

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"

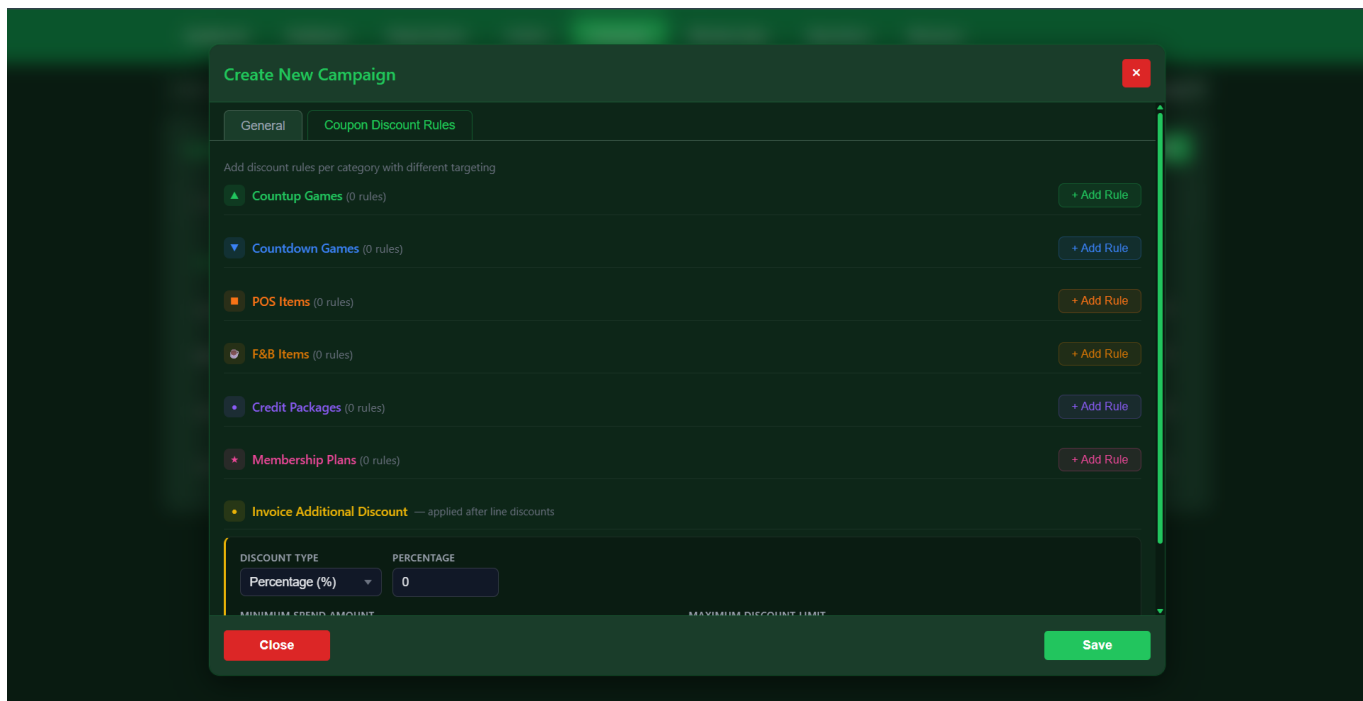
The screenshot shows the 'Campaigns Management' dashboard. At the top, there is a navigation bar with tabs: Dashboard, Employees, Organizations, Centers, Campaigns (highlighted), Memberships, Operations, and Revenues. Below the navigation bar, there are dropdown menus for 'VYROX Snooker Academy' and 'VYROX SNOOKER'. A red arrow points to the 'Campaigns' tab. In the top right corner of the dashboard, there is a 'Create New Campaign' button, which is highlighted with a red box and a red arrow pointing to it from the right. Below the button is a search bar labeled 'Search campaigns...'. The main content area contains a table with the following columns: CREATED, CAMPAIGN NAME, DISCOUNT, MIN SPEND, LIMITS, COUPONS, DATES, STATUS, and ACTIONS. The table lists four campaigns:

| CREATED | CAMPAIGN NAME | DISCOUNT | MIN SPEND | LIMITS | COUPONS | DATES | STATUS | ACTIONS |
|------------|----------------------|--------------------------------|-----------|-------------|---------|-------------------------------------|--------|---|
| 2026-03-26 | Hari Raya March | Countup: 50% | No Min | R:∞ · C:∞ | 4/2 | Always | ACTIVE |    |
| 2026-03-25 | AlexC | — | No Min | R:1 · C:1 | 0/2 | Always | ACTIVE |    |
| 2026-03-22 | Member App Discounts | Countup: 25% Countdown: 20% | No Min | R:100 · C:3 | 0/106 | From 2026-03-21 Until 2026-04-21 | ACTIVE |    |
| 2026-01-28 | Opening | Countup: 10% | No Min | R:1 · C:1 | 5/106 | Always | ACTIVE |    |

The screenshot shows the 'Create New Campaign' modal form. It has a title bar with a close button (X) and two tabs: 'General' (selected) and 'Coupon Discount Rules'. The form contains the following fields:

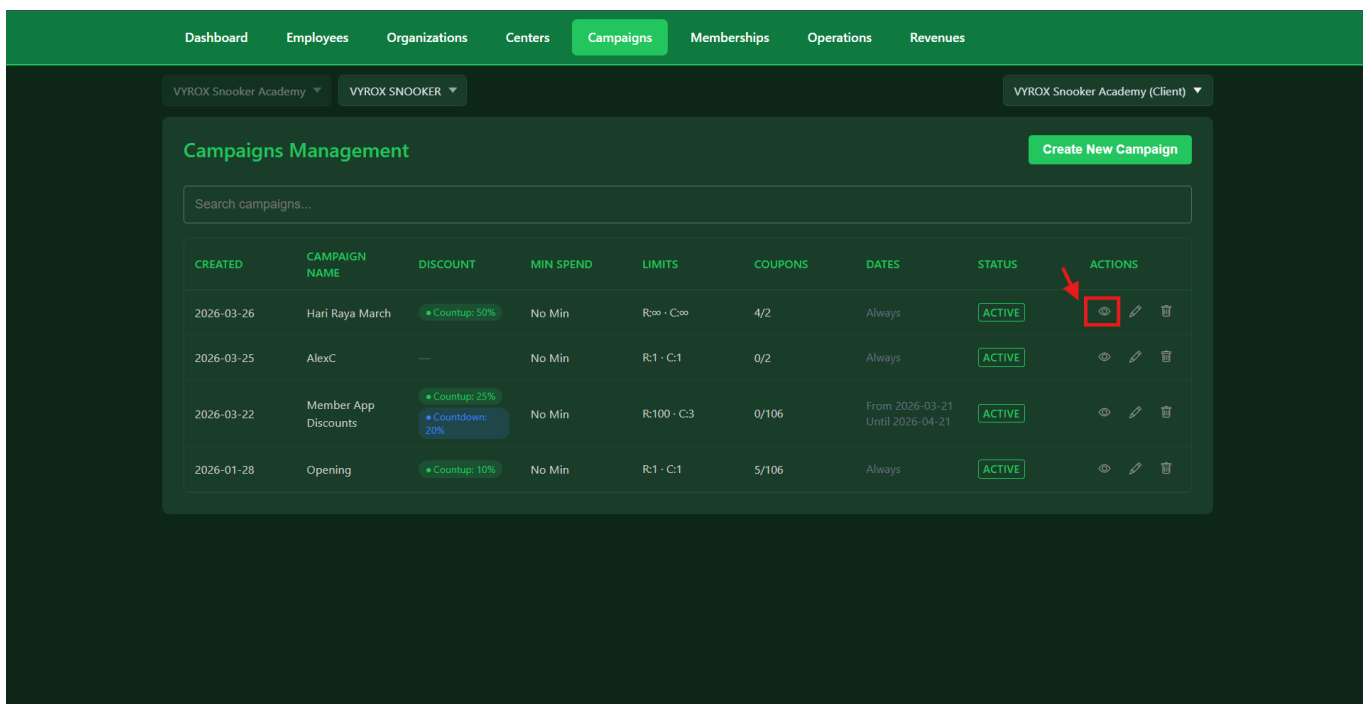
- Campaign Name:** A text input field.
- Redemption Limits:** Three input fields: 'Max Redemptions per Coupon' (value: 1), 'Max Claims per Customer' (value: 1), and 'Total Vouchers to Generate' (value: 100). Below these fields, it says '0 = Unlimited'.
- Start Date (Leave blank to start immediately):** A date input field with the format 'dd/mm/yyyy' and a calendar icon.
- Expiry Date (Leave blank for No Expiry):** A date input field with the format 'dd/mm/yyyy' and a calendar icon.
- Coupon Code Prefix (Optional):** A text input field with the example 'e.g., SAVE10'.
- Available Centers:** A checkbox labeled 'Select All Centers'.

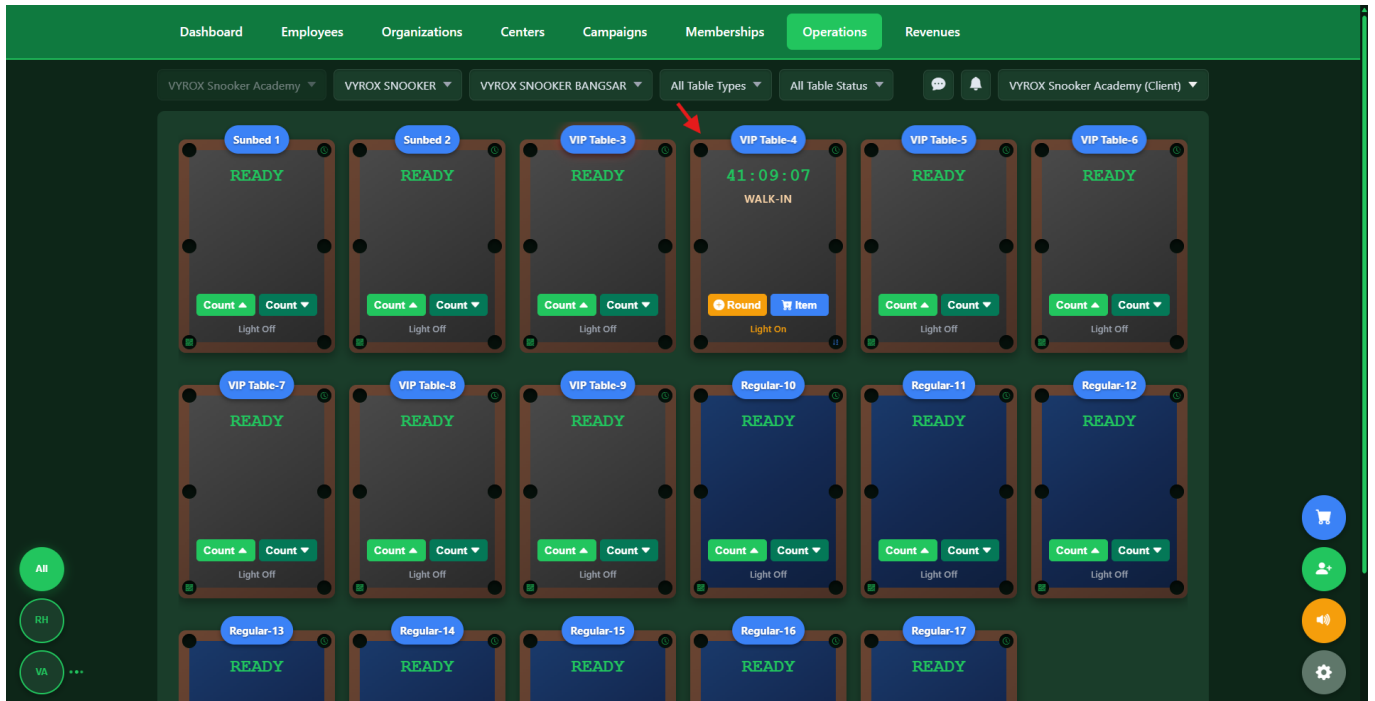
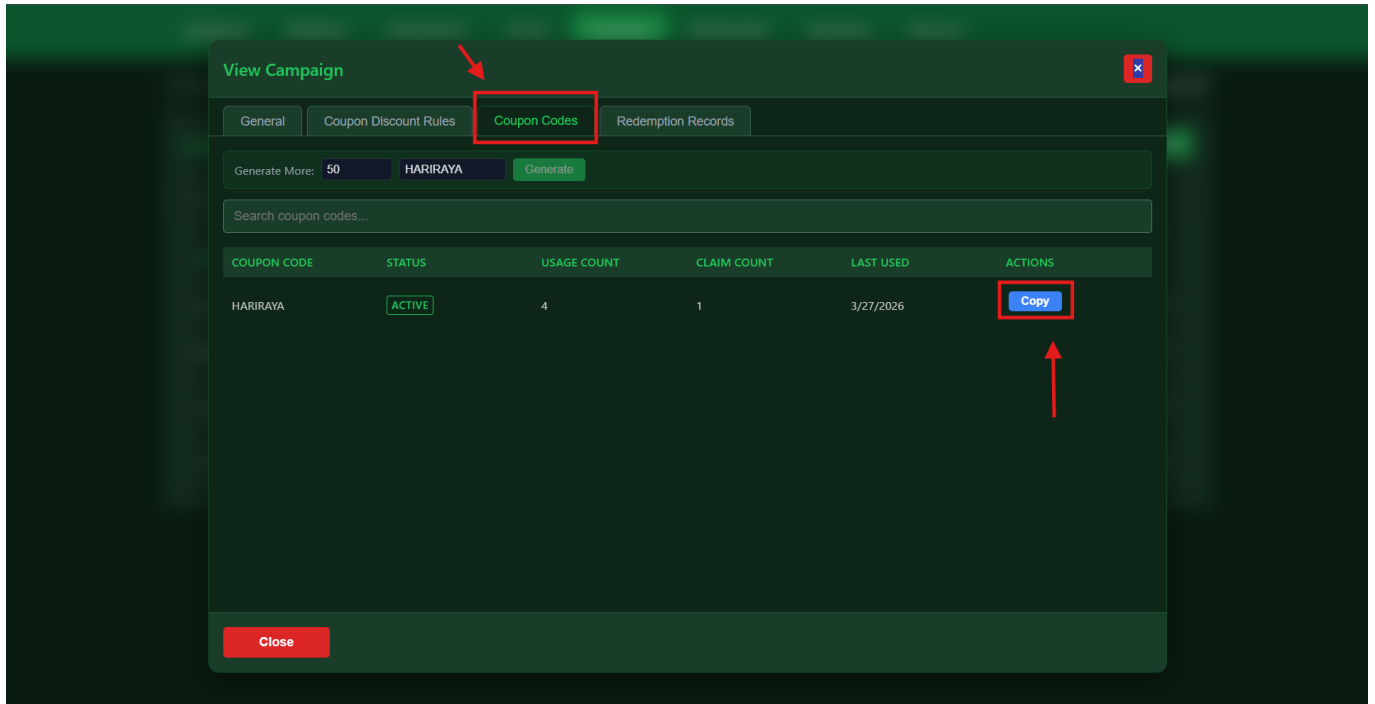
At the bottom of the modal, there are two buttons: 'Close' (red) and 'Save' (green).

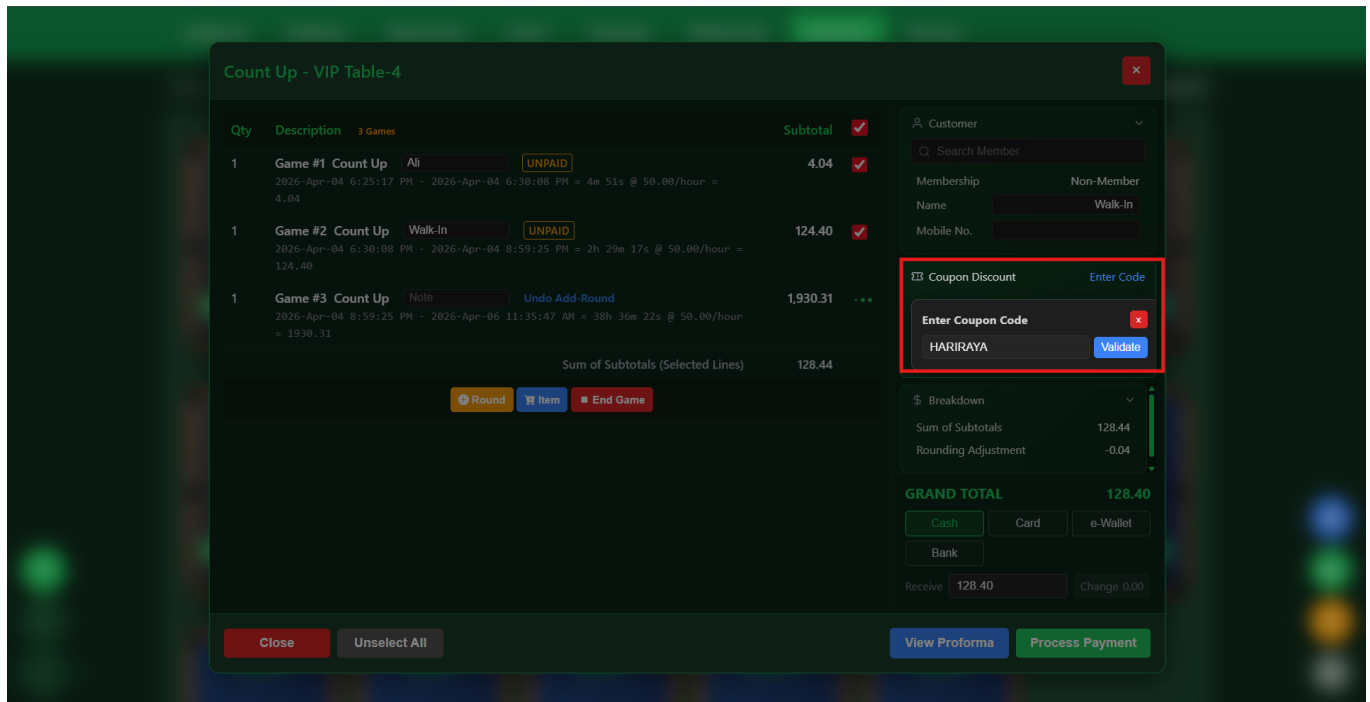


16.2 How to use Campaigns

Go to Campaigns > Choose Campaigns Management > Click Coupons > Copy Campaign Coupons > Go to Operation > Click Table want to Checkout > Paste at Discount Code







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