DMI103 Item Sales by Campaign

Overview   This Direct Mail inquiry shows Item sales by Campaign by List, if Lists are used or by Campaign Total. If Lists are not used then sales are simply shown by Campaign for the selected Item.

Purpose   This panel allows you to:

   Inquire on item sales by campaign

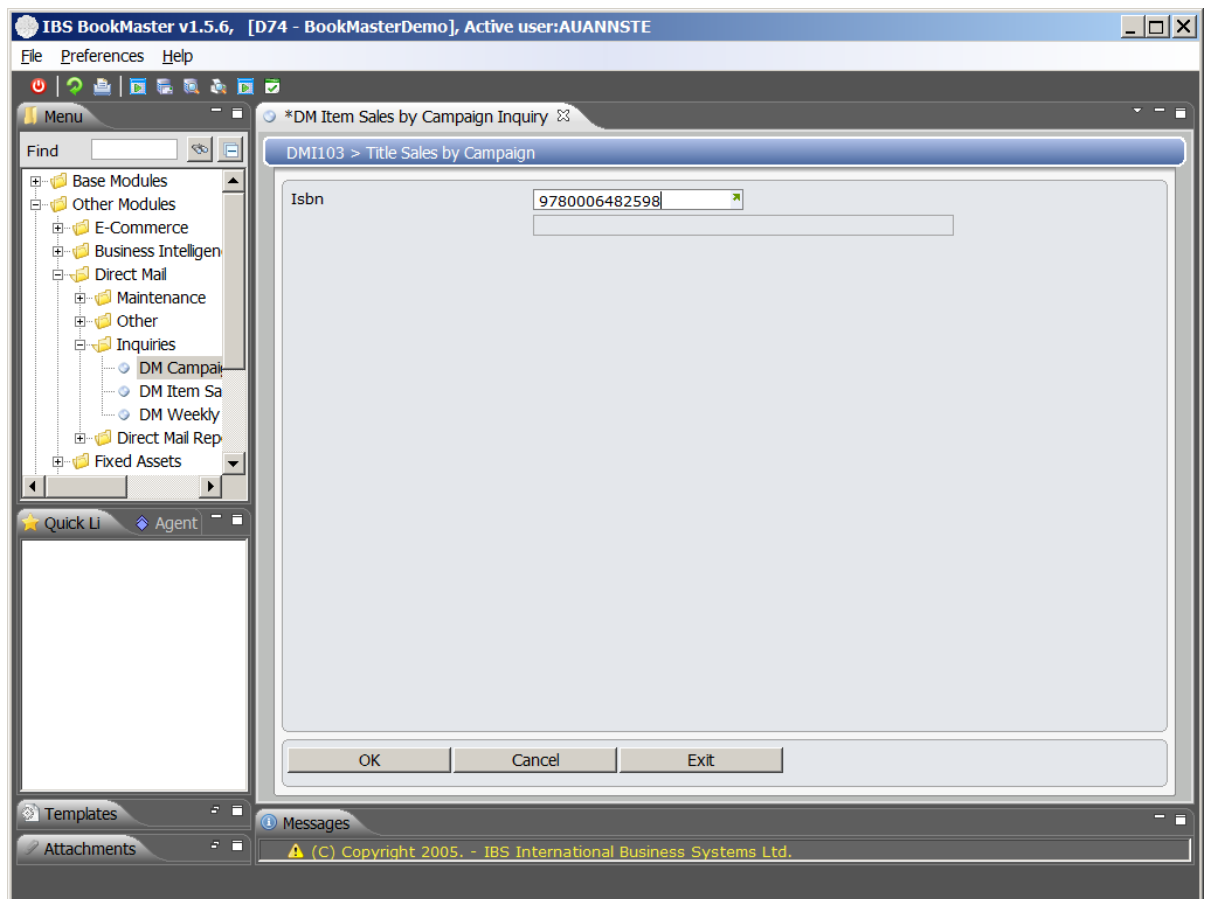## Examples

This section illustrates examples concerning:

Example 1: Inquire on Item Sales by Campaign

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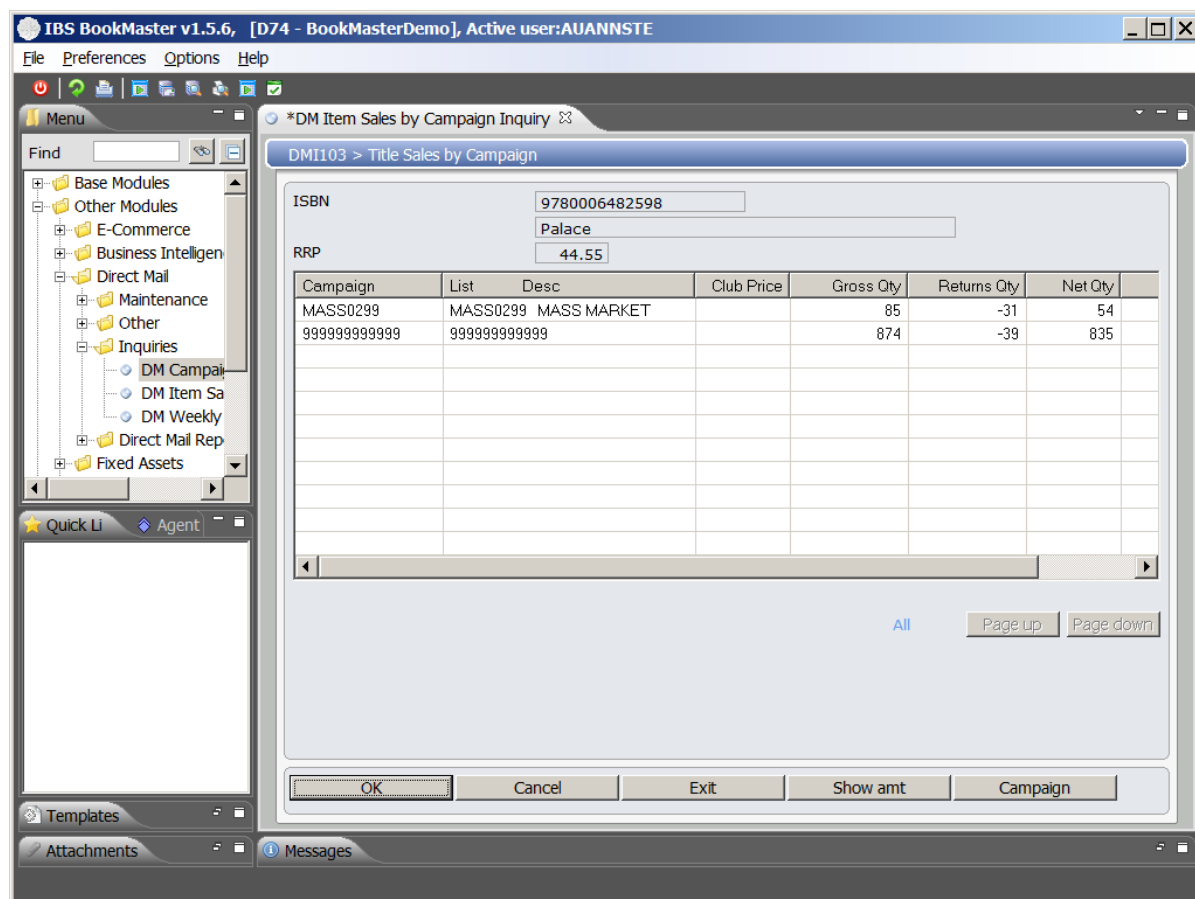This example describes how to inquire on item sales by campaign.

1.   Select option **DM Item Sales by Campaign Inquiry** from Other Modules>Direct Mail>Inquiries menu.

DMI103 Item Sales by Campaign selection panel is displayed.

2. Click **OK**.

DMI103 Item Sales by Campaign main panel is displayed to inquire on weekly sales.

Functions

Show amt　　　Campaign totals can be viewed using this function for a selected item.

Campaign　　　This function switches between showing the List and its Description or the Campaign and it's Description.

Relevant fields

Item　　　The item for which sales by campaign are to be displayed.

RRP　　　The Recommended Retail Price for the Title, retrieved from the Title Price File on the Distribution system, displays.

Campaign　　　A user defined, alphanumeric code, which uniquely identifies a direct mail campaign, is mandatory. It is used to access and retrieve campaign masterfile details. The sequence is alphabetical.

List　　　A Campaign List ID or number which is entered in Campaign Maintenance. Entry of the List may be a duplicate of another List for a different campaign. The Campaign List key code is unique for each campaign.

Desc　　　Description of the campaign list.

Club price　　　The Club Price records a special price for the Title if it is purchased as part of the Campaign, by customers belonging to a special interest group. For example a book club, music club, car club, etc. The average Club Price displays on various inquiries. It is also useful to record a special price for

	prospective customers.
Gross Qty	Actual gross sales quantity for an item to date is displayed.
Returns Qty	The total quantity of returns recorded for the item to date is displayed.
Net Qty	The net sales quantity is displayed.
Forecast Qty	This is the quantity forecasted to be sold during the life of the campaign. It can be used for analysis purposes by comparing it to the actual quantity sold.