

# 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 [How to use filters in effectmanager](#)*

 **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.

Reports

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## KPI report

Retailer	Chain	Product Group
COOP	Kvickly	Coconut water
COOP	Kvickly	Coconut water, Mineral water +
COOP	Kvickly	Coconut water, Mineral water +
COOP	Kvickly	Mineral water +
Salling Group	Bilka	Energy drink
Salling Group	Bilka	Energy drink
Salling Group	Bilka	Energy drink, Coconut water
Salling Group	Føtex	Mineral water +
Total		

Filter

Save Clear all

> BASIC

Chain

Category

Product

State

Value

Period

Dynamic period

> DETAIL

> GROUPING

Level 1

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Level 3

Exclude

Saved filters

Auto reload
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## 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.

DagligBrugsen							
Retailer	Product Group	Mechanism	Promotions	Supplier Total	Supplier Average	Chain Total	Chain Average
COOP	Coconut water, Mineral water +	Buy 1.00 for Amount 14.00	2	-229,660.31	-114,830.16	363,781.80	181,890.90
COOP	Coconut water, Mineral water +	Buy 3.00 for Amount 35.00	2	-104,199.35	-52,099.68	279,128.58	139,564.29
COOP	Energy drink, Coconut water	Buy 30.00 for Amount 100.00	1	-12,164.10	-12,164.10	-291,813.00	-291,813.00
Total (DagligBrugsen)			5	-346,023.77	-69,204.75	351,097.38	70,219.48
Fakta							
Retailer	Product Group	Mechanism	Promotions	Supplier Total	Supplier Average	Chain Total	Chain Average
COOP	Coconut water	Buy 2.00 for Amount 25.00	2	-143,341.94	-71,670.97	394,560.40	197,280.20
COOP	Coconut water, Coconut water, Mineral water +, Afmeldte produkter	Buy 2.00 for Amount 13.00	1	-121,142.37	-121,142.37	-144,231.83	-144,231.83
COOP	Coconut water, Energy drink	Buy 30.00 for Amount 100.00	1	7,855.00	7,855.00	-715,673.00	-715,673.00
COOP	Coconut water, Mineral water +	Buy 2.00 for Amount 25.00	1	-136,632.96	-136,632.96	213,293.43	213,293.43
COOP	Coconut water, Mineral water +, Afmeldte produkter, Coconut water	Buy 1.00 for Amount 1.00	2	-106,055.62	-53,027.81	-659,390.50	-329,695.25
COOP	Mineral water +, Coconut water	Buy 2.00 for Amount 25.00	1	-136,632.96	-136,632.96	213,293.43	213,293.43
COOP	Mineral water +, Coconut water, Coconut water, Afmeldte produkter	Buy 2.00 for Amount 13.00	1	-121,142.37	-121,142.37	-144,231.83	-144,231.83
Total (Fakta)			9	-757,093.20	-84,121.47	-842,379.89	-93,597.77

## 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 Amount 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 Amount 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 Amount 14.00							
Retailer	Chain	Product Group	Promotions	Supplier Total	Supplier Average	Chain Total	Chain Average
COOP	DagligBrugsen	Coconut water, Mineral 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 [How to 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](#)