DMO325 Purchase History Week Summary

Overview   This program updates the Direct Mail Purchase History Summary by Week file.

Purpose   This panel allows you to:

> Update the direct mail purchase history summary by week file

Explanation

The Direct Mail Purchase History Summary by Week file holds two levels or summary data if lists are active:

- The first summary level is total weekly sales figures by campaign/list

- The second summary level is total weekly sales figures by campaign (the total of all the lists within each campaign).

Note: - records on this level are distinguished from the detail level by having a blank list code. If lists are not active the weekly sales are stored by campaign only.

The file holds campaign/list results for up to 16 weeks per campaign and any purchase history after this period is stored in week 99.

Examples

This section illustrates examples concerning:
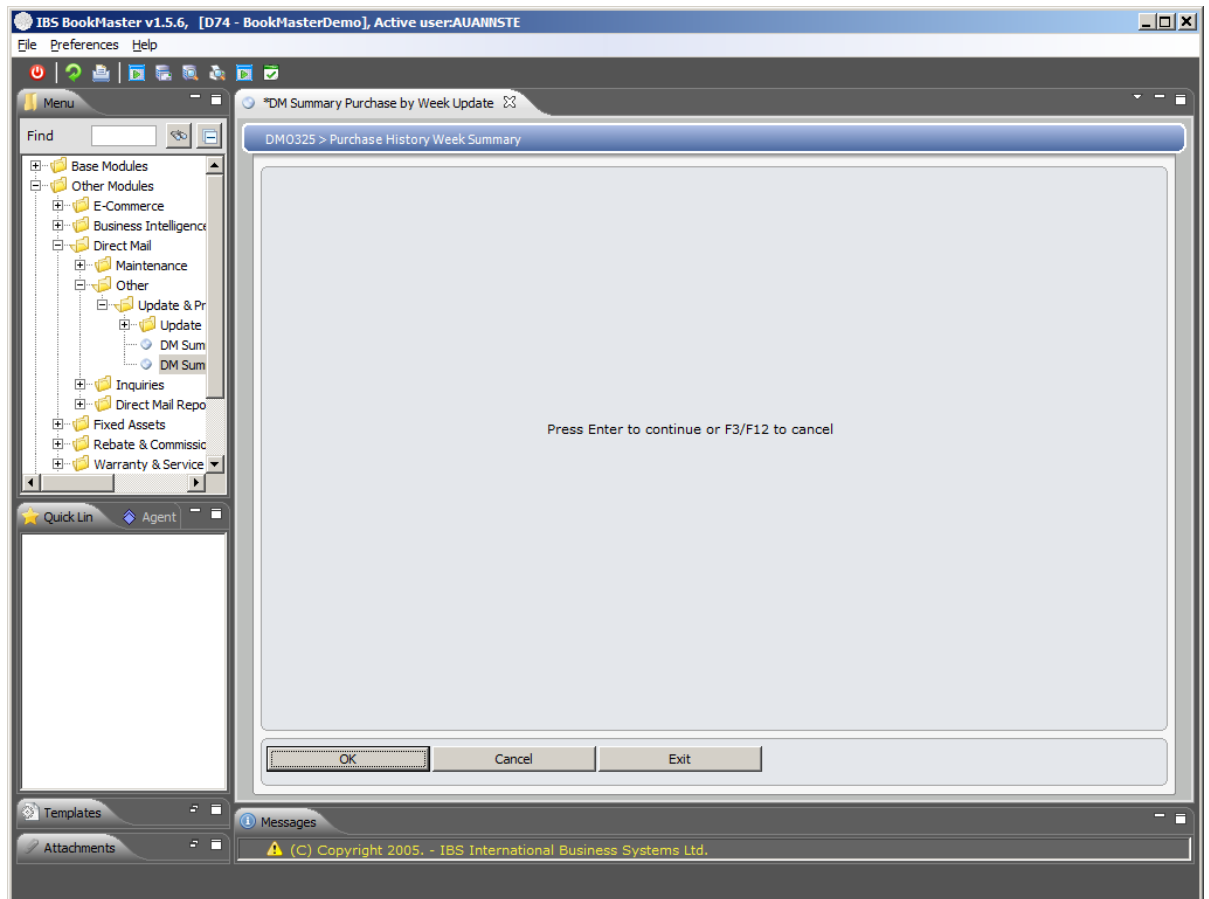
Example 1: Update Purchase History Summary by Week File

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This example updates the direct mail purchase history summary by week file.

1.   Select option **DM Summary Purchase by Week Update** from Other Modules>Direct Mail>Other>Update & Processing>Update & Processing menu.

DMO320 Purchase History Week Summary panel is displayed.

2. Click **OK** to update the direct mail purchase history summary by week file.

Cross Reference

- DMO300 - D/M daily update