

How to use Promotion Period report in effectmanager

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

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



The Promotion Period Report is used to provide you with an overview of all promotions for a specific period including leaflet photos.

If you need a guide that shows you how to upload leaflet photos in effectmanager, please see our guide [How to upload leaflet pictures from Tilbudsdata](#)

The Period Report contains promotions finance of the chains based on your filtering selections. At the bottom of the report, the chain finance is summed up in a table report. By expanding the rows under each chain, you can see the promotion finance for each promotion type.

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

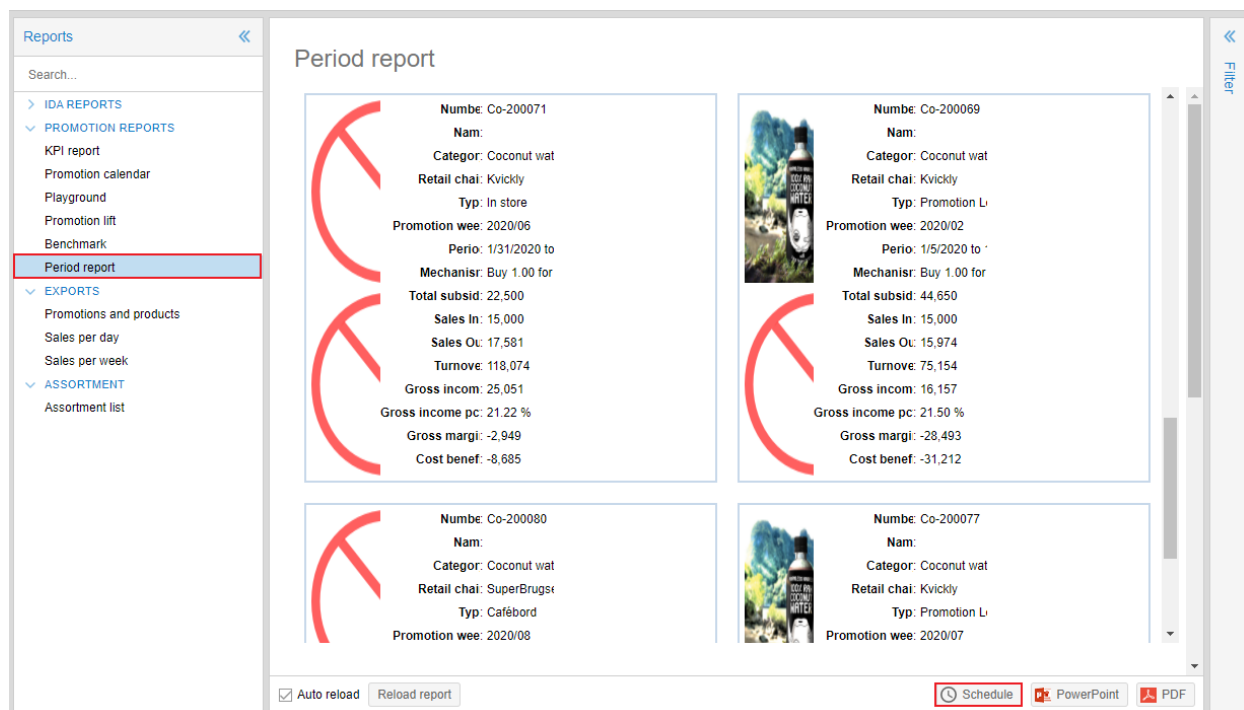
Retail chain	Turnover (incl. VAT)	Gross income pct.	Total unit subsidy	Total fixed subsidy	Gross margin	Gross margin pct.	Sales Inn	Sales Out
▼ DagligBrugsen	533,065	-15.84 %	94,500	19,000	29,066	5.45 %	58,900	57,500
In store	284,665	-17.86 %	0	0	-50,835	-17.86 %	31,900	30,500
Cafébord	248,400	-13.53 %	94,500	19,000	79,901	32.17 %	27,000	27,000
⊗ Fakta	3,406,919	-27.70 %	972,520	90,500	119,439	3.51 %	395,500	395,500
Promotion Leaflet	692,000	10.19 %	233,000	35,500	339,000	48.99 %	56,500	56,500
In store	2,340,799	-37.22 %	645,520	55,000	-170,681	-7.29 %	292,000	292,000
Additional placement	374,120	-38.19 %	94,000	0	-48,880	-13.07 %	47,000	47,000
> Kvikky	1,601,904	-35.94 %	246,806	150,555	-166,005	-10.36 %	266,080	200,767
> LokalBrugsen	205,328	-37.50 %	112,930	16,000	51,932	25.29 %	25,666	25,666
> SuperBrugsen	589,475	-84.36 %	148,428	475,000	133,783	22.70 %	131,962	122,390
Total	6,336,692	-34.37 %	1,575,184	751,055	168,216	2.65 %	878,108	801,823

👍 Pro tip: Exporting the Period Report to PDF provides you with a great report for customers showing them the most important promotion KPIs for each promotion per chain.

In the example below, I have selected Coop from 06/01-2020 to 29/02-2020.

In the report, I get both a promotion box overview and a table report which sums the data.

See the difference on a promotion where I have uploaded Leaflet picture, and where there are no Leaflet pictures.



Period report

Number	Name	Category	Retail chain	Type	Promotion week	Period	Mechanism	Total subsidy	Sales In	Sales Out	Turnover	Gross income	Gross income pc	Gross margin	Cost benefit
Co-200071		Coconut wat	Kvickly	In store	2020/06	1/31/2020 to	Buy 1.00 for	22,500	15,000	17,581	118,074	25,051	21.22 %	-2,949	-8,685
Co-200069		Coconut wat	Kvickly	Promotion L	2020/02	1/5/2020 to	Buy 1.00 for	44,650	15,000	15,974	75,154	16,157	21.50 %	-28,493	-31,212
Co-200080		Coconut wat	SuperBrugse	Cafébord	2020/08										
Co-200077		Coconut wat	Kvickly	Promotion L	2020/07										

Auto reload Reload report

Period 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 shows you how to schedule reports in effectmanager, please see our guide [How to schedule a task/report in effectmanager](#)