

Campaigns

The Campaign Management feature allows snooker club proprietors to create, implement, and oversee promotional campaigns that are specifically designed for distinct customer segments. This module facilitates the development of adaptable campaigns for corporate clients, individuals, groups, and frequent participants, thereby enhancing customer engagement, increasing visit frequency, and driving revenue growth.

Campaign duration, promotional pricing, campaign categories, and exclusive incentives, including discounted table rates, free game credits, loyalty rewards, or limited-time offers, can be configured by operators. Each campaign can be customised to correspond with consumer behaviour, seasonal strategies, and business objectives.

Operators can create, modify, or deactivate campaigns in real time by utilising a streamlined and intuitive setup process. Upon activation, all campaigns are fully integrated with the POS system, invoicing workflow, and customer accounts, ensuring a consistent customer experience across the platform, accurate billing, and seamless promotion tracking.

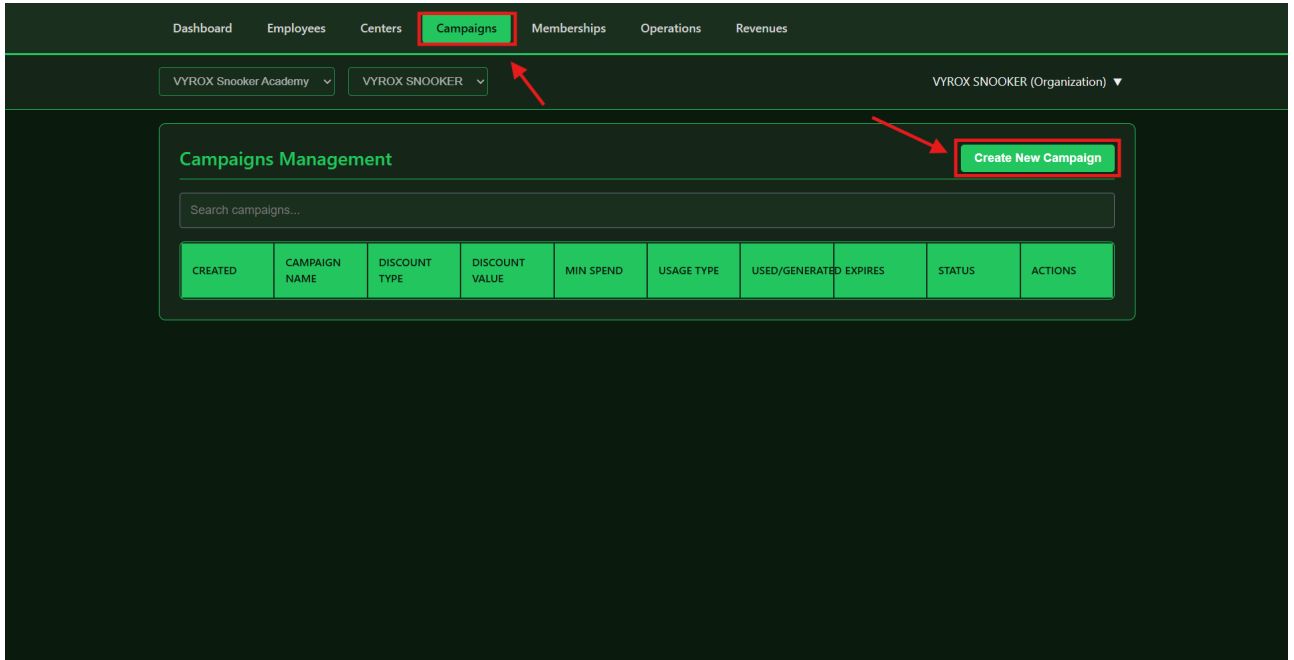
16. Campaigns

16.1 Create Campaigns

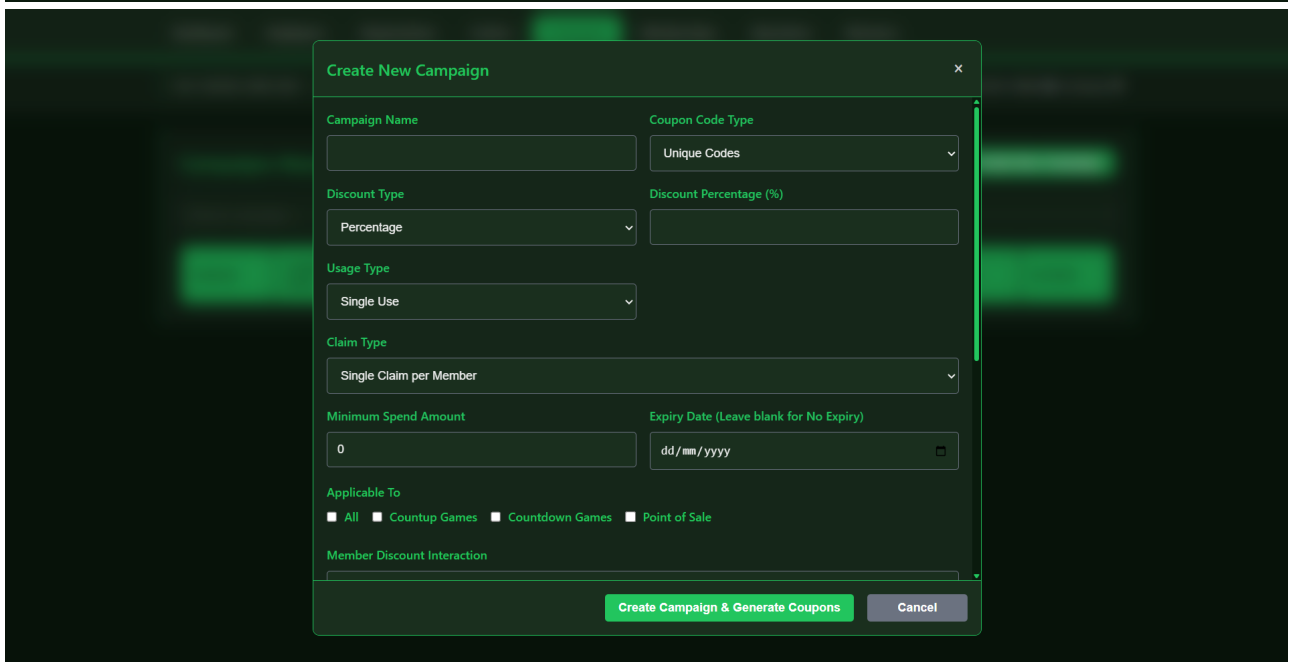
Go to Campaigns > Create New Campaign

Details to Create Campaigns:

1. Fill "Campaign Name"
2. Select "Coupon Code Type"
3. Choose "Discount Type"
4. Put "Discount Percentage"
5. Select "Usage Type"
6. Choose "Claim Type"
7. Tick "Applicable To"
8. Choose "Available Centers"



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16.2 How to use Campaigns

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