



Preparing Email Campaigns

Originated: December 2011 Updated: December 2011

Introduction

NetSuite offers a robust solution for email campaign sending and reporting, although there is somewhat of a higher learning curve and many of the features are not completely intuitive. That's where this semi-pro training manual comes into play. Welcome!

It may help to view the structure of the campaign as folders and files. At least, this is the depiction I personally chose to have, in order to understand the methodology and implementation of campaigns within the NetSuite solution.

All of the following "pieces" are essential in order to build and successfully deliver a programmed campaign:

Campaign -> Group -> Saved Search -> Email Template

The "Campaign" is the container, if you will, that houses the details for each email message collection. The Group is comprised of the cross-section of Customers/Contacts that will receive the email, based on the criteria set up in the Saved Search. So, in essence, the group ties the saved search to the collection of intended email recipients. Finally, the Email Template is the HTML creative that the customer receives in their inbox.

It is probably best to work backwards, in a way, in order to fully track the pieces which comprise of the entire campaign. I found it easiest to grasp and implement by doing so. However, it matters not the order in which these pieces are built. They all must link together properly for the campaign to function, however.

Email Templates

Email templates are the files that house the HTML creative that is ultimately delivered to the customers and leads specified by the criteria of the Saved Search.

Here are the steps to create an email template:

1. Within the NetSuite interface, navigate to: Campaigns -> Marketing -> Marketing Templates -> New

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2. Click "Campaign"

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Select Type	
Туре	Description
Campaign	Create professional and fully customizable electronic newsletters for outbound marketing campaigns.
Online Form	Create professional and fully customizable online forms using HTML

3. The "New Email Template" window will appear with the prompt set at the first field, "* Name"

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- 4. Complete the pertinent information in each of the fields
- a. Template Name
- b. Description (This is a note field that is not visible to the customer, but may be helpful for version control, A/B Testing purposes, etc.
- The email preview option may be changed at any time, in order to send a single test to the recipient с. noted in the text pane. However, when the template is saved and later re-opened, the preview option will default to the file originator.d. Ensure that the "Inactive" check box is not selected
- 5. On the "Template" sub-tab (see screen capture below), Insert the Subject Line. This is the actual subject line of the email creative, and is visible to the customer. You may personalize the subject line with the recipient's first name by using the following code: <NLFIRSTNAME>. This code is case-sensitive.
- a. An example subject line: <NLFIRSTNAME>, Save 10% on your order today!
- b. Personalization is optional, but email best practices suggest higher open rates when the recipient's first name is included.

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Туре	t and format it using the toolbar.

6. You may select a pre-built HTML file from a local directory by choosing the "File" radio button and then clicking the "+" icon. This action will pull up a pop-up window where you may choose the appropriate file.

It is recommended that Character Encoding Unicode (UTF-8) is maintained. This should be set automatically by default.

File				
Save Reset	Cancel			
Select File		Browse		
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Also, you may elect to send a rich-text or text-only file by using the Text Editor option. These options are located immediately below the "File" radio button choice. Please see the screen shot above for reference.

7. Next, click the "Marketing" sub-tab. Please see the screen shot below for reference.

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	mail.zorotools.com		()						
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Track Outgoing Email									
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- a. Fill out the text fields accordingly
- i. The From Name should be populated with Zoro Tools, or Zoro Tools, Inc.
- ii. The From Email Address should be populated with <u>zorotools@zorotools.com</u> or <u>askzoro@zorotools.com</u>.
- iii. The Reply to Email Address should match the choice made in step ii.
- iv. Campaign Domain should auto-populate / default to: mail.zorotools.com
- v. The Subscription menu choice should be set to "Email Marketing"
- vi. The Track Outgoing Email option should be checked active in order for NetSuite to provide accurate campaign-level reporting (i.e. sends, click-throughs, bounces, opt-outs, etc.).
- b. See the screen shot for reference below:

Template Restrict Acco	ss <u>M</u> arketing	
From Name Z	oro Tools	
*From Email Address z	protools@zorotools.com	
*Reply to Email Address Z	protools@zorotools.com	
Email as Sales Rep]	
Campaign Domain	ail.zorotools.com	
Subscription E	mail Marketing	
Track Outgoing Email	8	
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- 8. When completed, click "Save and New" to save the template and build another new template. Or, choose the arrow button to the right of "Save & New" and select "Save."
- 9. The email template is now saved and ready to be referenced by the criteria of the Saved Search (we' ll build that next).
- 10. Upon clicking "Save," the NetSuite system will deliver an initial preview email to the email selected on the template form (see screen shot above). Each time there are any revisions saved affecting the email template file, a preview file is subsequently sent.
- 11. It is certainly a good idea to send formal test messages of the campaign before it is launched. For an easy way to do this, set up a Saved Search and accompanying Group of employees or other

trusted contacts to review a test message or two before the campaign is launched. See the section on Saved Searches in order to accomplish this.

Adding Google Analytics Tracking

Adding Google tracking codes to the hyperlinks (URLs) in each unique email campaign template can increase visibility to customer behaviors in addition to NetSuite's built-in email campaign reporting. This is especially advantageous when conversions and sales are concerned, as NetSuite does not offer the ability to track through a complete conversion, aside from Promotion Code reporting when the particular Promo Code is associated with a unique campaign. More on that later, but for now, here is how the Google tracking codes are derived, as well as an example of how they are integrated within the HTML code.

For eBlasts:

Append the following URL tracking code to the end of the URL: ?utm_source=eblast&utm_medium=email&utm_campaign=winter

The differentiator "winter" above is used as an example; each unique eBlast may be identified differently for unique identification. It is advised that spaces, or special characters not be used.

The full encoded URL would appear as this: http://www.zorotools.com/pages/seasonal/winter/? utm_source=eblast&utm_medium=email&utm_campaign=winter

-or-

For Campaigns:

Append the following URL tracking code to the end of the URL: ?utm_source=drip&utm_medium=email&utm_campaign=7day1order-drip

The differentiator "7day1order-drip" above is used as an example; each unique campaign may be identified differently for unique identification. It is advised that spaces, or special characters not be used.

The full encoded URL would appear as this: <a href="<u>http://www.zorotools.com?</u> <u>utm_source=drip&utm_medium=email&utm_campaign=7day1order-drip</u>" >

-or-

Saved Searches

Well-defined saved searches will properly segment the customer list and/or lead list for intended audiences as dictated by the business needs.

To build a new saved search, please follow these step-by-step instructions:

- 1. Navigate to: Campaigns -> Other -> Saved Searches -> New
- 2. Upon reaching the following screen, choose "Customer." Please note: Marketing Campaigns may only be sent to a collection of contacts specified by a "Customer Saved Search." Other saved search types (for example: Transaction, Shopping Cart, etc.) are not contact-specific mechanisms and therefore, the results of these other types of searches do not qualify to receive marketing campaigns. This is a limitation of the NetSuite product.

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3. The following new screen should appear:

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*Search Title Custom Customer Search	Available as Dashboard View
ID	Available as Sublist View
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Available as List View	Show In Menu 📃
<u>Criteria</u> <u>Results</u> <u>Highlighting</u> <u>Available Filters</u> <u>Audience</u> <u>Roles</u> <u>Email</u> <u>Execution</u>	on Log
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Use Expressions	
Standard Summary	
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Save V Reset Cancel Preview More Actions V	

- a. Complete the initial information, as noted:
- i. Search Title. This should be a unique identifier and named in such a way that it may be easily located in a pull-down menu among a list of other saved search choices. ii. For this example, we'll use "Customer List A"
- iii. The "ID" field will be automatically generated after the search is saved, so you may disregard this
- b. Choose "Public" if you would like the search to be visible by other Zoro Tools employees. This is helpful if your search may benefit other team members, based on the criteria for which you are seeking to garnish from the customer/lead database.

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Use this tab to specify criteria that narrow down your search.	
Use Expressions	
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- c. On the criteria tab, it is imperative to include the following criteria selections for the reasoning specified.
- i. Email...Does not contain .edu

This will exclude students, teachers and members of educational fields from receiving marketing messages. Per the business rules established by Grainger, Zoro Tools is not permitted to directly market to educational segments.

ii. Email ... Does not contain .fed.us

This will exclude government employees and members of the United States Federal Government from receiving marketing messages. Per the business rules established by Grainger, Zoro Tools is not permitted to directly market to members of the Federal Government and its affiliated agencies, as designated by this email domain.

iii. Email ... Does not contain .gov

This will exclude government employees and members of government organizations from receiving marketing messages. Per the business rules established by Grainger, Zoro Tools is not permitted to directly market to government entities.

iv. Email ... Does not contain .mil

This will exclude military personnel from receiving marketing messages. Per the business rules established by Grainger, Zoro Tools is not permitted to directly market to military organizations.

v. Email ... Does not contain .usps

This will exclude U.S. Postal employees from receiving marketing messages. Per the business rules established by Grainger, Zoro Tools is not permitted to directly market to the United States Postal System or its employees.

vi. Email ... is not empty

Per NetSuite, this option will ensure that empty email fields are not attempted with a send; thereby saving Zoro Tools from errant email sending and subsequent counts against the email provision total.

vii. Email ... does not contain noemail

Per NetSuite, this option will ensure that Google Shopping Customers are not attempted with a send; especially if these customers did not provide an email address. The default field population is set to "noemail" when a Google Shopping customer checks out without providing a valid email address. This action saves Zoro Tools from errant email sending and subsequent counts against the email provision total.

viii. Email ... does not contain fakeemail

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d. At this point, it is important to note that all criteria will be set to a default "And" Boolean search. Checking the "Use Expressions" check box will allow you to specify "And" and/or "Or" in your search criteria. See the screen shot below for how the interface changes slightly to feature the "And/Or" choice when the "Use Expressions" options is selected.

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- e. Continual criteria to be built includes:
- i. Prohibited Customers (Custom) ... is false

This action will prevent marketing emails to be sent to a specific collection of Grainger customers (approximately 250 at the time of this document' s original creation date). This dynamic list of customers is updated from time-to-time by Grainger and is not to be contacted by Zoro Tools, under the guise of business rules established by Grainger and its subsidiaries (i.e. Zoro Tools, Inc.).

Please see the screen capture below:

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Use this tab to specify criteria that narrow	down your search.					
Use Expressions	Saved Customer Search			×	1	
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*Filter *Des	Prohibited	Customers O Fither	⊖Yes ⊙No		Formula	
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Add Insert Remove Cancel						
Save V Reset Cancel Prev	View More Actions *					

ii. Global Subscription Status ... none of: Soft Opt-Out and Confirmed Opt-Out

These selected choices will prevent registered customers and leads from an attempted contact from the NetSuite system. Not having these options selected would allow counts against the email provision total, even though these opted out records would not receive the email anyway, since they' ve elected such. More on the email provision totals later.

It is important to note at this time, the difference between records (customers / leads) who have opted-out:

A confirmed opt-out is a customer or lead who has opted out through the link featured at the bottom of a marketing email. This dynamic footer is automatically included by default within the NetSuite system.

A Soft opt-out is a customer or lead who has opted out through the web site, either during the registration process or order check out process.

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Use this tab to specify criteria that narrow down your search.	
Use Expressions Saved Customer Search	X
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*Filter Global Subscription Status none of	Formula
Email	
Email Soft Opt-In Soft Opt-Out	
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Email Confirmed Opt-Out	
Email	
Email	
Email	
Prohibited Customers (Custom)	
Global Subscription Status	
Add Insert Remove Cancel	
Save V Reset Cancel Preview More Actions *	

iii. NetSuite recommends that the status of all customer records be included; therefore, ensure that "Show Inactives" is checked and select all choices in the drop down by initially selecting "any of" by the Status. Reference the following screen shot for an example:

Got a question? Visit the SuiteAnswers portal.	×
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🕖 v 📩 v Home v Activities v Leads v Campaigns v Reports v Documents v Setup v	v Support
Customer: List Search Audit Trail	
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iv. To recap, the listed choices may include the following selections:

Status is any of Customer-Active, Customer-Lost Customer, Customer-Renewal, Lead-Qualified, Lead-Unqualified, Prospect-Closed Lost, Prospect-Identified Decision Makers, Prospect-Purchasing, Prospect-Proposal, Prospect-In Negotiation, Prospect-In Discussion

In order to segment Customers (with purchase history) from Leads (potential customers who have not purchased), you may select and de-select these particular record status criteria.

For definition purposes, a Customer, as defined by NetSuite, is a customer record that reflects at least one purchase since it's record build date. A lead (qualified and unqualified) is an interested customer record that does not have an order history associated with its build date. Lastly, Prospects reflect records that have expressed an interest to make a purchase by requesting a written quote.

- v. Campaign Response : Response
- 1. These options are essential as well, in prevention of erroneous use of the email provisioning.
- 2. When the choices appear after selecting this option, be sure the following criteria are selected:
- a. None of failed invalid address
- b. None of failed other
- c. None of failed spam
- d. None of Mailbox disabled
- e. None of Mailbox not accepting messages
- f. None of Unsubscribed
- 3. The above options are basic and self-explanatory for the most part. They ensure that customers who's accounts reflect such behavior in the past are not unessarily attempted for delivery again; especially when each unique attempt is counted against the campaign provision amount.

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f. That's it! Well, at least that's the end of the "must-have" criteria for the majority of the campaigns to be scheduled and sent. Additional criteria may be added in order to further focus the list of recipients. For example, let's say the business goal is to only send to customer records that reflect purchase activity of 5 orders. Criteria requirements may be included to account for this. The custom "Order Count" feature is used for this. Please see the following screen shot for an example of this added business criteria.

Got a question? Vision?	sit the <u>SuiteAns</u>	wers portal.		×
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Additional criteria (per business need) may also include:

- i. Date of First Order
- ii. Date of Last Order
- iii. Credit Card type used
- iv. ZIP Code / State (for geographic segmentation)
- v. Date Created (refers to date the record was created)
- vi. Internal ID (This is essential for segmenting the list, in terms of numeric gross measurement; for example, "Send this campaign to 1,500 customers only," etc.).
- vii. Industry (Custom): This criteria allows you to segment customer records according to business type. This particular criteria is helpful for disregarding Consumers (AKA "Individuals") from a specific campaign.
- viii. Items Ordered / Items Purchased: This criteria allows segmentation on a per-product (Item No.) basis.
- ix. Additional transactional and sales-oriented criteria can be brought into a customer saved search by using some of the additional choices featured at the bottom of the list of choices. Look for "Shopping Cart Fields...", "Transaction Fields...", etc. for additional segmenting options. However, remember, that only Saved Customer Searches qualify for marketing campaign sending activity.

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It is important to note that on the Results tab (see screen shot following), you may not use any of the functions for counting, grouping, averaging, or adding data results under the "Summary Type" listing. Doing so will render the Saved Search for an email campaign useless. The results will either error out or fail to send the campaign entirely. Avoid this feature when the particular search is associated with an email campaign that is scheduled.

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- x. It is advised that a Saved Search be set up to periodically review test messages of campaigns before they are scheduled to launch to the customers and leads.
 - 1. To do this, simply change the criteria to include recipients who have agreed to receive and review test messages. The recipients should be limited to employees and contractors of Zoro Tools and/or WW Grainger.
 - 2. Please ensure that an appropriate cross section of users with differing browsers and/or email clients be included; for example: Outlook 2003, 2007, 2011 (Mac and PC), AOL, and Webmail clients such as: Yahoo, Hotmail, MSN, AT&T / Ameritech.net, Gmail, etc.
 - 3. Check HTML display behavior and functionality in each case, if and when possible.
 - 4. After setting up a Saved Search of reviewers, you' ll need to create a Group in order to send to them properly.

Groups (Dynamic)

Dynamic Groups allow customers to be dynamically included or excluded as business needs change, and as the customer criteria shifts to adjust, according to behavior. For example, including customers who have made 5 purchases in their history will differ from day-to-day. That is why it is best to use dynamic groups, rather than static versions. Static groups pull data in one time and retain it indefinitely. That is why it is best to ensure the data is generated on a dynamic, continually flowing schedule.

To build a dynamic group, please follow these simple steps:

1. Navigate to: Campaigns -> Marketing -> Groups -> New



- 2. Choose Dynamic (when asked what kind of group)
- 3. Choose Customer (when asked what kind of members are to be included

4 Got a question? Visit the SuiteAnswers portal.	X
	Zoro Tools - Jay Archambeau (Zoro Marketing Manager) 🕌 v Sign Out Help Search Go
🕖 v 🛱 v Home v Activities v Leads v Campaigns v Reports v Documents v Setup v	Support
Create Group	
Continue	
What kind of group would you like to create?	
Dynamic Automatically update group membership based on saved search criteria. You cannot add or remove individual members, but you	
can change search criteria.	
Add specific group members. The membership of static groups does not change automatically, but you can add or remove members at any time.	
What kind of members would you like to include? Customer 🐨	

4. Click "Continue"

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No records to show.								
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- 5. Include the required information
 - a. Unique name for the Group
 - b. Reference the Saved Search (built earlier in the process)
 - c. The Comments field may be populated with notes that will not be visible to the Customer.

 - d. Select "Private" to preclude other Zoro Employees from viewing access to the group. Leave it unselected to allow for visibility.e. Ensure that the "Inactive" check box is not checked. This will allow the group to function properly when referenced by the campaign.

Image: Second
Create Dynamic Customer Group: List Search Create Dynamic Customer Group Email Save ▼ Cancel Reset *Name Email Type Customer Comments *Saved Search ▼ @ *Owner Jay Archambeau ▼
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The members of this group are obtained from the results of a saved search and may change.
Name Phone Email Sales Rep Inactive Global Subscription Status
No records to show.
Save V Cancel Reset

6. Immediately upon assigning a Saved Search to the group, you should be able to view the associated saved search results directly referenced within the group created. See the example below:

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The members of this group are obtai	ned from the results of a	a saved search and may change.				
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Name CUST30256 John Knoblach CUST30243 Mike Whittet CUST30219 CHRIS E BOWEN CUST30212 Reeva B Potoff	Phone 267 614-4999 5308786290 630-664-3051 212-226-7043	Email john.w.knoblach@gmail.com mwhittet@ymail.com CBOWEN@JCANDERSONINC.COM rpotoff@earthlink.net	Sales	No No No	e Global Subscription Status Soft Opt-In Soft Opt-In Soft Opt-In Soft Opt-In Soft Opt-In	
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If everything appears correctly and the initial preview of the included saved search is correct, click the "Save" button. Now, it s time to build and schedule the campaign!

Promotion Codes

Promotion Codes (AKA "offers" or "Promo Codes") allow for either a percentage off or dollar amount off a customer's purchase. They are optional to include in an email, but have shown to move the needle in terms of conversions and revenue.

To create and add a Promo Code to an email campaign, follow these short steps:

1. Navigate to: Campaigns -> Marketing -> Promotion Codes -> New

Got a question? Visit the SuiteAnswers	portal.					×
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₽ \$15K	Reports >	Marketing Campaigns	This Month vs Last Month	2,306	4,016	 ↓ 42.6%
	Other P	Create Keyword Campaigns	Today vs Yesterday	0	0	0.0%
10K		Upsell Manager	Today vs Yesterday Current	\$46,213 \$202,130	\$43,791	★ 5.5%
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2. The following screen will appear.

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Save 🔻 Cancel Reset

Populate the following information:

- a. Promotion Code: It is advised to keep these codes short and memorable if possible. To help prevent fraud, alpha-numeric characters are recommended. The characters are not case-sensitive.
- b. Start Date: It is best to have clearly defined start dates and end dates established. This will deter the life of the codes and limit the life of posted codes (coupon sites, sharing, etc.).
- c. Discount: Choose "Partner Discount" on the pull-down menu.
- d. Minimum Order Amount: This is important; otherwise, free money could be given away (for example if a customer orders \$5.00 worth of product, if orders of \$1.00 or less are allowed as qualified purchases).
- e. Rate: This is where the dollar amount or percentage saving is set. Choose the "%" radio button for percentage savings offers, or "flat" for dollar amount savings offers.
- f. Apply Discount To: Choose "First Sale Only" for a one-time use per customer limit, or "All Sales" for unlimited use offers.
- g. Free Shipping Method: This pull-down menu allows for no shipping charges to be applied on the delivery method chosen (Airborne, FedEx, UPS, etc.).
- h. Description: This note field is valuable for seeing at-a-glance, the details of the promo code offer. Again, this is not visible to the customer.
- i. Available to all Customers: It has been discovered that this check box needs to be ticked in order for the code to be visible and active.
- j. Speaking of which, the "Inactive" check box will simply do that: render the code inactive and not visible to the end customer (or NetSuite access accounts, for that matter).
- k. Lastly, you may assign Promo Codes to only apply towards certain items, or you may exclude specific items too (by checking the "Exclude Items" checkbox). Please note that this functionality is for unique items or SKUs only. Unfortunately, there is no functionality in place (at the time of this document) that allows category level application. And, unfortunately, each item must be hand-coded; a Mass

Update feature or CSV file import is not available for offer application at the time of this document's creation.

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- 1. When finished populating all information; click the "Save" button. The promo code details may be immediately reviewed in the Promotions Codes listing menu on NetSuite.
 - i. To view, navigate to: Campaigns -> Marketing -> Promotion Codes

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Edit View	25%ON300	25% off \$300 orders. September 2011 Flyer.	Partner Discount	-25.00%	9/12/2011	10/31/2011	Yes
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Edit View	2ZT102375H	NEW DRIP: \$10 off \$75, returning customers (2-3 Order History) (1-Day)	Partner Discount	-10.00	10/14/2011		Yes
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Edit View	2ZT15231002	NEW DRIP: \$15 off \$100, returning customers (2-3 Order History) (21-Day)	Partner Discount	-15.00	10/13/2011		Yes
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Edit View	2ZT25150H	NEW DRIP: \$25 off \$150, returning customers (1 Order History) (7-Day)	Partner Discount	-25.00	10/13/2011		Yes

New Print Customize View Export - CSV

Marketing Campaigns

The final step in the campaign build is tying all of the pieces constructed throughout this process and housing them within an encompassing campaign. Doing this allows each email campaign (for lack of better descriptors) to be housed, tracked and documented separately, according to date or other reporting function.

To build a new campaign, follow these simple steps:

1. Navigate to: Campaigns -> Marketing -> Marketing Campaigns -> New

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10K 0 \$7.5K 57.5K	Other 🕨	Upsell Manager	vs Yesterday	\$30,728	\$35,812	♦ 14.2%
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- 2. Populate the pertinent information requested / required under "Primary Information." As noted, the Campaign ID will be auto-generated after the campaign is saved.
 - a. Title: This field is mandatory and requires a unique descriptor. There is a character limit, so choose wisely. For this example, we'll use "Email to Customer Group A"
 - b. Category pull down menu: Choose "Email" This ensures that reporting tools and reports will include results on this campaign under the "Email" category(ies).
 - c. Manager: This option will default to the individual building the campaign (AKA you), but you may elect to assign the rights to another individual included in the drop-down menu.
 - d. The start date will default to today's date. You may change this to be a future date or past date, depending on when you wish the reporting to be reflected upon and available.

- e. The End Date may be populated if there is a date established to reflect a good through time period.
- f. The Description Field may be used for notes about this particular campaign. These notes are not visible to the customer / recipient.
- g. Related Information
 - i. This is where a Promotion Code (Promo Code) may be tied and associated with this particular campaign. For more information on Promo Code building, see the next section. For this exercise, Promo Code 1234567 is referenced as an example.

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- h. Next, we'll include the particulars of the campaign activity in the "Events" sub-tab.
 - i. Choose the dynamic group created earlier from the "Target Group" pull-down menu.
 - ii. Next, choose the email marketing template that was created earlier. This option should be visible in the "Template" pull-down menu.
 - iii. Immediately after choosing the above two options, the Title (AKA Subject Line), as well as the email subscription description should auto-populate in the fields.

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- iv. The Promotion Code field may be populated with the associated Promo Code (For this example, we' ve used 1234567). This is optional, but does help with reporting and tying back sales activity to each unique campaign.
- v. Choose a date and a time to for the campaign to send. NetSuite only sends campaigns at the top of the hour, each hour.
- vi. Also, campaigns will only send if the status of each event has been updated to "Execute."

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- vii. When finished assigning dates and times to the single campaign event (or to multiple events), click "Save."viii. The campaign will run as scheduled.

A/B Split Testing

NetSuite has some limited A/B Testing capability as a built-in option. You may set up various creative and Subject Line tests and send to a percentage-specified amount of a Group (see creation of Groups on page X).

It is a best practice to only test one element at a time. For example, Subject Line A vs. Subject Line B (same creative). Or, one element difference between Creative A and Creative B, etc. Ensuring this will allow the results to be compared singularly in order to establish a clear business decision, based on accurate data.

Below are the instructions for assigning an A/B test in NetSuite.

- 1. Ensure that the Campaign Test Cells option is initiated and active within the NetSuite interface.
- 2. Navigate to: Setup -> Sales & Marketing Automation -> Marketing Preferences



3. The Following screen will appear:

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Default Campaign Domain	mail.zorotools.com	
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* Bulk Keyword Campaign Naming Template	Keyword-{searchengine}-{keyword}	
Campaign Test Cells		
* Opt-In Invitation Message	We would like to send you news and special offers for <nlusercompanyname>.</nlusercompanyname>	
	This email was sent to <nlemail> from zorotools@zorotools.com. You are receiving this message because you elected to receive email communications from Zoro Tools in the past. Please add zorotools@zorotools.com to your safe</nlemail>	
Default Sales Rep Notification Template For New Lead	Standard Notification for New Leads	
fault Sales Rep Notification Template For Existing Customer	Standard Notification for Existing Customers	
Unsubscribe Footer Text	Arial 💌 8 💌 Center 💌	

Save Cancel Reset

- 4. Ensure that the Campaign Test Cells checkbox is ticked as active.
- Elistic that the Campaign Test Cells checkbox is thered as active.
 Click the "Save" button.
 Individual campaigns may now be effectively segmented for testing purposes.
 Open a previously built Group
 Click on the "Test Cells" Sub-Tab

Got a question? Visit the <u>SuiteAnswers</u> portal.				×
		Zor	ro Toois - Jay Archambeau (Zoro Marketing Mana Search	nger) 💼 v Sign Out Help
🕖 🛪 🏡 v Home v Activities v Leads v Campaigns v Reports	• Documents • Setu	p v Support		
Dynamic Customer Group: List Search				
Edit Dynamic Customer Group: Winter Grou	лр А			
Save V Cancel Reset				
*Name Winter Group A		Email		
Type Customer		Comments		
* Saved Search Winter Test Group A				
*Owner Jay Archambeau 💌 🗷	3			lb.
		Private		
		Restrict To		
		Inactive		
Members Files Notes Campaigns Test Cells Custom W	orkflow			
*Name	* Percentage			
Test A	50			
Test B	50			
Add Insert Remove Cancel				

Save V Cancel Reset More Actions V

- 9. Create a Name and associated percentage for segment of the group to be served a test campaign.
- 10. The percentages should add up to 100% for a proper A/B study.
- 11. NetSuite will randomly assign and send the test campaigns to each of the members of the group, based on the percentage amounts assigned.

- 12. Next, create a new campaign, which will be used to house and send the A/B test.
- 13. Populate the information within the Campaign form as outlined earlier (See building Campaigns on page X for more information).
- 14. You may now assign separate random recipients to receive the test campaigns, by assigning the test cells created within the group built.

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imary Infor	mation															
	To Be Generat	ed				End Date						Description				
* Title						Base Cost				<u> </u>						
Category			T													
	Jay Archambe	au	T			Total Cost 0	.00									
-				-	Expected	Revenue										
* Start Date	12/16/2011			8		URL										
lated Infor	mation															
Vertical			V			Item <t< td=""><td>ype & tab fo</td><td>r single value</td><td>></td><td></td><td>Audi</td><td>ence Descrip</td><td>tion</td><td></td><td></td><td></td></t<>	ype & tab fo	r single value	>		Audi	ence Descrip	tion			
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vents <u>C</u> om	nunication	Keyword	<u>S</u> ystem	Informat	ion 📄											
E <u>-</u> mail 0.00	ad Nusturian (0.00 Direct N	0.00	Other Eve	te 0.00											
				_		ments define	d in the Net	Suite Marketii	na Autor	nation Term	ns of Serv	ice. All emai	l campaigns mu	ist meet the te	erms of the	
anti-spamming																
Events in No	t Started or P	lanning status	es will not	be sent u	less they are	changed to	Execute.									
Target Grou	p Test Cell	*Template	8		*Title			*Subscript	ion	Channel	Cost S	tatus	* Date	Time	Promotion C	ode
Winter Group A	Test A	Winter Prep	arations:	Offer A	\$10 off befo	ore the winte	er storm	Email Marke	ting	E-mail	1	lot Started	12/16/2011	11:00 am		
Winter Group A	Test B	Winter Prep	arations:	Offer B	\$10 off wint	ter products		Email Marke	ting	E-mail	1	Not Started	12/16/2011	11:00 am		
										E-mail		lot Started	12/16/2011	11:00 am		
Add Insert	Remove C	ancel						_	_	_	_			_	_	
	cel Reset								-		-					_

Canceling / Deleting a Scheduled Campaign

To stop a campaign from sending that has been programmed for the future, simply perform the following:

- 1. Locate the scheduled campaign in question by navigating to: Campaigns -> Marketing -> Marketing Campaigns
- 2. You will be able to view all currently built campaigns (scheduled, active and inactive). See the following screen shot example.

Campaign: Lis	Home V Activ st Search A ng Campa	udit Trail		nents v Setup	Support				
Marketiı ^{dit View}									
lit View			Inline Editing OFF (?)						
Edit View	Category A	ID	Title	Family	Manager 🖓	Start Date	End Date	Total Cost	Expected Revenue
	E-Mail	CAMP31	NEW DRIP: Registration: 1-Day		Jay Archambeau	10/13/2011		0.00	
Edit View	E-Mail	CAMP32	NEW DRIP: Registration: 7-Day		Jay Archambeau	10/14/2011		0.00	
Edit View	E-Mail	CAMP33	NEW DRIP: Registration: 21-Day		Jay Archambeau	10/14/2011		0.00	
Edit View	E-Mail	CAMP34	NEW DRIP: Registration: 44-Day		Jay Archambeau	10/14/2011		0.00	
Edit View	E-Mail	CAMP35	NEW DRIP: Registration: 74-Day		Jay Archambeau	10/14/2011		0.00	1
Edit View	E-Mail	CAMP36	NEW DRIP: Registration: 104-Day		Jay Archambeau	10/14/2011		0.00	
Edit View	E-Mail	CAMP37	NEW DRIP: Registration: 134-Day		Jay Archambeau	10/14/2011		0.00	1
Edit View	E-Mail	CAMP41	NEW DRIP: 1-Order: 1-Day		Jay Archambeau	10/15/2011		0.00	
dit View	E-Mail	CAMP42	NEW DRIP: 1 Order, 7-Day		Jay Archambeau	10/15/2011		0.00	1
Edit View	E-Mail	CAMP43	NEW DRIP: 1 Order, 21-Day		Jay Archambeau	10/15/2011		0.00	
Edit View	E-Mail	CAMP44	NEW DRIP: 1 Order, 44-Day		Jay Archambeau	10/15/2011		0.00	1
dit View	E-Mail	CAMP45	NEW DRIP: 1 Order, 74-Day		Jay Archambeau	10/15/2011		0.00	
Edit View	E-Mail	CAMP46	NEW DRIP: 1 Order, 104-Day		Jay Archambeau	10/15/2011		0.00	
dit View	E-Mail	CAMP47	NEW DRIP: 1 Order, 134-Day		Jay Archambeau	10/15/2011		0.00	
dit View	E-Mail	CAMP50	NEW DRIP: 2-3 Orders, 1-Day		Jay Archambeau	10/15/2011		0.00	
dit View	E-Mail	CAMP51	NEW DRIP: 2-3 Orders, 7-Day		Jay Archambeau	10/15/2011		0.00	
dit View	E-Mail	CAMP52	NEW DRIP: 2-3 Orders, 21-Day		Jay Archambeau	10/15/2011		0.00	
dit View	E-Mail	CAMP53	NEW DRIP: 2-3 Orders, 44-Day		Jay Archambeau	10/15/2011		0.00	
dit View	E-Mail	CAMP54	NEW DRIP: 2-3 Orders, 74-Day		Jay Archambeau	10/15/2011		0.00	
dit View	E-Mail	CAMP55	NEW DRIP: 2-3 Orders, 104-Day		Jay Archambeau	10/15/2011		0.00	
dit View	E-Mail	CAMP56	NEW DRIP: 2-3 Orders, 134-Day		Jay Archambeau	10/15/2011		0.00	
dit View	E-Mail	CAMP61	NEW DRIP: 4+ Orders: 1-Day		Jay Archambeau	10/15/2011		0.00	
dit View	E-Mail	CAMP62	NEW DRIP: 4+ Orders: 7-Day		Jay Archambeau	10/15/2011		0.00	
dit View	E-Mail	CAMP63	NEW DRIP: 4+ Orders: 21-Day		Jay Archambeau	10/15/2011		0.00	
dit View	E-Mail	CAMP64	NEW DRIP: 4+ Orders: 44-Day		Jay Archambeau	10/15/2011		0.00	
dit View	E-Mail	CAMP65	NEW DRIP: 4+ Orders: 74-Day		Jay Archambeau	10/15/2011		0.00	
dit View	E-Mail	CAMP66	NEW DRIP: 4+ Orders: 104-Day		Jay Archambeau	10/15/2011		0.00	
dit View	E-Mail	CAMP60 CAMP67	NEW DRIP: 4+ Orders: 104-Day		Jay Archambeau	10/15/2011		0.00	
dit View	E-Mail	CAMP75	Winter Test A			12/9/2011		0.00	
dit View	E-Mail	CAMP75	Winter Test B		Jay Archambeau Jay Archambeau	12/9/2011		0.00	
dit View	E-Mail	CAMP76 CAMP77	Winter Test C		Jay Archambeau Jay Archambeau	12/9/2011		0.00	
dit View	E-Mail	CAMP77	Winter Test D		Jay Archambeau	12/9/2011		0.00	
dit View	E-Mail	CAMP78	Winter Test E		Jay Archambeau	12/12/2011		0.00	
	E-Mail	CAMP80	Winter Test F		Jay Archambeau	12/12/2011		0.00	
		CAMPOU			Jay Archambeau	12/12/2011		0.00	
dit View	E-Mail	CAMP81	Promo Test						

- Click the "Edit" text link associated with the campaign you wish to cancel.
 Under the "Status" pull down menu on the Events sub tab, update the choice from "Execute" to either "Planning" or "Not Started." As described earlier, campaigns must be set to "Execute" in order to be sent and delivered. See the screen shot example below.

		eAnswers port	ai.								
NETSUI	™ Zo	Ro				2	oro Tools - Jay A	rchambeau (Z	oro Marketing Search	g Manager)	Sign Out
)•☆•H	ome • Activities •	Leads v Car	npaigns v	Reports v Docum	ents v Setup v	Support					
arketing Campa	ign: List Search	Campaign Caler	ıdar								
🕨 Edit	Marketing Ca	ampaign:	Winte	r Test A ९							
ave 🔻 Ca	ncel Reset	More Actio	ns v								
imary Info	rmation										
ID	CAMP75			End Date				Description	Group A		
* Title	Winter Test A			Base Cost	0.00						
Category	E-Mail			Total Cost	0.00						
* Manager	Jay Archambeau		2	Expected Revenue							//
* Start Date	12/9/2011	(3	URL							
lated Infor	mation										
Vertical				Item	<type &="" for="" si<="" tab="" td=""><td>ngle value></td><td></td><td>udience Descript</td><td>ion</td><td></td><td>()</td></type>	ngle value>		udience Descript	ion		()
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E-mail 0.00 All email marked anti-spamming Events in No K Target Group Winter Group	Lead Nurturing 0.00 eting campaigns sent policy and may not e ot Started or Planning up Test Cell * T A Wir t Remove Cancel	Direct Mail 0.00 through NetSuit exceed 50KB per statuses will no emplate	0 <u>O</u> ther Events measuremail.	rents 0.00 at the requirements def nless they are changed *Title	ined in the NetSui	Subscription	*Channel	Cost Status	* Date 12/9/2011 rted 9	Time	Promotion Cod

5. There are instances when NetSuite will not allow for a status change after a campaign has been scheduled to execute. These specific times seem to include the 24 hour window in which a campaign is scheduled. In order to ensure campaigns are not sent that fit this description, it is best to edit the associated Saved Search so that 0 results are pulled. This will prevent the campaign from being sent.

15. Marketing Campaign Reporting

Approximately 24 hours after a campaign is sent, accurate reporting statics may be pulled from NetSuite, encapsulating the initial clicks, unsubscribes and bounces associated with the campaign. Reports generated before this 24 hour window, generally are not accurate.

To run an initial report, simply navigate to: Reports -> Marketing -> Campaign Response

This basic report will offer details such as Number of Emails sent, Number of Opens, Open Rate (%), Click Through Totals, Click Through Rate (%), Bounces, Bounce Rate (%), Promotion Codes Associated, etc.

For additional details, you may customize the report(s) accordingly. It is important to have the reports include Opt-Outs and Opt-Out Rates (%), which are not included on the default reports within NetSuite.

You may collapse the campaigns displayed to get an average view of the data, as many of the campaigns, if sent daily, such as the Zoro Marketing Drip

NETSUITE	Zoro										Sea	rch		
D 🕈 🛱 🕈 Home 🔻	Activities v Leads v Ca	mpaigns 🕇 📕	Reports •	Docum	ients 🔻	Setup 🔻	Suppor	t						
ampaign Re	sponse Summary	*IView Deta	ail											
lle	ponou ounnury	Scheduled		# Opened	% Opened		ked %	Clicked Thru	# Responded	% Responded	# Purchasers	% Purchasers	# Bounced	Bounce
E-Mail				opened	opened				Roopondod	neoponded	, arenasere	. arenasors	Doundou	Dound
Post order (1-day)														
	>, Thank you for your order wit	h												
		6/10/2011	0	1	0.00%	6	1	0.00%	0	0.00%	0	0.00%	0	0.00
		7/15/2011	0	1	0.00%	6	0	0.00%	0	0.00%	0	0.00%	0	0.0
		7/19/2011	0	0	0.00%		1	0.00%	0	0.00%	0	0.00%	0	0.0
		7/22/2011	0	3	0.00%		0	0.00%	0	0.00%	0	0.00%	0	0.00
		7/24/2011	17	9	52.94%		2	11.76%	0	0.00%	0	0.00%	0	0.00
		7/26/2011	77	35	45.45%		4	5.19%	0	0.00%	0	0.00%	6	7.2
		7/28/2011 7/30/2011	54 45	19 9	35.19%		3	5.56% 2.22%	0	0.00%	0	0.00%	11 2	16.92 4.26
		7/29/2011	45	9 19	38.00%		1	2.22%	0	0.00%	0	0.00%	2	4.20
		7/27/2011	58	22	37.93%		10	17.24%	1	1.72%	0	0.00%	7	10.77
		7/25/2011	27	9	33.33%		2	7.41%	0	0.00%	0	0.00%	1	3.57
		7/23/2011	0	3	0.00%		1	0.00%	1	0.00%	0	0.00%	0	0.00
		7/21/2011	0	1	0.00%	6	0	0.00%	0	0.00%	0	0.00%	0	0.00
Total - <nlfirst with Zoro Tools</nlfirst 	NAME>, Thank you for your orde	r	328	131	39.94%	6	30	9.15%	2	0.61%		0.00%	29	8.1:
Total - Post order (1-d	iay)		328	131	39.94%	6	30	9.15%	2	0.61%		0.00%	29	8.1:
Post order (21-days) Substantial Strength Post order (21-days) Substa	>, Zoro Tools has the products													
		7/1/2011	0	0	0.00%	6	0	0.00%	0	0.00%	0	0.00%	0	0.00
		7/5/2011	0	0	0.00%	6	0	0.00%	0	0.00%	0	0.00%	0	0.00
		7/7/2011	0	0	0.00%		0	0.00%	0	0.00%	0	0.00%	0	0.00
		7/9/2011	0	0	0.00%	-	0	0.00%	0	0.00%	0	0.00%	0	0.00
		7/26/2011	55	15	27.27%		3	5.45%	1	1.82%	0	0.00%	5	8.3
		7/25/2011	27	6	22.22%		3	11.11% 0.00%	0	0.00%	0	0.00%	4	12.90
		7/24/2011 7/23/2011	13	2	15.38%		0	0.00%	0	0.00%	0	0.00%	1	7.14
		7/23/2011	0	2	0.00%		0	0.00%	0	0.00%	0	0.00%	0	0.00
		7/21/2011	0	2	0.00%		0	0.00%	0	0.00%	0	0.00%	0	0.00
		7/20/2011	0	0	0.00%		0	0.00%	0	0.00%	0	0.00%	0	0.00
		7/19/2011	0	0	0.00%		0	0.00%	0	0.00%	0	0.00%	0	0.00
		7/18/2011	0	0	0.00%	6	0	0.00%	0	0.00%	0	0.00%	0	0.00
		8/1/2011	0	0	0.00%	6	0	0.00%	0	0.00%	0	0.00%	0	0.00
		7/31/2011	0	0	0.00%		0	0.00%	0	0.00%	0	0.00%	0	0.00
		7/30/2011	14	3	21.43%		1	7.14%	0	0.00%	0	0.00%	1	6.67
		7/29/2011	50	14	28.00%		3	6.00%	0	0.00%	0	0.00%	5	9.05
		7/28/2011	47	9	19.15%		1	2.13%	0	0.00%	0	0.00%	5	9.62
		7/27/2011	42	6	14.29%		2	4.76%	0	0.00%	0	0.00%	3	6.6
		7/17/2011	0	0	0.00%	0	0	0.00%	0	0.00%	0	0.00%	0	0.00
														14 1

To collapse the view and show average figures, based on a date range, simply click the "Minus" icons on the left-hand side of the page to collapse the data into more easily read data collections. See the following screen shot.

						20	To Tools - Jay	y Archambeau	Seau		i j 💼 🔻 Sig		Go
			-										
D * Car Home * Activities * Leads * Car	npaigns , R	eports	• Docum	ents • Se	etup 🔻 Sup	port	_	_	_	_	_	_	
Campaign Response Summary	<u>کالا View Detai</u>	<u>1</u>											
itie	Scheduled	# Sent	# Opened	% Opened	# Clicked Thru	% Clicked Thru	# Responded	% Responded	# Purchasers	% Purchasers	# Bounced	Bounce	(
E-Mail													0
Post order (1-day)		328	131	39.94%	30	9.15%	2	0.61%		0.00%	29	8.1;	
+ Post order (21-days)		248	59	23.79%	13	5.24%	1	0.40%		0.00%	24	8.8;	
+ Post order (44-days)		212	40	18.87%	3	1.42%	0	0.00%		0.00%	20	8.6;	
+ Post order (7-days)		342	103	30.12%	16	4.68%	1	0.29%		0.00%	28	7.5	
+ Post registration (1-day, no order)		53	20	37.74%	5	9.43%	1	1.89%		0.00%	6	10.1	
+ Post registration (21-days, no order)		60	10	16.67%	5	8.33%	0	0.00%		0.00%	2	3.2:	
Post registration (7-days, no order)		83	18	21.69%	4	4.82%	0	0.00%		0.00%	5	5.61	
Total - E-Mail		1,326	381	28.73%	76	5.73%	5			0.00%	114	7.9;	
Purchased Lists		0	0	0.00%	0	0.00%	1			0.00%	0	0.00	
Total		1,326	381	28.73%	76	5.73%	6			0.00%	114	7.9;	

Additionally, you may change the date ranges displayed to focus the report on a specific date range in which a campaign was delivered.

Also, the user is able to export all data to a Microsoft Excel document or CSV file. And lastly, the "Customize" button may be clicked and the user is able to change the order of the data displayed, add or remove data columns, add or change additional report criteria and filters. It is advised that the customized report be saved with a unique file name after the criteria is set and established to your liking.

Promotion Code Reporting

You may track activity of the Promotion Codes (Promo Codes / offers) through NetSuite by one of two general methods:

- 1. Sales by Promotion Code
- 2. Sales Orders by Promotion Code

Tracking Sales by Promotion Code is most accurate because it accounts for all final, approved sales. In comparison, Sales Orders includes all customer intend to purchase actions (and does not account for final sales, approved orders, returns or other pending fulfilled order status).

Below is a screen shot example of the basic report included with the NetSuite interface. This basic report is generated by navigating to: Reports -> Sales -> Sales by Promotion Code

Got a question? Visit the <u>SuiteAnswers</u> portal.										×
					Zoro Tools - Jay Archa	mbeau (Zor	o Marketing Search	Manager) 🛔 🔻	Sigr	Go Go
🕖 🗴 🏠 🛪 Home 🔹 Activities 🔹 Leads 🔹 Campaig	gns 🔻	Reports v Documents v	Setup •	Support						
Create New: 라 좀 한 라? 순 큔 랴 🎌 »		Reports Overview						Pers	onaliz	e Dashboard
Date Range this month View Report	Ке) О О О О О О О О О О О О О О О О О О О	Financial Financia Financial Financial Financial Financial Financial Financi	; (JA) Sales b Sales b	y Customer y Item	Period This Month vs Last Mor Today vs Yesterday This Month vs Last Mor Today vs Yesterday Today vs Yesterday Current Current Current Current Current Promotion Prospects	nth	Current 60.49% \$5,986 2,515 0 \$22,163 \$202,449	4,016	• • •	C _ X Change 0.8% 80.4% 0.0% 66.2% ▼ _ X
KPI Meter C – X View New Business (Sales Orders)	KP1 Viev	Forecast Marketing Pipeline Analysis Web Presence Pipelane Set up this m	Sales b Sales b Sales b New Cu	ny Sales Rep ny Historical ny Historical ny Promotion ustomer Sal	Team Team (Transaction Date) n Code	Customize Detail Customize			•	¢ _ ×

Both reports may be customized to include additional data that is not provided in the general reporting tool within NetSuite. For example, customized reports may be saved individually (according to user profile) to include:

- Description (brief description of each Promotion Code)
- Discount (the dollar amount or percentage amount associated with each Promo Code
- Total Revenue (Revenue attributed to each offer)
- % of Total Revenue (Percentage aggregate of each offer)
- Transaction Number (Sales Order Number)
- Address (Ship To State): The geographical U.S. State to which the order was shipped
- Address (Ship to ZIP): The geographical ZIP code to which the order was shipped
- Customer/Project: Industry (The type of customer segmented industry to which the order is associated (for example: Plumbing, Other Business, Individual, etc.).

Below is an example of a customized report of Sales by Promotion Code:

NETSUI	- Zennors	TOD								
)• ☆• Ho	me • Activities •	Leads • Campaigns •	Reports *	Documents •	Setup • Su	pport				
aloc by I	Promo Code ((10)								
motion Code	Description	(JA)	Discount	Amount	Total	% of Total	Transaction	Address: Shipping	Customer/Project: Industry	
				(Net)	Revenue	Revenue	Number	Address State		
5GEN75							00570			
		for general audience; banner ad.	-15.00	\$133.95	\$134		23578	CA	Wholesale/Distribution	
		for general audience; banner ad.	-15.00	\$497.63	\$124		23039	FL	General Construction & Building	
		for general audience; banner ad.	-15.00	\$12.35	\$12		23659	MA	Individual	
		for general audience; banner ad.	-15.00	\$478.80	\$479		24331	TX	Electrical Contracting	L
		for general audience; banner ad.	-15.00	\$64.90	\$65		24260	IL .	Other Business	1
		for general audience; banner ad.	-15.00	\$251.05	\$251		24574	NY	Individual	
	and off first sale of \$75	for general audience; banner ad.	-15.00	\$176.68	\$177	1%	23614	CA	General Maintenance/Facility Management	
	\$15 off first sale of \$75	for general audience; banner ad.	-15.00	\$194.99	\$195	1%	22868	NY	Other Business	
		for general audience; banner ad.	-15.00	\$94.22	\$47		23152	DC	Cleaning/Janitorial Services	
		for general audience; banner ad.	-15.00	\$119.07	\$24		24242	IN	Individual	
		for general audience; banner ad.	-15.00	\$75.20	\$75		24110	FL	Individual	
		for general audience; banner ad.	-15.00	\$149.77	\$14		24235	MN	Individual	
		for general audience; banner ad.	-15.00	\$101.42	\$25		24371	FL	Individual	
		for general audience; banner ad.	-15.00	\$78.60	\$79		23993	GA	College/University	
		for general audience; banner ad.	-15.00	\$71.60	\$72		23653	TX	Individual	
		for general audience; banner ad.	-15.00	\$91.24	\$91		23283	AL	HVACR Contracting	
		for general audience; banner ad.	-15.00	\$64.86	SB		24397	IL.	Individual	
		for general audience; banner ad.	-15.00	\$194.99	\$195		24349	PA	Individual	
		for general audience; banner ad.	-15.00	\$79.15	\$79		24382	0	Other Business	
		for general audience; banner ad.	-15.00	\$178.10	\$178		23135	CA	Wholesale/Distribution	
		for general audience; banner ad.	-15.00	\$75.04	\$19		23650	OK	Individual	
		for general audience; banner ad.	-15.00	\$31.44	\$10		23234	OH	Individual	
		for general audience; banner ad.	-15.00	\$81.69	\$10 \$41		24103	L	Individual	
		for general audience; banner ad.	-15.00	\$83.45	\$83		22909	WA	Individual	
		for general audience; banner ad.	-15.00	\$427.28	\$427		23988	MA	Other Business	
		for general audience; banner ad.	-15.00	\$427.26 \$307.36	\$427 \$61		23900 24072	NH	Restaurant/Foodservice	
		for general audience; banner ad.	-15.00	\$68.83	\$69		24399	OK	Healthcare Facility/Hospital	
		for general audience; banner ad.	-15.00	\$00.03	\$205		23759	NC	Individual	
		•	-15.00		\$205			LA	Wholesale/Distribution	
		for general audience; banner ad. for general audience; banner ad.	-15.00	\$192.10 \$70.85	\$192		22870 24547	MA	Other Business	
		for general audience; banner ad. for general audience; banner ad.	-15.00	\$70.85 \$193.51	\$/1 \$97		24547 23381	MA IL	Other Business Individual	
		for general audience; banner ad. for general audience; banner ad.	-15.00	\$193.51 \$70.44	\$97 \$70		23381 23808	IL NY	Wholesale/Distribution	
		for general audience; banner ad. for general audience; banner ad.	-15.00	\$70.44 \$73.74	\$70 \$74		23808	MN	Electrical Contracting	
			-15.00	\$73.74 \$144.95	\$74 \$145		24546 24354	WI		
		for general audience; banner ad. for general audience; banner ad.	-15.00	\$144.95 \$372.94	\$145 \$186		24354 24337	CA	Manufacturing	
		for general audience; banner ad. for general audience; banner ad.	-15.00	\$372.94 \$144.95	\$166		24355	KS	Individual	
		for general audience; banner ad. for general audience; banner ad.	-15.00	\$144.95 \$61.00	\$145 \$61		24355 23433	CA	Individual	
		for general audience; banner ad. for general audience; banner ad.	-15.00	\$61.00 \$80.38	\$61 \$27		23433 24324	IN	Other Business	
		-						IN NY		
		for general audience; banner ad.	-15.00	\$78.04	\$78		24007		Healthcare Facility/Hospital	
		for general audience; banner ad.	-15.00	\$74.87	\$19		23502	FL	Individual	
		for general audience; banner ad.	-15.00	\$463.08	\$463		23588	00	Other Business	
		for general audience; banner ad.	-15.00	\$456.40	\$152		24518	CT	General Construction & Building	
	\$15 off first sale of \$75	for general audience; banner ad.	-15.00	\$162.60	\$163	1%	24234	CA	Other Business	

Just as other reports, the user may further customize the view by adjusting the date range and other options. Additionally, the report may be exported as a Microsoft Excel document or CSV file, by clicking the appropriate buttons located at the bottom of the screen.