

Promotion's Customer Result report

This guide shows you where to find a promotion
result report for your customers.

*This guide is only of relevance if you have the
promotion module in effectmanager.*



We recommend that you evaluate your promotion when the following is true.

- You have marked your promotion as completed in effectmanager.
- POS sales are imported for the promotion by the POS integration running twice a week.

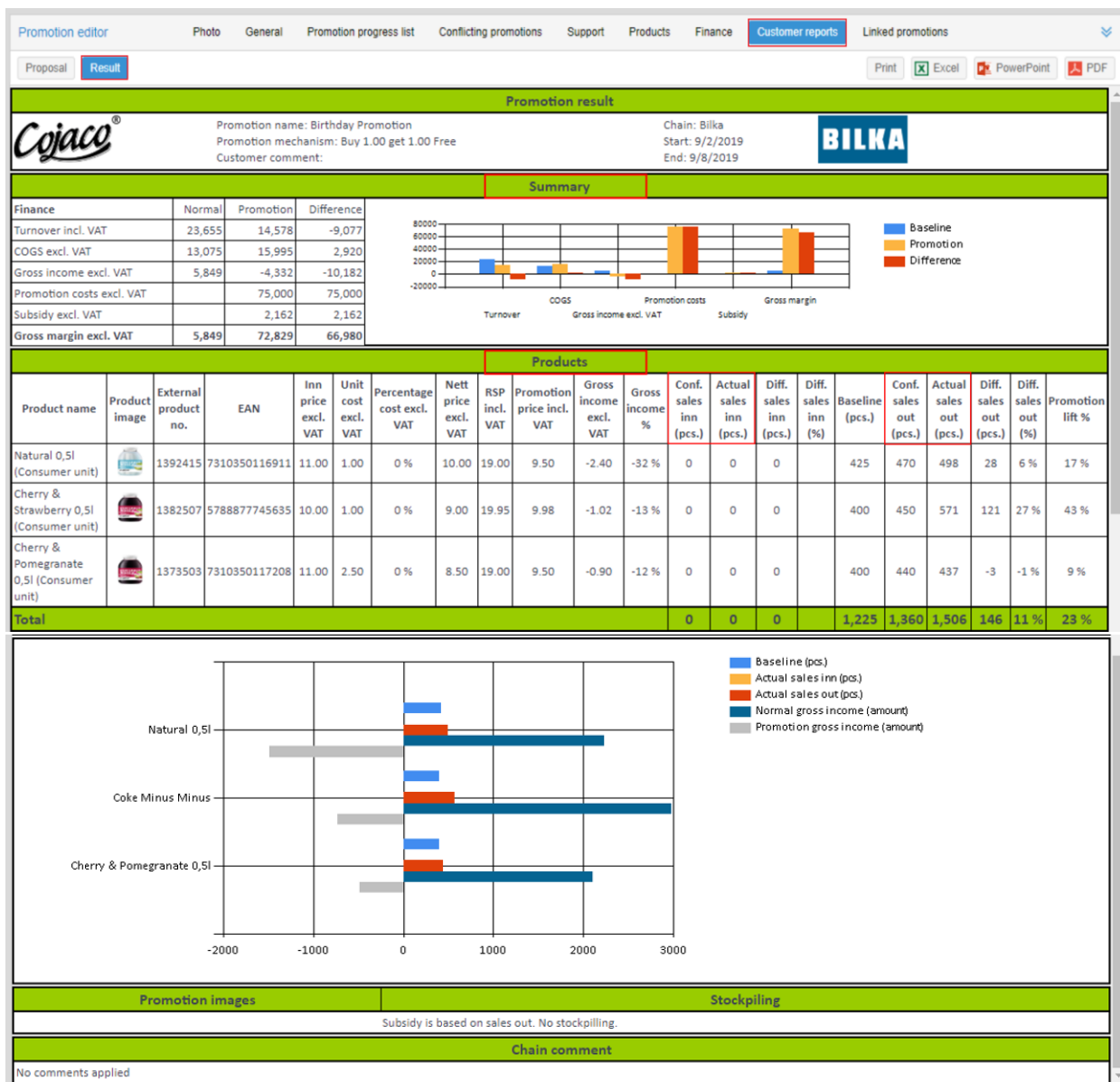
When the promotion is marked as completed, you can find the Promotion's Customer Result report and send it to your customer.

At the top of the report, you will see the summary and finance of the promotion.

Below this section is the finance of each product and category sales distribution. This report will show both the Confirmed Sales and the Actual Sales - in pieces for both Sales Inn and Sales Out.

If you need a guide that shows you how the KPIs are calculated in effectmanager, please see our guides [KPI Calculations - Sales Inn](#) or [KPI Calculations - Sales Out](#)

If you need a guide hat shows you how to use Sales Inn and Sales out in promotions, please see our guides [How to use sales inn on promotions](#) or [How to use sales out on promotions](#)



If you need to do further analysis of your promotion, we recommend using the Promotion Reports in the Reports Module in effectmanager or using your Promotion Cube. In the Promotion Cube, you can build your own reports, by using the different key figures.

If you need a guide that shows you how to make a connection to your promotion cube, please see our guide [How to connect to a Promotion cube in Excel](#)