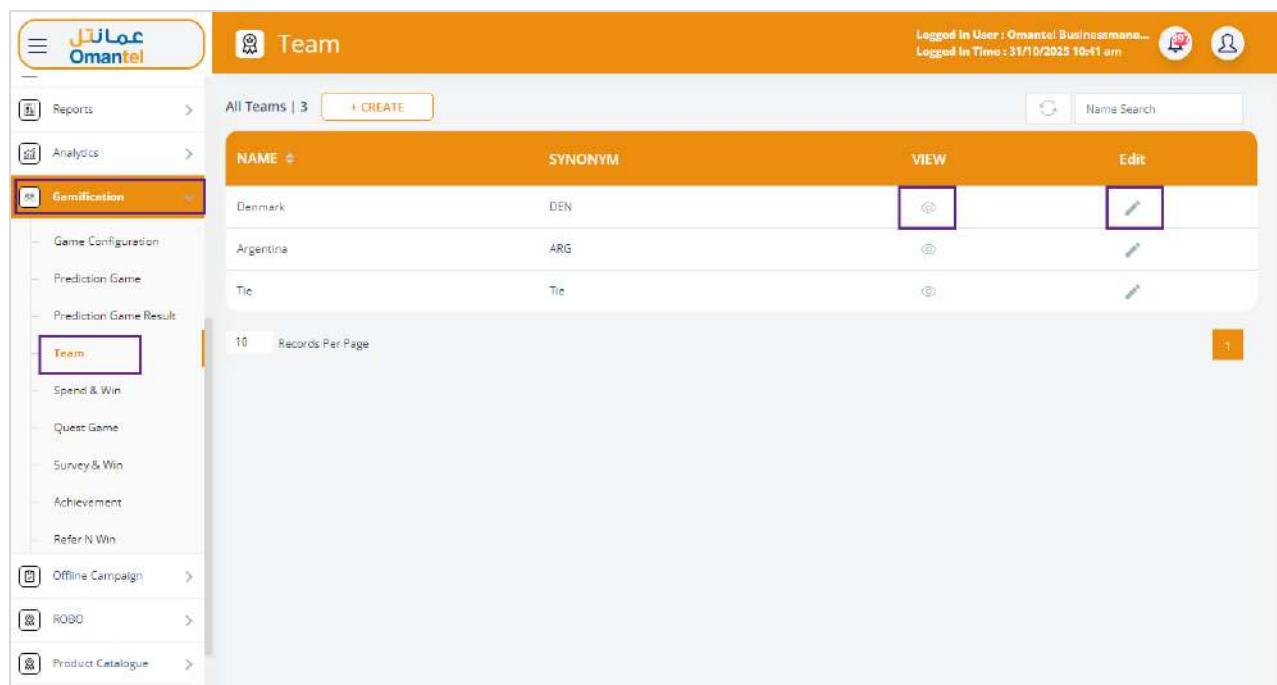
3. After entering all the required details, click **SAVE**.

A confirmation message will be displayed indicating that the team is created successfully.

10.7.2 View and Modify Team

Using this option, you can view and modify the existing team details.

- On the **Team** screen, click the **View** button  to view the team details. Refer to the following screen.
- On the **Team** screen, click the **Modify** button  to modify the team details. Refer to the following screen.



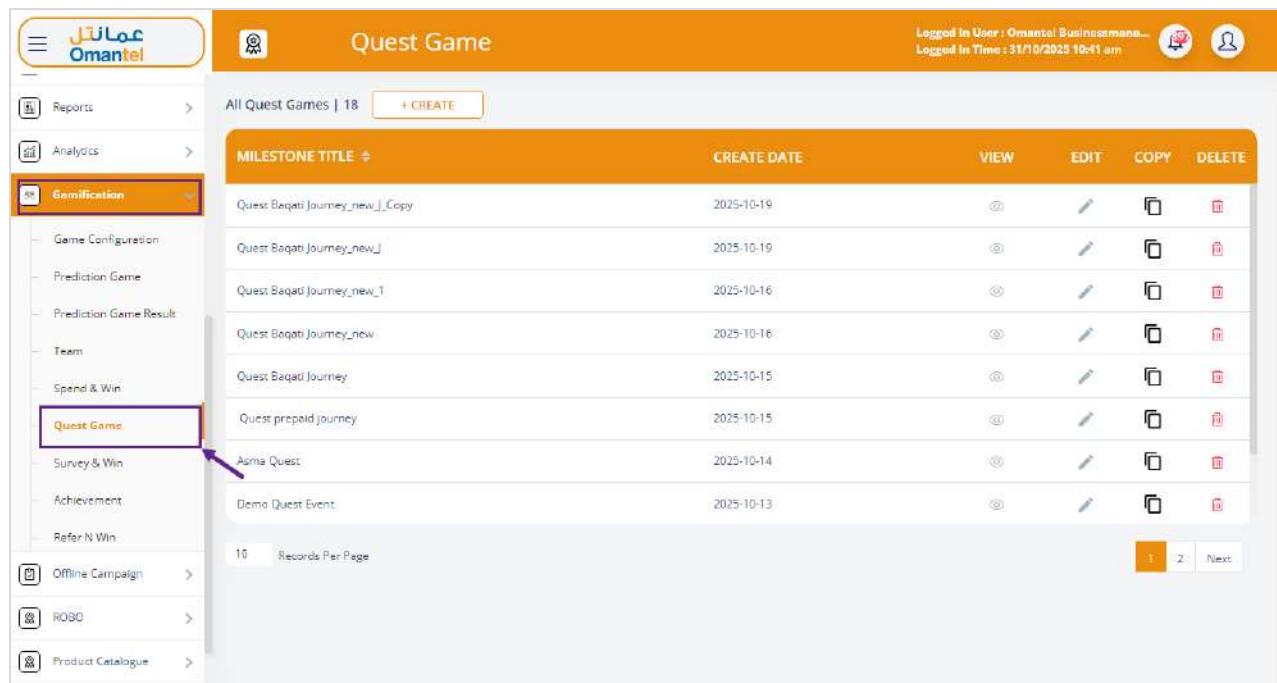
NAME	SYNONYM	VIEW	Edit
Denmark	DEN		
Argentina	ARG		
Tie	Tie		

Figure 446 Team – View and Modify Operations

10.8 Quest Game

The Quest Game module allows administrators to create interactive challenges or missions for users. Each quest consists of one or more milestones that participants must complete within a defined period to earn rewards.

4. On the side menu, click **Gamification>> Quest Game** to view the game details. Refer to the following screen.



The screenshot shows the Omantel Gamification - Quest Game interface. On the left, there's a navigation sidebar with categories like Reports, Analytics, Gamification (which is selected and highlighted in orange), Game Configuration, Prediction Game, Prediction Game Result, Team, Spend & Win, Survey & Win, Achievement, Refer N Win, Offline Campaign, ROBO, and Product Catalogue. Under the Gamification category, 'Quest Game' is also highlighted with a purple box and an arrow pointing to it from below. The main area displays a table titled 'Quest Game' with columns: MILESTONE TITLE, CREATE DATE, VIEW, EDIT, COPY, and DELETE. The table lists several entries:

MILESTONE TITLE	CREATE DATE	VIEW	EDIT	COPY	DELETE
Quest Baqati Journey_new_.Copy	2025-10-19				
Quest Baqati Journey_new_	2025-10-19				
Quest Baqati Journey_new_1	2025-10-16				
Quest Baqati Journey_new	2025-10-16				
Quest Baqati Journey	2025-10-15				
Quest prepaid journey	2025-10-15				
Asma Quest	2025-10-14				
Demo Quest Event	2025-10-13				

At the bottom left, it says '10 Records Per Page'. At the top right, it shows 'Logged In User: Omantel Businessman...' and 'Logged In Time: 31/10/2025 10:41 am'. There are also icons for notifications and user profile.

Figure 447 Gamification – Quest Game

10.8.1 Create Quest Game

Using this option, you can create a new quest game.

5. On the **Quest Game** screen, click the **+CREATE** button to create a new quest game. The following pop-up window will be displayed.

Quest Game

Quest Title: Game: Validity Days: [Add Milestone](#)

Milestone Title: <input type="text"/>	Validity Days: <input type="text"/>	Reward Required: <input type="radio"/> No <input checked="" type="radio"/> Yes	Milestone Completion Required: <input type="radio"/> No <input checked="" type="radio"/> Yes
Reward Header in English: <input type="text"/>	Reward Header in Arabic: <input type="text"/>	Reward Message in English: <input type="text"/>	Reward Message in Arabic: <input type="text"/>
Reward Lock Description in English: <input type="text"/>	Reward Lock Description in Arabic: <input type="text"/>	Reward Description in EN: <input type="text"/>	Reward Description in AR: <input type="text"/>
Reward Validity Days: <input type="text"/>	Reward Type: <input type="text" value="No Rewards"/> <input type="text" value="No Rewards"/>	Product: <input type="text"/>	Reward Icon URL: <input type="text"/>
Reward Icon Completed URL: <input type="text"/>			
Event Title in English: <input type="text"/>	Event Title in Arabic: <input type="text"/>	Event Short Description in English: <input type="text"/>	Event Short Description in Arabic: <input type="text"/>
Event Long Description in English: <input type="text"/>	Event Long Description in Arabic: <input type="text"/>	Event Lock Description In English: <input type="text"/>	Event Lock Description In Arabic: <input type="text"/>
Target: <input type="text"/>	Event Icon URL: <input type="text"/>	Event Icon Completed URL: <input type="text"/>	Event Type: <input type="text" value="Select..."/> <input type="text"/>
Unit Type: <input type="text" value="Select..."/> <input type="text"/>	Action Button: <input type="radio"/> No <input checked="" type="radio"/> Yes	Button Label in English: <input type="text"/>	Button Label in Arabic: <input type="text"/>
Event Category: <input type="text" value="Select..."/> <input type="text"/>			
Reward Required: <input type="radio"/> No <input checked="" type="radio"/> Yes			

Figure 448 Create Quest Game— Definition Input Screen

- Enter or select the following information in the corresponding fields. If fields marked with “|” are mandatory.

Field	Description
Quest Title	Enter the name of the quest game.

Field	Description
Game	Select the game under which this quest will be configured from the drop-down list.
Validity Days	<p>Enter the total number of days the quest will remain active and available for users to participate.</p> <ul style="list-style-type: none"> Click the Add Milestone button to add specific milestones that users must complete within the quest game.
Milestone Title	Enter the name of the milestone to identify each task or objective under the quest.
Validity Days (Milestone)	Define how long the milestone will remain valid within the quest's duration.
Reward Required	<p>Select “Reward Required” to “Yes” if completing the milestone.</p> <p>Or</p> <p>Select “No” if no reward is associated.</p>
Milestone Completion Required	<p>Select “Milestone Completion Required” to “Yes” if users must complete the milestone to progress.</p> <p>Or</p> <p>Select “No” if no milestone completion is required.</p>
Reward Header in English	<p>Enter the header for the reward (English version).</p> <p>Note: This field is displayed only when “Reward Required” is set to “Yes.”</p>
Reward Header in Arabic	<p>Enter the header for the reward (Arabic version).</p> <p>Note: This field is displayed only when “Reward Required” is set to “Yes.”</p>
Reward Message in English	<p>Enter the descriptive message that will be displayed to users in English when they earn a reward.</p> <p>Note: This field is displayed only when “Reward Required” is set to “Yes.”</p>
Reward Message in Arabic	<p>Enter the same descriptive message in Arabic for bilingual display.</p> <p>Note: This field is displayed only when “Reward Required” is set to “Yes.”</p>
Reward Lock Description in English	<p>Describe the locked state of the reward in English.</p> <p>Note: This field is displayed only when “Reward Required” is set to “Yes.”</p>
Reward Lock Description in Arabic	<p>Enter the same lock description in Arabic.</p> <p>Note: This field is displayed only when “Reward Required” is set to “Yes.”</p>
Reward Description in EN	<p>Enter the detailed reward description in English.</p> <p>Note: This field is displayed only when “Reward Required” is set to “Yes.”</p>
Reward Description in AR	<p>Enter the detailed reward description in Arabic.</p> <p>Note: This field is displayed only when “Reward Required” is set to “Yes.”</p>
Reward Validity Days	Specify how long the earned reward remains valid for redemption or use.
Reward Type	Choose the type of reward from the drop-down list.

Field	Description
	Note: This field is displayed only when “Reward Required” is set to “Yes.”
Product	Select the product linked to the reward from the drop-down list. Note: This field is displayed only when “Reward Required” is set to “Yes.”
Reward Icon URL	Enter the URL for the reward icon to visually represent the reward. Note: This field is displayed only when “Reward Required” is set to “Yes.”
Reward Icon Completed URL	Enter the URL for the icon displayed when the reward is completed. Note: This field is displayed only when “Reward Required” is set to “Yes.”
Event Title in English	Enter the event name title in English.
Event Title in Arabic	Enter the event name title in Arabic.
Event Short Description in English	Provide a summary of the event or milestone in English.
Event Short Description in Arabic	Provide the same brief description in Arabic.
Event Long Description in English	Enter a detailed description of the event or milestone in English.
Event Long Description in Arabic	Enter a detailed description of the event or milestone in Arabic.
Event Lock Description in English	Describe the event's locked state in English.
Event Lock Description in Arabic	Provide the event lock description in Arabic.
Target	Define the target or goal that users must achieve.
Event Icon URL	Enter or upload the URL of the event icon image.
Event Icon Completed URL	Enter the URL of the image displayed when the event is completed.
Event Type	Select the type of event from the drop-down list.
Unit Type	Specify the measurement unit for the target from the drop-down list.
Action Button	Enable or disable an interactive button (Yes/No) for the event, such as “Start” or “Play Now.”
Button Label in English	Enter the text to display on the action button in English.
Button Label in Arabic	Enter the button label text in Arabic.
Event Category	Choose the category of the event from the drop-down list.
Reward Required	Select “Reward Required” to “Yes” if completing the milestone. Or Select “No” if no reward is associated.

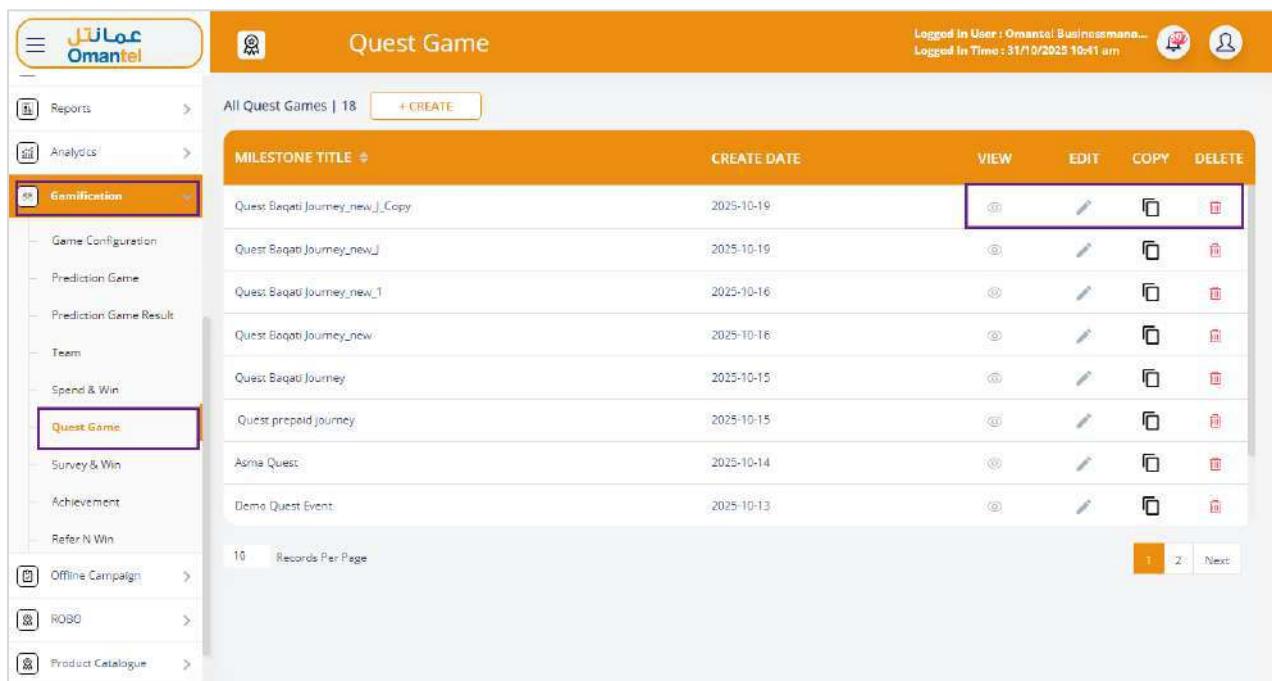
7. After entering all the required details, click **SAVE**.

A confirmation message will be displayed indicating that the Quest Game is created successfully.

10.8.2 View, Modify, Copy, and Delete Quest Game

Using this option, you can view, modify, and delete the existing configured quest game details.

- On the **Quest Game** screen, click the **View** button  to view the Quest Game Details. Refer to the following screen.
- On the **Quest Game** screen, click the **Modify** button  to modify the Quest Game details. Refer to the following screen.
- On the **Quest Game** screen, click the **Copy** button  to copy the Quest Game details. Refer to the following screen.
- On the **Quest Game** screen, click the **Delete** button  to delete the existing Quest Game details. Refer to the following screen.



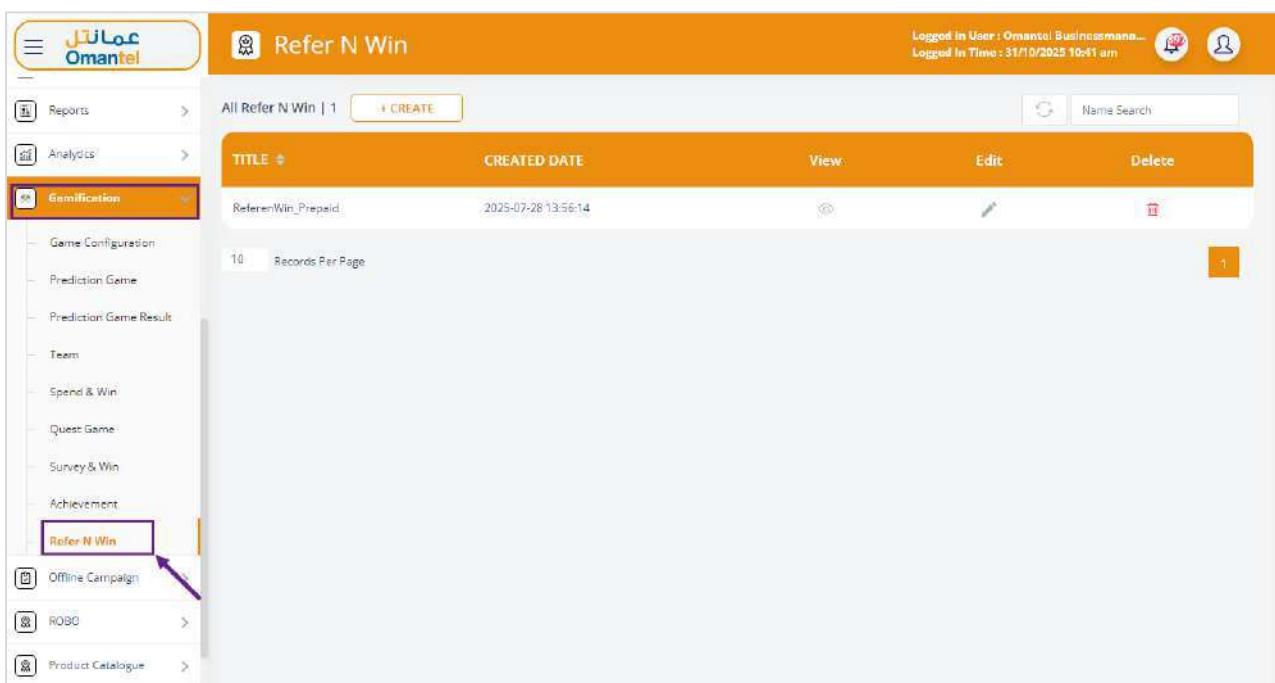
MILESTONE TITLE	CREATE DATE	VIEW	EDIT	COPY	DELETE
Quest Beqati Journey_new_1_Copy	2025-10-19				
Quest Beqati Journey_new_1	2025-10-19				
Quest Beqati Journey_new_1	2025-10-16				
Quest Beqati Journey_new_1	2025-10-16				
Quest Beqati Journey	2025-10-15				
Quest prepaid journey	2025-10-15				
Asma Quest	2025-10-14				
Demo Quest Event	2025-10-13				

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.



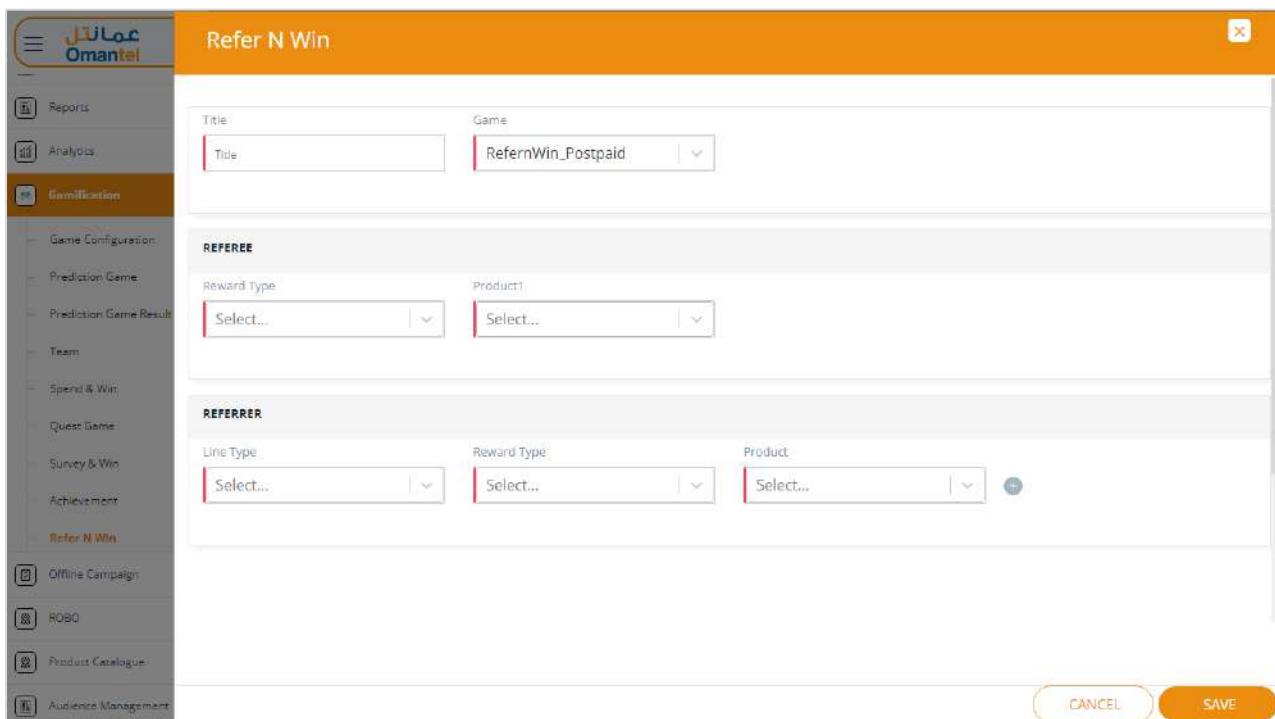
TITLE	CREATED DATE	View	Edit	Delete
ReferWin_Prepaid	2025-07-28 13:56:14			

Figure 450 Gamification – Refer N Win

10.9.1 Create Refer N Win

Using this option, you can create a new Refer N Win game.

- On the **Refer N Win** screen, click the **+CREATE** button to create a new Refer N Win game. The following pop-up window will be displayed.



The screenshot shows the 'Refer N Win' creation dialog box. The 'Title' field is empty, while 'Game' is set to 'ReferWin_Postpaid'. The 'REFEREE' section shows 'Reward Type' and 'Product1' both as dropdown menus. The 'REFERREDER' section shows 'Line Type', 'Reward Type', and 'Product' all as dropdown menus. At the bottom are 'CANCEL' and 'SAVE' buttons.

Figure 451 Create Refer N Win – Definition Input Screen

- Enter or select the following information in the corresponding fields. If fields marked with “|” are mandatory.

Field	Description
Title	Enter the name or title for the Refer N Win campaign.
Game	Select the game under which this referral activity is configured from the drop-down list.
REFEREE	
Reward Type	Select the type of reward the referee will receive from the drop-down list.
Product1	Select the product linked to the referee's reward from the drop-down list.
REFERREDER	
Line Type	Select the type of line eligible for the referral from the drop-down list.
Reward Type	Select the type of reward the referrer will receive for a successful referral from the drop-down list.

Field	Description
Product	<p>Choose the product associated with the referrer's reward from the drop-down list.</p> <ul style="list-style-type: none"> Click the Add button to add multiple referrer details. Click the Delete to delete an existing referrer detail.

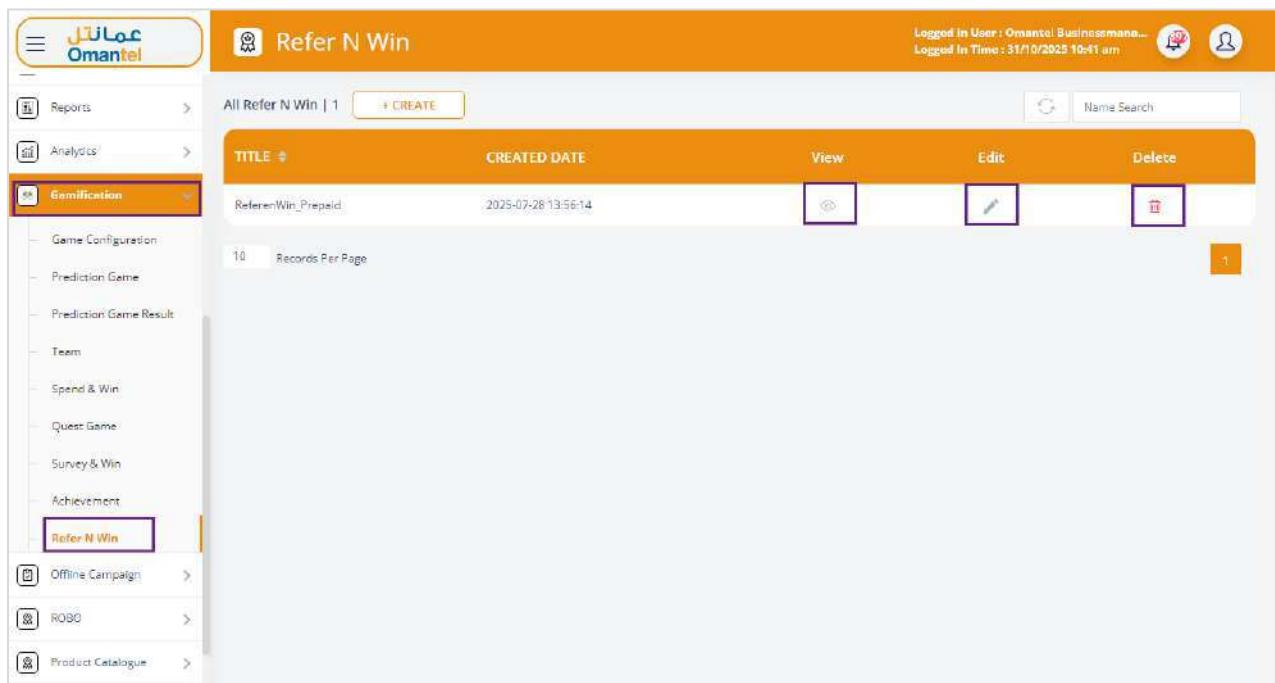
11. After entering all the required details, click **SAVE**.

A confirmation message will be displayed indicating that the Refer N Win is created successfully.

10.9.2 View, Modify, and Delete Refer N Win

Using this option, you can view, modify, and delete the existing configured Refer N Win details.

- On the **Refer N Win** screen, click the **View** button  to view the Refer N Win Details. Refer to the following screen.
- On the **Refer N Win** screen, click the **Modify** button  to modify the Refer N Win details. Refer to the following screen.
- On the **Refer N Win** screen, click the **Delete** button  to delete the existing Refer N Win details. Refer to the following screen.



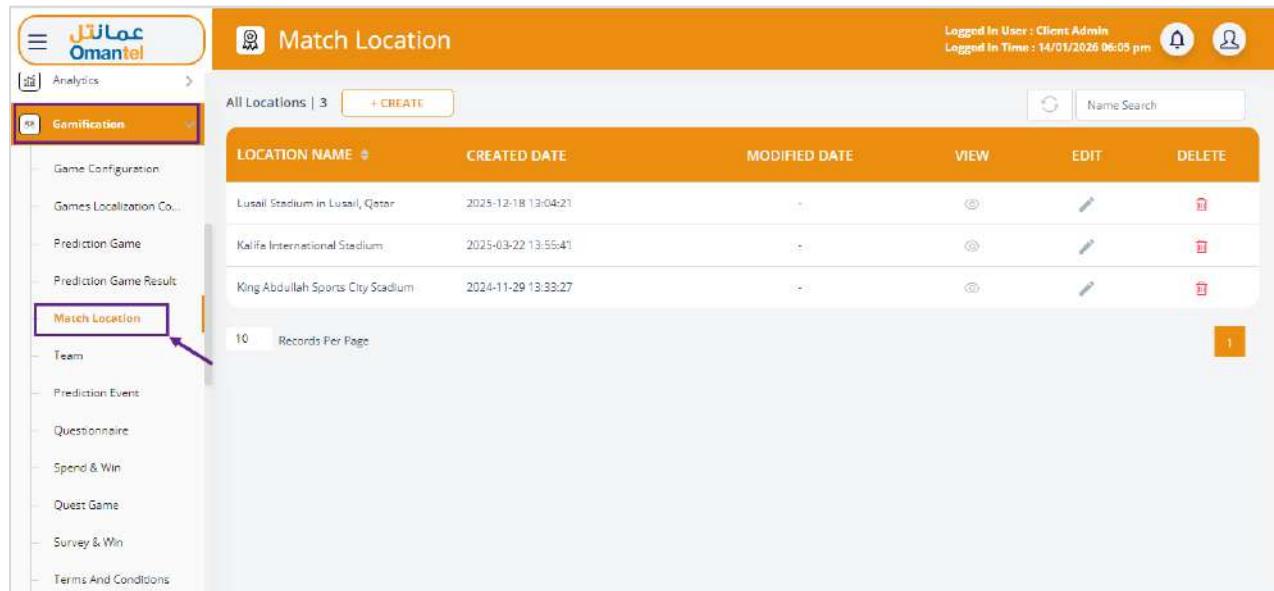
TITLE	CREATED DATE	View	Edit	Delete
ReferWin_Prepaid	2025-07-28 13:56:14			

Figure 452 Refer N Win – View, Modify and Delete Operations

10.10 Match Location

The **Match Location** module allows us to create, view, update, and delete locations where matches or game-related events take place. These locations are used while configuring prediction games, events, or match-based gamification activities to ensure accurate venue mapping.

1. On the side menu, click **Gamification>> Match Location** to view the match location details. Refer to the following screen.



LOCATION NAME	CREATED DATE	MODIFIED DATE	VIEW	EDIT	DELETE
Lusail Stadium in Lusail, Qatar	2025-12-18 13:04:21				
Kalifa International Stadium	2025-03-22 13:55:41				
King Abdullah Sports City Stadium	2024-11-29 13:33:27				

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.

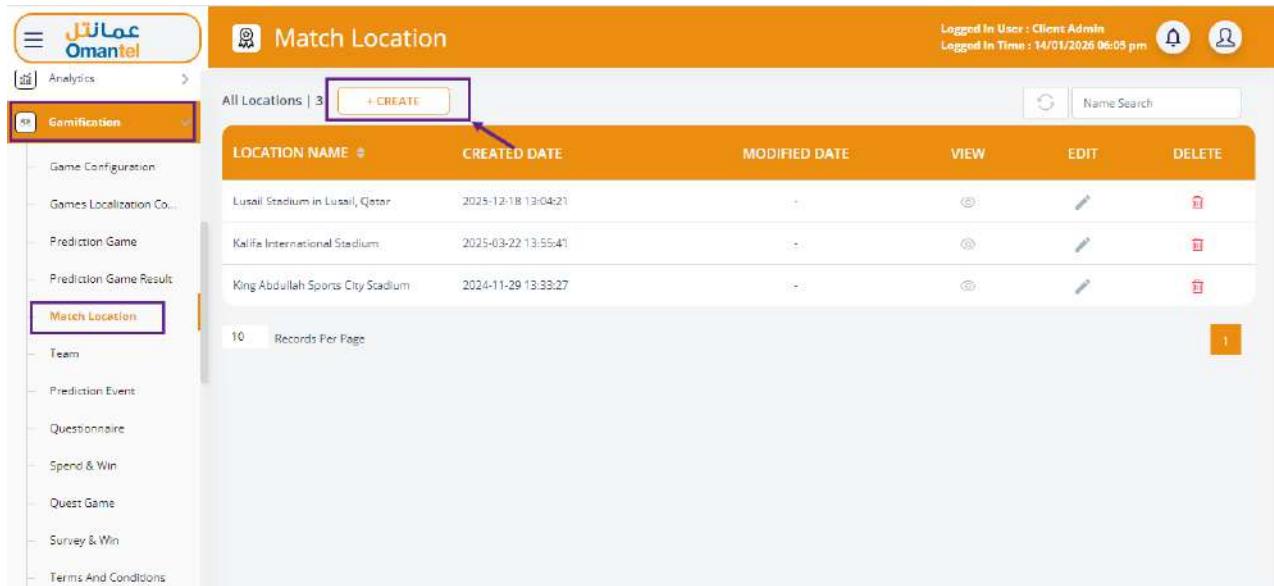
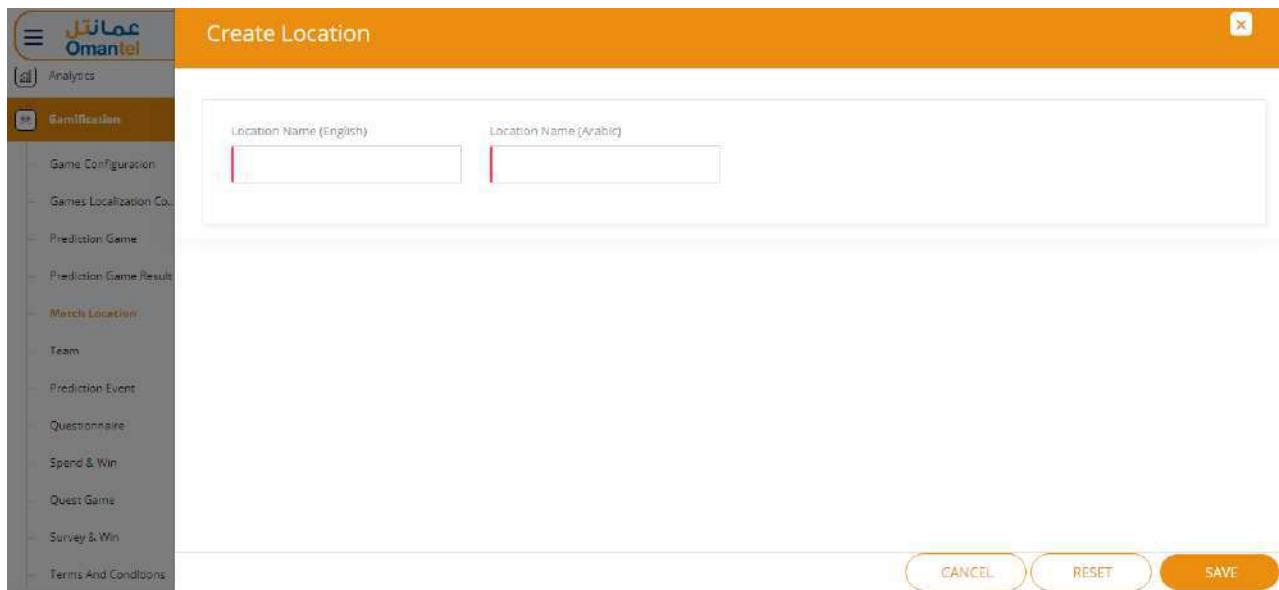


Figure 454 Match Location – Create Button

2. After clicking the **+CREATE** button, the following screen will be displayed.



The screenshot shows the 'Create Location' input screen. On the left is a vertical navigation menu with sections like Analytics, Gamification, Game Configuration, Games Localization Co., Prediction Game, Prediction Game Result, Match Location, Team, Prediction Event, Questionnaire, Spend & Win, Quest Game, Survey & Win, and Terms And Conditions. The main area has two input fields: 'Location Name (English)' and 'Location Name (Arabic)'. At the bottom are three buttons: 'CANCEL', 'RESET', and 'SAVE'.

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.

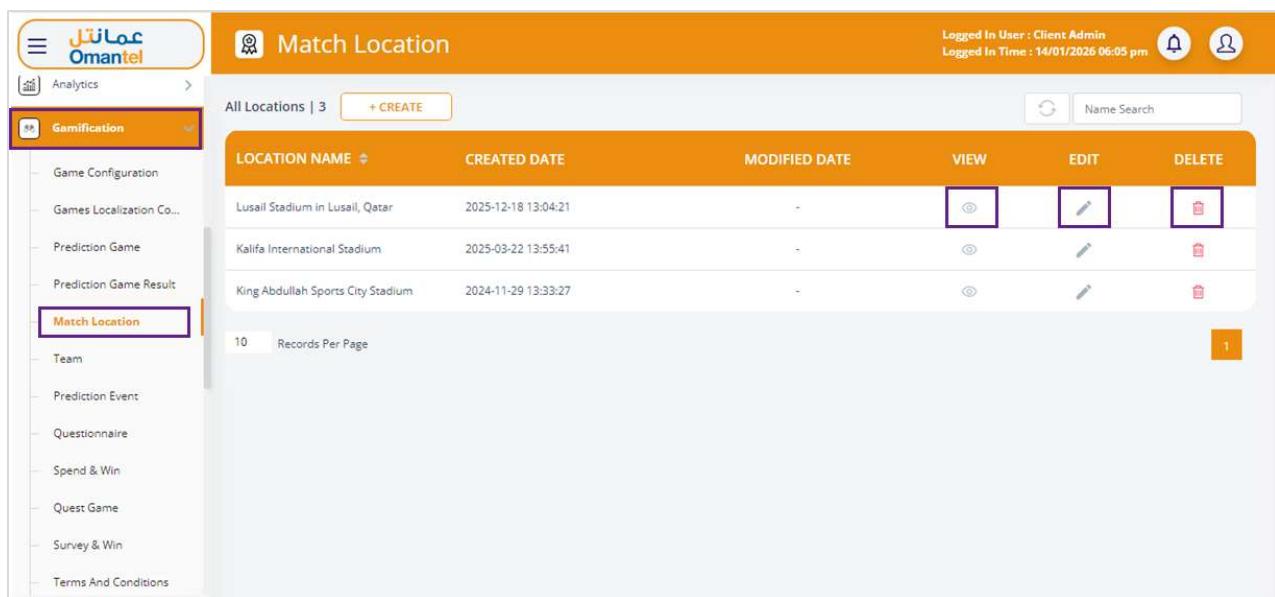
4. After providing the required details, click **SAVE**.

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.



The screenshot shows the 'Match Location' section of a software interface. The left sidebar has a 'Gamification' section with various sub-options. The main area displays a table of match locations with columns for 'LOCATION NAME', 'CREATED DATE', 'MODIFIED DATE', 'VIEW', 'EDIT', and 'DELETE'. The table contains three entries:

LOCATION NAME	CREATED DATE	MODIFIED DATE	VIEW	EDIT	DELETE
Lusail Stadium in Lusail, Qatar	2025-12-18 13:04:21	-			
Kalifa International Stadium	2025-03-22 13:55:41	-			
King Abdullah Sports City Stadium	2024-11-29 13:33:27	-			

Below the table, there is a 'Records Per Page' dropdown set to 10.

Figure 456 Match Location – View, Modify and Delete Operations

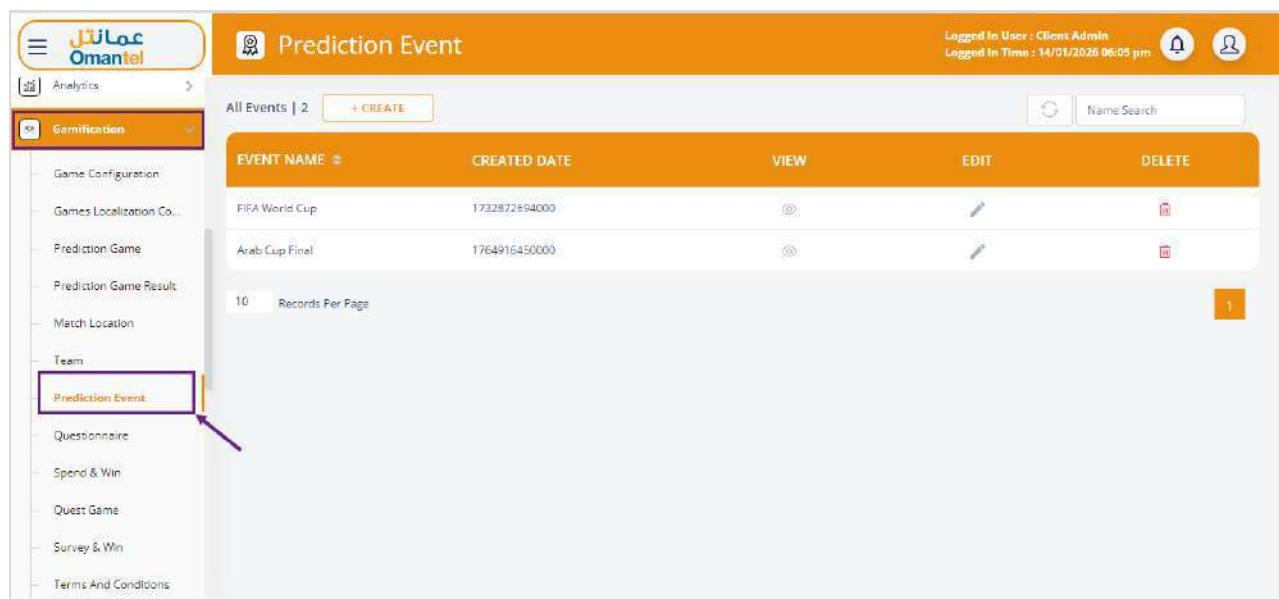
10.11 Prediction Event

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.



The screenshot shows the 'Prediction Event' configuration screen. On the left, there's a sidebar with 'Analytics' and 'Gamification' sections. Under 'Gamification', 'Prediction Event' is highlighted with a purple box and a blue arrow pointing to it from below. The main area has a header 'Prediction Event' with 'All Events | 2' and a '+CREATE' button. It includes a search bar and a 'Name Search' input field. A table lists two events: 'FIFA World Cup' and 'Arab Cup Final'. The table has columns for 'EVENT NAME', 'CREATED DATE', 'VIEW', 'EDIT', and 'DELETE'. Below the table, there's a '10 Records Per Page' dropdown and a '1' page indicator. The top right shows 'Logged In User : Client Admin' and 'Logged In Time : 14/01/2026 06:05 pm'.

EVENT NAME	CREATED DATE	VIEW	EDIT	DELETE
FIFA World Cup	1732872694000	@		
Arab Cup Final	1764916450000	@		

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.

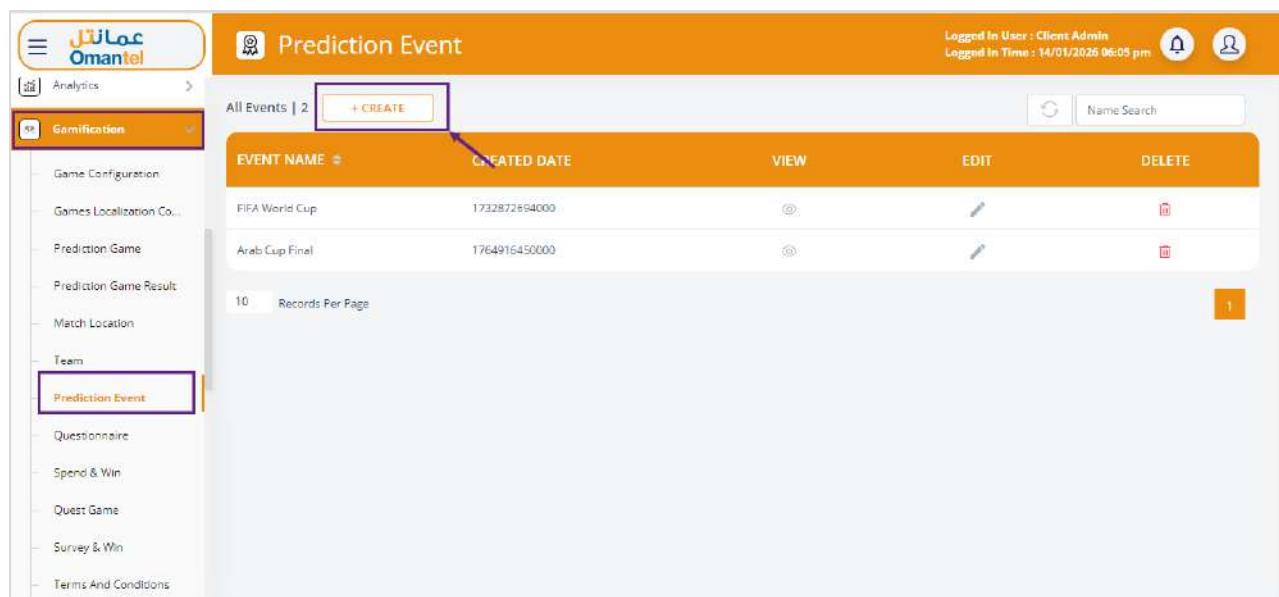
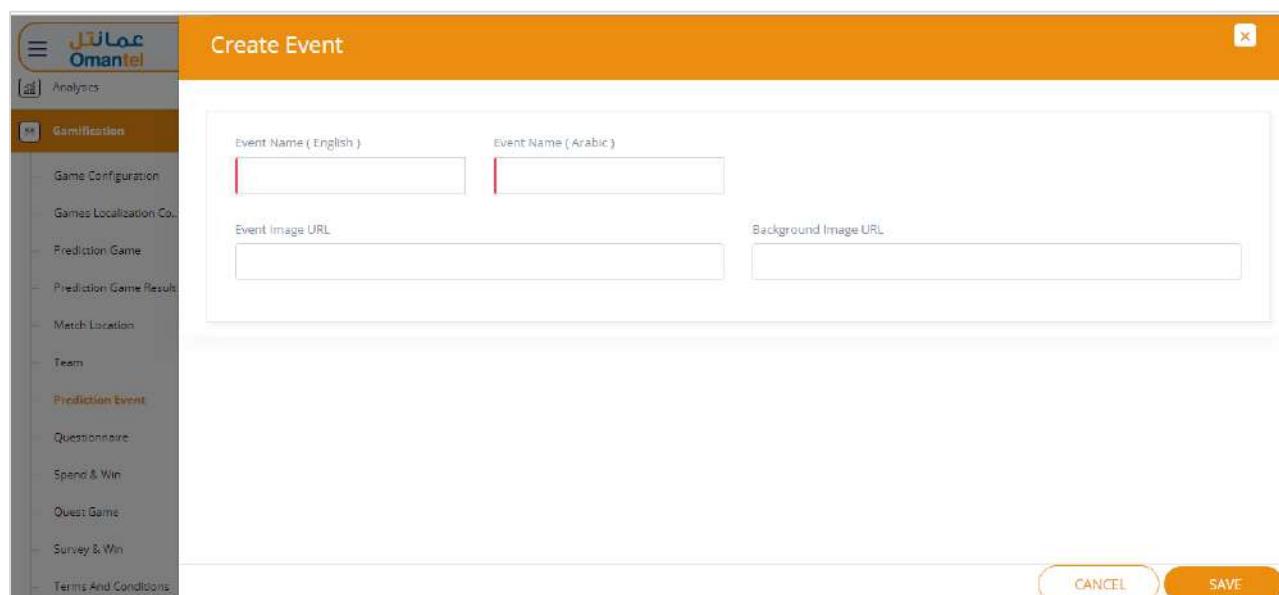


Figure 458 Prediction Event- Create Button

2. After clicking the **+Create** button, the following screen will be displayed.



The screenshot shows the 'Create Event' dialog box. The left sidebar is identical to Figure 458. The main form has fields for 'Event Name (English)' and 'Event Name (Arabic)'. Below these are fields for 'Event Image URL' and 'Background Image URL'. At the bottom right are 'CANCEL' and 'SAVE' buttons.

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.

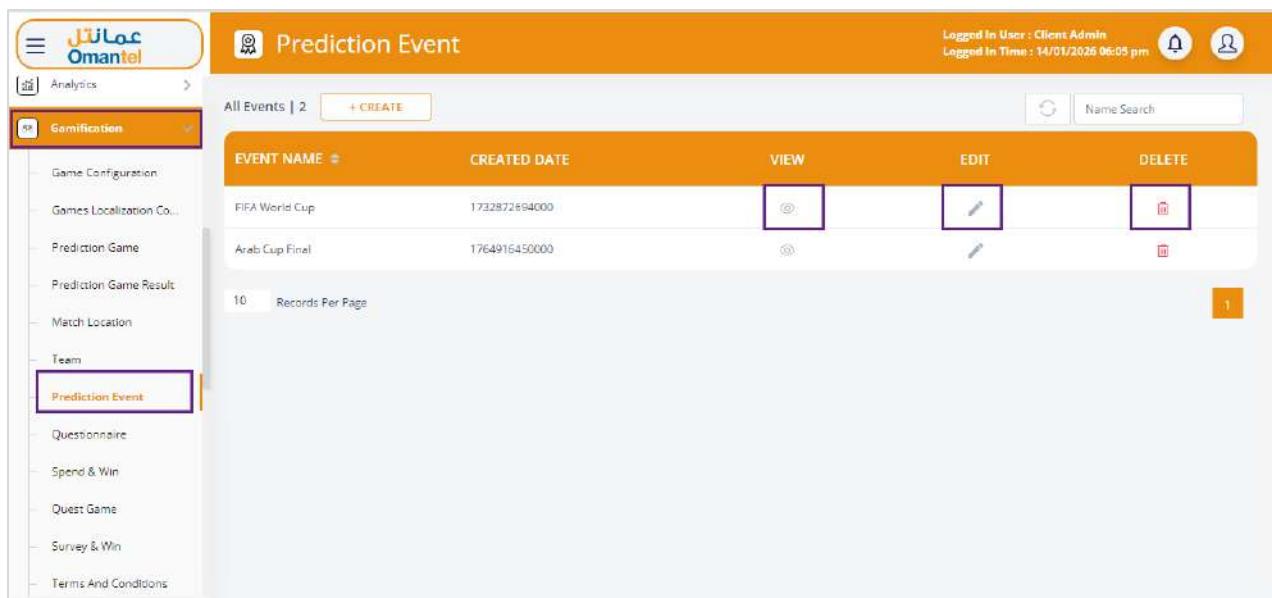
4. After providing the required details, click **SAVE**.

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.



EVENT NAME	CREATED DATE	VIEW	EDIT	DELETE
FIFA World Cup	1732872894000			
Arab Cup Final	1764916450000			

Figure 460 Prediction Event - View, Modify and Delete Operations

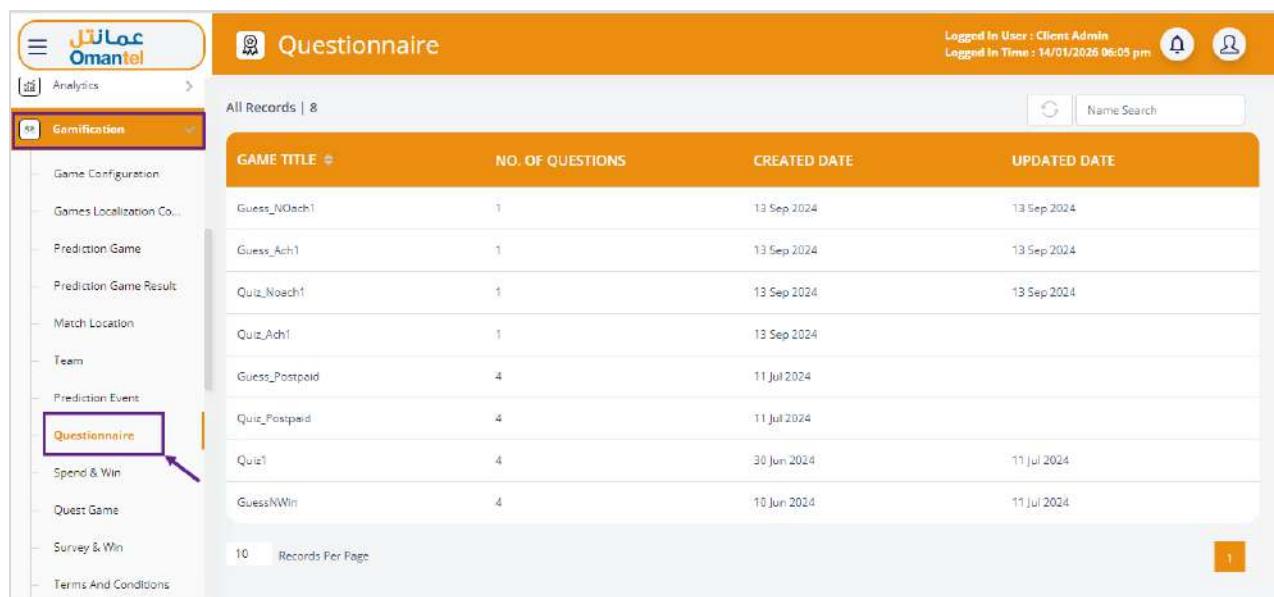
10.12 Questionnaire

The **Questionnaire** module allows users to manage sets of questions associated with different games such as quizzes, guess-and-win, or prediction-based activities.

Each questionnaire represents a collection of questions mapped to a specific game title and is used to capture user responses during gameplay.

Users can view existing questionnaires along with the number of questions configured and track when they were created or last updated.

1. On the side menu, click **Gamification>> Questionnaire** to view the questionnaire details. Refer to the following screen.



The screenshot shows a web-based application interface for Omantel's Gamification module. On the left, a sidebar menu lists various gamification components like Game Configuration, Games Localization, Prediction Game, etc., with 'Questionnaire' highlighted and enclosed in a purple rectangular box. A blue arrow points from this box towards the main content area. The main area is titled 'Questionnaire' and displays a table of 'All Records | 8'. The table has columns: GAME TITLE, NO. OF QUESTIONS, CREATED DATE, and UPDATED DATE. The data rows are:

GAME TITLE	NO. OF QUESTIONS	CREATED DATE	UPDATED DATE
Guess_Noach1	1	13 Sep 2024	13 Sep 2024
Guess_Ach1	1	13 Sep 2024	13 Sep 2024
Quiz_Noacht1	1	13 Sep 2024	13 Sep 2024
Quiz_Ach1	1	13 Sep 2024	
Guess_Postpaid	4	11 Jul 2024	
Quiz_Postpaid	4	11 Jul 2024	
Quiz1	4	30 Jun 2024	11 Jul 2024
GuessNWin	4	10 Jun 2024	11 Jul 2024

At the bottom of the table, there is a 'Records Per Page' dropdown set to 10, and a small orange button with the number 1.

Figure 461 Questionnaire

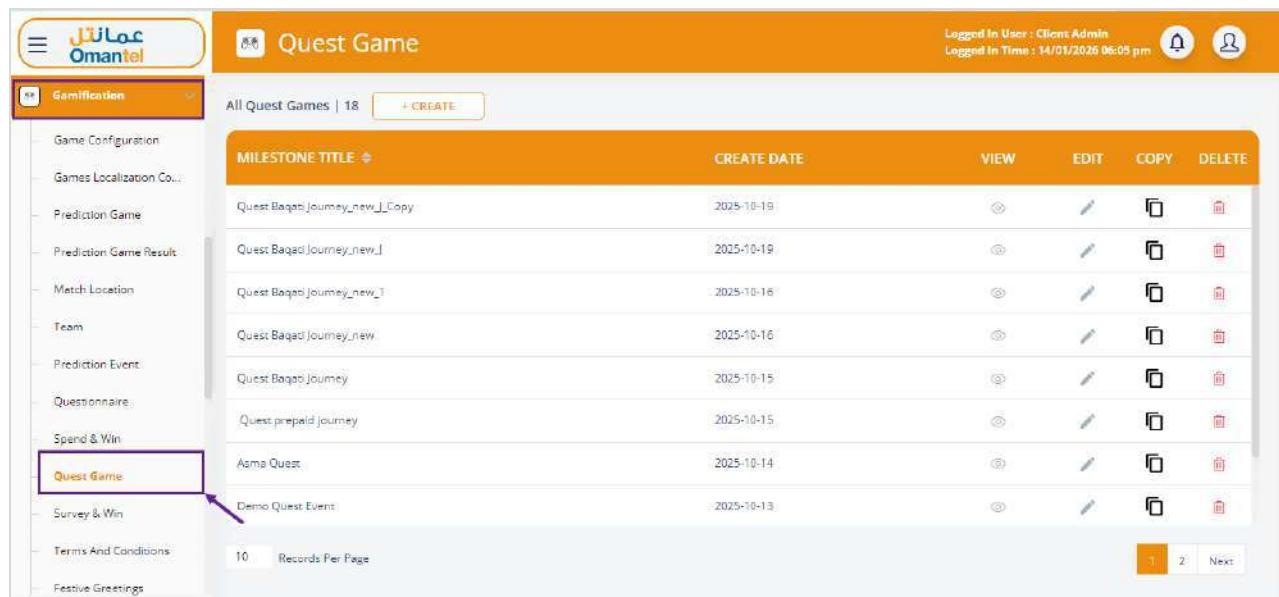
The following details of the questionnaire are displayed.

Field	Description
Game Title	Indicates the name of the game or activity to which the questionnaire belongs, For example, Quiz, Guess & Win.
No. of Questions	Indicates the total number of questions configured under the selected questionnaire.
Created Date	Indicates the date on which the questionnaire was initially created in the system.
Updated Date	Indicates the most recent date when the questionnaire or its questions were modified.

10.13 Quest Game

The Quest Game module allows users to configure goal-based, milestone-driven games where users complete a sequence of tasks (quests) within a defined validity period to earn rewards. Each quest game can contain one or more milestones, and each milestone may have its own reward, conditions, and completion rules.

1. On the side menu, click **Gamification>> Quest Game** to view the quest game details. Refer to the following screen.



The screenshot shows a software interface for managing quest games. On the left, there's a sidebar with a tree view of configuration categories: Gamification, Game Configuration, Games Localization Co..., Prediction Game, Prediction Game Result, Match Location, Team, Prediction Event, Questionnaire, Spend & Win, **Quest Game** (which is highlighted with a red box and has a blue arrow pointing to it), Survey & Win, Terms And Conditions, and Festive Greetings. At the top right, it says "Logged In User : Client Admin" and "Logged In Time : 14/01/2026 06:05 pm". Below the sidebar, the main area is titled "Quest Game" with a sub-header "All Quest Games | 18". There's a "+ CREATE" button. A table lists 18 milestones, each with a "VIEW" (eye icon), "EDIT" (pencil icon), "COPY" (copy icon), and "DELETE" (trash icon) button. The columns are "MILESTONE TITLE" and "CREATE DATE". The milestones listed are: Quest BaqaaJourney_new_Copy (2025-10-19), Quest BaqaaJourney_new_1 (2025-10-19), Quest BaqaaJourney_new_1 (2025-10-16), Quest BaqaaJourney_new (2025-10-16), Quest BaqaaJourney (2025-10-15), Quest prepaid journey (2025-10-15), Asma Quest (2025-10-14), and Demo Quest Event (2025-10-13). At the bottom, it says "10 Records Per Page" and has page navigation buttons for 1, 2, and Next.

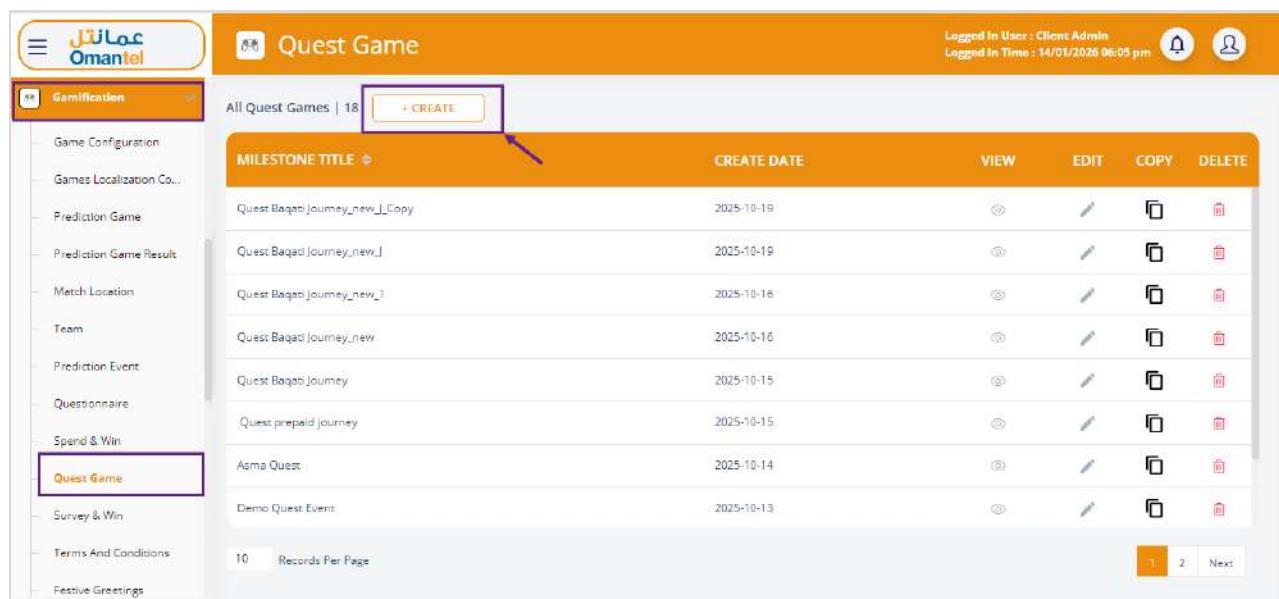
MILESTONE TITLE	CREATE DATE	VIEW	EDIT	COPY	DELETE
Quest BaqaaJourney_new_Copy	2025-10-19				
Quest BaqaaJourney_new_1	2025-10-19				
Quest BaqaaJourney_new_1	2025-10-16				
Quest BaqaaJourney_new	2025-10-16				
Quest BaqaaJourney	2025-10-15				
Quest prepaid journey	2025-10-15				
Asma Quest	2025-10-14				
Demo Quest Event	2025-10-13				

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.

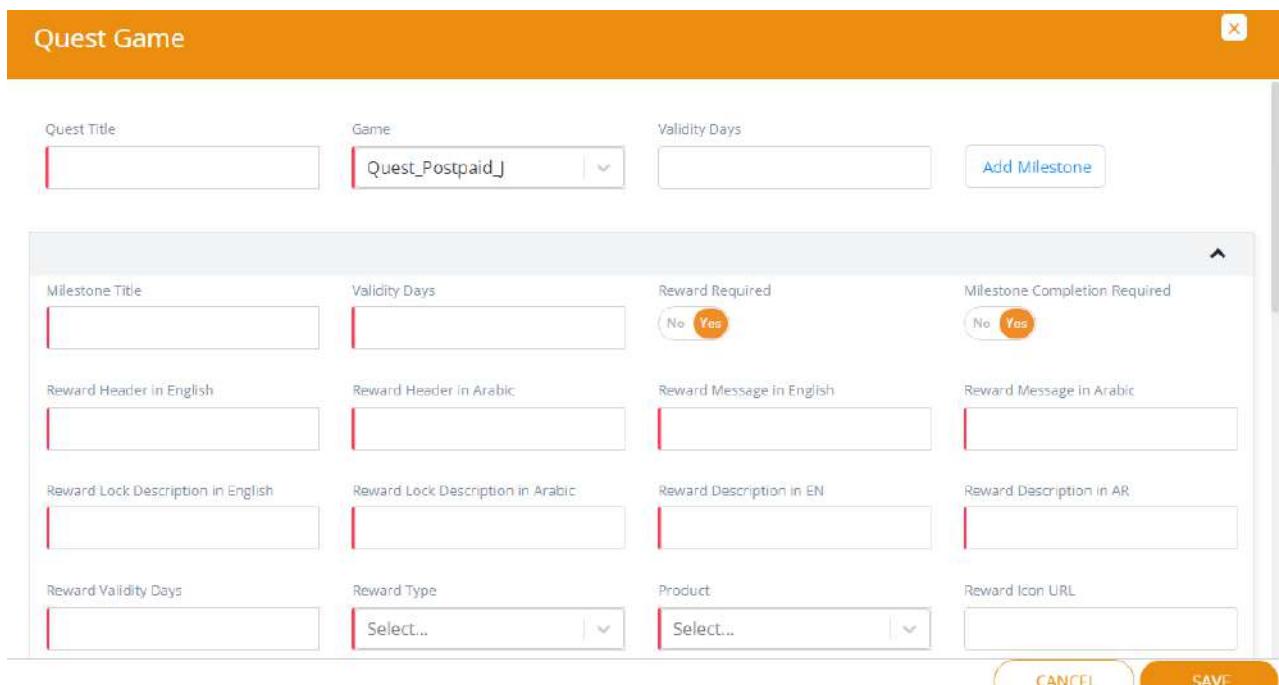


MILESTONE TITLE	CREATE DATE	VIEW	EDIT	COPY	DELETE
Quest Baqab Journey_new_Copy	2025-10-19				
Quest Baqab Journey_new_1	2025-10-19				
Quest Baqab Journey_new_1	2025-10-16				
Quest Baqab Journey_new	2025-10-16				
Quest Baqab Journey	2025-10-15				
Quest prepaid journey	2025-10-15				
Asma Quest	2025-10-14				
Demo Quest Event	2025-10-13				

10 Records Per Page 1 2 Next

Figure 463 Quest Game – Create Button

2. After clicking the **+Create** button, the following screen will be displayed.



The screenshot shows the Quest Game creation interface. At the top, there are fields for Quest Title (empty), Game (set to "Quest_Postpaid_J"), and Validity Days (empty). A "Add Milestone" button is visible. Below this, a modal dialog contains fields for Milestone Title (empty), Validity Days (empty), Reward Required (Yes selected), and Milestone Completion Required (Yes selected). There are also sections for Reward Header and Message in English and Arabic, Reward Lock Description, Reward Description, Reward Validity Days, Reward Type, Product, and Reward Icon URL. At the bottom right of the modal are "CANCEL" and "SAVE" buttons.

Figure 464 Quest Game Input Screen_1

Note: For better viewing, the image is split into two halves.

Quest Game

Reward Icon Completed URL

Event Title in English <input type="text"/>	Event Title in Arabic <input type="text"/>	Event Short Description in English <input type="text"/>	Event Short Description in Arabic <input type="text"/>
Event Long Description in English <input type="text"/>	Event Long Description in Arabic <input type="text"/>	Event Lock Description in English <input type="text"/>	Event Lock Description in Arabic <input type="text"/>
Target <input type="text"/>	Event Icon URL <input type="text"/>	Event Icon Completed URL <input type="text"/>	Event Type <input type="text"/> Select... ▾
Unit Type <input type="text"/> Select	Action Button <input type="radio"/> No <input type="radio"/> Yes		

CANCEL **SAVE**

Figure 465 Quest Game Input Screen_2

Quest Game

Gamification

- Game Configuration
- Game Localization Co.
- Prediction Game
- Prediction Game Result
- Match Location
- Team
- Prediction Event
- Questionnaire
- Spend & Win
- Quest Game**
- Survey & Win
- Terms And Conditions
- Festive Greetings

Unit Type
 Select... | ▾

Action Button
 No Yes

Reward Required <input type="radio"/> No <input checked="" type="radio"/> Yes	Reward Header in English <input type="text"/>	Reward Header in Arabic <input type="text"/>	Reward Message in English <input type="text"/>
Reward Message in Arabic <input type="text"/>	Reward Type <input type="text"/> Select... ▾	Product <input type="text"/> Select... ▾	Reward Icon URL <input type="text"/>
Reward Icon Completed URL <input type="text"/>	Expired Milestone Reward <input type="radio"/> No <input checked="" type="radio"/> Yes		

CANCEL **SAVE**

Figure 466 Quest Game Input Screen_3

3. Enter or select the following information in the corresponding fields. If fields marked with “|” are mandatory.

Field	Description
Quest Title	Enter the name of the quest game.
Game	Select the game category in the drop-down list.
Validity Days	Enter the total number of days for which the quest game remains active after it is published. <ul style="list-style-type: none"> • Click the Add Milestone button to add a new milestone.
Milestone Configuration	

Field	Description
Milestone Title	Enter the name of the milestone that users must complete.
Milestone Validity Days	Enter the number of days the milestone remains active within the quest.
Reward Required	Indicates whether a reward is associated with this milestone (Yes/No).
Milestone Completion Required	Determines whether milestone completion is mandatory to proceed further (Yes/No).
Milestone Reward Content	
Reward Header (English)	Enter the title of the reward message in English.
Reward Header (Arabic)	Enter the title of the reward message in Arabic.
Reward Message (English)	Enter the detailed reward message shown to users in English.
Reward Message (Arabic)	Enter the detailed reward message shown to users in Arabic.
Reward Lock Description (English)	Enter the message displayed when the reward is locked (English).
Reward Lock Description (Arabic)	Enter the message displayed when the reward is locked (Arabic).
Reward Description (EN)	Enter the description of the reward benefit in English.
Reward Description (AR)	Enter the description of the benefit of the reward in Arabic.
Reward Validity Days	Enter the number of days the reward remains redeemable after milestone completion.
Reward Type	Select type of reward in the drop-down list. For example, "Discount".
Product	Enter the associated product or offer mapped to the reward.
Reward Icon URL	Enter the URL of the icon displayed before reward completion.
Reward Icon Completed URL	Enter the URL of the icon displayed after reward completion.
Expired Milestone Reward	Indicates whether the reward expires if the milestone is not completed (Yes/No).
Reward Description (EN)	Enter the description of the reward benefit in English.
Event Details Configuration	
Event Title (English)	Enter the name of the event displayed in English.
Event Title (Arabic)	Enter the name of the event displayed in Arabic.
Event Short Description (English)	Enter a brief description of the quest event in English.
Event Short Description (Arabic)	Enter a brief description of the quest event in Arabic.
Event Long Description (English)	Enter the detailed explanation of the quest event in English.
Event Long Description (Arabic)	Enter the detailed explanation of the quest event in Arabic.
Event Lock Description	Enter the message shown when the event is locked (English).

Field	Description
(English)	
Event Lock Description (Arabic)	Enter the message shown when the event is locked (Arabic).
Event Icon URL	Enter the Icon URL displayed for the quest event in the corresponding field.
Event Icon Completed URL	Enter the Icon URL displayed after event completion.
Event Type	Select the event type in the drop-down list.
Event Title (English)	Enter the name of the event displayed in English.
Event Title (Arabic)	Enter the name of the event displayed in Arabic.
Target & Action Configuration	
Target	Enter the numeric value representing the goal to be achieved.
Unit Type	Select the unit type in the drop-down list.
Action Button	Enables or disables an action button for the quest (Yes/No).

4. After providing the required details, click **SAVE**.

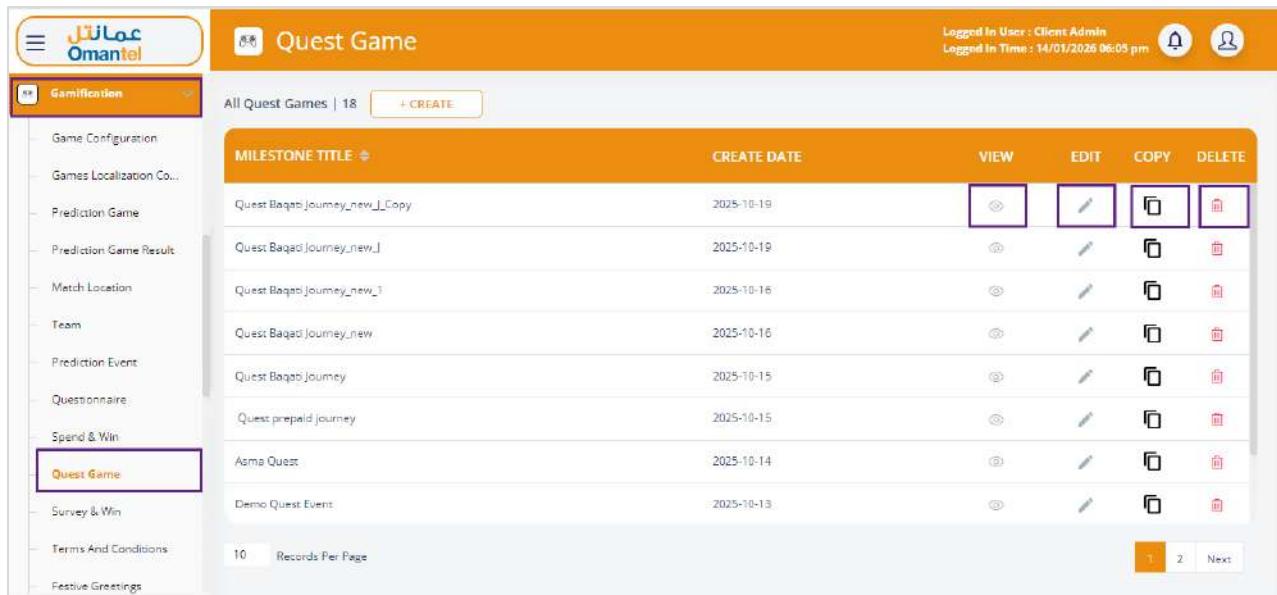
A confirmation message is displayed, indicating that the quest game is created successfully.

10.13.2 View, Modify, Copy and Delete Quest Game

Using this option, you can view, modify, copy and delete the existing quest game.

- On the **Quest Game** screen, click the **View** button  to view the Quest Game Details. Refer to the following screen.
- On the **Quest Game** screen, click the **Modify** button  to modify the Quest Game details. Refer to the following screen.

- On the **Quest Game** screen, click the **Copy** button  to copy the Quest Game details. Refer to the following screen.
- On the **Quest Game** screen, click the **Delete** button  to delete the Quest Game. Refer to the following screen.



MILESTONE TITLE	CREATE DATE	VIEW	EDIT	COPY	DELETE
Quest Baqai Journey_new_Copy	2025-10-19				
Quest Baqai Journey_new_1	2025-10-19				
Quest Baqai Journey_new_1	2025-10-16				
Quest Baqai Journey_new	2025-10-16				
Quest Baqai Journey	2025-10-15				
Quest prepaid journey	2025-10-15				
Asma Quest	2025-10-14				
Demo Quest Event	2025-10-13				

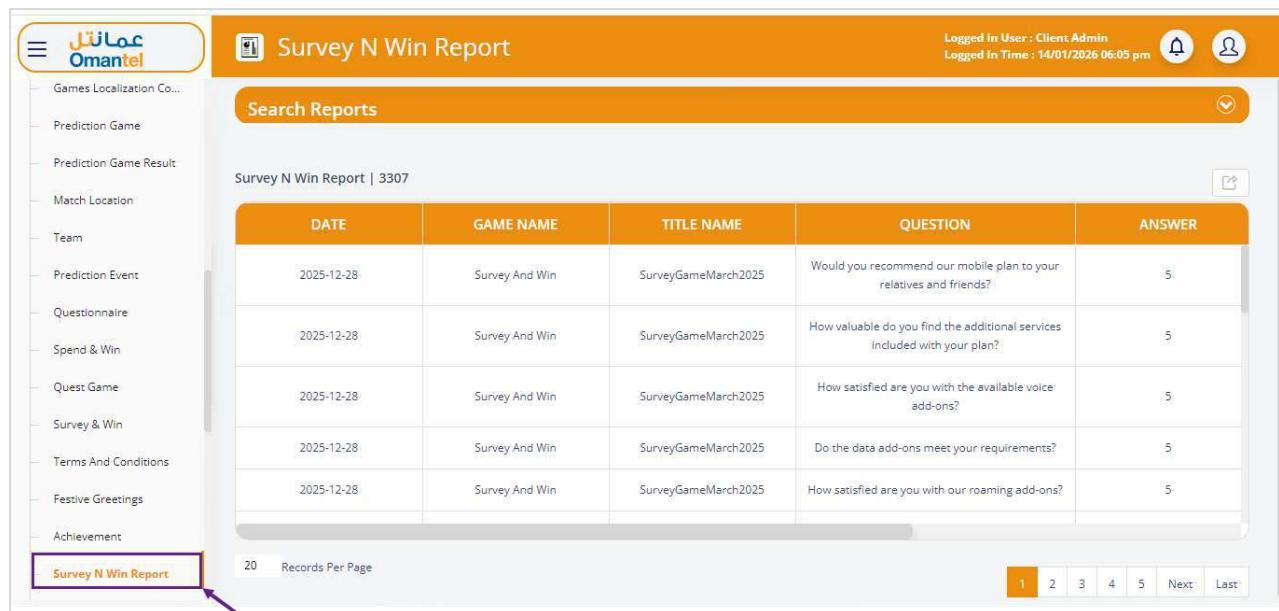
Figure 467 Quest Game- View, Copy, Modify and Delete Operations

10.14 Survey N Win Report

The Survey N Win Report module provides a consolidated view of user responses collected through Survey & Win games.

This report helps administrators analyze customer feedback, participation, and response patterns by capturing survey questions along with the answers submitted by users.

- On the side menu, click **Gamification>> Survey N Win Report** to view the survey N win report details. Refer to the following screen.



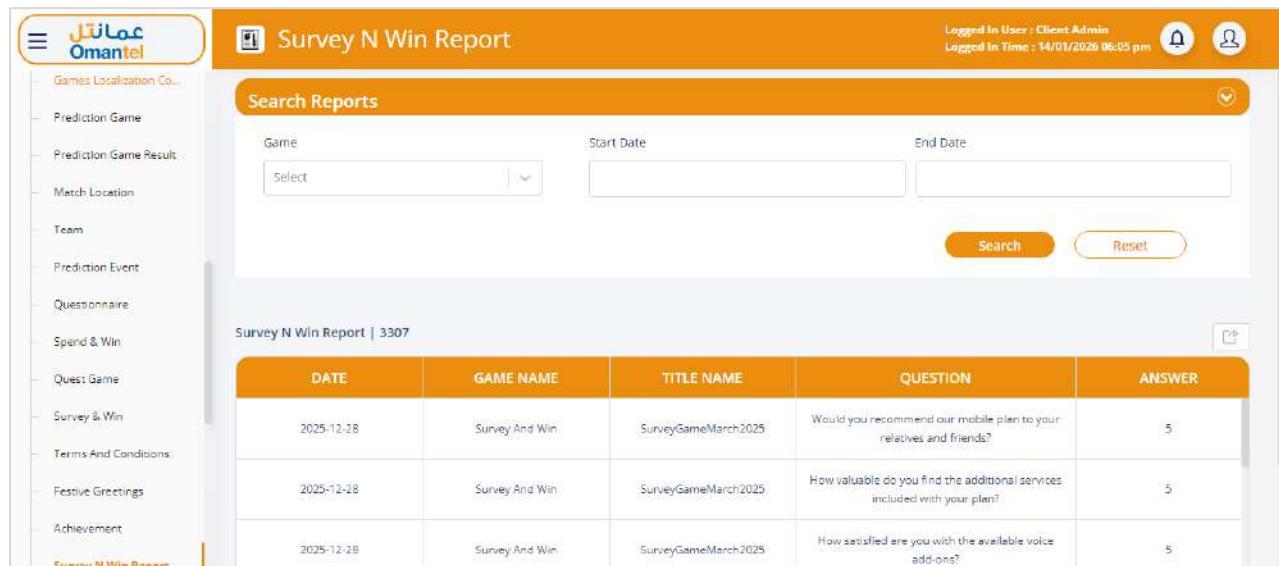
The screenshot shows the 'Survey N Win Report' page. On the left, there's a sidebar with various game-related categories like 'Prediction Game', 'Match Location', and 'Achievement'. The 'Survey N Win Report' item is highlighted with a yellow box and has an arrow pointing to it from the text below. The main content area has a title 'Survey N Win Report | 3307'. Below the title is a table with columns: DATE, GAME NAME, TITLE NAME, QUESTION, and ANSWER. The table contains five rows of survey data. At the bottom, there are buttons for 'Records Per Page' (set to 20), a navigation bar with pages 1-5 and 'Last', and two small icons.

DATE	GAME NAME	TITLE NAME	QUESTION	ANSWER
2025-12-28	Survey And Win	SurveyGameMarch2025	Would you recommend our mobile plan to your relatives and friends?	5
2025-12-28	Survey And Win	SurveyGameMarch2025	How valuable do you find the additional services included with your plan?	5
2025-12-28	Survey And Win	SurveyGameMarch2025	How satisfied are you with the available voice add-ons?	5
2025-12-28	Survey And Win	SurveyGameMarch2025	Do the data add-ons meet your requirements?	5
2025-12-28	Survey And Win	SurveyGameMarch2025	How satisfied are you with our roaming add-ons?	5

Figure 468 Gamification - Survey N Win Report

Search:

- Users can search for the particular survey N win report using the search fields such as **Game** or **Start Date** or **End Date**. Refer to the following screen.



This screenshot shows the same 'Survey N Win Report' page but with search filters at the top. It includes dropdowns for 'Game' (set to 'Select'), 'Start Date', and 'End Date'. Below the filters is a table with the same structure as the first screenshot, showing three survey results. The 'Survey N Win Report' link in the sidebar is also highlighted with a yellow box and an arrow.

DATE	GAME NAME	TITLE NAME	QUESTION	ANSWER
2025-12-28	Survey And Win	SurveyGameMarch2025	Would you recommend our mobile plan to your relatives and friends?	5
2025-12-28	Survey And Win	SurveyGameMarch2025	How valuable do you find the additional services included with your plan?	5
2025-12-28	Survey And Win	SurveyGameMarch2025	How satisfied are you with the available voice add-ons?	5

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.

Survey N Win Report

Logged In User : Client Admin
 Logged In Time : 14/01/2026 06:05 pm

Search Reports

Game: Select | Start Date: | End Date: | Search | Reset

Survey N Win Report | 3307

DATE	GAME NAME	TITLE NAME	QUESTION	ANSWER
2025-12-28	Survey And Win	SurveyGameMarch2025	Would you recommend our mobile plan to your relatives and friends?	txt
2025-12-28	Survey And Win	SurveyGameMarch2025	How valuable do you find the additional services included with your plan?	5
2025-12-28	Survey And Win	SurveyGameMarch2025	How satisfied are you with the available voice add-ons?	5

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.

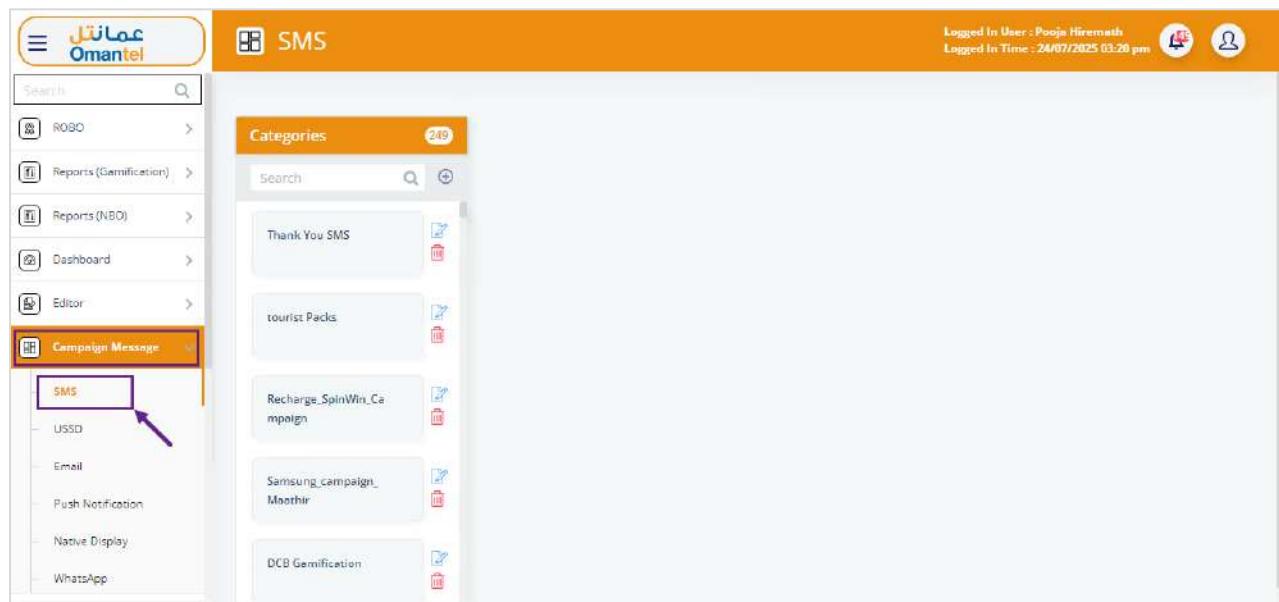


Figure 470 Campaign Message – SMS

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.

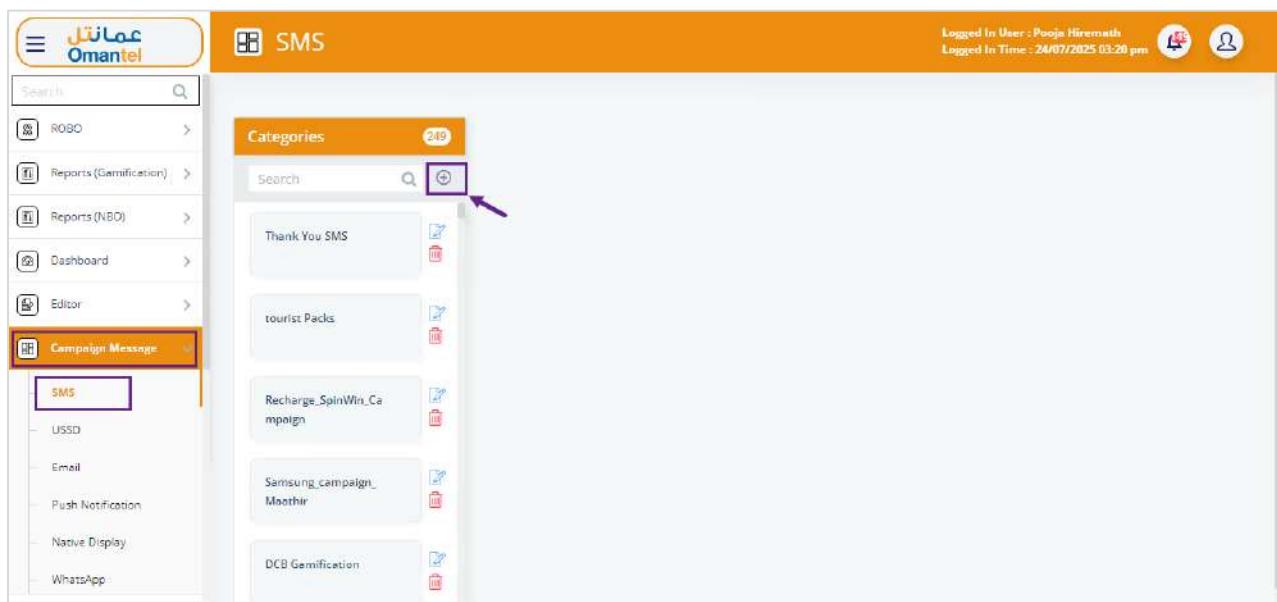


Figure 471 Categories – Add Button

2. After clicking the **Add** button, the following screen is displayed.

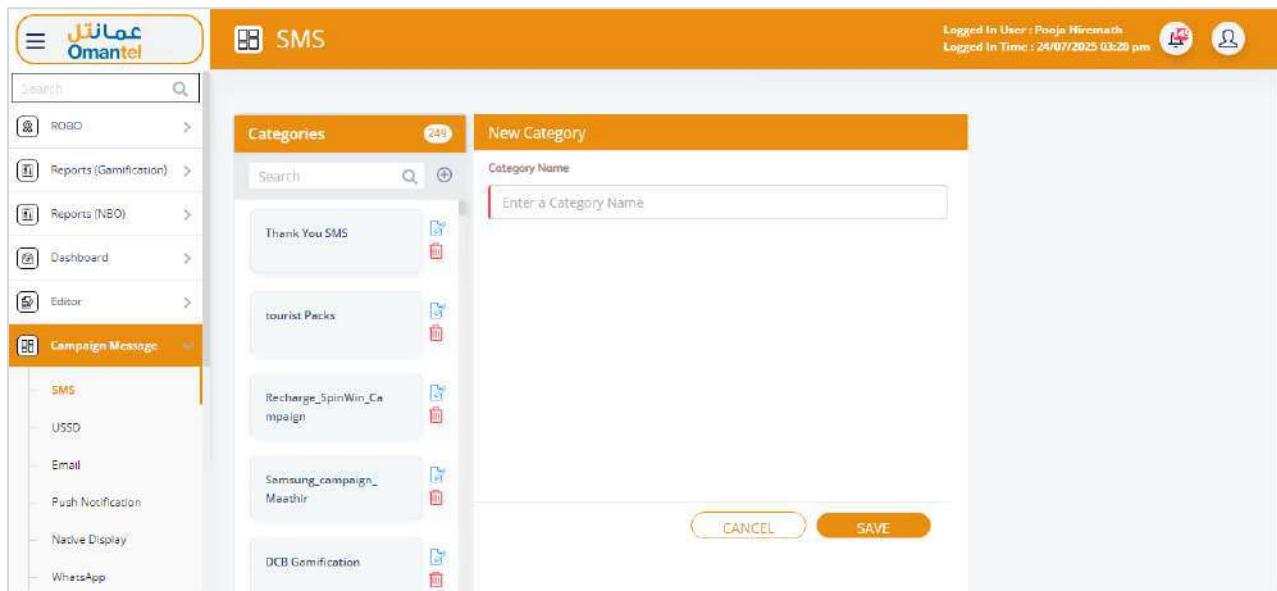


Figure 472 SMS - Categories Input Screen

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.

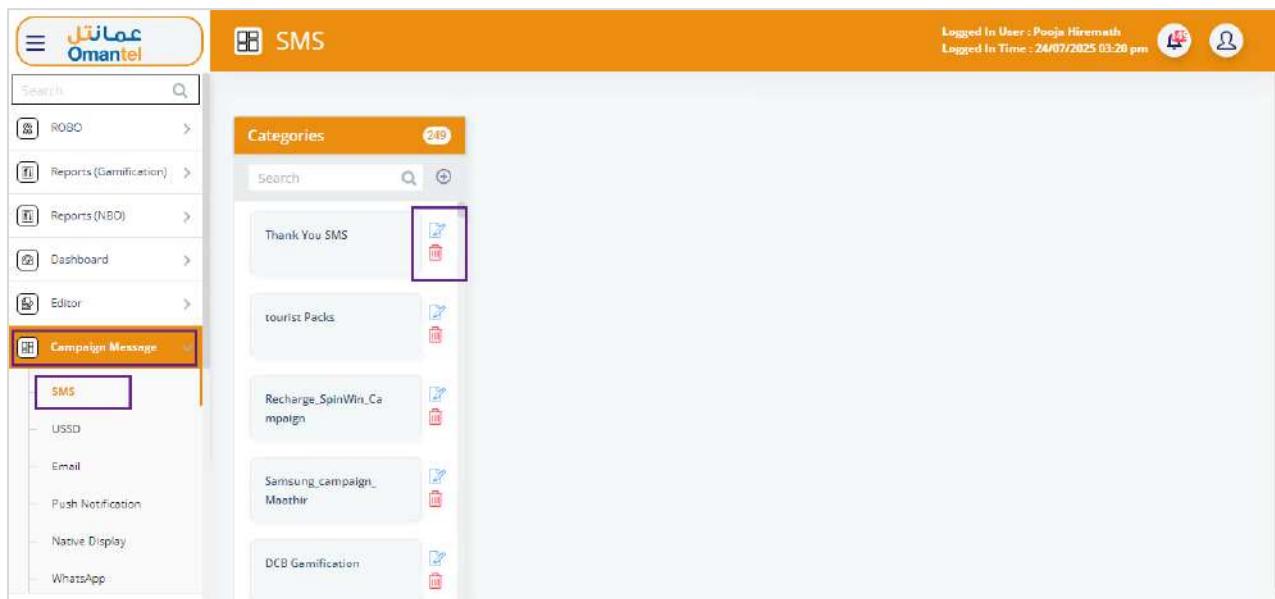


Figure 473 SMS – Modify and Delete Operations

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.

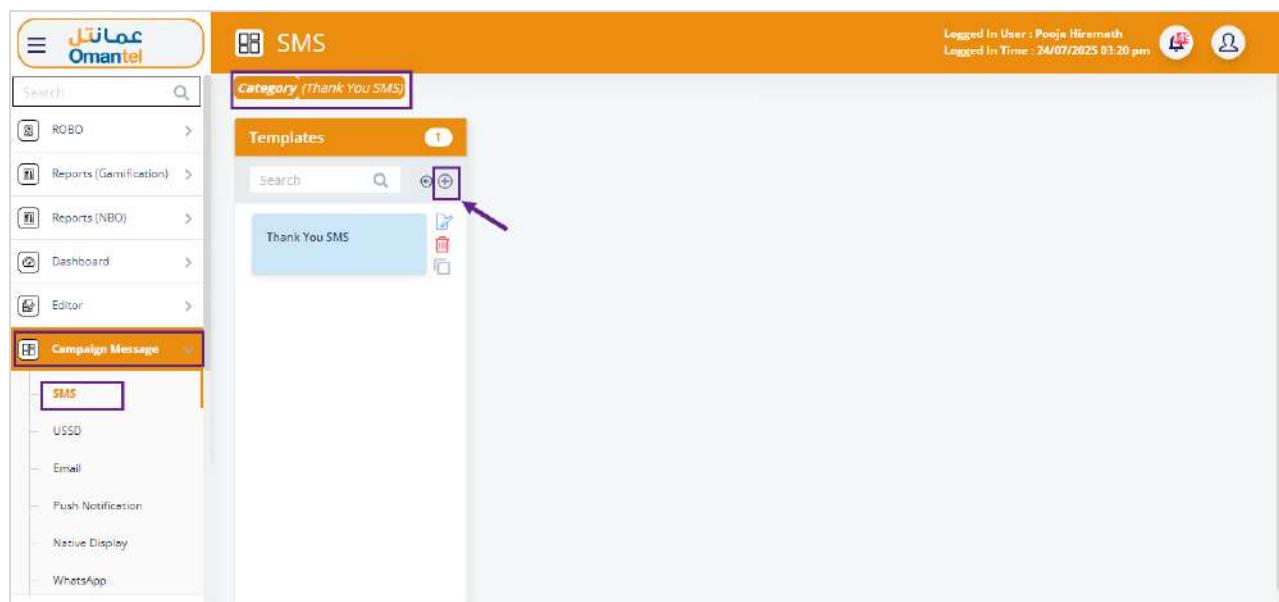


Figure 474 Templates – Add Button

2. After clicking the **Add** button, the following screen is displayed.

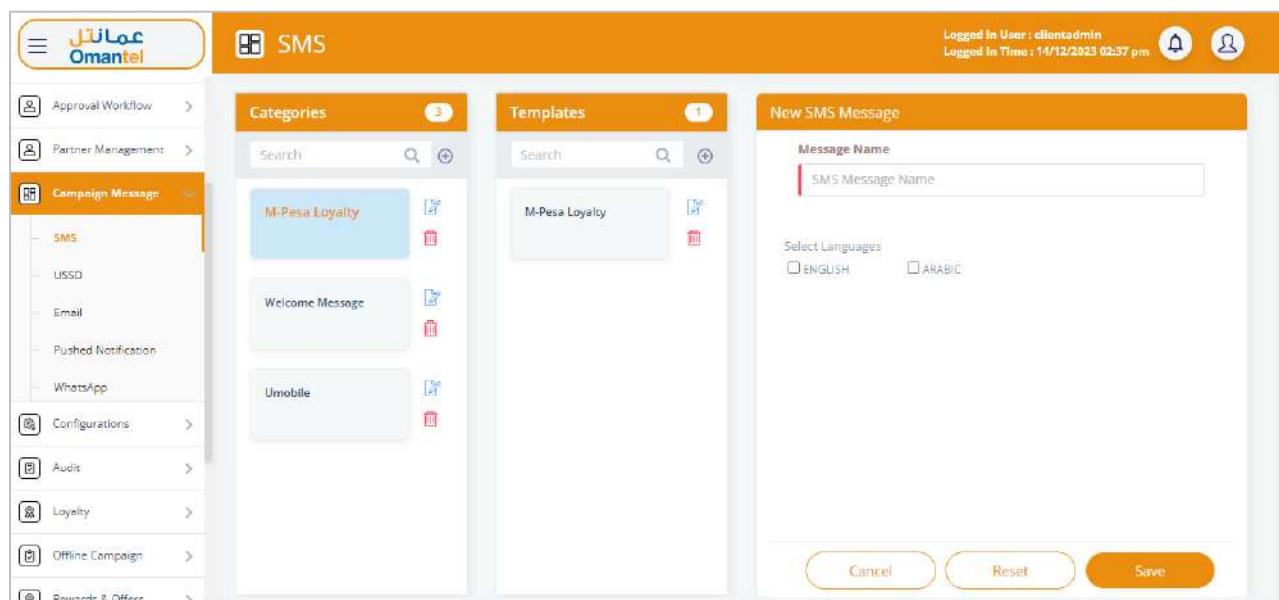


Figure 475 Templates Input Screen

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
	<p style="text-align: center;">Select Languages</p> <p style="text-align: center;"><input checked="" type="checkbox"/> ENGLISH <input type="checkbox"/> ARABIC</p>
	<p style="background-color: yellow; padding: 5px;">Note: You can select the Language (English, Arabic) checkbox to enter the template in the corresponding languages.</p>
English	Enter the message of the template in the corresponding field. <p style="background-color: yellow; padding: 5px;">Note: The following field is displayed if the English checkbox is selected.</p>
Message Body	A text editor where the full message can be composed, formatted, and styled. It allows text formatting, links, and embedded elements.
Preview (Mobile View)	A live preview window (shown on the right) that displays how the message will appear on a mobile device in real-time as fields are filled.

4. After providing the required details, click **Save**.

A success message is displayed, indicating that the template is added successfully.

11.1.1.4 Modify, Copy, and Delete Template

Using this option, you can modify, copy, and delete the existing template.

- On the **SMS** screen, click the **Modify** button  to modify the template details. Refer to the following screen.
- On the **SMS** screen, click the **Copy** button  to copy the template details. Refer to the following screen.
- On the **SMS** screen, click the **Delete** button  to delete the template. Refer to the following screen.

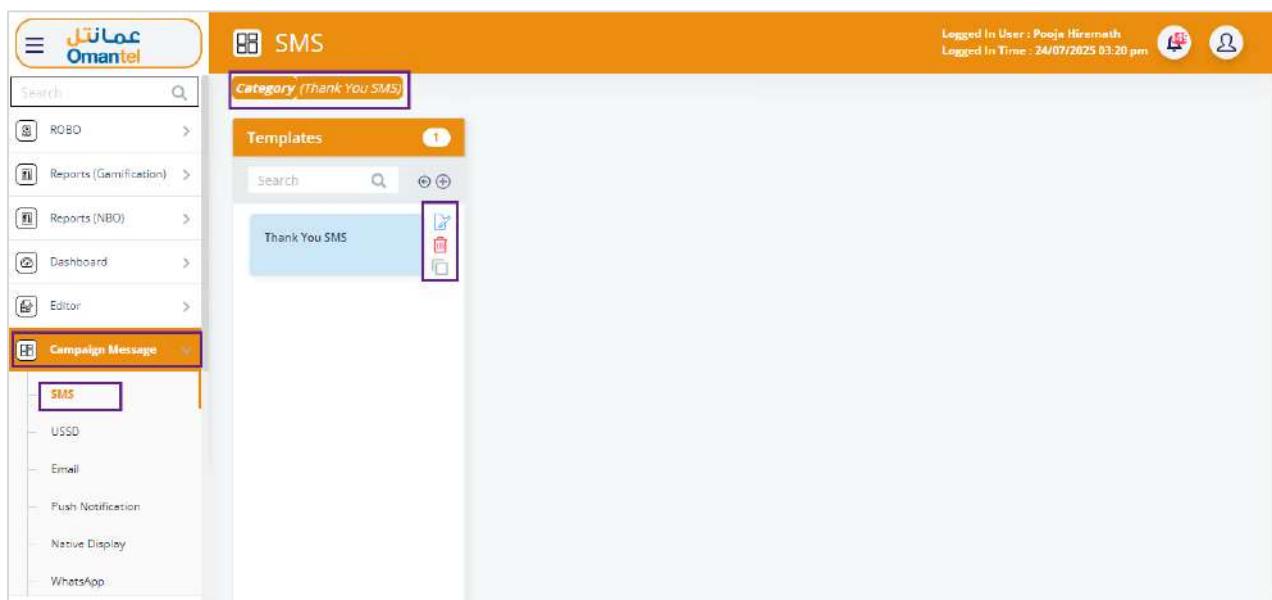


Figure 476 Segment – Copy, Modify and Delete Operations

11.2 USSD

The USSD will allow the admin to configure USSD-based promotions for new services. Using this option, you can view and add a new USSD name.

1. On the side menu, click **Editor>> Segment** to view the segment details. Refer to the following screen.

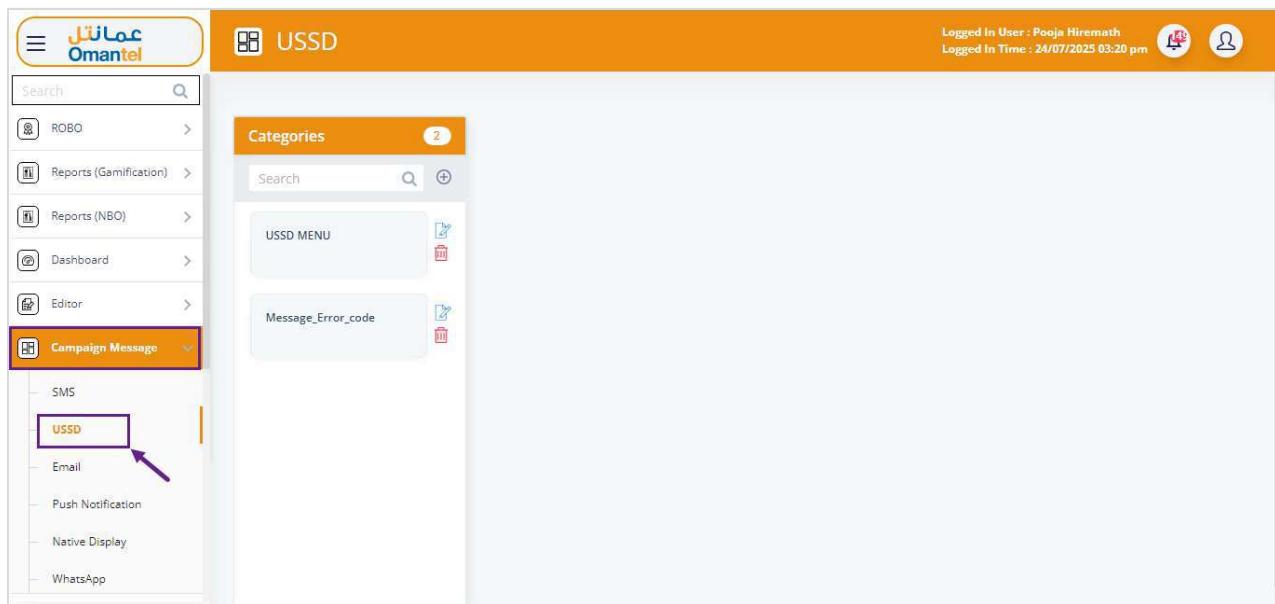


Figure 477 Campaign Message – USSD

You can view the following operations:

- Categories
- Templates

11.2.1 Category

Using this category option, you can manage the different categories under USSD.

11.2.1.1 Add Category

Using this option, you can add a new category.

1. On the **USSD** screen, click the **Add** button  to add a new category. Refer to the following screen.

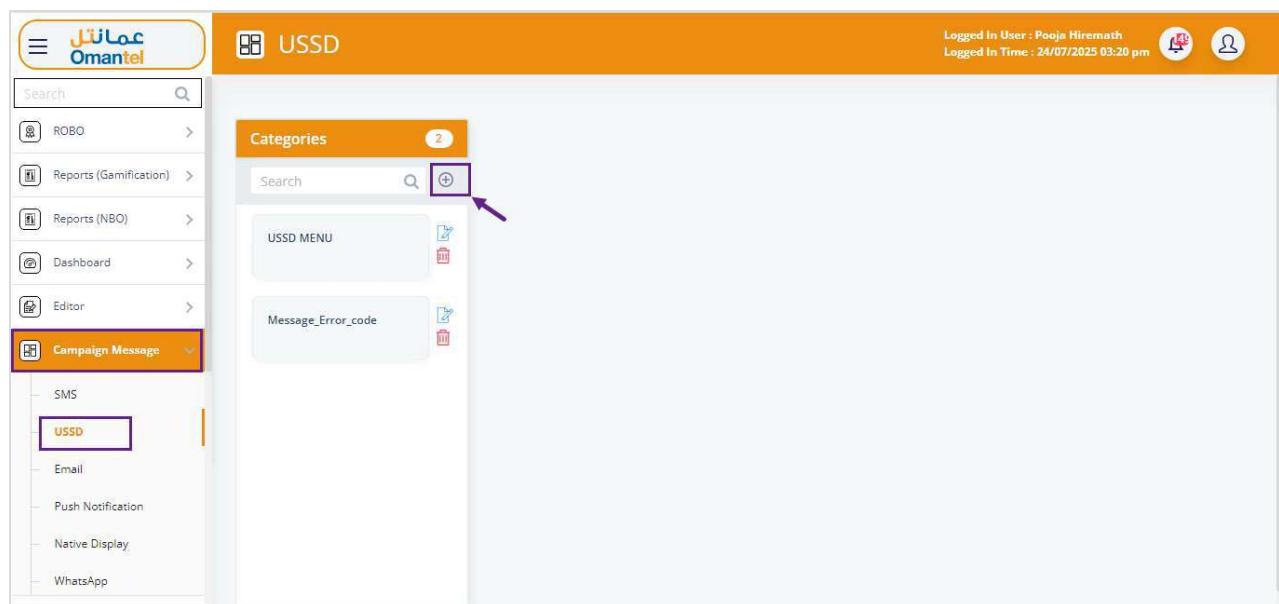


Figure 478 Categories – Add Button

- After clicking the **Add** button, the following screen is displayed.

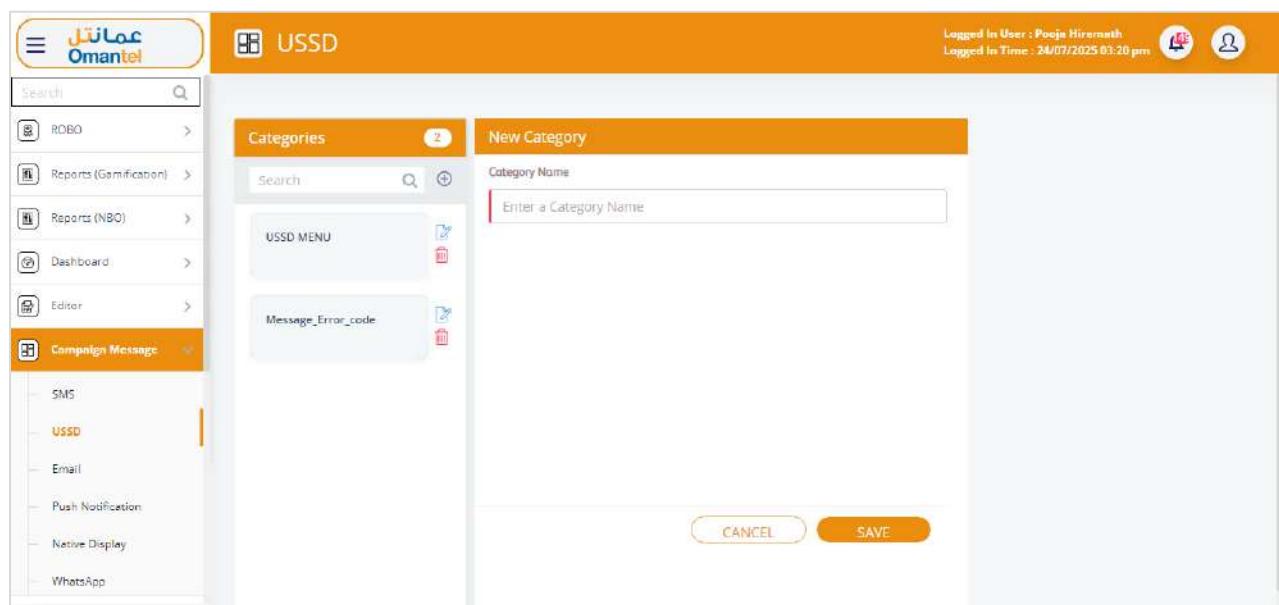


Figure 479 USSD - Categories Input Screen

- Enter the following information in the corresponding fields. If fields marked with “|” are mandatory.

Field	Description
Category Name	Enter the name of the category.

- After providing the required details, click **SAVE**.

A success message is displayed, indicating that the category is added successfully.

11.2.1.2 Modify and Delete Category

Using this option, you can modify and delete the existing category.

- On the **USSD** screen, click the **Modify** button  to modify the category details. Refer to the following screen.
- On the **USSD** screen, click the **Delete** button  to delete the category. Refer to the following screen.

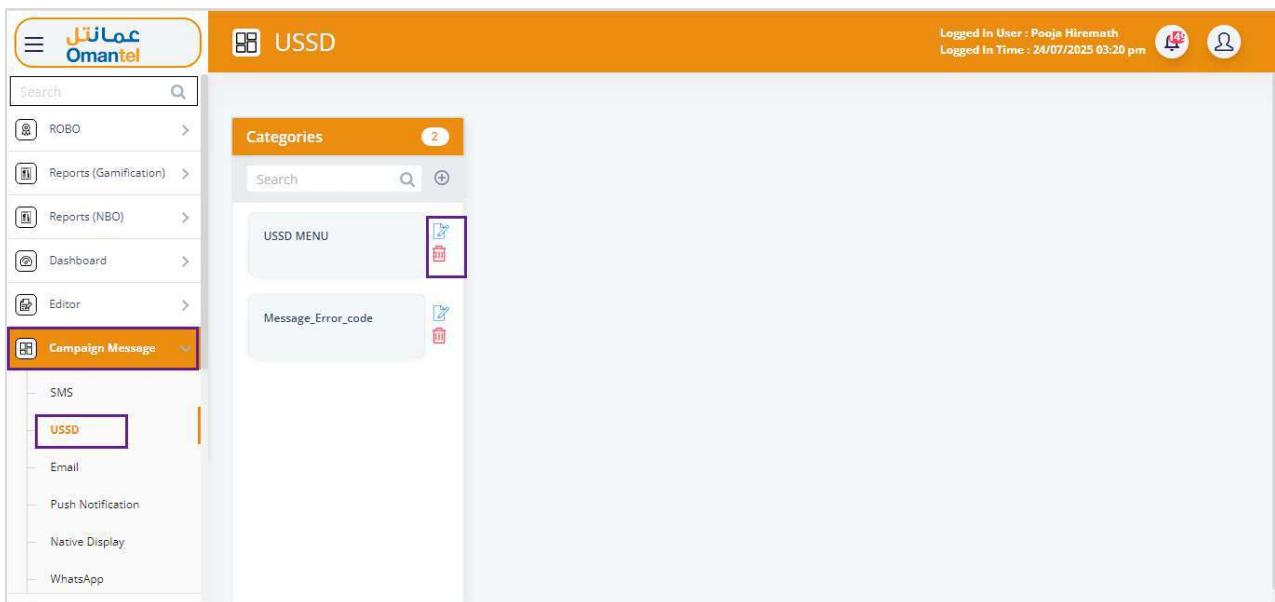


Figure 480 Segment – Modify and Delete Operations

11.2.1.3 Add Template

Using this add option, you can add a new template.

Note: The category for the template must be selected before adding the template.

1. On the **USSD** screen, click the **Add** button  to add a new template. Refer to the following screen.

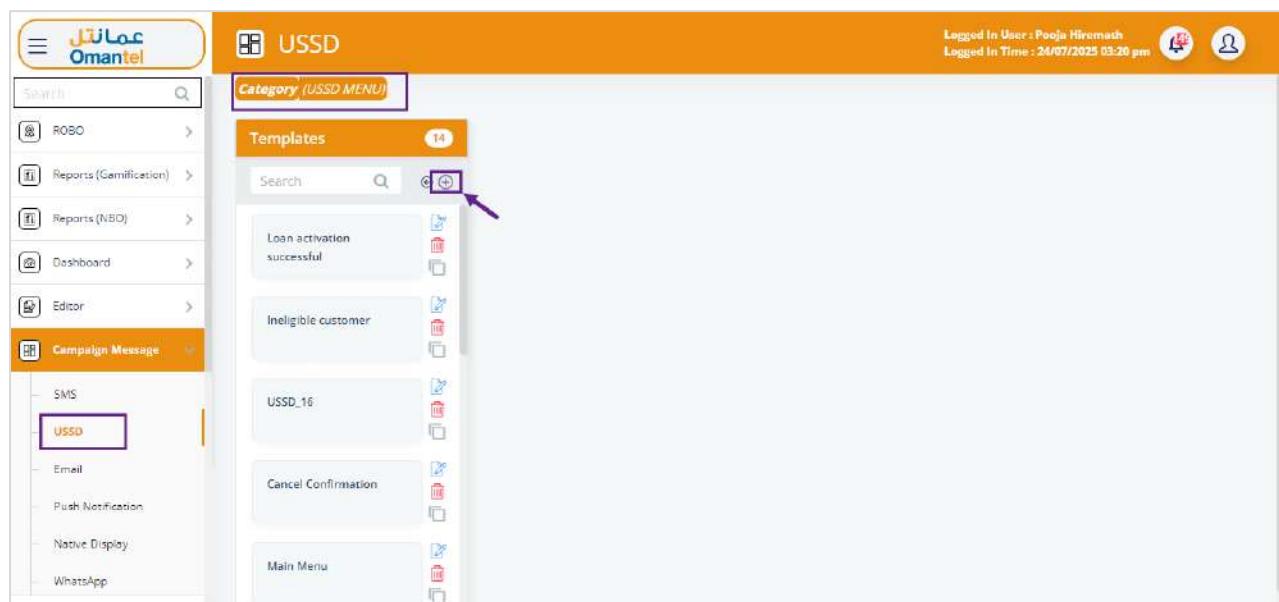


Figure 481 Templates – Add Button

2. After clicking the **Add** button, the following screen is displayed.

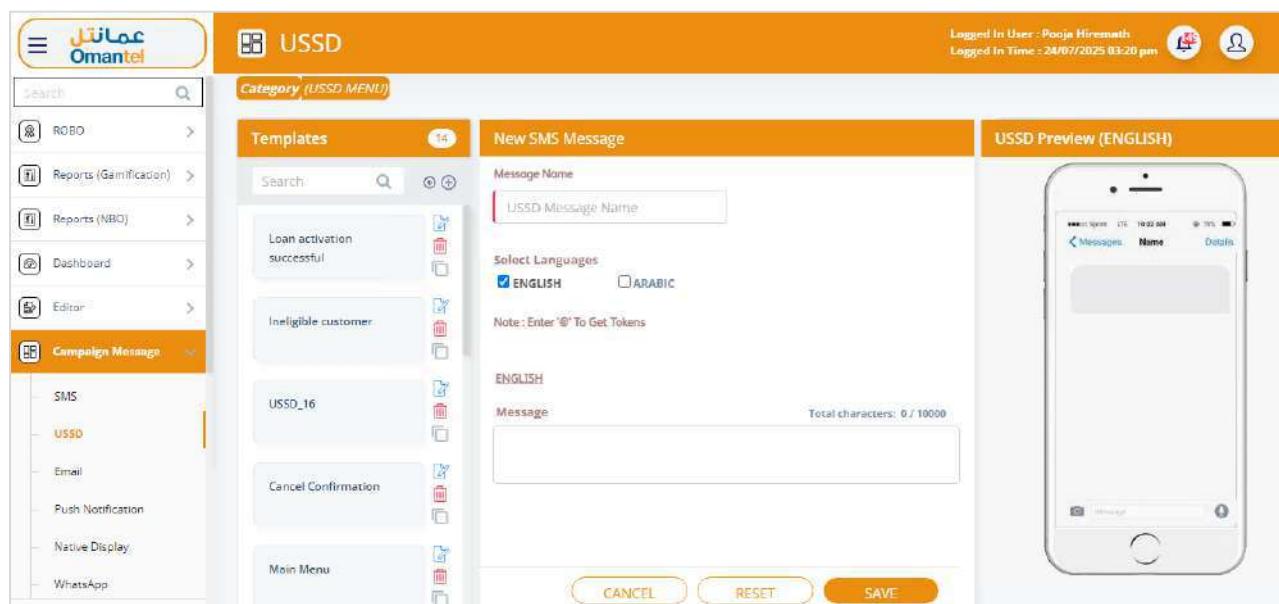


Figure 482 Templates Input Screen

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
	<p style="text-align: center;">Select Languages</p> <p style="text-align: center;"><input checked="" type="checkbox"/> ENGLISH <input type="checkbox"/> ARABIC</p>
	<p style="background-color: #ffffcc; padding: 5px;">Note: You can select the Language (English, Arabic) checkbox to enter the template in the corresponding languages.</p>
English	Enter the message of the template in the corresponding field. <p style="background-color: #ffffcc; padding: 5px;">Note: The following field is displayed if the English checkbox is selected.</p>
Message Body	A text editor where the full message can be composed, formatted, and styled. It allows text formatting, links, and embedded elements.
Preview (Mobile View)	A live preview window (shown on the right) that displays how the message will appear on a mobile device in real-time as fields are filled.

4. After providing the required details, click **Save**.

A success message is displayed, indicating that the template is added successfully.

11.2.1.4 Modify, Copy, and Delete Template

Using this option, you can modify, copy, and delete the existing template.

- On the **USSD** screen, click the **Modify** button  to modify the template details. Refer to the following screen.
- On the **USSD** screen, click the **Copy** button  to copy the template details. Refer to the following screen.
- On the **USSD** screen, click the **Delete** button  to delete the template. Refer to the following screen.

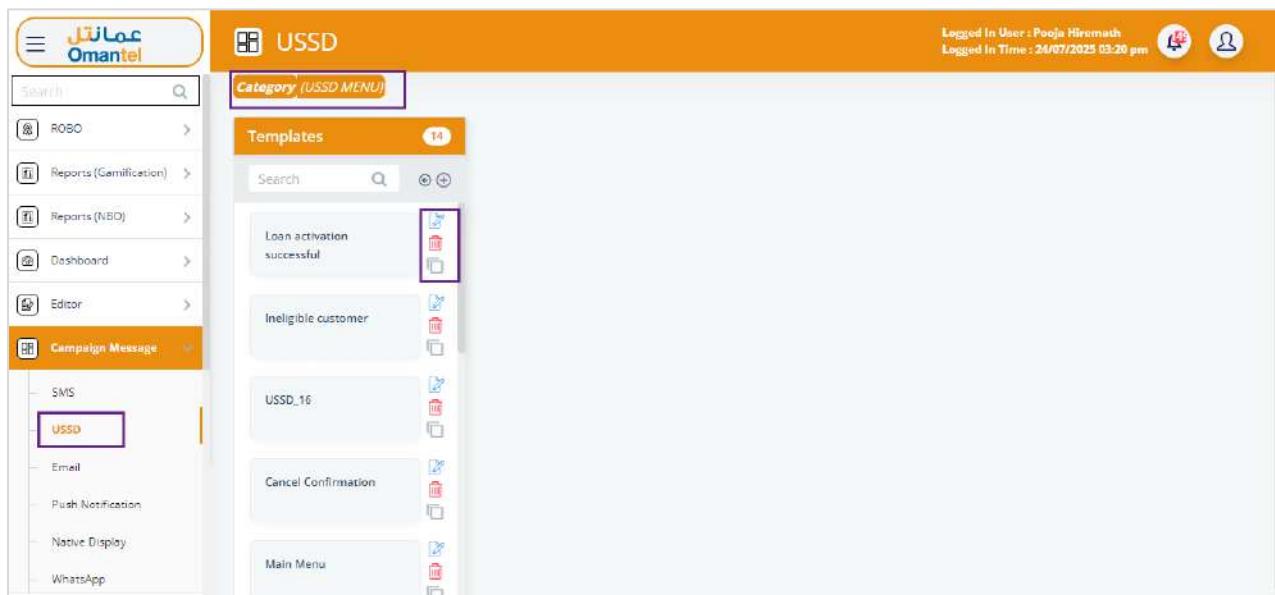


Figure 483 USSD – Copy, Modify and Delete Operations

11.3 Email

The Email will allow the admin to configure Email-based promotions for new services. Using this option, you can view and add a new Email name.

To view the Email menu:

1. On the side menu, click **Editor>> Segment** to view the segment details. Refer to the following screen.

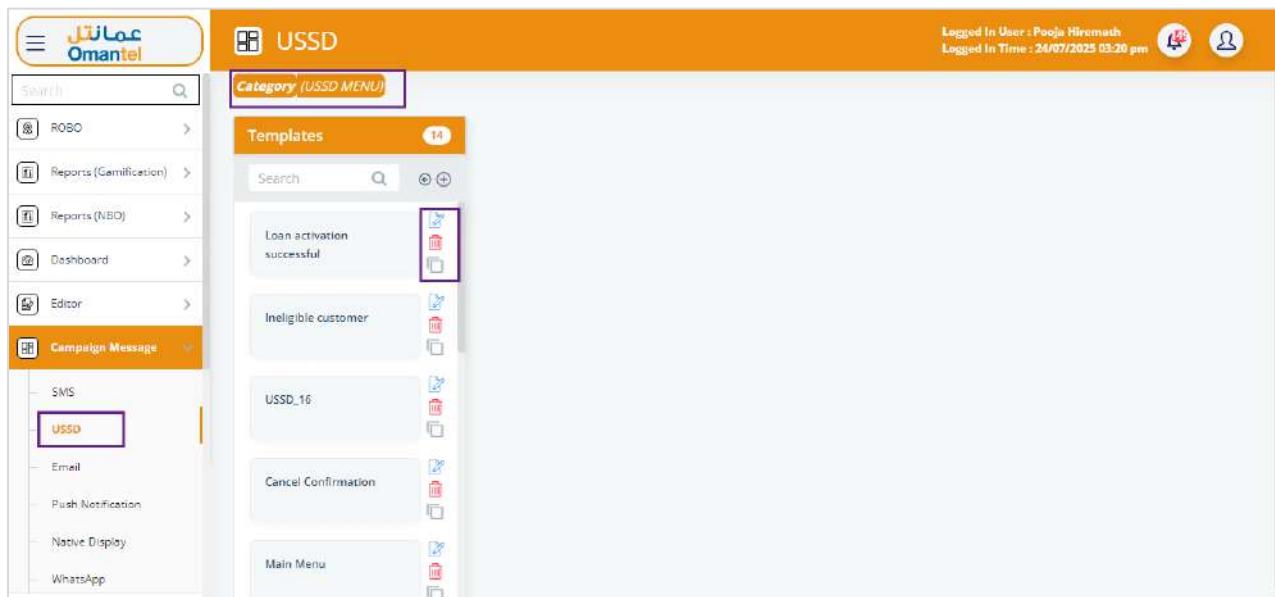


Figure 484 Campaign Message – Email

You can view the following operations:

- Categories
- Templates

11.3.1 Category

Using this category option, you can manage the different categories under email.

11.3.1.1 Add Category

Using this option, you can add a new category.

1. On the **USSD** screen, click the **Add** button  to add a new category. Refer to the following screen.

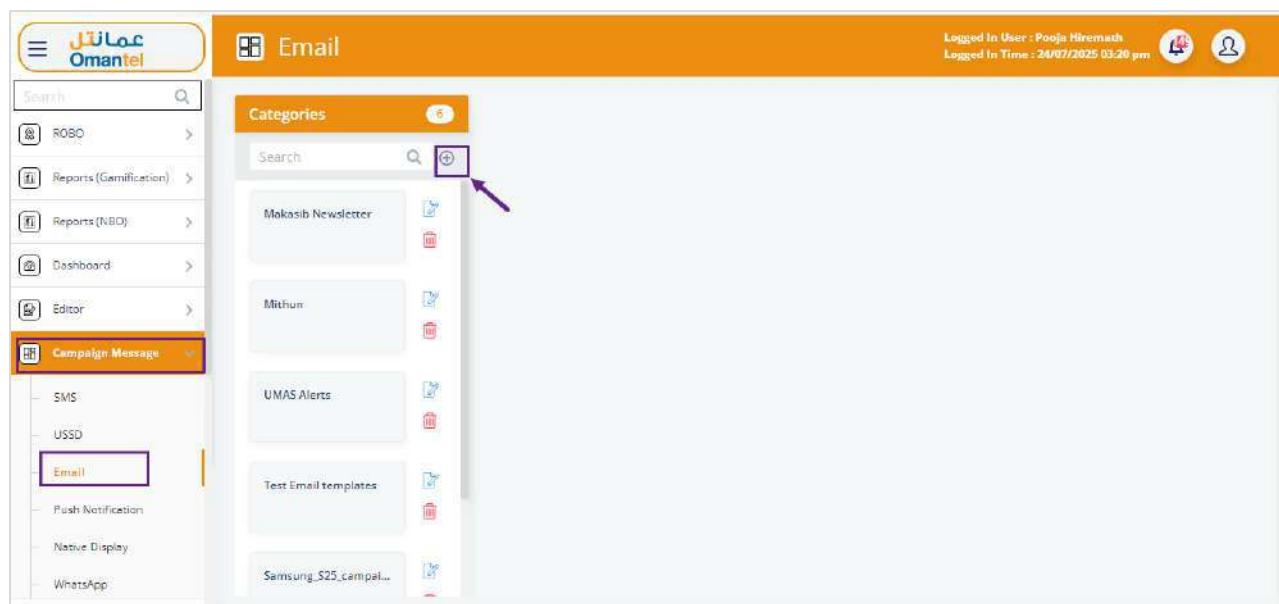


Figure 485 Categories – Add Button

- After clicking the **Add** button, the following screen is displayed.

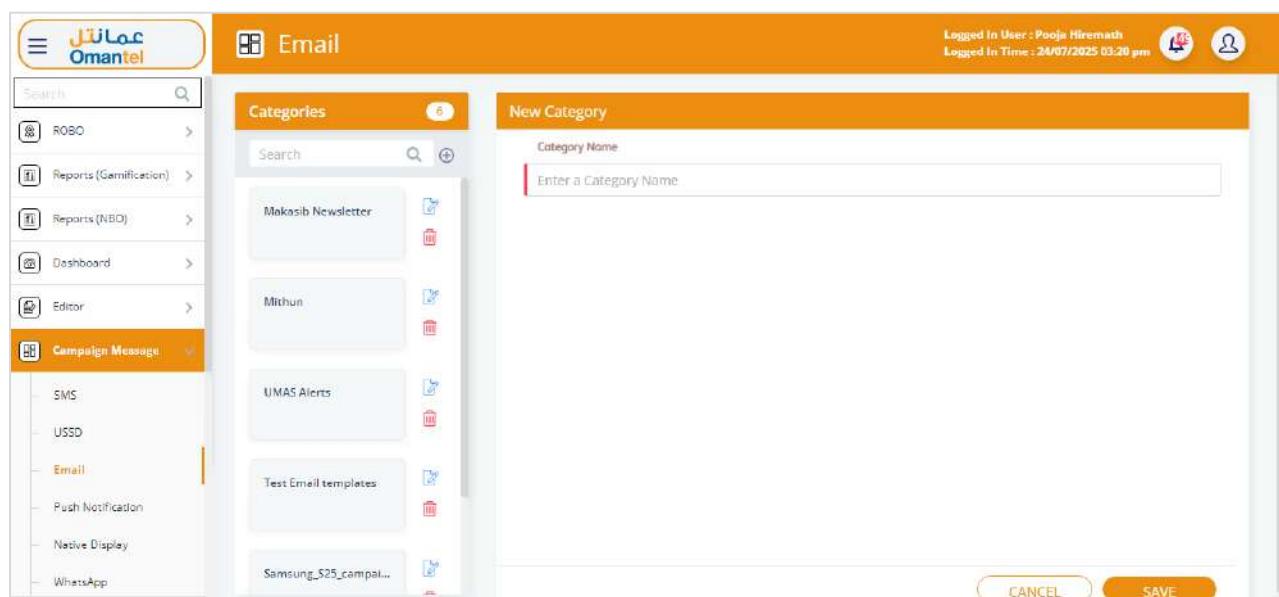


Figure 486 Email - Categories Input Screen

- Enter the following information in the corresponding fields. If fields marked with “**|**” are mandatory.

Field	Description
Category Name	Enter the name of the category.

- After providing the required details, click **SAVE**.

A success message is displayed, indicating that the category is added successfully.

11.3.1.2 Modify and Delete Category

Using this option, you can modify and delete the existing category.

- On the **Email** screen, click the **Modify** button  to modify the category details. Refer to the following screen.
- On the **Email** screen, click the **Delete** button  to delete the category. Refer to the following screen.

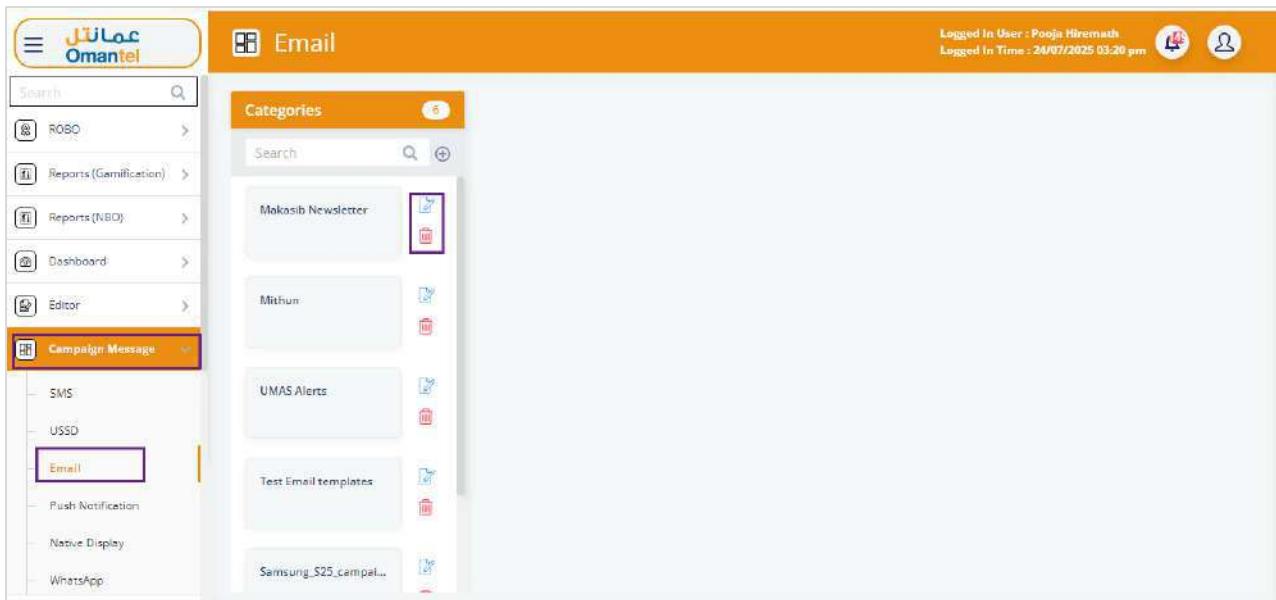


Figure 487 Email – Modify and Delete Operations

11.3.1.3 Add Template

Using this add option, you can add a new template.

Note: The category for the template must be selected before adding the template.

1. On the **Email** screen, click the **Add** button to add the template. The following screen is displayed.

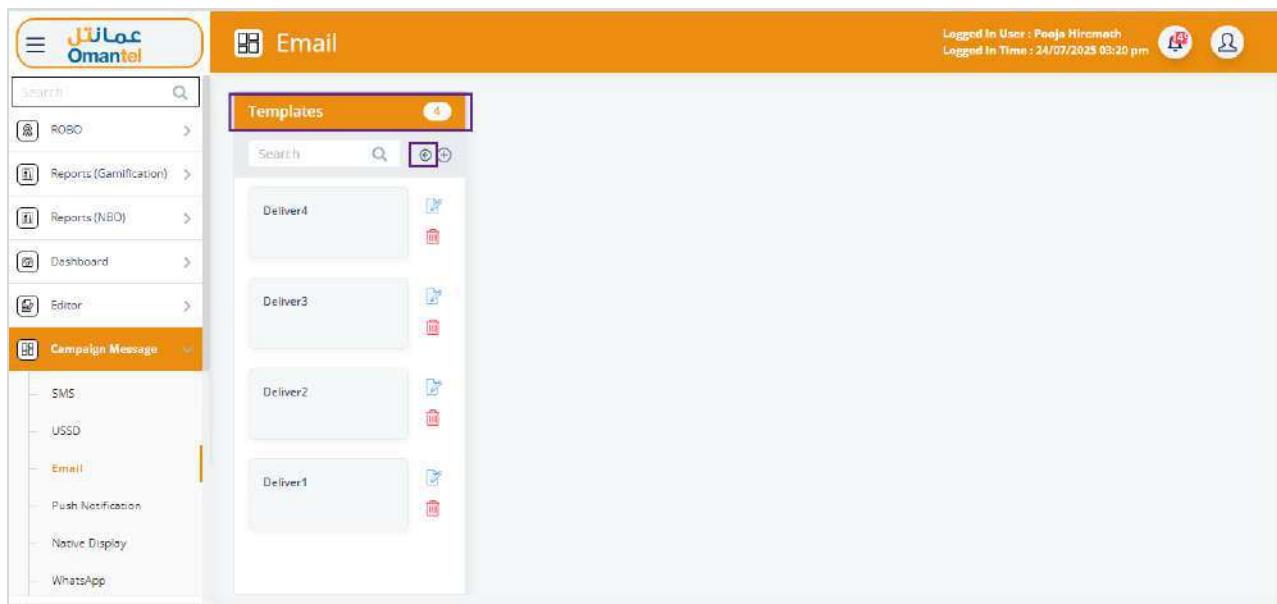


Figure 488 Email – Templates

- Click  to go back to the categories.
- 2. On the **Email** screen, click the **Add** button  to add a new template. Refer to the following screen.

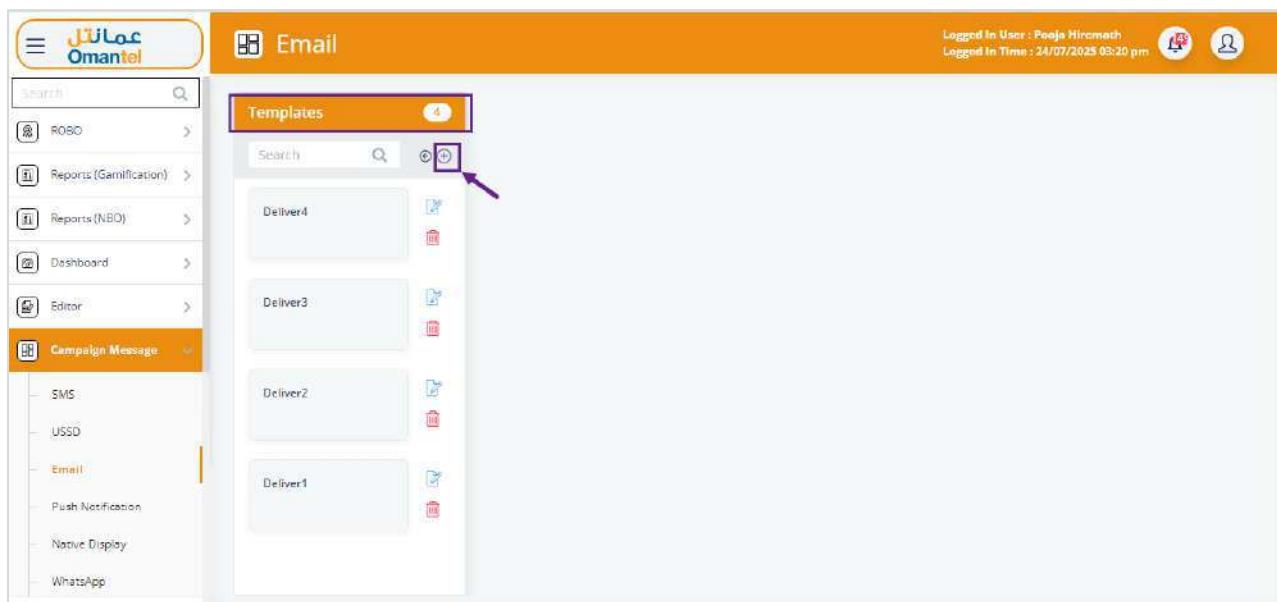


Figure 489 Templates – Add Button

3. After clicking the **Add** button, the following screen is displayed.

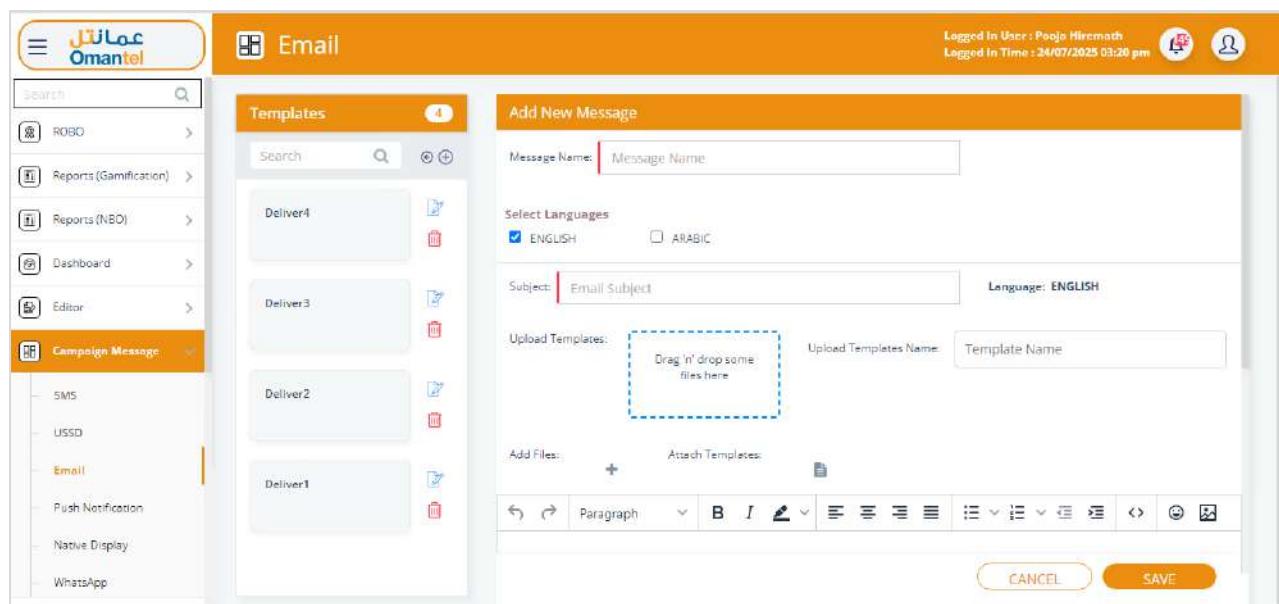


Figure 490 Templates Input Screen

- Enter the following information in the corresponding fields. If fields marked with “|” are mandatory.

Field	Description
Message Name	Enter the name of the message.
Select Languages	Select the English checkbox to select the language. The following screen is displayed. <div style="border: 1px solid #ccc; padding: 10px; text-align: center;"> Select Languages <input checked="" type="checkbox"/> ENGLISH <input type="checkbox"/> ARABIC </div> <p>Note: You can select the Language (English, Arabic) checkbox to enter the template in the corresponding languages.</p>
English	Enter the message of the template in the corresponding field. <p>Note: The following field is displayed if the English checkbox is selected.</p>
Subject	Enter the email subject line that will be shown to recipients.
Language (Display)	Indicates the currently selected language for editing the content.
Upload Templates	Drag-and-drop area to upload predesigned email templates.
Upload Templates Name	Enter a name to assign to the uploaded template.
Add File	Click the Add button to attach additional files (Images, PDFs) that may be included in the email.
Attach File	Click the Attach button to attach previously saved templates from the system's template repository.
Message Body	A text editor where the full message can be composed, formatted, and styled. It allows text formatting, links, and embedded elements.

5. After providing the required details, click **Save**.

A success message is displayed, indicating that the template is added successfully.

11.3.1.4 Modify and Delete Template

Using this option, you can modify and delete the existing template.

- On the **Email** screen, click the **Modify** button  to modify the template details. Refer to the following screen.
- On the **Email** screen, click the **Delete** button  to delete the template. Refer to the following screen.

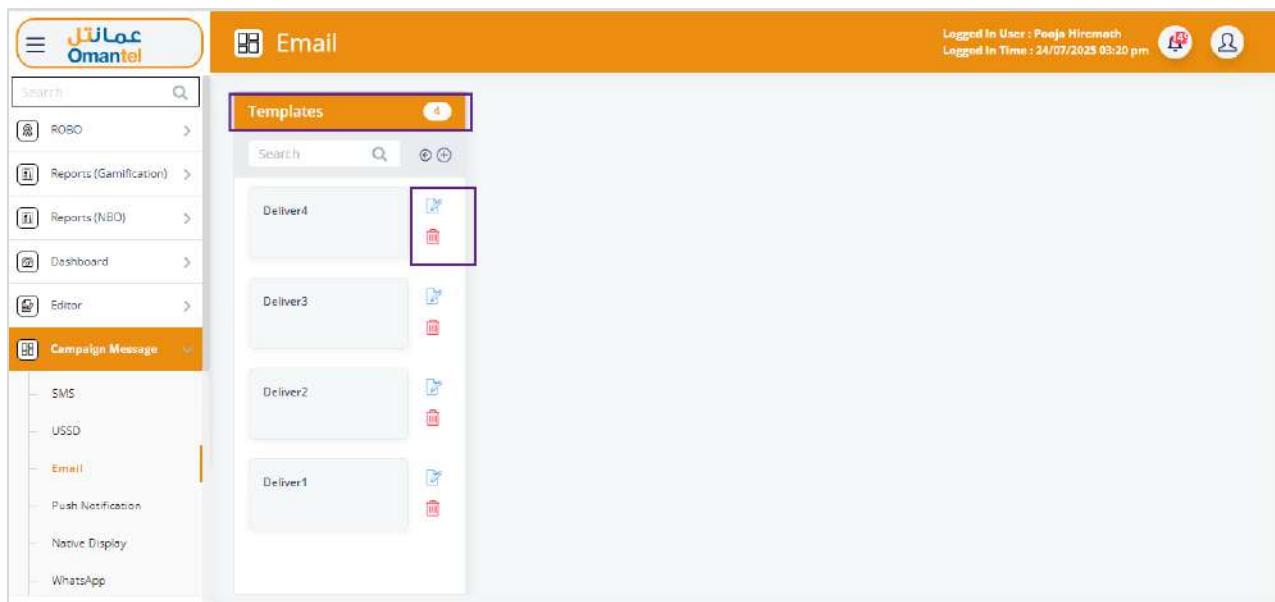


Figure 491 Email – Modify and Delete Operations

11.4 Push Notifications

The push notifications will allow the admin to configure push notification-based promotions for new services. Using this option, you can view and add a new push notification name.

1. On the side menu, click **Editor>> Segment** to view the segment details. Refer to the following screen.

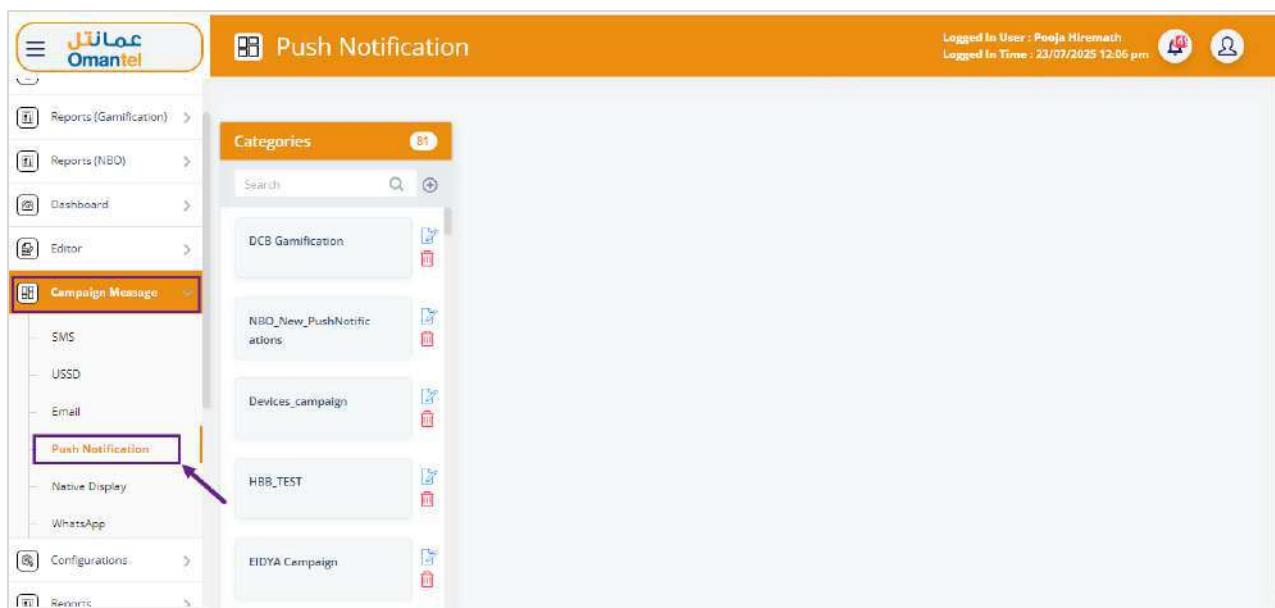


Figure 492 Campaign Message – Push Notifications

You can view the following operations:

- Categories
- Templates

11.4.1 Category

Using this category option, you can manage the different categories under push notifications.

11.4.1.1 Add Category

Using this option, you can add a new category.

1. On the **Push Notifications** screen, click the **Add** button  to add a new category. Refer to the following screen.

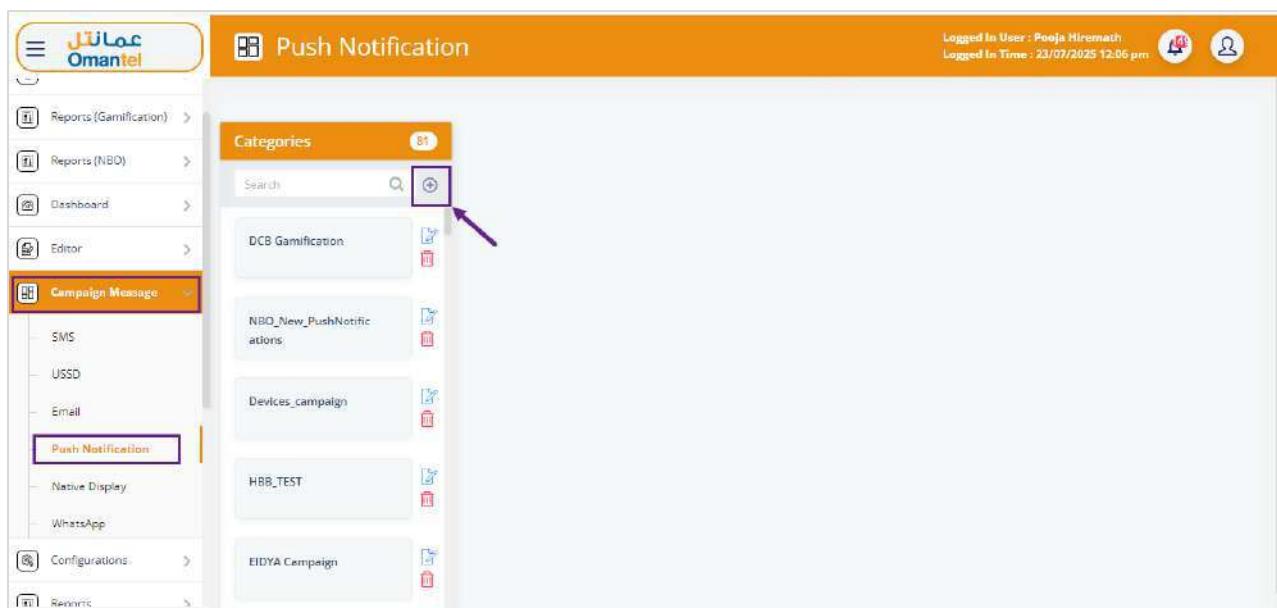


Figure 493 Categories – Add Button

- After clicking the **Add** button, the following screen is displayed.

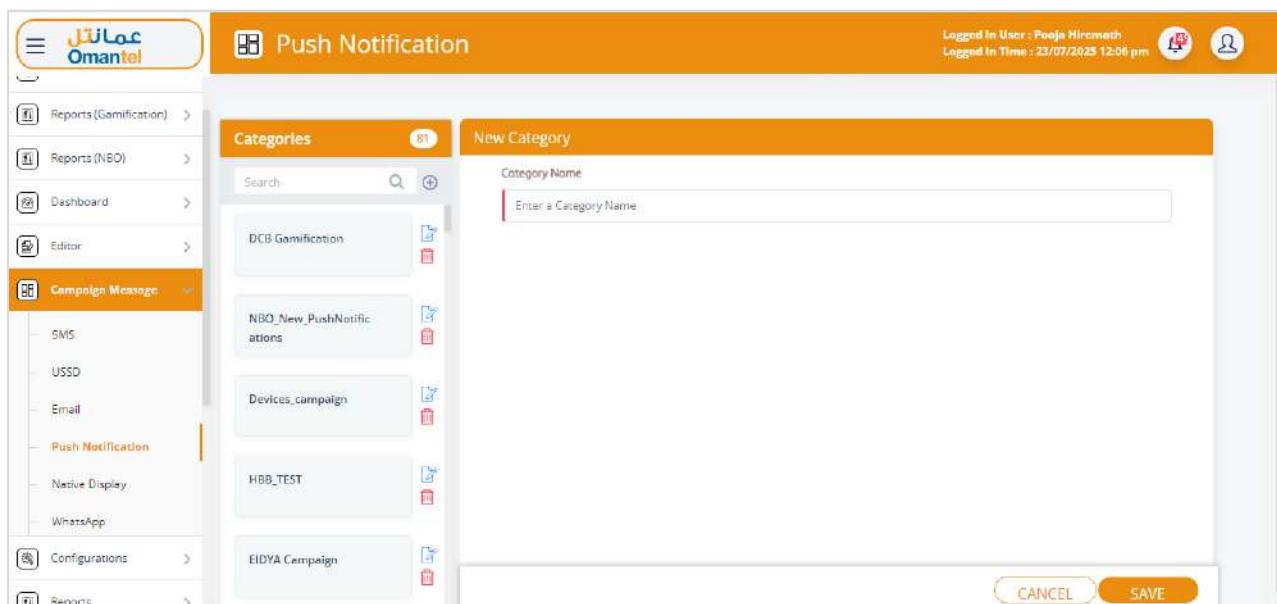


Figure 494 Push Notifications - Categories Input Screen

- Enter the following information in the corresponding fields. If fields marked with “|” are mandatory.

Field	Description
Category Name	Enter the name of the category.

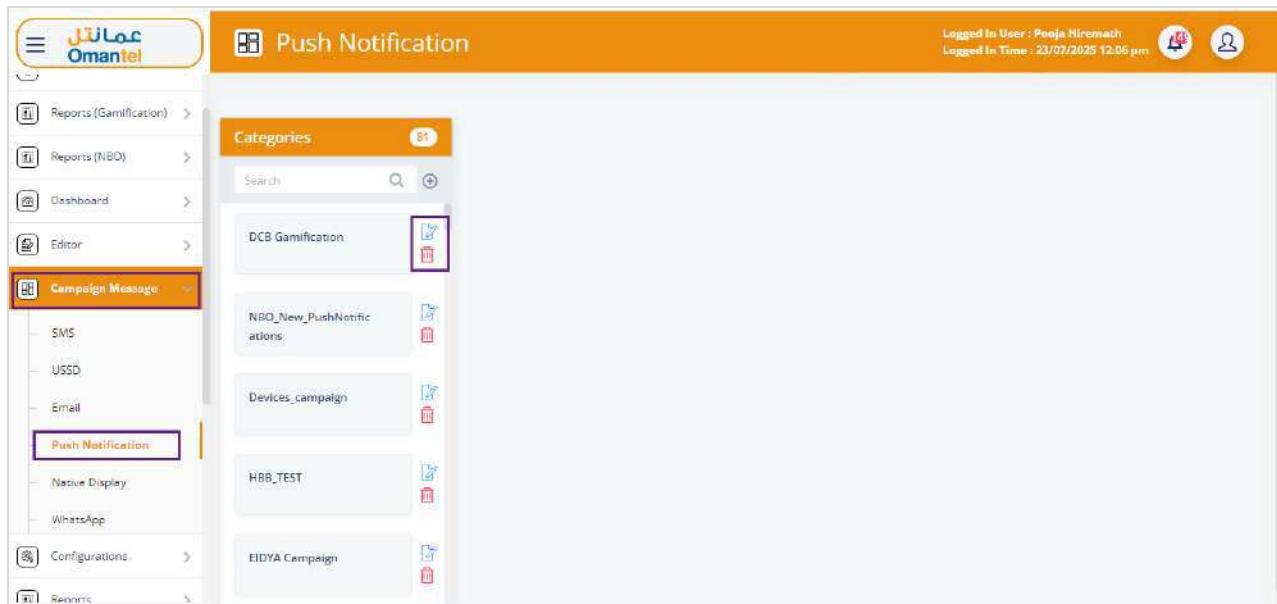
- After providing the required details, click **SAVE**.

A success message is displayed, indicating that the category is added successfully.

11.4.1.2 Modify and Delete Category

Using this option, you can modify and delete the existing category.

- On the **Push Notification** screen, click the **Modify** button  to modify the category details. Refer to the following screen.
- On the **Push Notification** screen, click the **Delete** button  to delete the category. Refer to the following screen.



The screenshot shows the 'Push Notification' screen. At the top, there's a header bar with the 'Omantel' logo, user information ('Logged In User: Pooja Hiremath, Logged In Time: 23/07/2025 12:06 pm'), and navigation icons. Below the header is a sidebar with links like 'Reports (Gamification)', 'Reports (NBO)', 'Dashboard', 'Editor', 'Campaign Message' (which is selected and highlighted in orange), 'Push Notification' (also highlighted in orange), 'Native Display', 'WhatsApp', 'Configurations...', and 'Remain'. The main content area is titled 'Push Notification' and contains a 'Categories' section. This section has a search bar and a '+' button. It lists several categories with small icons for modification and deletion: 'DCB Gamification', 'NBO_New_PushNotifications', 'Devices_campaign', 'HBB_TEST', and 'EIDYA Campaign'. Each category entry follows the same structure: category name, a small blue square icon with a white pencil, and a red square icon with a white trash can.

Figure 495 Push Notification – Modify and Delete Operations

11.4.1.3 Add Template

Using this add option, you can add a new template.

Note: The category for the template must be selected before adding the template.

1. On the **Push Notifications** screen, click the **Add** button  to add a new template. Refer to the following screen.

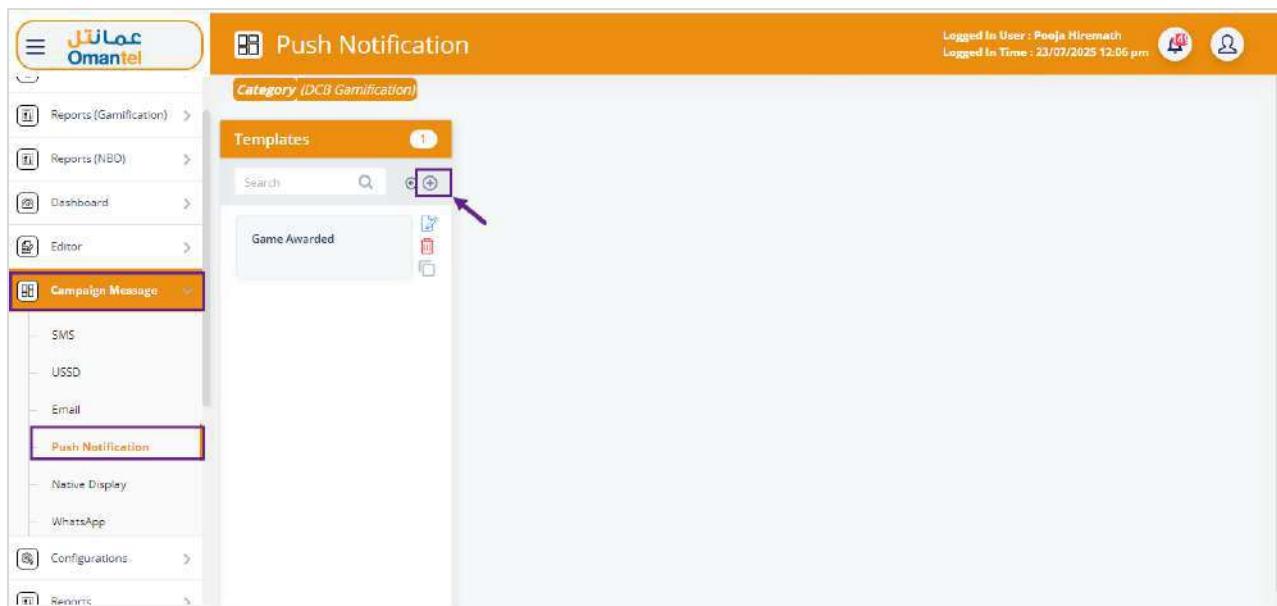


Figure 496 Templates – Add Button

2. After clicking the **Add** button, the following screen is displayed.

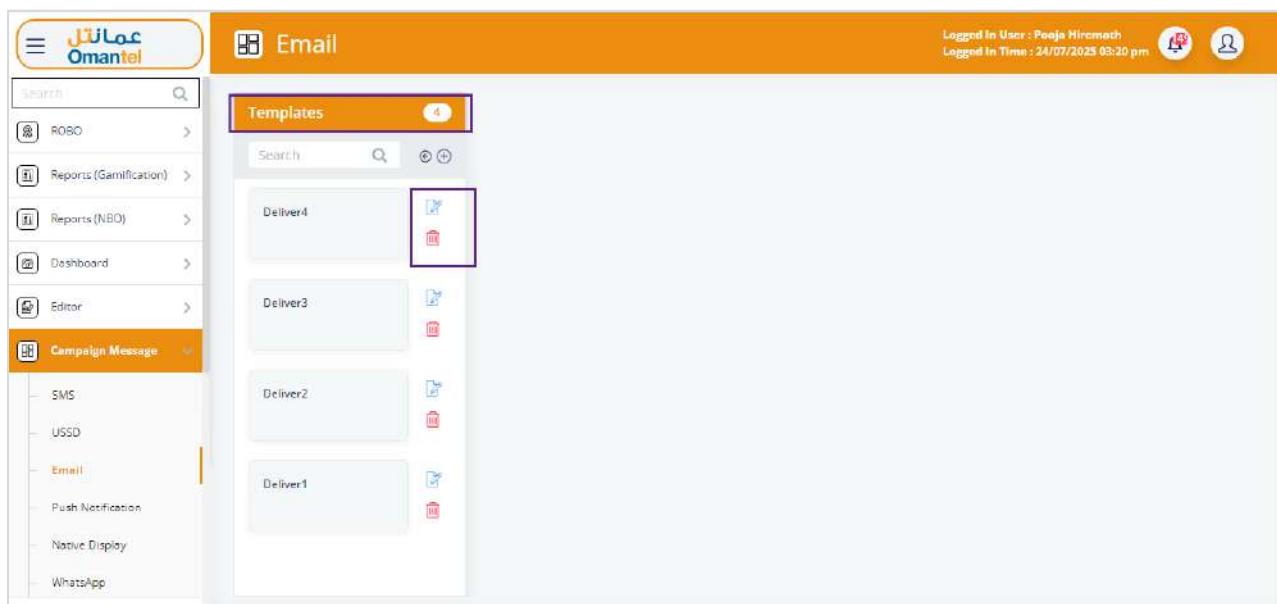


Figure 497 Templates Input Screen

3. Enter the following information in the corresponding fields. If fields marked with “**|**” are mandatory.

Field	Description
Message Name	Enter the name of the message.
Message Type	Select the category of the native message from the drop-down list. For example, “ Informative ”. This dropdown allows the user to select how the message will be displayed.

Field	Description
Status	Select the status of the message from the drop-down list. For example, “ Active ”.
Push Type	Select the push type from the drop-down list.
Select Languages	Select the English checkbox to select the language. The following screen is displayed.  <p>Note: You can select the Language (English, Arabic) checkbox to enter the template in the corresponding languages.</p>
English	Enter the message of the template in the corresponding field. Note: The following field is displayed if the English checkbox is selected.
Title	Enter the title of the message in this field.
CTA (Call to Action)	Select the CTA checkbox to indicate whether a CTA is included in the message, prompting users to take specific action.
CTA Button	Enter the CTA button in this field. Note: The following field is displayed if the CTA checkbox is selected.
CTA Value	Enter the CTA value in the corresponding field. Note: The following field is displayed if the CTA checkbox is selected.
Image Link	Paste or enter the URL of the image to be included in the message.
Redirection Link	Paste or enter the URL where users will be redirected when they interact with the image.
Message Body	A text editor where the full message can be composed, formatted, and styled. It allows text formatting, links, and embedded elements.
Preview (Mobile View)	A live preview window (shown on the right) that displays how the message will appear on a mobile device in real-time as fields are filled.

4. After providing the required details, click **Save**.

A success message is displayed, indicating that the template is added successfully.

11.4.1.4 Modify and Delete Template

Using this modify option, you can modify and delete the existing template.

- On the **Pushed Notifications** screen, click the **Modify** button  to modify the template details. Refer to the following screen.
- On the **Pushed Notifications** screen, click the **Delete** button  to delete the template. Refer to the following screen.

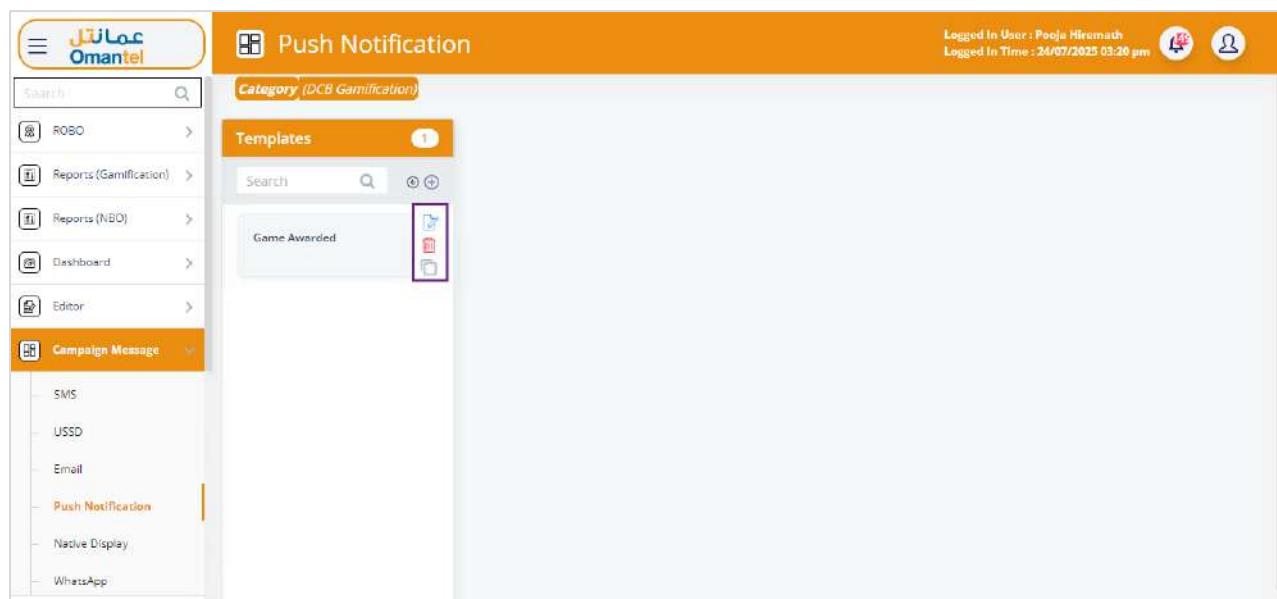


Figure 498 Segment – Template (Modify and Delete Operations)

11.5 WhatsApp

WhatsApp will allow the admin to configure WhatsApp-based promotions for new services. Using this option, you can view and add a new WhatsApp name.

1. On the side menu, click **Editor>> Segment** to view the segment details. Refer to the following screen.

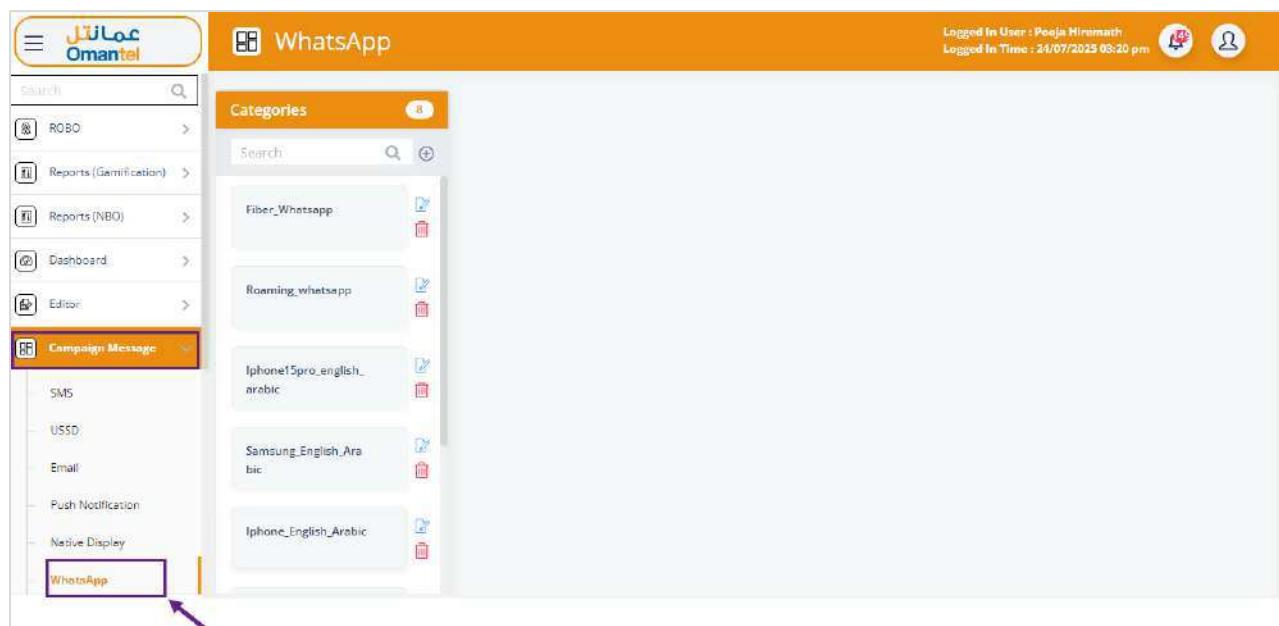


Figure 499 Campaign Message – WhatsApp

You can view the following operations:

- Categories
- Templates

11.5.1 Category

Using this category option, you can manage the different categories under WhatsApp.

11.5.1.1 Add Category

Using this option, you can add a new category.

1. On the **WhatsApp** screen, click the **Add** button  to add a new category. Refer to the following screen.

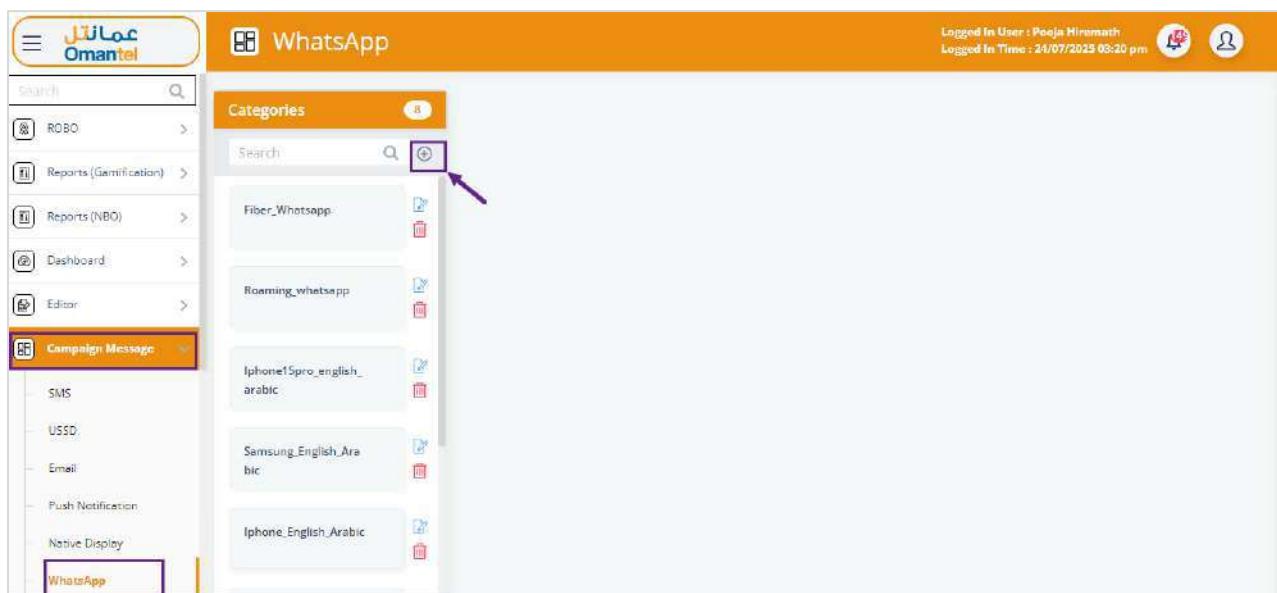


Figure 500 Categories – Add Button

- After clicking the **Add** button, the following screen is displayed.

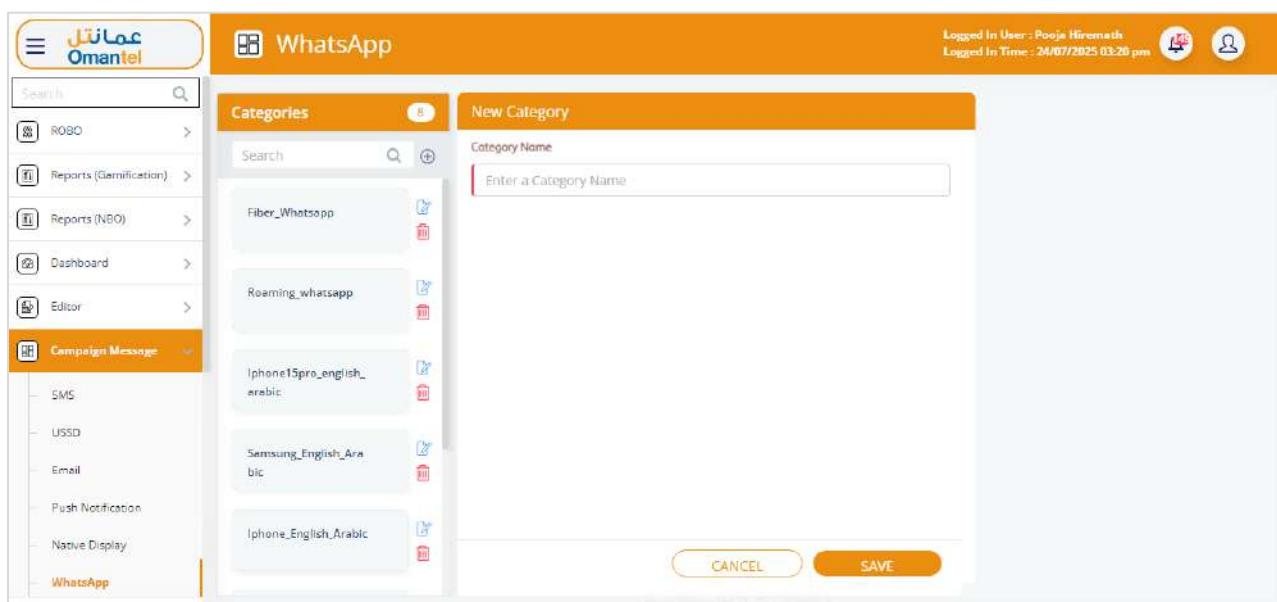


Figure 501 WhatsApp - Categories Input Screen

- Enter the following information in the corresponding fields. If fields marked with “|” are mandatory.

Field	Description
Category Name	Enter the name of the category.

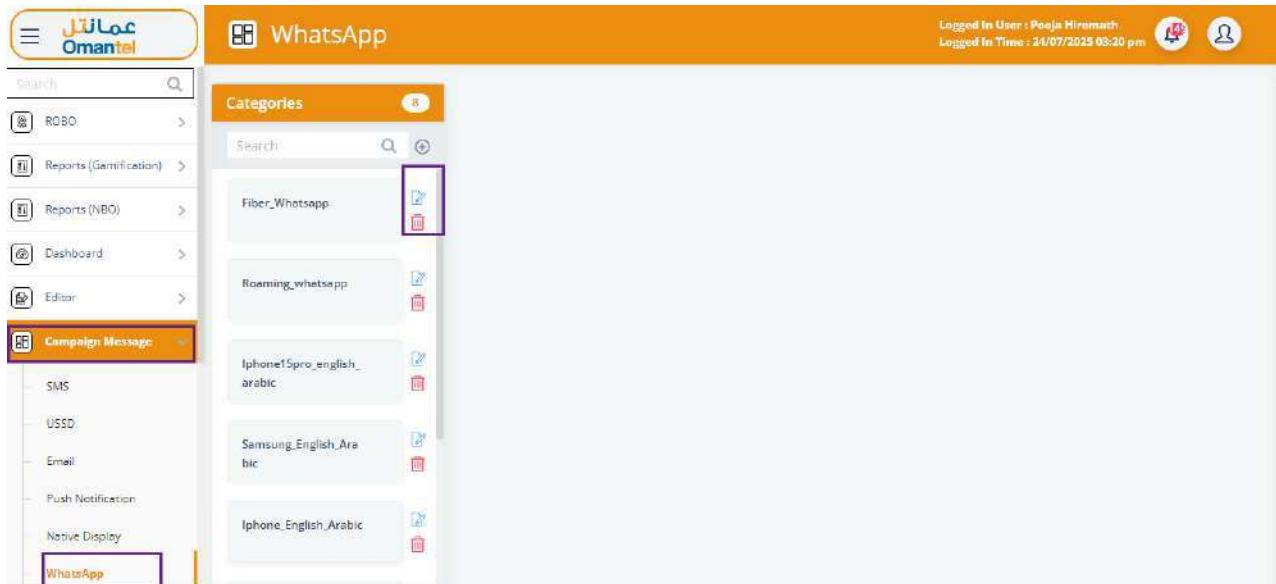
- After providing the required details, click **SAVE**.

A success message is displayed, indicating that the category is added successfully.

11.5.1.2 Modify and Delete Category

Using this modify option, you can modify and delete the existing category.

- On the **WhatsApp** screen, click the **Modify** button  to modify the category details. Refer to the following screen.
- On the **WhatsApp** screen, click the **Delete** button  to delete the category. Refer to the following screen.



The screenshot shows the WhatsApp section of the Omantel Magik User Manual interface. The left sidebar has a 'Campaign Message' section with 'WhatsApp' highlighted. The main area shows a list of categories: 'Fiber_WhatsApp', 'Roaming_whatsapp', 'IphoneSPro_english_arabic', 'Samsung_English_Arabic', and 'Iphone_English_Arabic'. Each category has an edit icon (pencil) and a delete icon (trash can) next to it. A purple box highlights the edit icon for the first category, 'Fiber_WhatsApp'.

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.

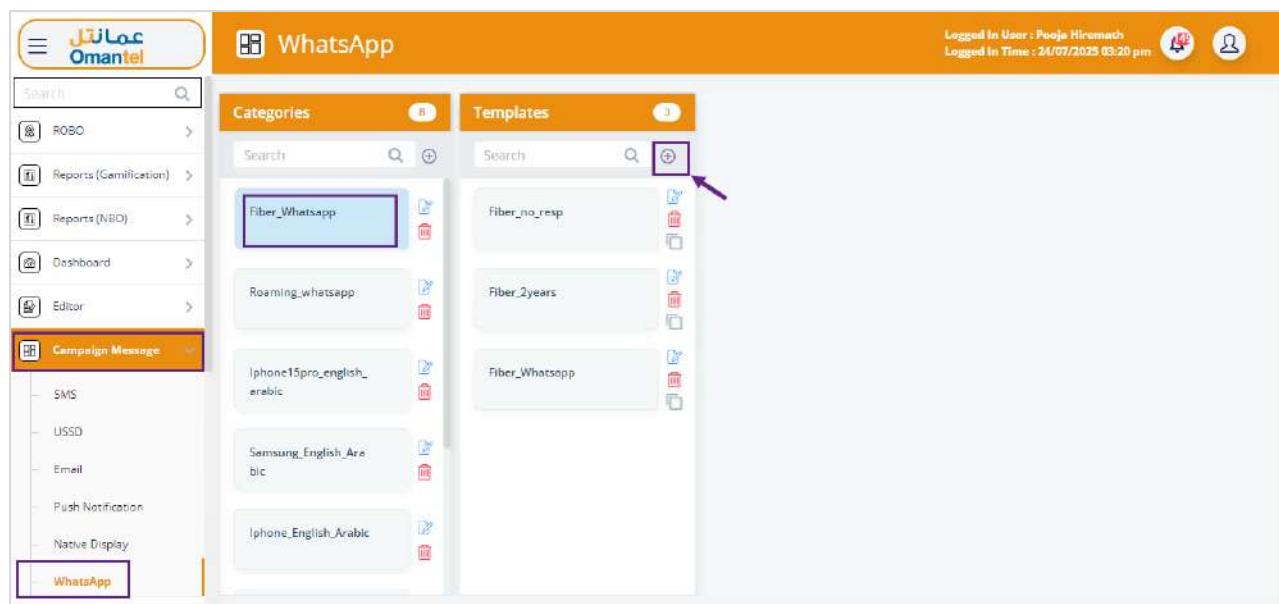


Figure 503 Templates – Add Button

2. After clicking the **Add** button, the following screen is displayed.

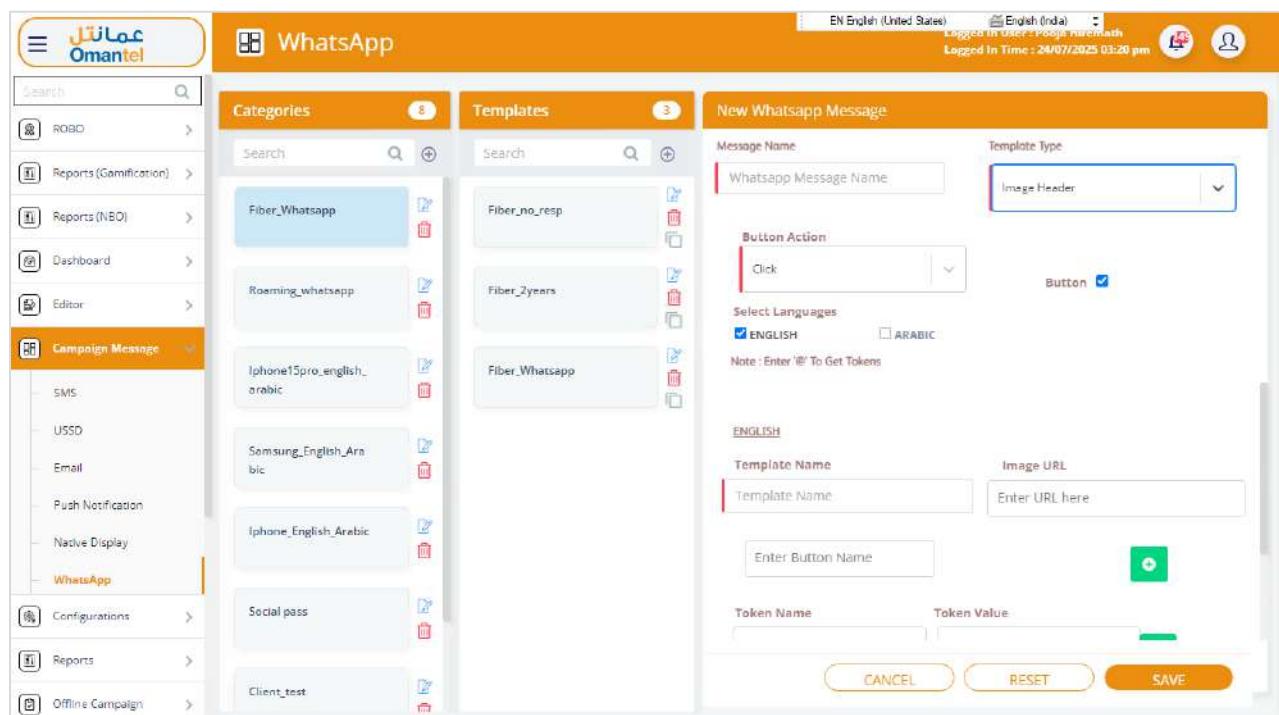


Figure 504 Templates Input Screen

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	<p>Select the English checkbox to select the language. The following screen is displayed.</p> <div style="border: 1px solid #ccc; padding: 10px; text-align: center;"> Select Languages <input checked="" type="checkbox"/> ENGLISH <input type="checkbox"/> ARABIC </div> <p>Note: You can select the Language (English, Arabic) checkbox to enter the template in the corresponding languages.</p>
English	<p>Enter the message of the template in the corresponding field.</p> <p>Note: The following field is displayed if the English checkbox is selected.</p>
Message Name	Enter a unique name given to the WhatsApp message.
Template Type	Select the layout format of the message in the drop-down list. For example, Image Header.
Button Action	Select the action when a user clicks a button in the drop-down list.
Button	Select the checkbox to include a button in the WhatsApp message.
Select Languages	<p>Select the English checkbox to select the language. The following screen is displayed.</p> <div style="border: 1px solid #ccc; padding: 10px; text-align: center;"> Select Languages <input checked="" type="checkbox"/> ENGLISH <input type="checkbox"/> ARABIC </div> <p>Note: You can select the Language (English, Arabic) checkbox to enter the template in the corresponding languages.</p>
Template Name	Enter the name of the specific WhatsApp template being created.
Image URL	URL to the image that should appear in the message header (if Image Header is selected as template type).
Button Name	<p>Enter the name of the button.</p> <p>Note: This field is displayed if the “Button” checkbox is enabled.</p> <ul style="list-style-type: none"> The user can add multiple buttons by clicking the Add button.
Token Name	Enter the name of a token.
Token Value	Enter the value for the token that will appear in the final sent message.

4. After providing the required details, click **Save**.

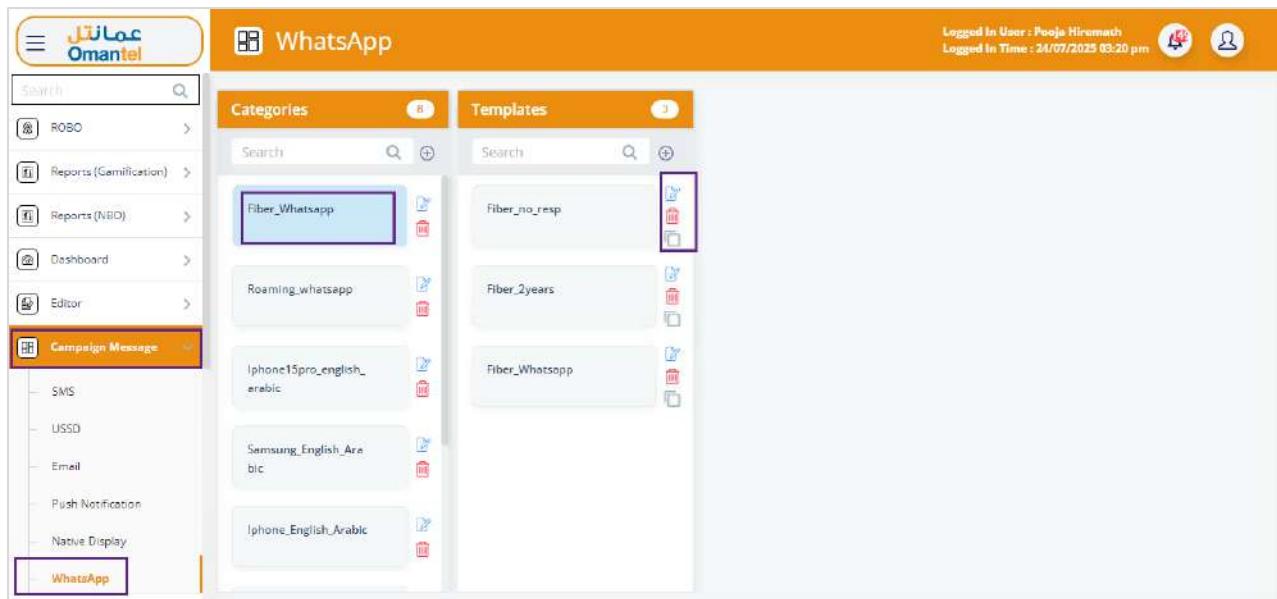
A success message is displayed, indicating that the template is added successfully.

11.5.1.4 Copy, Modify, and Delete Template

Using this option, you can copy, modify, and delete the existing template.

- On the **WhatsApp** screen, click the **Copy** button  to copy the template details. Refer to the following screen.

- On the **WhatsApp** screen, click the **Modify** button  to modify the template details. Refer to the following screen.
- On the **WhatsApp** screen, click the **Delete** button  to delete the template. Refer to the following screen.



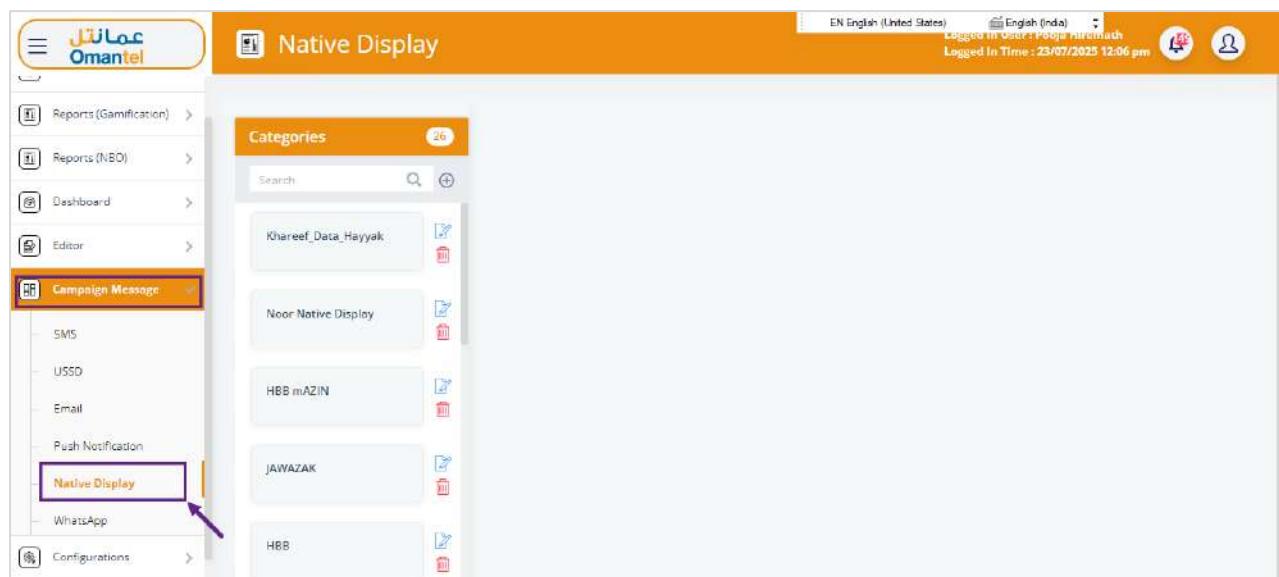
The screenshot shows the WhatsApp segment modification screen. The left sidebar has a tree view with 'Campaign Message' expanded, showing options like SMS, USSD, Email, Push Notification, Native Display, and WhatsApp. 'WhatsApp' is selected and highlighted with a purple border. The main area is titled 'WhatsApp' and contains two tabs: 'Categories' and 'Templates'. The 'Templates' tab is active, displaying a list of templates with their names and three small icons for edit, copy, and delete operations. The template 'Fiber_WhatsApp' is currently selected, indicated by a blue border around its box.

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.



The screenshot shows the Omantel Magik User Interface. The top navigation bar includes the Omantel logo, language selection (EN English (United States), English (India)), user information (Logged In User: Pooja Hiriyach, Logged In Time: 23/07/2025 12:36 pm), and profile icons.

The main menu on the left is titled "Campaign Message" and contains the following options: SMS, USSD, Email, Push Notification, Native Display (which is highlighted with a purple box and has a purple arrow pointing to it), and WhatsApp. Below these are "Configurations" and "Editor".

The central panel is titled "Native Display" and shows a "Categories" section with a count of 26. It lists several categories with edit and delete icons: Khareef_Data_Hayyak, Noor Native Display, HBB mAzin, JAWAZAK, and HBB.

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.

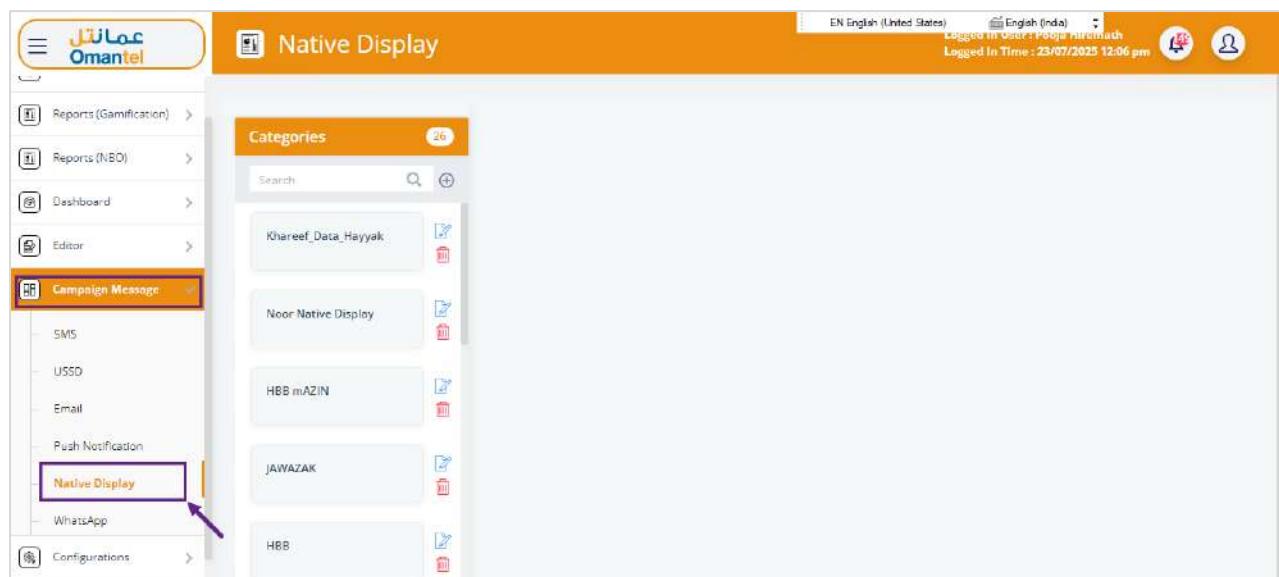


Figure 507 Campaign Message – Native Display

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.

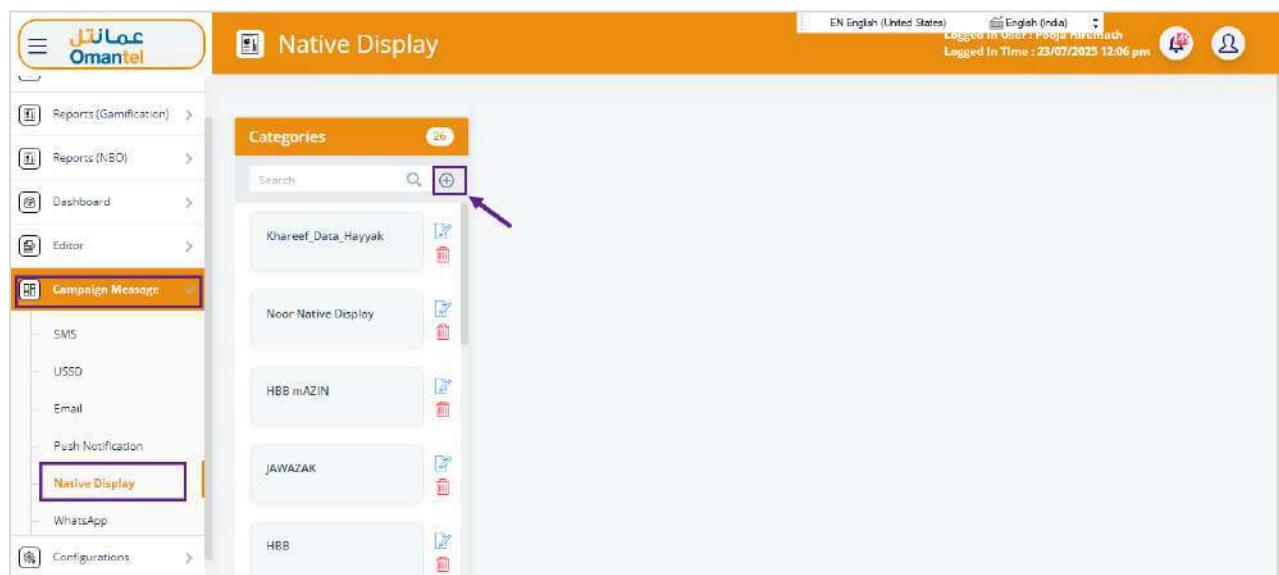


Figure 508 Categories – Add Button

2. After clicking the **Add** button, the following screen is displayed.

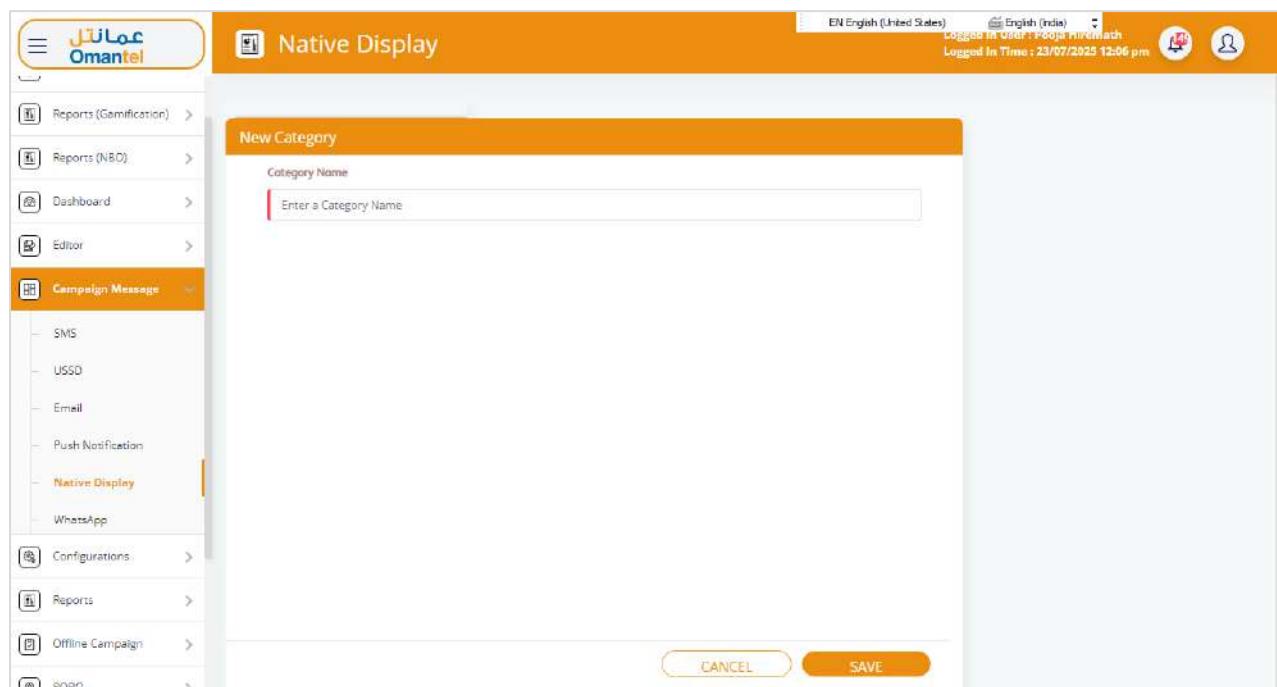


Figure 509 WhatsApp - Categories Input Screen

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.

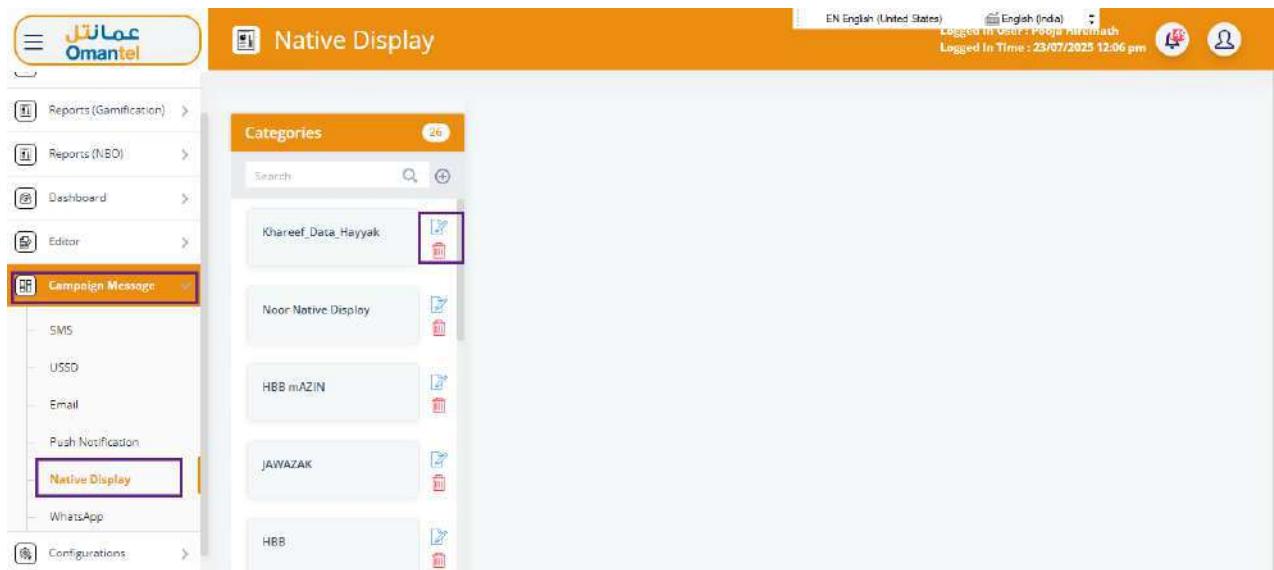
4. After providing the required details, click **SAVE**.

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.



The screenshot shows the 'Native Display' screen with the following interface elements:

- Header:** EN English (United States), English (India), Logged In User : Pooja Karmalkar, Logged In Time : 23/07/2025 12:06 pm.
- Left Sidebar:** Reports (Gamification), Reports (NBO), Dashboard, Editor, Campaign Message (highlighted), SMS, USSD, Email, Push Notification, Native Display (highlighted), WhatsApp, Configurations.
- Main Content:** Categories list with 26 items. One item, 'Khareef_Data_Hayyak...', has its edit icon highlighted with a purple box and arrow.

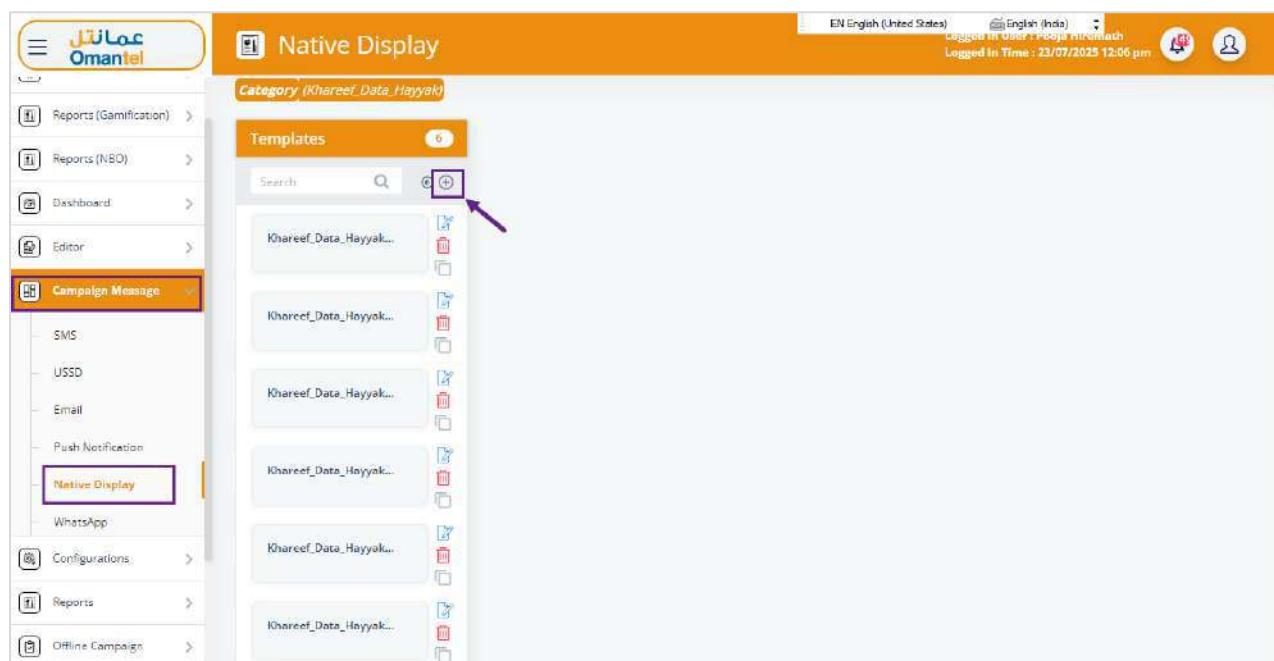
Figure 510 Native Display – Modify and Delete Operations

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.



The screenshot shows the 'Native Display' screen with the following interface elements:

- Header:** EN English (United States), English (India), Logged In User : Pooja Karmalkar, Logged In Time : 23/07/2025 12:06 pm.
- Left Sidebar:** Reports (Gamification), Reports (NBO), Dashboard, Editor, Campaign Message (highlighted), SMS, USSD, Email, Push Notification, Native Display (highlighted), WhatsApp, Configurations, Reports, Offline Campaign.
- Main Content:** Category list (Khareef_Data_Hayyak...) with 6 templates. The 'Add' button in the top toolbar is highlighted with a purple box and arrow.

Figure 511 Templates – Add Button

2. After clicking the **Add** button, the following screen is displayed.

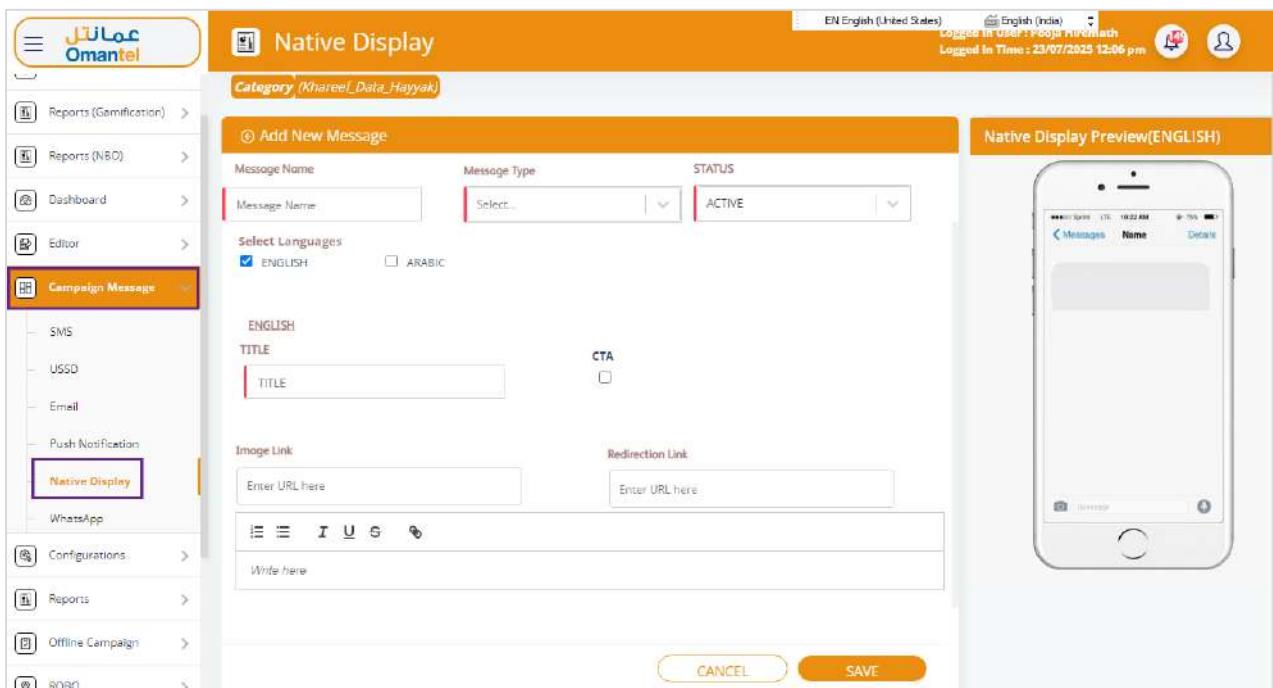


Figure 512 Templates Input Screen

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. <div style="border: 1px solid #ccc; padding: 10px; width: fit-content; margin: auto;"> <p style="text-align: center;">Select Languages</p> <p style="text-align: center;"><input checked="" type="checkbox"/> ENGLISH <input type="checkbox"/> ARABIC</p> </div> <p>Note: You can select the Language (English, Arabic) checkbox to enter the template in the corresponding languages.</p>
English	Enter the message of the template in the corresponding field. <p>Note: The following field is displayed if the English checkbox is selected.</p>
CTA (Call to Action)	Select the CTA checkbox to indicate whether a CTA is included in the message, prompting users to take specific action.
CTA Data	Enter the CTA data in the corresponding field.
Image Link	Paste or enter the URL of the image to be included in the message.

Field	Description
Redirection Link	Paste or enter the URL where users will be redirected when they interact with the CTA or image.
Message Body	A text editor where the full message can be composed, formatted, and styled. It allows text formatting, links, and embedded elements.
Preview (Mobile View)	A live preview window (shown on the right) that displays how the message will appear on a mobile device in real-time as fields are filled.

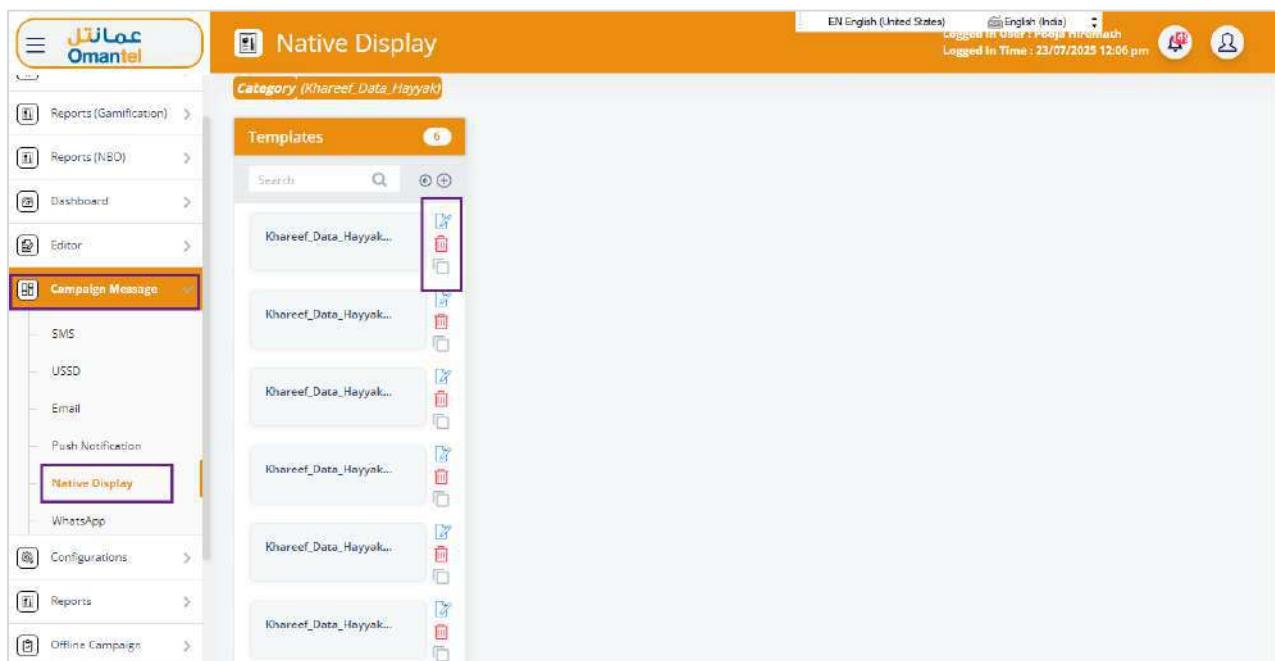
4. After providing the required details, click **Save**.

A success message is displayed, indicating that the template is added successfully.

11.6.1.4 Modify, Copy, and Delete Template

Using this option, you can modify, copy, and delete the existing template.

- On the **Native Display** screen, click the **Modify** button  to modify the template details. Refer to the following screen.
- On the **Native Display** screen, click the **Copy** button  to copy the template details. Refer to the following screen.
- On the **Native Display** screen, click the **Delete** button  to delete the existing template. Refer to the following screen.



The screenshot shows the 'Native Display' section of the Omantel Magik platform. On the left, there's a navigation sidebar with options like Reports (Gamification), Reports (NBO), Dashboard, Editor, Campaign Message (which is selected and highlighted in orange), SMS, USSD, Email, Push Notification, Native Display (which is also highlighted in orange), WhatsApp, Configurations, Reports, and Offline Campaign. The main area is titled 'Native Display' and shows a list of templates under the heading 'Templates'. There are six templates listed, each with a small thumbnail, a name (e.g., 'Khareef_Data_Hayyak...'), and three icons on the right: a blue pencil for edit, a grey square for copy, and a red trash can for delete. The top right corner shows language settings (EN English (United States), English (India)), a user status (Logged In: Omantel\Omantel), and a timestamp (Logged In Time: 23/07/2023 12:06 pm).

Figure 513 Native Display – Modify, Copy, and Delete Operations

12 Configurations

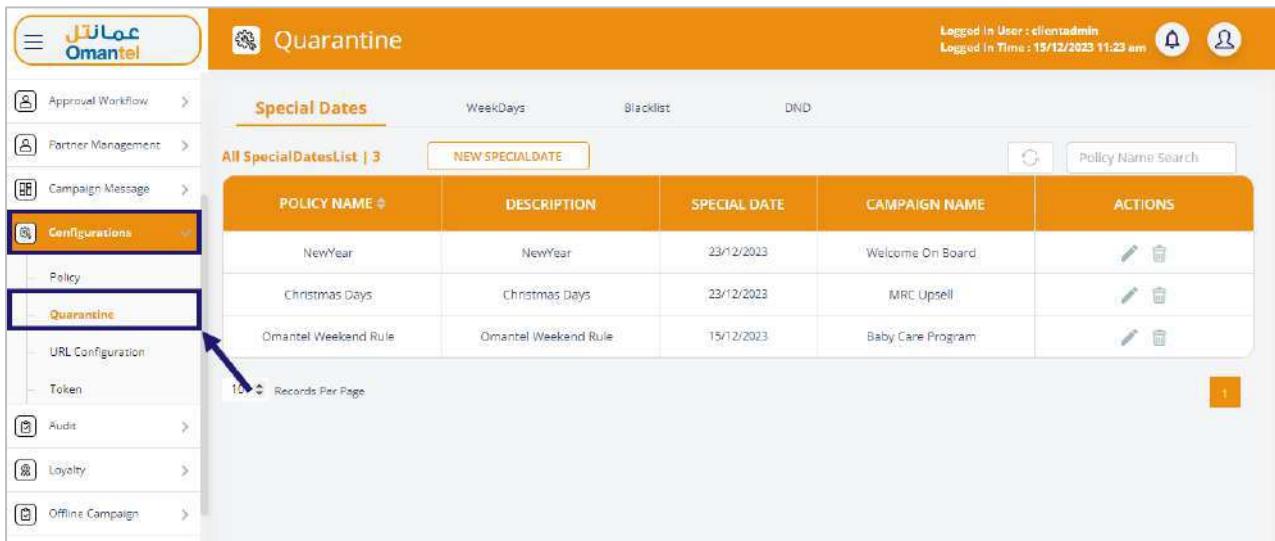
Using this configuration option, you can manage the following options:

- URL Configuration
- Policy
- Quarantine
- Token

12.1 Quarantine

Quarantine Configuration allows you to configure dates on which promotional messages should be sent and dates on which promotional messages should not be sent.

1. On the side menu, click **Configurations>>Quarantine** to view quarantine details. Refer to the following screen.



POLICY NAME	DESCRIPTION	SPECIAL DATE	CAMPAIN NAME	ACTIONS
NewYear	NewYear	23/12/2023	Welcome On Board	 
Christmas Days	Christmas Days	23/12/2023	MRC Upsell	 
Omantel Weekend Rule	Omantel Weekend Rule	15/12/2023	Baby Care Program	 

Figure 514 Configurations- Quarantine

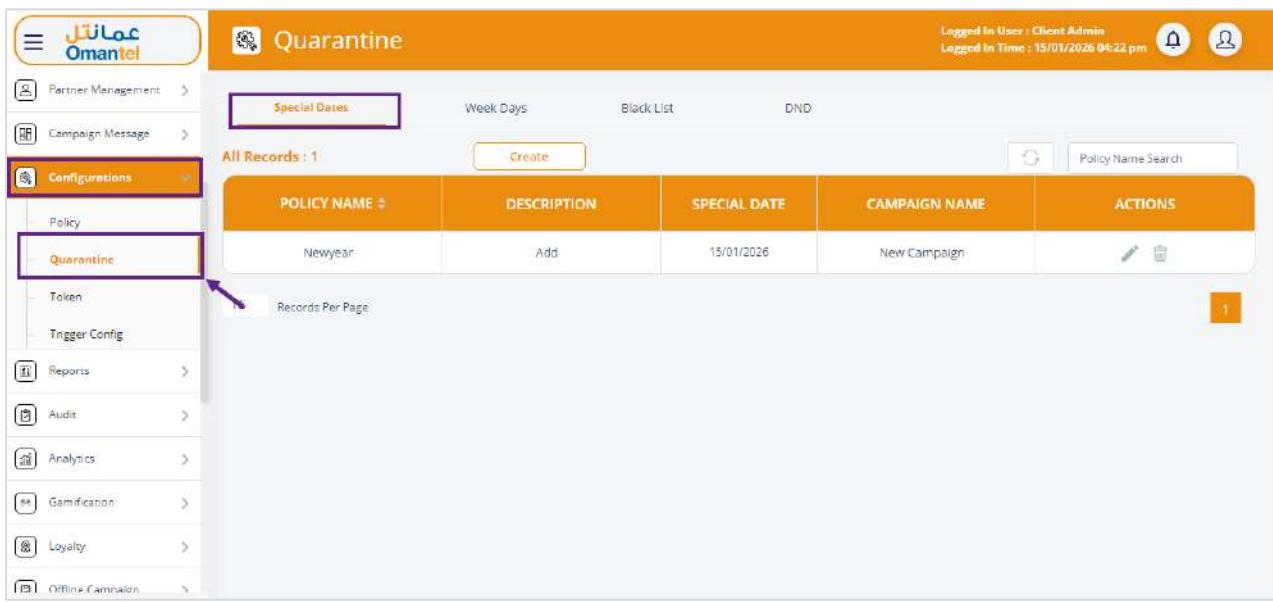
You can manage the following operations:

- Special Dates
- WeekDays
- Blacklist
- DND

12.1.1 Special Dates

You can send promotional messages on special dates using these special date options. To manage special dates,

1. On the side menu, click **Configurations>>Quarantine** to view quarantine details. Refer to the following screen.



POLICY NAME	DESCRIPTION	SPECIAL DATE	CAMPAIGN NAME	ACTIONS
Newyear	Add	15/01/2026	New Campaign	

Figure 515 Configurations- Quarantine

Note: By default, the **Special Dates** tab is displayed.

12.1.1.1 Add Special Date

Using this add option, you can add a new special date.

1. On the **Quarantine** screen, click the **Create** button to create a special date. Refer to the following screen.

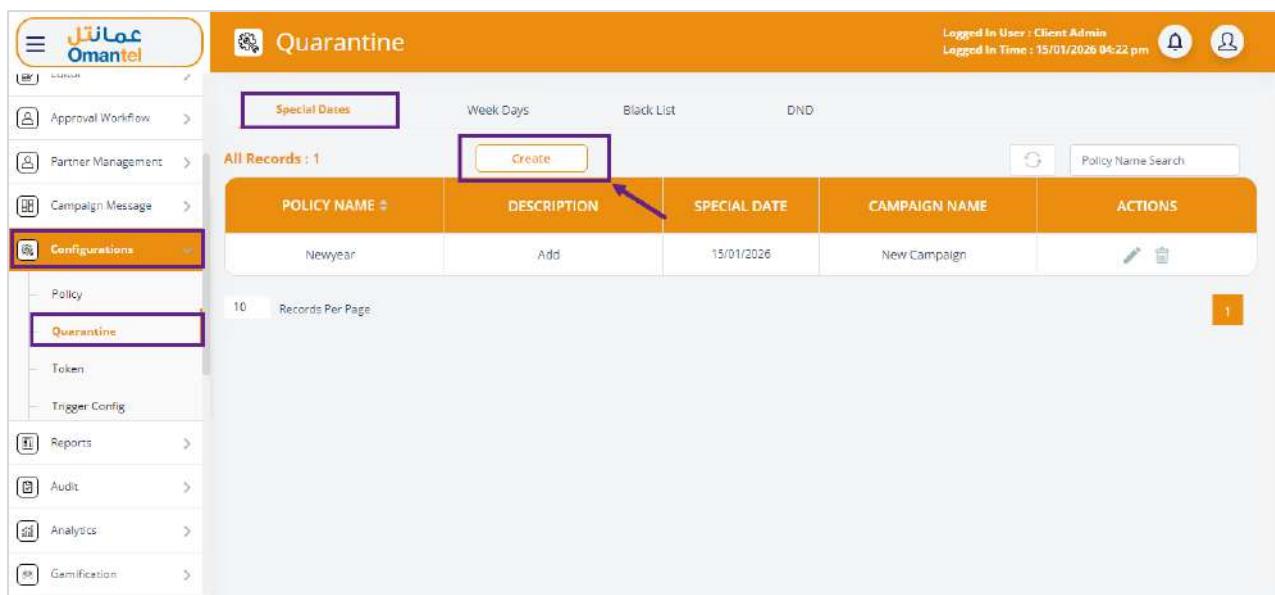


Figure 516 Quarantine – Create

2. After clicking the **Create** button, the following screen is displayed.

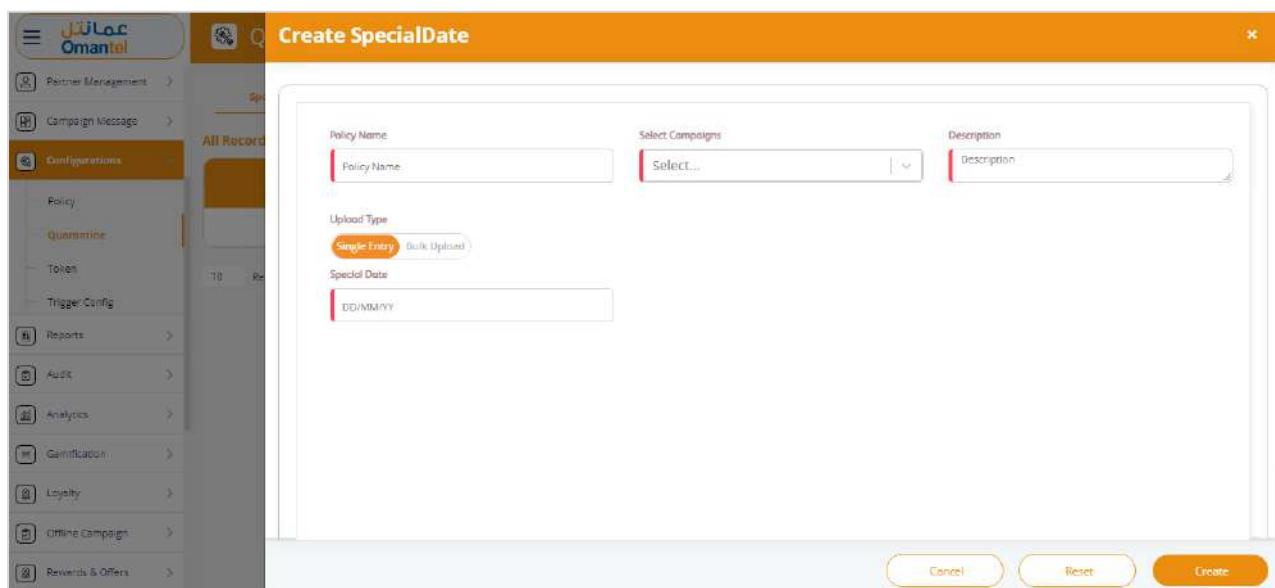


Figure 517 Create Special Date Input Screen

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. <ul style="list-style-type: none"> Click the Choose File button to upload the file. <p>Note: Supported File Format is .txt & The File Data Format Is Date Description.Eg, DD/MM/YYYY Description.</p>
Special Date	Enter or select the special date from the calendar.

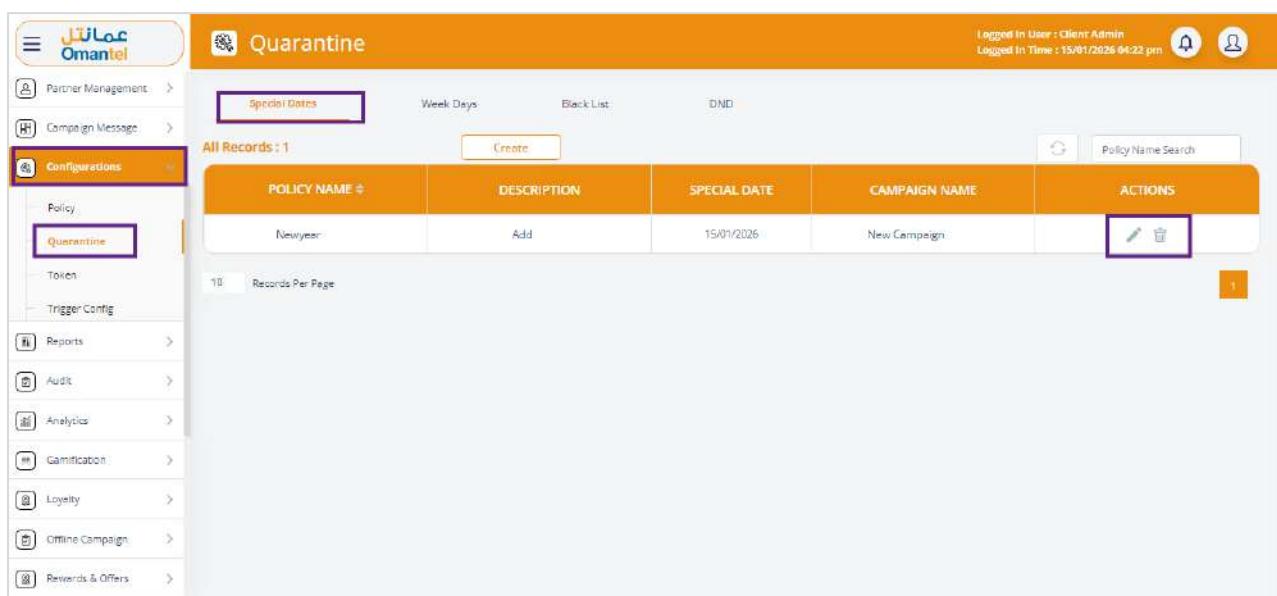
4. After providing the required details, click **CREATE**.

A success message is displayed, indicating that the special date is added successfully.

12.1.1.2 Modify and Delete Special Date

Using this option, you can modify and delete the existing special date.

- On the **Quarantine** screen, click the **Modify** button  to modify the unique date details. Refer to the following screen.
- On the **Quarantine** screen, click the **Delete** button  to delete the special date. Refer to the following screen.



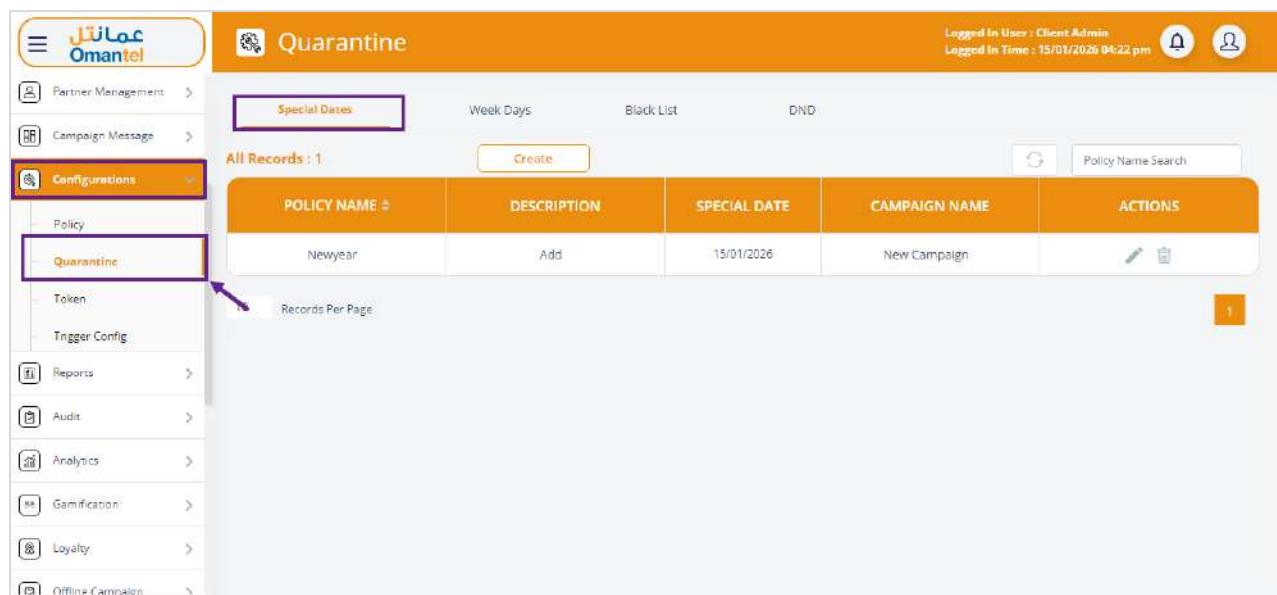
POLICY NAME	DESCRIPTION	SPECIAL DATE	CAMPAIGN NAME	ACTIONS
Newyear	Add	15/01/2026	New Campaign	 

Figure 518 Quarantine –Special Date Operations

12.1.2 Week Days

Using these weekdays option, you can send promotional messages on weekdays.

- On the side menu, click **Configurations>>Quarantine** to view quarantine details. Refer to the following screen.

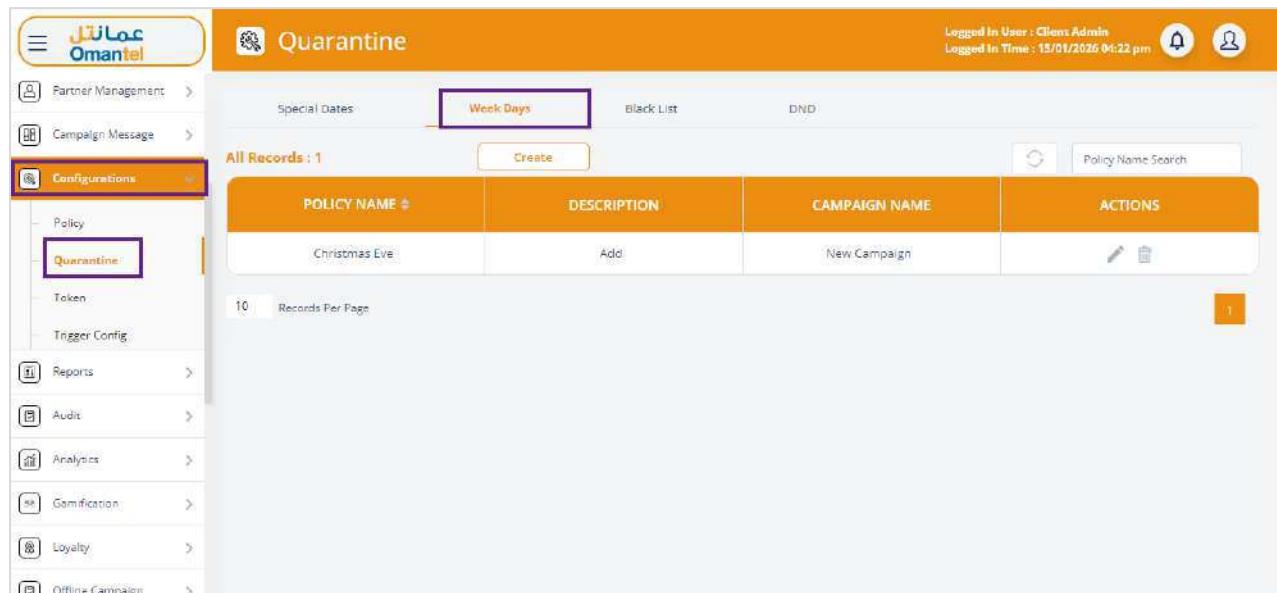


POLICY NAME	DESCRIPTION	SPECIAL DATE	CAMPAIGN NAME	ACTIONS
Newyear	Add	15/01/2026	New Campaign	 

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.



POLICY NAME	DESCRIPTION	CAMPAIGN NAME	ACTIONS
Christmas Eve	Add	New Campaign	 

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.

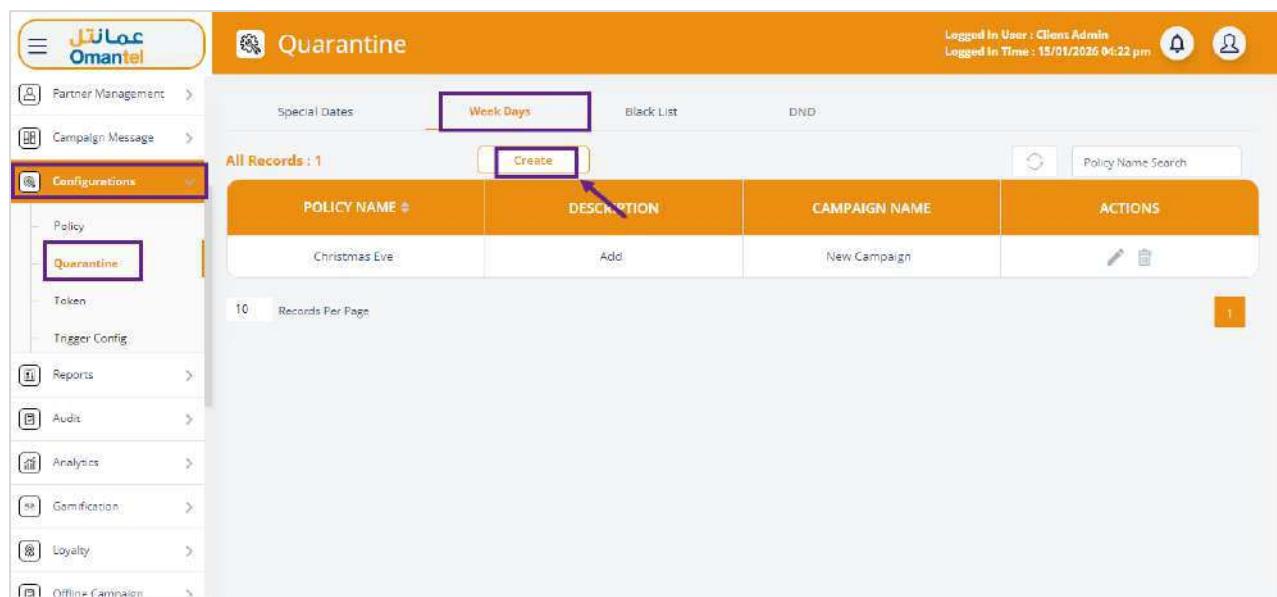


Figure 521 Quarantine – Create Weekday

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”.

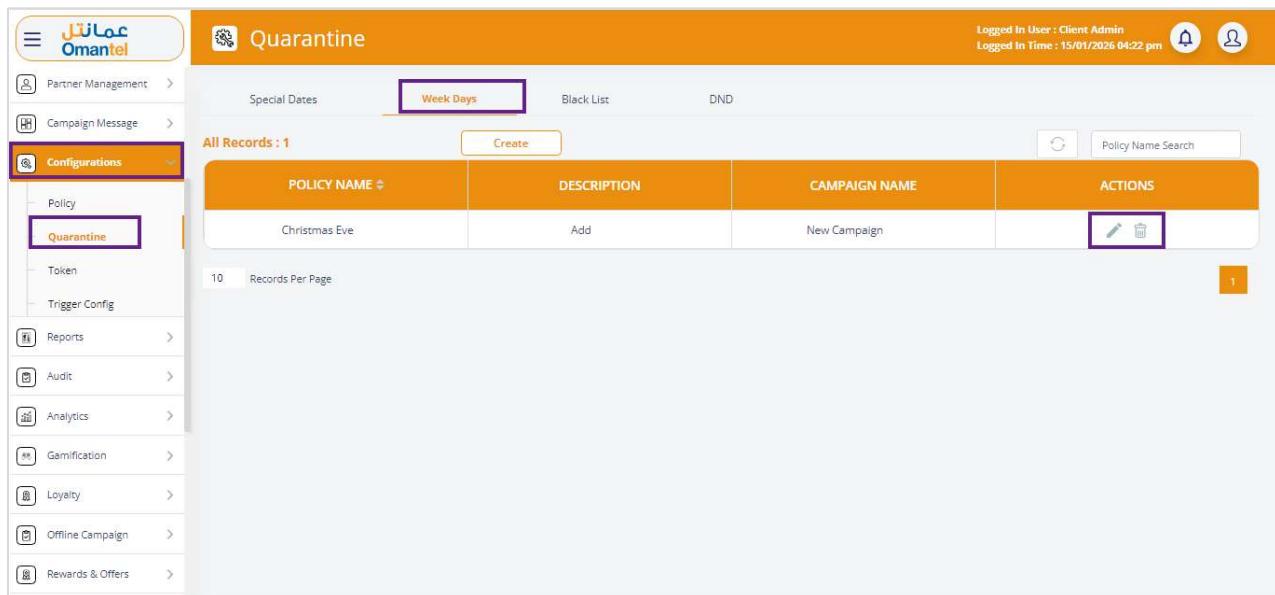
4. After providing the required details, click **CREATE**.

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.



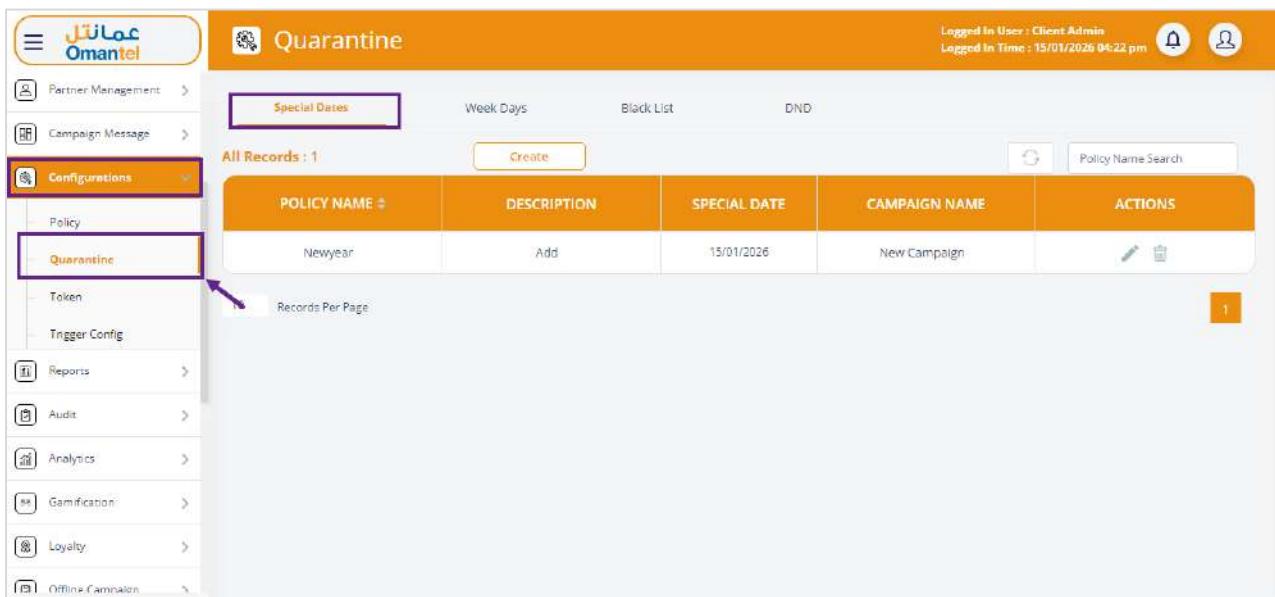
The screenshot shows the 'Quarantine' module interface. The left sidebar has a 'Configurations' section with 'Quarantine' selected. The main area is titled 'Quarantine' and shows a table with one record. The table columns are 'POLICY NAME', 'DESCRIPTION', 'CAMPAIGN NAME', and 'ACTIONS'. The record is 'Christmas Eve' with 'Add' in 'DESCRIPTION' and 'New Campaign' in 'CAMPAIGN NAME'. The 'ACTIONS' column contains edit and delete icons, with the edit icon highlighted by a purple box. Navigation buttons at the bottom include 'Create', 'Records Per Page' (set to 10), and a search bar.

Figure 523 Quarantine –Week Days Operations

12.1.3 BlackList

Using this blacklisting option, you can create blacklist dates on which promotional messages should not be sent.

1. On the side menu, click **Configurations>>Quarantine** to view quarantine details. Refer to the following screen.



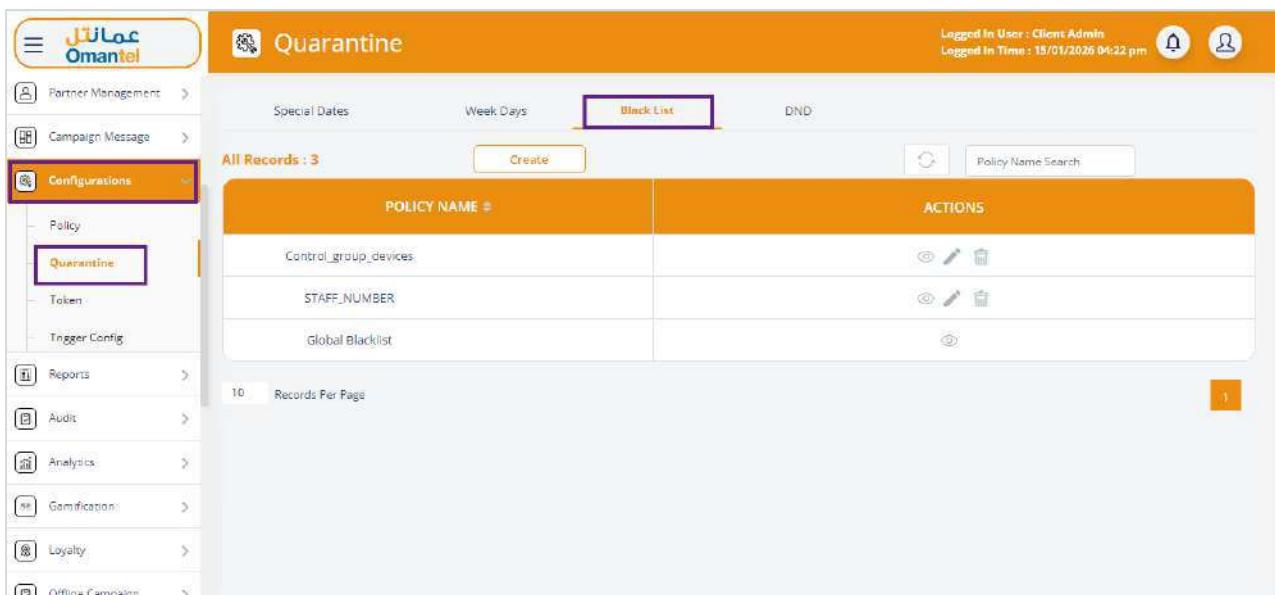
The screenshot shows the 'Quarantine' screen within the Omantel Magik User Manual interface. The left sidebar has 'Configurations' selected, with 'Quarantine' highlighted. The main area title is 'Quarantine'. It displays a table with one record:

POLICY NAME	DESCRIPTION	SPECIAL DATE	CAMPAIGN NAME	ACTIONS
Newyear	Add	15/01/2026	New Campaign	

At the bottom, there is a 'Records Per Page' dropdown set to 10.

Figure 524 Configurations- Quarantine

2. On the **Quarantine** screen, click the **BlackList** tab to view the blacklist details. The following screen is displayed.



The screenshot shows the 'Quarantine' screen with the 'BlackList' tab selected. The left sidebar has 'Configurations' selected, with 'Quarantine' highlighted. The main area title is 'Quarantine'. It displays a table with three entries:

POLICY NAME	ACTIONS
Control_group_devices	
STAFF_NUMBER	
Global Blacklist	

At the bottom, there is a 'Records Per Page' dropdown set to 10.

Figure 525 BlackList Input Screen

12.1.3.1 Add BlackList

Using this add option, you can add a new blacklist.

1. On the **Quarantine** screen, click the **Create** button to create a new blacklist. Refer to the following screen.

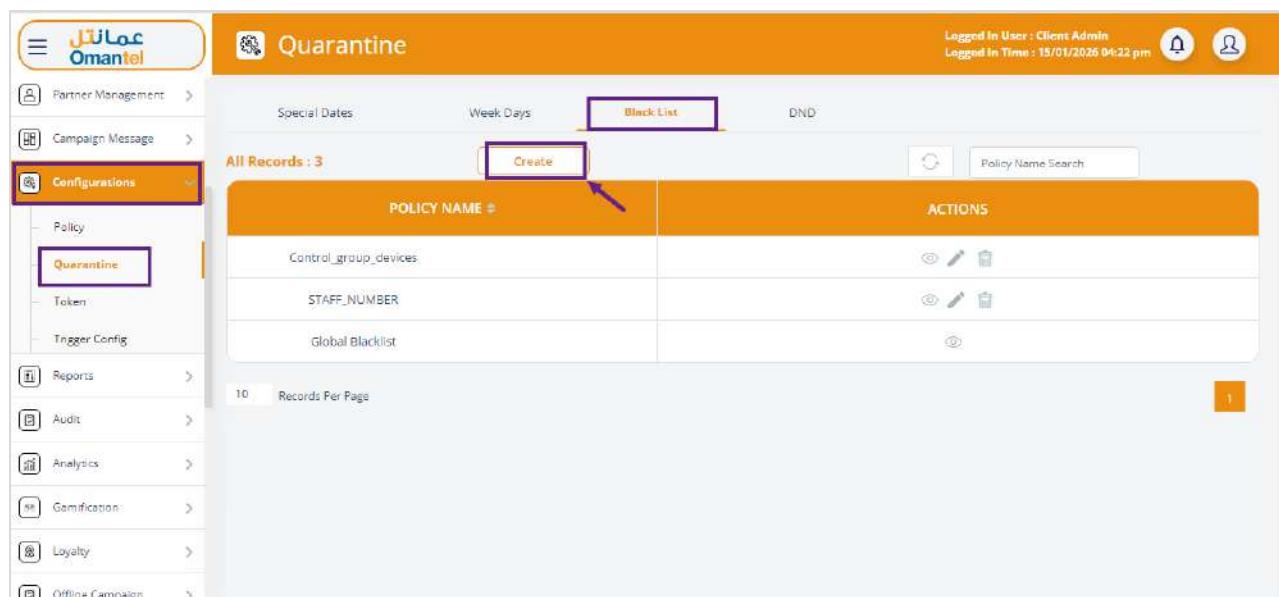


Figure 526 Quarantine – Create

- After clicking the **Create** button, the following pop-up window is displayed.

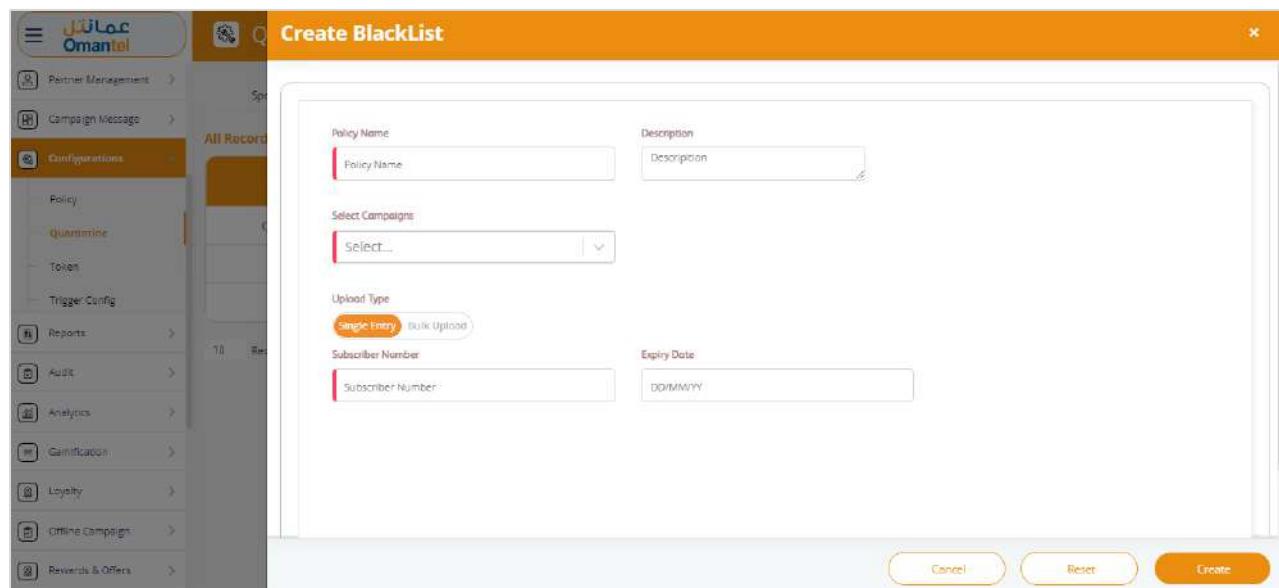


Figure 527 Create Blacklist Input Screen

- Enter the following information in the corresponding fields. If fields marked with “|” are mandatory.

Field	Description
Policy Name	Enter the policy name of the blacklist in the corresponding field.

Field	Description
Select Campaigns	Select the campaigns in the drop-down list. For example, "All".
Description	Enter the description of the adding blacklist in the corresponding field.
Upload Type	
Single Entry	Select the Single Entry option button to upload the individual file.
Bulk Upload	Select the Bulk Upload option button to upload the file in bulk. <ul style="list-style-type: none"> • Click the Download Sample File to download the sample file. • Click the Choose File button to upload the file. <p>Note: Supported File Format is .txt & The File Data Format Is Date Description.Eg, DD/MM/YYYY Description.</p>
Subscriber Number	Enter the subscriber number for blacklisting in the corresponding field.
Expiry Date	Enter or select the expiry date of blacklisting from the calendar.

4. After providing the required details, click **CREATE**.

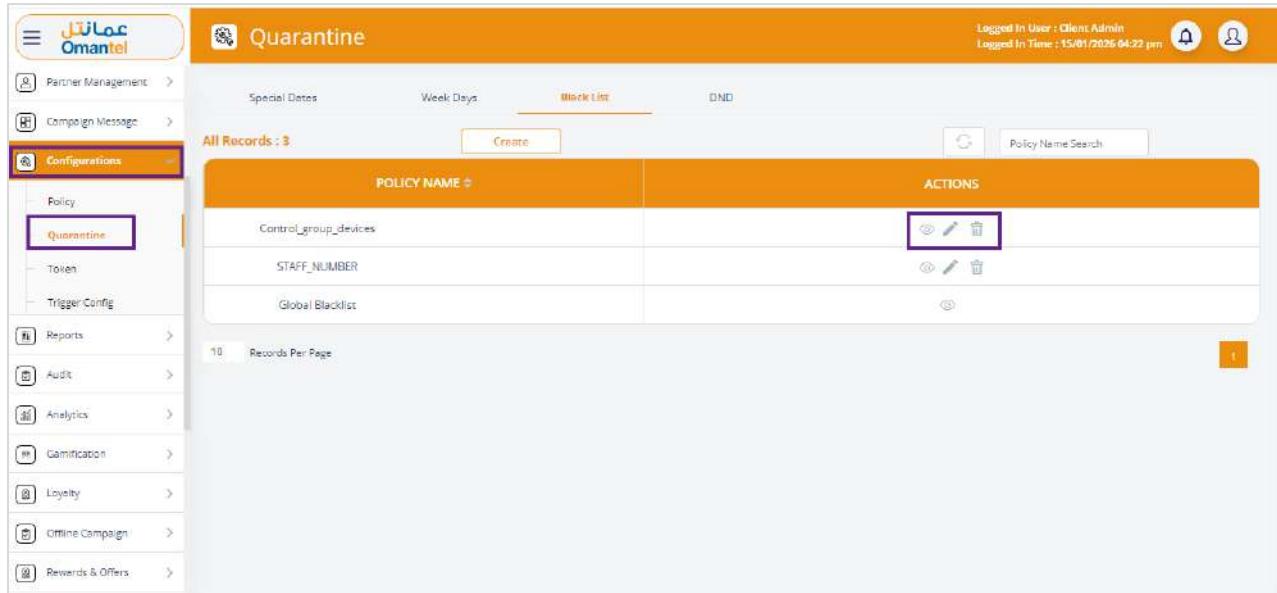
A success message is displayed, indicating that the blacklist is added successfully.

12.1.3.2 View, Modify, and Delete BlackList

Using this option, you can view, modify, and delete the existing blacklist.

- On the **Quarantine** screen, click the **View** button  to view the blacklist details. Refer to the following screen.

- On the **Quarantine** screen, click the **Modify** button  to modify the blacklist details. Refer to the following screen.
- On the **Quarantine** screen, click the **Delete** button  to delete the blacklist detail. Refer to the following screen.



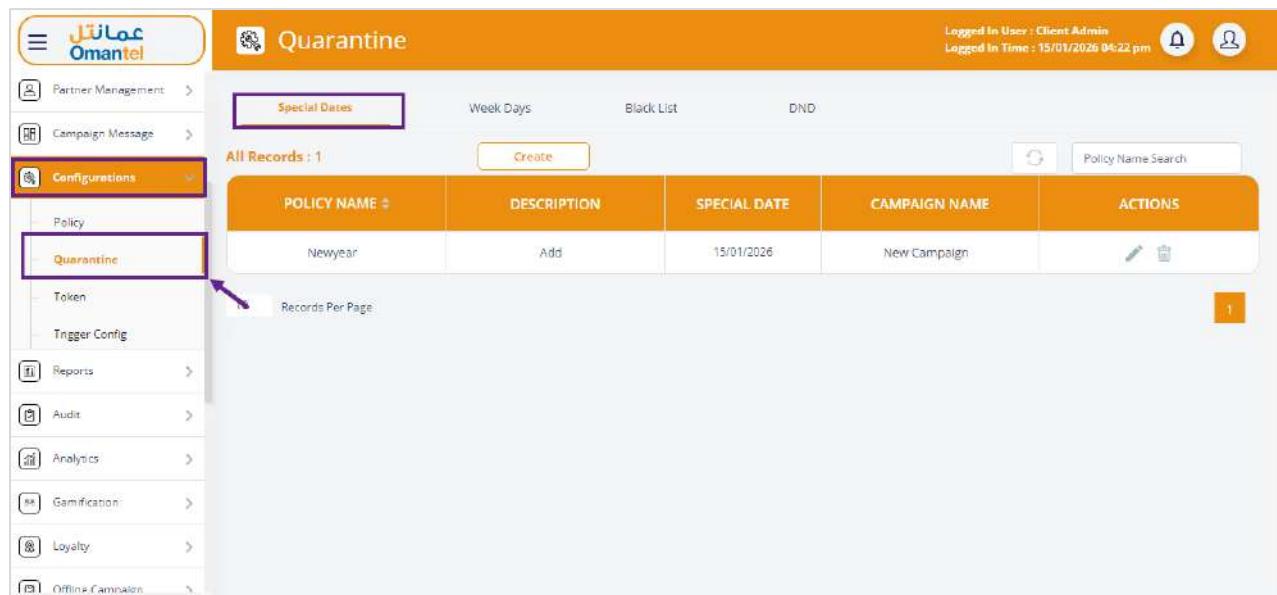
POLICY NAME	ACTIONS
Control_group_devices	 
STAFF_NUMBER	 
Global Blacklist	

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.



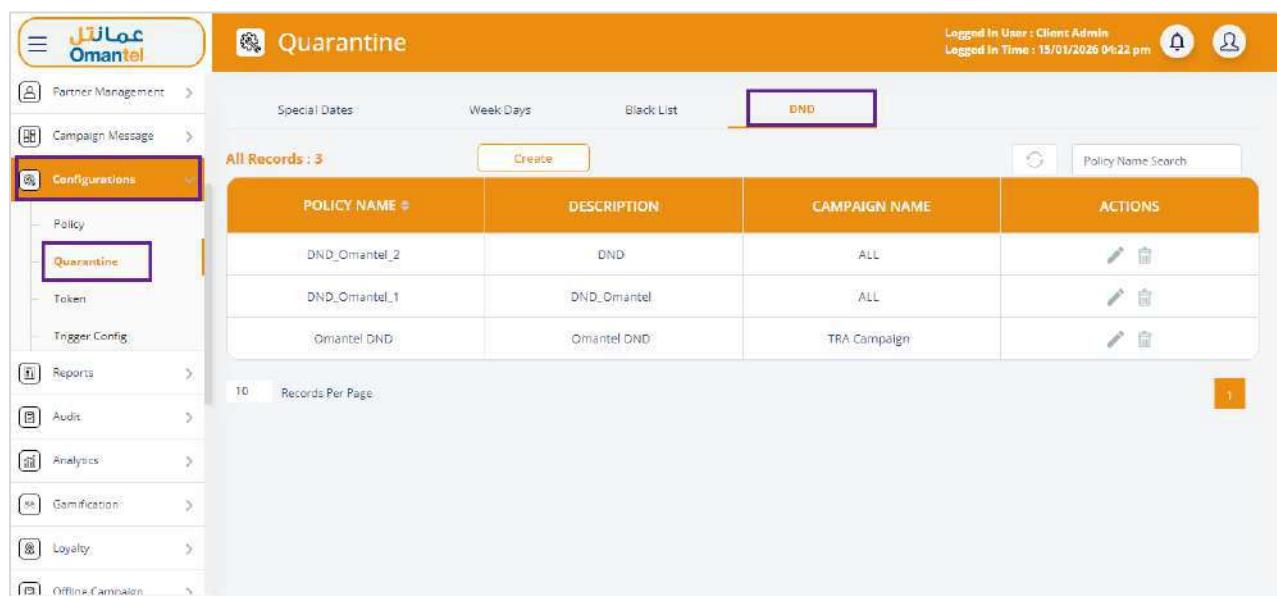
The screenshot shows the 'Quarantine' screen within the Omantel application. The left sidebar has a 'Configurations' section with 'Quarantine' selected. The main area displays a table with one record:

POLICY NAME	DESCRIPTION	SPECIAL DATE	CAMPAIGN NAME	ACTIONS
Newyear	Add	15/01/2026	New Campaign	

At the bottom, there is a 'Records Per Page' dropdown set to 10.

Figure 529 Configurations- Quarantine

- On the **Quarantine** screen, click the **DND** tab to view the DND details. The following screen is displayed.



The screenshot shows the 'Quarantine' screen with the 'DND' tab selected. The left sidebar has a 'Configurations' section with 'Quarantine' selected. The main area displays a table with three records:

POLICY NAME	DESCRIPTION	CAMPAIGN NAME	ACTIONS
DND_Omantel_2	DND	ALL	
DND_Omantel_1	DND_Omantel	ALL	
Omantel DND	Omantel DND	TRA Campaign	

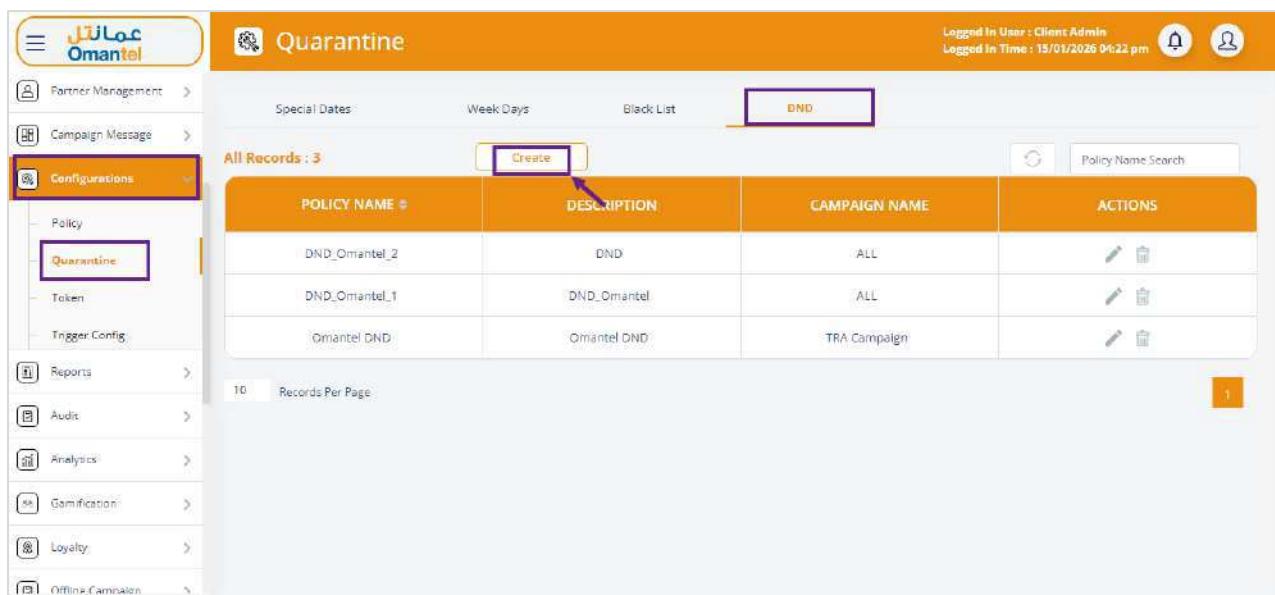
At the bottom, there is a 'Records Per Page' dropdown set to 10.

Figure 530 DND Input Screen

12.1.4.1 Add DND

Using this add option, you can add a new DND.

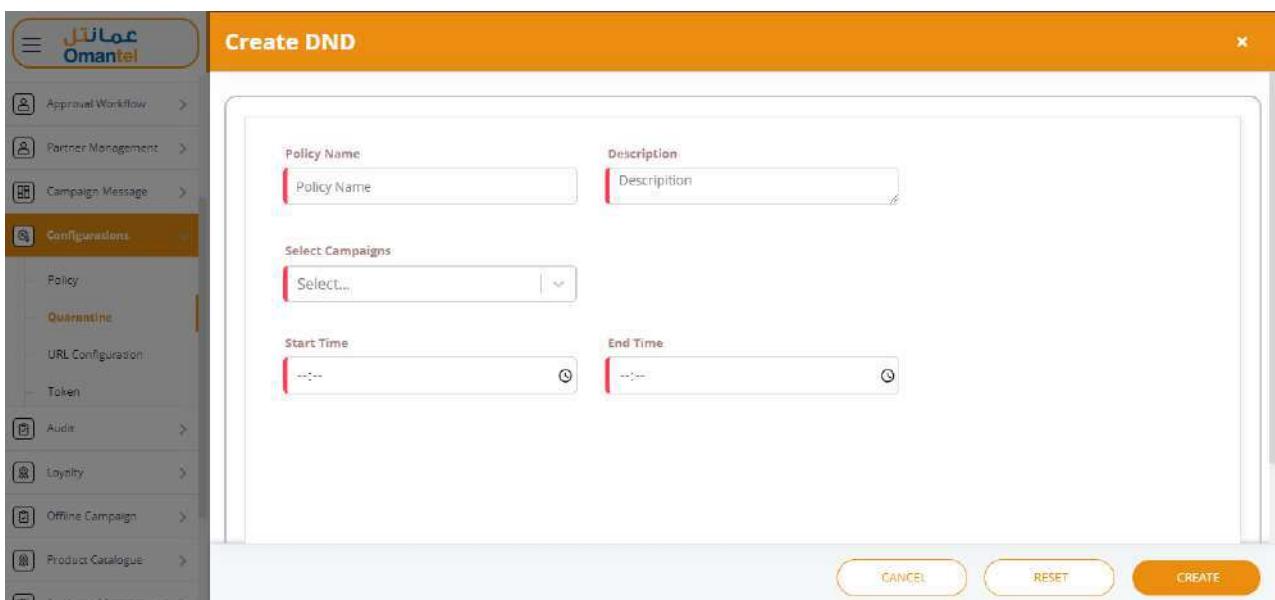
- On the **Quarantine** screen, click the **Create** button to create a new DND. Refer to the following screen.



The screenshot shows the 'Quarantine' module interface. On the left, there's a sidebar with various menu items like Partner Management, Campaign Message, Configurations (which is selected), Reports, Audit, Analytics, Gamification, Loyalty, and Offline Campaign. The main area is titled 'Quarantine' and has tabs for Special Dates, Week Days, Black List, and DND (which is selected). It displays a table with three rows: 'DND_Omantel_2' (Description: DND, Campaign Name: ALL), 'DND_Omantel_1' (Description: DND_Omantel, Campaign Name: ALL), and 'Omantel DND' (Description: Omantel DND, Campaign Name: TRA Campaign). A 'Create' button is highlighted with a yellow box and a red arrow pointing to it. At the bottom, there's a 'Records Per Page' dropdown set to 10 and a page number '1'.

Figure 531 Quarantine – Create

2. After clicking the **Create** button, the following pop-up window is displayed.



The pop-up window is titled 'Create DND'. It contains fields for 'Policy Name' (with a placeholder 'Policy Name') and 'Description' (with a placeholder 'Description'). Below these are dropdown menus for 'Select Campaigns' (placeholder 'Select...'), 'Start Time' (placeholder '--:--'), and 'End Time' (placeholder '--:--'). At the bottom are three buttons: 'CANCEL', 'RESET', and a large orange 'CREATE' button.

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.

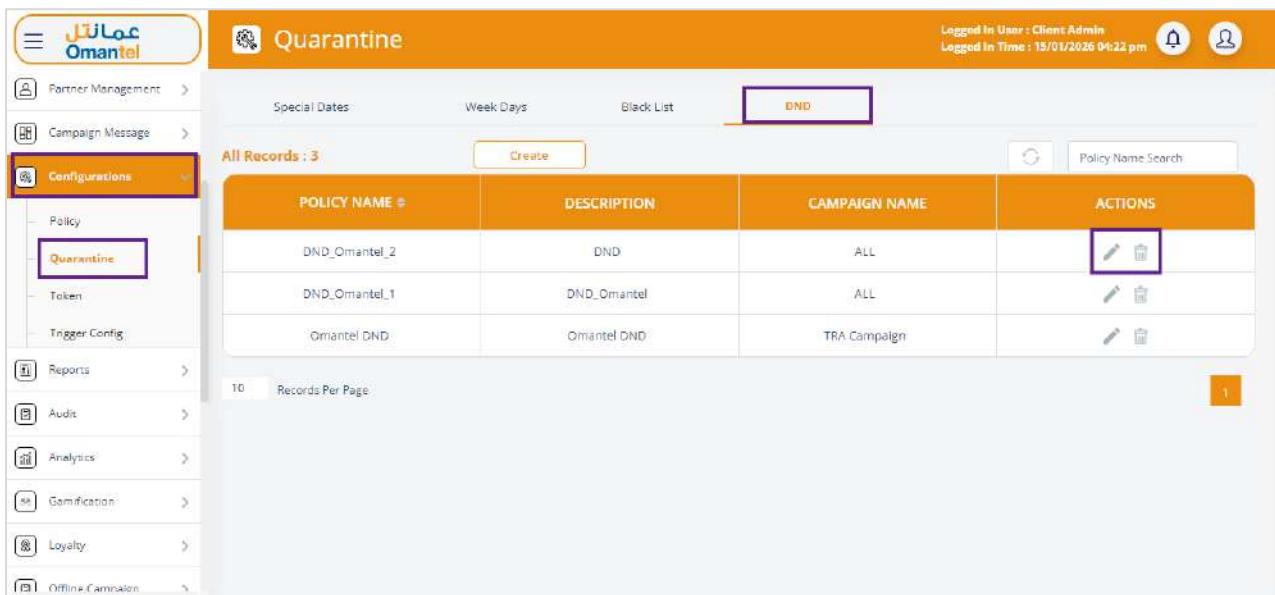
4. After providing the required details, click **Create**.

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.



The screenshot shows the 'Quarantine' module interface. The left sidebar has a tree view with 'Configurations' expanded, showing 'Policy' (with 'Quarantine' selected), 'Token', and 'Trigger Config'. Other sections like 'Reports', 'Audit', 'Analytics', 'Gamification', 'Loyalty', and 'Offline Campaign' are also listed. The main area is titled 'Quarantine' and shows a table of 'DND' records. The table has columns: POLICY NAME, DESCRIPTION, CAMPAIGN NAME, and ACTIONS. The first two rows have empty descriptions. The third row, 'Omantel DND', has 'Omantel DND' in the description and 'TRA Campaign' in the campaign name. The 'ACTIONS' column for each row contains a pencil icon for modification and a trash bin icon for deletion. A purple rectangle highlights the 'Quarantine' button in the sidebar and the 'DND' tab in the header. A yellow rectangle highlights the 'Edit' icon in the Actions column of the third row.

POLICY NAME	DESCRIPTION	CAMPAIGN NAME	ACTIONS
DND_Omantel_2	DND	ALL	 
DND_Omantel_1	DND_Omantel	ALL	 
Omantel DND	Omantel DND	TRA Campaign	 

Figure 533 Quarantine – DND Operations

12.2 Policy

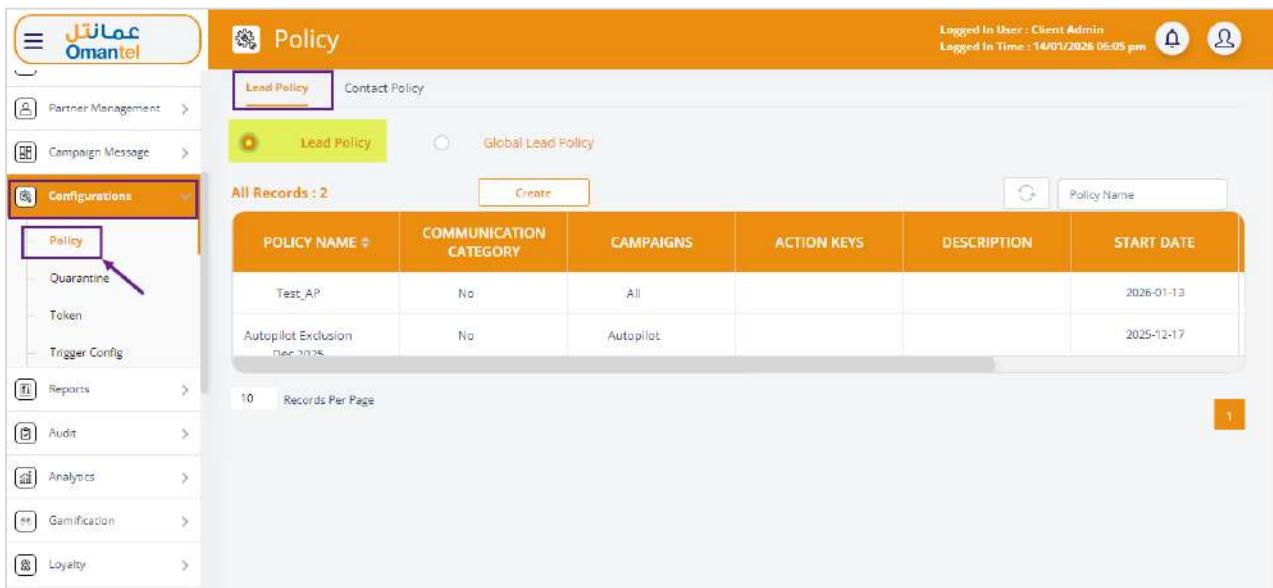
Using this policy module, you can manage the following operations:

- Lead
- Contact

12.2.1 Lead Policy

Using this lead policy option, you can configure the lead policy of the campaign. You can select the number of days the lead policy should be applicable for the campaign. You can also select the corresponding action key for the lead policy.

- On the side menu, click **Configurations>> Policy** to view lead policy details. Refer to the following screen.

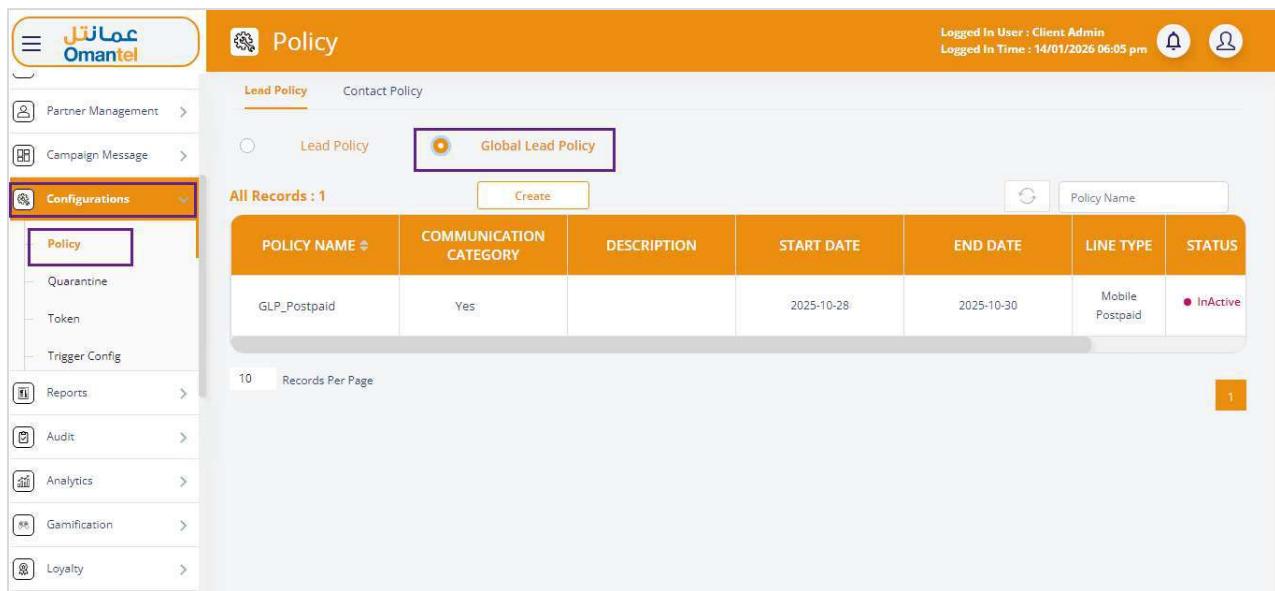


POLICY NAME	COMMUNICATION CATEGORY	CAMPAIGNS	ACTION KEYS	DESCRIPTION	START DATE
Test_AP	No	All			2026-01-13
Autopilot Exclusion Dec 2024	No	Autopilot			2025-12-17

Figure 534 Configurations – Lead Policy

Note: By default, the **Lead Policy** tab is selected.

- On the **Policy** screen, click the **Global Lead Policy** option to view the global lead policy details. The following screen will be displayed.



POLICY NAME	COMMUNICATION CATEGORY	DESCRIPTION	START DATE	END DATE	LINE TYPE	STATUS
GLP_Postpaid	Yes		2025-10-28	2025-10-30	Mobile Postpaid	InActive

Figure 535 Policy – Global Lead Policy

12.2.1.1 Add Lead Policy

Using this add option, you can add a new lead policy.

1. On the **Policy** screen, click the **Create** button to create a new lead policy. The following pop-up window is displayed.

Note: The following screen is displayed when “Is Communication Category” is set to “No”.

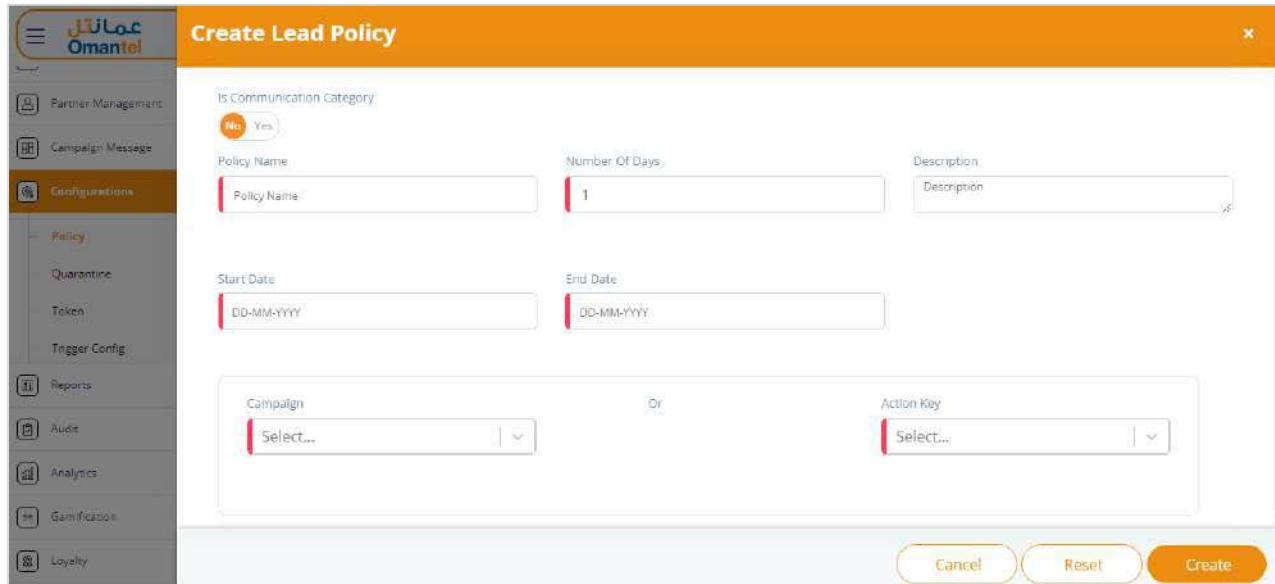
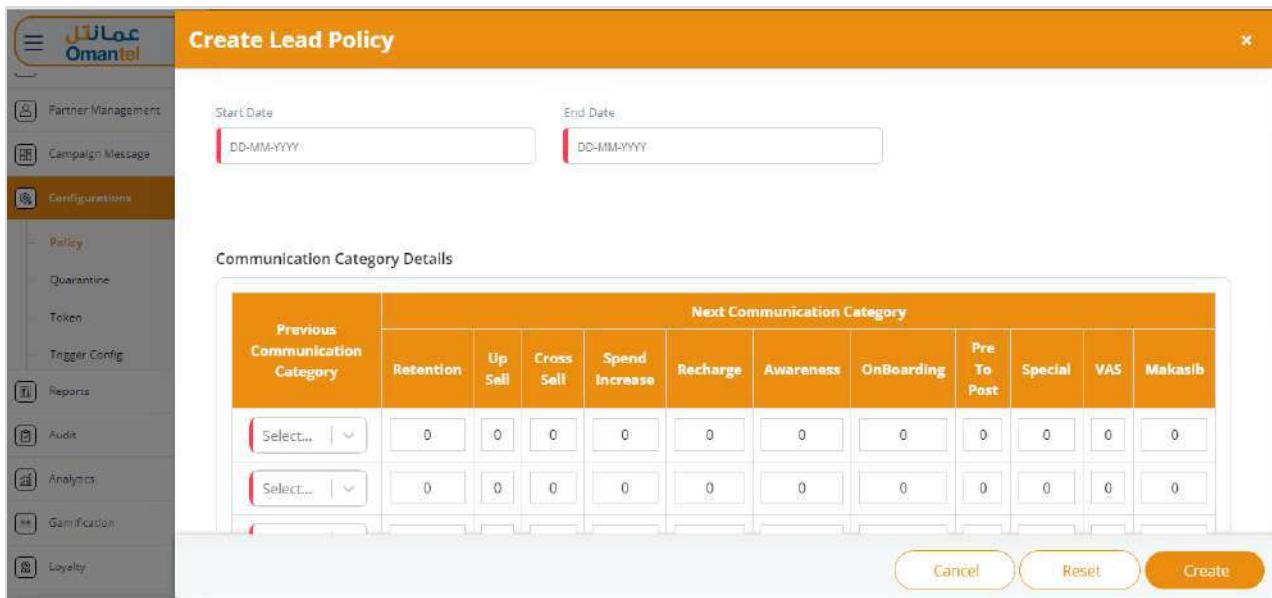


Figure 536 Create Lead Policy Input Screen

Note: The following screen is displayed when “Is Communication Category” is set to “Yes”.



The screenshot shows the 'Create Lead Policy' window. On the left is a sidebar with various menu items like Partner Management, Campaign Message, Configurations, Policy, Quarantine, Token, Trigger Config, Reports, Audit, Analytics, Gamification, and Loyalty. The main area has fields for Start Date and End Date (both DD-MM-YYYY). Below these is a section titled 'Communication Category Details' containing a grid table. The table has two rows of headers: 'Previous Communication Category' and 'Next Communication Category'. The columns under 'Next Communication Category' are Retention, Up Sell, Cross Sell, Spend Increase, Recharge, Awareness, OnBoarding, Pre To Post, Special, VAS, and Makasib. Each column contains a dropdown menu with options like 'Select...', '0', or '00'. At the bottom right of the main area are three buttons: 'Cancel', 'Reset', and 'Create'.

2. Enter the following information in the corresponding fields. If fields marked with “|” are mandatory.

Field	Description
Is Communication Category	Indicates if the policy will be based on communication categories. To turn the Is Communication Category “On” or “Off”, click the Is Communication Category on the Create Lead Policy menu.
Policy Name	Enter the policy name of the lead in the corresponding field.
Number of Days	Enter the number of days the lead policy should be applicable in the corresponding field. <ul style="list-style-type: none"> Click  to increase the lead policy days. Click  to decrease the lead policy days.
Description	Enter the description of the policy.
Start Date	Select the start date of the lead policy.
End Date	Select the end date of the lead policy.
Campaigns	Select the campaigns in the drop-down list. For example, “All”. <p>Note: You must select either campaign or action key to create a new lead policy. One parameter is mandatory.</p>
Action Keys	Select the action keys in the drop-down list. For example, “Bonus”.
Communication Category Details	
Note: These fields are displayed if “Is Communication Category” is enabled.	
Previous Communication Category	Select the existing communication category of the lead in the drop-down list. For example, “Recharge”.
Retention	Enter the number of retention-related communications allowed for the lead.

Field	Description
Up Sell	Enter the number of upsell communications allowed to promote higher-value offerings.
Cross Sell	Enter the number of cross-sell communications allowed for related products or services.
Spend Increase	Enter the number of communications aimed at increasing customer spend.
Recharge	Enter the number of recharge-related communications allowed.
Awareness	Enter the number of informational or awareness-based communications allowed.
OnBoarding	Enter the number of onboarding communications for new or recently converted customers.
Pre To Post	Enter the number of communications related to prepaid-to-postpaid migration.
Special	Enter the number of special or campaign-specific communications allowed.
VAS	Enter the number of communications related to value-added services.
Makasib	Enter the number of communications known as Makasib-related campaigns or offers.
Retention	Enter the number of retention-related communications allowed for the lead.

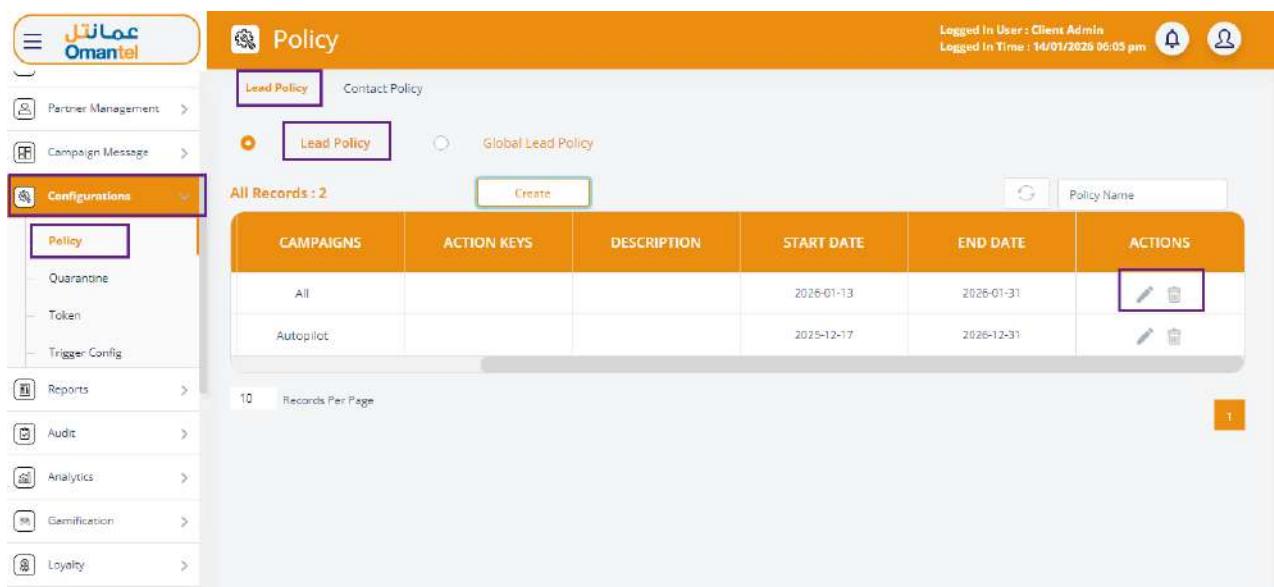
3. After providing the required details, click **Create**.

A success message is displayed, indicating that the lead policy is added successfully.

12.2.1.2 Modify and Delete Lead Policy

Using this modify option, you can modify and delete the existing lead policy.

- On the **Policy** screen, click the **Modify** button  to modify the lead policy details. Refer to the following screen.
- On the **Policy** screen, click the **Delete** button  to delete the lead policy. Refer to the following screen.



CAMPAIGNS	ACTION KEYS	DESCRIPTION	START DATE	END DATE	ACTIONS
All			2025-01-13	2025-01-31	 
Autopilot			2025-12-17	2025-12-31	 

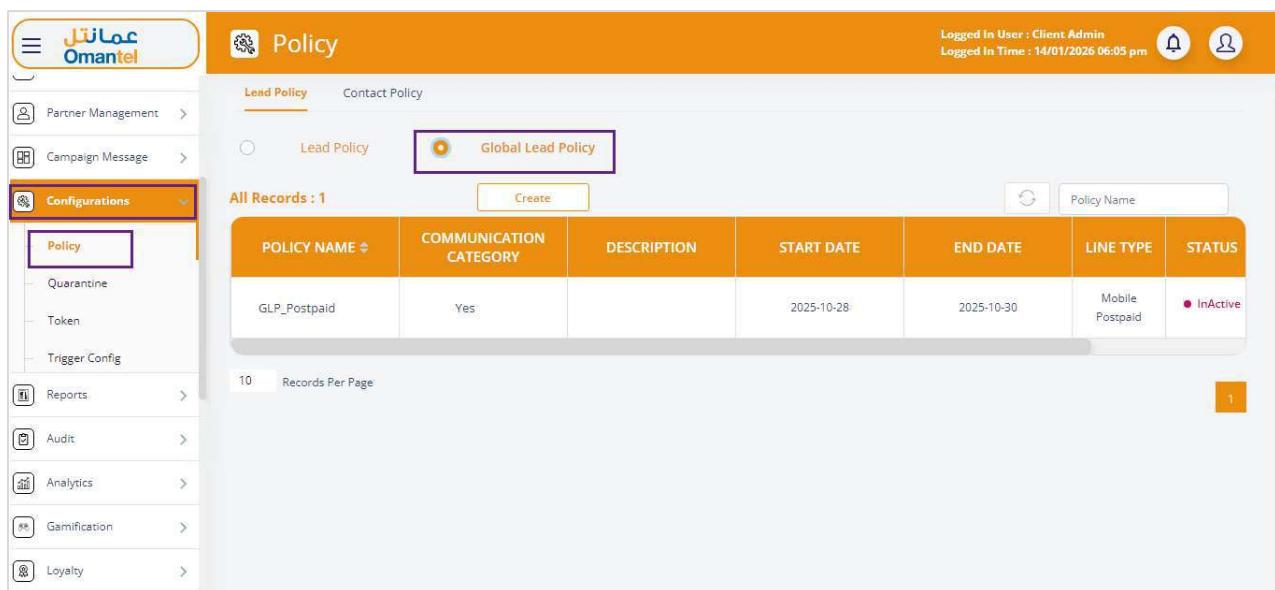
Figure 537 Configuration – Lead Policy (Modify and Delete Operations)

12.2.2 Global Lead Policy

A Global Lead Policy defines organization-wide rules that govern how leads are communicated across different communication categories for a specified period.

It applies uniformly to all applicable campaigns and channels based on the selected line type, ensuring consistent communication limits, regulatory compliance, and controlled customer outreach across the system.

1. On the **Policy** screen, click the **Global Lead Policy** option to view the global lead policy details. The following screen will be displayed.



The screenshot shows the 'Policy' section of the Omantel Magik system. The left sidebar has 'Configurations' selected. The main content area shows a table of policies. One policy, 'GLP_Postpaid', is highlighted with a purple border. The table columns are: POLICY NAME, COMMUNICATION CATEGORY, DESCRIPTION, START DATE, END DATE, LINE TYPE, and STATUS. The status for 'GLP_Postpaid' is 'InActive'. The table also shows 'All Records : 1' and a 'Create' button.

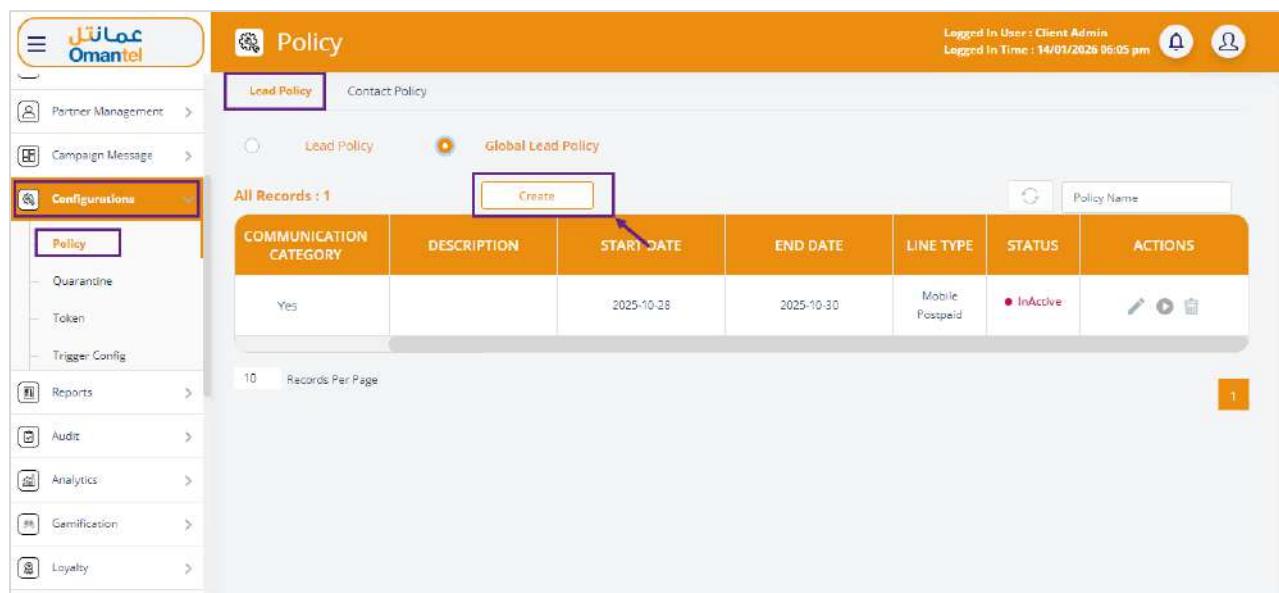
POLICY NAME	COMMUNICATION CATEGORY	DESCRIPTION	START DATE	END DATE	LINE TYPE	STATUS
GLP_Postpaid	Yes		2025-10-28	2025-10-30	Mobile Postpaid	InActive

Figure 538 Policy – Global Lead Policy

12.2.2.1 Create Global Lead Policy

Using this add option, you can add a new global lead policy.

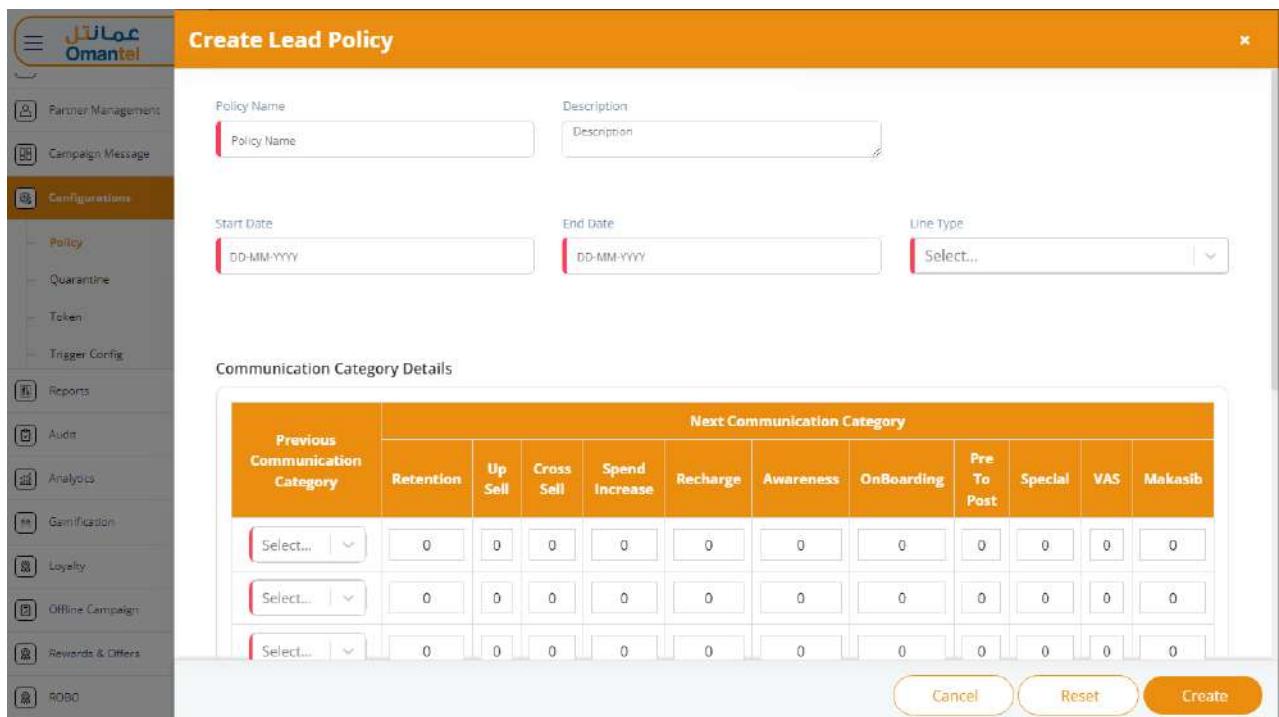
2. On the **Policy** screen, click the **Create** button to create a new global lead policy. The following pop-up window is displayed.



The screenshot shows the 'Policy' section of the Omantel platform. On the left, there's a sidebar with various menu items like Partner Management, Campaign Message, Configurations (selected), Reports, Audit, Analytics, Gamification, and Loyalty. Under Configurations, 'Policy' is also selected. The main area is titled 'Policy' and shows a table for 'Global Lead Policy'. The table has columns: COMMUNICATION CATEGORY, DESCRIPTION, START DATE, END DATE, LINE TYPE, STATUS, and ACTIONS. A single row is present with values: Yes, (empty), 2025-10-28, 2025-10-30, Mobile Postpaid, InActive. A 'Create' button is located at the top right of the table area, which is highlighted with a purple box and an arrow pointing to it.

Figure 539 Global Lead Policy – Create Button

3. After clicking the **Create** button, the following screen will be displayed.



The screenshot shows the 'Create Lead Policy' dialog box. It has fields for Policy Name (with a red border), Description, Start Date (DD-MM-YYYY), End Date (DD-MM-YYYY), and Line Type (Select...). Below these is a section titled 'Communication Category Details' containing a large grid. The grid has two main sections: 'Previous Communication Category' and 'Next Communication Category'. The 'Previous' section has three rows, each with a 'Select...' dropdown and several numerical fields (0, 0, 0, 0, 0, 0, 0, 0, 0, 0, 0, 0). The 'Next' section has three rows, each with a 'Select...' dropdown and similar numerical fields. At the bottom are 'Cancel', 'Reset', and 'Create' buttons.

Figure 540 Create Lead Policy Input Screen

4. Enter the following information in the corresponding fields. If fields marked with “|” are mandatory.

Field	Description
Policy Name	Enter a unique name for the global lead policy.
Description	Enter a brief explanation of the policy purpose.
Start Date	Select the date from which the policy is effective.

Field	Description
End Date	Select the date until which the policy remains valid.
Line Type	Select the customer line type to which the global policy applies in the drop-down list.
Communication Category Details	
Previous Communication Category	Selects the current communication category of the lead in the drop-down list.
Next Communication Category	
• Each column represents a target communication category.	
• The numeric value specifies the maximum number of communications allowed globally when transitioning from the selected previous category.	
Retention	Enter the maximum number of retention-focused communications allowed.
Up Sell	Enter the maximum number of upsell communications known.
Cross Sell	Enter the maximum number of cross-sell communications allowed.
Spend Increase	Enter the maximum number of communications aimed at increasing customer spend.
Recharge	Enter the maximum number of recharge-related communications allowed.
Awareness	Enter the maximum number of informational or awareness communications allowed.
OnBoarding	Enter the maximum number of onboarding communications allowed.
Pre To Post	Enter the maximum number of prepaid-to-postpaid migration communications allowed.
Special	Enter the maximum number of special campaign communications allowed.
VAS	Enter the maximum number of value-added service communications allowed.
Makasib	Enter the maximum number of Makasib-related communications allowed.

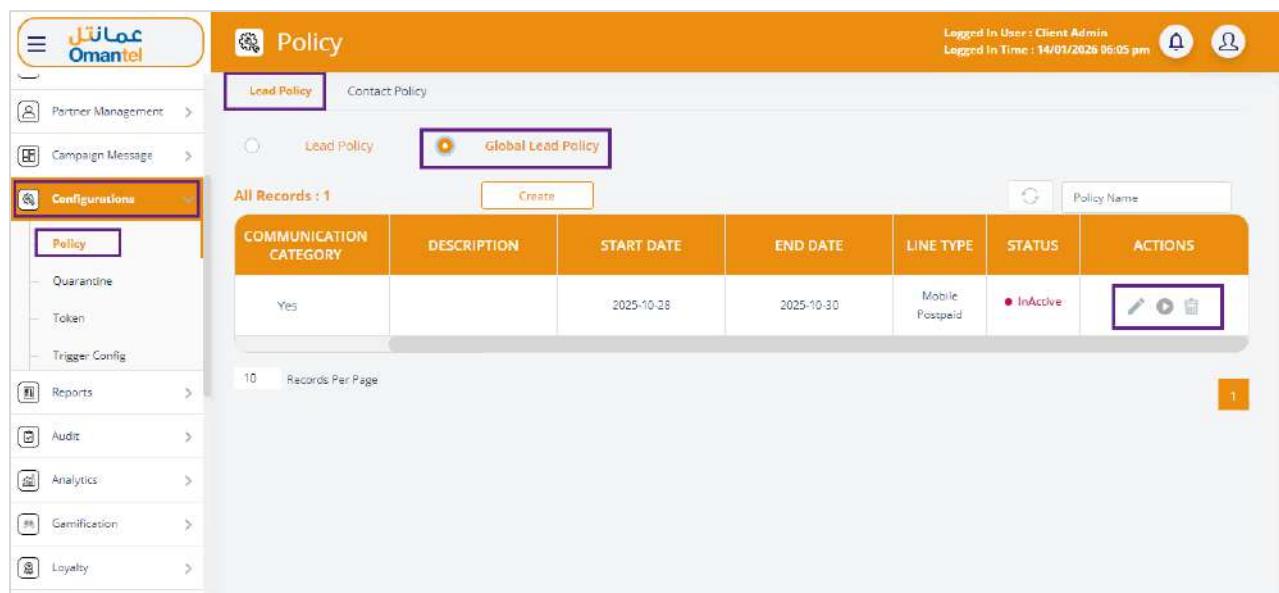
5. After providing the required details, click **Create**.

A success message is displayed, indicating that the global lead policy is added successfully.

12.2.2.2 Modify, Resume, and Delete

Using this modify option, you can modify and delete the existing global lead policy.

- On the **Policy** screen, click the **Modify** button  to modify the global lead policy details. Refer to the following screen.
- On the **Policy** screen, click the **Resume** button  to resume the global lead policy. Refer to the following screen.
- On the **Policy** screen, click the **Delete** button  to delete the global lead policy. Refer to the following screen.



COMMUNICATION CATEGORY	DESCRIPTION	START DATE	END DATE	LINE TYPE	STATUS	ACTIONS
Yes		2025-10-28	2025-10-30	Mobile Postpaid	InActive	  

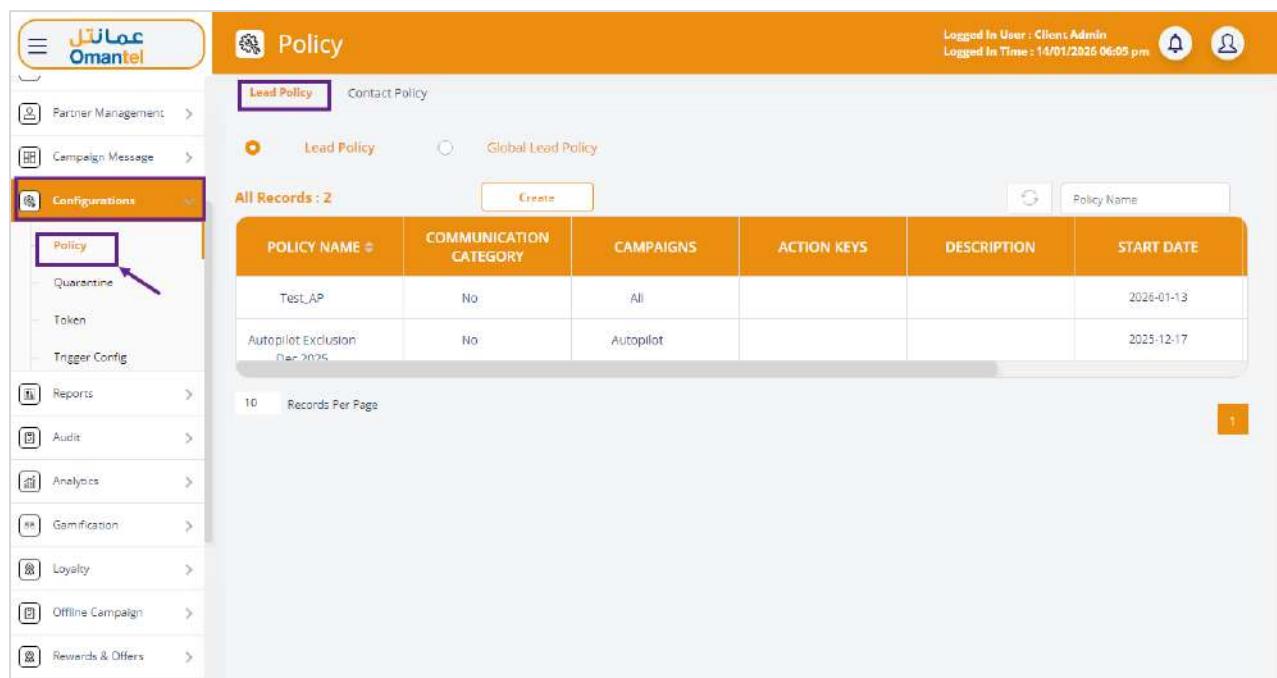
Figure 541 Global Lead Policy – Modify, Resume, and Delete Operations

12.2.3 Contact Policy

The contact Policy Management component defines the policies where a customer can be mutually exclusive based on rules and actions.

Using this contact policy option, you can configure the contact policy of the campaign. You can select the number of days the contact policy should be applicable for the campaign. You can also select the corresponding action key for the contact.

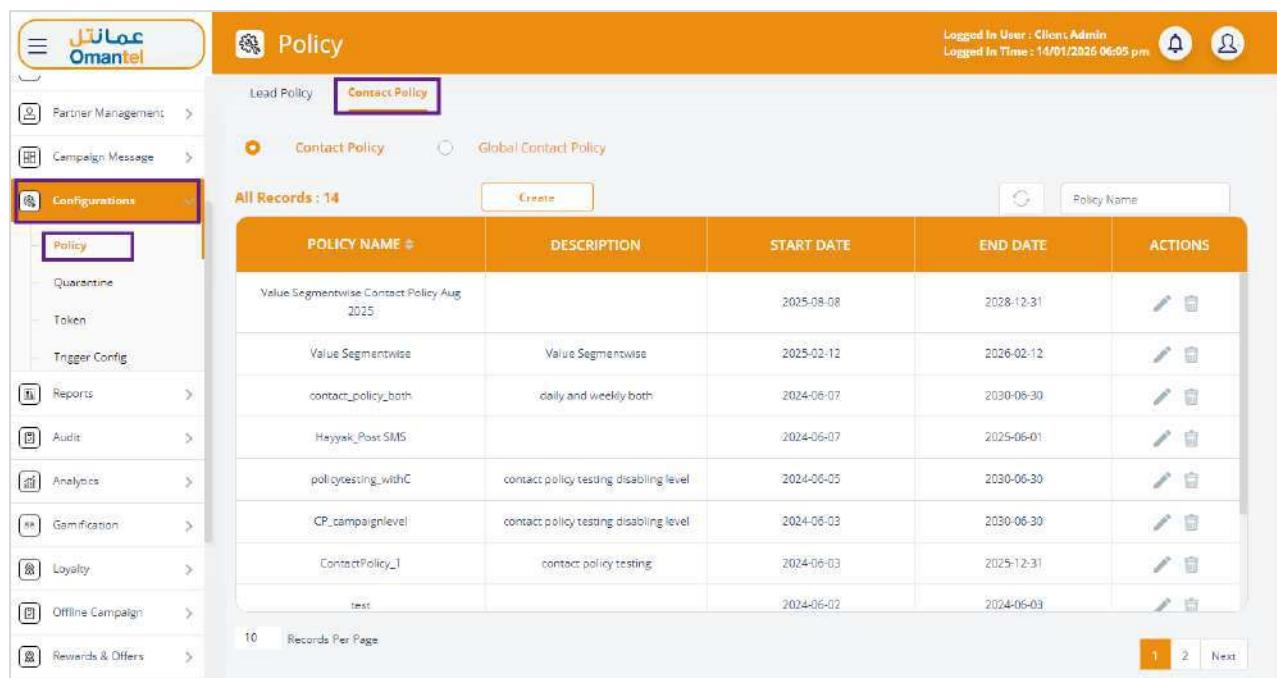
1. On the side menu, click **Configurations>> Policy** to view contact policy details. Refer to the following screen.



POLICY NAME	COMMUNICATION CATEGORY	CAMPAIGNS	ACTION KEYS	DESCRIPTION	START DATE
Test_AP	No	All			2026-01-13
Autopilot Exclusion Dec 2025	No	Autopilot			2025-12-17

Figure 542 Configurations – Policy

2. On the **Policy** screen, click the **Contact Policy** tab to view the contact policy details. The following screen is displayed.



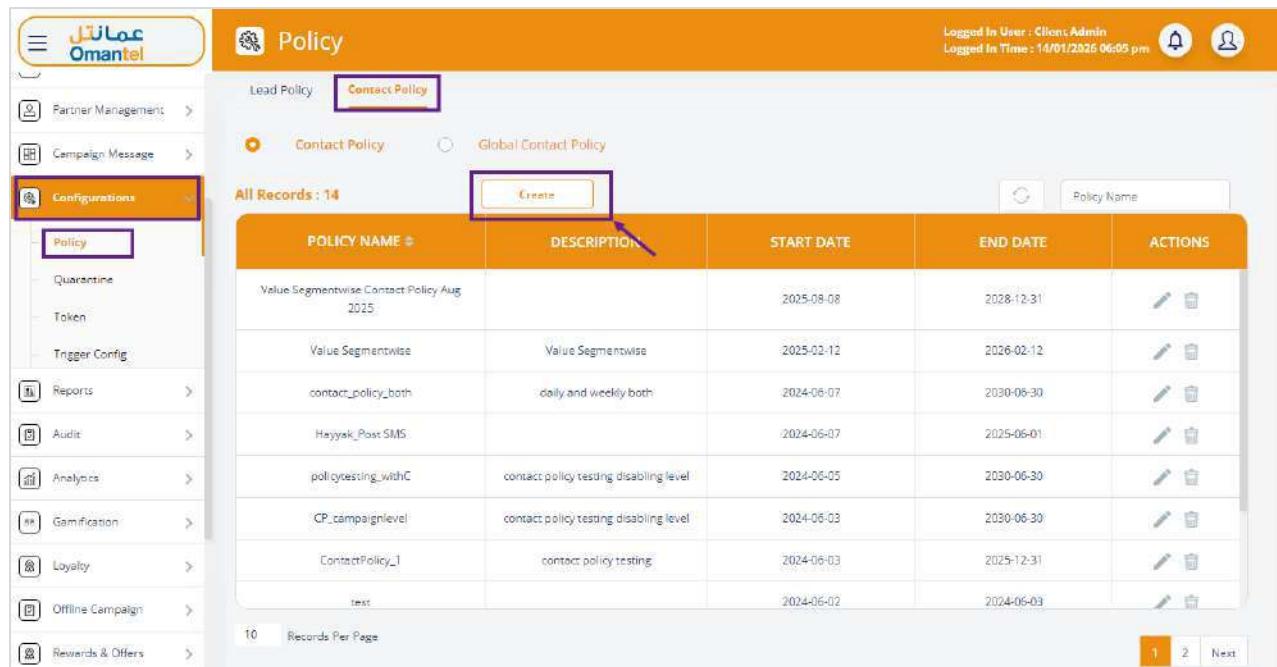
The screenshot shows the 'Contact Policy' input screen. On the left, there's a sidebar with various menu items like Partner Management, Campaign Message, Configurations (which is selected), and others. The main area has tabs for 'Lead Policy' and 'Contact Policy' (which is selected). Below that, there are two radio buttons: 'Contact Policy' and 'Global Contact Policy'. A table titled 'All Records : 14' lists existing policies with columns for Policy Name, Description, Start Date, End Date, and Actions. The table includes entries such as 'Value Segmentwise Contact Policy Aug 2025', 'Value Segmentwise', 'contact_policy_both', etc. At the bottom, there are buttons for 'Create', 'Records Per Page' (set to 10), and navigation links (1, 2, Next).

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.

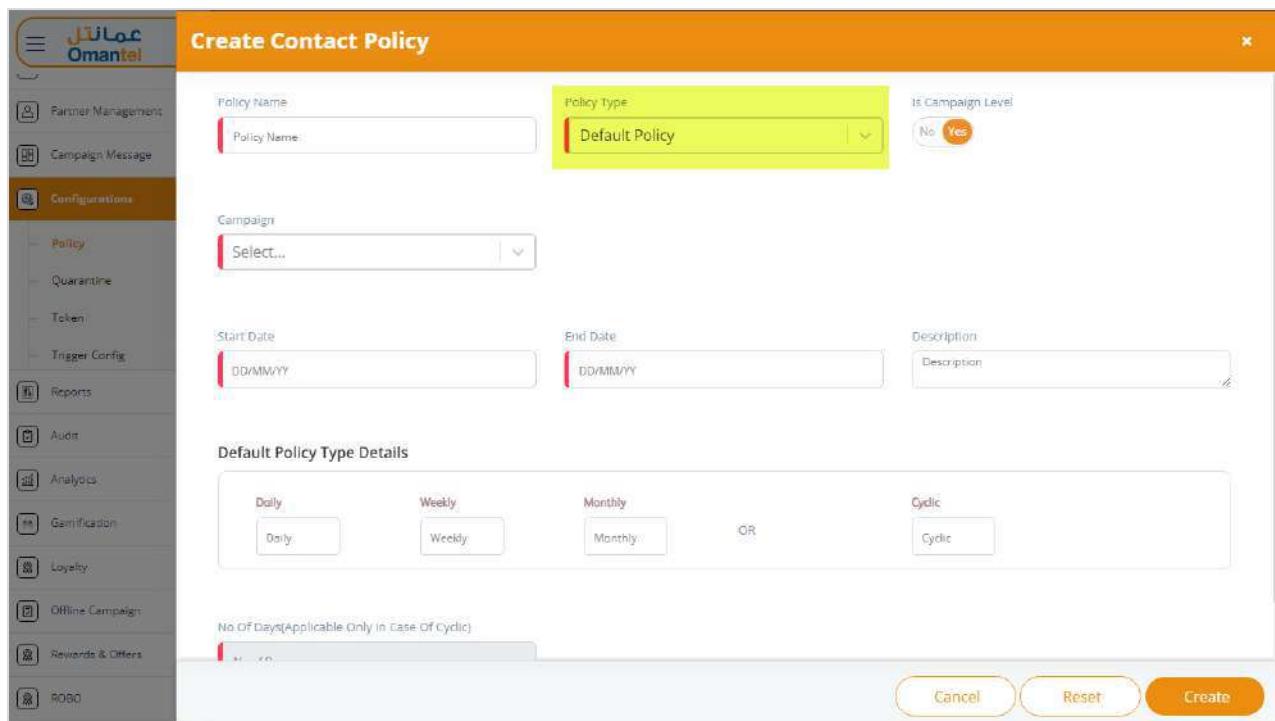


This screenshot shows the 'Policy - Create Contact Policy' screen. It has a similar layout to Figure 543, with a sidebar, 'Contact Policy' selected in the tabs, and a table of existing policies. The key difference is that the 'Create' button in the table header is highlighted with a red box and a cursor arrow points directly at it, indicating the action being performed.

Figure 544 Policy - Create Contact Policy

2. After clicking the **Create** button, the following pop-up window is displayed.

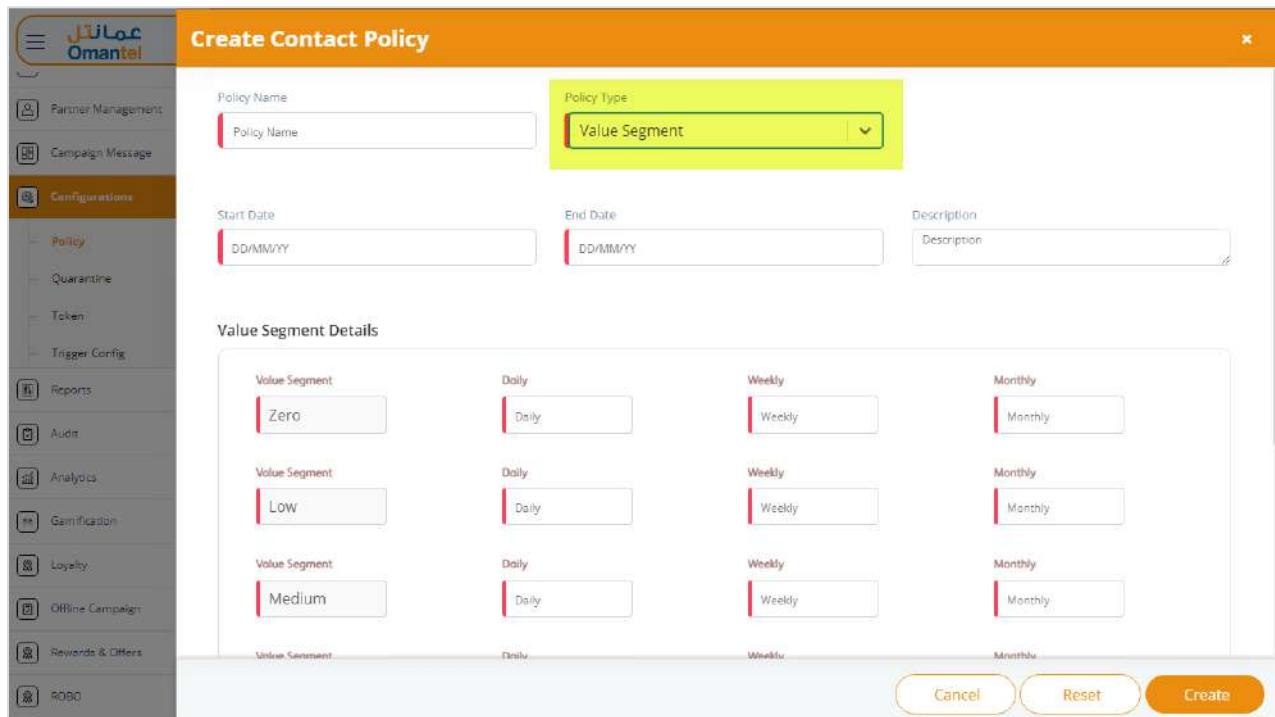
Note: The following screen is displayed if “Default Policy” is selected in the drop-down list of Policy Type.



The screenshot shows the 'Create Contact Policy' interface for a 'Default Policy'. The 'Policy Type' dropdown is set to 'Default Policy'. The 'Is Campaign Level' checkbox is checked ('Yes'). The 'Campaign' dropdown is set to 'Select...'. The 'Start Date' and 'End Date' fields are empty. The 'Description' field contains the placeholder 'Description'. Below the policy type, there are four radio buttons: 'Daily', 'Weekly', 'Monthly', and 'Cyclic'. A note below says 'No Of Days(Applicable Only in Case Of Cyclic)'. At the bottom are 'Cancel', 'Reset', and 'Create' buttons.

Figure 545 Create Contact Policy Input Screen (Default Policy)

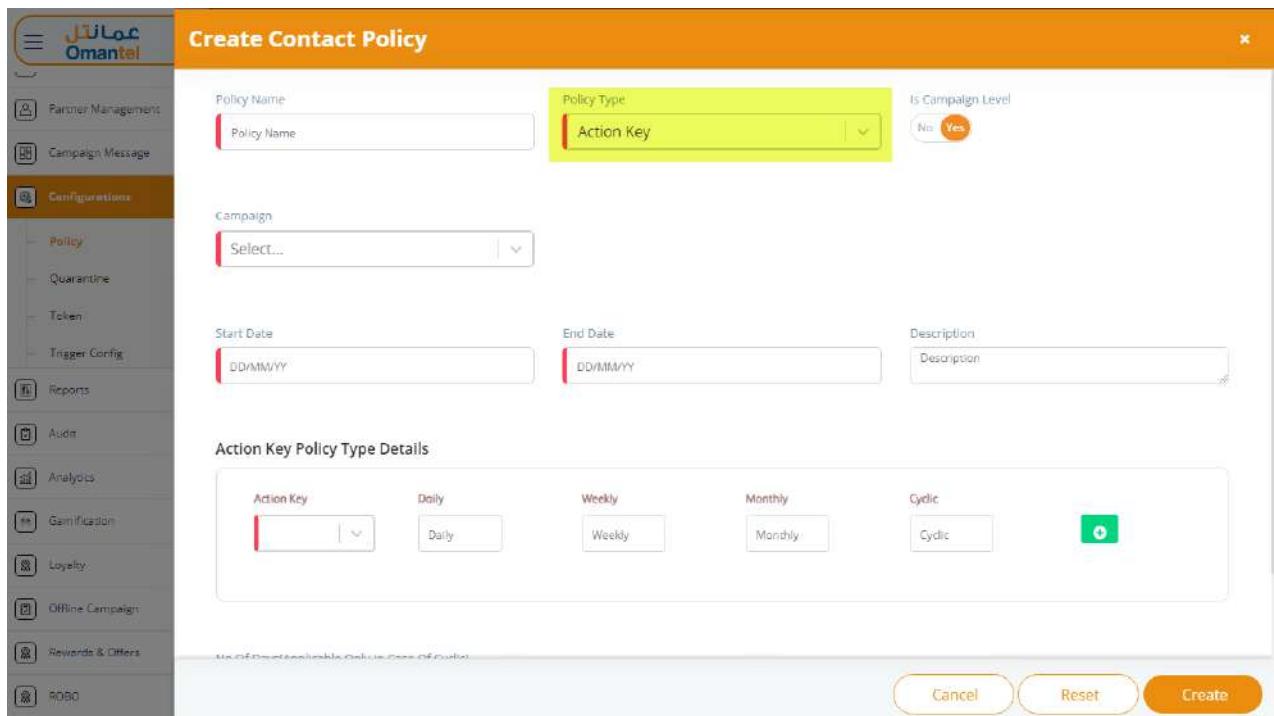
Note: The following screen is displayed if “Value Segment” is selected in the drop-down list of Policy Type.



The screenshot shows the 'Create Contact Policy' interface for a 'Value Segment'. The 'Policy Type' dropdown is set to 'Value Segment'. The 'Start Date' and 'End Date' fields are empty. The 'Description' field contains the placeholder 'Description'. Below the policy type, there is a grid titled 'Value Segment Details' with four rows. Each row has four columns: 'Value Segment' (with options 'Zero', 'Low', 'Medium'), 'Daily', 'Weekly', and 'Monthly'. At the bottom are 'Cancel', 'Reset', and 'Create' buttons.

Figure 546 Create Contact Policy Input Screen (Value Segment)

Note: The following screen is displayed if “Action Key” is selected in the drop-down list of Policy Type.



The screenshot shows the 'Create Contact Policy' interface. On the left is a navigation sidebar with various modules like Partner Management, Campaign Message, Configurations (selected), Reports, Audit, Analytics, Gamification, Loyalty, Offline Campaign, Rewards & Offers, and ROBO. The main area has a title 'Create Contact Policy'. It includes fields for 'Policy Name' (with a red border), 'Policy Type' (set to 'Action Key' with a yellow background and red border), 'Is Campaign Level' (set to 'Yes'), 'Campaign' (a dropdown menu), 'Start Date' and 'End Date' (date pickers), and a 'Description' field. Below these is a section titled 'Action Key Policy Type Details' with five buttons: 'Action Key' (selected, red border), 'Daily', 'Weekly', 'Monthly', and 'Cyclic'. At the bottom are 'Cancel', 'Reset', and 'Create' buttons.

Figure 547 Create Contact Policy Input Screen (Action Key)

- Enter the following information in the corresponding fields. If fields marked with “|” are mandatory.

Field	Description
Basic Contact Policy	
Policy Name	Enter a unique name to identify the contact policy.
Policy Type	Select the type of contact policy in the drop-down list. The available options are Default Policy, Value Segment, and Action Key.
Is Campaign Level	Indicates whether the policy applies at the campaign level. Select Yes to apply the policy to a specific campaign, or No to apply it globally.
Campaign	This field is displayed only when Is Campaign Level is set to Yes . Select the campaign to which the contact policy applies.
Start Date	Select the date from which the contact policy becomes effective. Enter the date in DD/MM/YYYY format.
End Date	Select the date until which the contact policy remains valid. Enter the date in DD/MM/YYYY format.
Description	Enter a brief description explaining the purpose or scope of the contact policy.
Default Policy Type Details	
This policy defines standard contact limits applicable to all customers unless overridden by another policy type.	
Daily	Select the maximum number of contacts allowed per day.
Weekly	Select the maximum number of contacts allowed per week.

Field	Description
Monthly	Select the maximum number of contacts allowed per month.
Cyclic	Enables cyclic contact limits instead of fixed daily/weekly/monthly limits.
No. of Days (Applicable Only in Case of Cyclic)	Enter the number of days in one contact cycle when Cyclic is selected

Value Segment

This policy allows different contact limits based on customer value segments.

Value Segment	Select the customer value category in the drop-down list. For example, Zero, Low, Medium, High.
Daily	Enter the maximum number of contacts allowed per day for the selected value segment.
Weekly	Enter the maximum number of contacts allowed per week for the selected value segment.
Monthly	Enter the maximum number of contacts allowed per month for the selected value segment.

Action Key

This policy defines contact limits based on specific action keys (events or triggers).

Action Key	Select the action or trigger for which contact limits are defined.
Daily	Enter the maximum number of contacts allowed per day for the selected action key.
Weekly	Enter the maximum number of contacts allowed per week for the selected action key.
Monthly	Enter the maximum number of contacts allowed per month for the selected action key.
Cyclic	Enables cyclic contact limits for the selected action key.
Add	Click the Add button to add an action key row to configure multiple action keys within the same policy.
No. of Days (Applicable Only in Case of Cyclic)	Enter the cycle duration when cyclic contact limits are enabled.

4. After providing the required details, click **CREATE**.

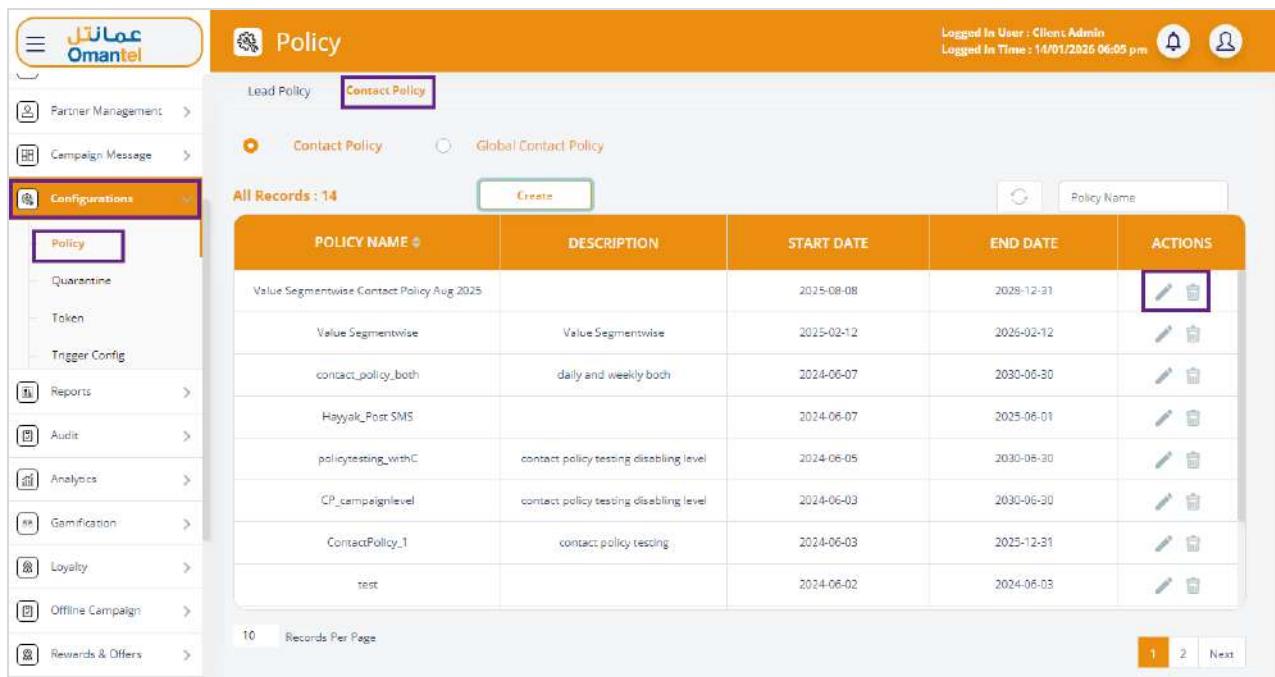
A confirmation message is displayed, indicating that the contact policy is added successfully.

12.2.3.2 Modify and Delete Contact Policy

Using this modify option, you can modify and delete the existing contact policy.

- On the **Policy** screen, click the **Modify** button  to modify the global contact policy details. Refer to the following screen.

- On the **Policy** screen, click the **Delete** button  to delete the global contact policy. Refer to the following screen.



The screenshot displays the 'Contact Policy' tab selected in the top navigation bar. The main area shows a table titled 'All Records : 14' with columns: POLICY NAME, DESCRIPTION, START DATE, END DATE, and ACTIONS. The table lists various contact policies with their details and actions. A purple box highlights the 'Contact Policy' tab.

POLICY NAME	DESCRIPTION	START DATE	END DATE	ACTIONS
Value Segmentwise Contact Policy Aug 2025		2025-08-08	2029-12-31	 
Value Segmentwise	Value Segmentwise	2025-02-12	2026-02-12	 
contact_policy_both	daily and weekly both	2024-06-07	2030-06-30	 
Hayyak_Post SMS		2024-06-07	2025-06-01	 
policytesting_withC	contact policy testing disabling level	2024-06-05	2030-06-30	 
CP_campaignlevel	contact policy testing disabling level	2024-06-03	2030-06-30	 
ContactPolicy_1	contact policy testing	2024-06-03	2025-12-31	 
test		2024-06-02	2024-06-03	 

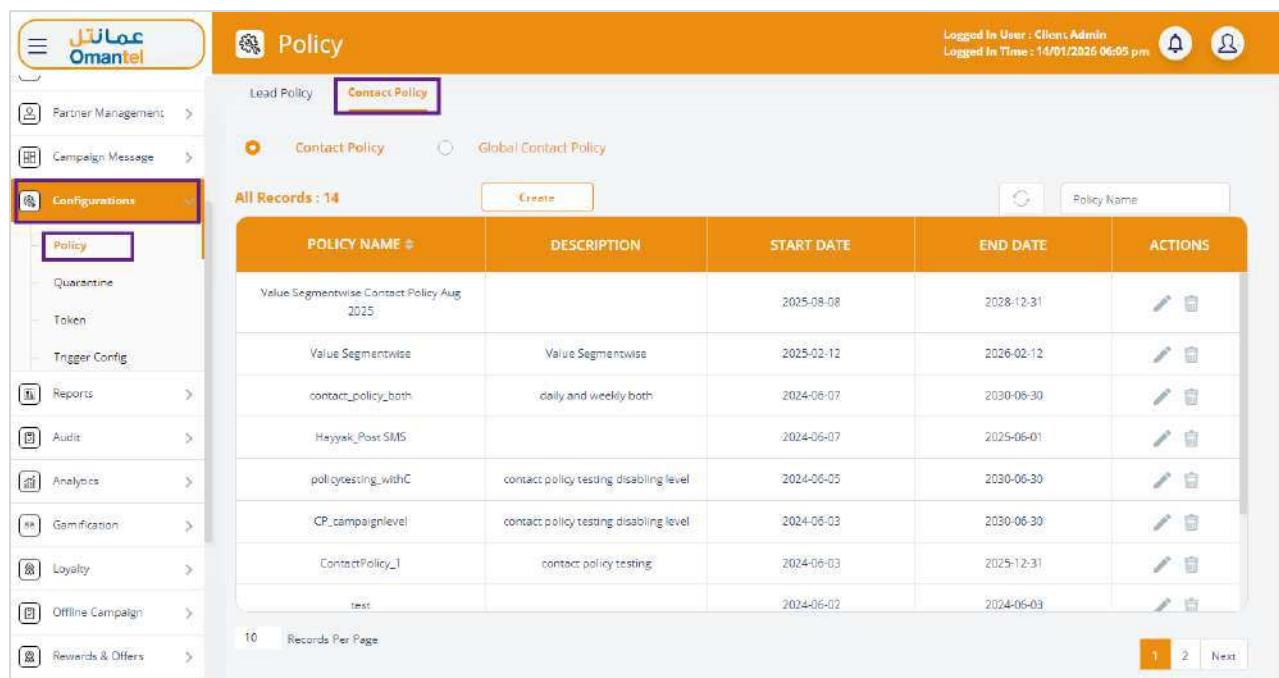
Figure 548 Contact Policy – Modify and Delete Operations

12.2.4 Global Contact Lead Policy

A Global Lead Policy defines organization-wide rules that govern how leads are communicated across different communication categories for a specified period.

It applies uniformly to all applicable campaigns and channels based on the selected line type, ensuring consistent communication limits, regulatory compliance, and controlled customer outreach across the system.

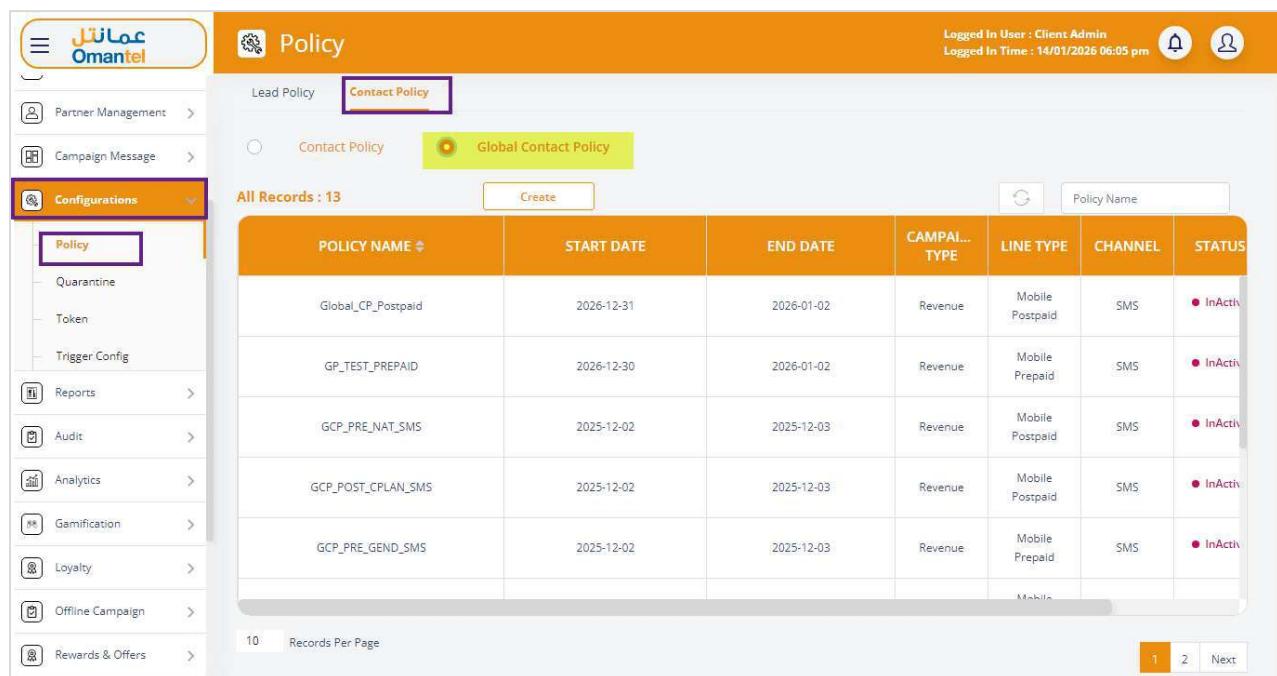
- On the **Policy** screen, click the **Contact Policy** tab to view the contact policy details. The following screen is displayed.



POLICY NAME	DESCRIPTION	START DATE	END DATE	ACTIONS
Value Segmentwise Contact Policy Aug 2025		2025-08-08	2026-12-31	
Value Segmentwise	Value Segmentwise	2025-02-12	2026-02-12	
contact_policy_both	daily and weekly both	2024-06-07	2030-06-30	
Heyyak_PostSMS		2024-06-07	2025-06-01	
policytesting_withC	contact policy testing disabling level	2024-06-05	2030-06-30	
CP_campaignlevel	contact policy testing disabling level	2024-06-03	2030-06-30	
ContactPolicy_1	contact policy testing	2024-06-03	2025-12-31	
test		2024-06-02	2024-06-03	

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.



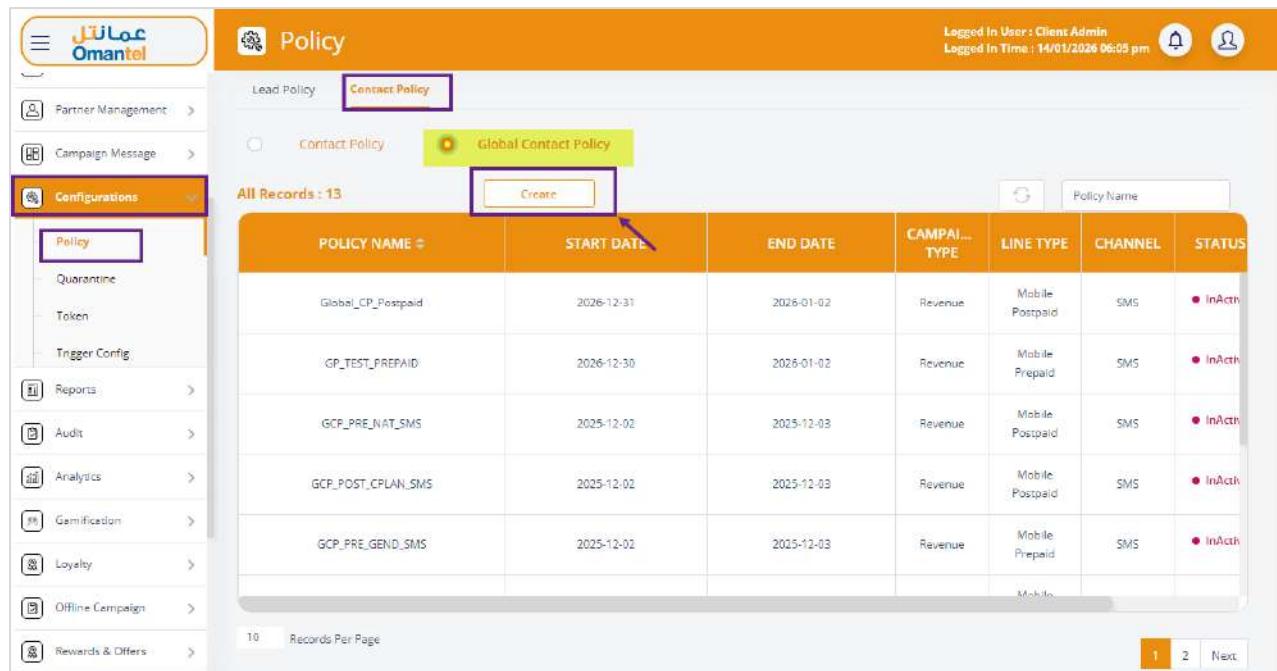
POLICY NAME	START DATE	END DATE	CAMPAIN... TYPE	LINE TYPE	CHANNEL	STATUS
Global_CP_Postpaid	2026-12-31	2026-01-02	Revenue	Mobile Postpaid	SMS	InActive
GP_TEST_PREPAID	2026-12-30	2026-01-02	Revenue	Mobile Prepaid	SMS	InActive
GCP_PRE_NAT_SMS	2025-12-02	2025-12-03	Revenue	Mobile Postpaid	SMS	InActive
GCP_POST_CPLAN_SMS	2025-12-02	2025-12-03	Revenue	Mobile Postpaid	SMS	InActive
GCP_PRE_GEND_SMS	2025-12-02	2025-12-03	Revenue	Mobile Prepaid	SMS	InActive
						Mobile

Figure 550 Contact Policy – Global Contact Lead Policy

12.2.4.1 Create Global Contact Lead Policy

Using this add option, you can add a new global contact lead policy.

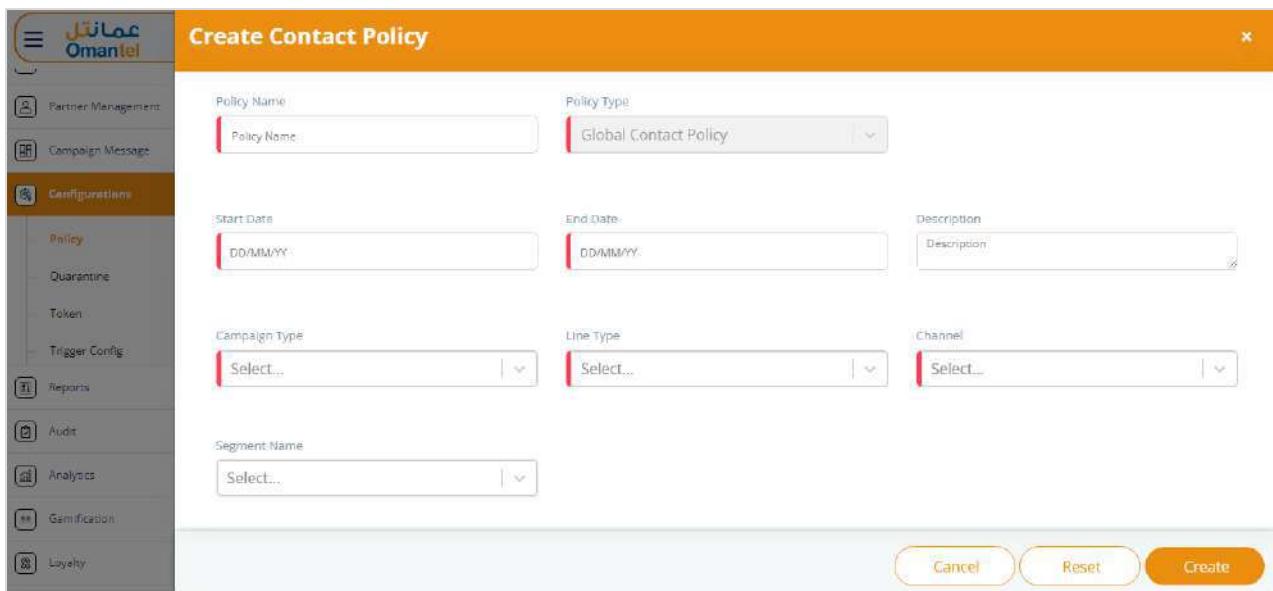
- On the **Policy** screen, click the **Create** button to create a new global contact lead policy.
The following pop-up window is displayed.



POLICY NAME	START DATE	END DATE	CAMPAIN... TYPE	LINE TYPE	CHANNEL	STATUS
Global_CP_Postpaid	2026-12-31	2026-01-02	Revenue	Mobile Postpaid	SMS	InActive
GP_TEST_PREPAID	2026-12-30	2026-01-02	Revenue	Mobile Prepaid	SMS	InActive
GCP_PRE_NAT_SMS	2025-12-02	2025-12-03	Revenue	Mobile Postpaid	SMS	InActive
GCP_POST_CPLAN_SMS	2025-12-02	2025-12-03	Revenue	Mobile Postpaid	SMS	InActive
GCP_PRE_GEND_SMS	2025-12-02	2025-12-03	Revenue	Mobile Prepaid	SMS	InActive
						Mobile

Figure 551 Global Contact Lead Policy – Create

- After clicking the **Create** button, the following pop-up window is displayed.



The screenshot shows the 'Create Contact Policy' interface. On the left is a sidebar with various menu items: Partner Management, Campaign Message, Configurations (selected), Policy, Quarantine, Token, Trigger Config, Reports, Audit, Analytics, Gamification, and Loyalty. The main area has fields for Policy Name (mandatory), Policy Type (Global Contact Policy), Start Date, End Date, Description, Campaign Type, Line Type, Channel, Segment Name, and three 'Select...' dropdowns. At the bottom are 'Cancel', 'Reset', and 'Create' buttons.

Figure 552 Create Global Contact Policy Input Screen

- Enter the following information in the corresponding fields. If fields marked with “|” are mandatory.

Field	Description
Basic Contact Policy	
Policy Name	Enter a unique name to identify the global contact policy.
Policy Type	System-defined as Global Contact Policy. This field is read-only.
Start Date	Select the date from which the policy is effective. Enter the date in DD/MM/YYYY format.
End Date	Select the date until which the policy remains valid. Enter the date in DD/MM/YYYY format.
Description	Enter a brief description explaining the scope of the policy.

- After providing the required details, click **CREATE**.

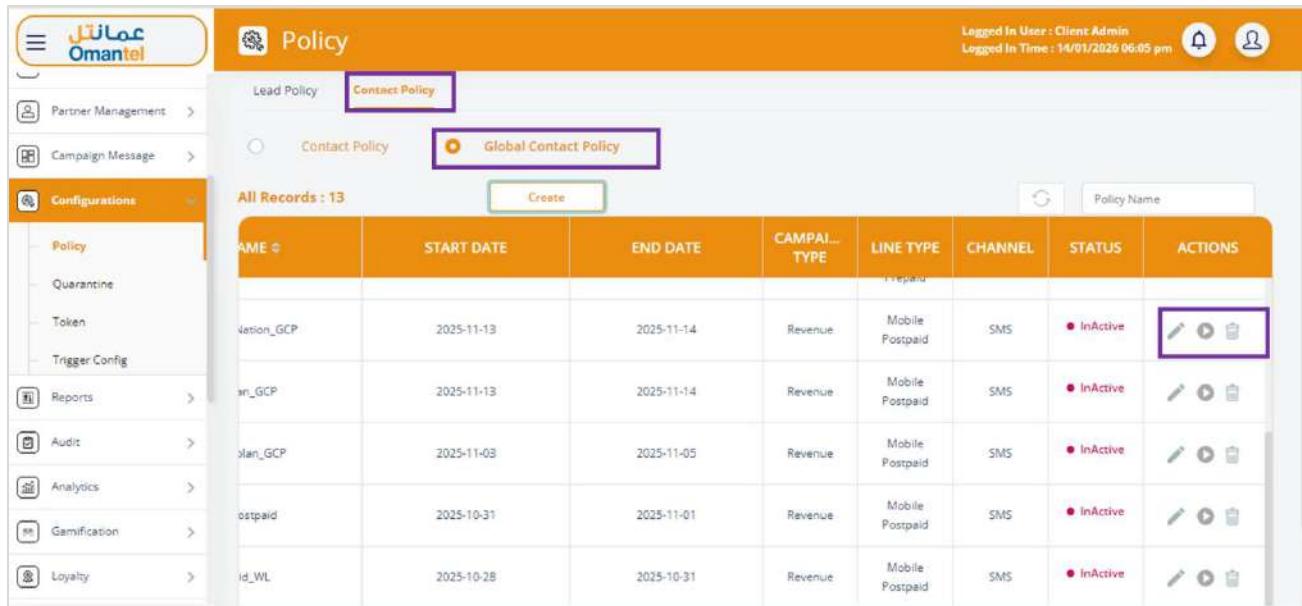
A confirmation message is displayed, indicating that the global contact lead policy is added successfully.

12.2.4.2 Modify, Resume, and Delete Global Contact Lead Policy

Using this modify option, you can modify and delete the existing global contact lead policy.

- On the **Policy** screen, click the **Modify** button  to modify the global contact lead policy details. Refer to the following screen.

- On the **Policy** screen, click the **Resume** button  to resume the global contact lead policy. Refer to the following screen.
- On the **Policy** screen, click the **Delete** button  to delete the global contact lead policy. Refer to the following screen.



The screenshot shows the 'Policy' screen under the 'Contact Policy' tab. The main area displays a table titled 'All Records : 13' with columns: NAME, START DATE, END DATE, CAMPAIGN TYPE, LINE TYPE, CHANNEL, STATUS, and ACTIONS. The table lists several entries, each with a status of 'InActive'. The 'Actions' column for each row contains three icons: a pencil, a circular arrow, and a trash can. The top right corner of the screen shows the user is 'Logged In User : Client Admin' and the time is 'Logged In Time : 14/01/2025 06:05 pm'. The left sidebar has a 'Configurations' section with 'Policy' selected, and other options like 'Quarantine', 'Token', 'Trigger Config', 'Reports', 'Audit', 'Analytics', 'Gamification', and 'Loyalty'.

NAME	START DATE	END DATE	CAMPAG... N TYPE	LINE TYPE	CHANNEL	STATUS	ACTIONS
ation_GCP	2025-11-13	2025-11-14	Revenue	Mobile Postpaid	SMS	InActive	  
an_GCP	2025-11-13	2025-11-14	Revenue	Mobile Postpaid	SMS	InActive	  
lan_GCP	2025-11-03	2025-11-05	Revenue	Mobile Postpaid	SMS	InActive	  
ostpaid	2025-10-31	2025-11-01	Revenue	Mobile Postpaid	SMS	InActive	  
id_WL	2025-10-28	2025-10-31	Revenue	Mobile Postpaid	SMS	InActive	  

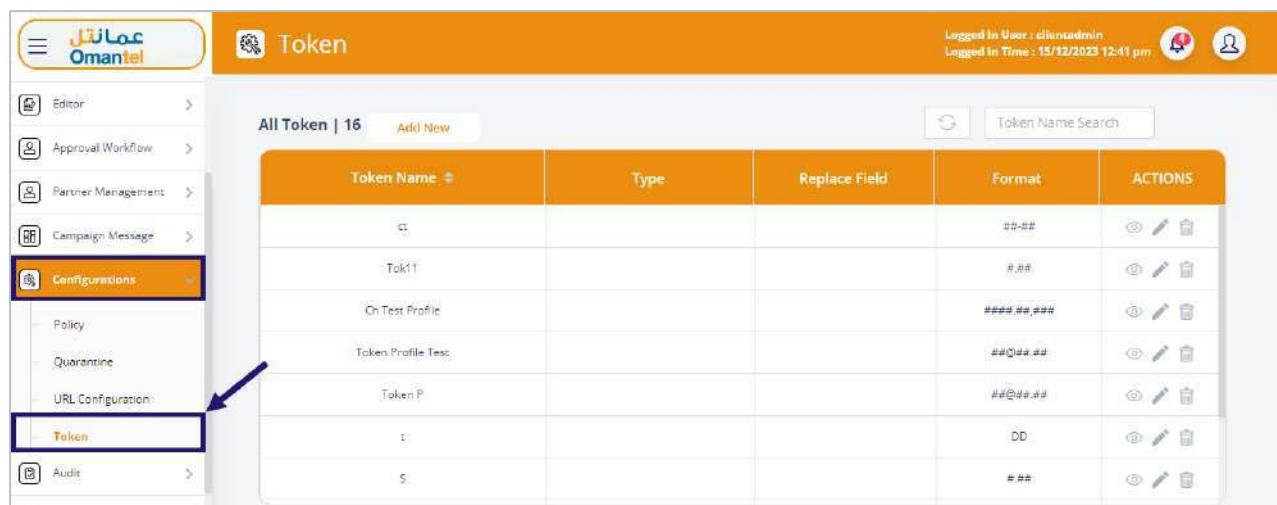
Figure 553 Global Contact Lead Policy – Modify, Resume, and Delete Operations

12.3 Token

Using this option, you can create a token for changing the features in the campaign system. You can also view, modify, and delete the tokens.

To manage the token:

- On the side menu, click **Configurations>>Token** to view token details. Refer to the following screen.



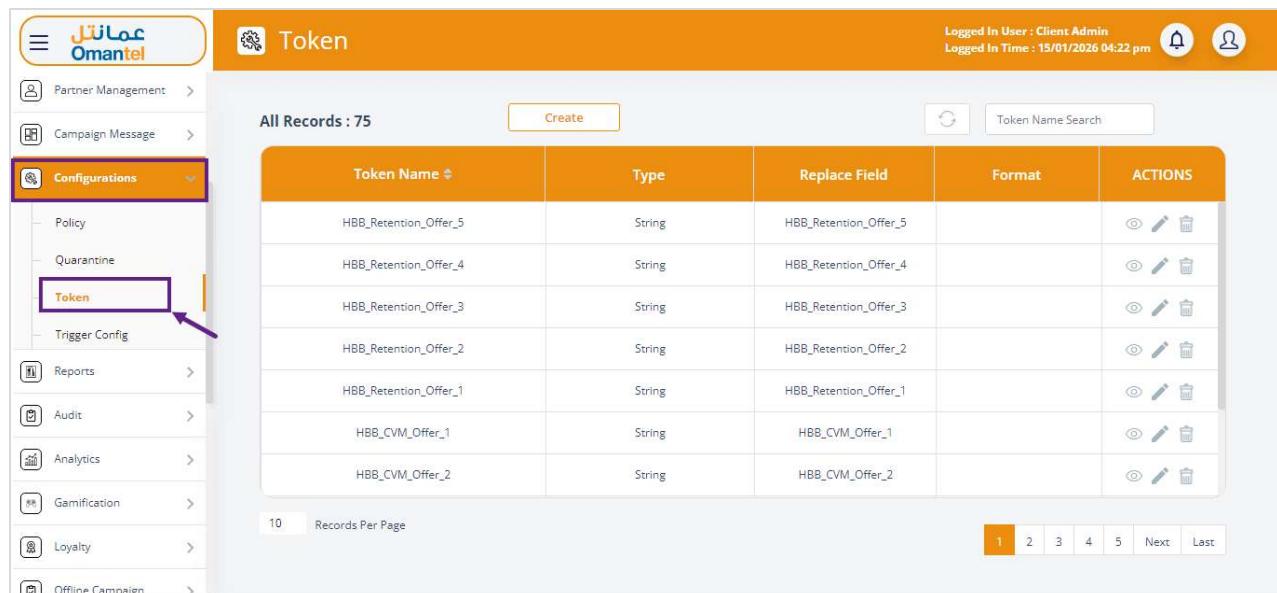
Token Name	Type	Replace Field	Format	ACTIONS
cc			##-##	
Tokit			###.##	
Ch Test Profile			####.##,###	
Token Profile Test			##@##.##	
Token P			##@##.##	
t			DD	
S			## ##	

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.



Token Name	Type	Replace Field	Format	ACTIONS
HBB_Retention_Offer_5	String	HBB_Retention_Offer_5		
HBB_Retention_Offer_4	String	HBB_Retention_Offer_4		
HBB_Retention_Offer_3	String	HBB_Retention_Offer_3		
HBB_Retention_Offer_2	String	HBB_Retention_Offer_2		
HBB_Retention_Offer_1	String	HBB_Retention_Offer_1		
HBB_CVM_Offer_1	String	HBB_CVM_Offer_1		
HBB_CVM_Offer_2	String	HBB_CVM_Offer_2		

Figure 555 Token - Create Button

2. After clicking the **Create** button, the following screen is displayed.

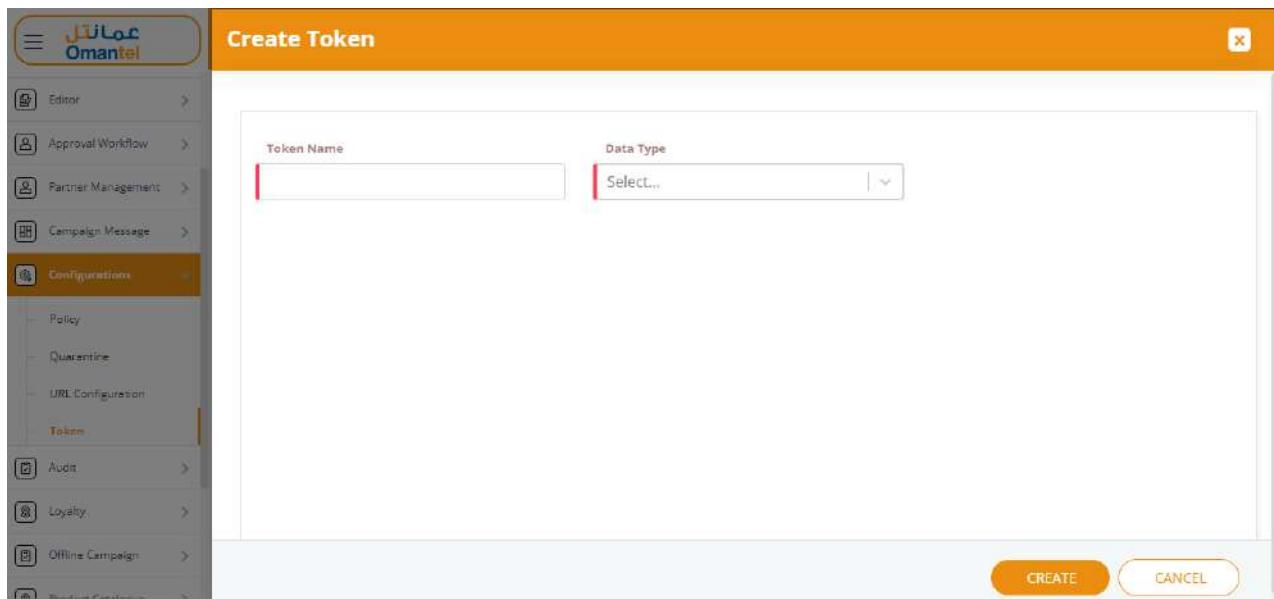


Figure 556 Create Token Inputs

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	<p>The following data types are available for tokens.</p> <ul style="list-style-type: none"> • Inter • String • Date • Custom
The following fields are displayed based on the selected data type.	
Replace Token	Select the replacement token in the drop-down list.
Output Format	Select the output format in the drop-down list.
Date	Select the date type in the drop-down list. For example, Current Day, Current Month, and so on.

4. After entering all the required details, click **Create**.

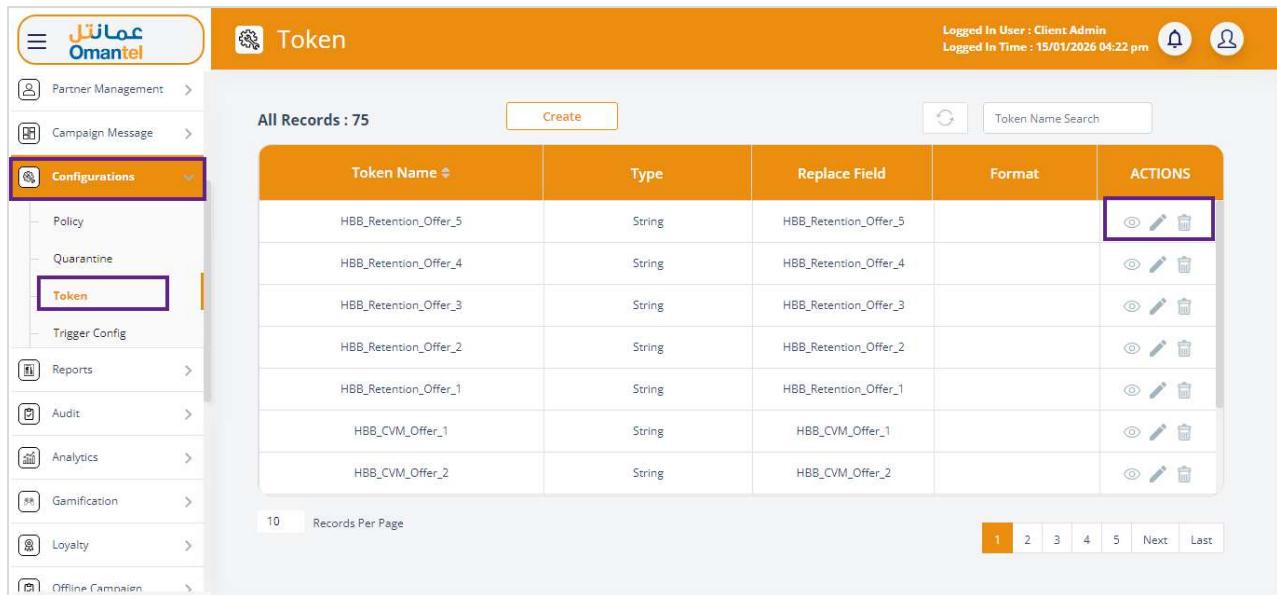
A success message is displayed, indicating that the token is created successfully.

12.3.2 View, Modify, and Delete Token

Using this option, you can view, modify, and delete the existing token.

- On the **Token** screen, click the **View** button  to view token details. Refer to the following screen.

- On the **Token** screen, click the **Modify** button  to modify an existing token. Refer to the following screen.
- On the **Token** screen, click the **Delete** button  to delete the existing token. Refer to the following screen.



The screenshot shows the 'Token' screen in a software application. The left sidebar has a tree view with 'Configurations' expanded, showing 'Policy', 'Quarantine', and 'Token' selected. Other options include 'Reports', 'Audit', 'Analytics', 'Gamification', 'Loyalty', and 'Offline Campaign'. The main area has a header 'Token' with 'All Records : 75', a 'Create' button, and a 'Token Name Search' input. A table lists tokens with columns: Token Name, Type, Replace Field, Format, and Actions. The 'Actions' column contains icons for edit and delete. A purple box highlights the edit icon in the first row. The table shows records from HBB_Retention_Offer_1 to HBB_CVM_Offer_5. At the bottom, there's a 'Records Per Page' dropdown set to 10, and a navigation bar with pages 1-5, 'Next', and 'Last'.

Token Name	Type	Replace Field	Format	ACTIONS
HBB_Retention_Offer_5	String	HBB_Retention_Offer_5		 
HBB_Retention_Offer_4	String	HBB_Retention_Offer_4		 
HBB_Retention_Offer_3	String	HBB_Retention_Offer_3		 
HBB_Retention_Offer_2	String	HBB_Retention_Offer_2		 
HBB_Retention_Offer_1	String	HBB_Retention_Offer_1		 
HBB_CVM_Offer_1	String	HBB_CVM_Offer_1		 
HBB_CVM_Offer_2	String	HBB_CVM_Offer_2		 

Figure 557 Token - Operations

13 Offline Campaign

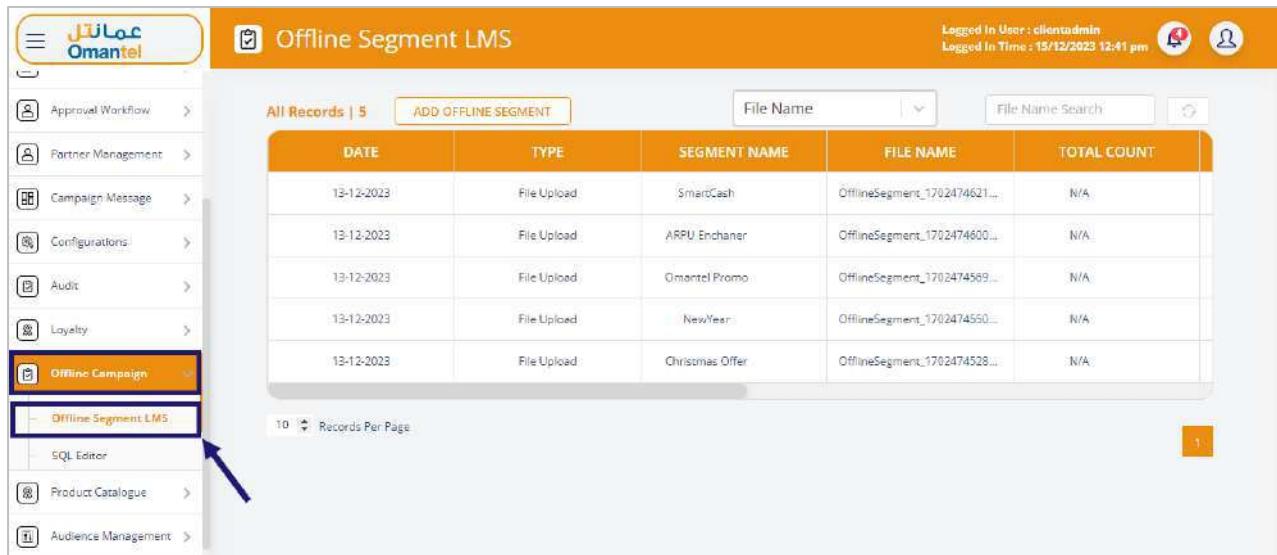
Using this offline campaign option, you can configure the campaign in the offline section. You can manage the following operation,

- Offline Segment LMS

13.1 Offline Segment LMS

Using this offline segment option, you can configure a new offline segment. To manage the offline segment,

1. On the side menu, click **Offline Campaign >> Offline Segment LMS** to view offline segment details. Refer to the following screen.



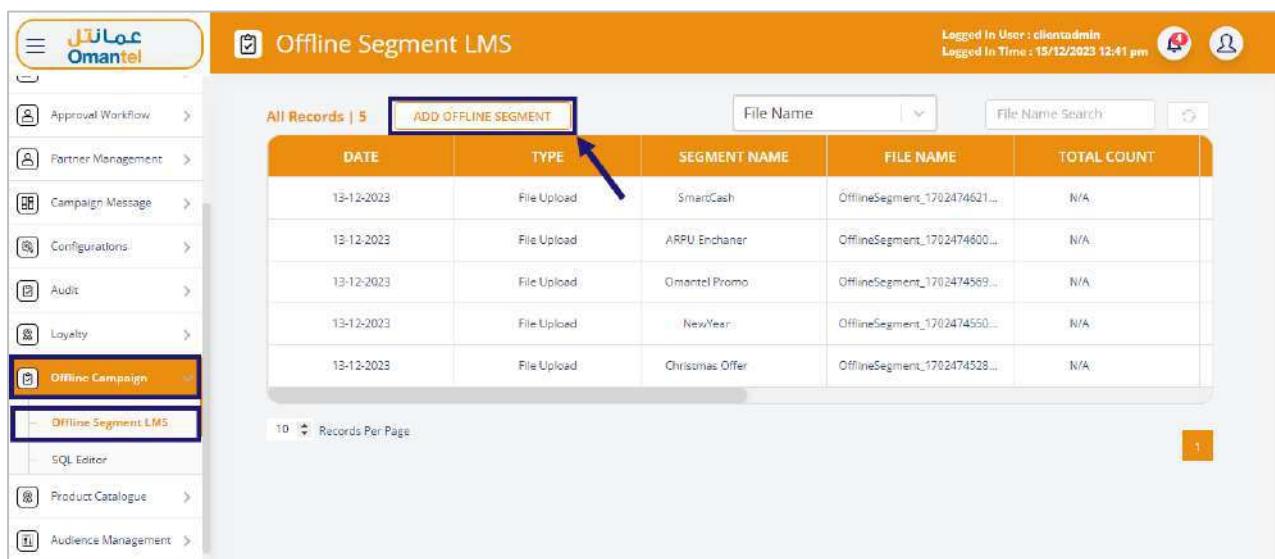
DATE	TYPE	SEGMENT NAME	FILE NAME	TOTAL COUNT
13-12-2023	File Upload	SmartCash	OfflineSegment_1702474621...	N/A
13-12-2023	File Upload	ARPU Enhancer	OfflineSegment_1702474600...	N/A
13-12-2023	File Upload	Omantel Promo	OfflineSegment_1702474569...	N/A
13-12-2023	File Upload	NewYear	OfflineSegment_1702474550...	N/A
13-12-2023	File Upload	Christmas Offer	OfflineSegment_1702474528...	N/A

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,

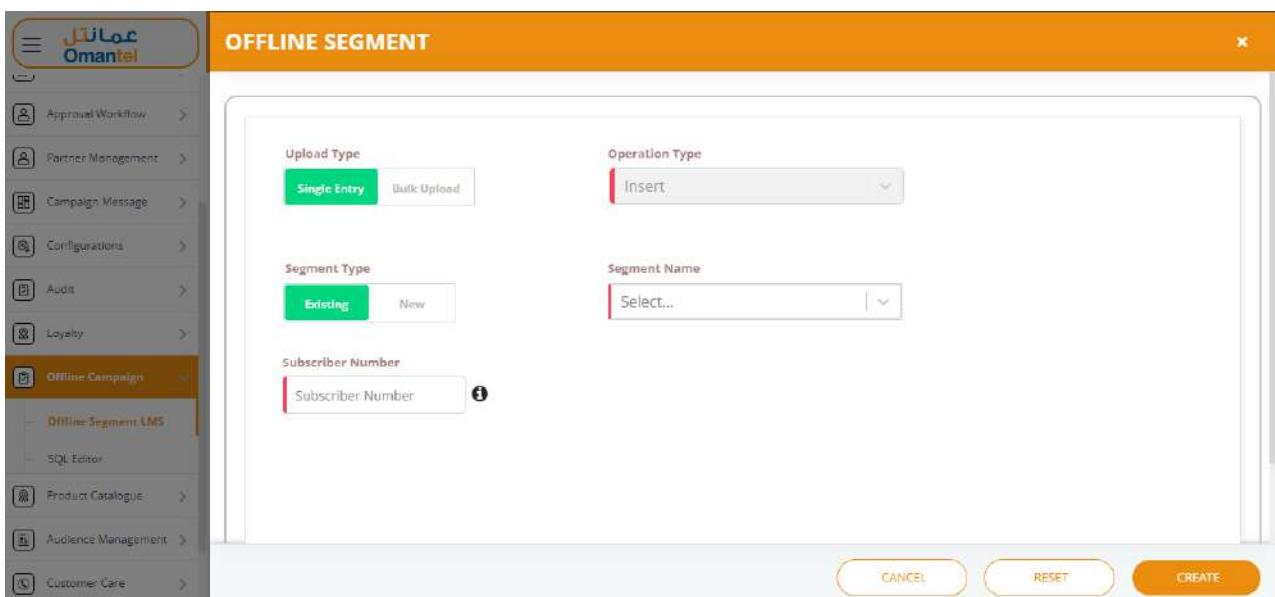
1. On the **Offline Campaign** screen, click the **ADD OFFLINE SEGMENT** button to add a new offline segment. Refer to the following screen.



The screenshot shows the 'Offline Segment LMS' interface. On the left, there's a sidebar with various menu items like Approval Workflow, Partner Management, Campaign Message, Configurations, Audit, Loyalty, Offline Campaign (which is selected), Offline Segment LMS (highlighted in blue), SQL Editor, Product Catalogue, Audience Management, and Customer Care. The main area has a title 'Offline Segment LMS' and a sub-header 'All Records | 5'. A prominent orange button labeled 'ADD OFFLINE SEGMENT' is highlighted with a red box and a blue arrow pointing to it. Below this is a table with columns: DATE, TYPE, SEGMENT NAME, FILE NAME, and TOTAL COUNT. Five rows of data are listed, all with 'File Upload' in the TYPE column and 'N/A' in the TOTAL COUNT column. At the bottom, there are buttons for 'Records Per Page' (set to 10) and a page number '1'.

Figure 559 Offline Campaign – Add Offline Segment

2. After clicking the **ADD OFFLINE SEGMENT** button, the following screen will be displayed.



The screenshot shows the 'OFFLINE SEGMENT' input screen. The left sidebar is identical to Figure 559. The main form has several fields: 'Upload Type' with 'Single Entry' (highlighted in green) and 'Bulk Upload' options; 'Operation Type' with a dropdown set to 'Insert'; 'Segment Type' with 'Existing' (highlighted in green) and 'New' options; 'Segment Name' with a dropdown labeled 'Select...'; and 'Subscriber Number' with a dropdown labeled 'Subscriber Number'. At the bottom are three buttons: 'CANCEL', 'RESET', and 'CREATE' (highlighted in orange).

Figure 560 Offline Segment Input Screen

3. Enter/select the following information in the corresponding fields. If fields marked with “|” are mandatory.

Field	Description
Upload Type	
Single Entry	Click the Single Entry option button to upload the single-entry segment.

Field	Description
Bulk Upload	Click the Bulk Upload option button to bulk upload the segments.
Operation Type	This field is auto-filled and non-editable.
Segment Type	
Existing	Click the Existing option button to select the existing segment.
New	Click the New option button to enter the new segment.
Segment Name	Select the Segment Name in the drop-down list. Note: The Segment drop-down list will be displayed if “ Existing ” is selected as Segment Type. Or Enter the name of the segment in the corresponding field. Note: The Segment name field will be displayed if “ New ” is selected as the Segment Type.
Subscriber Number	Enter the unique number of the subscriber in the corresponding field. Note: This field will be displayed if “ Single Entry ” is selected as the Upload Type.
Bulk Upload	Select the Choose File button to upload the file. Note: File format should be either .txt or .csv & file content should be a mobile number or micro-segment. This field will be displayed if “ Bulk Upload ” is selected as the Upload Type.
Download Sample File	Click the Download button to download the sample offline segment file. The following is the sample offline segment file:  OfflineSegment.csv
Validation Required	To turn the validate required “on” or “off”, click the Validation Required under the Offline Segment menu.

4. After providing the required details, click **CREATE**.

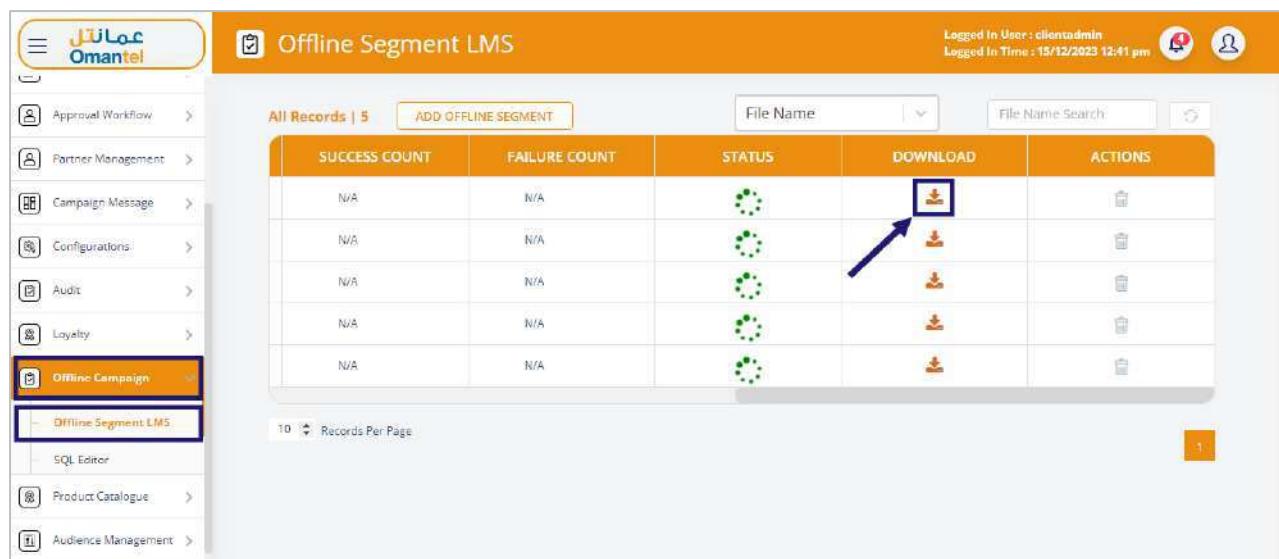
Note: Click the **Upload** button to save the campaign if Bulk Upload is selected as the Upload Type.

A confirmation message is displayed, indicating that the process is added successfully.

13.1.2 Download Subscriber Number

Using this download option, you can download the subscriber number configured for the segment. To download the subscriber number,

1. On the **Offline Campaign** screen, click the **Download** button to download the subscriber number. Refer to the following screen.



The screenshot shows the 'Offline Segment LMS' application interface. On the left, there's a sidebar with various menu items like Approval Workflow, Partner Management, Campaign Message, Configurations, Audit, Loyalty, Offline Campaign (which is selected and highlighted in orange), Offline Segment LMS (selected and highlighted in blue), SQL Editor, Product Catalogue, and Audience Management. The main area has a title 'Offline Segment LMS' with a search bar for 'File Name'. Below is a table with columns: SUCCESS COUNT, FAILURE COUNT, STATUS, DOWNLOAD, and ACTIONS. Each row in the table has a green circular status icon, a download button (a small orange square with a downward arrow), and a 'View' button (an eye icon). An arrow points to the first download button in the table.

SUCCESS COUNT	FAILURE COUNT	STATUS	DOWNLOAD	ACTIONS
N/A	N/A	Green Circle		
N/A	N/A	Green Circle		
N/A	N/A	Green Circle		
N/A	N/A	Green Circle		
N/A	N/A	Green Circle		

Figure 561 Offline Campaign – Download Button

- After clicking the **Download** button, the file will be downloaded.

The following is the sample file:



13.1.3 Delete Offline Segment

Using this delete option, you can delete the existing offline segment.

- On the **Offline Segment** screen, click the **Delete** button to delete the offline segment details. Refer to the following screen.



The screenshot shows the 'Offline Segment LMS' application interface. On the left, there's a sidebar with various menu items like Approval Workflow, Partner Management, Campaign Message, Configurations, Audit, Loyalty, Offline Campaign (which is selected and highlighted), Offline Segment LMS (selected), SQL Editor, Product Catalogue, and Audience Management. The main area has a title 'Offline Segment LMS' with a back arrow. Below it is a table with columns: SUCCESS COUNT, FAILURE COUNT, STATUS, DOWNLOAD, and ACTIONS. The ACTIONS column contains icons for edit, delete, and info. A blue box and arrow highlight the delete icon in the first row. At the top right, it says 'Logged In User: clientadmin' and 'Logged In Time: 15/12/2023 12:41 pm'. There are also user profile and settings icons.

SUCCESS COUNT	FAILURE COUNT	STATUS	DOWNLOAD	ACTIONS
N/A	N/A			

Figure 562 Offline Campaign –Delete Button

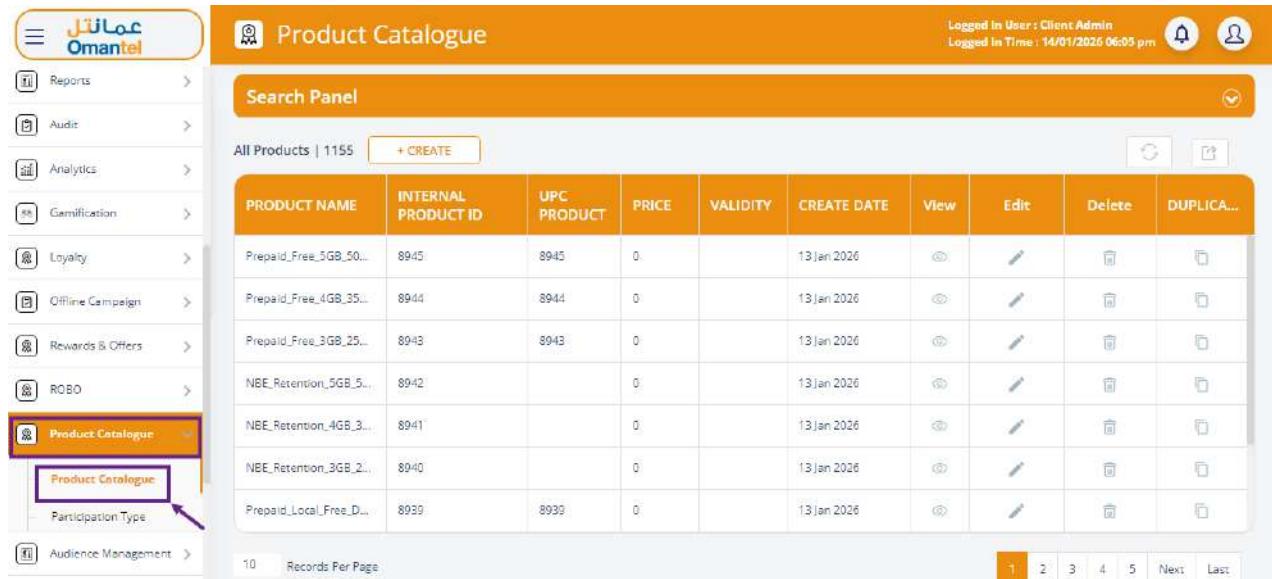
14 Product Catalogue

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.



PRODUCT NAME	INTERNAL PRODUCT ID	UPC PRODUCT	PRICE	VALIDITY	CREATE DATE	View	Edit	Delete	DUPA...
Prepaid_Free_5GB_50...	8945	8945	0		13 Jan 2026				
Prepaid_Free_4GB_35...	8944	8944	0		13 Jan 2026				
Prepaid_Free_3GB_25...	8943	8943	0		13 Jan 2026				
NEE_Retention_5GB_5...	8942		0		13 Jan 2026				
NEE_Retention_4GB_3...	8941		0		13 Jan 2026				
NEE_Retention_3GB_2...	8940		0		13 Jan 2026				
Prepaid_Local_Free_D...	8939	8939	0		13 Jan 2026				

All Products | 1155 + CREATE

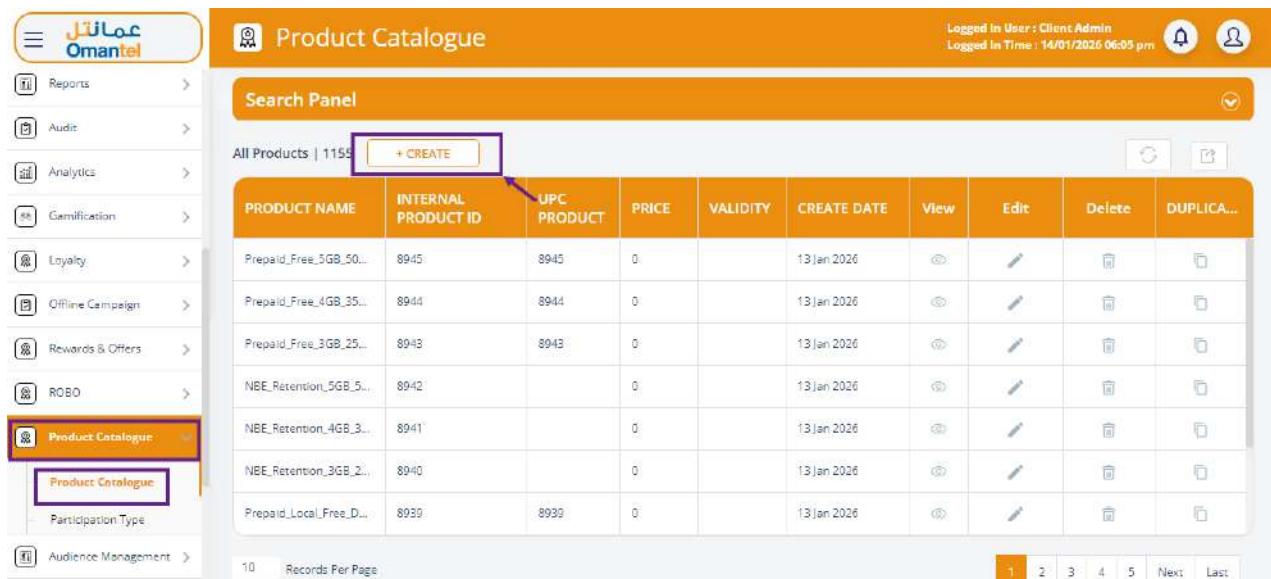
Records Per Page: 10 Page: 1 / 5 Next Last

Figure 563 Product Catalogue Details Screen

14.1.1 Create Product Offer

Using this option, you can create a new product offer.

1. On the **Product Catalogue** screen, click the **+CREATE** button to create a new product offer. Refer to the following screen.

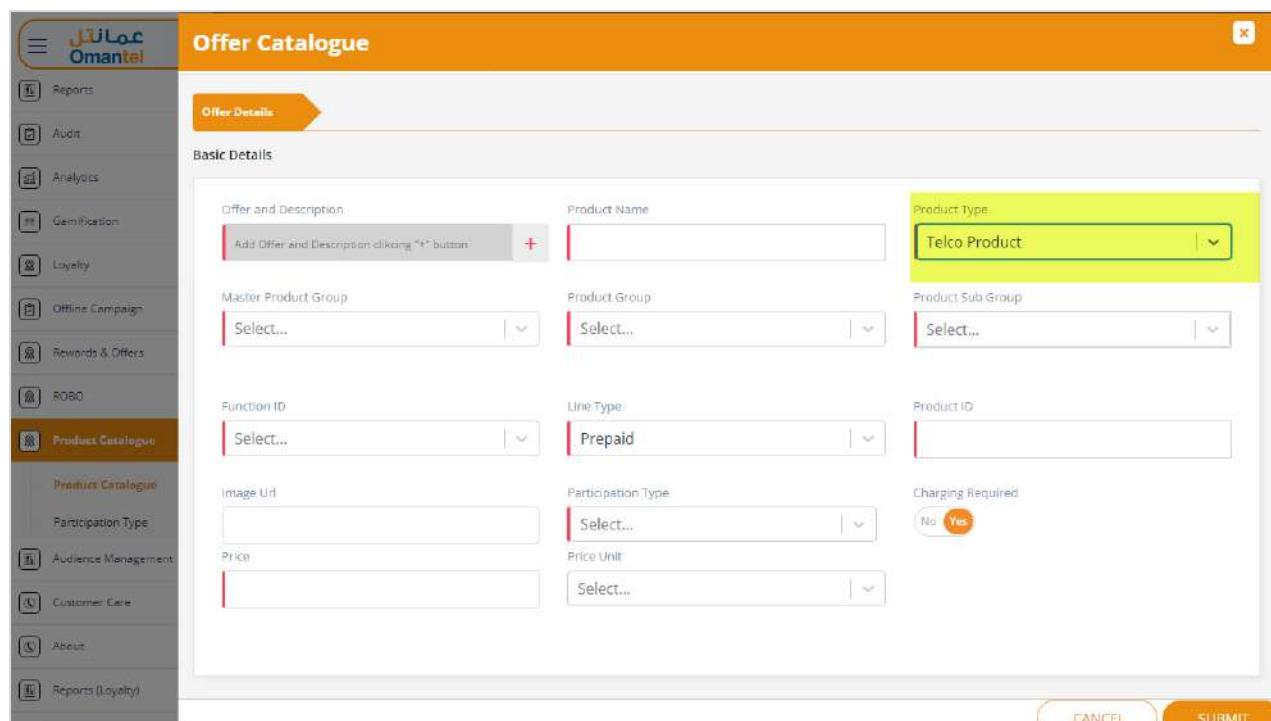


The screenshot shows the Omantel Magik User Manual interface. The left sidebar has a 'Product Catalogue' section selected. The main area is titled 'Product Catalogue' and contains a 'Search Panel'. A table lists products with columns: PRODUCT NAME, INTERNAL PRODUCT ID, UPC PRODUCT, PRICE, VALIDITY, CREATE DATE, View, Edit, Delete, and DUPLIC...'. A row of icons for each product includes a magnifying glass, a pencil, a trash can, and a square. At the top right, it says 'Logged in User: Client Admin' and 'Logged In Time: 14/01/2026 06:05 pm'. A blue box highlights the '+CREATE' button in the top center of the table header.

Figure 564 Product Catalogue - Create Button

2. After clicking the **+CREATE** button, the following screen is displayed.

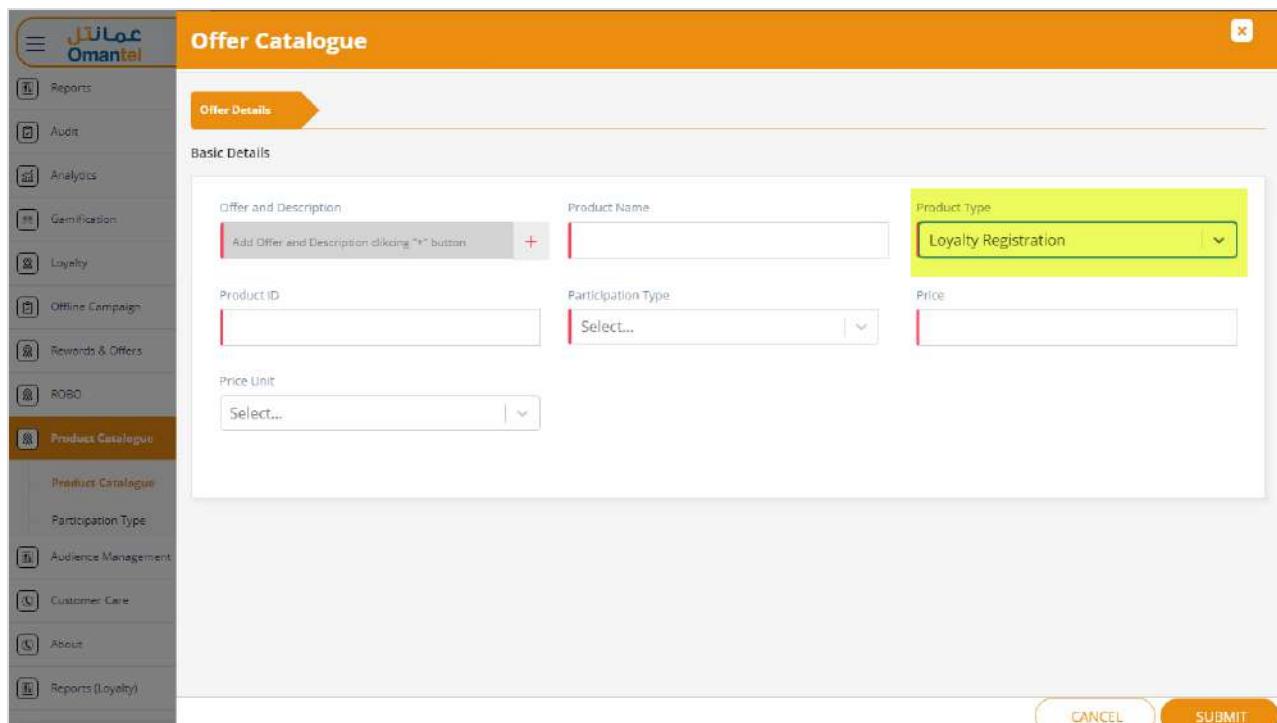
Note: The following screen is displayed if “**Telco Product**” is selected in the drop-down list of Product Type.



The screenshot shows the 'Offer Catalogue' screen. The left sidebar has a 'Product Catalogue' section selected. The main area is titled 'Offer Catalogue' and has a 'Offer Details' tab selected. Under 'Basic Details', there are several input fields: 'Offer and Description' (with a placeholder 'Add Offer and Description clicking "+" button'), 'Product Name' (empty), 'Product Type' (set to 'Telco Product'), 'Master Product Group' (dropdown 'Select...'), 'Product Group' (dropdown 'Select...'), 'Product Sub Group' (dropdown 'Select...'), 'Function ID' (dropdown 'Select...'), 'Line Type' (set to 'Prepaid'), 'Product ID' (empty), 'Image Url' (empty), 'Participation Type' (dropdown 'Select...'), 'Charging Required' (radio buttons 'No' and 'Yes' with 'Yes' selected), 'Price' (empty), 'Price Unit' (dropdown 'Select...'), and 'CANCEL' and 'SUBMIT' buttons at the bottom right. A blue box highlights the 'Product Type' dropdown which is set to 'Telco Product'.

Figure 565 Offer Catalogue – Telco Product Type

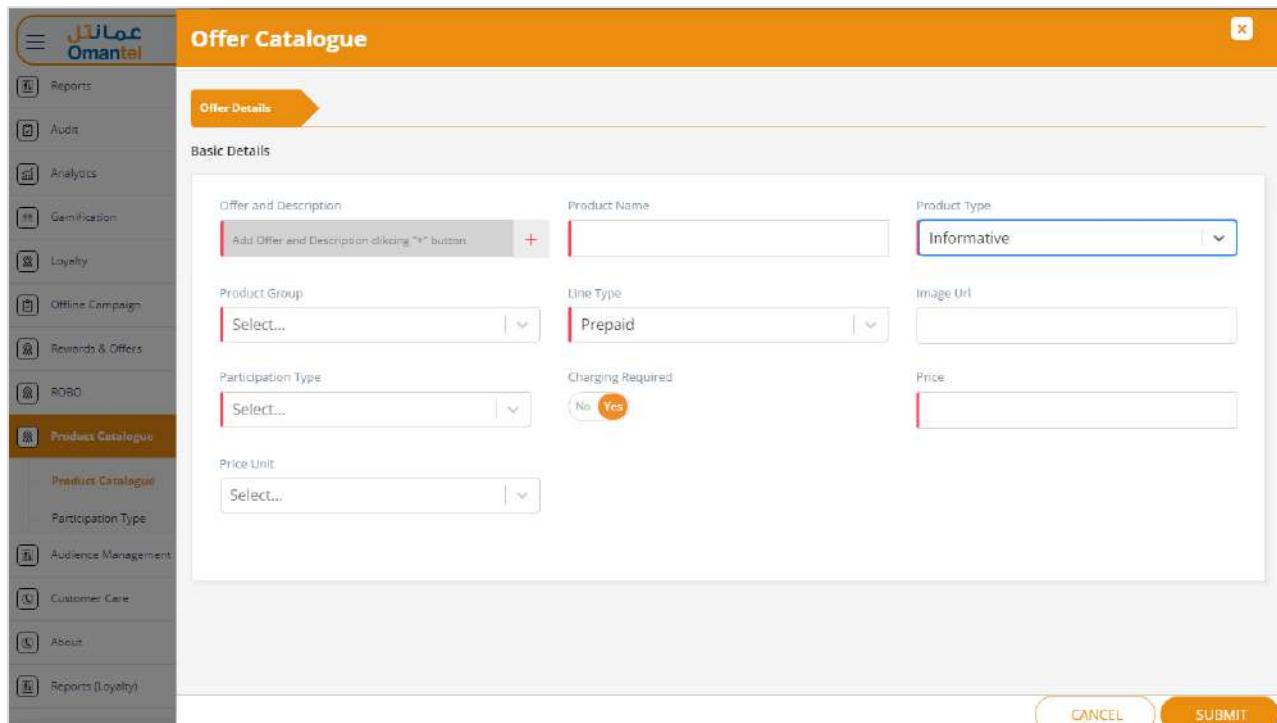
Note: The following screen is displayed if “**Loyalty Registration**” is selected in the drop-down list of Product Type.



The screenshot shows the 'Offer Catalogue' interface for 'Loyalty Registration'. The left sidebar has a 'Product Catalogue' section selected. The main area is titled 'Offer Details' and contains a 'Basic Details' form. The 'Product Type' dropdown is set to 'Loyalty Registration'. Other fields include 'Offer and Description' (with a note to add details), 'Product Name', 'Product ID', 'Participation Type' (dropdown), 'Price', 'Price Unit' (dropdown), and 'Image URL'. Buttons at the bottom are 'CANCEL' and 'SUBMIT'.

Figure 566 Offer Catalogue – Loyalty Registration

Note: The following screen is displayed if “**Informative**” is selected in the drop-down list of Product Type.



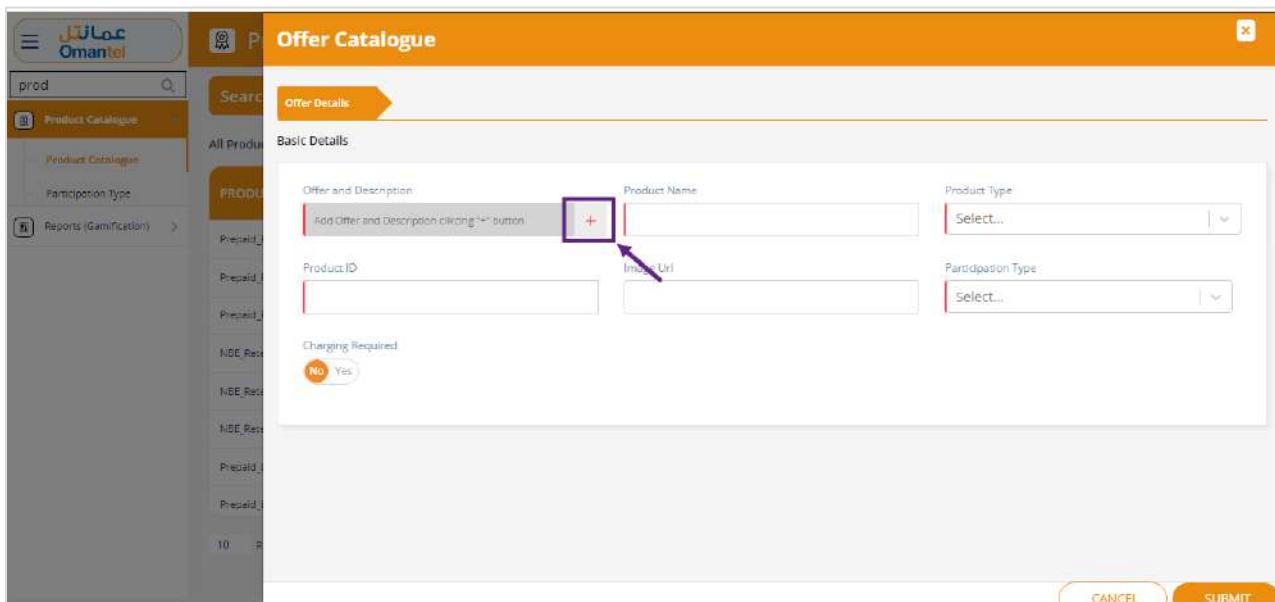
The screenshot shows the 'Offer Catalogue' interface for 'Informative'. The left sidebar has a 'Product Catalogue' section selected. The main area is titled 'Offer Details' and contains a 'Basic Details' form. The 'Product Type' dropdown is set to 'Informative'. Other fields include 'Offer and Description' (with a note to add details), 'Product Name', 'Product Group' (dropdown), 'Line Type' (dropdown), 'Image URL', 'Participation Type' (dropdown), 'Charging Required' (radio buttons 'No' and 'Yes'), 'Price', 'Price Unit' (dropdown), and 'Image URL'. Buttons at the bottom are 'CANCEL' and 'SUBMIT'.

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.

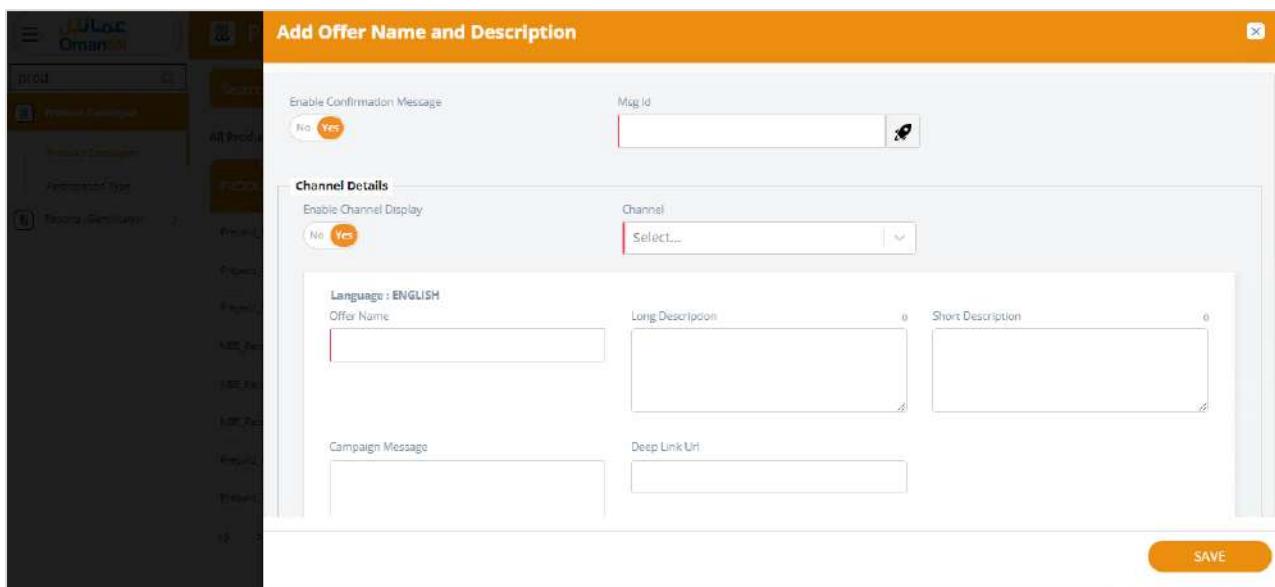
4. On the **Offer Catalogue** screen, click the **Add** button to add the offer details. Refer to the following screen.



The screenshot shows the 'Offer Catalogue' interface. In the center, there's a form titled 'Offer Details'. The 'Basic Details' section contains fields for 'Offer and Description' (with a plus sign button highlighted), 'Product Name', 'Product Type', 'Product ID', 'Image Url', and 'Participation Type'. Below these are sections for 'Charging Required' (with 'Yes' selected) and 'Offer Details' (with 'Offer Name', 'Long Description', 'Short Description', 'Campaign Message', and 'Deep Link Url'). At the bottom are 'CANCEL' and 'SUBMIT' buttons.

Figure 568 Offer Catalogue – Add Button

5. After clicking the **Add** button, the following screen will be displayed.

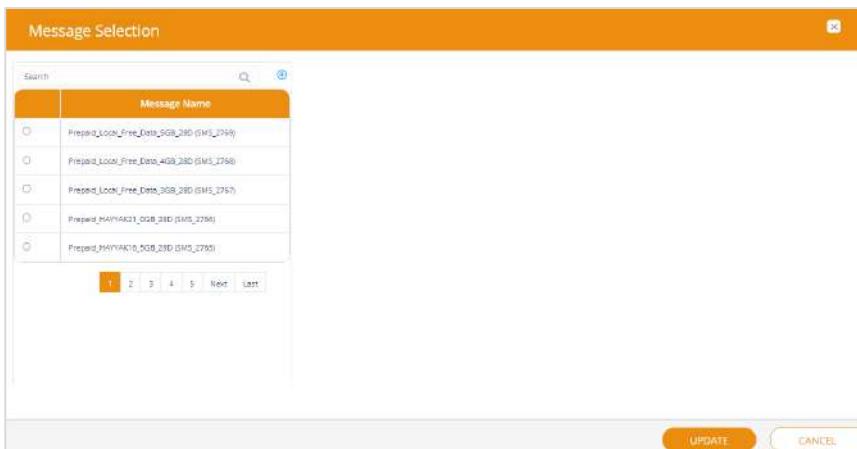
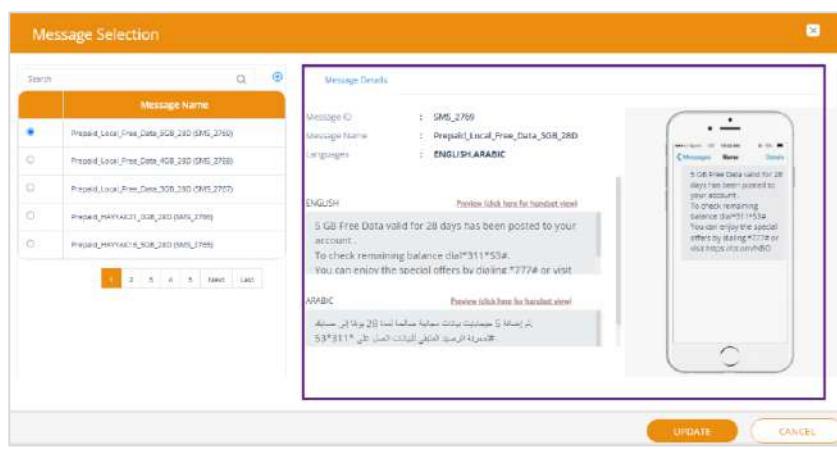


This screenshot shows the 'Add Offer Name and Description' dialog. It includes fields for 'Enable Confirmation Message' (checkbox highlighted), 'Msg Id', 'Channel Details' (with 'Enable Channel Display' checkbox), 'Language : ENGLISH', 'Offer Name', 'Long Description', 'Short Description', 'Campaign Message', 'Deep Link Url', and a 'SAVE' button.

Figure 569 Add Offer Name and Description

6. Enter/Select the following details in the corresponding fields. If the fields are marked with “|” is mandatory.

Field	Description
General Details	
Enable Confirmation Message	Enables or disables a confirmation message that is shown to the user after a successful offer action. Select Yes to display a confirmation message, or No to disable it.
Msg Id	Select a unique message identifier that is used to map the confirmation or campaign message with the messaging system.

Field	Description
	<p>Select  to select the message. The following screen will be displayed.</p>  <ul style="list-style-type: none"> Select the Message that needs to be sent to the user. The following screen will be displayed.  <p>The selected message details will be displayed, and click Update will save the action.</p>
Channel Details	
Enable Channel Display	Controls whether the offer content is displayed for the selected communication channel. Select “Yes” to enable channel-specific display.
Channel	Selects the communication channel on which the offer will be displayed in the drop-down list.
Note: This field is displayed if “ Enable Channel Display ” is enabled.	
Language Details	
Note: Users must provide details in English and Arabic.	
Offer Name	Enter the customer-facing name of the offer in the selected language.
Long Description	Enter the detailed description of the offer.
Short Description	Enter a summary of the offer.
Campaign Message	Enter the campaign-specific message text associated with the offer.
Deep Link URL	Enter the deep link URL that redirects users to a specific screen or page when they interact with the offer.

Field	Description																											
	<ul style="list-style-type: none"> Click the Add Details button to add multiple details. The following screen will be displayed. <div style="border: 1px solid #ccc; padding: 10px; margin-top: 10px;"> <table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th>Language</th> <th>Channel</th> <th>Offer Name</th> <th>Long Description</th> <th>Short Description</th> <th>Campaign Message</th> <th>Deep Link Url</th> <th>Msg Id</th> <th>Edit</th> </tr> </thead> <tbody> <tr> <td>ENGLISH</td> <td>MAKASIB</td> <td>New Offer</td> <td></td> <td></td> <td></td> <td></td> <td>2760</td> <td></td> </tr> <tr> <td>ARABIC</td> <td>MAKASIB</td> <td>جديدة</td> <td></td> <td></td> <td></td> <td></td> <td>2769</td> <td></td> </tr> </tbody> </table> </div> <ul style="list-style-type: none"> Click the Modify button to edit the existing language details. 	Language	Channel	Offer Name	Long Description	Short Description	Campaign Message	Deep Link Url	Msg Id	Edit	ENGLISH	MAKASIB	New Offer					2760		ARABIC	MAKASIB	جديدة					2769	
Language	Channel	Offer Name	Long Description	Short Description	Campaign Message	Deep Link Url	Msg Id	Edit																				
ENGLISH	MAKASIB	New Offer					2760																					
ARABIC	MAKASIB	جديدة					2769																					

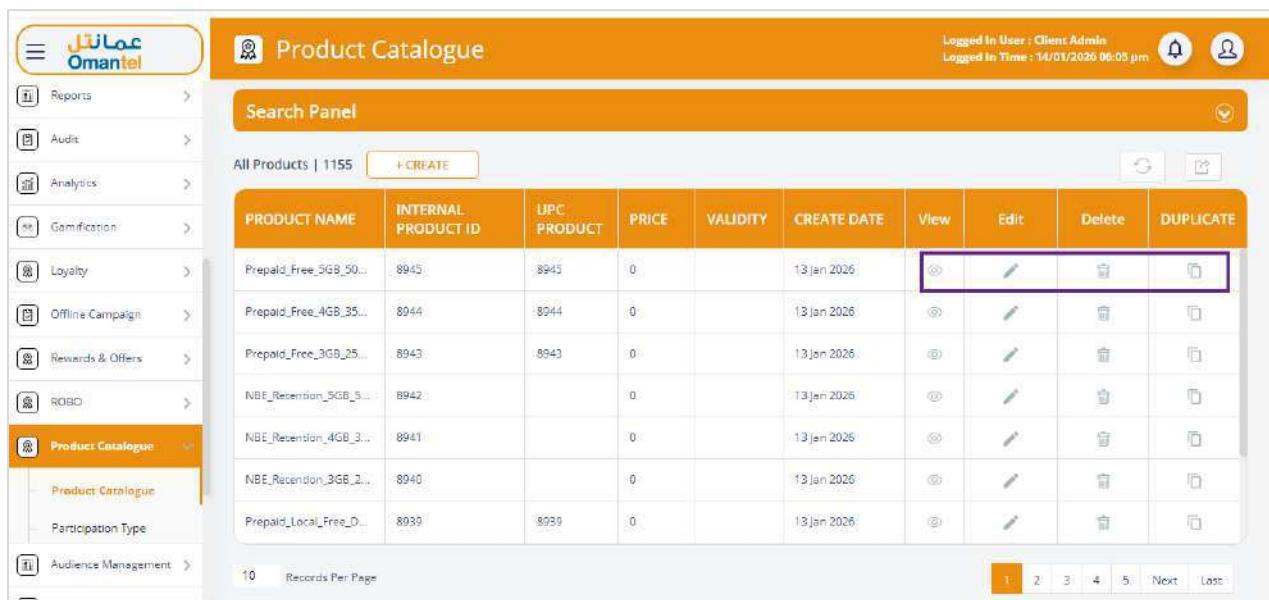
7. After providing the required fields, click **Submit**.

A confirmation message is displayed, indicating that the product offer is created successfully.

14.1.2 View, Modify, and Delete Product Offer

Using this option, you can view, modify, and delete the existing product offer details.

- On the **Product Catalogue** screen, click the **View** button to view the product offer details. Refer to the following screen.
- On the **Product Catalogue** screen, click the **Modify** button to modify the product offer details. Refer to the following screen.
- On the **Product Catalogue** screen, click the **Copy** button to copy the product offer details. Refer to the following screen.
- On the **Product Catalogue** screen, click the **Delete** button to delete the existing product offer details. Refer to the following screen.



The screenshot shows the Product Catalogue screen with the following details:

- Header:** Shows the Omantel logo and the title "Product Catalogue". It also displays the logged-in user as "Client Admin" and the log-in time as "14/01/2020 06:05 pm".
- Left Sidebar:** A navigation menu with the following items:
 - Reports
 - Audit
 - Analytics
 - Gamification
 - Loyalty
 - Offline Campaign
 - Rewards & Offers
 - ROBO
 - Product Catalogue** (selected)
 - Participation Type
 - Audience Management
- Search Panel:** Includes a search bar and a "CREATE" button.
- Data Table:** A grid displaying product offers with the following columns:

PRODUCT NAME	INTERNAL PRODUCT ID	UPC PRODUCT	PRICE	VALIDITY	CREATE DATE	View	Edit	Delete	DUPLICATE
Prepaid_Free_5GB_50...	8945	8945	0		13-Jan-2026				
Prepaid_Free_4GB_35...	8944	8944	0		13-Jan-2026				
Prepaid_Free_3GB_25...	8943	8943	0		13-Jan-2026				
NBE_Retention_5GB_5...	8942		0		13-Jan-2026				
NBE_Retention_4GB_3...	8941		0		13-Jan-2026				
NBE_Retention_3GB_2...	8940		0		13-Jan-2026				
Prepaid_Local_Free_D...	8939	8939	0		13-Jan-2026				
- Pagination:** Shows "10 Records Per Page" and a page navigation bar with buttons for 1, 2, 3, 4, 5, Next, and Last.

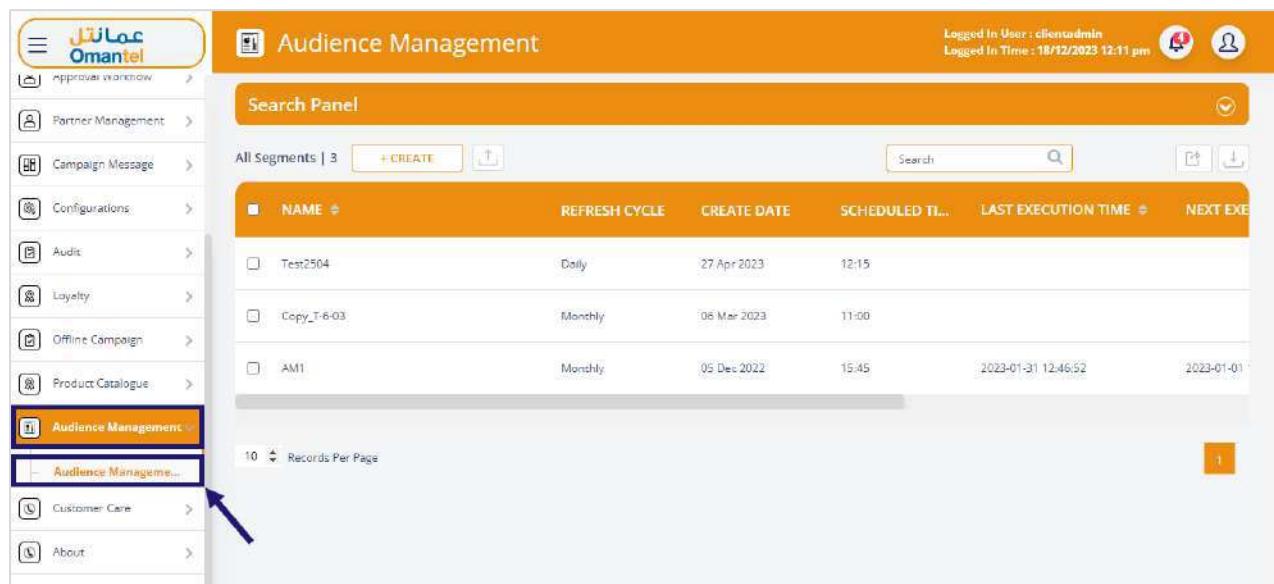
Figure 570 Product Catalogue – View, Modify, Copy, and Delete Operations

15 Audience Management

Using this audience management option, you can create a new segment and schedule it for the campaign execution. The audience is configured with a set of rules (Conditions, Condition Group, and Action) to attach to the different products. You can also modify and delete the existing audience details.

To manage the audience,

1. On the side menu, click **Audience Management >> Audience Management** to view audience details. Refer to the following screen.



Name	Refresh Cycle	Create Date	Scheduled Time	Last Execution Time	Next Execution Time
Test2504	Daily	27 Apr 2023	12:15		
Copy_T-6-03	Monthly	06 Mar 2023	11:00		
AM1	Monthly	05 Dec 2022	15:45	2023-01-31 12:46:52	2023-01-01

Figure 571 Audience Management – Audience Management

2. On the **Audience Management** screen, click the **Upload** button  to upload the audience details. Refer to the following screen.

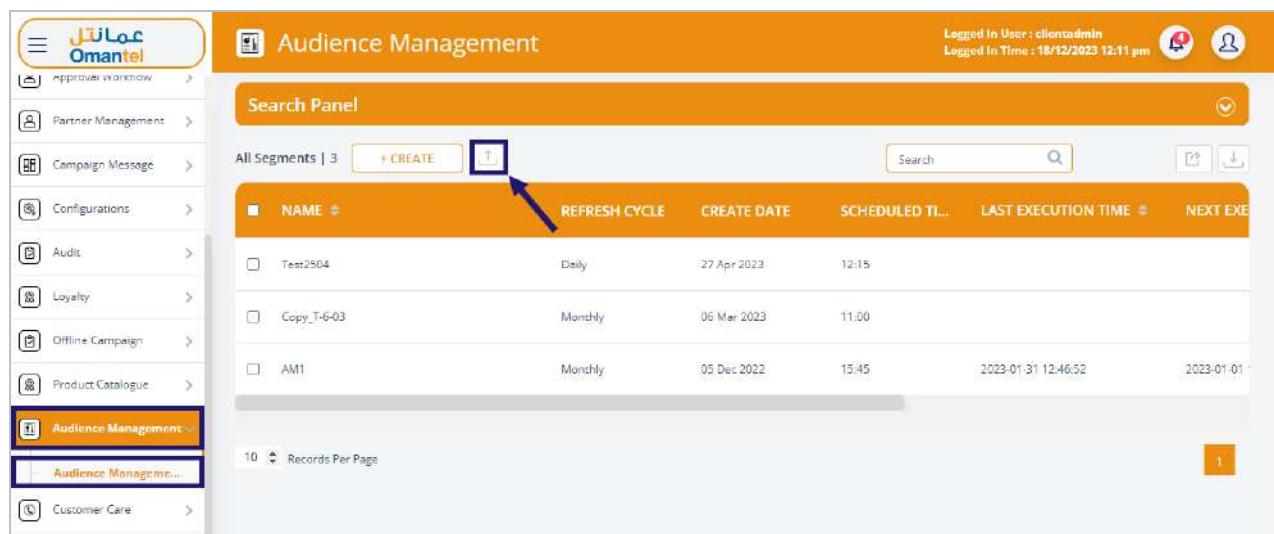


Figure 572 Audience Management - Upload Button

3. After clicking the **Upload** button, the following screen is displayed.

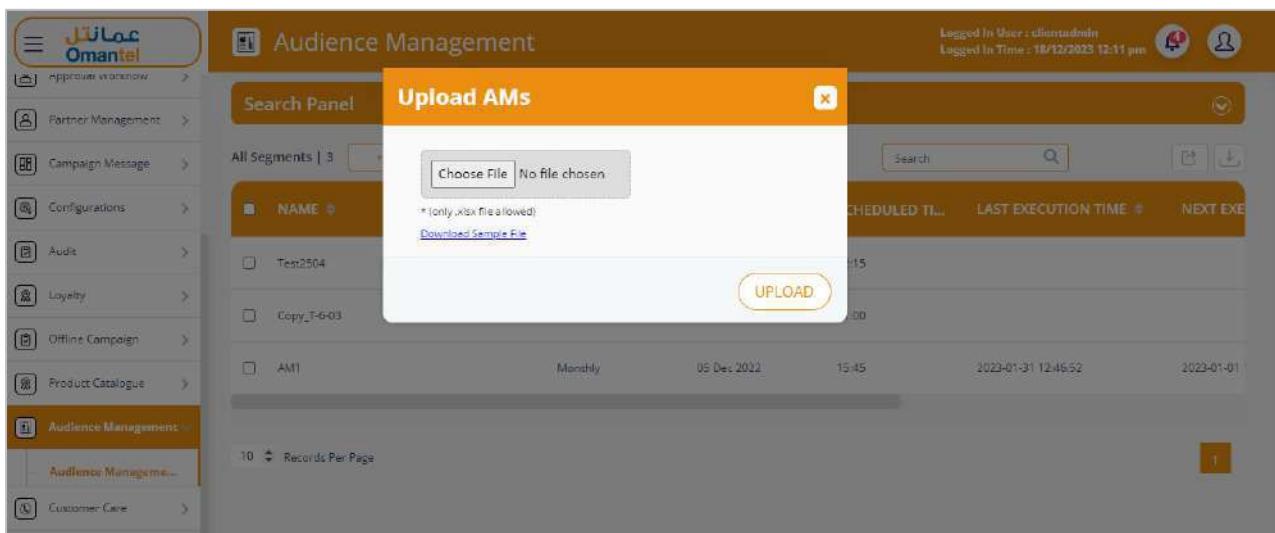


Figure 573 Upload Audience Management

4. Click **Choose File** to upload the file.

5. Click **Upload**.

A success message is displayed, indicating that the audience file is uploaded successfully.

- On the **Audience Management** screen, click the **Download** button  to download the audience details. Refer to the following screen.

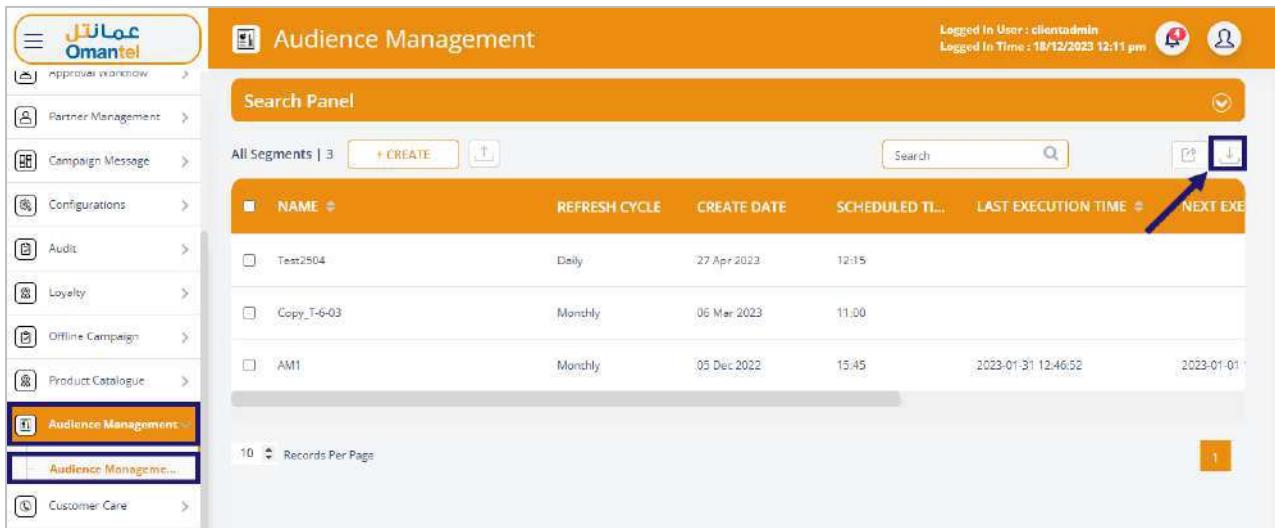


Figure 574 Audience Management - Download Button

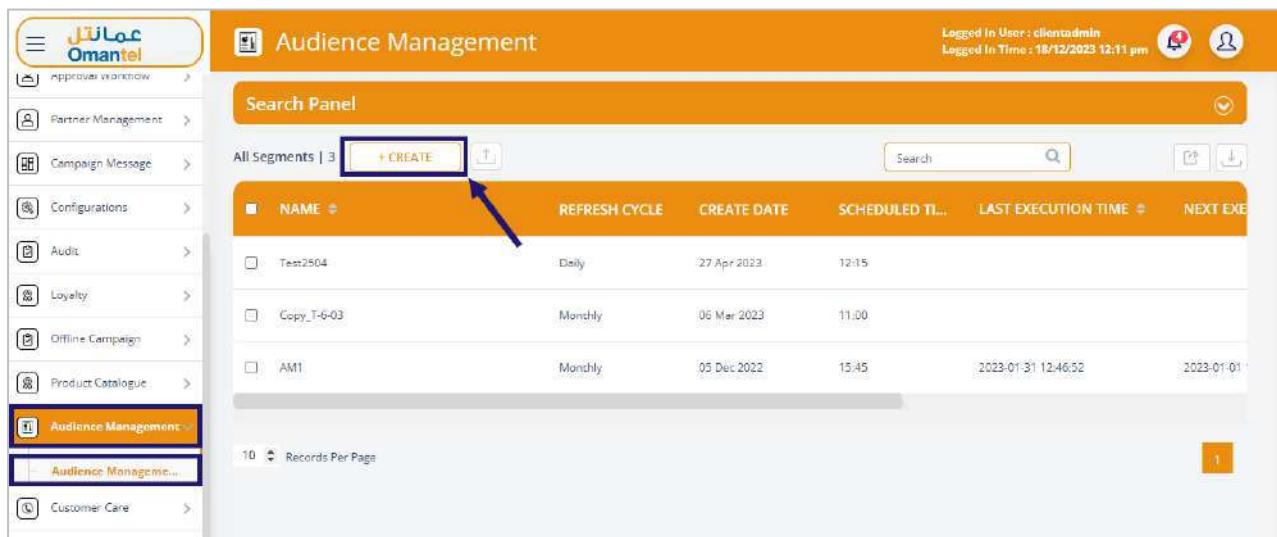
The following sample audience file will be downloaded.


Excel_AM_Rule
(1).xlsx

15.1 Create Audience

Using this option, you can create a new audience.

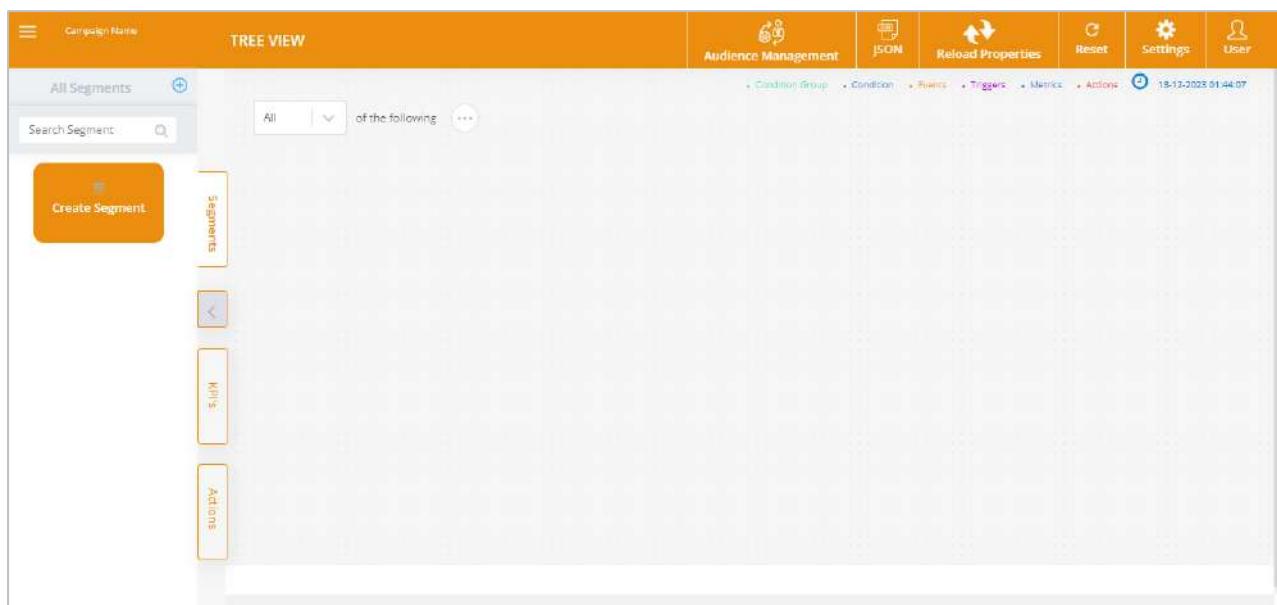
1. On the **Audience Management** screen, click the **+Create** button to create a new audience. Refer to the following screen.



The screenshot shows the Audience Management interface. On the left is a sidebar with various menu items like Approver Workflow, Partner Management, Campaign Message, Configurations, Audit, Loyalty, Offline Campaign, Product Catalogue, Audience Management, Audience Management (selected), and Customer Care. The main area is titled 'Audience Management' and contains a 'Search Panel'. Below it is a table with columns: NAME, REFRESH CYCLE, CREATE DATE, SCHEDULED TI..., LAST EXECUTION TIME, and NEXT EXE. Three rows of data are visible: 'Test2504' (Daily, 27 Apr 2023, 12:15), 'Copy_T-6-03' (Monthly, 06 Mar 2023, 11:00), and 'AM1' (Monthly, 05 Dec 2022, 15:45). At the top of the table, there is a 'CREATE' button with a blue arrow pointing to it. The status bar at the top right indicates 'Logged In User: clientadmin' and 'Logged In Time: 18/12/2023 12:11 pm'.

Figure 575 Audience Management – Create Button

2. After clicking the **+Create** button, the following screen will be displayed.



The screenshot shows the Segment creation screen. At the top, there is a header with 'Campaign Name' and 'TREE VIEW' buttons, followed by 'Audience Management', 'JSON', 'Reload Properties', 'Reset', 'Settings', and 'User' buttons. Below the header, there is a search bar labeled 'Search Segment' and a dropdown menu with options 'All', 'of the following', and '...'. A large orange button labeled 'Create Segment' is prominently displayed. To its right, there are several smaller, partially visible icons: 'Segments', 'Conditions', 'Events', 'Triggers', 'Metrics', and 'Actions'. The status bar at the bottom right shows the date and time: '18-12-2023 01:44:07'.

Figure 576 Segment

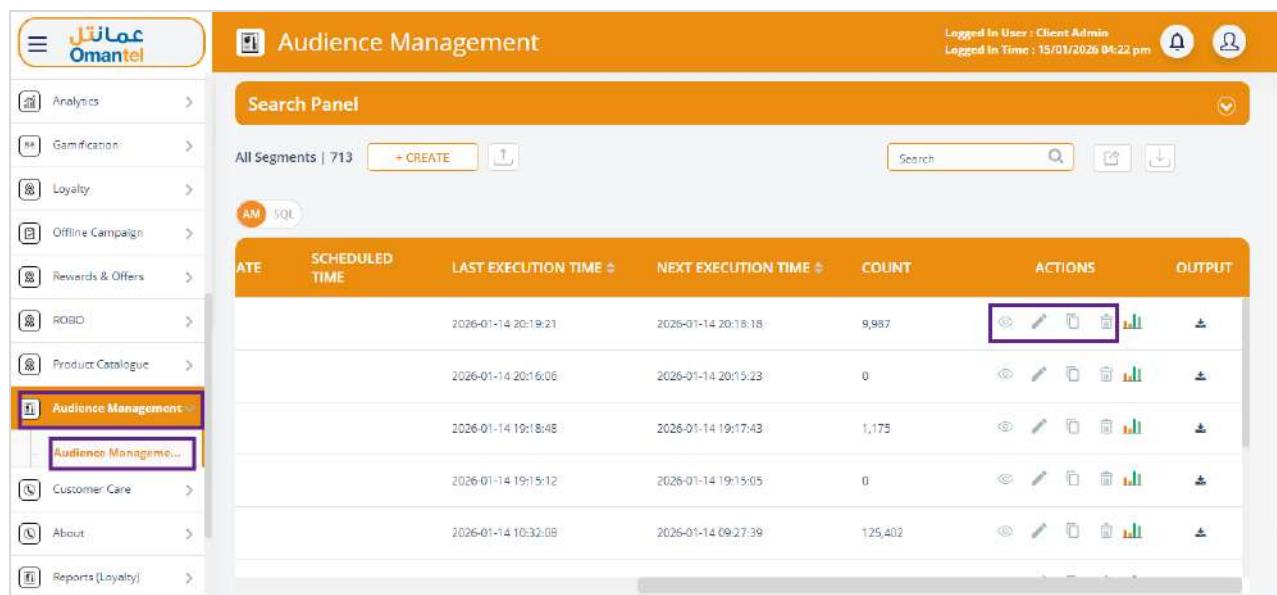
For more details about adding rules and schedules, see the section [**Rule Editor**](#).

15.2 View, Modify, Copy, and Delete Audience

Using this option, you can view, modify, copy, and delete the audience's details.

- On the **Audience Management** screen, click the **View** button  to create a new audience. Refer to the following screen.

- On the **Audience Management** screen, click the **Modify** button  to modify the audience details. Refer to the following screen.
- On the **Audience Management** screen, click the **Copy** button  to copy the segment to another instance. Refer to the following screen.
- On the **Audience Management** screen, click the **Delete** button  to delete the audience details. Refer to the following screen.



The screenshot shows the Audience Management screen for Omantel. The left sidebar has a tree view with nodes like Analytics, Gamification, Loyalty, Offline Campaign, Rewards & Offers, ROBO, Product Catalogue, Audience Management (which is selected and highlighted), Customer Care, About, and Reports (Loyalty). The main area is titled 'Audience Management' and contains a 'Search Panel' with a search bar and filters. Below is a table with columns: ATE, SCHEDULED TIME, LAST EXECUTION TIME, NEXT EXECUTION TIME, COUNT, ACTIONS, and OUTPUT. The first row has a COUNT of 9,987 and its 'Actions' column is highlighted with a purple border. The second row has a COUNT of 0. The third row has a COUNT of 1,175. The fourth row has a COUNT of 0. The fifth row has a COUNT of 125,402. Each row's 'Actions' column contains icons for Modify, Copy, Delete, and View.

ATE	SCHEDULED TIME	LAST EXECUTION TIME	NEXT EXECUTION TIME	COUNT	ACTIONS	OUTPUT
	2026-01-14 20:19:21	2026-01-14 20:18:18		9,987	   	
	2026-01-14 20:16:06	2026-01-14 20:15:23		0	   	
	2026-01-14 19:18:48	2026-01-14 19:17:43		1,175	   	
	2026-01-14 19:15:12	2026-01-14 19:15:05		0	   	
	2026-01-14 10:32:08	2026-01-14 09:27:39		125,402	   	

Figure 577 Audience Management – Delete Button

16 Customer Care

Using this customer care option, you can manage the following operations:

- Create Account
- User Profile
- Transaction History
- Delete Account
- Response Notification

16.1 Create Account

Using this create option, you can create a new account.

1. On the side menu, click **Customer Care >> Create Account** to create a new account. Refer to the following screen.

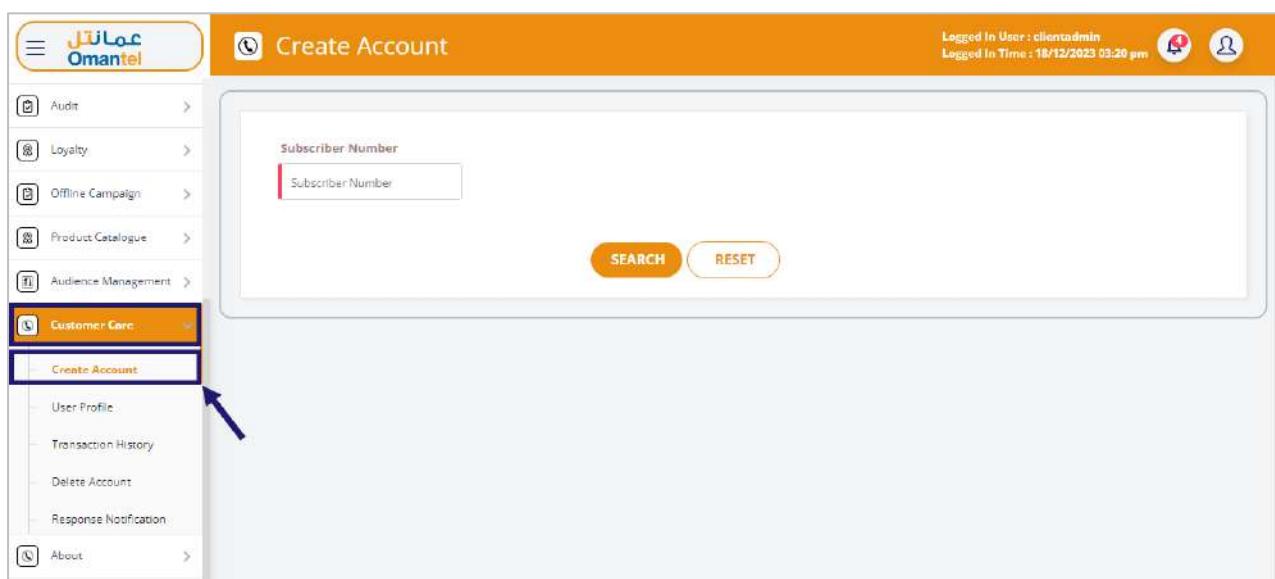


Figure 578 Customer Care - Create Account

Note: Enter the following information in the corresponding fields. If fields marked with “|” are mandatory.

2. Enter the **Subscriber Number**.

3. Click **Search**. Refer to the following screen.

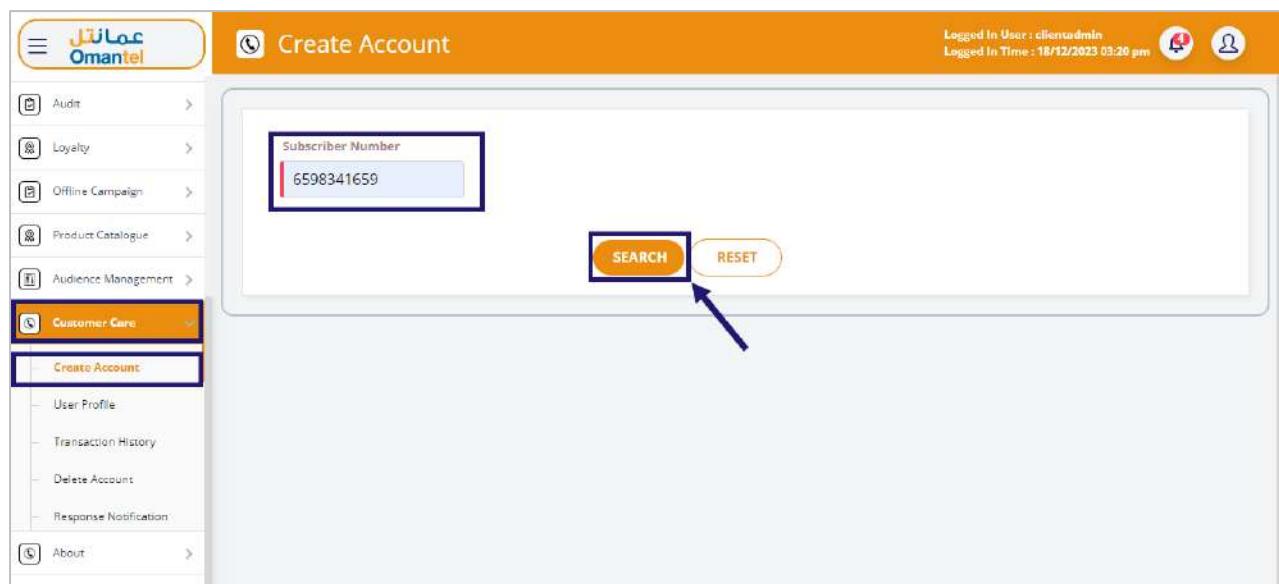


Figure 579 Create Account – Search Button

- After clicking the **Search** button, the following message is displayed.

A success message is displayed, indicating that the loyalty account is created successfully.

16.2 User Profile

Using this user profile option, you can view the profile details of the user. To manage the user profile,

- On the side menu, click **Customer Care >> User Profile** to view user details. Refer to the following screen.

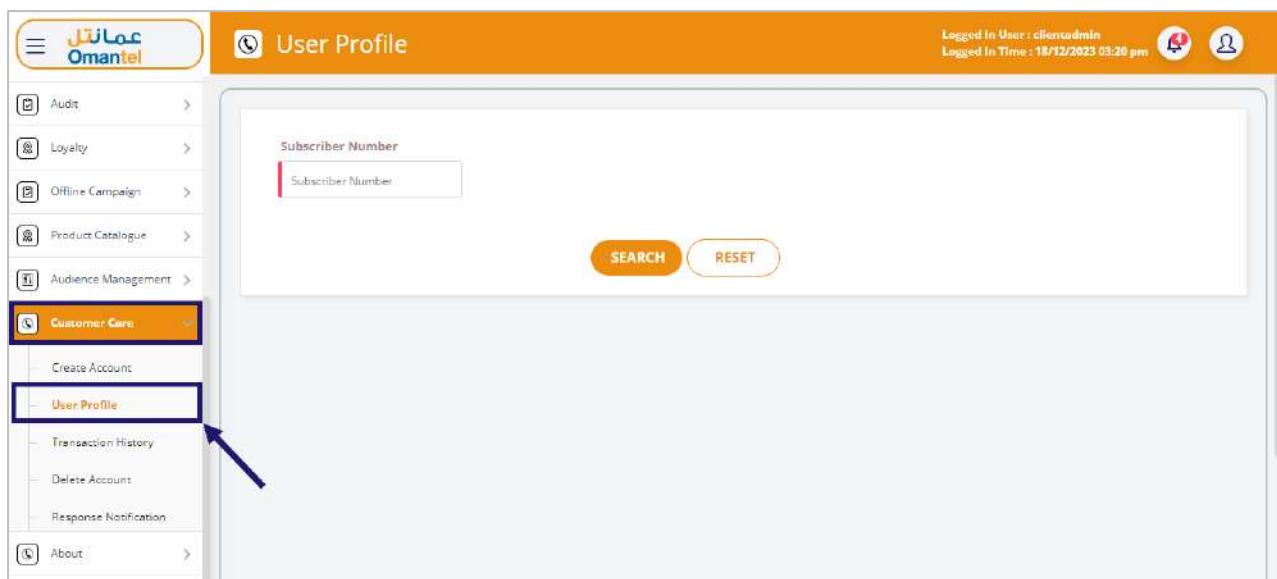


Figure 580 Customer Care – User Profile

Note: Enter the following information in the corresponding fields. If fields marked with “|” are mandatory.

2. Enter the **Subscriber Number**.
3. Click **Search**. Refer to the following screen.

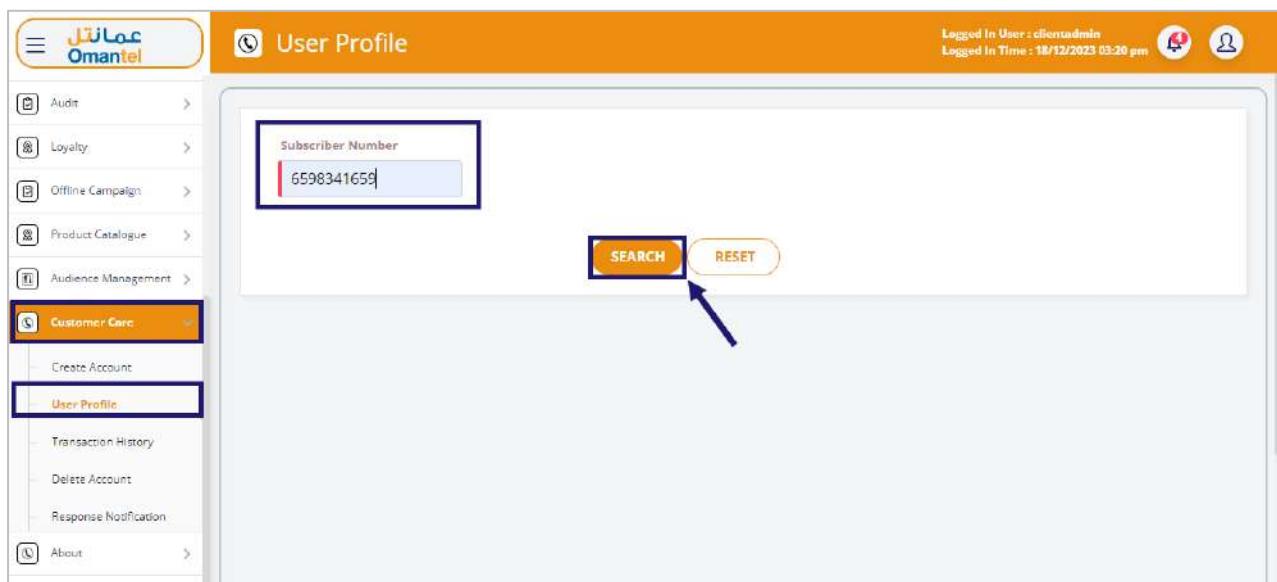
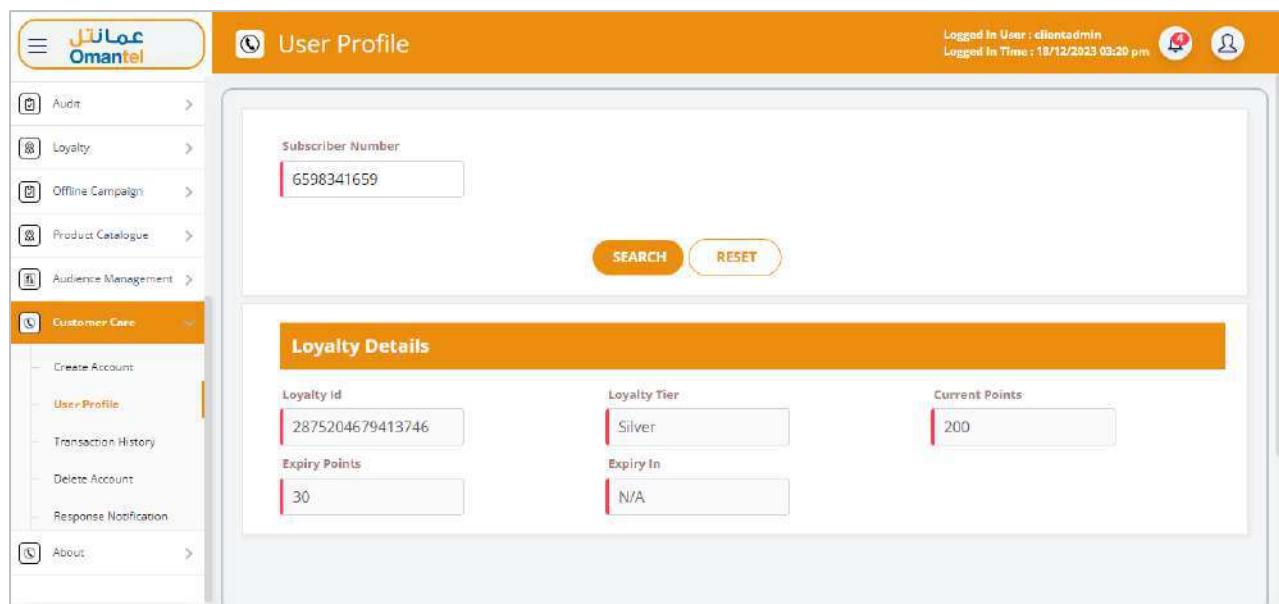


Figure 581 User Profile – Search Button

4. After clicking the **Search** button, the following screen is displayed.



The screenshot shows the 'User Profile' input screen. At the top left is the Omantel logo. The top right displays the logged-in user information ('Logged In User: clientadmin' and 'Logged In Time: 18/12/2023 03:20 pm') and a notification icon showing '4' notifications. The main area has a yellow header bar with the title 'User Profile'. Below it, a search form includes a 'Subscriber Number' input field containing '6598341659', a 'SEARCH' button, and a 'RESET' button. A section titled 'Loyalty Details' contains five fields: 'Loyalty Id' (2875204679413746), 'Loyalty Tier' (Silver), 'Current Points' (200), 'Expiry Points' (30), and 'Expiry In' (N/A). On the left side, a vertical navigation menu under 'Customer Care' is visible, with 'User Profile' being the selected item.

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.

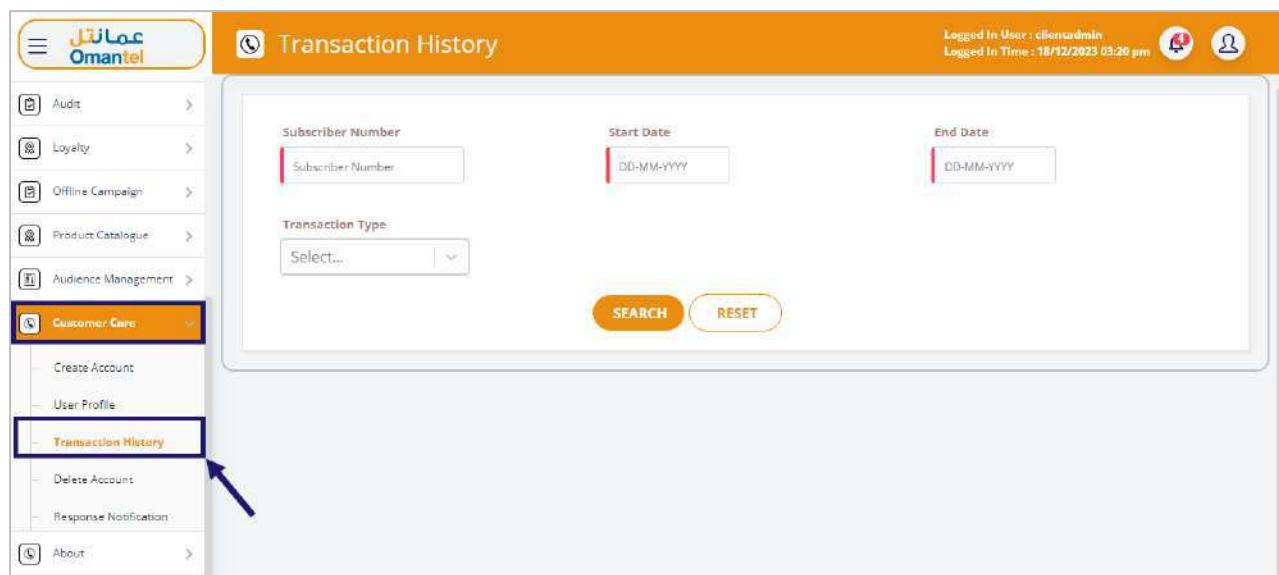
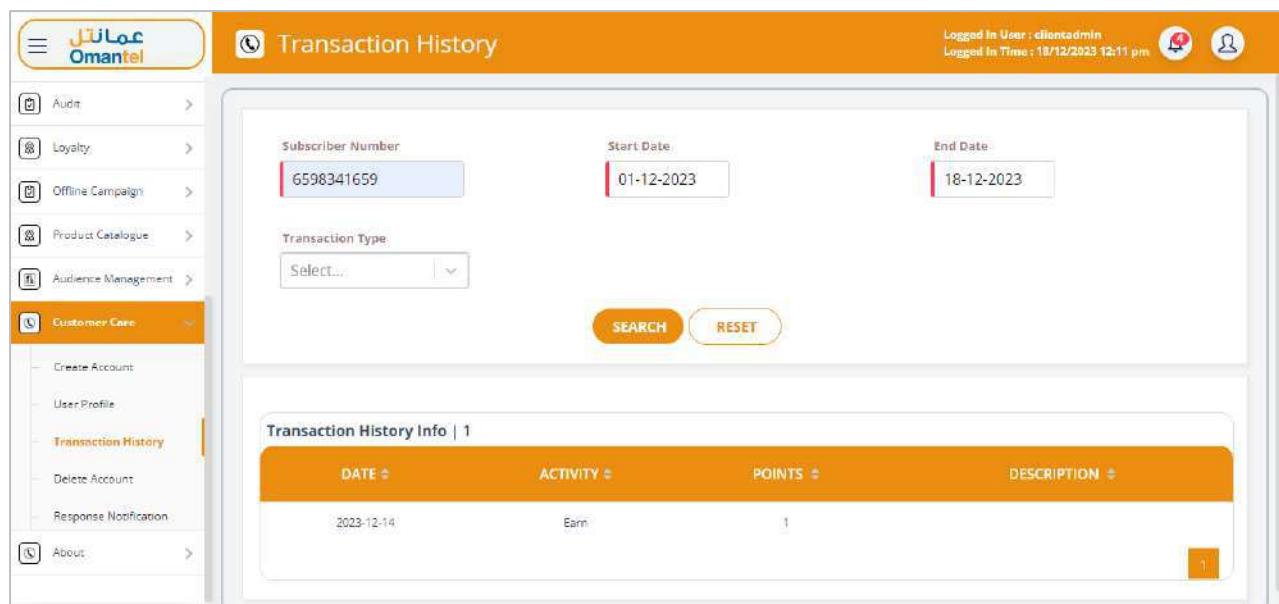


Figure 583 Customer Care – Transaction History

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.



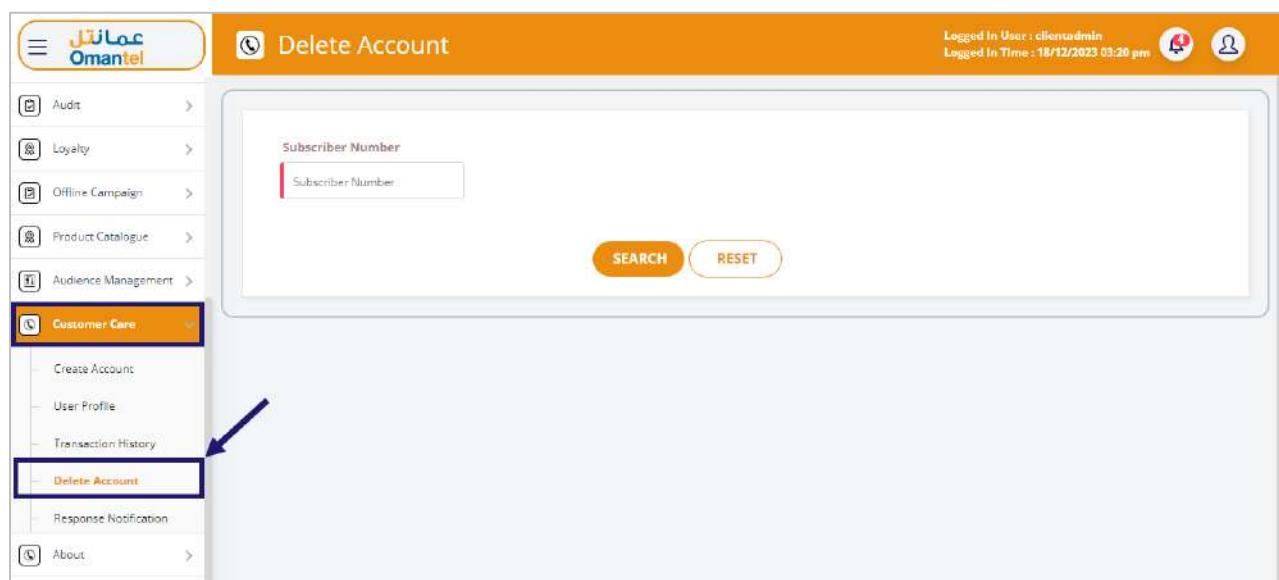
Logged In User : clientadmin
Logged In Time : 18/12/2023 12:11 pm

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.



Logged In User : clientadmin
Logged In Time : 18/12/2023 03:20 pm

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.

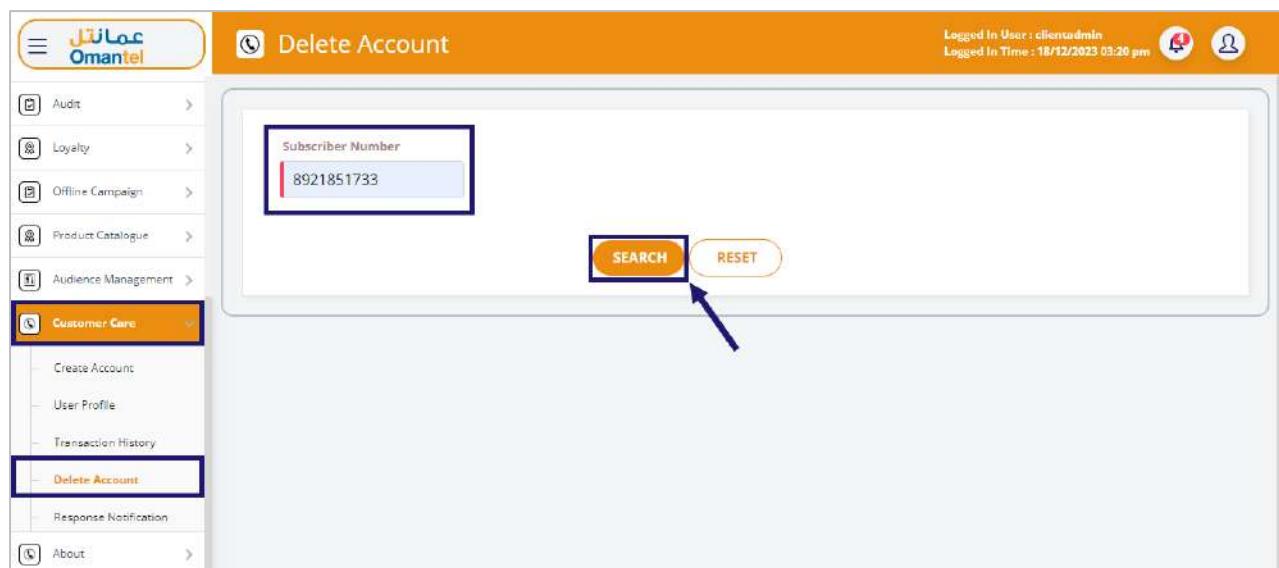


Figure 586 Delete Account – Search Button

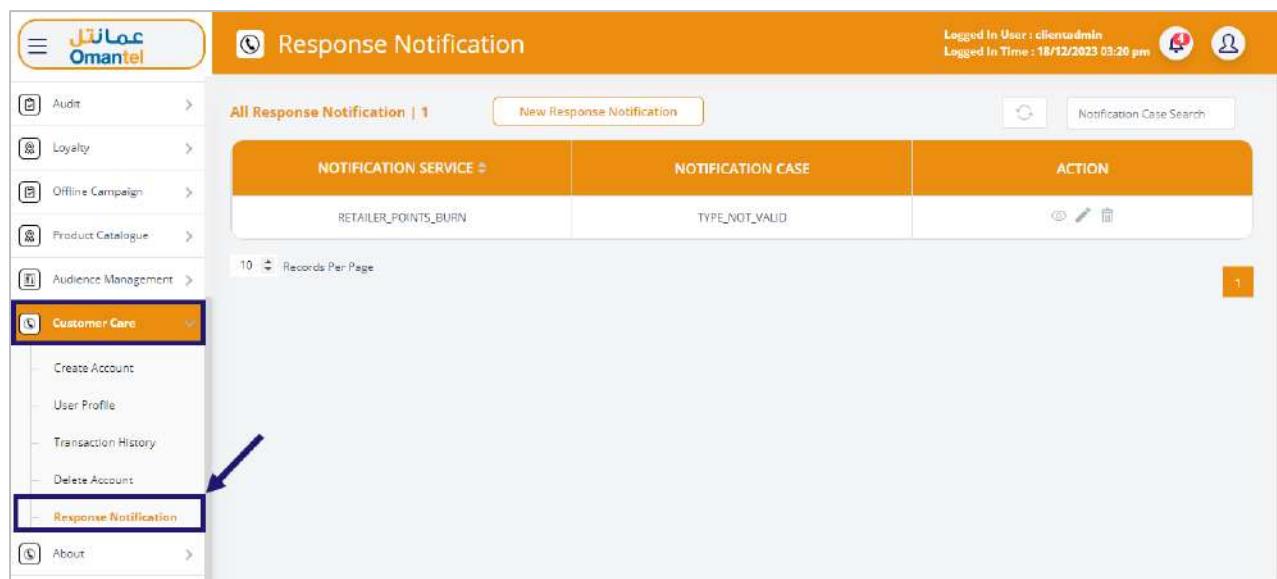
4. After clicking the **Search** button, the following confirmation message is displayed. A confirmation message is displayed, indicating that the loyalty account is deleted successfully.

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.



NOTIFICATION SERVICE	NOTIFICATION CASE	ACTION
RETAILER_POINTS_BURN	TYPE_NOT_VALID	

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.

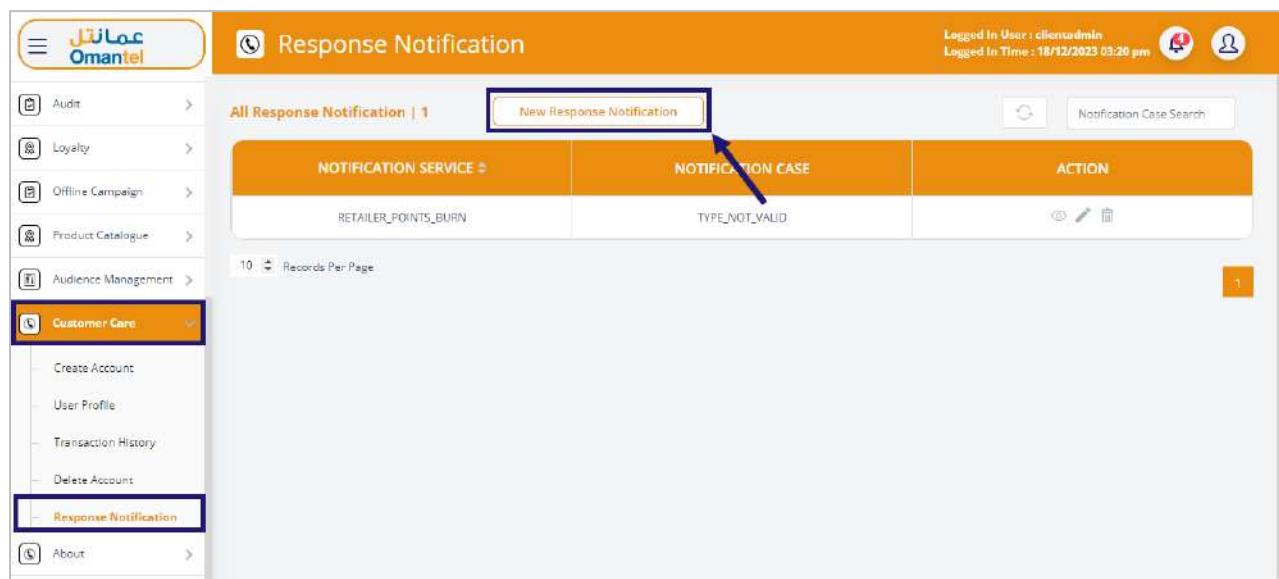
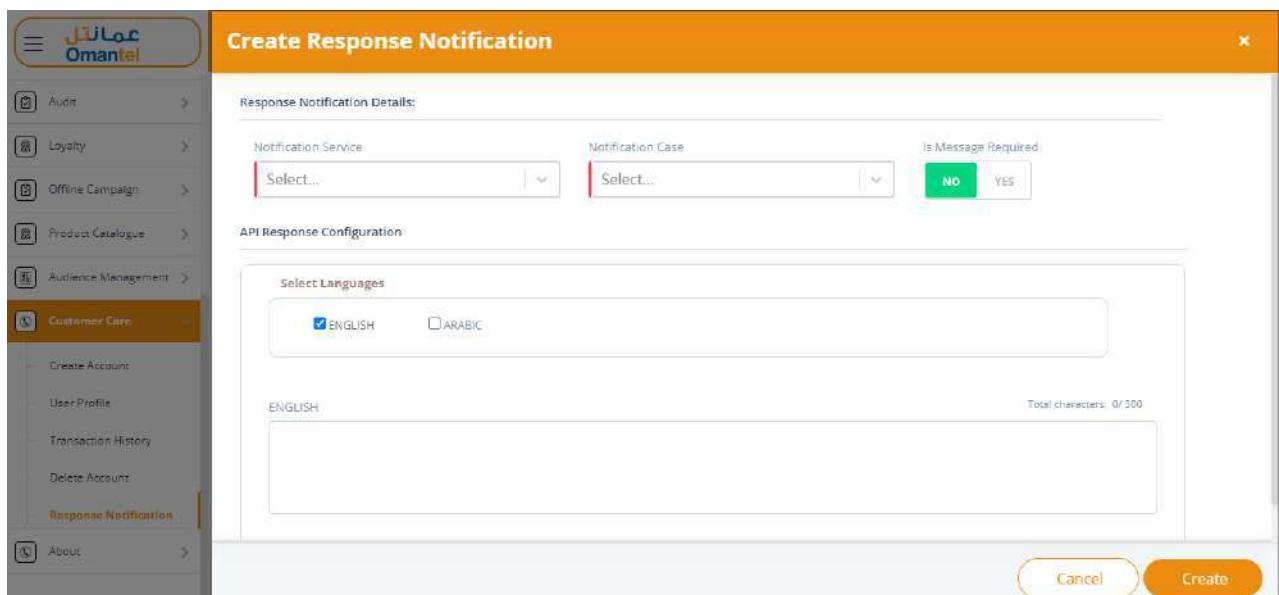


Figure 588 New Response Notification Button

2. After clicking the **New Response Notification** button, the following screen is displayed.



The screenshot shows the 'Create Response Notification' dialog box. It includes fields for 'Notification Service' (dropdown), 'Notification Case' (dropdown), and 'Is Message Required' (checkbox set to NO). Below this is the 'API Response Configuration' section, which contains a 'Select Languages' dropdown with 'ENGLISH' checked and 'ARABIC' uncheckable. There is also a text area for 'ENGLISH' responses with a character limit of 500. At the bottom are 'Cancel' and 'Create' buttons.

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	<p>Toggle the button “Yes” to enable the message that is required for the notification response.</p> <p>Or</p> <p>Toggle the button “No”.</p> <p>If “Yes”, the following screen is displayed.</p> <div style="border: 1px solid #ccc; padding: 10px;"> <div style="margin-bottom: 10px;"> <input checked="" type="checkbox"/> SMS <input checked="" type="checkbox"/> Email <input checked="" type="checkbox"/> Mobile Notification </div> <div> SMS Email Mobile Notification </div> <div style="display: flex; justify-content: space-around;"> <div style="text-align: center;"> Select... </div> <div style="text-align: center;"> Select... </div> <div style="text-align: center;"> Select... </div> </div> </div> <ul style="list-style-type: none"> Select the required Channel checkbox and select the corresponding message details in the drop-down list.

API Response Configuration

Select Languages	Select the language as “ English ” or “ Arabic ”.
English/Arabic	Enter the message description for the selected language.

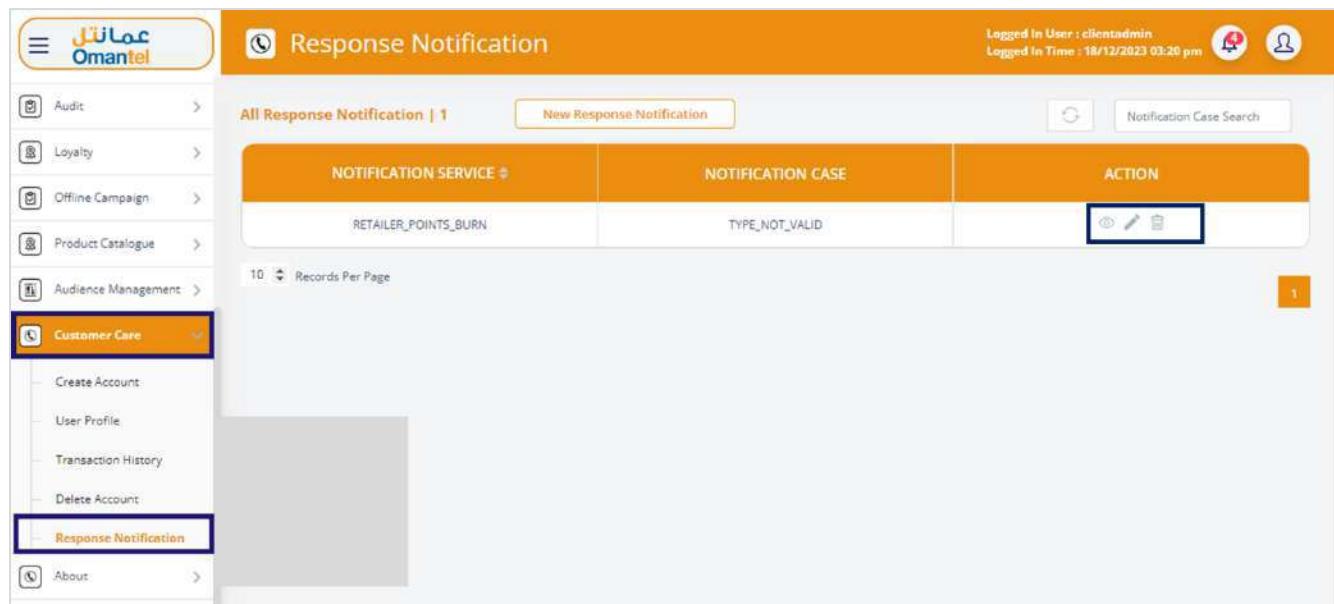
4. After entering all the required details, click the **Create** button.

A success message is displayed, indicating that the **Response Notification** is created successfully.

16.5.2 View, Modify, and Delete Response Notification

Using this view option, you can view the existing response notification details.

- On the **Response Notification** screen, click the **View** button  to create a new audience. Refer to the following screen.
- On the **Response Notification** screen, click the **Modify** button  to modify the product offer details. Refer to the following screen.
- On the **Response Notification** screen, click the **Delete** button  to delete the audience details. Refer to the following screen.



The screenshot shows the 'Response Notification' page in the Omantel Magik system. The left sidebar has a 'Customer Care' section with 'Response Notification' selected. The main content area displays a table with the following data:

NOTIFICATION SERVICE	NOTIFICATION CASE	ACTION
RETAILER_POINTS_BURN	TYPE_NOT_VALID	

Below the table, there is a 'Records Per Page' dropdown set to 10.

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.



MONTH	GAME NAME	PREPAID ARPU BANDS	UNIQUE CUSTOMERS ENGAGED	TOTAL SUBSCRIPTION POINTS DEDUCTED	TOTAL LOYALTY POINTS REWARDED
Jun_25	ShakennWinEIDYA_Postpaid	D_\$5.01 - 10.00	508	0	0.00
Jun_25	SpinWin_Postpaid_LT	A_0	4	0	0.00
Jun_25	ShakennWinEIDYA_Prepaid	E_\$10.01 - \$15.00	718	0	0.00
Jun_25	SpinnWin_Postpaid_LT	G_\$20.01 - \$25.00	156	0	0.00
Jun_25	Predict Game June2025	B_\$0.01 - \$2.00	4	0	30.00
Jun_25	ShakennWinEIDYA_Postpaid	G_\$20.01 - \$25.00	640	0	0.00
Jun_25		A_0	103,868	0	0.00

Figure 591 Reports (Gamification) - MTD ARPU Summary Report

The following MTD ARPU Summary Report details will be displayed.

Field	Description
MONTH	Indicates the current calendar month and date for which the data is reported.
Game Name	Indicates the name of the gamification campaign through which the user engagement occurred.
Prepaid ARPU Bands	Indicates the Categorized bands of ARPU (Average Revenue Per User) values associated with prepaid users.
Unique Customers Engaged	Indicates the count of distinct users who participated in the specific campaign during the selected period.
Total Subscription Points Deducted	Indicates the total number of loyalty/subscription points deducted from customers as part of campaign participation.
Total Loyalty Points Rewarded	Indicates the total loyalty points given to users as rewards for participating in the campaign.

17.2 Game Wise Product Reward

The Game Wise Product Reward report provides a detailed summary of rewards issued for each game on the gamification platform.

- On the side menu, click **Reports (Gamification)** >> **Game Wise Product Reward** to view report details. Refer to the following screen.



DATE	GAME TITLE	TOTAL COUNT	PRODUCT ID	PRODUCT NAME	GAM
24-07-2025	SpinnWin_RCG_Campaign	6	8209	Game_Prepaid_3GB_DATA_2...	Sp
24-07-2025	SpinnWin_Postpaid_L1	25	8284	GamePostpaid_Free500MB_1D	Sp
24-07-2025	SpinnWin_Postpaid_L1	8	8276	GamePostpaid_Free3GB_3D	Sp
24-07-2025	SpinnWin_Postpaid_NBO	1	8284	GamePostpaid_Free500MB_1D	Sp
24-07-2025	SpinnWin_Postpaid_L1	11	8277	GamePostpaid_Free2GB_3D	Sp
24-07-2025	SpinnWin_RCG_Campaign	6	8012	Game_5GB_DATA_3DAYS_114...	Sp
24-07-2025	SpinnWin_Postpaid_L1	18	8281	GamePostpaid_Free250MB_1D	Sp

Figure 592 Reports (Gamification) - Gamewise Product Reward

Note: For better viewing, the image is split into multiple halves.

GAME TYPE	REWARD TYPE	RESPCODE
Spin and win	3	SC0000
Spin and win	3	SC0000
Spin and win	3	SC0000
Spin and win	3	SC0000
Spin and win	3	SC0000
Spin and win	3	SC0000
Spin and win	3	SC0000

Figure 593 Gamewise Product Reward_1

The following Gamewise Product Reward details will be displayed.

Field	Description
Date	Indicates the date on which the game reward was recorded.
Game Title	Indicates the name of the specific game campaign.
Total Count	Indicates the total number of rewards issued for the corresponding product on that date.
Product ID	Indicates a unique identifier assigned to the product that is being rewarded.

Field	Description
Product Name	Indicates the name of the product.
Game Type	Indicates the type of game through which the reward was earned.
Reward Type	Indicates the type of reward.
Resp Code	Indicates the response code for the reward transaction.

17.3 Gamification Reward Allocated Reports

The Gamification Reward Allocated Reports section displays a summary of rewards assigned to users through various gamification activities or campaigns.

1. On the side menu, click **Reports (Gamification) >> Gamification Reward Allocated Reports** to view report details. Refer to the following screen.



DATE	GAME NAME	REWARD ALLOCATED	REWARD PERCENTAGE	REWARD CLAIMED	CLAIMED PERCENTAGE
No records found...					

Figure 594 Reports (Gamification) - Gamification Reward Allocated Reports

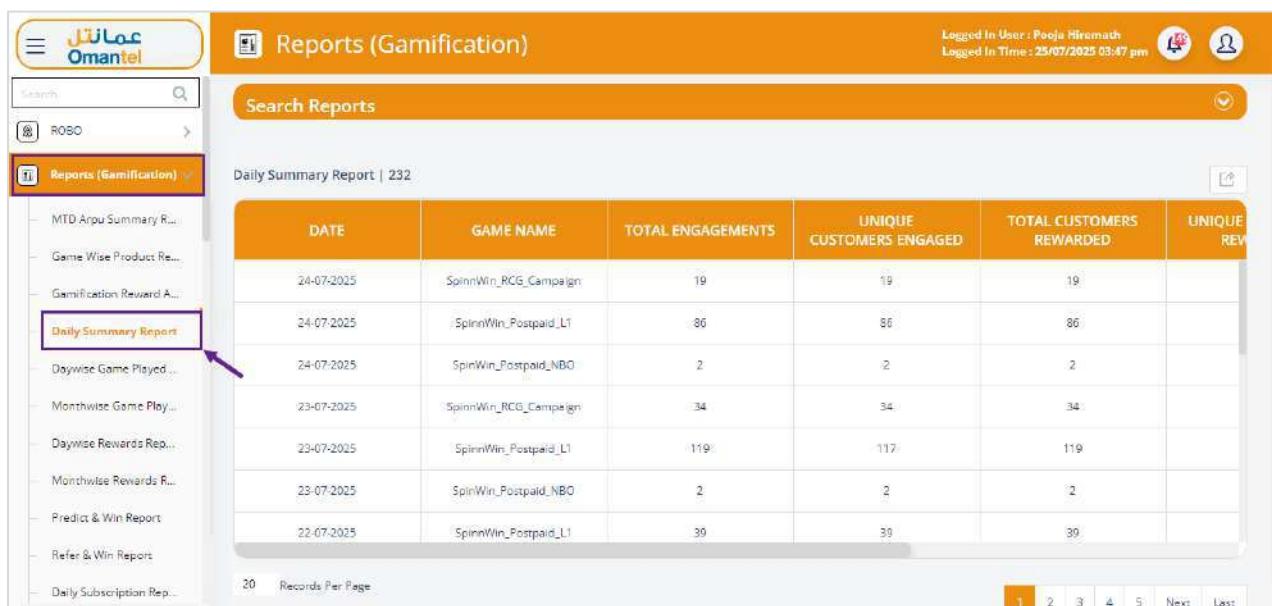
The following Gamewise Product Reward details will be displayed.

Field	Description
Date	Indicates the date on which the gamification reward allocation occurred.
Game Name	Indicates the name or title of the gamification activity in which users participated.
Reward Allocated	Indicates the total number of rewards allocated for the specific game.
Reward Percentage	Indicates the percentage of the total planned rewards that were actually allocated.
Reward Claimed	Indicates the number of rewards successfully claimed by users from the allocated pool.
Claimed Percentage	Indicates the percentage of allocated rewards that have been claimed by the users.

17.4 Daily Summary Report

The Daily Summary Report provides a day-wise consolidated view of customer participation and reward distribution for various gamification campaigns.

1. On the side menu, click **Reports (Gamification)** >> **Daily Summary Report** to view report details. Refer to the following screen.



DATE	GAME NAME	TOTAL ENGAGEMENTS	UNIQUE CUSTOMERS ENGAGED	TOTAL CUSTOMERS REWARDED	UNIQUE REV
24-07-2025	SpinWin_RCG_Campaign	19	19	19	
24-07-2025	SpinWin_Postpaid_L1	86	86	86	
24-07-2025	SpinWin_Postpaid_NBO	2	2	2	
23-07-2025	SpinWin_RCG_Campaign	34	34	34	
23-07-2025	SpinWin_Postpaid_L1	119	117	119	
23-07-2025	SpinWin_Postpaid_NBO	2	2	2	
22-07-2025	SpinWin_Postpaid_L1	39	39	39	

Figure 595 Reports (Gamification) - Daily Summary Report

Note: For better viewing, the image is split into two halves.

UNIQUE CUSTOMERS REWARDED	TOTAL LOYALTY POINTS REWARDED	TOTAL TELCO PRODUCTS REWARDED
19	0	19
86	0	86
2	0	2
34	0	34
117	0	119
2	0	2
39	0	39

Figure 596 Daily Summary Report_2

The following Daily Summary Report details will be displayed.

Field	Description
Date	Indicates the date on which the gamification activity and reward distribution occurred.
Game Name	Indicates the specific name of the game or campaign run on the selected date.
Total Engagements	Indicates the total number of interactions or participations recorded

Field	Description
	for the game.
Unique Customers Engaged	Indicates the number of distinct customers who participated in the game on that day.
Total Customers Rewarded	Indicates the total number of customers who received any form of reward.
Unique Customers Rewarded	Indicates the number of distinct customers who received rewards.
Total Loyalty Points Rewarded	Indicates the aggregate number of loyalty points awarded to customers during the day.
Total Telco Products Rewarded	Indicates the total number of telco-related products awarded.
Total Engagements	Indicates the total number of interactions or participations recorded for the game.
Unique Customers ENGAGED	Indicates the number of distinct customers who participated in the game on that day.
Total Customers Rewarded	Indicates the total number of customers who received any form of reward.

17.5 Day Wise Game Played Report

The Day Wise Game Played Report provides a daily summary of customer game activity, including participation and rewards.

1. On the side menu, click **Reports (Gamification) >> Day Wise Game Played Report** to view the report details. Refer to the following screen.



DATE	GAME NAME	TOTAL CUSTOMER PLAYED	UNIQUE CUSTOMER PLAYED	TOTAL CUSTOMER REWARDED	UNIQUE CUSTOMER REWARDED
1-07-2025	SpinnWin_Postpaid_L1	18	18	16	
1-07-2025		540	539	0	
1-07-2025		109,207	78,558	0	
1-07-2025	SpinnWin_RCG_Campaign	11	11	6	
1-07-2025	ShakenWinPostpaid	1	1	1	
1-07-2025		252,612	152,005	0	
1-07-2025	SpinnWin_RCG_Campaign	38	32	19	

Figure 597 Reports (Gamification) - Day Wise Game Played Report

The following Day Wise Game Played Report details will be displayed.

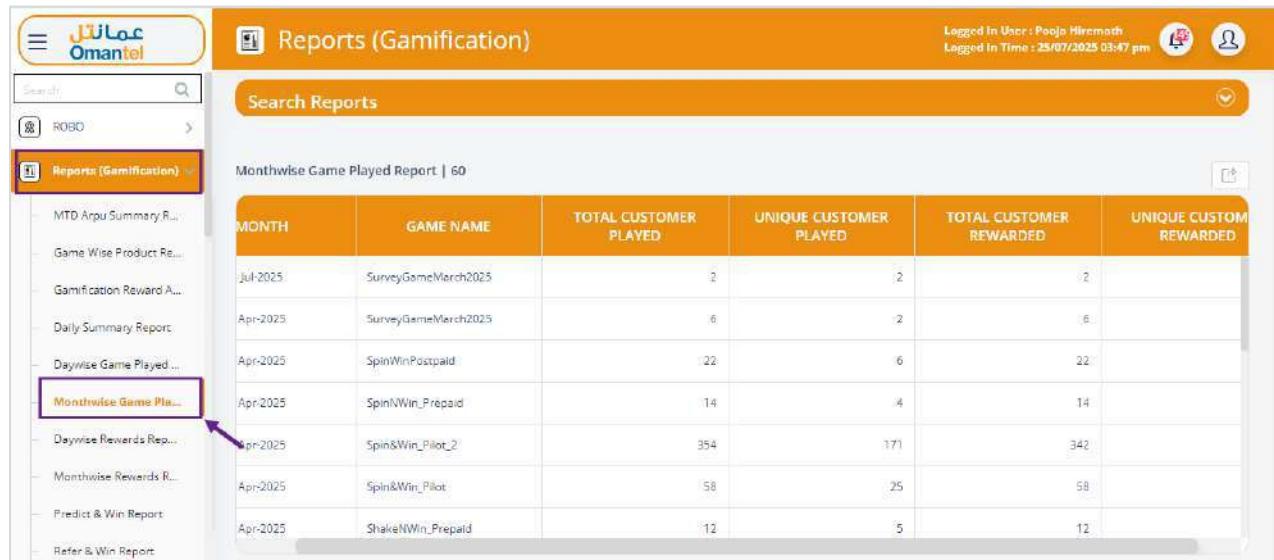
Field	Description
Date	Indicates the date on which the report is generated.
Game Name	Indicates the name of the game.
Total Customer Played	Indicates the total number of game plays recorded on that day.

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.



The screenshot shows the 'Reports (Gamification)' section of the application. On the left, there's a sidebar with various report options like MTD Arpu Summary, Game Wise Product Re..., Gamification Reward A..., Daily Summary Report, Daywise Game Played ..., Monthwise Game Played ..., Daywise Rewards Rep..., Monthwise Rewards R..., Predict & Win Report, and Refer & Win Report. The 'Monthwise Game Played ...' option is highlighted with a red box and has a purple arrow pointing to it from below. The main area displays a table titled 'Monthwise Game Played Report | 60'. The table has columns: MONTH, GAME NAME, TOTAL CUSTOMER PLAYED, UNIQUE CUSTOMER PLAYED, TOTAL CUSTOMER REWARDED, and UNIQUE CUSTOMER REWARDED. The data in the table is as follows:

MONTH	GAME NAME	TOTAL CUSTOMER PLAYED	UNIQUE CUSTOMER PLAYED	TOTAL CUSTOMER REWARDED	UNIQUE CUSTOMER REWARDED
Jul-2025	SurveyGameMarch2025	2	2	2	2
Apr-2025	SurveyGameMarch2025	6	2	6	6
Apr-2025	SpinWinPostpaid	22	6	22	22
Apr-2025	SpinWin_Prepaid	14	4	14	14
Apr-2025	Spin&Win_Pilot_2	354	171	342	342
Apr-2025	Spin&Win_Pilot	58	25	58	58
Apr-2025	ShakeNWin_Prepaid	12	5	12	12

Figure 598 Reports (Gamification) - Month Wise Game Played Report

The following Month-Wise Game Played Report details will be displayed.

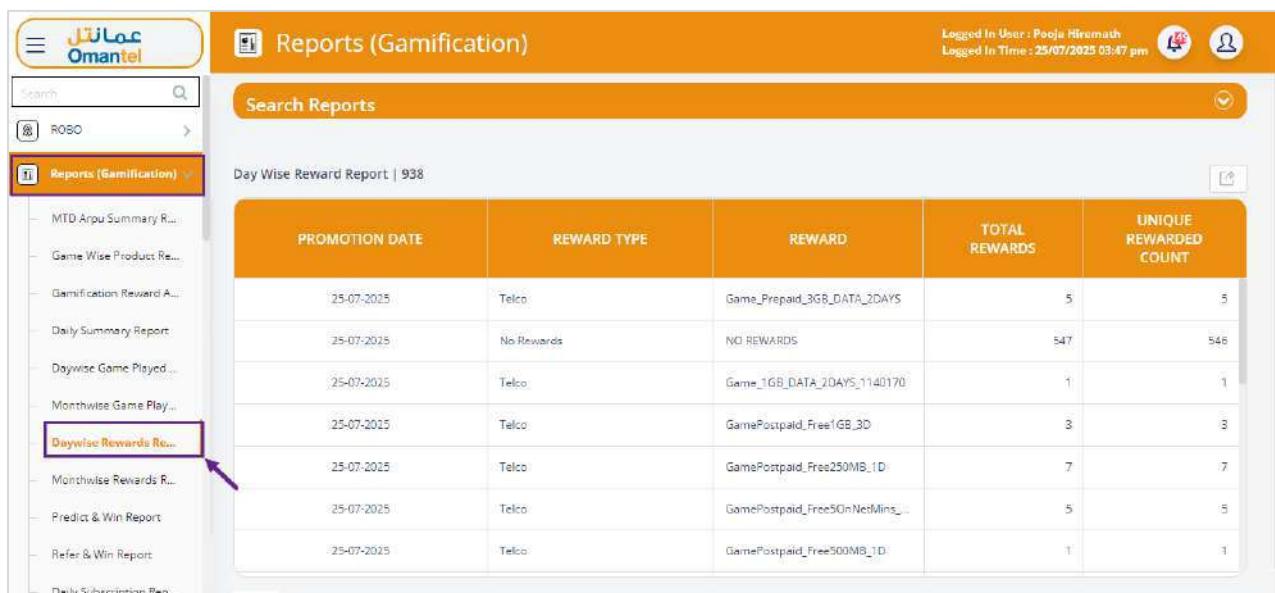
Field	Description
Date	Indicates the date on which the report is generated.
Game Name	Indicates the name of the game.
Total Customer Played	Indicates the total number of game plays recorded on that day.
Unique Customer Played	Indicates the number of distinct customers who played the game on that day, 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.



PROMOTION DATE	REWARD TYPE	REWARD	TOTAL REWARDS	UNIQUE REWARDED COUNT
25-07-2025	Telco	Game_Prepaid_3GB_DATA_2DAYS	5	5
25-07-2025	No Rewards	NO REWARDS	547	546
25-07-2025	Telco	Game_1GB_DATA_2DAYS_1140170	1	1
25-07-2025	Telco	GamePostpaid_Free1GB_3D	3	3
25-07-2025	Telco	GamePostpaid_Free250MB_1D	7	7
25-07-2025	Telco	GamePostpaid_Free50NetMins_...	5	5
25-07-2025	Telco	GamePostpaid_Free500MB_1D	1	1

Figure 599 Reports (Gamification) - Day Wise Reward Report

The following Day Wise Reward Report details will be displayed.

Field	Description
Promotion Date	Indicates the specific date on which the rewards were issued.
Reward Type	Indicates the category of the reward.
Reward	Indicates the exact reward item given to the.
Total Rewards	Indicates the total number of rewards distributed on the given date for that particular reward type.
Unique Rewarded Count	Indicates the number of unique users who received rewards on that specific date.

17.8 Monthwise Reward Report

The Month Wise Reward Report provides a consolidated summary of rewards distributed during each month across various campaigns and reward categories.

1. On the side menu, click **Reports (Gamification) >> Monthwise Reward Report** to view report details. Refer to the following screen.



Month	Reward Type	Reward	Total Rewards	Unique Rewarded Count
Sep-2024	Telco	Game_100 Local Minute for 3 Days	1	1
Sep-2024	Telco	Game_10GB_DATA_7DAYS_114...	1	1
Sep-2024	Telco	Game_100MB_DATA_2DAYS_11...	13	1
Sep-2024	Telco	Game_20 Local Minutes for 2 Days	1	1
Sep-2024	Telco	Game_50 MB for 2 Days	1	1
Sep-2024	Telco	Game_50 Local Minutes for 2 Days	1	1

Figure 600 Reports (Gamification) - Monthwise Reward Report

The following Monthwise Reward Report details will be displayed.

Field	Description
Month	Indicates the month and year for which the rewards were issued.
Reward Type	Indicates the type of reward.
Reward	Indicates the reward item granted to users. For example, Game_100 Local Minute for 3 Days, Game_10GB_DATA_7DAYS.
Total Rewards	Indicates the total number of rewards distributed during the respective month for that reward type.
Unique Rewarded Count	Indicates the total number of distinct users who received rewards in that month.

17.9 Predict & Win

The Predict & Win Report displays detailed information about prediction-based gamification campaigns. It helps monitor participant engagement, campaign performance, and outcomes by showing the number of participants, winners, and failed attempts for each prediction event conducted on specific dates.

1. On the side menu, click **Reports (Gamification) >> Predict & Win Report** to view report details. Refer to the following screen.



DATE	GAME NAME	NO OF PARTICIPANTS	WINNER COUNT	FAILURE COUNT
25-07-2025		0	0	0
25-07-2025	SpinnWin_RCG_Campaign	0	0	0
25-07-2025		0	0	0
25-07-2025	SpinnWin_Postpaid_L1	0	0	0
24-07-2025		0	0	0
24-07-2025	ShakennWinPostpaid	0	0	0
24-07-2025	SpinWin_Postpaid_NBO	0	0	0

Figure 601 Reports (Gamification) - Predict & Win Report

The following Predict & Win Report details will be displayed.

Field	Description
Date	Indicates the date on which the prediction campaign took place.
Game Name	Indicates the name of the specific campaign.
No of Participants	Indicates the total number of users who participated in the prediction game on that date.
Winner Count	Indicates the total number of participants who made correct predictions and won rewards.
Failure Count	Indicates the number of participants who did not win.

17.10 Refer & Win Report

The Refer & Win Report provides insights into referral-based gamification campaigns. It tracks and displays details of users (referrers) who invite others (referees) to participate in offers or campaigns.

1. On the side menu, click **Reports (Gamification) >> Refer & Win Report** to view report details. Refer to the following screen.

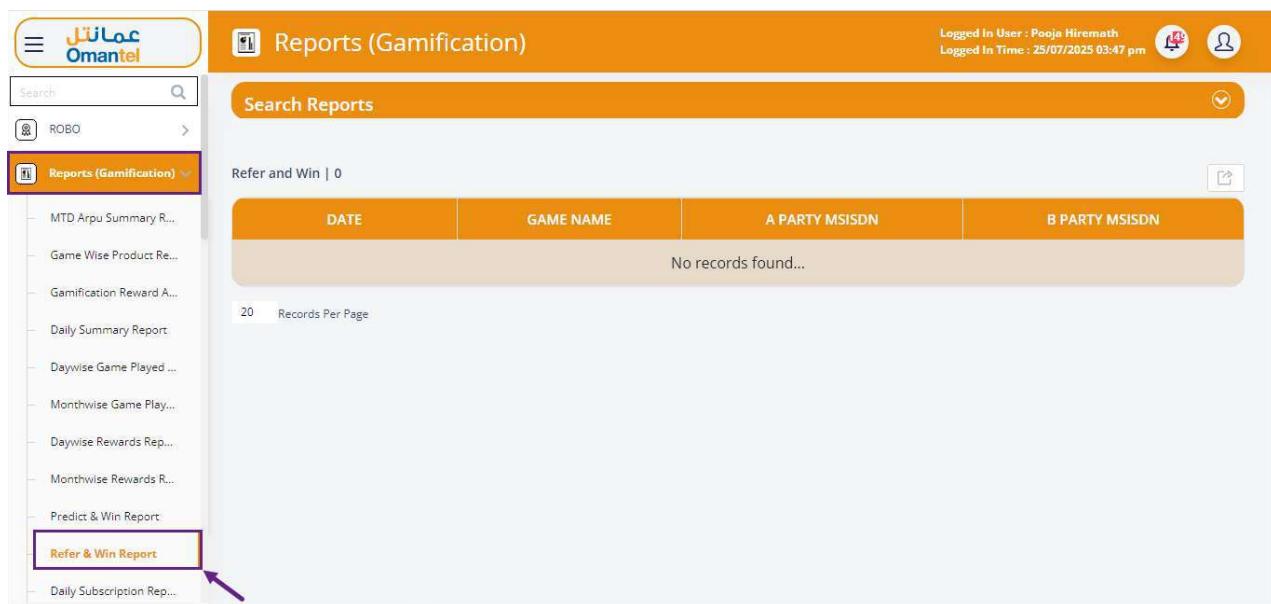


Figure 602 Reports (Gamification) - Refer & Win Report

The following Refer & Win Report details will be displayed.

Field	Description
Date	Indicates the date on which the referral activity occurred or was recorded in the system.
Game Name	Indicates the name of the Refer & Win campaign associated with the referral transaction.
A Party MSISDN	Indicates the mobile number (MSISDN) of the referrer. The user who initiated the referral.
B Party MSISDN	Indicates the mobile number (MSISDN) of the referee. The user who was referred to join the campaign

17.11 Daily Subscription Report

The Daily Subscription Report provides a detailed overview of user engagement and subscription activities within gamification campaigns daily.

1. On the side menu, click **Reports (Gamification) >> Daily Subscription Report** to view report details. Refer to the following screen.



Figure 603 Reports (Gamification) - Daily Subscription Report

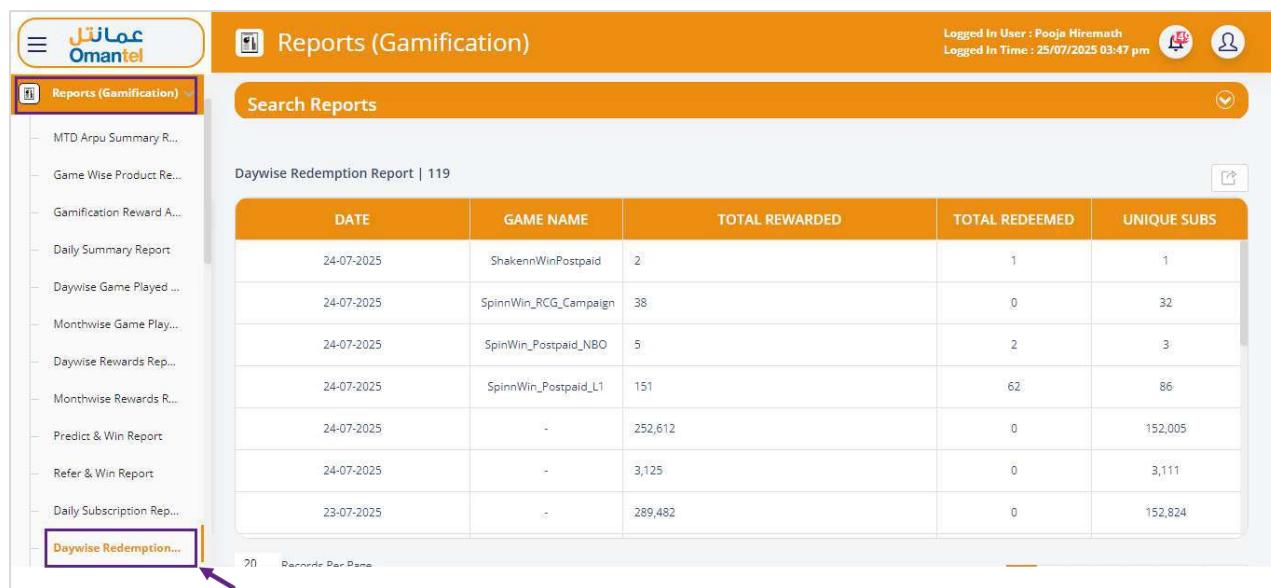
The following Daily Subscription Report details will be displayed.

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.



DATE	GAME NAME	TOTAL REWARDED	TOTAL REDEEMED	UNIQUE SUBS
24-07-2025	ShakennWinPostpaid	2	1	1
24-07-2025	SpinnWin_RCG_Campaign	38	0	32
24-07-2025	SpinWin_Postpaid_NBO	5	2	3
24-07-2025	SpinnWin_Postpaid_L1	151	62	86
24-07-2025	-	252,612	0	152,005
24-07-2025	-	3,125	0	3,111
23-07-2025	-	289,482	0	152,824

Figure 604 Reports (Gamification) - Daywise Redemption Report

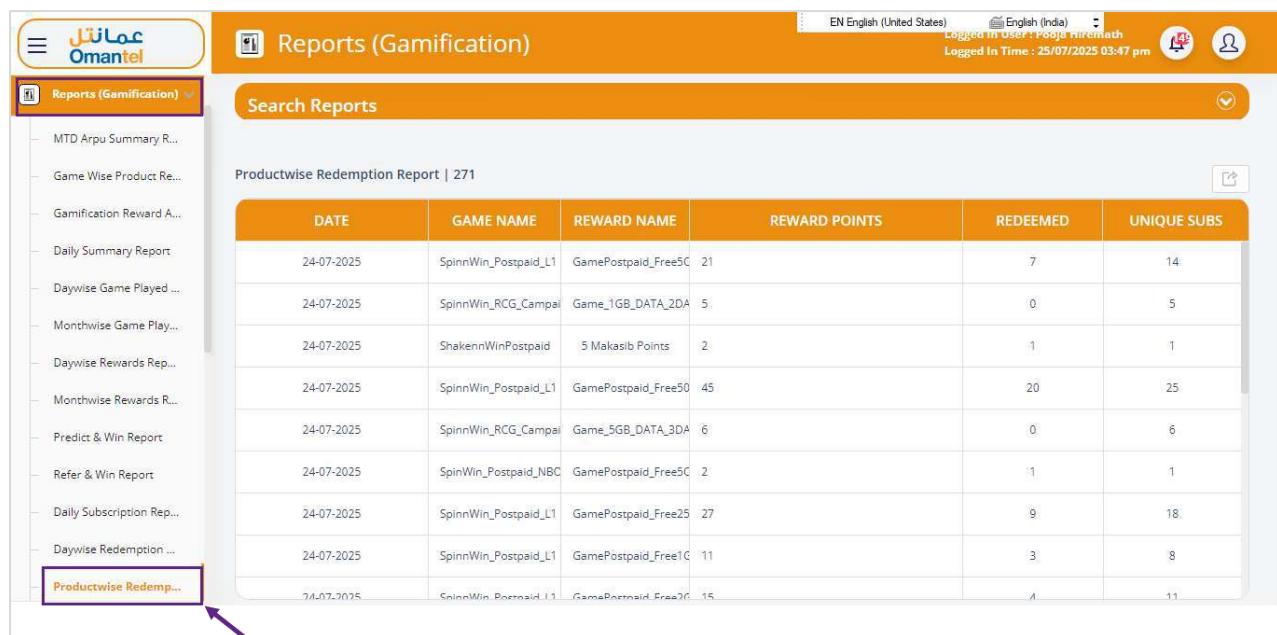
The following Daywise Redemption Report details will be displayed.

Field	Description
Date	Indicates the specific date on which the reward and redemption activities occurred.
Game Name	Indicates the name of the game or campaign for which the reward and redemption data is being displayed.
Total Rewarded	Indicates the total number of rewards distributed to users on the given date.
Total Redeemed	Indicates the total number of rewards that were successfully redeemed by users on that date.
Unique Subs	Indicates the total number of unique subscribers who participated in the game or received rewards on the given date.

17.13 Productwise Redemption Report

The Productwise Redemption Report provides detailed insights into how rewards are distributed and redeemed across different products within gamification campaigns.

- On the side menu, click **Reports (Gamification) > Productwise Redemption Report** to view report details. Refer to the following screen.



The screenshot shows the 'Reports (Gamification)' section of the Omantel Magik User Manual. On the left, a sidebar lists various reports like MTD Arpu Summary, Game Wise Product Report, etc. A purple box highlights 'Productwise Redemption Report'. The main area is titled 'Search Reports' and displays the 'Productwise Redemption Report | 271'. The report table has columns: DATE, GAME NAME, REWARD NAME, REWARD POINTS, REDEEMED, and UNIQUE SUBS. The data is as follows:

DATE	GAME NAME	REWARD NAME	REWARD POINTS	REDEEMED	UNIQUE SUBS
24-07-2025	SpinnWin_Postpaid_L1	GamePostpaid_Free50	21	7	14
24-07-2025	SpinnWin_RCG_Campa	Game_1GB_DATA_2DA	5	0	5
24-07-2025	ShakennWinPostpaid	5 Makasib Points	2	1	1
24-07-2025	SpinnWin_Postpaid_L1	GamePostpaid_Free50	45	20	25
24-07-2025	SpinnWin_RCG_Campa	Game_5GB_DATA_3DA	6	0	6
24-07-2025	SpinWin_Postpaid_NBC	GamePostpaid_Free50	2	1	1
24-07-2025	SpinnWin_Postpaid_L1	GamePostpaid_Free25	27	9	18
24-07-2025	SpinnWin_Postpaid_L1	GamePostpaid_Free10	11	3	8
24-07-2025	SpinnWin_Postpaid_L1	GamePostpaid_Free20	15	4	11

Figure 605 Reports (Gamification) - Productwise Redemption Report

The following Productwise Redemption Report details will be displayed.

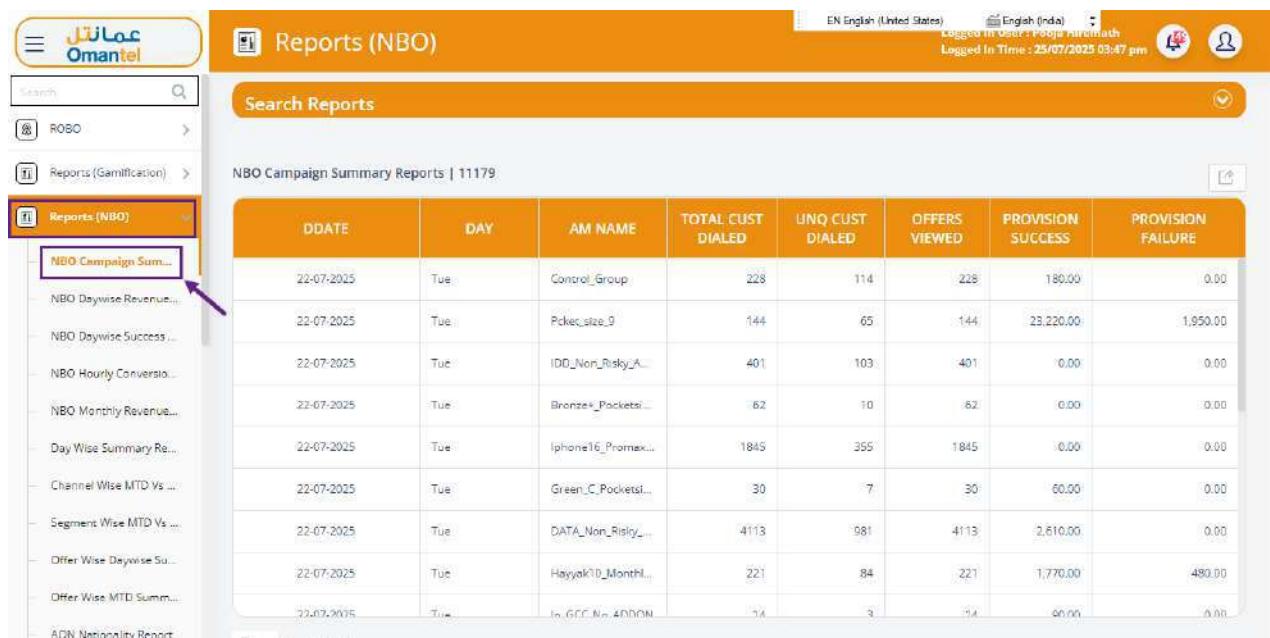
Field	Description
Date	Indicates the specific date on which the reward and redemption activities took place.
Game Name	Indicates the name of the game or campaign linked to the rewards.
Reward Name	Indicates the name or type of reward associated with the product.
Reward Points	Indicates the total number of points allocated as rewards for the corresponding product.
Redeemed	Indicates the total count of rewards successfully redeemed by users for that product.
Unique Subs	Indicates the total number of unique subscribers who redeemed rewards related to the product on the given date.

18 Reports (NBO)

18.1 NBO Campaign Summary Reports

The NBO Campaign Summary Report provides an overview of daily campaign performance, highlighting customer engagement and offer provisioning results.

1. On the side menu, click **Reports (NBO) >> NBO Campaign Summary Report** to view report details. Refer to the following screen.



DDATE	DAY	AM NAME	TOTAL CUST DIALED	UNQ CUST DIALED	OFFERS VIEWED	PROVISION SUCCESS	PROVISION FAILURE
22-07-2025	Tue	Control_Group	228	114	228	180.00	0.00
22-07-2025	Tue	Pckec_size_9	144	65	144	23,220.00	1,950.00
22-07-2025	Tue	IDD_Non_Risky_A...	401	103	401	0.00	0.00
22-07-2025	Tue	Bronze_C_Pocketsi...	62	10	62	0.00	0.00
22-07-2025	Tue	iPhone16_Promax_U...	1845	359	1845	0.00	0.00
22-07-2025	Tue	Green_C_Pocketsi...	30	7	30	60.00	0.00
22-07-2025	Tue	DATA_Non_Risky_U...	4113	981	4113	2,610.00	0.00
22-07-2025	Tue	Hayyakid_Monthly...	221	84	221	1,770.00	480.00
22-07-2025	Tue	In_GCC_N_AODDN	74	3	74	0.00	0.00

Figure 606 Reports (NBO) - NBO Campaign Summary Report

The following NBO Campaign Summary Report details will be displayed.

Field	Description
Date	Indicates the specific date on which the campaign activities occurred.
Day	Indicates the day of the week corresponding to the campaign date.
AM Name	Indicates the Account Manager associated with the record.
Total Cust Dialed	Indicates the total number of customers who were contacted (dialed) on that day.
Unq Cust Dialed	Indicates the count of unique customers who were dialed, ensuring duplicates are excluded.
Offers Viewed	Indicates the number of offers that were viewed by customers during the campaign.
Provision Success	Indicates the total number of offers that were successfully provisioned or activated.
Provision Failure	Indicates the number of offers that failed during the provisioning process

18.2 NBO Day Wise Revenue Report

The NBO Daywise Revenue Report provides a daily summary of the revenue generated through NBO campaigns.

1. On the side menu, click **Reports (NBO)** >> **NBO Daywise Revenue Report** to view report details. Refer to the following screen.



The screenshot shows the Omantel Magik User Interface. The top navigation bar includes language settings (EN English (United States), English (India)), user information (Logged In User: Pooja Arora, Logged In Time: 25/07/2025 03:47 pm), and profile icons. The main title is "Reports (NBO)". The left sidebar has a tree view with categories like ROBO, Reports (Gamification), and Reports (NBO). Under Reports (NBO), several options are listed, with "NBO Daywise Revenue Report" highlighted and a purple arrow pointing to it. The main content area displays a table titled "NBO Day Wise Revenue Report | 29255". The table has columns: PROMOTION DATE, AM NAME, PROVISION SUCCESS, PROVISION FAILURE, and REVENUE. The data rows are as follows:

PROMOTION DATE	AM NAME	PROVISION SUCCESS	PROVISION FAILURE	REVENUE
25-07-2025	Blue_Pocketsize_LT12	0.00	0.00	0.00
25-07-2025	Green_NC_Pocketsize_GT15_LT20	0.00	0.00	0.00
25-07-2025	Green_C_Pocketsize_GT12_LT15	0.00	0.00	0.00
25-07-2025	Blue_Pocketsize_GT12_LT15	0.00	0.00	0.00
25-07-2025	Hayyak20_plus_Expired	3.00	0.00	4.50
25-07-2025	Hayyak12_Expired	0.00	1.00	0.00
25-07-2025	Bronze_Pocketsize_GT16_LT20	2.00	0.00	40.00
25-07-2025	IDD_Non_Risky_AOPLT2_Default	2.00	0.00	10.00

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.

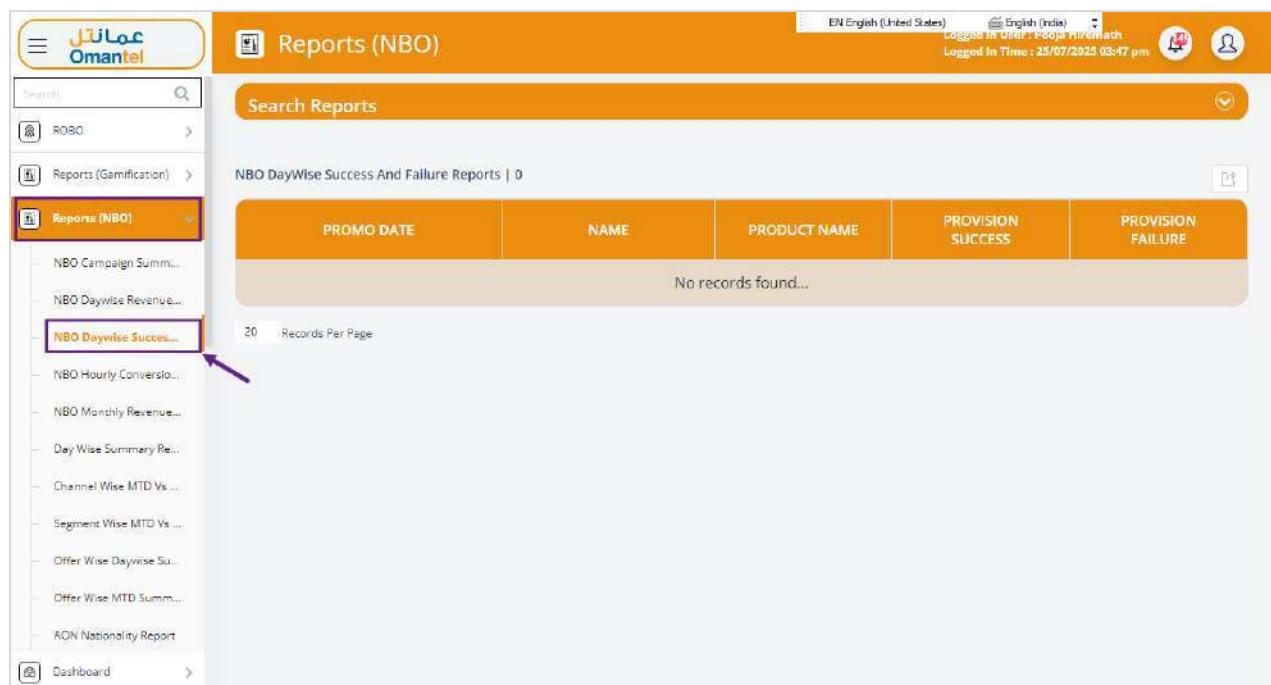


Figure 608 Reports (NBO) - NBO Daywise Success and Failure Report

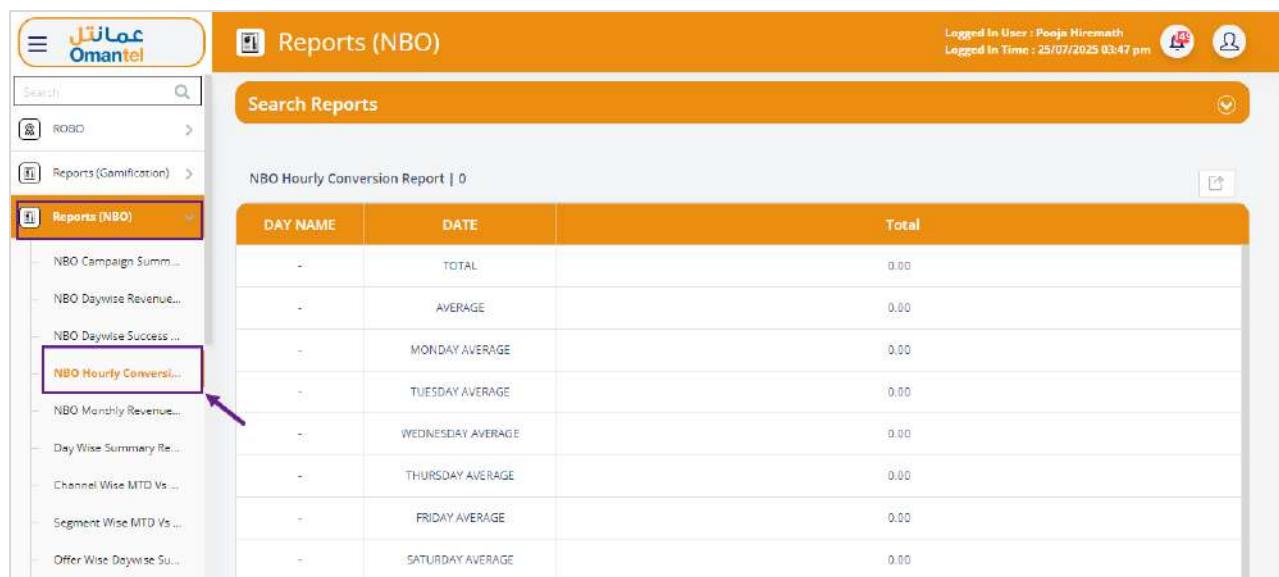
The following NBO Daywise Success and Failure Report details will be displayed.

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.



The screenshot shows the Omantel Magik interface. On the left, there's a sidebar with various report categories. One category, 'Reports (NBO)', is highlighted with a red box and has a purple arrow pointing to it from the text below. The main content area is titled 'Reports (NBO)' and shows a table for the 'NBO Hourly Conversion Report'. The table has columns for 'DAY NAME', 'DATE', and 'Total'. It lists several rows: TOTAL, AVERAGE, MONDAY AVERAGE, TUESDAY AVERAGE, WEDNESDAY AVERAGE, THURSDAY AVERAGE, FRIDAY AVERAGE, and SATURDAY AVERAGE. All values in the 'Total' column are 0.00.

DAY NAME	DATE	Total
-	TOTAL	0.00
-	AVERAGE	0.00
-	MONDAY AVERAGE	0.00
-	TUESDAY AVERAGE	0.00
-	WEDNESDAY AVERAGE	0.00
-	THURSDAY AVERAGE	0.00
-	FRIDAY AVERAGE	0.00
-	SATURDAY AVERAGE	0.00

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.



The screenshot shows the Omantel Magik interface. On the left, there's a sidebar with various reports like ROBO, Reports (Gamification), and Reports (NBO). Under Reports (NBO), the 'NBO Monthly Revenue Report' is highlighted with a red box and an arrow pointing to it. The main content area is titled 'Reports (NBO)' and shows a table for 'NBO Monthly Revenue Report | 1233'. The table has columns for Month, AM Name, Provision Success, Provision Failure, and Revenue. It lists data for April 2025 across several rows, including different account manager names and offer types like 'Streaming_NON_Risky_AOPGT2...' and 'Silver_Pocketsize_GT25'. At the bottom, there's a pagination control showing page 1 of 5.

MONTH	AM NAME	PROVISION SUCCESS	PROVISION FAILURE	REVENUE
Apr_2025	Streaming_NON_Risky_AOPGT2...	89.00	1.00	89.00
Apr_2025	Screaming_NON_Risky_AOPGT2...	89.00	0.00	89.00
Apr_2025	Screaming_NON_Risky_AOPGT2...	49.00	2.00	24.50
Apr_2025	Screaming_NON_Risky_AOPGT2...	79.00	1.00	39.50
Apr_2025	Silver_Pocketsize_GT25	8.00	0.00	280.00
Apr_2025	Silver_Pocketsize_GT25	2.00	0.00	70.00
Apr_2025	Silver_Pocketsize_GT20_LT25	4.00	0.00	100.00

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.



The screenshot shows the Omantel Magik User Interface. On the left, there is a sidebar with a search bar and several menu items under 'Reports (NBO)'. One item, 'Day Wise Summary R...', is highlighted with a red box and has a blue arrow pointing to it from the left. The main content area is titled 'Reports (NBO)' and shows a table titled 'Day Wise Summary Report | 298'. The table has columns for 'EVENT DATE', 'TOTAL VISITS', 'UNIQUE VISITORS', 'UNIQUE SUBSCRIBERS', 'TOTAL SUBSCRIPTIONS', and 'SUBSCRIPTION REVENUE'. The data is as follows:

EVENT DATE	TOTAL VISITS	UNIQUE VISITORS	UNIQUE SUBSCRIBERS	TOTAL SUBSCRIPTIONS	SUBSCRIPTION REVENUE
25-07-2025	654	164	3,519	6,583	22,855.50
24-07-2025	12,045	3,364	8,461	15,993	57,551.00
23-07-2025	14,609	4,641	7,841	14,774	53,969.50
22-07-2025	13,925	4,605	7,059	13,349	46,348.00
21-07-2025	13,778	4,594	6,653	12,598	43,798.50
20-07-2025	15,382	4,491	7,254	13,781	47,482.00
19-07-2025	3,817	762	6,508	12,301	42,267.00

At the bottom, there is a footer with '20 Records Per Page' and a navigation bar with buttons for 1, 2, 3, 4, 5, Next, and Last.

Figure 611 Reports (NBO) - Day Wise Summary Report

The following Day Wise Summary Report details will be displayed.

Field	Description
Event Date	Indicates the specific date for which the report data is generated.
Total Visits	Indicates the total number of customer visits or interactions recorded on that day.
Unique Visitors	Indicates the number of distinct customers who visited with the campaign on the given date.
Unique Subscribers	Indicates the number of unique customers who successfully subscribed to offers or services.
Total Subscriptions	Indicates the overall count of subscription activations completed on that day, including multiple subscriptions by the same customer.
Subscription Revenue	Indicates the total revenue generated from all successful subscriptions for the day.

18.7 Channel Wise MTD Vs LMTD Report

The Channel Wise MTD vs LMTD Report provides a comparison between the Month-To-Date (MTD) and Last Month-To-Date (LMTD) performance metrics across various customer engagement channels.

- On the side menu, click **Reports (NBO)** >> **NBO Channel Wise MTD vs LMTD Report** to view report details. Refer to the following screen.



The screenshot shows the Omantel Reports (NBO) interface. On the left, there's a sidebar with a search bar and a tree view of reports. The tree view has several collapsed categories like 'NBO Campaign Summary', 'NBO Daywise Revenue', etc., and one expanded category 'Reports (NBO)' which contains 'Channel Wise MTD Vs LMTD' (highlighted with a red box and a blue arrow pointing to it). The main area is titled 'Reports (NBO)' and shows a table with the following data:

CHANNEL	LMTD			
	UNIQUE VISITORS	TOTAL SUBSCRIPTION	UNIQUE SUBSCRIPTION	UNIQUE VISITORS
ALL	9,322	3,754,795	1,957,376	820,245

Figure 612 Reports (NBO) - Channel Wise MTD vs LMTD Report_1

Note: For better viewing, the image is split into two halves.

MTD		
UNIQUE VISITORS	TOTAL SUBSCRIPTION	UNIQUE SUBSCRIPTION
820,245	3,764,274	1,975,227

Figure 613 Channel Wise MTD vs LMTD_2

The following channel wise MTD vs LMTD details will be displayed.

Field	Description
Channel	Indicates the name of the communication or marketing channel (For example, App, Web, SMS) through which customer engagement and subscriptions were tracked.
LMTD – Unique Visitors	Indicates the total number of distinct users who accessed the channel during the same period in the previous month.
LMTD – Total Subscription	Indicates the total count of subscriptions made via the channel during the last month-to-date period.
LMTD – Unique Subscription	Indicates the number of unique customers who successfully subscribed during the last month-to-date period.
MTD – Unique Visitors	Indicates the total number of distinct users who engaged via the channel in the current month-to-date period.
MTD – Total Subscription	Indicates the total number of subscriptions completed through the channel in the current month-to-date.
MTD – Unique Subscription	Indicates the count of unique customers who subscribed during the current month-to-date period

18.8 Segment Wise MTD Vs LMTD Report

The Segment Wise MTD vs LMTD Report provides a comparative analysis of customer engagement and subscription activity across different segments.

It shows the number of unique visitors, total subscriptions, and unique subscribers for the current month (MTD – Month to Date) and the last month (LMTD – Last Month to Date) for each segment and channel.

1. On the side menu, click **Reports (NBO)** >> **Segment Wise MTD Vs LMTD Report** to view report details. Refer to the following screen.



SEGMENT	CHANNEL	LMTD		
		UNIQUE VISITORS	TOTAL SUBSCRIPTIONS	UNIQUE SUBSCRIBERS
Green_NC_Pocketsize_GT20_LT25	ALL	-	46	23
Hayyak12_Expired	ALL	4	469	453
IDD_Non_Risky_AOPGT2_SEG5	ALL	-	-	-
Pocksize_0	ALL	1,011	38,502	19,043
Green_C_Pocketsize_GT15_LT20	ALL	-	40	20
Streaming_NON_Risky_AOPGT2_SE...	ALL	697	1,488	1,104
Green_NC_Pocketsize_GT15_LT20	ALL	-	91	39

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.



EVENT DATE	OFFER	PRICE	TOTAL SUBSCRIPTIONS	UNIQUE SUBSCRIBERS	SUBSCRIPTION REVENUE
09-10-2024	NBO_BTL_DATA_20GB_8RO_7D	8.00	2	2	16.00
09-10-2024	NBO_BTL_DATA_25GB_10RO_7D	10.00	1	1	10.00
09-10-2024	NBO_VF_RO12_28GB_500MIN_...	12.00	65	65	780.00
09-10-2024	NBO_NEW_HAYYAK4_Renewal...	4.00	16	16	64.00
09-10-2024	HAYYAK7_2GB_FREEBIE	0.00	0	0	0.00
09-10-2024	NBO_VF_RO8_16GB_400MIN_2...	8.00	127	127	1,016.00
09-10-2024	NBO_VF_RO24_80GB_2000MIN...	24.00	16	16	384.00

Figure 616 Reports (NBO) - Offer Wise Daywise Summary Report

The following Offer Wise Daywise Summary Report details will be displayed.

Field	Description
Event Date	Indicates the specific date on which the offer-related activity (subscriptions) occurred.
Offer	Indicates the name of the offer being tracked.
Price	Indicates the cost of the offer in the local currency for a single subscription.
Total Subscriptions	Indicates the total number of subscription transactions recorded for the offer on that particular day.
Unique Subscribers	Indicates the number of distinct users who subscribed to the offer on that specific day.
Subscription Revenue	Indicates the total revenue generated from all subscriptions for that offer on the given date.

18.10 Offer Wise MTD Summary Report

This report displays the Month-to-Date (MTD) subscription performance for different offers, showing details such as pricing, total subscriptions, unique subscribers, and revenue generated.

1. On the side menu, click **Reports (NBO) >> Offer Wise MTD Summary Report** to view report details. Refer to the following screen.



MONTH	OFFER	PRICE	TOTAL SUBSCRIPTIONS	UNIQUE SUBSCRIBERS	SUBSCRIPTION REVENUE
Jul-2025	NBO_VF_RO24_80GB...	24.00	732	357	17,568.00
Jul-2025	Postpaid ATL 50MR - Unlimited data - Weekly	5.00	297	245	1,485.00
Jul-2025	NBO_NEW_HAYYAK7...	7.00	1,121	1,115	7,847.00
Jul-2025	Postpaid BTL Unlimited Youcube - 2 days - 1 OMR	1.00	275	179	275.00
Jul-2025	Postpaid_Bronze+_c...	16.00	158	74	2,528.00

Figure 617 Reports (NBO) - Offer Wise MTD Summary Report

The following Offer Wise MTD Summary Report details will be displayed.

Field	Description
Month	Indicates the reporting month for which the data is summarized.
Offer	Indicates the name of the offer or promotion.
Price	Indicates the price for each offer.
Total Subscriptions	Indicates the total number of times the offer was subscribed to within the selected month.
Unique Subscribers	Indicates the number of distinct customers who subscribed to the offer during the month.

Field	Description
Subscription Revenue	Indicates the total revenue generated from the offer during the month.

18.11 AON Nationality Report

This report provides a detailed summary of (AON) categorized by nationality and offer duration.

1. On the side menu, click **Reports (NBO)** >> **AON Nationality Report** to view report details. Refer to the following screen.



The screenshot shows the Omantel Magik application interface. On the left, there is a vertical sidebar menu with various report options under the 'Reports (NBO)' category. One item, 'AON Nationality Rep...', is highlighted with a yellow box and has a blue arrow pointing to it from below. The main content area is titled 'Reports (NBO)' and contains a search bar labeled 'Search Reports'. Below the search bar is a table titled 'MTD' with columns for 'AON', 'BANGLADESH', 'OMAN', 'PAKISTAN', 'INDIA', 'OTHERS', 'GRAND TOTAL', '%', and 'BAN'. The table data is as follows:

AON	MTD							BAN
	BANGLADESH	OMAN	PAKISTAN	INDIA	OTHERS	GRAND TOTAL	%	
1M	149	2,676	216	4	791	3,836	0.36	
1M-3M	8,877	30	592	6,389	14	15,882	1.51	
3M-6M	12,299	12,051	11,768	10,308	4,099	50,525	4.81	
6M-TY	469	51,537	34,864	22,514	30,968	140,352	13.35	
1 YEAR PLUS	2,785	527,774	170,764	139,305	18	840,736	79.97	
Grand Total	668,499	1,328,406	461,056	387,224	381,113	1,051,331	100.00	

Figure 618 Reports (NBO) - AON Nationality Report_1

Note: For better viewing, the image is split into two halves.

MTD						
BANGLADESH	OMAN	PAKISTAN	INDIA	OTHERS	GRAND TOTAL	%
1,602	121	1,123	1,932	1,207	5,985	0.73
14,224	25,498	7,876	9,984	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.

- On the side menu, click **Reports >> Campaign wise Summary Report** to view report details. Refer to the following screen.



MONTH	CAMPAIGN NAME	QUALIFIED BASE	TG PUSHED(TOTAL)	TG DELIVERED (TOTAL)	TG DELIVERED DEL % (TOTAL)	TG CONVERSION (TOTAL)
Jul-2025	Revenue Campaign	125	125	61	48.80%	1
Jul-2025	IDD ATL Campaign	4,655,975	4,657,885	3,305,024	70.95%	1,390
Jul-2025	Prepaid_Gamification	172,066	173,387	148,971	85.91%	5,748
Jul-2025	Hayyak_PreRenewal	59,212	58,279	55,753	95.66%	5,258
Jul-2025	IDD_Postpaid_PackC...	1,149,742	1,149,742	1,093,351	95.09%	47
Jul-2025	Acquisition Campaign	0	0	0	0.00%	1,283
Jul-2025	Hayyak_PostRenewal...	37,556	37,674	33,120	87.91%	6,527

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
0.80%	0	0	0.00%	0.00%	3	3
0.02%	221,961	0	0.00%	0.02%	551,267	551,267
3.31%	8,344	261	3.12%	0.18%	91,561	91,560
9.02%	3,215	288	8.95%	0.06%	56,890	55,941
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	66.66%	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	5.95%
53,552	95.72%	5,269	9.41%	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.

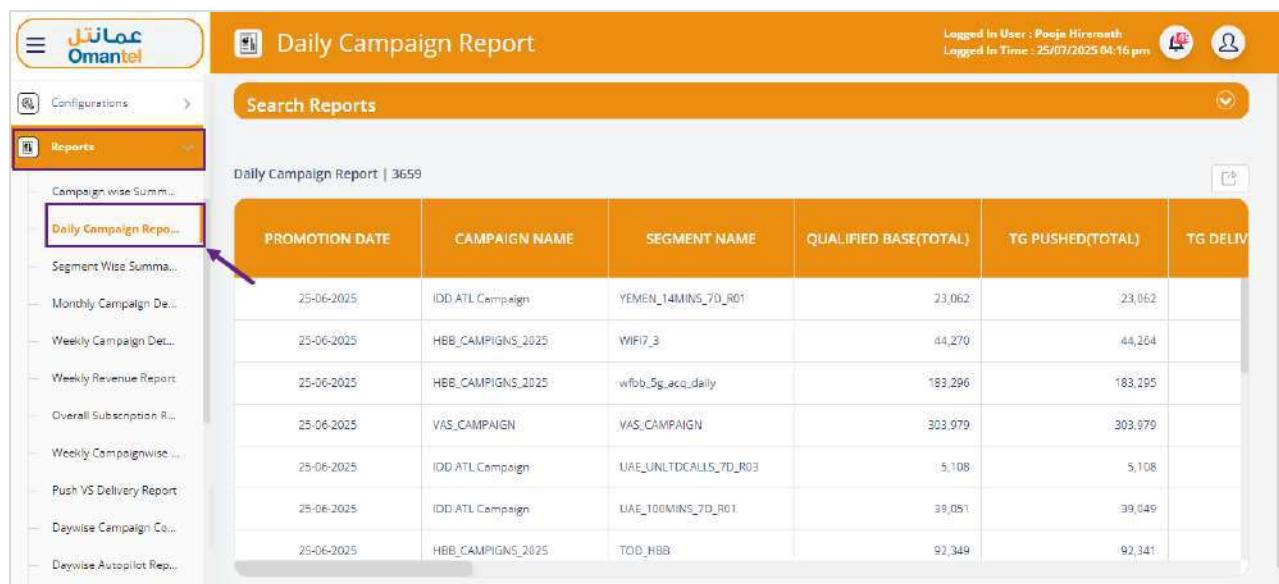
Field	Description
Month	Indicates the reporting month for which the campaign performance data is summarized.
Campaign Name	Indicates the name of the campaign executed during the selected month.
Qualified Base	Indicates the Total number of customers qualified for the campaign based on predefined eligibility 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.



The screenshot shows the 'Daily Campaign Report' section of the Omantel Magik system. On the left, a sidebar lists various report categories. The 'Daily Campaign Repo...' option is highlighted with a blue box and a purple arrow pointing to it. The main area displays a table titled 'Daily Campaign Report | 3659' with columns for PROMOTION DATE, CAMPAIGN NAME, SEGMENT NAME, QUALIFIED BASE(TOTAL), TG PUSHED(TOTAL), and TG DELIV. The table contains eight rows of campaign data.

PROMOTION DATE	CAMPAIGN NAME	SEGMENT NAME	QUALIFIED BASE(TOTAL)	TG PUSHED(TOTAL)	TG DELIV
25-06-2025	IDD_ATL_Campaign	YEMEN_14MINS_7D_R01	23,062	23,062	
25-06-2025	HBB_CAMPAIGNS_2025	WIFI7_3	44,270	44,264	
25-06-2025	HBB_CAMPAIGNS_2025	wfbb_5g_acq_daily	183,295	183,295	
25-06-2025	VAS_CAMPAIGN	VAS_CAMPAIGN	303,979	303,979	
25-06-2025	IDD_ATL_Campaign	UAE_UNLTDCALLS_7D_R03	5,108	5,108	
25-06-2025	IDD_ATL_Campaign	UAE_100MINS_7D_R01	39,051	39,049	
25-06-2025	HBB_CAMPAIGNS_2025	TOD_HBB	92,349	92,341	

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
77.35%	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 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	0.00%	0.00%	44,267	44,261	24,714
0	0.00%	0.00%	183,242	183,241	141,730
0	0.00%	0.00%	303,951	303,951	251,360
0	0.00%	0.00%	5,108	5,108	4,245
0	0.00%	0.01%	39,048	39,046	25,366

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%	0.01%	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.



The screenshot shows the 'Segment Wise Summary Report' page. On the left, there's a sidebar with navigation links: 'Privilege Management', 'Editor', 'Approval Workflow', 'Campaign Message', 'Configurations', 'Reports' (which is selected), 'Campaign wise Summ...', 'Daily Campaign Report', 'Segment Wise Summary' (highlighted with a red box and a blue arrow pointing to it), 'Monthly Campaign Det...', 'Weekly Campaign Det...', 'Weekly Revenue Report', 'Overall Subscription R...', and 'Alsaikhi Campaigns'. The main content area has a title 'Segment Wise Summary Report | 3709'. Below it is a table with columns: MONTH, CAMPAIGN NAME, SEGMENT NAME, QUALIFIED BASE (TOTAL), TG PUSHED (TOTAL), and TG DELIVERED (%). The table contains several rows of data. At the bottom, there are buttons for 'Records Per Page' (set to 20), and a navigation bar with pages 1 through 5, 'Next', and 'Last'.

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

UNIQUE TG INVERSION %	UNIQUE CG BASE	UNIQUE CG CONVERSION	UNIQUE CG CONVERSION %	UNIQUE NRR %	SAMPLING TYPE
0.00%	26	0	0.00%	0.00%	L
0.00%	425	0	0.00%	0.00%	L
0.00%	35	0	0.00%	0.00%	L
0.00%	10	0	0.00%	0.00%	L
0.00%	144	0	0.00%	0.00%	L
0.00%	0	0	0.00%	0.00%	L

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.



All Records : 22

MONTH	TG Count	CG COUNT	TG REVENUE	CG REVENUE	TG
2025_Sep	2,753,474	71,185	3,881,755,3567	149,020,085	
2025_Oct	2,491,186	74,395	2,881,553,5163	123,253,6034	
2025_May	2,823,094	108,990	3,830,903,805	169,141,8809	
2025_Mer	3,808,457	181,156	3,687,791,5115	333,907,7448	
2025_Jun	2,611,869	109,678	3,567,047,3155	161,287,5038	
2025_Jul	2,572,494	113,008	3,584,407,6546	162,074,4238	
2025_Jan	2,442,134	144,669	3,765,577,4089	157,734,3827	

20 Records Per Page

Figure 634 Reports - Monthly Campaign Detailed Report

Note: For better viewing, the image is split into four halves.

TG ARPU	CG ARPU	INCREMENTAL REVENUE
2.57	2.09	-1,123,244.8
1.16	1.66	-1,245,593
1.29	1.55	-734,004.44
0.97	1.84	-3,313,357.59
1.37	1.48	-287,305.59
1.39	1.44	-128,624.7
1.54	1.09	1,098,960.3

Figure 635 Monthly Campaign Detailed Report_1

The following Monthly Campaign Detailed Report details will be displayed.

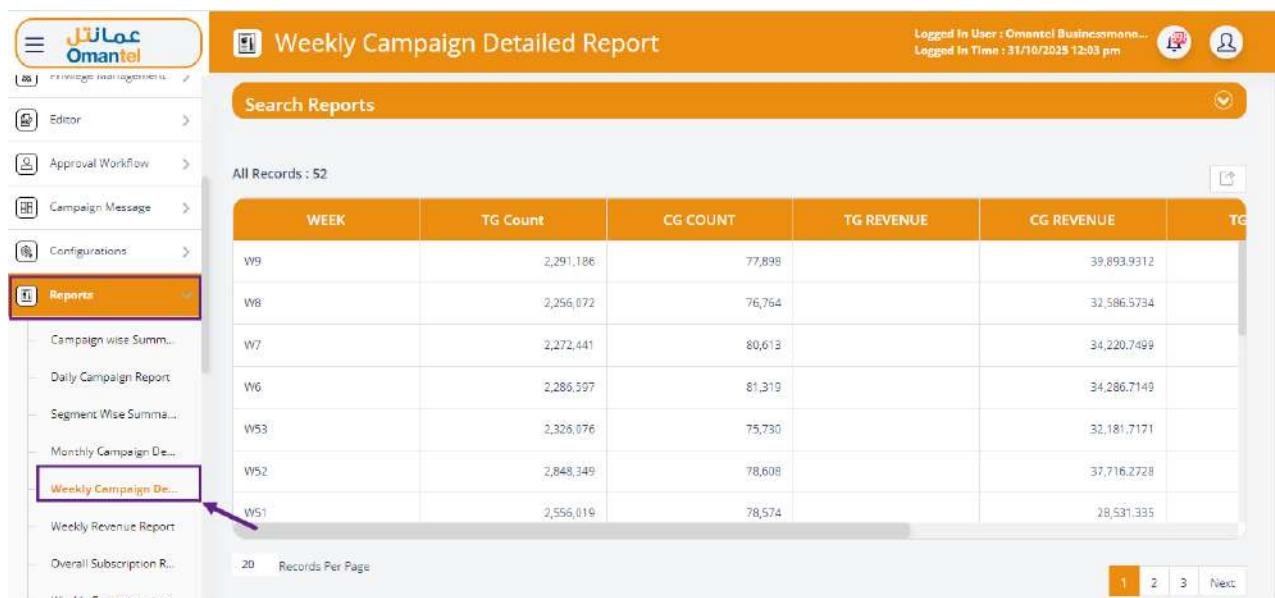
Field	Description
Month	Indicates the reporting month and year.
TG Count	Indicates the total number of customers in the Target Group (TG) who received campaign communications during the given month.
CG Count	Indicates the total number of customers in the Control Group (CG) for the same month.
TG Revenue	Indicates the total revenue generated by Target Group (TG) customers during the campaign period.
CG Revenue	Indicates the total revenue generated by Control Group (CG) customers in the same period.

Field	Description
TG ARPU	Indicates the average Revenue Per User (ARPU) for Target Group customers.
CG ARPU	Indicates the Average Revenue Per User (ARPU) for Control Group customers.
Incremental Revenue	Indicates the net additional revenue generated due to the campaign.

19.5 Weekly Campaign Detailed Report

This report provides a week-wise summary of campaign performance. It measures the effectiveness of marketing campaigns by comparing Target Group (TG) and Control Group (CG) results weekly.

1. On the side menu, click **Reports >> Weekly Campaign Detailed Report** to view report details. Refer to the following screen.



WEEK	TG COUNT	CG COUNT	TG REVENUE	CG REVENUE	TG
W9	2,291,186	77,898		39,893,9312	
W8	2,256,072	76,764		32,586,5734	
W7	2,272,441	80,613		34,220,7499	
W6	2,286,597	81,319		34,286,7149	
W53	2,326,076	75,730		32,181,7171	
W52	2,848,349	78,608		37,716,2728	
W51	2,556,019	78,574		28,531,335	

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

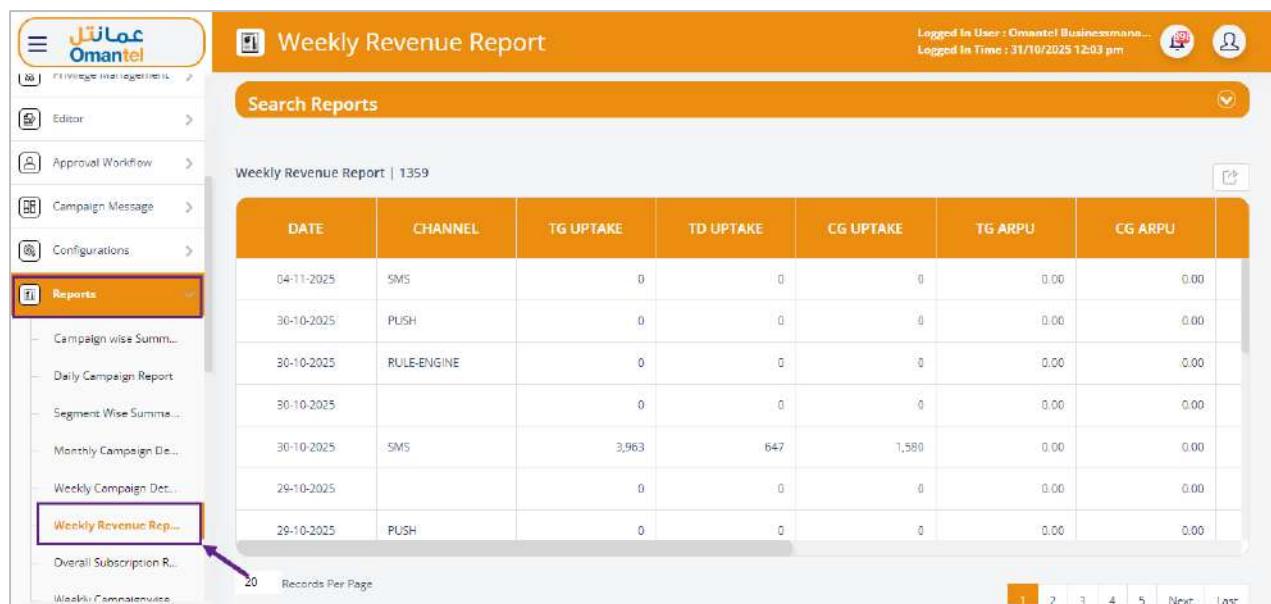
The following Weekly Campaign Detailed Report details will be displayed.

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.



The screenshot shows the Omantel Businessman portal interface. On the left, there's a sidebar with navigation links: Omantel Home, Private Management, Editor, Approval Workflow, Campaign Message, Configurations, Reports (which is selected), and other reports like Campaign wise Summary, Daily Campaign Report, Segment Wise Summary, Monthly Campaign Details, Weekly Campaign Details, and Overall Subscription Report. Below these are links for Weekly Campaign Overview and Weekly Campaign wise. A purple arrow points from the 'Weekly Campaign wise' link to the 'Weekly Revenue Report...' link in the sidebar. The main content area is titled 'Weekly Revenue Report' and shows a table with data. At the bottom of the table, there's a note: '20 Records Per Page' and a navigation bar with page numbers 1-5 and Next/Last.

DATE	CHANNEL	TG UPTAKE	TD UPTAKE	CG UPTAKE	TG ARPU	CG ARPU
04-11-2025	SMS	0	0	0	0.00	0.00
30-10-2025	PUSH	0	0	0	0.00	0.00
30-10-2025	RULE-ENGINE	0	0	0	0.00	0.00
30-10-2025		0	0	0	0.00	0.00
30-10-2025	SMS	3,963	647	1,580	0.00	0.00
29-10-2025		0	0	0	0.00	0.00
29-10-2025	PUSH	0	0	0	0.00	0.00

Figure 638 Reports - Weekly Revenue Report

Note: For better viewing, the image is split into four halves.

TG VS CG LIFT	TD VS CG LIFT	INCREMENTAL REVENUE	TG RESPONDER %	CG RESPONDER %	NRR %
0.00	0.00	0.00	0.00%	0.00%	0.00%
0.00	0.00	0.00	0.00%	0.00%	0.00%
0.00	0.00	0.00	0.00%	0.00%	0.00%
0.00	0.00	0.00	0.00%	0.00%	0.00%
0.00	1.40	0.00	0.29%	3.27%	-2.98%
0.00	0.00	0.00	0.00%	0.00%	0.00%
0.00	0.00	0.00	0.00%	0.00%	0.00%

Figure 639 Weekly Revenue Report_1

The following Weekly Revenue Report details will be displayed.

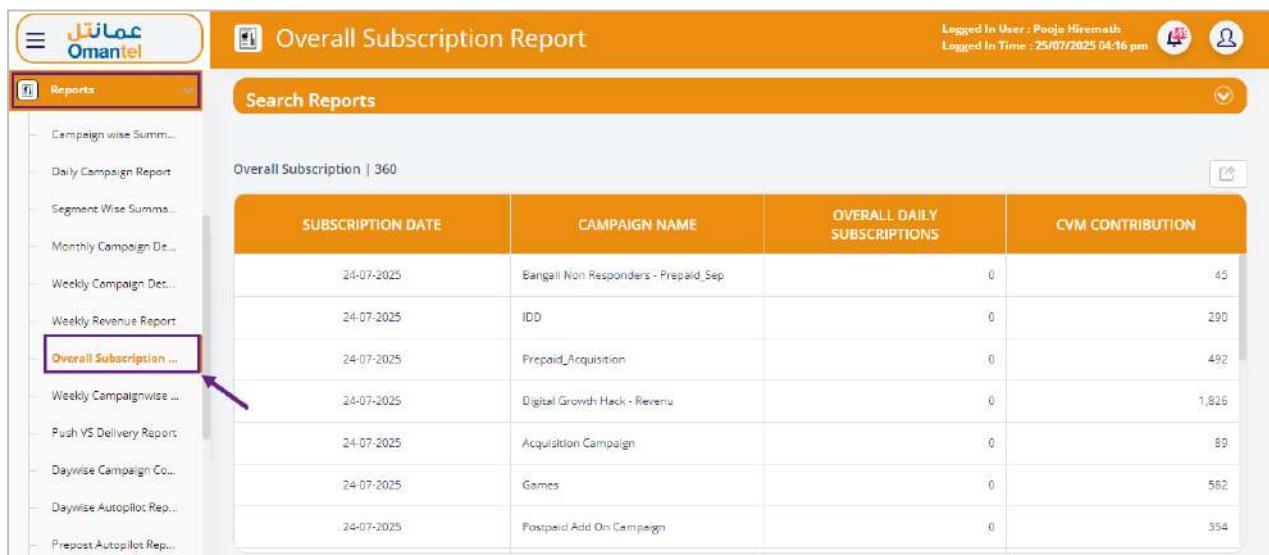
Field	Description
Date	Indicates the specific date for which the campaign revenue and response data are captured.
Channel	Indicates the communication medium used for the campaign, such as SMS, PUSH Notification, or RULE-ENGINE (automated campaign system).
TG Uptake	Indicates the total number of customers from the Target Group (TG) who responded to the campaign offer.
TD Uptake	Indicates the total number of customers from the Test/Delivered Group (TD) who took the desired action after receiving the campaign message.
CG Uptake	Indicates the total number of customers in the Control Group (CG) who performed the same action without receiving any campaign communication.

Field	Description
TG ARPU	Indicates the Average Revenue Per User (ARPU) generated by the Target Group customers for the given day.
CG ARPU	Indicates the Average Revenue Per User (ARPU) generated by the Control Group customers for the same day.
TG vs CG Lift	Indicates the percentage difference (uplift) in campaign response or revenue between TG and CG.
TD vs CG Lift	Indicates the percentage uplift between the Test/Delivered Group (TD) and Control Group (CG), indicating the campaign's delivery effectiveness.
Incremental Revenue	Indicates the net additional revenue generated as a result of the campaign.
TG Responder %	Indicates the percentage of Target Group customers who responded after receiving the campaign.
CG Responder %	Indicates the percentage of Control Group customers who responded naturally (without campaign exposure).
NRR %	Indicates the Net Response Rate, representing the difference between TG and CG responder percentages.

19.7 Overall Subscription Report

This report provides a consolidated view of daily campaign subscriptions and their corresponding Customer Value Management (CVM) contribution.

- On the side menu, click **Reports >> Overall Subscription Report** to view report details. Refer to the following screen.



SUBSCRIPTION DATE	CAMPAIGN NAME	OVERALL DAILY SUBSCRIPTIONS	CVM CONTRIBUTION
24-07-2025	Bangali Non Responders - Prepaid_Sep	0	45
24-07-2025	IDD	0	290
24-07-2025	Prepaid_Acquisition	0	492
24-07-2025	Digital Growth Hack - Revenue	0	1,826
24-07-2025	Acquisition Campaign	0	89
24-07-2025	Games	0	582
24-07-2025	Postpaid Add On Campaign	0	354

Figure 640 Reports - Overall Subscription Report

The following Overall Subscription Report details will be displayed.

Field	Description
Subscription Date	Indicates the specific date on which the customer occurred through active campaigns.
Campaign Name	Indicates the name of the campaign responsible for generating the subscriptions on that date.
Overall Daily	Indicates the total number of customer subscriptions recorded on the given

Field	Description
Subscriptions	date as a result of the campaign.
CVM Contribution	The Customer Value Management (CVM) contribution indicates the overall revenue or impact the campaign added to business performance.

19.8 Weekly Campaignwise Report

This report provides a weekly summary of campaign-level performance by showing details such as campaign type, control/target groups, customer reach (MSISDNs), and resulting subscriptions.

1. On the side menu, click **Reports** >> **Weekly Campaignwise Report** to view report details. Refer to the following screen.



WEEK	CAMPAIGN TYPE	TARGET CONTROL	MSISDN	SUBSCRIPTIONS
W9	Prepaid_Acquisition	CONTROL	2	2
W9	IDD ATL Campaign	TARGET	1,361	1,411
W9	Airport Campaign	TARGET	185	201
W9	HBB_TESTING_2025	TARGET	6	26
W9	Recharge Dormancy Campaign	TARGET	14,976	15,015
W9	Heyyak	TARGET	6,809	6,810
W9	UAT Test campaign	TARGET	4	4

Figure 641 Reports - Weekly Campaignwise Report

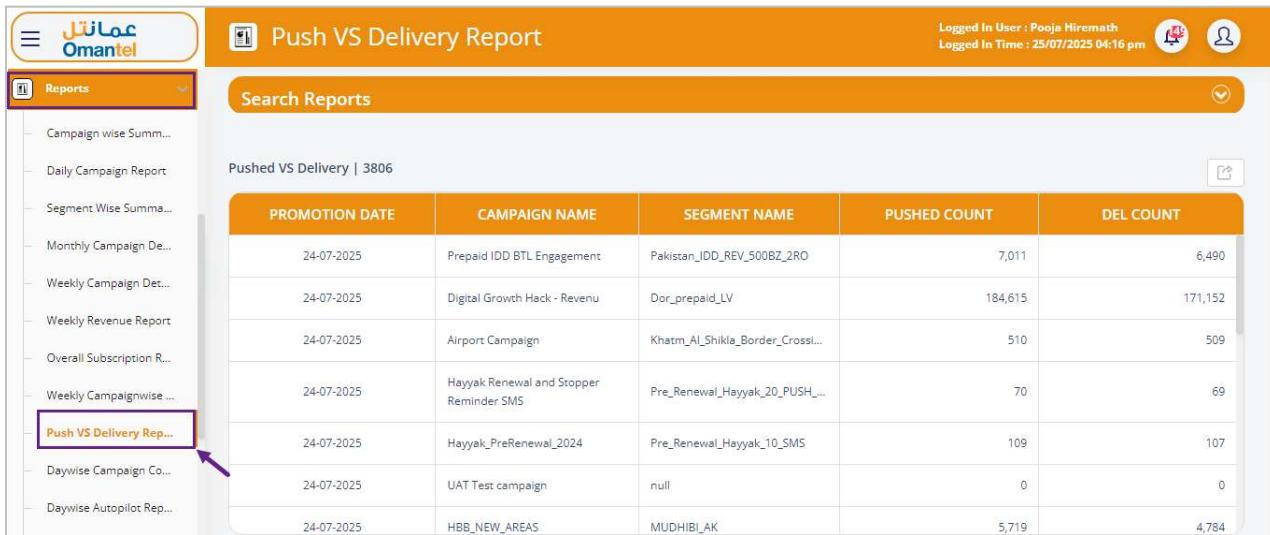
The following Weekly Campaignwise Report details will be displayed.

Field	Description
Week	Indicates the reporting week for which the campaign data is summarized.
Campaign Type	Indicates the name of the campaign executed during the reporting week.
Target Control	Indicates whether the data belongs to the Target Group (TARGET) or Control Group (CONTROL).
MSISDN	Indicates the count of unique mobile numbers (customers) included in the campaign for that week.
Subscriptions	Indicates the number of new activations resulting from the campaign during the week

19.9 Push VS Delivery Report

This report provides insights into campaign message delivery performance. It compares the number of campaign messages pushed to customers versus those successfully delivered, helping assess delivery efficiency and system reliability.

- On the side menu, click **Reports >> Push VS Delivery Report** to view report details. Refer to the following screen.



PROMOTION DATE	CAMPAIGN NAME	SEGMENT NAME	PUSHED COUNT	DEL COUNT
24-07-2025	Prepaid IDD BTL Engagement	Pakistan_IDD_REV_500BZ_2RO	7,011	6,490
24-07-2025	Digital Growth Hack - Revenue	Dor_prepaid_LV	184,615	171,152
24-07-2025	Airport Campaign	Khatrn_Ai_Shikla_Border_Crossi...	510	509
24-07-2025	Hayyak Renewal and Stopper Reminder SMS	Pre_Renewal_Hayyak_20_PUSH_...	70	69
24-07-2025	Hayyak_PreRenewal_2024	Pre_Renewal_Hayyak_10_SMS	109	107
24-07-2025	UAT Test campaign	null	0	0
24-07-2025	HBB_NEW AREAS	MUDHIBI_AK	5,719	4,784

Figure 642 Reports - Push VS Delivery Report

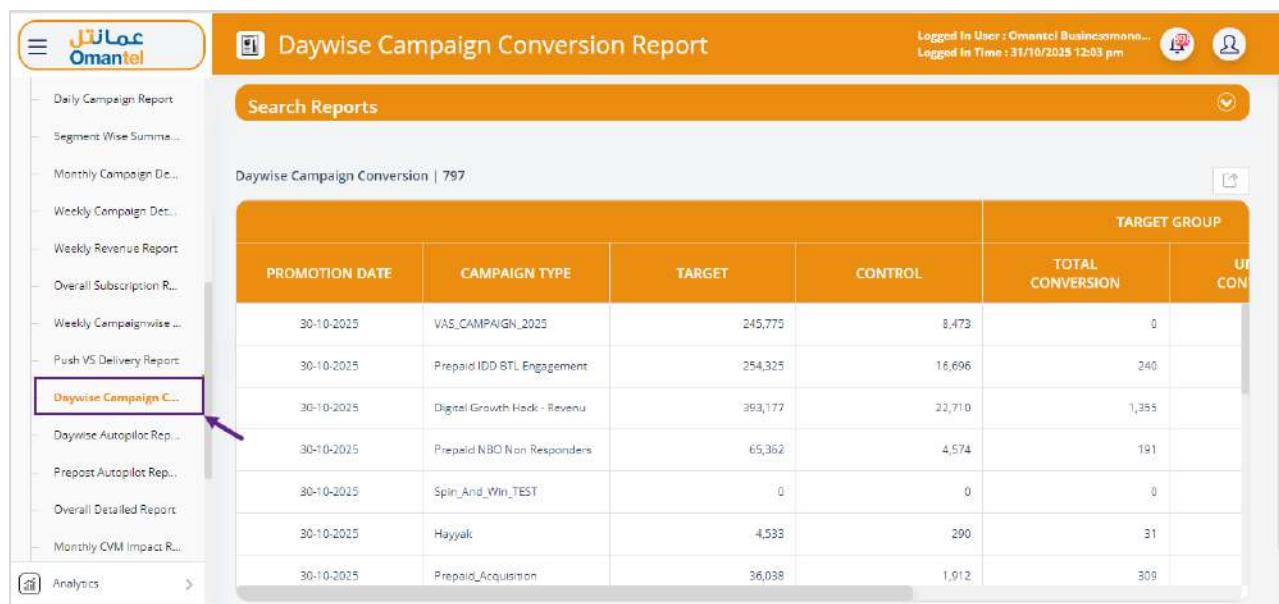
The following Push VS Delivery Report details will be displayed.

Field	Description
Promotion Date	Indicates the date on which the campaign was executed or the promotional messages were sent to customers.
Campaign Name	Indicates the name of the marketing or promotional campaign being tracked for message delivery performance.
Segment Name	Indicates the customer segment or target group (for example, specific plans, regions, or behavioral categories) to which the campaign was sent.
Pushed Count	Indicates the total number of campaign messages pushed to be sent to customers.
DEL Count	Indicates the total number of messages that were successfully delivered to customers' devices.

19.10 Daywise Campaign Conversion Report

This report provides a daily breakdown of campaign conversions for both the Target Group (TG) and Control Group (CG). It helps evaluate campaign performance on a day-to-day basis, highlighting total and unique customer conversions for each campaign.

- On the side menu, click **Reports >> Daywise Campaign Conversion Report** to view report details. Refer to the following screen.



Daywise Campaign Conversion Report

Logged In User : Omantel Businessman...
Logged In Time : 31/10/2025 12:03 pm

PROMOTION DATE	CAMPAIGN TYPE	TARGET	CONTROL	TARGET GROUP	
				TOTAL CONVERSION	UNIQUE CONVERSION
30-10-2025	VAS_CAMPAIGN_2025	245,775	8,473	0	0
30-10-2025	Prepaid IDD STL Engagement	254,325	16,696	240	
30-10-2025	Digital Growth Hack - Revenue	363,177	22,710	1,355	
30-10-2025	Prepaid NBO Non Responders	65,362	4,574	191	
30-10-2025	Spin_And_Win_TEST	0	0	0	0
30-10-2025	Hayyak	4,533	290	31	
30-10-2025	Prepaid_Acquisition	36,038	1,912	309	

Figure 643 Reports - Daywise Campaign Conversion Report

Note: For better viewing, the image is split into two halves.

TARGET GROUP		CONTROL GROUP	
TOTAL CONVERSION	UNIQUE CONVERSION	TOTAL CONVERSION	UNIQUE CONVERSION
0	0	0	0
240	219	0	0
1,355	1,355	5	5
191	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.

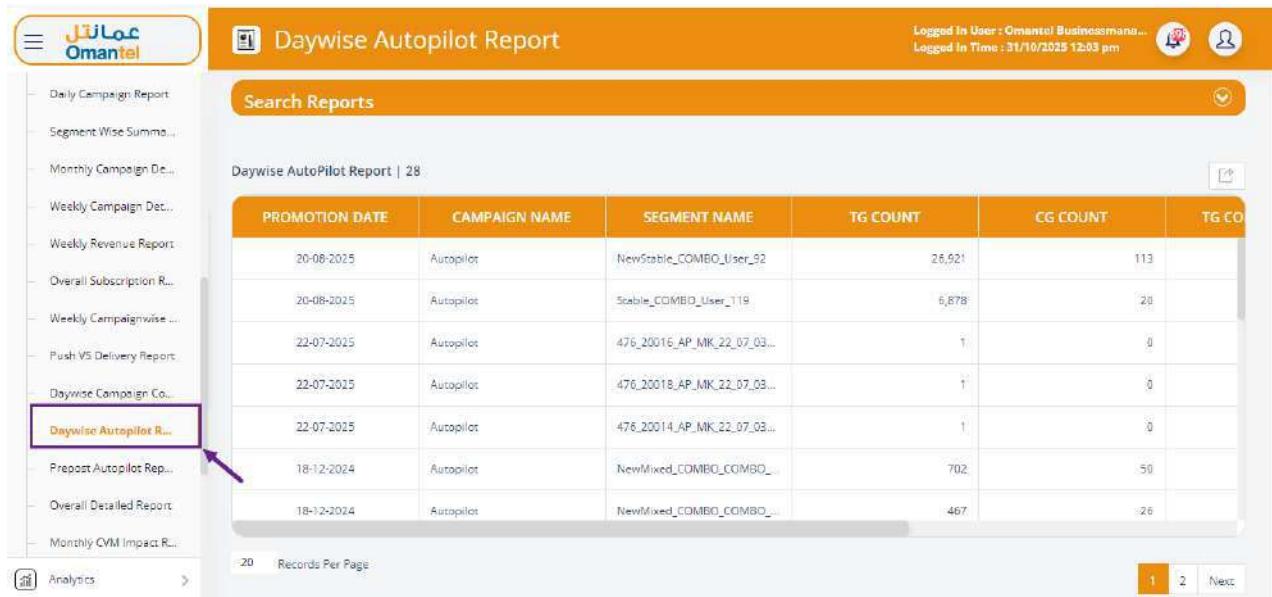
Field	Description
Promotion Date	Indicates the date on which the campaign was executed, or the promotions were sent to customers.
Campaign Type	Indicates the name or classification of the campaign conducted on that date.
Target	Indicates the number of customers who were part of the Target Group (TG) 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.



The screenshot shows the 'Daywise Autopilot Report' page. At the top, there's a navigation bar with the Omantel logo, user information ('Logged In User: Omantel Businessman...', 'Logged In Time: 31/10/2023 12:03 pm'), and icons for profile and settings. Below the navigation is a search bar labeled 'Search Reports'. To the left is a sidebar with various report links, and the 'Daywise Autopilot Report' link is highlighted with a red box and an arrow pointing to it. The main content area displays a table with the following data:

PROMOTION DATE	CAMPAIGN NAME	SEGMENT NAME	TG COUNT	CG COUNT	TG CO
20-08-2023	Autopilot	NewStable_COMBO_User_92	26,921	113	
20-08-2023	Autopilot	Stable_COMBO_User_119	6,878	20	
22-07-2023	Autopilot	476_20016_AP_MK_22_07_03...	1	0	
22-07-2023	Autopilot	476_20018_AP_MK_22_07_03...	1	0	
22-07-2023	Autopilot	476_20014_AP_MK_22_07_03...	1	0	
18-12-2024	Autopilot	NewMixed_COMBO_COMBO...	702	50	
18-12-2024	Autopilot	NewMixed_COMBO_COMBO...	467	26	

At the bottom, there are buttons for 'Records Per Page' (set to 20), a page number '1 2', and a 'Next' button.

Figure 645 Reports - Daywise Autopilot Report

Note: For better viewing, the image is split into two halves.

TG CONVERSION	CG CONVERSION	NRR %
1,732	4	2.893%
516	1	2.502%
0	0	0.00%
0	0	0.00%
0	0	0.00%
17	2	-1.578%
19	0	4.068%

Figure 646 Daywise Autopilot Report_1

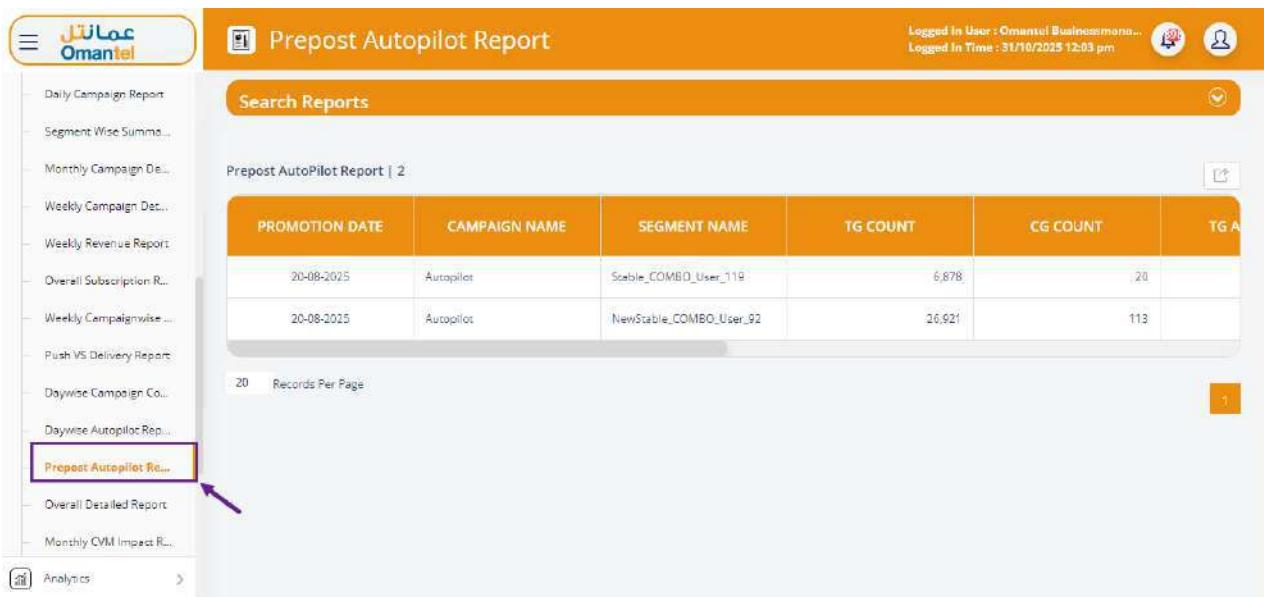
The following Daywise Autopilot Report details will be displayed.

Field	Description
Promotion Date	Indicates the date on which the autopilot campaign was executed for targeted customers.
Campaign Name	Indicates the name of the autopilot campaign configured in the system.
Segment Name	Indicates the customer segment targeted by the autopilot campaign (For example, prepaid users, combo plan users, or inactive customers).
TG Count	Indicates the total number of customers in the Target Group (TG) who received the automated campaign communication.
CG Count	Indicates the total number of customers in the Control Group (CG) who did not receive the campaign message, but are used as a baseline for comparison.
TG Conversion	Indicates the number of Target Group customers who performed the desired action (such as recharge, renewal, or subscription) after receiving the campaign.
CG Conversion	Indicates the number of Control Group customers who converted naturally (without receiving campaign messages).
NRR %	Indicates the incremental impact of the campaign.

19.12 Prepost Autopilot Report

This report provides a comparison of campaign performance before and after the execution of autopilot campaigns.

1. On the side menu, click **Reports >> Prepost Autopilot Report** to view report details. Refer to the following screen.



The screenshot shows a software interface titled "Prepost Autopilot Report". On the left, there's a sidebar with various report options like "Daily Campaign Report", "Segment Wise Summ...", etc., with "Prepost Autopilot Re..." highlighted and boxed in yellow. A purple arrow points from this box to the main content area. The main area has a header "Prepost AutoPilot Report | 2" and a table with columns: PROMOTION DATE, CAMPAIGN NAME, SEGMENT NAME, TG COUNT, CG COUNT, and TG A. Two rows of data are shown: one for "Stable_COMBO_User_119" and another for "NewStable_COMBO_User_92". Below the table, it says "20 Records Per Page". At the bottom left of the sidebar, there's a "Analytics" button.

Figure 647 Reports - Prepost Autopilot Report

Note: For better viewing, the image is split into two halves.

TG ARPU PRE	CG ARPU PRE	TG ARPU POST	CG ARPU POST	INCREMENTAL REVENUE-PRE	UPLIFT
8.02	5.36	6.86	2.32	31,226.12	
2.25	5.26	3.21	3.20	269.21	

Figure 648 Prepost Autopilot Report_1

The following Prepost Autopilot Report details will be displayed.

Field	Description
Promotion Date	Indicates the date on which the autopilot campaign was executed for the target and control groups.
Campaign Name	Indicates the name of the autopilot campaign being analyzed for pre and post-performance comparison.
Segment Name	Indicates the specific customer segment targeted by the autopilot campaign (e.g., combo users, prepaid users, or inactive users).
TG Count	Indicates the total number of customers in the Target Group (TG) who received the autopilot campaign.
CG Count	Indicates the total number of customers in the Control Group (CG) who did not receive the campaign, used for comparison.
TG ARPU Pre	Indicates the Average Revenue Per User (ARPU) of the Target Group before the campaign execution.
CG ARPU Pre	Indicates the Average Revenue Per User (ARPU) of the Control Group before the campaign execution.
TG ARPU Post	Indicates the Average Revenue Per User (ARPU) of the Target Group after the campaign execution.
CG ARPU Post	Indicates the Average Revenue Per User (ARPU) of the Control Group after the campaign execution.
Incremental Revenue -	Indicates the additional revenue generated by the Target Group compared

Field	Description
Pre	to the Control Group before the campaign.
Uplift	Indicates the incremental uplift in ARPU or revenue generated after campaign execution.

19.13 Overall Detailed Report

This report provides a comprehensive overview of campaign performance across all months. It consolidates key metrics related to campaign delivery, conversion, and response for both Target Group (TG) and Control Group (CG), including unique customer analysis and Net Response Rate (NRR).

1. On the side menu, click **Reports >> Overall Detailed Report** to view report details. Refer to the following screen.



MONTH	QUALIFIED BASE	TG PUSHED (TOTAL)	TG DELIVERED (TOTAL)	TG DELIVERED % (TOTAL)	TG CO (T)
Oct-2025	38,972,691	37,916,655	31,238,853	82.38	
Nov-2025	8,626	8,626	8,066	93.50	
Aug-2025	49,094,769	49,094,091	39,349,523	80.15	
Jul-2025	52,807,287	53,420,430	41,580,575	77.83	
Sep-2025	41,148,795	41,166,450	35,904,079	85.03	
	0	0	0	0.00	
Jun-2025	77,983,915	78,203,953	60,220,036	77.00	

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
369,859	0.75	790,270	6,418	0.81
281,638	0.52	1,065,786	6,521	0.61
291,880	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
273,617	10.88	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.

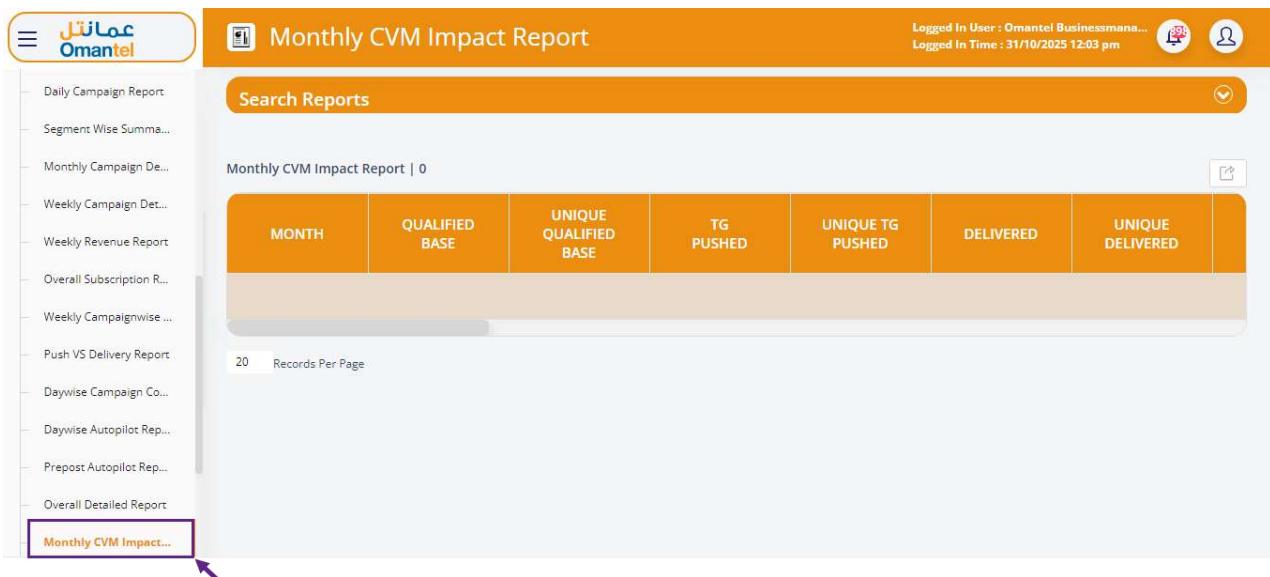
Field	Description
Month	Indicates the reporting month for which the overall campaign performance data is summarized.
Qualified Base	Indicates the total number of customers who qualified for campaigns based on defined eligibility criteria.
TG Pushed (Total)	Indicates the total number of messages or communications 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.



Daily Campaign Report
Segment Wise Summa...
Monthly Campaign De...
Weekly Campaign Det...
Weekly Revenue Report
Overall Subscription R...
Weekly Campaignwise ...
Push VS Delivery Report
Daywise Campaign Co...
Daywise Autopilot Rep...
Prepost Autopilot Rep...
Overall Detailed Report
Monthly CVM Impact....

Monthly CVM Impact Report | 0

MONTH	QUALIFIED BASE	UNIQUE QUALIFIED BASE	TG PUSHED	UNIQUE TG PUSHED	DELIVERED	UNIQUE DELIVERED

20 Records Per Page

Figure 653 Reports - Monthly CVM Impact Report

Note: For better viewing, the image is split into three halves.

DEL %	UNIQUE DEL %	TG CONVERSION	UNIQUE TG CONVERSION	TG CONVERSION %	UNIQUE TG CONVERSION %	CG BASE
No records						

Figure 654 Monthly CVM Impact Report _1

UNIQUE CG BASE	CG CONVERSION	UNIQUE CG CONVERSION	CG CONVERSION %	UNIQUE CG CONVERSION %	NRR %	TG REVENUE (PRE)
found...						

Figure 655 Monthly CVM Impact Report _2

TG REVENUE (POST)	CG REVENUE (PRE)	CG REVENUE (POST)	TGR REVENUE (PRE)	TGR REVENUE (POST)	CGR REVENUE (PRE)	CGR REVENUE (POST)
No records						

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.