KPI Calculations
- Sales Out

This guide shows you how the Key Performance Indicators are calculated for Sales Out Promotions.

This guide is only of relevance if you have the promotion module in effectmanager.
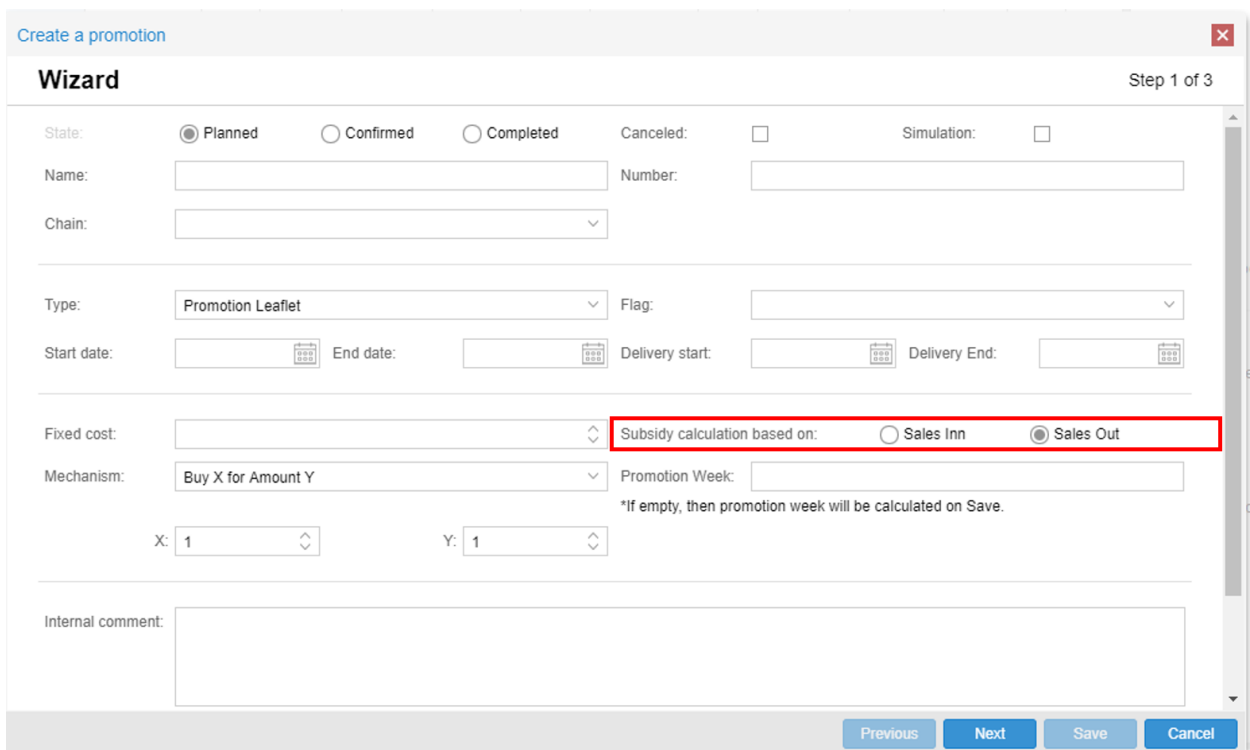
Some of the Key Performance Indicators, in effectmanager, are based on how the subsidy calculation is set in the Promotion's General Tab.

If you are looking for a guide that shows you how KPIs are calculated, for Sales In promotions, please see our guide KPI Calculations - Sales In

Below we will go through the KPIs for Promotions where the subsidy is based on Sales Out in effectmanager.

We will go through the KPIs in the following Promotion Reports:

- Promotion Supplier Finance Report
- Promotion Supplier P&L
- Promotion Supplier P&L (Sales Out)

KPIs in the Promotion Supplier Finance Report

KPIs in the Promotion Finance Report is divided into Baseline KPIs and Promotion KPIs.

If you need a guide that shows you how to find your promotion's Finance report, please see our guide [Promotion's Supplier Finance Report](#)

Baseline KPIs are used for calculating your promotion's *Opportunity Cost* and *Volume lift*.

effectmanager can make an automatic calculation of your Baseline, or you can manually upload your Baseline's Sales figures to effectmanager.

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

	Your Baseline KPIs	Chains Baseline KPIs
Turnover	[Baseline] * [Billing Price]	[Baseline] * [Retail Selling Price]
COGS	[Baseline] * [Cost Price]	[Baseline] * [Inn Price]
Gross Income	[Baseline Turnover] - [Baseline COGS]	[Baseline Turnover] - [Baseline COGS]
Gross Income %	[Baseline Gross Income] / [Baseline Turnover]	[Baseline Gross Income] / [Baseline Turnover]

Promotion KPIs are used for calculating all your promotion's finance. For Sales Out promotions, the Unit subsidy and Percent Subsidy calculations are based on Actual Sales Out during the promotion period.

👍 **Pro tip:** Make sure all your prices are updated, to have your promotion finance calculated correctly.

	Your Promotion KPIs	Chains Promotion KPIs
Turnover	([Sales Out] – [Returned Volumes]) * [Billing Price]	([Sales Out] – [Returned Volumes]) * [Promotion Selling Price]
COGS	([Sales Out] – [Returned Volumes]) * [Cost Price]	([Sales Out] – [Returned Volumes]) * [In Price]
Gross Income	[Promotion Turnover] - [Promotion COGS]	[Promotion Turnover] - [Promotion COGS]
Total Promotion Costs	[Subsidy] + [Stockpiling] + [Trade terms] + [Support]	[Total Promotion Costs Supplier] - [Support]
Total Subsidy	[Unit Subsidy] + [Fixed Subsidy] + [Percent Subsidy]	
Unit Subsidy	[Unit Subsidy (Sales In)] + [Unit Subsidy (Sales Out)]	
Unit Subsidy – Sales In	([Sales In] – [Returned Volumes]) * [Unit Cost]	
Unit Subsidy – Sales Out	([Sales Out] – [Returned Volumes])* [Unit Cost]	
Fixed Subsidy	[Fixed Costs]	
Percent Subsidy	[Percent Subsidy (Sales In)] + [Percent Subsidy (Sales Out)]	
Percent Subsidy – Sales In	([Sales In] – [Returned Volumes]) * [Percent Subsidy] * [Billing Price]	
Percent Subsidy – Sales Out	([Sales Out] – [Returned Volumes]) * [Percent Subsidy] * [Billing Price]	
Stockpiling	(([Sales In] – [Returned Volumes]) – ([Sales Out]– [Returned Volumes]))*(In Price)	
Trade terms	[End of Period Discount] + [Additional Discount on Invoice price]	
Support	[Support Fee] + [Support Handling] + [Support Production]	[Support Handling] + [Support Production]
Gross Margin	[Promotion Gross Income] + [Total Promotion Costs]	[Promotion Gross Income] + [Total Promotion Costs]
Opportunity Cost	[Baseline Gross Income]	[Baseline Gross Income]
Cost/Benefit	[Promotion Gross Margin] + [Opportunity Cost]	[Promotion Gross Margin] + [Opportunity Cost]
Gross Income %	[Promotion Gross Income] / [Promotion Turnover]	[Promotion Gross Income] / [Promotion Turnover]
Gross Margin %	[Promotion Gross Margin] / [Promotion Turnover]	[Promotion Gross Margin] / [Promotion Turnover]
Return on Investment - ROI	([Promotion Gross Income] - [Opportunity Cost]) / [Total Promotion Cost]	
Volume Lift	([Sales Out] – [Returned Volumes]) / [Baseline]	

KPIs in the Promotion Supplier P&L

Key Measures for the Promotion P&L shows both Total P&L and Product Group P&L but uses the same calculations. In the example below, we only have one Product Group on the promotion, and therefore the Total P&L equals the Product Group P&L.

If you need a guide that shows you how to find your promotion's P&L report, please see our guide [Promotion's supplier P&L report](#)

Promotion editor	st	Conflicting promotions	Support	Products	**Finance**	Customer reports	›	⌄

Finance	**P&L**	P&L Sales In	P&L Sales Out				Print

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	Total P&L	Energy drink
Total promotion sales out	8000	8000
Total gross sales ex excise	960.000,00	960.000,00
Total invoice discounts	266.400,00	266.400,00
Total invoice promo discount	0,00	0,00
Total invoice sales ex excise	693.600,00	693.600,00
Total end of period discount	69.360,00	69.360,00
Total variable subsidy	24.800,00	24.800,00
Total service paid	0,00	0,00
Total promotion fee	0,00	0,00
Total net sales ex excise	599.440,00	599.440,00
Total COGS ex excise	60.157,60	60.157,60
Contribution margin	539.282,40	539.282,40
Total AP expenses	10.000,00	10.000,00
CAAP	529.282,40	529.282,40
Total sales out liter	1.600.000,00	1.600.000,00
N S/L	0,37	0,37
NS/L (budget)	0,00	0,00
NS/L (budget) Deviation	0,00	0,00
NS/L budget vs actual	0,37	0,37

Productgroup	InternalNumber	ProductName	Sales out unit	Sales out (liter)	List Price (unit)	Tax	Regular discou
Energy drink	1245	Berry mix Energy 0,21	3500	700.000,00	120,00	0,00	
Energy drink	658923	Orange & Mango Energy 0,21	4500	900.000,00	120,00	0,00	

P&L Key Measure in effectmanager

> 👍 **Pro tip:** Make sure all your prices are updated, to have your promotion finance calculated correctly.

	P&L KPIs
Total Promotion Sales Out	[Sales Out] – [Returned Volumes]
Total Gross sales ex excise	([List Price (unit)] – [Excise (unit)]) * [Total Promotion Sales Out]
Total Invoice Discount	([List Price (unit)] – [Sales price (unit)]) * [Total Promotion Sales Out]
Total Invoice Promo Discount	(On invoice promo discount (unit)) * [Total Promotion Sales Out]
Total Invoice Sales ex excise	[Total Gross Sales ex excise] + [Invoice Discount]
Total End of period Discount	([Units Sales Out] – [Returned Volumes])* [Units End of period discount]
Total variable subsidy	[Unit Subsidy] + [Percent Subsidy]
Total Service Paid	[Support Handling]
Total Promotion Fee	[Support Fee]
Total Net sales ex excise	[Total invoice sales ex excise] – [Total End of period discount] – [Total variable subsidy] – [Total service paid] – [Total promotion fee]
Total COGS ex excise	([COGS (unit)] – [Excise (unit)]) * [Total Promotion Sales Out]
Contribution Margin	[Total Net sales ex excise] – [Total COGS ex excise]
Total AP expenses	[Fixed Subsidy] + [Support Production]
CAAP	[Contribution Margin] – [Total AP expenses]

KPIs in the Promotion Supplier P&L (Sales Out)

KPIs in the Promotion P&L Sales Out Report is divided into YOUR KPIs and Chain KPIs. Below we will go through the KPIs in the report.

KPIs, where Sales In might be used for calculations, will be marked with red in the KPI overviews.

> ⚠️ **OBS!** If your Subsidy Calculations in Promotion Editor is set to Sales In. Then Sales In figures will be used for this calculation in the P&L Sales Out.

If you need a guide that shows you how to find your promotion's Finance report, please see our guide [Promotion's Supplier Finance Report](#)

YOUR KPIs will provide you with financial insights such as Gross Turnover, Invoiced Turnover, and Net Turnover - based on this you will also see your Share of Net Turnover.
[See Calculations](#)

CHAIN KPIs will provide you with the Chain's Financial statement for the promotion.
[See Calculations](#)

👍 **Pro tip:** All these financial information can be used for evaluating your promotions at planned and confirmed stages, so see what you pay in Trade Spend. At the completed stage this financial information helps you evaluate your promotions.

| Promotion editor | ‹ Support | Products | **Finance** | Customer reports | Linked promotions › ⤓ |

| Finance | P&L | P&L Sales In | **P&L Sales Out** | | Print |

Cojaco	Value	Share of net turnover
› Gross turnover	960,000	-838 %
› Invoiced turnover	498,525	-435 %
› Net turnover	-114,535	100 %
Profit (contribution margin)	-167,773	146 %
Total trade promotion spend	623,060	-544 %
ROI (Return of Investment)	-27 %	

Føtex	Value	
Turnover incl VAT	719,600	
Turnover ex VAT	719,600	
Cost	498,525	
› Total trade contribution	623,060	
Profit	844,135	
CM%	117 %	

See P&L Calculations on the following pages for YOUR P&L Sales Out and for THE CHAINS P&L Sales Out

YOUR - P&L (Sales Out) Key Measure in effectmanager

	P&L Sales Out KPIs	**Share of Net turnover**
Gross Turnover	[List Price] * ([Sales Out on promotion] – [Returned Volumes])	[Gross Turnover] / [Net Turnover] * 100
Regular invoice price	[Gross Turnover] - [Invoiced Turnover]	[Regular Invoiced Discount] / [Net Turnover] * 100
Invoiced Turnover	[Billing Price] * ([Sales Out on promotion] – [Returned Volumes])	[Invoiced Turnover] / [Net Turnover] * 100
Promotion invoice discount	([Billing Price] - [Promotion invoice Price]) * ([Sales Out on promotion] – [Returned Volumes])	[Promotion invoice discount] / [Net Turnover] * 100
Additional Trade Terms	Sum of all Trade Terms	[Additional Trade Terms] / [Net Turnover] * 100
Additional Discount	([Invoiced Turnover] - [Promotion Invoice Discount]) * [Additional discount on invoice price %]	[Additional Discount] / [Net Turnover] * 100
End of Period Discount	([Billing Price] * [End of Period Discount %]) * ([Sales Out] – [Returned Volumes])	[End of Period Discount] / [Net Turnover] * 100
Variable Subsidy Discount	Sum of Unit Subsidy + Sum of Percentage Subsidy	[Variable Subsidy Discount] / [Net Turnover] * 100
Unit Subsidy	[Unit Subsidy] * ([Sales In or Sales Out on Promotion] – [Returned Volumes])	[Unit Subsidy] / [Net Turnover] * 100
Percentage Subsidy	[Percentage Subsidy of Billing Price] * ([Sales In or Sales Out on Promotion] – [Returned Volumes])	[Percentage Subsidy] / [Net Turnover] * 100
Net Turnover	[Invoiced Turnover] – ([Promotion Invoice Discount] + [Additional Trade Terms] + [Variable Subsidy Discount])	[Net Turnover] / [Net Turnover] * 100
Cost	[Cost Price] * ([Sales Out] – [Returned Volumes])	[Cost] / [Net Turnover] * 100
Fixed Cost + Support Fee	[Fixed Cost on Promotion] + [Fee in Support Cost]	[Fixed Cost + Support Fee] / [Net Turnover] * 100
AP Cost	[Production] + [Handling in Support Cost]	[AP Cost] / [Net Turnover] * 100
Freight	[Freight Cost] * ([Sales Out] – [Returned Volumes])	[Freight] / [Net Turnover] * 100
Profit (Contribution Margin)	[Net Turnover] – ([Cost[+ [Fixed Cost] + [Support Fee] + [AP Costs] + [Freight])	[Profit (Contribution Margin)] / [Net Turnover] * 100
Total Trade Promotion Spend	[Promotion Invoice Discount] + [Additional Trade Terms] + [Variable Subsidy Discount] + [Fixed Costs] + [Support Fee] + [AP Costs]	[Total Trade Spend] / [Net Turnover] * 100
RIO (Return on Investment)	[Profit (Contribution Margin)] / [Total Trade Promotion Spend] * 100	

CHAIN - P&L (Sales Out) Key Measure in effectmanager

CHAIN - P&L Sales Out KPIs	
Turnover incl. VAT	[Promotion Price] * ([Sales Out] – [Returned Volumes])
Turnover excl. VAT	[Turnover incl. VAT] / [1 + VAT rate]
Cost	[In Price (From Wholesaler)] * ([Sales Out] – [Returned Volumes])
Total Trade Contribution	[Promotion Invoice Discount] + [Additional Trade Terms] + [Variable Subsidy] + [Fixed Marketing] + [Support]
Promotion Invoice Discount	([Billing Price] – [Promotion Invoice Price]) * ([Sales Out on promotion] – [Returned Volumes])
Additional Trade Term	([Invoiced Turnover] – [Promotion Invoiced Discount]) * [Additional discount on invoice price %]
Variable subsidy	[Sum of Unit Subsidy] + [Percent Subsidy]
Fixed Marketing + Support	[Fixed Cost on Promotion] + [Fee in support Costs]
Profit	([Turnover excl. VAT] - [Cost]) + [Total Trade Contribution]
CM%	([Profit] / [Turnover excl. VAT]) * 100