

ORDER POWER!

Media Reports

User Guide

Release 4.0



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Solutions,
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Version 4.0

Computer Solutions, Inc. 1991-2001

Report Samples

Version 4.0

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Media Activity Report

The Media Activity Report summarizes all order activity during a specific time period for each **Media**.

The report can be printed in summarized or detail format. The summarized report will print only one line of report information for each media and date; all orders for a single date are grouped together and group totals by date are compiled. The detailed format will print a line for each order. Both formats will summarize totals for each **Media** and provide report grand totals.

Any other information, not specifically mentioned in the “Reading the Media Activity Report” section on page 3, is not considered in the calculation of this report.

ORDER POWER! - BAS - 2001-01-08 - (574) - Version 4.1C1

File Edit Actions Help

OP! 4.0 DEVELOPMENT - CO# 001
Media Activity Report

From Order Date

To Order Date

Media Type All Select Range

Media Sub Type All Select Range

Media All Select Range

Cancel / Deleted Items Include Omit Only

Print in Detail or Summary Detail Summary

Use Current Printer Defaults

Submit to Batch

Save Changes

OK Exit Cancel

Media Activity Report (figure 1)

Media Activity Report

User: CSIUSER
 Wsid: DSP108S1
 Prog: RT01015 Media Activity Report
 Date From: 1/01/00 Media Type: *ALL
 To: 12/29/00

COMPUTER SOLUTIONS, INC.

Date From: 1/01/00 Media Type: *ALL
 To: 12/29/00

User: CSIUSER
 Wsid: DSP108S1
 Prog: RT01015 Media Activity Report

List: *DETAILL
 Cancel: *INCLUDE

Media : *ALL

Media Subtype: *ALL

Date From: 1/01/00 Media Type: *ALL
 To: 12/29/00

Media	Type	Subtype	Order Date	Order/Count	Merchandise Total	Average Order	Shipped	Unshipped
WEBMEDIA			9/27/00	75298	26.95		.00	26.95
WEBMEDIA			9/27/00	75299	119.50		.00	119.50
WEBMEDIA			9/27/00	75301	26.95		.00	26.95
WEBMEDIA			9/27/00	75303	26.95		.00	26.95
WEBMEDIA			9/27/00	4	200.35	50.09	.00	200.35
WEBMEDIA			9/28/00	75470	100.00		.00	100.00
WEBMEDIA			9/28/00	75476	100.00		.00	100.00
WEBMEDIA			9/28/00	75496	100.00		.00	100.00
WEBMEDIA			9/28/00	3	300.00	100.00	.00	300.00
WEBMEDIA			10/04/00	75845	26.95		.00	26.95
WEBMEDIA			10/04/00	75846	26.95		.00	26.95
WEBMEDIA			10/04/00	75847	26.95		.00	26.95
WEBMEDIA			10/04/00	3	80.85	26.95	.00	80.85
WEBMEDIA			10/06/00	75894	26.95		.00	26.95
WEBMEDIA			10/06/00	75897	35.00		.00	35.00
WEBMEDIA			10/06/00	75910	26.95		.00	26.95
WEBMEDIA			10/06/00	75912	80.85		.00	80.85
WEBMEDIA			10/06/00	75933	26.95		.00	26.95
WEBMEDIA			10/06/00	75934	26.95		.00	26.95
WEBMEDIA			10/06/00	75935	26.95		.00	26.95
WEBMEDIA			10/06/00	75936	26.95		.00	26.95
WEBMEDIA			10/06/00	75937	26.95		.00	26.95
WEBMEDIA			10/06/00	75938	26.95		.00	26.95
WEBMEDIA			10/06/00	10	331.45	33.15	.00	331.45
WEBMEDIA				49	1,756.65	35.85	112.50	1,644.12
TOTAL				2309	13,473,425.02	5,835.18	272,074.31	13,196,651.47

Reading the Media Activity Report

User selections:

ORDER POWER! uses these user selections to define the scope of the report:

- **From Order Date**
- **To Order Date**
- **Media Type**
- **Media Sub Type**
- **Media**
- **Cancel/Deleted Items**

Column Headings:

Media

A user-defined code used for tracking the costs and progress of a specific distribution used to expose the buyer to the advertisement (not the content of the ad itself). Often the Media Code appears on the ad a Key Code or Promo Code. In the case of an ad for an 800 number, the last four digits of the phone number are sometimes used.

On the Web Store Profile, you can enter a Media code in the “Media used on the web” field to display all the Items from that Media on your Web Store, and another in the “Media used for pricing” field to name the Media you want used for pricing.

(Media) Type

A user-defined grouping of **Medias**.

(Media) Subtype

A user-defined grouping of **Media Types**.

Order Date

The date the order was entered via order entry, or in the case of imported orders, the order date to be assigned to a batch of imported orders.

Order/Count

On the detail line, this column prints the **Order Number**. On **Total** or **Subtotal** lines, this column prints the number of orders that are included in the respective section of the report.

Merchandise Total

The amount in this column is calculated differently, depending on what was selected in the **Cancel/Deleted Items** field. The possible choices are:

Include – includes Cancelled or Deleted Items in the total

Omit – omits Cancelled or Deleted Items from the total

Only – includes only Cancelled or Deleted Items in the total

Average Order

This amount print only on **Total** or **Subtotal** lines. It represents the **Merchandise Total** divided by the **Order Count**.

Shipped/Unshipped

These two columns print the value of the **Shipped** and **Unshipped** merchandise, as of the date that appears directly above the headings. These figures are also subject to the same selection criteria as the **Merchandise Total**.

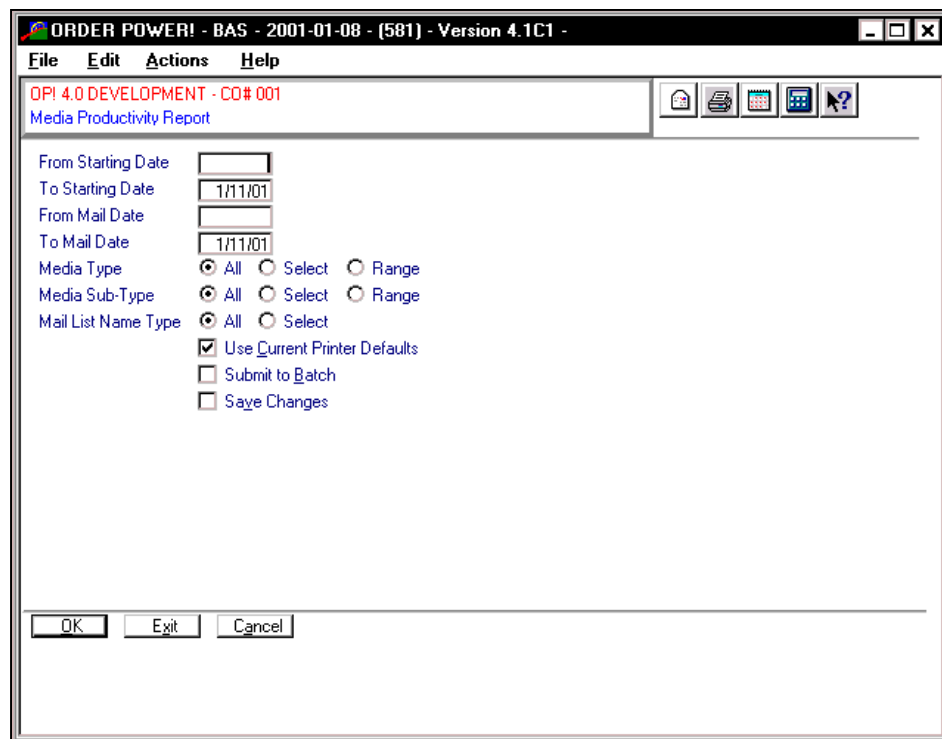
Media Productivity Report

The Media Productivity Report demonstrates the effectiveness of a media during a specific time frame or mailing period.

The report displays information concerning circulation, media cost and cost per inquiry, conversion rate, number of replies, original, total, and average orders and amounts, and percent of cost as compared to the total order amount.

Media productivity can be evaluated based upon the number of inquiries, the number of orders taken, and/or the number of orders shipped.

Any other information, not specifically mentioned in the “Reading the Media Productivity Report” section on page 8, is not considered in the calculation of this report.



The screenshot shows a software window titled "ORDER POWER! - BAS - 2001-01-08 - [581] - Version 4.1C1 -". The window has a menu bar with "File", "Edit", "Actions", and "Help". Below the menu bar, the text "OPI 4.0 DEVELOPMENT - CO# 001" and "Media Productivity Report" is displayed. The main area contains several input fields and radio button options:

- From Starting Date:
- To Starting Date:
- From Mail Date:
- To Mail Date:
- Media Type: All Select Range
- Media Sub-Type: All Select Range
- Mail List Name Type: All Select
- Use Current Printer Defaults
- Submit to Batch
- Save Changes

At the bottom of the window, there are three buttons: "OK", "Exit", and "Cancel".

Media Productivity Report selections panel (figure 2)

INC.

Page: 2
Date: 12/29/00
Time: 13:56:33

Media Sub-Type: *ALL Name-Type: *ALL

CPI	Orders	Initial \$	Orders	Net Total \$	Avg Order\$	Conversion Initial	Rate Total	Percent Cost To Net Tot\$
	5	662	138	7,212,605	52,265.25	41.7	1150.0	
	1	4	65	2,597,551	39,962.32	33.3	2166.7	
	1	171	5	1,036	207.20	100.0	500.0	
	4	6,761	12	13,604	1,133.67	50.0	150.0	
	10	497	10	497	49.70	90.9	90.9	
	1	6,735	17	7,915	465.59	100.0	1700.0	
	2	1,250	9	2,765	307.22	6.3	28.1	
***	123	39,290	2,087	10,473,118	5,018.26	13.2	223.2	.8

Reading the Media Productivity Report

User selections:

ORDER POWER! uses these user selections to define the scope of the report:

- **From Starting Date** (refers to the **Media** , not orders)
- **To Starting Date** (refers to the **Media** , not orders)
- **From Mail Date**
- **To Mail Date**
- **Media Type**
- **Media Sub-Type**
- **Mail List Name Type**

Column Headings:

Media

A user-defined code used for tracking the costs and progress of a specific distribution used to expose the buyer to the advertisement (not the content of the ad itself). Often the Media Code appears on the ad a Key Code or Promo Code. In the case of an ad for an 800 number, the last four digits of the phone number are sometimes used.

On the Web Store Profile, you can enter a Media code in the “Media used on the web” field to display all the Items from that Media on your Web Store, and another in the “Media used for pricing” field to name the Media you want used for pricing.

(Media) Type

A grouping of **Medias**, user-defined in the Media file.

(Media) Subtype

A grouping of **Media Types**, user-defined in the Media file.

Description

A description of the **Media**, user-defined in the Media file.

Starting Date

The starting date of the **Media**, user-defined in the Media file.

Circulation

The circulation of the **Media**, user-defined in the Media file.

Cost

The cost of the **Media**, user-defined in the Media file.

Original Replies

Indicates the number of **Customers** that have the referenced **Media** as their “Original Media” in your Mail List. This includes only **Customers** of the type selected in the **Mail List Name Type** field. The possible choices are: **Inquiry**, **Order by**, or **Ship to**.

CPI (Cost per Inquiry)

ORDER POWER! calculates this field as the **Cost** (see above) divided by the number of **Original Replies** (see above).

Initial Orders

This figure indicates the number of **Customers** that have the referenced **Media** as their “Original Media” in your Mail List – *and* - have at least one (non-Credit Memo) order. It does NOT indicate how many orders exist.

Initial \$

This figure indicates the merchandise total for the initial (non-Credit Memo) order from **Customers** that have the referenced **Media** as their “Original Media” in your Mail List.

Net Total Orders

The total number of orders associated with **Customers** that have the referenced **Media** as their “Original Media” in your Mail List, less the number of Credit Memos associated with those customers.

Net Total \$

The total merchandise amount associated with **Customers** that have the referenced **Media** as their “Original Media” in your Mail List, less the total amount of cancelled **Items** and Credit Memos.

Avg Order\$

The **Net Total \$** (see above) amount divided by the number of **Net Total Orders** (see above) for the referenced **Media**.

Initial Conversion Rate

The number of **Initial Orders** (see above) amount divided by the number of **Original Replies** (see above) for the referenced **Media**, multiplied by 100.

Total Conversion Rate

The number of **Net Total Orders** (see above) amount divided by the number of **Original Replies** (see above) for the referenced **Media**, multiplied by 100.

Percent Cost To Net Tot\$

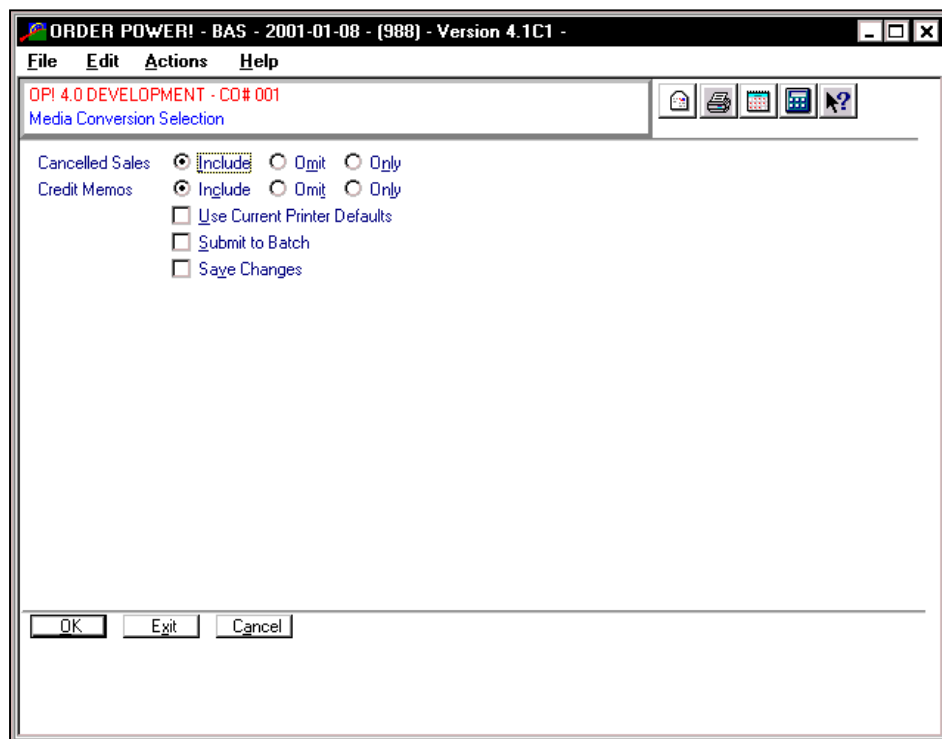
The **Cost** (see above) divided by the **Net Total \$** amount (see above) for the referenced **Media**, multiplied by 100.

Media Conversion Report

The Media Conversion Rate report produces a list of media and its corresponding circulation, media cost, total number of original buyers, and the total lifetime order value. This report can be used to analyze the profitability of a specific **Media**.

The conversion report tallies the number of original buyers in the column entitled Number Names. The Sales \$ column represents the accumulated sales dollars for all orders placed from the media; however, this value in this column will vary depending upon the selection criteria. For example, when reporting on only canceled orders and/or credit memos, the total sales dollars reflects the amount of canceled or credited sales only.

Any other information, not specifically mentioned in the “Reading the Media Conversion Report” section on page 12, is not considered in the calculation of this report.



Media Conversion Selection panel (figure 3)

Media Conversion Report

Page: 2
Date: 12/29/00
Time: 13:44:56

COMPUTER SOLUTIONS, INC.

User: CSIUSER
Wsid: DSP108S1
Prog: RT01007 Media Conversion Rate Report

Cancelled Sales: *INCLUDE Credit Memos: *INCLUDE

Media	Description	Circulation	Cost	Number Original Media	Sales \$
NEWMEDIA	New Media		.00		.00
NILTEST	Nil Ending Date		.00		.00
OCT31	Halloween Promotion	10000	25000.00		.00
PACSUN	Pacific Sunwear		.00		.00
RW	Runners World		.00		.00
SPRING	Spring		.00	3	2,221,968.59
SPRING2000	Spring 2000 test media		.00		.00
SPRING2001	Spring 2001		.00		.00
SPT	test spt		.00		.00
SSS	1		.00		.00
STORE	store sales		.00		.00
STS001	Save The Sale - Test Media 001		.00		.00
STS002	Save The Sale - Test Media 002		.00		.00
TEST1	test		.00		.00
TGIF	a		.00		.00
TRACKING	tracking media		.00		.00
VERYEXC	Very Excellent Web Store Media		.00		.00
WEB	test		.00		.00
WEBK	Karen's Web Media		.00	8	13,688.87
WEEM	Test Web		.00		.00
WEBMEDIA	Web Media		.00	11	509.33
WTFX	Karol Media test		.00	4	.00
WWW199701	World Wide Web 1997 - 01	10000	.00	1	5,995.27
WWW199801	WWW 1998	20000	.00	32	54,583.18
W12	Web		.00		.00
1A	0 Prd.grps & >1 subgroups		.00		.00
1B	1 Prd.grp and >1 subgroups		.00		.00
1205	1998 TOASTMASTER INT'L		.00	2	2,329.54
1450	test nbs		.00		.00
1499	nbs test		.00		.00
1999	1999 Media		.00		.00
2A	0 Prd.grps & 0 subgroups		.00		.00
2B	0 Prd.grps & 1 subgroup		.00		.00
2C	1 Prd.grp & 0 subgroups		.00		.00
2100	NBS ANNUAL CATALOG	25000	.00		.00
330	1541 Sunrise Blvd. Sunrise		.00		.00
330-335	Florida- east cost		.00		.00
4THSTATE	print		.00		.00
465	The New Auto Body ToolMart		.00	2	760.19
TOTAL				935	94,666,187.55

Reading the Media Conversion Report

User selections:

ORDER POWER! uses these user selections to define the scope of the report:

- **Cancelled Sales**
- **Credit Memos**

Column Headings:

Media

A user-defined code used for tracking the costs and progress of a specific distribution used to expose the buyer to the advertisement (not the content of the ad itself). Often the Media Code appears on the ad as a Key Code or Promo Code. In the case of an ad for an 800 number, the last four digits of the phone number are sometimes used.

On the Web Store Profile, you can enter a Media code in the “Media used on the web” field to display all the Items from that Media on your Web Store, and another in the “Media used for pricing” field to name the Media you want used for pricing.

Description

A description of the **Media**, user-defined in the Media file.

Circulation

The circulation of the **Media**, user-defined in the Media file.

Cost

The circulation of the **Media**, user-defined in the Media file.

Number Original Media

This figure indicates the number of **Customers** that have the referenced **Media** as their “Original Media” in your Mail List – *and* - have at least one (non-Credit Memo) order. It does NOT indicate how many orders exist.

Sales \$

This amount reflects orders by **Customers** that have the referenced **Media** as their “Original Media” in your Mail List. The amount in this column is calculated differently, depending on what was selected in the **Cancelled Sales** and **Credit Memos** fields.

Page/Square Inch Analysis Report

Media Book Page/Square Inch Analysis Report

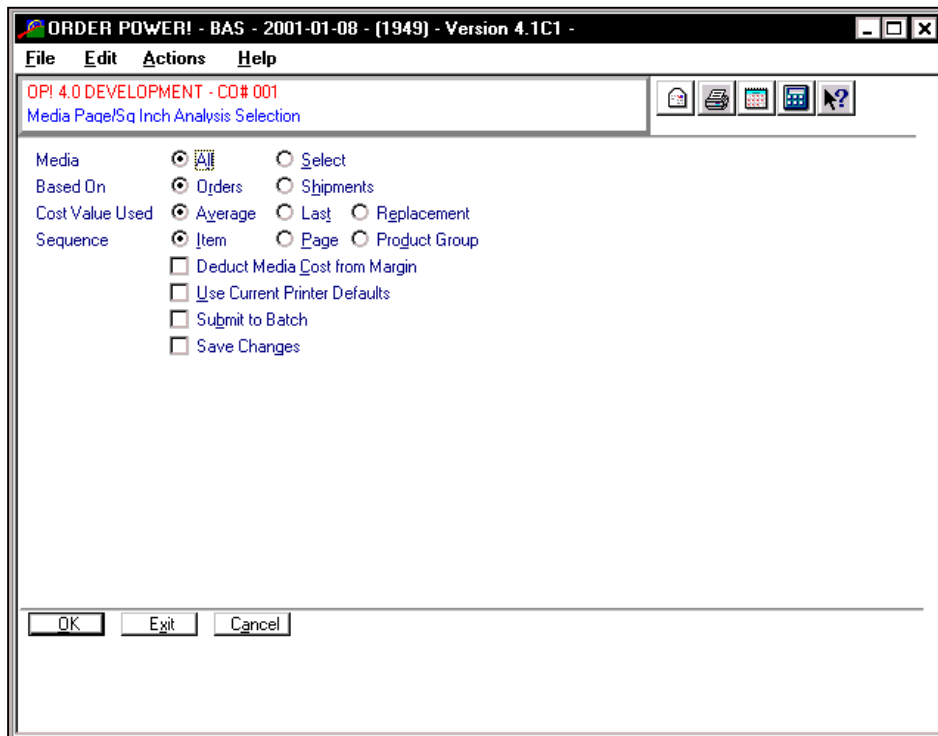
The Media Page/Square Inch Analysis and Media Book Page/Square Inch Analysis Reports produce a printed analysis of the revenue generated per square inch and per page for each item included within a specific **Media** or **Media Book**. This report excludes:

- Deleted or Cancelled Items or Orders
- Kits
- Assortments
- Continuities

The operator can view the report from either a marketing perspective based on the number of orders taken or from an accounting perspective by basing the report on the number of orders shipped. The margin and cost valuation methods can also be defined.

The report is sequenced by either item number, media page number, or item product group.

Any other information, not specifically mentioned in the “Reading the Media Page/Square Inch Analysis Report” section on page 16, is not considered in the calculation of this report.



Media Page/Sq Inch Analysis Selection panel (figure 4)

INC.

Page: 1
Date: 7/20/01
Time: 15:09:08

Cost: *NO

Amount	Amount/ Sq Inch	Item Cost	Item Cost/ Sq Inch	Media Cost	Margin	Margin/ Sq Inch
.00	.00	.00	.00	.00	.00	.00
.00	.00	.00	.00	.00	.00	.00
.00	.00	.00	.00	.00	.00	.00
.00	.00	.00	.00	.00	.00	.00
.00	.00	.00	.00	.00	.00	.00
.00	.00	.00	.00	.00	.00	.00
404.20	.00	.00	.00	.00	404.20	.00
.00	.00	.00	.00	.00	.00	.00
.00	.00	.00	.00	.00	.00	.00
.00	.00	.00	.00	.00	.00	.00
.00	.00	.00	.00	.00	.00	.00
20.00	.00	.00	.00	.00	20.00	.00
.00	.00	.00	.00	.00	.00	.00
79.25	.00	24.99	.00	.00	54.26	.00
.00	.00	.00	.00	.00	.00	.00
.00	.00	.00	.00	.00	.00	.00
.00	.00	.00	.00	.00	.00	.00
503.45	.00	24.99	.00	.00	478.46	.00
503.45	.00	24.99	.00	.00	478.46	.00

Reading the Media Page/Square Inch Analysis Report

User selections:

ORDER POWER! uses these user selections to define the scope of the report:

- **Media - or - Media Book**
- **Based on (Orders - or - Shipments)**
- **Cost Value Used**
- **Sequence**
- **Print in Detail or Summary** (Media Book report only)
- **Deduct Media Cost from Margin** (Media report only)

Column Headings:

Item

An **Item** included in the respective **Media**.

Description

A description of the **Item**, user-defined in the Item file.

Page

The page number within the **Media**, user-defined in the Media file.

Product Group

A **Product Group** of the **Item**, user-defined in the Item file.

Square Inch

The size of the **Media**, user-defined in the Media file.

Quantity

The number of the respective **Item** either ordered, or the number shipped, depending on what was selected in the **Based On** field.

Sales Rate/1000 Orders

The **Quantity** (see above) divided by the total number of orders for the respective **Media** (not shown), times 1000.

Amount

The **Quantity** (see above) times the unit selling price.

Amount/Sq Inch

The **Amount** (see above) divided by **Square Inch** (see above).

Item Cost

The **Quantity** (see above) times the cost. The cost used for this calculation is either **Average** cost, **Last** cost, or **Replacement** cost, depending on what was selected in the **Cost Value Used** field.

Item Cost/Sq Inch

The **Item Cost** (see above) divided by the **Square Inch** (see above).

Media Cost

The cost of the **Media**, user-defined in the Media file.

Margin

The **Amount** (see above) minus the **Item Cost** (see above). If you selected **Y(es)** in the **Deduct Media Cost from Margin** field, **ORDER POWER!** then subtracts the **Media Cost** (see above).

Margin/Sq Inch

The Margin (see above) divided by the **Square Inch** (see above).

