Campaign Management

User Story

- A user can visit the **Campaign List** page.
  - The list of all campaigns is displayed here.
  - Campaign specific columns are displayed, along with common columns such as creator name, creation date, update date etc.
  - Sorting and filtering functionalities are available for each column to find specific campaigns.
  - The search functionality applies to:
    - Campaign Name
  - Data for individual campaigns can be exported as PDF, and the currently filtered/displayed list can be exported as Excel/PDF.
- A user can access the **Add Campaign** page by clicking the Add button from the list page.
  - This page displays a form to input all details to create a new campaign.
  - A submit button is available to save the new campaign.
  - The campaign is initially saved as Draft.
- A user can access the **Update Campaign** page by selecting a campaign from the list.
  - All previously saved information for the campaign is displayed and can be edited.
  - A submit button is available to save changes.
  - Clicking on Publish Campaign button from the update page will make the campaign live.
- A user can access the **Clone Campaign** page by selecting a campaign from the list.
  - All previously saved information for the campaign is displayed and can be edited.
  - A submit button is available to create a new cloned campaign.
- A user can select multiple campaigns from the list page and perform the following bulk operations on them:
  - Activate
  - Deactivate
- Some UI cards are displayed on the list page providing summary of some information such as:
  - Active Campaigns
  - Upcoming Campaigns
  - Expired Campaigns

Field List

Campaign Details

Field Name	Description	Data Type	Is Mandatory?
Name	A unique name of the campaign	Text	Yes
Is Active?	The active status (active/inactive)	Checkbox	Yes
Publish Status	Options: Draft (default), Published	Dropdown (disabled)	Yes
Service Type	All service types. 'All' option to be available as well	Dropdown (multi-select)	Yes
Campaign Type	Options: Flat Discount, Coupon Code, Special Offer, Combo Campaign	Dropdown	Yes
Scope	Options: Public, User-Specific	Dropdown	Yes
Applicability	Options: Agent, End-User, Counter User	Dropdown	Yes

Coupon-Specific Configuration

Field Name	Description	Data Type	Is Mandatory?
Show in My Coupons and Checkout Page?	Whether to display this coupon as an available option in My Coupons or during checkout	Checkbox	Yes
Coupon Code Type	Options: Pre-defined, Auto-coupon	Dropdown	Yes
Single/Bulk Coupon Code	Options: Single, Bulk	Radio	Yes
Coupon Code	The coupon code that can be used to redeem the offer	Text	No
Number of Bulk Coupon Codes	Number of coupon codes to generate in bulk	Number	No

Prefix for Bulk Coupon Code	The prefix to use for generating bulk coupon codes. They will follow ascending order as sequence, e.g. 'EID1', 'EID2' etc.	Text	No
Max Redemptions Per User	The maximum number of times that each user can redeem each coupon	Number	No
Max Seat Count	The maximum number of seats that each coupon code can be applied on	Number	No

- This section is only displayed when the **Campaign Type** is 'Coupon Code'.
- Coupon Code is required when **Coupon Code Type** is 'Pre-defined' and **Single/Bulk Code** is 'Single'.
- Number of Bulk Coupon Codes and Prefix for Bulk Coupon Code are required when **Coupon Code Type** is 'Pre-defined' and **Single/Bulk Code** is 'Bulk.
- The bulk coupon codes can be downloaded as CSV/Excel/PDF.

Auto-coupon Configuration

Field Name	Description	Data Type	Is Mandatory?
Prefix	The prefix to use when generating coupons	Text	No
Suffix	The suffix to use when generating coupons	Text	No
Code Length	The maximum length of the coupon code	Number	Yes
Maximum Number of Coupons	A limit of how many coupons can be auto-generated through this process	Number	Yes
Expiry (Days)	For how long the auto-generated coupon will be valid from the date of issuance	Number	Yes
Delivery Method	Options: SMS, Email, In-App	Dropdown (multi-select)	Yes
Auto-coupon Triggers	All trigger events currently defined in the system (e.g. BIRTHDAY)	Dropdown (multi-select)	Yes

- This section is only displayed when **Coupon Code Type** is 'Auto-coupon'.
- Either prefix or suffix is required, but both cannot be entered at the same time.

Commented [Aa14]: There needs to be a User List of campaigns, bulk upload option of user list, API invocation for customers list and a place to view the redeemed users of a particular campaign (How many people are in the campaign modality and how many availed the campaign) with searching and additional users uploading/adding options and deletion options as well. Need to be both csv and json and other formats if required

Commented [AK15]: 1.Should all auto-generated coupons be unique?
2.Will there be any limit regarding maximum number of coupons to auto-generate in this campaign?

Commented [Mu16R15]: Each auto-generated coupon should have a distinct code to prevent duplication, misuse, or multiple redemptions of the same coupon.

Yes, a generation limit should be defined per campaign. Each campaign should configurable by admin).

Commented [Aa17R15]: Updated the rules here and added the generation limit

Commented [AK18]: Need list of all auto-coupon triggers

Commented [As19R18]: Shouldn't be the case. The auto-coupon triggers are part of the campaign flow that I shared in the Excel sheet, where I talked about how users can have qualifying flows composed of combinations of events. Please refer to the file for indications.

Commented [Aa20R18]: Bhaiya I got your point. However, the fact is, we can define multiple events in the system, e.g. BIRTHDAY. Now, the system needs to know what is the definition of the event called BIRTHDAY.

As per discussion with Imdad bhai, defining these events will require some intervention from devs.

For now, I am noting down the requirement here, and later implementation of this will be managed by the devs

- These auto-generated coupons must be unique to prevent duplication or multiple redemptions.

General Rules

Field Name	Description	Data Type	Is Mandatory?
Trip Type	Options: One-way, Round-trip, Return-leg Only	Dropdown	Yes
Audience	All pre-defined audiences in the system	Dropdown (multi-select)	Yes
Allowed Channels & Platforms	Options: bdtickets Web, bdtickets App, Operator Website, Counter, Call Center, bKash Microsite, Nagad Microsite, MyRobi, MyAirtel, All	Dropdown (multi-select)	Yes
Booking Start Date	The offer will be valid if booking is made from this date. This is effectively the start date of the campaign	Date	Yes
Booking End Date	The offer will be valid if booking is made until this date. This is effectively the end date of the campaign	Date	Yes
Journey Start Date	The offer will be valid if the journey date falls on/after this date	Date	Yes
Journey End Date	The offer will be valid if the journey date falls on/before this date	Date	Yes
Budget Amount	The maximum budget to be applied during the budget period	Number	No
Budget Period	Options: Daily, Weekly, Monthly, Lifetime	Dropdown	No
Discount Budget Funded By	The concern who is funding this campaign	Text	No
Maximum Number of Redemptions	The maximum number of times that the offer can be	Number	No

Commented [Aa21]: Audience management is being done elsewhere or in particular campaign module. Wherever it is, there should be options to bulk upload user list or API invocation for customers list or defining customer segment with Telco Prefix such as applicable for 018 & 016 only. Additionally, we need a place to view the redeemed users of a particular campaign (How many people are in the campaign modality and how many availed the campaign) with searching and additional users uploading/adding options and deletion options as well. Need to be both csv and json and other formats if required

Commented [MFM(u22]: It should be pre-defined (Operator/ bdtickets/ MFS/ Shared by multiple)

Commented [Aa23]: This is not a text field, rather it will be a handful of options in drop down such as: bdtickets, Company, Both, etc.

Will be explained during Transaction rules.

Commented [Aa24]: Mandatory

	redeemed during the redemption period		
Redemption Period	Options: Daily, Weekly, Monthly, Lifetime	Dropdown	No
Minimum Transaction Value	The minimum transaction value for the offer to be eligible	Number	No

- The Budget Amount and Budget Period fields are inter-dependent, so if one is entered the other one becomes mandatory. If none of them are selected, it indicates unlimited budget.
- The Maximum Number of Redemptions and Redemption Period fields are inter-dependent, so if one is entered the other one becomes mandatory. If none of them are selected, it indicates unlimited number of redemptions.
- If Minimum Transaction Value is not entered, it indicates that the offer does not require any minimum order value.

Pricing Rules

Field Name	Description	Data Type	Is Mandatory?
Operator	All operators for selected Service Type. 'Select All' option to be available	Dropdown (multi-select)	No
From Station	All stations	Dropdown	No
To Station	All stations	Dropdown	No
Vehicle Type	All vehicle types	Dropdown (multi-select)	No
Adjustment Type	Options: Total Fare, Seat Fare, Service Charge, Gateway Fee	Dropdown	Yes
Discount Type	Options: Percentage, Fixed Amount	Dropdown	Yes
Maximum Discount Per Transaction	The capped amount up to which a percentage discount can reach	Number	No
Maximum Discount Per Seat	The maximum discount amount that can be applied on each seat	Number	No

Commented [Aa25]: There should be an option while creating these campaigns of whether we want to exclude Via Routes and apply campaign from Origin to Final Destination or not. Exclude Via Routes (in routes section)

Combo Campaign - Trigger

Field Name	Description	Data Type	Is Mandatory?
Service Type	The service type that will make the customer eligible for the campaign	Dropdown	Yes
Operator	All operators/companies for selected service type. 'All' option should be available	Dropdown (multi-select)	No
From Station	All stations	Dropdown	No
To Station	All stations	Dropdown	No
Minimum Purchase Quantity	The minimum quantity that should be purchased of this service type to become eligible for the campaign	Number	No
Minimum Purchase Value (BDT)	The minimum purchase amount that should be made by the user to become eligible for the campaign	Number	No

- This section is only displayed when the **Campaign Type** is 'Combo Campaign'.

Combo Campaign - Reward

Field Name	Description	Data Type	Is Mandatory?
Service Type	The service type that will be offered to the customer as a reward	Dropdown	Yes
Discount Type	Options: Percentage, Fixed Amount	Dropdown	Yes
Maximum Discount Per Transaction	The capped amount up to which a percentage discount can reach	Number	No
Maximum Redemptions Per User	The maximum number of times that an individual	Number	No

	customer can redeem this discount		
Maximum Number of Redemptions	The maximum number of times that the offer can be redeemed during the redemption period	Number	No
Redemption Period	Options: Daily, Weekly, Monthly, Lifetime	Dropdown	No

- This section is only displayed when the **Campaign Type** is 'Combo Campaign'.
- The Maximum Number of Redemptions and Redemption Period fields are inter-dependent, so if one is entered the other one becomes mandatory. If none of them are selected, it indicates unlimited number of redemptions.

Business Rules & Validations

- While designing campaigns, there must be a provision to design it specifically for certain partners (Robi, Pathao etc.) and with a defined coupon code. In such cases, as per bdticket's agreement with the partner, the partner can invoke an API call to bdtickets to enlist new customers into the pre-defined campaign. Customers can then avail these coupon codes directly from bdtickets.
- Duplicate coupon codes may exist in the system. However, only one of those coupons can be active at a time.

Commented [Aa26]: There needs to be a Notification Sending Format & Channel with buttons for sending, pausing & stopping notifications. Our system will be integrated with a SMS partner/WhatsApp No./Mail ID by which we can directly send a text message (could be SMS/Mail) directly to each customer. There will be a section with which you can edit the format of the text.

Commented [Aa27]: There needs to be a Specific day & time of the year to be set for campaign period. For example, i want to create a campaign for every Monday where i provide 50% off on all tickets with minimum purchase value of BDT 2,000 and this offer will be valid from 8 AM till 11:59 AM.

Commented [Aa28]: We will need audience management section, whereby addition, deletion, edit can all be done instantaneously. Options to whitelist users by user ID, phone number and emails

Commented [Aa29]: Additionally, Special offers section is missing where we need to enable special offers like: Buy two get one free (2 and 1 are configurable)