

ORDER POWER!

Media Books and Media Codes

User Guide

Release 4.0.3



**Computer
Solutions,
Inc.**

Since 1978

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Version 4.0.3

Computer Solutions, Inc. 1991-2005

Users Guide

Media Books and Media Codes Users Guide

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ORDER POWER!

Media Books and Media Codes

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Media Books and Media Codes

ORDER POWER! Media Books and **Media Codes** uniquely identify each advertisement, mailing and/or promotion for purposes of analyzing results and profitability. This information includes circulation, costs, dates, and **Items** with associated quantities, prices and advertising space.

Using these codes, **ORDER POWER!** can bring your order takers to a **Media Item Selection** window to make **Item** selection quick and easy when the **Media Code** is used in **Order Entry**.

Terms to know

Media Book

A code used for tracking the costs and progress of a single advertising piece, catalog, printed insert, web page or broadcast advertisement. This code refers to the *content* of the piece, not its various distributions (those are **Media Codes**).

Media Code

A code used for tracking the costs and progress of a specific distribution used to expose the caller to the advertisement (not the content 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.

Although it is often useful, it is not necessary to use Media pricing. If you don't define Media prices, the prevailing **ORDER POWER!** pricing scheme will apply.

When you use Media pricing, the information you define for the Media Book (dates, prices, etc.), applies to all the Media Codes associated with that book, unless you override it in Media Code record.

Also, if you don't need to track multiple distributions of a single Media, you can use **Media Codes** without defining a **Media Book**.

Steps for setting up Media Books and Codes	See page...
Define the Media book	2
Define a Book Item list	6
Define Book Item pricing	8
Define the Media Code	12
Define a Media Item list	16
Define Media pricing	18

In the example that follows, we will define a **Media Code**, SUPERBOWL to track the progress of a specific mailing of a catalog, SPORTS05, to Superbowl attendees. We create a **Media Item** list and assign **Media** pricing.

Setting up Media Books

To define a Media book

1. From the **ORDER POWER! Main Menu**, select: **Work with Files > Media Books > F6** to display the *Media Book Prompt panel* (figure 1).

Computer Solutions, Inc.
Media Book Prompt

Book
SPORTS05

F1=Help F3=Exit

Media Book Prompt panel (figure 1)

2. Complete this field:

Book (required)
Type a code used for tracking a single advertising piece, catalog, printed insert, web page or broadcast advertisement. This code refers to the *content* of the piece, not its various distributions.
3. Press **Enter** to display the *Media Book Update panel 1* (figure 2). The **Media Book** you entered on the previous panel is already displayed.

Computer Solutions, Inc. Media Book Update			
Book SPORTS05			
Description	Sports apparel 05		
Type	Subtype	Classification	-----
Starting Date	10/01/05	Ending Date	4/01/09
Circulation Size	10000	Cost	24650.00
Sq. In. per Page	93.5	Cost per Sq. In.	32.9500
Ad Description	_____		
Ad Size	_____		
Cover Date	1/05	Commitment Date	8/31/05
Mailing Date	_____	Funding Date	9/30/05
		Submittal Date	10/15/05
		First Order Date	_____
		Last Order Date	_____
F1=Help F3=Exit F4=?List			Delete _

Media Book Update panel 1 (figure 2)

4. Complete these fields:

Description (required)

Type a description of the **Media Book** you are defining.

Starting Date

Ending Date

Type dates that indicate the starting and ending effective dates for the **Media Book** you are defining.

Circulation Size

Type number that indicates the potential size of the audience, such as the of catalogs printed, or the number of households reached by a broadcast **Media**, etc.

Cost

The total costs for this **Media Book**.

Sq. In. per Page

Type the page size of this **Media Book** in square inches (print media only).

Cost per Sq. In.

Type the cost of the **Media Book** attributed to one square inch of space. This is used to calculate how profitable an item is relative to the amount of space it occupies in the **Media Book** (print media only).

Ad Description

Type additional information to describe the **Media Book**, for example, COLLAGE OF PRODUCTS ON BLUE BACKGROUND. This description is available on this panel only. It is not displayed on any other **ORDER POWER!** panels or reports.

Ad Size

Type the size of the **Media Book**, for example, 2 PAGE or 48 PAGE COLOR CATALOG. This description is available on this panel only. It is not displayed on any other **ORDER POWER!** panels or reports (print media only).

Cover Date

Type the date printed on the cover of the **Media Book** (print media only).

Commitment Date

Type the date a commitment was made to run the advertisement or do the mailing.

Funding Date

Type the date by which the costs must be paid.

Submittal Date

Type the date by which all ad copy and/or broadcast material must be finalized and submitted.

First Order Date

Last Order Date

This field is updated automatically by **ORDER POWER!**, or you can type dates that indicate the anticipated first and last order dates for the **Media Book** you are defining.

- 4. Press **Enter** to display the *Media Book Update panel 2* (figure 3).

Computer Solutions, Inc.			
Media Book Update			
Book			
SPORTS05			
Description Sports apparel 05			
?Shipping/Handling Calculation Method	3	Chart Id	_
?Alternate Method	-	Chart Id	_
Add-On Charge	3.50	Amt/Pct	A
?Response Curve	SPRBL	Projected Order \$	_____
OE Auto Display Items	Y Y/N	Projected Orders	_____
Unattributable Pct	_____	Forecast Modification Period	_____
Up-sell Message <u>This is a great way to show team support</u>			
Purged Order \$		Purged Cr Memo \$	
Purged Orders		Purged Cr Memos	
Purged Names		Purged Buyer \$	
		Purged Buyers	
F1=Help F3=Exit F4=?List F12=Cancel			

Media Book Update panel 2 (figure 3)

- 5. Complete these fields:

?Shipping/Handling Calculation Method

Type one of the codes below to indicate which method **ORDER POWER!** should use to determine shipping and handling charges.

Shipping/Handling Calculation Method Codes:

1. Item Shipping/Handling (Use Item Pricing Maintenance)
2. Ship Via Weights/Rates (Use Weight/Rate Maintenance)
3. Merchandise \$
4. % of Merchandise Dollar
5. Quantity of Items
6. Flat Charge (Use Add On Charge)
7. Country/State Weights/Rates

?Alternate Method

Type a code to indicate which other shipping/handling calculation method should be used when the merchandise amount or quantity is less than allowed in the Shipping/Handling table, and the primary Shipping/Handling calculation method is **3**, **4** or **5**. (See the *Shipping/Handling Calculation Method Codes* table.)

Add-On Charge: Amt/Pct

Type an additional amount for **ORDER POWER!** to add after shipping and handling charge has been calculated.

6. The following fields are optional. Complete these fields to use **ORDER POWER!** forecasting:

?Response Curve

Type a user-defined code. A **Response Curve** code identifies a specific forecasting trend used to forecast sales in orders and dollars and/or demand (related to a specific media and/or book). It is also used in forecasting replenishment.

The **Response Curve** shows the pattern of orders as a cumulative percent per period defined over the life of the promotion.

Example: After the 1st period, it is expected that 10% of the total number of orders should be received. After period 2, 25% of the orders should be received. After period 3, 40 % of the orders should be received. After period 4, 55% of the orders etc. The response percentage of any given period should be a total of all responses up to that period. Therefore, the last response percentage will be 100%.

The percentages and the period in days are user defined and assigned a response curve code.

Projected Order \$

Type the total amount of dollars expected for a source or media.

OE Auto Display Items Y/N

Type **Y** (yes) if you want **ORDER POWER!** to bring your order takers directly to a *Media Item Selection window (figure 20)* to select from a list of **Media Items** when you enter that **Media Code** in the **Order Entry** (see *Using Media Codes in Order Entry* on page 22).

Projected Orders

Type the total number of orders expected for a source or media. This projection is used in forecasting.

Unattributable Pct

Type a percentage amount for **ORDER POWER!** to add to a **Response Curve** to better reflect the actual orders from a **Media Book**. This would take into consideration those orders from the **Media Book** that could not be identified or have been identified and/or coded incorrectly. This percentage is used in forecasting.

Forecast Modification Period

Type the number of the earliest forecast period (see **Response Curves** on page 5) that you want **ORDER POWER!** to use to begin comparing actual orders to the orders projected. After that forecast period is completed, **ORDER POWER!** then modifies the based on this analysis.

Up-sell Message

Type a free-form message to promote a related **Item** that the operator can suggest to the customer to increase the order/sale. A different up-sell message can be assigned to each item.

7. Press **Enter** to display the *Media Book Inquiry panel (figure 4)*.

To define a Book Item list

A Book Item List is a list of Items that are included in a specific Media Book. When that Media Book is used in Order Entry, **ORDER POWER!** displays the Media Item Selection window (figure 20), which allows quicker selection of those Items.

1. From the **ORDER POWER! Main Menu**, select: **Work with Files > Media Book** to display the *Media Book Inquiry panel (figure 4)*.

Position To : _____		--C.S.I. Development 3.3--		Media Book Inquiry		Show Delete : <u>N</u>							
2=Change		5=Display		6=Ext Desc		7=Book Item Price		8=Book Item		9=Copy		10=Medias	
Book	Description											Del	
— BONBOOK	Bonnie's Test Book												
— CAT32	catalog 32 issue												
— CG	Clara's Media Book												
— C009	Miracles Happen - Revo												
— DEBBOOK	Debbie's media book												
— DEC98	Dec 1998												
— MAC	Mac												
— MISC	Misc												
— SPORTS05	Sports apparel 05												
— GG1999	GG1999												
— BB1999	BB1999												
— URI	Uri's media book												
— WWWBOOK	World Wide Web Pricing												
— WWWBOOK2	World Wide Web 1998												
— 9705	0705 book												
											Bottom		
F1=Help F3=Exit F6=Create F7=Bkwd F8=Fwd F10=Top F21=Print List													

Media Book Inquiry panel (figure 4)

2. Type **8** (Book Item) in the field beside the **Media Book** you created, then press **Enter** to display the *Media Book Item Inquiry window (figure 5)*.

```

OP! 4.0 DEVELOPMENT ** CO# 001
Pstn :                               Media Book Inquiry                               Show Delete : N
2=Change 5=                          SPORTS99                               Media Book Item Inquiry   Show Delete :
11=Priority                            Sports apparel _                               Sort By : ITEM
Book
8   SPORTS                             2=Change  4=Delete  5=Display
-   SPRING                               Page       Square          Sales Rate  Del
-   TEMP                                  Item
-   TEST                                  CAP1
-   TSTBOO                               FOOTBALL SHIRT
-   T103
-   T501
-   T_00
-   URI
-   VERYEX
-   WACBOO
-   WD1
-   WD2
F1=Help  F3=                               F6=Create  F7=Bkwd  F8=Fwd
F10=Top  F12=Cancel  F16=Seq    F18=Bottom F21=Print
Bottom
F1=Help F3=

```

Media Book Item Inquiry window (figure 5)

- Press **F6** (Create) to display the *Media Book Item Prompt* panel (figure 6).

```

Computer Solutions, Inc.
Media Book Item Prompt
SPORTS05
Sports apparel 05
?Item
_____
F1=Help F3=Exit F4=?List

```

Media Book Item Prompt panel (figure 6)

- Complete this field:

?Item

Type the **Item Number** that you want to add to the **Book Item** list.
- Press **Enter** to display the *Media Book Item Update* panel (figure 7). The **Item** you entered on the previous panel is already displayed.

SPORTS05 Sports apparel 05		Computer Solutions, Inc. Media Book Item Update	
Item FOOTBALL SHIRT			
Catalog Page	Square Inch	Sales Rate	?Override Response Curve
_____	_____	_____	_____
F1=Help F3=Exit F4=Prompt F_=Retrieve			Delete _

Media Book Item Update panel (figure 7)

- Complete these fields:

Catalog Page

Type the page on which the product (**Item**) is shown.

Square Inch

Type the amount of space the **Item** occupies in the **Media**.

Sales Rate

Type the number of units expected to be sold (in the **Item**=s specified unit of measure) per 1000 orders from this **Media**.
Example: Type **5.5** if expected sales are 5.5 units for each 1000 orders.



Look at the **Page/Square Inch Analysis** report for a similar **Media** to estimate the **Sales Rate**.

?Override Response Curve

Type a **Response Curve** code (see the explanation on page 5).
This code overrides the **Response Curve** code for this **Item** only.

- Press **Enter** twice to update the record and redisplay the *Media Book Inquiry panel* (figure 4).

To define Book Item pricing

Book Item pricing is special prices assigned to **Item(s)** being promoted in a specific **Media**. **ORDER POWER!** applies this pricing when the **Media Code** is used in **Order Entry**.



Remember, if you enter information in the **Media Code** that will override what enter in the **Media Book**.

- From the **ORDER POWER! Main Menu**, select: **Work with Files > Media Books** to display the *Media Book Inquiry panel* (figure 8).

```

--C.S.I. Development 3.3--
Position To : _____ Media Book Inquiry Show Delete : N
2=Change 5=Display 6=Ext Desc 7=Book Item Price 8=Book Item _=Copy 10=Medias

Book      Description      Del
---      -
BONBOOK  Bonnie's Test Book
CAT32    catalog 32 issue
CG       Clara's Media Book
C00_     Miracles Happen - Revo
DEBBOOK  Debbie's media book
DEC_8    dec 1_8
MAC      mac test
MISC     Misc test
SPORTS05 Sports apparel 05
TEMP     temp
TEST     Test Book
URI      Uri's media book
WWWBOOK  World Wide Web Pricing
WWWBOOK2 world wide web 1_8
_705    0705 test book

F1=Help F3=Exit F6=Create F7=Bkwd F8=Fwd F10=Top F21=Print List Bottom

```

Media Book Inquiry panel (figure 8)

2. Type 7 (Media Item Pricing) in the field beside the **Media Book** you just created. Press **Enter**, then **F6** to display the *Media Book Pricing Prompt panel* (figure 9).

```

SPORTS05      Computer Solutions, Inc.
Sports apparel 05 Media Book Pricing Prompt

?Item _____ ?Customer Class ____ Quantity _____

F1=Help F3=Exit F4=?List

```

Media Book Pricing Prompt panel (figure 9)

3. Complete these fields:

?Item

Type an **Item Number** for which you want to create **Media Book Pricing**.

?Customer Class

Type an **Customer Class** for which you want to create **Media Book Pricing**.

Quantity

Type the minimum quantity for which **Media Book Pricing** can be applied.

4. Press **Enter** to display the *Media Book Pricing Update panel* (figure 10).

SPORTS05 Sports apparel 05		Computer Solutions, Inc. Media Book Pricing Update		
Item FOOTBALL SHIRT Team shirt for pro teams	Customer Class	Quantity	1.000	
Unit Price	Shipping & Handling	Allow Discount	U/M EA	
21.00	A/P	Y		
Suggested Retail	Commission Percent			
Miscellaneous Charge	Commission Bonus			
Override Description	Up-sell Msg			
Deal:				
?Item	?whse	Quantity	Per Order Qty	Order Qty Needed
Unit Price	Shipping & Handling	Allow Discount		
	A/P			
F1=Help F3=Exit F4=?List				delete

Media Book Pricing Update panel (figure 10)

5. Complete these fields:

Unit Price

Type the price of the Item when the Media Book is used in Order Entry.

Shipping & Handling A/P

Type an amount charged to the customer to pay for merchandise delivery when the **Media Book** is used in **Order Entry**. In the A/P field, indicate if the value you typed represents an **A** (amount) or a **P** (percentage).

Allow Discount

Type **Y** (yes) to permit an additional discount can be applied when the **Media Book** is used in **Order Entry**.

Suggested Retail

Type the **Suggested Retail** price that applies when the **Media Book** is not used in **Order Entry**.

Commission Percent

Type the **Commission Percentage** for **ORDER POWER!** to use when the **Media Book** is used in **Order Entry**.

Commission Bonus

Type the **Commission Bonus** that applies when the **Media Book** is used in **Order Entry**.

Override Description

Type a description to be used instead of **Item Description** when the **Media Book** is used in **Order Entry**.

Deal: ?Item

Type an **Item** number to select a **Deal Item** being offered when the **Media Book** is used in **Order Entry**. If a **Deal Item** is offered, the minimum **Deal Quantity** is one (1).

Deal: ?Whse

Type a **Warehouse** number to select a **Warehouse** where the **Media Items** are stored.

Deal: Quantity

Type the quantity of **Deal Item(s)** being offered when the **Media Book** is used in **Order Entry**. If a **Deal Item** is offered, the minimum **Deal Quantity** is one (**1**).

Deal: Unit Price

Type the price of **Deal Item(s)** being offered when the **Media Book** is used in **Order Entry**. Leave this field blank when the **Deal Item** is free.

Deal: Shipping & Handling

Type the **Shipping & Handling** charge that applies to the **Deal Item**. Indicate if this number represents an **A** (amount) or a **P** (percentage).

Deal: Allow Disc

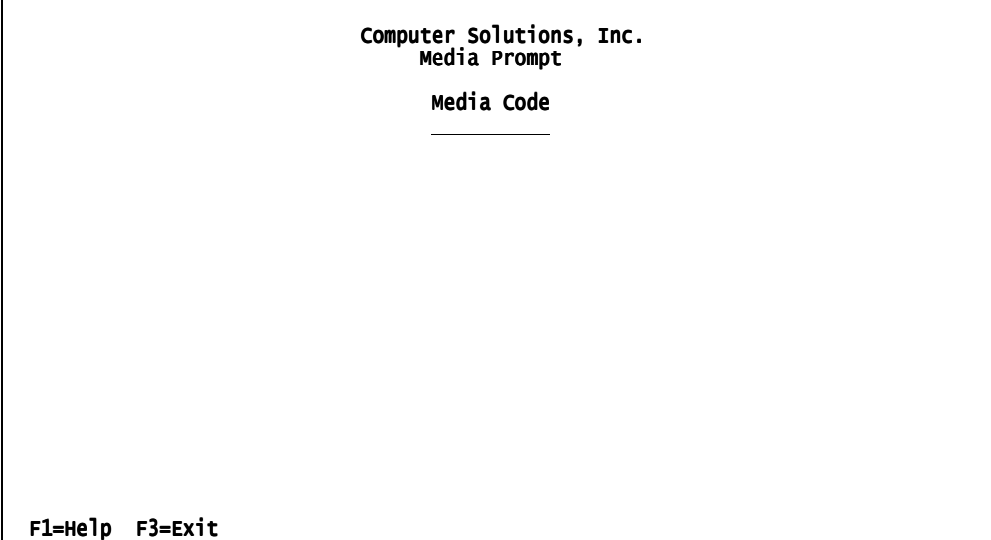
Type **Y** (yes) to allow a **Discount** to be applied when the **Media Book** is used in **Order Entry**.

6. Press **Enter** to update the record and display the *Media Book Inquiry panel* (figure 8).

Setting up Media Codes

To define a Media Code

1. From the **ORDER POWER! Main Menu**, select: **Work with Files > Media > F6** to display the *Media Prompt panel (figure 11)*.



Computer Solutions, Inc.
Media Prompt
Media Code

F1=Help F3=Exit

Media Prompt panel (figure 11)

2. Complete this field:

Media Code

Type a name for the **Media Code**. This code describes the specific distribution used to expose the caller to the advertisement, rather than describing 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.

3. Press **Enter** to display the *Media Update panel (figure 12)*. The **Media Code** you entered on the previous panel is already displayed.

Computer Solutions, Inc. Media Update		
Media Code SUPERBOWL		
Description	Playoff team towns mailing	?Book SPORTS05
Type	Subtype	Classification
Starting Date	12/15/04	Ending Date 4/01/05
Circulation Size	500	Cost
Sq. In. per Page		Cost per Sq. In.
Ad Description		
Ad Size		
Cover Date		Commitment Date
Mailing Date		Funding Date
		Submittal Date
		First Order Date 1/05/
		Last Order Date 1/05/
F1=Help F3=Exit F4=?List		delete

Media Update panel (figure 12)

4. Complete these fields:

Description

Type a description of the **Media Code** you are defining.



ORDER POWER! uses the **Starting Date** and the **Ending Date** and the **Circulation Size** for forecasting calculations.

?Book

Type description or code used to uniquely identify each media book.

Starting Date

Ending Date

Type dates that indicate the starting and ending effective dates for the **Media Code** you are defining.

Circulation Size

Type number that indicates the potential size of the audience, such as the of catalogs distributed, or the number of households reached by a broadcast **Media**, etc.

Cost

The total cost for this **Media**.

Sq. In. per Page

Type the page size of this **Media** in square inches (print media only).

Cost per Sq. In.

Type the cost of the **Media** attributed to one square inch of space. This is used to calculate how profitable an item is relative to the amount of space it occupies in the **Media** (print media only).

Ad Description

Type additional information to describe the **Media**, for example, COLLAGE OF PRODUCTS ON BLUE BACKGROUND. This description is available on this panel only. It is not displayed on any other **ORDER POWER!** panels or reports.

Ad Size

Type the size of the **Media**, for example, 2 PAGE or 48 PAGE COLOR CATALOG. This description is available on this panel only. It is not displayed on any other **ORDER POWER!** panels or reports (print media only).

Cover Date

Type the date printed on the cover of the **Media** (print media only).

Commitment Date

Type the date a commitment was made to run the advertisement or do the mailing.

Mailing Date

Type the date that the **Media** goes in the mail.

Funding Date

Type the date by which the **Media** costs must be paid.

Submittal Date

Type the date by which all ad copy and/or broadcast material must be finalized and submitted.

First Order Date

Last Order Date

This field is updated automatically by **ORDER POWER!**

- 4. Press **Enter** to display the *Media Update panel (figure 13)*.

```

                                Computer Solutions, Inc.
                                Media Update

                                Media Code
                                SUPERBOWL

Description  Playoff team towns mailing

?Shipping/Handling Calculation Method  -      Chart Id
?Alternate Method      -      Chart Id
Add-On Charge          _____  Amt/Pct

?Response Curve      _____  Projected Order $
OE Auto Display Items  Y      Y/N    Projected Orders
Unattributable Pct   _____  Forecast Modification Period

Up-sell Message This is a great way to show team support
Purged Order $      Purged Cr Memo $
Purged Orders      Purged Cr Memos
Purged Names       Purged Buyer $
                   Purged Buyers

F1=Help F3=Exit F4=?List F12=Cancel

```

Media Update panel (figure 13)

5. Complete these fields:

?Shipping/Handling Calculation Method

Type one of the codes below to indicate which method **ORDER POWER!** should use to determine shipping and handling charges.

Shipping/Handling Calculation Method Codes:

1. Item Shipping/Handling (Use Item Pricing Maintenance)
2. Ship Via Weights/Rates (Use Weight/Rate Maintenance)
3. Merchandise \$
4. % of Merchandise Dollar
5. Quantity of Items
6. Flat Charge (Use Add On Charge)
7. Country/State Weights/Rates

?Alternate Method

Type a code to indicate which other shipping/handling calculation method should be used when the merchandise amount or quantity is less than allowed in the Shipping/Handling table, and the primary Shipping/Handling calculation method is **3**, **4** or **5**. (See the *Shipping/Handling Calculation Method Codes* table.)

Add-On Charge: Amt/Pct

Type an additional amount for **ORDER POWER!** to add after shipping and handling charge has been calculated.

?Response Curve

Type a user-defined code given to a specific forecasting trend to forecast sales in orders and dollars and/or demand (related to a specific media and/or book).

The **Response Curve** shows the pattern of orders as a cumulative percent per period defined over the life of the promotion.

Example: After the 1st period, it is expected that 10% of the total number of orders should be received. After period 2, 25% of the orders should be received. After period 3, 40 % of the orders should be received. After period 4, 55% of the orders etc. The response percentage of any given period should be a total of all responses up to that period. Therefore, the last response percentage will be 100%.

The percentages and the period in days are user defined and assigned a response curve code.

Projected Order \$

Type the total amount of dollars expected for a source or media.

OE Auto Display Items Y/N

Type **Y**(es) if you want **ORDER POWER!** to bring your order takers directly to a **Media Item Selection** window when the **Media Code** is used on the **Order Entry** panel (see *Using Media Codes in Order Entry* on page 22).

Projected Orders

Type the total number of orders expected for a media.

Unattributable Pct

Type a percentage amount for **ORDER POWER!** to add to a response curve to better reflect the actual orders from a **Media**. This would take into consideration those orders from the **Media** that could not be identified or have been identified and/or coded incorrectly.

Forecast Modification Period

Type the number of the earliest forecast period (see **Response Curves** on page 5) that you want **ORDER POWER!** to use to begin comparing actual orders to the orders forecasted. You can then modify the forecast based on this analysis.

Up-sell Message

Type a free-form message to promote a related **Item** that the operator can suggest to the customer to increase the order/sale. A different up-sell message can be assigned to each item.

6. Press **Enter** to display the *Media Inquiry panel (figure 17)*.

To define a Media Item List

A **Media Item List** is a list of **Items** that are included in a specific **Media**. When the **Media Code** is used in **Order Entry**, **ORDER POWER!** displays the **Media Item Selection** window (figure ?), which allows quicker selection of those **Items**.

1. From the **ORDER POWER! Main Menu**, select: **Work with Files > Media** to display the *Media Inquiry panel (figure 17)*.
2. Type **8** (Media Item) in the field beside the **Media Code** you created, then press **Enter** to display the *Media Inquiry window (figure 14)*.

```

OP! 4.0 DEVELOPMENT ** CO# 001
Pstn :                               Media Inquiry                               Show Delete : N
2=Change 5                               SUPERBOWL                               Media Item Inquiry                               Show Delete : _
10=Source C                               Playoff team towns mailing                               Sort By : ITEM
Media
SUN-D-
SUPERB
8 S61RA
- TEMPFA
- TEST
- TESTWD
- TEST1
- TGIF
- TIMELI
- TOAST
- TRACKI
- TST414
- T0422
- T103
- T_00
F1=Help F3=                               F10=Top                               F12=Cancel                               F16=Seq                               F18=Bottom                               F21=Print
More...

```

Media Inquiry window (figure 14)

- Press **F6** (Create) to display the *Media Item Prompt* panel (figure 15).

```

Computer Solutions, Inc.
Media Item Prompt
SUPERBOWL
Playoff team towns mailing
?Item
_____
F1=Help F3=Exit F4=?List

```

Media Item Prompt panel (figure 15)

- Complete this field:

?Item

Type the **Item Number** which you want to add to the **Media Item List**.
- Press **Enter** to display the *Media Item Update* panel (figure 16). The **Item** you entered on the previous panel is already displayed.

SUPERBOWL Playoff team towns mailing		Computer Solutions, Inc. Media Item Update	
		Item FOOTBALL SHIRT	
Catalog Page	Square Inch	Sales Rate	?Override Response Curve
F1=Help F3=Exit F4=Prompt F_=Retrieve			Delete

Media Item Update panel (figure 16)

- Complete these fields:

Catalog Page

Type the page on which the product (**Item**) is shown.



Look at the **Page/Square Inch Analysis** report for a similar **Media** to estimate the **Sales Rate**.

Square Inch

Type the amount of space the **Item** occupies in the **Media**.

Sales Rate

Type the number of units expected to be sold (in the **Item**=s specified unit of measure) per 1000 orders from this **Media**. Example: Type **5.5** if expected sales are 5.5 units for each 1000 orders.

?Override Response Curve

Type a **Response Curve** code (see the explanation on page 5). This code overrides the **Response Curve** code for this **Item** only.

- Press **Enter** to update the record and redisplay the *Media Item Prompt panel* (figure 15).

To define Media pricing

Media Pricing is a special price for **Item(s)** being promoted in a specific **Media**.

ORDER POWER! applies this special pricing when the **Media Code** is used in **Order Entry**.

- From the **ORDER POWER! Main Menu**, select: **Work with Files > Media** to display the *Media Inquiry panel* (figure 17).

```

Computer Solutions, Inc.
Media Inquiry
Position To : _____ Show Delete : N
2=Change 5=Display 6=Ext Desc 7=Media Item Price 8=Media Item _=Copy

Media      Description      Book      Del
- SUPERBOWL Playoff team towns mailing SPORTS05
- TEST     test media code          TEST
- WWW1_701 World Wide Web 1_7 - 01  WWWBOOK
- WWW1_801 WWW 1_8                  WWWBOOK2
- 1205     1_8 TOASTMASTER INT'L
- 1        1__ Media                CG
- 2100     NBS ANNUAL CATALOG      TEST
- 465     The New Auto Body ToolMart

F1=Help F3=Exit F6=Create F7=Bkwd F8=Fwd F10=Top F21=Print List Bottom

```

Media Inquiry panel (figure 17)

2. Type 7 (Media Item Pricing) in the field beside the **Media Code** you just created, then press **Enter** to display the *Media Pricing Prompt panel (figure 18)*.

```

Computer Solutions, Inc.
Media Pricing Prompt
SUPERBOWL
Playoff team towns mailing

?Item _____ ?Customer Class ____ Quantity

F1=Help F3=Exit F4=?List

```

Media Pricing Prompt panel (figure 18)

3. Complete these fields:

?Item

Type an **Item Number** for which you want to create **Media Item Pricing**.

?Customer Class

Type an **Customer Class** for which you want to create **Media Item Pricing**.

Quantity

Type the minimum quantity for which **Media Item Pricing** can be applied.

4. Press **Enter** to display the *Media Pricing Update panel (figure 19)*.

SUPERBOWL Playoff team towns mailing		Computer Solutions, Inc. Media Pricing Update	
Item FOOTBALL SHIRT Team shirt for pro teams	Customer Class	Quantity	1.000
Unit Price	Shipping & Handling	U/M EA	Allow Discount
1 . 00			Y
Suggested Retail	Commission Percent		
Miscellaneous Charge	Commission Bonus		
Override Description Up-sell Msg			
Deal:			
?Item	?Whse	Quantity	Per Order Qty Order Qty Needed
Unit Price	Shipping & Handling	Allow Discount	
			A/P
F1=Help	F3=Exit	F4=?List	delete

Media Pricing Update panel (figure 19)

5. Complete these fields:

Unit Price

Type the price of the **Item** when the **Media Code** is used in **Order Entry**.

Shipping & Handling A/P

Type an amount charged to the customer to pay for merchandise delivery when the **Media Code** is used in **Order Entry**. In the **A/P** field, indicate if the value you typed represents an **A** (amount) or a **P** (percentage).

Allow Discount

Type **Y** (yes) to permit an additional discount can be applied when the **Media Code** is used in **Order Entry**.

Suggested Retail

Type the **Suggested Retail** price that applies when the **Media Code** is not used in **Order Entry**.

Commission Percent

Type the **Commission Percentage** for **ORDER POWER!** to use when the **Media Code** is used in **Order Entry**.

Commission Bonus

Type the **Commission Bonus** that applies when the **Media Code** is used in **Order Entry**.

Override Description

Type a description to be used instead of **Item Description** when the **Media Code** is used in **Order Entry**.

Deal: ?Item

Type an **Item** number to select a **Deal Item** being offered when the **Media Code** is used in **Order Entry**. If a **Deal Item** is offered, the minimum **Deal Quantity** is one (1).

Deal: ?Whse

Type an **Warehouse** number to select a **Warehouse** where the **Media Items** are stored.

Deal: Quantity

Type the quantity of **Deal Item(s)** being offered when the **Media Code** is used in **Order Entry**. If a **Deal Item** is offered, the minimum **Deal Quantity** is one (**1**).

Deal: Unit Price

Type the price of **Deal Item(s)** being offered when the **Media Code** is used in **Order Entry**. Leave this field blank when the **Deal Item** is free.

Deal: Shipping & Handling

Type the **Shipping & Handling** charge that applies to the **Deal Item**. Indicate if this number represents an **A** (amount) or a **P** (percentage).

Deal: Allow Disc

Type **Y** (yes) to allow a **Discount** to be applied when the **Media Code** is used in **Order Entry**.

6. Press **Enter** to update the record and display the *Media Inquiry panel (figure 17)*.

Error! Reference source not found.

Using Media Codes in Order Entry: Supplement to Order Entry

Once you have defined **Media Codes** in *ORDER POWER!*, you can use them in **Order Entry**.

To use Media Codes

These steps are written for *ORDER POWER!* users already familiar with the existing **Order Entry** process.

1. On the **Order Entry Header** panel, complete the order header information as needed, then complete the following field:

?Media

Type a **Media Code** that identifies the catalog, mailing, or other form of advertisement from which the **Items** on the customer order were selected.

When you have completed all other header fields, press Enter. If you typed **Y(es)** in the **OE Auto Display Items** field on the *Media Book Update panel 2 (figure 3)*, *ORDER POWER!* displays the *Media Item Selection window (figure 20)*, which is a list of all **Items** that are included in the specified **Media Item List** (See *To define a Media Item List* on page 16.)



In this example, the prices shown come from the **Media** pricing, not the **Item** itself.

If you did not choose **Auto Display**, the *Media Item Selection window (figure 20)* does not display. *ORDER POWER!* still prices **Items** according to that **Media Item List**, but you must enter them manually.

Quantity	Item Description	Price
	SUPERBOWL Playoff team towns mailing	
	CAP1 Baseball Cap (Model 1)	8.2500
3	FOOTBALL SHIRT Team shirt for pro teams	19.9900
Bottom		
F1=Help F3=Exit F5=Bkwd Items F6=Fwd Items F7=Bkwd Msg Bottom F8=Fwd Msg F12=Cancel F13=Itm.Dsc F14=Ext.Desc F15=Po's F16=Qty.Avail F17=Itm.Prc F18=Prc.Lvl.Breaks F1=Components		

Media Item Selection window (figure 20)

3. Complete this field for each **Media Item** being ordered:

Quantity

Type the number of units you want to order (for each **Item**).

4. Press **Enter** to display the *Order Entry Item Selection panel (figure 21)*.

ORDER POWER! fills the ?Item and Quantity fields according to the Items you selected on the previous panel.

Order #	4_103	Computer Solutions, Inc.		Limit		
Customer #	_473	Order Entry Item Selection		Used	.00	
CSI's Favorite Customer				Mdse	24.75	
----- Items Being Ordered -----						
Qty	Item	Description	Price	U/M		
3.000	CAP1	Baseball Cap (Model 1)	8.2500	EA		
----- Select Item -----						
?Item / Search words	Quantity	?Price	N/C	?Ship to	?Ship Via ?Whse	
FOOTBALL SHIRT	2.000		N	473	BWY MIA	
F1=Help	F2=Unprotect	F3=Exit	F4=?List	F =Retrieve	F10=Add'l	F11=Ship Tos
F12=Cncl	F13=Prc Media	F14=Cust Notes	F16=Cust Info	F17=AR	F18=Hdr Notes	
F1 =Qty Available	F20=Totals	F21=Fold	F22=Delete	F23=Review	F24=More Opt	

Order Entry Item Selection panel (figure 21)

- For each **Media Item**, press **Enter** to confirm the ?Item and Quantity fields are correct. One at a time, **ORDER POWER!** adds these to your order.
- Complete the remaining parts of the order as usual.

Media Reporting

The following **Media** reports are available from the **ORDER POWER!** Reporting Menu:

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.

Media Page/Square Inch Analysis Report

The **Media Page/Square Inch Analysis** report produces a printed analysis of the revenue generated per square inch and per page for each item included within a specific **Media**. (Refer also to **Media Book Page/Square Inch Analysis** report.)

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.

Like many other **ORDER POWER!** reports, this report can be printed in summarized or detailed format. The summarized report will print only one line of report information for each **Item** within an entire **Media** book classification; the information for a specific **Item** number is compiled across all **Media** within one **Media Book** and group totals are printed. The detailed format will print a line for each Item number within each separate **Media**. Grand totals will be printed for both formats.

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.

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 square inch, 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.

Order Count by Media Report

The ***Order Count by Media*** report lists each **Media** and the total number of orders originating from that **Media** for each month during a specific time period.

Credit memos that were created during the same time frame as covered by the report can also be included in the report totals.

