

How to use Promotion Lift report in effectmanager

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

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



The Promotion Lift report provides you with a graph report of your promotion lift in pieces sold on a weekly basis. The report shows you **promotions sales compared to baseline sales**.

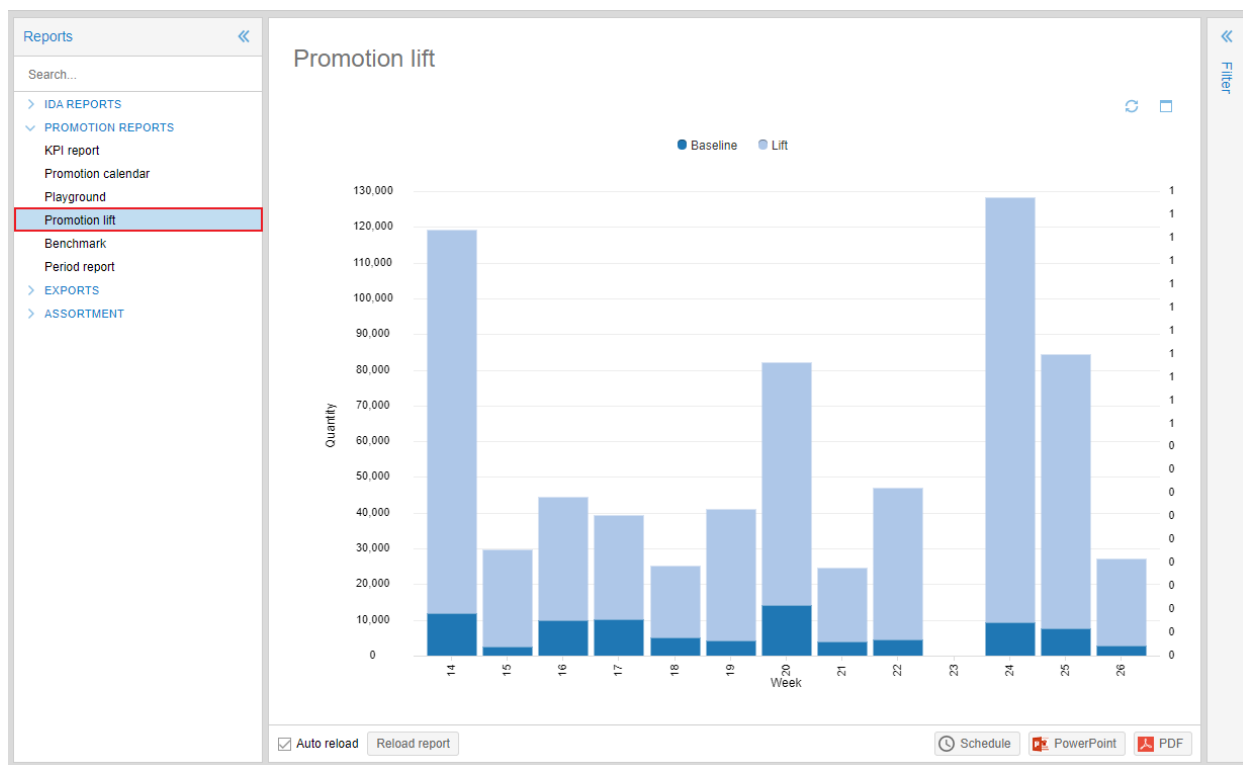
The report is great to use for customer presentations or internal evaluation meetings when a promotion period has ended.

If you need a guide that shows you how to maintain your Baseline, please see our guide [How to upload Baseline](#)

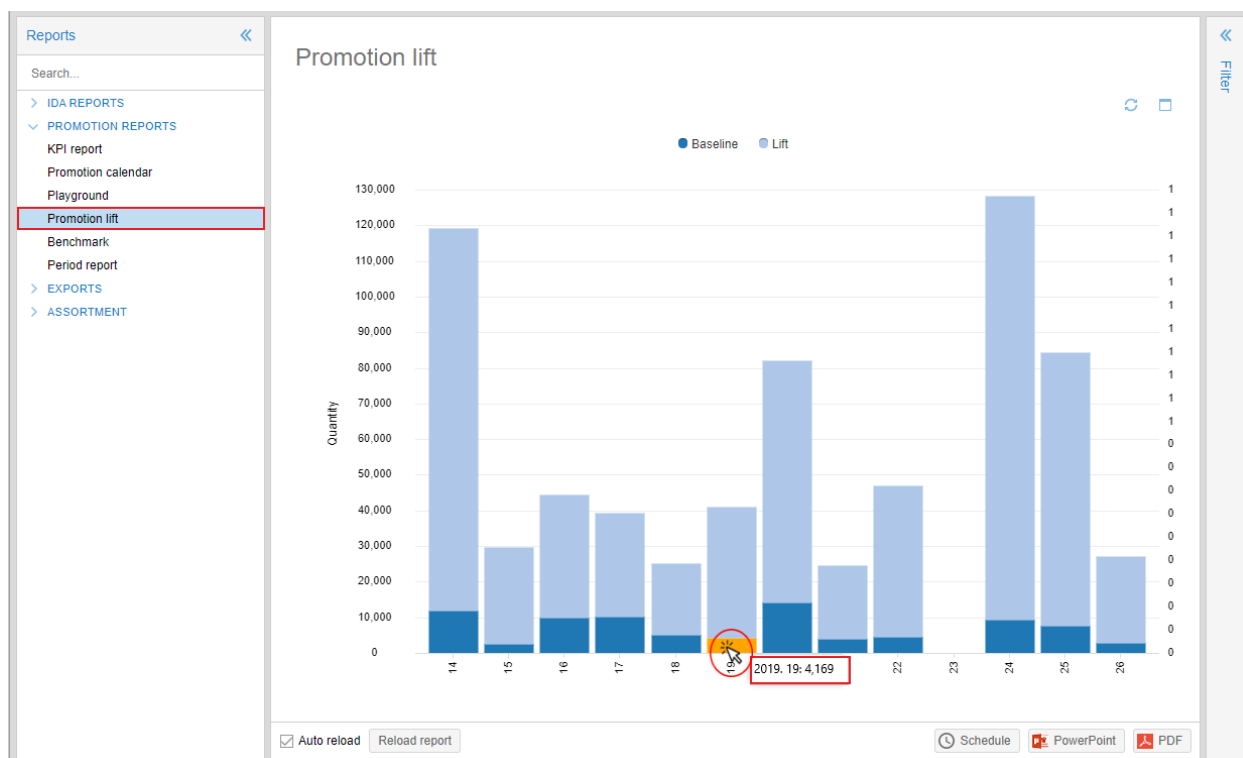
👍 Pro tip: effectmanager offers automatic calculations of your baseline based on your POS sales from the wholesalers. If you are interested in this feature, please contact support@effectmanager.com

In the example on the next page I have selected Coop from 01/04-2019 to 30/06-2019.

In the report I get a graph using the week hierarchy - **your selected period will always be shown in full weeks**. This will provide me with a report showing the promotion lift for Coop promotion from Week 14 to week 26 2019.



The Promotion Lift reports offer a mouse-over function; holding the mouse on a specific week and either Lift or Baseline will show you the value. See below example holding the mouse on week 19 baseline.



Promotion Lift reports can be exported to 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 show you how to schedule reports in effectmanager, please see our guide [How to schedule a task/report in effectmanager](#)