Uptempo

Marketing Planner

User Manual

Version 8.0

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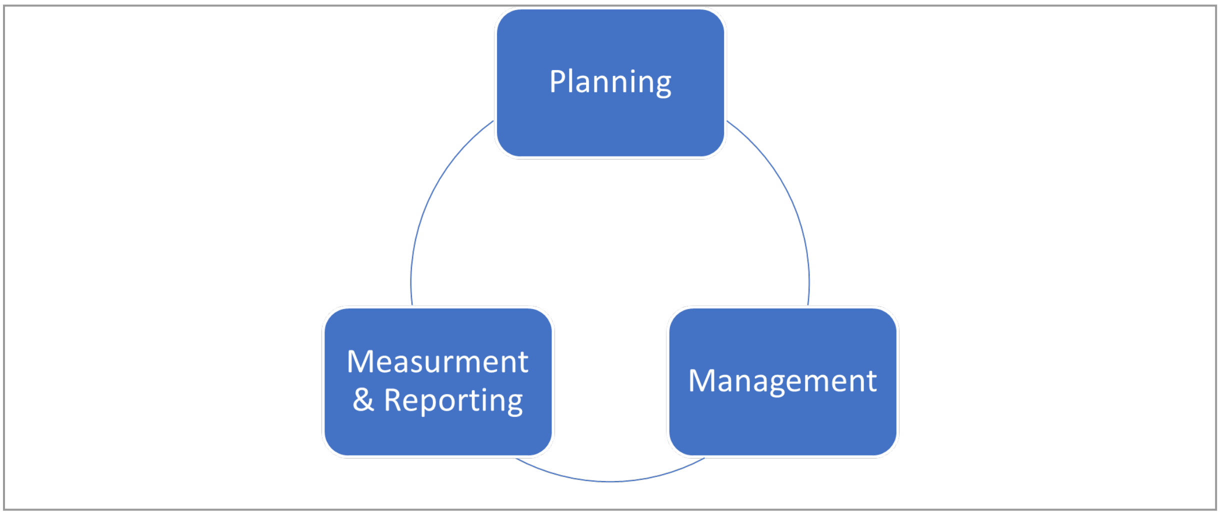
We are always grateful for tips on errors. Simply send us an e-mail to documentation@uptempo.io.

Inhalt

Introduction 1

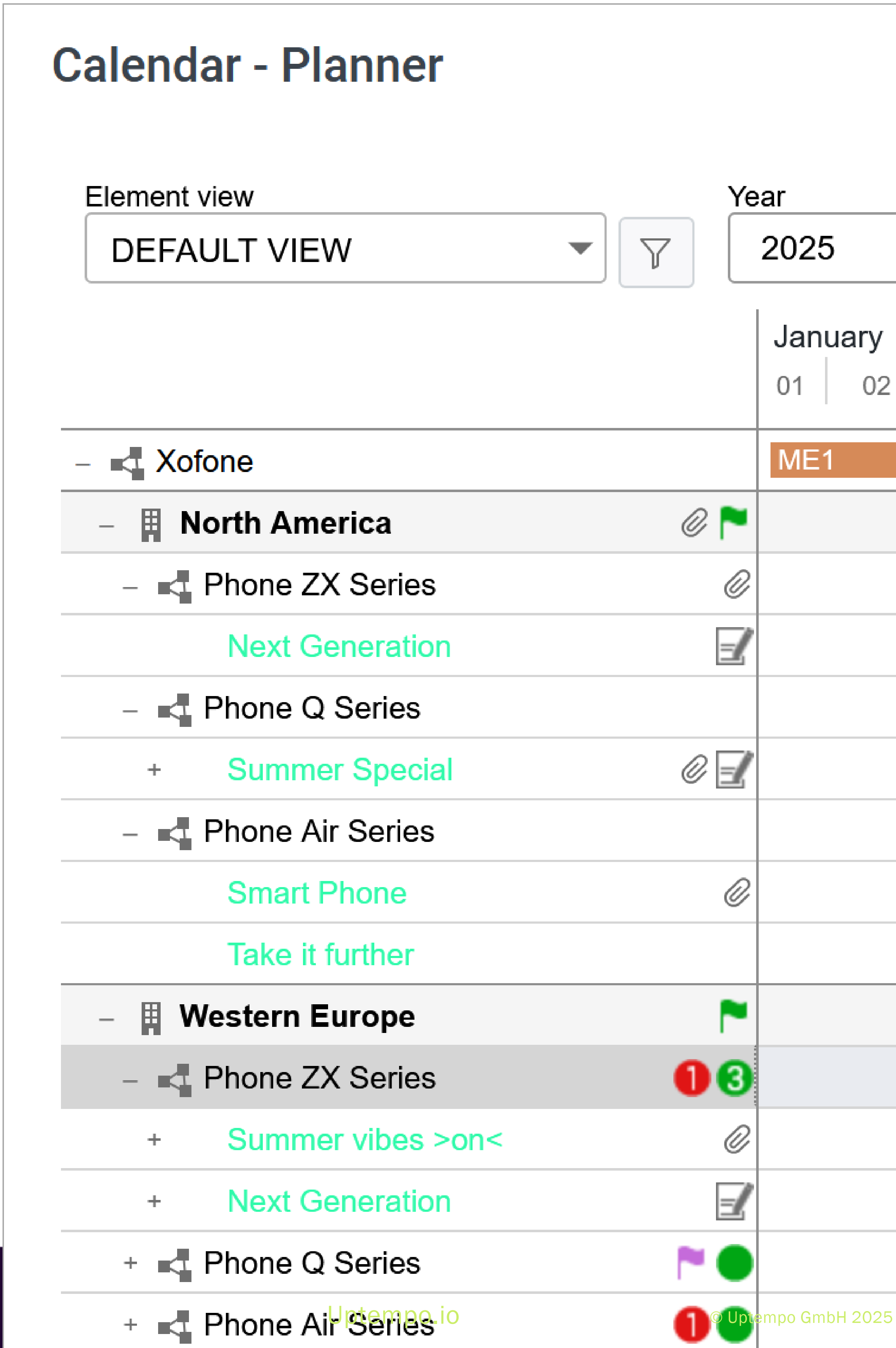
The *Marketing Planner* activates the marketing teams to plan, manage, and measure and report on marketing activities across all regions and channels. As a tool, the module provides full transparency and control over campaign planning and performance measurement for all stakeholders.

In this context, the management of marketing activities is an iterative process in which the main phases of *Planning*, *Management* as well as *Measurement and reporting* alternate again and again:

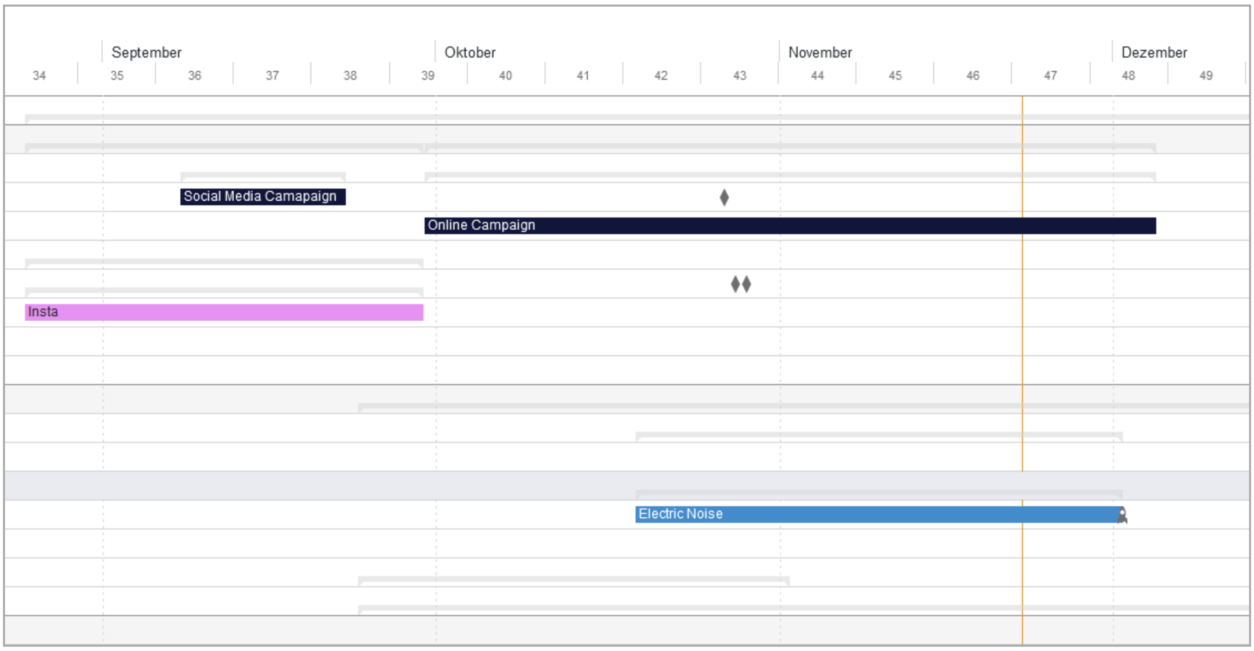


Planning

The first step in planning is to record how your marketing activities are structured (structural planning). This structure takes into account features such as regions, brands and products as well as campaigns or channels.


Calendar - Planner
Element view
DEFAULT VIEW
Year
2025
January
01
02
Xofone
ME1
North America
Phone ZX Series
Next Generation
Phone Q Series
Summer Special
Phone Air Series
Smart Phone
Take it further
Western Europe
Phone ZX Series
1
3
Summer vibes >on<
Next Generation
Phone Q Series
Phone Air Series
1

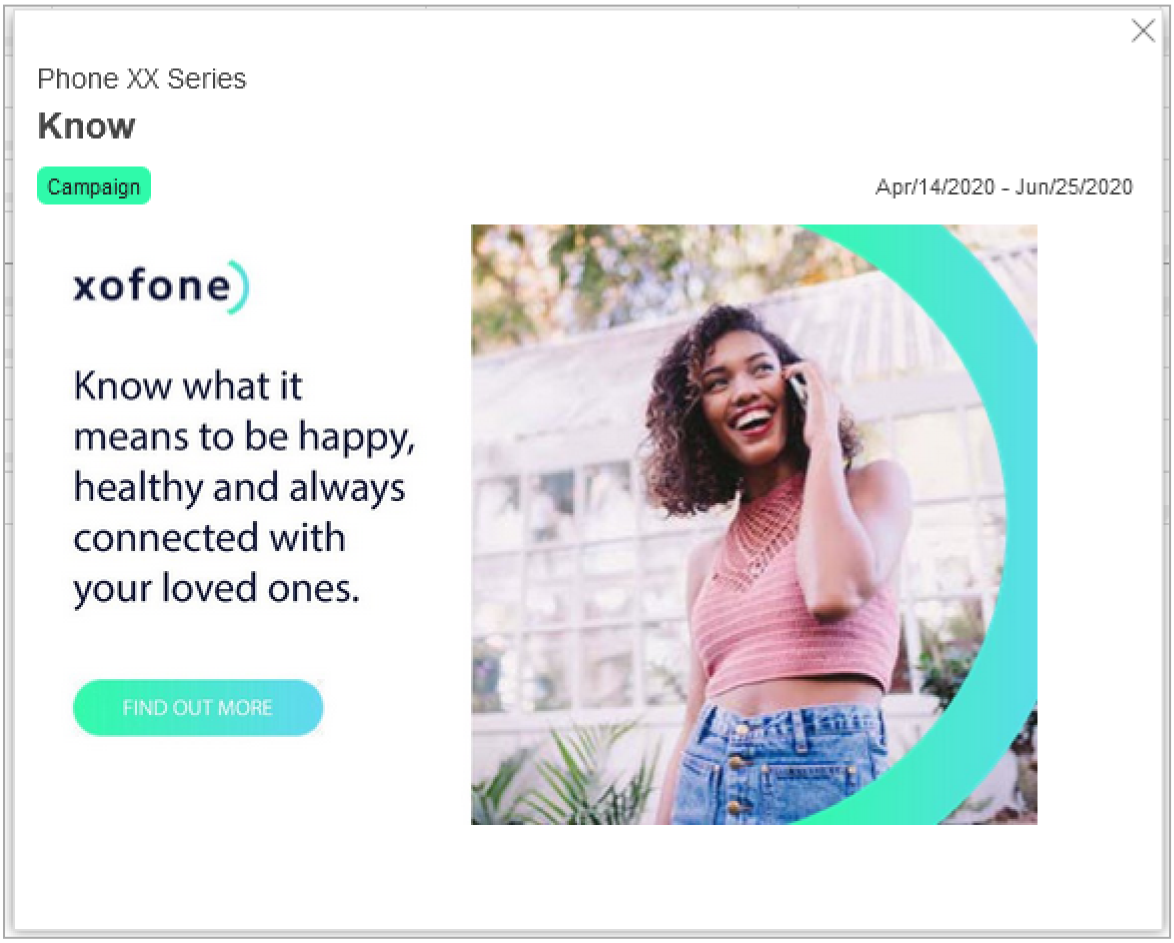
For scheduling, the calendar defines when events and activities take place.



For financial planning, it is possible to record the planned and target budgets for each marketing activity and reschedule them if necessary.

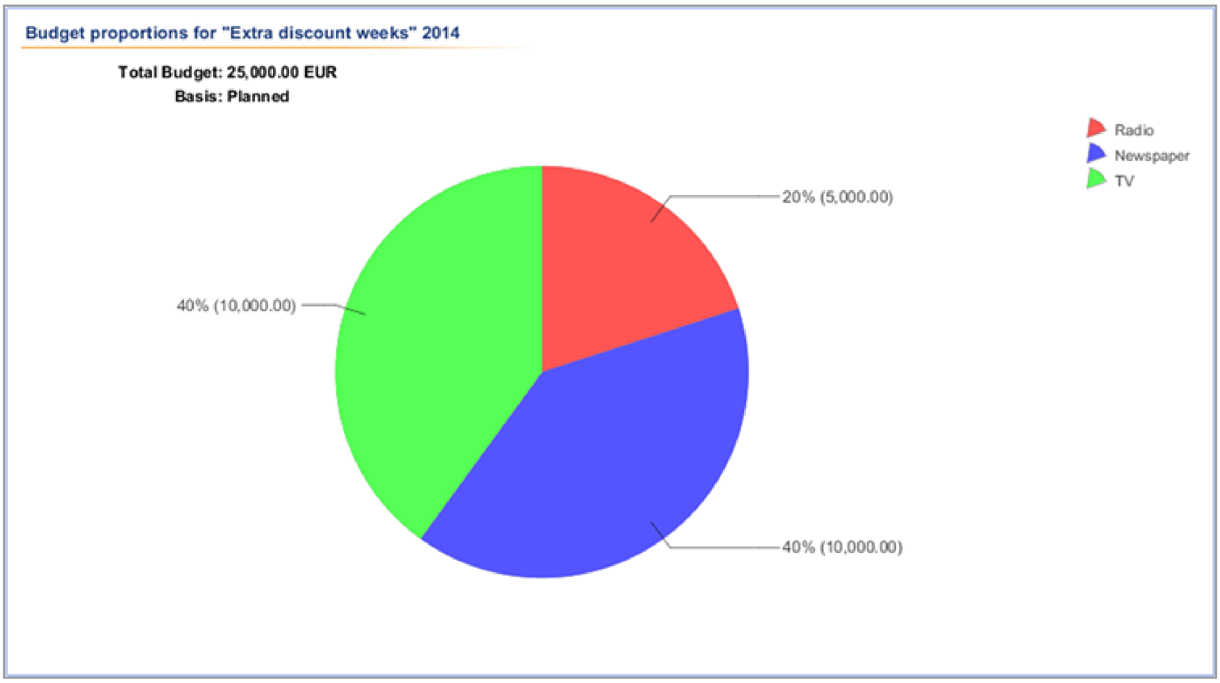
Management

In the management phase, you need to keep track of ongoing activities, manage related POs and invoices, and maintain other costs as necessary. This also takes into account managing processes and keeping colleagues and stakeholders informed of activities:



Measurement and Reporting

In this phase, you measure the performance of your activities, evaluate the costs and create reports. This activates you to make a statement about the success of your activities at any time, make new decisions based on this and adjust your planning accordingly.



Structure of This Documentation

The structure of this documentation is based on the control phases and conveys the following contents:

- *Structure* on page 25: You will gain an overview of the design and structure of the software. You will learn how to navigate the module and how to access the most important functionalities.
- *Planning* on page 51: You will learn how to plan structurally, with regard to scheduling and financially in the Marketing Planner.
- *Management* on page 113: You will learn how to keep track of your marketing activities and update data accordingly.
- *Measurement and Reporting* on page 223: In the last section, you will learn how to evaluate marketing activities.

Recommended for New Users

If you are unfamiliar with the module,Marketing Plannerwe recommend that you familiarize yourself with the following topics:

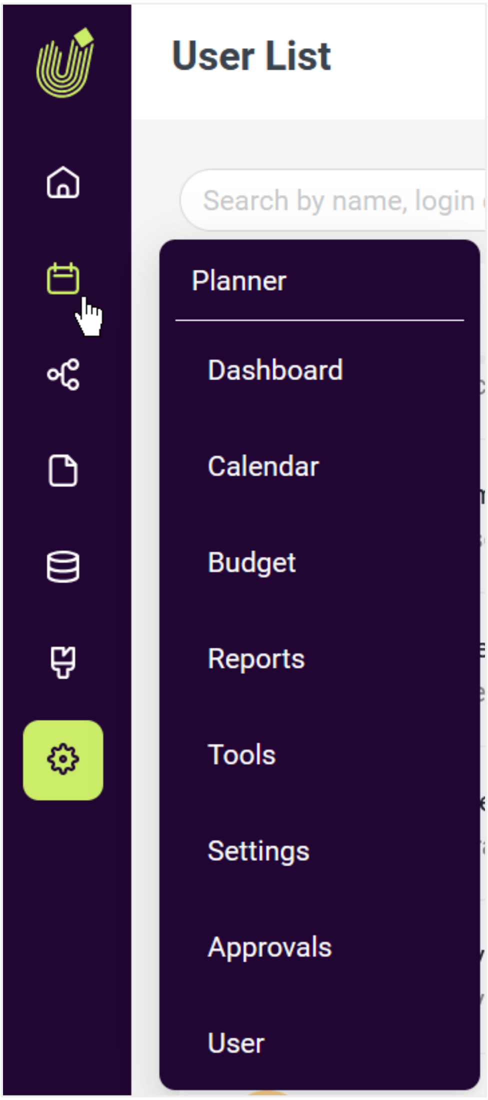
- *Structure* on page 25
- *Planning* on page 51
- *Management* on page 113

For Experienced Users in a New Version

If you are an experienced user and want to have an overview of the new features in the current version 8.0 please refer to the section *New and Changed Functions* on page 22.

1.1 Navigation to the Planner

You can access the module from the sidebar navigation. Click the *Planner* icon and select an option from the menu.



Note

The module may have been renamed in your system. If you have any questions, please contact your administrator.

1.2 Target Group

This manual is intended for users who use the moduleMarketing Plannerto plan marketing activities in terms of scheduling and finance.

> Note
>
> You may not be able to access functions or areas described in this manual. This can have two causes: Either your user role lacks the appropriate permissions or your company does not use these functions.
>
> If you have any questions, please contact your system administrator.

1.3 New and Changed Functions

In version 8.0, the following innovations were introduced in the module Marketing Planner.

- **New Sort and Filter:** *Planner* introduces a completely redesigned Sort and Filter functionality to help you find and organize your data more efficiently. The new interface combines powerful filtering capabilities with an intuitive design that supports both casual and advanced users. The filter functionality now combines fast search with flexible ways to organize data to support both casual and power users demanding advanced multi-criteria sort and filter with Boolean operators. The modern interface offers expanded matching options and handles existing filter settings automatically.
- **Sort and Filter Dialog Enhancement:** The *Sort and Filter* dialog now features a cleaner, more intuitive interface with logically grouped sections and helpful descriptions for each filtering option. When you open the dialog, you'll find improved tooltips and organized categories that guide you through filtering activities by type, structure, or timing – making it simpler to find exactly the data you need. To use the new features, click *Sort and Filter* in the toolbar and explore the streamlined filtering options. You'll notice each section now includes clear descriptions and tooltips that explain their purpose, such as filtering by activity details or organizing by structural relationships.
- **Budget Rollover Calculation:** Budget rollover calculations now offer flexibility to include or exclude subelement budgets, allowing organizations to choose between rolling over parent-level budgets alone or the combined total across all nested activities. Using a simple selection in *Settings*, this enhancement applies to all future rollovers while preserving existing calculations.
- **Parallel Export in Marketing Planner:** Export operations of the entire tree structure now run in parallel, allowing you to continue working while large tree structures are being processed in the background. Simply select your export settings, provide details, close the panel and carry on with your tasks while the system handles the heavy lifting.
- **Custom Menu Read Permissions:** Menu extensions are now accessible to users with read permissions, expanding functionality while maintaining robust security through granular permission checks. Administrators retain control through custom configurations, enabling them to restrict specific menu items to write-permission users if needed.
- **Custom Menu User Cookie:** A new cookie-based menu system personalizes options according to your role and organizational status. This ensures a streamlined interface by displaying only the authorized features keeping your workspace relevant and distraction-free. The secure

authentication process happens automatically at menu access.

- **Copy & Paste Element Sequence:** Copy and paste operations of a multi-selection now preserve the original sequence and structure of your elements. This fix ensures hierarchies remain intact and eliminates the need for manual reordering.
- **Bulk Data Processing APIs:** New APIs supercharge bulk operations with powerful batch processing and deep data retrieval capabilities, enabling efficient handling of large data sets and hierarchical structures. The expanded functionality includes selective dimension updates, customizable copying rules, and comprehensive task management across multiple levels.

Terminology Changes

We've made UI term changes from "Element" to "Activity" in the *Sort and Filter* dialog. The table will help users coming from a previous version understand the new terminology.

Former Term	New Term	Description
Element Name	Activity Name	The name used to identify the item in the tree structure
Element Type	Activity Type	Categorization like "Campaign" or "Budget Allocation"
Element Level	Activity Level	Position in parent/child hierarchy
Elements with Annexes after	Activities with additions after	Items with content added after a specified date
Elements with Annexes before	Activities with additions before	Items with content added before a specified date
Show all sub-elements	Include sub-activities	When you filter for items with "Launch" in their name, you'll automatically see all of the related sub-activities. This gives you a complete, centralized view of each launch's components.
Responsible person	Activity Owner	Person(s) in charge of the activity

See the Release Notes 8.0 for a detailed description of all changes.

1.4 Further Documentation

On this central page you will find support with further information:

- Uptempo Knowledge Base

Structure

2

In this section you will learn how the Planner is structured. We will answer the following questions:

- How do you navigate in the Planner?
- What are the parts of the Planner?
- What are the tasks and functions of these parts?

We will discuss the following chapters in detail:

- *Navigating the Planner* on the facing page
- *Dashboard* on page 33
- *Calendar* on page 39
- *Budget* on page 45
- *Detailed View* on page 47

Note

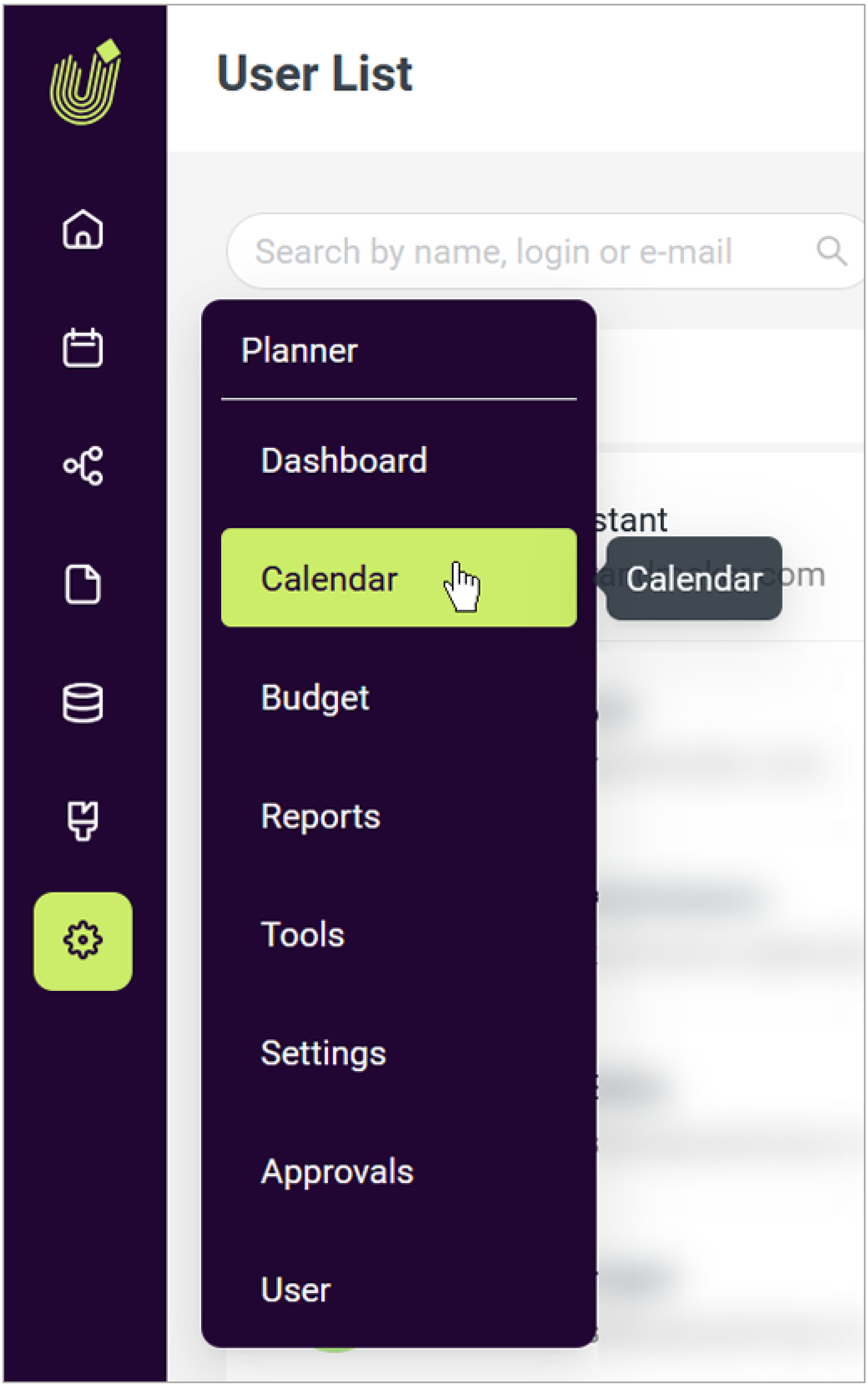
Depending on your role and permissions in the Planner, you may not see all parts of the Planner that we present here. Contact your administrator if you need different access, if necessary.

2.1 Navigating the Planner

The *Planner* interface features a comprehensive navigation system with multiple components. On the left side, you'll find the a sidebar with icon-based navigation.

When accessing the Planner functionality, a secondary navigation menu appears with the following options:

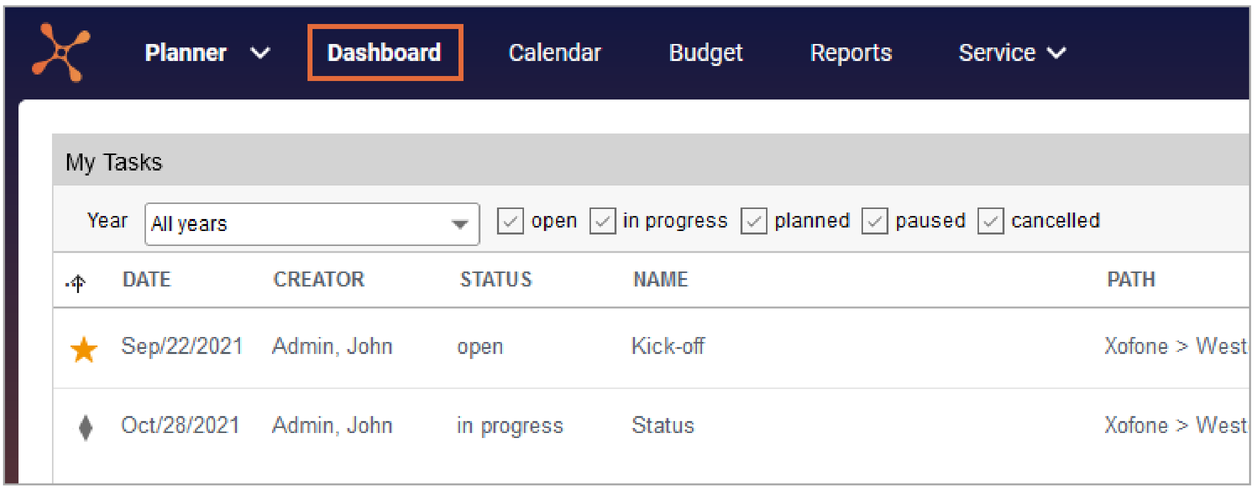
- *Dashboard*: Provides an overview of your planning activities
- *Calendar*: Currently selected (highlighted in light green with a cursor icon)
- *Budget*: Manages financial planning aspects
- *Reports*: Accesses reporting functions
- *Tools*: Contains utility features for importing data and more
- *Settings*: Configures preferences
- *Approvals*: Manages approval workflows
- *User*: Handles user-specific settings


User List
Search by name, login or e-mail
Planner
Dashboard
Calendar
Calendar
Budget
Reports
Tools
Settings
Approvals
User

This navigation structure allows you to move between different planning functions while maintaining access to user information and system settings.

> **Notes**
>
> Depending on your tasks in the system, you may not see all or even more entries in the module navigation.
>
> The following entries in the module navigation are not explained within the scope of this overview:
>
> - *Tools*: Import for budget data and the audit log. For more information, see chapter *Import and Export of Budget Data* on page 247
> - *User*: Management of users and their access permissions to marketing activities and dimensions. More information can be found in the Planner administration manual, see *Further Documentation* on page 24.
> - *Settings*: Configuration of the Planner. More information can be found in the Planner administration manual, see *Further Documentation* on page 24.
>
> These functions are typically reserved for a select group of users.

2.1.1 Dashboard

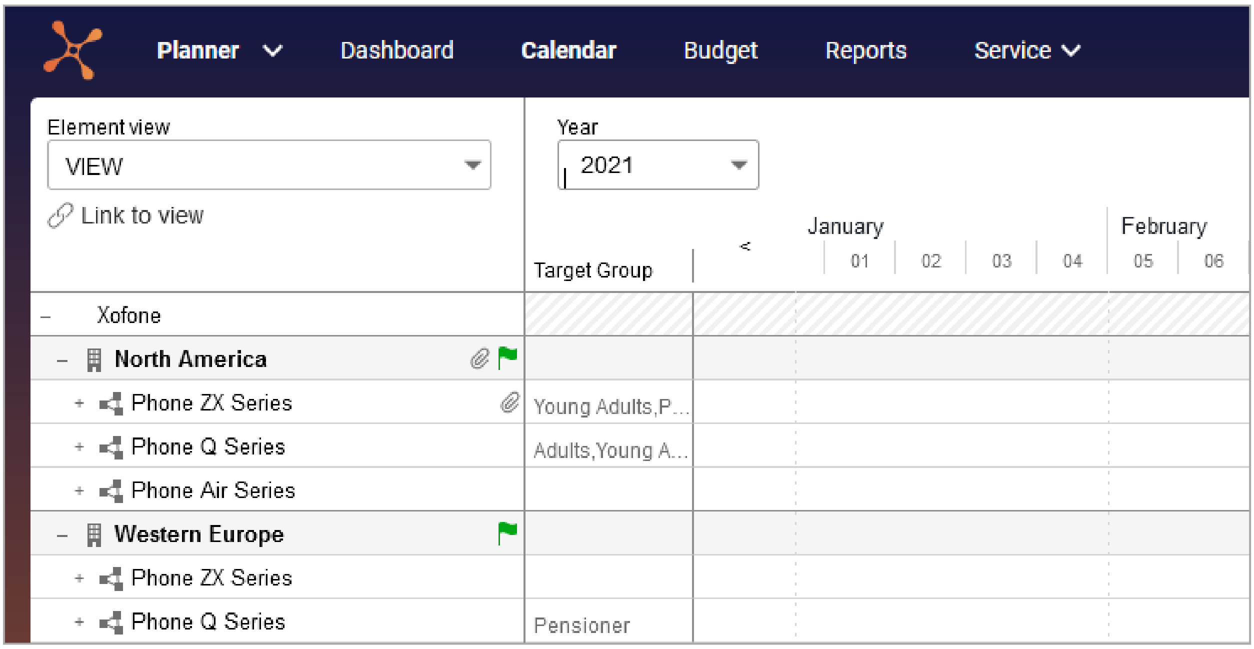


Like a dashboard in a car, the Dashboard displays important information about the individual marketing measures.

For more information, see chapter *Dashboard* on page 33.

Back to overview

2.1.2 Calendar

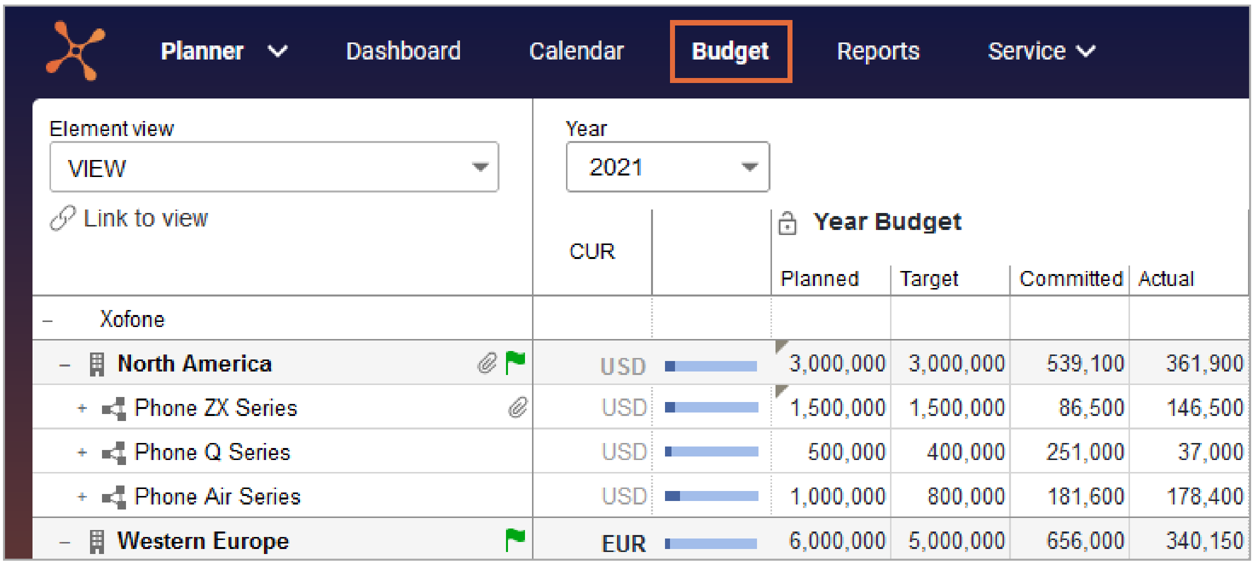


The calendar is where the scheduling takes place, i.e. you set the time periods and events for each marketing activity. The structure of your marketing activities can also be created here.

For more information, see chapter *Calendar* on page 39.

Back to overview

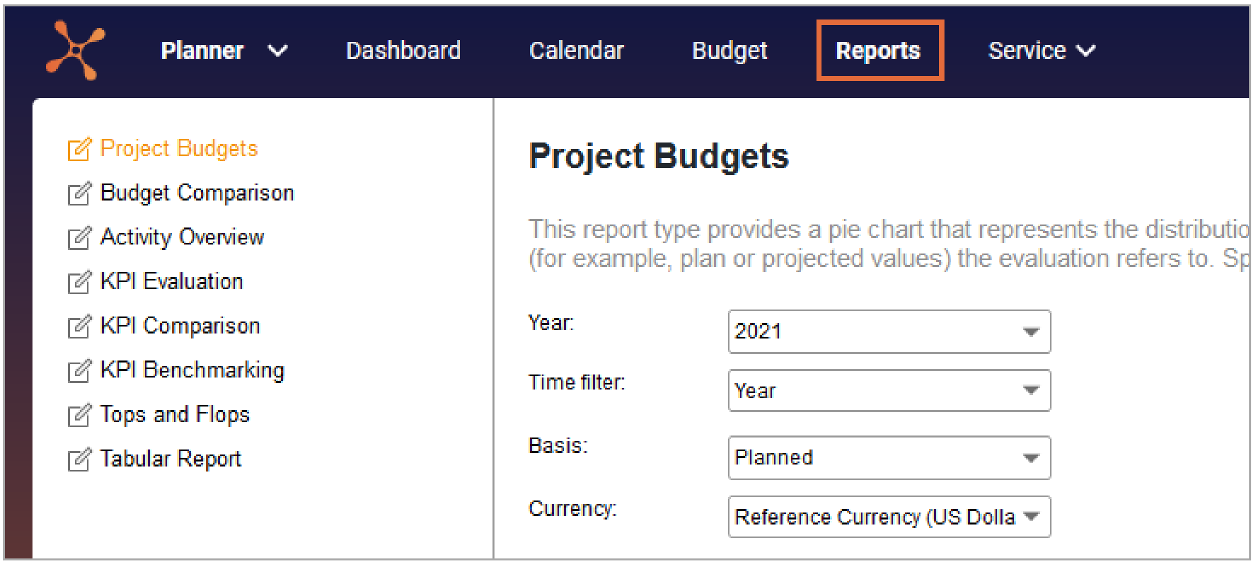
2.1.3 Budget



The budget area contains the financial data, from the planning as well as from the execution phase, for example orders and invoices. Just like in the calendar, the structure of your marketing activities can be created here.

Back to overview

2.1.4 Report



In order to create descriptive reports, you can access various diagram formats in this area, with which you can display important key figures for your reporting.

For more information, see chapter *Reports and Charts* on page 235.

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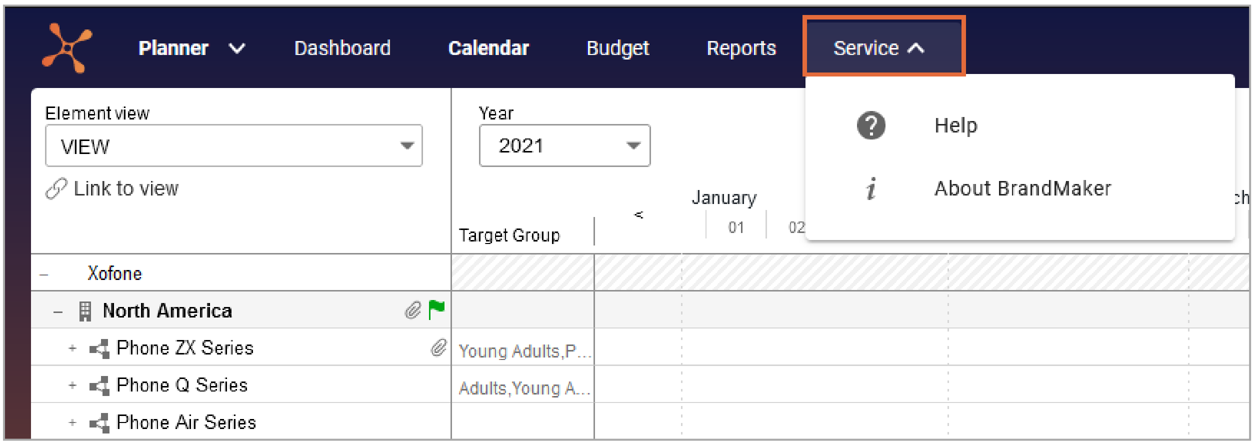
2.1.5 Service Menu



Open the Service menu to get more information about the Planner. For example, your administrator can provide links to this Help or further information here.

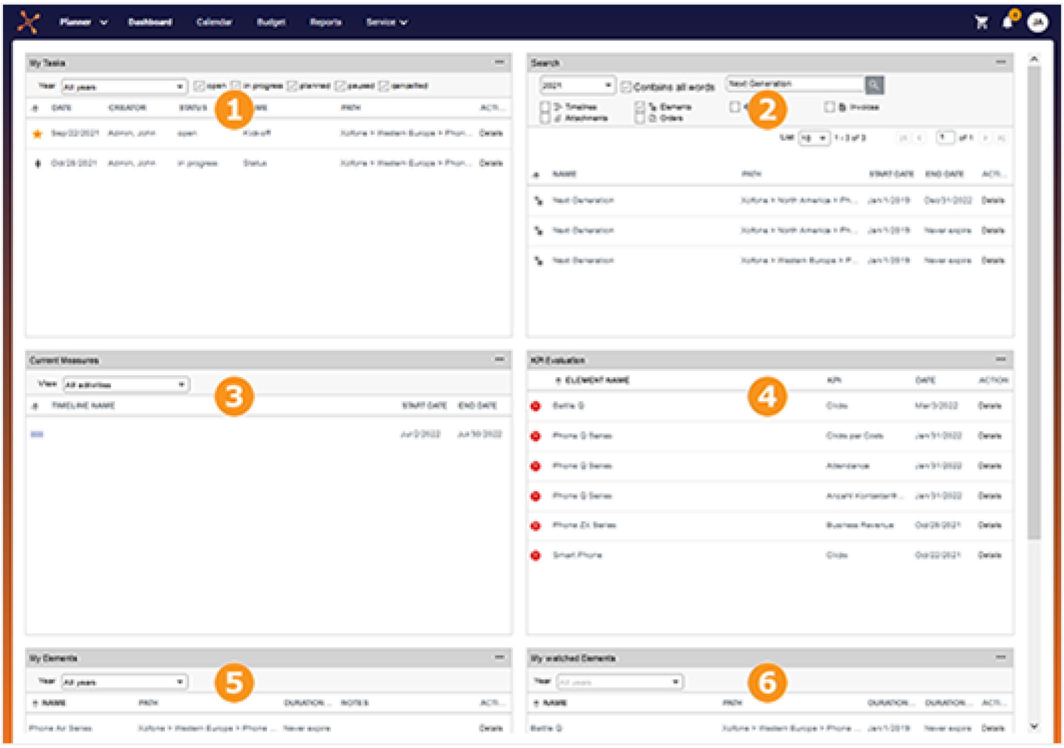
Back to overview

2.2 Dashboard

Like a dashboard in a car, the Dashboard displays important information about the individual marketing measures.

The dashboard consists of several areas, which are called dashlets.

Click the numbers in the screenshot to learn more about each dashlet.

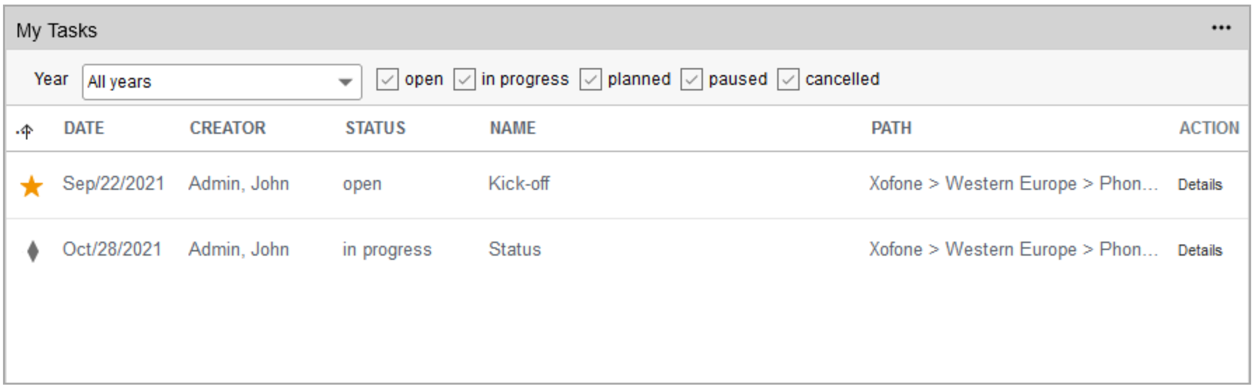


> **Note**
>
> The order of the dashlets and the dashlet displays may be different from the screenshots displayed here.

For information about changing the display of the dashboard and dashlets, see chapter *Customize Dashboard* on page 37.

2.2.1 My Tasks

This dashlet helps you keep track of your tasks in the Planner: You can see the tasks assigned to you and those not yet completed. You can filter tasks based on their status by activating or deactivating the checkboxes above the table.



Note

Jobs are displayed as *open* until they are completed.

Click*Details* to open the *Edit Task* dialog box and the detailed view of the element on the *Tasks* tab. You can use the *Year* filter above the table to limit the view to tasks from specific years.

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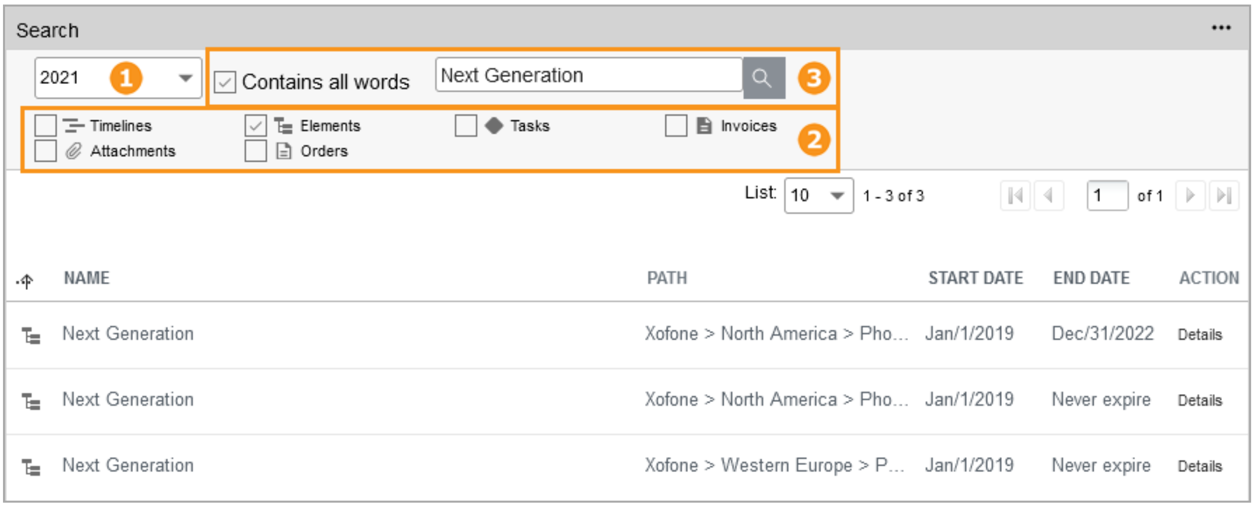
2.2.2 Search

With this dashlet you can find various objects in the Planner. You can search for elements, timelines or attachments, for example.



- 1 : If you want to limit your search to objects of a certain year, select the year in the selection list.
- 2 : Activate the checkboxes of the items you are looking for.
- 3 : Enter one or more keywords. If you enter multiple search words, use the *Contains all words* checkbox to choose whether the results have to include all of the search words.

Click *Details* to open the detailed view of a search hit. For all of the objects, the detailed view opens on the corresponding tab. For timelines, tasks, invoices, and POs, the corresponding editing dialog box also opens. The results are paginated if not all hits can be displayed.

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2.2.3 Current Measures

This dashlet allows you to keep track of upcoming marketing activities. It displays all the elements for which timelines are planned and/or taking place during the next 14 days.

You can use the dropdown list above the table to display the timelines assigned to you or all timelines which are visible to you.

Click *Details* to open the *Edit Timeline* dialog box and the detailed view of the element on the *Timelines* tab.

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2.2.4 KPI Evaluation

This dashlet makes it easier for you to evaluate your marketing activities. The dashlet displays KPIs whose evaluation is overdue ( ) or must be carried out within five days at the latest ( ). Only the KPIs of elements that you can access are displayed.

KPI Evaluation

	ELEMENT NAME	KPI	DATE	ACTION
!	Battle Q	Clicks	Mar/3/2022	Details
!	Phone Q Series	Clicks per Costs	Jan/31/2022	Details
!	Phone Q Series	Attendance	Jan/31/2022	Details

Click *Details* to open the detailed view of the element on the *General* tab. You can use the *Year* filter above the table to limit the view to elements from specific years.

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2.2.5 My Elements

This dashlet displays the elements for which you are responsible.

My Elements

Year: All years

NAME	PATH	DURATION TO	NOTES	ACTION
Phone Air Series	Xofone > Western Europe > Phone ...	Never expire		Details
Phone Q Series	Xofone > Western Europe > Phone ...	Never expire		Details
Phone ZX Series	Xofone > Western Europe > Phone ...	Never expire		Details

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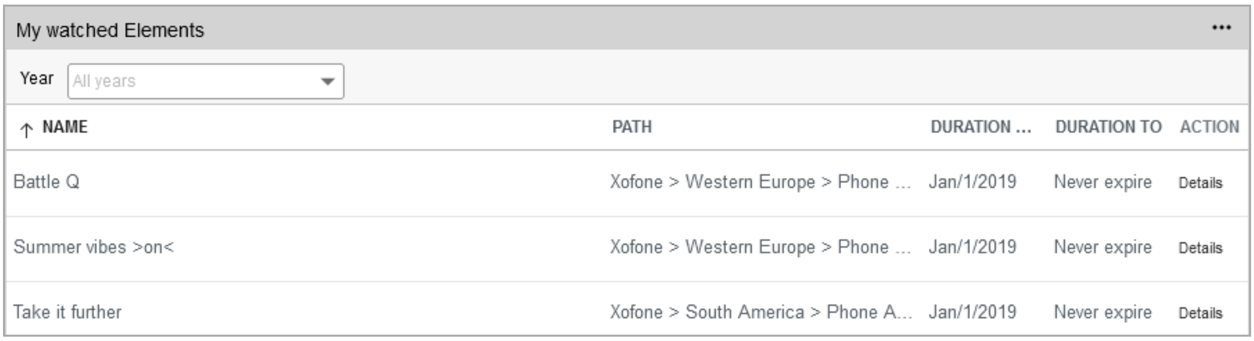
2.2.6 Watched Elements

The dashlet lists the planning activities you have observed.



The table lists the observed elements with names, path as well as runtime from/to. Click *Details* to open the detailed view of the element. Click ··· to open the menu of the dashlet and access other functions.

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2.2.7 Dashlet Menu

When you click ··· on a dashlet, the dashlet menu opens. The following functions can be accessed from the menu:

- *Refresh content*: this updates the dashlet display.
- *Export to PDF*: this exports the displayed elements of the dashlet to a PDF file.
- *Export to Excel*: this exports the displayed elements of the dashlet to an Excel file.
- *DASHLET COLOR*: this changes the color of the title bar. Select one of the displayed colors to do so.

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2.2.8 Customize Dashboard

You can customize the dashboard display and dashlets to suit your needs. Your settings are saved for you Individually and can be changed again at any time.

More Button

At the bottom of the dashboard you will find the More button. The button opens a drop-down list that allows you to choose the following settings:

- One-column or two-column display of the dashlets
- Height of the dashlets: The small dashlet size is the default. The middle size is 1.5 times and the large size is twice the size of the small dashlet size.
- Reset to factory default: This changes the columns in the dashboard, the arrangement and size of the dashlets, and the colors of the title bars. This function will undo all of your changes. This also applies to the selection of a year on the dashlets, the activation state of the checkboxes, as well as the size, sequence and displaying or hiding of table columns. Entered search words will also be erased.

Dashlet Arrangement

You can change the arrangement of the dashlets on the dashboard. Move the mouse over the upper pane of a dashlet. When a cross icon appears, hold down the left mouse button and move the cursor to the position of a different dashlet. The second dashlet is displayed in gray. When you release the left mouse button, the dashlets swap their positions.

Dashlet Tables

You have the following options for adjusting the display of the tables:

- *Hiding/displaying columns*: To change the displayed columns, move the cursor to the header of the table. An arrow is displayed on the right-hand side of the cell. Click the arrow and choose *Columns*. Activate or deactivate the checkboxes of the columns that you want to display or hide.
- *Order of the columns*: To change the order of the columns, move the column in the header area using drag and drop. A tooltip appears that shows you whether the order of the current cursor position is changed.
- *Column width*: Change the column width in the same way as in spreadsheet programs.
- *Sorting the displayed objects*: To change the sorting, move the cursor to the header line of the table in the column to be used for the sorting. An arrow is displayed on the right-hand side of the cell. Click the arrow and choose *Sort ascending* or *Sort Descending*.

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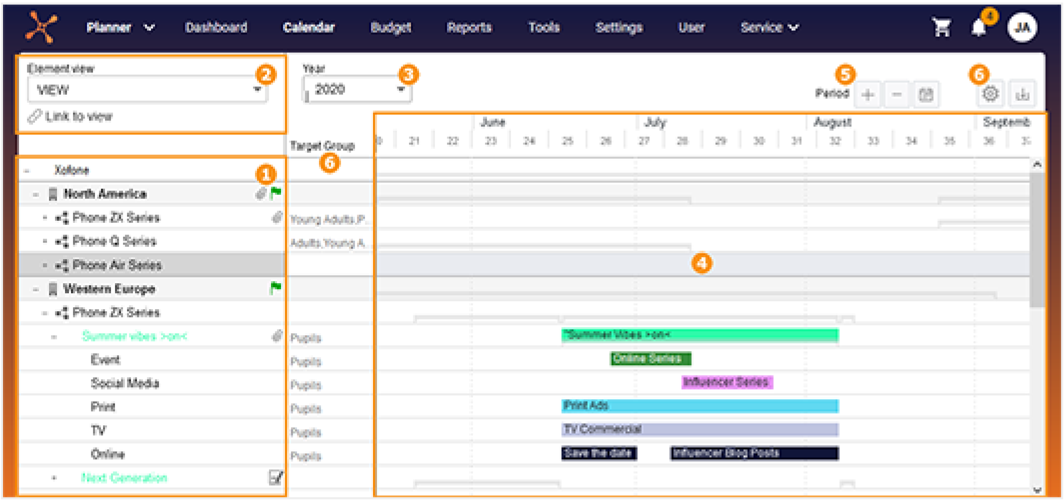
2.3 Calendar

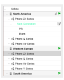
The calendar is where the scheduling takes place, i.e. you set the time periods and events for each marketing activity. The structure of your marketing activities can also be created here.

Click the numbers in the image below for more information about the areas.



2.3.1 Structure of Your Marketing Activities

You map your marketing activities in the tree structure with planning activities. In the following example, you can see the *Company* (as root element) - *Region* - *Product* - *Campaign* - *Channel* levels.



If you click on an element, subordinate elements are expanded or collapsed. The definitions for the structure, the color display and the use of the icons is probably defined differently for your company. If you have any questions, please contact your administrator.

> **Note**
>
> If you are not an administrator, you will probably not reach all marketing activities, but only a selection.

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You can find out how to define and plan the structure of your marketing activities in *Structural Planning* on page 55.

2.3.2 Filtering and Sharing

In this area you will find two essential functions for the planning activities:

- You filter the planning activities that are accessible to you and thus achieve a simplified view. You will learn how filtering works in chapter *Sort and Filter* on page 116.
- You generate a link to the current view of the planning activities in the calendar. You can share the link with other users or call it up from the *Dashboard* module, for example, to get simplified access to selected elements. For more information, see chapter *Sharing a View* on page 145.

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2.3.3 Fiscal Year

In this dropdown list you choose which fiscal year the calendar displays.
Planning elements are always created for a certain term, at least for one fiscal year. If required, you can create planning activities with a term of several years or even without a fixed end.

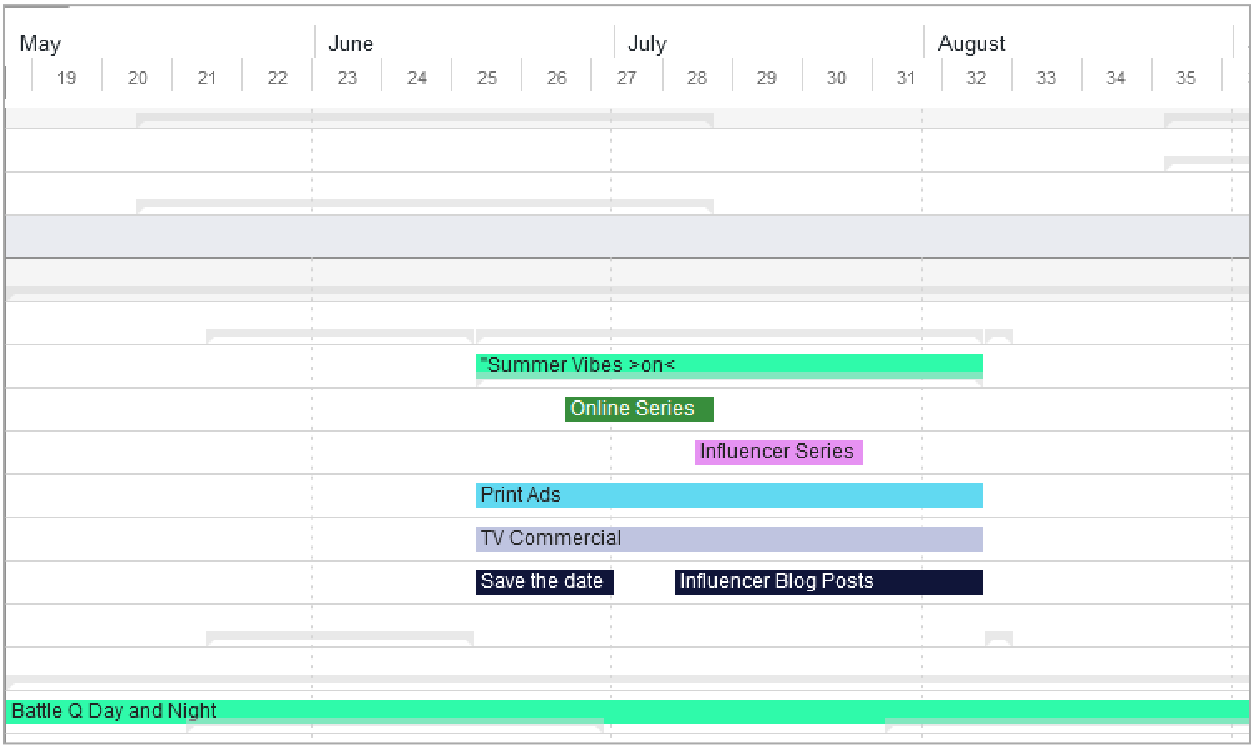
Back to overview

2.3.4 Calendar

In this area you can see the timelines and tasks entered for the marketing activities in a calendar structure. The color scheme represents different types of timelines, e.g. campaigns are shown in green in the screenshot below. Note that the color scheme depends on what settings have been made for your system. Please contact your administrator if you have any questions.

The gray bars mark the timelines in the line of the parent planning activity. This way, even if the subordinate elements in the tree are not open, you know whether planning exists at a certain point in time, for example for a product.

Tasks are represented by an icon.



If you have opened the current fiscal year, the current day is highlighted by a vertical red line.

You will learn how to create timelines and tasks in chapter *Scheduling* on page 79.

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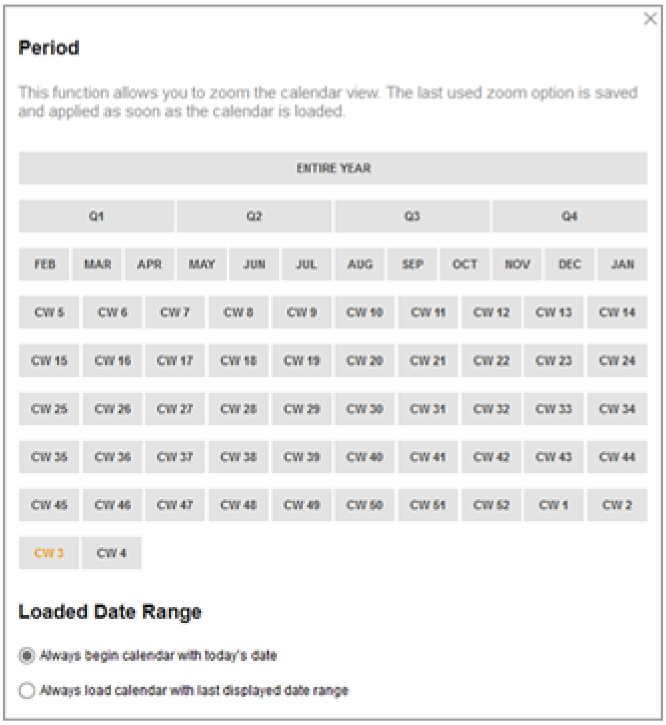
2.3.5 Time Period Displayed

With these functions you influence, with which granularity and in which time period the calendar is displayed.

- +: This zooms in the view in stages, i.e. the calendar displays a shorter time period. You can zoom up to the day level.
- —: This zooms the view out in stages, i.e. the calendar displays a longer time period.
- : You call up the following described dialog box. The dialog box allows you to directly select a time period and specify with which time period the calendar will be opened.



Selectable Time Periods

- *Entire Year*: You see the entire year.
- *Q1* to *Q4*: You see the selected quarter. If the browser window is large enough, Q1 to Q3 are displayed left-aligned, Q4 right-aligned. Please note that quarters will be divided up based on how your fiscal year is defined.

EXAMPLE

Your fiscal year begins in April. If you select Q2, the view on the left starts with the month of *July*. If you select Q4, the view on the right ends with the month of *March*.

- Month: Displays the selected month. If your browser window is large enough, the first 11 months of your fiscal year will be left-aligned, while the last month will be right-aligned. Please note that quarters will be divided up based on how your fiscal year is defined.

EXAMPLE

Your fiscal year begins in April. If you select *July*, the view on the left starts with the month of *July*. If you select *March*, the view on the right ends with the month of *March*.

- Calendar weeks: You see the selected calendar week. If your browser window is large enough, the first 51 calendar weeks of your fiscal year will be left-aligned, while the last calendar week will be right-aligned. Please note that quarters will be divided up based on how your fiscal year is defined.

Loaded Date Range

Decide which date range will be displayed when you open the calendar. You have the following options:

- The calendar is always displayed with the current date on the left side, so the displayed time range starts with the current date.
- The calendar is always displayed with the last selected date range.

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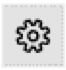
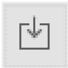
2.3.6 Displayed Information and Export

In this area you can access additional information:

- : Select an additional detail, which is displayed in a column in the calendar immediately to the right of the elements. One of the following details can be displayed:
    - Activity Owner
    - Runtime
    - External ID
    - Element ID
    - Activity Type

      Element notes (See the detailed view of the *General* tab)
    - Dimensions

- : You export the current planning. For more information, see chapter *Exporting Planning Data* on page 230.

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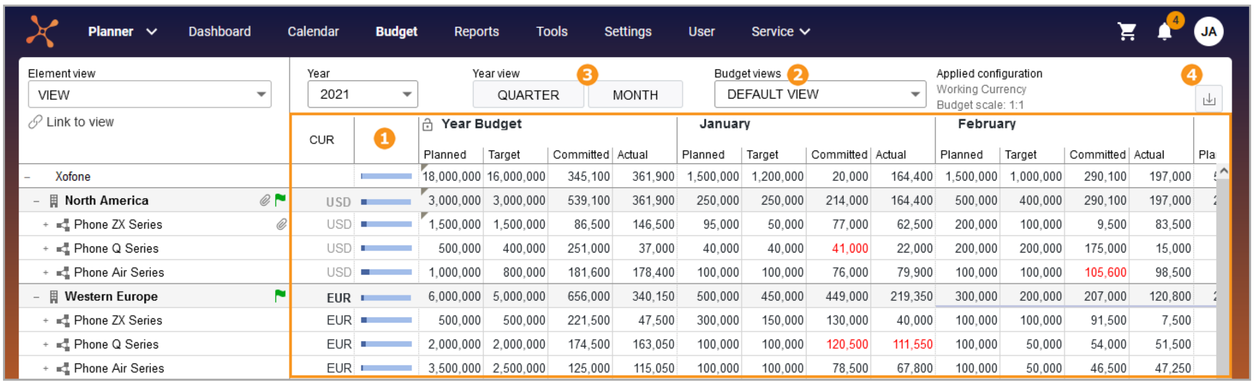
2.4 Budget

The budget area contains the financial data, from the planning as well as from the execution phase, for example orders and invoices. Just like in the calendar, the structure of your marketing activities can be created here.

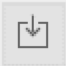
Note that the structure of the marketing activities, the functions for filtering and sharing, and the selection of the fiscal year are identical to the calendar. Click the preceding links if you need more information.



In the main area 1, you can see the budget data of the marketing activities. You enter planned values here. The actual values (invoices) or POs are displayed in the *Detailed View* on page 47 captured for each element. Note that the screenshot above shows the default view. You can select other views in the budget views 2 drop-down list. Budget views are defined by you or another user and published for other users where necessary. A view contains information such as dimensions, the responsible person, the duration of the element and the budget data, shown as yearly or monthly values. In addition, you can define the budget scale and the currency displayed in the view. In addition, you can determine whether the changeover of the year view is possible and whether the configuration used is displayed.

If you display monthly data, you can aggregate them to quarterly values using the *Quarter* (3) button.

> **Note**
>
> You cannot enter planned values in the quarterly view . The totals of the three months are displayed in the quarter instead.

If you click the button  (4), you will reach the export function for the budget. This exports the whole view or current view as an Excel file. You can decide whether changes are highlighted. The export can be downloaded or sent by e-mail.

> **Note**
>
> When you leave the budget view, the settings you used last are saved and are restored the next time that you call up the budget view.

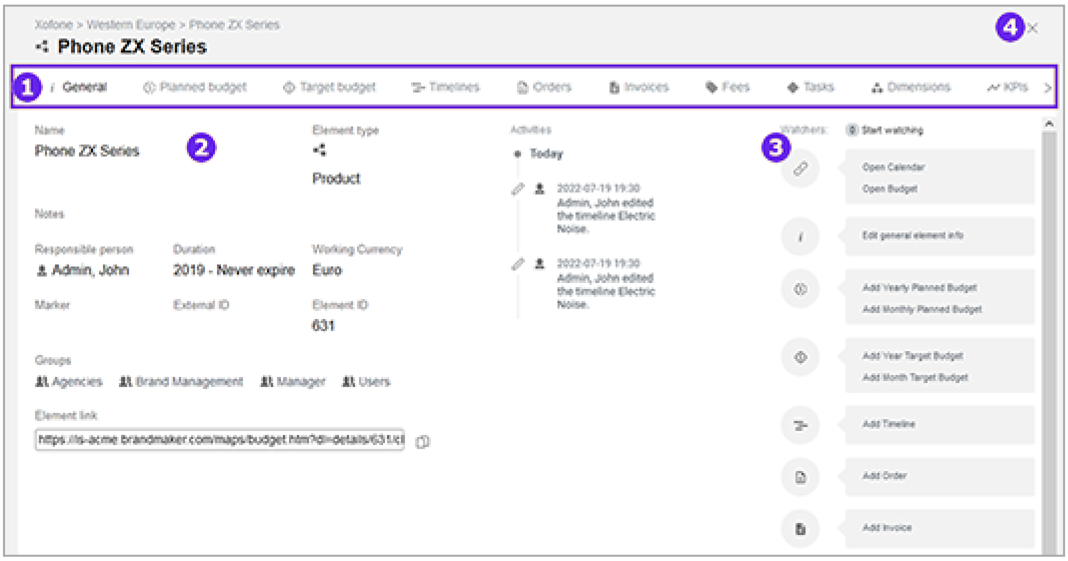
2.5 Detailed View

You find all relevant information for a planning activity in the detailed view. You open the detailed view either in the calendar or in the budget area:

- Double-click on the corresponding element
- Right-click on the element; select *Details* in the context menu

The detailed view is opened with the *General* tab. This tab is always present and contains the basic data about the planning activity:

Click the numbers in the screenshot to learn more about the detailed view.



2.5.1 Tabs in the Detailed View

Below the name of the planning activity, you can see the tabs that you can access based on your permissions.

Note

You will probably see fewer tabs than shown in the overview screenshot. Reasons for this are that your company may not use all the features or you may not have access to all the tabs used due to your role. You may also have only read but no write permissions.

Important Tabs

- *General* and *Dimensions*: The *General* tab contains the basic data of the planning activity, for example the currency in which the element is budgeted and the responsible person. With the dimensions you characterize the planning activities and assign characteristics to them. For more information, see *Structural Planning* on page 55.
- *Timelines* and *Tasks*: These tabs contain the data for scheduling the elements. For more information, see *Scheduling* on page 79.
- *Target budget* and *Planned budget*: On these tabs you get all data for financial planning, see *Financial Planning* on page 104.
- *Orders*, *Invoices* and *Fees*: On these tabs you manage the financial data for the implementation of marketing activities. For more information, see *Expenses* on page 181.
- *KPIs*: On this tab you evaluate the planning activity and the execution of the activities. For more information, see *Measure Target Achievement* on page 225.

Back to overview

2.5.2 Tab Data

This area displays the data of the selected tab, in the overview this is the *General* tab.

Back to overview

2.5.3 Quick Access to Actions

To be able to perform important actions quickly, you can reach the most important actions on the right side of the detailed view. Instead of first switching to the corresponding tab and clicking the corresponding button there, you can reach the dialog box for adding an order or an invoice, for example, in one step.

Back to overview

2.5.4 Close Detailed View

The detailed view is displayed in full screen mode. To close the detailed view, click the X. The page where you opened the detail view will then be displayed.

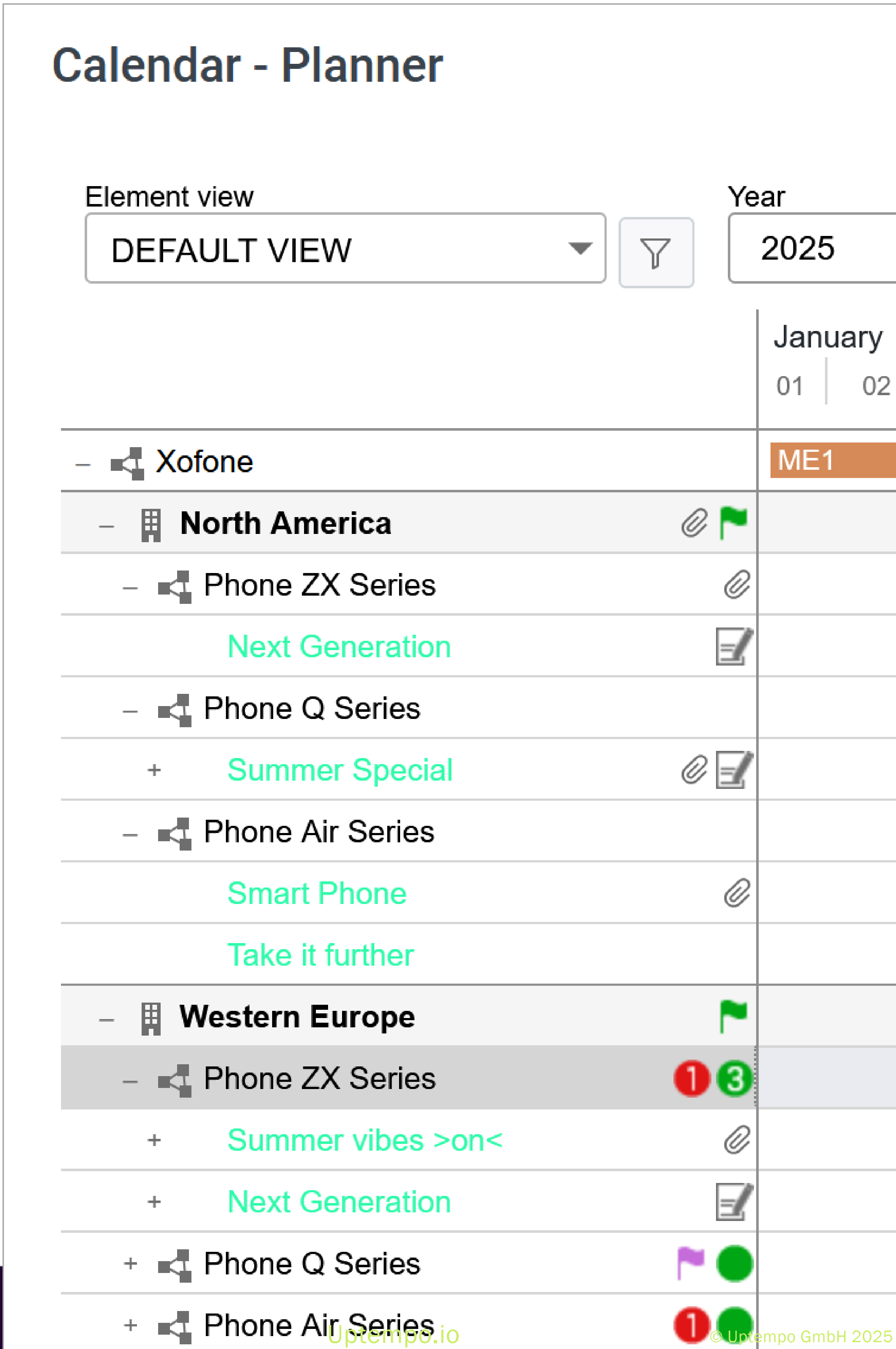
Back to overview

This page has been intentionally left blank to ensure new chapters start on right (odd number) pages.

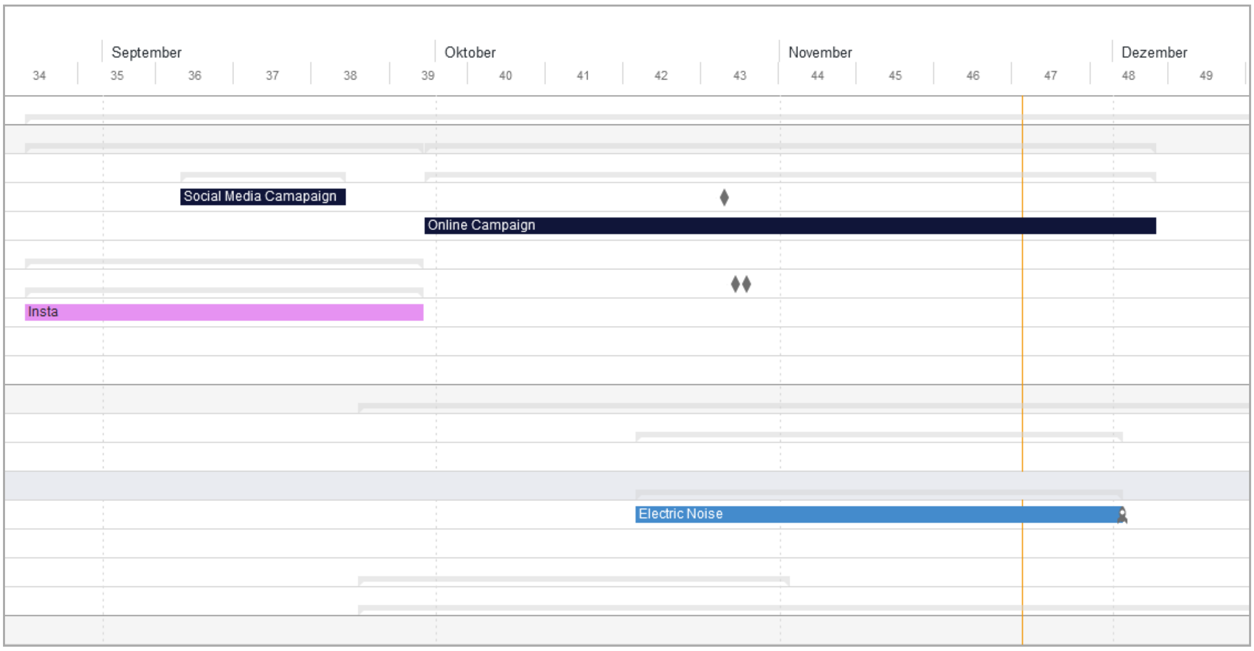
Planning

3

The first step in planning is to record how your marketing activities are structured (structural planning). This structure takes into account features such as regions, brands and products as well as campaigns or channels.


Calendar - Planner
Element view
DEFAULT VIEW
Year
2025
January
01
02
Xofone
ME1
North America
Phone ZX Series
Next Generation
Phone Q Series
Summer Special
Phone Air Series
Smart Phone
Take it further
Western Europe
Phone ZX Series
1
3
Summer vibes >on<
Next Generation
Phone Q Series
Phone Air Series
1

For scheduling, the calendar defines when events and activities take place.



For financial planning, it is possible to record the planned and target budgets for each marketing activity and reschedule them if necessary.

This chapter consists of the following sections:

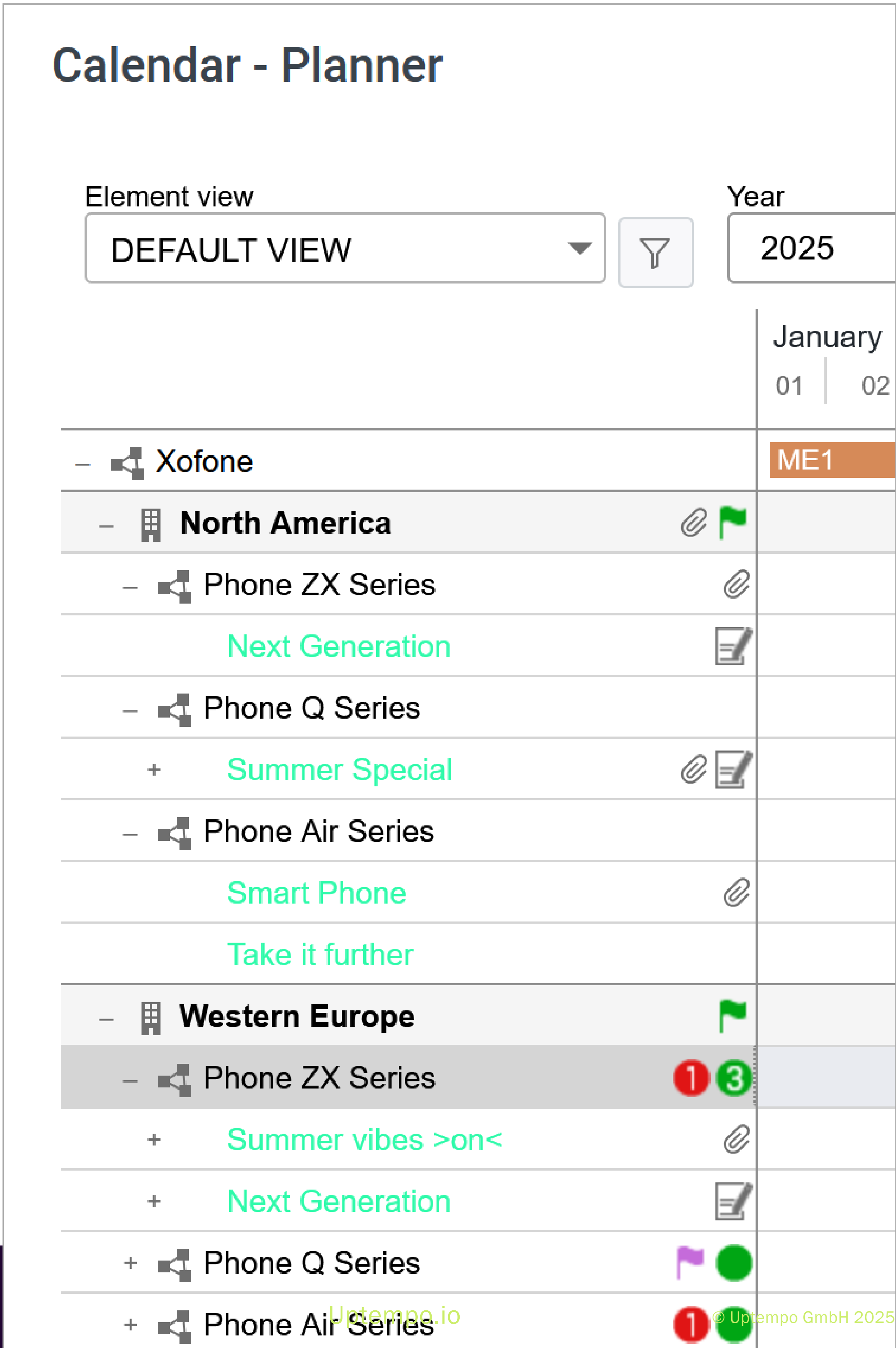
- *Structural Planning* on the facing page: In the Planner, your marketing activities are represented by planning elements in a hierarchical structure. In this section you will learn about the properties of planning elements and how to manage planning elements. Structural planning must be carried out in any case and is the prerequisite for scheduling or financial planning.
- *Scheduling* on page 79: The time when the marketing activities take place is represented in the calendar by timelines and tasks. You will get to know the calendar with its functions for scheduling and learn how to manage timelines and tasks.
- *Financial Planning* on page 104: For financial planning, you enter planned and target budgets for the marketing activities. In this chapter you will learn how to enter the data and how to change it if necessary.

3.1 Structural Planning

In the Planner, your marketing activities are represented by planning elements in a hierarchical structure. In this section you will learn about the properties of planning elements and how to manage planning elements. Structural planning must be carried out in any case and is the prerequisite for scheduling or financial planning.

Planning Elements

Planning elements are the individual parts of your marketing planning. In the tree structure, each entry is a planning element and due to the hierarchical structure, the elements represent structures such as *Campaigns* - *Projects* - *Channels* or *Country subsidiaries* - *Products* - *Campaigns*.


Calendar - Planner
Element view
DEFAULT VIEW
Year
2025
January
01
02
Xofone
ME1
North America
Phone ZX Series
Next Generation
Phone Q Series
Summer Special
Phone Air Series
Smart Phone
Take it further
Western Europe
Phone ZX Series
1
3
Summer vibes >on<
Next Generation
Phone Q Series
Phone Air Series
1

Note

The structures that are mapped in your Planner depend on the setup in your system. If you have any questions, please contact your administrator.

Basic Attributes

attribute	Description
Name	Designation of the planning activity with which the element is represented in the tree structure, for example.
Element type	By assigning a type to an element, you characterize the element and can - depending on the set-up of your system - achieve a visual distinction from other elements in the tree structure. Possible visual distinctions are, for example, the display of icons or different text colors.
Notes	If required, additional information can be stored in this attribute, which is necessary for correct processing of the element.
Responsible person	If a user of the planner is responsible for the administration of the planning activity, this user can be entered in this attribute.
Duration	With the runtime, you determine in which financial years a planning activity exists. An element that represents a product series, for example, may have a runtime of several years. In contrast, an element representing a one-off campaign will only have a runtime over the year in which it is carried out. Note: The runtime of a parent element always includes the runtimes of all child elements. For example, if you shorten the runtime of a parent element, the runtimes of all child elements are automatically shortened as well. Conversely, if you create a child element with a longer runtime, the runtimes of parent elements are automatically extended.
Working Currency	This attribute defines the currency in which the element is financially planned. If exchange rates are created, you can display the budgeting of the element in the reference currency. This allows you to compare elements that are planned in different working currencies. Note: You will be unable to change the working currency after entering budget the data for the element (e.g. planned budget, invoices, POs, market development fund).

attribute	Description
Marker	Markers are used to clarify facts and the status of elements. The markers are displayed, for example, in the tree structure to the right of the name. How your company uses the markers can be freely determined. Contact your system administrator if you have any questions.
External ID	The external ID can be defined by your company. Note that this ID must be unique among all elements.
Element ID	The element ID is automatically set when the planning activity is created and cannot be changed.
Groups	Probably only a few users will access all planning activities in your system. In most systems, access to the elements is divided according to criteria such as responsibility for product areas or regions. The *Group* attribute shows for the element which groups have access to it.

Further Data of a Planning Element

Planning elements are assigned further data:

- Dimensions: You use dimensions to describe elements uniformly in the Planner. In a dimension, for example, you can record which target group the marketing activity is aimed at. Dimensions are set up specifically for your system and managed by an administrator. If you have any questions, please contact your system administrator.
  For more information, see chapter *Filling in Dimensions* on page 65.
- Timelines and tasks: For scheduling, enter timelines and tasks for the element. For further information, see *Scheduling* on page 79.
- Budget data: For financial planning, assign planned and target budgets to the elements. For more information, see the chapter *Financial Planning* on page 104.
- POs, invoices and fees: When managing expenses, enter them as POs, invoices and fees for an element. If applicable, you can also apply for an advertising grant. For more information, see chapter *Expenses* on page 181.
- KPIs: To evaluate your marketing activities, record results and measurements in KPIs. KPIs are set up specifically for your system and managed by an administrator. If you have any questions, please contact your system administrator.
  For more information, see chapter *Measure Target Achievement* on page 225.

- Attachments and comments: Files relevant to the management of an element can be attached to the planning activity. If needed, users with access to an element can use the comment function to share more information or discuss the element with other users. For more information, see chapter *Annotations* on page 148.

Related Actions

Create structure:

- *Creating a Child Planning Element* below
- *Creating a Planning Element on Same Level* on the next page
- *Creating a Planning Element in Filtered View* on page 61
- *Copying and Pasting a Planning Element* on page 63

Characterize and describe planning activities:

- *Filling in Dimensions* on page 65
- *Highlighting an Element* on page 71

Change existing structure of the planning activities:

- *Cutting and Pasting an Element* on page 74
- *Moving an Element* on page 75

Edit the structure of the planning activities:

- *Deleting an Element* on page 77
- *Deleting Multiple Elements* on page 77

3.1.1 Creating a Child Planning Element

Prerequisite: Your view in the calendar or budget view is not sorted. You can get details about sorting in *Sort and Filter* on page 116.
If the view is filtered, the following description deviates, please note *Creating a Planning Element in Filtered View* on page 61.

1. Click in the sidebar navigation > *Planner* and select in the module navigation either > *Calendar* or > *Budget*.

You switch to the selected view. The tree structure is displayed.

2. Navigate in the tree structure to the element under which you want to create the new element.
3. Right click this element and select *New sub-element XXXX* from the context menu.
   The *XXX* entry depends on the settings in your system and characterizes the different levels in the tree structure.

   The *Create New Element* dialog box appears.
4. Enter an element name.
5. Optional: Choose an element type.
6. Click *Create and open*.

   A new element is inserted below the selected parent element. The detailed view is opened with the *General* tab.
7. Click the Edit general element info button in the *Quick Actions* column.

   The *Edit general element info* dialog box will open.
8. Edit the basic attributes of the element. For details, see chapter *Structural Planning* on page 55.
9. Click on *Save*.

   The dialog box will close.
10. Click *X*.

The detailed view of the element is closed. You have created the planning activity and edited its basic attributes.

3.1.2 Creating a Planning Element on Same Level

*Prerequisite:*Your view in the calendar or budget view is not sorted. You can get details about sorting in *Sort and Filter* on page 116.
If the view is filtered, the following description deviates, please note *Creating a Planning Element in Filtered View* on the facing page.

1. Click in the sidebar navigation > *Planner* and select in the module navigation either > *Calendar* or > *Budget*.

   You switch to the selected view. The tree structure is displayed.

2. Navigate in the tree structure to the element for which you want to create a new, subsequent element on the same level.
3. Right click this element and select *New Element XXXX* from the context menu.
   The *XXX* entry depends on the settings in your system and characterizes the different levels in the tree structure.

   The *Create New Element* dialog box appears.
4. Enter an element name.
5. Optional: Choose an element type.
6. Click *Create and open*.

   The new element is inserted after the source element. The detailed view is opened with the *General* tab.
7. Click the *Edit general element info* button in the *Quick Actions* column.

   The *Edit general element info* dialog box will open.
8. Edit the basic attributes of the element. For details, see chapter *Structural Planning* on page 55.
9. Click on *Save*.

   The dialog box will close.
10. Click *X*.

The detailed view of the element is closed. You have created the planning activity and edited its basic attributes.

3.1.3 Creating a Planning Element in Filtered View

You can create elements in a filtered view and thereby prepopulate the new element with the filter values. This applies when filtering on the following properties:

- Dimensions (with the exception of weighted multiple selections)
- Responsible Person
- Marker
- Currency
- Fees

The following properties cannot be prepopulated:

- Element type
- Start date
- End Date
- Category
- Tree level
- Element name
- Lowest tree level

> Note
>
> You cannot create an item in a sorted view.

In some cases, prepopulating cannot be performed automatically, for example if the filter contains several values for a property to be populated with one value. In this case, you can select one or more properties in the Create Element dialog box.

The Create Element dialog box also lists the following information:

- List of the properties that can be prepopulated.
- List of properties that are included in the filter, but whose prepopulation is basically not possible.
- List of properties that cannot be prepopulated because the user does not have the necessary write permissions in the detailed view, for example on the Dimensions tab.
- Whether the new element may not be shown in the currently filtered view, for example, because the filter contains exclusion criteria.

Create Planning Element in Filtered View

Prerequisite: Your view in the calendar or budget view is not sorted. You can get details about sorting in *Sort and Filter* on page 116.

1. Click in the sidebar navigation > *Planner* and select in the module navigation either > *Calendar* or > *Budget*.

   You switch to the selected view. The tree structure is displayed.

2. Navigate in the tree structure to the element from which you want to create the new element.

3. Right click this element and select *New sub-element XXXX* or *New element XXXX* from the context menu. For the differences, see the chapters *Creating a Child Planning Element* on page 59 and *Creating a Planning Element on Same Level* on page 60.
   The *XXX* entry depends on the settings in your system and characterizes the different levels in the tree structure.

   The Create New Element dialog box appears.
4. Enter an element name.
5. Optional: Choose an element type.
6. Select whether certain properties of the element are preassigned with values of the current filter. If no preassignment is to take place, deactivate the slide switch.
7. If a preassignment is to take place, but values cannot be selected automatically, activate the desired values in the lower area of the dialog box.
8. Observe any notes in the dialog box.
9. Click *Create and open*.

   According to your action a new element will be inserted. The detailed view is opened with the *General* tab.
10. Click the *Edit general element info* button in the *Quick Actions* column.

    The *Edit general element info* dialog box will open.
11. Edit the basic attributes of the element. For details, see chapter *Structural Planning* on page 55.
12. Click *Save*.

    The dialog box will close.
13. Click *X*.

The detailed view of the element is closed. You have created the planning activity and edited its basic attributes.

3.1.4 Copying and Pasting a Planning Element

You can copy one or more elements completely, including its sub-elements, and paste it as new planning activities. While copying it, you specify which attachments (such as timelines, tasks, or file attachments, for example) are to be copied.

> Note
>
> Note that the runtimes of child elements must be the same as or within the runtime of the parent element. If you copy and paste elements to which this does not apply, you will be prompted to make an adjustment. Either you must lengthen the runtime of the parent element or shorten that of the child elements.

Also note that you cannot copy planning activities with blanket or release orders. For information on blanket orders and release orders, refer to chapter *Purchase Orders (POs)* on page 183.

1. Click in the sidebar navigation > *Planner* and select in the module navigation either > *Calendar* or > *Budget*.

   You switch to the selected view. The tree structure is displayed.

2. In the tree structure, navigate to an element that you want to copy.

3. If you want to cut and paste multiple elements, select the elements:

   - Hold down the CTRL key or CMD key and click on each element to be copied:

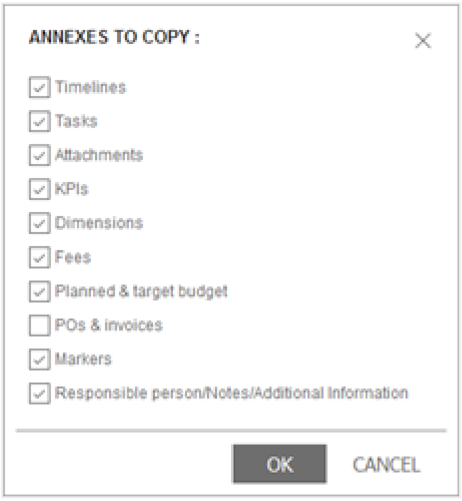
     All clicked elements will be selected.

   - Hold down the SHIFT key and click on the first and the last element to be copied:

     The first element, the last element, and all elements in between are selected.

4. Right click an element and select *Copy* from the context menu.

   The *Annexes to copy* dialog box appears.

5. Specify which attachments are to be copied by activating the relevant checkboxes.

Note: Only dimensions for which the *Copyable* checkbox has been activated and that the user can access are copied.

6. Click *OK*.
7. Open the context menu for the new parent element below which you want to paste the copied elements.
8. Click *Paste*.

The copies of the elements, including existing sub-elements and the selected attachments, are added below the new parent element. The element sequence is preserved.

Note

You cannot paste a copied element as a sub-element of itself. When you copy an element, a new element is created independently of the copy template.

3.1.5 Filling in Dimensions

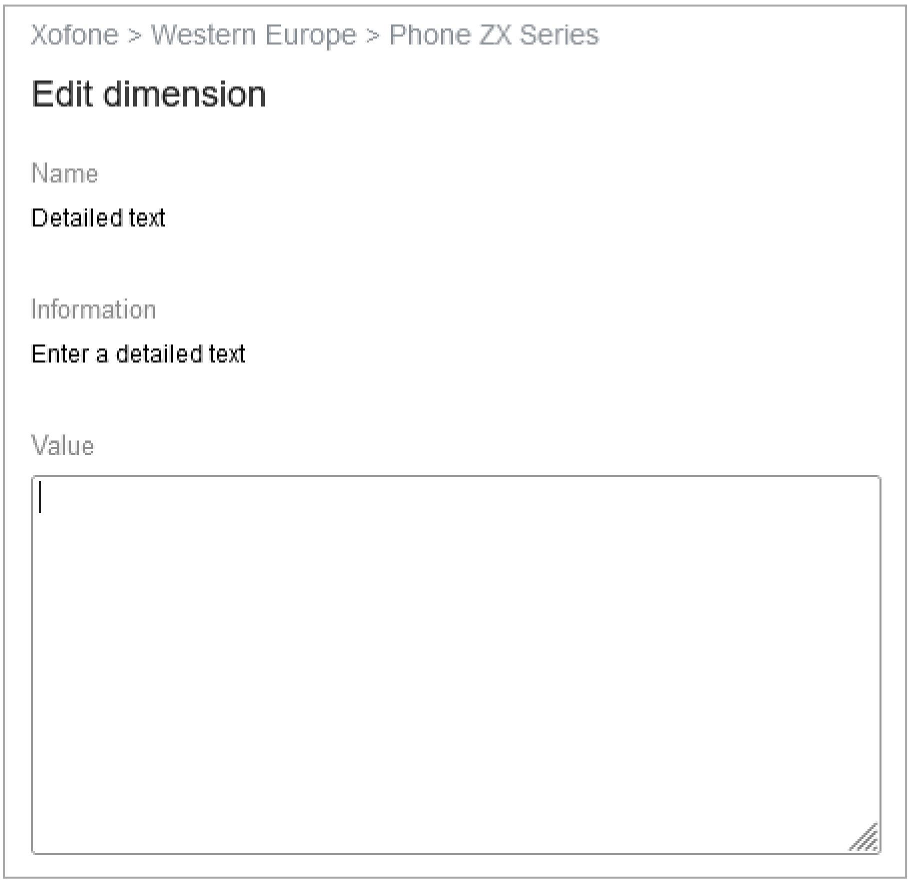
You use dimensions to describe elements uniformly in the Planner. In a dimension, for example, you can record which target group the marketing activity is aimed at. Dimensions are set up specifically for your system.If you have any questions, please contact your system administrator.

A dimension can be defined as a mandatory dimension. In this case, the dimension should be filled in for each element. You can recognize a mandatory dimension by the triangle in front of its name on the *Dimensions* tab in the detailed view. A note below the table also draws your attention to the necessary editing.

In addition, the icon may be displayed for a dimension. This means that a value has already been entered for the dimension and that this value has been inherited by the parent element. You can edit inherited values retroactively. When you edit an inherited value, the icon is displayed.

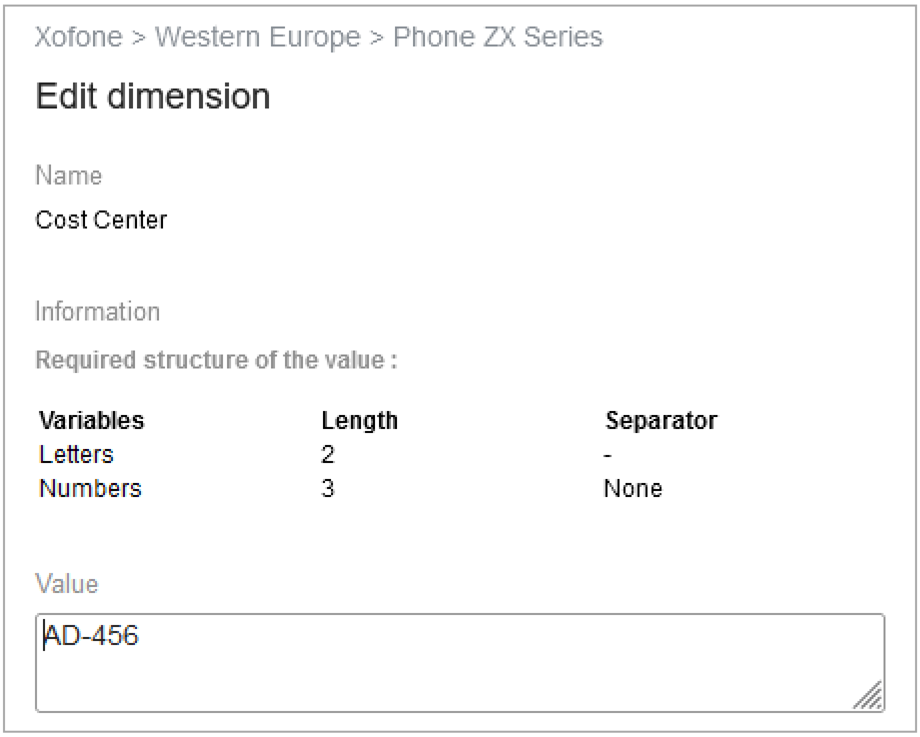
Dimensions can be of different types. The following sections explain the differences in editing.

Text



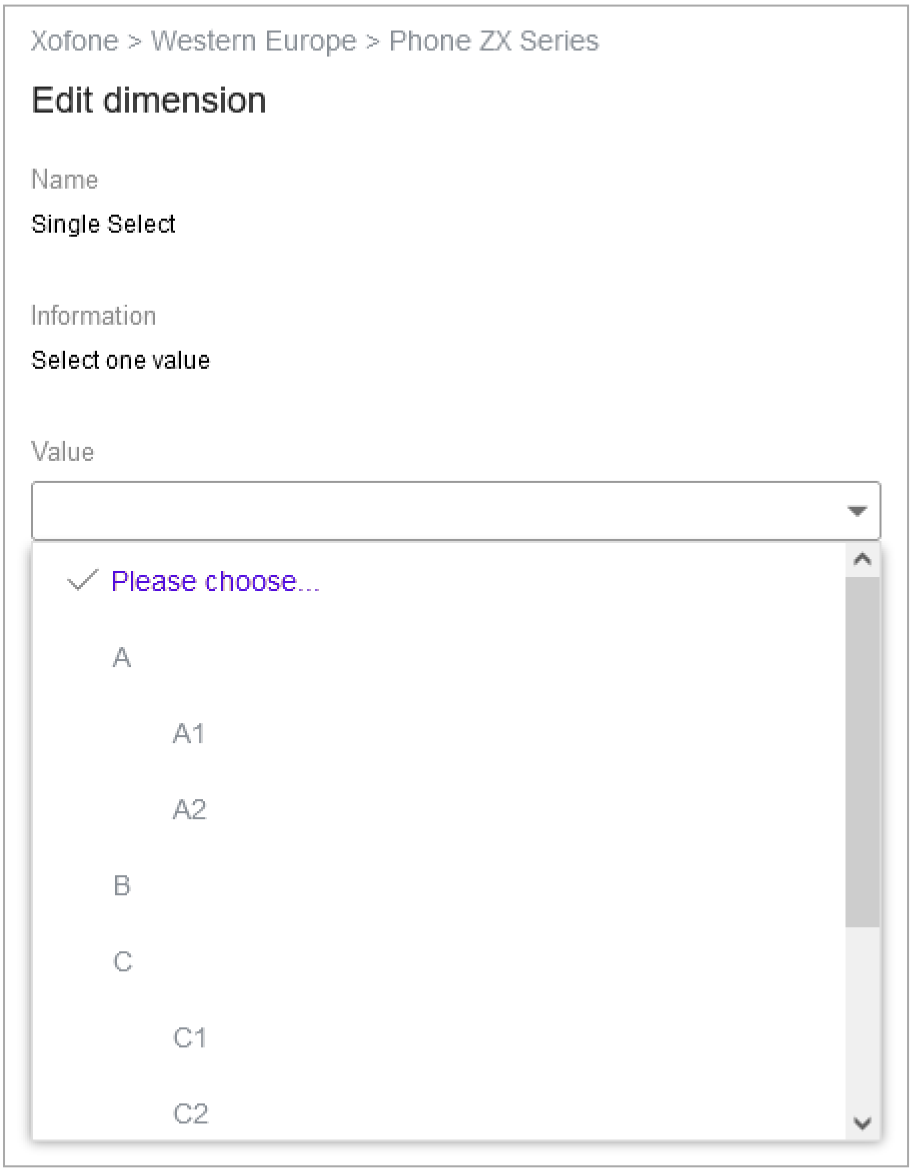
The screenshot shows a dimension where you enter text. Read the information where your administration may have entered interesting facts for you. The text field may possibly be limited to the input of 255 characters maximum.

Structured Text



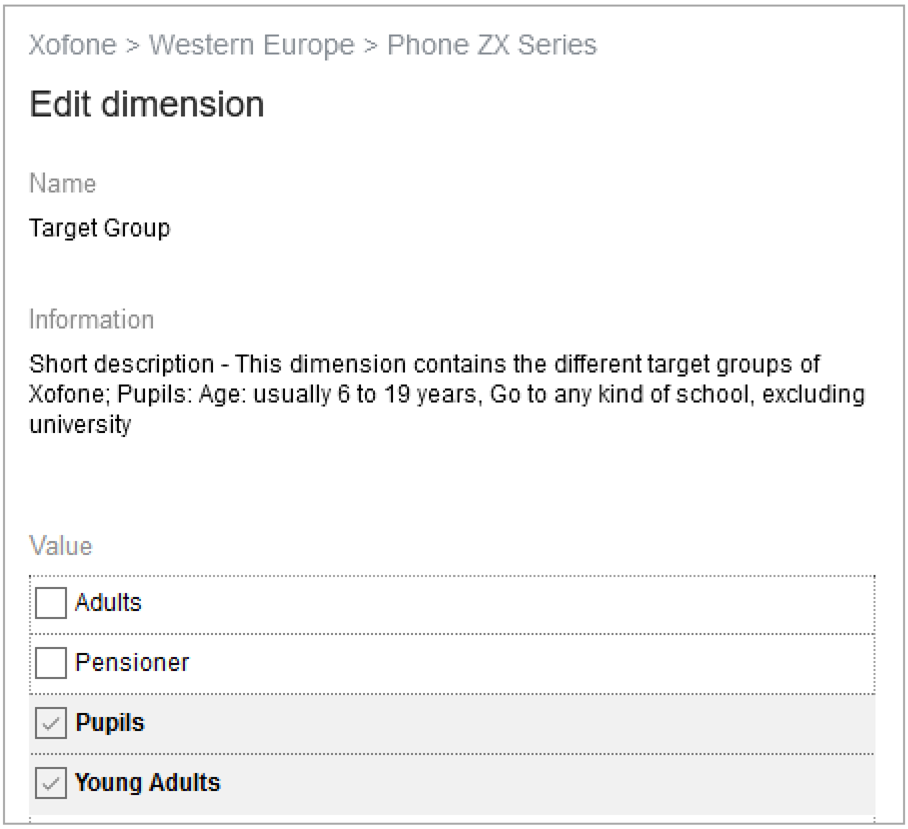
The screenshot shows a dimension where you have to enter text according to a specific rule. The defaults are displayed above the input field. Read the information where your administration may have entered some interesting information for you.

Choosing a Value



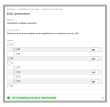
If you are to select a value in a dimension, a dropdown list is displayed. Click the desired value in the list. Read the information where your administration may have entered some interesting information for you.

Selecting One or More Values



If you can select one or more values, the values are displayed in a list preceded with checkboxes. Activate the checkboxes of the values you want to select. Read the information where your administration may have entered some interesting information for you.

Weighted Selection of One or More Values



If you are to make a weighted selection, the values are displayed in a list preceded by a checkbox. If you activate a checkbox, an input field is additionally displayed at the end of the line. Enter numbers between 1 and 100 in the input field so that the sum of all numbers is exactly 100.
Read the information where your administration may have entered some interesting information for you.

Filling in Dimensions

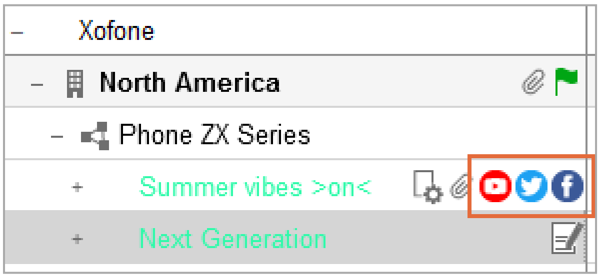
1. Open the detailed view of the element in which you want to fill in a dimension.
2. Go to the *Dimensions* tab.

   The dimensions that you can access are listed.
3. Select a dimension.
4. Click *Edit*.
5. Edit the dimension according to the type. Note the preceding sections in this chapter.
6. Click *Save*.
7. Choose *X* to close the detailed view.

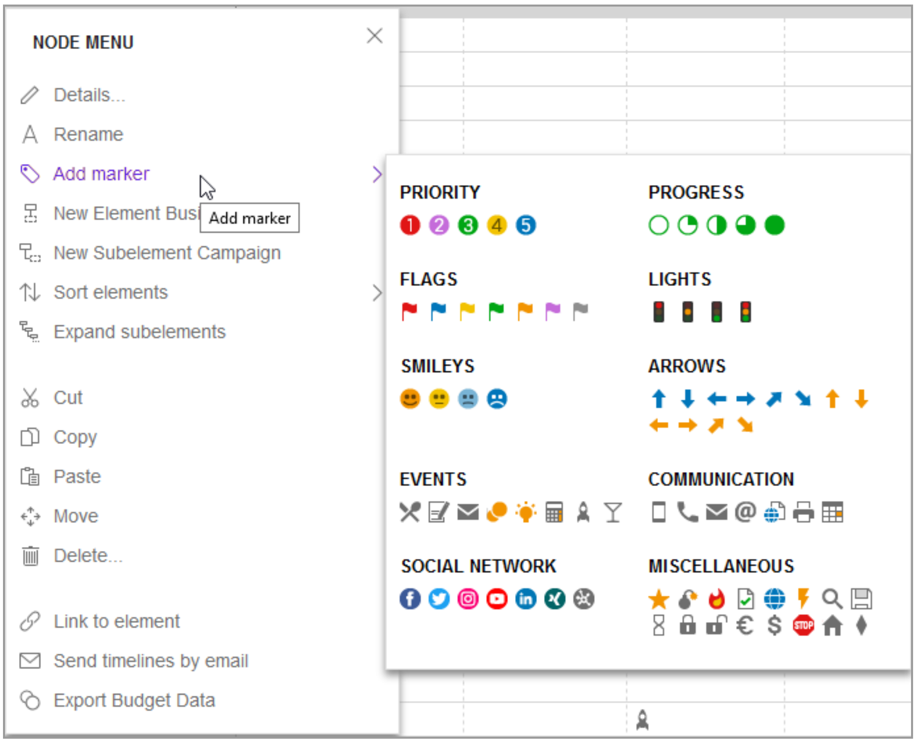
You have filled the values for the selected dimension.

3.1.6 Highlighting an Element

Symbols and icons are available in the Planner with which you can mark the planning activities. For example, you can highlight a status visually or assign the element to a social network using the corresponding logos:



The following screenshot shows the menu with all available markers. In addition, further markers may have been created in your system.



Note

Your system administrator will tell you the exact meaning of the markers used in your system.

Related Actions

- *Assigning Markers* below
- *Deleting Markers* on the facing page

3.1.6.1 Assigning Markers

In the Calendar or in the Budget View

1. Click in the sidebar navigation > *Planner* and select in the module navigation either > *Calendar* or > *Budget*.

   You switch to the selected view. The tree structure is loaded.

2. In the tree structure, navigate to the element to which you want to add a marker.
3. Right-click on the element.

   The context menu appears.

4. Place the cursor on the *Add marker* menu item and click the desired icon in the list of available markers.

The selected marker is displayed directly next to the element in the tree structure.

In the Detailed View

1. Click in the sidebar navigation > *Planner* and select in the module navigation either > *Calendar* or > *Budget*.

   You switch to the selected view. The tree structure is displayed.

2. In the tree structure, navigate to the element to which you want to add a marker.
3. Double click on the element.

   The detailed view will open.

4. Click the *Edit general element info* button in the *Quick Actions* column.

   The *Edit general element info* dialog box will open.

5. Click *Add marker*.

   The list of available markers is displayed.

6. Click the desired icon.

The selected marker is added to the element.

3.1.6.2 Deleting Markers

In the Calendar or in the Budget View

1. Click in the sidebar navigation > *Planner* and select in the module navigation either > *Calendar* or > *Budget*.

   You switch to the selected view. The tree structure is loaded.

2. In the tree structure, navigate to the element from which you want to delete a marker.
3. Right-click on the icon.

   The context menu appears.

4. Choose *Delete Marker*.

The marker is deleted.

In the Detailed View

1. Click in the sidebar navigation > *Planner* and select in the module navigation either > *Calendar* or > *Budget*.

   You switch to the selected view. The tree structure is displayed.

2. In the tree structure, navigate to the element from which you want to delete a marker.
3. Double click on the element.

   The detailed view will open.

4. Click the *Edit general element info* button in the *Quick Actions* column.

   The *Edit general element info* dialog box will open.

5. Click the icon you want to remove.

   The context menu opens.

6. Click the Recycle Bin icon.

The marker is deleted.

3.1.7 Cutting and Pasting an Element

You can cut one or more planning activities completely, including any sub-elements, from the tree structure and paste it in a different position.

> Note
>
> Note that the runtimes of child elements must be the same as or within the runtime of the parent element. If you copy and paste elements to which this does not apply, you will be prompted to make an adjustment. Either you must lengthen the runtime of the parent element or shorten that of the child elements.

1. Click in the sidebar navigation > *Planner* and select in the module navigation either > *Calendar* or > *Budget*.

   You switch to the selected view. The tree structure is displayed.

2. In the tree structure, navigate to an element that you want to cut.
3. If you want to cut and paste multiple elements, select the elements:

- Hold down the CTRL key and click on the elements to be deleted:

  All clicked elements will be selected.

- Hold down the SHIFT key and click on the first and the last element to be deleted:

  The first element, the last element, and all elements in between are selected.

4. Right click this element and select *Cut* from the context menu.
5. Open the context menu for the new parent element below which you want to paste the cut elements.
6. Click *Paste*.

The cut elements are pasted below the selected element, including the existing sub-elements.

3.1.8 Moving an Element

You want to move an element within the tree structure to place it in a different position. You cannot move an element beneath itself but you can move it beneath another element on the same level. When you move an element, any existing sub-elements are moved along with it.

> Note
>
> Note that the runtimes of child elements must be the same as or within the runtime of the parent element. If you move elements to which this does not apply, you will be prompted to make an adjustment. Either you must lengthen the runtime of the parent element or shorten that of the child elements.

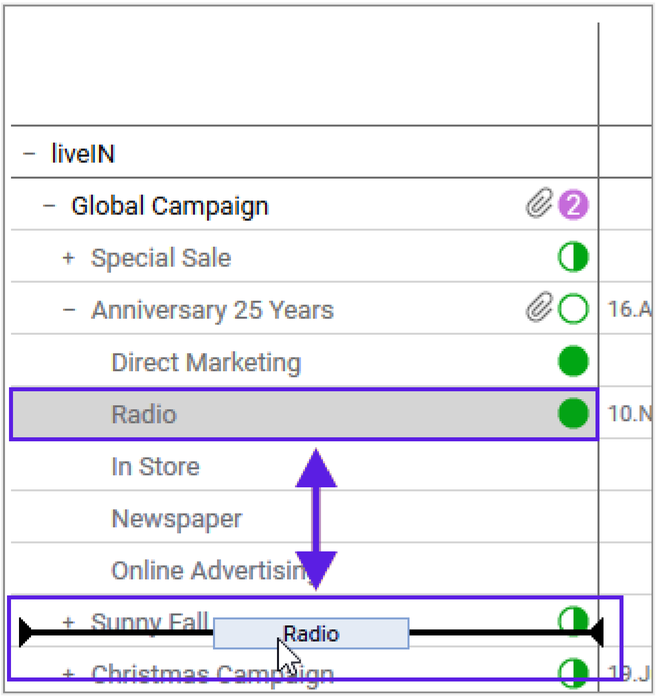
You cannot move planning activities with blanket orders or release orders. For information on blanket orders and release orders, refer to chapter *Purchase Orders (POs)* on page 183.

1. Click in the sidebar navigation > *Planner* and select in the module navigation either > *Calendar* or > *Budget*.

   You switch to the selected view. The tree structure is displayed.

2. In the tree structure, navigate to the element that you want to move.
3. Right-click this element and select *Move* from the context menu.
4. Click the selected element using the left mouse button and hold the mouse button down.

You can then move the element up or down. A black line indicates the point in the structure where the element is to be placed.



5. Release the mouse button to add the element at the selected position.

   A dialog box is opened.

6. You can specify whether the element is to be added to the tree structure as a sub-element or as an element at the same hierarchy level:
   Select from the options:

   - *Yes*: This adds the element as a sub-element at the current position.
   - *No*: This adds the element as an element on the same hierarchy level at the current position.
   - *Cancel*: This terminates the process without moving the element.

The element is added to the selected position.

3.1.9 Deleting an Element

Attention! Data loss!

When you delete, all associated data, such as invoices, attachments, or timelines, will be lost in all valid years. You cannot reverse the deletion.

1. Click in the sidebar navigation > *Planner* and select in the module navigation either > *Calendar* or > *Budget*.

   You switch to the selected view. The tree structure is displayed.
2. In the tree structure, navigate to the element that you want to delete.
3. Right-click this element and select *Delete* from the context menu.
4. A confirmation prompt is displayed.
5. Click *OK*.

The planning activity is deleted.

3.1.10 Deleting Multiple Elements

Attention!

When you delete, all associated data, such as invoices, attachments, or timelines, will be lost in all valid years. You cannot reverse the deletion.

1. Click in the sidebar navigation > *Planner* and select in the module navigation either > *Calendar* or > *Budget*.

   You switch to the selected view. The tree structure is displayed.
2. In the tree structure, navigate to the element that you want to delete.
3. If you want to delete multiple elements, select the elements:
   - Hold down the CTRL key and click on the elements to be deleted:

     All clicked elements will be selected.
   - Hold down the SHIFT key and click on the first and the last element to be deleted:

     The first element, the last element, and all elements in between are selected.

4. Right-click this element and select *Delete* from the context menu.

   A confirmation prompt is displayed.

5. Click *OK*.

The planning activities are deleted.

3.2 Scheduling

In the calendar, timelines and tasks indicate when marketing activities will take place. You will get to know the calendar with its functions for scheduling and learn how to manage timelines and tasks.

In the Planner, you can display the marketing activities for a year in a clear tree structure. You can now schedule various activities by specifying timelines for them. Timelines usually represent the timeline in which the marketing activity takes place, for example, a trade show or a discount promotion. For more information, see section *Timelines* below.

With Tasks and Jobs you mark related events in the calendar. For example, you can note when a task is to be started. For more information, see section *Tasks and Jobs* on page 90.

For efficient work, timelines, tasks and jobs of several elements can be grouped. For more information, see the Groups section.

3.2.1 Timelines

In the Planner, you can display the marketing activities for a year in a clear tree structure. You can now schedule various activities by specifying timelines for them. Timelines represent the time range in which the marketing activity takes place, for example, a trade fair or a discount promotion.

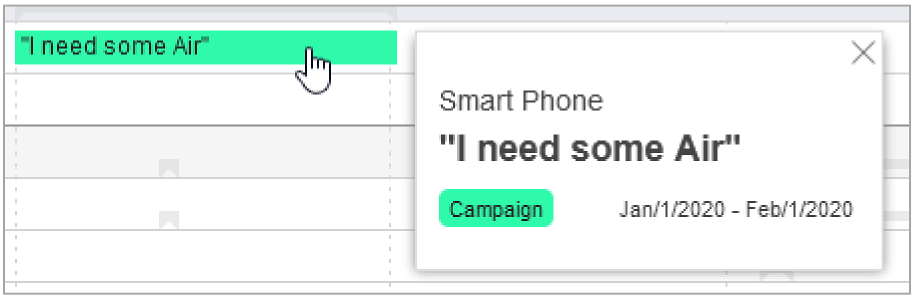
For a timeline, you specify a start date, an end date, and a category. Note that you can create a timeline only in the calendar view.

Timelines are displayed as bars and their color depends on the category you assign. The color of a category is defined when you set up the system and can only be changed system-wide by an administrator. Contact your administrator if you have any questions.

The timelines of sub-elements are displayed in groups of gray bars on the level of the parent element. The gray bars represent the timeline between the start date of the earliest and the end date of the last planned timeline.

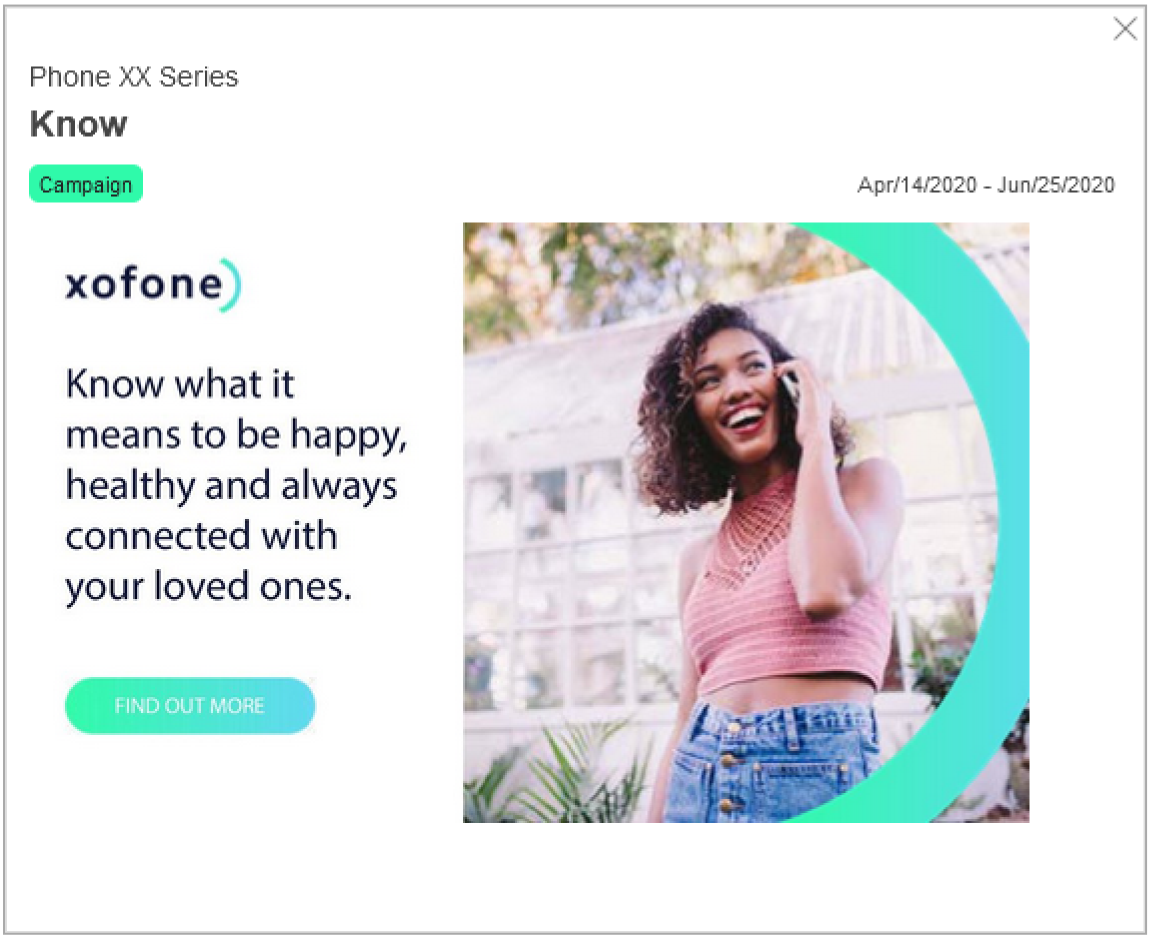
For greater clarity, you can display the timeline names in the bars in the calendar. The administrator must enable this function throughout the system. If you have any questions, please contact your system administrator. If the function is enabled, the names are also displayed in a PDF export of the timelines.

When you place the cursor on a timeline, a tooltip lists key information:



In the above example, *PR* is the name of the element for which the timeline was created. The name of the timeline is *Interview smart digitalism*, and the assigned category is *Press release*. The timeline starts on May 21, 2020 and ends on June 16, 2020.

If activated in your system and set up for the timeline, more information can be displayed in the tooltip:



The example above shows visual information about a campaign. It is also possible to display data from third-party systems. For more information, see chapter *Additional Information* on page 157. If you have any questions, please contact your administrator.

Related Actions

- *Creating a Timeline* on the next page
- *Copying a Timeline* on page 83
- *Editing a Timeline* on page 84
- *Editing Dates of a Timeline in the Calendar* on page 85
- *Moving Multiple Timelines, Tasks and Jobs of an Element* on page 86
- *Move Timelines in the Calendar to Another Year* on page 87
- *Sharing a Timeline* on page 87

- *Deleting a Timeline* on page 89

3.2.1.1 Creating a Timeline

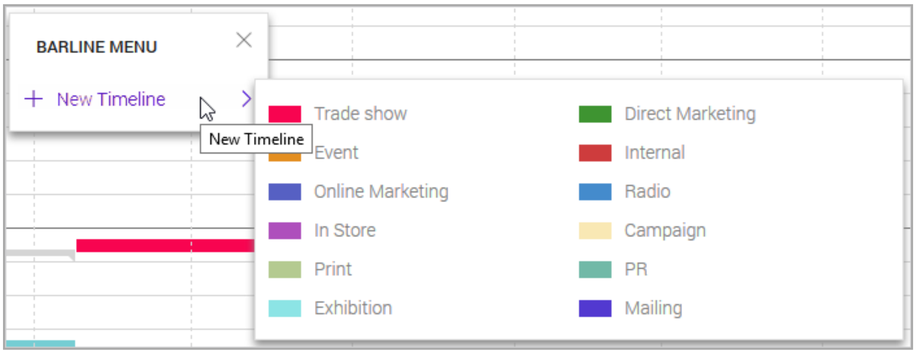
There are two ways to create a timeline:

- In the calendar: This process allows you to quickly and clearly create directly in the calendar.
- In the detailed view: With this procedure you can directly set more details about the timeline.

Creating a Timeline in the Calendar

1. Starting from the sidebar navigation, click > *Planner* > *Calendar*.
2. Right-click on the line of the element for which you want to create a timeline.
3. Click *New Timeline* in the context menu.

   The context menu expands.

4. Click the desired category.

   The context menu is hidden. When you move the cursor in the calendar, the respective position is displayed as a date in a tooltip.

5. Place the cursor in the line of the element on the desired start date of the timeline.
6. Left click to define the start date for the timeline and hold the mouse button down.
7. With the mouse button held down, drag the timeline to the desired end date and release the mouse button.

You have created a new timeline. If you would like to add information, double click the timeline. The *Bar Menu* dialog box will then open.

Note

If you click and immediately release the mouse in step 6, a timeline with a duration of one day is created. You can then increase the duration by editing the timeline in the detailed view.

Creating a Timeline in the Detailed View

1. Starting from the sidebar navigation, click > *Planner* > *Calendar*.
2. Double click on the line of the element for which you want to create a timeline.

   The detailed view of the element is displayed.
3. Go to the *Timelines* tab.
4. Click *Add*.

   The *Add Timeline* dialog box opens.
5. Optional: Enter the name of the timeline in the topmost input field.
6. Enter the start and end date of the timeline.
7. Choose a category.
8. If available in your system: Add information to the timeline. See the chapter *Additional Information* on page 157.
9. Click on *Save*.

You have created a timeline in the detailed view.

3.2.1.2 Copying a Timeline

You want to copy a timeline from one planning activity and paste it into another planning activity.

1. Starting from the sidebar navigation, click > *Planner* > *Calendar* and navigate to the line of the element whose timeline you want to copy.
2. Right-click on the timeline which you would like to copy.

   This will display the context menu for timelines.
3. Choose *Copy*.

   The timeline has now been copied.

4. In the calendar, right click on the row of the planning activity where you would like to paste the timeline.

   Note: The corresponding period of the planning activity may not be occupied by other timelines.

5. Click *Paste*.

The timeline is pasted into the row of the planning activity. The timeline has the same start and end date and is allocated to the same category. Content added with Content Enrichment is also copied.

3.2.1.3 Editing a Timeline

You can start editing a timeline in the calendar or via the detailed view.

In the Calendar

1. Starting from the sidebar navigation, click > *Planner* > *Calendar* and navigate to the line of the element whose timeline you want to edit.
2. Choose:

   a. Double click the timeline.

   or

   a. Right click the timeline.

   b. Select *Details* in the context menu.

   The *Edit Timeline* dialog box opens.

3. Edit the properties.
4. Click on *Save*.

You have edited the timeline.

In the Detailed View

1. Starting from the sidebar navigation, click > *Planner* > *Calendar* and navigate to the line of the element whose timeline you want to edit.
2. Double click on the element.

   The detailed view will open.

3. Go to the *Timelines* tab.
4. Choose:

   a. In the table, double-click the timeline you want to edit.

   Or

   a. In the table, in the line of the timeline you want to edit, select the checkbox.
   b. Click *Edit*.

   The *Edit Timeline* dialog box opens.

5. Edit the properties.
6. Click on *Save*.

You have edited the timeline.

3.2.1.4 Editing Dates of a Timeline in the Calendar

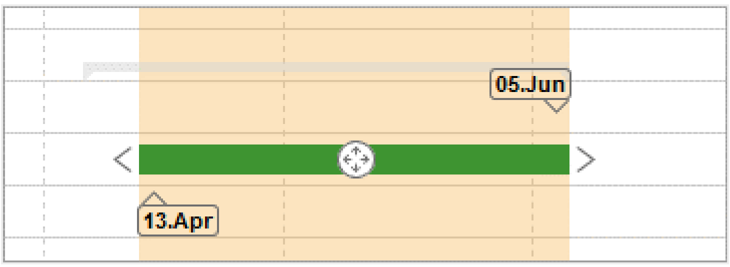
With this action you can vividly either shorten or lengthen a timeline in the calendar, or move it unchanged in length.

1. Starting from the sidebar navigation, click > *Planner* > *Calendar* and navigate to the line of the element whose timeline you want to copy.
2. Right-click on the timeline which you would like to copy.

   This will display the context menu for timelines.

3. Click *Move*.

   Arrow icons are displayed to the left and right of the selected timeline. The symbol is displayed in the center of the timeline:

4. Edit the timeline. You can perform one of the following actions:
   - Extend/shorten timeline: Drag one of the arrow icons to the left or right to move the start or end date of the timeline.

- Move timeline: Move the icon to move the entire timeline in the planning area. The length of the timeline remains unchanged.

You have moved the timeline.

3.2.1.5 Moving Multiple Timelines, Tasks and Jobs of an Element

You use this action, for example, when you have completed the planning for an element. Then you have to move all or some of the timelines, tasks or jobs by the same time period without changing the time intervals between them.

> Note
>
> In the following, we will only talk about tasks. Note that this includes jobs.

If you want to move timelines, tasks and jobs of several elements, see the section *Groups* on page 98.

1. Starting from the sidebar navigation, click > *Planner* > *Calendar* and navigate to the line of the element whose objects you want to move.
2. Right click on an object which you would like to move.

   The context menu appears.
3. Choose one of the following options:
   - > *Bulk selection* > *Select precedent timelines/tasks*: You select - starting from the selected element - previous elements.

     or
   - > *Bulk selection* > *Select subsequent timelines/tasks*: You select - starting from the selected element - subsequent elements.
4. In the dialog box that opens, specify whether you want to move timelines and/or tasks by activating the checkboxes.

   The group will be selected.
5. If you want to add more elements, repeat steps 2 to 4.
6. Right click on the group.

   The context menu appears.
7. Click *Move*.

8. Move one of the icons to move all selected elements into the planning area. The time intervals between them remain unchanged.

You have moved the selected elements as a group.

3.2.1.6 Move Timelines in the Calendar to Another Year

With this action you move a timeline in the calendar to another year.

*Prerequisite:*Make sure that you see the year boundary over which you want to move the timeline in the calendar. Adjust the calendar zoom accordingly.

1. Starting from the sidebar navigation, click > *Planner* > *Calendar* and navigate to the line of the element for which you want to move a timeline.
2. Right click on an object which you would like to move.

   The Context menu appears.
3. Click *Move*.

   Arrow icons are displayed to the left and right of the selected timeline. The icon is displayed in the center of the timeline.
4. Move the timeline:
   - Move the icon to the left-hand margin of the planning area to move the timeline to the predecessor year.
   - Move the icon to the right-hand margin of the planning area to move the timeline to the subsequent year.

   A new dialog box opens.
5. Specify the new data.
6. Click *Submit Changes*.

You have moved a timeline in the calendar to another year.

3.2.1.7 Sharing a Timeline

You want to share the appointment (start and end date) of a timeline as an iCalendar file (ICS format) so that other users can easily add the appointment to their calendar. The data will be sent by e-mail. You can share all or selected timelines of an item

Sharing All Timelines of an Element

1. Starting from the sidebar navigation, click > *Planner* > *Calendar* and navigate to the line of the element whose timelines you want to share.
2. Right-click on the element.

   The element's context menu is displayed.
3. Click *Send timelines by email*.

   The *Send by email* dialog box is displayed.
4. In the *Recipient* field, search for users with whom you want to share the timelines. The field works like a search: Enter a name. The dropdown shows corresponding hits. Click the desired hits to transfer the users to the recipient list. Repeat as necessary until all recipients are entered.

   The selected recipients are listed in a table. The *Access* column displays whether the users can access the Planner.
5. Enter your message in the input field.
6. Choose *Send*.

   A confirmation prompt is displayed.
7. Click *OK*.

The e-mail has been sent to the selected recipients. The e-mail includes information about the name of the timelines, the start and end dates, and the path to both the corresponding planning activity and the start and end dates of the timelines within the tree structure attached as an ICS file.

Sending One Timeline or Selected Timelines of an Element by E-Mail

1. Starting from the sidebar navigation, click > *Planner* > *Calendar* and navigate to the line of the element whose timelines you want to share.
2. Double click on the element.

   The detailed view of the element is displayed.
3. Go to the *Timelines* tab.
4. In the first column in the table, activate the checkboxes for the timelines that you want to send. You must activate at least one checkbox.

5. Choose *Send by email*.

   The *Send timelines by email* dialog box is displayed.

6. In the *Recipient* field, search for users with whom you want to share the timelines. The field works like a search: Enter a name. The dropdown shows corresponding hits. Click the desired hits to transfer the users to the recipient list. Repeat as necessary until all recipients are entered.

   The selected recipients are listed in a table. The *Access*column displays whether the users can access the Planner.

7. Enter your message in the input field.
8. Choose *Send*.

   A confirmation prompt is displayed.

9. Click *OK*.

The e-mail has been sent to the selected recipients. The e-mail contains the timelines that you selected in the detailed view of the element. The same data as the data sent when you send all the timelines of an element is sent for these timelines.

3.2.1.8 Deleting a Timeline

You can delete a timeline In the calendar or in the detailed view.

In the Calendar

1. Starting from the sidebar navigation, click > *Planner* > *Calendar* and navigate to the line of the element whose timeline you want to delete.
2. Right-click on the timeline which you would like to delete.

   This will display the context menu for timelines.

3. Click *Delete*.

   A confirmation prompt is displayed.

4. Click *OK*.

The timeline is deleted.

In the Detailed View

1. Starting from the sidebar navigation, click > *Planner* > *Calendar* and navigate to the line of the element whose timeline you want to delete.
2. Double-click on the element.

   The detailed view of the element is displayed.
3. Go to the *Timelines* tab.
4. In the table, in the line of the timeline you want delete, select the checkbox.
5. Click *Delete*.

   A confirmation prompt is displayed.
6. Click *OK*.

The timeline is deleted.

3.2.2 Tasks and Jobs

With tasks and jobs you mark events and to-dos for marketing activities in the calendar:

- Task: Tasks are created and used only within the Planner. These tasks do not have a defined workflow.
- Job: Jobs have a workflow and are processed using this workflow. You can create jobs on the element in the Planner.

> Note
>
> The *Job Manager* module must be activated for you to create a job from the Planner. You must also have the permissions required to create a new job.

> Note
>
> It is also possible to link existing jobs to existing planning activities in the Job Manager. You can also create planning activities in the Marketing Planner and link a job to the created element. For more information, please refer to the Job Manager user manual.

When you create and edit a job in the Planner, you must note the following:

- You can edit the job data sheet from the Planner only in the dialog box that opens.
- The status of the job must be edited in the Job Manager. The status is only displayed in the Planner.
- You can only create the completion date in the Planner. It can only be further edited in the Job Manager.

The system administrator can configure whether the person responsible for a task is informed of the upcoming due date by e-mail. The administrator defines the number of days before the due date and the time of day to send the e-mail. If you have any questions, please contact your system administrator.

Properties

Action	Description
Name	Enter the name of the task or job in the input field.
Date	Define the date on which the task is to be completed.
Status	Select the status of the task from the dropdown list (open, in progress, done, planned, paused, or canceled).
Symbol	Select the icon used to display the task in the planning area of the calendar view.
Responsible person	Select the user that is responsible for the task from the dropdown list. The selected user - if this is set up - is informed about the task by e-mail.
Notes	Enter additional information about the task or job in the input field.
Type	Specify whether it is a task or a job: • Simple task: it is a task. • All other entries: You select a job type and create a job.
Workflow	If it is a job, select the workflow that will be used to process the job.

Actions for Tasks

You can right-click a simple task to access a context menu with the following functions. Note that you may not see all entries if you do not have the appropriate permissions.

> **Note**
>
> Note that jobs do not have a context menu, as editing is done entirely in the Job Manager.

Action	Description
Details	This opens the *Edit task* dialog box for the task.
Bulk selection	• Select precedent timelines/tasks: This selects all of the tasks/timelines for the planning activity that are dated earlier than the selected task/timeline. • Select subsequent timelines/tasks: This selects all of the tasks/timelines for the planning activity that are dated later than the selected task/selected or current timeline.
Move	You change the date of a task or move the task on the timeline using drag and drop.
Change Marker	You change the icon with which the task is represented in the calendar.
Change Status	This changes the status of the task.
Selection Assistant	You need the following actions if you work with groups in the calendar. For more information, see Section *Groups* on page 98. • Open: This opens the Selection Assistant. • Add: You add the task to the Selection Assistant. For more information, see Section *Groups* on page 98.

Action	Description
Group	You need the following actions if you work with groups in the calendar. For more information, see Section *Groups* on page 98. • Create group: The selected tasks and timelines are grouped together. Only visible if multiple timelines, tasks or jobs are marked in the calendar. • Merge selection: The selected tasks and timelines are added to the selected groups or multiple groups are merged into one group. This is only visible if several groups are marked. • Exclude from group: The selected tasks and timelines are excluded from the group. This is only visible if the task is part of a group. • Ungroup: The selected groups are dissolved. This is only visible if one or several groups are marked. • Open Group Manager: This opens the Group Manager.
Select task	Note: This is only visible if there are several task icons on top of each other in the calendar. This opens a dialog box in which you can select one of the overlapping tasks.
Delete	This deletes the selected task.
Groups	Probably only a few users will access all planning activities in your system. In most systems, access to the elements is divided according to criteria such as responsibility for product areas or regions. The *Group* attribute shows for the element which groups have access to it.

Related Actions

- *Creating a Task or a Job* below
- *Editing a Task* on page 95
- *Deleting a Task* on page 96
- *Editing a Job* on page 96
- *Deleting a Job* on page 97

3.2.2.1 Creating a Task or a Job

1. Starting from the sidebar navigation, click > *Planner* > *Calendar* and navigate to the line of the element for which you want to create a task or a job.
2. Double click on the element.

The detailed view will open.

3. Go to the *Tasks* tab.
4. Click *Add*.

   The *Add Task* dialog box is displayed.

5. Edit the *Name*, *Date* and *Status* mandatory fields.
6. Optional:
   - Edit the icon representing the task or job in the calendar.
   - Select the responsible person.
   - Enter additional information in the *Notes* field.
7. Choose:
   - You want to create a task:
     - Make sure that *Simple task* entry is selected in the *Type* field.
   - You want to create a job:
     - Select a job type in the *Type* field. Every entry except *Simple task* is a job type.
     - In the *Workflow* field, select a workflow for the job type. Note that each job type probably has different workflows.
8. Click *Save*.

Your details are saved:

- *If you have created a task*: The task has been created and is displayed using the selected icon in the planning area of the calendar view. The responsible user is informed about the task by e-mail. The task is displayed in the My Tasks dashlet of the responsible user. When you move the mouse over the icon of a task in the planning area, a tooltip is displayed with information about the task (date, name of the task, status, responsible person).
- *If you have created a job*: The job data sheet opens. In the data sheet, edit other fields if necessary, depending on the configuration of the job type. For more information, refer to the user manual of the *Job Manager* module. When you have finished editing the data sheet, click the X to close the data sheet. Then the detailed view of the planning activity is displayed again. In the detailed view, click the X again to close the detailed view.

3.2.2.2 Editing a Task

1. Starting from the sidebar navigation, click > *Planner* > *Calendar* and navigate to the line of the element for which you want to edit a task.
2. Open the editing dialog for the task:
    - About the calendar:
        1. Double click on the task icon. If several task icons overlap, right-click on the task icons. Choose *Choose type* in the context menu. In the *Select a task.* dialog box, select the checkbox of the task you want to edit. Click *OK*.
    - Using the detailed view:
        1. Double click on the element.

           The detailed view will open.
        2. Go to the *Tasks* tab.
        3. Double click the task you want to edit.

   The *Edit task* dialog box is displayed.
3. Edit the fields.

   Note: You can convert a task into a job by editing the *Type* and *Workflow* fields. However, a job cannot be converted into a task.
4. Click *Save*.

   Your entries are saved.
5. Click *X*.

The detailed view closes. You have edited the task.

3.2.2.3 Deleting a Task

Attention! Data loss!

You cannot reverse the deletion of tasks.

In the Calendar

1. Starting from the sidebar navigation, click > *Planner* > *Calendar* and navigate to the line of the element for which you want to delete a task.
2. Right click on the task.
3. In the context menu, click *Delete*.

   A confirmation prompt is displayed.
4. Click *OK*.

You have deleted the task.

In the Detailed View

1. Starting from the sidebar navigation, click > *Planner* > *Calendar* and navigate to the line of the element for which you want to delete a task.
2. Double click on the element.

   The detailed view will open.
3. Go to the *Tasks* tab.
4. Activate the checkboxes for the tasks that you want to delete.
5. Click *Delete*.

   A confirmation prompt is displayed.
6. Click *OK*.

You have deleted the task.

3.2.2.4 Editing a Job

1. Starting from the sidebar navigation, click > *Planner* > *Calendar* and navigate to the line of the element for which you want to edit a job.
2. Double click on the element.

The detailed view will open.

3. Go to the *Tasks* tab.
4. Double click the job you want to edit.

   The *Edit task* dialog box is displayed.
5. Edit the fields.

   Note: You can convert a task into a job by editing the *Type* and *Workflow* fields. However, a job cannot be converted into a task.
6. Click *Edit Task*.

   The job data sheet opens.
7. Edit the data sheet and save your entries. For more information, refer to the user manual of the *Job Manager* module.
8. Click *X*.

   The data sheet is closed and the detailed view of the element is displayed.
9. Click *X*.

The detailed view is closed. You have edited the job.

> Note
>
> You can also edit a job in the *Job Manager* module.

3.2.2.5 Deleting a Job

> Attention! Data loss!
>
> You cannot reverse the deletion of jobs.

1. Starting from the sidebar navigation, click > *Planner* > *Calendar* and navigate to the line of the element for which you want to delete a job.
2. Double click on the element.

   The detailed view will open.
3. Go to the *Tasks* tab.
4. Activate the checkboxes for the jobs that you want to delete.

5. Click *Delete*.

   A confirmation prompt is displayed.

6. Click *OK*.

You have deleted the job.

3.2.3 Groups

For efficient work, timelines and tasks of several elements can be grouped. This allows you to conveniently move related timelines and tasks in case of planning changes. If you select or move a grouped task or a grouped timeline, this also selects or moves all of the objects that belong to the group.

> Note
>
> You can only add tasks to a group, but not jobs.

> Note
>
> You can create, edit, move or cancel a group only if you have access to all planning activities whose tasks and timelines are assigned to the group.

Associated tasks

- *Grouping Tasks and Timelines* below
- *Adding a Task, a Timeline, or a Group to a Group* on the facing page
- *Excluding a Task or Timeline From a Group* on the facing page
- *Ungrouping* on page 100

You can also reach the functions via the *Group Manager* on page 100. Here, you can move tasks or timelines in a group easily, for instance. You can use the Selection Assistant to gather tasks, timelines, and groups that you want to manage in the list view. The Selection Assistant is especially helpful if you want to manage objects in the list view that are not displayed together on the screen.

3.2.3.1 Grouping Tasks and Timelines

1. Starting from the sidebar navigation, click > *Planner* > *Calendar* and navigate to the elements whose tasks or timelines you want to group.

2. Hold down the CTRL key and click the tasks and timelines that you want to group.

   The selected objects are flagged with a circle icon.

3. Right-click one of the selected objects.

   The context menu opens.

4. Choose > *Group* > *Create group*.

The selected timelines and tasks are now grouped together. A border with dashed lines around the individual objects in the group indicates the grouping.

3.2.3.2 Adding a Task, a Timeline, or a Group to a Group

1. Starting from the sidebar navigation, click > *Planner* > *Calendar* and navigate to the elements whose group you want to add.
2. Click an object from the group to which you want to add an object.
3. Hold down the CTRL key and click the object (task, timeline, or group) to be added to the group. If you want to add multiple objects, repeat the process.

   The selected objects are flagged with a circle icon.

4. Right click one of the selected objects.

   The context menu appears.

5. Choose > *Group* > *Merge selection*.

The selected objects are now a part of the group.

3.2.3.3 Excluding a Task or Timeline From a Group

1. Starting from the sidebar navigation, click > *Planner* > *Calendar* and navigate to the elements from whose group you want to exclude tasks or timelines.
2. Click the group from which you want to exclude one or more objects.

   All of the objects in the group are bordered with the dashed line and flagged with a circle symbol.

3. Hold down the CTRL key and click all of the objects (tasks or timelines) that are to remain in the group.

   These objects are displayed without the circle symbol. The objects that are to be excluded are displayed with the circle symbol.

4. Right-click one of the objects (with the circle symbol) to be excluded.

   The context menu appears.

5. Choose > *Group* > *Exclude from group*.

The selected objects are no longer a part of the group.

> Note
>
> You can also reach this function via the *Group Manager* below.

3.2.3.4 Ungrouping

1. Starting from the sidebar navigation, click > *Planner* > *Calendar* and navigate to the group you want to ungroup.
2. Click an object from the group which you want to ungroup.

   All of the objects are selected.

3. Right click one of the objects.

   The context menu opens.

4. Choose > *Group* > *Ungroup*.

The objects are ungrouped.

3.2.3.5 Group Manager

The group manager displays the following objects:

- If you access the Group Manager in the calendar view by choosing > *Group* > *Open group manager*: The objects selected in the calendar view (tasks, timelines, or groups)

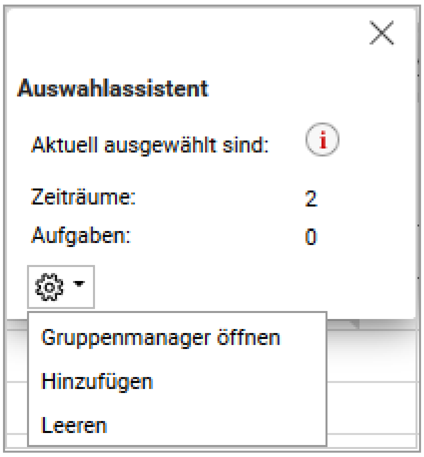
  OR

- If you access the Group Manager in the Selection Assistant by clicking the gear icon and then call up > *Open group manager*: The objects grouped together in the Selection Assistant.

Selection Assistant

If you have selected at least one task or timeline in the calendar view, you can call up the Selection Assistant from the context menu: > *Selection assistant* > *Open*. The Selection Assistant opens in a separate window. The selected object is already collected.

You can move and place the window freely. It displays the number of collected tasks and timelines. If you have added a grouped task or timeline to the Selection Assistant, all of the objects in the group are selected automatically. This is indicated by the red info symbol in the Selection Assistant:



To add additional items to the group, go to the calendar view, select your required objects, and choose one of the following options:

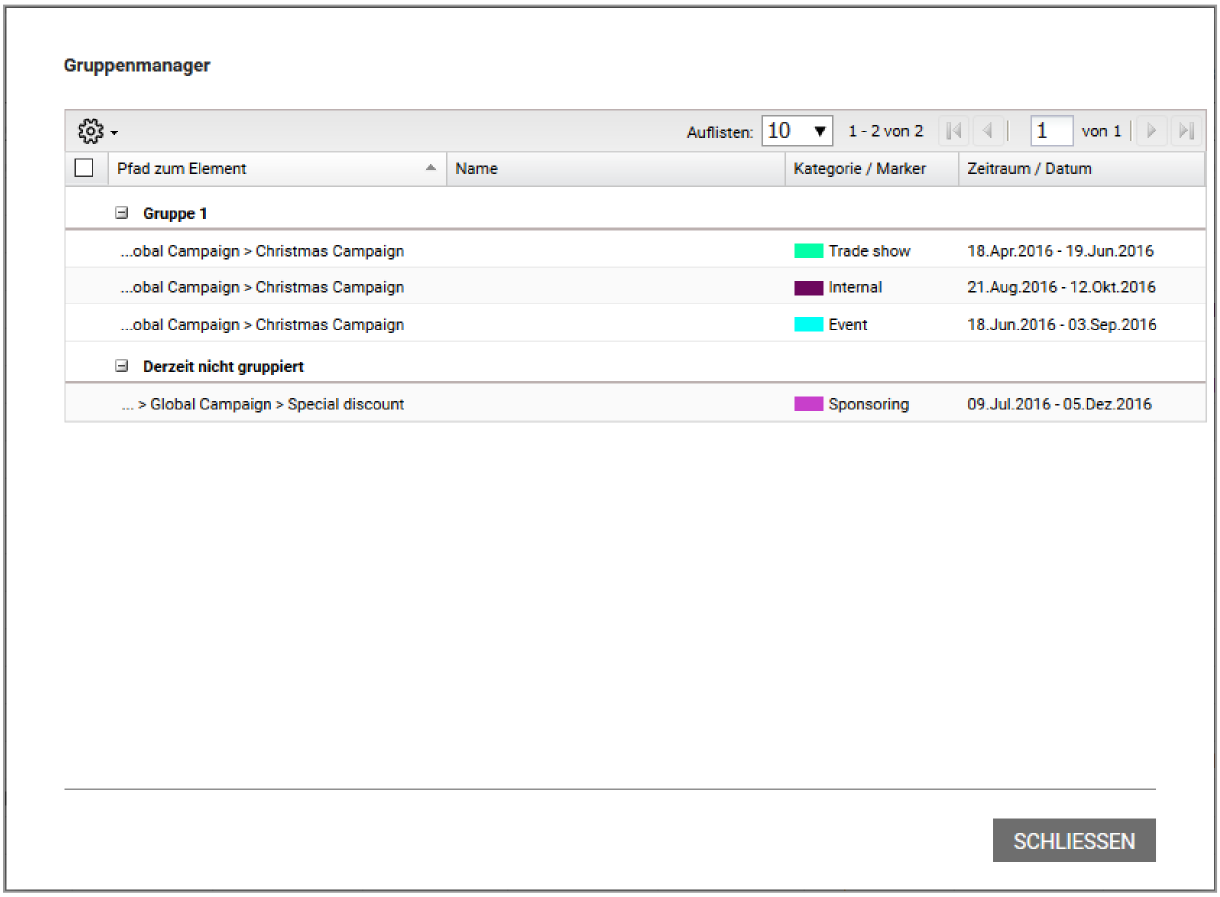
- In the calendar view context menu: > *Selection assistant* > *Add*
- In the Selection Assistant: > *Gear icon* > *Add*

Once you have added all of your required objects to the group, switch to the Group Manager with > *Gear icon* > *Open group manager*.

Note

The collection in the Selection Assistant is preserved when you close the window with the x icon. If you want to remove the tasks and timelines from the Assistant, select > *Gear icon* > *Empty*.

Structure of the Group Manager



In the upper pane, you can use the *List* field to configure the number of objects displayed per screen. You can switch between screens using the arrow icons.

The lower pane displays all of the selected or collected objects. If the tasks and timelines are already assigned to a group, the groups are listed first, and then the objects that are not grouped. In the very first column, you can select a task, timeline, or group. To do this, place the cursor above the relevant line and activate the checkbox that appears. The list also contains the following columns:

- *Path to the Element*: The path in the tree structure to the element to which the task or timeline is assigned.
- *Name*: The name of the task or timeline.
- *Category / Marker*: This displays the visual indicator that is used for the object in the calendar.
- Timeline/date for the object.

Group Manager Functions

Once you have selected one or more objects, you can access the following functions by clicking the gear icon:

- *Create group*: This groups together the selected tasks and timelines.
- *Merge selection*: The selected tasks and timelines are added to the selected groups or multiple groups are merged into one group.
- *Exclude from group*: The selected tasks and timelines are excluded from the group.
- *Ungroup*: The selected groups are dissolved.

> Note
>
> You can only use these functions within one screen. If required, configure the List field so that you can access all of the required objects on one screen.

Adapt

To adapt the table to your requirements, you have the following options. The settings are saved for each user and can be adjusted again at any time.

- Hiding/displaying columns: To change the displayed columns, move the cursor to the header of the table. An arrow is displayed on the right-hand side of the cell. Click the arrow and choose Columns. Activate or deactivate the checkboxes of the columns that you want to display or hide.
- Order of the columns: To change the order of the columns, move the column in the header area using drag and drop. A tooltip appears that shows you whether the order of the current cursor position is changed.
- Column width: Change the column width in the same way as in spreadsheet programs.
- Sorting the displayed objects: To change the sorting, move the cursor to the header line of the table in the column to be used for the sorting. An arrow is displayed on the right-hand side of the cell. Click the arrow and choose Sort ascending and Sort descending.

3.3 Financial Planning

For financial planning, you enter planned and target budgets for the marketing activities. In this chapter you will learn how to enter the data and how to change it if necessary.

The Marketing Planner offers you two budget types with which you can design budgeting:

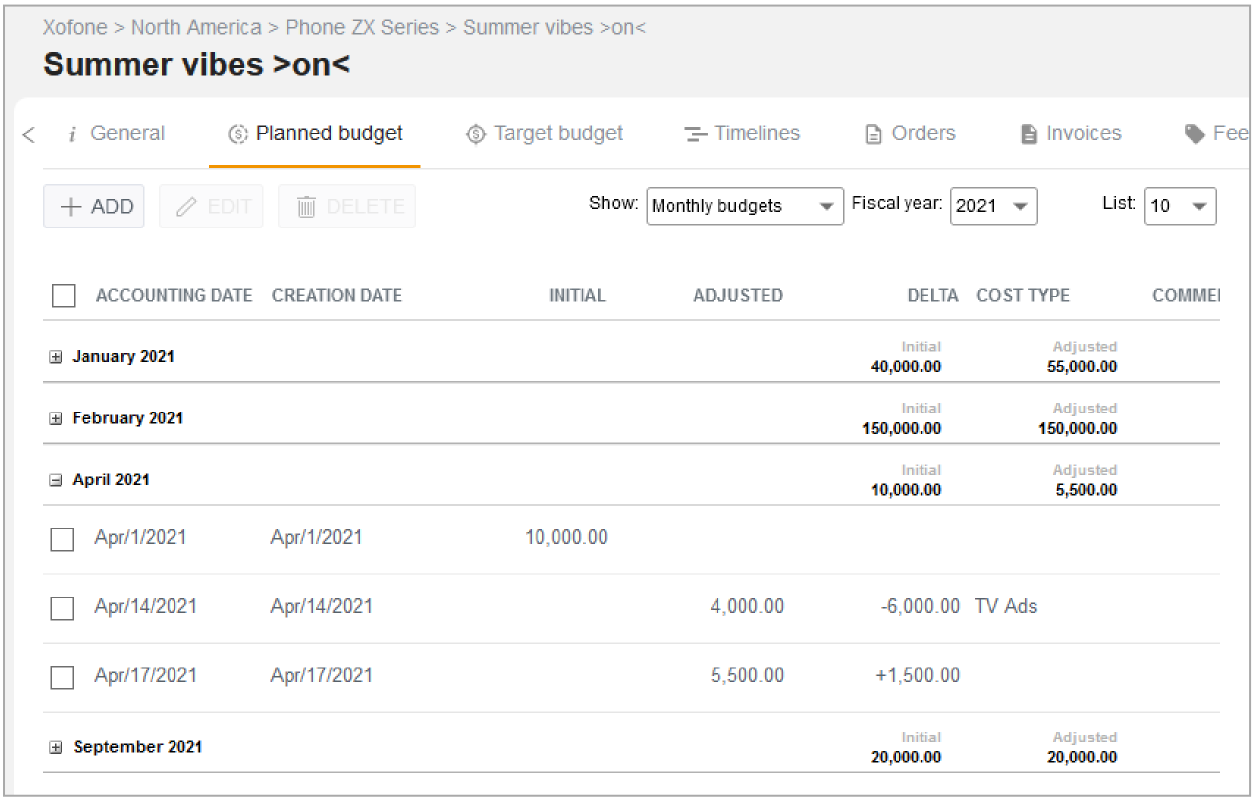
- *Target budget*: You use target budgets to map targets set by management.
- *Planned budget*: With planned budgets, you represent the status of the planning.

Documentation of Changes

For both budget types, you specify an initial budget and can subsequently map any changes. This allows you to see how the planned budget evolves:

- 1. April: Initial budget - Total: $10,000
- 14. April: Budget reduction due to unforeseen events - -$6,000; total: $4,000
- 17. April: Renegotiation - +$1,500; total: $5,500.

In the detailed view, this is displayed as follows:



At the top of the tab, switch between displaying monthly and annual planned budgets.

Note that you can enter initial planned and target budgets with the value 0. It is not possible to enter a delta value with the value 0 for both budget types.

The budget view always shows the current total amount for a period.

Locking Budgets and Rollover

Eventually, an administrator has set up the automatic locking of the plan and target budget of a previous month centrally for your system. When a budget is locked for a month, it can no longer be edited. The locking automatically takes effect after a defined number of days after the end of the month and at a defined time.You can see if a monthly budget is locked by the lock icon on the left of the month under > *Planner* > *Budget*. When the lock is closed (), the target and plan budget of the month can no longer be edited. If the lock is open, the budgets can be edited.
Contact your administrator if you have questions about the exact time of day the lock is in effect.

Along with the lock, the administrator can also activate a rollover for the plan budget. In a rollover, the difference between the planned budget and the actual or committed budget of the locked month is calculated at the time of the locking and added to the planned budget of the following month. This allows unused budget to be used in the following month or overdrawn budget to be made up in the following month. Note that there is no rollover at the end of a fiscal year.The administrator determines for which levels in the element tree a rollover is performed.

Data

For a planned or target budget, you manage the following data:

- *Amount*: Value of the budget; For changes, enter either a new total amount or the change amount (delta).
- *Calculation date*: The calculation date determines to which planning period the budget is assigned. If you enter the date 22 March 2022 for a monthly budget, the amount will be assigned to the planning month of March 2022. If you enter the date 22 March 2022 for an annual budget, the amount will be assigned to the planning year 2022.
- *Creation date*: If necessary, enter the date on which the budget amount or the change to a budget was determined. This date can help you better track decisions.
- *Cost type*: Assign the budget to a cost type if needed. Select an amount from the list or enter a new cost type.
- *Comment*: Enter additional information for your colleagues, if necessary.

Note that *Amount* (total or delta) and the *Calculation date* are mandatory entries.

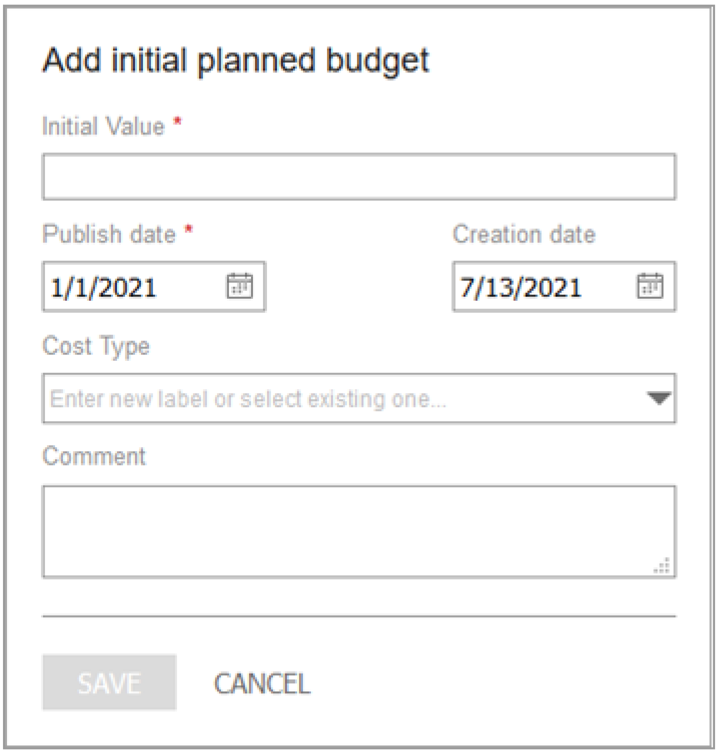
Input

You have two options to enter an initial budget or a change:

- You open the detailed view of the element and switch to the *Planned budget* or *Target Budget* tab.
- You enter values under > *Marketing Planner* > *Budget* directly into the cell of the element in the respective plan column. To do so, double-click the cell.

Note that the direct entry under > *Marketing Planner* > *Budget* depends on a setting that an administrator makes for the system:

- After double-clicking, the cell is in edit mode and you enter the value directly into the cell. Then the following planned budget data will be set automatically:
    - The entered value is always interpreted as a new total amount. If the cell is filled for the first time, the value is set as the initial budget. If an amount has already been displayed, a change budget is created with the following value: [new value] - [previous value].
    - The calculation date is set as follows: For an annual planned budget, the first day of the first month in the selected fiscal year is entered. For a monthly planned budget, the first day of the month (in the selected fiscal year) is entered.
    - The current date is set as the creation date.
    - The *Cost type* and *Comment* properties remain empty.
- A dialog box opens where you can set the data yourself:



Planning Types

The periods for which budgets are entered depend on the planning type of the year. When creating a fiscal year, the administrator determines whether planned budgets are entered or calculated using the top-down or bottom-up method. The planning type defines the relationship between the monthly and the annual planned budgets:

- *Top-Down*: In this method, an annual planned budget is specified, which is manually distributed over the months. This planning type is suitable for companies whose marketing planning is created centrally and the individual marketing areas work with the centrally stored budgets.
- *Bottom-Up*: In this method, the planned budgets are entered for the respective months. The annual planned budget is calculated automatically from the sum of the monthly values. This budget calculation is suitable for companies whose individual marketing departments set their own budget plans and the budget total is not specified.

Note

Your administrator can inform you which planning type is used in your year. Therefore, if you have any queries, contact the administrator in charge. If this is not possible, find out the planning type with the following test:
Make sure you see either the Planned or Target budget column in the Budget view. You must see the respective column as both monthly and annual.
Then enter any value in a month column of any element, for example, enter the value 10 in the target column of January. Note the year column of the element when you save the value:

- The year column remains unchanged: The year uses the *Top-Down* planning type. You are given an annual budget, which you manually distribute to the monthly columns.
- The year column increases by the entered value: The year uses the *Bottom-Up* planning type. You plan the monthly budgets, which is then summed up to an annual budget.

International Budgeting: Currencies and Exchange Rates

You can assign a working currency to each element in the detailed view. The working currency is used to plan and manage activities, for example, to maintain budgets, orders and invoices.

If you use multiple currencies, note that the input is entered in the currency used for the display: The value entered is always interpreted as the value of the currency set in each case, i.e. either reference or working currency.

To be able to compare planning activities with each other, a reference currency is defined for each year. An administrator maintains the exchange rates used to convert values in working currencies to the reference currency.

> Note
>
> If a dash is displayed instead of an amount in a reference currency, a variable is missing for the calculation of the amount. In this case, the associated exchange rate is probably not entered. Contact your administrator so that this can be corrected.

Related Actions

- *Creating an Initial Budget or Budget Change* below
- *Editing an Initial Budget or Budget Change* on the next page
- *Deleting an Initial Budget or Budget Change* on page 111

3.3.1 Creating an Initial Budget or Budget Change

In the Budget View

1. Starting from the sidebar navigation, click > *Planner* > *Budget* and navigate to the line of the element for which you want to create a planned or target budget.
2. Make sure that you see the required columns in the budget view: For example, if you want to enter a planned budget for the month of March, the months (instead of quarters) must be displayed and the budget view must show the *Plan* column for each month.
3. In the line of the element in the required period, double-click on the budget cell.
4. Choose:
    - When the cell opens in edit mode:
        a. Enter the new total amount.
        The calculation date is set as follows: For an annual planned budget, the first day of the first month in the selected fiscal year is entered. For a monthly planned budget, the first day of the month (in the selected fiscal year) is entered.
        b. Press the Enter key.
    - If a dialog box opens:
        a. Enter either the initial budget or, in the case of a budget change, the new total

amount or the delta.

b. Edit the remaining data

c. Click *Save*.

You have created the budget in the detailed view.

In the Detailed View

1. Starting from the sidebar navigation, click > *Planner* > *Calendar* and navigate to the line of the element for which you want to create a planned or target budget.
2. Double click on the element.

   The detailed view will open.
3. Go to the *Target budget* or *Planned budget* tab.
4. Choose whether you want to add an annual budget or a monthly budget.
5. Select the fiscal year for which you want to enter the budget.
6. Click *Add*.

   A dialog box opens. If no budget has been entered for the selected period yet, the dialog box for adding an initial budget will open. If a budget is already entered, the dialog box for adding a budget change opens.
7. Enter the data.
8. Click *Save*.

You have created the budget.

3.3.2 Editing an Initial Budget or Budget Change

You can edit an initial budget or a budget change only in the detailed view. Note that you cannot make a budget change with this process.

1. Starting from the sidebar navigation, click > *Planner* > *Calendar* and navigate to the line of the element for which you want to edit a target or planned budget.
2. Double click on the element.

   The detailed view will open.

3. Go to the *Target budget* or *Planned budget* tab.
4. Choose whether you want to edit an annual budget or a monthly budget.
5. Select the fiscal year for which you want to edit the budget.
6. Activate the checkbox of the entry that you want to edit.
7. Click *Edit*.

   A dialog box opens.
8. Edit the data.
9. Click *Save*.

Your input is saved.

3.3.3 Deleting an Initial Budget or Budget Change

You can delete an initial budget or a budget change only in the detailed view.

> Attention! Data loss!
>
> You cannot reverse the deletion of initial budget or budget change.

1. Starting from the sidebar navigation, click > *Planner* > *Calendar* and navigate to the line of the element for which you want to delete a target or planned budget.
2. Double click on the element.

   The detailed view will open.
3. Go to the *Target budget* or *Planned budget* tab.
4. Choose whether you want to delete an annual budget or a monthly budget.
5. Select the fiscal year for which you want to delete the budget.
6. Activate the checkbox of the entry you want to delete. If you want to delete several entries, activate the checkboxes of all entries to be deleted.
7. Click *Delete*.

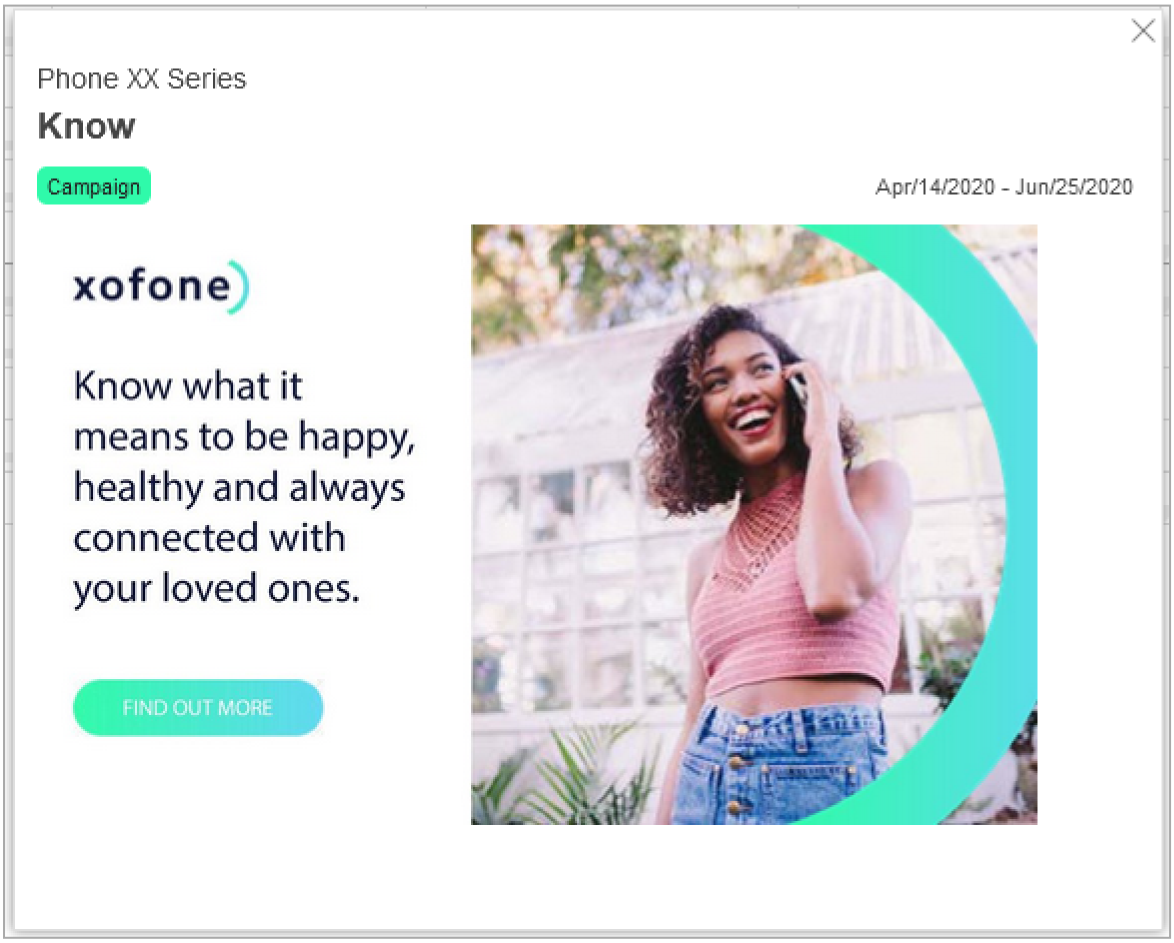
   A confirmation prompt is displayed.
8. Click *OK*.

The selected entries will be deleted.

This page has been intentionally left blank to ensure new chapters start on right (odd number) pages.

Management 4

In the management phase, you need to keep track of ongoing activities, manage related POs and invoices, and maintain other costs as necessary. This also takes into account managing processes and keeping colleagues and stakeholders informed of activities:



This includes the following topics:

- *Sort and Filter* on page 116
- *Annotations* on page 148
- *Watch* on page 149
- *Attachments* on page 152
- *Additional Information* on page 157
- *Expenses* on page 181
    - *Purchase Orders (POs)* on page 183
    - *Invoices* on page 196

- *Fees* on page 199
- *Marketing Development Fund (MDF)* on page 202
- *Presentation of Budget Data* on page 207
- *Customized Budget Calculations* on page 215

4.1 Sort and Filter

As a rule, you can choose from a wide range of activities in the application. The *Sort and Filter* functionality will help you organize and find planning activities efficiently. This feature enables you to refine the information shown for your selected time period and get a better overview of your marketing activities.

The *Sort and Filter* dialog provides powerful tools to organize and find your planning activities. Access it by clicking the filter icon in the header area of *Calendar*, *Budget*, or *Reports* views.

Migrating from Previous Versions

Your existing *Sort and Filter* configurations will be automatically migrated to the new system during the upgrade to version 8.0. If you can't do a full migration (e.g. if you've got more than two groupings defined), you'll get a notification with details about any changes that have been made. You can download a migration log to see the changes that have been made to your saved filters. If you shared deeplinks to filter configurations in the past, the link will automatically redirect to make sure everything works smoothly.

Overview

The redesigned *Sort and Filter* dialog is organized into three main collapsible sections for easier navigation:

- Select and manage filter views using *Filter name* dropdown for saved views
- *Include sub-activities* checkbox to show nested items
- *Group By* dropdown for sorting options. Let's you define up to two grouping levels.
- Menu (...) for additional filter management like control for access permissions (*Private*, *Public*, or *Restricted*)
- **Criteria** - For filtering by activity details, structure, timeline, and other basic attributes
- **Dimensions** - For filtering by business categories and custom attributes
- **KPIs** - For filtering by performance metrics

Each section:

- Can be expanded or collapsed
- Includes information icons (i) with helpful tooltips

- Features a + button to add new filter criteria
- Shows a clear placeholder when empty

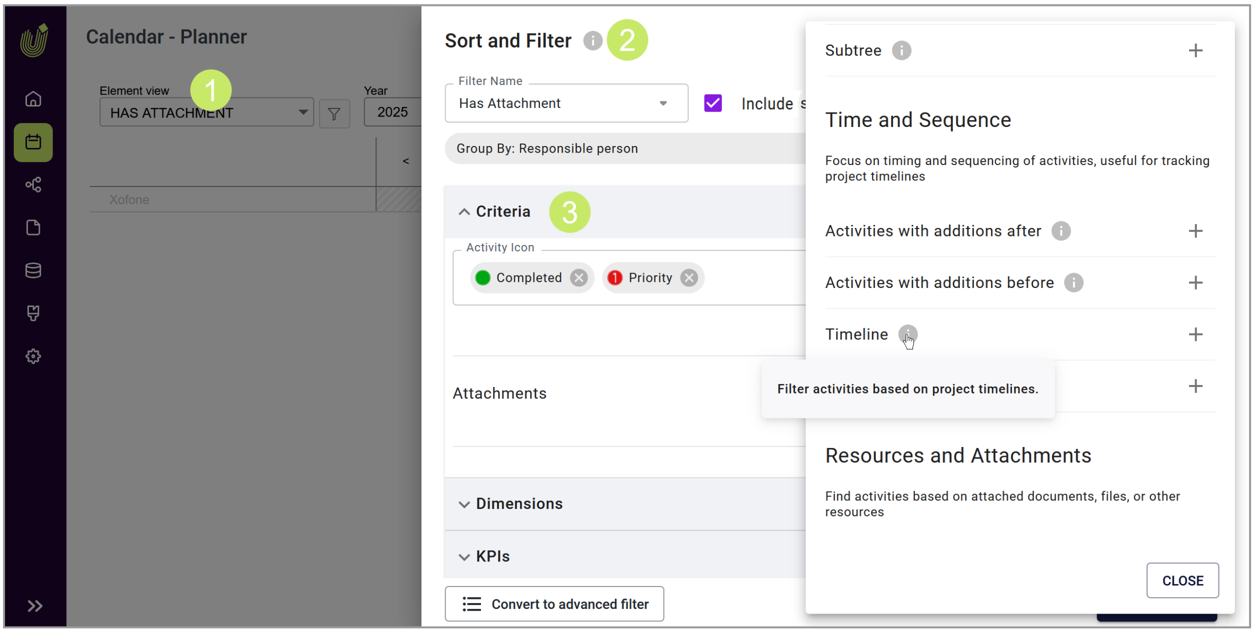
  Convert to advanced filter toggle for complex filtering
- Has a *RESET* button to clear selections
- Has a *APPLY* to implement filters

This improved layout helps you build filters step-by-step, focusing on one type of criteria at a time while keeping the interface clean and organized.

For example, you have the following options:

- Create precise filters using multiple criteria
- Save filter views for quick access
- Share filter views with other users
- Export the filtered data (in *Calendar* or *Budget* overview)

Navigate to calendar or budget view and click the filter icon  to access these functions. Open the *Element view* dropdown to select a saved filter.

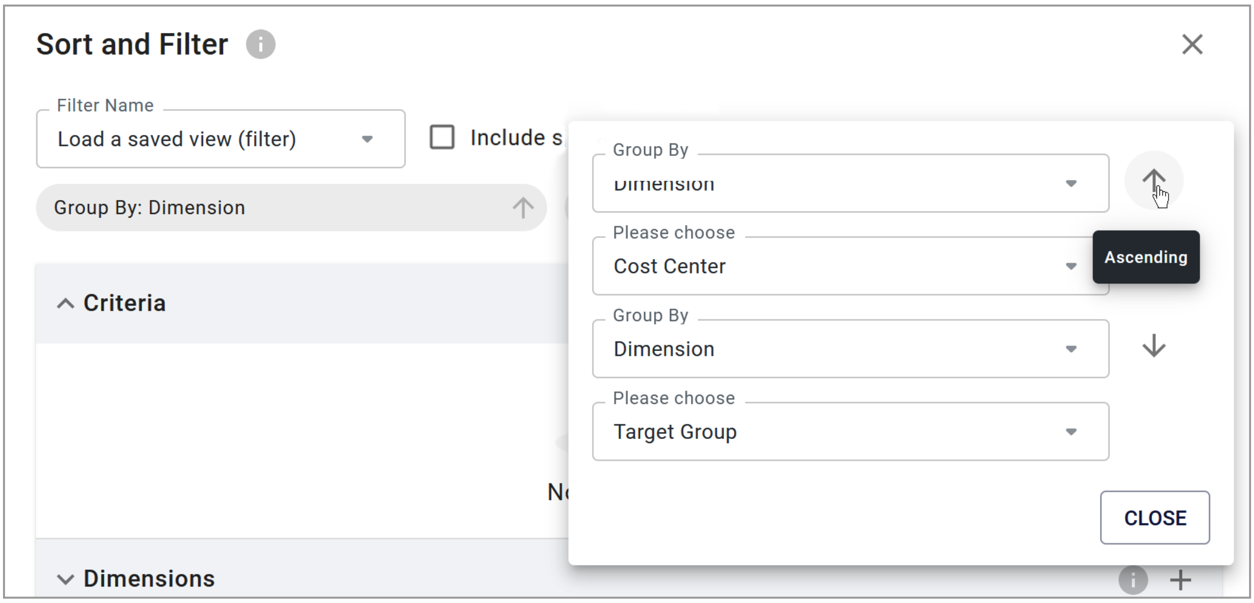


Section	Description
Element view	Select from your saved filter views in the dropdown menu at the top. 1 You can create new views or edit existing ones.
Sort and Filter	In the main dialog 2 , select a filter name and select matching criteria. Choose *Include sub-activities* to show all nested items. For more information on the available criteria, see the *Available Filter Criteria* section below. You can filter by *Criteria*, *Dimensions* and *KPIs*
Criteria	Define specific conditions for filtering your elements. Add multiple criteria 3 from *Activity Details*, *Structure and Hierarchy*, *Time and Sequence* or other attributes to refine your results. The list shows your active filter conditions. Hover over the icons to see tooltips with an explanation.

Available Sorting Criteria

With the *Group By* dropdown you can sort a view in ascending or descending order or leave the default *No grouping*:

Name	Description
Dimension	You can select a dimension to group together the individual elements of the marketing plan in a list below the selected dimension value. For example, you can sort all the elements according to a specific target group. Elements that are not linked to the selected dimension are listed under *Other Elements*. Choose from Single Value, Multiple Values, Weighted Distribution, Structuredor Free value dimension types.
Start Date	This sorts the tree structure in ascending or descending order so that a chronological overview of the elements is displayed. All the date entries that are found (such as the date of an invoice or the date of a timeline, for example) are taken into account for the sorting. Elements without date entries are listed under *Other Elements*.
Activity Owner	You can select one or more responsible users to restrict the view of the tree structure.



> **Note**
>
> A maximum of two groupings can be defined at the same time. Click the arrow to change the sorting from ascending to descending and vice-versa.

Enhanced Filtering Capabilties

You can now create more precise filters with these matching criteria:

- ***All***: All selected criteria must match (AND)
- ***Any***: At least one of the selected criteria must match (OR)
- ***None***: None of the selected criteria should match (NOT)
- ***Empty***: The field has no value
- ***Not Empty***: The field has at least one value

Available Filter Criteria

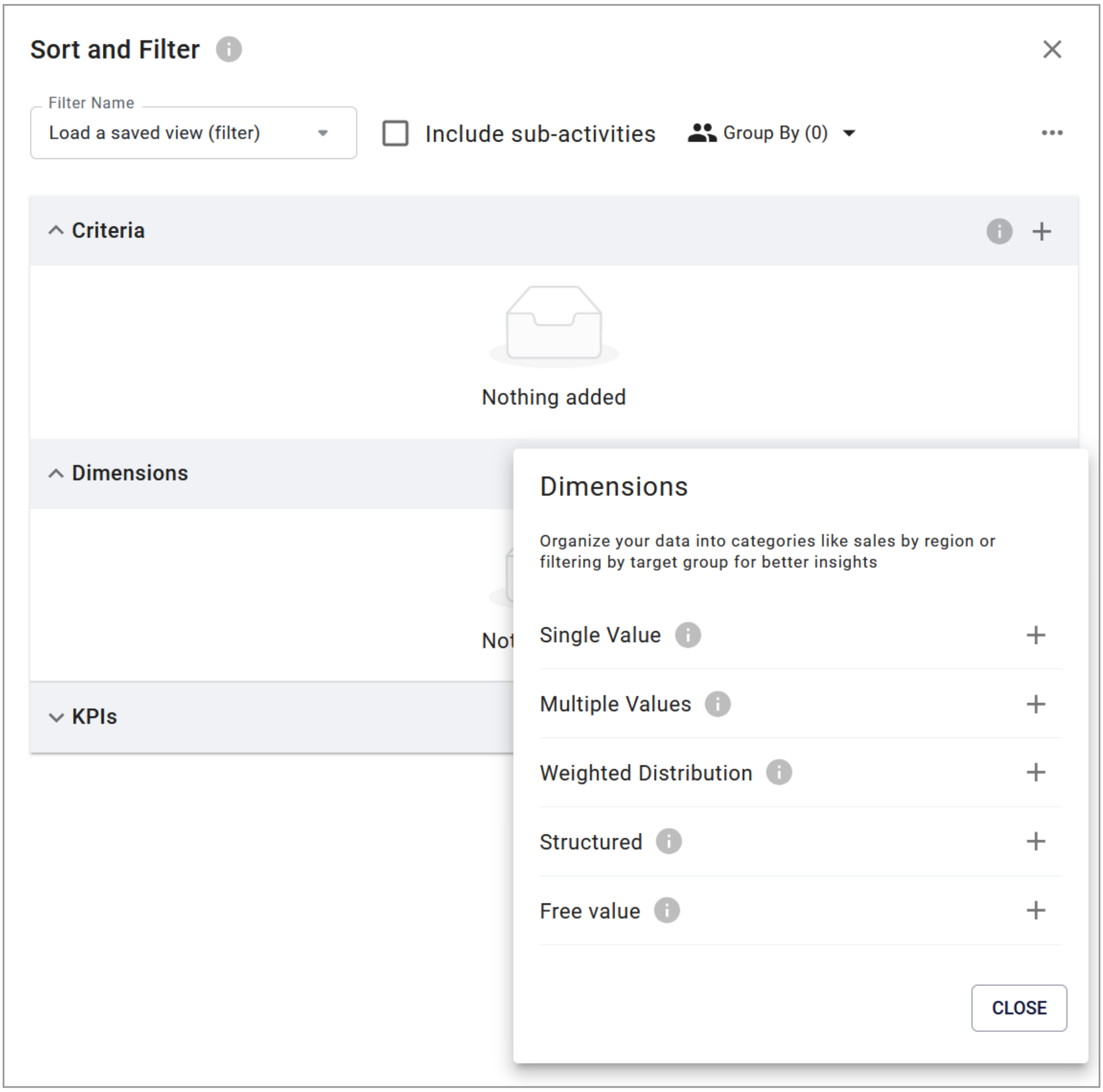
Filter criteria are now organized into logical sections for easier navigation. Each criteria includes helpful tooltips and descriptions to guide you. Narrow down the information within your selected time period based on specific attributes, such as category, assigned person, or activity status. Each criterion further refines your view, displaying only those items that meet all selected criteria for a more focused and relevant data set. If you are new to the software, you can find helpful explanations by hovering the mouse over any icon . Terminology changes in this release are explained with the former term in the “Description” column.

Section	Description
Activity Details	
Activity Owner	Select one or more persons responsible for activities. Match criteria: *Empty*, *Not Empty*, *Any*, *None*. (Former: Responsible person)
Activity Type	Filter activities by specific types like "Campaign" or "Budget Allocation". Match criteria: *Any*, *None*. This filter type can only be added once, but you can add multiple types in the field. (Former: Element Type)
Activity Name	Filter by activity names containing specific text. Multiple text inputs allowed. Match criteria: *Any*, *None*. This filter type can only be added once, but you can add multiple name fields.(Former: Element Name)
Structure and Hierarchy	
Activity Level	Filter to see parent or child level within an activity. Click the field to select one or more levels to restrict the view of the tree structure. You can restrict the view up to the 20th level. Match criteria: *Any* . This filter type can only be added once, but you can add multiple levels in the field. (Former: Tree level)
Subtree	Select subsets of the current period activities to narrow your view. Match criteria: *Any*, *None*. This filter type can only be added once, but you can add multiple subtrees in the field.
Time and Sequence	
Activities with additions after	Shows activities where content has been added after a specified date. Match criteria: *Empty*, *Not Empty*, *Any*, *None*. (Former: *Elements with Annexes after*)
Activities with additions before	Shows activities where content has been added before a specified date. Match criteria: *Empty*, *Not Empty*, *Any*, *None*. (Former: *Elements with Annexes before*)
Timeline	Filter activities based on project timelines. Match criteria: *All*, *None*. This filter type can only be added once.
Timeline category	Filter timelines by specific defined categories, like "Trade Show". Match criteria: *All*, *Any*, *None*. This filter type can only be added once, but you can add multiple timeline categories in the field. (Former: Category)

Section	Description
Labels and Identifiers	
Activity Icon	Find activities tagged with specific icons or identifiers. Match criteria: *Empty*, *Not Empty*, *All*, *Any*, *None*. This filter type can only be added once, but you can add multiple activity icons in the field. (Former: Marker)
Resources and Attachments	
Task	Filter activities based on tasks. Match criteria: *All*, *None*. This filter type can only be added once."
Attachments	Filter for activities with files attached. Match criteria: *Empty*, *Not Empty*. This filter type can only be added once.
Financials	
Currency	This restricts the view to activities with the specified currency. Match criteria: *Any*, *None*. This filter type can only be added once, but you can add multiple currencies in the field.
Fee	Filter activities by one or more fees assigned. Match criteria: *Empty*, *Not Empty*, *All*, *Any*, *None*. This filter type can only be added once, but you can add multiple fields.

Filtering by Dimensions

Dimensions allow you to organize your data into categories based on business attributes. The *Dimensions* section of the *Sort and Filter* dialog offers powerful ways to filter data according to specific dimension types.



When you click on the *Dimensions*dropdown, you'll see various dimension types that you can use to filter your data:

Dimension Type	Description	Use Case
Single Value	Filter by dimensions where only one option can be selected	Find elements tagged with a specific category or classification

Dimension Type	Description	Use Case
Multiple Values	Filter by dimensions where multiple values can be selected	Locate elements that belong to several categories simultaneously
Weighted Distribution	Filter by dimensions with percentage weightings	Find elements with specific resource allocations or priority levels
Structured	Filter by dimensions with a specific format or pattern	Locate elements with standardized codes or identifiers
Free Value	Filter by dimensions containing custom text entries	Search for elements with specific keywords or descriptions

Dimensions filtering helps you to:

- Organize data into logical categories, such as sales by region
- Filter by target groups or audience segments
- Create more refined views based on business-specific attributes
- Combine dimension filters with other criteria for highly targeted results

Filtering by KPIs

The *KPI* section in the *Sort and Filter* dialog enables you to filter elements based on their Key Performance Indicators. This powerful feature helps you quickly identify elements that meet specific performance criteria or have particular KPI values set. Select one or more KPIs to narrow down the results based on specific metrics or goals you want to track.You can add up to five *KPI* criteria for more precise filtering, with a maximum of 15 values per criterion.

Filter Type	Description	Usage
KPI Name	Dropdown selection for specific KPIs	Select either measurement or computed KPIs to filter elements
Match Type	Options: *Empty*, *Not Empty*, All, *Any*, *None*	Determines how multiple KPI selections are evaluated
Value Status	Filter based on whether KPIs have values	Use *Empty* to find elements with no KPI data or *Not Empty* for those with values

Filter Type	Description	Usage
Multiple KPIs	Select several KPIs for complex filtering	Can combine different KPIs with appropriate match type
Archived KPIs	Viewable and filterable	Both active and archived KPIs can be used in filters

Logically Linking the Filter Criteria

The *Sort and Filter* dialog offers two ways to combine your filtering criteria: basic filter for simple combinations and advanced filter for complex logic.

4.1.0.1 Basic Filter

When you open the *Sort and Filter* dialog, you'll start in basic view. The basic view welcomes you with an intuitive interface where you can quickly set up filters. Use this filtering method for simple filtering needs and straightforward filtering tasks like:

- Finding elements with certain properties
- Filtering by standard criteria
- Combining multiple conditions that all must be true

When using basic filtering, all your criteria are automatically combined using AND logic. This means elements must match all selected criteria to appear in your results. For example, if you select:

- Activity Owner: Elena
- Has Attachment: Yes

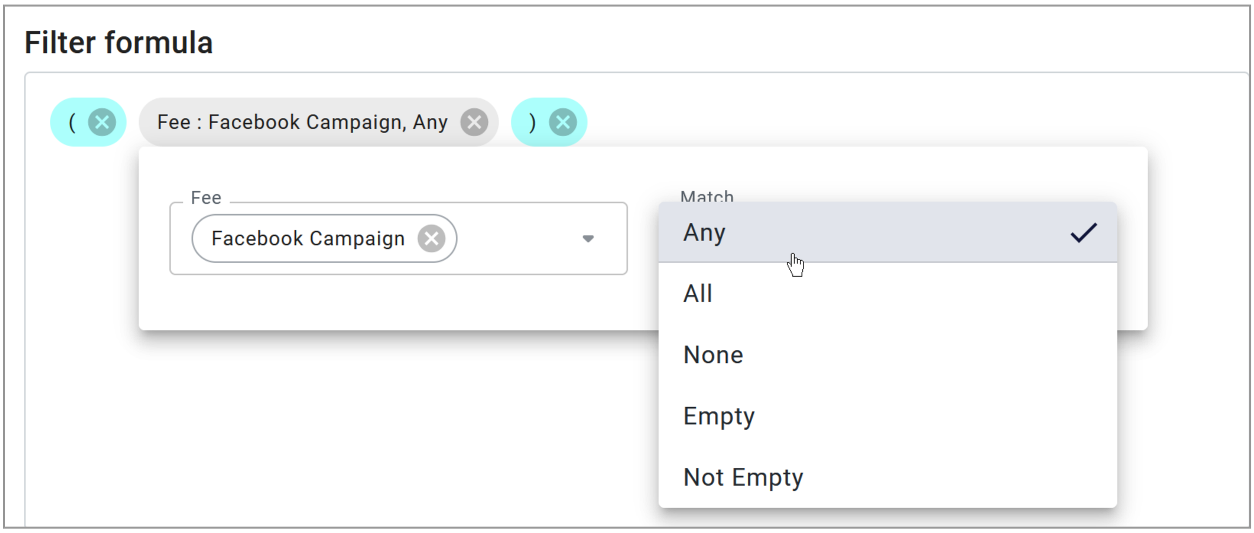
Only elements that have both Elena as the owner AND contain attachments will be shown.

4.1.0.2 Advanced Filter

Click *Convert to advanced filter* to access the advanced filter's powerful capabilities. Advanced filtering allows you to create sophisticated rules using Boolean logic and complex conditions for multi-criteria filtering.

The advanced filter excels when you need to:

- Create filters with OR conditions
- Combine criteria using both AND and OR operators
- Define detailed exclusion rules
- Build multi-level filter logic
- Group conditions using parentheses



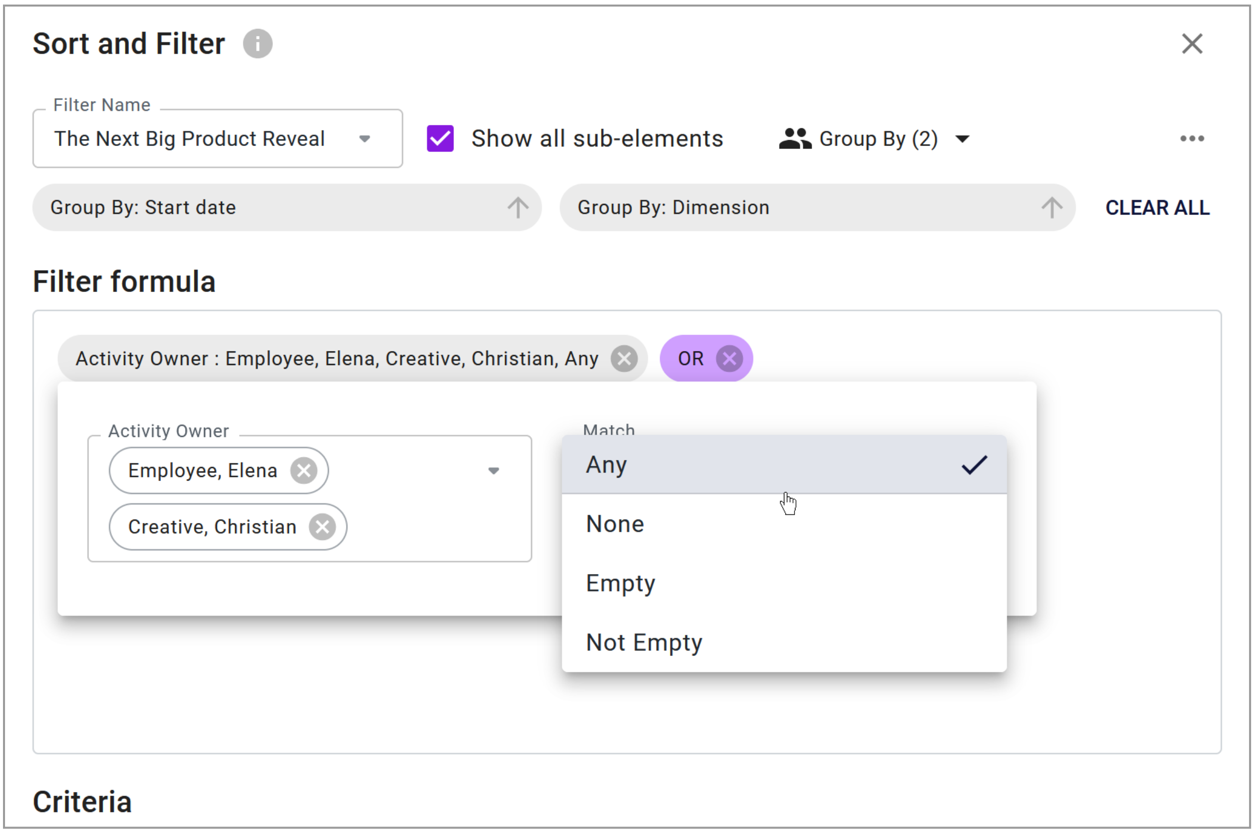
Note

Once you create an advanced filter using complex logic, you cannot convert it back to basic view. Consider whether you really need advanced features before making the switch.

For most day-to-day tasks, the basic filter provides everything you need. When you need extra precision and control over your filtering logic, advanced filtering is the solution.

The *Filter formula* section displays your logical combinations visually. For example:

```
(Activity Owner: Employee, Elena, Creative, Christian, Any) OR
(Weighted Distribution: Weighted multiple selection: (), Not Empty) AND
(KPI: Business Revenue, Lead Conversion Rate, Any)
```

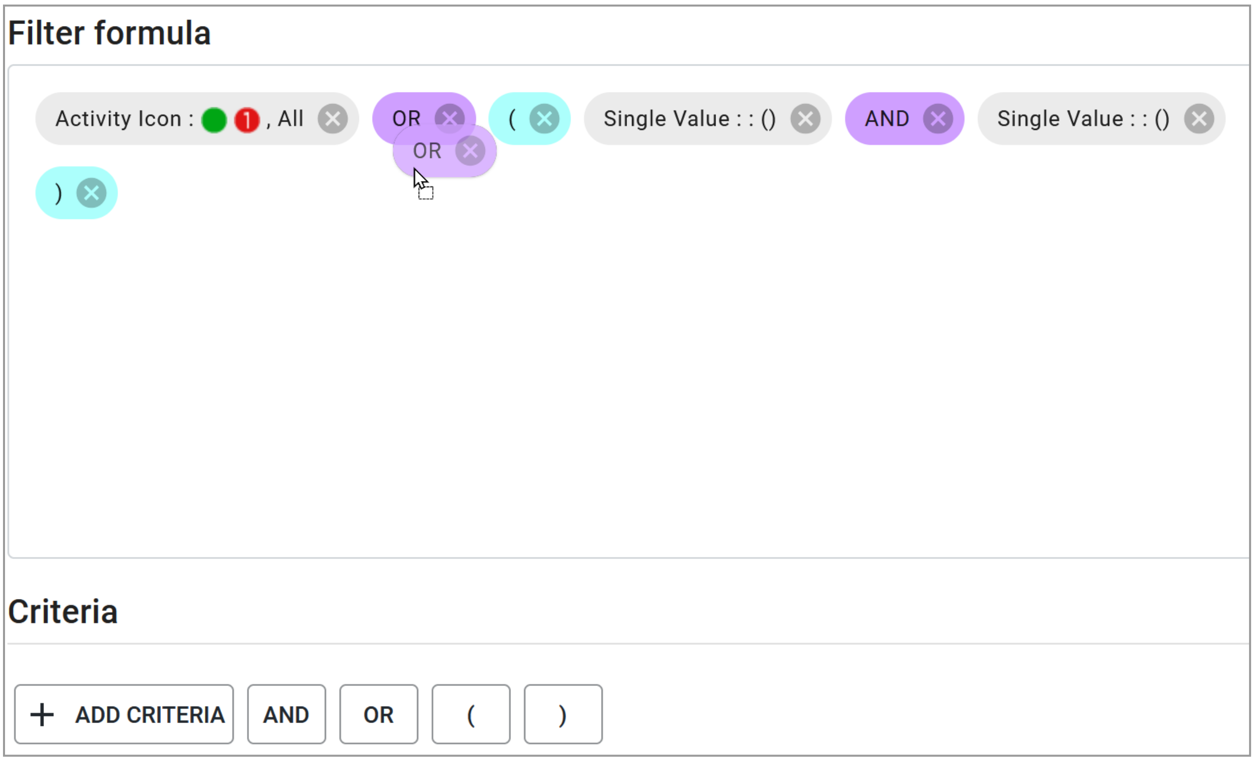


This formula would show:

- Elements owned by any of the listed people, OR
- Elements with non-empty weighted distribution values, AND
- Elements with the specified KPI values

> **Note**
>
> The new interface makes it easier to understand your advanced filter logic at a glance through the *Filter formula* display at the top of the dialog.

Use drag and drop to move and rearrange elements in an advanced filter inside the *Filter formula* area. To remove a criterion from your formula, click the ⊗ icon next to it. To change how criteria are combined, use the AND and OR buttons in the Criteria section. Add brackets to group criteria. In Advanced mode, the brackets (parentheses) in the *Sort and Filter* dialog allow you to group filter conditions together to create more complex logical expressions. They work similarly to mathematical expressions, where operations inside parentheses are evaluated first.



Choose the filter method that best fits your task.

EXAMPLE

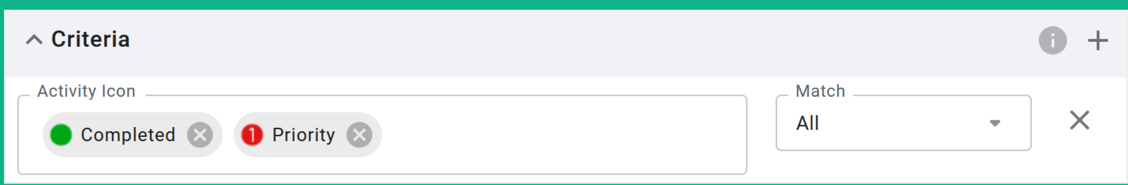
Let's say you want to find elements marked with two specific activity icons:*Priority 1* ( ) and *Status completed* ( ).

There are two ways to approach this depending on whether you want to find elements with both markers or elements with either marker. One criterion with the activity icon and one criterion with the activity icon .

Finding Elements With Both Markers

To display elements that contain only timelines which have both *Activity Icon* markers assigned, select the match all option:

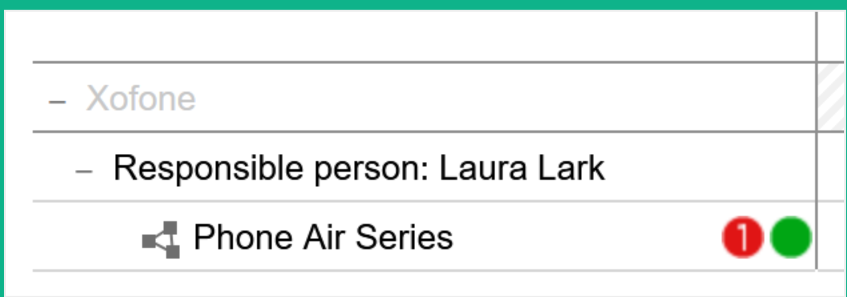
1. Click + in the Criteria section to *Add criteria* and select *Labels and Identifiers* > *Activity Icon* by clicking + next to the name.
2. Choose *All* from the *Match* dropdown.
3. Click in the *Activity Icon* field and select the icons for priority 1 and status completed ( ).
4. Click *Close*.



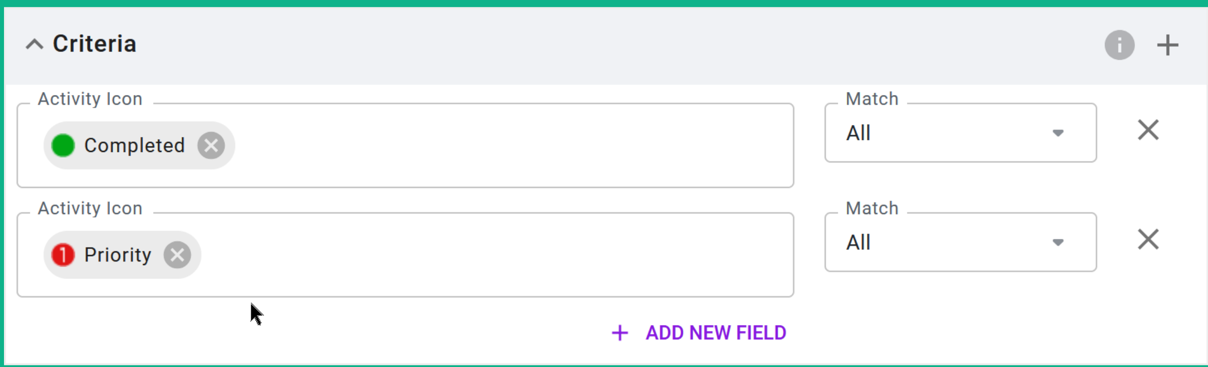
5. Click *Apply*.

In this case, filtering will display only elements to which both markers are assigned.

Result:



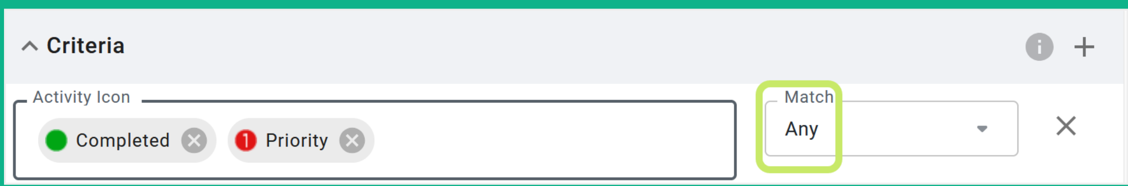
If you create your criteria step by step, the following basic filter will lead to the same result as every field is combined with AND. Note: You cannot use it as groundwork to find elements with either of the markers.



Finding Elements With Either of the Markers

To display elements that contain timelines which have elements with either of the markers, select the match any option:

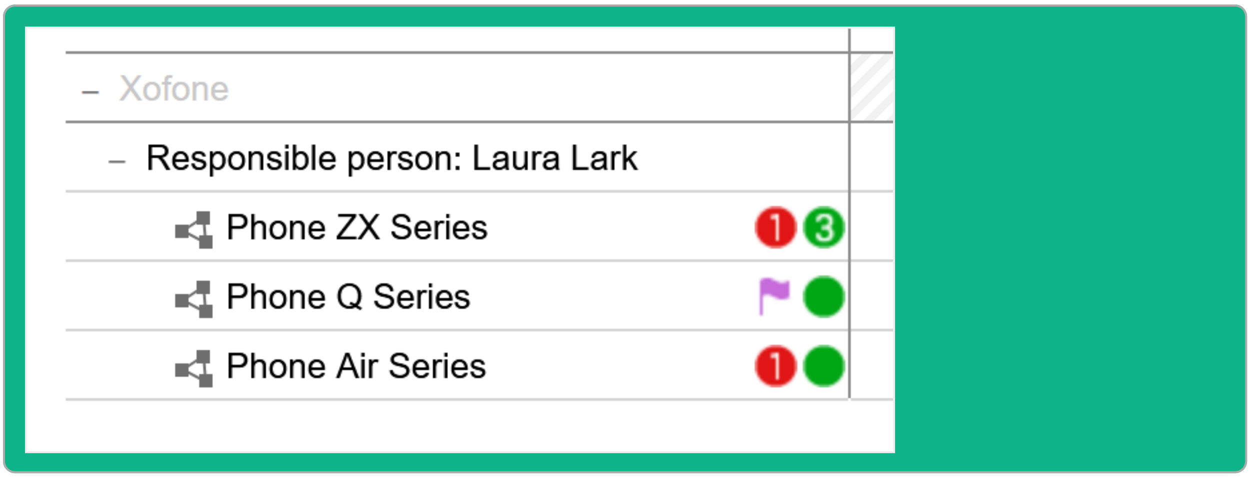
1. Use the filter from above.
2. Choose *Any* from the *Match* dropdown.



3. Click *Apply*.

   This filter will display all the elements that have at least one of the two markers assigned to them.

Result:



Publishing of Saved Views

You can make saved views available to other users. When you save a view, it is initially only accessible by you. You can then choose whether to make the view available to all users or to a specific group of users. Other users can use the saved view but cannot change it. For more information, see *Creating and Managing Filter Views* on page 143.

When Are Filters and Sorting Criteria Reset?

If you use a saved filter or a saved set of sorting criteria, the view will be filtered or sorted until it is reset by you. Even ending a session and logging in again will not reset the view. A message will be displayed if the planning activities are filtered or sorted after you login.

To reset a filter or sorting criteria, choose the *Default View* entry from the *View* dropdown list.

Updating Filtered Views

When a planning activity is changed and no longer meets the criteria of a filtered view, the view is automatically updated and the element is hidden.

Related Actions

- *Using Sort and Filter* on page 134
- *Filtering With Exclusion Criteria* on page 138
- *Creating and Managing Filter Views* on page 143
- *Using a View* on page 144

4.1.1 Using a Quick Filter

Quick filters allow you to quickly compare a planning activity, for example a campaign, with elements that have been assigned the same values for a dimension.

EXAMPLE

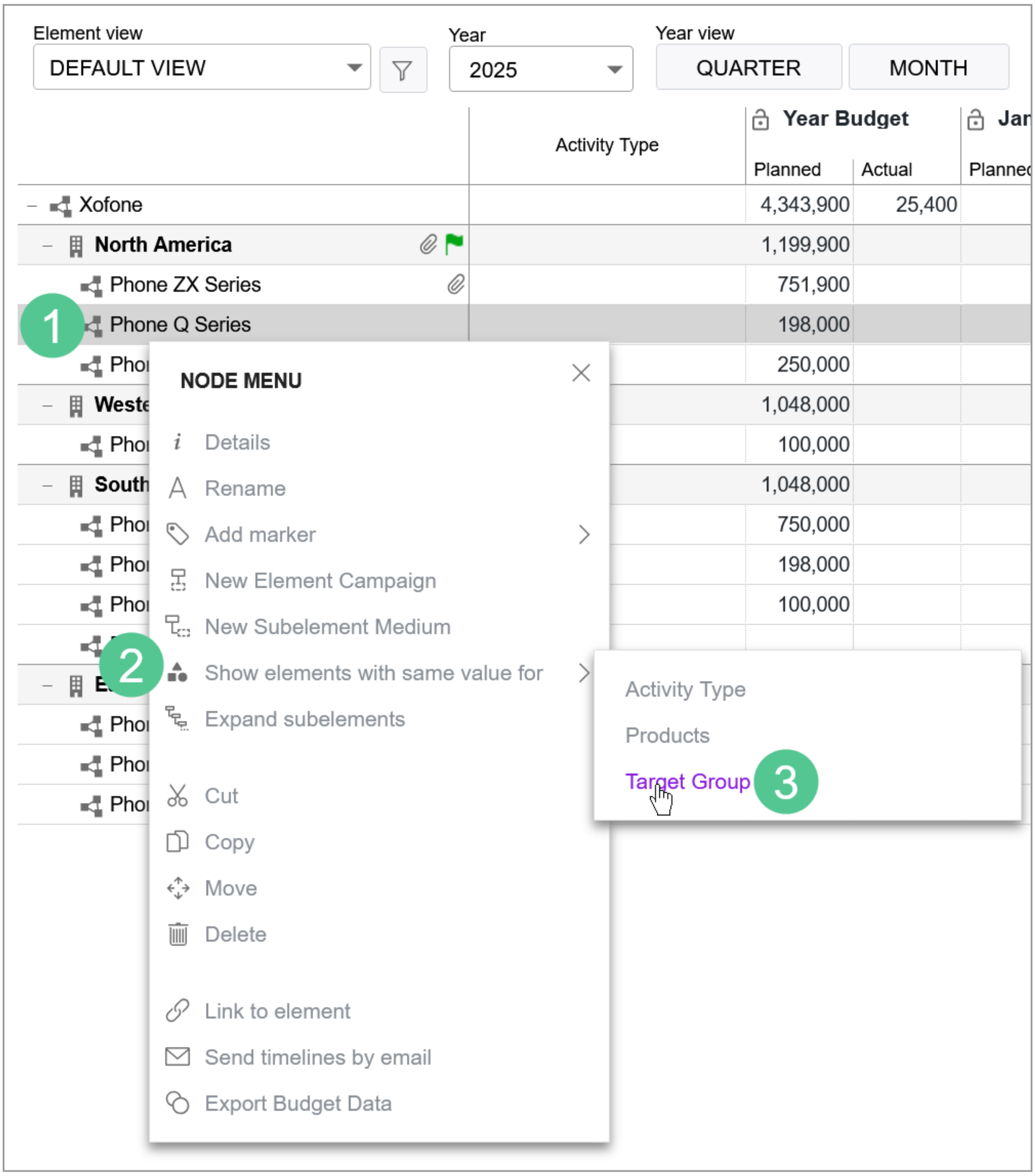
A dimension target group with the values *Students*, *Young adults*, *Adults* and *Pensioner* has been created for your system. One or more of the target groups is assigned to the planning activities.

Case 1:
You apply the quick filter to an element to which, for example, only the *Young adults* target group is assigned. Then only elements are displayed that are also assigned this target group, but possibly also other target groups such as *Students*. Elements without this target group are hidden.

Case 2:
You apply the quick filter to an element to which, for example, the *Young adults* and *Students* target groups are assigned. Then only elements are displayed that are also assigned to these two target groups and possibly other target groups. Elements with none or only one of the two target groups are hidden.

1. Navigate to > *Planner* > *Calendar* or > *Budget*.
2. Navigate to the element you want to compare with other planning activities.
3. Right click on the element 1 .

   The context menu appears.



4. Place the mouse pointer 2 on *Show elements with the same value for* and select a dimension 3 in the list that appears.

The view will now only show elements that have the same dimension values assigned to them.

4.1.2 Using Sort and Filter

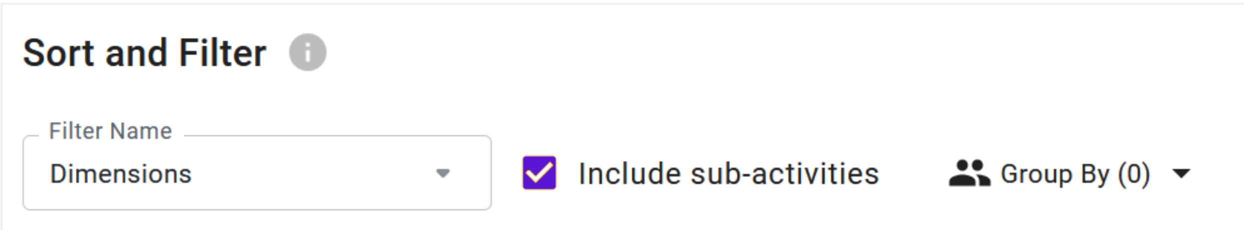
> **Note**
>
> For better clarity, this section shows you how sorting and filtering work using concrete examples. Note that you can only execute these examples in your system if a corresponding *Target Group* dimension is set up with the specified values. You can also use a different dimension or filter criterion in your system to reproduce the use case.

Let's walk through a practical example of how to use the *Sort and Filter* functionality. In this example, we'll filter elements by a dimension value and sort them by the activity owner. The objective is to display exclusively those planning activities that have been assigned to the *Adults* target group through the *Target Group* dimension. Additionally, these elements should be sorted in ascending order by the person responsible.

Including Sub-activities in Results

The option *Include sub-activities* allows you to show all sub-activities of filtered elements in your results. This is particularly useful when you need to see the complete structure of filtered activities.

For example, when filtering for all activities with "Launch" in their name, you'll now see all sub-activities of those matches, providing a complete view of each launch's components.



1. Navigate to *Planner* > *Calendar* or *Planner*> *Budget*.
2. Click the filter icon in the header area of the *Calendar* or *Budget* view.

   The *Sort and Filter* dialog is displayed.
3. Click the button in the *Dimensions* section.

   A menu of available dimension types appears.
4. Select the appropriate dimension type for your *Target Group* dimension:

a. For a single selection dimension, click the + button next to *Single Value*

b. For a multi-selection dimension, click the + button next to *Multiple Values*

5. From the dimension list that appears, select *Target Group*.
6. Select the desired value(s) for your *Target Group* dimension (such as *Adults*) from the drop-down list.
7. To complete the selection of the value, click the *Close* button inside the selection area.

4.1.2.0.1 Sorting and Filtering by *Activity Owner*

To sort and filter your Marketing Planner data by *Activity owner* (formerly called *Responsible person*):

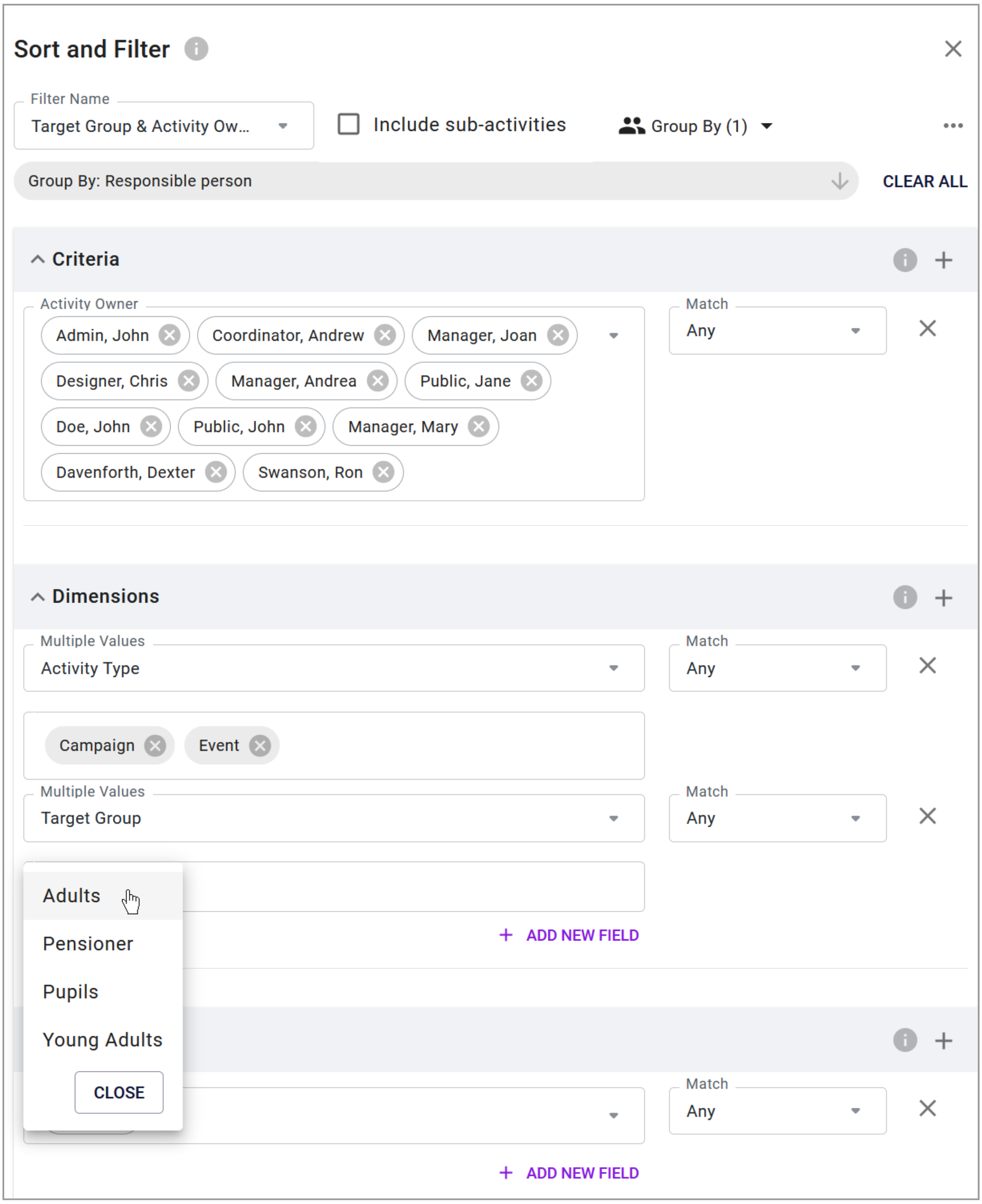
1. Click Add Criterion in the top section.
2. From the *Activity Details* section, select *Activity Owner*.
3. Select one or more activity owner names from the dropdown menu.
4. Click the checkbox next to the name to confirm your selection.

4.1.2.0.2 Grouping and Sorting by *Activity Owner*

1. In the same *Sort and Filter* dialog, locate the *Group By* section at the top.
2. Click the top dropdown menu in the *Group By* dialog.
3. Select *Activity owner* from the options.
4. Choose the sorting order (ascending or descending) by clicking the arrow.
5. Click *Close* to implement grouping.

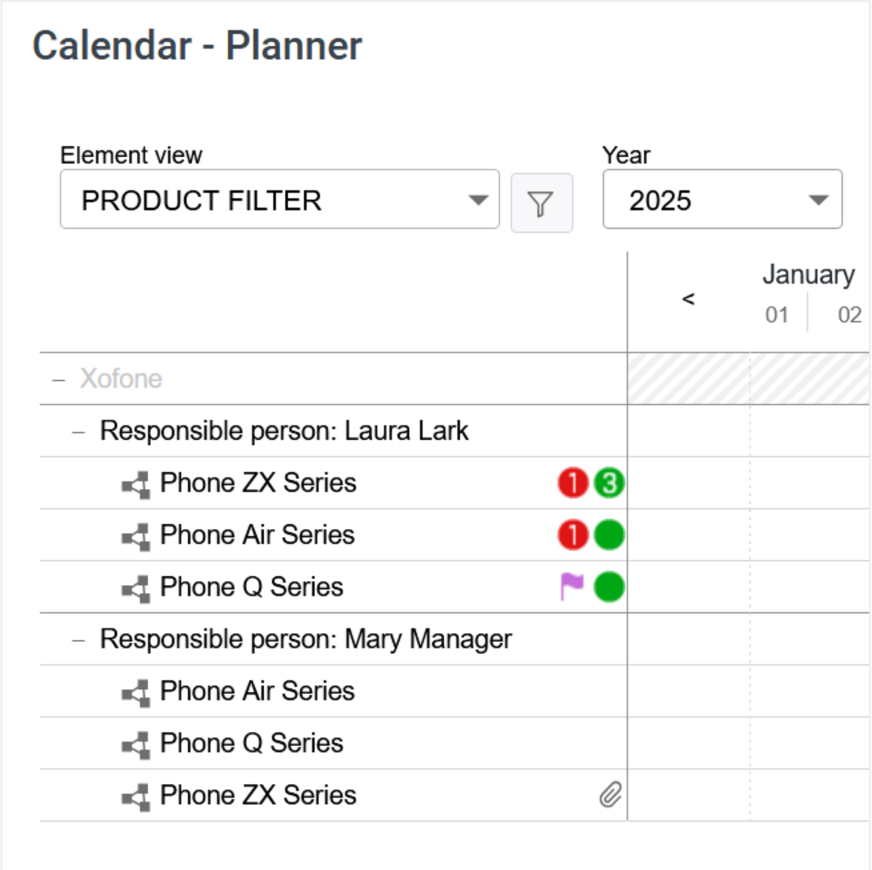
Your data will now be filtered to show only elements for the selected *Activity Owner*(s), and those elements will be grouped by the activity owner better organization.

The criteria are displayed as follows:



8. When finished adding all desired filters and grouping options, click *Apply* to save and set your filter criteria.

The screen content will reload. Only the planning activities matching all your filter criteria will be displayed sorted in ascending order by the activity oweners, which are Laura Lark and Mary Manager in this example.



Applying an *Element view*

Navigate to *Planner* > *Calendar* or *Planner*> *Budget*.

1. Click the Element view field.
2. The dropdown menu opens.
3. In the menu, select the desired view.

The filtering and sorting saved in the view is applied to the planning activities.

Performance Considerations

Filter groups display up to 500 elements for optimal performance. You'll see a notification when this limit is reached. When exporting the complete calendar or budget view, all elements will be included regardless of this display limit.

4.1.3 Filtering With Exclusion Criteria

> **Note**
>
> For better clarity, this chapter shows you how filtering and sorting work using concrete examples. Note that you can only execute these examples in your system if a corresponding *Target Group* dimension is set up with the specified values. You can also use a different dimension or filter criterion in your system to reproduce the examples.

You have seen the first example in chapter *Using Sort and Filter* on page 134 but you notice that planning activities are displayed that are also assigned to other target groups. However, you only want to display planning activities that are exclusively assigned to the *Adult* target group.

You can create sophisticated filters that exclude specific elements from your results using the *Filter formula* editor and appropriate matching options. This is an effective method of narrowing down your view by removing elements that meet certain criteria.

4.1.3.1 Using exclusion criteria in the Advanced Filter View

1. In the calendar or budget, click the filter icon.

   The *Sort and Filter* dialog is displayed.
2. Click the *Convert to advanced filter* toggle to switch to the advanced filter *Filter formula* editor.
3. Click *Add criteria* to select a filter criterion.
4. After selecting your criterion (such as *Target Group*), you'll see a matching dropdown menu with options:
   - *Any* (equivalent to OR logic)
   - *None* (equivalent to NOT logic - excludes elements matching the criteria)

- *Empty* (finds elements where this field has no value)
- *Not Empty* (finds elements where this field has any value)

5. To create an exclusion filter, select *None* from the matching dropdown.

For example, if you want to display only planning activities that have been assigned the *Adult* target group but exclude those that are also assigned to other target groups:

1. Add the *Target Group* criterion.
2. Select *Adult* as the value.
3. Set the matching option to *Any*.
4. Click *AND*.
5. Add another *Target Group* criterion.
6. Select *Pensioner* as the value.
7. Set the matching option to *None*.

This approach allows you to filter for elements that have the *Adult* target group while excluding those that also have the *Pensioner* target group, making it easier to focus on specific segments of your marketing plan.

For a simple exclusion filter that shows all elements that do not have a specific value:

1. Add the criterion (such as *Target Group*).
2. Select the value you want to exclude (such as *Young Adults*).
3. Set the matching option to *None*.

This will show all elements that do not have the selected value assigned.

4.1.4 Using Parentheses in Advanced Filter Mode

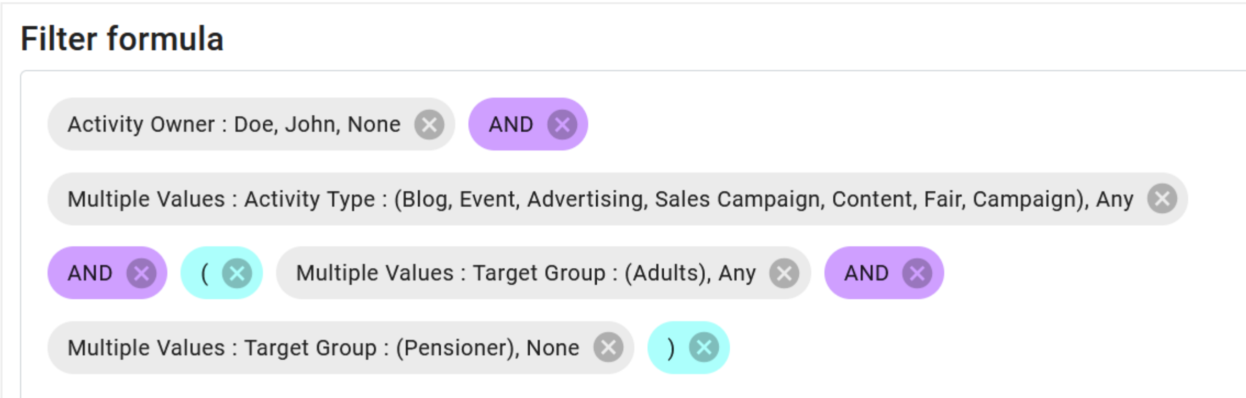
The brackets (parentheses) in the advanced mode of *Sort and Filter* dialog allow you to group filter conditions together to create more complex logical expressions. They work similarly to mathematical expressions, where operations inside parentheses are evaluated first.

The parentheses ( ) control the order of evaluation in your filter formula, allowing you to create sophisticated filter logic by grouping related criteria together.

How to Use Parentheses

1. Click the "(" button to start a group
2. Add your filter criteria within the group
3. Click the ")" button to close the group
4. Combine multiple groups with AND/OR operators

Example with Parentheses



This filter will show elements where:

- The activity owner is NOT *John Doe*
- AND the activity type is any of the listed values (*Blog*, *Event*, etc.)
- AND the target group includes *Adults*
- AND the target group does NOT include *Pensioners*

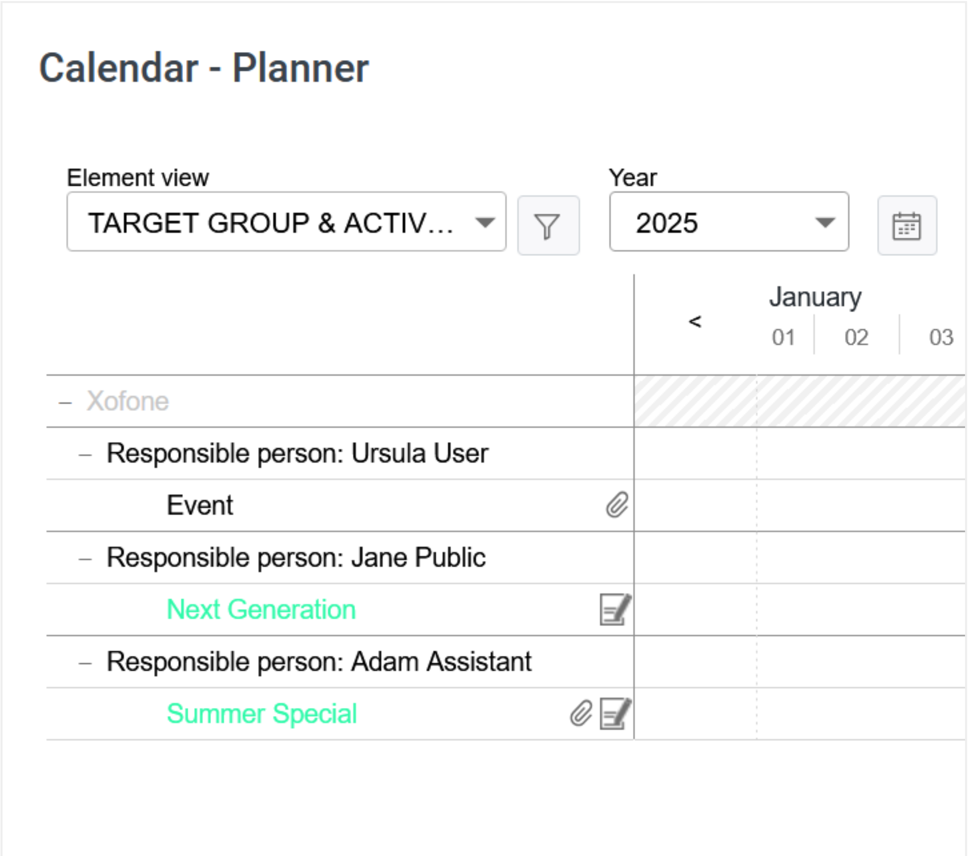
Without the parentheses around the last condition, the logic will be interpreted differently.

In Image 1, you've set up a complex filter using parentheses which affects what appears in your planner view in Image 2.

The filter you've created is:
`Activity Owner : Doe, John, None AND Multiple Values : Activity Type : (Blog, Event, Advertising, Sales Campaign, Global Campaign, Content, Fair, Campaign), Any AND Multiple Values : Target Group : (Adults), Any AND (Multiple Values : Target Group : (Pensioner), None)`

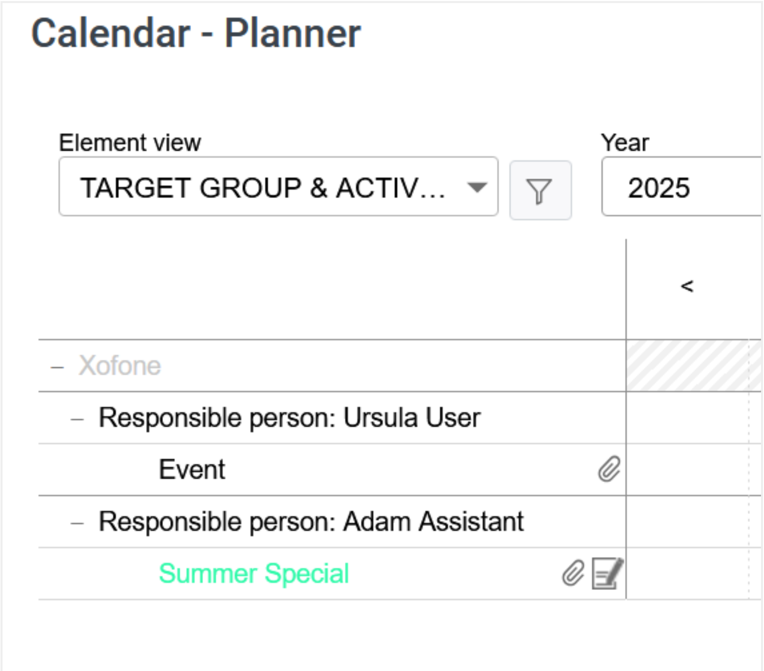
The parentheses around the last condition `(Multiple Values : Target Group : (Pensioner), None)` are essential to your filter's behavior.

4.1.4.0.1 With parentheses:



- The filter treats the exclusion of Pensioners as a separate logical group
- This means all elements that match the previous criteria AND don't have the Pensioner target group are shown
- Since Jane Public's "Next Generation" item likely meets all these criteria (not owned by John Doe, has one of the specified Activity Types, includes *Adults* target group, and doesn't include *Pensioners*), it appears in your results

4.1.4.0.2 Without parentheses:



- The logical grouping changes and the system interprets the filter differently
- The *None* matching for *Pensioners* might be applying to a different part of the logic chain
- This causes Jane Public's item to be excluded from the results

The parentheses ensure that the *Target Group*: (*Pensioner*), *None*" condition is evaluated as its own distinct logical unit within the overall filter expression, preserving your intention to exclude only items with the *Pensioner* target group while keeping everything else that meets the other criteria.

Another Example

If you wanted to find activities that either:

- Belong to the *Adults* target group but are not *Activity TypeBlog*, OR
- Belong to the *Students* target group and the *Activity TypeCampaign*

You create this formula:

```
((Target Group : Adults, Any) AND (Activity Type : Blog, None)) OR
((Target Group : Students, Any) AND (Activity Type : Campaign, Any))
```


The parentheses ensure that the AND operations are performed first within each group, and then the two groups are combined with OR.

4.1.5 Creating and Managing Filter Views

You want to create a filtering and sorting as a view and make it available to other users.

1. Make sure that *Default View*is selected in the *View* area.

   This ensures you start with an empty filter.

2. By clicking the filter icon in the header area of *Calendar*, *Budget*, or *Reports* views you can create and manage a filtered *Element view*.

   The *Sort and Filter* dialog is displayed.

3. Define your filter and sorting criteria.
4. Click the ellipsis (...) menu.
5. Select *Save As* to store your view.

   Another dialog box opens.

6. Enter a unique name for the view.

   Note: Views that you want to share with other users need a system-wide unique name.

7. Click *Save*.
8. To set access permissions, click the ellipsis (...) menu to access *Sharing options*.

   The default after creation is *Private*.

9. Select the appropriate access level for the *Element view*:
   - *Private*: Only you can access the saved view
   - *Public*: All Planner users can access the view
   - *Limited*: Clicking the second dropdown *Access Rights* where you can select teams in the Planner. Only selected teams can access the view.
10. Click *OK* to confirm your settings.

    The *Element view* can be used but not changed by the selected group of people. Only you can change its *Sort and Filter* settings.

11. Click *Apply* to apply the filter.

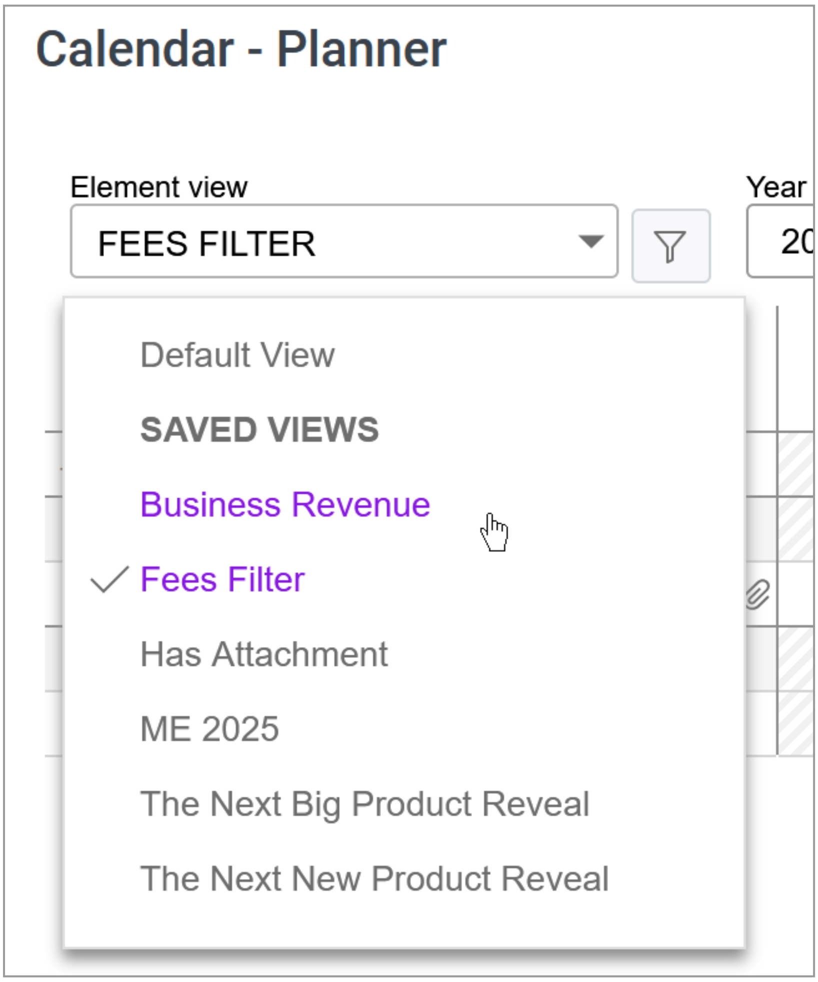
The filter is then selected in the *Element view* and displays the results of the *Sort and Filter* operation.

4.1.6 Using a View

1. Click in the calendar or in the budget > *Element view*.

   The dropdown menu opens.

2. Under the *Saved Views* section, click the desired view.



The filtering and sorting saved in the view is applied to the planning activities.

4.1.7 Sharing a View

You can generate a link to the current view of the planning activities in the calendar. You can share this link with other users or access it from the *Home* module, for example, to get simplified access to selected elements.

1. Navigate to > *Planner*> *Calendar* or > *Budget*.
2. Click the icon in the upper-right header of the view.

   A dialog box opens.
3. Click the copy icon or copy the displayed link manually to the clipboard.

You have generated the link that you can now share with other users.

4.1.8 Managing Filter Views

The dropdown at the top of the *Sort and Filter* dialog shows your saved views. You can:

1. Click the filter icon in the header area of the *Calendar*, *Budget*, or *Reports* views.
2. In the *Filter Name* menu, select the view you want to edit.
3. Edit an existing view:
   - Edit filter and sort criteria as needed.
   - Click ... > *Change filter name*, to edit the name.
   - Enter a new name in the *Filter Name* dialog.
   - *Click OK to use the new name and then click Apply to save changes.*
4. Change access:
   - Click ... > *Sharing options*, to select how broadly you want to share the saved view.
   - Choose either *Private*, *Public*or *Limited*.
   - When choosing *Limited* you also have to choose one or more groups from the *Access Rights* dropdown.

   When you make changes to the sorting and filtering criteria in the dialog and want to save them as a new view (rather than overwriting an existing one), you would use the *Save As* menu item.
5. Click ... > *Save As* to save a copy of the filter under a different name.

   Another dialog box opens.

This allows you to:

- Create a new named filter view based on your current criteria
- Keep your original filter view intact
- Give the new view a unique name
- Set access permissions for the new view (private, public, or restricted)

It's particularly useful when you want to create variations of an existing filter without modifying the original, such as when you want to share a slightly modified version with colleagues or create specialized filters for different purposes while maintaining your base filters.

6. Delete views you no longer need:
   - Select a *Filter Name* from the dropdown menu.
   - Click ... > *Delete filter*.
   - Note: A confirmation message appears when deleting a view.
   - Click *Delete* to confirm the deletion.

4.1.9 Copying a View

Copying a view is recommended if you have already created a similar view and want to change only a few details.

1. Click the filter icon in the header area of the *Calendar* or *Budget* view.

   The *Sort and Filter* dialog is displayed.
2. Select an existing filter from the *Filter Name* dropdown at the top of the dialog.
3. Optional: Adjust your filter criteria as needed.
4. Click the ... menu in the top right corner.
5. Optional: Select the *Sharing options* menu item to change the access settings (*Private*, *Public*, or *Restricted*).
6. Select *Save As*. from the menu.

   The *Save As* dialog box opens.
7. Enter a name for the new view in the *View name* field.

   Note: Views that you want to share with other users need a system-wide unique name.

8. Click *Save*.
9. Click *Apply* to apply the filter to your current view.

You have created a copy of the view with your modifications. The original view remains unchanged.

4.1.10 Deleting a View

Caution! Data loss!

You cannot reverse the deletion of a view..

1. Click the filter icon in the header area of the *Calendar* or *Budget* view.

   The *Sort and Filter* dialog is displayed.
2. In the *Filter Name* menu, select the view you want to delete.
3. Click ... > *Delete filter*.

   Note: A confirmation message appears when deleting a view.
4. Click *Delete* to confirm the deletion.

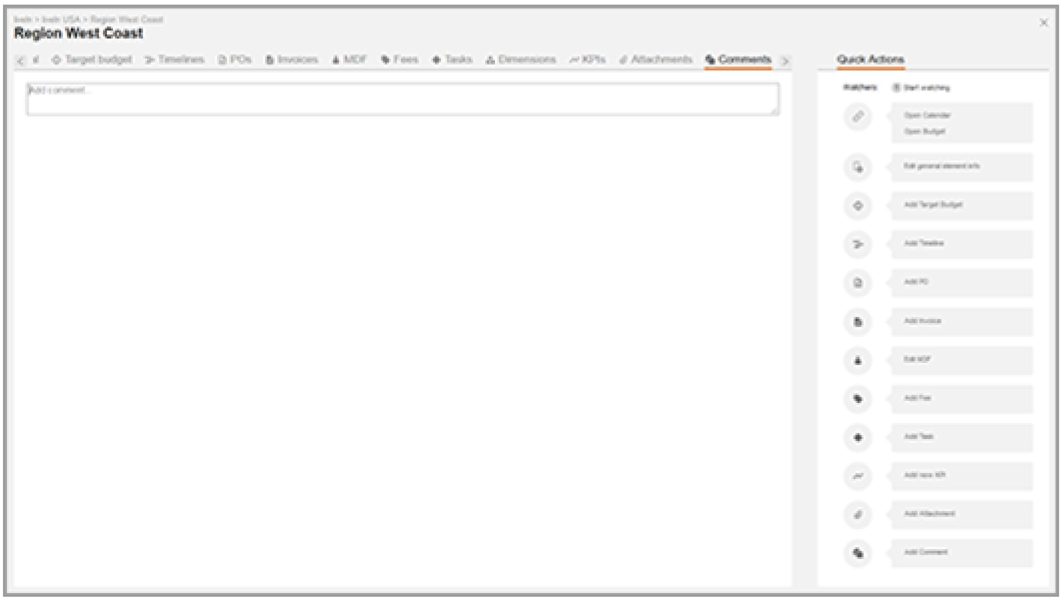
The view is deleted. Type ESC or click × to close the *Sort and Filter* dialog box.

4.2 Annotations

If you would like to provide information for other users, you can use the comment field under the *Comments* tab in the detailed view.

1. Right-click an activity bar or a node in *Calendar* or a node in *Budget* view.
2. Select *Details*.

   The following page opens:

3. If needed, scroll to the bottom of the list and select *Add Comment*.
4. Enter your information into the comment field.
5. Click *Save* to save your comment.

The comment field has a user name function: if @ is entered followed by a name, a list of matching names of users in the system will open. Select the desired user by clicking on it. This user is sent an e-mail notifying them of the comment. Please note that all users are listed in the Planner, regardless of their access permissions.

You can add as many comments as you like. You can also edit and delete your comments later.

4.3 Watch

Every user who has access to the detailed view can watch planning activities. As a watcher, you will be notified by e-mail when the following item information changes:

- General information (*General* tab in the detailed view).
  Attention! Exceptions are changes in assigned user groups and additional information on the activity. See*Additional Information* on page 157.
- Dimensions
- Target
- Planned budget
- Timelines
- Tasks
- POs
- Invoice
- Market development funds
- KPIs
- Attachments
- Comments

You get an overview of your observed planning Elements in the *My watched Elements* dashlet, see chapter *Watched Elements* on page 37.

Provided that your user role has the appropriate permission, you can edit the observers of an Element, i.e. add or delete users as observers.

Related Actions

- *Watching Activities* on the next page
- *Stopping Watch on Activities* on the next page
- *Editing Watchers of an Activity* on the next page

4.3.1 Watching Activities

You can watch activities to receive email notifications whenever changes are made. Watched activities also appear in your *My watched Elements* dashlet.

4.3.1.1 How to Start Watching an Activity

1. From the sidebar navigation, select either *Planner* > *Calendar* or *Planner* > *Budget*.
2. Navigate to the activity you want to watch and double-click on it.

   This opens the activity's detailed view.
3. In the *Quick Actions* area at the top, click *Start watching*.

You will now receive email notifications about any changes made to this activity, and it will appear in your *My watched Elements* dashlet.

4.3.2 Stopping Watch on Activities

When you no longer need to monitor changes to an activity, you can stop watching it. This will remove it from your *My watched Elements* dashlet and you'll stop receiving email notifications.

4.3.2.1 How to Stop Watching an Activity

1. From the sidebar navigation, select either *Planner* > *Calendar* or *Planner* > *Budget*.
2. Navigate to the activity you want to stop watching and double-click on it.

   This opens the activity's detailed view.
3. In the *Quick Actions* area at the top, click *Stop watching*.

You'll no longer receive notifications about changes to this activity, and it will be removed from your *My watched Elements* dashlet.

4.3.3 Editing Watchers of an Activity

1. Navigate to the activity:
   - Click > *Planner* > *Calendar* or > *Budget*
   - Locate the activity you want to modify

2. Open the activity details:
    - Double-click the activity
    - The detailed view will open
3. Access Watchers:
    - In the *Quick Actions* area at the top
    - Click the number next to *Watchers:*
4. Add Watchers:
    - Click in the search field
    - A list of users with access to the activity appears
    - If the list is long, type a name to filter
    - Select users to add as watchers
5. Remove Watchers:
    - Click the delete icon next to a watcher's name
    - The user is removed from the watchers list
6. Finish:
    - Close the dialog by clicking the × in the top right

You have now updated the watchers for this activity.

4.4 Attachments

You can enhance your marketing activities by adding additional information as attachments. Typically, these might include:

- Locally saved files (maximum file size: 100 MB)
- External website links
- Links to document details
- Asset download links

View your attachments in different ways:

- See all attachments in the *Attachments* tab in the activity's detailed view
- View attachments directly linked to *Orders* or *Invoices* in their respective tabs

Actions

- *nuAdding an Attachment to an Activity* below
- *tzeViewing an Attachment on the Attachments Tab* on page 154
- *Viewing an Attachment Linked to Invoice or PO* on page 155
- *Deleting an Attachment* on page 155

4.4.1 nuAdding an Attachment to an Activity

You can add different types of attachments to your activity, such as files, assets, documents, or links.

1. From the sidebar navigation, go to > *Planner* > *Calendar* or > *Budget*, and navigate to the activity you want to update.
2. Double-click on the activity to open its detailed view.
3. Go to the *Attachments* tab.
4. Click *Add*.
5. The *Add Attachment* dialog box opens.
6. Choose your attachment method:

- **Upload a File**
  a. Ensure *Attachment* is selected in the *Attachment type* dropdown.
  b. Select the file: Drag-and-drop onto the upload area or click to browse your file system.
  c. Optionally, add a comment.
  d. Click *Save*.
- **Attach an Asset**
  a. Ensure *Attachment* is selected in the *Attachment type* dropdown.
  b. Click *Select asset*.
  c. Search for the asset. For detailed search instructions, refer to the *Media Pool* module user manual.
  d. Select assets by clicking the plus sign. To select multiple assets, choose each desired asset.
  e. Click *Apply*.
- **Attach a Document**
  a. Ensure *Attachment* is selected in the *Attachment type* dropdown.
  b. Click *Select document*.
  c. Search for the document. See the *Brand Templates* module help for detailed search instructions.
  d. Hover over a document thumbnail to select it.
  e. Click the checkbox on the bottom right of the thumbnail. Select multiple documents as needed.
  f. Click *Use selected documents*.
- **Add a Link**
  a. In the *Attachment type* list, select *Link*.
  b. Enter a name for the link.
  c. In the *URL* field, enter a URL in the format http(s)://www.example.com.
  d. Choose the target window for the link: same or new browser window.
  e. Click *Save*.

Your attachment has been successfully added to the activity.

4.4.2 tzeViewing an Attachment on the *Attachments* Tab

You can view attachments in several ways:

- For uploaded files or assets:
  - Download an attachment directly.
  - Combine multiple attachments into a ZIP file for download.
- For linked documents or URLs:
  - Follow the link to open the content directly.

To view attachments:

1. From the sidebar navigation, click > *Planner* > *Calendar* or > *Budget*.
2. Navigate to the activity whose attachment you want to view.
3. Double-click on the activity to open the detailed view.
4. Select the *Attachments* tab.
5. Choose one of the following options:
   - **To download a single attachment:**
     a. Click the *Download* entry in the attachment's row.
     b. In the download dialog that appears, choose where to save the file.
   - **To download multiple attachments as a ZIP file:**
     a. Select the checkboxes for the attachments you want to download.
     b. Click *Download files*.
     c. When the download dialog appears, select where to save the ZIP file.
   - **To follow a link:**
     a. In the attachment's row, click the *Follow link* entry in the *Download* column.
     b. The link opens in your browser according to your settings (same window or new tab).

4.4.3 Viewing an Attachment Linked to Invoice or PO

Note

To learn how to link attachments with invoices and POs, see chapter *Purchase Orders (POs)* on page 183.

1. From the sidebar navigation, click > *Planner* > *Calendar* or > *Budget* and navigate to your desired activity.
2. Double-click on the activity to open the detailed view.
3. Switch to the *Invoices* or *Orders* tab.
4. Double-click on the invoice or PO with the attachment you want to view.

   The *Edit Invoice* or *Edit Order* dialog box appears.
5. In the *Attachments* section, you can:
   - Click *Download* to download and open the attached file.
   - Click *Follow link* to access a linked website or document.

The attachment opens according to your selection method.

4.4.4 Deleting an Attachment

Attention! Data loss!

You cannot reverse the deletion of attachments.

1. Starting from the sidebar navigation, click > *Planner* > *Calendar* or > *Budget* and navigate to the activity whose attachment you want to delete.
2. Double-click on the activity.

   The details view opens.
3. Select the *Attachments* tab.
4. Select the checkboxes for the attachments you want to delete.
5. Click *Delete*.

A confirmation prompt appears.

6. Click *Yes*.

The attachments are now deleted.

4.5 Additional Information

> **Note**
>
> Please note that the *Content Enrichment* feature described in this chapter is optional and thus not available in every system. If you would like to activate this feature in your system, please contact your Uptempo representative.

You can enrich activities and timelines with information about marketing activities using the Content Enrichment feature. For details about what types of information you can insert, see *Possible Contents* on page 161.

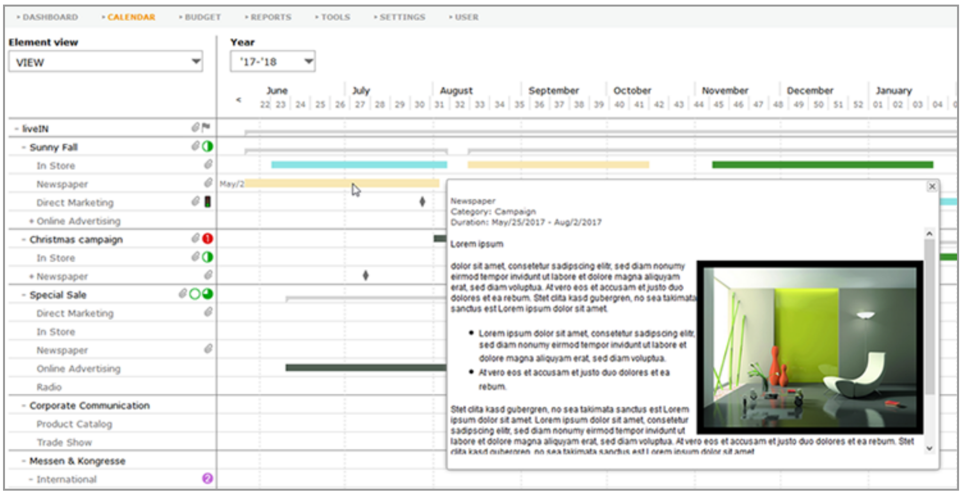
Display for an Activity

To view additional information about an activity, right-click it to open its context menu with*Additional Information*. A dialog box containing the additional information appears on the right:

When additional information is added to an activity, the icon appears on the activity.

Display for a Timeline

When content is added to a timeline, you can view this information by hovering your cursor over the timeline in the calendar. The information appears in a tooltip:



Working with Content Enrichment

For an activity, access the Content Enrichment editor by going to the activity details view and clicking *> Edit general element info* under *Quick Actions*. For a timeline, open the timeline context menu and click *Details*. The *Edit Timeline* dialog appears.

Content you enter in the editor is not automatically visible to other users. To make your content visible, select the *published* checkbox above the editor.

You can set a default size in pixels for timeline tooltips. The minimum size is 450 x 200 px, and the maximum size is 1024 x 768 px. You can also adjust the tooltip size using your cursor.

Related Actions

- *Enriching or Editing an Activity With Additional Information* on the facing page
- *Deleting Additional Information on an Activity* on the facing page
- *Enriching or Editing Timeline With Additional Information* on page 160
- *Deleting Additional Information on the Timeline* on page 160

4.5.1 Enriching or Editing an Activity With Additional Information

1. From the sidebar navigation, click > *Planner* > *Calendar* or > *Budget* and navigate to the activity you want to enrich.
2. Double-click on the activity.

   The detailed view opens.
3. In the *Quick Actions* area, click the *Edit general element info* button.

   The *Edit general element info* dialog box opens.
4. To make this information accessible to other users with activity access permissions, select the checkbox above the editor.
5. Enter your content in the editor. For information about editing options, see *Additional Information* on page 157.
6. Click *Save*.

You have successfully created or edited additional information for the activity.

4.5.2 Deleting Additional Information on an Activity

> Attention! Data loss!
>
> You cannot reverse the deletion of information.

1. Starting from the sidebar navigation, click > *Planner* > *Calendar* or > *Budget* and navigate to the activity whose additional information you want to delete.
2. Double-click on the activity.

   The detailed view opens.
3. In the *Quick Actions* area, click the *Edit general element info* button.

   The *Edit general element info* dialog box opens.
4. If you want the information to be invisible to other users with access to the activity, deactivate the checkbox above the editor.
5. If you want to delete all information, remove all entries from the editor.
6. Click *Save*.

You have successfully deleted additional information for the activity.

4.5.3 Enriching or Editing Timeline With Additional Information

1. From the sidebar navigation, click > *Planner* > *Calendar* or > *Budget* and navigate to the timeline you want to enrich with information.
2. Double-click the timeline to open its properties.

   The *Edit Timeline* dialog box opens.
3. To make the information accessible to other users with access to the activity, select the checkbox above the editor.
4. If needed, adjust the default size of the tooltip where the information will be displayed.
5. Enter your content in the editor. For details about the available editing options, see chapter *Additional Information* on page 157.
6. Click *Save*.

You have successfully created or edited additional information for the timeline.

4.5.4 Deleting Additional Information on the Timeline

Attention! Data loss!

You cannot reverse the deletion of information.

1. From the sidebar navigation, click > *Planner* > *Calendar* or > *Budget* and navigate to the timeline whose additional information you want to delete.
2. Double-click the timeline to open its properties.

   The *Edit Timeline* dialog box opens.
3. To make the information invisible to other users with access to the activity, clear the checkbox above the editor.
4. To permanently delete all information, remove all content from the editor.
5. Click *Save*.

You have successfully deleted the additional information for the timeline.

4.5.5 Possible Contents

You can insert the following content:

- *Text and Special Characters* below
- *Table* on page 163
- *Hyperlinks* on page 165
- *Image* on page 168

> Note
>
> Only pixel graphics can be displayed directly in the information. Vector graphics can only be included via hyperlink.

- *Slideshow* on page 170
- *PDF* on page 173
- *Reports* on page 175
- *öchte HTML5 Videos* on page 176

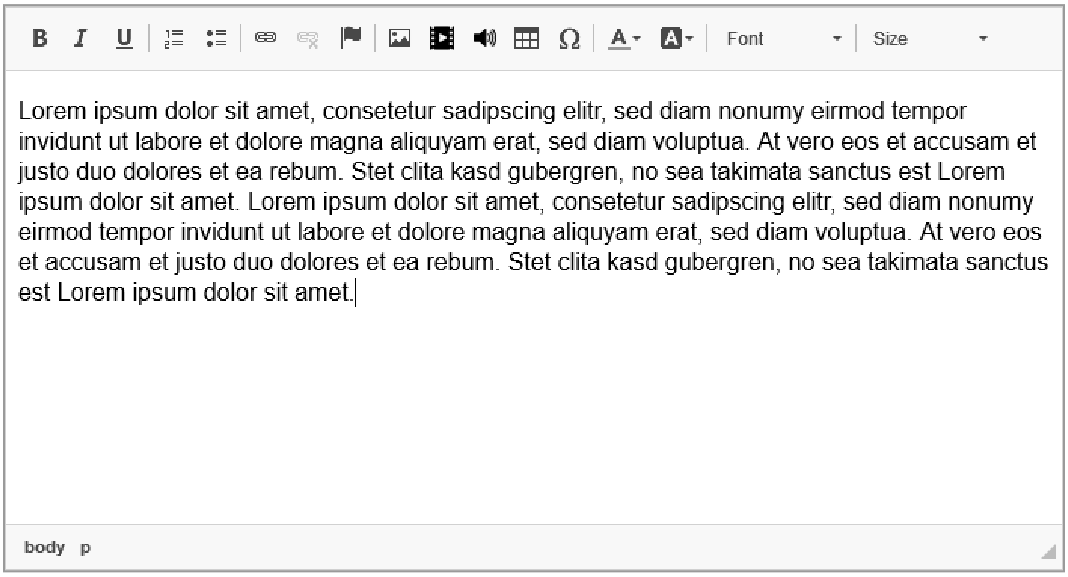
> Note
>
> The *Content Enrichment* function uses your browser's video player to play videos. Different browsers support different video formats. Be aware of the formats your browser supports when integrating videos. If your Uptempo system is accessed with various browsers, use the MP4 video format.

- *HTML5 Audio* on page 178

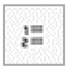
> Note
>
> The *Content Enrichment* function uses your browser's player to play audio files. Different browsers support different formats. Be aware of the formats your browser supports when integrating audio files. If your Uptempo system is accessed with various browsers, use the MP3 audio format.

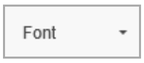
4.5.5.1 Text and Special Characters

The editor for inserting information provides the following functions for text and special characters:

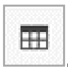


Enter your text in the editor. Text is always left-justified. You can format or modify your text using these functions:

Function	Description
	Format text in bold.
	Format text in italics.
	Underline text.
	Insert a numbered list. Right-click on the list to open the context menu. You can use Numbered List Properties to configure: • Start: Define the starting number. • Type: Select the numbering style (Roman numerals, lowercase or uppercase letters).
	Insert a bulleted list. Right-click on the list to open the context menu. You can use Bulleted List Properties to configure: • Type: Select the bullet style (ring, circle, or square).
	Open the *Select special characters* dialog. Click your desired special character to insert it at the cursor position.
	Change font color.

Function	Description
	Change background color.
	Select font.
	Change font size.

4.5.5.2 Table

To insert a table, position your cursor at the desired position and click . The *Table Properties* dialog box opens. Define the table properties and click *OK*. The table is inserted and you can edit the cells and insert content.

You can configure the following properties in the *Table Properties* dialog box:

Table Properties Tab

Actions	Description
Row	Enter the number of rows for your table.
Column	Enter the number of columns for your table.
Width	Enter the width of the table in pixels. For information about other units, check the tooltip of this field.
Height	Enter the height of the table in pixels. For information about other units, check the tooltip of this field.
Header	Choose whether to use the first row, the first column, or both as header elements. Text in header cells is automatically bold and centered by default.
Frame size	Enter the frame size in pixels.
Orientation	Select the alignment of the table in your document.
Outer cell spacing	Enter the distance between the cell and the frame in pixels.

Actions	Description
Inner cell spacing	Enter the distance between the text and the cell boundary in pixels.
Heading	Enter a heading for your table.
Content overview	Enter a content overview for your table.

To modify the text display in specific cells, select the cells, right-click, and choose > *Cell* > *Cell properties* from the context menu. See the *Cell properties* section below for details.

Advanced Tab

Actions	Description
Identifier	Enter an ID for your table.
Writing direction	Select whether text is right- or left-aligned.
Style	Enter a style for your table.
Style sheet class	Enter a style sheet class for your table.

Other Editing Functions for Tables

You can access additional editing functions through the table context menu:

- *Cell*: Access functions for inserting, deleting, or merging cells, as well as options for displaying cells and text. See the *Cell properties* section below for details.
- *Row*: Insert or delete rows in your table.
- *Column*: Insert or delete columns in your table.
- *Delete table*: Remove the entire table from your document.
- *Table properties*: Open the *Table properties* dialog box to modify table settings.

Cell Properties

To modify cell properties, select one or more cells, right-click, and select > *Cell* > *Cell properties*. The *Cell properties* dialog box offers these options:

Actions	Description
Width	Enter your preferred cell width and select a unit if needed.
Height	Enter your preferred cell height (uses the same unit as cell width).
Cell type	Choose: • *Data*: Standard data cells. • *Heading*: Header cells with special formatting.
Line wrap	Choose whether text should wrap within the cell.
Horizontal alignment	Set how text is aligned horizontally within the cell.
Vertical align	Set how text is aligned vertically within the cell.
Merge number of rows	Specify how many rows to merge starting from the selected cell.
Merge number of columns	Specify how many columns to merge starting from the selected cell.
Background color	Select a color for the cell background.
Border color	Select a color for the cell border.

4.5.5.3 Hyperlinks

You can include hyperlinks in the tooltip to accomplish the following tasks:

- *Link to URL*: You can link to web pages by using a URL. You also have the option to include files in the tooltip that aren't displayed directly, such as vector graphics or documents. For more information, see *Inserting a Hyperlink to a URL* on the next page.
- *Hyperlink to anchor in tooltip*: This function guides you within a tooltip, particularly useful when the tooltip contains extensive content. For more information, see *Creating Anchors and Hyperlinks to Anchors* on the next page.
- *Sending an e-mail*: When you click on this type of link, an email composition window opens. This enables functionalities such as ordering advertising materials. For more information, see *Creating Email Hyperlinks* on page 167.

Understanding Link Properties

Enter the link properties in the Link dialog box on the *Link-Info*, *Target page*, and *Advanced* tabs. The properties on the *Link info* tab are explained in the following sections, which explain how to create the different link types. For the properties on the *Target page* and *Advanced* tabs, see the documentation for CKEditor 4.
>

4.5.5.3.1 Inserting a Hyperlink to a URL

Prerequisites

You have opened the editor for editing the content. To access the editor for a planning activity, go to the detailed view of the element and then via Quick actions > *Edit general element info*. To display the editor for a timeline, open the Timeline Context Menu and click *Details*. The *Edit Timeline* dialog box opens.

1. In the editor, position the cursor where you want to insert the hyperlink. If you select a text, this text will be used as the default for the display text.
2. Click .
3. The *Link* dialog box is displayed.
4. Optional: Enter a display text.
5. Select the link type *URL*.
6. Enter the *Protocol* and *URL*fields.
7. Optional: If required, edit the other properties of the hyperlink on the *Target page* and *Advanced* tabs.
8. Click *OK*.

The hyperlink has been added in the editor.

4.5.5.3.2 Creating Anchors and Hyperlinks to Anchors

Prerequisites

You need to open the editor for content editing. To access the editor for an activity, go to the activity's detailed view and then select *Quick Actions* > *General element info*. For a timeline, open the Timeline Context Menu and click *Details*. The *Edit Timeline* dialog box opens.

1. Position your cursor where you want to insert the anchor. If you select text, it will become the default display text.
2. Click .

   The *Anchor Properties* dialog box appears.
3. Enter an anchor name.
4. Click *OK*.

   The *Edit Timeline* dialog box displays with the anchor.
5. Position your cursor where you want to insert the hyperlink. If you select text, it will become the default display text.
6. Click .

   The *Link* dialog box appears.
7. Select the link type *Link to anchor in the text*.
8. Select the anchor.
9. Optional: Modify other hyperlink properties on the *Advanced* tab if needed.
10. Click *OK*.

The hyperlink is now added to the editor. When users click this hyperlink in the additional information, they will navigate directly to the anchor location.

4.5.5.3.3 Creating Email Hyperlinks

Prerequisites

You need to have the content editor open. To access the editor for a planning activity, go to the activity's detailed view and click *Quick Actions> Edit general element info*. For a timeline, open the Timeline Context Menu and click *Details*. The *Edit Timeline* dialog box opens.

1. Position your cursor where you want to insert the hyperlink. If you select text first, it will be used as the display text.
2. Click the link icon .

   The *Link* dialog box appears.
3. Optional: Enter display text for your link.

4. Select the *E-mail* link type.
5. Enter the recipient's e-mail address.
6. Optional: Enter a *Subject* for the email.
7. Optional: Add message content for the email body.
8. Optional: Configure additional properties on the *Advanced* tab if needed.
9. Click *OK*.

Your email hyperlink is now added to the content. When clicked, it will open the user's email application with the recipient address, subject, and message already populated.

4.5.5.4 Image

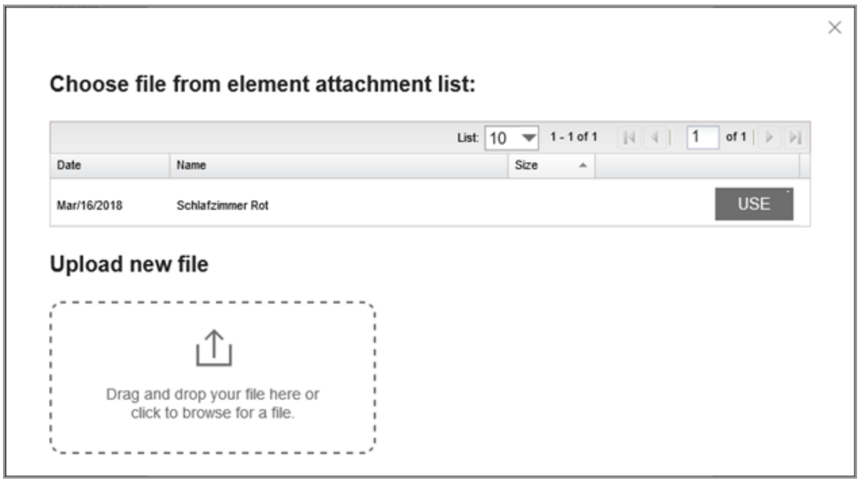
> Note
>
> Only pixel graphics can be displayed directly in the additional information. Vector graphics can only be included via hyperlink.

Prerequisites

You need to have the content editor open. To access the editor for a planning activity, go to the activity's detailed view and click *Quick Actions > Edit general element info*. For a timeline, open the Timeline Context Menu and click *Details*. The *Edit Timeline* dialog box opens.

1. In the editor, position your cursor where you want to insert the pixel graphic.
2. Click .
3. The *Image properties* dialog box appears.
4. Click *Browse Server*.

   Another dialog box is displayed:



The top list shows the activity's attachments. Note that the files can be of different formats, including documents, vector graphics, etc.

5. If you do not select a pixel graphic from the existing list of attachments, upload a new file: Add a file by drag and drop in the lower left area.

   The image is uploaded and added to the attachment list.

6. In the attachment list, click the *Use* button next to the pixel graphic that you want to include.

   The image is included in the preview in the *Image properties* dialog box.

7. Edit the image properties. Refer to the following sections for detailed information when doing so.

8. Click *OK*.

The image has been added in the editor.

If the Graphic Is Not Displayed Correctly

Note that the graphic will only be displayed correctly if it is a pixel graphic. If you have accidentally selected a file with a different format in the attachment list, a red icon with a white X will appear in the *Image properties* dialog box. If you close the dialog box and the editor is displayed, the icon  is displayed instead of the image. In this case, select another file.

Image Info Tab

You can access the following properties in the Image properties dialog box:

Property	Purpose
This field should be a URL in the format "(http (s)://)www.example.com"	Enter the URL to the pixel graphic or click [[[Nicht definierte VariableMarketing Planner_ScreenCommands.commons.browse.button]]]. If you have selected a pixel graphic, the URL will be inserted automatically.
Alternative text	Optionally, you can enter an alternative text.
Width	Enter the width in pixels for the display in the additional information. Note: Width and height change proportionally to each other by default. If you want to enter a non-proportional ratio, click the lock icon.
Height	Enter the height in pixels for the display in the additional information. Note: Width and height change proportionally to each other by default. If you want to enter a non-proportional ratio, click the lock icon.
Frames	Enter the width of the border in pixels.
Horizontal spacing	Enter the horizontal distance of the image from the surrounding elements in pixels.
Vertical spacing	Enter the vertical distance of the image from the surrounding elements in pixels.
Orientation	Choose whether the image is left-aligned or right-aligned in the additional information.
Inner cell spacing	Enter the distance of the text to the cell boundary in pixels.
Heading	Enter a heading for the table.
Content overview	Enter a content overview for the table.

Link and *Advanced* Tabs

For a description of the adjustable properties, see the documentation for CKEditor 4.

4.5.5.5 Slideshow

In a slideshow, you can scroll through multiple images and/or videos.

> **Note**
>
> The Content Enrichment function uses your browser's video player to play videos. Different browsers support different video formats. Please note the formats supported by your browser when integrating videos. If your Uptempo system is accessed with various browsers, use the MP4 video format.

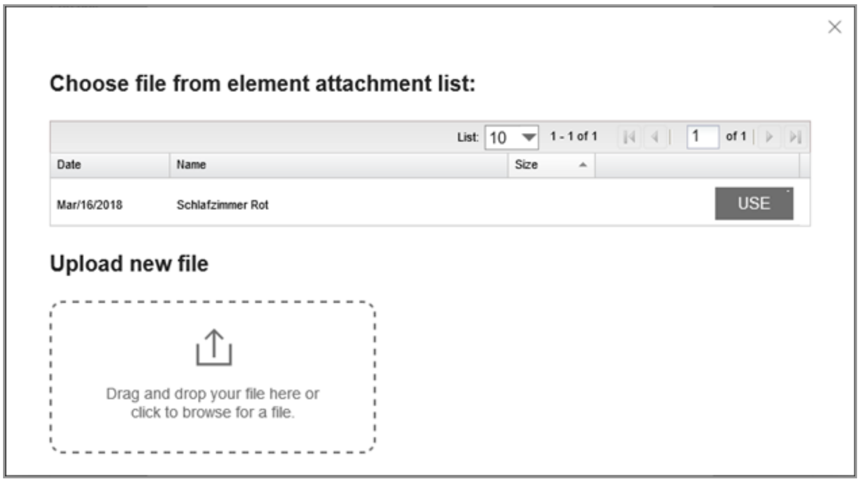
Prerequisites

You need to have the content editor open. To access the editor for a planning activity, go to the activity's detailed view and click *Quick Actions* > *Edit general element info*. For a timeline, open the Timeline Context Menu and click *Details*. The *Edit Timeline* dialog box opens.

1. Position your cursor where you want to insert the slideshow.
2. Click .

   The *Slideshow* dialog box opens.
3. Click *Add Image* or *Add video*.

   Another dialog box is displayed.

   The top list shows the activity's attachments. Note that the files can be of different formats, including documents, vector graphics, etc.
4. If you do not select a video or image from the existing list of attachments, upload a new file: Add a file in the lower left area using drag and drop.

   The file is uploaded and added to the attachment list.

5. In the attachment list, click the *Use* button next to the image or video you want to include in the slideshow.

   The image or video is included in the preview in the *Slideshow* dialog box.
6. Repeat steps 3 to 5 to add additional images and videos.
7. If the images and videos are not yet arranged in the required order, change the order:
   a. Click an incorrectly positioned image or video.
   b. Click *Move to left* or *Move to right* until the image or video is in the required position.
   c. Repeat steps a and b until all the images and videos are in their required positions.
8. Edit the properties of the slideshow. Refer to the following sections for detailed information when doing so.
9. Click *OK*.

The slideshow has been added in the editor.

If an Image or Video Is Not Displayed Correctly

Note that a graphic will only be displayed correctly if it is a pixel graphic. If you have accidentally selected a file with a different format in the attachment list, a red icon with a white X will appear in the *Image properties* dialog box. If you close the dialog box and the editor is displayed, the icon is displayed instead of the image. In this case, select another file.

Note that a video will only be displayed correctly if it is in a format supported by your browser. If you have accidentally selected a file with a different format, a placeholder will be displayed with a corresponding message. In this case, select another file or convert the video into a different format, e.g. MP4.

Basic Settings Tab

You can access the following properties in the *Slideshow* dialog box:

Name	Description
Title	Enter a title for the selected element. The title is displayed below the element in the slideshow.
Scale	If this checkbox is activated, the element is displayed in full screen mode. Note that this may distort the image or video if its proportions do not match the proportions of the slideshow.

Name	Description
Actions	You can use the *Move to left* and *Move to right* buttons to position the image or video in the slideshow. You can choose *Remove* to delete the image or video from the slideshow. The image or video is retained as an attachment of the planning activity.

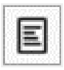
Advanced Settings Tab

Name	Description
Width of the tooltip	Enter the width in pixels for the display in the additional information
Height of the tooltip	Enter the height in pixels for the display in the additional information

4.5.5.6 PDF

Prerequisites

You need to have the content editor open. To access the editor for a planning activity, go to the activity's detailed view and click *Quick Actions* > *Edit general element info*. For a timeline, open the Timeline Context Menu and click *Details*. The *Edit Timeline* dialog box opens.

1. In the editor, position your cursor where you want to insert the PDF.
2. Click .
3. The *PDF* dialog box appears.
4. Choose one of the following options:
    - To add a PDF from the activity's attachments:
        a. Click *Browse...*.

           The attachment list of the activity is displayed.

        b. Click the *Use* button next to the PDF you want to add.
    - To upload a new PDF:
        a. Click *Browse...*.

           The attachment list of the activity is displayed.

b. Add a PDF file by dragging and dropping it in the lower area of the dialog box, or click the area to select a file on your computer.

   The file will be uploaded as an attachment to the activity and will appear in the attachment list.

c. Click the *Use* button next to the PDF.

- To use an asset of the *PDF* file type from the Media Pool:
  a. Click *Select asset*.

     The asset search is displayed.

  b. Browse for the PDF you want to use.
  c. Activate the checkbox next to the PDF.
  d. Click *Apply*.

     The link to the PDF is added to the *URL* field in the *PDF* dialog box.

5. Edit the properties of the PDF as needed. For more information, refer to the Properties section below.
6. Click *OK*.

The preview image for the PDF is now added in the editor.

Properties of the PDF

In the *PDF* dialog box, you can configure the following properties:

Function	Description
Allow download?	Choose whether users can download the PDF. If you select *Yes*, a download button appears below the PDF preview image.
LinkText	Note: This is visible only if the Allow download? property is activated. Define the label for the download button.
Orientation	Select the alignment of the PDF preview image: • *Center*: Centers the preview image. Text cannot flow around it. • *Left*: Aligns the preview image to the left. Text can flow around it if space is available. • *Right*: Aligns the preview image to the right. Text can flow around it if space is available. • *None*: No specific alignment. Text cannot flow around the preview image.

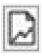
Function	Description
Scaling	Define how the content is displayed in the window: • *No scaling*: Displays the content at its original size. • *Height fill*: Scales the content to fit the full height of the window. • *Width fill*: Scales the content to fit the full width of the window. • *Window fill*: Scales the content to fit either the height or width, whichever requires the least scaling.

Ich m

4.5.5.7 Reports

Prerequisites

You need to have the content editor open. To access the editor for a planning activity, go to the activity's detailed view and click *Quick Actions* > *Edit general element info*. For a timeline, open the Timeline Context Menu and click *Details*. The *Edit Timeline* dialog box opens.

1. In the editor, position your cursor where you want to insert the report.
2. Click .

   The *Reports* dialog box appears.
3. In the *Choose Report* dialog box, select the report you want to display in the content enrichment.
4. Edit the report properties as needed. For more information, refer to the Properties section below.
5. Click *OK*.

The report is now added in the editor.

Properties of the Report

Function	Description
Width	Enter the width in pixels for the display in the additional information.
Height	Enter the height in pixels for the display in the additional information.

Function	Description
Orientation	Select the alignment of the report in the display: • *Center*: Centers the report. Text cannot flow around it. • *Left*: Aligns the report to the left. Text can flow around it if space is available. • *Right*: Aligns the report to the right. Text can flow around it if space is available. • *None*: No specific alignment. Text cannot flow around the report.
Scaling	Define how the content is displayed in the window: • *No scaling*: Displays the content at its original size. • *Height fill*: Scales the content to fit the full height of the window. • *Width fill*: Scales the content to fit the full width of the window. • *Window fill*: Scales the content to fit either the height or width, whichever requires the least scaling.

4.5.5.8 öchte HTML5 Videos

Note

The Content Enrichment function uses your browser's video player to play videos. Different browsers support different video formats. For maximum compatibility across browsers, we recommend using the MP4 format.

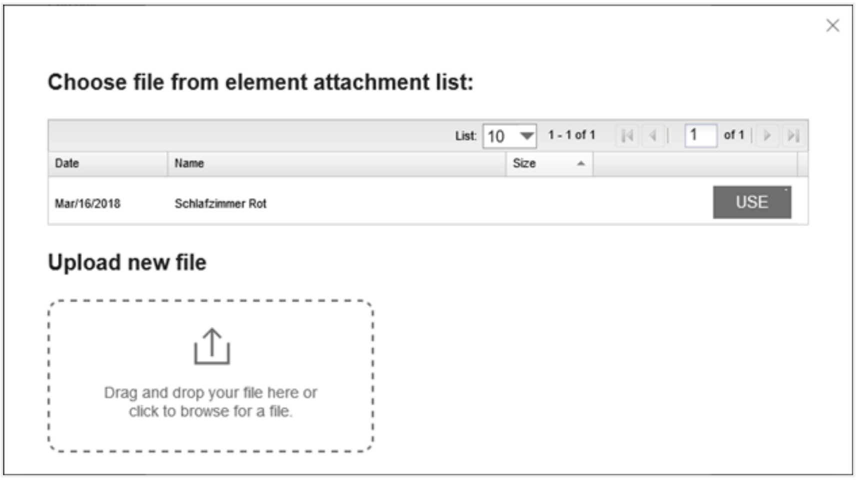
Prerequisites

You must open the editor for editing content. To access the editor for an activity, go to the detailed view of the activity and select *Quick Actions> Edit general element info*. To display the editor for a timeline, open the Timeline Context Menu and click *Details*. The *Edit Timeline* dialog box opens.

1. In the editor, position your cursor where you want to insert the video.
2. Click the ▶ icon.

   The *HTML5 video* dialog box appears.
3. Click *Browse server*.

   A file selection dialog box appears:



The top list shows your activity's attachments in various formats (documents, vector graphics, etc.).

4. If you don't see the video you need in the existing attachments, upload a new file by dragging and dropping it into the lower left area.

   The video uploads and appears in the attachment list.

5. In the attachment list, click the *Use* button next to your desired video.

   The video appears in the preview area of the *HTML5 video* dialog box.

6. Edit the video properties using the tabs described in the sections below.
7. Click *OK*.

The video is now added to your content in the editor.

Troubleshooting Display Issues

Your video will only display correctly if it's in a format supported by your browser. If you've selected an incompatible file, you'll see a placeholder with an error message. Either select a different file or convert your video to a compatible format like MP4.

Video Info Tab

The *Video Info* tab provides these configuration options:

Function	Description
Width of the tooltip	Enter the width in pixels for the video player

Function	Description
Height of the tooltip	Enter the height in pixels for the video player
Orientation	Select the alignment of the video player: • *Center*: Centers the video player with no text wrapping • *Left*: Aligns the player left with text wrapping if space allows • *Right*: Aligns the player right with text wrapping if space allows • *None*: No specific alignment with no text wrapping

Advanced Tab

The *Advanced* tab provides these options:

Function	Description
Autoplay?	Select whether the video plays automatically when you open the additional information

4.5.5.9 HTML5 Audio

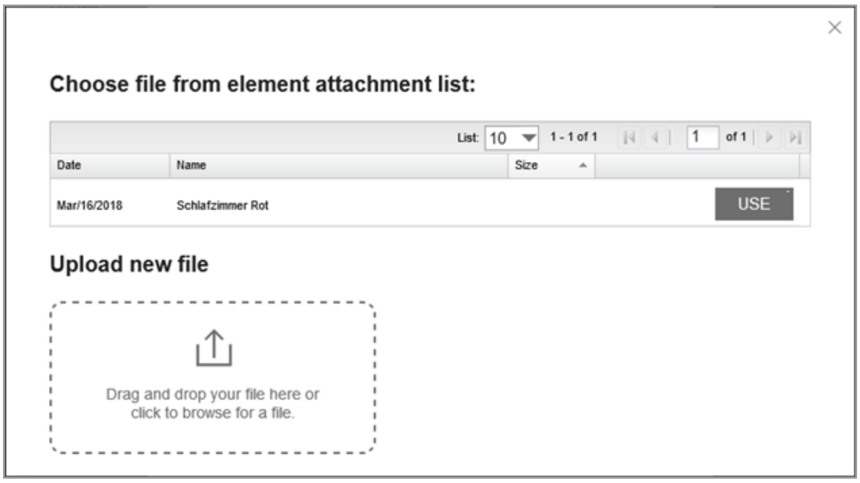
Prerequisites

You need to have the content editor open. To access the editor for a planning activity, go to the activity's detailed view and click *Quick Actions> Edit general element info*. For a timeline, open the Timeline Context Menu and click *Details*. The *Edit Timeline* dialog box opens.

1. In the editor, position your cursor where you want to insert the audio file.
2. Click .

   The *HTML5 audio* dialog box is displayed.
3. Click *Browse...*.

   Another dialog box is displayed:



The top list shows the activity's attachments. Note that the files can be of different formats, including documents, vector graphics, etc.

4. If you do not select an audio file from the existing list of attachments, upload a new file: Add a file in the lower left area using drag and drop.

   The audio file is uploaded and added to the attachment list.

5. In the attachment list, click the *Use* button next to the audio file you want to include.

   The audio is included in the preview in the *HTML5 audio* dialog box.

6. Edit the properties of the audio file. Refer to the following sections for detailed information when doing so.

7. Click *OK*.

The audio file has been added in the editor.

Audio Info Tab

You can access the following properties in the *HTML5 audio* dialog box on the *Audio infos* tab:

Function	Description
Orientation	Select the alignment of the audio player in the display: • *Center*: The audio player will be centered. Text cannot flow around the audio player. • *Left*: The audio player will be aligned left. If space is available, text will flow around the audio player. • *Right*: The audio player will be aligned right. If space is available, text will flow around the audio player. • *None*: The audio player will not be aligned. Text cannot flow around the audio player.

Advanced Tab

You can access the following properties on the *Advanced* tab:

Function	Description
Autoplay?	Select whether the audio file is played automatically when you open the additional information.

4.6 Expenses

To keep track of your budget and associated expenses at all times, you can manage POs, invoices, and other costs for each planning activity.

- Planned expenses: You map expenses that you plan but have not yet incurred through POs. You can create any number of POs for each activity, either as a standard order or as a blanket order with associated release orders. POs have a calculation status that can be open or closed. If a PO is open, Planner calculates that expenses can still be incurred from it. For more information, see chapter *Purchase Orders (POs)* on page 183.
- Actual expenses: You manage actual expenses through invoices. You can create as many invoices as you want for each activity.
  Invoices can be assigned to POs; this assignment allows you to cross-calculate planned and actual expenses for an accurate overall picture in the budget load.
  For more information on invoices, see chapter *Invoices* on page 196.
- Overall spending picture: The budget load summarizes planned and actual expenditures to provide you with a comprehensive view. The budget load totals the following:
  - Invoices that are not assigned to a PO
  - Invoices that are assigned to closed POs
  - The value of opened POs if the assigned invoice amounts are smaller than the PO value
  - Invoices assigned to opened POs, if the invoice amounts are greater than the PO value

  The chapter *Example of Calculation of Budget Load* on the next page provides you with a detailed and illustrative example.
- Other budget data
  - Fees: Fees are percentage or absolute amounts that are incurred as costs for activities in specific channels. Flagging these fees lets you create a net requirements plan. For more information, see chapter *Fees* on page 199
  - Marketing Development Fund (MDF): You can apply for marketing development funds for a set invoice and assign them to an authorized user, an approver. For more information, see chapter *Marketing Development Fund (MDF)* on page 202.

> Note
>
> To learn how to display different data in the budget view, see chapter *Presentation of Budget Data* on page 207.

Standard Budget Data

In the budget view, you can display the following data types:

Name	Description
Committed	Budget data of the *Committed* type is calculated from the sum of the values of standard POs, the remaining values of blanket orders, and the values of release orders. You manage POs in the detailed view of an activity. For more information, see chapter *Purchase Orders (POs)* on the facing page
Actual	The total of all invoices. You manage invoices in the detailed view of an activity. For more information, see chapter *Invoices* on page 196
Projected	The projected budget is calculated from open orders (Committed) and invoices (Actual). The exact calculation rule is explained in chapter *Example of Calculation of Budget Load* below.
Remaining	This is calculated by subtracting the Projected budget value from the planned value.
MDF	The total of received marketing development funds. For more information, see chapter *Marketing Development Fund (MDF)* on page 202

You can access the budget to create your own budget calculations based on formulas and display them in a column. For more information, see chapter *Customized Budget Calculations* on page 215.

4.6.1 Example of Calculation of Budget Load

The Projected budget is calculated from the following components:

- Invoices that are not assigned to a PO
- Invoices that are assigned to closed POs
- The Value of opened POs if the assigned invoice amounts are smaller than the PO value
- Invoices assigned to opened POs, if the invoice amounts are greater than the PO value

The following items are created for an element:

Three invoices (€ 100, € 750, and € 1200) are not assigned to a PO.

In addition, the following invoices are assigned to the specified POs.

Assigned	Order value	Assigned invoices	Calculation status
PO A	€ 2500	€ 500 € 250 € 700	Closed
PO B	€ 1600	€ 900 € 1100	Open
PO C	€ 1500	€ 1350	Open

The Projected budget value is calculated as follows:

Part	To consider	Total	Name of the Order
Invoices that are not assigned to a PO	€ 100 + € 750 + € 1200 =	€ 2050	
Invoices that are assigned to closed POs	€ 500 + € 250 + € 700 =	€ 1450	PO A
The Value of opened POs if the assigned invoice amounts are smaller than the PO value	€ 1500	€ 1500	PO C
Invoices assigned to opened POs, if the invoice amounts are greater than the PO value	€ 900 + € 1100 =	€ 2000	PO B
	Projected budget:	*€ 7000*	

4.6.2 Purchase Orders (POs)

Purchase Orders (POs) in Uptempo allow you to track and manage committed budgets for your marketing activities. The expenses that you plan but have not yet incurred are represented by POs. You can create any number of POs for each activity, either as a standard order or as a blanket order and associated release orders. POs have a calculation status that can be open and closed. If a PO is open, the Marketing Planner calculates that expenses can still be incurred from it.

Orders represent the situation where a service has been ordered but not yet paid for. The financial resources for this are correspondingly committed, but not yet spent.

PO Types

You define the type when creating a PO. You can choose between standard order, split order, blanket order and release order:

- *Standard orders*: A standard order is a self-contained unit; there is no dependency on other orders.
- *Split order*: With split orders you can map cases where a large package of services is ordered for better conditions, which is then distributed across one or more departments throughout the year.
- *Blanket orders*: With blanket orders, you purchase a large package of services without knowing when or how they will be used within the organization. An example is airtime for commercials at a TV station, which is purchased once a year to get better prices.
- *Release orders*: When it becomes clear how the resources purchased with the blanket order will be used, you create a release order to use money from that blanket order. The remaining value of the blanket order is then reduced by the amount used for the release order.

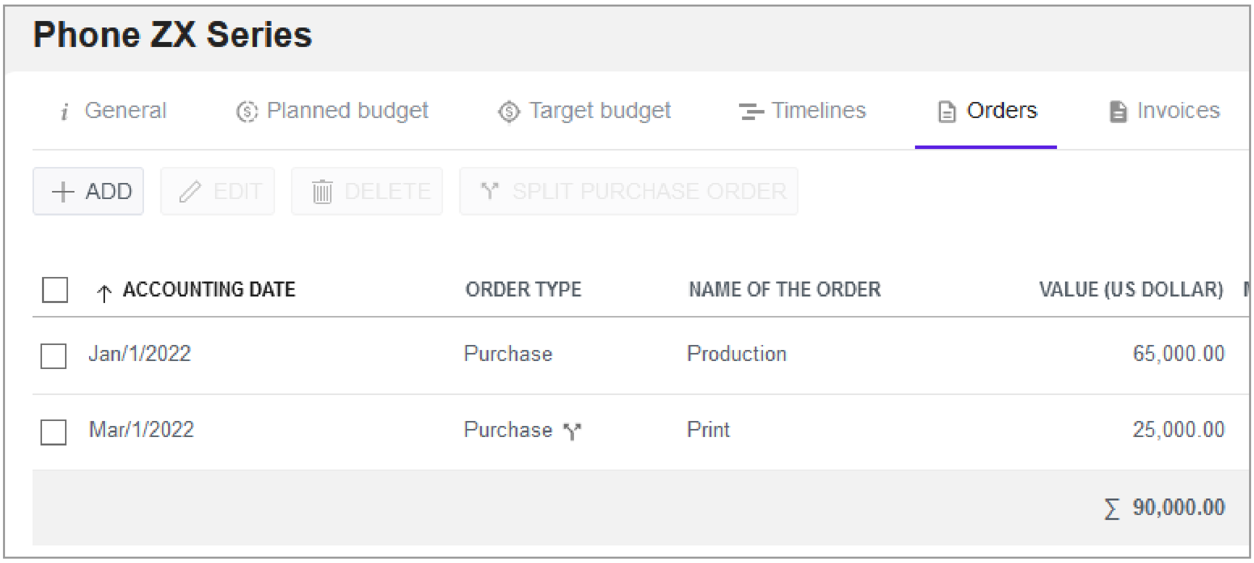
To create a split order, first create a purchase order for the total volume. Then divide the purchase order into split orders as required across various activities within the planning year.

The relationship between blanket order and release order works as follows: The blanket order must be created for the same or a parent activity that is in a direct path to the activity where the release order is created. Another requirement is that the activities of the blanket order and the associated release orders must have the same working currency.

Display in the Detailed View

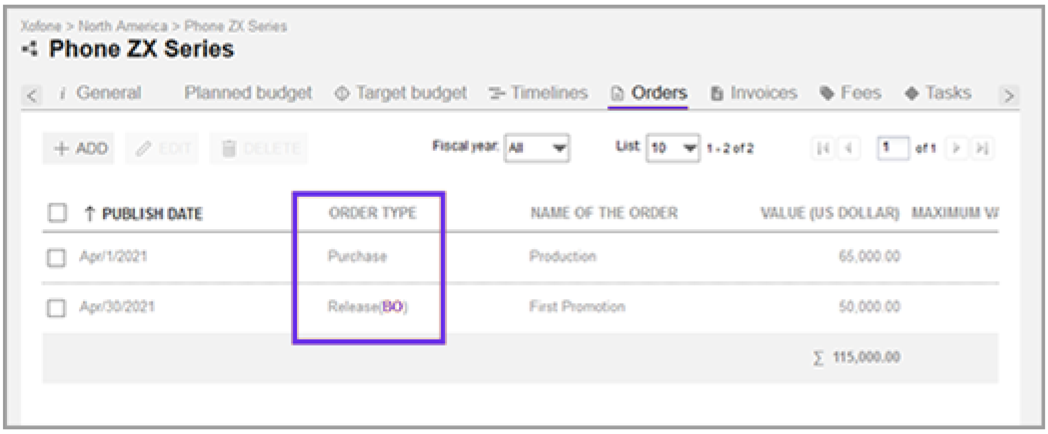
All order types are displayed in the detailed view on the *Orders* tab.

Purchase orders are marked with *Purchase* in the *Order Type* column. The icon is additionally displayed for split orders:

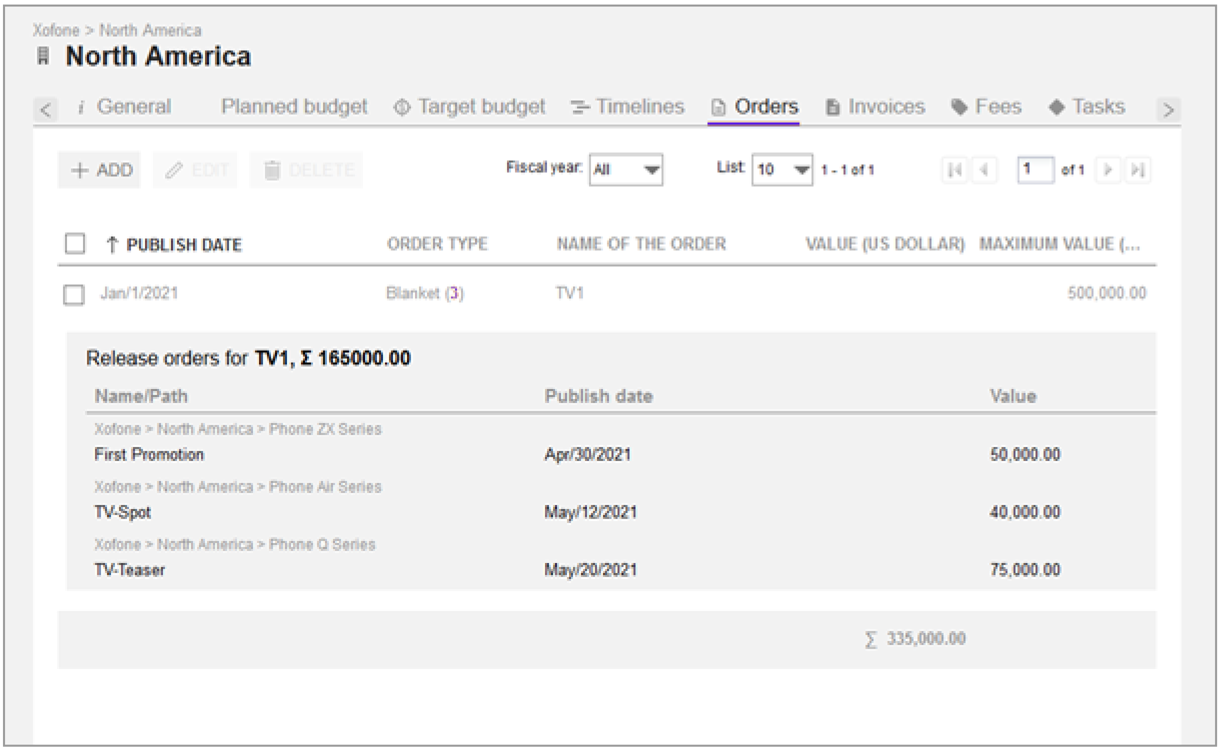


When you click the icon, you'll see an overview of the related partial orders.

Blanket and release orders are also marked in the *Order Type* column (entry *Blanket* or *Release*):



For blanket orders, the number of assigned release orders is displayed in parentheses. When you click on the number, a list opens showing details of the release orders:



Export and Import

You can export orders of any type. Import is possible for standard and release orders. For details, please refer to chapter *Import and Export of Budget Data* on page 247.

The Properties of an Order

The following table displays the properties of a standard order.

Blanket orders have the same data as standard orders with one exception: instead of entering the value, you enter the maximum value for a blanket order and the system calculates the remaining value. The remaining value is calculated as the maximum value minus any assigned release orders.

Release orders also have the same data as standard orders with one exception: A release order must always be assigned to a blanket order.

Property	Description
Name of the Order	Define the name with which the PO is displayed in the detailed view. If you don't enter a name, the PO is displayed in other lists according to the following pattern: [order due date][order value].
Order Type	Specify whether the order is a standard, blanket order or a release order.

Property	Description
Value (in working currency)	Define the order amount in the working currency of the planning activity (maximum: 99,999,999,999.99). The value is displayed in the *Committed* column in the budget plan.
Calculation status	Activate this checkbox to "freeze" the value of an order. The status of the PO is taken into account when the residual budget and projected budget are calculated. This field cannot be imported.
Accounting date	Define the time at which the PO is due so that the entered values can be transferred to the *Committed* column for the relevant month. The calculation date of a created blanket order with an assigned release order must be within the runtime of the planning activity.
Order Number	Enter the PO number assigned to the PO.
Reference Number	Enter the reference number generated when the invoice belonging to the PO was posted.
Cost Center	Define the cost center to which the order is to be posted.
Cost Type	Enter the cost type according to which the PO is to be categorized. You can freely enter text or choose from previously saved entries.
Supplier	Specify the supplier from whom the PO was received.
Responsible person	Select the responsible user.
Comment	Enter any additional information.
Attachments	Add a file attachment (such as a PDF file or link). The date you create the attachment is added automatically. Users with access to the Attachments tab can download the files by clicking on them in the Attachments column.
Linked Invoices	Select an existing invoice from the dropdown list to link it with the PO. If one or more invoices are linked to the PO, the dialog box displays the residual budget. The residual budget is calculated by subtracting the assigned invoices from the order value.

Related Actions

- *Entering a PO* on the next page
- *Editing a Purchase Order (PO)* on page 189
- *Deleting a Purchase Order (PO)* on page 190

- *Creating Split Orders* on page 190
- *Editing Split Orders* on page 195
- *Deleting Split Orders* on page 195

4.6.2.1 Entering a PO

1. Starting from the sidebar navigation, click > *Planner* > *Calendar* or > *Budget* and navigate to the line of the activity for which you want to enter a PO.
2. Double click on the activity.

   The detailed view will open.
3. Go to the *Orders* tab.
4. Click *Add*.

   The *Add Order* dialog box opens.
5. Enter the name of the PO.
6. Specify what type of PO it is: *Purchase*, *Blanket* or *Release*. For more information, see chapter *Purchase Orders (POs)* on page 183.
7. If you are creating a release order: Select the associated blanket order.
8. Enter the value. If it is a blanket order, enter the maximum value of the blanket order.
9. Set the accounting date.
10. If necessary, enter more properties. For more detailed information, see chapter *Purchase Orders (POs)* on page 183.
11. Click *Save*.

The PO has been created. The entered value is automatically entered in the corresponding cells of the *Committed* columns, where the accounting date determines the annual budget and the monthly budget. If there are several orders set in the same time period, the individual values are added together.

4.6.2.2 Editing a Purchase Order (PO)

> Note
>
> The PO type cannot be edited. If you want to change the type of a PO, delete the PO and create a new PO with the desired type.

1. Starting from the sidebar navigation, click > *Planner* > *Calendar* or > *Budget* and navigate to the line of the element whose PO you want to edit.
2. Double click on the element.

   The detailed view will open.
3. Go to the *Orders* tab.
4. Open the PO:
   a. Double click the PO.

   Or

   a. Activate the checkbox in the first column.
   b. Click *Edit*.

   The *Edit Order* dialog box is displayed.
5. Edit the properties.
6. Click *Save*.

The PO is saved with the changed properties.

4.6.2.3 Deleting a Purchase Order (PO)

Attention! Data loss!

You cannot reverse the deletion of POs.

Note

Blanket orders cannot be deleted as long as at least one release order is assigned. Before deleting, all assignments of release orders must be deleted.

1. Starting from the sidebar navigation, click > *Planner* > *Calendar* or > *Budget* and navigate to the line of the element whose PO you want to delete.
2. Double click on the element.

   The detailed view will open.
3. Go to the *Orders* tab.
4. Activate the checkbox in the first column for the PO you want to delete. If you want to delete several POs, activate the checkboxes of all POs.
5. Click *Delete*.

   A confirmation prompt is displayed.
6. Click *OK*.

The PO has been deleted.

4.6.2.4 Creating Split Orders

When you create split orders, you divide the amount of a purchase order among several planning activities and planning periods (months).

Distribution Mechanisms

You can manually split the initial amount across multiple activities and months. To simplify this process, especially with many activities and planning periods, Planner offers a two-stage distribution:

- **Primary distribution:** Determines how the amount is divided among activities in the first step. You can choose between *Number of periods* (Months) per activity or the *Number of elements*.

- **Secondary distribution:** Determines how the amount calculated in the first step is distributed among the selected periods of each activity. You can distribute evenly based on the number of selected periods (months) or weighted based on the number of days in each planning period.

EXAMPLE OF A TWO-LEVEL DISTRIBUTION

A €100,000 order is to be divided across 4 activities. For activities A, B, and C, one period each is chosen; for activity D, the months February and August are selected.

You set:

- Primary distribution: number of elements
- Secondary distribution: number of days

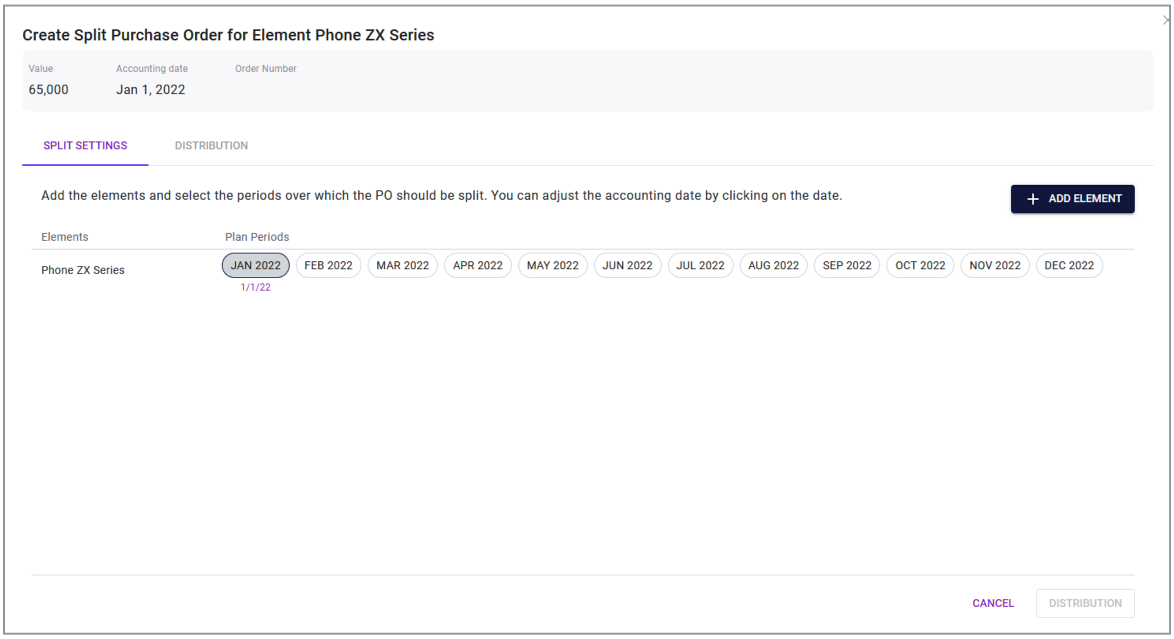
Result: Activities A, B, and C are each allocated €25,000. For activity D, the €25,000 is distributed according to the days in each month: €11,864.41 for February and €13,135.59 for August.

For an even distribution across all planning periods, select *Number of periods* for both primary and secondary distribution. For example, an amount of €65,000 would be distributed at €6,500 for each period if there are ten planning periods.

Prerequisite: You have created a purchase order that you want to split.

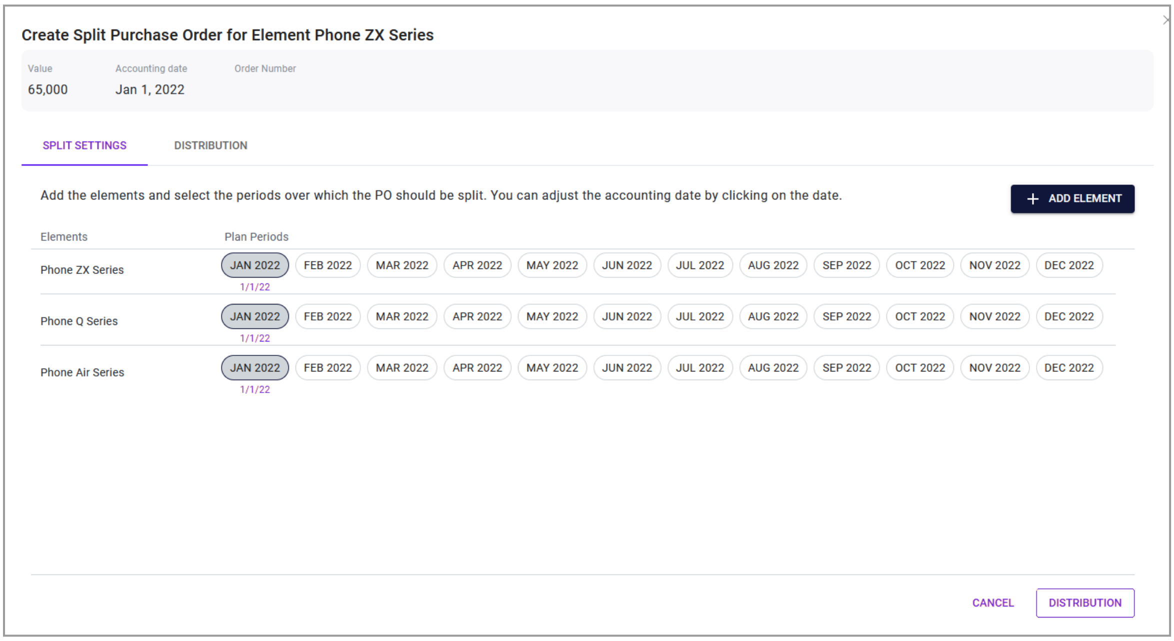
1. From the sidebar navigation, click > *Planner* > *Calendar* or > *Budget* and navigate to the activity whose purchase order you want to split.
2. Double-click the activity to open the detail view.
3. Switch to the *Orders* tab.
4. Select the checkbox of the purchase order you want to split.
5. Click *Split Purchase Order*.

   The split order dialog appears:

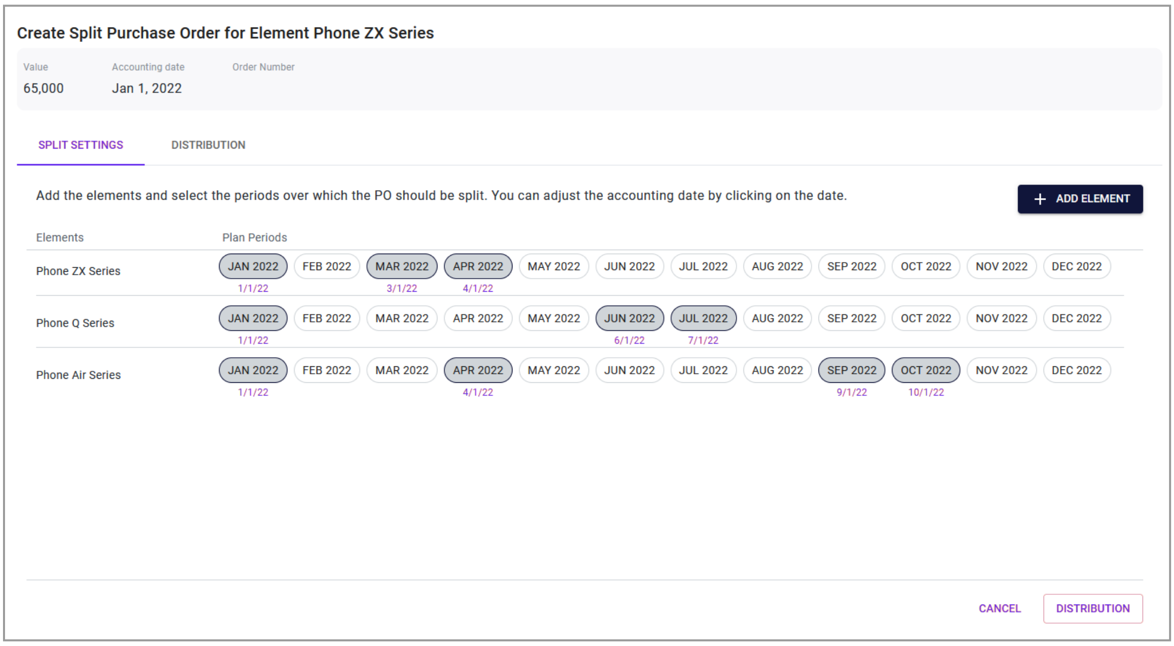


6. To split the order across multiple activities:
   a. Click *Add Element*.
   b. In the displayed activity tree, select the checkboxes of the activities to include in the split.
   c. Click *OK*.

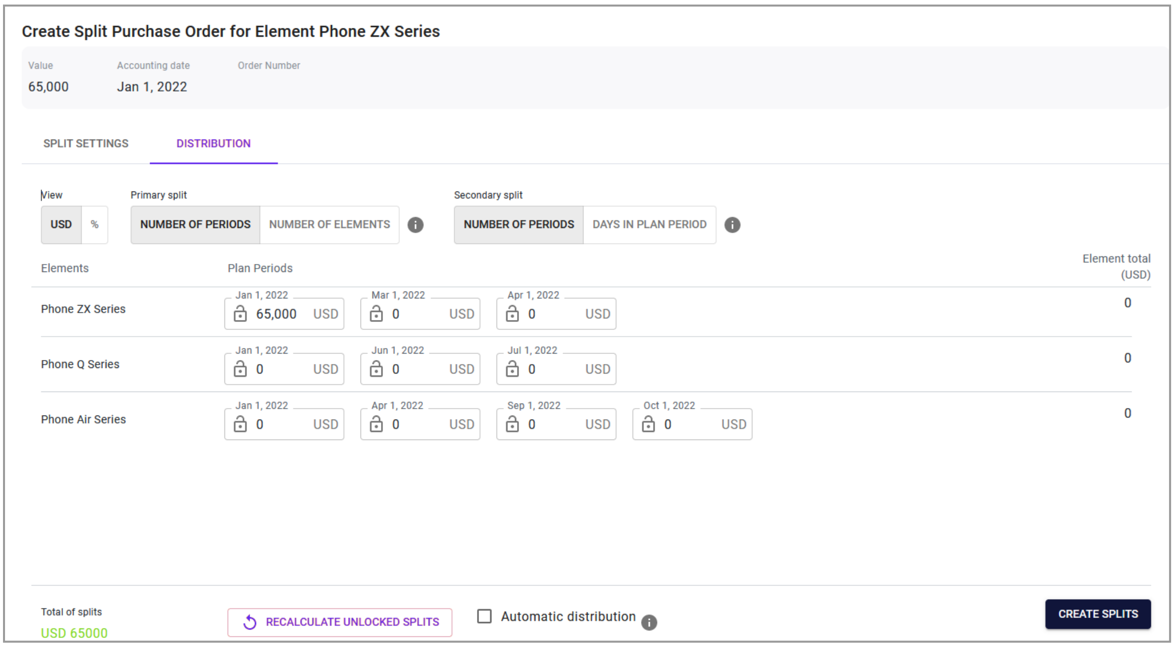
   The selected activities appear in the overview:



7. For each activity, click each month in which part of the total order is needed:



8. Click *Distribution* at the bottom right. Alternatively, switch from the *Split Settings* tab to the *Distribution* tab:



9. Split the amount by either:

   a. Entering partial amounts manually for each planning period, or

   b. Using the automatic distribution mechanism:

      i. Set the primary and secondary distribution options above the list.

      ii. Click *Recalculate unlocked splits*.

   The total amount is redistributed according to your settings. You can repeat this process anytime. To keep certain amounts fixed, click the lock icon next to those fields. A recalculation will then only affect unlocked amounts and periods.

   To have changes automatically trigger a recalculation of unlocked fields, select the *Automatic distribution* checkbox. This helps you verify that the total amount is distributed correctly.

10. Verify that you've distributed exactly the total amount. If not, the *Total of splits* value will appear in red at the bottom left of the dialog. Make corrections if needed.

11. Click *Create splits*.

The split orders are created with the properties of the original purchase order (name, order number, cost type, etc.) transferred to each new order. Each split order receives an ID consisting of an automatically defined group ID and a consecutive number.

4.6.2.5 Editing Split Orders

If you want to edit a split order, follow the instruction for other order types in *Editing a Purchase Order (PO)* on page 189.

> Note
>
> After splitting into partial orders, you no longer have the option to automatically recalculate the total split. Changes to the amounts in the partial orders will then also change the total amount.

If you want to edit the partial orders starting from an overview, proceed as follows:

1. Starting from the sidebar navigation, click > *Planner* > *Calendar* or > *Budget* and navigate to the row of an element to which a split order is assigned.
2. Double-click the element.

   The detail view opens.
3. Switch to the tab *Orders*.
4. Click the icon by the partial order.

   An overview is opened that shows all orders related to this split order.
5. At the split order you want to edit, click the icon .

   The editing dialog for the split order is displayed.
6. Edit the order
7. Click *Save*.

You have edited the order.

4.6.2.6 Deleting Split Orders

> Attention! Data loss!
>
> The deletion cannot be undone.

To delete a split order, follow the steps for other order types in *Deleting a Purchase Order (PO)* on page 190.

To delete several related split orders, follow these steps:

1. From the sidebar navigation, click > *Planner* > *Calendar* or > *Budget*, and navigate to the row of the element with assigned split orders.
2. Double-click the element.

   The detail view opens.
3. Switch to the *Orders* tab.
4. Click the icon next to the partial order.

   An overview appears showing all related split orders.
5. Click *Remove Split POs*.

   The icon appears next to the split orders.
6. Click the icon for each split order you want to delete.
7. Click *Save*.

   A confirmation prompt appears.
8. Click *Yes*.

The split orders have been deleted.

4.6.3 Invoices

You manage actual expenses through invoices. You can create as many invoices as you want for each element.
Invoices can be assigned to POs; this assignment allows you to cross-calculate planned and actual expenses for a correct overall picture in the budget load.

> **Note**
>
> Assigning invoices to POs is important so that you get a coherent overall view of your budget.

Properties of an Invoice

Property	Description
Name of the invoice	Enter a name for the invoice. If you do not enter a name, the invoice is displayed based on the following pattern in other lists (for example, for a request for a marketing development fund): [invoice date][invoice amount].

Property	Description
Amount	Enter an amount for the invoice (maximum: 99,999,999,999.99).
Payment status	Activate the checkbox if the invoice is paid.
Accounting date	Define the time at which the invoice is due so that the entered values can be transferred to the *Actual* column for the relevant month.
Booking Date	Enter the booking date.
Order Number	Enter the order number.
Reference Number	Enter the reference number.
Invoice Number	Enter the invoice number.
Cost Center	Define the cost center to which the estimate is to be posted.
Cost Type	Enter the cost type according to which the invoice is to be categorized. You can freely enter text or choose an already saved entry.
Supplier	Define the supplier who has issued the invoice.
Responsible person	Enter the responsible person.
Comment	Enter a comment.
Linked order	Link the invoice to a PO. This allows you to compare a PO with its corresponding invoice easily.
Attachments	Add a file attachment (a PDF file or link, for example). The date on which you created the attachment is added automatically. Users with access to the *Attachments* tab can download the files by clicking on them in the Attachments column.

Related Actions

- *Entering an Invoice* on the next page
- *Editing an Invoice* on the next page
- *Deleting an Invoice* on page 199

4.6.3.1 Entering an Invoice

1. Starting from the sidebar navigation, click > *Planner* > *Calendar* or > *Budget*, and navigate to the line of the element whose invoice you want to enter.
2. Double-click the element.
3. The detailed view opens.
4. Go to the *Invoices* tab.
5. Click *Add*.
6. The *Add invoice* dialog box opens.
7. Enter the name of the invoice. If you don't enter a name, the invoice is listed using the following format (for example, in an MDF request): [invoice date][invoice amount].
8. Enter the invoice amount.
9. Set the calculation date.
10. If needed, enter additional properties. For details, see *Purchase Orders (POs)* on page 183.
11. Click *Save*.

You have entered the invoice. The amount appears automatically in gray text in the corresponding cells of the *Actual* columns in both the yearly budget and the month of the invoice.

4.6.3.2 Editing an Invoice

1. Starting from the sidebar navigation, click > *Planner* > *Calendar* or > *Budget*, and navigate to the line of the element whose invoice you want to edit.
2. Double-click the element.
3. The detailed view opens.
4. Go to the *Invoices* tab.
5. Open the invoice:
    1. Double-click the invoice.

    or

    1. Select the checkbox in the first column.
    2. Click *Edit*.
6. The *Edit invoice* dialog box opens.

7. Edit the properties.
8. Click *Save*.

The invoice is saved with the changed properties.

4.6.3.3 Deleting an Invoice

Attention! Data loss!

You cannot reverse the deletion of invoices.

1. Starting from the sidebar navigation, click > *Planner* > *Calendar* or > *Budget* and navigate to the line of the activity whose invoice you want to delete.
2. Double click on the activity.

   The detailed view will open.
3. Go to the *Invoices* tab.
4. Activate the checkbox in the first column for the invoice you want to delete. If you want to delete several invoices, activate the checkboxes of all invoices.
5. Click *Delete*.

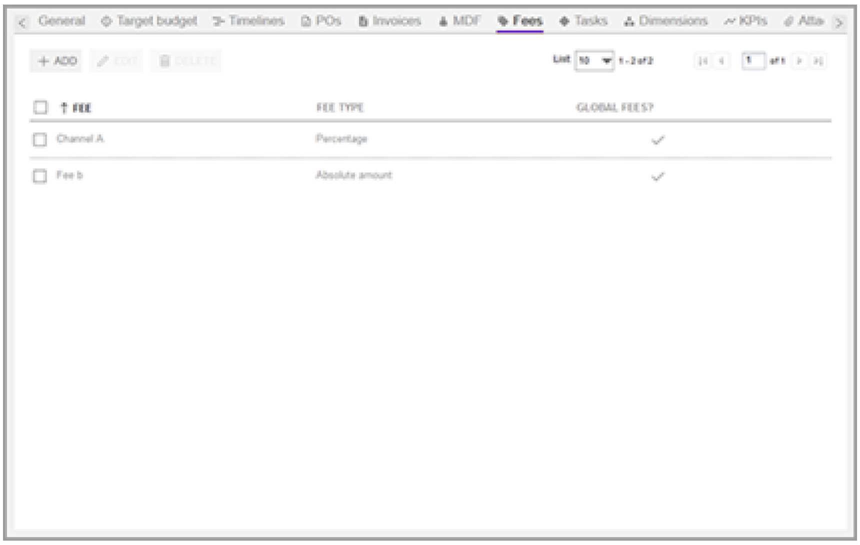
   A confirmation prompt is displayed.
6. Click *OK*.

The invoice is deleted.

4.6.4 Fees

Fees are percentage or absolute amounts that are incurred as costs for activities in specific channels. Flagging these fees lets you create a net requirements plan.

An administrator creates fees centrally. As a user, you assign one or more fees to the activity in the detailed view on the *Fees* tab. You can add one percentage fee or multiple fees with absolute values. You can also overwrite the monthly globally defined fee amounts for an activity if you have the appropriate permissions.



The formula for calculating the value of a percentage fee or an overall amount of fees for an activity is not defined. Uptempo provides suitable calculation modules that any customer can use to define their own calculation of fees. In turn, these values can be displayed in custom budget columns, see chapter *Customized Budget Calculations* on page 215.

To manage the fees of a large number of activities efficiently, you can export the fees, edit the files and then reimport them, see chapter *Import and Export of Budget Data* on page 247.

Related Actions

- *Assigning a Fee to an Element* below
- *Editing Fee Amount for an Element* on the facing page
- *Deleting Fee Assignment* on page 202

4.6.4.1 Assigning a Fee to an Element

1. Starting from the sidebar navigation, click > *Planner* > *Calendar* or > *Budget*, and navigate to the line of the element to which you want to assign a fee.
2. Double-click the element.
3. The detailed view opens.
4. Go to the *Fees* tab.
5. Click *Add*.
6. The *Add Fee* dialog box opens.

7. From the dropdown list, select the fee you want to add to the planning activity.
8. Optional: If you do not want to use the globally defined fees for the element:
    a. Deactivate the checkbox *Use globally set fees*.
    b. The monthly fees per year are displayed.
    c. Define the fees for each month. If needed, change the year to define additional months.
9. Click *Save*.

You have assigned a fee to the element.

4.6.4.2 Editing Fee Amount for an Element

You can edit the fee amount for an element either by using globally set values or by entering local values specific to the element.

1. In the sidebar navigation, click > *Planner* > *Calendar* or > *Budget* and go to the line of the element whose fee you want to edit.
2. Double-click the element.

    The detailed view opens.
3. Select the *Fees* tab.
4. Open the fee assignment:
    a. Double-click a fee.

    Or

    a. Select the checkbox in the first column.
    b. Click *Edit*.

    The *Edit fee* dialog box opens.
5. Edit the fee amount. You can either use globally defined values or enter local values for the element.

    Attention! Data loss! If you switch from local to global values, all local values will be lost and cannot be restored.
6. Click *Save*.

You have now edited the fee amount for the element.

4.6.4.3 Deleting Fee Assignment

Attention! Data loss!

Deleting a fee assignment is irreversible. All locally entered fee amounts for the element will be permanently removed.

1. In the sidebar navigation, click > *Planner* > *Calendar* or > *Budget* and go to the line of the element whose fee assignment you want to delete.
2. Double-click the element.

   The detailed view opens.
3. Select the *Fees* tab.
4. Select the checkbox in the first column for the PO you want to delete. To delete multiple POs, select all relevant checkboxes.
5. Click *Delete*.

   A confirmation prompt appears.
6. Click *OK* to confirm.

You have now deleted the fee assignment.

4.6.5 Marketing Development Fund (MDF)

Use marketing development funds to allocate allowances for financing your marketing activities. You apply for the funds for a specific invoice and assign them to an authorized approver. MDF amounts can be requested or approved up to a maximum of 99,999,999,999.99 (in the applicable currency). Released grants are shown in the budget column *MDF*.

Each MDF request is dated with the date of submission. This means that the current fiscal year must exist in the Planner. A fiscal year exists if it appears in the calendar or in the budget view dropdown. You can submit MDF requests for other years, but the request will always carry the current date.

Marketing Development Fund Properties

Property	Description
Invoice	Select the invoice for which you want to request MDF. Once selected, the invoice information appears below the dropdown.

Property	Description
Name	The invoice name is filled in automatically. You can modify it.
Creative Approval	Activate if you're using approved advertising material. You can confirm this by selecting an attachment from the dropdown list.
Approver	Assign the request to an approver. Only users with the correct role and access to the element are listed.
Save as favorite	If you frequently request MDF from this approver, enable the checkbox. This sets the approver as default for future requests. You can change it anytime.
Comment	Add comments if needed.

Overview of MDF Applications

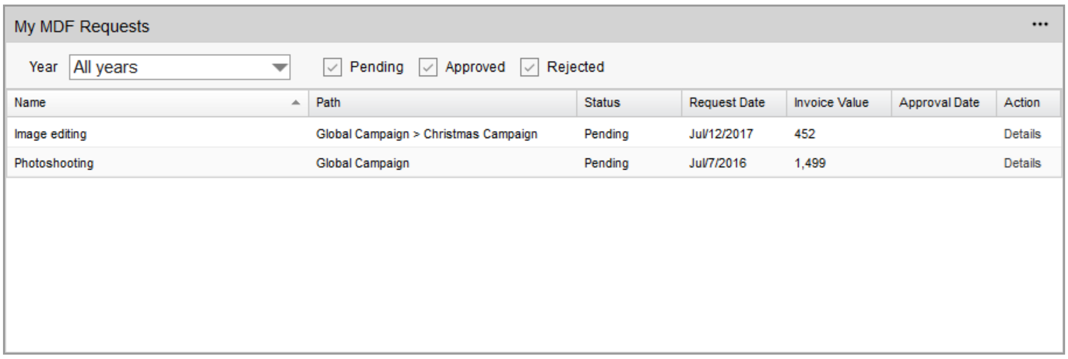
The dashboard includes two dashlets for managing your MDF applications:

My MDF Requests

This dashlet displays your submitted MDF requests. The table shows:

- Name
- Element path in the calendar view
- Status
- Request Date
- Invoice Value
- Approval Date

Click *Details* to open the *Edit MDF* dialog box and view the element's details in the *MDF* tab. Use the filters above the table to refine by status or timeline. Click ··· to open the dashlet menu. See *Dashlet Menu* on page 37 for more.



My MDF Requests

Year: All years — Pending — Approved — Rejected

Name	Path	Status	Request Date	Invoice Value	Approval Date	Action
Image editing	Global Campaign > Christmas Campaign	Pending	Jul/12/2017	452		Details
Photoshooting	Global Campaign	Pending	Jul/7/2016	1,499		Details

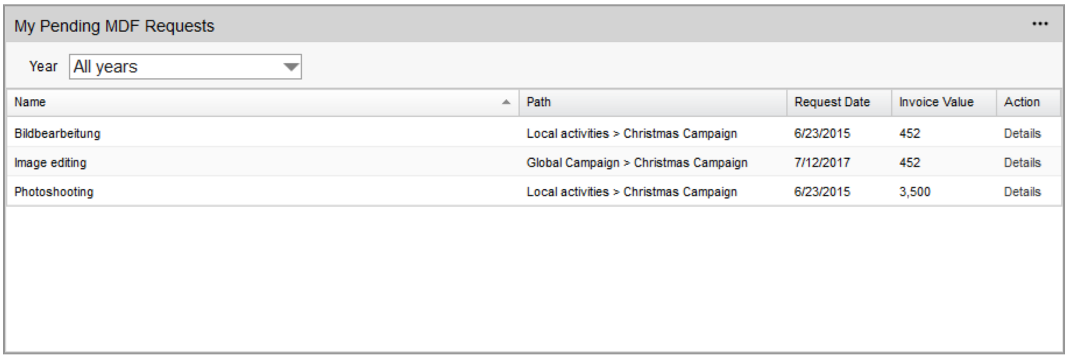
My Pending MDF Requests

> **Note**
>
> This dashlet only appears if you're registered as an approver. Contact your system administrator with questions.

The table includes:

- Name
- Element path in the calendar view
- Request Date
- Invoice Value
- Action

Click *Details* to open the *Approve MDF* dialog box and the MDF tab in the element's details.



My Pending MDF Requests

Year: All years

Name	Path	Request Date	Invoice Value	Action
Bildbearbeitung	Local activities > Christmas Campaign	6/23/2015	452	Details
Image editing	Global Campaign > Christmas Campaign	7/12/2017	452	Details
Photoshooting	Local activities > Christmas Campaign	6/23/2015	3,500	Details

Related Actions

- *Requesting a Marketing Development Fund (MDF)* below
- *Processing a Request for a Market Development Fund* on the next page

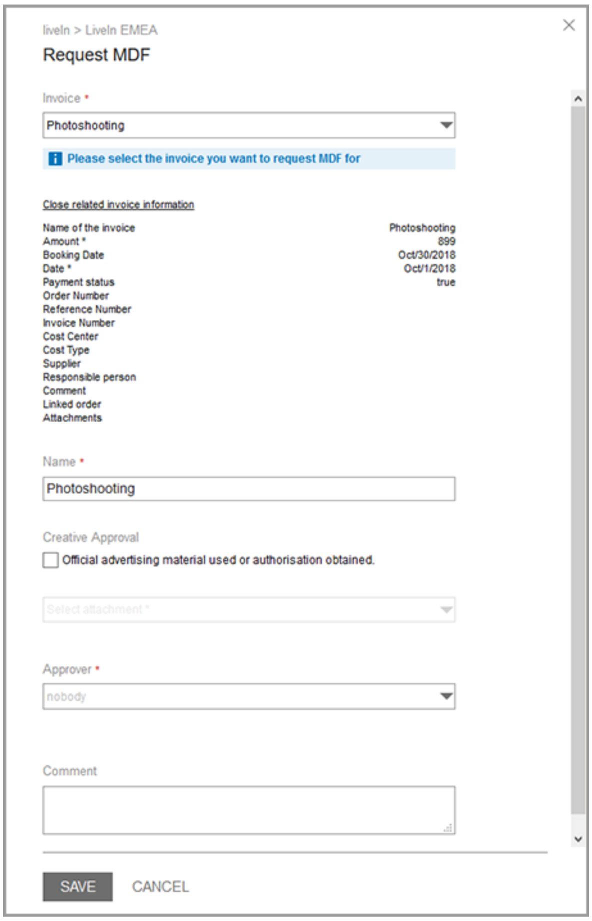
4.6.5.1 Requesting a Marketing Development Fund (MDF)

1. Starting from the sidebar navigation, click > *Planner* > *Calendar* or > *Budget* and navigate to the line of the element whose market development fund you want to request.
2. Double click on the element.

   The detailed view will open.
3. Go to the *MDF* tab.
4. Click *Add*.

   The *Request MDF*dialog box opens.
5. Edit the properties. For more information on the properties, refer to chapter *Marketing Development Fund (MDF)* on page 202.
6. Click *Save*.

You have requested the marketing development fund. The request is displayed on the *MDF* tab in the detailed view with the status *Pending*. The approver is notified of the request by e-mail. As the user who made the request, you also receive a summary via e-mail.



4.6.5.2 Processing a Request for a Market Development Fund

*Prerequisites:*You are registered as an Approver. If you have questions, contact your system administrator.

1. In the sidebar navigation, click > *Planner* > *Approvals*.

   The Approvals view opens on the *MDF requests* tab.

2. Select a request:

   - Select a request from the list.
   - Use the search function to locate a request.

3. Choose whether to approve or reject the request by activating the relevant checkbox.
4. If approving the request, enter the market development fund rate:

- In the *MDF (%)* column, enter a percentage value (e.g., 5 for 5% of the invoice).
- In the *MDF* column, enter an absolute value (e.g., 100 [€]).

5. To add a comment, place the cursor in the *Comment* field and click *Reply*.

   A comment field opens. Enter your response and click *Close* to save it.

6. Click *Save* to confirm your changes.

The request is processed. The requester is notified by email. Processed requests appear under > *Approvals* > *Completed MDF requests*.

To open a request directly, click *Details* in the *Action* column. If the request has multiple attachments, download them all in a ZIP file using the *Download all files* button.

4.6.6 Presentation of Budget Data

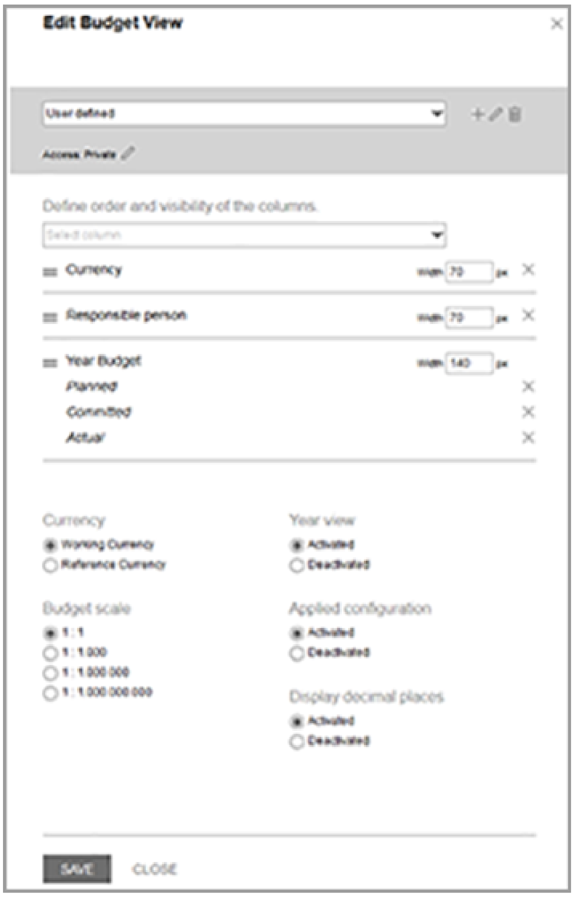
As you plan and manage your marketing activities, you enrich planning activities with budget data. In this chapter, you will learn how to present the data in a meaningful way for analysis and comparison.

Budget Views

In the Planner, you use budget views to control which budget data is displayed. In addition, you can calculate your own data by entering formulas and display it for each element in a column, see chapter *Customized Budget Calculations* on page 215.The budget views are defined by you or another user. Where necessary, saved views can be published for all Planner users or for specific user groups. Note that you can edit and publish only your own views.

If you want to restore the default view, choose > *Planner* > *Budget*> *Budget views* > *Default View*.

If you open the *Budget views* dropdown list and select *Manage views...*, the following dialog box opens:



In the upper area, you can manage the budget views; for example, you can define the name or select the view that you want to edit. Below that, you can select which columns and other elements are displayed in the view. You can also define the order in which the data is displayed in the planning area: data at the top of the list is displayed in the planning area on the left.

> **Note**
>
> For the order of the columns, note that data from the yearly or monthly budget can only be moved as a block and the order of the data within the yearly or monthly budget is fixed.

The default width of the columns is 70 px. You can change it to any width. Note that the yearly and monthly budgets contain several columns. You enter a column width for the yearly and monthly budget and each column is displayed with this width.

Hints in the Event of Inconsistencies

The Planner helps you to plan your budget by highlighting inconsistencies with colored triangles for the budget values in question. The font color of the budget value can also indicate inconsistencies or provide you with information about the origin of the budget value.

	A gray corner in the budget cell of a parent element indicates that one or more sub-budgets are causing problems
	A red corner join in the budget cell may indicate one of two inconsistencies: • The sum of the sub-budgets exceeds the total budget. • The sum of the monthly budgets exceeds the yearly budget. Note: In a top-down year, the red corner is only displayed if discrepancies in the working currency occur.

Note

When you move the mouse over a color-coded budget cell, a balloon containing an info text about the detected inconsistencies is displayed.

A gray font indicates that the budget value was calculated automatically (for instance, from an entered PO, invoice, or sub-budget).

A black font indicates that the value was entered in the budget view manually. Note that this is possible only for planned values.

A red font indicates that the value exceeds the planned value and that no more of the budget is available in the *Remaining* column. In the *Projected* column, a red font indicates that the value is higher than the planned value, or that no planned value is entered although a projected budget is available.

Displayable Data and Settings

The following data and settings are possible:

Standard Budget Data

For each element, you can display the budget data from the planning phase (planned and target budget) as well as from the management phase, such as *Committed*, *Actual*, or *Remaining*. For detailed information on the data from the management phase, refer to the chapter *Expenses on page 181*.

Customized Budget Calculations

You can access the budget to create your own budget calculations based on formulas and display them in a column. For more detailed information, see the chapter *Customized Budget Calculations* on page 215.

Displaying the Budget Utilization

The budget utilization is displayed as follows:

- The dark blue bar represents the proportion of the budget that has been consumed.
- A light blue bar represents the proportion of the budget that is still available.
- A red bar represents budget overruns.

	Year Budget		
	Planned	Committed	Actual
− liveIN	2,708,000	7,650	2,500
− Global Campaign	800,000	13,878	41,077
+ Special Sale	55,000		25,000
+ Anniversary 25 Years	4,000	3,500	4,500

Above the monthly columns, a schematic budget utilization view based on the values of the month in question in relation to the yearly budget is also displayed.

	Year Budget			January		February	
	Planned	Committed	Actual	Planned	Actual	Planned	Actual
− liveIN	2,708,000	7,650	2,500	200,000	200	2,000,000	100
− Global Campaign	800,000	13,878	41,077	100,000	1,000	200,000	28,500
+ Special Sale	55,000		25,000			55,000	25,000
+ Anniversary 25 Years	4,000	3,500	4,500	4,000	1,000		3,500

Basis Attributes of the Elements

You can show the following basic attributes in separate columns:

- Responsible person
- Duration

- External ID
- Element ID
- Element type
- Element notes (See the detailed view of the *General* tab)

If you open the context menu when displaying an additional piece of information in the Year Budget column, you can view the *Insert/Edit additional information* menu item. If you display the *Responsible person*, *Duration*, *External ID*, or *Element ID* information, the function opens the element detailed view on the *General* tab. If you display a dimension, the editing dialog box for the dimension for this element opens.

Dimensions

You use dimensions to describe elements uniformly in the Planner. In a dimension, for example, you can record which target group the marketing activity is aimed at. Dimensions are set up specifically for your system.In the budget view, you can selectively show the dimensions with the values for each element.

Currency

To manage budgets in multiple countries, you can assign various currencies to the planning activities. The administrator specifies which currencies are available in the system in the settings. To compare budgets from different countries, the administrator also defines a reference currency and corresponding exchange rates for each year. Other currencies are converted into the reference currency using the exchange rates.

In the budget view, you can choose whether the budget data is displayed in the working currency (i.e. in the currency defined for the element) or in the reference currency. This applies to the *Plan*, *Target*, *Committed*, *Actual*, *Projected*, *Remaining* and *MDF*. If the use of a secondary exchange rate is activated in your system, you can choose between primary and secondary exchange rate. Note that now the budget view can simultaneously display data in the reference currency calculated with both exchange rates. In this case, if you enter values directly in the budget view, this data will be converted to the working currency using whichever exchange rate is applied.

> **Note**
>
> Note that KPIs and reports are calculated using the primary exchange rate only.

You can also display the currency of the displayed data in a column.

Budget Scale

To ensure that it is also easy to record and compare high amounts, you can select the budget scale for the budget view.

For example, € 1,150,560:

Setting	Diagram
1:1	1,150,560
1:1,000	1,150
1:1000000	1
1:1000000000	0

Decimal Places

You have the option to display budget data exactly with 2 decimal places or rounded with the *Display decimal places* setting.

Examples:

Setting Activated	Setting Deactivated
1,566.99	1567
12,356.12	12,356
18,542.50	18,543
1,500.00	1,500

Related Actions

- *Creating a Budget View* on the facing page
- *Applying a Budget View* on page 214
- *Editing a Budget View* on page 214
- *Deleting a Budget View* on page 215

4.6.6.1 Creating a Budget View

1. Click > *Planner* > *Budget*> *Budget views* > *Manage views...*.

   The *Edit Budget View* dialog box is displayed.

2. Click + in the upper area.

   The *Budget View Name* dialog box opens.

3. Enter the name of the view.
4. Click *OK*.
5. If you want to make the budget view available to other users, click the pencil icon next to the *Access* field.

   The *Saved view access settings* dialog box opens.

6. Choose whether to publish the view for all Planner users or for specific user groups.
7. Click *OK*.
8. In the dropdown list, select the columns to be included in the view. For an overview of the possible data, refer to chapter *Presentation of Budget Data* on page 207. If the use of a secondary exchange rate is activated in your system, you can choose between primary and secondary exchange rate for the standard budget data.
9. Define the order of the columns using drag and drop.
10. Enter the width of the columns in pixels.
11. Choose whether budget data is displayed in the working currency or reference currency.
12. Select the budget scale.
13. Choose whether the *Year view* and *Applied configuration* control elements are displayed.
14. Specify whether amounts are displayed with decimal places.
15. Click *Save*.

You have created the budget view. The dialog box closes and the budget is displayed according to your settings. Depending on the selected access options, you and other users can select the view in the dropdown list.

4.6.6.2 Applying a Budget View

1. Choose > *Planner* > *Budget* > *Budget views*.

   The dropdown list opens.

2. In the bottom area of the dropdown list, select the saved view that you want to apply.

You have selected the budget view. The budget is reloaded and displayed according to the selected view.

4.6.6.3 Editing a Budget View

Prerequisites

You have already created a budget view.

1. Click > *Planner* > *Budget* > *Budget views* > *Manage views...*.

   The *Edit Budget View* dialog opens.

2. Select the view you want to edit from the dropdown list at the top.
3. To rename the view, click the pencil icon next to the dropdown.

   The *Budget View Name* dialog opens.

4. Enter a new name and click *OK*.
5. To change access rights, click the pencil icon next to *Access*.

   The *Saved view access settings* dialog opens.

6. Adjust the access settings as needed and click *OK*.
7. To update the displayed columns, you can:
   - Add additional data
   - Reorder columns via drag and drop
   - Adjust column widths
   - Remove columns using the **X** icon
8. Optionally adjust settings for:
   - Currency
   - Budget scale
   - Year view

- Applied configuration
- Display decimal places

9. Click *Save* to apply your changes.

The dialog closes and the updated budget view is applied.

4.6.6.4 Deleting a Budget View

Prerequisites

You have already created a budget view.

> Attention! Data loss!
>
> You cannot reverse the deletion.

1. Click > *Planner* > *Budget* > *Budget views* > *Manage views...*.

   The *Edit Budget View* dialog box is displayed.

2. In the top area of the dropdown list, select the view that you want to delete.
3. Click the recycle bin icon to the right of the dropdown list.

   A confirmation prompt is displayed.

4. Click *Yes*.

The budget view is deleted.

4.6.7 Customized Budget Calculations

4.6.7.1 What You Can Do

Create your own budget calculations using formulas and show the results in a dedicated column.

4.6.7.2 Create a Formula Column

1. In the *Edit Budget View* dialog, select the column type *Formula*.
2. Enter your formula using the formula editor.

4.6.7.3 Formula Components

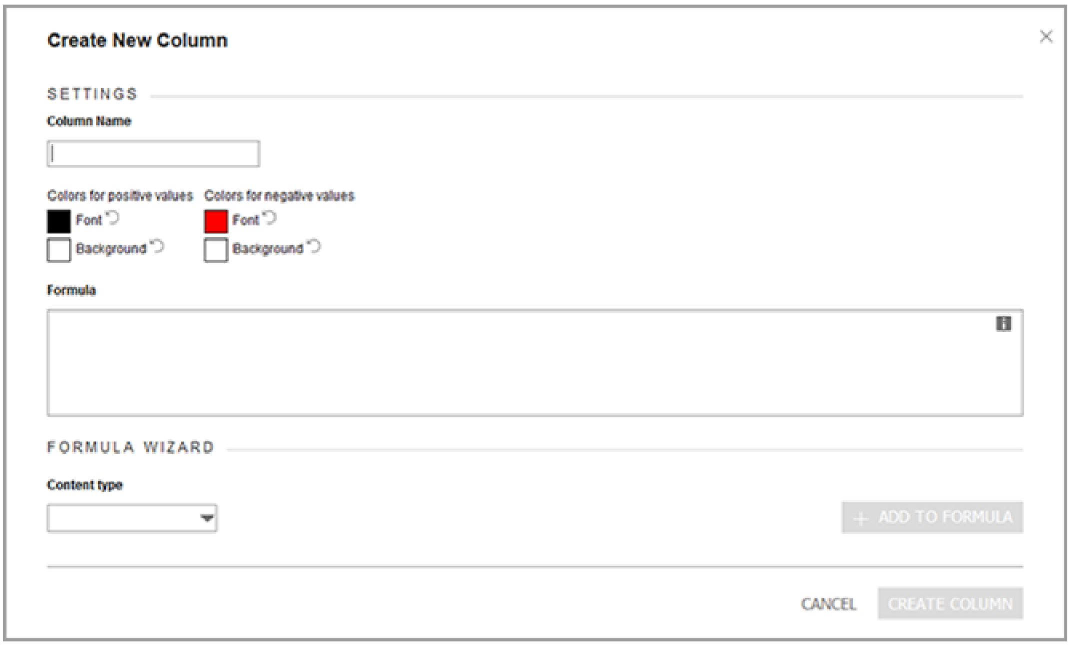
4.6.7.3.0.1 Supported Operators

Use basic math symbols: `+, -, *, /, ( )`

4.6.7.3.0.2 Available Data Types

- Budget values: Planned, Target, Committed, Actual, Projected, Remaining, MDF
- Fees – see *Fees* on page 199
- Exchange rates
- Numbers

For budget value details, see *Expenses* on page 181.



4.6.7.4 Calculation Options

4.6.7.4.0.1 Time-Based Values

Budget values, fees, and exchange rates are calculated by time period. For planned values, the formula always uses the full timeline (including adjustments).

4.6.7.4.0.2 Compare Across Years

You can calculate and compare data for:

- a fixed year
- or the currently selected year

4.6.7.4.0.3 Currency and Child Element Settings

- Choose whether to include values from child elements.
- Decide whether to use working or reference currency.
- If available, choose between primary and secondary exchange rates.

4.6.7.4.0.4 Exchange Rate Variables

When using exchange rates:

- Specify the target currency (based on the reference currency).
- If no rate exists for the selected period, the variable returns 0.

4.6.7.5 Export and Display Settings

4.6.7.5.0.1 Include in Export

You can include your custom calculations when exporting. See *Exporting Planning Data* on page 230.

4.6.7.5.0.2 Color Customization

- Default: positive values = black, negative = red
- Optional: define custom font and background colors

Example: Net Planning Without Fees
You manage campaigns with fees and want to calculate the net budget (excluding fees, without child elements).

Formula

$$B_{Net} = B_{Planned} - (B_{Planned} * F_{\%} + F_{abs} / (1 + F_{\%}))$$

Explanation

- **Net**: Net planned budget
- **Planned**: Planned budget
- **%**: Percentage-based fee
- **Abs**: Absolute fee total

4.6.7.5.0.3 Tips

- Calculate per month – each month requires its own column.
- For a how-to, see *Creating Custom Budget Calculations* below.

Note Your administrator must create the fee types and assign them to the elements. See *Assigning a Fee to an Element* on page 200.

Related Actions

- *Creating Custom Budget Calculations* below
- *Editing Custom Budget Calculations* on page 221
- *Publishing Custom Budget Calculations* on page 221
- *Deleting Custom Budget Calculations* on page 221

4.6.7.6 Creating Custom Budget Calculations

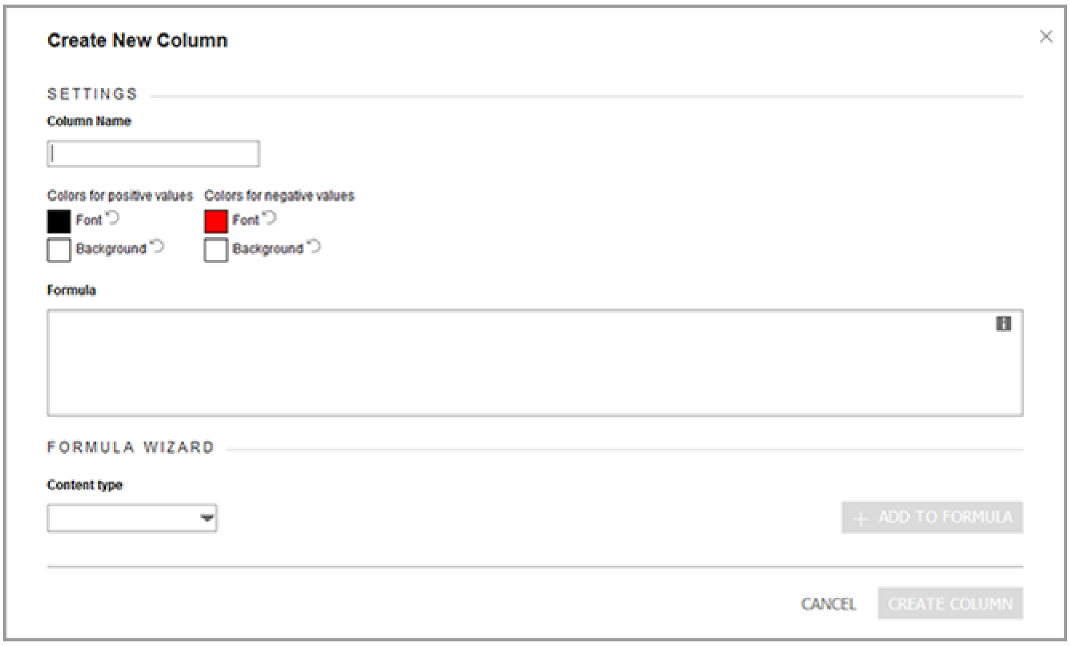
You want to calculate the net planned budget for the month of January. The formula for calculation corresponds to the example in chapter *Customized Budget Calculations* on page 215: BNet = BPlan - (BPlan * F% + Fabs /(1 + Fabs))

Note

For the sake of clarity, the characters +-*/ and () are set in quotation marks in the instructions below. The quotation marks are not included in the entry in the *Formula* field!

1. Starting from the sidebar navigation, click > *Planner* > *Budget* > *Budget views* > *Manage views...*.
2. In the *Select column* dropdown list, select the entry *Formula*.

   The *Create New Column* dialog box opens:



3. Enter a name for the column (e.g. *Net planned budget for January*).
4. In the *Formula* field, enter the first part of the formula, the planned budget:
   a. In the *Content type* dropdown list, select the entry *Budget*.
   b. In the *Budget Type* dropdown list, select the entry *Planned*.
   c. In the *Period* dropdown list, select the *January* entry.
   d. In the *Year* dropdown list, select the *Displayed year* entry.
   e. Make sure that the sum of children elements is not used for parent elements by unchecking the *Sum of all children* checkbox.

   f. Specify that the value in the working currency will be used.

   g. Click *Add to formula*.

   The <*Budget - Planned - January - (Displayed year) - (Working currency)*> entry is added in the Formula field.

5. Enter the characters "- (" after the entry.
6. Add the <*Budget - Planned - January - (Displayed year) - (Working currency)*> entry again. Alternatively, copy the <*Budget - Planned - January - (Displayed year) - (Working currency)*> entry and add it at the end of the line.
7. Enter the character "*" at the end.
8. Enter the percentage fee:

   a. In the *Content type* dropdown list, select the *Fee* entry.

   b. In the *Fee* dropdown list, select the *Rate of percentage fee* entry.

   c. In the *Period* dropdown list, select the *January* entry.

   d. Click *Add to formula*.

   The <*Fee - Rate of percentage fee - January*> entry is added in the *Formula* field.

9. Enter the character "+" at the end.
10. Enter the total of the absolute fees:

    a. In the *Content type* dropdown list, select the *Fee* entry.

    b. In the *Fee* dropdown list select the *Sum of absolute value fees* entry.

    c. In the *Period* dropdown list, select the *January* entry.

    d. Click *Add to formula*.

    The <*Fee - Sum of absolute value fees - January*> entry is added in the *Formula* field.

11. Enter the characters "/(1+" at the end.
12. Add the <*Fee - Rate of percentage fee - January*> entry again. Alternatively, copy the <*Fee - Rate of percentage fee - January*> entry and add it at the end of the line.
13. Enter the characters "))" at the end.

    You have entered the formula. The *Formula* field now contains the following:

<Budget - Planned - January - (Displayed year) - (Working currency)>-(<Budget - Planned - January - (Displayed year) - (Working currency)>*<Fee - Rate of percentage fee - January>+<Fee - Sum of absolute value fees - January>/(1+<Fee - Rate of percentage fee - January>))

14. Choose *Create Column*.

    The dialog box closes. The *Net planned budget for January* column is added to the list of columns in the current budget view.

15. Click *Save*.

The *Edit Budget View* dialog box closes. The column is displayed in the budget.

4.6.7.7 Editing Custom Budget Calculations

1. Starting from the sidebar navigation, click > *Planner* > *Budget* > *Budget views* > *Manage views...*.
2. If the column is not included in the current view, select the view containing the column.
3. In the column line, click the pencil icon.

   The *Edit Column* dialog box opens.

4. Edit the name or formula.
5. Click *Save*.

   The *Edit Column* dialog box closes.

6. Click *Save*.

The *Edit Budget View* dialog box closes. The edited column is displayed in the budget.

4.6.7.8 Publishing Custom Budget Calculations

You publish custom budget calculations by adding the column to a budget view and saving and publishing it. For more information, see chapter *Creating a Budget View* on page 213.

4.6.7.9 Deleting Custom Budget Calculations

Attention! Data loss! Deleting a custom budget calculation cannot be undone. All entries are permanently removed.

1. Click > *Planner* > *Budget* > *Budget views* > *Manage views...*.
2. If the column is not shown, switch to the view where it was added.

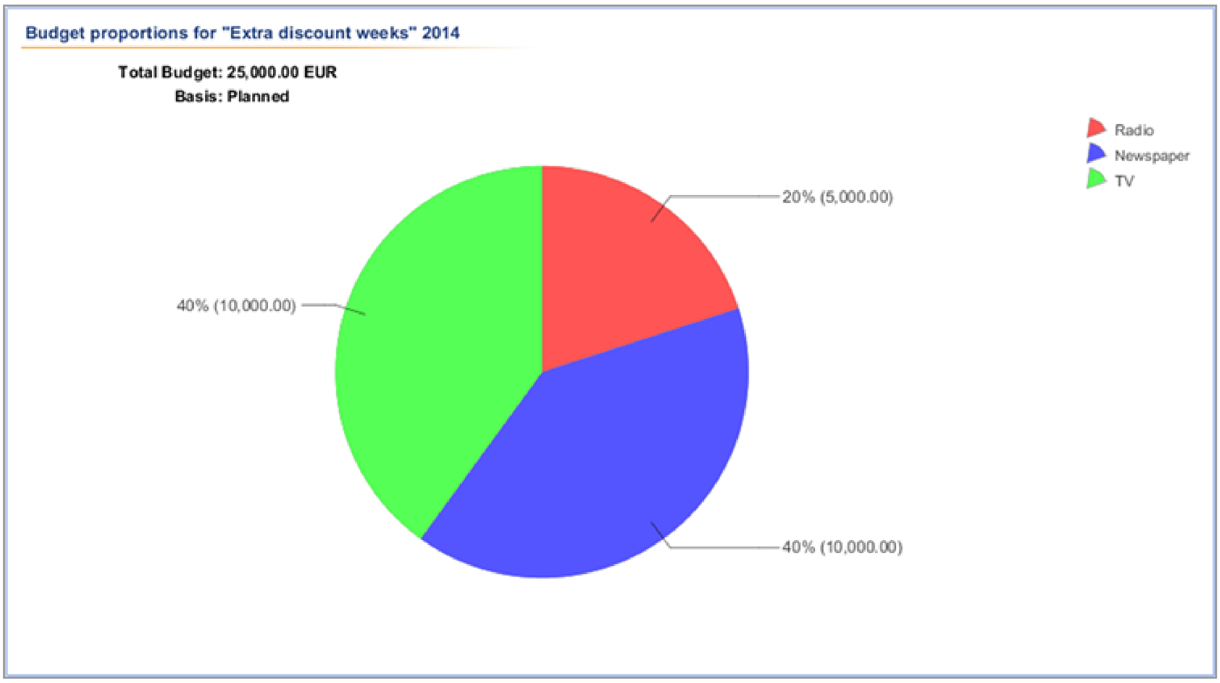
3. Click the × icon on the column line to remove it.
4. Click *Save* to confirm deletion.

The *Edit Budget View* dialog closes. The column is no longer shown in the budget view.

5

Measurement and Reporting

In this phase, you measure the performance of your activities, evaluate the costs and create reports. This activates you to make a statement about the success of your activities at any time, make new decisions based on this and adjust your planning accordingly.



This includes the following functions

- *Measure Target Achievement* on the facing page
- *Managing Digital Campaign Resources* on page 234
- *Exporting Planning Data* on page 230
- *Reports and Charts* on page 235

5.1 Measure Target Achievement

Use key performance indicators (KPIs) to document and evaluate the achievement of your marketing activities. KPIs are defined and created centrally by an administrator. In addition, KPIs can be organized into sets by the administrator. If you have any questions about how they are defined and how they work, contact your administrator.
As a user, you assign KPIs to planning activities and edit them.

> Note
>
> If the reference currency has to be converted, this is always done with the primary exchange rate for KPIs.

KPI types

During the assignment you will encounter two different types of KPIs, *Measurement* and *Computed*. With a KPI of the *Measurement* type, you directly document a result of your marketing activities, for example, the *Number of visitors*, *Number of contact requests* or *Clicks*.

KPIs of the *Computed* type are calculated using other KPIs, for example Lead conversion rate = <Number of contact requests>/<Number of visitors>*100.0.

In the detailed view on the KPI tab, the types are indicated by the following icons:

- Measurement:
- Computed:

Due date of a KPI

You select a measurement date for a KPI. On this date, the KPI must be evaluated for a correct assessment of the marketing activity. Accordingly, KPIs of the *Measurement* type must have been processed by this date. For KPIs of the *Computed* type, this applies to the KPIs required for calculation.

The dashboard helps to keep track of which KPIs need to be processed soon with the *KPI Evaluation* dashlet: The dashlet shows KPIs whose evaluation is overdue () or must be done in five days at the latest (). Only the KPIs of elements that you can access are displayed.

Overall evaluation for a planning activity

With the target or threshold value, you define which value should be reached for a KPI. A target achievement percentage is automatically calculated from the comparison with the actual value.

EXAMPLE

A set consisting of the following KPIs is assigned to an event:

TYI	MEASURE ...	KPI	WEIGHT	TARGET/THRESH...	VALUE	ACHIEVEMENT	INFORMATION
		Number of visitors	1	300.00	258.00	86 %	
		Lead Conversion Rate	1	30.00	32.95	110 %	
	Mar/3/2022	Number of contact requests	1	80.00	85.00	106 %	
						101 %	

A target value of 300 is entered for the *Number of visitors* measurement value, but only 258 visitors were counted. This corresponds to a target achievement of 86%. The yellow marker refers to a global score for target achievement that is managed by the administrator. In this case, the target achievement for the indicator is in the yellow range.

For the *Number of contact requests* KPI, a target of 80 was set; in fact, 85 contact requests were achieved, which corresponds to a target achievement of 106%.

The Lead conversion rate is calculated from these KPIs with the formula *<Number of contact requests>/<Number of visitors>**100.0 to 32.95%. The target was 30%.

The average of all indicators provides a statement about the overall success of the marketing activity. Ultimately, the weighting is relevant here. In the screenshot above, all KPIs are included in the overall result with a weighting of 1. But if, for example, the number of visitors is an important factor for evaluating success, the weighting can be increased to a factor of 3, for example. In this case, the overall result of the target achievement is in the yellow area instead of the green area:

TYI	MEASURE ...	KPI	WEIGHT	TARGET/THRESH...	VALUE	ACHIEVEMENT	INFORMATION
		Number of visitors	3	300.00	258.00	86 %	
		Lead Conversion Rate	1	30.00	32.95	110 %	
	Mar/3/2022	Number of contact requests	1	80.00	85.00	106 %	
						95 %	

Associated actions

- *Assigning a KPI to a Planning Element* below
- *Assigning a KPI Set to a Planning Element* on the next page
- *Editing a KPI* on page 229
- *Deleting a KPI* on the next page

5.1.1 Assigning a KPI to a Planning Element

5.1.1.1 Open the Planning Element

1. Click > *Planner* > *Calendar* or > *Budget*.
2. Navigate to the element and double-click it.
3. In the detailed view, go to the *KPIs* tab.

5.1.1.2 Set KPI Calculation Base

4. If your KPIs are based on budget values, choose whether to calculate using the reference or working currency from the *Calculation base* dropdown.
5. If you selected reference currency, choose the fiscal year to determine which exchange rate to apply using the *Fiscal year* dropdown.

5.1.1.3 Add and Configure the KPI

6. Click *Add*.

   The *Add KPI* dialog opens.
7. Select a KPI from the *KPI* list.

   The fields in the dialog change depending on the selected KPI.
8. Enter values such as *Weight*, *Target/Threshold*, and any additional notes if needed.
9. Click *Save* to save.

You’ve added the KPI to the planning element.

5.1.2 Assigning a KPI Set to a Planning Element

1. Starting from the sidebar navigation, click > *Planner* > *Calendar* or > *Budget* and navigate to the line of the element you want to assign a KPI set.
2. Double click on the element.

   The detailed view will open.
3. Go to the *KPIs* tab.
4. Click > > *KPI Sets* and select one of the displayed sets.

The KPIs associated with the set are added to the list on the *KPIs* tab. Edit the KPIs to define weighting, target/threshold and measurement date, see *Editing a KPI* on the facing page.

5.1.3 Deleting a KPI

Attention! Data loss! Deletion cannot be undone. Before deleting, make sure the KPI isn't used in another indicator's calculation.

5.1.3.1 Steps

1. Click > *Planner* > *Calendar* or > *Budget* and locate the planning element.
2. Double-click the element to open the detailed view.
3. Go to the *KPIs* tab.
4. Select the checkbox next to the KPI you want to delete.
5. Click > > *Delete*.

   A confirmation prompt appears.
6. Click *OK* to confirm.

You have deleted the KPI.

5.1.4 Editing a KPI

5.1.4.1 When to Edit a KPI

- You added a KPI to a planning activity and want to enter values such as weighting, target/threshold, or the measurement date.
- You want to enter a value for a measurement KPI.

5.1.4.2 Steps

1. Click > *Planner* > *Calendar* or > *Budget* and navigate to the element whose KPI you want to edit.
2. Double-click the element to open the detailed view.
3. Go to the *KPIs* tab.
4. If the KPI is based on budget values, select the currency basis from the *Calculation base* drop-down (reference or working currency).
5. If using reference currency, select the relevant year in the *Fiscal year* dropdown.
6. Double-click the KPI you want to edit.

   The *Edit KPI* dialog opens.
7. Edit the properties as needed.
8. Click *Save*.

You have edited the KPI.

5.2 Exporting Planning Data

You can use this export function to obtain the current planning status, such as financial planning (planned versus actual status) or scheduling (activities within a period). This feature works for a complete year or a specific part of a year. The export reflects all your current settings for the budget view, including year selection, element filtering, and budget column configuration. Exports of the entire tree structure now run in parallel.

5.2.0.1 Starting an Export

1. Select whether you want to export the scheduling or the financial planning:
   - Scheduling: Click > *Planner* > *Calendar*.
   - Financial planning: Click > *Planner*> *Budget*.

   Note: You can export the marketing plan as both PDF and Excel from Timeline view, and only in Excel format from Budget view.
2. Select the year whose data you want to export.
3. If needed, filter the planning activities to include only specific data.
4. For financial planning exports:
   - Specify whether to export monthly or quarterly data
   - Select the budget view to export
5. Click the export button in the toolbar.

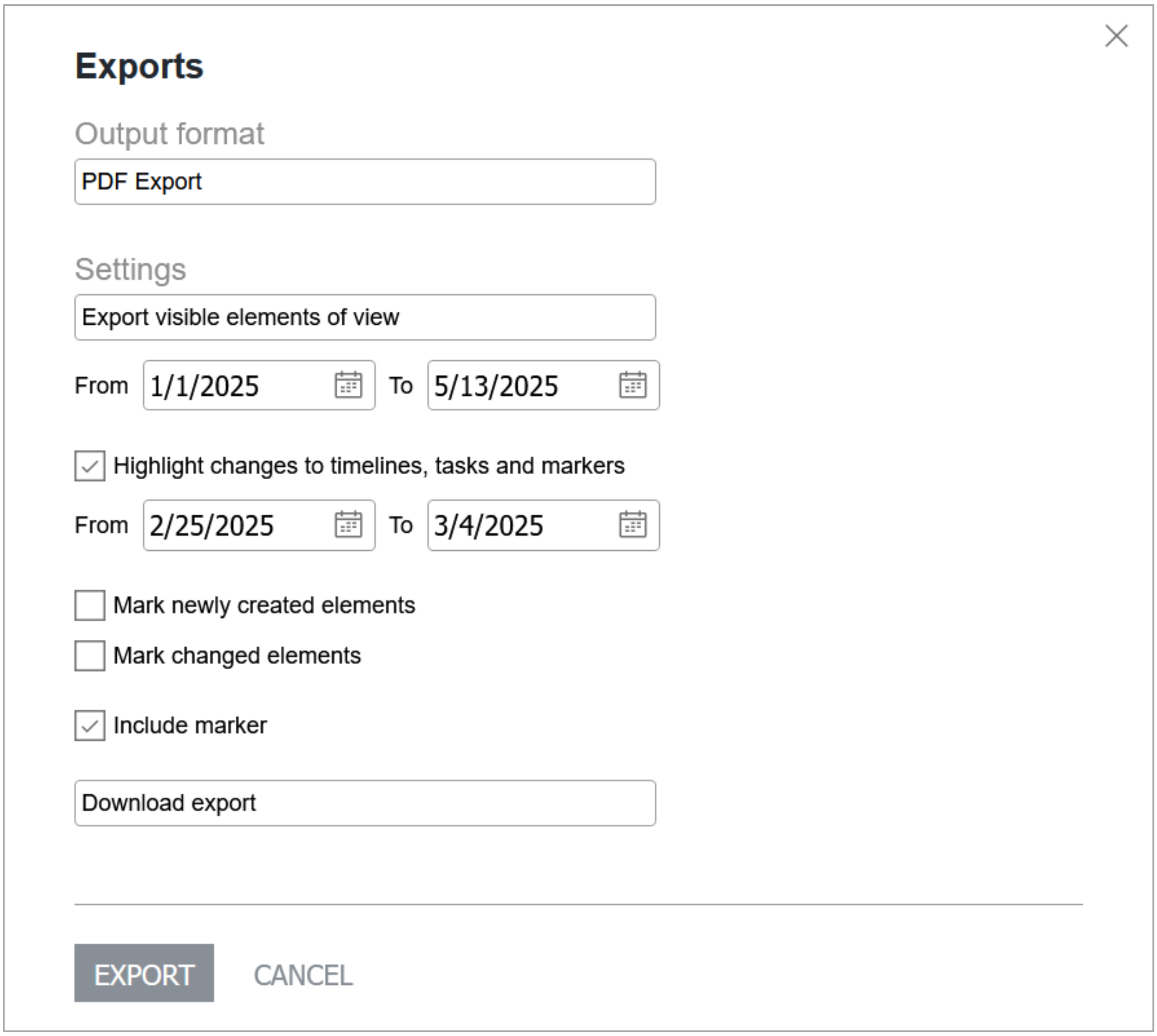
   The *Exports* dialog box opens.
6. From the dropdown list in the *Output format* area, select:
   - *PDF Export* to export as a PDF file (only available under > *Calendar*)
   - *Excel Export* to export as an XLSX file
7. From the top dropdown list in the *Settings* area, choose:
   - *Export all elements of the view* to include all elements, including currently hidden sub-elements
   - *Export visible elements of the view* to include only elements that are currently visible (hidden sub-elements are excluded)

8. Optional: Activate the *Highlight changes* checkbox to highlight the changes made within a certain period of time. If activated, you can:
   - Select the time span within which changes were made
   - Specify whether newly created and/or changed planning activities are highlighted
   - Activate the *Highlight parent elements* checkbox for better clarity
9. Optional: Activate the *Include marker* checkbox to include planning activity markers in the export
10. Select your delivery method:
    - *Download export* to save the export file directly
    - *Send Export via E-Mail* to send the export to specified recipients. Note: This option is required for parallel export
      a. Use the *Search for recipients* field to select email recipients.

         The overview table displays all the users that have been selected as recipients. You can delete users from the recipient list. The *Access* column shows whether the user is authorized to use the Planner.

      b. Enter a message if desired (emails can be sent without message body text)
11. Click *Export* to start the process.

The export is generated. Depending on your selection, you'll either be able to save/open the generated file immediately or the export will be processed in the background and sent to the recipients when complete.



5.2.0.2 Parallel Export for Large Tree Structures

The parallel export processing, allows you to continue working while large tree structures are being processed in the background.

5.2.0.2.1 How Parallel Export Works

When exporting an entire tree structure (containing multiple subprojects or budgets):

1. Configure your export as usual (select the format, elements to include, etc.).
2. Choose *Send Export via E-Mail* in the export dialog (parallel export is only available when sending via email)
3. Enter the recipient information (you can include yourself).
4. Click *Export* and then close the panel by clicking ×.
5. Continue working in Planner while your export processes in the background.

When exporting is complete, an email containing the exported file is sent to the specified recipients.

5.2.0.3 Benefits for Beginners

- No Waiting: You can continue your work without having to wait for large exports to finish
- No Time-Outs: Larger exports are less likely to time out since they run in the background
- Better Performance: The system remains responsive during export processing
- Automatic Delivery: Your export is delivered directly when ready

> Note
>
> For small exports, you can still use the *Download export* option for immediate results. In terms of efficiency, parallel processing is most beneficial for large tree structures that would otherwise require a significant amount of time to process.

5.3 Managing Digital Campaign Resources

Use the *Digital Marketing Center* (DMC) module to plan digital campaigns and distribute them across channels. DMC provides interfaces to platforms like Google Ads and Facebook Business Manager.

You can link DMC resources to planning activities in the Planner. This enables direct KPI exchange and ensures that data is shown for the correct elements. You define which data is shared in the Digital Marketing Center. For details, contact your system administrator.

5.3.1 Assign a Resource

1. In the calendar or budget, right-click the element you want to assign a resource to.
2. Select *Assign external resources*.

   The *Assign external resources* dialog opens.
3. Search for the resource:
   - Browse the tree structure to locate the resource.
   - Or enter a keyword and press Enter or click the search icon. Matching resources will be shown.
4. Select the resource by checking the box next to its name.
5. Click *Close* to confirm.

You've assigned a Digital Marketing Center resource to the planning element.

5.4 Reports and Charts

You want to be able to rate and evaluate the success of your marketing measures at all times. You also require regular graphic reports showing, for example, the budget allocation, planned and actual comparison, activity overview, and KPI evaluations. You can use the reporting functions integrated into the Marketing Planner to create various reports using up-to-date data and to stage them graphically at the click of a button.

> Note
>
> If the reference currency has to be converted, this is always done with the primary exchange rate for reports.

The Planner offers you the following types of reports:

- *Project Budgets* below
- *Budget Comparison* on the next page
- *KPI Evaluation* on page 238
- *KPI Comparison* on page 239
- *KPI Benchmarks* on page 240
- *Measures Overview* on page 241
- *Tabular Report* on page 242
- *Tops and Flops* on page 244

5.4.1 Project Budgets

Use a pie chart to visualize the distribution of project budgets across measures or areas. You can base the report on planned or actual values and display the data by year, quarter, or month.

5.4.1.1 Generate the Budget Report

1. Click > *Planner* > *Reports* > *Project Budgets*.
2. Select the marketing planning year.

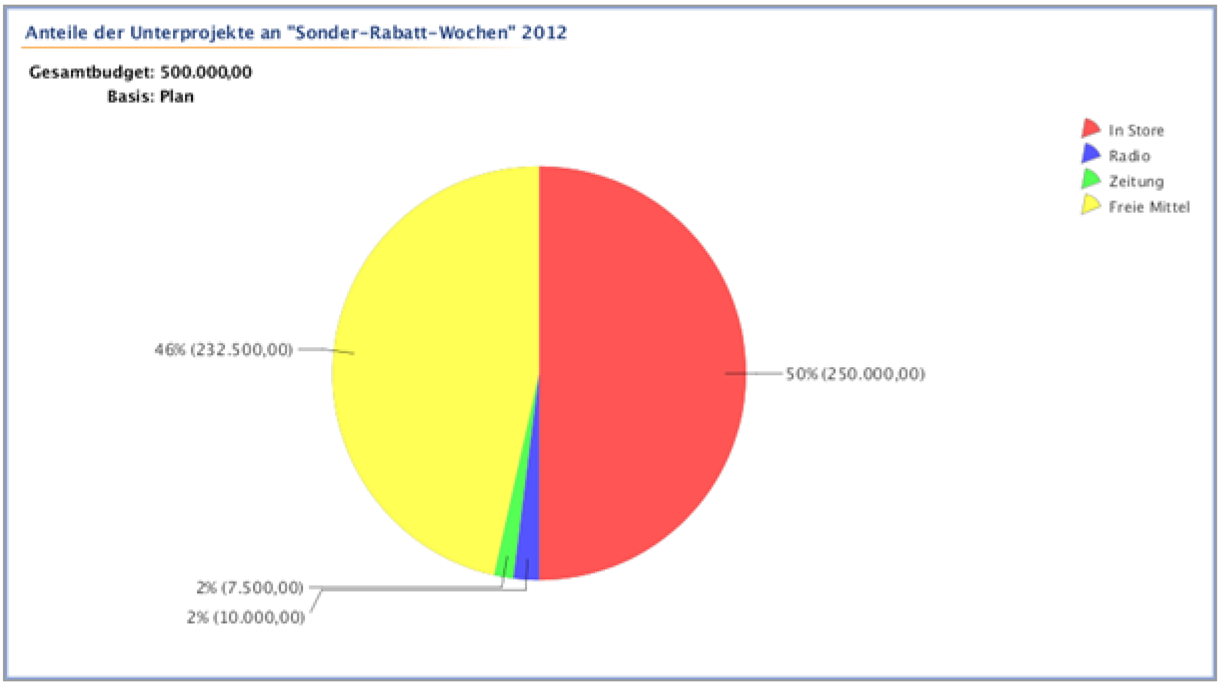
   The tree structure for the selected year appears in the *Project* area.
3. From the *Time filter* dropdown, choose one of the following:

- *Year*: Use the full yearly budget.
- *Quarters*: Select the quarters you want to include.
- *Months*: Select the months you want to include.

4. In the *Basis* section, select whether the report is based on planned or actual values.
5. From the *Currency* dropdown, choose the display currency: working or reference currency.
6. In the *Project* area, select the element for which you want to create the report. Use the arrow icon to go one level up if needed.
7. Click *Generate Report* to generate the report.

5.4.1.2 Save the Chart

Click *Export* to export and save the chart as a graphics file.



5.4.2 Budget Comparison

Use a bar chart to compare the planned and actual values of a selected planning activity. You can base the report on yearly, quarterly, or monthly budget values.

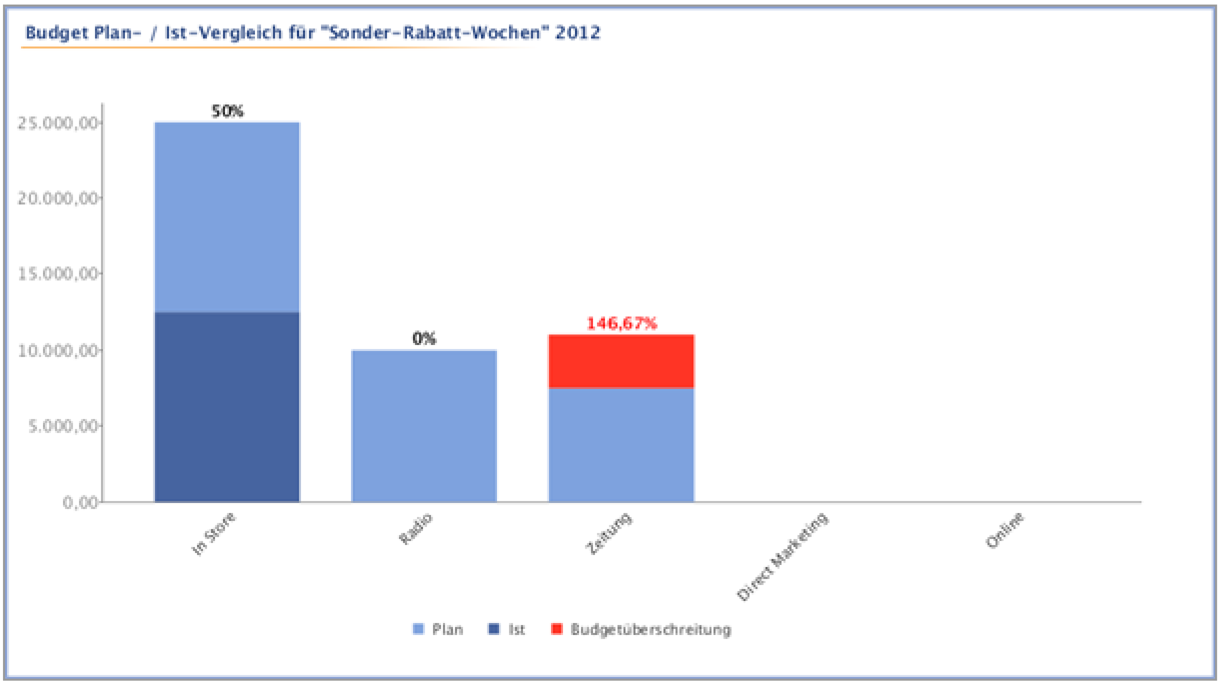
5.4.2.1 Generate the Comparison Report

1. Click > *Planner* > *Reports* > *Budget Comparison*.
2. Select the marketing planning year from the dropdown.

   The tree structure for the selected year is displayed in the *Project* area.
3. In the *Time filter* dropdown, select one of the following options:
   - *Year* – Base the report on the yearly budget.
   - *Quarters* – Select the quarters to include.
   - *Months* – Select the months to include.
4. From the **Percentages** dropdown, choose one of the following:
   - *None* – Do not show percentage values above the bars.
   - *Deviation* – Show how much of the budget remains (negative) or has been exceeded (positive).
   - *Target achievement* – Show how much of the budget has been spent. Values over 100% indicate overruns.
5. In the *First basis* and *Second basis* fields, select the two budget columns you want to compare.
6. In the *Project* area, select the element you want to evaluate. Use the arrow icon to move one level up if needed.
7. Click *Generate Report* to generate the report.

5.4.2.2 Export the Chart

Click *Export* to save the chart as an image file.



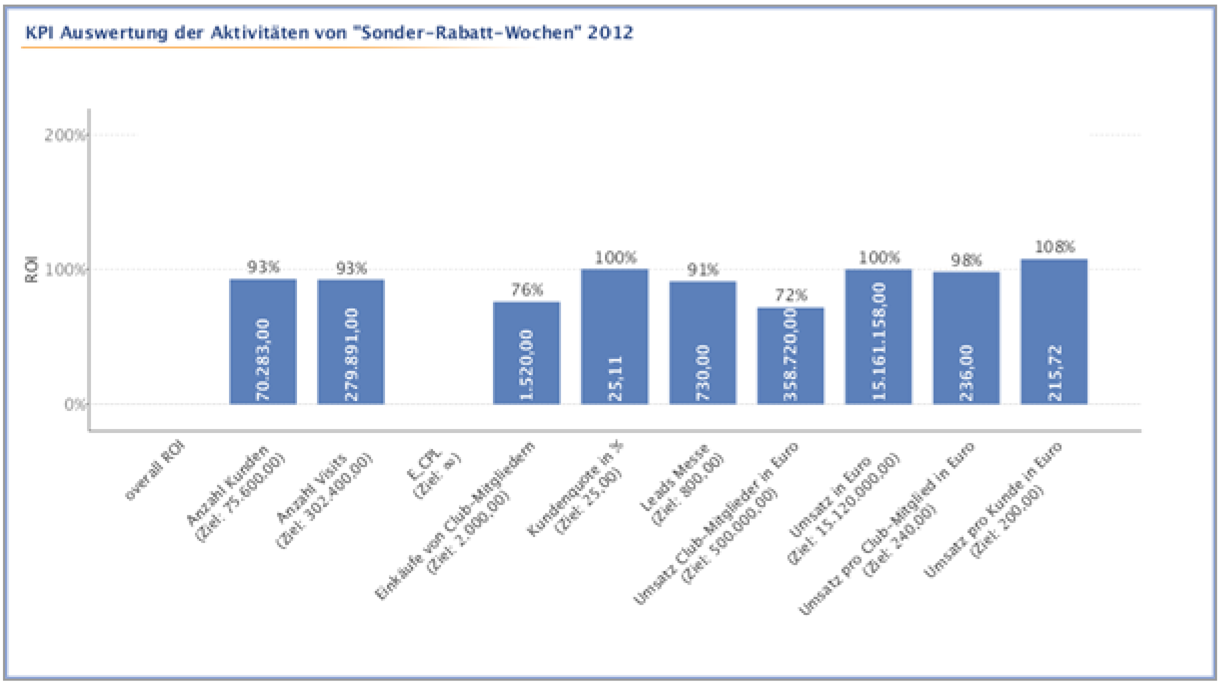
5.4.3 KPI Evaluation

You want to compare the target values of the KPIs of the selected planning activities together with the values that have actually been achieved in a bar chart. The values that have actually been achieved are written into the bars. The extent to which the targets have been achieved based on the return of investment (ROI) is displayed as a percentage above the individual bars.

1. Click > *Planner* > *Reports* > *KPI Evaluation*.
2. Select the year of the marketing plan from the dropdown list.
3. From the *Currency* dropdown list, choose whether you want to select an element for a specific working currency or whether the element is displayed in the reference currency.
4. In the *Project* area, select the element of the tree structure for which you want to create the report. Click the arrow icon in the *Project* area to go one level up from the level that is currently selected.
5. Click *Generate Report*.

The report has been created. Click *Export* to save the generated diagram locally as a graphics file.

> **Note**
>
> If a KPI value on the Y axis (ROI) is larger than 200 %, then the bar is cut off. The percentage value is displayed above the bar.



5.4.4 KPI Comparison

Use this report to compare the success of multiple KPIs or a single KPI across multiple marketing measures. The comparison appears in a color-coded bar chart. Actual values are shown in the bars, and ROI-based target achievement is displayed above each bar as a percentage.

5.4.4.1 Generate the KPI Comparison Report

1. Click > *Planner* > *Reports* > *KPI Comparison*.
2. Select the marketing year from the dropdown.
3. From the *Currency* dropdown, choose whether to view data in working or reference currency.
4. In the *KPI filters* area, click *Add KPI*.
5. Select a KPI from the dropdown list and click the checkmark to confirm.
6. (Optional) Repeat the previous step to add more KPIs.

7. In the *Project* area, click *Add new node*.
8. Select the element in the tree structure you want to include in the report. Use the arrow icon to move up a level if needed, then click the checkmark to confirm.
9. Click *Generate Report* to generate the report.

5.4.4.2 Save the Chart

Click *Export* to save the diagram locally as an image file.

> Note
>
> If the ROI exceeds 200%, the bar is cut off. The full percentage is still shown above the bar.

5.4.5 KPI Benchmarks

Use this chart to display the minimum, maximum, and average values of selected KPIs for a marketing plan element. You can base the report on selected dimensions or on the sub-elements of the selected element.

5.4.5.1 Create the KPI Benchmark Report

1. Click > *Planner* > *Reports* > *KPI Benchmarking*.
2. In the *Report type* area, choose what to base the report on:
   - *Dimensions* – Display values by dimension.
   - *Tree* – Display values of sub-elements.
3. Select the marketing year from the dropdown.
4. In the *Scaling* section, choose how values are scaled:
   - *Global minimum / maximum* – All values are shown, even those that deviate strongly.
   - *Automatic zoom* – Outliers are excluded from display.
5. Click *Add KPI* in the *KPI filters* area.
6. Select a KPI from the dropdown and click the checkmark to confirm.
7. Repeat the previous step to add more KPIs if needed.
8. In the *Project* area, select the element for which you want to generate the report. Use the arrow

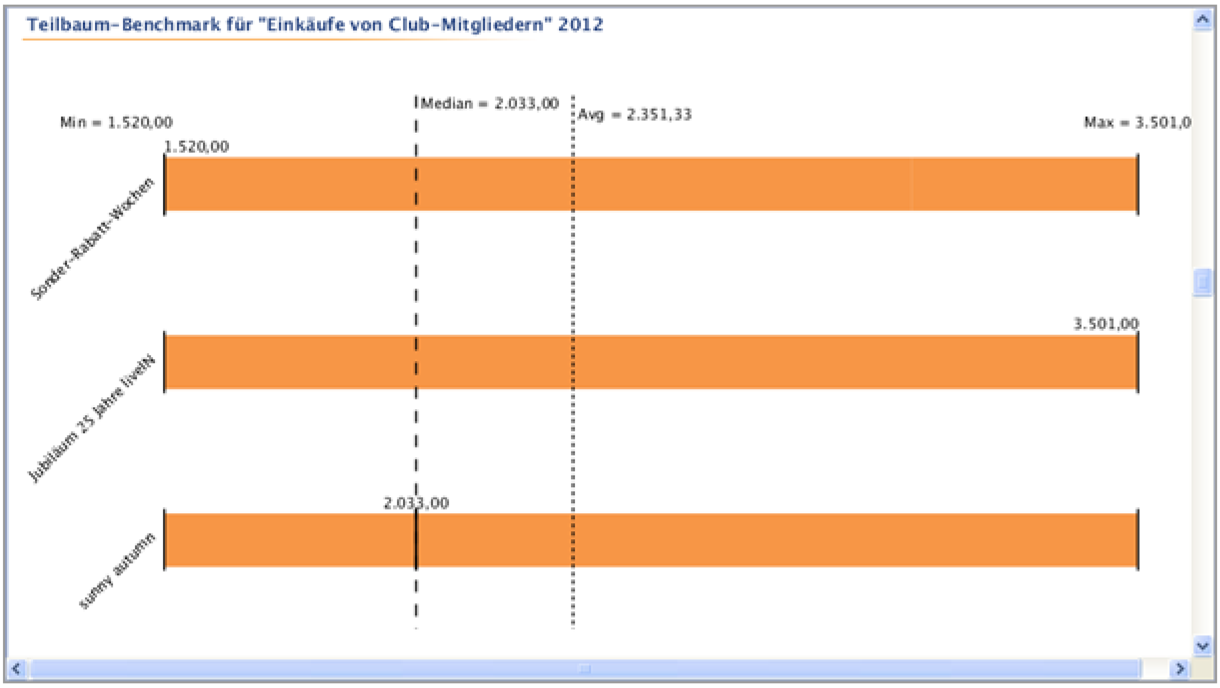
icon to move one level up if needed.

9. Click *Generate Report* to create the report.

5.4.5.2 Save the Chart

Click *Export* to save the chart as a PDF file.

> Note
>
> The chart shows the **median** value, which divides the bar between the min and max values. It also shows **AVG** (the arithmetic mean) as a label on the bar. The median is more stable in the presence of outliers.



5.4.6 Measures Overview

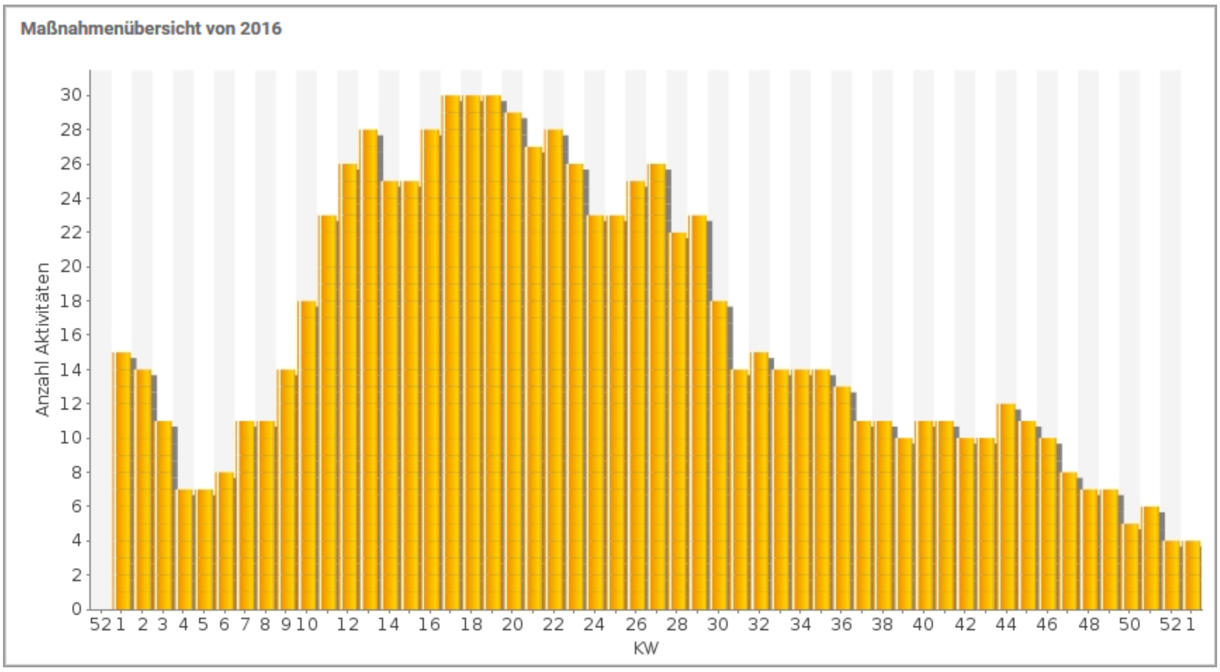
You need a bar chart that displays the number of measures allocated in calendar weeks. You also want to generate the bar chart based on the company divisions and the existing categories.

1. Click > *Planner* > *Reports* > *Activity Overview*.
2. Select the year of the marketing plan from the dropdown list.
3. In the *Grouping* area, define how the measures are to be differentiated for the bar chart:

- *Business Units*: This breaks down the measures according to business unit. The entry under > *Planner*> *Settings* > *Calendar* > *Level 2* is taken into account for the report.
- *Category*: This breaks down the measures according to the entries stored under > *Settings* > *Categories*.
- *None*: This displays the amount of measures broken down into calendar weeks without any differentiations.

4. Click *Generate Report*.

The report has been created. Click *Export* to save the generated diagram locally as a graphics file.



5.4.7 Tabular Report

Use the *Tabular report* type to display selected planning elements in a structured table. You can generate task lists, overviews grouped by target group or cost center, or a general budget summary.

Prerequisites

You've already created a column set. This defines which data appears in the table columns.

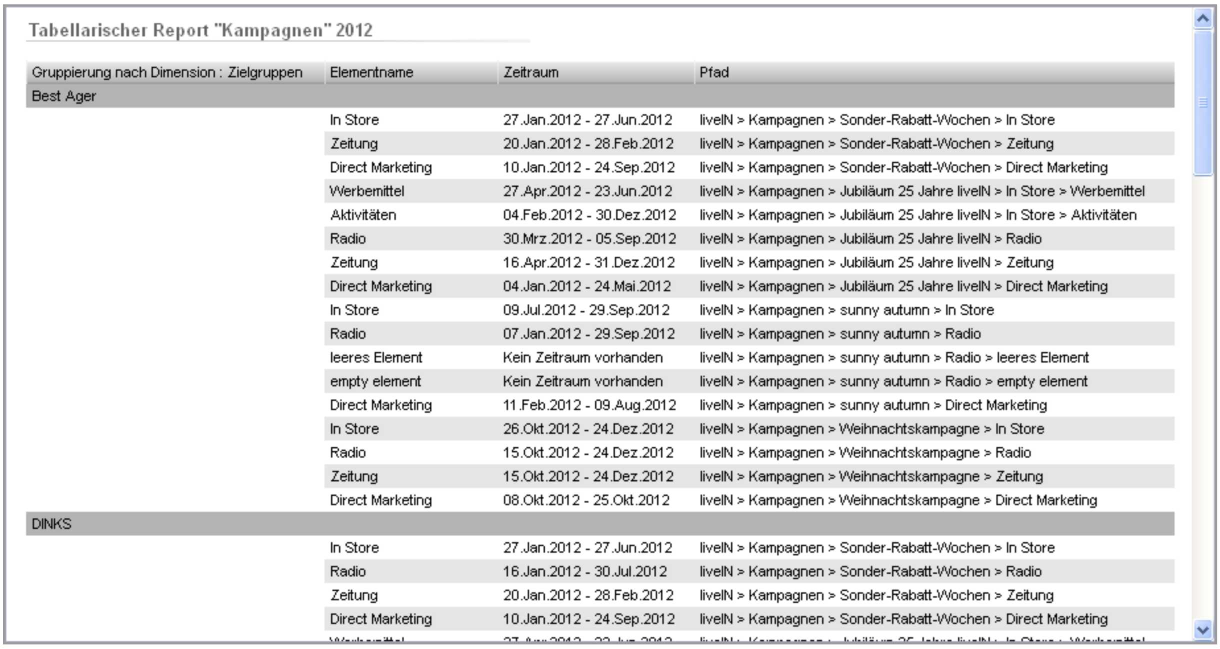
5.4.7.1 Generate a Tabular Report

1. Click > *Planner* > *Reports* > *Tabular Report*.
2. Select the marketing year from the dropdown list.
3. In the *Column set* dropdown, choose an existing column set or click *Edit Column Sets* to manage or create one:
   a. Select a set in the *Columns Sets* area or click *Add new Column Set* to create a new one.
   b. Select or edit columns in the *Columns* area. Use the arrow keys to change column order.

      If your report includes a dimension of type *Weighted Multi Selection*, the *Include 0-rated selections* checkbox is shown. If selected, it includes items with a value of 0.
   c. Click *Close* to save and close the dialog.
4. From the *Currency* dropdown, choose to display values in working or reference currency.
5. In the *Project* area, select the activity to report on. The report includes sub-elements of the selected node. Click the arrow icon to move up one level.
6. Click *Generate Report* to create the report.

5.4.7.2 Save the Report

Click *Export* to export the report as an Excel file.



Tabellarischer Report "Kampagnen" 2012

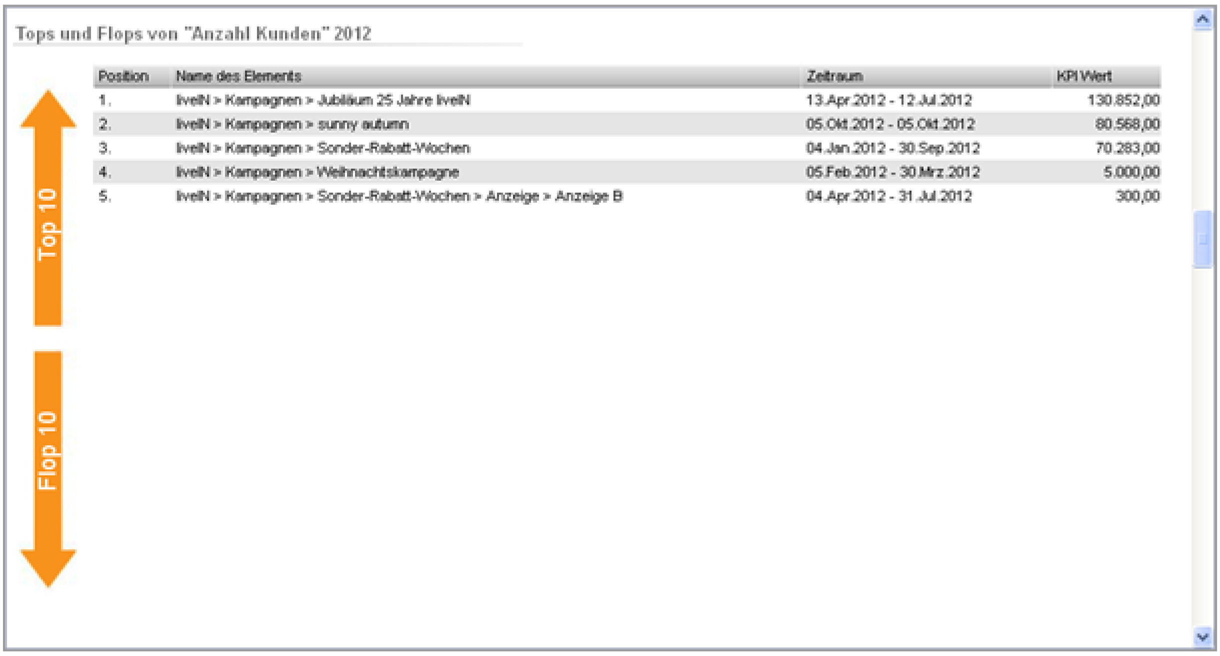
Gruppierung nach Dimension : Zielgruppen	Elementname	Zeitraum	Pfad
Best Ager			
	In Store	27.Jan.2012 - 27.Jun.2012	liveIN > Kampagnen > Sonder-Rabatt-Wochen > In Store
	Zeitung	20.Jan.2012 - 28.Feb.2012	liveIN > Kampagnen > Sonder-Rabatt-Wochen > Zeitung
	Direct Marketing	10.Jan.2012 - 24.Sep.2012	liveIN > Kampagnen > Sonder-Rabatt-Wochen > Direct Marketing
	Werbemittel	27.Apr.2012 - 23.Jun.2012	liveIN > Kampagnen > Jubiläum 25 Jahre liveIN > In Store > Werbemittel
	Aktivitäten	04.Feb.2012 - 30.Dez.2012	liveIN > Kampagnen > Jubiläum 25 Jahre liveIN > In Store > Aktivitäten
	Radio	30.Mrz.2012 - 05.Sep.2012	liveIN > Kampagnen > Jubiläum 25 Jahre liveIN > Radio
	Zeitung	16.Apr.2012 - 31.Dez.2012	liveIN > Kampagnen > Jubiläum 25 Jahre liveIN > Zeitung
	Direct Marketing	04.Jan.2012 - 24.Mai.2012	liveIN > Kampagnen > Jubiläum 25 Jahre liveIN > Direct Marketing
	In Store	09.Jul.2012 - 29.Sep.2012	liveIN > Kampagnen > sunny autumn > In Store
	Radio	07.Jan.2012 - 29.Sep.2012	liveIN > Kampagnen > sunny autumn > Radio
	leeres Element	Kein Zeitraum vorhanden	liveIN > Kampagnen > sunny autumn > Radio > leeres Element
	empty element	Kein Zeitraum vorhanden	liveIN > Kampagnen > sunny autumn > Radio > empty element
	Direct Marketing	11.Feb.2012 - 09.Aug.2012	liveIN > Kampagnen > sunny autumn > Direct Marketing
	In Store	26.Okt.2012 - 24.Dez.2012	liveIN > Kampagnen > Weihnachtskampagne > In Store
	Radio	15.Okt.2012 - 24.Dez.2012	liveIN > Kampagnen > Weihnachtskampagne > Radio
	Zeitung	15.Okt.2012 - 24.Dez.2012	liveIN > Kampagnen > Weihnachtskampagne > Zeitung
	Direct Marketing	08.Okt.2012 - 25.Okt.2012	liveIN > Kampagnen > Weihnachtskampagne > Direct Marketing
DINKS			
	In Store	27.Jan.2012 - 27.Jun.2012	liveIN > Kampagnen > Sonder-Rabatt-Wochen > In Store
	Radio	16.Jan.2012 - 30.Jul.2012	liveIN > Kampagnen > Sonder-Rabatt-Wochen > Radio
	Zeitung	20.Jan.2012 - 28.Feb.2012	liveIN > Kampagnen > Sonder-Rabatt-Wochen > Zeitung
	Direct Marketing	10.Jan.2012 - 24.Sep.2012	liveIN > Kampagnen > Sonder-Rabatt-Wochen > Direct Marketing

5.4.8 Tops and Flops

You can create a "hit list" of the activities for which the selected KPIs have performed best or worst.

1. Click > *Planner* > *Reports* > *Tops and Flops*.
2. Select the year of the marketing plan from the dropdown list.
3. In the *Currency* dropdown list, choose which activities to include in the report. Only activities with the selected currency are listed.
4. Click *Add KPI* in the *KPI* area.
5. Select a KPI from the dropdown list.
6. Click the checkmark to confirm your selection.
7. Click *Add KPI* to select an additional KPI.
8. After you have selected and added all the KPIs for the comparison, click *Generate Report*.

The report is now created. A graphic is generated for each of the selected KPIs. Click *Export* to save the diagrams locally as a PDF file.



6

Main Functions

This chapter explains functions of the Planner that you need at each stage:

- *Import and Export of Budget Data* on the facing page: Specific budget data can be automatically imported and exported so that the user does not have to manually edit a large number of records

6.1 Import and Export of Budget Data

You can automatically import and export specific budget data to avoid manually editing a large number of records. This applies to the following budget data:

- Invoices
- POs: Standard and release orders; split orders are handled like purchase orders except for the assignment to the split order group. Blanket orders can only be exported.
- Fees
- Target budgets
- External IDs
- Planned budgets both as initial value and as planned budget adjustments

For more information on which properties can be imported and exported, see chapter *Exportable and Importable Properties* on the next page.

Allocation of Data Records to the Planning Activities

Data records are uniquely assigned to planning activities using an ID. You can choose between two IDs:

- *Element ID*: This ID is created automatically when you create an activity and is displayed on the *General* tab in the detailed view.
- *External ID*: The external ID is manually maintained in the detailed view of the activity on the *General* tab. If you maintain a corresponding ID in a structured dimension, you can use the dimension value if the external ID field has not been edited yet. For more information, see chapter *Transferring the ID From the Dimension* on page 263.

> Note
>
> If you import the external ID, the assignment can only be done via the Element ID.

During an import, the ID must be specified in the Excel file for a data record. The ID is not automatically included in an export. If you want to re-import exported data (after editing or making corrections, for example), you must include the ID in the export. If you do not want to re-import the records, you can export other properties for allocation to the activity, such as the name of the activity or its path in the tree structure.

Map Connection of Split Orders

To map the connection between split orders during an import, they are identified by a pool ID. The pool ID consists of a group ID that is identical for each of the related split orders. The group ID is followed by the order ID.

Further Information

- *Export* on page 254
- *Import* on page 255

6.1.1 Exportable and Importable Properties

This topic lists the properties that you can export or import.

Element

The following table provides an overview of the properties of the element which can be exported. You must use either the external ID or the element ID as a mandatory field to ensure a correct assignment.

> Note
>
> Note that you can import the external ID for the elements first. But for the correct assignment, the ID must already exist.

Setting	Description	Importable	Cell Style for import
External ID	The external ID can be used to uniquely assign a data record to a planning activity when importing data.	Yes	Text
Element ID	The element ID can be used to uniquely assign a data record to a planning activity when importing data.	Yes	Text
Name	Element name	No	–
Path	The path to the element in the tree structure	No	–
Working Currency	The working currency of the element	No	–

Target and Planned Budget

The following table describes the data for export and import of target and planned budget. All data can be exported.

Setting	Description	Importable	Cell style for import
Year Budget	Full year budget	Yes	Number
Relating period	Defines whether the budget is an annual or monthly budget. The calculation date defines year or month.	Monthly budget: Yes Annual budget: • Planning type Top-Down: Yes • Planning type Bottom-Up: No Total import: Yes	Text
Initial or delta	Specifies if it is an initial budget or a budget adjustment.	Yes	Text
Amount	In case of an initial budget of the total amount; in case of a budget adjustment of the delta	Yes	Standard
Accounting date	Assignment to a month and year	Yes	–
Creation date	Date of decision	Yes	–
Cost Type	Cost type by which the budget is categorized.	Yes	Text
Comment	Enter any additional information.	Yes	Text

Standard POs

The following table provides an overview of the properties of a standard order. All properties can be exported. Note the differences to the blanket and release orders in the following sections.

Setting	Description	Importable	Cell Style for import
Name of the Order	Define the name with which the PO is displayed in the detailed view. If you do not enter a name, the PO is displayed in other lists according to the following pattern: [order due date][order value].	Yes	Text
Value (in working currency)	Enter the order amount in the working currency of the planning activity. The value is displayed in the *Committed* column in the budget plan.	Yes, mandatory field	Number
Accounting date	Define the time at which the PO is accounted so that the entered values can be transferred to the *Committed* column for the relevant month.	Yes, mandatory field	Date
Order ID	Internal ID of the order	Yes	Number
Order Number	Enter the PO number assigned to the PO.	Yes	Text or number
Reference Number	Enter the reference number generated when the invoice belonging to the PO was posted.	Yes	Text or number
Cost Center	Define the cost center to which the estimate is to be posted.	Yes	Text
Cost Type	Define the cost type according to which the PO is to be categorized.	Yes	Text
Supplier	Define the supplier from whom the PO was received.	Yes	Text
Responsible person	Define the responsible user.	Yes	Text
Comment	Enter any additional information.	Yes	Text
Calculation status	Activate this checkbox to "freeze" the value of an order. The status of the order is taken into account when the remaining budget and projected budget are calculated. This field cannot be imported.	No	—

Setting	Description	Importable	Cell Style for import
Attachments	Add a file attachment (a PDF file or link, for example). The date on which you created the attachment is added automatically.	No	–
Linked Invoices	Select an added invoice from the dropdown list to link it with the PO. If one or more invoices are linked to the PO, the dialog box displays the remaining budget. The remaining budget is calculated by subtracting the assigned invoices from the order value.	No	–
Remaining	The remaining budget of the element	No	–
Group ID	ID of a related group of split orders; for purchase orders this property remains empty.	Yes	Number
Imported	This status indicates whether an order was imported.	No	–

Release Order

The following properties can be exported and imported for release orders, as well as the same properties as for standard orders.

Setting	Description	Importable	Cell Style for import
Name of connected blanket order	Name of the blanket order from which the value is retrieved.	Yes	Text
ID of connected blanket order	ID of the blanket order from which the value is retrieved.	Yes, mandatory field	Number

Blanket Orders

> Note
>
> The blanket orders can only be exported but not imported!

For blanket orders, the same properties can be exported as for standard orders except for the value. In addition, the following properties can be exported.

Setting	Description	Importable	Cell Style for import
Order ID	ID of the blanket order	No	–
Maximum value	Value of the blanket order; release orders can be assigned up to this value.	No	–
Remaining value	The remaining value is calculated as follows: Maximum value - (sum of the assigned release orders)	No	–

Invoices

The following table provides an overview of an invoice. All properties can be exported.

Setting	Description	Importable	Cell Style for import
Name of the invoice	Enter a name for the invoice. If you do not enter a name, the invoice is displayed based on the following pattern in other lists (for example, for a request for a marketing development fund): [invoice date][invoice amount].	Yes	Text
Amount (in working currency)	Enter the amount of the invoice in the working currency of the planning activity.	Yes, mandatory field	Number
Booking Date	Enter the booking date.	Yes	Date
Date	Enter the invoice date.	Yes, mandatory field	Date
Payment status	Activate the field if the invoice is paid.	Yes	Text (true, false) or number (0/1)
Order Number	Enter the order number.	Yes	Text or number
Reference Number	Enter the reference number.	Yes	Text or number

Setting	Description	Importable	Cell Style for import
Invoice Number	Enter the invoice number.	Yes	Text or number
Cost Center	Enter the cost center.	Yes	Text
Cost Type	Enter the cost type.	Yes	Text
Supplier	Enter the supplier.	Yes	Text
Responsible person	Enter the responsible person.	Yes	Text
Comment	Enter a comment.	Yes	Text
Linked order	Link the invoice to a PO. This allows you to compare a PO with its corresponding invoice easily.	No, but a link can be activ- ated in the import.	–
Attachments	Add a file attachment (a PDF file or link, for example). The date on which you created the attachment is added automatically.	No	–
Imported	This status indicates whether an invoice was imported.	No	–
MDF State	This status specifies whether a market development fund was requested for the invoice, and the status of the request.	No	–

Fees

Setting	Description	Importable	Cell Style for import
Fee Name	Name of the fee	Yes, mandat- ory field	Text
Fee Type	Specification of the fee type, either *Percentage* or *Absolute amount*.	No	–
Global Fees?	Specification of whether the globally set fee amounts or the fee amounts defined locally for the element are used for the element.	No	–

6.1.2 Export

The budget data export function allows you to export the budget-related data of an activity from the Planner. If needed, you can include the data of sub-activities in the export. You export invoices, standard orders, release orders, blanket orders, fees, target budgets or planned budgets in an Excel list.

For Which Activities Can Data Be Exported?

You can export the data from any activity.

What Effect Does a Filtered View Have on the Export?

You can only export the data of activities that you can see. If the planning activity display is filtered at the point of export, you can only export the data of displayed activities.

Specified Timeline

For invoices, orders and target budgets, you can select whether the export of the data should cover the data from all years or a specific year. If you select a specific year, you can restrict the timeline even further, e.g. to a month or a period of two weeks. Whether an invoice, PO, or target budget is included in an export depends on whether the *Accounting date* property is in the timeline considered.

It is not possible to export multiple years for the root activity. You can export a complete year or a part of a year for the root activity.

Planned budgets can only be exported for the full year selected in the budget view. For fees, the choice of a year is not relevant.

Export File

The file in which the records are exported has the following characteristics:

- **Type**: The format of the file is XLSX.
- **File name**: The file name has the following structure:
  BrandMakerExport_[Date]_BudgetRelevantData.XLSX
- **Table setup**: All of the data is written in the first table of the Excel file. The first line contains the names of the exported properties. The subsequent lines contain the data records.

Associated Task

- *Creating Email Hyperlinks* on the facing page

6.1.2.1 Creating Email Hyperlinks

Prerequisites

You need to have the content editor open. To access the editor for a planning activity, go to the activity's detailed view and click *Quick Actions* > *Edit general element info*. For a timeline, open the Timeline Context Menu and click *Details*. The *Edit Timeline* dialog box opens.

1. Position your cursor where you want to insert the hyperlink. If you select text first, it will be used as the display text.
2. Click the link icon.

   The *Link* dialog box appears.
3. Optional: Enter display text for your link.
4. Select the *E-mail* link type.
5. Enter the recipient's e-mail address.
6. Optional: Enter a *Subject* for the email.
7. Optional: Add message content for the email body.
8. Optional: Configure additional properties on the *Advanced* tab if needed.
9. Click *OK*.

Your email hyperlink is now added to the content. When clicked, it will open the user's email application with the recipient address, subject, and message already populated.

6.1.3 Import

The budget data import allows you to automatically import a large amount of budget-related data to the Planner. You can import invoices, standard orders, release orders, fees, target budgets, external IDs or planned budgets collected in an Excel list.

Prerequisites for an Error-Free Import

For a successful import, ensure the following prerequisites are met:

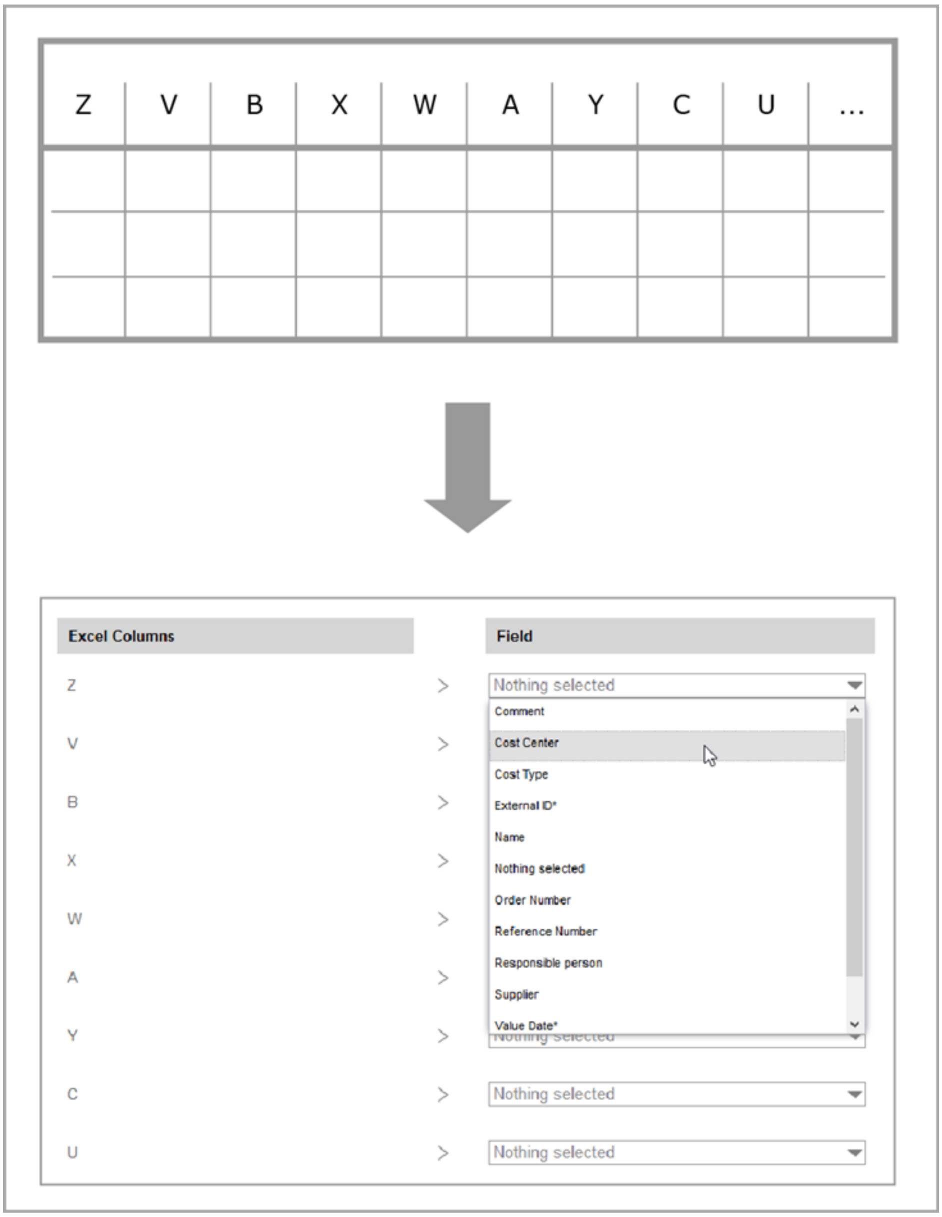
1. The file complies with these specifications:
    - Microsoft Excel 2010 or Microsoft Excel 2013, XLSX file format.
    - Maximum file size: 20 MB
    - The structure corresponds to the specifications in chapter *File Structure* on page 259.
2. The cells of the columns are formatted according to the data they contain. For information about the required field formatting, see chapter *Exportable and Importable Properties* on page 248.

Note

Export the fields if you need an Excel file with appropriately formatted columns. For more information, see chapter *Creating Email Hyperlinks* on the previous page.

Map Data To Be Imported to the Properties in the Planner

When you import an Excel file, the labels of the first row are displayed as column headers. You can use any labels you like, e.g. the letters Z, V, B, etc., as shown in the illustration.



The second stage of the import process involves mapping the Excel columns to the properties in the Planner. This means that you select a property in the Planner for each column. The mandatory fields (marked with an *) must be mapped. Each property in the Planner can only be mapped once.

You don't have to import every column in the Excel file. If you don't want to import a column, don't assign a property to it in the Planner. The Excel file can therefore contain much more data than is actually necessary for the import.

Manually Created and Imported Data

The Planner distinguishes between invoices, standard orders, release orders and target budgets whether they were created manually or by import.

Manually created invoices, standard orders, release orders and target budgets are not changed by an import. If you manually modify an imported invoice, standard order, release order, or target budget, the item is marked as manually created. This is also the case if you request a market development fund for an imported invoice. The invoice, standard order, release order or target budget can then no longer be deleted or overwritten by an import.

Delta and Full Upload

When importing invoices, standard orders, release orders, planned budgets, target budgets and the external ID, you can choose between the following behaviors:

> Note
>
> Both options may not be available in your system. The administrator decides in a system setting which behaviors are activated in your system. If you have any questions, please contact your system administrator.

- *Budget Data Import (Delta Upload)*: Use this setting if, for example, you want to add new invoices, standard orders, release orders, planned budgets, target budgets or external IDs to the activities at regular intervals. The import file must therefore contain a differential level. In this case, invoices, standard orders, release orders, planned budgets, target budgets or external IDs that have already been imported will not be overwritten and will be permanently marked as manually created. This means that you can no longer completely overwrite already created invoices, standard orders, release orders, planned budgets, target budgets and external IDs by importing them.
- *Budget Data Import (Full Upload)*: If you perform the import again using this option, imported data will be completely replaced by the data in the new import. Consequently, an import must not contain only a difference status for an activity, but must contain all data to be imported for an activity.

Fees do not distinguish between data that has been created manually or via import. An import completely overwrites the activity data that was created beforehand and must therefore contain all of the data for the activity.

Assigned to Years

For invoices, standard orders, release orders, target budgets and planned budgets, you also decide for which year data is imported. For planned budgets, you must always specify a year.

For invoices, standard orders, release orders, and target budgets, you have two options:

- You import all of the objects contained in a file in one overall import (*Total Import*). In this case, all invoices, standard orders, release orders and target budgets are imported. The records are assigned to the different years based on the calculation date.
- You import the objects whose calculation date matches the year you selected. Other objects are ignored and listed in the result report.

Fees are generally assigned to an activity. The rate of the fees is defined for each month either globally by an administrator or locally for the activity by you; as a result, fee rates cannot be changed through an import.

Automatically Linking Invoices to Orders

You can link imported invoices to orders automatically. In order to do this, a PO must exist in the same year as the invoice date with an order number or reference number which matches the invoice. Please note that you must decide on an assignment method (order number or invoice number) for each import. The Excel file must also contain a column with a reference number or an order number, and this column must be imported (see previous section *Map Data To Be Imported to the Properties in the Planner*).

When linking invoices to POs, you can also decide to activate the calculation status for linked orders to "freeze" the value. In such cases, the PO will be considered manually created and cannot be changed by an import.

Please note that you can link an invoice to exactly one PO; if multiple links to a PO are detected during an import, the invoices will not be imported. Details will be displayed in the Info section.

If you want to link the invoices, but no linkable POs are found during the import, the invoices will still be imported. Detailed information is provided in the Info section.

Related Actions

- *Importing* on page 261

6.1.3.1 File Structure

The import file must be configured as follows:

- Only the first table of the file is used.
- The top line contains the definitions that describe the values entered in the column, such as *Invoice Value*. The labels in the table don't have to match the labels of the properties in the Planner. Each invoice and each PO or planned budget of an activity is entered in subsequent lines. There cannot be any empty lines.
- The Excel file must contain a column with either the external ID or the Element ID of the corresponding planning activity for each invoice and/or PO and each planned budget. The import function assigns the invoices to the planning activities using the ID. You can find the external ID in the detailed view of the planning activity on the *General* tab. The Element ID is created automatically when you create an activity and is also displayed on the *General* tab in the detailed view.

Other Mandatory Fields

- *Invoices*: In addition to the ID, the file must contain filled columns for the *Amount* and *Accounting date* mandatory fields.
- *POs* and *Target budgets*: In addition to the ID, the file must contain filled columns for the *Value* and *Accounting date* mandatory fields.
- *Release orders*: In addition to the ID, the file must contain filled columns for the mandatory fields *Value*, *Accounting date* as well as the *ID of connected blanket order*.
- *Fees*: In addition to the ID, the file must contain a filled column for the *Fee Name* mandatory field. Names entered in the column must exactly match the name of a fee created under *Settings* > *Fees*.

> Note
>
> Note that only one percentage-type fee can be assigned to a planning activity. If a file for an activity contains multiple percentage-type fees, only the highest-level fee is created.

For an overview of all properties that can be imported, see *Exportable and Importable Properties* on page 248.

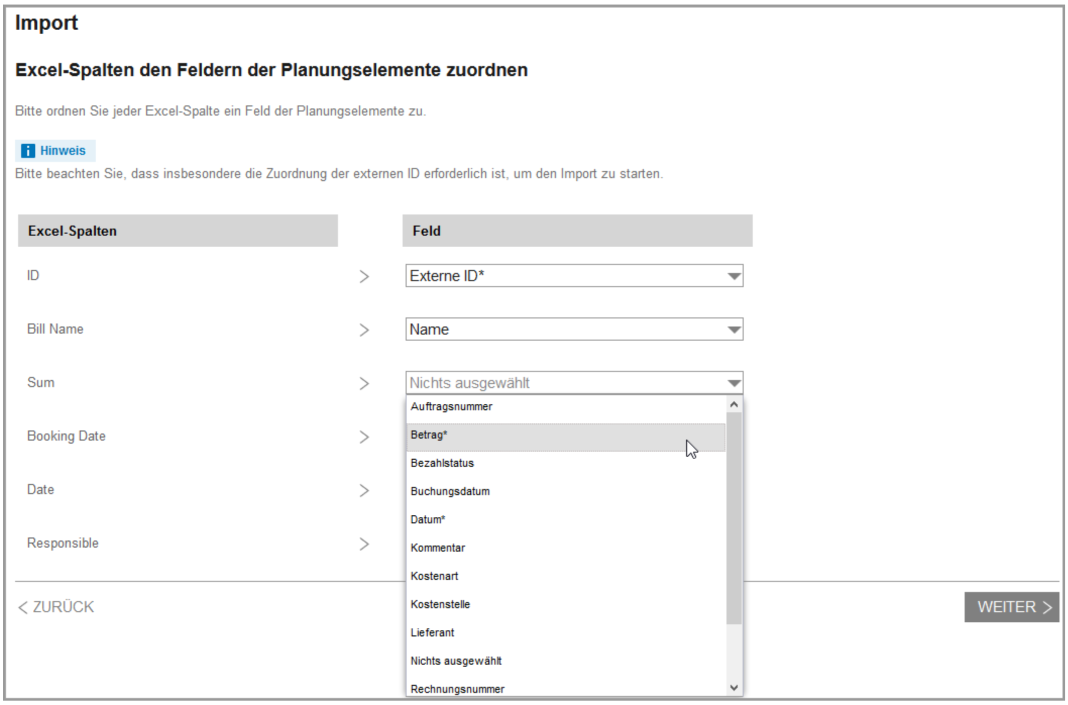
Example: File Structure for Invoices

	A	B	C	D	E	F
1	**ID**	**Bill Name**	**Sum**	**Booking Date**	**Date**	**Responsible**
2	bbb1234	Order broschures	500	19.05.2015	28.05.2015	John Doe
3	bbb1235	Photoshooting	2500	20.05.2015	28.05.2015	Max Mustermann
4	bbb1235	Layout	1599	23.05.2015	30.05.2015	Jane Public
5	bbb1236	Order Leaflets	450	21.05.2015	29.05.2015	Max Mustermann

6.1.3.2 Importing

1. Click > *Planner* > *Tools*.
2. In the left navigation pane, select:
   - *Budget Data Import (Delta Upload)* if the Excel file includes a delta state.
   - *Budget Data Import (Full Upload)* if the Excel file contains all of the invoices or orders for the activities.
3. In the *Import* field, select the budget-relevant information to import: *Invoices*, *POs*, *Release orders*, *Target Budget*, *External IDs*, *Fees* or *Planned*.
4. When importing invoices, standard orders, release orders, target budgets or planned budgets: Enter the relevant year in the *Year* field. To import items from all years, select *Total Import*.
5. Drag and drop your file to the *Excel File* section or click to browse for files.
6. Click *Next*.

   The second import step appears, showing all columns from your Excel file.
7. Map each needed Excel column to its corresponding property in the Planner.



8. When importing invoices:

    a. Click *Next*.

    Step 3 is displayed.

    b. If you would like to link invoices with orders automatically, select the linking criterion:

    - *Automatic linking via {0} ({1} in Excel)*
    - *Automatic linking via {0} ({1} in Excel)*

    These options are available only when:

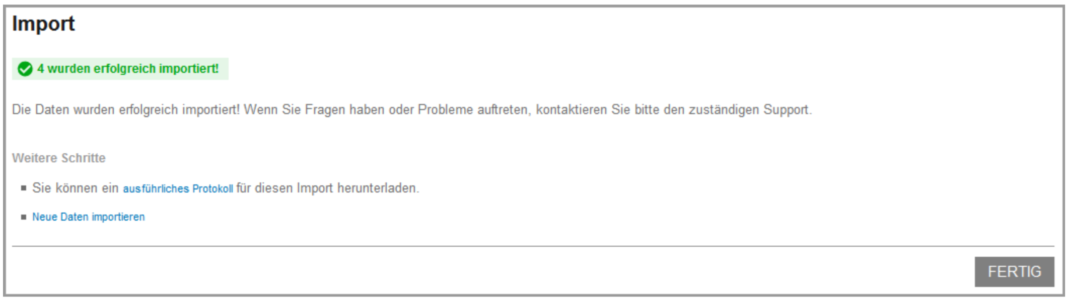
    - A column with reference numbers or order numbers exists in the Excel file.
    - You have mapped this column with the respective property in the previous step.

    Even if both properties are imported, you can select only one linking option.

  c. To automatically close linked POs, select *Yes* from the *Automatic closing* drop-down list.

9. Click *Start Import*.

The system processes your import and displays the results. You can then download a detailed report or begin another import.



6.1.4 Transferring the ID From the Dimension

Prerequisites

- You have created a *Structured*-type dimension.
- The dimension is populated for the activities.
- The *External ID* field for the activities is not yet populated.

1. Click > *Planner* > *Tools*.
2. In the *Year* field, choose the year for which you want to transfer dimension IDs to activities.
3. In the lower area, click the link *Transfer existing dimension value into the External ID field*.
4. The *Transfer dimension* dialog box opens.
5. In the *Dimension* field, select the dimension whose value you want to transfer to the *External ID* field.
6. Click *Save*.

The function checks all activities for the selected year. For activities where the *External ID* field is empty, the dimension value is copied to the field. If the *External ID* field already contains data, the dimension value will not be copied.