How to use Promotion KPI report in effectmanager

This guide shows you how to use the Promotion KPI report in the effectmanager Report module.

This guide is only of relevance if you have the online Promotion reports module in effectmanager.





The Promotion KPI report provides you with a report with the KPI you select yourself in the Promotion filters. We offer a wide range of KPIs from Cost-benefit and Gross Income to Subsidy and Sales Out.

NB! If you do not select a value, the report is pre-set to show you the Cost-Benefit KPI report.

If you want to know more about filters in effectmanager, please see our guide <u>How to use filters in effectmanager</u>

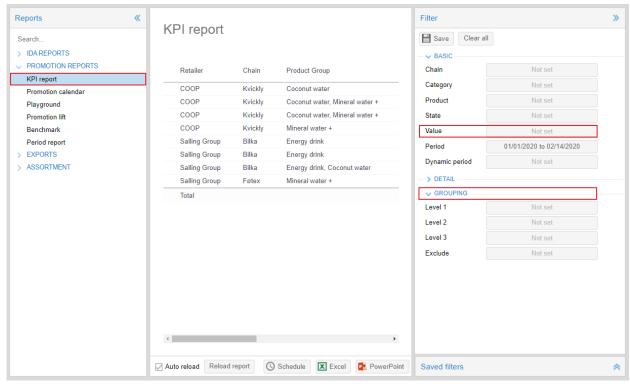
Pro tip: The Promotion KPI report is a great tool for understanding the results of your promotion mechanisms and specific promotion types. This way you can optimize your promotion profit by planning more promotions with a positive result and less with a bad financial outcome.

The KPIs in this report will show financial results for the double profit line - showing you both your and your customer's financial results.

Grouping the report will allow you to get in-debt knowledge about which promotion mechanisms are the best for which product groups, chains, or wholesalers.

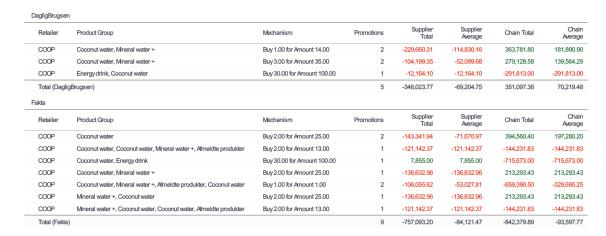
See the difference between the reports on the following pages. They all use the same filter; Wholesaler Coop, period 01/09-2019 to 31/12-2019, and value Cost-Benefit but with different groupings.





Grouping on Chain

These filtering options will provide you with a KPI report showing you the cost-benefit of each promotion segmented into a chain overview. With these filters, you can focus on the performance of each promotion per chain.





Grouping on Mechanism

These filtering options will provide you with a KPI report showing you the cost-benefit of each promotion segmented into an overview based on your promotion mechanisms. With these filters, you can compare how your promotion mechanisms work across chains.

Buy 1.00 for An	mount 1.00						
Retailer	Chain	Product Group	Promotions	Supplier Total	Supplier Average	Chain Total	Chain Average
COOP	Fakta	Coconut water, Mineral water +, Afmeldte produkter, Coconut water	2	-106,055.62	-53,027.81	-659,390.50	-329,695.25
Total (Buy 1.00 for Amount 1.00)			2	-106,055.62	-53,027.81	-659,390.50	-329,695.25
Buy 1.00 for An	mount 10.00						
Retailer	Chain	Product Group	Promotions	Supplier Total	Supplier Average	Chain Total	Chain Average
COOP	Kvickly	Coconut water	2	6,942.00	3,471.00	-50,992.40	-25,496.20
COOP	SuperBrugsen	Coconut water, Coconut water	2	-164,854.87	-82,427.44	232,557.36	116,278.68
Total (Buy 1.00 for Amount 10.00)		4	-157,912.87	-39,478.22	181,564.96	45,391.24	
Buy 1.00 for An	mount 14.00						
Retailer	Chain	Product Group	Promotions	Supplier Total	Supplier Average	Chain Total	Chain Average
COOP	DagligBrugsen	Coconut water, Mneral water +	2	-229,660.31	-114,830.16	363,781.80	181,890.90
Total (Buy 1.00 for Amount 14.00)			2	-229,660.31	-114,830.16	363,781.80	181,890.90

All Promotion reports can be exported to Excel, PowerPoint, and PDF by pressing the icons at the bottom of the report.

You also have the option to Schedule Reports for automatic send-out to yourself, your Key Account Managers or others.

If you need a guide that shows you how to schedule reports in effectmanager, please see our guide <u>How to</u> schedule a task/report in effectmanager

Below you can download examples of the KPI report from effectmanager. The examples use different filtering and grouping options.

KPI Report: Cost-benefit Chain
KPI Report: Cross Income Chain
KPI Report: Subsidy Category