

INTEGRATED EXECUTION TOOLS - PROMOTIONAL SPEND

PROMO

PROMO SPEND ANALYSIS - X% of every dollar of revenue and Y% of every dollar of gross margin

- Promo Break-Even Analysis
- Contribution Margin and ROI Calculation
- Temporary Price Reduction and Hang-Over Effects

Event Analysis (BIG View)

	Base w/o Activity	Plan Activity	Plan vs Base Total	in %
Unit Volume (consumer/scanned unit)	44,813	47,971	3.2	7.0%
Gross Revenue per Unit	73.20	73.20		
Gross Revenue (incl tax)	3,673.7	3,932.7	258.9	7.0%
- VAT	393.6	421.4	27.7	7.0%
			231.2	7.0%
			6.9	(7.0%)
			224.3	7.0%
			(125.6)	7.0%
			(227.5)	100.0%
			98.8	8.4%
			8.5	(6.2%)
			90.2	8.7%
			(141.0)	6.3%

ROI	TIER 4 Show Details	TIER 2 Show Details	TIER 1 Show Details	
>= 20%	# of Events: 6 Volume Uplift: 14.3M Incremental CM (%): 5.2% (Actual) Unit Volume: 141.6M (Actual) GSR (excl tax): 7.8MM (Actual) Gross Profit: 3.5MM (Actual) CM: 3.2MM CM per Unit: 22.78 Contribution Margin: 41.2% ROI %: 96.6%	# of Events: 12 Volume Uplift: 58.4M Incremental CM (%): 4.4% (Actual) Unit Volume: 547.6M (Actual) GSR (excl tax): 37.7MM (Actual) Gross Profit: 12.7MM (Actual) CM: 11.5MM CM per Unit: 21.07 Contribution Margin: 30.6% ROI %: 65.6%	# of Events: 19 Volume Uplift: 245.1M Incremental CM (%): 5.2% (Actual) Unit Volume: 2,340.1M (Actual) GSR (excl tax): 147.1MM (Actual) Gross Profit: 50.1MM (Actual) CM: 55.7MM CM per Unit: 23.82 Contribution Margin: 37.9% ROI %: 99.1%	
	>= 0% and < 20%	TIER 7 Show Details # of Events: 1 Volume Uplift: 0.0M Incremental CM (%): 0.1% (Actual) Unit Volume: 16.7M (Actual) GSR (excl tax): 1.3MM (Actual) Gross Profit: 0.3MM (Actual) CM: 0.3MM CM per Unit: 17.90 Contribution Margin: 22.3% ROI %: 1.2%	TIER 5 Show Details # of Events: 2 Volume Uplift: 0.7M Incremental CM (%): 0.4% (Actual) Unit Volume: 91.4M (Actual) GSR (excl tax): 5.4MM (Actual) Gross Profit: 2.5MM (Actual) CM: 2.4MM CM per Unit: 26.34 Contribution Margin: 44.9% ROI %: 7.9%	TIER 3 Show Details # of Events: 2 Volume Uplift: 5.7M Incremental CM (%): 1.3% (Actual) Unit Volume: 154.8M (Actual) GSR (excl tax): 9.7MM (Actual) Gross Profit: 3.1MM (Actual) CM: 2.9MM CM per Unit: 18.86 Contribution Margin: 30.1% ROI %: 19.3%
		< 0%	TIER 9 Show Details # of Events: 3 Volume Uplift: (2.2M) Incremental CM (%): -1.2% (Actual) Unit Volume: 67.2M (Actual) GSR (excl tax): 4.3MM (Actual) Gross Profit: 1.6MM (Actual) CM: 1.5MM CM per Unit: 22.49 Contribution Margin: 35.6% ROI %: -18.9%	TIER 8 Show Details # of Events: 6 Volume Uplift: (34.4M) Incremental CM (%): -4.3% (Actual) Unit Volume: 277.2M (Actual) GSR (excl tax): 18.9MM (Actual) Gross Profit: 6.0MM (Actual) CM: 5.5MM CM per Unit: 19.90 Contribution Margin: 29.3% ROI %: -61.4%

WHY IT IS IMPORTANT

PROMO ROI

- Helps identify promos that generate positive ROI
- Supports Promo Break-Even Analysis

HOW TO APPLY

PROMO SPEND ANALYSIS

- Contribution Margin and Return-On-Investment Calculation
- Temporary Price Reduction and Hang-Over Effects

