

# Acumen Invest – Latest updates

March 2021



Calendar

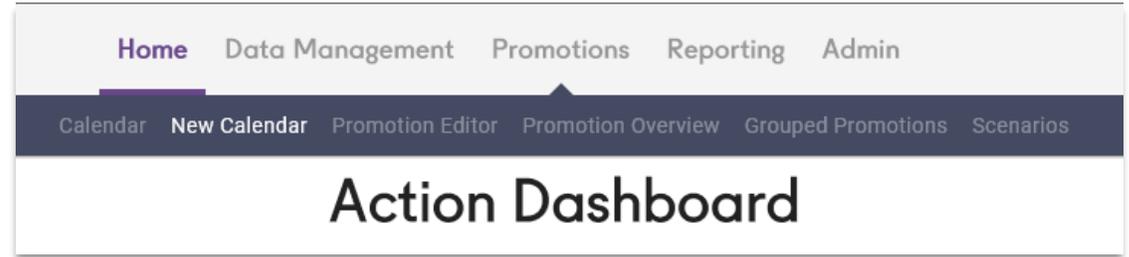


# Calendar

We are delighted to share with you that we have released the new version of the promotion calendar in your latest Invest software update.

We have listened to your feedback:

- The new calendar is faster
- You can export a promotion list into excel
- Promotions open into a separate screen
- Long titles can be read
- Selection panel uses search selection
- You can approve promotions in the calendar



To access this feature select the **New Calendar** option from the promotion main menu.

We welcome any feedback you have on this new feature please send this to [feedback@acumenci.com](mailto:feedback@acumenci.com)

# Calendar

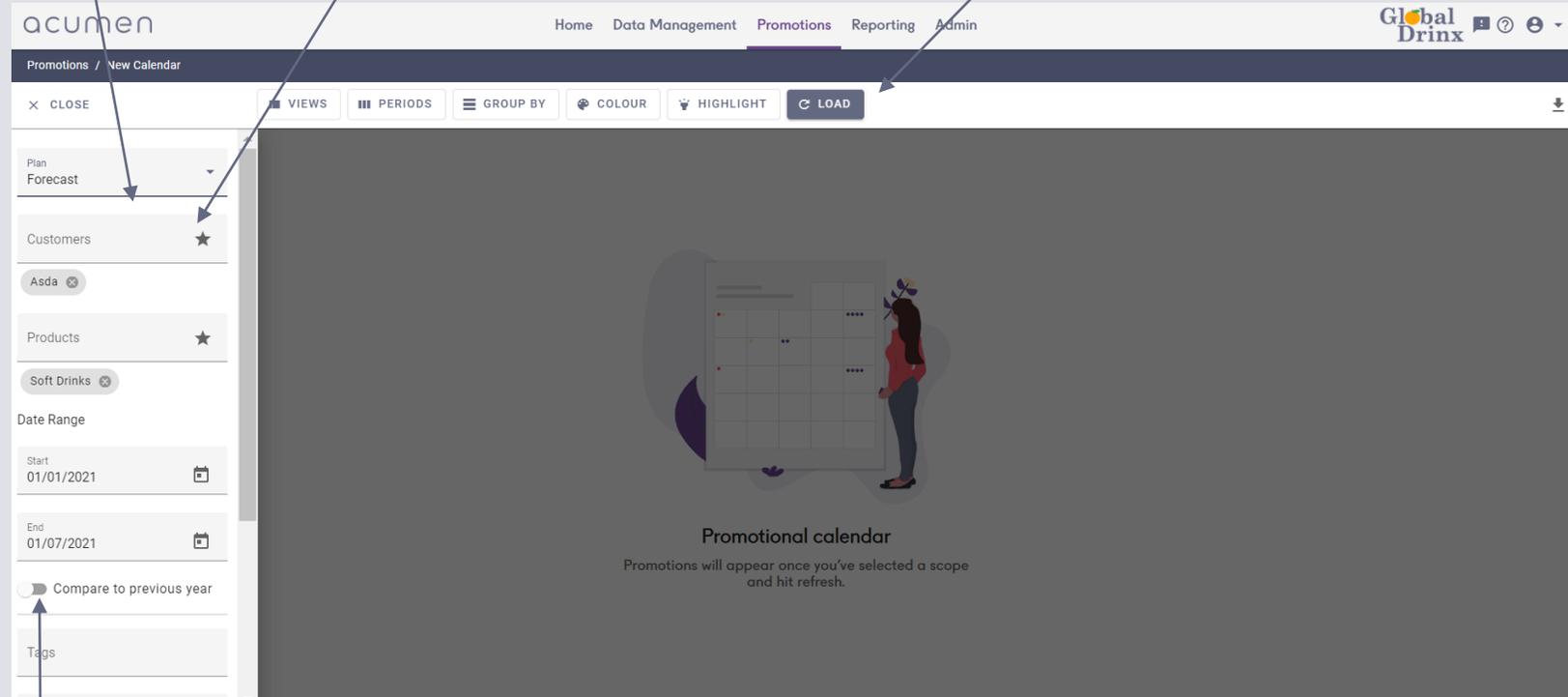
The promo calendar is the visual way of representing all the promotions that are in Invest. It plots them as tiles so you can see when they're running, as well as displaying useful properties to let you do some useful analysis. We've been able to improve the loading speeds by up to 60 % vs. the old calendar, meaning your data can be loaded much faster as well.

Start by building the scope of your promotion calendar. You can use customer or product filtering, date ranges, as well as more specific properties like the status of the promotions, or whether they need approval

Your preferences will be saved once you've run a calendar, so you don't have to do it every time

The favourite filters functionality lets you save commonly used filters for quicker loading

When you're ready, hit load



Compare promos to the same period from the previous year

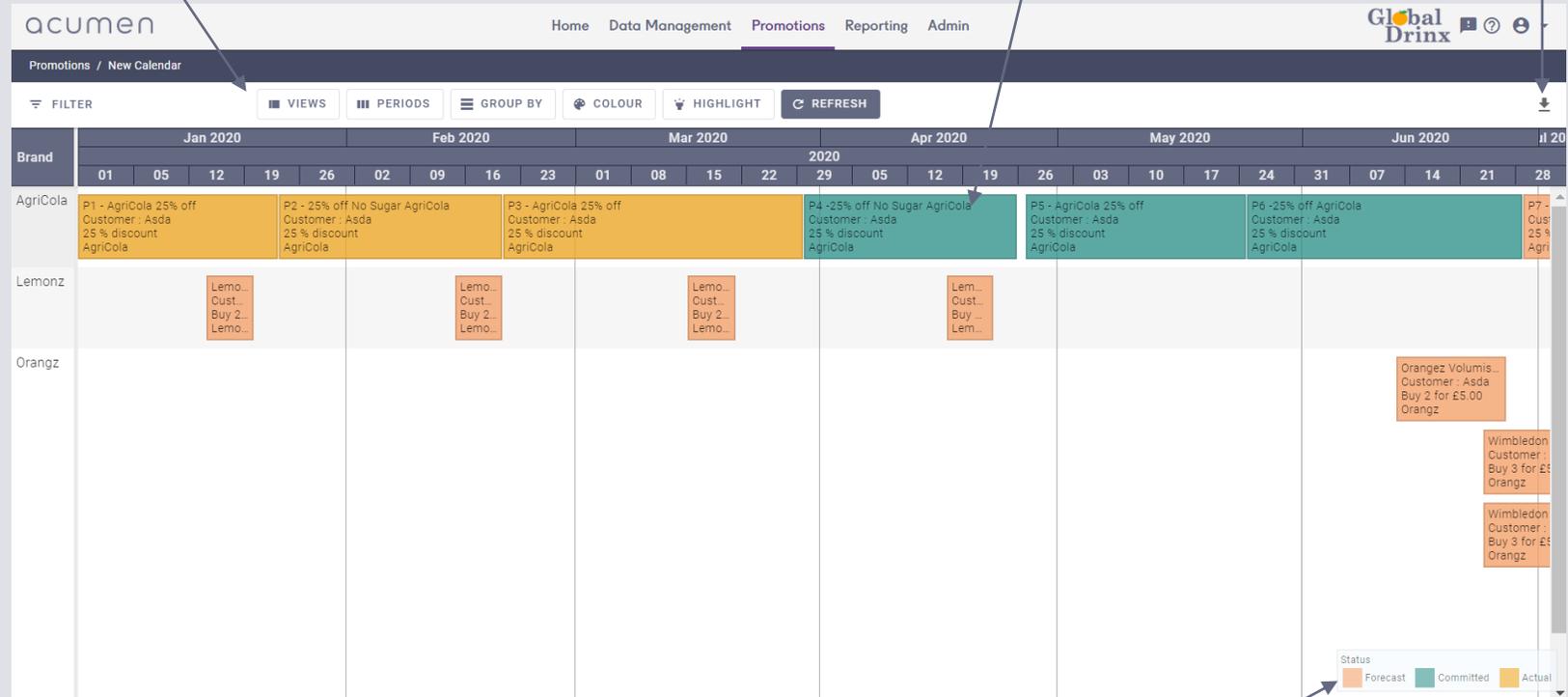
# Calendar

Here is the calendar view, with tiles representing the sell-out period of the promotion, plotted against time.

These buttons let you control the visualisation of your promo plan. You control what properties are used to colour the tiles, how they are grouped and whether you want to flag any by properties

A simple tabular download of your promos can be downloaded to Excel

Tiles represent the sell-out period of the promotion, plotted against time



Key explains the tile colors

# Calendar

Each tile directs you to the promo editor with a single click - but you can also use the promo preview to get a snapshot view of the promotion, as well as quickly changing the status, approvals or tags

The screenshot displays the Acumen Promotions Calendar interface. The main view is a grid of promotion tiles for various brands (AgriCola, Golden Hop, Ice Lager, Lemonz, Orangz) across different months (Jan 2020, Jun 2020, Jul 2020). A modal window is open for a specific promotion: 'P3 - AgriCola 25% off'. The modal provides detailed information about the promotion, including customer, product, dates, and a performance table.

**PROMOTION ID: 2467**  
**P3 - AgriCola 25% off**

Customer: Asda  
Product: Soft Drinks - AgriCola - Regular -...

Buy In: 23/02/2020 - 30/03/2020  
Sell Out: 23/02/2020 - 30/03/2020  
Guidelines: Passing guidelines  
Display Type: On shelf  
Mechanic: 25 % discount

Actual  
Approved

No Tags

This promotion does not have commentary

Line	Base	Incr	Total
Sell Out Volume (Cases)	6,509	5,578	12,087
Share of funding %	0.00%	157.85%	157.85%
Buy In Volume (HL)	516	85.7%	957
Gross Sales (Excl duty)	£219,821	£188,355	£408,176
GDrinx Profit / HL	£255.08	-£88.85	£166.24
ROI	-	-	0.32

# Feedback

Please send to [feedback@acumenci.com](mailto:feedback@acumenci.com)