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:

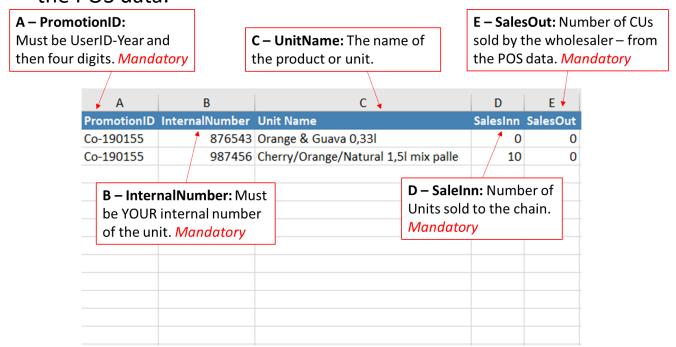
This is the name of the Unit. This field is filled out on the promotion based on the internal number provided in column B.

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.





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:

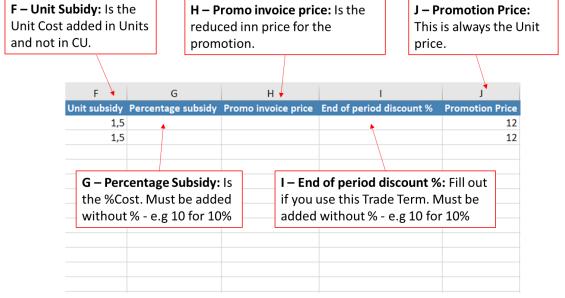
Is a reduced Inn price for the units on the promotion.

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.





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 - Sate: *Mandatory*

The promotion state. Must be one of the following:

- Planned
- Confirmed
- Completed

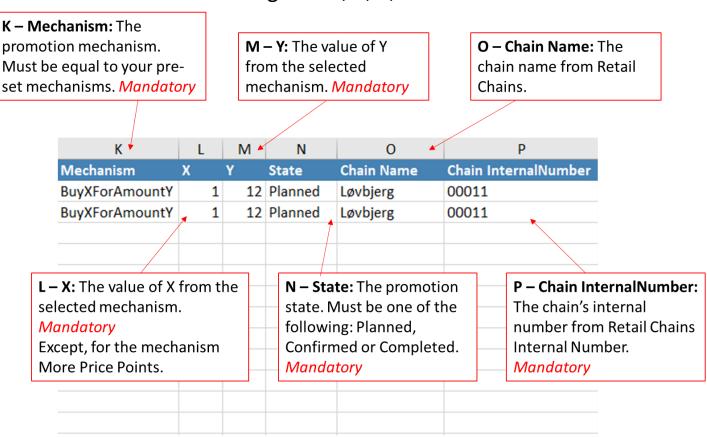
Column O - Chain Name:

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....





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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

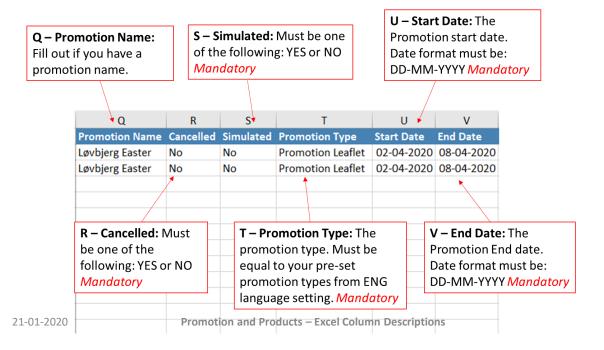
The value in this filed must be equal to your pre-set promotion types from Promotion Properties in Settings. You MUST use the English name.

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





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:

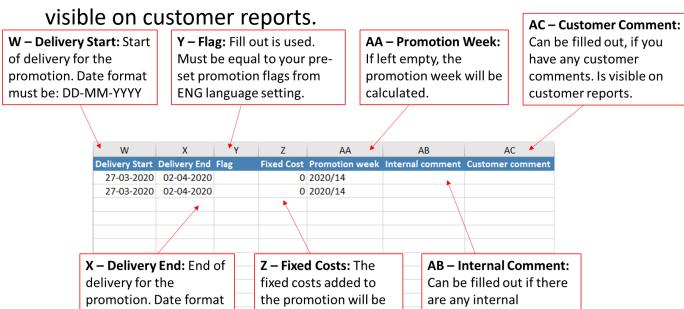
If left empty, the promotion week will be calculated.

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



must be: DD-MM-YYYY

comments.

visible as Fixed Subsidy.