

# Promotion and Products – Excel Column Descriptions

This is a description of the columns in the Excel-file  
used for importing promotions to effectmanager.  
*NEVER make corrections to the headers of row 1 in  
the Excel-file*



### Column A - PromotionID: *Mandatory*

MUST be your UserID-Year and then four digits. For Example CO-190155.

### Column B - InternalNumber: *Mandatory*

This is your internal number for the unit. NOT for the consumer unit, but for units like Colli, Pallet, Mix-pallet etc.

### Column C - UnitName:

This is the name of the Unit. This field is filled out on the promotion based on the internal number provided in column B.

### Column D - SalesInn: *Mandatory*

The number of units sold to the wholesaler. This value is in UNITS.

### Column E - SalesOut: *Mandatory*

The number of CU sold by the wholesaler. This value is from the POS data.

**A – PromotionID:**  
Must be UserID-Year and then four digits. *Mandatory*

**C – UnitName:** The name of the product or unit.

**E – SalesOut:** Number of CUs sold by the wholesaler – from the POS data. *Mandatory*

A	B	C	D	E
PromotionID	InternalNumber	Unit Name	SalesInn	SalesOut
Co-190155	876543	Orange & Guava 0,33l	0	0
Co-190155	987456	Cherry/Orange/Natural 1,5l mix palle	10	0

**B – InternalNumber:** Must be YOUR internal number of the unit. *Mandatory*

**D – SaleInn:** Number of Units sold to the chain. *Mandatory*

## Column F – Unit Subsidy:

This is the Unit Cost in effectmanager. The Unit Subsidy is added in Units – NOT in Consumer Units.

## Column G – Percentage Subsidy:

Is the %Cost in effectmanager. The Percentage Subsidy is added in Units – NOT in consumer units.

The value must be added without %. E.g. 10 for 10%

## Column H – Promo invoice price:

Is a reduced Inn price for the units on the promotion.

## Column I – End of period discount %:

Fill out is you use this Trade Term. Is invoiced from the customer at a later stage but has an influence on each individual promotion. The value must be added without %. E.g. 10 for 10%

## Column J – Promotion Price:

This is always a Unit price. This is the Promotion price used by the selected mechanism.

**F – Unit Subsidy:** Is the Unit Cost added in Units and not in CU.

**H – Promo invoice price:** Is the reduced inn price for the promotion.

**J – Promotion Price:** This is always the Unit price.

F	G	H	I	J
Unit subsidy	Percentage subsidy	Promo invoice price	End of period discount %	Promotion Price
1,5				12
1,5				12

**G – Percentage Subsidy:** Is the %Cost. Must be added without % - e.g 10 for 10%

**I – End of period discount %:** Fill out if you use this Trade Term. Must be added without % - e.g 10 for 10%

## **Column K - Mechanism: *Mandatory***

This is the selected promotion mechanism. This value must be equal to your pre-set mechanisms from Promotion Properties in settings. Must be identical to the following (notice difference in capital and small letters)

- Missing
- Buy X Get Y Free
- Buy X For Y
- Buy X For Amount Y
- Buy X Measures For Amount Y
- Get Percent X More
- Get Percent X Off
- Get Amount X Off
- Get Free Sample
- More Price Points

## **Column L - X: *Mandatory***

The value of X from the selected mechanism. This field is MANDATORY – Except for the mechanism *More Price Points*.

## **Column M - Y: *Mandatory***

The value of Y from the selected mechanism

## **Column N - State: *Mandatory***

The promotion state. Must be one of the following:

- Planned
- Confirmed
- Completed

## **Column O – Chain Name:**

The chain name set in Retail Chains in settings.

## Column P – Chain InternalNumber: *Mandatory*

The chains's internal number from Retail Chains Internal Number. If there is no internal number, set the internal number in effectmanager to 1, 2, 3, 4....

**K – Mechanism:** The promotion mechanism. Must be equal to your pre-set mechanisms. *Mandatory*

**M – Y:** The value of Y from the selected mechanism. *Mandatory*

**O – Chain Name:** The chain name from Retail Chains.

K	L	M	N	O	P
Mechanism	X	Y	State	Chain Name	Chain InternalNumber
BuyXForAmountY	1	12	Planned	Løvbjerg	00011
BuyXForAmountY	1	12	Planned	Løvbjerg	00011

**L – X:** The value of X from the selected mechanism. *Mandatory*  
Except, for the mechanism More Price Points.

**N – State:** The promotion state. Must be one of the following: Planned, Confirmed or Completed. *Mandatory*

**P – Chain InternalNumber:** The chain's internal number from Retail Chains Internal Number. *Mandatory*


## Column Q – Promotion Name:

This field can be filled out, if you name your promotions.

## Column R - Cancelled: *Mandatory*

Fill out with YES if you want to cancel your promotion. Must be one of the following: YES or NO

## Column S - Simulated: *Mandatory*

Fill out with YES if you want to make your promotion simulated. Must be one of the following: YES or NO.

## Column T – Promotion Type: *Mandatory*

The value in this field must be equal to your pre-set promotion types from Promotion Properties in Settings. You MUST use the English name.

## Column U – Start Date: *Mandatory*

The Promotion start date. Date format must be: DD-MM-YYYY

## Column V – End Date: *Mandatory*

The Promotion start date. Date format must be: DD-MM-YYYY

**Q – Promotion Name:**  
Fill out if you have a promotion name.

**S – Simulated:** Must be one of the following: YES or NO  
*Mandatory*

**U – Start Date:** The Promotion start date.  
Date format must be: DD-MM-YYYY *Mandatory*

Q	R	S	T	U	V
Promotion Name	Cancelled	Simulated	Promotion Type	Start Date	End Date
Løvbjerg Easter	No	No	Promotion Leaflet	02-04-2020	08-04-2020
Løvbjerg Easter	No	No	Promotion Leaflet	02-04-2020	08-04-2020

**R – Cancelled:** Must be one of the following: YES or NO  
*Mandatory*

**T – Promotion Type:** The promotion type. Must be equal to your pre-set promotion types from ENG language setting. *Mandatory*

**V – End Date:** The Promotion End date.  
Date format must be: DD-MM-YYYY *Mandatory*

### Column W – Delivery Start:

Start of delivery for the promotion. Date format must be: DD-MM-YYYY

### Column X – Delivery End:

End of delivery for the promotion. Date format must be: DD-MM-YYYY

### Column Y – Flag:

Fill out is used. Must be equal to your pre-set promotion flags from ENG language setting.

### Column AA – Promotion Week:

If left empty, the promotion week will be calculated.

### Column AB – Internal Comment:

Can be filled out if there are any internal comments.

### Column AC – Customer Comment:

Can be filled out, if you have any customer comments. Is visible on customer reports.

**W – Delivery Start:** Start of delivery for the promotion. Date format must be: DD-MM-YYYY

**Y – Flag:** Fill out is used. Must be equal to your pre-set promotion flags from ENG language setting.

**AA – Promotion Week:** If left empty, the promotion week will be calculated.

**AC – Customer Comment:** Can be filled out, if you have any customer comments. Is visible on customer reports.

W	X	Y	Z	AA	AB	AC
Delivery Start	Delivery End	Flag	Fixed Cost	Promotion week	Internal comment	Customer comment
27-03-2020	02-04-2020		0	2020/14		
27-03-2020	02-04-2020		0	2020/14		

**X – Delivery End:** End of delivery for the promotion. Date format must be: DD-MM-YYYY

**Z – Fixed Costs:** The fixed costs added to the promotion will be visible as *Fixed Subsidy*.

**AB – Internal Comment:** Can be filled out if there are any internal comments.