Spend

Manual

November 2024

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Contents

Welcome!

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Spend offers s a multi-step approach - it begins with planning, moves into an managing stage, and continues with analyzing:

> **Note**
>
> You may not be able to access functions or areas described in this manual. This can have two reasons: either your user role lacks the appropriate rights or your company does not use these functions.
>
> Contact your system administrator if you have any questions.

Planning

1. Corporate marketing starts with a *top-down plan* that supports corporate goals. See *Aligning Planning with Strategic Objectives* on page 47.

2. The planning phase includes budgeting. The top-down budget number is generally a target to spend provided by Finance or the CMO. This budget is the target for investing. Budgets are managed in Spend by owners. See *Setting up the Hierarchy* on page 217.

3. The last step of the planning phase is the initial estimate of your marketing investments and the bottom-up plan that collectively equals the top-down target. See *Planning Investments* on page 56.

Managing

1. Once the planning process is over and the *Plan* column is locked, the *Forecast* column becomes the record of your plan "as it is today." The *Forecast* column will reflect the current estimate and status of your investment plan (Marketing investments) throughout the period. See *Forecasting* on page 93.

2. Requisition amount, generally from a finance Purchase Order System is called *Purchase Orders* (PO). These are brought into Uptempo after the *Forecasting* phase. See *Managing POs* on page 103.

Uptempo

3. Invoice data, generally from an Enterprise Resource Planning (ERP) System. Actuals inform-ation can be either manually entered or systematically imported from a finance ERP system. Actuals can be mapped to individual marketing investments to allow comparisons between your Plan and Forecast numbers. See *Managing Actuals* on page 121.

Analyzing

In this phase, you measure the performance of your investments, evaluate the costs and create reports. This activates you to make a statement about the success of your investmentsat any time, make new decisions based on this and adjust your planning accordingly. See *Analyzing* on page 137

Meet Sheila

To make this guide as illustrative as possible for you, we keep describing why or in what situations Sheila uses the features of Spend. Sheila's role is typically a Marketing Operations Manager. Marketing Operations Managers are responsible for the efficient planning, implementation and optimization of marketing activities within an organization. This includes the following:

- Coordinating and monitoring marketing campaigns

- Managing marketing technologies and systems

- Analyzing marketing data,

- Budgeting and resource planning

- Collaborating with various teams such as marketing, sales, and IT.

Marketing Operation Managers ensure that the marketing department runs smoothly, goals are met, and processes are optimized to increase marketing effectiveness and efficiency.

Note

Please keep in mind that in many companies the arrangement of tasks within the marketing department varies. What we uniformly describe here as Sheila's tasks may be taken on by people with different roles in your company.

We, as technical writers, describe Sheila's tasks to make this guide as descriptive as possible for you and to explain to you in which situation which features are applied. In this way, we hope to dispense with unnecessary phrases such as "Uptempo offers you the opportunity to ...". We don't want to write that - and you don't want to read it.

1.1 New and Changed

In version November 2024, the following changes were introduced:

Allocate investments to multiple activities

We have added the ability to allocate a single investment line item in Uptempo Spend to multiple campaign activities. Now, you can get much better insight into cross-campaign financing by connecting investment line items to all of the activities they are financing, and specifying exactly how the funds should be allocated between the connected activities.

Activity-Investment connections recorded in Audit Trail

Events related to connections between activities and investments are now recorded and accessible in the Audit Trail, allowing you to view a full history of creations, deletions, and changes to activity-investment connections.

See the Release Notes November 2024 for a detailed description of all changes within the Uptempo Platform.

1.2 Support

The Uptempo support organization is very concerned with providing you with the best possible assistance in resolving your questions and challenges. Therefore, we have replaced the current contact form for creating a support request with a support center. For optimal support during the transition to our support center, we would like to inform you about changed features and processes in this guide.

Our support center offers you many advantages:

- You will get an overview of all created requests: your own, those you have been copied into, and any others that have been created for your organization.

- You can communicate with us in the request, for example, provide more information or ask questions.

- You can check the status of the request or other information at any time.

To contact Support, go to https://support.uptempo.io/.

1.3 Further Documentation

This page provides links to documents containing additional information:

- Uptempo Knowledge Base

- In case you need support: Uptempo Support

1.4 Style Conventions

Notes appear in a dark gray box.

Warnings appear in a red framed text box.

Paths to follow are written like this: *Click > x and then > y.*

1.5 Imprint

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1.6.2 Licensing rights

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1.6.3 Contact

If you have any suggestions or questions please contact: documentation@uptempo.io

Navigating 2

Spend includes 4 tabs – *Budget*, *Investments*, *Strategy*, and *Insights* tab – that allow you to effortlessly drive towards more effective financial planning and execution.
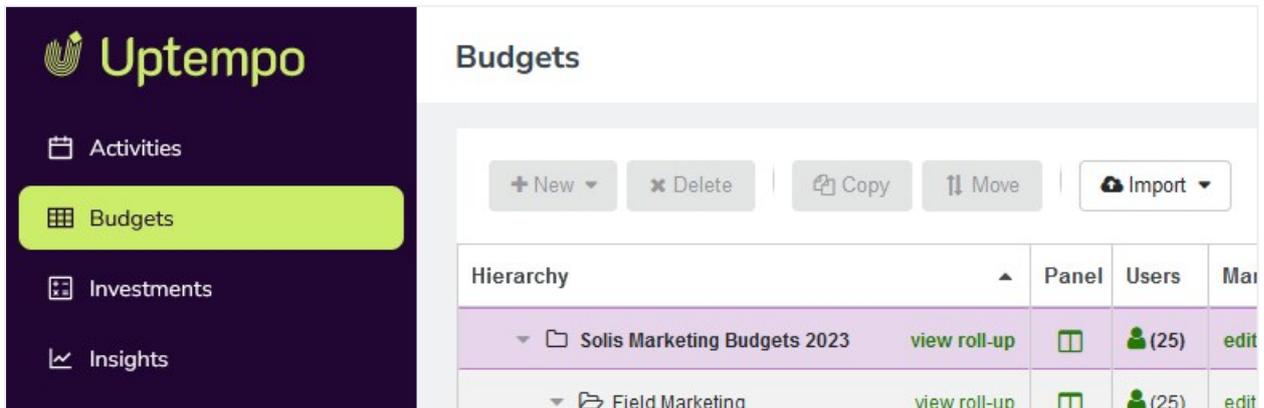
- On the *Strategy* tab, your marketing organization breaks down corporate goals into objectives for the marketing department and its teams. See *Strategy Tab* on the facing page.

- The *Budgets* tab is the access point for all budgets. It allows you to view collaborators and the currency of your investment plans. Users can perform specific tasks around import, POs, actuals and budget transfers. Administrators can reach administrative functions like creating columns or settings for the whole system. See *Budget Tab* on page 26.

- The *Investments* tab is the workspace where marketing spend data is tracked. It is the data entry area of Spend and allows you to compare your plan, forecast, purchase orders (POs) and actuals seeing how the bottoms up plan has changed throughout the year, and view your current spend at any given time. The *Investments* tab has numerous basic and enhanced features to assist you at all stages of the planning phase. See *Investments Tab* on page 33.

- The *Insights* tab contains dashboards and reports that are populated by entering your investments, PO's and actuals and shows the current status of your marketing spend for all investments. Marketers can leverage this powerful BI application directly within the *Insights* tab, to answer critical marketing budgeting and planning business questions. See *Insights Tab* on page 40.

This chapter also describes panels as panels show important data. See *Understanding Panels* on page 41 for more details.

2.1 Strategy Tab

On the *Strategy* tab, your marketing organization breaks down corporate goals into objectives for the marketing department and its teams. Objectives are set for the company and derived for the marketing department and team level. The objectives for each level are displayed in the respective column:

For more information see *Aligning Planning with Strategic Objectives* on page 47.

2.2 Budget Tab

The *Budgets* tab is the access point for all budgets. It allows you to view collaborators and the currency of your investment plans. Users can perform specific tasks around import, POs, actuals and budget transfers. Administrators can reach administrative functions like creating columns or settings for the whole system.

> **Note**
>
> The following screenshot show the *Budget* tab for a user with administrator permissions. Note that you may have access to fewer features on the *Budget* tab because your role has fewer permissions. Contact the owner of the system if you have any questions.

Click on the numbers in the screenshot below to learn more about the subsections.
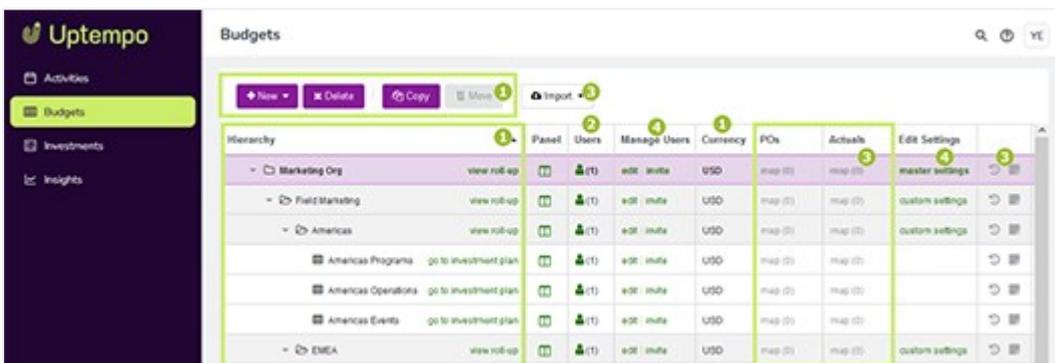
2.2.1 The Hierarchy Structure Explained

During the implementation, the consultants worked with Sheila and her colleagues to develop the structure of the hierarchy. The result is best possible aligned with the company's strategic priorities and internal processes.

The structure of the hierarchy is represented by folders and sub-folders (icon 🗁). The investment plans are created on the lowest level (icon ⊞). In the investment plan, Sheila and her colleagues will later enter the line items, for example, which expenses she plans for which investments, and compare this with the actual expenses.

For each folder and sub-folder Sheila can display a roll-up. To do so, she clicks *View roll-up* in the respective row. Roll-ups show the bottum-up aggregated data of the child investment plans and sub-folders. With a click on *go to investment plan* Sheila opens the corresponding plan. For more information see *Planning* on page 45.

For each element of the hierarchy, Sheila can also open a panel that displays the essential data for the element. The data was set during the implementation. To open the panel Sheila clicks the icon

⊡.

Sheila also sees in which currency the data for the folder, sub-folder or investment plan is managed. This is displayed in the *Currency* column. Sheila can plan and forecast in a local currency and this will roll up to a master level investment plan currency.

Structuring Possibilities

Strategic decisions are made during the implementation process to structure the hierarchy on the *Budget* tab as it is foundational to the successful use and deployment of Spend. Many factors are taken into consideration during this process including, but not limited to, *Region*, *Functional Team*, *Product Line* or *Company Division*, and *Financial Systems*.

- *Region*: Many organizations structure investment plans by region since field marketers are running marketing programs within a specific geography. This method ensures currency issues are kept to a minimum.

- *Functions*: Some companies will structure budget plans according to a functional area of spend for example – demand generation, public relations or events.

- *Product Line* or *Company Division*: This structure divides spend according to a product, business unit or even brand. It is a common format for B2C marketing organizations and may be used in combination with a regional structure.

- *Financial Systems*: Since marketing budgets need to be reconciled with financial systems, many marketing teams classify their budget this way. However, this is not ideal as accounting codes tend to be broader than marketers prefer to think about their investments.

Depending on your marketing organization structure, you may see any combination of hierarchy organization for a given year; as the hierarchy is designed to mirror your marketing organization.

> **Note**
>
> The hierarchy contains budgets for a given year. Each year in Uptempo, a new hierarchy will be created for that years' budgets.

Who Can Edit the Hierarchy Structure?

Only the owner of the system can edit the budget hierarchy using the *New*, *Delete*, *Copy* and *Move* buttons above the hierarchy. For all other users in the system these buttons are disabled.

Therefore, if you consider changes to the hierarchy necessary, contact the owner of the system.

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2.2.2   Who Has Access and Collaborates with Me?

Who has which access to an element in the hierarchy, Sheila learns at any time in the column *Users*:

Hierarchy		Panel	Users	Manage Users	Currency	POs	Actuals	Approvals	Transfers	Edit Settings		
⌄ 🗁 Solis Marketing Budgets 2023	view roll-up	▥	👤(25)	edit | invite	USD	map (0)	map (0)		transfers (2)	master settings	🕓 ▦	
⌄ 🗁 Field Marketing	view roll-up	▥	👤(25)	edit | invite	USD	map (0)	map (0)		transfers (2)	custom settings	🕓 ▦	
⌄ 🗁 AMER	view roll-up	▥	👤(25)	edit | invite	USD	map (0)	map (0)		transfers (1)	custom settings	🕓 ▦	
🗎 North America	go to investments	▥	👤(25)	edit | invite	USD	map (0)	map (0)		transfers (1)		🕓 ▦	
🗎 Central America	go to investments	▥	👤(25)	edit | invite	USD	map (0)	map (0)	approve (0)	transfers (0)		🕓 ▦	
🗎 South America	go to investments	▥	👤(25)	edit | invite	USD	map (0)	map (0)		transfers (1)		🕓 ▦	
⌄ 🗁 EMEA	view roll-up	▥	👤(25)	edit | invite	USD	map (0)	map (0)		transfers (1)	custom settings	🕓 ▦	
🗎 UK	go to investments	▥	👤(25)	edit | invite	GBP	map (0)	map (0)		transfers (0)		🕓 ▦	
🗎 Western Europe	go to investments	▥	👤(25)	edit | invite	EUR	map (0)	map (0)		transfers (1)		🕓 ▦	
🗎 Eastern Europe	go to investments	▥	👤(25)	edit | invite	EUR	map (0)	map (0)		transfers (0)		🕓 ▦	
🗎 Nordics	go to investments	▥	👤(25)	edit | invite	NOK	map (0)	map (0)		transfers (0)		🕓 ▦	
⌄ 🗁 APAC	view roll-up	▥	👤(25)	edit | invite	USD	map (0)	map (0)		transfers (0)	custom settings	🕓 ▦	
🗎 South Asia	go to investments	▥	👤(25)	edit | invite	USD	map (0)	map (0)		transfers (0)		🕓 ▦	
🗎 East Asia	go to investments	▥	👤(25)	edit | invite	USD	map (0)	map (0)		transfers (0)		🕓 ▦	
🗎 Oceania	go to investments	▥	👤(25)	edit | invite	USD	map (0)	map (0)		transfers (0)		🕓 ▦	

When Sheila clicks the *User* icon in a row, the following dialog opens for that folder, sub-folder or investment plan:

The dialog lists all users who have access to the folder, sub-folder or investment plan with the following data:

Name (*Title*) - *E-Mail Address - Role*

The user who opened the dialog is listed first at the top. All other users are listed below. Users who have been invited but have not registered in the system are listed at the end.

Access to the folder, sub-folder and investment plans is organized by invitations. The tasks a user can perform are determined by the assigned role. For more information, see *Settings* on page 181

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2.2.3 Marketer Tasks

The *Budget* tab also gives Sheila the opportunity to perform some of her marketing operator duties:

Importing Data and Its Mapping with Line Items

By clicking the *Import* button, Sheila can import data for an investment plan into the system. This includes data of an investment plan itself, its actuals or its POs.

When Uptempo is unable to identify certain items from an imported PO or Actuals file, these items will automatically be placed in a high-level bucket on the *Budget* tab. All unmapped items are located in the POs and Actuals columns on the *Budget* tab. Sheila can map these items by clicking on the *Map* hyperlink in line with the desired budget.

> 📑 **Note**
>
> Sheila can also split POs from the mapping screen on the *Budget* tab.

When Sheila clicks 🔄 in the last column, a list of all PO and Actuals files that have been brought into Spendby an import at the specified level of the hierarchy. This list contains details of which items were mapped, unmapped, replaced or considered duplicates as well as the option to review scheduled imports.

For more information refer to:

- *Importing Investment Data* on page 74
- *Creating Purchase Orders (POs) by Importing* on page 106
- *Creating Actuals by Importing* on page 122
- *Importing* on page 131

Reviewing Budget Transfers and Budgets Requests

> 📑 **Note**
>
> Transfers are an optional feature that may not be used in your system.

When Sheila clicks in the *Transfer* column in the row of a folder, sub-folder or investment plan, she opens an overview of all requests for budget transfers and budget increases of the corresponding element. In case of a budget transfer, an amount of money is transferred from one investment plan or sub-folder to another corresponding element. A budget increase requests more money for a sub-folder or investment plan.

For more information on transfers, see *Approving Planning or Forecasting* on page 173

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2.2.4 Administrator Tasks

The last functions on the *Budget* tab are for administrators:

In the *Manage Users* column Sheila can influence which users have which access to the different levels of the hierarchy. She can also invite new users to the hierarchy.

In the *Edit Settings* column, Sheila can access basic settings for her instance, for example, which data fields are displayed in the various panels.

For more information, please see *Settings* on page 181.

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2.3 *Investments* Tab

The *Investments* tab is the workspace where marketing spend data is tracked. It is the data entry area of Spend and allows you to compare your plan, forecast, purchase orders (POs) and actuals seeing how the bottoms up plan has changed throughout the year, and view your current spend at any given time. The *Investments* tab has numerous basic and enhanced features to assist you at all stages of the planning phase.

Click on the numbers in the screenshot below to learn more about the subsections.

2.3.1 Navigating Your Investment Plans

Switching between investment plans allows you to move quickly through your marketing spend data. When managing multiple investment plans, you can easily locate and switch to the investment plan you want to view or edit.

1. On the *Investments* tab, locate the drop-down menu in the top left corner.

    Note: The investment plan you are currently working in will be highlighted and italicized in this menu.

2. Locate the investment plan you want to switch to either by typing in the name of the investment plan or scrolling through the menu.

3. Click on that investment plan. Your view will change the investment plan you selected.

> 📄 **Note**
>
> If you click on *View Roll-Up* next to a folder, you will see all the totals for the investment plans within that folder, but not be able to add entries.

You can access your investments in two other ways:

Launching Your Investments From the Budget Tab

1. On the *Budget* tab, locate the investments plan you would like to open.

2. Click the green *Go to investment plan* hyperlink in line with the name of your investment plan.

Your investment plan will open.

Best Practice: We recommend launching your investment plan from the *Go To Investment Plan* hyperlink on the *Budget* tab as it is the most direct and helps you avoid opening the wrong investment plan.

Opening the *Investments* Tab

1. Click *Investments* in the main navigation on the left side.

The investment plan you see on the screen will be the last investment plan you were working on.

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2.3.2 Categories, Sub-Categories, and Line Items

The hierarchy on the *Investment* tab represents our investment plan structure.

The line items represent the marketing investments and you can enter cost or spend data only for line items. To keep the overview, you structure the line items by categories and sub-categories.

Clicking the *Category* button inserts a folder on the top level. Clicking the *Sub-category* button adds a folder on the subordinate level of the marked row. The marked row is highlighted by the light purple shade. This allows sub-categories to be nested depending on how granular you are in organizing your marketing spend data.
Line items can be entered at any level.

> BEST PRACTICE
>
> Be creative and organize your spend in a way that is intuitive to you by grouping like marketing investments (individual's investment plans do not impact the types of reports that can be run from Uptempo, we arrange that separately from the investment plan organization).

Using a placeholder allows you to plan at a high-level and track costs at a granular level when forecast amounts are unknown. A placeholder is generally used during the planning phase and holds funds for future spend. It is used when the specific marketing investments have not yet been determined, but funds need to be reserved in the overall allocation.

For example, when planning to attend a tradeshow you may have an estimated budget of $100,000 but may not specifically know how that money will be spent until further planning is done to determine individual investments at the tradeshow. To hold the funds in the budget you would add $100,000 in the *Plan* column of a placeholder for the month or quarter the tradeshow will take place.

Aggregation of Spend Data

In Spend, the *Grand Total* row contains aggregate totals of the investments in your investment plans for each column. It allows you to track total spend data according to your organization's configured columns.

The *Grand Total* row is the grey row at the top of your investment plans and is a total of the values of your marketing investments added up to a specific column.

> Note
>
> The *Grand Total* row also applies to folders and sub-folders, as well as investments. Any values in the folders or sub-folders aggregate at the *Grand Total* row and allow you to view your total spend for the month, quarter or fiscal year.

Identifying Connected Investments

When you are viewing the investments hierarchy, investment items that are connected to activities have visual indicators to help you identify them at a glance:

- If an investment item (category, sub-category, or line item) is connected to an activity, its table row is highlighted in yellow (categories are displayed in a slightly darker shade than sub-categories and line items):

- Additionally, special icons are displayed beside the names of connected investment items (replacing the standard category, sub-category, and line items icons) to indicate the connection and the allocation type:

  - If an investment item is connected to one activity and is using automatic allocation, the ⬚ *Connected (Automatic Allocation)* icon is displayed:

  - If an investment item is connected to one or multiple activities and is using manual allocation, the ⬚ *Connected (Manual Allocation)* icon is displayed:

![Uptempo logo]

Note:

The yellow highlighting only appears when a category, sub-category, or line item is directly connected to an activity itself.

Line items can also be "indirectly" connected to an activity if they belong to a category or sub-category that is connected to an activity: these child line items are not directly connected to the activity themselves, but inherit the connection from their parent category or sub-category. This is because categories and sub-categories are not associated with funds themselves, so the line items within them are actually funding any activity that the category or sub-category is connected to.

In cases where child line items are indirectly connected through their parentitem, only the parent item's row is highlighted in yellow, while the rows for the child line items (and any sub-categories under the parent) are not. However, the child line items still display the 🔗 *Connected (Automatic Allocation)* icon to signify that they are funding the activity connected to their (highlighted) parent:

Related Actions

With the button above the table you can add, delete or move items of your investment plan or export the plan data. For more information see the following topics:

- *Adding Investments* on page 57

- *Adding Data to Investments* on page 59

- *Copying and Pasting Investments* on page 72

- *Exporting Investment Data* on page 76

- *Importing Investment Data* on page 74

- *Moving Your Investments* on page 77

- *Deleting Investments* on page 79

- *Restoring Investments* on page 79

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2.3.3 Workspace

On the right side of the table you maintain the data of your investment plan. You control which elements of the plan and which data are displayed using the buttons at the top right of the tab.

For more information, see *Setting up the Workspace* on page 85.

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2.3.4 Performance Insight Cards

Performance Insight Cards contain key marketing plan indicators and are displayed at the top of the *Investments* tab for ease of access. This can assist when reallocating costs in your investments and provides key information through all stages of your fiscal year.

- The *Metrics* card displays your top-down allocation. Common metrics cards include:
  - FY Investment Target, is total amount of budget allocated for the fiscal year
  - FY Left to plan, is remaining budget left to allocate to marketing investments during the planning phase. This number will decrease as additional investments are planned
  - FY Plan, is total aggregated value of investments planned for the fiscal year
- The *Impact Modeller* card shows the estimated revenue impact and funnel metrics for marketing investment
- The *Alignment* scorecard shows what percentage your budget is aligned with strategic investments defined by your organization to help you meet strategic goals.

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2.4 Insights Tab

The *Insights* tab contains dashboards and reports that are populated by entering your investments, PO's and actuals and shows the current status of your marketing spend for all investments. Marketers can leverage this powerful BI application directly within the *Insights* tab, to answer critical marketing budgeting and planning business questions.

For more information see *Analyzing* on page 137.

2.5 Understanding Panels

In Spend, there are four sections within the panel on the *Investments* tab including the *Details*, *Metrics*, *Impact Modeller*, and *Alignment* sections.

- The Details panel lets you view and edit your Key Performance Indicators (KPIs), allowing you to run reports in Insights.

- The Metrics panel contains different metrics configured for your investment plans, e.g. your top-down targets, and variance between plan and actual spend, allowing you to view your metrics while planning your bottom up spend.

- The Impact Modeller panel targets and tracks funnel assumptions at the investment level, tailoring conversion rates and MQL input by month or quarter to fit individual budgets and business outcomes to meet the demands of your organization.

- The Alignment panel contains information about your alignment score and provides calculations as you make updates to your investment plans while ensuring your plan aligns with your strategic objectives.

Opening the Details Panel

The sections in the panel will vary between organizations depending on the functions you have enabled.

You can access the panel in two ways:

1. Opening the Details panel

2. Opening the panel from Performance Insight cards

> 📄 Note
>
> The name of the marketing investment or grouping appears in caps near the top of the panel, to help you keep track of which investment details you are viewing. Below the name, you can see the *Uptempo ID* and the *Persistent ID*, see *Uptempo ID and Persistent ID* below

2.5.1 Uptempo ID and Persistent ID

Uptempo ID

Marketing investment and spend data are tracked in disparate systems such as a CRM, procurement system, finance ERP, event tracking platform, digital marketing platforms, and many others. With the data dispersed across the systems it becomes very difficult to accurately connect all data points for comprehensive reporting.

Uptempo provides marketers with a solution to align their data across all systems with a single unique identifier. Uptempo generates an ID for each folder, sub-folder, investment plan, category, sub-category, placeholder, or line item when it's created. This ID number can be found on the Roll-up and Detail panels and it is named according to the identified item, e.g. *Line Item ID* or *Investements ID*.

The ID can be used at three levels.

- At the hierarchy, it can be connected to Adaptive, Anaplan, or other corporate planning tools.

- At the category or sub-category level, it can be tagged to POs that contain multiple lines and/or campaigns that have many programs or a parent campaign with many children.

- And lastly, at the line items level, it can be tagged to individual PO line items, spend or expense transactions, campaigns, projects and/or investments where appropriate.

Persistent ID

The *Persistent ID* enables one consistent number across years for multi-year campaigns and contracts. This way, only one ID will need to be used across the systems year over year.

When line items are copied from one year to the next, during roll-over, a *Persistent ID* is created which indicates that there was an original version of this object in a previous year. If we copy an object, we keep the ID, which is why it's called persistent; a new Uptempo ID is also created which will be a different unique number specific to the new year.

The *Persistent ID* is like a breadcrumb, leading users back to the original object and exposing all related objects. The objects that share a *Persistent ID* do not impact each other – the individual objects remain unique. If a value changes in one object, it does not affect any other object with the same *Persistent ID*. If a new object is created for the first time in a hierarchy without being copied from a previous year, the *Persistent ID* will be the same as the Uptempo ID.

Persistent ID is only available at a category and/or line item level.

> **Note**
>
> The persistent ID can be changed, but only through the API (Optimize package). Reach out to your Customer Success Manager for more details.

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

Planning

3

The work with Uptempo starts with the planning phase. But before Sheila can plan the actual investments, her company must first set the goals for the next fiscal year. This is done in strategic planning, see *Aligning Planning with Strategic Objectives* on the facing page.

In the second step, Sheila and her colleagues can build on the strategic planning to plan the investments and create corresponding investment plans. This is described in chapter *Planning Investments on page 56*.

3.1 Aligning Planning with Strategic Objectives

The C-Suite of Sheila's company has a set of objective targets for the new fiscal year. One goal, for example, is to expand into the EMEA region. With the team, the CMO breaks down this corporate goal in objectives for the marketing department and its teams:

Objectives are used to break down the company's goals into departmental and team goals. The CMO and her team enter the objectives in Uptempo for the company level, for the Marketing department and for the team level. The team members who manage the investments assign the team-level objectives to the investments. This records whether and how the investments contribute to the achievement of the objectives.

The CMO and their team specify KPIs for each objective, creating meaningfulness to the objectives. These KPIs are maintained throughout the year by the team members assigned as owners to the objectives.

To reflect the priority between the objectives, the team reorders them accordingly in the respective columns. For more informationen see *Objectives* on page 49.

Relationships map how objectives cascade from *Company* to *Marketing* to *Team* tier. Note that relationships can be made between *Corporate* and *Marketing* objectives, and *Marketing* to *Team* objectives, but not between *Corporate* and *Team* objectives. For more informationen see *Relationships* on page 53.

How to Start Strategic Planning?

Strategic Planner is an optional feature that is not automatically active in your instance. Contact your Customer Success Manager to enable the feature.

With this step, you must also define those users who will have access to the *Strategy* tab. Discuss with your Customer Success Manager which users should edit objectives, relationship, and key results and which should have read-only access.

We recommend to inform the users who are to perform strategic planning in the future and pass on the information in the following chapters to these users. Also refer to the *Best Practices* paragraph.

In addition, the users who manage the line items must be informed. In order to recognize whether investments contribute to the achievement of objectives, they must be connected to the objectives.

Best Practices

Determining goals and objectives for success is a lofty task, so we have come up with some best practices tips to make the process a little simpler.

1. *Be Collaborative*

   Strategic Planner is a collaborative solution where all users have access to the same investment plans. Book a meeting room and use *Strategic Planner* to guide your session just like an electronic whiteboard. This allows for quick collaboration and decision making.

   > **Note**
   >
   > All users who have permission to access *Strategic Planner* share the same investment plans! Adding, modifying or deleting objectives at any level will cause a change for everyone.

2. *Make Time for Planning*

   Planning takes time, don't underestimate the time it takes to think through what will make your business and teams successful. Initial brainstorming and research, collecting feedback and talking through big ideas are the first steps to crafting creative objectives that will filter through to all levels of your business.

3. *Think Top Down*

Setting a solid foundation at the corporate level will have a positive trickle-down effect, allowing marketing departments and smaller marketing teams to align. When objectives are clear and visible, individuals have the ability to align their individual goals.

4. *Plan for Measurable Results*

Set key results for objectives to ensure your goals are specific, measurable and easier to achieve. Setting relevant and timely goals that are quantifiable allows you to track progress, review and evaluate successful completion.

5. *Link Objectives at Every Tier*

Linking objectives and visually showing alignment, between columns allows individuals to see the big picture and feel part of the organization, knowing they are making a contribution to key initiatives. Use the view connections mode to make connections to see which objectives are connected.

Next Steps

Begin your strategic planning by entering your *Objectives* below.

3.1.1 Objectives

Objectives are used to break down the company's goals into departmental and team goals. The CMO and her team enter the objectives in Uptempo for the company level, for the Marketing department and for the team level. The team members who manage the investments assign the team-level objectives to the investments. This records whether and how the investments contribute to the achievement of the objectives.
The CMO and their team specify KPIs for each objective, creating meaningfulness to the objectives. These KPIs are maintained throughout the year by the team members assigned as owners to the objectives.
To reflect the priority between the objectives, the team reorders them accordingly in the respective columns.

Who Can Manage Objectives?

Users who have access to the *Strategy* tab and whose role has permission to edit the tab can create objectives and relationships. Note that only the owner of an objective can edit or delete it. This includes editing attributes, ownership, and key results.

How to Assign to Levels?

Objectives are created directly in the column of the corresponding level. Objectives cannot be moved between columns, for example, *Corporate* objectives cannot be moved to the *Marketing* or *Team* objectives columns and vice versa.

If *Corporate*, *Marketing* and *Team* headings are not aligned to your organization, you can change the column labels. Do this by clicking on the header and overwriting the text.

You can enter your objectives in all three columns. If this is too granular for your situation, enter the objectives in the *Team* column only or in the *Team* and *Marketing* columns.

Attributes

Attribute	Description
Title	Name your target. **Max. 100 characters**
Description	The *Description* field is where you can provide more contextual information on different aspects of these goals. Use this area to describe your approach to reaching the objective, the people who may be required or anything to help you through the planning and implementation process. **Max. 255 characters**
Owner	The user who creates the objective is initially entered as the owner. Only the owner can change this assignment and hand-over the objective to another user.
Enter Key Result	This is the field where you can enter a key result. Describe as specifically as possible what measurable result you want to achieve. **Max. 255 characters**
Target Date	Set the date when the result should be achieved.
Status Update	Note: Only visible when a key result is created. This is the place where you can provide status updates to the key results. We recommend to update regularly and clearly describe the situation. Also remember to indicate via the colored marker whether the result is *On track*, *Potentially at risk* or *At risk*. **Max. 255 characters**

Related Actions

- *Creating Objectives* below

- *Reordering Objectives* on the next page

- *Updating Key Results* on the next page

- *Deleting Objectives* on page 53

Next task

Once you have created your objectives, use *Relationships* on page 53 to show how the objectives cascade.

3.1.1.1 Creating Objectives

The CMO and his team have set the objectives and corresponding key results for each necessary level. These objectives are now created in the Strategic Planner.

1. Click > *Strategy*.

2. On the *Strategy* tab, enter your objective in the text box at the top of the corresponding column.

3. Click the *Add Objective* button denoted by the **+** sign or press *Enter* on your keyboard.

   The objective card is displayed at the top of the column.

4. Click the objective card.

   The *Objective Details* panel is opened.

5. Add an *Objective description* on the side panel by clicking on the objective.

6. For every key result:

   a. Enter the name of the key result.

   b. Enter a target date by which the key result should be achieved.

   c. Click the *Plus* icon at the right end of the *Key result* line.

      The key result is created.

   Note: An objective can be associated with a maximum of 5 key results.

7. If necessary and possible, change the owner.

8. Close the panel by clicking the X in its top right corner.

The objective is added and you have edited the essential attributes.

Next steps

- *Reordering Objectives* below to reflect the objectives priorities

- *Updating Key Results* below by the objective's owner to get an up-to-date insight into the degree of achievement

- *Deleting Objectives* on the facing page if objectives are no longer current or were created in the wrong column.

- *Creating Relationships Between Objectives* on page 55 to reflect the cascading of the object-ives

3.1.1.2 Reordering Objectives

The team has created all objectives in Strategic Planner. However, the objectives in the column are not sorted by priority. This makes it difficult for team members to focus on the most important actions.

> **Note**
>
> Coordinate with your team to determine the priority order of all objectives. We recommend that you put the objective with the highest priority at the top and then sort the other object-ives in descending order of priority.

1. Click *Strategy*.

2. On the *Strategy* tab, click the objective card you want to reorder.

3. Drag and drop your card to the desired location within the column.

4. Repeat these steps until all objectives are sorted by priority.

The order of the objectives in the column reflects their priority.

> **Note**
>
> Objectives cannot be moved between columns, for example, *Corporate* objectives cannot be moved to the *Marketing* or *Team* objectives columns and vice versa.

3.1.1.3 Updating Key Results

The owner of an objective has received new data on the KPIs. This data must now be entered in the Strategic Planner so that the target achievement can be measured.

1. Click > *Strategy*.

2. On the *Strategy* tab, click the objective to be updated.

3. On the *Objective Details* panel, enter your status update in the text box provided for each key result.

4. To the left of the statuses update, select a colour-coded indicator to represent the current state of the key result.

5. Close the *Objective Details* panel by clicking X in the upper right corner.

You have updated the key results of the objective.

> **Note**
>
> The status for the first KPI attached to each objective will appear on the objective's card on the *Strategy* dashboard. Color status indicators for other KPI's can be seen by opening the panel when the objective is selected.

3.1.1.4 Deleting Objectives

An objective has been completed or it has been created in the wrong column. The owner must delete it.

> **Attention! Data loss!**
>
> Deleting an objective is irrevertible and will delete it from the view of all users. All connections that are associated with that objective will unlink.

1. On the *Strategy* tab, select your desired objective to delete.

2. On the bottom of the *Objective Details* panel, click the *Delete Objective* button.

3. Confirm you would like to delete the objective by clicking the *Delete* button again.

The objective is deleted.

3.1.2 Relationships

Relationships map how objectives cascade from *Company* to *Marketing* to *Team* tier. Note that relationships can be made between *Corporate* and *Marketing* objectives, and *Marketing* to *Team* objectives, but not between *Corporate* and *Team* objectives.

How Relationships Are Displayed

Relationships are denoted by the link icon in the lower right corner of each card. The left number indicates the number of parent objectives, while the right number indicates the number of child objectives. The example in the following screenshot shows an objective card in the *Marketing* column that is linked to one parent and two child objectives:
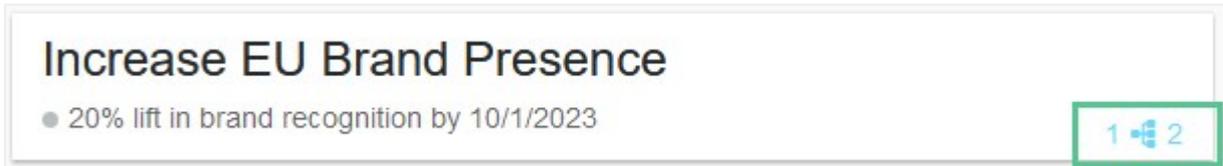
If an objective has at least one relationship, the link icon is blue. As long as an objective is not linked, the icon is gray:

To view the relationships of an objective, click its link icon. The Strategic Planner opens in *View* mode.
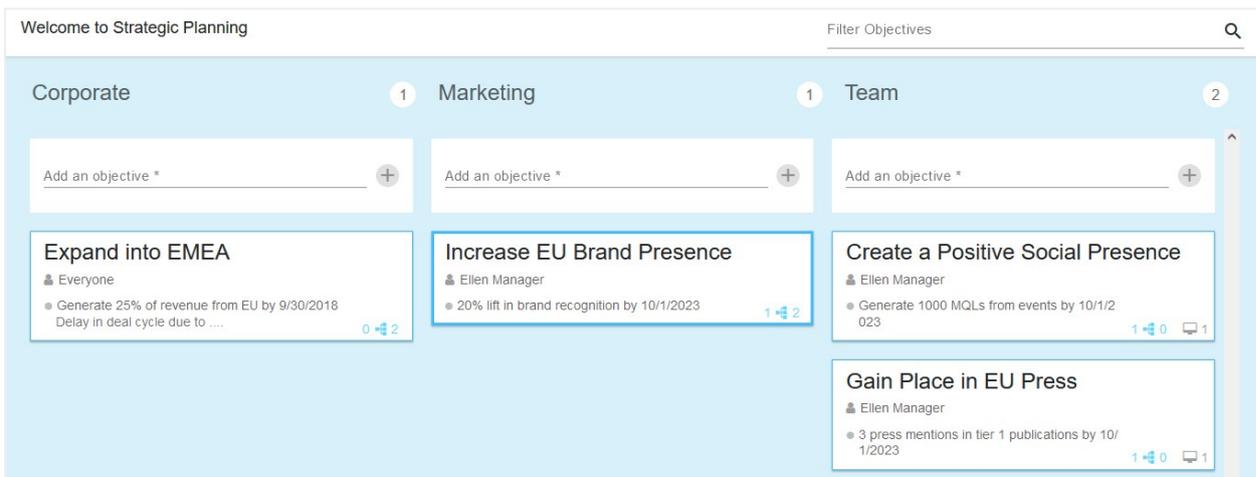
In *View* mode, Uptempo shows the clicked objective with a thick blue frame. In addition, only the connected parent and child objectives are displayed with a thin blue frame. Using the buttons below you can switch to *Edit* mode or close the view by clicking *Done*.

Alternatively, you can enter the *View* or *Edit* mode by clicking the desired objective card, and selecting the respective button in the *Connections* section.

Related Actions

- *Creating Relationships Between Objectives* on the facing page
- *Deleting Relationship Between Objectives* on the facing page

3.1.2.1   Creating Relationships Between Objectives

The team has created all the objectives and sorted them. Now the team wants to use relationships to map how the objectives are related and cascade.

1. Click > *Strategy*.

2. Click the link icon of the objective's card for which you want to create a relationship.

   The Strategic Planner opens in *View* mode.

3. Click below *Edit*.

   The Strategic Planner is in *Edit* mode. All objectives are displayed. Already linked objectives are marked with a thin blue frame.

4. Click on those objective cards to which you want to create relationships.

5. Click *Done*.

You have created the relationships.

3.1.2.2   Deleting Relationship Between Objectives

The team has created the objectives and the associated relationships. Now the team realizes that a relationship was created incorrectly and wants to delete it.

> Attention! Data loss!
>
> Deleting a relationship is irrevertible and will delete it from the view of all users.

1. Click > *Strategy*.

2. Click the link icon of the objective's card for which you want to delete a relationship.

   The *Strategic Planner* opens in *View* mode.

3. Click below *Edit*.

   The *Strategic Planner* is in *Edit* mode. All objectives are displayed. Linked objectives are marked with a thin blue frame.

4. Click on the linked objective card whose relationship to the source objective you want to delete.

   The thin blue frame disappears.

5. Click *Done*.

You have deleted the relationship.

3.2 Planning Investments

Sheila starts her planning for the investments plans she is responsible for. She structures the planned marketing investments into categories and sub-categories. The marketing investments are represented by line items.

> EXAMPLE
>
> Sheila plans to attend trade shows and summits for the *America* area. For the following year, she plans to attend the *Oracle MME* and *Sirius Decision Summit*. *Oracle MME* will incur costs in the following sections: *registration*, *booth expenses*, *shipping*, *travel expenses*. In general, there will be other costs that she will need to account for under one item. For *Sirius Decision Summit*, Sheila will need to plan costs for registration, booth costs, and travel to and from the event.
>
> Sheila is also planning to visit another trade show. However, no final decision has been made yet, as there are several trade shows to choose from. Nevertheless, the money is to be budgeted.
>
> In addition, Sheila plans for content creation costs. The content is to appear in the newsletter and provide information about the trade shows and summits.

What Are Categories, Sub-Categories, Line Items, and Placeholders?

The line items represent the marketing investments and you can enter cost or spend data only for line items. To keep the overview, you structure the line items by categories and sub-categories.

Clicking the *Category* button inserts a folder on the top level. Clicking the *Sub-category* button adds a folder on the subordinate level of the marked row. The marked row is highlighted by the light purple shade. This allows sub-categories to be nested depending on how granular you are in organizing your marketing spend data.
Line items can be entered at any level.

> BEST PRACTICE
>
> Be creative and organize your spend in a way that is intuitive to you by grouping like marketing investments (individual's investment plans do not impact the types of reports that can be run from Uptempo, we arrange that separately from the investment plan organization).

Using a placeholder allows you to plan at a high-level and track costs at a granular level when forecast amounts are unknown. A placeholder is generally used during the planning phase and holds funds for future spend. It is used when the specific marketing investments have not yet been determined, but funds need to be reserved in the overall allocation.

For example, when planning to attend a tradeshow you may have an estimated budget of $100,000 but may not specifically know how that money will be spent until further planning is done to determine individual investments at the tradeshow. To hold the funds in the budget you would add $100,000 in the *Plan* column of a placeholder for the month or quarter the tradeshow will take place.

Related Actions

- *Adding Investments* below

- *Adding Data to Investments* on page 59

- *Copying and Pasting Investments* on page 72

- *Deleting Investments* on page 79

- *Restoring Investments* on page 79

- *Approving Planning or Forecasting* on page 173

Next Steps

Once marketing investments are added, you add details and the planned spend for the investment, see *Adding Data to Investments* on page 59.

3.2.1 Adding Investments

1. On the *Investments* tab, determine where you want to add your marketing investment and click the appropriate row. If you want to insert the investment at the top level, click *Grand Total*.

2. If needed, add folders to structure your investments:

    - Click *Category* to enter a folder on the same level.

    - Click *Sub-category* to enter a folder on the subordinate level.

3. If you know the detailed breakdown of the planned costs:

    a. Mark the row under which you want to create a marketing investment by clicking it.

    b. Click the *Line Item* button.

        Note: Depending on your organization the name of your marketing investment button may vary.

- A line item is inserted at the selected position and its name field is shown in edit mode:

  A. Enter the name of your marketing investment.

  B. Click again outside the name field.

     The line item is added.

- The quick entry dialog *New Line Item* with several edit fields is shown.
  For more information on the quick entry form see *Quick Entry Form* below.

  A. Enter the name of your marketing investment in the *Description* field.

  B. Edit the fields of the form. Required fields are marked red.

  C. Click *Add*.

     The line item is added and its most important fields are filled.

4. If you want to plan investments for which you do not yet know the details:

   a. Mark the row under which you want to create a placeholder by clicking it.

   b. Click the *Placeholder* button.

      Note: Depending on your organization the name of the button may vary.

   c. Enter the name of the placeholder.

      BEST PRACTICES: As your marketing investments will display in reporting, we recommend that being descriptive with naming Placeholders. For example, *SiriusDecisions Summit Placeholder*.

   d. Click again outside the name field.

      The placeholder line will appear in italics to differentiate it from the other marketing investments.

5. Repeat steps 2 to 4 until your investment plan is completed.

You have added the marketing investments to your plan.

Quick Entry Form

To streamline data entry your organization can set up a quick entry form. If the quick entry form is activated, it will show up when you add a new line item. The form will contain the most important fields you have to fill when creating a line item. Fields you must fill are marked red as required fields.
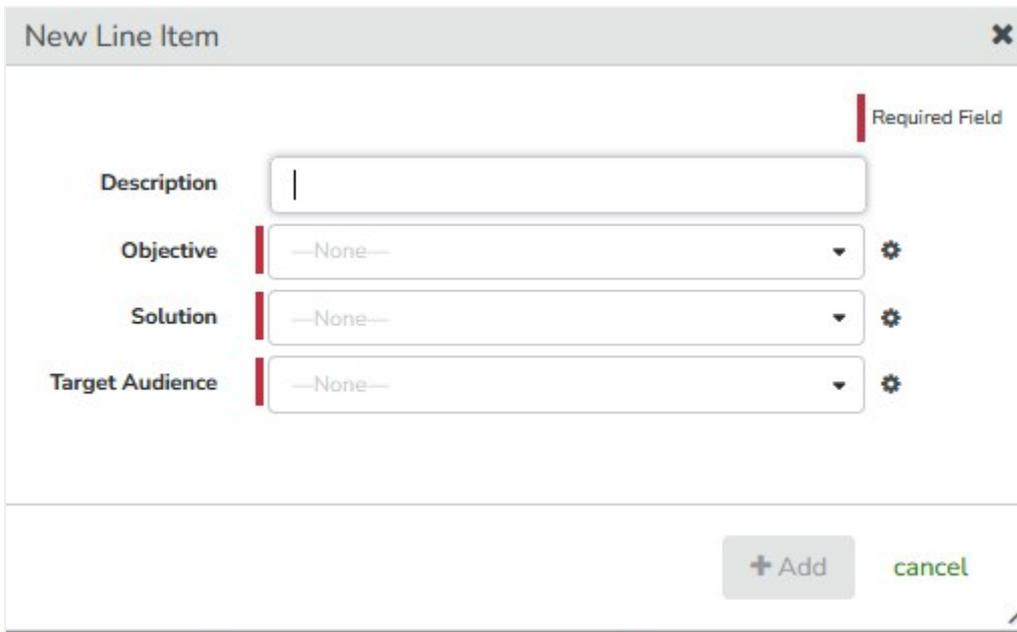
Next Steps:

Once marketing investments are added, you add details and the planned spend for the investment, see *Adding Data to Investments* below.

3.2.2 Adding Data to Investments

Once Sheila has created the marketing investments, she needs to enter data in two steps for further planning.

1. *Editing the Details panel* on the next page: The Details panel is where Sheila can select attributes that allow her to align investments with objectives and also track metadata related to spend. The Details panel lets Sheila view and edit her Key Performance Indicators (KPIs), giving her information for running reports on Insights. When Sheila fills out values in the Details panel describing how her marketing investment will align, she is also creating ways to slice and dice her marketing spend in the reporting.

2. *Adding Spend Data for Investments* on page 61: In this step, Sheila enters the planned costs for each investment per month. In Sheila's company, the entry of planned expenses is completed by the beginning of the fiscal year. The plan columns are then locked by an administrator and the spend data is updated in the forecast columns. Locking allows Sheila to

compare the plan data from the beginning of the fiscal year with the changes in the forecast columns and to draw conclusions.

Related Actions

- *Editing the Details panel* below
- *Adding Spend Data for Investments* on the facing page
- *Adding Calculated Costs* on page 62
- *Identifying Investment Plan Currency* on page 70
- *Setting a Multi-Currency Value* on page 71

3.2.2.1 Editing the Details panel

The Details panel is where Sheila can select attributes that allow her to align investments with objectives and also track metadata related to spend. The Details panel lets Sheila view and edit her Key Performance Indicators (KPIs), giving her information for running reports on Insights. When Sheila fills out values in the Details panel describing how her marketing investment will align, she is also creating ways to slice and dice her marketing spend in the reporting.

> **Note**
>
> The Details panel is always customized and adopted to the data by which your company wants to charactersize the marketing investments as well as track and analyze performance. Types of attributes that can be typically found in the Details panel are *Objectives*, *Target Audience*, *Product*, *Region*, *Segment*, *Dates*, *Top of Funnel Metric* or *Notes*.
> Contact your administrator if you have any questions.

1. On the *Investments* tab, click the ⬒ icon in line with your desired marketing investment.

   A panel will open from the right side of the investment plan.

2. On the Details panel fill out the form with attributes that best describe your investment.

   Note: Any header field that has a red asterisk beside it is a required field. These fields should always contain a value according to your marketing organization. The Line Item ID will not display until all required fields are populated in the Details panel.

3. Click X in the upper right corner.

The panel is closed. You have entered or edited the attributes for the marketing investment. When all required fields are filled out, then the icon turns black. If you open the Details panel again, the Line Item ID is displayed in the header.

How to Edit the Attributes of an Investment Plan Efficiently

On the *Investments* tab, when marketing investments are grouped into categories and sub-categories, detailed attributes can easily be added at the folder level, when details of a campaign or events are consistent. This saves time and alleviates the need to complete the detailed entries for every marketing investment because the details will filter down from the top-level folder. You can always go back and make minor adjustments at the marketing investment level after the initial entries were made at the folder level.

1. Click the Details panel icon in line with the category or sub-category that you would like to enter details for.

   The Details panel will open on the right side.

2. Fill in the fields that are the same for the marketing investments within this folder.

The details will filter down to the marketing investments within the category or sub-category.

> **Note**
>
> If you add a marketing investment under a category or sub-category after you have already filled in the Details panel for that grouping, the new investment will automatically have those fields filled in.

3.2.2.2 Adding Spend Data for Investments

In this step, Sheila enters the planned costs for each investment per month. In Sheila's company, the entry of planned expenses is completed by the beginning of the fiscal year. The plan columns are then locked by an administrator and the spend data is updated in the forecast columns. Locking allows Sheila to compare the plan data from the beginning of the fiscal year with the changes in the forecast columns and to draw conclusions.

Currency

Sheila's company operates internationally and the different marketing teams manage their marketing investments in their local currencies. The administrators can therefore define the appropriate currency for each investment plan. For more information see *Identifying Investment Plan Currency* on page 70.

Sometimes Sheila needs to enter expenses in currencies other than the investment plan currency, because spends are incurred in other countries. For example, the investment plan is managed in USD, but an amount is spent in EUR. Sheila can handle this by setting a multi-currency value. See *Setting a Multi-Currency Value* on page 71.

Requirements

- You have selected a suitable view: To enter planned expenses, the plan columns must be displayed in the investment plan. Usually, the expenses are planned on a monthly basis. However, some companies plan quarterly.

- You know your budget: The goal is to spend exactly the entire budget. The application helps you with the Metrics panel by showing you your target to spend in the *FY Investment Target*:

The *FY Left to plan* number shows you how much money you can still plan for.

> 📋 Note
>
> Your company may not use targets in the application. In this case, discuss with your system administrator how to plan.

Add Spend Data

1. Open the investment plan for which you want to plan spend.

2. For each line item (white cells), enter what you expect to spend in what month (quarter).

   The entered numbers are summed up for the sub-categories and categories up to the Grand Total line (grey cells).

3. Plan appropriate amounts until *FY Left to plan* in the Metrics panel reaches 0.

You have planned the budget specified for an investment plan.

3.2.2.3 Adding Calculated Costs

Sometimes the amount to be entered is not fixed for Sheila, for example because she has to enter a yearly amount month by month or she has to calculate a total amount from several parts. Sheila doesn't have to do her calculation with a calculator first; she can do her calculations directly as she enters them.

Calculator Capabilities

You can add, subtract, multiply and divide in the cells and insert parentheses. This is possible for direct entries in the grid as well as for entries of amounts in another currency (see *Setting a Multi-Currency Value* on page 71).

It is important that you start the input with an equal sign for a calculation. For example, if you want to add the amounts 456.99, 856.45 and 89.74, the correct entry is:

`=456.99+856.45+89.74`

Without the equal sign the input is not understood and cannot be calculated.

If you enter an incomplete calculation or have an error in the formula syntax the cell will be outlined in red, and the calculation will not be complete. The box will be outlined in green after you have entered a valid calculation.

> **Attention**
>
> Uptempo does not record the formula, so once the calculation is complete there is no way to see the original equation.

The result of a calculation is always displayed rounded to two decimal places.

Example: Adding Calculated Costs

You need to enter the sum of the following amounts in a cell: 260.56, 378.89 and one third of the amount 951.23.

You click on the cell and enter:

= 260.56+378.89+951.23/3

When you press Enter, the result 956.33 is displayed.

Example: Adding Recurrent Costs

You have an annual amount of 10,000, but it is drawn down equally each month.

1. On the *Investments* tab, locate the marketing investment you would like to add recurrent costs for.

2. Click on the cell and enter:
   =10000/12

3. Copy the entry by using the keyboard shortcut key Control/Command and C.

4. Click the corresponding cell of the next month.

   The entry in the previous cell is calculated.

5. Paste the entry by right-clicking in the second cell and selecting Paste.

   Note: Using the keyboard shortcut key Control/Command and V also allows you to paste the amount.

6. Repeat steps 4 and 5 for every month.

You have entered the recurrent costs.

3.2.2.4 Funding Activities With Investments

To provide visibility into how your marketing activities are funded, you can create connections between investment line items in *Uptempo Spend*, and activities in *Uptempo Plan*.

You can connect an investment line item to one or multiple activities. This means that a single investment can be used to fund multiple activities, or conversely, that a single activity can be funded from multiple investments. After you create a connection, you can decide how the funds from the investment line item are allocated to the connected activity (or activities).

Connections between investment items and activities are shown in both *Uptempo Spend* and *Uptempo Plan,* when you view the details of the connected investment items and activities, respectively.

> **Note:**
>
> You can also connect investments and activities from *Uptempo Plan*. For details, see Create a New Activity: Connecting Activities to Financial Items.

How Funds Allocation Works

When you connect an activity to an investment item, the system will initially use *Automatic Allocation*, and will switch to *Manual Allocation* if you connect additional activities:

- When you connect the first activity to an investment line item, 100% of the investment funds are automatically allocated to that activity (*Automatic Allocation*).

- Example: You connect Activity A to an investment with $10,000 in available funds. As a result, Activity A is automatically allocated the full $10,000 (100% of available funds).

- If you connect a second activity to an investment line item, the allocation method automatically changes to *Manual Allocation*, and you can specify the exact amounts allocated to each connected activity. You can allocate less than 100% of available funds, but you can't allocate more funds than are available:

    - Example 1: You connect another activity, Activity B, to the same investment. You manually adjust the distribution of funds to allocate $3,000 to Activity B. As a result, Activity A is allocated $7,000 (70% of available funds) and Activity B is allocated $3,000 (30%), for a total allocation of $10,000 (100%).

    - Example 2: You reduce the allocation on Activity A to $3,000. As a result, Activity A is allocated $3,000 (30% of available funds) and Activity B is allocated $3,000 (30%), for a total allocation of $6,000 (60%). This leaves $4,000 (40%) of the $10,000 total investment funds unallocated and available.

    - Example 3: You increase the allocation on Activity A to $8,000. As a result, the investment is overallocated: Activity A is allocated $8,000 (80% of available funds) and Activity B is allocated $3,000 (30%), for a total allocation of $11,000 (110%). In this case, the system would not allow you to save the allocation until you have adjusted it back to 100% or lower.

- For any investment line item that is connected to only one activity, you can also switch to *Manual Allocation* on demand at any time. This is useful if you want to allocate less than 100% of available funds to the connected activity.

3.2.2.4.1 Connecting Activities to an Investment

To connect activities to an investment, follow these steps:

1. Click ⊞ *Investments*.

2. In the investment hierarchy, click ⊡ *Open Panel* on the investment that you want to connect activities to.

    Note: You can connect activities to investment categories, sub-categories, or individual line items, but not to placeholders.

3. In the *Details* panel for the selected investment, click *Activities*, then click *Connect Activity*:
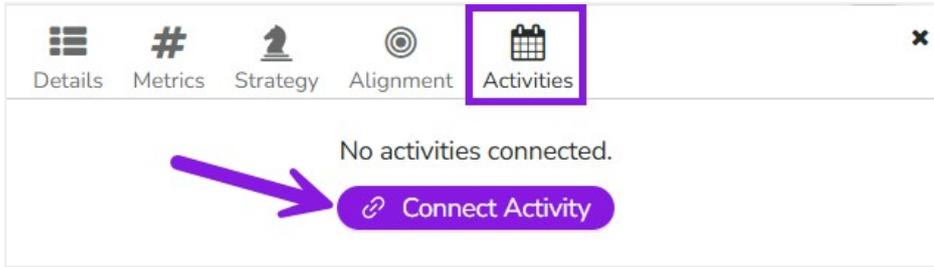
4. Use the list of activities to find the activity you want to connect to the investment. To connect the activity, click ⌀ *Connect Spend to Activity* for that activity's row in the *Action* column:

5. The list of activities will close, and the activity you connected will now be displayed in the *Activities* tab of the investment's *Details* panel:
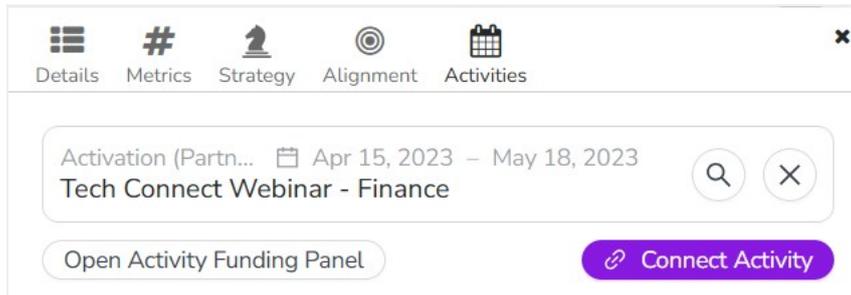
- Click ⊕ *Search* to view the details of an activity in Uptempo Plan.

- Click ⊗ *Unlink* to remove an activity from the investment.

Note: When you connect a single activity to an investment, 100% of the investment funds will be allocated to that activity automatically.

6. To connect additional activities to the investment, repeat steps 3 and 4.

   As you connect more activities, they will also be added to the *Activities* tab of the investment's *Details* panel.

   Note: You can only connect one activity to categories and sub-categories. As a result, the *Connect Activity* button will no longer appear on the *Details > Activities* panel for categories and sub-categories after you have connected an activity.

You have successfully connected activities to an investment. In the investments hierarchy, investments that are connected to an activity and have been automatically allocated are marked with the 🔗 icon, and are highlighted in yellow.

> 📄 **Note**
>
> When you connect additional activities to an investment, the allocation method will be changed from *Automatic Allocation* to *Manual Allocation*, and the newly connected activity will be allocated 0% of the investment.
>
> This means that, for every new activity you connect after the first one, the previous allocation will remain in effect until you manually reallocate funds to the new activity.

When you have finished connecting activities to the investment, you can allocate the investment between the connected activities.

3.2.2.4.2 Manually Allocate Funds Between Connected Activities

By default, the system will allocate 100% of an investment to the first activity that is connected. If there are multiple activities connected to an investment (or if you want to allocate less than 100% of the investment to a single connected activity) you can manually adjust how the funds are allocated.

To manually adjust the allocation of investment funds between connected activities, follow these steps:

1. Click ⊞ *Investments*.

2. In the investment hierarchy, click ▢ *Open Panel* on the investment for which you want to adjust the funds allocation.

3. In the *Details* panel for the selected investment, click *Activities*, then click the *Open Activity Funding Panel* button.

   Note: The *Open Activity Funding Panel* button is not shown on the *Details > Activities* panel of any category or sub-category that has a connected activity. This is because categories and sub-categories are not directly associated with any funds (only line items are associated with funds), so adjusting the allocation of funds is not applicable to categories and sub-categories.

   The *Activity Funding Panel* opens, displaying the details of the investment as well as the connected activities and their current allocations:

There are also some additional options available in this panel:

- The *Activity Funding Panel* will open using the same view that you had selected on the main table in the *Investments* section of Uptempo Spend. To change the view from within *Activity Funding Panel*, use the dropdown menu.

- Click *Add activity* to add another activity.
- Click ✕ *Unlink* on an activity to disconnect it from the investment.
- If only one activity is linked to the investment, click *Convert to Manual Allocation* to make changes to the allocation.

4. Double-click a cell in the table to edit the amount inside. Enter the amount you want into the cell, then click anywhere outside of the cell (or press the ⎆ENTER key) to finish editing.

   Note: The *Unallocated* row displays the balance of funds which have not yet been allocated to an investment. You can underallocate (allocate less than 100% of the available fund), but the system will not allow you to save if an investment is overallocated (more than 100% of available funds are allocated, indicated by a negative amount in the *Unallocated* row).

5. To save your changes and exit the *Activity Funding Panel*, click *Save* (or click *Close* if you want to discard your changes).

You have successfully adjusted the investment allocations between connected activities. In the investments hierarchy, investments that have been manually allocated are marked with the ⛓ icon (replacing the 🔗 icon).

3.2.2.4.3 Additional Information

Here are some additional important details that you should be aware of when connecting activities and investments:

- You can connect activities to any level of the investment hierarchy: categories, sub-categories, or line items. However, categories and sub-categories are not directly associated with any funds — only the line items within them can be linked to fund amounts. This means that, when you connect a category/sub-category and an activity, it is actually the funds that belong to line items within the category/sub-category that are being used to fund the activity.

- In the investments hierarchy, line items that are connected to activities (i.e. the line item is part of a category/sub-category which has a connection to an activity) are highlighted and have special icons to help you identify them. For more information, see *Categories, Sub-Categories, and Line Items* on page 34.

- Even if a line item is already indirectly connected to an activity via its parent category/sub-category, you can still create a direct connection on the line item itself. Open the *Details > Activities* panel of the line item, then click *Connect Activity* to directly connect the line item to an activity instead. The activity can either be the same one that is connected to the parent, a child

activity of the activity connected to the parent, or another activity entirely.

- If a line item is indirectly connected to an activity via its parent category/sub-category, and you directly connect it to an activity that is on a different branch of the activity hierarchy, this is called an "out-of-boundary connection". When you make an out-of-boundary connection, it is not possible for both activities to be connected to the line item. To resolve the situation, the system will do the following (after prompting you for confirmation):
  - Remove the existing connection between the parent category/sub-category and the original activity
  - Create the out-of-boundary connection to the new activity on the specified line item
  - Automatically create new connections at the line item level between all other existing line items in the parent category/sub-category and the original activity (to replace the parent-level connection)

This procedure allows you to create the out-of-boundary connection, while still maintaining all existing connections between all other affected line items and the original activity (by replacing the indirect connections through the parent with direct connections on the line items themselves).

3.2.2.5 Identifying Investment Plan Currency

Sheila's company operates internationally and the different marketing teams manage their marketing investments in their local currencies. The administrators can therefore define the appropriate currency for each investment plan.

> **Note:**
>
> You can only view investment-level currency on the *Budget* tab, you cannot view it from the *Investments* tab.

To identify your investment plan currency:

1. On the *Budget* tab, locate your desired investment plan.
2. Locate the *Currency* column in line with your desired investment plan.

Your local currency will be displayed.

3.2.2.6   Setting a Multi-Currency Value

Sometimes Sheila needs to enter expenses in currencies other than the investment plan currency, because spends are incurred in other countries. For example, the investment plan is managed in USD, but an amount is spent in EUR. Sheila can handle this by setting a multi-currency value.

1. Open the investment plan for which you want to plan spend.

2. Identify the cell of a line item or placeholder in which you want to set a multi-currency value.

3. Right-click the cell and select *Set Multi-currency Value*.

4. In the dialog, enter the base value (value in original currency).

5. Select the base currency (original currency).

6. Click *Save*.

The value is saved and converted in the currency of the investment plan.

3.2.2.7   Utilizing Scenario Tags

Line items can be tagged with a scenario tag to help Sheila adjust her budgets and prioritize her investments so they are prepared for changes to their target. For example, adding a conference or an event if additional budget became available, canceling or revising an event for less costly options or eliminating some of the nice-to-have extras.

How Scenario Tags Work

All untagged line items are considered the planned investments against the original budget target. Scenario tags can be used for 'would be nice' items if there was extra budget and for new events/campaigns if additional funds became available. Uptempo has the following default scenario tags:

- 15% Increase (blue) – Ideally what we could execute if there was a 15% increase in allocation.

- 10% Increase (green) – What we want to execute in the event of a 10% increase in allocation.

- Cancelled (yellow) – This marketing investment will no longer be executed

> **Note**
>
> Tags can be customized and may vary between organizations. A best practice are the tags *Wishlist*, *Out of Scope*, and *Cancelled*.

> **BEST PRACTICE**
>
> Do not delete investments with scenarios even if the scenario is not realized. This can help provide additional context and serve as a reference point for next year's scenario planning.

Tagging a Line Item

1. On the *Investments* tab, highlight the line item you want to tag.

2. To the left of the investment, click the circle to select the scenario menu.

3. Select your desired scenario tag from the drop-down list.

You have tagged a line item.

3.2.3 Copying and Pasting Investments

In Sheila's planning, various elements are repeated, for example, the items *Registration*, *Booth Costs* and *Travel Expences* are needed again and again for tradeshows. Instead of creating these recurring items manually and individually, Sheila copies and pastes them back into the investment plan. This saves her time.

Copy Options

Copying a category or sub-category will automatically copy the contents of that selection, including any items within it.

When copying, you can choose between the following options:

- *Marketing investment only*: This gives you the option to copy only the category, sub-category or line item. For categories and sub-categories all contained marketing investments are copied as well. The attributes (in the Details panel) and the column cells of the copy will be empty or set to default .

- *Marketing investment and Attributes*: This gives you the option to copy the category, sub-category or line item. For categories and sub-categories all contained marketing investments are copied as well. Additionally, existing attributes in the Details panel are copied, but the column cells of the copy will be empty.

- *Category Structure, Attributes, and Cell Values*: This gives you the option to copy the category, sub-category or line item. For categories and sub-categories all contained marketing investments are copied as well. Additionally, existing attributes in the Details panel and cell values are copied.

Choose the option that gives you the least amount of rework.

> **EXAMPLE**
>
> For a trade show, the line items and their attributes will likely be very similar. However, due to the event locations, travel costs will vary. In addition, costs will be incurred in different months due to event timing spread throughout the year. The *Copy the marketing investment and its existing attributes* option therefore probably makes the most sense here.
>
> However, if the same or at least similar costs have to be planned for similar marketing investments throughout the year, it makes sense to select the option *Copy the marketing investment, its attributes and any cell values it contains*.

Paste Options

Copied categories, sub-categories and line items can be pasted only within the source investment plan.

If you want to paste a copied marketing investment, right-click on the category or sub-category where you want to paste the copy. The copy is then created as a sibling element to the clicked marketing investment.

The copied selection will have "Copy of" in front of the original name. To rename the selection, double-click the marketing investment/Line item and enter the new name.

Copying and Pasting a Marketing Investment

1. Go to the *Investments* tab and open the investment plan in which you want to copy a category, sub-category or line item.

2. Right-click the category, sub-category or line item you want to copy.

3. In the displayed menu, hover over *Copy Row*.

   When you hover over *Copy Row*, you will see it expand into three new selections in the form of a drop-down.

4. Select the option you want to use for copying. For information on these options see *Copy Options* on page 72.

5. Right-click a marketing investment that will be a sibling to the copied marketing investment. For information on these options see *Paste Options* on the previous page.

6. In the displayed menu, click *Paste Row*.

A copy of the source investment is created. The copied selection will have "Copy of" in front of the original name.

3.2.4 Importing Investment Data

Sheila and her colleagues have previously managed many of their investments and associated data in spreadsheets. To facilitate the transition to the software, Sheila can import this data into the system.

> **Note**
>
> The prerequisite for importing investment data is that the associated investment plans have been created by an administrator. You cannot import data on the folder or sub-folder level.

How the Import of Investment Data Works

Note that when importing investment data, the existing records are always interpreted as full import when mapped with an existing line item. This means that all mapped cells are replaced by the value in the spreadsheet. You may have to correct any errors manually.

You can only import XLSX and XLS files.

The import uses only the first table of the Excel file. The first column is interpreted as the names of categories, sub-categories, line items und placeholders. All data up to the first empty cell in this column will be imported.

If you want to structure the rows into categories, sub-categories, line items und placeholder, note the following annotation:

Type	Structure Annotation	Example in Following Screenshot
Root element: Grand Total	* in front of name Note: The root element *Grand Total* doesn't have to be in the import file. The *Grand Total* will be part of the export file.	*Grand Total
Category	** in front of name	**Trade Show
Sub-category	***, **** in front of name, Number of stars depend on sub-category level	***Oracle MME
Line Item	No symbol before name	Registration
Placeholder	## before name	##Additional Trade Show

	A	B	C
1	Name	ID	January
2	*Grand Total	1883836	
3	**Trade Show	5852896	
4	##Additional Trade Show	5852907	
5	***Oracle MME	5852897	
6	Registration	5854925	50000
7	Booth	5854866	220000
8	Shipping	5854869	8000
9	Travel Expenses	5854872	10000
10	Brochures, Giveaways	5852902	5000
11	Extra costs	5855041	0
12	ösdfgn	5855042	500
13	***Western Booth	5852903	
14	Registration	5852904	20000
15	***Sirius Decision Summit	5852905	
16	Registration	5852906	11500
17	Booth	5979797	
18	Travel Expenses	5979798	

If you want to update existing categories, sub-categories, line items and placeholders, you must map the records in the spreadsheets with the already created items in the system. To do this, the second column of the imported spreadsheet must contain the Uptempo IDs. Name this column *ID* in the first row and enter the Uptempo IDs of the categories, sub-categories, line items and placeholders. You

can determine the IDs by an export, see *Exporting Investment Data* below. If an *ID* column is missing, the entries in the first column are interpreted as new items and will be added accordingly to the investment plan.

In the following columns you can enter the data of the line items. Note that during the import you have the possibility to decide for which columns data has to be transferred. If you have columns with no data or with data that is not up-to-date, you can simply exclude them from the import.

Importing Investment Data

1. On the *Budget* tab, click the *Import* button and select *Investment Plan* from the drop-down list.

2. On the *Import Data* page, select the desired investment plan from the drop-down list.

3. Click the *Browse* button to select your import file.

4. Click *Map Fields*.

5. Map your spreadsheet column headers to the corresponding column headers in the app. Include only columns that contain correct data and that you want to import.

   Note: If your information is not showing properly, cancel the import and make sure that your spreadsheet matches the import requirements.

6. Once completed, click the *Merge Data* button.

   An *Import Summary* will display.

7. Review the summary and click *Done* or *Import Another File*.

You have imported investment data.

3.2.5 Exporting Investment Data

Sheila laid out her investment plan and now, she wants to export the data. Exporting her data offers Sheila the following options:

- Show the data to people who are not users in Uptempo.
- Integrate the data into other systems.
- Modify and import the data as needed to quickly update data in the system.

How Export Works

You can only export data from one investment plan at a time. Data export options include:

- *Export Current view*: This will export only the data that is displayed in your current view to an Excel spreadsheet (.xls). The order of your columns in the export will be the same as the order of the columns in your view.

- *Export All fields*: This will export all of the data in your account to an Excel spreadsheet (.xls). The order of your columns in the export will be based on how your columns are listed in the *Customize > Columns* page. Categories and sub-categories will be highlighted by colored rows. Placeholders aren't distinguishable from line items.

- *Export All fields for Import*: This will export all of the data in your account to an Excel spreadsheet (.xls). The order of columns in the export will be based on how your columns are listed in the *Customize > Columns* page. Categories, sub-categories, line items and placeholders are annotated for import, for details see *Importing Investment Data* on page 74.

> **TIP**
>
> If the order of columns in the export does not suit your needs, an administrator can adjust the order in the Master Settings.

Export Investment Plan

1. On the *Investments* tab, click the *Download* icon next to the search bar.

2. Select your desired export option from the drop-down list.

3. In case you selected the option *Export Current view* or *Export All fields*: Decide whether the export should show aggregate totals.

You have exported the data.

3.2.6 Moving Your Investments

Spend allows you to collaborate with others to create strategic marketing plans. The ability to move marketing investments (Line Items) between investment plans makes reallocating costs between different departments simple and efficient.

1. On the *Investments* tab, highlight the category, sub-category, marketing investment/line item or placeholder you want to move.

   Note:You can only move investments between investment plans you have access to.

2. Right-click and select *Move Row*. A pop-up *Move* display window will appear, where you will decide where to move your investments.

   Note: You cannot move marketing investments across fiscal years.

3. Follow the steps as displayed in the *Move* display window. First, select the investment plan you will be moving your investments into, then select the grouping they will go under if applicable.

   Note: If no category or sub-category is selected, the marketing investment will be placed at the top of the investment plan.

4. Click the *Move Row* button.

> **Note**
>
> If there are POs and actuals attached, Uptempo will remind you to remove any POs and actuals before you move the investments. You can add them back in after the move.

3.2.7 Undo Button

When planning how to allocate marketing spend data, there are times Sheila makes duplicate entries or input errors. To quickly fix any incorrect actions, she can use the *Undo* feature on the Investment grid.

> **Note**
>
> The *Undo* history is cleared once you leave the *Investments* tab, or refresh your browser.

1. On the *Investments* tab, click the *Undo* button, or use the Ctrl-Z (Cmd-Z for Mac) keyboard shortcut.

> **Note**
>
> You cannot undo delete or undo the same types of actions more than once (for example, after creating 3 line items, the *Undo* button will only allow you to undo the last line item that was created).

> **Note**
>
> There is no undo limit but there is no redo function. The *Undo* function does not apply to the Details panel, only the budget grid and does not affect filters or moving marketing investments.

3.2.8 Deleting Investments

When organizing her spend, Sheila may find that she has planned more marketing investments than she will execute on, or she has accidentally duplicated them. By deleting unnecessary marketing investments or line items Sheila can easily correct this.

1. In your investment plan, find the marketing investment you would like to delete.
2. Do one of the following two options:
   - Select the investment and click the *Delete* button.
   - Right-click the investment and, in the displayed menu, click *Delete Row*.

The investment is deleted from the investments plan and moved to the recycle bin. When you delete a category or sub-category, everything beneath that grouping will be deleted as well. You can restore investments from the recycle bin within 30 days. After this period, items in the recycle bin will be permanently deleted. For details see *Restoring Investments* below.

3.2.9 Restoring Investments

Deleted marketing investments are moved to the recycle bin for 30 days, where they can be viewed and restored if needed. After 30 days they are deleted permanently and cannot be retrieved.

Restoring an item restores the Details panel attributes for that investment if the attributes were not edited at the parent level while the item was in the bin. If the Details panel attributes are edited when the item was in the bin, the edits are lost when the item is restored.

If there is a value in a column and users don't have permission to edit that row or column, they will not be able to restore that item. Only an Owner or Administrator will be able to restore a marketing investment that has a value in a locked column.

If an item is deleted that has manually entered POs or Actuals, the POs or Actuals will be lost when the item is restored.

The *Recycle Bin* button is located above the Investment grid, see below:

For more detailed information on how to use the recycle bin, check out the *Recycle Bin Restore* module in the *Building the Investment Structure* end user Uptempo University course. Please reach out to your Administrator, CSM or university@uptempo.io to enquire about access.

3.2.10   Fixing Planning

We always recommend that the plan column is locked after the planning phase as best practice, whether that be monthly, or quarterly depending on your organization. Locking the plan columns gives you a reference point that allows you to compare original planning and the current state of spending during the fiscal year.

Possibilities of Locking

- Locking columns: With this most frequently used method, an administrator locks the input in the *Plan* columns. All plan amounts are fixed; subsequent reallocation is not possible. Locked columns are marked with a lock icon in the header. Editing of line item's and placeholder's name and properties on the Details panel is still possible.

  Note: Only users with Administrator level permissions or above can lock or unlock *Plan* columns.

- Approving planned spend: If the company uses the approval function, then all planned amounts are first checked individually Changes to the amounts are then only possible through change requests. Properties on the Details panel can no longer be edited.
  You can see whether an amount is approved by the green bar on the left edge of the cell and the lock icon when you hover the cell with the cursor.
  For more information see *Approving Planning or Forecasting* on page 173.

> **Note**
>
> Talk to your system administrator if it is unclear which method is used. Your system administrator will also be able to tell you which internal processes are used to support locking, for example, when planning phases must be completed and at what point the columns are locked.

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Managing

4

After Sheila has completed her planning, the management phase begins: Sheila starts executing on her activities and manages the according investments.

As a first point of reference, the expected spends are entered in the *Forecast* columns. Sheila starts with the amounts she entered in the *Plan* columns during the planning phase. Sheila performs this transfer either manually or by an import, see *Forecasting* on page 93. The amount is automatically tagged with the *Forecast* status.

> **Note**
>
> Tags may vary between organizations. Your company may use different names, statuses or additional tags. Ask your system administrator in case of questions.

After Forecasting, quotations are obtained. These amounts are usually maintained in a third-party system and imported into the PO columns. By comparing the *Forecast* and *PO* cells of a line item, Sheila recognizes whether she needs to allocate more budget to the line item or can allocate the excess budget to another line item. For more details on POs, see *Managing POs* on page 103. How reallocate budget is described in *Reallocating Funds* on page 97.

As soon as Sheila has placed the order, she assigns the status *Committed* to the amount in the *Forecast* cell. This means that Sheila's company is now contractually obligated to pay the amount, but the money has not yet been spent. At this point, the amounts in the *Forecast* and *PO* cells should be identical.

Once the money is to be paid, Sheila can enter the paid amount in the *Actuals* column, either manually or by an import. After creating the actuals Sheila sets the status of the *Forecast* cell to *Occurred*. For more information see *Managing Actuals* on page 121.

To do this effectively, she needs to be able to set her workspace appropriately (see *Setting up the Workspace* on the facing page).

When managing marketing investments, data from external systems is usually required, for example from accounting software. To avoid time-consuming manual transfers, Sheila can import this data (see *Importing* on page 131).

4.1 Setting up the Workspace

For effective management of marketing investments, Sheila must set up the workspace on the *Investments* tab to meet her needs at all times. To do this, Sheila must answer the following questions:

- Which line items of an investment plan do I need if I need to edit data or details? Do I need to search or filter the investment plan? If so, by which properties? The answer influences which categories, sub-categories, line items and placeholders are visible in the purple colored area in the following screenshot. For more information see *Searching and Filtering Marketing Investments* on the next page.

- What data do I need? Do I need plan, forecast or other data? The answer to the question influences which columns are displayed in the green area in the following screenshot. For more information see *Display Needed Data* on page 89.

> **Note**
>
> These filters and views are cumulative. You can sort your investments by two or more of these filters if desired. Filters will also persist even if you switch investment plans as long as they are in the same hierarchy.

4.1.1 Searching and Filtering Marketing Investments

Sheila manages a very extensive investment plan. There are different scenarios how she can restrict the display to the required line items or placeholders:

- *Searching Within the Investment Plan* on the facing page: In the search bar above the hierarchy Sheila enters a name or a line item ID. The line items displayed in the hierarchy are narrowed down to suitable matches by entering the first character.

- Filtering by approval status allows Sheila to gain a quick understanding of approved spend, pending requests, and see the current status of marketing investments. This empowers Sheila to have a dynamic plan by allowing her to easily view areas that have been approved to move forward, and adjust areas that require change. See *Filter by Approval Status* on the facing page

- During forecasting, Sheila uses Scenario Tags. Scenario Tags allow Sheila to easily create and view different scenarios during planning to understand the impacts of a change in top-down allocation to the overall investment plan. When filtering by scenario Sheila reduces the displayed line items and placeholders in the hierarchy to those that match one (or several) scenarios.. See *Filter by Scenarios* on page 88

- Sheila has entered details for each line item on the Details panel. She now wants to have the line items displayed not according to the hierarchy structure, but sorted according to these details, for example according to the assigned target group. She can do so with the *Group By* filter. See *Pivot Investments by Details Panel Attribute* on page 88

- Sheila has created many marketing investments, but has not entered planned or anticipated expenditures for each marketing investment. To provide a clear view of investments that have associated values, Sheila uses the *Show $0 Rows* filter. If deactivated, all marketing investments are hidden that have no dollar value in any of the columns.

- Sheila's marketing investments are linked to activities. If she wants see the amount already allocated to activities, she can activate the *Show only activity linked items* filter to the right of the *Show $0 Rows* filter.

As soon as the filter is applied the roll-up amount will be updated.

4.1.1.1 Searching Within the Investment Plan

In the search bar above the hierarchy Sheila enters a name or a line item ID. The line items displayed in the hierarchy are narrowed down to suitable matches by entering the first character.

You can easily search for an investment using keywords or the Uptempo ID.

1. On the *Investments* tab, click on the *Search* bar above the columns.

2. Enter your search terms.

As you enter your search terms, your investments will automatically be sorted to display the marketing investments containing your keyword(s) or match the Uptempo ID.

To clear your search terms, click the blue x button that appears in the Search bar.

4.1.1.2 Filter by Approval Status

Filtering by approval status allows Sheila to gain a quick understanding of approved spend, pending requests, and see the current status of marketing investments. This empowers Sheila to have a dynamic plan by allowing her to easily view areas that have been approved to move forward, and adjust areas that require change.

1. On the *Investments* tab, click the *Approval Status Filter* drop-down in the upper right corner.

2. Select the approval statuses that you would like to use to filter your investment plan.

3. Click the *Apply* button to refresh the investment plan with your selected filters.

In the hierarchy, the line items with according approval statuses are displayed.

4.1.1.3 Filter by Scenarios

During forecasting, Sheila uses Scenario Tags. Scenario Tags allow Sheila to easily create and view different scenarios during planning to understand the impacts of a change in top-down allocation to the overall investment plan. When filtering by scenario Sheila reduces the displayed line items and placeholders in the hierarchy to those that match one (or several) scenarios.

1. On the *Investments* tab, click the *Filter by Scenarios* drop-down menu in the upper right corner.

2. Select or deselect specific Scenario Tags as desired. If you want to filter for one specific scenario, hover its row and click *Only* at its right end.

3. Click *Apply*.

Your marketing investments will be filtered in the investment plan and your totals will adjust based on your selection. Be aware that marketing investments without assigned Scenario Tag will still be displayed.

To reset a filtering by scenario, open the *Filter by Scenarios* drop-down menu and click *Select All*. Then all line items and placeholders will be displayed.

4.1.1.4 Pivot Investments by Details Panel Attribute

Sheila has entered details for each line item on the Details panel. She now wants to have the line items displayed not according to the hierarchy structure, but sorted according to these details, for example according to the assigned target group. She can do so with the *Group By* filter.

1. On the *Investments* tab, click the *Group By* drop-down menu in the upper right corner.

2. Select your attribute.

Your investments will regroup according to the selected attribute. An *Unclassified* section will appear at the bottom of the investment plan if any investments are missing Details panel inputs when using the *Group By* filter.

Uptempo

> **BEST PRACTICES**
>
> You can easily tag unclassified investments while using the filter with the appropriate attribute by clicking on the Details panel icon and choosing your input. The screen will then refresh and your investments will automatically be sorted according to the corresponding attribute.

4.1.2 Display Needed Data

Sheila manages the investment plan through different phases: planning, forecasting, managing of POs and actuals etc. For her work steps she needs different data on the *Investments* tab. For example, in the planning phase she needs to edit the *Plan* columns, in the forecasting phase she needs to edit the *Forecast* columns, and so on. Since it makes no sense to display all columns for each marketing investment, Sheila can choose one of several suitable views.

> **Note**
>
> Views are always configured during the system setup according to your company's specifics and way of working. If you have any questions or need a different view, please contact your system administrator.

For more information, see *Views* on the next page.

Identifying Forecast Status of Spend

Sheila also uses Forecast Statuses Tags. She would like to see the total amounts in her investment plan that are forecasted, committed, or actually spent. This is a quick way to gain insight on the status of marketing costs to date. See *View by Forecast Status* on the next page

Identifying Spend in Other Currencies

Normally Sheila enters planned expenses in the currency of the investment plan, for example USD. However, it may happen that expenses have to be made in other currencies, for example EUR. In order for Sheila to see which inputs have been made in another currency, she can activate the *Original Multi-currency* checkbox above the investment plan in the right corner. This view highlights cells where multi-currency entries have been made and include both the original entry/base value and the currency:

$1,641.69 (1,500.00 EUR)

4.1.2.1 Views

Sheila manages the investment plan through different phases: planning, forecasting, managing of POs and actuals etc. For her work steps she needs different data on the *Investments* tab. For example, in the planning phase she needs to edit the *Plan* columns, in the forecasting phase she needs to edit the *Forecast* columns, and so on. Since it makes no sense to display all columns for each marketing investment, Sheila can choose one of several suitable views.

> **Note**
>
> Views are always configured during the system setup according to your company's specifics and way of working. If you have any questions or need a different view, please contact your system administrator.

1. On the *Investments* tab, click on the *View* drop-down menu in the upper right corner.

2. Select a view as desired.

The view is applied and according columns are displayed.

4.1.2.2 View by Forecast Status

Sheila also uses Forecast Statuses Tags. She would like to see the total amounts in her investment plan that are forecasted, committed, or actually spent. This is a quick way to gain insight on the status of marketing costs to date.

1. On the *Investments* tab, click on the *Forecast Status Tags* drop-down menu in the upper right corner.

2. Select or deselect *Forecast Status Tags* as desired. If you want to restrict the view to one specific tag, hover the row of the tag and click *Only*.

3. Select *Apply*.

In the Forecast columns, cells whose entries do not match your tag selection are crossed out. In the cells of the categories, sub-categories and the Grand Total row, only the amounts of the line items and placeholders whose entries are tagged to match your setting are summed.

To reset a filtering by forecast status, open the *Forecast Status Tags* drop-down menu and click *Select All*.

EXAMPLE

Sheila wants to see what amounts are actually spent. In the *Forecast* columns, she has maintained a status for each line item and placeholder. When the event has taken place or services have been received, Sheila assigns the status *Occurred*.
Note: Forecast statuses may be named differently in your company.

Now, when Sheila restricts the view to the *Occurred* tag, only the amounts from the child cells that are tagged *Occurred* are totaled in the cells for categories and sub-categories and Grand Total.

Other amounts are shown crossed out and are not included in the sums. See following screenshot for forecasting in January:

Jan Forecast	
	$54,700.00
	$53,200.00
●	$5,500.00
	$53,200.00
●	$8,200.00
●	$45,000.00
●	$5,000.00
●	$10,000.00
●	$20,000.00
	$0.00
●	$11,500.00
●	$25,000.00
●	$6,000.00
	$1,500.00
●	$1,500.00
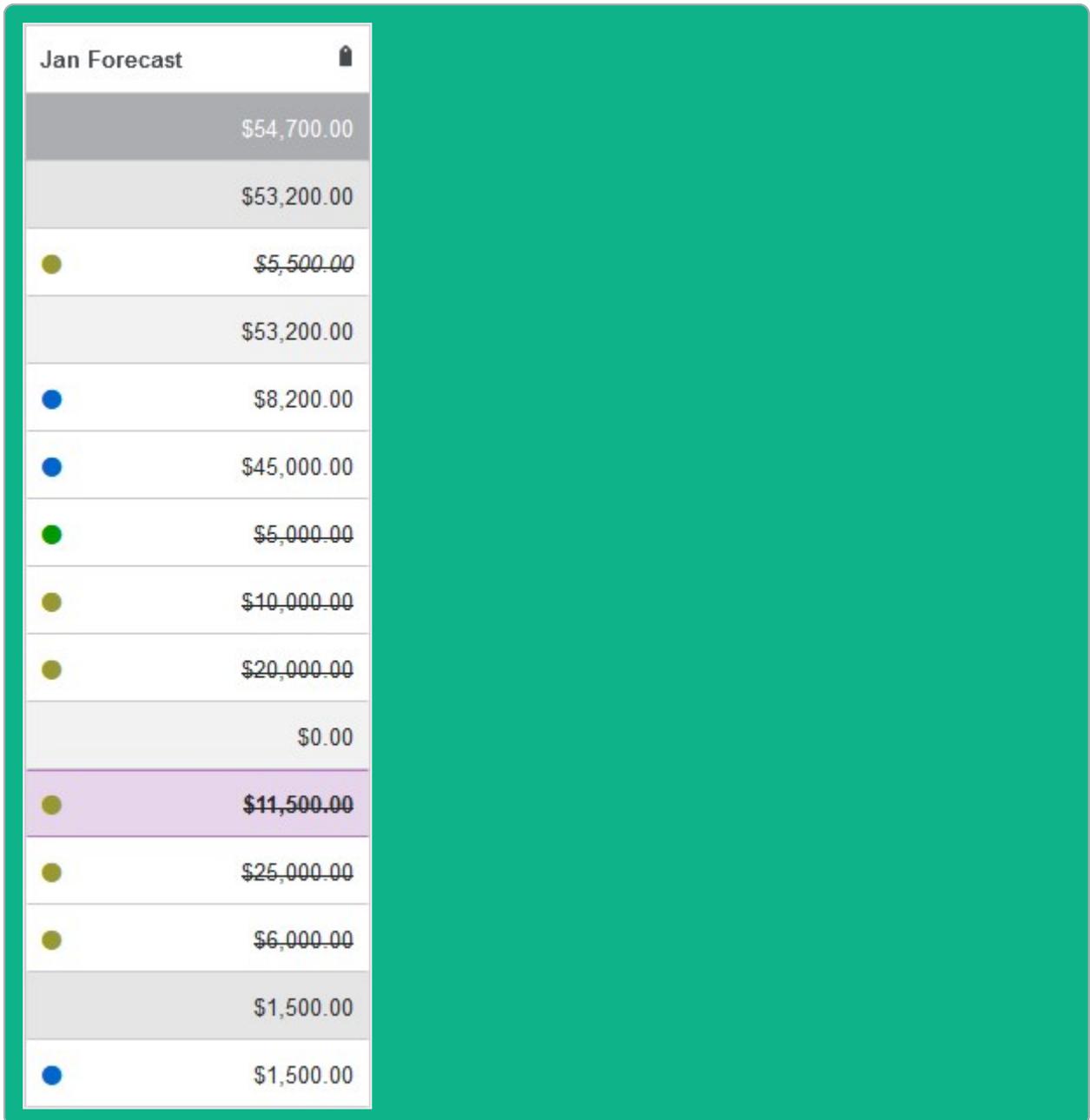
Related Actions

You can learn how to set *Forecast Status Tags* in *Forecast Status Tags* on page 95.

4.2 Forecasting

Forecasting is the latest expected cost of marketing investments as the marketer executes on the investments. The *Forecast* column differs from the *Plan* columns, as the *Plan* columns are recommended to only be used at the beginning of the budgeting and planning phase for your organization to record their original bottom up plan. This serves as a baseline your team can compare your *Forecast* against throughout and at the end of the fiscal year.

It is crucial that your team records their up-to-date estimates on their spend as they carry out their day to day operations in the *Forecast* columns. The *Forecast* column will allow marketers to estimate whether they will be spending more or less than their original plan before the expenditures are recorded and imported into Uptempo. The Forecast is then used to better gauge how much in actuals are roughly still expected.

If your forecast is $1200, and to date, your Actuals/PO amounts that have come through are $600, you would still expect to see another $600. Throughout the year, you typically want to compare Plan vs Actual, Forecast vs Actual and Plan vs Forecast. You would stop updating the Forecast when you have no more estimate changes for that period.

Transition from the Plan to the Forecast Phase

When the planning phase is complete and you enter the forecasting phase, there are usually two options:

- You start with the amounts of the plan phase as a starting point. To avoid having to transfer the amounts manually, you can export them from the plan columns and import them into forecast columns. Note *Transferring Plan Amounts to Forecast Columns* on the next page.

- You start the forecast phase without amounts and enter the respective expected amounts as you execute on the investments.

Forecast Status

Forecast status enables you to gain a better understanding of where you have made financial commitments and where you are leaving money on the table. The status tags identify if investments are planned, have a signed contract, or have taken place. Investments that are planned can be cut if the budget gets cut, or the money can be reallocated to other investments where necessary. At the end of every month, any funds allocated to an investment that has not occurred should be reallocated to the month the investment will take place, or to another investment to keep financial records accurate.

For more information on how to track the forecast status see *Forecast Status Tags* on page 95.

Plan vs Forecast Variance

The Plan column shows the bottom-up plan of marketing investments that will be completed to spend the allocated budget and the Forecast reflects the latest expected costs. The *Plan vs Forecast* variance shows how much you are under or over forecasting against the original plan. Using the variance, you can identify if you are under forecasting due to changes in comparison to what we planned. This allows for reallocation of funds to investments that may require more funding, or to investments, we didn't originally plan for, see *Reallocating Funds* on page 97.

Related Actions

Editing the cells in the *Forecast* columns is identical to the planning phase. Therefore, for more information on editing amounts, refer to the chapters *Adding Spend Data for Investments* on page 61, *Adding Calculated Costs* on page 62, and *Setting a Multi-Currency Value* on page 71.

Specific to the Forecasting phase, consider the following action :

- *Transferring Plan Amounts to Forecast Columns* below
- *Tagging Forecast Spend* on page 96
- *Reallocating Funds* on page 97

Next Steps

Purchase Orders (POs) show your committed spend for the period. See *Managing POs* on page 103.

4.2.1 Transferring Plan Amounts to Forecast Columns

Sheila's company has completed the planning phase. She now starts to execute on the marketing investments and maintain the expected costs in the *Forecast* columns. In order for Sheila to start with the values from the plan columns, she exports the plan data and imports it into the *Forecast* columns. This saves her the manual work of transferring it.

1. In the investment plan where you want to transfer data from plan to forecast columns, click the ![icon] button on the right above the Investment grid and select *Export All fields for Import*.

   An XLS file is created that contains all data of the investment plan.

2. Open the XLS file and scroll right to the *Plan* columns (*Jan Plan*, *Feb Plan* etc).

3. Copy all data from the *Plan* columns (except headers entries) and paste it to the according *Fore-cast* columns.

   Make sure that you copy the amounts correctly:

   - They must be pasted at the same line item or placeholder, that means in the same row.

   - They must be pasted in the *Forecast* column of the same month.

     Attention: To make the import easy, we recommend not to change any of the column names in the first row.

4. Save the file.

5. On the *Budget* tab, click *Import* and select *Investment Plan*.

   The *Import Data* dialog is opened.

6. In the *Import to** field, select the investment plan to which you want to import the data.

7. In the *File* field, select the XLS file in which you copied the data from *Plan* to *Forecast* columns.

   The file is uploaded.

8. Click *Map Fields*.

   A list of all *Uptempo* fields and *File* fields is displayed. Since you have not changed any of the column names, the automatic mapping should work without errors. To be sure, enable *Show unmapped items only*. If unmapped items are displayed, map them.

9. Click *Merge Data*.

   The data is imported and copied into the fields. It is possible that warnings are displayed because plan columns or cells are locked.

10. Click *Done*.

11. Open the investment plan.

12. Check the Forecast columns to make sure that the data has been transferred correctly.

You have transferred the data from the *Plan* to the *Forecast* columns.

4.2.2   Forecast Status Tags

While Sheila executes on her marketing investments, she commissions orders. These amounts are committed because Sheila is contractually obligated. When the invoice is paid, the planned expenses have occurred.

Therefore, the amounts displayed in the *Forecast* columns can be considered to have different statuses.

If Sheila now needs to decide if, for example, spends need to be reallocated because they can no longer be spent in the originally planned month, Sheila needs a marker to indicate this. For this she uses the Forecast Status Tags.

Default Tags

Uptempo provides the following default tags:

- Forecast (taupe) – What you think you are going to spend. Initially, this should be the same value as the planned amount but may change.

- Committed (green) - You are contractually obligated to this amount.

- Occurred (blue) - This spend has occurred during this month and should be recognized in this months spend.

> **Note**
>
> Tags may vary between organizations. Your company may use different names, statuses or additional tags. Ask your system administrator in case of questions.

Tagging Forecast Spend

Prerequisites: You have selected a view that displays *Forecast* columns. To tag an investment with a Forecast Status Tag, there must be an amount in the *Forecast* column for that investment.

1. On the *Investments* tab, click the colored dot beside the forecast amount for the marketing investment you would like to tag.

2. Select your desired *Forecast Status Tag* from the drop-down menu.

You have tagged the marketing investment

Analyzing Forecast Status

To make it easy to see which amounts are in which status, you can restrict the view of *Forecast* columns to specific tags. See

4.2.3 Reallocating Funds

Sheila's organization sees underspend as a sign that too much budget was allocated. Most often, this means the budget will be cut the following year, as the money could be used by other teams. To avoid this, Sheilas manages her over/under spend for greater control by using *Forecast Status Tags* on page 95 and *Plan vs Forecast Variance* on page 94.

You can essentially distinguish between two types of reallocations:

- Within investment plans: *Reallocating Investments* below

- Among investment plans: *Reallocating Budgets* below

4.2.3.1 Reallocating Investments

1. On the *Investments* tab, click on the monthly forecast cell that holds the funds for reallocation.

2. Delete the value.

3. Decide where the fund will be reallocated to:

   - If the amount is to be invested at the same line item but in a different month: click on the monthly forecast cell of the month the investment is expected to take place

   - If the amount is to be reallocated to another line item: add the fund in the row of the line item in the appropriate month column.

4. Input the reallocated value.

You have reallocated an investment amount.

> **Note**
>
> If the value is in addition to an existing amount do a quick in-cell calculation (=Original Value + Reallocated Value), this will show you the new amount. For details see *Adding Calculated Costs* on page 62.

4.2.3.2 Reallocating Budgets

Sheila and her colleagues have found that one investment plan has budget allocated that is urgently needed in another investment plan. They want to request a budget transfer to allocate the money for the investment plan in need of budget. In a third investment plan, budget must be cut on initiatives that are not working. Sheila request a budget adjustment.

Who can Reallocate Budgets?

Users to whom the Editor or Administrator role is assigned can initiate a transfer or adjustment and move money from investment budget totals. Once a request has been submitted, the requester can monitor the process with a transparent approval workflow that shows which budget reallocations were completed, are still pending or denied. Also, users can view any request as well as a history log for audit purposes.

Process

User submits a new request from either the Roll-up panel, or from within an investment plan. The request will be then captured in the *Request view* with a *Status=Pending* and the approvers will be informed via e-mail.

The further approving procedure differs whether it is a transfer or an adjustment:

- *Transfer*: In a transfer, budget is transferred from one to another investment plan. Both the outgoing and incoming sides of the transfer must have one approver confirming the transfer. If there are several approvers for a side, confirming by one user is sufficient. The approval automatically applies to both sides in case a user is assigned as an approver for both sides.

- *Adjustment*: In an adjustment, only the budget of one investment plan is adjusted and either increased or decreased. Therefore, only an approver of the adjusted budget must confirm the adjustment.

If the requesting user is registered as approver, the user's part of the approval is considered self-approved.

If approved, the said targets (investment budget totals) in request will be updated to reflect the reallocation and the requester will be notified of the status by e-mail. The *Requests view* will display all historic transfers and adjustments.

Related Tasks

4.2.3.2.1 Requesting a Budget Transfer

Sheila is responsible, among other things, for two investment plans that have had very different levels of success. She wants to reallocate money from a team that is coming in under target to an investment plan that requires more budget.

1. Select:

   - If you are on the *Budget* tab:

     a. Click in the Panel column inline with the investment plan from which you want to transfer budget.

        The Roll-up panel opens.

     b. Click *Request Transfer* at the top of the panel.

   - If you are on the *Investments* tab:

     a. Make sure this is the investment plan from which you want transfer budget. If not navigate to the appropriate plan.

     b. Click *Request Transfer* above the grid.

   The *Request a transfer* dialog is opened.

2. Enter the amount that should be transferred.

3. Make sure you have selected the correct currency.

4. In the *Type* field, select *Transfer*.

5. In the *From* field, select the investment plan from which the amount will be deducted.

6. In the field right to the *From* field, select the according budget attribute.

7. In the *To* field, select the investment plan from which the amount will be added.

8. In the field right to the *To* field, select the according budget attribute.

9. Optional: Enter a description in the field at the bottom of the dialog.

10. Click *Send*.

You have requested a budget transfer.

In case you are an assigned approver for the investment plan the request is auto-approved. If you are not eligible to approve budget transfers for this investment plan, the according approvers are informed about your request by e-mail. Your request is in pending status and you can monitor the request, see *Monitor a Request* on the next page.

4.2.3.2.2 Requesting a Budget Adjustment

Sheila manages an investment plan whose implementation is important and critical. However, she needs more budget for a successful implementation. Sheila therefore requests a budget adjustment.

1. Select:

   - If you are on the *Budget* tab:

     a. Click in the Panel column inline with the investment plan whose budget you want to adjust.

        The Roll-up panel opens.

     b. Click *Request Transfer* at the top of the panel.

   - If you are on the *Investments* tab:

     a. Make sure this is the investment plan whose budget you want to adjust. If not navigate to the appropriate plan.

     b. Click *Request Transfer* above the grid.

   The *Request a transfer* dialog is opened.

2. Enter the amount that should be adjusted. If you want to reduce the budget, enter a negative number. e.g. -10,000.00.

3. Make sure you have selected the correct currency.

4. In the *Type* field, select *Adjustment*.

5. In the *To* field, select the investment plan whose budget is to be adjusted.

6. In the field right to the *To* field, select the according budget attribute.

7. Optional: Enter a description in the field at the bottom of the dialog.

8. Click *Send*.

You have request a budget adjustment.

4.2.3.2.3 Monitor a Request

Sheila has requested several budget reallocations. She would like to get an overview and rework the requests if necessary.

1. Go to the *Budget* tab.

2. Inline with the according folder, sub-folder or investment plans, click *transfers (x)*. The *x* represents the number of pending requests.

   Note: You cannot request a budget reallocation on folder or sub-folder level. But reallocation requests for investment plans are rolled-up to sub-folder and folder level. Opening the request overview on these levels gives you an overview on requests for all sub-ordinate investment plans.

The *Transfer Requests* overview for the selected folder, sub-folder or investment plan is displayed. When opened, the overview shows pending requests.
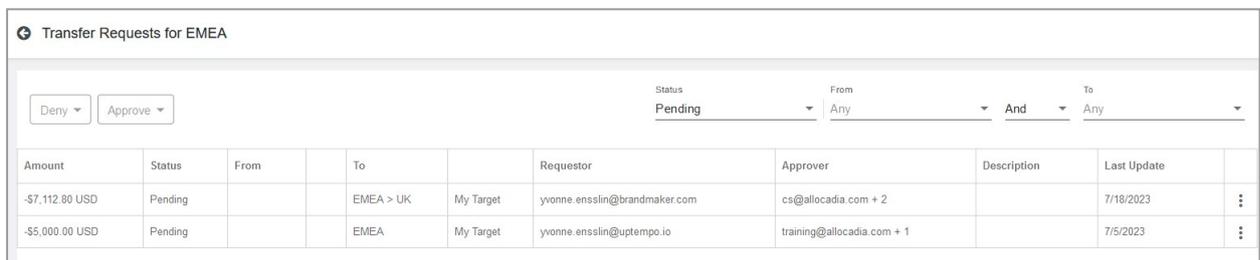
The buttons *Deny* and *Approve* will only be clickable if you are an assigned approver for the according hierarchy level and if you have marked one of the pending requests.

If you want to see all requests or request with other statuses for this hierarchy level, use the *Status* filter on the right side above the table to display the requests.

In case you want to see the requests for other activity plans, set the *From* and *To* filters accordingly.

The last column of the overview table offers an action menu:

- Click > ⋮ > *Edit* to change details of the request.
- Click > ⋮ > *Delete* to delete the request.
- Click > ⋮ > *Details* to see detailed information of the request.

> 📄 **Note**
>
> You can only edit or delete your own requests. Both editing and deleting are only possible in pending status.

4.2.3.2.4 Deciding on a Reallocation Request

Sheila has requested several budget reallocations and John is the assigned approver who has to decide on Sheila's requests.

1. Select:

   - As approver you have received an e-mail to inform you about a pending request.

     a. In the e-mail click *see request details*.

        You will be guided to the request.

   - If you are already in the system:

     a. Inline with the according folder, sub-folder or investment plans, click *transfers (x)*. The *x* represents the number of pending requests.

2. The *Transfer Requests* overview for the request is displayed.

3. Click on the row of the request to be decided on.

4. Optional: In the last column of the request's row, click > *: > Details*.

   The *Adjustment details* dialog is opened. You will get more information on the request.

5. Select above the overview table or in the *Adjustment details* dialog:

   - Click *Approve* to confirm the request.

     The budget amount is reallocated accordingly.

   - Click *Deny* to reject the request.

     The budget amount isn't reallocated.

You have decided on the reallocation request.

4.3 Managing POs

After Forecasting, quotations are obtained. These amounts are usually maintained in a third-party system and imported into the PO columns. By comparing the *Forecast* and *PO* cells of a line item, Sheila recognizes whether she needs to allocate more budget to the line item or can allocate the excess budget to another line item.

Manually Creating or Importing POs?

Whether you create purchase orders (PO) manually or import them depends on which process your company has chosen. The decision depends on many factors, such as whether the PO data is available in a third-party system and how much effort it takes to manually maintain the PO. Contact your system administrator if you have any questions.

Important to know:

- Editing a PO: You can always edit a PO in the same way, regardless of whether it is manually created or imported.

- You can delete an imported PO under > *Budget* > ⟲ . A manually created PO can be deleted under > *Investments* > *Details panel* > *PO panel*. For details see *Deleting Purchase Orders (PO) on page 119*.

Data of an Purchase Order

Which data for purchase orders (POs) you need to manage is determined individually for your company. In any case, you should know the following attributes:

- Identifier: As a rule, there are one or even more attributes that you can use to identify a PO, for example a PO ID. Especially when importing PO data, the identifying attributes are important to decide whether POs are updated. If you have questions about the setup in your system, please contact your system administrator.

- Splitting: You may have a purchase order (PO) that contains amounts for multiple line items. In this case, you must split the PO. Note the following section *Splitting: One Purchase Order, Several Line Items* on the next page

- Date: A PO must be assigned to at least one month, only then can your committed spends be compared to the planned spends. Therefore, the start date must be entered for each PO. The PO will be assigned to the month of this date.

If a PO is amortized over several months, you must also enter an end date. Note the following section *Amortizing: One Purchase Order, Several Months below*.

Splitting: One Purchase Order, Several Line Items

You may have a purchase order (PO) that contains amounts for multiple line items. In this case, you must split the PO.

If you create a purchase order manually, you can split it when creating or editing it. To do this, refer to *Manually Creating a Purchase Order (PO)* on page 114 or *Creating Purchase Orders (POs) by Importing* on page 106.

Details related to each PO split can be viewed in the PO panel. There you will be able to see the PO and related details, as well as a column to view allocation of a split as a percentage, and a tooltip to view currency.

On the *Manage Split for PO* page, there is information on the number of investments and locations the PO is split across, including the investment plan, category, and investment of the split allocation and the split percentage.

You may need to track the split of a PO. The chapter *PO Splitting: Identifying a PO Split* on page 118 explains how to retrieve the data of a split.

Amortizing: One Purchase Order, Several Months

The costs for some orders do not accrue within one month, for example because it is a subscription or a corresponding amortization of the invoices over several months has been agreed. In this case, you must amortize the amount over several months.

Amortization of POs is possible regardless of whether you create the PO manually or by import. In the case of a split PO, you can divide the amount over several months for each split separately.

When you amortize a PO, you enter not only a start date, but also an end date. The end date must be in a subsequent month. You can divide the amount of the PO (or split) between the months affected by the period between the start and end dates.

EXAMPLE A

To amortize a PO amount you specify:

- Start date: 4/15

- End date: 9/1

The amount can be divided between the months April, May, June, July, August and September.

Within the amortization period you can distribute the amount as you wish. The system will support you if you divide the amount evenly among the months.

EXAMPLE B

Within the period of Example A the amount 6000 $ is to be distributed. You choose an even distribution.

For each month, the amount 1000 $ is entered in the PO columns.

EXAMPLE C

Within the period of Example A, the amount 6000 $ accrues in two installments, once at the beginning, once at the end of the period.

To implement this, enter $3000 each for April and September. The fields for the other months remain empty.

> **Note**
>
> If you create amortization beyond the fiscal year, it is a rollover. You must manually carry forward the amount that will be incurred in the subsequent fiscal year.

Related Actions

- *Importing POs* on the next page

- *Manually Creating a Purchase Order (PO)* on page 114

- *Editing Purchase Order (PO)* on page 116

- *PO Splitting: Identifying a PO Split* on page 118

- *Deleting Purchase Orders (PO)* on page 119

4.3.1   Importing POs

Sheila has ordered several services. The managing department, Purchasing, has compiled the purchase order data into an Excel file. In order for Sheila to compare her forecast with the purchase orders, she wants to create the POs in the system, not manually, but through an import. See *Creating Purchase Orders (POs) by Importing* below.

The import should map most items to their corresponding line items. However, there can be some instances where POs are not mapped for numerous reasons, such as an incorrect identifier, and are unassociated with the corresponding line item. In that case, Sheila must manually map the PO to the correct line item. See *Mapping Imported Purchase Orders* on page 111.

POs can be split to multiple marketing investments. If the split is not created in the imported file, Sheila needs to manually create the split for the unmapped PO after importing. See *PO Splitting: One Unmapped Purchase Order to Multiple Investments* on page 113.

Sheila found out that a PO was assigned to the wrong line item during import. To correct this, she first needs to un-map the PO. Then Sheila can correct the mapping manually. See *Un-Mapping Purchase Orders (PO)* on page 114.

4.3.1.1   Creating Purchase Orders (POs) by Importing

Sheila has ordered several services. The managing department, Purchasing, has compiled the purchase order data into an Excel file. In order for Sheila to compare her forecast with the purchase orders, she wants to create the POs in the system, not manually, but through an import.

Preparing the Spreadsheet

- *First Row*: Your first row must have headers. If there is a blank row you will be prompted to add the headers prior to import. Duplicate header names will not be accepted.
- *Rows*: Empty rows will not be accepted and you will be prompted to delete them.
- *Columns*: You can keep columns you don't want to import into your spreadsheet and ignore them during the mapping process, saving you time in prepping your sheet for import.
- *Date Formats*: Choose one date column as your primary date column. This is the date format that you will use in reporting. If amortizing POs, start dates cannot be after end date.

  Note: Uptempo recognizes these date variations. All date fields must follow the same format.
  - 03/14/21
  - 14/03/21

- 3/14/2021

- 14/3/2021

- 2021-03-14

- 14-Mar-21

- Mar-21

- Month (1-12)

- 3/14/2021 18:25:16

- 2021/3/25 18:25:16

The date formats mm/dd/yr and dd/mm/yr enable Coupa imports.

- *Worksheets*: The worksheet that you are importing MUST be your first tab in the workbook

- *Linked Spreadsheets*: Linked spreadsheets in your file will cause an error, remove these before importing.
  If there are linked spreadsheets within your file it will result in the upload screen cycling, please refresh your screen and log back in.

- *Multi-select fields*: The import recognizes *Option*, *%*, as one option in the multi-select field. Several options have to be separeted by *::*. For example, you can enter in a multi-select column *Brand Awareness, 50.0::Lead Generation, 50.0*.
  However, the multi-select field allocations must equal 100% otherwise the import will fail.
  Note: Input options must match the multi-select field options exactly. Any variation in spelling, symbols, or otherwise will cause duplicate options to be created.

Note for splitting and amortizing POs:

- If you need to split POs then include a *PO Split* column to indicate the split percentage for each PO. Enter percentage for each split, but ensure your split percentages for one split PO total exactly to 100 %. Do not include the percent symbol.
  Note: If there is a PO on the imported spreadsheet NOT being split, the PO Split column can be empty for that line.

- Ensure all other fields are identical for each line of the PO Split such as *PO Amount*, *Vendor Name*, *Start* and *End Date*, etc. Be aware that the PO Amount value must represent the 100 % value, not the value of the split.

- If you want to amortize POs, then include a column with an end date. The column will be empty for POs that are not amortized.

  Note: The *PO Amount* will automatically be equally split among the months of the PO period (start date to end date). If you need a different split, change the split manually after the import, see *Editing Purchase Order (PO)* on page 116.

Handling Duplicates

When importing data, the Excel file may contain duplicates. The import allows you to effectively handle the following situations:

- You are sure that none of the records in the Excel file is a duplicate. This will be especially the case when you import the records for a period for the first time.

- You know that the file contains or may contain duplicates. You then need to determine which fields are used to detect the duplicates, or whether all fields must match for records to be detected as duplicates.

  - If you know that the file contains duplicates and all fields are identical, then you can ignore these duplicates and leave the records in the system untouched.

  - If duplicates are detected based on selected fields, you can decide whether to ignore the data in the Excel file or to update the records in the system. To update is helpful when data like *Amount* changed externally and you want to adjust the data in the system accordingly.

Creating by Importing

1. On the *Budget* tab, click *Import* and select *POs*.

2. On the *Import* window, click the *Import Location* drop-down menu and select the folder, sub-folder or investment plan that you would like to import into.

3. Click *Browse* to choose the file to import.

4. If you have prepared a template, click the *Choose import template* drop-down menu to select your desired template for this import. For more information see *Import Templates* on page 132.

5. Click *Next*.

   The *Assign Fields* step is displayed.

6. Assign Fields and match your spreadsheet column headers to the associated import fields by selecting from the drop-down list.

7. To allow a correct assignment to the month, select the used format of the date cell in the imported file.

8. If the file contains POs with start and end date and the PO amount should be split across the date range, activate the *Amortize POs* checkbox.

   After importing, POs will be equally allocated to the chosen date range.

   Note: If you need another than an equal allocation, edit the amortization manually, see *Editing Purchase Order (PO)* on page 116.

9. If the file contains POs to be split, activate the *Split POs* checkbox.

   1. In the *PO Identifiers* field, select the columns of your import file that you use to identify the POs to be split. The same values must be entered in these columns for each split of a PO.

   2. In the *Split Percentage Field*, select the column that contains the percentages of the splits.

10. Click *Next*.

    The *Manage Duplicates* step is displayed.

11. Specify how the import will handle duplicates:

- You are sure that none of the records in the Excel file is a duplicate. This will be especially the case when you import POs for a period for the first time:

  ○ Select *Allow duplicates*.

  The file will not be checked for duplicates. A PO will be created for every mapped record.

- You want to replace records that are identical in some fields:

  a. Select *Match using specific spreadsheet field(s)*.

  b. Select *Replace existing items with matches*.

  c. On the right side, select the fields that the import will use to detect duplicates.

  Duplicates are detected based on the fields selected in step c and replaced during import.

- You want to filter the records that are identical in some fields and ignore them during import:

  a. Select *Match using specific spreadsheet field(s)*.

  b. Deselect *Replace existing items with matches*.

  c. On the right side, select the fields that the import will use to detect duplicates.

  Duplicates are detected based on the fields selected in step c and ignored during import.

- You want to filter the records that are identical in all fields and ignore them during import:

  ○ Select *Match using all spreadsheet fields*.

  Data records in the file whose field values equal all assigned fields in the system will ignored during import.

12. Click *Next*.

    The *Map Import Data* step is displayed.

13. Specify how to identify the line items for which the POs are to be created:

a. In the *Spreadsheet* field, select the column in your file that identifies the line item.

b. In *Uptempo Field*, specify with which attribute of the line item the matching takes place.

c. In many cases the *Spreadsheet* and *Uptempo* fields contain identical values. In such cases, leave the default entry (.*) in the *Unique ID field regular expression* field.
For more complex interrelationships use a regular expression, note *Mapping Rules* on page 131.

14. Click *Apply Unique Rule*.

    The rule is applied.

15. Switch to the *Review Applied Rules* tab.

16. Check how the rule was applied and if the line items were mapped correctly.

17. If the mapping is not correct, go to step 13 and repeat the line item identification.

18. Click the *Action* button and select *Import* from the drop-down sub-menu.
    For more information on the *Import and Save Template As* option in the dropdown see *Creating an Import Template* on page 133.

    The data is imported. After import, the *Review Import* step is displayed.

19. Check whether data was imported as you expected.

20. Click *Done*.

You have created POs via import. You can review which items in your spreadsheet were mapped, left unmapped, or considered duplicates by clicking the *Import History* icon on the *Budget* tab in line with the folder, sub-folder or investment plan that you imported into.

4.3.1.2 Mapping Imported Purchase Orders

The import should map most items to their corresponding line items. However, there can be some instances where POs are not mapped for numerous reasons, such as an incorrect identifier, and are unassociated with the corresponding line item. In that case, Sheila must manually map the PO to the correct line item.

Mapping POs

1. On the *Budget* tab, select *map (x)* in the *POs* column in line with your desired investment plan.

    Note: The number x in brackets of *map (x)* indicates how many POs need to be mapped.

2. In the *Import to map* dropdown in the top left corner of the screen, select the import you want to map.

3. Map the PO by choosing the appropriate values in the *Investment Plan*, *Category*, and *Line item* columns to which the unmapped PO belongs.
In case you need to map a split PO:

   a. Click *View Split* in the *Split* column.

   b. In the *Manage Split For PO* dialog, choose the appropriate values in the *Investment Plan*, *Category*, and *Line item* columns for each split.

   c. Click *Done*.

   Note: If there are no category groupings or line items in the investment plan, those fields will remain blank, and the PO will be mapped at the investment plan level.

4. Click the *Map* button.

5. Repeat steps 2 to 4 for every record that needs to be mapped.

You have mapped the POs.

Bulk Mapping Purchase Orders

Multiple POs can be mapped to a single line item by bulk mapping.

1. On the *Budget* tab, select *map (x)* in the *POs* column in line with your desired investment plan.

   Note: The number x in brackets of *map (x)* indicates how many POs need to be mapped.

2. On the *Map* Screen, select all rows that should be mapped in bulk by holding Ctrl/Command and single clicking the individual POs.

3. Click *Bulk Map (x)*.

   Note: The number x in brackets indicates how many POs will be mapped to a single investment.

4. In the *Bulk Map* menu select the *Investment Plan*, *Category*, and *Line item* the POs are associated with.

5. Click *Map* at the bottom of the menu.

All selected POs are mapped to the selected line item.

4.3.1.3 PO Splitting: One Unmapped Purchase Order to Multiple Investments

POs can be split to multiple marketing investments. If the split is not created in the imported file, Sheila needs to manually create the split for the unmapped PO after importing.

1. On the *Budget* tab, select *map (x)* in the *POs* column in line with your desired investment plan.

   Note: The number x in brackets of *map (x)* indicates how many POs need to be mapped.

2. On the *Map POs* screen, highlight the specific PO line within the panel that you wish to split.

3. Select *Split* at the top of the screen.

   Note: When mapping and searching for a specific PO, you can sort the POs for quick viewing by selecting any of the column headers at the top of the panel. If you do not find the PO you are looking for, use the drop-down menu at the top of the screen and search another batch. The drop-down menu contains batched imports done on different days, toggle between these to find the desired PO.

4. To manage the split select *Add Location*.

   The dialog *Manage Split for PO* is displayed. The list shows the unmapped PO.

5. Map the PO by choosing the appropriate values in the *Investment Plan*, *Category*, and *Line item* columns for the first split.

6. Click *Add Location*.

   Another table row is displayed.

7. For the added row, select investment plan, category and line item in the respective columns.

8. Repeat steps 4 to 7 for every split you need for this PO.

9. Enter percentage for each split, but ensure your split percentages total exactly to 100%.

10. Click *Done*.

    The *Map POs* screen is displayed.

11. Click *Map*.

You have mapped and split the PO.

> **Note**
>
> You can only split POs across investments in investment plans that you have access to. If you need to split POs across an investment plan which you do not have access to, contact your Administrator.

4.3.1.4 Un-Mapping Purchase Orders (PO)

Sheila found out that a PO was assigned to the wrong line item during import. To correct this, she first needs to un-map the PO. Then Sheila can correct the mapping manually.

> **Note**
>
> When a record is un-mapped, any changes that had been made to the record will be lost.

1. On the *Investments* tab, locate the investment with the PO that needs un-mapping and right click.

2. Select *Go to Purchase Orders*.

3. Select the PO that needs un-mapping and scroll to the far right.

4. Click the 🔄 icon.

You have un-mapped the PO.

Once un-mapped, the record will move to the un-mapped 'bucket' or *Map* column on the *Budget* tab. Now you can locate, view and re-map the record from the *Map* column.

4.3.2 Manually Creating a Purchase Order (PO)

Sheila has received a quotation and would like to enter the amount into the system to compare the expected spend with the forecast spend. To do this, Sheila creates a PO.

1. On the *Investments* tab, click the *Panel* icon in line with the marketing investments that you would like to add a PO to.

2. On the Details panel, click the *PO panel* icon.

3. Click the *Add Purchase Order* button.

   Note: If the *Add Purchase Order* button is greyed out, you do not have the correct permission to add POs. If you require updated permissions to add POs contact your System Administrator.

4. On the *PO Details* page, decide whether you create a split PO (for more information see *Splitting: One Purchase Order, Several Line Items* on page 104). If you click *Yes*:

   a. Click *Manage Split*.

      The dialog *Manage Split for PO* is displayed. The list shows the source investment plan, source category and source line item you selected in step 1. 100 % of the PO are allocated to the line item.

   b. Click *Add Location*.

      Another table row is displayed.

   c. For the added row, select investment plan, category and line item in the respective columns.

   d. Repeat steps a to c for every split you need for this PO.

   e. Enter percentage for each split, but ensure your split percentages total exactly to 100%.

   f. Click *Done*.

5. Enter *PO Number* to be able to identify the PO.

6. Enter the *PO Amount*.

7. Select whether you have to amortize the PO (for more information see *Amortizing: One Purchase Order, Several Months* on page 104):

   - If no, select *Single Date*, and enter the accrual date in *PO Start Date*. Proceed with step 8.

   - If yes, select *Date Range*, and enter the first accrual date in *PO Start Date* and the last accrual date in *PO End Date*

     a. Click *Manage Amortization*.

        The *Manage Amortization for PO* dialog is displayed.

     b. In case you amortize a split PO: select PO split in *Manage for* dropdown.

        The PO amount for the split is displayed next to *Amount Remaining*.

     c. Select:

        - In case the remaining amount is amortized equally during the amortization period: Click *Amortize Equally*.

- In case you need to amortize unequally: Enter the respective monthly amounts in the fields under *Amount Remaining*.

  d. In case you amortize a split PO: repeat steps b and c for every split.

  e. If your amortization period extends into the new fiscal year, enter the rollover amount in the appropriate field. This amount will be transferred accordingly when creating the new fiscal year.

  f. Click *Save*.

8. If applicable, enter other data like *PO Vendor* or *PO Description*.

9. Click *Create*.

    The PO panel is displayed.

10. Click *X* in the upper right corner.

The PO panel is closed. You have manually created a PO.

4.3.3 Editing Purchase Order (PO)

Sheila found out that a PO created in the system has an incorrect amount entered. In addition, the amount must be split with another line item. To do this, Sheila edits the PO.

> **Note**
>
> The previous section is an illustrative example of a case where a Marketing Ops needs to edit a PO. You can also use the description below if you need to make one or more, or all, of the following changes:
>
> - Change data such as *PO Amount*, *PO Number*, *PO Vendor*, etc.
> - Customize PO Split: add or delete split or adopt percentages
> - Adjust Amortization: Split the PO Amount in a different time period or in different installments.

1. On the *Investments* tab, click the *Rollup panel* icon in line with the desired marketing investment.

2. On the Details panel, click the *PO panel* icon.

3. On the PO panel, select the PO to be edited and click the *Edit Purchase Order* button.

Note: If the *Edit Purchase Order* button is greyed out, you do not have the correct permission to edit POs. If you require updated permissions to edit POs contact your System Administrator.

4. On the *PO Details* page, decide whether you edit a split PO (for more information see *Splitting: One Purchase Order, Several Line Items* on page 104). If yes:

    a. Click *Manage Split*.

       The dialog *Manage Split for PO* is displayed. The list shows the source investment plan, source category and source line item for every split.

    b. If you want to add a split:

        i. Click *Add Location*.

           Another table row is displayed.

        ii. For the added row, select investment plan, category and line item in the respective columns.

        iii. Repeat steps i to ii for every split you need for this PO.

        iv. Enter percentage for each split, but ensure your split percentages total exactly to 100%.

    c. If you want to delete a split:

        i. Click the red x inline with the split you want to remove.

           The table row is deleted .

        ii. Repeat step i for every split you want to delete.

        iii. Adopt percentage for each remaining split, but ensure your split percentages total exactly to 100%.

    d. Click *Done*.

5. If necessary, adopt *PO Number*.

6. If necessary, adopt *PO Amount*.

7. If necessary, adopt amortization of the PO (for more information see *Amortizing: One Purchase Order, Several Months* on page 104):

    • If no amortization is needed, select *Single Date*, and enter the accrual date in *PO Start Date*. Proceed with step 8.

- If amortization is needed, select *Date Range*, and enter the first accrual date in *PO Start Date* and the last accrual date in *PO End Date*

  a. Click *Manage Amortization*.

  The *Manage Amortization for PO* dialog is displayed.

  b. In case you amortize a split PO: select PO split in *Manage for* dropdown.

  The PO amount for the split is displayed next to *Amount Remaining*.

  c. Select:

  - In case the remaining amount is amortized equally during the amortization period: Click *Amortize Equally*.

  - In case you need to amortize unequally: Enter the respective monthly amounts in the fields under *Amount Remaining*.

  d. In case you amortize a split PO: repeat steps b and c for every split.

  e. If your amortization period extends into the new fiscal year, enter the rollover amount in the appropriate field. This amount will be transferred accordingly when creating the new fiscal year.

  f. Click *Save*.

8. If applicable, adopt other data like *PO Vendor* or *PO Description*.

9. Click *Save*.

   The PO panel is displayed.

10. Click *X* in the upper right corner.

The PO panel is closed. You have manually edited a PO.

4.3.4 PO Splitting: Identifying a PO Split

Purchase Order (PO) Splitting allows you to associate a PO amount amongst multiple marketing investments. This provides a more granular and precise view into your actual spend with the ability to break down and associate your POs to the exact investment. By determining a PO Split, you can see where your amounts have been allocated for later reference.

Determining a Split from the *Map PO* Screen on the Budget Tab

1. On the *Budget* tab, navigate to the *PO map* screen by clicking the *map (x)* hyperlink in the desired *POs* column.

   The *Map POs* screen is displayed. You can determine the splits by the *Split* column. Only split POs will have a *View Split* hyperlink entered in that column.

2. Click the *View Split* hyperlink to view your split and allocations.

Determining a Split from within the Investment Plan

1. On the *Investments* tab, navigate to the PO panel by clicking the *Roll-up panel* icon beside the desired marketing investment and selecting *PO* from the side panel.

2. Highlight the *PO* line for which you would like to see the investment split percentage.

   If enabled, you can determine the *Split %* column in the PO panel, for quick viewing.

3. Select *Edit Purchase order* button.

   The Edit Purchase Order screen is displayed.
   If PO line is split between multiple investments the answer to the question - *is this PO split?* will have the *YES* button selected.

   Note: If the answer to the question - *is this PO split?* is *NO*, the PO and its amounts are not distributed between investments but are stored against one marketing investment.

4. To view the allocation of the PO split, select *Manage Split*. This will open the *Manage Split for PO* page.

You have determined a PO split from the *Investments* tab.

4.3.5 Deleting Purchase Orders (PO)

Sheila accidentally imported the wrong file. She therefore wants to delete the entire PO import.
In another case, only an individual entry in a file is wrong and Sheila needs to delete a single imported PO.

> **Note**
>
> You can also delete manually created POs. See *Deleting a Manually Created PO* below

> **Note**
>
> Owners, Administrators, Editors and Editor-Data Entry Only users can delete POs that they have imported. Only Owners and Administrators can delete POs that other users have imported.

Deleting PO Import

1. On the *Budget* tab, click on the ⟲ button.

2. Scroll to the end of the pop-up window and delete the desired import by clicking the red x.

   A confirmation prompt is displayed.

3. Click *Yes*.

You have deleted an import.

Deleting an Individual Imported PO

1. On the *Budget* tab, click on the ⟲ button.

2. On the *Past Imports* tab, locate the import that contains the item that you would like to delete. Click on the hyperlinked number in either the *Mapped* or *Unmapped* column, depending on where the item is.

3. Delete the individual item by clicking the red x.

You have deleted an individual imported PO.

Deleting a Manually Created PO

1. On the *Investments* tab, click the *Panel* icon in line with the marketing investments for which you would like to delete a PO.

2. On the Details panel, click the *PO panel* icon.

3. On the PO panel, click the red x inline with the PO you want to delete.

You have deleted a manually created PO.

4.4 Managing Actuals

Once the money is to be paid, Sheila can enter the paid amount in the *Actuals* column, either manually or by an import. After creating the actuals Sheila sets the status of the *Forecast* cell to *Occurred*.

Manually Creating or Importing Actuals?

Whether you create actuals manually or import them depends on which process your company has chosen. The decision depends on many factors, such as whether the actual data is available in a third-party system and how much effort it takes to manually maintain the actuals. Contact your system administrator if you have any questions.

Important to know:

- Editing an actual: You can always edit an actual in the same way, regardless of whether it is manually created or imported.

- You can delete an imported actual under > *Budget* > . A manually created actual can be deleted under > *Investments* > *Details panel* > *Actuals panel*. For details see *Deleting Actuals on page 129*.

Data of an Actual

Which data for actuals you need to manage is determined individually for your company. In any case, you should know the following attributes:

- Amount: A mandatory field for actuals is *Amount*. Enter the total actual amount that applies to the line item.

- Date: Enter the date of invoice. This date is used to assign the actual to a month.

As a rule, additional attributes are created for actuals. If you have any questions about the use of these fields, contact your administrator.

Related Actions

- *Importing Actuals* on the next page

- *Manually Creating an Actual* on page 128

- *Editing Actuals* on page 129

- *Deleting Actuals* on page 129

4.4.1 Importing Actuals

Sheila has received and accepted the ordered services. Corresponding invoices have been issued and have been processed by the responsible department. So that Sheila can now compare her forecast status with the actual spents, she creates the actuals in the system, not manually, but by importing them. See *Creating Actuals by Importing* below.

The import should map most items to their corresponding line items. However, there can be some instances where actuals are not mapped for numerous reasons, such as an incorrect identifier, and are unassociated with the corresponding line item. In that case, Sheila must manually map the actuals to the correct line item. See *Mapping Imported Actuals* on page 126.

Sheila found out that an actual was assigned to the wrong line item during import. To correct this, she first needs to un-map the actual. Then Sheila can correct the mapping manually. See *Un-Mapping Actuals* on page 128.

4.4.1.1 Creating Actuals by Importing

Sheila has received and accepted the ordered services. Corresponding invoices have been issued and have been processed by the responsible department. So that Sheila can now compare her forecast status with the actual spents, she creates the actuals in the system, not manually, but by importing them.

Preparing the Spreadsheet

- *First Row*: Your first row must have headers. If there is a blank row you will be prompted to add the headers prior to import. Duplicate header names will not be accepted.

- *Rows*: Empty rows will not be accepted and you will be prompted to delete them.

- *Columns*: You can keep columns you don't want to import into your spreadsheet and ignore them during the mapping process, saving you time in prepping your sheet for import.

- *Date Formats*: Choose one date column as your primary date column. This is the date format that you will use in reporting. If amortizing POs, start dates cannot be after end date.

   Note: Uptempo recognizes these date variations. All date fields must follow the same format.

   - 03/14/21
   - 14/03/21
   - 3/14/2021
   - 14/3/2021

- 2021-03-14

- 14-Mar-21

- Mar-21

- Month (1-12)

- 3/14/2021 18:25:16

- 2021/3/25 18:25:16

The date formats mm/dd/yr and dd/mm/yr enable Coupa imports.

- *Worksheets*: The worksheet that you are importing MUST be your first tab in the workbook

- *Linked Spreadsheets*: Linked spreadsheets in your file will cause an error, remove these before importing.
  If there are linked spreadsheets within your file it will result in the upload screen cycling, please refresh your screen and log back in.

- *Multi-select fields*: The import recognizes *Option*, *%*, as one option in the multi-select field. Several options have to be seperated by *::*. For example, you can enter in a multi-select column *Brand Awareness, 50.0::Lead Generation, 50.0*.
  However, the multi-select field allocations must equal 100% otherwise the import will fail.
  Note: Input options must match the multi-select field options exactly. Any variation in spelling, symbols, or otherwise will cause duplicate options to be created.

Handling Duplicates

When importing data, the Excel file may contain duplicates. The import allows you to effectively handle the following situations:

- You are sure that none of the records in the Excel file is a duplicate. This will be especially the case when you import the records for a period for the first time.

- You know that the file contains or may contain duplicates. You then need to determine which fields are used to detect the duplicates, or whether all fields must match for records to be detected as duplicates.

  - If you know that the file contains duplicates and all fields are identical, then you can ignore these duplicates and leave the records in the system untouched.

- If duplicates are detected based on selected fields, you can decide whether to ignore the data in the Excel file or to update the records in the system. To update is helpful when data like *Amount* changed externally and you want to adjust the data in the system accordingly.

Creating by Importing

1. On the *Budget* tab, click *Import* and select *Actuals*.

2. On the *Import* window, click the *Import Location* drop-down menu and select the folder, sub-folder or investment plan that you would like to import into.

3. Click *Browse* to choose the file to import.

4. If you have prepared a template, click the *Choose import template* drop-down menu to select your desired template for this import. For more information see .

5. Click *Next*.

   The *Assign Fields* step is displayed.

6. Assign Fields and match your spreadsheet column headers to the associated import fields by selecting from the drop-down list.

7. To allow a correct assignment to the month, select the used format of the date cell in the imported file.

8. Click *Next*.

   The *Manage Duplicates* step is displayed.

9. Specify how the import will handle duplicates:

   - You are sure that none of the records in the Excel file is a duplicate. This will be especially the case when you import actuals for a period for the first time:

     ○ Select *Allow duplicates*.

     The file will not be checked for duplicates. An actual will be created for every mapped record.

   - You want to replace records that are identical in some fields:

a. Select *Match using specific spreadsheet field(s)*.

b. Select *Replace existing items with matches*.

c. On the right side, select the fields that the import will use to detect duplicates.

Duplicates are detected based on the fields selected in step c and replaced during import.

- You want to filter the records that are identical in some fields and ignore them during import:

  a. Select *Match using specific spreadsheet field(s)*.

  b. Deselect *Replace existing items with matches*.

  c. On the right side, select the fields that the import will use to detect duplicates.

  Duplicates are detected based on the fields selected in step c and ignored during import.

- You want to filter the records that are identical in all fields and ignore them during import:

  ○ Select *Match using all spreadsheet fields*.

  Data records in the file whose field values equal all assigned fields in the system will ignored during import.

10. Click *Next*.

    The *Map Import Data* step is displayed.

11. Specify how to identify the line items for which the actuals are to be created:

    1. In the *Spreadsheet* field, select the column in your file that identifies the line item.

    2. In the *Uptempo Field*, specify with which attribute of the line item the matching takes place.

    3. Use a regular expression to specify the rule according to which a mapping should take place. If you want the *Spreadsheet* and *Uptempo* fields to contain identical values, leave the default entry (.*). For more complex interrelationships note *Mapping Rules* on page 131.

12. Click *Apply Unique Rule*.

    The rule is applied.

13. Switch to the *Review Applied Rules* tab.

14. Check how the rule was applied and if the line items were mapped correctly.

15. If the mapping is not correct, go to step 13 and repeat the line item identification.

16. Click the *Action* button and select *Import* from the drop-down sub-menu.
     For more information on the *Import and Save Template As* option in the dropdown see *Creating an Import Template* on page 133.

     The data is imported. After import, the *Review Import* step is displayed.

17. Check whether data was imported as you expected.

18. Click *Done*.

You have created actuals via import. You can review which items in your spreadsheet were mapped, left unmapped, or considered duplicates by clicking the *Import History* icon on the *Budget* tab in line with the folder, sub-folder or investment plan that you imported into.

4.4.1.2 Mapping Imported Actuals

The import should map most items to their corresponding line items. However, there can be some instances where actuals are not mapped for numerous reasons, such as an incorrect identifier, and are unassociated with the corresponding line item. In that case, Sheila must manually map the actuals to the correct line item.

Mapping Actuals

1. On the *Budget* tab, select *map (x)* in the *Actuals* column in line with your desired investment plan.

     Note: The number x in brackets of *map (x)* indicates how many actuals need to be mapped.

2. In case the *Map* screen shows many data to map, select the import you want to map in the *Import to map* drowpdown in the top left corner of the screen.

3. Map an actual:

     • If there is no PO data available that can be used to perform an automated mapping to the associated line items:

a. Choose the appropriate values in the *Investment Plan*, *Category*, and *Line item* columns to which the unmapped actuals belong.

Note: If there are no category groupings or line items in the investment plan, those fields will remain blank, and the actual will be mapped at the investment plan level.

b. Click the *Map (1)* button.

c. Repeat steps a and b for every record that needs to be mapped.

- In case you know that matching POs within the same level of hierarchy are available:

a. Click *Map All to PO* in the upper right corner of the *Map Actuals* screen.

The action proposes line items with matching POs. The *Investment Plan*, *Category*, and *Line item* columns will be filled accordingly.

b. Check the entries in the *Investment Plan*, *Category*, and *Line item* columns for a record.

  ○ If the entries are correct, select a row and click *Map (1)*.

  ○ If the entries are not correct, adopt the mapping and click *Map (1)*.

c. Repeat step b until all records are mapped

You have mapped the actuals.

Bulk Mapping Actuals

Multiple actuals can be mapped to a single line item by bulk mapping.

1. On the *Budget* tab, select *map (x)* in the *Actuals* column in line with your desired investment plan.

Note: The number x in brackets of *map (x)* indicates how many actuals need to be mapped.

2. On the *Map* Screen, select all records that should be mapped in bulk by holding Ctrl/Command and single clicking the individual actuals.

3. Click *Bulk Map (x)*.

Note: The number x in brackets indicates how many actuals will be mapped to a single line item.

4. In the *Bulk Map* menu select the *Investment Plan*, *Category*, and *Line item* the actuals are associated with.

5. Click *Map* at the bottom of the menu.

All selected actuals are mapped to the selected line item.

4.4.1.3 Un-Mapping Actuals

Sheila found out that an actual was assigned to the wrong line item during import. To correct this, she first needs to un-map the actual. Then Sheila can correct the mapping manually.

> **Note**
>
> When a record is un-mapped, any changes that had been made to the record will be lost.

1. On the *Investments* tab, locate the investment with the actual that needs un-mapping and right click.

2. Select *Go to Actuals*.

3. Select the actual that needs un-mapping and scroll to the far right.

4. Click the 🔄 icon.

You have un-mapped the actual.

Once un-mapped, the record will move to the un-mapped 'bucket' or *Map* column on the *Budget* tab. Now you can locate, view and re-map the record from the *Map* column.

4.4.2 Manually Creating an Actual

Sheila has received an invoice and would like to enter the amount into the system to compare the expected spend with the forecast spend. To do this, Sheila creates an actual.

1. On the *Investments* tab, click the *Panel* icon in line with the marketing investments that you would like to add a PO to.

2. On the Details panel, click the *Actual panel* icon.

3. Click the *Add Actual* button.

   Note: If the *Add Actual* button is greyed out, you do not have the correct permission to add actuals. If you require updated permissions to add actuals contact your System Administrator.

4. On the Actuals panel, fill in the details for the Actuals. Enter at least *Amount* and *Date*.

5. Click the x in the top right corner to close the screen.

You have manually created an actual.

4.4.3 Editing Actuals

Sheila found out that a PO created in the system has an incorrect data entered. To correct this, Sheila edits the PO.

1. On the *Investments* tab, click the *Rollup panel* icon in line with the desired marketing investment.

2. On the Details panel, click the *Actual panel* icon.

3. On the Actuals panel, navigate to the actual to be edited.

4. Adopt the value in any column as needed.

   Note: If the columns are locked you don't have the correct permission to edit the values. If you require updated permissions to edit actuals contact your System Administrator.

5. Repeat steps 3 and 4 for every actual to be edited.

6. Click the X in the top right corner of the screen

The panel is closed. You have manually edited an actual.

> **Note**
>
> Spend does not recognize duplicate entries if the pre-existing entry was deleted prior to the Import.

4.4.4 Deleting Actuals

Sheila accidentally imported the wrong file. She therefore wants to delete the entire actual import. In another case, only an individual entry in a file is wrong and Sheila needs to delete a single imported actual.

> **Note**
>
> You can also delete manually created actuals. See *Deleting a Manually Created Actual* below

> **Note**
>
> Owners, Administrators, Editors and Editor-Data Entry Only users can delete actuals that they have imported. Only Owners and Administrators can delete actuals that other users have imported.

Deleting an Actual Import

1. On the *Budget* tab, click on the ⟲ button.

2. Scroll to the end of the pop-up window and delete the desired import by clicking the red x.

   A confirmation prompt is displayed.

3. Click *Yes*.

You have deleted an import.

Deleting an Individual Imported Actual

1. On the *Budget* tab, click on the ⟲ button.

2. On the *Past Imports* tab, locate the import that contains the item that you would like to delete. Click on the hyperlinked number in either the *Mapped* or *Unmapped* column, depending on where the item is.

3. Delete the individual item by clicking the red x.

You have deleted an individual imported actual.

Deleting a Manually Created Actual

1. On the *Investments* tab, click the *Panel* icon in line with the marketing investments for which you would like to delete an actual.

2. On the Details panel, click the *Actual panel* icon.

3. On the *Actual panel*, click the red x inline with the actual you want to delete.

You have deleted a manually created actual.

4.5 Importing

Sheila and her colleagues often have to process large amounts of data. To do this effectively, they can import the data.

Sheila can create and update investment plans as well as POs and actuals through an import. This is explained in detail in the following chapters:

Over time, Sheila finds a file structure and import settings for the import of POs and actuals that she uses again and again and that optimally supports her in data management. To avoid having to enter these settings manually each import again, Sheila records these settings in templates. For more details see *Import Templates* on the next page.

Currencies during import

During import, amounts are transferred from the file without specifying a currency. When manually entering amounts into import files, for example, consider the following interpretation:

- When importing data into an investment plan, amounts are interpreted in the local currency of the investment plan.
- When importing amounts for POs and actuals, it is set centrally in the system for all users whether amounts are interpreted in the local currency of the investment plan or in the master currency.
  If you have any questions, please contact your system administrator.

Mapping Rules

When importing you can use unique and static rules to map imported records with investments.

Unique rules

Unique rules directly tie the POs/actuals to an investment. For example: each investment has an associated ID number. If we include the ID number in the POs/actuals when importing, we can use this same ID to directly connect the PO/actual record to the investment.

You can also use regular expressions to determine the direct identifier. A regular expression is a search pattern and is used to identify a string of characters from within a larger string.

> **EXAMPLE**
>
> The ID has been input into a description field on the PO, at the end of a description. The original string may read 'Registration for XYZ Event 7658159'.
>
> The regular expression \d{7} can be used to identify the 7-digit number as ID from the description, and use it to map to the associated ID in the investment plan.

In case you need more information on regular expression please contact your system administrator.

Static Rules

Static rules are broad, not investment-specific. Static rules utilize specific columns in the import flat file to identify what area of the marketing organization that the PO or actual record belongs to.
For example: Finance tracks the business unit and region on all spends. In the import flat file these will be columns. Using Static rules import would identify the business unit in the flat file and would connect the PO/actual to that business unit in the marketing organization hierarchy.

> **Note**
>
> Static rules are applied after the unique rules as they are only required if the PO/actual does not fit the unique rule.

Scheduled Imports

Scheduled imports may have been set up in your system. This means that data from a third-party system will be imported automatically on a regular basis and therefore the PO and actual data will update accordingly.

Scheduled imports are managed by administrators. Therefore, contact your administrator if you have any questions or if irregularities occur.

4.5.1 Import Templates

Over time, Sheila finds a file structure and import settings for the import of POs and actuals that she uses again and again and that optimally supports her in data management. To avoid having to enter these settings manually each import again, Sheila records these settings in templates.

How Import Templates Work

If you choose a template in the first step when importing POs and actuals, the settings in steps 2, 3 and 4 are preset. You can adjust them as needed for the import.

You can reach the import template in step 1 of the import wizard in the corresponding dropdown. They are shown for imports on the folder, sub-folder or investment plan level at which they were created, and the levels below. The import templates are shared with other users that have access to this folder, sub-folder or investment plan level.

Import templates are sorted into two categories:

- *My Templates*- These are templates that you created. You are the owner of these templates. As the owner, you can always edit and delete your own templates.

- *Shared Templates*- These are templates that other users have created. For editing and deleting templates of other owners, you need extended rights. Contact your administrator if you have any questions.

Related Actions

- *Creating an Import Template* below
- *Editing an Import Template* on the next page
- *Deleting an Import Template* on the next page

4.5.1.1   Creating an Import Template

Sheila repeatedly imports data from the same structured file and with the same settings. To save the manual settings, Sheila wants to create an import template during her next import.

1. On the *Budget* tab, click *Import* and select either *POs* or *Actuals*, depending on what you want to create the template for.

2. On the *Import* window, click the *Import Location* drop-down menu and select the folder, sub-folder or investment plan that you would like to import into. The template will be available to all users who can import to this and the subordinate folder, sub-folder, and investment plan levels.

3. Click *Browse* to choose the file to import.

4. Go to all steps of the import wizard and enter the settings you want to save in the template.

5. In wizard step 4, when all settings are entered, click *Action* and select *Import and Save Template As…*.

   The *Create New Template* dialog is displayed. As preset for the name, the folder, sub-folder or investment plan name of the in step 2 of this action selected level and the current date are entered.

6. Adapt the name as desired.

7. Click *Create*.

The file is imported and you have created an import template.

4.5.1.2 Editing an Import Template

Sheila has found a bug in one of her import templates and wants to fix it with her next import.

1. On the *Budget* tab, click *Import* and select either *POs* or *Actuals*, depending on what kind of template you want to edit.

2. On the *Import* window, click the *Import Location* drop-down menu and select the folder, sub-folder or investment plan where the template had been created.

3. Click *Browse* to choose the file to import.

4. In the *Choose import template* dropdown, select the template you want to edit.

5. Go to all steps of the import wizard and edit the settings you want to save in the template.

6. In wizard step 4, when all settings are edited, click *Action* and select *Import and Save Template*.

The file is imported and the import template is updated to your new settings.

4.5.1.3 Deleting an Import Template

1. On the *Budget* tab, click *Import* and select either *POs* or *Actuals*, depending on what kind of template you want to delete.

2. Click the *Manage* hyperlink next to the *Choose import template* dropdown.

   A list of import templates is displayed.

3. Click the 🗑 icon next to the import template you want to delete.

   Note: In case you can not click the bin icon you don't have the appropriate rights. If you have questions contact your system administrator.

A red confirmation prompt is displayed.

4. Click ✓.

The import template will be deleted.

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

Analyzing 5

The *Insights* tab contains dashboards and reports that are populated by entering your investments, PO's and actuals and shows the current status of your marketing spend for all investments. Marketers can leverage this powerful BI application directly within the *Insights* tab, to answer critical marketing budgeting and planning business questions.

Dashboards

Dashboards are a visualization tool that displays the status of your marketing spend and contain a variety of dashboard tabs each with multiple reports, widget, and filter that segments data into related areas for efficiency and enhanced budget-related decision-making. It shows a set of insights in an area of focus and is a compilation of the entries that were made on the *Investments* tab. For more information see *Dashboards* on page 140.

Reports

Reports are charts or tables of data that display segmented sets of insights for a particular area. In Uptempo, reports are the output of the data that is entered on the *Investments* tab. For more information see *Reports* on page 169.

Projects

If your organization has a stand-alone analytics project per fiscal year, you can toggle between them using the *Projects* drop-down menu at the top left-hand corner of the page. The most recent project will appear at the top of the list.

Refresh

Refreshing your data syncs your Insights projects to your most current marketing spend and ensures that the data reflected is up to date with any recent changes made on the *Budget* and *Investments* tabs. Insights automatically refresh within a 24-hours period, however immediate changes in reports or dashboards can only be seen if modifications are made to entries on the *Investments* tab through a manual refresh. You can also view specific details of a manual refresh, including a refreshing history, by clicking the *Refresh Details* hyperlink.

To manually refresh *Insights* data in Spend:

1. In side navigation, click *Insights*.

2. On the *Insights* tab, click the *Refresh* button in the top right corner.

   Note: If you manually click the *Refresh* button, you will be able to choose whether to only update the *Spend* data, or *Spend* and connector data.

> **Note**
>
> To see specific details of the refresh, including the refresh history, click the Refresh Details hyperlink beneath the Last Refresh date.

5.1 Dashboards

Dashboards are a visualization tool that displays the status of your marketing spend and contain a variety of dashboard tabs each with multiple reports, widget, and filter that segments data into related areas for efficiency and enhanced budget-related decision-making. It shows a set of insights in an area of focus and is a compilation of the entries that were made on the *Investments* tab.

Dashboard filters allow you to narrow the scope of the reports on the active dashboard tab, allowing you to change values displayed in the report without changing the report definitions.

> BEST PRACTICE
>
> Need to present at a meeting or impress your boss?
>
> The Reports Printer/e-mail allows you to print a copy of a dashboard, dashboard tab or a Report in numerous different formats such as PDF, XLS, XLSX, or CSV so it can be e-mailed to a non-Uptempo user to answer key marketing questions or demonstrate the results of certain marketing strategies.

5.1.1 Creating Custom Dashboard Views in Insights

Custom Dashboard Views allow you to easily define the info you are looking for or use most frequently in the Insights dashboards by saving filtered information as a view.

By default, Dashboards are unfiltered and display current and previous fiscal year information. Views are defined by selecting a set of filters for a specific Dashboard. This can be used to break out FY data and allow users to view year specific information in contrast to seeing all years amalgamated together.

Steps to Select a Saved View

1. On the Insights Dashboard, click the downwards arrow in the top right-hand corner beside the view name to open the drop-down list.

2. Choose the View that you would like to apply to the Dashboard.

Creating Saved Views

1. On the Insights tab, select the desired Dashboard.

2. Filter content as needed using the Filter drop-down lists.

3. On the top right-hand corner, click the downwards arrow beside Unsaved View and select Save View from the drop-down list.

4. Enter name in the pop-up text box and select which filters to include as needed.

Steps to Remove or Rename Views

1. Select the downwards arrow in the top right-hand corner beside the View name to select the View and open the drop-down list.

2. Choose your desired View.

3. Select the downwards arrow beside the View you want to rename/delete and choose the corresponding option.

5.1.2 Understanding Dashboard Tabs

Dashboard tabs can be found at the top of each of your dashboards. Dashboard tabs help filter reports for easy viewing and grouping of related info. Due to the highly customizable nature of Dashboards, Dashboard tabs allow you to slice and dice your data any way you want to display it.

Creating Tabs

1. On the *Insights* tab, highlight the desired Dashboard on the left of the page.

2. Click the pencil icon in the top right-hand corner.

3. Click the + icon at the end of the Dashboard tabs.

4. Populate your Dashboard with your desired Reports and add widgets, texts, or other content as desired.

> **Note**
>
> Widgets can only be displayed for metrics. Dashboard tabs can also be populated with external content such as videos using the Web Content feature, but only through a secure HTTP link (HTTPS).

Editing Tabs

1. On the *Insights* tab, highlight the desired Dashboard on the left of the page.

2. Click the pencil icon in the top right-hand corner.

3. Make your desired changes, then click *Save* when complete.

> **Note**
>
> If you click the down arrow beside the name of the Dashboard tab, more options will appear. You can use this drop down to rename, duplicate or delete your tabs as needed.

5.1.3 Investment Planning Dashboard

The Investment Planning Dashboard provides you with a quick view of how your Plan compares to your target and who's ahead or behind in their planning efforts. The Dashboard helps Marketers answer the following questions:

- How are bottom-up investment plans matching up against top-down targets?

- Are we investing sufficiently and in the right mix to achieve our stated business objectives?

- Where are investment plans out of alignment?

The Investment Planning Dashboard consists of the Investment Planning Summary and the Investment Tracking Summary:

- *Investment Planning Summary*: Allows you to quickly check the level of detail completion of your plans, as determined by the Investment and Strategic targets set in Spend.

- *Investment Tracking Summary*: See how your investments are categorized relative to your goals and objectives, including Purchase stage, Segment, Product, Persona, and investment Type. See how your investments are aligning to your strategic goals such as Demand Creation, Market Intelligence, Reputation and Sales Enablement.

5.1.3.1 Investment Planning Summary Report

Required Features Investment Targets and Plan Columns

The Investment Planning Summary Report is a core component of the Investment Dashboard. It provides users with a quick summary of total planned spend. It visualizes how bottom up investment plans are aligned with top-down targets, allowing organizations to determine if they are on track.

Tip: Use this module to determine if you're on track with planned spend or determine where you're leaving money unplanned.

INVESTMENT PLANNING SUMMARY

Your investment target is
$96.7M

You have planned
$77.9M

You need to increase your plan by
$14.0 M
to be within 5% of your target

81% complete

To Investigate

👎 Who's not complete?

Regi	Country	Target	Plan	+/-	% Planned
APAC	Oceania	$2.0 M	$5.4 M	+$3.4 M	270%
EMEA	UK	$16.0 M	$8.6 M	-$7.4 M	54%

💡 Remind budget owners to login and complete plans. Direct them to the summary to see what they have left to plan.

👍 Who's complete?

Region	Country	Target	Plan	+/-	% Planne
EMEA	Nordics	$8.7 M	$8.9 M	+$150.8 K	102%

💡 Lock plans to track against. Contact budget owners to understand how they built their plans and share best-practices.

Poor <90%; >110% Improve <95%; >105% Good 95% - 105%

View full report

Note

Metric amounts may vary depending on your permission level. Each user will see an aggregate total plan amount for investment plans they have access to edit or view.

Insights Explored

This module displays the investment target and an aggregate of the total investment planned to date between all Line Item investments. It calculates the percentage complete within 5% of the investment target and shows the dollar value of unplanned spend.

Your investment target is
$96.7M

You have planned
$77.9M

You need to increase your plan by
$14.0 M
to be within 5% of your target
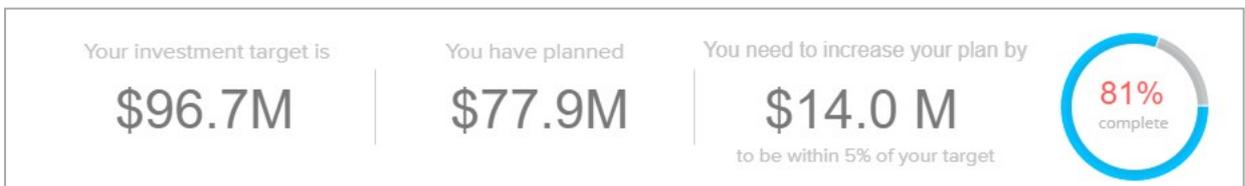
81% complete

Below the planning metrics are lists that display the top complete and incomplete investment plans within a given Hierarchy or fiscal year.

Investigate who's not yet completed their planning in Spend with the help of the "Who's not complete?" summary. This chart outlines investment plans which have less money entered in Plan columns, than the target available within 5%, for any given budget. This allows you to assess whether additional campaigns need to be planned for a given business unit or if targets should be adjusted and funds moved to meet business needs.

	Who's not complete?				
Region ⬆	**Country**	**Target**	**Plan**	**+/-**	**% Planned**
APAC	Oceania	$2.0 M	$5.4 M	+$3.4 M	270%
EMEA	UK	$16.0 M	$8.6 M	-$7.4 M	54%

In contrast, see which investment plans are complete and on track within 5% of the investment target.

	Who's complete?				
Region	**Country**	**Target**	**Plan**	**+/-**	**% Planned** ⬍
EMEA	Nordics	$8.7 M	$8.9 M	+$150.8 K	102%

Where Does the Data Come From?

The Investment Planning Summary displays aggregate total targets and planned costs from investment plans within Spend.

5.1.3.2   Investment Mix

The Investment Mix, a component of the Investment Dashboard, looks at the details tracked against Marketing Investments. This module showcases the impact of planned marketing investment across the organization.

*Required Features*Use of Details panel attribute tracking.

Insights Explored

During the planning stage, this Dashboard provides a visual representation of how planned marketing investments will impact areas of focus for the organization by providing insights into where marketing campaigns will be executed and money spent. Some common comparison examples include investment Type, Product, and Segment.

> **BEST PRACTICE**
>
> Ensure the most accurate data by completing the Details section for each marketing investment.

Where Does the Data Come From?

The Investment Mix is a collection of attributes on the Details panel.

Examples include Objective, investment Type, Customer Journey, Persona, Product, and Segment.

5.1.3.3 Planning & Strategic Alignment

The Strategic Alignment planning module focuses on visualizing planned spend allocated to each area of alignment, allowing you to see if you are aligned to target in each strategic area of focus.

Understanding how to navigate Strategic Alignment is important for evaluating how in line your organization is with all of their Objectives.

Required Fields Plan columns, Targets, Strategic Investment Target by Objective Interlock Budget
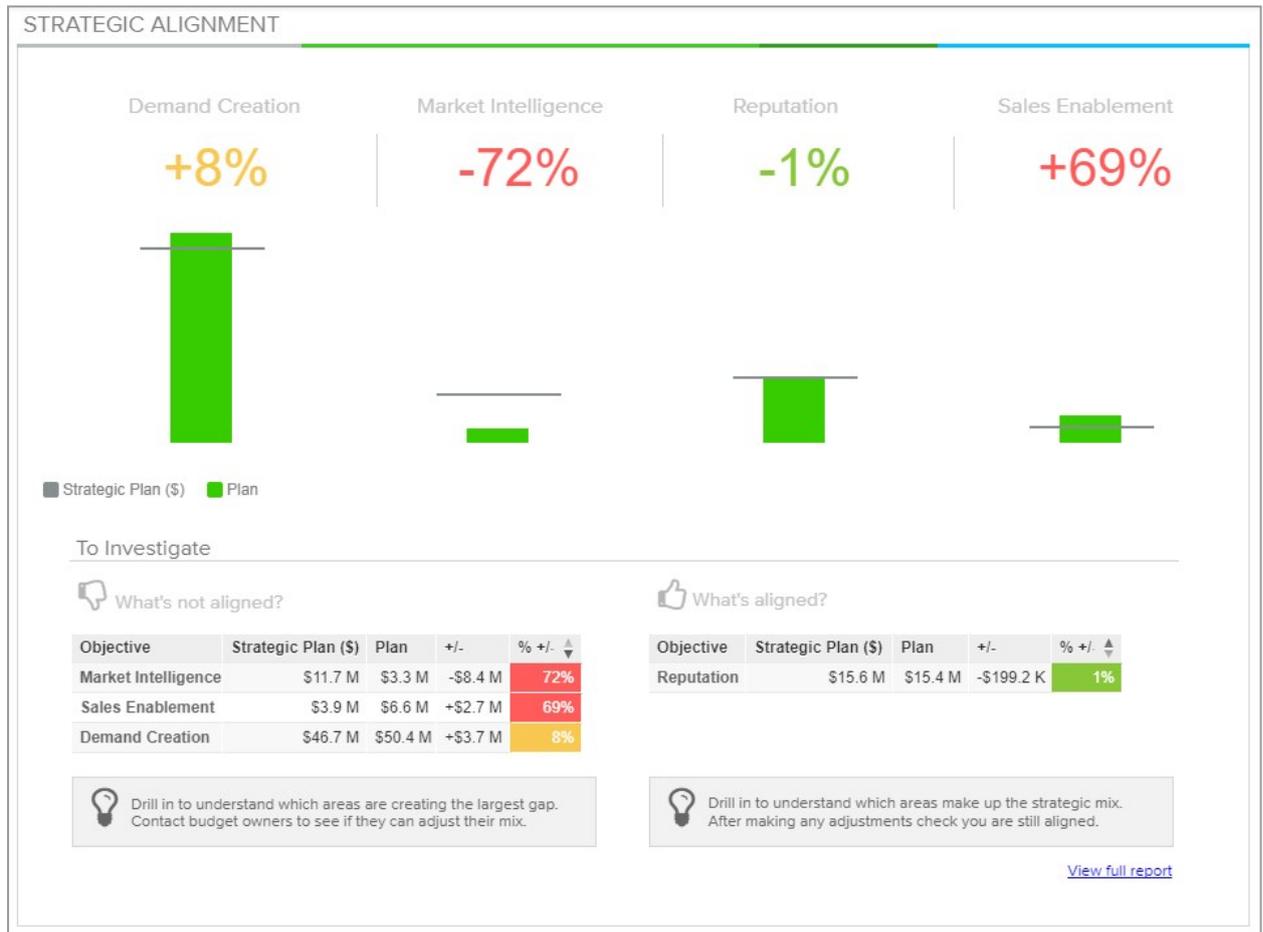
Insights Explored

The graph shows planned spend (green bars) in comparison to the target spend for each Objective selected, and used in the Strategic Alignment feature, shown by the grey line. As well, it features a calculated over or under percentage to provide a concrete understanding of how aligned overall Plans are to Strategic Alignment goals.

If you find you're off the mark and not aligned, indicated by percentages in red (over 10% variance) or yellow (between 5-10% variance), you can further investigate and determine which investment plans and Line Items are contributing to the discrepancy, simply by clicking the Objective you are interested in investigating.

Objectives that are within 5% of planned target will be categorized as "aligned."

Where Does the Data Come From?

Plan columns, Targets, Strategic Investment Target by Objective Interlock Budget.

5.1.3.4   Investment Tracking Summary Report

The Investment Tracking Summary Report helps you understand if you are on track to spend. Here we compare your committed dollars or POs, with what Actuals hit your books, and planned spend, to see if you are aligned to meet your investment target.

*Required Features*Investment Targets, Plan, Forecast, PO and Actuals Columns

Do's: Use this module to adjust to track your investment.
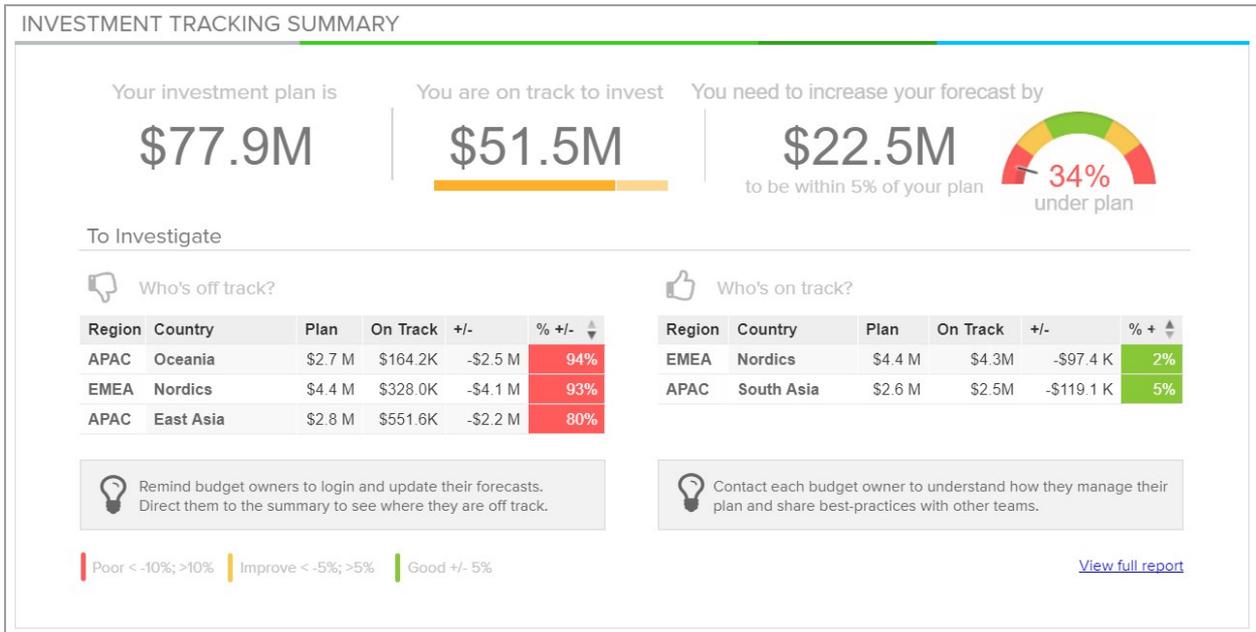
Insights Explored

This module aggregates planned investment amounts from all investment plans within the Hierarchy and creates a benchmark for tracking against planned spend. The "On-track to Invest" metric combines all PO's and Actuals totals from past months, as well as the Committed and Occurred investments for the current month's Forecast columns to give you up to date summary of your current investment. This allows you to compare to date spend with planned spend and keep teams on track within 5% of the planned budget to prevent over or underspend throughout the year. Additionally, the spectrum graph provides a visual to keep you on target by visualizing the percentage of on-track spend is above or below planned spend.

Easily determine which investment plans are at risk of overspending or not utilizing their budgets with the "Who's off track?" summary. This chart displays the planned amount for each budget, the amount currently spent (from all POs, actuals and committed investments) and the remaining difference. This will help you determine where budget allocations can be made or additional campaign can be executed.

> **Note**
>
> Some investment plans may appear off target due to investments not being recognized until future months.

Where Does the Data Come From?

The Investment Tracking Summary shows total planned amounts and on track totals from all investment plans.

5.1.3.5 Tracking Investment Mix

Ensure goals are aligned with specific metrics by comparing planned spend and on track spending in all areas of your Investment Mix. The grey bar represents planned spend for each attribute, while the green bar is the on-track spend that has been tagged to campaign attributes.

*Required Features*Forecast, PO and Actuals columns, and Details panel attribute tracking.:

> **Note**
>
> Examples of metrics that can be part of the Investment Mix are: Objective, Customer Journey, Segment, Product, Persona, investment Type.

Insights Explored

Tracking the Investment Mix is significant in revealing if you are on track to hit targets for each defined area of the mix. It allows you to evaluate where on track spend may exceed planned expenditure or be falling behind.

Marketers should ask themselves the following questions when looking at the mix.

1. Are areas spending more or less than planned?

2. Do we know why we are over/under planned spend?

3. Given the time of year and strategic goals, do we need to make changes to the where we spend in the Investment Mix?

Where Does the Data Come From

The Investment Mix is a collection of attributes in the Details panel and aggregated data from Forecast, PO, and Actuals columns.

5.1.4   ROMI Dashboard

Uptempo gives marketing leaders complete visibility into their marketing performance. Uptempo can integrate with CRM, finance, marketing technology systems and offers powerful analytics providing CMOs quick and accurate insights into any aspect of marketing — from plans all the way through to revenue.

The ROMI (Pipeline) Dashboard consist of 3 different tabs to help marketing leaders:

- *Pipeline Planning Summary (Strategic ROI)*
  Helps your team thoroughly track how they have completed the required classifications and attributes for their budgets. Use the Impact Modeller in Spend to calculate estimated revenue from the various investments they're planning.

- *Pipeline Tracking Summary (Strategic ROI)*
  Use the Pipeline Tracking dashboard to monitor progress toward revenue goals, and to identify where your efforts may be falling short.

  Note: This Dashboard uses data from your CRM system.

- *Campaign Tracking Summary (Tactical ROI)*
  Allowing you to determine which investments drive buyer behavior is vital to understanding the impact of your marketing efforts. But it's a complex task and very much dependent on which question you're trying to answer. Our Tactical ROI dashboard allows Marketing Leaders to answer the following questions:

  - Which investments are best for initial awareness? (First Touch Attribution)

  - Which are best for creating opportunities? (Last Touch Attribution)

○ Which are best for keeping prospects engaged and interested? (Multi-Touch Attribution)

Note: The Tactical ROI dashboard requires data from Salesforce CRM.

5.1.4.1 Pipeline Planning Summary

The Pipeline Planning Summary provides a quick overview of the state of planned investments and helps predict how those investments would contribute to the pipeline. You can see which investment plans have the greatest impact and begin to predict pipeline.

*Required Features*Investment MQL, Impact Modeller, Pipeline Targets.
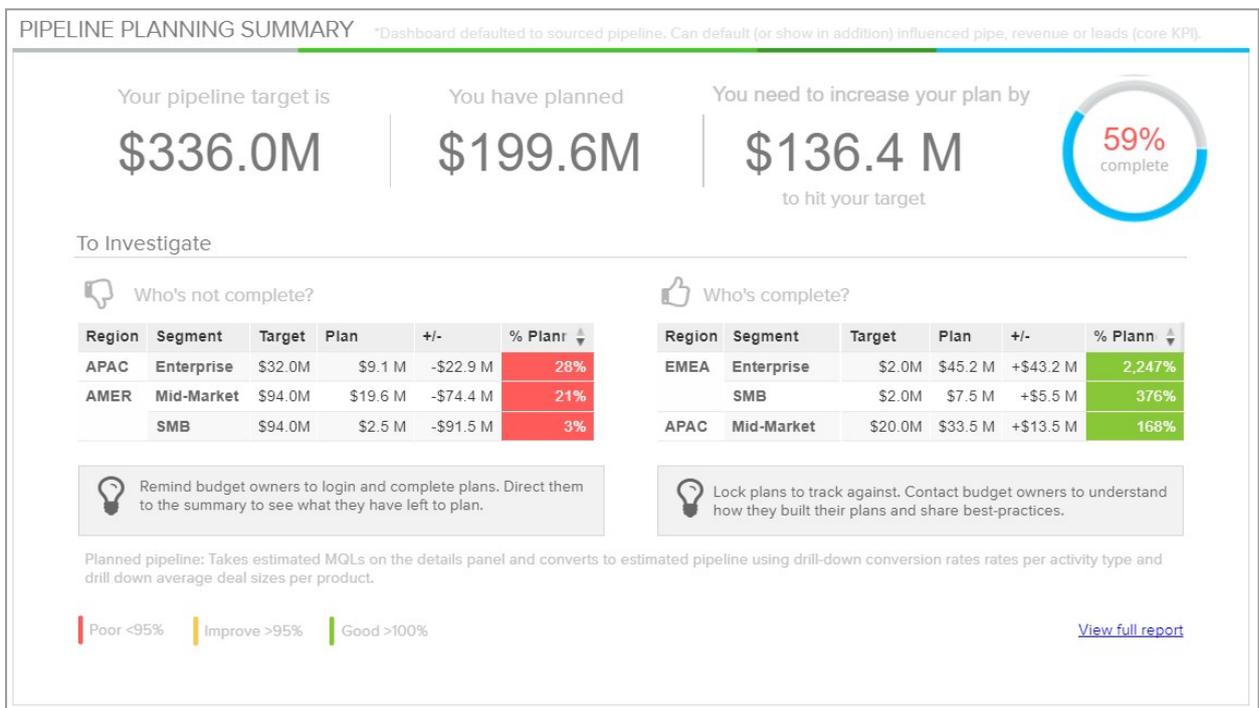
Insights Explored

This module displays the Pipeline Target, the aggregate total of all currently planned marketing investments, and an over/under calculation to show you how much more/less your marketing team need to plan to meet the Pipeline Target goals.

> 📋 **Note**
>
> The Planned Pipeline is calculated using the Impact Modeller as well as planned MQLs entered on the Details panel. Entering both pipeline and MQL data during the planning stage of the marketing cycle provides added confidence and can be used to justify spending when ROI estimates are provided.

Marketing leaders and marketing ops can easily investigate which investment plans have not yet reached their pipeline target in the "who's not complete" report. This allows for quick action to be taken and adjustments to be made to better align campaigns.

To Investigate

👎 Who's not complete?

Region	Segment	Target	Plan	+/-	% Plann
APAC	Enterprise	$32.0M	$9.1 M	-$22.9 M	28%
AMER	Mid-Market	$94.0M	$19.6 M	-$74.4 M	21%
	SMB	$94.0M	$2.5 M	-$91.5 M	3%

In comparison, plans that are complete and aligned with Pipeline Targets are also shown.

👍 Who's complete?

Region	Segment	Target	Plan	+/-	% Plann
EMEA	Enterprise	$2.0M	$45.2 M	+$43.2 M	2,247%
	SMB	$2.0M	$7.5 M	+$5.5 M	376%
APAC	Mid-Market	$20.0M	$33.5 M	+$13.5 M	168%

Where Does the Data Come From?

The Pipeline Planning Summary requires the usage of Pipeline Targets, the Impact Modeller and planned MQLs for investments.

5.1.4.2   Planned ROI Summary

The Planned ROI Summary is used to predict the amount of pipeline that may be generated based on planned investments. Understanding how different investment plans contribute to the pipeline allows you to predict which budgets have both the strongest and weakest ROI contributions, allowing your marketing team to make changes to marketing investments for the greatest returns.

*Required Features*Investment Planning, Investment MQL planning, Impact Modeller; Optional: ROI Target (Investment Targets and Returns Targets):

Insights Explored

Once ROI can be measured, marketers can begin to plan and execute investments that lead to the greatest revenue generation. With the ROI target set, this module visualized ROI target alignment and suggests increases to planned investment to increase alignment.

> **Note**
>
> ROI Target = Investment Targets + Return Targets.

Easily investigate which budgets are underperforming with regards to ROI and find ways to improve pipeline or reduce investment to increase your ROI.

Tip: ROI is a ratio therefore if Planned Investment increases, the Planned Pipeline must increase proportionally to avoid ROI decease.

Where Does the Data Come From?

The Planned ROI Summary relies on both Planned Investment and Planned Pipeline to be available.

5.1.4.3 Planned Pipeline Mix

The Planned Pipeline Mix illustrates where your pipeline is being generated. Once marketing investments have been planned, this dashboard becomes handy because it displays the breakdown of Planned Pipeline generated by each attribute category. Some common comparison examples include investment Type, Product, and Segment.

*Required Features*Impact Modeller, Returns Planning Fields (MQLs), Use of Details panel Attribute tracking
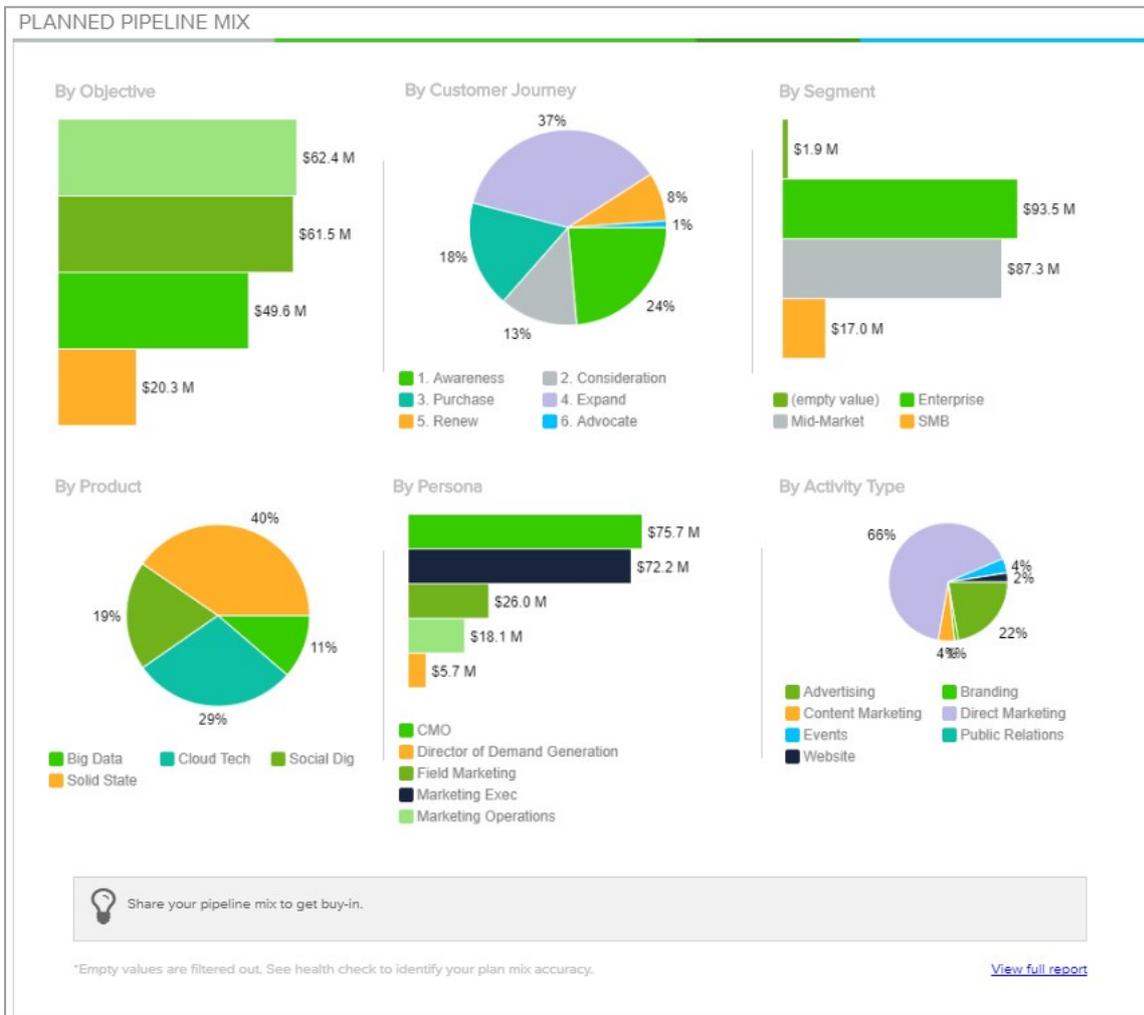
Insights Explored

Understand where the Planned Pipeline is being generated from compared by investment detail attributes. Look at which attributes have the most planned investment and how they contribute to the pipeline.

> **BEST PRACTICE**
>
> To ensure the most accurate data, the Details panel must be completed for all marketing investments.

Where Does the Data Come From?

Impact Modeller, Returns Planning Fields (MQLs), Use of Details panel Attribute tracking.

5.1.4.4 Pipeline Mix

The Pipeline Mix focuses on multi-touch campaigns allowing you to see which campaigns are your top performers. This dashboard is significant to your success as it illustrates which channels and type of investment generate success.

*Required Features*Details Panel Attributes, Salesforce Connector.

> **Note**
>
> Multi-touch attribution assigns credit to all campaigns equally that influenced the opportunity.
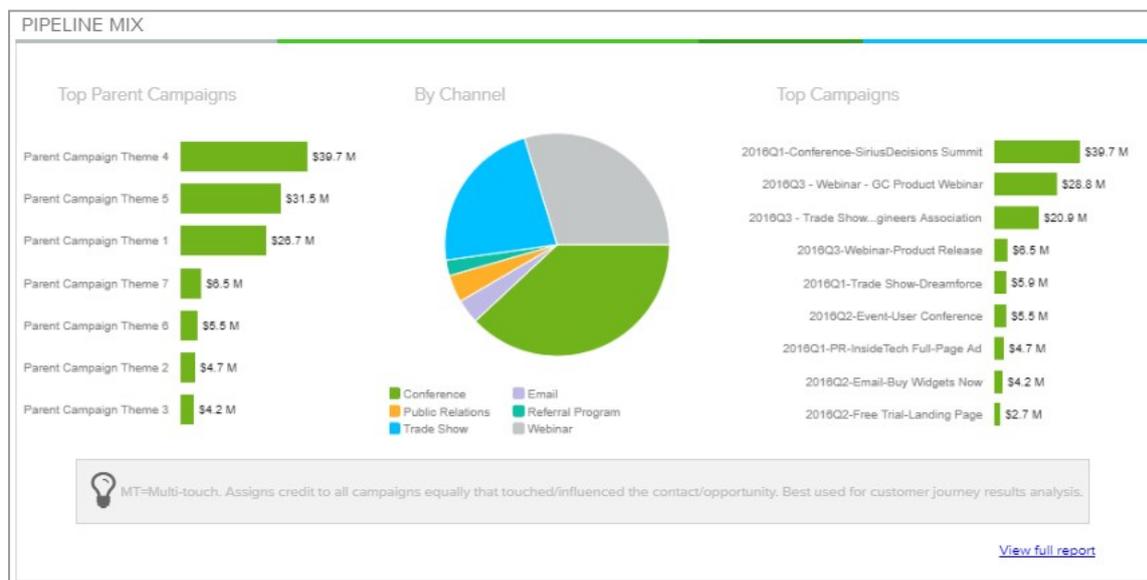
Where Does the Data Come From?

Details Panel Attributes, Salesforce Connector.

5.1.4.5 Tactical ROI Summary

The Tactical ROI Summary allows for tracking of current investments, generated pipeline and ROI through integration with Salesforce. It allows you to answer questions such as: How much Pipeline have I generated? What campaigns and channels are performing the best based on first touch, last touch, and multi-touch attribution models?

*Required Features*Actuals, Salesforce Connector.

Insights Explored

This Dashboard displays the actual investment and generated pipeline amounts and calculate ROI. It also provides insights into how close you are to the ROI target and how much additional pipeline is needed to reach the target ROI ratio.

Insights can be further investigated based on attribution, easily see channels are the most or least effective on the first touch, the last touch and multi-touch campaigns.

Where Does the Data Come From?

Actuals, Salesforce Connector

5.1.5 Health Check Dashboard

The Health Check Dashboard consists of the following elements:

- *Investment Plan Health Check* below

- *Strategic Alignment Planning Health Check* on the facing page

- *Pipeline Planning Health Check* on page 160

- *Investment Tracking Health Check* on page 161

- *Strategic Alignment Tracking Health Check* on page 162

- *Pipeline Tracking Health Check* on page 163

- *Tactical ROI Health Check* on page 164

- *Unmapped PO Health Check* on page 165

- *Unmapped Actuals Health Check* on page 166

5.1.5.1 Investment Plan Health Check

The Investment Plan Health Check lets marketers and marketing leaders track the completion of details in planned marketing investments allowing for easy management of data accuracy. Easily view how many line items require tagging and in which budget.

*Required Features*Required Details Panel Attributes

Insights Explored

Details tagged to investments provide context and allow for comparison and robust reporting. This dashboard module displays the number of line items that require completion of required Details panel fields, as well as the associated total dollar of all tagged and untagged items per investment plan.
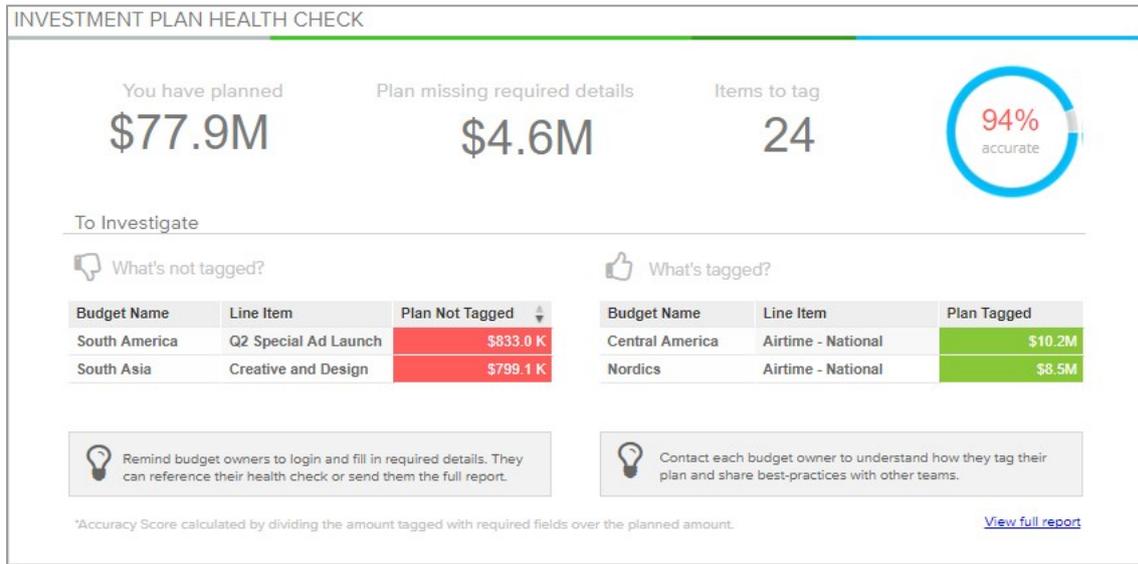
Where Does the Data Come From?

Required Details Panel Attributes

5.1.5.2 Strategic Alignment Planning Health Check

*Required Features*Forecast column, Details Panel, Strategic Alignment.

The Strategic Alignment Health Check focuses on Objectives allowing you to easily see where data is missing to get an accurate view of your Strategic Alignment.
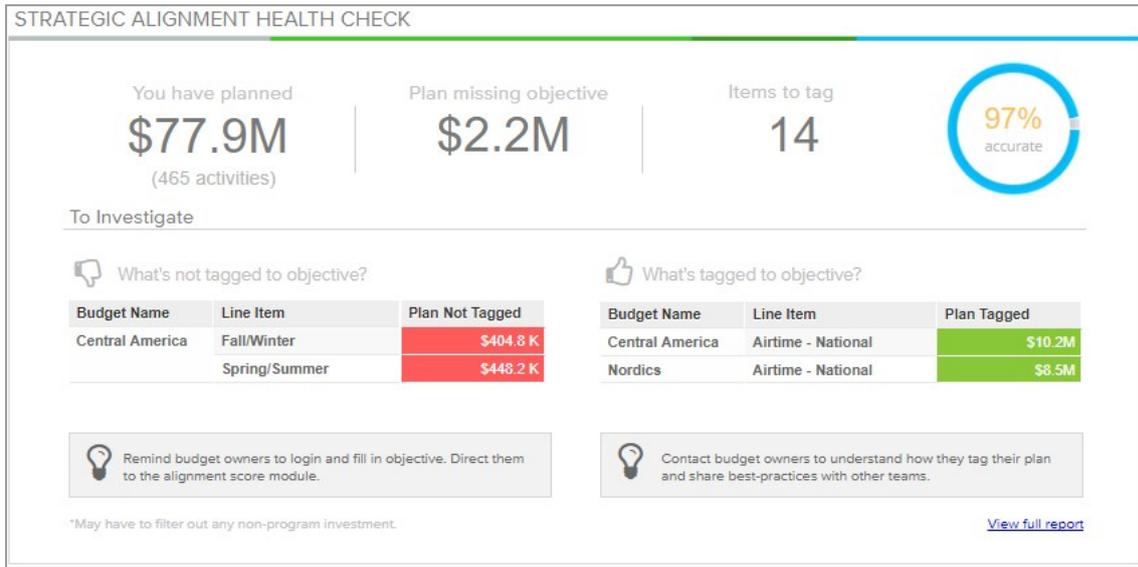
Insights Explored

Missing details prevent accurate reporting for Strategic Alignment, as all investments should be connected to an Objective for accurate reporting. The module displays the number of Line Items that are missing an Objective as well as associated dollar value to get a sense of how much money is not being shown in the alignment score.

You can investigate which line items that are "not tagged to objectives" and easily navigate to the budgets to tag the investment.

Where Does the Data Come From?

Forecast column, Details Panel, Strategic Alignment.

5.1.5.3   Pipeline Planning Health Check

The Pipeline Planning Health Check looks at how many investments are missing data entry for estimated marketing qualified leads (MQLS) to calculate the accuracy of expected outcomes.

*Required Features*Investment Investment Planning, Returns Planning, and Impact Modeller
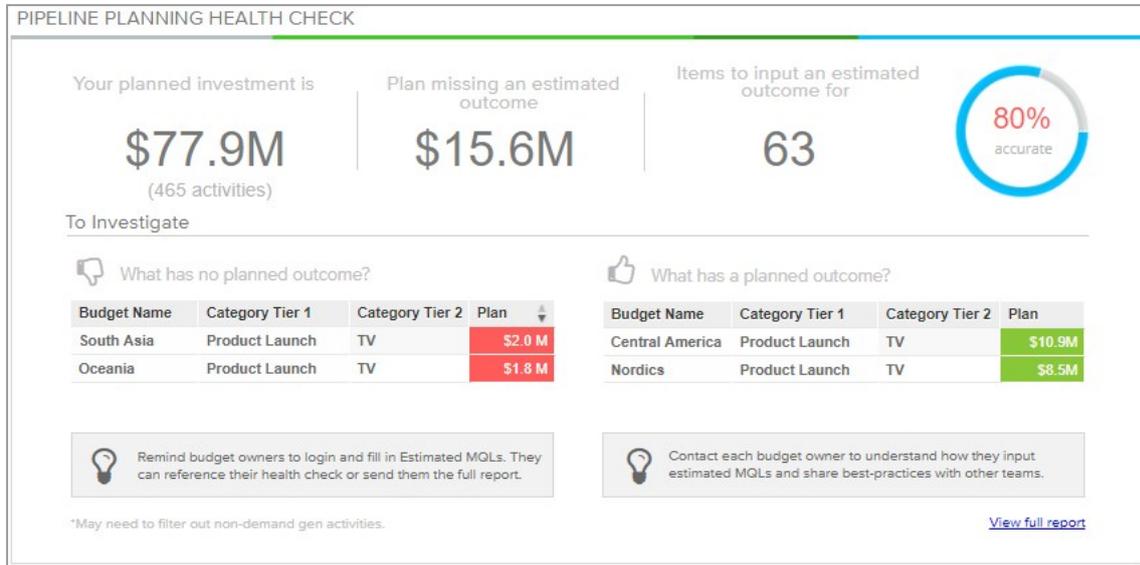
Insights Explored

You can easily see which investment plans are on track and those which require additional data entry to provide more accurate predictions of expected outcomes.

Where Does the Data Come From?

Investment Investment Planning, Returns Planning, and Impact Modeller.

5.1.5.4   Investment Tracking Health Check

The Investment Tracking Health Check module allows you to check data health as it related to tracking investments. You can see if you are on track to invest, how many investments still need to be tagged and the associated with track dollar value of all items that require tagging.

*Required Features*Forecast Column Forecast Status Tagging, PO, and Actuals columns, Details Panel attributes.
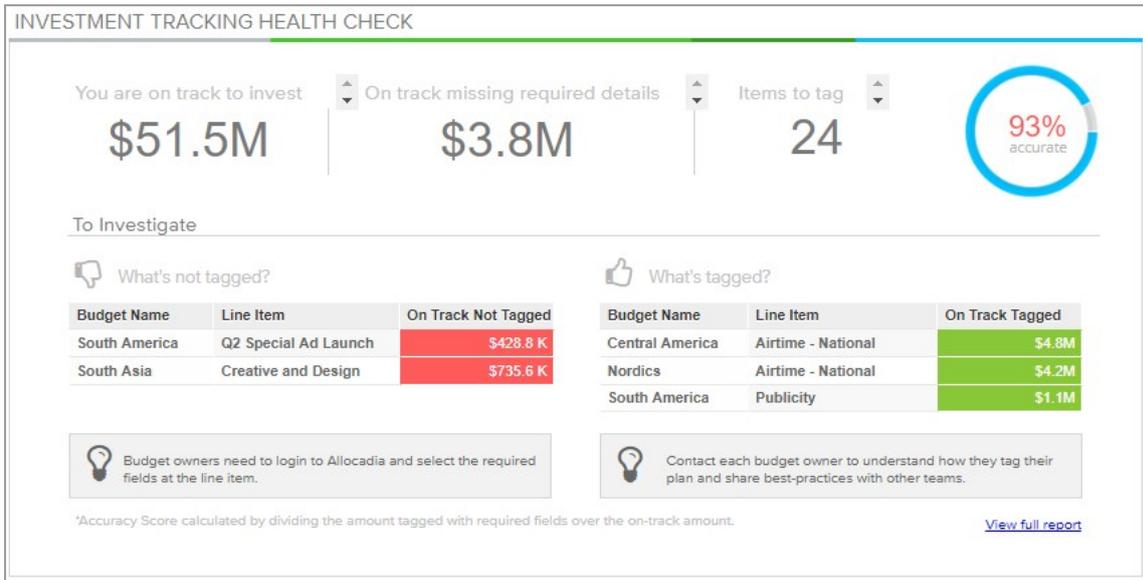
> **Note**
>
> On Track is a dynamic field that uses today's date and displays past actuals, Current POs and Future Forecast column aggregates.

Where Does the Data Come From?

The Investment Tracking Health Check looks at the Forecast and Actuals columns and the associated details for each item within all investment plans.

5.1.5.5 Strategic Alignment Tracking Health Check

*Required Features*Forecast and Actuals columns, Objectives field on the Details panel, Strategic Targets.

The Strategic Alignment Tracking Health Check allows you to assess which budgets are on track and assess those that aren't by tracking data Line Items that have not yet been tagged to an objective on the Details panel. This allows you to assess the impact of missing investment data on Strategic Alignment.
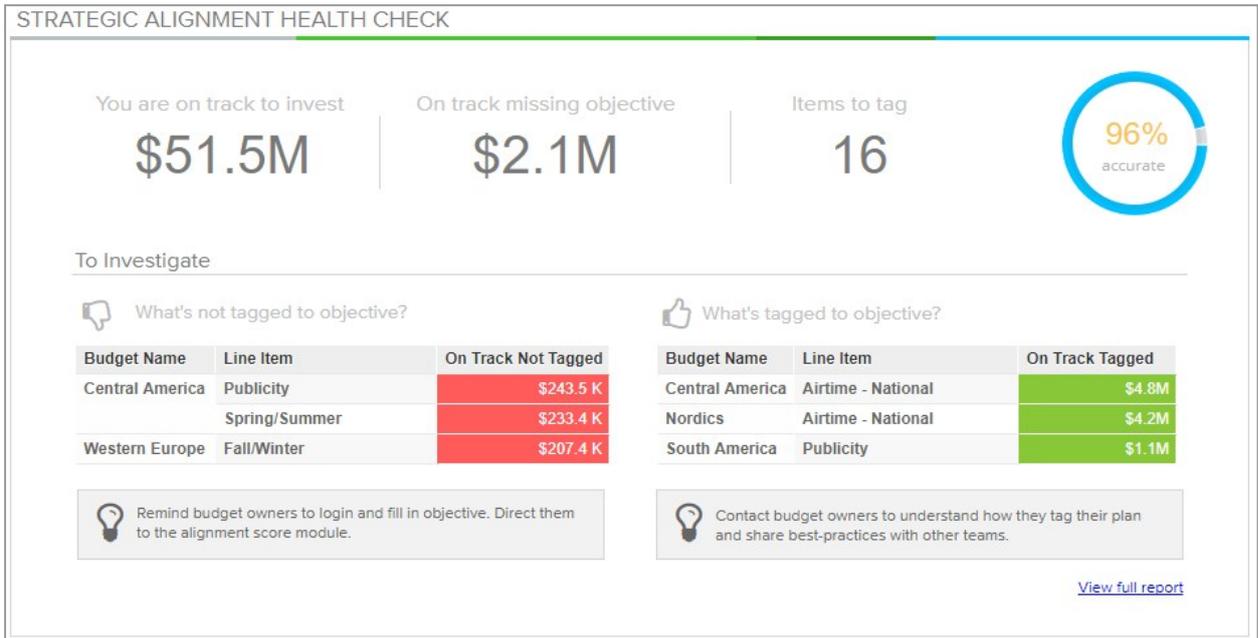
Where Does the Data Come From?

The Strategic Alignment Tracking Health Check looks at the Forecast and Actuals columns in all investment plans and associated details.

5.1.5.6 Pipeline Tracking Health Check

The Pipeline Tracking Health Check module evaluates missing data entry for line items that have missing MQL entries, allowing you to see where entries are missing, the associated dollar value of those investments and which budgets are on track.

*Required Features*Forecast, POs, Actuals columns, returns planning and Impact Modeller.

> **Note**
>
> Adding estimate MQLs to line items will bring the accuracy closer to 100%.

Where Does the Data Come From?

Pipeline Tracking Health Check looks at the Forecast column, Actuals, and Returns Planning which is estimated MQLs.

5.1.5.7 Tactical ROI Health Check

The Tactical ROI Health Check module looks at campaigns managed through Salesforce and helps you determine where you have gaps in data entry for investment that is not yet tied to campaigns.

Required Features Forecast Column, Details panel attributes and Salesforce Connector.
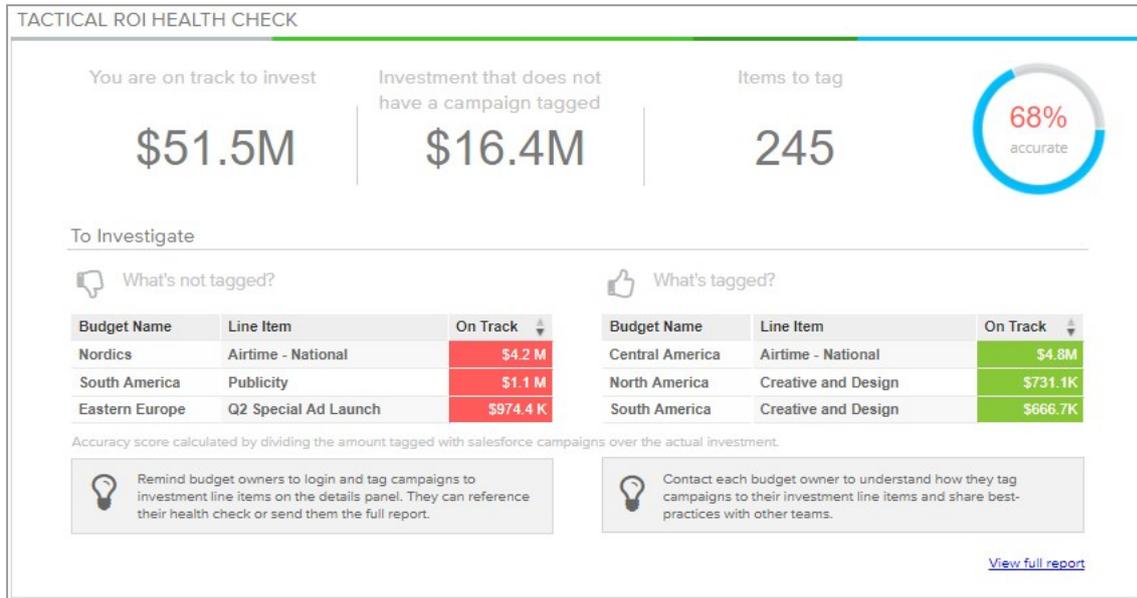
Insights Explored

When connecting Spend and Salesforce data, not all investments will be automatically associated with a campaign, this module shows you data accuracy with campaign tagging and gives you insight into which budget and individual line item require additional tagging to be on track.

Where Does the Data Come From?

Forecast Column, Details panel attributes and Salesforce Connector.

5.1.5.8   Unmapped PO Health Check

The Unmapped PO Health Check looks at Purchase Orders (POs) that have been imported into Spend but have not yet been connected with an investment. These unmapped POs are expenses that are not accounted for until they get mapped to a line item. This module helps you see how many POs are unmapped and in which budgets to help properly map them efficiently.

*Required Features*POs, Investment Plan.
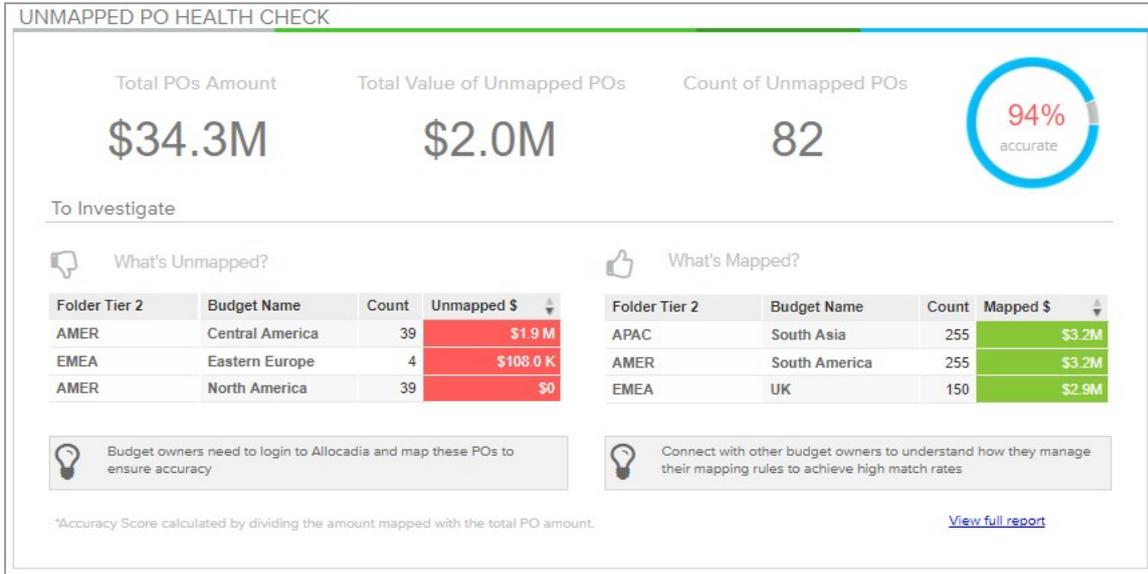
Where Does the Data Come From?

POs, Investment Plan

5.1.5.9   Unmapped Actuals Health Check

The Unmapped Actuals Health Check looks at Actuals that have been imported into Spend but have not yet been connected with an investment. These unmapped Actuals are expenses that are not accounted for until they get mapped to a line item. This module helps you see the number of actuals that are unmapped, and which budgets they can be found in for easy mapping.

*Required Features*Investment Plans, Actuals
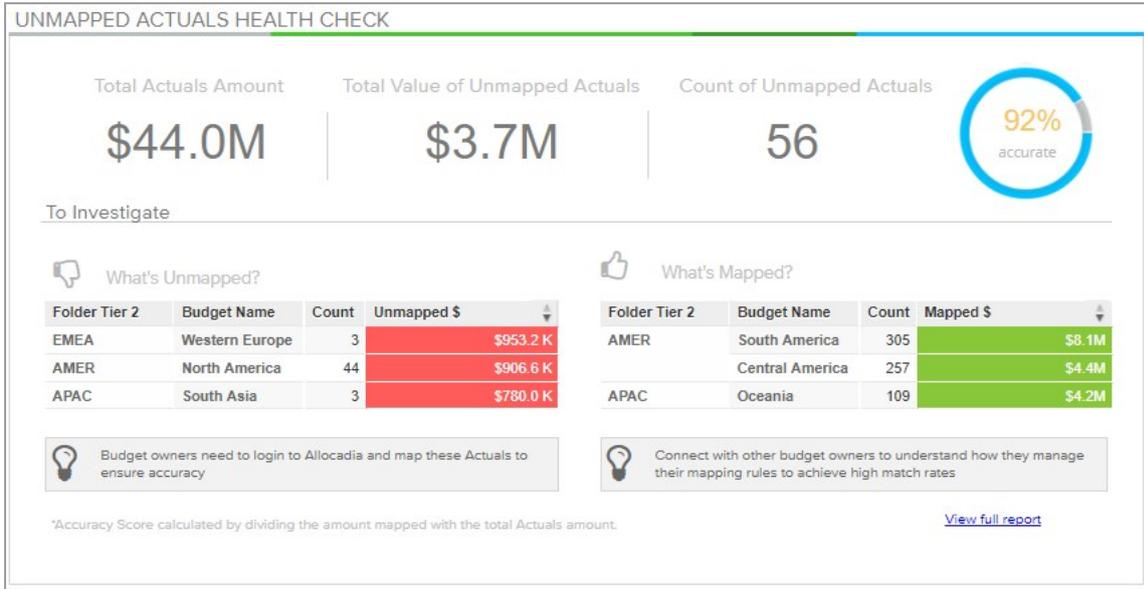
Insights Explored

Actuals can be both automated or bulk imported, yet the actual does not map to the line item and needs to be mapped manually; this module helps with that task making it easier and more efficient to see how many and where the unmapped actuals are, including the total value of all unmapped items.

Where Does the Data Come From

Investment Plans, Actuals

5.1.6 Customer Journey Plan Summary

The Customer Journey Plan Summary provides an overview of how your plan supports your customer journey.

*Required Features*Budget Planning, Customer Journey Attribute on the Details panel
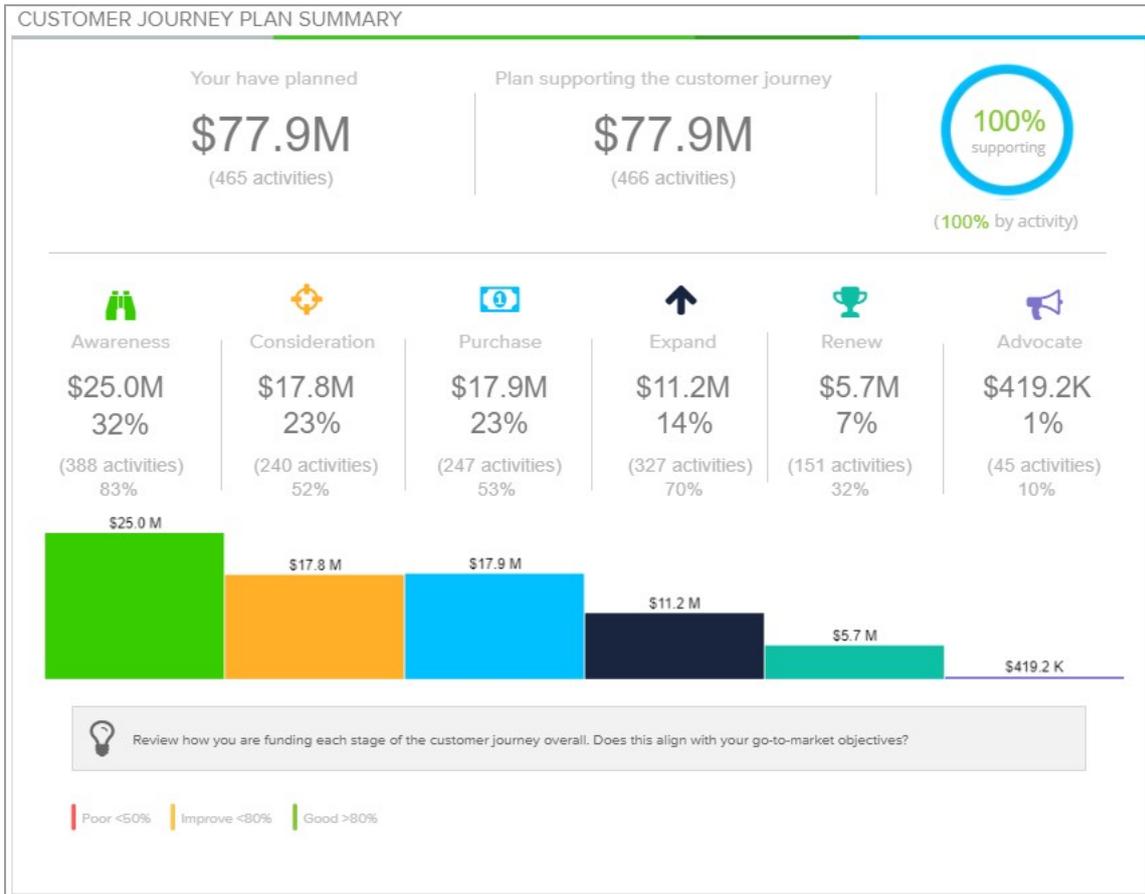
> **Note**
>
> Customer Journey is a multi-select attribute on the Details panel, meaning you can enter multiple values and assign importance by percentage breakdown for each investment.

Insights Explored

The Customer Journey metric is tracked on the Details panel and allows for a comparison of how your planned campaigns support each step of your customer journey. At each stage, you can see an aggregate total of all campaigns amounts that are tagged to that stage, as well as a percentage contribution and the total number of investments tagged to that stage. This overview allows you to easily see which stage of your customer journey has the greatest associated planned spent.

Where Does the Data Come From?

Budget Planning, Customer Journey Attribute on the Details panel.

5.2 Reports

Reports are charts or tables of data that display segmented sets of insights for a particular area. In Spend, reports are the output of the data that is entered on the *Investments* tab.

You can navigate to different reports by using the Reports Panel on the left-hand side of the Insights tab. The more complete your inputs, the more detailed your reports will be.

> **Note**
>
> In some reports, you can drill down to get more granular, all the way to the Line item level.

Reports are built in GoodData and are affected by three factors, the What (Metrics or numerical inputs), How (Attributes of how the data will be segmented) and Filters to narrow or specify data selections.

5.2.1 Filtering Reports

Reports allow you to see comparisons and summaries of your marketing spend data. Filtering your reports allow you to get even more granular with your data and see specific sections of your Plan, Forecast, or Actual spend as desired.

1. On the *Insights* tab, click the Edit button on top right-hand corner.

2. Go to the *Reports* section.

3. Click on your desired Report.

4. Click the *Filter* button at the top of the screen.

5. Select your desired metrics, attributes and variables.

6. Select *Apply*.

> **Note**
>
> If you want to add more than one filter, click the *Add Filter* button at the top of the menu.

5.2.2   Exporting Reports

Reports in Spend contain summaries and comparisons of your marketing spend data and are built from entries on the *Investments* tab. Exporting your report allows you to take your data offline to a meeting or send the report to non-*Spend* users to consolidate data.

1. On the *Insights* tab, navigate to your desired Report.

2. Click the downwards arrow in line with the name of your desired Report.

3. Select your desired *Export* option from the *Download As…* drop down sub-menu.

Central
Functions

6

This chapter describes those central functions that are used in several phases.

6.1 Approving Planning or Forecasting

> **Note**
>
> The approval is an optional function. It may not be enabled at all in your company or it may be enabled only for a part of the investment plans. If you have any questions, please contact your system administrator.

In Sheila's company, planning is checked according to the 4-eyes principle. Sheila creates the marketing investments and enters the planned spents. After she has finished all edits, Sheila sends the planned spents for approval.

John, a colleague of Sheila's who is authorized to approve, sees Sheila's request on the *Budget* tab. The request is displayed in red in the *Approvals* column. John clicks on the red entry to open the edit interface. There, John decides on the request. He can approve, deny, or send the amount back for reprocessing.

After John has decided, Sheila can see his decisions in her acivity plan. Sheila must then rework the spends that have not been approved. Her goal is to get all the spends approved.

This process can also be used for forecasting.

Understanding Approvals

Marketers can easily create investments and send the planned or forecasted spend for approval when required. At a quick glance, Marketers can view the status of their requests on the Budget Grid. The coloured bar in line with the cell value identifies which investments require approval and will change based on the status of the approval.

Planning	Pending	Approved	Denied
$10,000.00	$1,000.00	$6,000.00	~~$8,500.00~~

- *Planning* – The orange bar indicates that the plan value the submitter entered into the corresponding column has not yet been submitted for approval, and the investment is still in the planning phase. By default, all new values entered have the *Planning* status.

- *Pending* – The purple bar denotes the submitter has sent the plan amount for approval, and the request is pending. When the amount is submitted for approval, the cell value becomes read-only and changes to the *Pending* status.
  Note: Line items and placeholders cannot be deleted in this state and no properties can be

edited on the Details panel.

- *Approved* – The green bar confirms an approval. The request has been accepted by someone with access to approve and the cell remains read-only. A change request can be made if needed, however, the approved amount will only be updated if the change request is accepted. Otherwise, the approved amount will be displayed with a status of the pending change.
Note: Line items and placeholders cannot be deleted in this state and no properties can be edited on the Details panel.

- *Denied* - The red bar indicates the amount requested has been denied and needs to be adjusted accordingly before resubmitting. Before adjusting, the requesting user must set the cell to the Planning state.
Note: Line items and placeholders cannot be deleted in this state and no properties can be edited on the Details panel.

Related Actions

- *Requesting an Approval* below

- *Deciding on a Request* on the facing page

- *Managing a Decided Request* on page 176

6.1.1 Requesting an Approval

In Sheila's company, planning is checked according to the 4-eyes principle. Sheila creates the marketing investments and enters the planned spents. After she has finished all edits, Sheila sends the planned spents for approval.

This process can also be used for forecasting.

Prerequisites

- The *Approval* function is activated in your instance. When activated colored bars are displayed on the left border of the line item's and placeholder's cells in the *Plan* and/or *Forecast* columns.

- Finish all edits for the marketing investment. As soon as the marketing investment is in the state *Pending*, *Approved* or *Denied*, you cannot edit any attributes on the Details panel. However, missing entries can distort your analysis of the investment.

1. On the *Investments* tab, locate the marketing investment and its spent for which you want to request an approval.

2. Hover the colored bar at the left border.

   The bar is broadened.

3. Click the bar.

4. In the menu, click *Send for Approval*.

The spent is sent for approval. In the next step, an authorized colleague must decide on your request, see *Deciding on a Request* below.

6.1.2 Deciding on a Request

John, a colleague of Sheila's who is authorized to approve, sees Sheila's request on the *Budget* tab. The request is displayed in red in the *Approvals* column. John clicks on the red entry to open the edit interface. There, John decides on the request. He can approve, deny, or send the amount back for reprocessing.

1. On the *Budget* tab, locate the investment plan for which you want to decide on an approval request.

2. In the *Approvals* column, click the red *approve (X)* entry. X represents the number of pending request for this investment plan.

   The *Approvals* screen opens. The screen lists every pending approval.

3. Click on the pending request you want to decide on.

4. In case you need more information for your decision: Click the Details panel icon in the *Line Item* column to see the attributes.

5. Decide by clicking above the list:

   • Click *Approve* in case you want to approve the request. If necessary enter a comment. Click *Approve* under the *Comment* field to finalize your decision.

   • Click *Deny* in case you want to reject the request. We recommend to describe the reason for your denial in the *Comment* field. Click *Deny* under the *Comment* field to finalize your decision.

- In case the request or the line item needs a revision before approval, click *Send back*. Describe the points you want to be improved for an approval in the *Comment* field. Click *Send back* under the *Comment* field to finalize your decision.

6. In case you want to decide on several requests, repeat steps 4 to 6 until every request is decided on.

You have decided on the requests.

6.1.3   Managing a Decided Request

After John has decided, Sheila can see his decisions in her acivity plan. Sheila must then rework the spends that have not been approved. Her goal is to get all the spends approved.

Possibilities to Manage a Decided Request

Approved spends are marked green and you can no longer edit them, nor can you edit the properties on the Details panel of the line item or placeholder.

Spends that are marked orange must be edited. To do this, the releaser usually leaves a comment. You can edit both the amount and the properties of the line item on the Details panel . Then you request the approval again.

If a spend is rejected, it is highlighted in red and crossed out. If the line item or placeholder is still to be used in planning or forecasting, return it to the editable state. After editing, you can request approval again.

Adopting an Approved Amount

If you need to adjust an approved amount, you make a change request. The authorized colleague processes this change request like an initial approval request. The cell in the investments grid is highlighted in black.

In the case of a change request, the deciding colleague can only approve or reject. In any case, after the decision, the cell is displayed again with the green bar. The cell contains the requested amount if your colleague has agreed to the change request. If not, the previous amount is displayed.

6.2 Audit Trail

The *Audit Trail* automatically tracks every action that occurs in the Spend hierarchy. It enables marketers to view a historical log of who did what and when. If a change was made in your investment plan by another user, you can easily view who made the change. This increases individual account-ability and provides visibility into every user's actions at both the hierarchy and investment plan level.

> **Note**
>
> To export the *Audit Trail* list open the Roll-up or Details panel. The *Audit Trail* list will be exported as a .csv file. Please note that the export has a limit of 2000 entries.

Accessing the Audit Trail on the Budget Tab:

1. On the *Budget* tab, click on the Roll-up panel icon in line with the desired folder, sub-folder, or investment plan

   Note: If you access the *Audit Trail* at the folder or sub-folder level you will see all actions for the entire instance and can filter to show actions within a specified Sub-folder. If you access the *Audit Trail* for an investment plan, you will only see the actions that occurred relating to that specific plan.

2. On the Roll-up panel, click on the [🔄] *Audit Trail* icon.

Accessing the Audit Trail via the Investments tab:

1. On the *Investments* tab, click on the Details panel icon in line with the desired marketing investment.

   Note: If you access the *Audit Trail* at the category or sub-category level you will see all actions for that category or sub-category and anything belonging to it.

2. On the Details panel, click on the [🔄] *Audit Trail* icon.

Filtering the Audit Trail

On the *Audit Trail* tab, you will see the action time, the user who completed the action, where the action took place, the area of the *Investments* tab that the action occurred, and the action details. You have several options to change how the *Audit Trail* is organized:

Click on the header to sort the column in ascending/descending order

- Filter the *Audit Trail* to show actions completed in an allotted amount of time by clicking the *Time* drop-down menu and selecting the appropriate time period.

- View the actions completed by a specified user by typing the user's e-mail address into the *User* text box.

- Filter the *Audit trail* to display actions completed in a specified area of the *Investments* tab.

- Check *This folder only* checkbox (only applicable for folders) if you would like to see actions that have occurred in the particular sub-folder.

Click the *Search* button to apply the filters to the *Audit Trail* list. The list will be refreshed with the filters applied.

6.3 Adding Comments to Investment Plans

Spend allows you to tag different cells in the *Investments* tab with comments. This promotes collaboration between teams, keeping collaborators up to date on potential deviations from original plans or unexpected use cases.

> **Note**
>
> Anybody who has *Editor* access to investment plans is able to add or delete comments from a cell. All updates to comments are recorded in the Audit Trail.

1. On the *Investments* tab, locate your desired marketing investment.

2. Hover over the cell where you would like to add a comment for in line with your desired investment.

3. Click the purple triangle that appears at the top right corner of the cell or right click and select *Add Comment* from the menu.

4. Enter your comment and press *Save*.

Settings

7

The settings and configurations described below are required to work with the Spend package. Some of the described functions and actions require extensive permissions, which are usually reserved for administrators and owners.

> **Note**
>
> If you need one of the described functions but cannot use it, please contact your system administrator.

7.1 Differentiating between Master Settings and Custom Settings

Spend is highly customizable in nature, which allows for flexibility in setting up your organization's instance. The master and custom settings allow you to configure different functions for either the entire hierarchy or a specific group business unit or country. Master settings are global settings and apply to all areas of a single hierarchy within Spend. In comparison, custom settings are settings specific to sub-folders within a hierarchy.

Master Settings

Master settings are the high-level global settings where features are turned on and configured within Spend. Changes made to master settings will affect all investments in the entire budget hierarchy. However, there may be instances you want to configure different features or tweak set-up for a specific sub-folder, examples of these use cases are as follows:

- If your sub-folders are organized by region, you may want to add specific components for different regions' investment plans if the KPIs they are tracking vary.

- Admin permissions in Spend vary for flexibility and security purposes. Users can only see the investment plans they have been given access to and can be designated as an administrator at different levels of the budget hierarchy. This flexibility allows different regions or cost centers to avoid accessing financial data they should not be seeing. Being an administrator of a sub-folder allows for adjustment of the custom settings according to different regional, or departmental needs.

Custom Settings

The *Custom Settings* option appears at the sub-folder level. Changes made from the custom settings level will affect all the budgets in that specific sub-folder only and are limited in the scope of options as compared to Master settings as follows:

- *Currency*: The currency cannot be adjusted from the custom settings level, as master settings already has the option to set custom currencies for each investment plan. This makes for a more streamlined and efficient process so the user does not have to go into every single sub-folders' custom settings if they wish to make default currency changes.

- *Strategic Planning*: As with currency, options in this section for the entire budget hierarchy are displayed in master settings. This again allows for a seamless process by centralizing all the options in one place to avoid hours of manual entry.

- *Workflow*: As with the previous rationale, all investments in the budget hierarchy are listed for both these two tabs in master settings

- *Connectors*: Connectors can only be accessed from the master settings level as there needs to be an exchange of data from the entire budget hierarchy for the connectors to function properly.

- *Configuration*: Preferences are set up for the entire budget hierarchy to centralize and avoid confusion amongst users.

Custom Settings for Specific Sub-folder

The options that can be adjusted in custom settings are as follows:

- *Columns*: If different budgets are tracking different KPIs, there is the option to create additional columns and fields for specific budgets on the Investment grid, Actuals panel, Details panel, Grand Total panel, PO panel and Roll-up panel.

- *Dependencies*: Dependencies are a relationship between two drop-down or multi-select fields on the Details panel and help streamline data entry. Dependencies can be set for specific workspaces as the need arises, to assist with data entry on the Details panel for end users.

- *Page Layout*: You can create, adjust, and edit what is displayed on the *Investments* tab for different investments and pivot the structure according to a specific team's internal processes. Views, metrics, and columns can all be defined and adjusted as needed.

- *Categories*: Setting pre-defined categories for investments ensures categories that are relevant to certain investment plans are already populated in the budget grid and reduce the need for manual entry.

For more information or advice on how to adjust your master or custom Settings, contact Support or your Customer Success Manager.

7.2 Data Entry

As an administrator, you share responsibility for what data must be entered by users. This is an interesting area of tension: On the one hand, you have to ensure that all data is entered that is needed for meaningful planning and helpful analysis. On the other hand, you should keep in mind that users should not be unnecessarily delayed or even frustrated by a multitude of data entries.

Before you start to create columns and fields, determine the answers to the following questions:

1. Where should the users enter or see the data? See *Where to Enter or Display Data* on page 188.

2. What type of data do you need? Spend offers many types, see *Data Types* below.

3. What features can you use to support your users? See *Supporting Features* on page 189.

Related Actions

- *Create Column or Field* on page 198
- *Edit Column or Field* on page 199
- *Delete Column or Field* on page 200

The specifics of creating and editing lists and calculations can be found in these topics:

- *Managing Lists* on page 200
- *Managing Formulas for Calculations* on page 201

7.2.1 Data Types

The data managed in Spend is defined by columns and fields. They are the building blocks for how data is entered and evaluated.

Here is a brief overview of how columns and fields work.

If Data Is to Be Entered

You can use different types for data entry, e.g. fields, pick lists or currency fields.

Type	Description	Example
Currency	A currency input column that is utilized to track spend.	Spent data

Type	Description	Example
Currency (non-calcu-lating)	An input currency field that does not aggregate.	Finance Target
Date	A date / calendar field	Start or End Date
Drop-down list	A drop-down list is a predefined list of options that users can choose from. In Spend, a drop-down list helps track attributes for your marketing spend data. We recommend using drop-down lists to help keep data clean and consistent for reporting purposes.	Regions
Multi-select list	A preset list of options where multiple options can be selected and the attribution percentage can be weighted.	Marketing Objectives
Number or Metric	A non-currency numeric input	Target # Expected Impressions
Text or Refer-ence #	A text input field that accepts letters, numbers, and symbols. This field is utilized for any entry that requires all printable characters such as unique IDs, descrip-tions, notes, hyperlinks etc. The character limit is 255 characters.	Actuals Description

What Are the Consequences of Entering Data in the Investment Structure?

Note that entries in the fields and columns can have different effects in the investment structure:

Type	Aggregating up to Parent Level	Inheriting Down (Overwritable)	None
Currency	X		
Currency (non-calculating)			X
Date			X
Drop-down list		X	
Multi-select list		X	
Number or Metric	X		

Type	Aggregating up to Parent Level	Inheriting Down (Overwritable)	None
Text or Reference #			X

Aggregating up to the parent level means that the values displayed for the levels sub category and above correspond to the sum of all children below.

Selections in drop-down and multi-select lists are inherited by the child elements automatically. The values can be changed on the individual child elements. This simplifies the input for the user: the user selects at the highest possible level the value that also applies to most of the child elements. Then the user changes the few values for child elements.

If Existing or Calculated Data Are to Be Displayed

To display values that come from imported or calculated data, use one of the following types.

Type	Description	Example
Calculation	Calculated columns are formulas used for automatically calculating the combined total values of other columns or fields through addition, subtraction, multiplication, and/or division. Values in calculated columns are updated in real time as marketers track their marketing spend. In the investment plan, a calculated column will show a calculator icon beside it. The following field types can be included: • Currency • Currency (non-calculating) • Calculation • Commit • Invoice Operators: +, -, :, *	FY Plan data
Commit	A column that is used to track contracted purchase amounts associated with an investment by pulling sums from the PO panel for a certain period.	PO data
Invoice	A field calculated from data in the Amount column on the Actuals panel for a certain period.	Actuals

Type	Description	Example
Over/Under	A field that displays the difference between two currency values: Field A - Field B	Difference Q1 vs. Q2

7.2.2 Where to Enter or Display Data

Where you and other users enter data depends on two factors:

- For which areas in the hierarchy do you need the data entry?

- Where should the field or column be displayed?

Areas in the Hierarchy

You can create columns and fields in Master Settings or Custom Settings. Note the following points:

- Columns and Fields can only be used in the folder or sub-folder in which they are created. For example, if you create a field in the custom settings of a sub-folder, the field will appear only for the children of that sub-folder. Use this behaviour to create fields for only those areas that actually need that data. This will also reduce the amount of data users have to enter.

- You can use some types only in master settings. See the table in the following section.

Display of Columns and Fields

Each column and field can be displayed in one element of the interface. Note that you cannot use every type in every place:

Type	Investments Grid (via views, see *Edit a View* on page 207)	Actuals Panel	Details Panel	Grand Total Panel	PO Panel	Roll-up Panel (via views, see *Edit a View* on page 207)	Transfer Form (only in Master Settings)
Calculation	X			X		X	
Commit (only in Master Settings)	X						

Type	Investments Grid (via views, see *Edit a View* on page 207)	Actuals Panel	Details Panel	Grand Total Panel	PO Panel	Roll-up Panel (via views, see *Edit a View* on page 207)	Transfer Form (only in Master Settings)
Currency	X	X			X		
Currency (non-calculating)	X		X	X		X	
Date	X	X	X	X	X	X	
Drop-down list	X	X	X	X	X	X	X
Multi-select list			X				
Number or Metric	X	X	X	X	X	X	
Over/Under	X			X		X	
Target						X	
Text or Refer-ence #	X	X	X	X	X	X	X

7.2.3 Supporting Features

This topic will provide you with an overview of the features that will help you bridge the gap between necessary data entry and optimal user experience.

Set Default Values

If you know that users enter similar values or possibly even the same one frequently, set an appropriate default value. You can use this option for the *Date, Drop-down list, Number or Metric* and *Text or Reference #* types in the Investment grid and the Details panel.

You set a default value in the *Default to* field of the *Field Details* dialog:

Add Help Text

Help text appears when you hover over a specific field. This text can aid in providing context and guide marketers as they track their marketing spend. Help text can assist in defining specific fields and reduce confusion when first transitioning to Spend or introducing new fields to a marketing team.

You enter a help text in the *Help Text* field of the *Field Details* dialog:

Summarize Data Entry for Line Items in the Quick Entry Form

Fields and columns are displayed in different locations. To prevent users from having to open different locations and enter data when creating a line item, add the important data to the *Quick Entry*. The *Quick Entry* form is displayed when the user creates a line item.

> **Note**
>
> The *Quick Entry* form feature must be enabled in each investment plan before the field selection can occur. See *Enabling Quick Entry Form for Investment Plans* on page 228 for more details.
>
> Adding to the *Quick Entry* form is possible for all data entry types except *Target* (see *Data Types* on page 185 for explanation on data entry types). The fields must be located on Details panel or Investments grid.

You add a field to the *Quick Entry* form by activating the *Enable Workflow* checkbox in the *Field Details* dialog.

Mark Important Data as Required

If the entry of data is indispensable, mark the entry as required. This is possible for data entry types (see *Data Types* on page 185 for explanation on data entry types) except *Currency* on Investments grid. See the following table for a full overview.

Type	Investments Grid	PO Panel	Actuals Panel	Details Panel
Currency	✘	✔	✔	not available for panel
Currency (non-calculating)	✔	not available for panel	not available for panel	✔
Date	✔	✔	✔	✔
Drop-down list	✔	✔	✔	✔
Multi-select list	not available for grid	not available for panel	not available for panel	✔
Number or Metric	not available for grid	✔	✔	✔
Text or Reference #	✔	✔	✔	✔

You cannot mark an attribute as required on Transfer form, Roll-Up panel, and Grand Total panel as they are not intended for data entry.

If such a field is added to the *Quick Entry* form, a line item can only be created if the user has edited the field.

> **BEST PRACTICE**
>
> Try to balance the need for required fields with ease of use for your users. The more required fields you have, the more work is necessary to add new investments. We recommend only making fields required if absolutely necessary for reporting or integration.

You make a field required by activating the *Required* checkbox in the *Field Details* dialog:

Alternatively, mark one or several fields or columns in the table at > *Budgets* > *Master/Custom Settings* > *Columns* and click the *Required* button above the table.

When a field entry is no longer required, you can reverse the need to have users make entries by selecting the checkbox once the desired field is selected.

Enable Forecast Status Tags for Other Columns

The *Forecast Status Tags* feature allows you to better understand flexibility in marketing spends by reflecting the status of the latest expected costs. Usually, *Forecast Status Tags* are used in the monthly *Forecast* columns.

Forecast Status Tags can also be activated for other columns if the columns are *Currency* type columns (see *Data Types* on page 185) and if the columns are located in the Investment grid.

You turn on the *Forecast Status Tags* by activating the *Enable Forecast Tags* checkbox in the *Field Details* dialog:

Highlighting Columns in Investments Grid

> 📋 **Note**
>
> In order to use this feature, it must be enabled in your instance.

Depending on your requirements, creating columns may result in an overwhelming number of columns being displayed in the Investment grid. To help users maintain an overview even in extensive views, you can highlight the most important columns in color.

Note that this function is only possible for columns that are created in the Investment grid. Also, the coloring of the column is displayed in all views where the column is used.

> **BEST PRACTICE**
>
> Consider your users' experience when creating colored columns. The effect of highlighting is weakened the more colored columns you use in a view. We recommend highlighting only the most important columns that are relevant to most users and in multiple views.

You set a color by clicking the *Color* field in the *Field Details* dialog.

Lock Fields and Columns When Inputs Are Complete

If you want to make a column read only, use the *Lock* function. This means that the field or column can no longer be changed for any investment. An example is the locking of the plan columns, but you can lock all other data entry types as well if needed.

Be aware that not all columns and fields in all locations can be locked. If locking is not possible, the app will tell you.

Locking involves selecting a user role for which the lock should be active. You can select one of the following possibilities:

- *For Everyone*: Nobody can adjust that locked Plan column, this includes Owners and Admins

- *For Administrator Level and below*: Only users with Owner level permissions can adjust locked Plan columns

- *For Editor and below*: Only users with Owner and Administrator level permissions can adjust locked Plan columns

- *For Editor - Data Entry and below*: Only users with Owners, Administrator and Editor level permissions can adjust locked Plan columns

Selecting *None* in the dropdown equals unlocking the column.

These names can change according to the different roles configured for your organization

> **Note**
>
> Cross-check whether the *Required* or *Quick Entry* feature are enabled for the field/column you want to lock. If these functions are enabled, we recommend disabling them both when locking is activated.

You lock a column in the *Lock* dropdown of the *Field Details* dialog:

When locking is no longer required for a column, you can reverse the locking by selecting the *None* entry in the *Lock* dropdown.

7.2.4 How to Enable Spend Data Transfer to Activities

Activities can be linked to categories, sub-categories, line items, or placeholders to represent how they are funded. As administrator, you can activate the transfer of spend data in the *Budget* tab of the activities' *Details* panel. This way, a user does not have to constantly jump between possibly different investment plans and an activity to get a clear overview.

To activate the correct display of the spend data, click *Budget* in the main navigation and then > *Master Settings / Custom Setting*s. On the *Columns* page, select the fields you want to display for activities. Activate the corresponding statuses in the *Spend Data Category* field.

> **Note**
>
> Investments are managed in monthly values, but you will be shown a total annual value for activities. The system automatically calculates the total annual value from all columns marked with the corresponding category.
>
> You should therefore review all monthly columns for plan, forecast (expected), committed, and actual data to ensure that you have defined the correct annual value for activities.

In case you don't activate the display of the different spend categories, then the sections on the activities' *Budget* tabs will always show an amount of 0.

7.2.5 Create Column or Field

1. On the *Budget* tab, click the *Master Settings* or *Custom Settings* hyperlink in the *Edit Settings* column, depending on whether you want to create the field or column for all or only part of the investments.

2. On the *Settings* page, select the *Columns* tab.

3. On the *Columns* tab, click into the *Manage for:* drop-down menu and select where the field or column should be displayed. See *Where to Enter or Display Data* on page 188.

   The existing fields and columns for the selected interface area are displayed.

4. Click *Add New* and select the type. For more information see *Data Types* on page 185.

5. In the *Field Details* panel on the right side, configure the column as needed. Make sure that you have edited at least the required fields (marked with *). See *Supporting Features* on page 189.

You have created the field or column.

> **Note**
>
> The new column must be added to views so that is visible in the Investment grid or Roll-up panel. See *Edit a View* on page 207.

7.2.6 Edit Column or Field

> **Attention!**
>
> You cannot edit the location of a field or column. This means that you cannot subsequently move a field or column that you have created for the Investment Grid, for example, to the Details panel or another display location. Contact your consultant if necessary.

1. On the *Budget* tab, click the *Master Settings* or *Custom Settings* hyperlink in the *Edit Settings* column, depending on where in the hierarchy the column or field you want to edit has been created.

2. On the *Settings* page, select the *Columns* tab.

3. On the *Columns* tab, click into the *Manage for:* drop-down menu and select where the field or column is displayed. For more information see *Where to Enter or Display Data* on page 188.

   The existing fields and columns for the selected interface area are displayed.

4. In the grid, select the column or field you want to edit.

5. In the *Field Details* panel on the right side, edit the column or field as needed. See *Supporting Features* on page 189.

You have edited the field or column.

7.2.7 Delete Column or Field

> **Attention! Data loss!**
>
> When a field or column is deleted, the entered data is also deleted. The deletion cannot be undone. The field, column and entered data cannot be restored.

1. On the *Budget* tab, click the *Master Settings* or *Custom Settings* hyperlink in the *Edit Settings* column, depending on whether you want to create the field or column for all or only part of the investments.

2. On the *Settings* page, select the *Columns* tab.

3. On the *Columns* tab, click into the *Manage for:* drop-down menu and select where the field or column should be displayed. See *Where to Enter or Display Data* on page 188.

   The existing fields and columns for the selected interface area are displayed.

4. In the grid, select the column or field you want to delete.

5. Above the grid, click *Delete*.

   A security prompt is displayed.

6. Click *Yes*.

You have deleted the field or column.

7.2.8 Managing Lists

A drop-down list is a predefined list of options that users can choose from. In Spend, a drop-down list helps track attributes for your spend data. When creating a list, or throughout the fiscal year, you have to manage drop-down list's fields and add new options or edit them depending on how your investments are shaping up.

> **Note**
>
> This description is also applicable to managing fields on a multi-select list.

Prerequisite: You have created a column or field of *Drop-down list* or *Multi-select list* type . The field or column is opened for editing in the settings, see *Edit Column or Field* on the previous page.

1. On the *Field Details* panel, click the *Edit Options* hyperlink in line with the *Type* field.

   The *Edit Options* dialog is displayed.
   These are your possibilities:

   - *Adding an option*: Type the name of your new field in the text box and click *Add*.

   - *Adding options by importing*: Click *Import* button. Copy and paste a list of values to import. Each value should be on a new line.
     Note: When importing, Spend will filter out exact duplicate options. Check for close but not exact duplicates.

   - *Editing an option*: Double-click the entry in the list and change its name.

   - Enabling/Disabling an option: Hover the option and check/uncheck the checkbox to the right. Disabled options are marked as archived for users.

   - *Deleting an option*: Hover the option and click the red X. When an option is deleted, the field is reset at the investments for which the option was selected. Consider disabling instead.
     In case you want to disable an option that is in use, Spend will guide you to a replacement process. For all places where the option is used, you can choose a uniform replacement.

   - *Sorting the list*: Click the *Sort ascending/descending* buttons at the bottom of the dialog for automized sorting. For manual sorting, hover an option on its left end, until the moving cross is displayed. Drag and drop the option to its new position.

2. When you have finished editing, click the X in the upper right corner to close the dialog.

You have edited the list options if a dropdown list or a multi-select list.

If you want users to be able to edit the list entries, for example to add newly required options, select the *Editable Options* checkbox. Be aware that this can be critical, especially for lists on which your reporting is based. Talk to your Consultant about possible implications. Inform users how to edit the lists and set rules for editing the lists if needed.

7.2.9   Managing Formulas for Calculations

Calculated columns are formulas used for automatically calculating the combined total values of other columns or fields through addition, subtraction, multiplication, and/or division. Values in calculated columns are updated in real time as marketers track their marketing spend. In the investment plan, a calculated column will show a calculator icon beside it. This topic shows how to edit formulas.

*Prerequisite:*You have created a column or field of *Calculation* type. The field or column is opened for editing in the settings, see *Edit Column or Field* on page 199.

1. On the *Field Details* panel, click the *Edit Formula* hyperlink inline with the *Formula* field.

   The *Edit Formula* dialog is displayed.

2. Edit the formula: Select the required data and operators (+, -, :, *) in the selection lists. For example, if you want to calculate the sum of the plan data in the first quarter, specify this as follows:
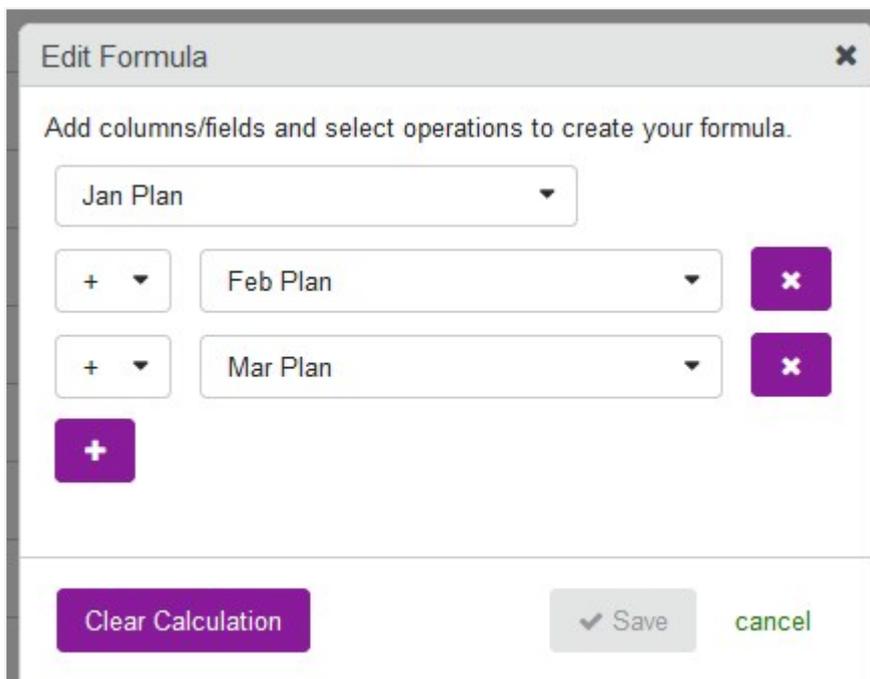
   Use the purple + button to add, click the purple *x* button to delete data. In case you want to edit a new formular, click *Clear Calculation*.

3. Click *Save* to store your edits.

You entered or adopted the formula.

7.2.10 Organizing Details panel with Column Groups

Column Groups allow you to customize the Details panel to suit your organization's needs. Columns can be grouped under custom headers and arranged within those groups and the styling of the Details panel can include an expand/collapse functionality. A 'Custom' default group can also appear on the Details panel if there are columns at the sub-folder level.

7.2.10.1 How to Create and Edit Column Groups

Column groups allow you to customize the Details panel. Columns can be grouped and arranged under custom headers and has expand/collapse functionality. Users that have administrator permissions are able to create and configure column groups.

1. Click on the *Master* or *Custom settings* link in line with the folder or sub-folder level that you wish to add the column group to.

2. Click on *Column Groups* under *Template Set Up* on the left side of screen.

3. Select *Create New Column Group* if new, or select column from the *Column Group* drop-down to edit an existing *Column Group*.

4. To add a column to the group: Click the + icon in the left column list.

5. To delete a column of the group: Click the X icon in the right column list.

6. To reorder columns within a group, drag-and-drop the columns in the right column list.

7. Click *Save*.

8. Clicking on the *Reorder Groups* button will open a window for reordering the saved column groups.

You have created or edited a column group.

7.2.11 Dependencies

Dependencies are a relationship between two drop-down or multi-select fields on the Details panel that were related or have hierarchical values. Creating a Dependency helps simplify the data entry process by narrowing inputs based on the selected controlling and depending fields to allow for clear reporting. For example, if there is info specific to different regions that were dependent on location a dependency could be used to tailor the input.

How Dependencies Work

The *Controlling Field* drop-down will only reflect drop-down and multi-select fields that are on the Details panel. If the drop-down or multi-select list does not have any values within the list, it will not appear as a *Controlling Field* option.

On the Details panel, the *Dependent Field* will contain limited options based on the Controlling Field's value.

Saving will remove all existing inputs in the *Dependent Field* on the Details panel, if they are invalid based on the new dependency.

Related Actions

- *Creating a Dependency* below
- *Edit a Dependency* on the facing page

7.2.11.1 Creating a Dependency

1. On the *Budget* tab, click the *Master Settings* or *Custom Settings* hyperlink in the *Edit Settings* column, depending on whether you want to create a dependencies for all or only part of the investments.

2. On the *Settings* page, select the *Dependencies* tab in *Template Setup* section on the left.

3. Click *Create new*.

4. On the *Dependency Editor* window, click the *Controlling column* drop-down and select the field that will control the dependency.

5. Click the *Dependent column* drop-down and select the field that will be dependent on the controlling column.

    All list options for both columns will be displayed.

6. Define the dependent selections:

    a. Select one list option of the controlling column.

    b. Activate all list options in the dependent column, which should be available in case of selecting the option of the controlling column.

    c. Repeat steps a and b, until you have defined all necessary dependencies.

7. Click *Save Dependency*.

    A security prompt is displayed.

8. Click *Save*.

You have created a dependency.

7.2.11.2   Edit a Dependency

1. On the *Budget* tab, click the *Master Settings* or *Custom Settings* hyperlink in the *Edit Settings* column, depending on where the dependencies you want to edit had been created.

2. On the *Settings* page, select the *Dependencies* tab in *Template Setup* section on the left.

3. Click on the dependency you would like to edit.

4. On the *Edit Dependency* window, click the *Controlling column* for each option in the controlling field and edit the allowed dependent options from the *Dependent column*.

5. Click *Save Dependency*.

    A security prompt is displayed.

6. Click *Save*.

You have edited a dependency.

> BEST PRACTICE
>
> Often editing the dependencies is the second step in the process of making a dependent change in Spend. It's important to remember to populate or edit the drop down or multi-select lists in the Column Settings area first before dependencies are edited.

7.2.11.3   Delete a Dependency

1. On the *Budget* tab, click the *Master Settings* or *Custom Settings* hyperlink in the *Edit Settings* column, depending on where the dependencies you want to edit had been created.

2. Navigate to the *Dependencies* tab in *Template Setup* section on the left.

3. Inline with the dependency you want to delete click the *X* button.

    A security prompt is displayed.

4. Click *Delete*.

You have deleted the dependency.

7.2.12   Make Columns Visible in the Investments Grid

Spend gives the marketer the opportunity to select the information displayed on their *Investments* grid, via views. Views define which columns and performance metrics are visible on the *Investments* tab at one time providing marketers with a focused view of their marketing spend. Views also

determine which data is visible on the Metrics panel.

Views can help streamline marketers experience by displaying relevant columns and metrics for a period, phase, or aspect of budgeting and planning.

Related Actions

- *Create a View* below
- *Edit a View* on the facing page
- *Delete a View* on page 208

7.2.12.1 Create a View

1. On the *Budget* tab, click the *Master Settings* or *Custom Settings* hyperlink in the *Edit Settings* column, depending on whether you want to create a view for all or only part of the investments.

2. On the *Settings* page, navigate to the *Views* tab on the left-hand side under *Template Setup*.

3. Select:

    - If you want to start with an empty view:

        a. Click *Create New*.

        b. In the dropdown, select *Create From Blank View*.

    - If you want to start from an existing view:

        a. Select the view in the *View* dropdown at the top-left corner of the *Views* page.

        b. Click *Create New*.

        c. In the dropdown, select *Create From This View*.

    The new view is opened.

4. Enter a name on the left side.

5. In the *Available Columns* section, find a column you want to add to the view. You can scroll down the list or search for column names in the search field above the column list.

6. Inline with the column you want to add, click the + icon.

    The column is added to the *Grid* section on the right side.

7. Repeat step 6 until all necessary columns are added to the view.

8. Drag and drop the columns in the *Grid* section to display the columns in the desired order. The order from top to bottom corresponds to the display of the columns in the *Investments* grid from left to right.

9. In case you want to display important data in the Metrics panel, click *Metrics panel* on the right side.

10. In the *Available Columns* section, find a column you want to add to the Metrics panel. You can scroll down the list or search for column names in the search field above the column list.

11. Inline with the column you want to add, click the + icon.

   The column is added to the *Metrics panel* section on the right side.

12. Repeat step 11 until all necessary columns are added to the Metrics panel.

13. Drag and drop the columns in the *Metrics panel* section to display the columns in the desired order. The order from top to bottom corresponds to the display of the columns in the Metrics panel from left to right.

14. Deselect *View $0 rows* if you wish the view to only include investments that have a dollar value reflected in the View. By default, the *View $0 rows* filter is selected showing every line item in the investment plan.

   Note: Marketers can toggle the View $0 rows filter on and off within the Investment grid if they wish to view all of the line items in their investment plan or only those line items that have a dollar value associated.

15. Click *Save* on the left side.

You have created a view.

7.2.12.2 Edit a View

1. On the *Budget* tab, click the *Master Settings* or *Custom Settings* hyperlink in the *Edit Settings* column, depending on whether you want to create a view for all or only part of the investments.

2. On the *Settings* page, navigate to the *Views* tab on the left-hand side under *Template Setup*.

3. On the *Views* drop-down list, select the view you want to edit.

4. Edit the view:

   • Change the name.

   • If you want to add columns, search for them and click the + icon. Make sure you have selected the *Grid* section on the right side.

- If you want to remove columns from the view, click the *X* icon inline with the column in the *Grid* section.

- Change the *View $0 rows* checkbox if needed.

- Select the *Metrics panel* section on the right side and adopt is as needed.

5. Click *Save* when complete.

7.2.12.3   Delete a View

1. On the *Budget* tab, click the *Master Settings* or *Custom Settings* hyperlink in the *Edit Settings* column, depending on whether you want to create a view for all or only part of the investments.

2. On the *Settings* page, navigate to the *Views* tab on the left-hand side under *Template Setup*.

3. On the *Views* drop-down list, select the view you want to delete.

4. On the left side, click *Delete*.

   A security prompt is displayed.

5. Click *Delete*.

You have deleted the view.

7.3 Multi-Currency Within an Investment Plan

In cases where you are housing multiple investments in the same investment plan but need to input their values in different currencies, the *Multi-Currency* feature allows you to add multiple currencies to your hierarchies or investment plans. This feature is valuable as your operations might involve working with many currencies.

Add Currency to Your Instance

1. On the *Budget* tab, select *Master Settings* in line with the desired folder.

2. On the *Settings* page, navigate to the *Currency* tab under *Template Setup*.

3. In the *Additional Currencies* section, search for the desired currency.

4. To add a currency, click its entry in the search result.

5. In the *Exchange Rates* section update the exchange rate for the added currency.

You have added a currency to your instance.

7.3.1 Defining the Budget Currency & Default Exchange Rate

Spend allows global organizations the flexibility to manage their marketing investments, Purchase Orders and Actuals, and planned returns in multiple currencies, allowing more relevant and easier reference for teams to manage their spend.

> **Note**
>
> Currencies are set at both the top folder in the Hierarchy (Master Currency), and individually for each investment plan (Local Currency). The Master Currency is the currency your organization uses to view all reports and roll-ups and is generally the currency in which your head office operates. The Local Currency is the currency the investment plan reflects and marketers input their marketing investments in.

1. On the *Budget* tab, click on *Master Settings*.

2. On the *Settings* page, navigate to the *Currency* tab under *Template Setup* on the left-hand side.

3. In the *Hierarchy Currencies* list, click the down arrow next to each budget entry or investment plan to select the desired currency.

Note: Setting a currency at the hierarchy level will preset the currency for all the items under the hierarchy - managing this at an investment level, will only set the currency of the individual investment plan.

Note: The exchange rates section is where you will enter in the base exchange rates, for each currency.

4. On the *Exchange Rate* section, calculate the exchange rate from the desired currency against the master currency.

   Note: The exchange rate calculations will display the amount of the master currency received for one unit of the selected currency.

You have set the currencies of budgets and investment plan and you have defined the according exchange rates.

7.3.2 Setting Exchange Rate Overrides

Due to the unpredictable nature of currency rates, the values usually fluctuate throughout the fiscal year. The Exchange Rate Override function allows organizations to update their exchange rates manually to align to the fluctuating rates, achieving more accurate reports.

> **Note**
>
> You will not be able to edit the exchange rates of locked columns, with exception of the PO and actuals columns. In order to do so, the investment plan's administrator must first unlock the columns. PO and actuals columns are treated differently as these columns do not support multi-currency input, and the exchange rate for an actuals column will not affect previously entered values if the rate is edited.

1. On the *Budget* tab, click the *Master Settings* hyperlink in the *Edit Settings* column.

2. On the *Settings* page, navigate to the *Currency* tab under *Template Setup* on the left-hand side.

3. In the *Exchange Rate Overrides* section update the monthly/quarterly exchange rates for each financial column per currency.

4. To edit the values, click on the pencil icon or values in the cell and edit the desired values.

   After editing, an info icon is displayed on the right side of the exchange rate.

You have edited the exchange rates.

7.3.3 Importing Exchange Rate Overrides

Exchange rates are typically produced from an external finance system in a spreadsheet format. Copying them into Spend by hand is tedious and error prone. The import option allows administrators to take the spreadsheet provided by finance and upload it quickly and efficiently into Spend.

Import File Structure

To avoid errors, please note that file structure is important for the import. Currencies must be listed in first column. Column names must be listed in first row, with cell intersections being the exchange rate for currency/column combo. Example:
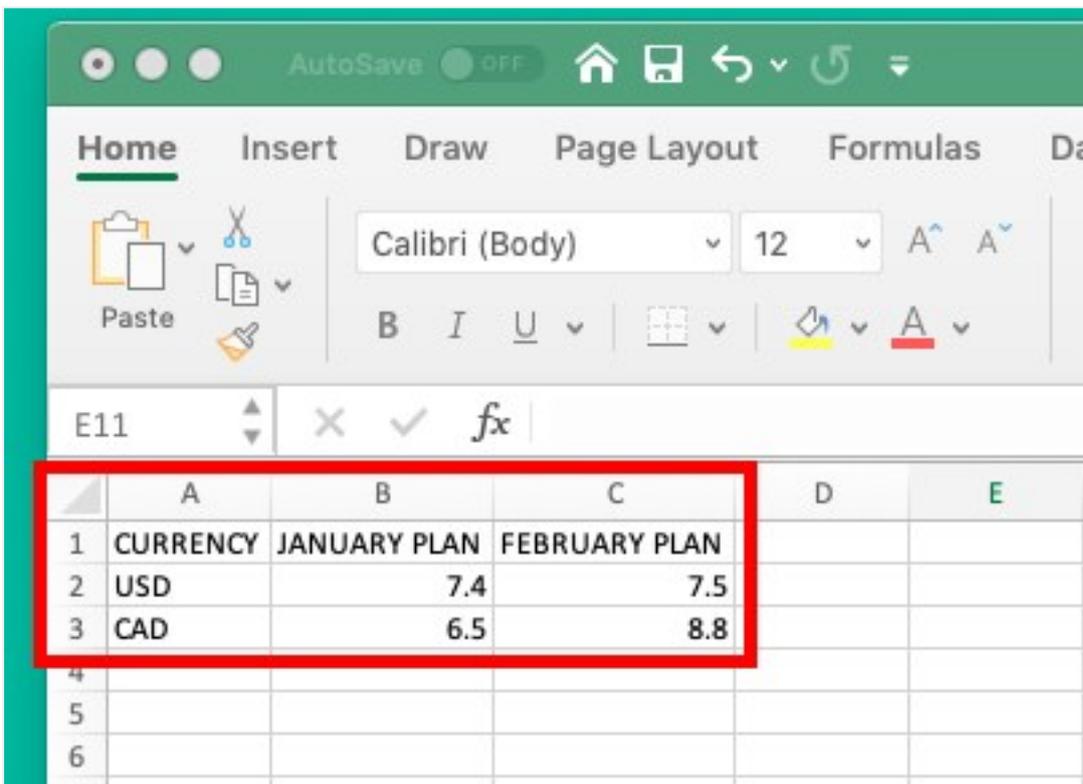
During the import any exchange rates that have been left blank in the spreadsheet will clear any previous overrides.

Import Exchange Rate Overrides

1. On the *Budget* tab access the *Master Settings*.

2. Under the *Template Setup* section on the left side, click *Currency*.

3. On the *Currency* page scroll to the bottom of the screen to the *Exchange Rates Overrides* list and click *Import*.

4. Find the Excel file you wish to upload. The system will automatically start the upload process once you select the file you wish to Import.

5. Check your currency exchange rate override and look for an [i]. This will indicate that the exchange rate has successfully been overridden.

You have imported the exchange rate overrides.

7.3.4 Selecting the Currency for Purchase Order/Actuals Imports

When an organization uses multiple currencies, it is important to decide how Spend will handle currency during purchase order (PO) and actuals imports.

> **Note**
>
> Currencies for imports are usually determined during implementation. If you wish to make changes at a later date, we recommend that you first discuss this with your consultant.

> **Note**
>
> Currencies are set at both the top folder in the Hierarchy (Master Currency) and individually for each investment plan (Budget Currency). The Master Currency is the currency your organization uses to view all reports and roll-ups and is generally the currency in which your head office operates. The Local Currency is the currency the investment plan reflects and marketers input their marketing investments in.

1. On the *Budget* tab, click the *Master Settings* hyperlink in the *Edit Settings* column.

2. On the *Settings* page, navigate to the *Currency* tab under *Template Setup* on the left.

3. In the select *Import Actuals/PO Currency* section, select either *Local currency* or *Master (top-level folder) currency*.

   - *Master*: In your organization, if POs and actuals are managed by a central head-office then master should be selected. The PO and Actuals imports should reflect the master currency, with all transaction currency calculations being done in the ERP system prior to being imported into Spend. After import, the individual investment plan will reflect the

investment plan level currency.

- *Local*: If POs and actuals are managed regionally then *Local Currency* should be selected. With this selection, the PO and actuals imports should reflect the investment plan currency only. The POs and actuals must be converted to the investment plan currency prior to import into Spend. The PO and actuals columns will reflect the investment plan level currency and the values would roll up to the master currency at the folder or sub-folder.

You have defined how to interpret the amounts from the PO and the actual import.

Uptempo

7.4 Scheduling Imports

The *Scheduled Imports* functionality allows customers to set up an automated schedule from an FTP or SFTP server for importing POs and actuals on a daily, weekly or monthly basis.

> **Note**
>
> - The Username must have read + execute permissions in the directory in which the file path points (i.e. if the file path is/home/uptempo/uploads/*.csv the user must have read + execute permissions to /home/uptempo/uploads). The username must also have read permissions for all files within the directory.
>
> - The file path should be the location of the files to be imported when the schedule runs. The file path can include wildcards * and ? in the file name.
>
> - If there will be multiple scheduled imports ensure there is a different file path for each schedule. This will ensure the correct file is imported when the schedule runs.
>
> - An empty file path will result in all files being retrieved from the home directory and a file path ending in / will result in all files in that folder being imported.

1. On the *Budget* tab, click the *Import History* icon in line with the folder, sub-folder or investment plan where you would like to schedule an import to.

2. On the *Import History and Schedules* pop up window, click the *Schedules* tab.

3. Click *New Schedule*.

4. On the *Add Scheduled Import* pop up window, fill in the details for your schedule and the FTP location where you will be pulling the files from.

You have created a scheduled import.

7.4.1 Editing a Scheduled Import

Scheduled Imports in Spend allow you to automate the process of importing POs and actuals through an FTP or SFTP server into the application on an established cadence. Editing scheduled imports allow you to keep your financial spend data up to date and align with your finance system and business processes.

1. On the *Budget* tab, click the I*mport History* icon in line with your desired folder, sub-folder or marketing investment.

2. On the *Import History and Schedules* window, switch to the *Schedules* tab.

3. Select the gear icon, enter your adjustments accordingly.

4. Click *Save*.

> 📋 **Note**
>
> You can also disable or re-enable an existing scheduled import by pressing the stop and play icons.

7.4.2 Viewing Import History & Schedules

Purchase orders (POs) and actuals are brought into Spend to assist in reconciling your planned spend with your actual spend throughout the fiscal year. When tracking, your marketing spend data, you may want to look back into your import files to better understand what's been brought into Spend. The *Import History* feature shows you a full inventory of all the import files. You can see which items were mapped, unmapped, or considered duplicates by the application.

1. On the *Budget* tab, click the Import History icon.

2. On the *Import History and Schedules* pop up window, click the name of your desired import.

   Note: Click on the *Schedules* tab to view scheduled imports.

   Note: Deleted imports will be greyed out.

3. On the *Import Details* tab, you can alternate between the *Mapped*, *Unmapped*, *Replaced*, *Duplicates* and *Deleted* tabs to see the status of your import.

   Note: If you would like to look at another import you can return to the Past Imports tab and select a different import or click the File Name drop-down menu to select an alternate Import.

   See also: *Downloading Actual/PO Import History* below

7.4.3 Downloading Actual/PO Import History

Downloading the *Actual/PO Import History* can simplify the troubleshooting of imports and the updating of templates. The need to request and locate files in other platforms for review is no longer necessary and they can be accessed from within Spend.

Any imports will be available to download by clicking on the *Download* icon. Clicking this will enable you to download the file right from our application. Older imports will not have this icon available as we do not have a reference to the original file for those cases.

> **Note**
>
> Encrypted files imported via a schedule will also be available however the downloaded file will be decrypted. We do not currently store the encrypted version.
>
> See also: *Viewing Import History & Schedules* on the previous page

1. Select the *Import History* panel for the file you would like to download.

2. Click on the *Download* Icon, found beside the *Delete* icon.

7.5 Setting up the Hierarchy

The hierarchy Sheila sees on the *Budget* tab was created and laid out during implementation in collaboration with Uptempo consultants.

> **Note**
>
> We recommend that Uptempo consultants also edit the hierarchy if necessary.
> If this approach does not suit your way of working, please note: only owners can make modifications to the hierarchy.

Next Steps

If Sheila's company wants to use this feature, the marketing department sets investment targets. Investment targets are the amounts of money that marketing plans to spend on a specific scope. See *Budgeting: Setting the Investment Targets* .

7.5.1 Let's Talk Hierarchy Set-up and Best Practices

The *Budget* tab hierarchy is the foundation of budgeting and planning within Uptempo. The hierarchy is a level based structure that consists of folders, sub-folders, and investment plans that allow for categorization of marketing spend and often reflects the marketing team's organizational structure.

The hierarchy set up takes into consideration the following core factors:

- A geographic marketing organization splits operational and reporting duties across multiple locations. Each location is overseen and directed by one or several leaders who are responsible for the overall success of the marketing spend. Each marketer within the various geographic locations will manage marketing programs in their specific location. A geographic structure may keep currency considerations to a minimum.

- A functional organization structure contains specialized units or marketing team that report to a single authority. Each functional unit handles one aspect of marketing such as events, demand generation or public relations.

- Some organizations divide their spend according to product, business unit, brand, etc. The allocation based hierarchy structure reflects the allocation of marketing funds across the marketing organization.

- Since marketing investments need to be reconciled with financial systems, many marketers classify their investment plans this way, however, often accounting codes tend to be broader than marketers prefer. For this reason, this type of Hierarchy structure is not the ideal.

Other Factors to Consider...

- *Targets*: We recommend that your set up follows the flow of target allocation dollars throughout your organization.

- *One Target per Investment Plan*: Ideally, you will have a target for every budget in your hierarchy. By setting the target at the budget level, your users will be able to compare their aggregated marketing investments totals to their top-down target number.

- *A Symmetrical Hierarchy*: Allows for consistency in the folder structure and simplified target management.

- *Use Target Types*: For multi-level hierarchies target types allow you to report on targets without double counting targets.

- *User Access*: Spend is a permission-based application where users can only access folders, and investment plans that they have been invited to. As a general guideline, we've found that the best budget to user ratio is 1:1.

- *Reporting*: Each level of your hierarchy can be used as a filter in reporting so you can easily aggregate or view your data at more granular levels.

- *Currency*: Spend accommodates multi-currency hierarchies. Each organization will have one overall master currency per hierarchy. While individual investments can be set to reflect, an alternate currency allowing your users to Plan and Forecast in their local currency. This functionality enables local currency inputs and a global master currency view for consistency and reporting.

7.5.2   Creating the Hierarchy

The *Budget* tab hierarchy is the foundation of budgeting and planning within Spend for each fiscal year. It is a level based structure that consists of folders, sub-folders, and investment plans that allow for categorization of marketing spend and often reflects the marketing team's organizational structure. The hierarchy is created during implementation with consultation from the Uptempo team.

To create a hierarchy for a given fiscal year

1. On the *Budget* tab, click *+New* button and select *Folder* from the drop-down list.

2. Name the folder.

   BEST PRACTICE: The top-level folder is always named with the name of the organization and the year. For example, Uptempo 2017.

3. Click the *Create* button.

Next Steps

Once the top-level folder is created and the structure of the hierarchy is decided continue to add folders and investment plans by selecting the *New* button and adding elements as required.

7.5.3 Creating a New Investment Plan

Creating a new investment plan is the first step to creating and tracking your marketing investments. It is the core of tracking your investments, planning, forecasting and attributing your financial spend. Spend uses the marketing spend data from the investment plans to create insightful reports giving you greater visibility to spend and manage with greater effect.

1. Click the *New* button on the *Budget* tab and select *Investment Plan* from the list of options.

   Note: Adding an investment plan is only possible on the *Budget* tab of Spend and it must be within a folder. Spend will not allow you to create an investment plan without a parent folder.

2. On the *Create a new Investment Plan* menu, fill out the fields by naming your workspace, choosing a parent folder and whether you would like to use fixed categories or not.

   Note: Naming your investment plan is an important exercise in familiarizing your users and viewers as to what the investment plan pertains to. This name will also transfer into Spend's reporting.

3. Click on the *Create* button.

You will be taken to that plan's position in the hierarchy.

7.5.4 Making Modifications to the Hierarchy

When first implementing Spend, the hierarchy is typically built up to match the structure of your marketing organization to align with your company's strategic priorities and internal processes. However, if adjustments need to be made after the go-live, you can add or remove investment plans

as needed.

> 📋 **Note**
>
> Only owners can make modifications to the hierarchy.

Adding

Adding investment plans can be done when there are changes to your organization's structure. If you do make changes to the hierarchy, contact Uptempo's team as your reports may require minor adjustments.

1. Highlight where you would like to add a new sub-folder or investment plan.

   Note: Each year a new folder will be created for you in Uptempo's roll-over process to transition to the next fiscal year. You will not need to create new folders.

   Spend can activate the use of a Persistent ID that aids this process. It is a unique Uptempo ID associated with a category, sub-category, line item and placeholder that remains the same across multiple years. Please contact our support team for more information.

2. On the *Budget* tab, click the *+New* button and select your desired option from the drop-down menu.

Deleting

1. Highlight your desired sub-folder, or investment plan.

2. Click the *Delete* button.

3. Confirm you would like to delete the highlighted sub-folder, or investment plan by entering the name in the text box provided.

Copying

1. Highlight your desired investment plan.

   Note: You can copy the entire hierarchy at the root folder, as well as individual investment plans, but you cannot copy a sub-folder.

2. Click the *Copy* button.

3. Enter your new name in the text box provided.

> **Note**
>
> You can also choose whether you would like to copy the invited users who have access to these investments by toggling the *Copy Invited Users* option. The owner permissions will be copied over by default.

Moving

1. Highlight your desired sub-folder, or investment plan.

2. Click the *Move* button.

3. Select your destination and click *Move*.

7.5.5   Budgeting: Setting the Investment Targets

To help Sheila and her colleagues know how much money to budget, her company uses targets. Investment targets are the amounts of money that marketing plans to spend on a specific scope. Usually, investment targets are given in quarterly amounts.

Related Actions

- *Setting Targets* below

- *Deleting Targets* on the next page

7.5.5.1   Setting Targets

Before your marketing team starts to enter their upcoming fiscal year plans, you can provide their targets at a high level so they can identify in real time how much they have left to spend as they are building their Plans.

Adding Targets

1. On the *Budget* tab, click the *Panel* icon in line with your desired folder, sub-folder, or investment plan.

2. On the Roll-up panel, click into your target cell and set the value.

For more information on how to make fields available on the Roll-up panel, see *Where to Enter or Display Data* on page 188.

7.5.5.2 Deleting Targets

Targets in Spend are set on the *Budget* tab before marketers begin entering their plans for the fiscal year. These targets ensure that marketers stay aligned with their top-down allocation. If a target is entered in error, or changes during the period, you can easily delete it.

1. On the *Budget* tab, click the *Panel* icon in line with your desired folder, sub-folder, or investment plan.

2. On the Roll-up panel, click into your target cell and delete the value.

7.5.6 Adding Notes to the Hierarchy

Uptempo is a collaborative cloud application that allows you to easily work with your team to plan the marketing campaigns you will execute with the allocated budget. Adding notes to the *Budget* tab Hierarchy allows you to provide context or leave asks for your collaborators.

1. On the *Budget* tab, click the *Note Pad* icon in line with your desired folder, sub-folder, or investment plan.

2. Enter your note in the text box provided.

3. Click *Save*.

7.6 Strategic Enablement

- *Managing Forecast Status Tags* below

- *Managing Scenario Tags* on the next page

- *Setting Strategic Alignment Targets* on page 225

- *Setting Up the Impact Modeler* on page 226

7.6.1 Managing Forecast Status Tags

Forecast tags in Spend allow marketers to clearly identify the state of the investment they are planning to make for their marketing investments. Common status tags include *Forecast*, *Committed* and *Occurred*. Reporting your accruals and understanding where you have additional investment to use has never been easier.

Creating

1. On the *Budget* tab, click the *Master Settings* hyperlink in the *Edit Settings* column.

2. Navigate to the *Tags & Scenarios* tab under *Strategic Planning* to view the existing tags for your forecast.

   Note: The naming and number of tags could vary based on your organization's setup.

3. Enter the new tag in the text box and select its color by clicking on the colored box. Click *Add* when complete to create the tag.

Editing

1. On the *Tags & Scenarios* tab, hover over the tag you would like to edit.

   Note: The tag will be highlighted in grey with a star, pencil icon, colored box and an X.

2. To edit the name click on the pencil icon or click into the tag.

3. To change the associated color click on the colored box.

4. To change the default tag hover over the desired tag and click on the star icon.

Deleting

If you delete a tag that is currently in use on a budget the value tagged will automatically change to the default tag.

1. On the *Tags & Scenarios* tab, hover over the tag you would like to delete.

2. Click on the X icon to delete.

Sorting

1. On the *Tags & Scenarios* tab, click on the *Sort A->Z* or *Z->A* buttons below the text box.

Next Steps

Once you have made the necessary changes to your forecast tags the changes should now appear in your investment plans.

7.6.2 Managing Scenario Tags

Having different Scenarios associated with your bottoms up spend allows you to have a versatile plan in situations where your top-down allocation might increase or decrease. It is also helpful to have scenarios if marketing investments do not turn out as planned. Scenario tags empower you to build a more dynamic plan by allowing you to easily view different scenarios to understand the different potential impacts on your marketing spend. Alternate plans help you stay agile so you are prepared in the event of any change to your plan throughout the fiscal year.

Creating

1. On the *Budget* tab, click the *Master Settings* hyperlink in the *Edit Settings* column.

2. Navigate to the *Tags & Scenarios* tab in the *Strategic Planning* section on the left.

3. Type the tag name into the text field above the *Sorting* buttons.

4. Click on the black square beside the text field name and select a color for the new Tag.

5. Click the *+ Add* button.

Editing

1. On the *Tags & Scenarios* tab, hover over the tag you would like to edit.

   Note: The tag will be highlighted in blue with a pencil Icon, colored square, and an X.

2. Click the pencil icon to edit the name of the tag.

   Note: You can also click on the tag to edit the name.

3. Click the colored square to edit the color of the tag.

Deleting

1. On the *Tags & Scenarios* tab, hover over the tag you would like to delete.

2. Click the X Icon.

   Note: You will be unable to delete any scenario tags currently in use.

Sorting

1. On the *Tags & Scenarios* tab, hover over the tag you would like to move.

2. Using the three horizontal lines to the left of the tag name, click and drag the tag to the desired location in the list.

   Note: Tags can also be sorted alphabetically or reverse alphabetically by clicking the *Sort A-Z* and *Sort Z-A* buttons, respectively.

7.6.3   Setting Strategic Alignment Targets

When your marketing plan is aligned with company-wide priorities, you will only invest in campaigns that will make the right kind of impact on your business. Spend's *Strategic Alignment* feature provides marketers with the visibility they need to align their plans with company objectives. It helps to empower your organization to work together to achieve common goals.

Focusing on the right kind of investments will help the entire organization to build momentum where it needs to; you will be part of a collective force working together to achieve a clearly understood common goal.

Spend's *Strategic Alignment* feature requires you to define organization-wide strategic targets.

1. On the *Budget* tab, click on the *Master Settings* hyperlink in the *Settings* column in line with your root folder.

   Note: If you do not see the *Master Settings* hyperlink you may not have the required level of permissions. Contact your system administrator for assistance.

2. On the left-hand menu bar select *Strategic Targets* under the *Strategic Planning* header. You will see a list of existing strategic targets.

3. Click the *+ New Strategic Target* button to open a *New Strategic Target* pop up window.

4. In the *Input By* drop-down select the Details panel field containing attributes that identify the strategic target; For example – Marketing Objective or Target Audience.

   Note: If you do not have fields that identify strategic targets you will first need to create them.

5. Click on the *Target Name* field and input a descriptive title for the strategic target. Be aware there can be multiple strategic targets so each title should clearly differentiate between the targets.

6. In the *Allocations* drop down you will see a list of the *Input By* field drop down options. Set an allocation percentage for each option you wish to include in the target. If you do not want an option from the drop-down to be included in the target (i.e. overhead, payroll, supplies, etc.) deselect the checkbox next to the option. Ensure the percentages add up to 100 % and click *Save*.

7. In the *Default to Target vs drop-down* field select the measurable column on the Investment grid that will be used to provide values for the *Target vs Plan* calculations on the *Strategic Alignment* widget. During the planning phase, we recommend selecting *Fiscal Year Plan* when comparing the entire year.

8. Select the investments you wish to configure this target for in the *Alignment Module Visibility* list.

9. Click *Save* to finalize your selection.

Next Steps: Once you have set up a strategic target, marketers will be able to see the *Strategic Alignment* widget within their investment plans.

7.6.4 Setting Up the Impact Modeler

> **Note**
>
> The *Impact Modeler* for investments is currently in deprecation mode. The feature will be replaced by the *Impact Modeler* for activities. For more information see the Plan online help. Contact your Customer Success Manager for information on the transition to the replacement function.

Spend's *Impact Modeler* is a feature that will help you see how each planned marketing investment is expected to contribute to your organization's revenue goals. The configuration considers your top of

funnel metric and your pre-defined drill-down conversion rates through the funnel all the way to closed-won opportunity values. This allows for clearer visibility when aligning investment priorities to business outcomes.

1. On the *Budget* tab, click the *Master Settings* hyperlink in line with the desired Folder.

   Note: You can see the quick impact of your investment displayed in the *Performance Insight* card above your investment plans if configured, or get the full funnel view from the panel.

2. Navigate to the *Columns* tab under *Template Setup* on the left and create columns as desired for your funnel inputs.

   Note: For example, if you would like to track leads by month, create a new column for each month.

3. Navigate to the *Impact Modeler* tab under *Strategic Planning* and click *+Add Fields* to select your input fields for the top of the funnel.

4. Click *+Add Stage* to input the funnel stages and set the default conversion rates.

   Note: To delete your funnel stages, highlight the desired stage and click the *Delete* button.

5. Select the *Primary Attribute* from the drop-down list to set your drill-down conversion rates.

6. Enter a monetary value to set your default average deal size.

7. Customize the funnel for each combination of attributes in the *Primary Attribute* drop-down list to set your drill-down deal sizes.

8. On the *Visibility* tab, check the boxes for the folders within your *Budget* tab where you would like the *Impact Modeler* to appear.

   Note: You can create multiple *Impact Modelers* for different levels within your hierarchy at the master settings level dependent on your business needs.

7.7 Feature Enablement

7.7.1 Enabling Quick Entry Form for Investment Plans

.To streamline data entry your organization can set up a quick entry form. If the quick entry form is activated, it will show up when you add a new line item. The form will contain the most important fields you have to fill when creating a line item. Fields you must fill are marked red as required fields.

You can activate the Quick Entry form for the entire hierarchy or just parts of it.

> **Note**
>
> After activation, you still need to assign the attributes that are to be edited in the Quick Entry form to the Quick Entry form. You can find further information under *Summarize Data Entry for Line Items in the Quick Entry Form* on page 191.

1. On the *Budget* tab, click the *Master Settings* hyperlink in the *Edit Settings* column.

2. Navigate to the *Workflow Form* tab in the *Workflow* section on the left.

   Note: You can collapse sections using the *Collapse* button in line with the section name.

3. Select the checkbox next to the desired folder, sub-folders and investment plan to define which levels of the hierarchy should use the *Quick Entry* form.

4. Click *Save*.

You have enabled the *Quick Entry* form for the according investment plans. See *Summarize Data Entry for Line Items in the Quick Entry Form* on page 191 to find out how to assign attributes to the *Quick Entry* form.

7.7.2   Enabling Approvals & Requests

The hierarchy allows organizations to control the flow of marketing spend at a more granular level according to the set-up of their instance. Requests & approvals in Spend can be enabled at various levels of the hierarchy and customized according to your organization's business processes.

1. On the *Budget* tab, click the *Master Settings* hyperlink in the *Edit Settings* column.

2. Navigate to the *Approvals & Requests* tab in the *Workflow* section on the left.

   Note: You can collapse sections using the *Collapse* button in line with the section name.

3. Select the checkbox next to the desired folder, sub-folders and investment plan to define which levels of the hierarchy approvals should be enabled.

   Note: An example would be if the EMEA Field Marketing team is using approvals & requests the checkbox next to the EMEA sub-folder would be selected and the approvals will filter down.

   Note: Enabling approvals & requests at the root folder would allow owners and administrators to process all requests consolidated in one location at the top of the hierarchy.

4. Click *Save*.

Note: Approvals & requests will be automatically enabled for new investment plans created in folders or sub-folders that already have approvals & requests turned on.

7.7.3 Approvals Workflow & Best Practices

Spend's *Approval* feature allows you to ensure marketing investments follow a structured process between a submitter and an approver for investments requiring approval before planning continues. A submitter is an individual who enters and submits their desired amount, while an approver reviews and decides whether the submitted amount is *Approved*, *Denied*, or requires a revision. Approvals make it easy to have your bottoms-up plan reviewed and finalized before executing your investments.

Approval Workflow

The submitter and approver have dedicated actions that change the status of the amount, indicating where in the approval workflow the submitted amount resides. Each status can be filtered within the *Investments* tab or in *Insights*. An example of the overall workflow is as follows:
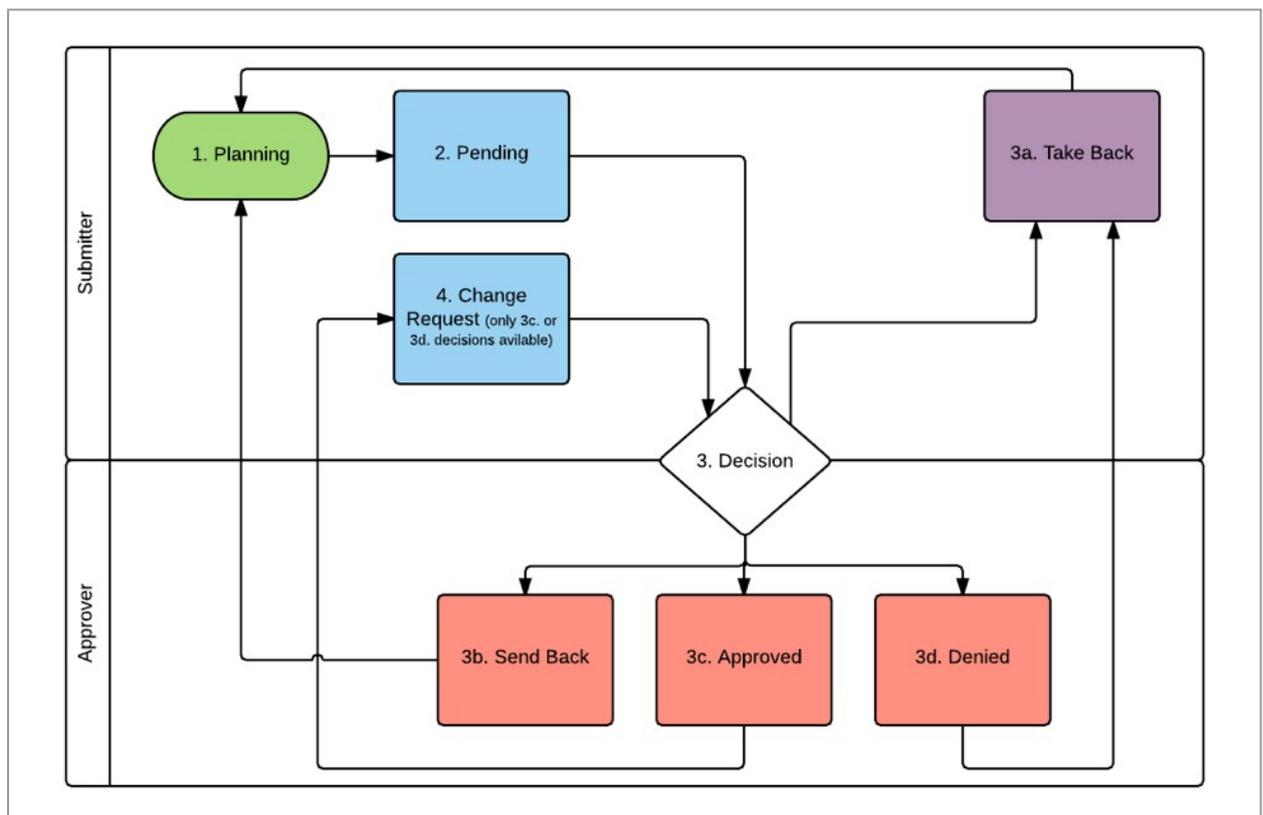
1. The submitter enters the value into the corresponding *Plan* or *Forecast By* default, all new values entered have planning status.

2. The submitter sends the plan or forecast amount for approval. When this occurs, the cell value becomes read-only and changes to pending status.

3. Several options are available when an amount is pending:

    a. The submitter can take back the amount before an approver has made a decision or if the requested amount has been denied by an approver. In this case, the amount's status will revert to planning.

    b. The approver can send back the pending request with comments for revision. The status will then return to planning.

    c. The approver can accept the request and the status will become approved. The cell will remain read-only.

    d. The approver can deny the requested amount and the status of the field will become denied. The cell remains read-only.

4. For approved amounts, the submitter can submit a change request. Spend will continue to display the approved amount with a status of the pending change. The displayed value will only update if the change request is approved.

Best Practice Recommendations

The approval workflow is recommended in situations where an existing process for approvals is in place. Key considerations when setting up approvals are as follows:

- Define where an internal process where an approval is required. Choose between whether it should occur during fiscal year planning (*Plan* columns) or after (*Forecast* columns).

  Note: If approvals are used during the planning phase, it is recommended the *Plan* columns are locked after the planning phase is completed.

- Define what Details panel attributes are required to be filled out as part of the approval.

- Determine who needs to follow this process. For example, which teams and/or workspaces should have the *Approvals* feature set up.

- Establish who the submitters and the approvers are for each team or workspace.

  Note: You can review changes to the status of the entered or submitted values in the *Audit Trail* to identify any discrepancies.

7.7.4 How to Enable Budget Reallocations

Budget reallocations enable marketers to be more agile and seamlessly request and track budget movement in, out and within their marketing plan. This intuitive functionality allows marketer to transfer budgets or make adjustments to spend with a transparent approval workflow process. For more details see *Reallocating Budgets* on page 97.

Before Getting Started with Budget Reallocations

To be able to activate the *Reallocation* feature you must have access to the master settings. Additionally, you need to know the following:

- For which levels in the hierarchy a transfer may be requested.

- An assignment of which users are to be entered as approvers for which hierarchy level.

Be aware: Multiple users can be assigned as approvers per level, but if there are several approvers for a transfer side, confirming by one user is sufficient. For more details see *Reallocating Budgets* on page 97.

There are no user permissions specific to *request a transfer*, as any user that has the ability to *Edit Line Items*, is able to request a transfer.

Accessing Budget Transfers

1. On the *Budget* tab, click on the *Master settings*.

2. On the left-hand side, under *Workflow*, click on *Budget Transfers* and select the *Enable Budget Transfers* tab.

> **Note**
>
> By selecting the checkbox at the folder/sub-folder level, budget transfers will be automatically enabled for all child folders and investment plans within the selected folder/subfolder.

Configuring Approvers

1. Navigate to *Set Approvers* section for transfers and select the corresponding tab to define the approvers.

2. Select the hierarchy level where you would like to assign approvers. You can assign more than one approver

3. From the list of users under *Set Approvers for Transfers* tab, click the checkboxes next to their names to assign approvers.

> **Note**
>
> To define approvers for budget transfers, you must enable budget transfers at a specific level of hierarchy.

> **Note**
>
> Different approvers can be assigned for every level in the hierarchy. An approver at a folder level will be automatically set as the approver for all child folders and investment plans within the parent folder. approvers will be notified by e-mail for every request submitted for their designated folders.

7.8 What is an Integration, and Core Integration Use Cases

An integration is the incorporation of an external data set into your planning and budgeting data inside of Spend. Spend has extensive integration capabilities across a wide range of marketing technologies and other systems. Benefits of each type are outlined below:

Integration Use Cases:

Spend Control

As the source of truth for marketing plans and investments – the "I" in ROI" – including actual spend data from ERP, procurement, and accounting systems help paint a complete, real-time picture for marketers. The result: better control over investments, more agility, and more independence.

Systems: Oracle, Netsuite, Microsoft Dynamics, Intacct, SAP Ariba

Productivity

Reduce data duplication, standardize around a single taxonomy, and streamline cross-functional collaboration by triggering actions in other systems including procurement, project management, CRM, and marketing automation.

Systems: Salesforce, Oracle, Wrike, Workfront

ROI

Use Spend's powerful built-in analytics and reporting capabilities to link your investment data to results from CRM, marketing automation, and other 'Do Marketing' systems to measure impact including cost-per-lead, campaign, and tactical ROI.

Systems: Salesforce, Oracle, IBM Marketing Cloud, Marketo

External Analytics

If your organization uses an external analytics or business intelligence platform, you can export Spend data and create the visualizations you need there

Systems: Salesforce, Tableau, Datorama, Power BI, GoodData

7.8.1 Understanding Outbound Actions and Best Practices

Outbound actions allows users to send data entered into Spend to another system, like Salesforce, via either an e-mail or a URL action, eliminating duplication of efforts in multiple systems. Actions are built into Spend using the Freemarker template engine. The field name reference gets set based on the column name at the time the action is created. If the column name changes after the action is created, the field name reference will remain the same for that action. In this way, the action will not break if the column name changes. However, if you are creating a new action, the field name references may be different.

> **Note**
>
> Sending a null date value will cause an error in Spend. Instead, use an if statement or make the date field required. For example, <#if (item.startDate? length > 0) >${ item.startDate } </#if>. You can refer to the Freemarker manual for more detail, http://-freemarker.incubator.apache.org/docs/index.html.

E-mail Action

The e-mail action allows users to trigger an e-mail with the investment details from Spend. The broadest application for this type of action is to use Salesforce E-mail Services to parse the e-mailed campaign data from Spendto automatically create the campaign.

> **Note**
>
> Use your own e-mail address in the *To:* text box of the action for testing purposes.

URL Action

The main use of Open URL (query strings) is to populate the content of an HTML web form:

- The query string is composed of a series of field-value pairs.

- Within each pair, the field name and value are separated by an equals sign, '='.

- The series of pairs are separated by the ampersand, '&'.

- For each field of the form, the query string contains a pair field=value. Web forms may include fields not visible to the user; these fields are included in the query string when the form is submitted.

The URL action will only work if the web form accepts query strings. You will want to perform an initial test to validate if the form will work with outbound actions without any other custom development work. If this test is successful, you will want to have:

- All the field names (and IDs) of the fields that you would like populated from Spend
- The possible values/ranges/formats of the fields on your PR form

> **Note**
>
> If you'd like to attach a file to your action, consider using the URL action. Triggering this action will activate the default e-mail client on the user's desktop and populate that e-mail with the details of the investment from Spend. The user can then use the e-mail client's native file attachment capability to add a file to their e-mail.

> **Note**
>
> Most organizations have naming conventions for their campaigns--usually they have some form of the period (year/quarter) at the beginning of the name. You can use freemarker to check if the name starts with the right period.

- ?ensure_starts_with("16Q3 AU ")
- If the name doesn't start with the given string, freemarker will append "16Q3 AU" to the beginning of the string.

7.8.2   Understanding Action Variables

Actions are a powerful and flexible way to transfer information outside of Spend. The following example is an e-mail that would be triggered by the user when a budget item is ready for approval from an outside department, typically finance.

```
Please process this spending request:

Requested by ${ user.firstName } ${ user.lastName } for ${ budget.name }.

Spending Details:
Category: ${ item.category }
Objective: ${ item.objectives }
Vendor: ${ item.vendor }

Payment Due By: ${ item.paymentDue ? date ? string.full }
Amount: ${ item.fyPlan }

Please click this link to finalize spending details in Allocadia once this request has
been processed:

https://secure.allocaida.com/budgets/${budget.id}/items/${item.id}/details
```

This example uses variables from 3 different parts of Spend:

- User Details:
    - The user who triggered the action is accessed through
      `${ user.firstName }` and `${ user.lastName }`

- Investment Plan Details :
    - The investment plan (budget) name is accessed through `${ budget.name }`

    - Additionally, the Uptempo ID (budget ID) is used to create a link back to the item in
      Uptempo with `${ budget.id }`

- Item Details
    - Items are line items, placeholders, categories and sub-categories. The details of those
      items (aka. item details) make up most of the variables used within an action, for
      example `${ item.fyPlan }`. Above, several different item variables are used in
      creating the e-mail.

Formatting

The example above makes use of variable formatting for the *Payment Due By* field. In Spend this field
is a date but the action needs to know the right way to format it for the e-mail.

To format the date, it is passes through 2 filters. Filters process from left to right, with the result of
each filter used by the next one.

In this case, the first filter ? date tells the action to only include the day details in the output and exclude the time.

The second filter ? string.full tells the action to format the date using a predefined 'full' format. In this case, the date would appear like "Friday, October 24, 2014" See the formatting section of the document for more details and other advanced formatting options.

Variable Groups

The variables for an action are grouped into sections to make finding them easier as well as to indicate how they should be accessed from within an action template.

Budget - General

Contains variables describing the budget that the action is being executed for, including the name and currency.

Access these variables using the *budget* prefix. For example:

```
${ budget. name }
```

Budget - Terms

Contains variables for the custom terminology of the budget the action is being executed for. This can be helpful if you have action templates that you may copy between budget hierarchies that have different terminology.

Access these variables using the *budget.terms* prefix. For example:

```
${ budget.terms.lineItem }
```

Budget - Panels

Contains variables from both the Roll-up panel and the Budget panel for the Budget that the action is being executed for.

Access these variables using the *budget* prefix. For example:

```
${ budget.q1FinanceTarget }
```

Item - General

Contains general variables about the item the action is being executed for.

Access these variables using the *item* prefix. For example:

```
${ item.name }
```

Item - Details

Contains variables from the Details panel of the item the action is being executed for.

Access these variables using the *item* prefix. For example:

```
${ item.objective }
```

Item - Grid

Contains variables from the Grid for the item the action is being executed for. The variable does not have to be visible on the users current view to be accessible, it only needs to be a grid column.

Accessing these variables using the *item* prefix. For example:

```
${ item.janPlan }
```

Totals at the budget level for variables in this category can be accessed using the *budget* prefix. For example:

```
${ budget. janPlan }
```

Item - Actuals

Contains variables from the Actuals panel for the item the action is being executed for.

Access to those variables requires a loop to access each of the actuals for the item. For example:

```
<#list item.actuals as actual>
        ${ actual.amount }
        ${ actual. accountCode }
</#list>
```

Item - PO

Contains variables from the PO grid for the item the action is being executed for.

Access to those variables requires a loop to access each of the POs for the item. For example:

```
<#list item.pos as po>
        ${ po.poNumber }
        ${ po.poAmount }
</#list>
```

User

Contains variables from the user that is executing the action.

Access these variables using the *user* prefix. For example:

`${ user.firstName }`

Other

Contains variables that are unrelated to any other categories.

Access these variables directly. For example:

`${ now }`

Raw Variables

When accessing variables, the system will automatically format the variable for readable output. This means that, especially for numbers, the value may have extra characters that downstream systems can't handle.

For example `${ item.janPlan }` might output `$1,203,454.23`. If the system you want to send the data to cannot handle the commas and the dollar sign, you can use raw variable values.

To use raw variable values, simply append *Raw* to the variable name. Following the previous example, `${ item.janPlanRaw }` will output `1203454.23`.

Multi-select Variables

For variables that can contain multiple choices (usually on the Details panel), the individual choices can be accessed either formatted or directly.

For example, this snippet will output all of the choices as a comma separated list:

`${ item.multiChoiceVariable }`

To access the same variable choices directly, the following structure can be used to output each choice:

```
<#list item.multiChoiceVariableRaw as multiselect>
${ multiselect.choice } ${ multiselect.percentage }
</#list>
```

Variable Information

In addition to the values for each variable, you can also access details about the variable itself.

The following information is available about each variable:

- `columnId`: The ID for the related column that this data comes from. This is available for Investment grid, Details panel, actuals and PO variables.

- `name`: The display name for the variable.

- `fromDate`: If the variable has a related column, this is the fromDate for that column as defined in column settings.

- `toDate`: If the variable has a related column, this is the *toDate* for that column as defined in column settings.

Access these variables through the *variables* prefix. For example:

```
${ variables.janPlan.name }
```

Conditional

To output a section of a template based on the existence of a variable value, you can use the *if* statement. For example, the following section will be output only if *someVariable* has a value:

```
<#if (item.someVariable ?? )>
... Only shown if "someVariable" has a value
</#if>
```

Advanced Formatting

Many more formatting options are available by using the extensive library provided by the FreeMarker template engine. The FreeMarker manual is available at freemarker.org.

If you would like more information on action variables and FreeMarker formatting please read the following article: FreeMarker Template at a Glance.

7.8.3   Creating Outbound Actions

Spend's *Outbound Actions* feature allows you to push data out to downstream systems with the click of a button. Spend can send data to other systems such as purchase order systems, CRM, Automation systems, and even Project management systems at the user's request. This allows users to easily merge and align their data across their different applications.

Creating an Action

1. On the *Budget* tab, click the *Master Settings* or *Custom Settings* hyperlink in the *Edit Settings* column, depending on whether you want to create the field or column for all or only part of the investments.

   Note: On the *Master Settings* level, you can see a list of all actions that have been defined for the entire hierarchy. When viewing actions at the *Custom Settings* level, you cannot see sctions that were defined at the *Master Settings* level.

2. On the *Settings* page, navigate to the *Actions* tab under *Cloud Exchange* on the left side.

3. Click the *New Action* button and select the type of action you want to create.

   Note: E-mail actions send an e-mail to a specified address when triggered. It allows you to define a message and which data, from your workspace, will be sent to specified recipients when triggered. URL actions open a new window with a URL when triggered.

4. Fill in the required fields as desired. The fields you can edit are as follows:

   • *Action Name*: The name that is displayed on the list of actions.

   • *Label*: The button label displayed on the Details panel.

   • *Available Fields*: This tab lists all the fields that are available to be added.

   • *Action*: If you would like a field to always need a value before the action can be triggered, click the *Required* checkbox

5. Once you have defined which fields are required, select the checkbox of the level you would like the action to be triggered from.

   Note: The action can be triggered by category, sub-category, line item or placeholder level.

6. Set up the URL or E-mail that will be triggered.

   • For e-mail actions: Fill in the *To:* text box with the e-mail address of the desired recipient. Separated multiple e-mail addresses by using a comma. Unless changed, e-mails will come from noreply@uptempo.io, but you can add a name here that shows in the From field of the e-mail.

   • For URL Actions: When configuring a URL, you can add data as either part of the path or as query parameters. In most circumstances, data is passed using query parameters. The new *Open URL* action editor allows you to define what data is pushed out of Spend to be picked up by a downstream system such as Salesforce. This functionality allows an admin to input a plain text URL and selected data feed into the URL.

7. Once you are satisfied with the action, press the *Save* button.

> **Note**
>
> The parameter names you need to add to a URL depend on the software you are trying to link to and what data you need to pass. Uptempo is here to help with specific use cases, contact your Professional Service Consultant or *Support* on page 18.

> **Note**
>
> If you would like more information on action variables please see the article *Understanding Action Variables* on page 236.

7.8.4 Automating Campaign Creation In SFDC

Spend can significantly reduce the amount of duplicate entry and manual work by passing campaign details directly to Salesforce to create new campaigns, streamlining the marketing operations workflow by automating the campaign creation process within Salesforce.

> **Note**
>
> This method relies on Salesforce e-mail services and the parsing of e-mailed campaign data from Spend. To complete this setup, you must be an administrator of both Spend and Salesforce.

Uptempo - Creating Your E-mail Action

Follow the instructions in our *Outbound Actions* chapter to create your new e-mail action (see *Creating Outbound Actions* on page 241). The body of the e-mail should include all of the fields that will be used in your Salesforce campaign. In order to easily parse the e-mail, it is recommended you have one field per line.

> **Note**
>
> Any mandatory campaign fields configured in Salesforce must be included in your e-mail action. Use your own e-mail address in the *To:* text box to test your e-mail action.

Salesforce - Create Inbound E-mail Handler:

In order to receive the e-mail in Salesforce, you must set up an inbound e-mail handler Apex class and create a new e-mail service.

> **BEST PRACTICE**
>
> We recommend using a dedicated e-mail for the purpose of this automation. For example: Uptempo@salesforce.com.

1. In Salesforce, click on *Your Name > Setup > Develop > Apex Classes*.

2. Create a new Apex class in Salesforce that implements the *Messaging.InboundEmailHandler* interface (to implement this interface, you need to define a single method)

Salesforce - Setting up Your E-mail Service:

1. In Salesforce, click on *Your Name > Setup > Develop > Email Services*.

2. Click on *New Email Service*.

3. Enter a name for your e-mail service and specify the Apex Class created above.

   Note: If you want to limit the addresses from which this service will receive e-mails, you can enter noreply@uptempo.io in the *Accept Email From* field.

4. Click *Save and New Email Address*.

Salesforce - E-mail Address Settings:

> **Note**
>
> Make sure the context user (which defaults to you) is a user who has the proper permissions to create campaigns.

1. Fill in your required fields.

2. Click *Save* and copy the e-mail address that you just created.

Uptempo - Editing Your Outbound Action:

1. In Spend, edit the *To:* field to include the Salesforce e-mail that you have just created.

2. Click *Save*.

7.8.5 Connecting to Salesforce

The Salesforce integration enables organizations to answer questions like *What was my cost per generated lead or conversion?* and *What was my return on investment by campaign or corporate objective?*. The Salesforce integration allows for Salesforce campaigns, opportunities and associated results into Spend and ties the data to the investment plan data inside Spend.

> **Note**
>
> In order to integrate with Salesforce, you need the Salesforce connector. Speak to your Customer Success Manager to learn more!

1. *Build the reports in Salesforce*: There are four Salesforce reports (Campaign, Opportunity, Campaign Members, and Campaign Influences) that are required to set up the Salesforce integration. Work with your Customer Success Manager to ensure the reports are available and properly configured.

2. *Activate the Integration in Spend*: On the *Budget* tab, navigate to *Master Settings*. In the cloud exchange section, select connectors. Click on the Salesforce logo. In the *new connector* tab, under setup, enter your credentials as requested. To initiate the connection, you will need your Salesforce login information and the names of Salesforce reports from. Click *add connector*. We recommend having a dedicated SFDC account for this connection.

3. *Complete all the Attribution Configuration section*: Enter in the unique names for all the SFDC reports created. These names can be found in Salesforce under report properties. Type in the desired date format. We recommend MM/DD/YYYY.

   Note: If your reports contain any attributes and metrics in addition to the minimum required fields, contact your Support team to complete the column, attribute, and metric mapping.

4. *Mapping configuration*: In the mapping configuration section, in the column mapping textbox, compare the column names expected by the connector with the column names that have been set up as the report headers. If the names are different, update them in this section. (common example, Opportunities AKA Opps)

5. If you have additional columns in your SFDC reports, Spend can incorporate them by pulling them into *Insights* and can be reported on. Map them in the *Column Mapping* text box.

6. *Sync Insights*: At this point, we get to link the campaign attributes from Salesforce to the Insights project. Contact Support to update Insights.

You're done! Once complete, it performs a retrieval of all SFDC data, based on the reports previously set up. A new drop-down listing campaign, found on the details panel, is populated. To implement the new SFDC connector, get in touch with your Customer Success Manager, and we can walk you through these steps!

7.8.6 Utilizing the Salesforce Connector

The Salesforce connector allows marketers to take data from Salesforce related to campaigns, revenue, and attribute the corresponding Salesforce campaign to marketing investments within Spend. This enables all data related to the investment to be linked with the Salesforce campaign. The Salesforce connector can provide valuable insight into campaign performance, as well as opportunity, pipeline, revenue through Reports and Dashboards.

1. On the *Investments* tab, click the *Details panel* icon in line with your desired marketing investment.

2. On the Details panel under the *Returns Connectors* section, select your corresponding Salesforce campaign from the drop-down menu.

7.8.7 Tagging Spend with Marketo Campaigns

The Marketo Connector pulls *Marketo Program* names into Spend as a drop-down field on the Details panel. Marketers can use the Marketo Program on the Details panel to tag program and lead information to the associated spend.

1. On the *Investments* tab, click the *Details panel* icon in line with your desired marketing investment.

2. On the Details panel, click the *Marketo Program* drop-down menu and select your desired program.

7.9 Preference Settings

- *Renaming Button Labels Preferences* below

- *Show Decimals for Currency Values* below

7.9.1 Renaming Button Labels Preferences

Uptempo's Spend is highly configurable and allows you to track your marketing spend data according to your own business processes. You can change the button labels in the *Investments* tab to fit your organization's terminology to make the tool more familiar and intuitive to your marketers.

1. On the *Budget* tab, click the *Master Settings* hyperlink in the *Edit Settings* column.

2. Navigate to the *Preferences* tab under *Configuration*.

3. Edit the labels of the *Budget Tab Button* as desired.

4. Click *Save*.

7.9.2 Show Decimals for Currency Values

Decide whether amounts are displayed with decimal places:

1. On the *Budget* tab, click the *Master Settings* hyperlink in the *Edit Settings* column.

2. Navigate to the *Preferences* tab under *Configuration*.

3. Set the *Show Decimal* checkbox as needed.

You have defined the setting.

7.10 Taking a Snapshot

Plans are constantly changing due to shifting priorities, fluctuations in top-down allocation, unexpected costs and more. Spend gives you the ability to preserve a record of how those plans have changed with the *Snapshot* feature. You can take a snapshot of the data on the Details panel.

1. On the *Budget* tab, click the *Master/Custom Settings* hyperlink in line with your desired investment plan.

2. Navigate to the *Columns* tab, under *Template Setup* on the *Settings* page.

3. Highlight your desired column and expand the right-hand panel for full details.

4. Select the green *Take Snapshot* hyperlink at the bottom of the panel.

   Note: A new column will be created with the default name *Column Name Snapshot*. This can be renamed as needed. Snapshot columns should be locked to prevent further updates. To view your snapshot you must add it to a view.

7.11 User Management

7.11.1 Understanding User Roles

Spend has 5 different user roles with varying levels of permissions. You can hold multiple roles at various levels of the hierarchy, but the role you hold dictates what you can do in different parts of Spend.

Types of User Roles

These are the default user roles:

- *Owner*: Each hierarchy has one owner. This is the person who is responsible for the entire hierarchy and has full access to all areas of the application to make adjustments to back-end set-up. With enterprise customers, we recommend this be the main marketing operations stakeholder who is the super-user of the tool. Some Spend owners are Marketing Operations Managers, Senior Marketing Managers or even IT.

- *Administrator*: Administrators are responsible for back-end Spendset-up and can do almost everything an owner can do with the exception of hierarchy management. Uptempo does not limit the number of administrators per account, however, we recommend only having one or two administrators per team or cost center. Limiting the number of administrators will make it easier to manage, and have more control over what gets added and removed. Some Uptempo administrators are Marketing Business Owners (aka. Team Leads), VP or Director of (Blank) Region, etc.

- *Editors*: Editors are team members who are in-charge of entering Plans, updating Forecasts, and mapping POs and Actuals. They are the Marketing End Users. Some Editors are Marketing Budget Owners, Marketing Managers or Coordinators, etc. Most of the marketers in your team will have this user role in Spend.

- *Editor - Data Entry Only*: If you have a large team you may have people who are in charge of doing the data entry only. You do not want them to be able to create or remove items from your investment plan but do want them to be able to update the data within the grid.

- *Viewers*: Often times there are Executives or Managers who would like to see the investments and reports in Spend but have no need to edit the data reflected. Editors can be given Viewer

rights into other investment plans. They can look but not edit or update any of the information, as it is a read-only role.

Financial Roles

Finance can hold a variety of roles within Spend, the most common being either Editor or Viewer. Some other examples are:

- *Owner* - A member of Finance, typically a Financial Analyst, in charge of the implementation of Spend.

- *Administrator* - A member of finance required to import actuals into Spend.

- *Viewer* - A member of finance, typically a stakeholder, who would like to see investments and reports in Spend but should not be able to edit the data.

> **Note**
>
> All users have access to the *Insights* tab that are related to the investment plans that they have been invited to.

Settings Permission

Permission	Owner	Administrator, invited to		
		Root Folder	Sub-Folder	Investment Plan
Access to Organization Settings	✓	✓		
Access to Master Settings	✓	✓		
Access to Custom Settings	✓	✓	✓	

✓: Permission granted by Uptempo. Contact your CSM.

✓: Default permission

> **Note**
>
> Permissions only apply to the part of the hierarchy to which a user was invited.

The settings include access to following features:

Organization Settings:

- Custom Branding, Security, Single Sign On, User Management, Role Management

Master Settings:

- Template Setup: Columns, Column Groups, Dependencies, Views, Categories, Currency
- Strategic Planning: Tags & Scenarios, Strategic Targets, Impact Modeller
- Workflow: Workflow Form, Budget Transfers, Approval & Requests
- Cloud Exchange: Connectors, Actions
- Configuration: Preferences

Custom Settings:

- Template Setup: Columns, Dependencies, Views, Categories,
- Cloud Exchange: Actions

Budget Tab Permissions

Permission	Owner	Administrator	Editor	Editor (Data Entry Only)	Viewer
View Hierarchy	✓	✓	✓	✓	✓
Build Hierarchy	✓				
Manage User Invites	✓	☑			
Import Activity Plans	✓	✓	✓		
Import POs & Actuals	✓	☑			
Map POs & Actuals	✓	☑	☑		
Manage Scheduled Imports	✓	✓			
Manage Fund Requests	✓	✓			

✓: Default permission

Green cell: Permission configurable by user who has permission to edit Organization settings.

> **Note**
>
> Permissions only apply to the part of the hierarchy to which a user was invited.

Investments Tab Permissions

Permission	Owner	Administrator	Editor	Editor (Data Entry Only)	Viewer
View Investments	✓	✓	✓	✓	✓
Build Investment Structure	✓	☑	☑		
Enter and Edit Data on Investments grid and Details panel	✓	☑	☑	☑	
Submit Budget Reallocation & Change Requests	✓	✓	✓		
Manually Add & Edit POs & Actuals	✓	☑	☑		
View and Use Outbound Action	✓	✓	✓		

✓: Default permission

Green cell: Permission configurable by user who has permission to edit Organization settings.

Strategy Tab Permissions

The Strategy tab is an optional feature. To be able to view or manage it, Uptempo GmbH must grant access. Contact your CSM.

Insights Permissions

Permission	Owner	Administrator		Editor	Editor (Data Entry Only)	Viewer
		Root Folder	Sub-Folder, Activity Plan			
View Insights	✓	✓	✓	✓	✓	✓
Build Investment Structure	✓	✓	✓	✓		

Permission	Owner	Administrator		Editor	Editor (Data Entry Only)	Viewer
		Root Folder	Sub-Folder, Activity Plan			
Enter and Edit Data on Investments grid and Details panel	✓	✓				

✓: Permission granted by Uptempo. Contact your CSM.

✓: Default permission

7.11.2 Inviting Users to the Hierarchy

In Spend, users can only access workspaces they have been invited to. Administrators can easily control which users have access to view or edit different budgets, allowing for a more streamlined workflow and accountability of workspace collaborators.

Prerequisites

- To ensure proper functionality, it is essential to create at least one role for each *Plan* and *Spend* module under > *Administration > Permissions*.
- Create the role for the modules: *Activities*, *Budget*, *Investments*, and *Insights*. The role must contain at least the *Module Access* permission.
- The default module for the system must be configured to one of the *Plan* and *Spend* modules.
- Optional: For better differentiation, name the role *Casual User*.

1. On the *Budget* tab, click the *invite* hyperlink under the *Manage Users* column in line with your desired folder, sub-folder or investment plan.

2. On the *Invite* menu, enter the user's e-mail address, first name, and last name.

   Note: The user will receive the invitation and any subsequent password reset e-mails to this address, therefore, ensure the e-mail address chosen is the user's primary e-mail address.

3. Select the desired user role at the selected level of the hierarchy.

Note: When a user is invited to a folder or sub-folder the invitation can include all the sub-folders and investment plan within the selected folder or sub-folder. The invitation can be for the folder or sub-folder only for users who don't require access to any financial budget data.

4. In the *Invite Subject* text box, type a custom subject line for the invitation e-mail, and write an invitation message to include in the e-mail.

BEST PRACTICE: We recommend adding an action and a deadline to the message encouraging users to register and login. For example - Please review the Q2 Targets by end of (DATE). The invite link will expire after 72 hours.

Note: The *Send* e-mail to invited user option is selected by default. By deselecting this option, the user will receive access but will not be notified. If the user already has access to the hierarchy, they will see the added level of access when they login. Users may receive multiple invitation e-mails if they are being invited to multiple levels of the hierarchy. To avoid sending users with multiple invitation e-mails, you can send them one invitation and deselect the *Send e-mail to invited user* checkbox for the remaining invites. The user will be able to see all areas they have access to when they log in.

5. Click *Invite*.

A registration e-mail is sent to the invited user allowing them to click a link, self-register, and login.

> **Note**
>
> To receive a digital copy of the invitation e-mail yourself select the *Send copy to myself* check-box.

In Case Permissions for Work Modules are Needed

The user may also require permissions to edit their own profile or for tasks in the *Work* modules. In this case, an administrator must manually assign these permissions to the user.

7.11.2.1 Defining User Roles

Users in Spend can hold different roles at different levels of the hierarchy. This allows different people in the organization to hold multiple roles according to the organization's policy or business needs. As each user can access only what they were given permission to, this avoids others from looking at confidential or restricted data or making unwanted changes to financial data. A summary of the capabilities of each user are listed below:

Inviting Users to an Investment

If a user is an editor at the investments level, they still may be restricted from doing things such as importing POs/actuals or deleting items depending on the permissions set by your administrator at the *Master Settings* level.

Inviting Users to a Sub-folder or Folder

When a user is invited to a folder or sub-folder the invitation can include all the sub-folders and investments within the selected folder or sub-folder, or the invitation can be for the folder or sub-folder only. Use cases where organizations might want to use this option are as follows:

- Aggregated target / financial info is tracked at the sub-folder Roll-up panel. If users need to see this information they are invited to the folder and/or sub-folder.

- POs or actuals come into the folder / sub-folder level and need to be manually mapped down to the investment plan/marketing investment. If the user is responsible for this mapping they will be invited to the folder or sub-folder.

- Settings, such as columns, fields, views, etc. are managed at a folder/sub-folder level. If the user is responsible for managing these settings they will be invited to the folder/sub-folder as an administrator.

7.11.2.2 Inviting Users to the Hierarchy

In Spend, users can only access workspaces they have been invited to. Administrators can easily control which users have access to view or edit different budgets, allowing for a more streamlined workflow and accountability of workspace collaborators.

Prerequisites

- To ensure proper functionality, it is essential to create at least one role for each *Plan* and *Spend* module under > *Administration* > *Permissions*.

- Create the role for the modules: *Activities*, *Budget*, *Investments*, and *Insights*. The role must contain at least the *Module Access* permission.

- The default module for the system must be configured to one of the *Plan* and *Spend* modules.

- Optional: For better differentiation, name the role *Casual User*.

1. On the *Budget* tab, click the *invite* hyperlink under the *Manage Users* column in line with your desired folder, sub-folder or investment plan.

2. On the *Invite* menu, enter the user's e-mail address, first name, and last name.

   Note: The user will receive the invitation and any subsequent password reset e-mails to this address, therefore, ensure the e-mail address chosen is the user's primary e-mail address.

3. Select the desired user role at the selected level of the hierarchy.

   Note: When a user is invited to a folder or sub-folder the invitation can include all the sub-folders and investment plan within the selected folder or sub-folder. The invitation can be for the folder or sub-folder only for users who don't require access to any financial budget data.

4. In the *Invite Subject* text box, type a custom subject line for the invitation e-mail, and write an invitation message to include in the e-mail.

   BEST PRACTICE: We recommend adding an action and a deadline to the message encouraging users to register and login. For example - Please review the Q2 Targets by end of (DATE). The invite link will expire after 72 hours.

   Note: The *Send* e-mail to invited user option is selected by default. By deselecting this option, the user will receive access but will not be notified. If the user already has access to the hierarchy, they will see the added level of access when they login. Users may receive multiple invitation e-mails if they are being invited to multiple levels of the hierarchy. To avoid sending users

with multiple invitation e-mails, you can send them one invitation and deselect the *Send e-mail to invited user* checkbox for the remaining invites. The user will be able to see all areas they have access to when they log in.

5. Click *Invite*.

A registration e-mail is sent to the invited user allowing them to click a link, self-register, and login.

> **Note**
>
> To receive a digital copy of the invitation e-mail yourself select the *Send copy to myself* check-box.

In Case Permissions for Work Modules are Needed

The user may also require permissions to edit their own profile or for tasks in the *Work* modules. In this case, an administrator must manually assign these permissions to the user.

7.11.2.3 How Do You Resend An Invite To Spend?

After being invited to your organization's hierarchy, users should receive a registration e-mail to sign up and access Uptempo. If for any reason a user does not receive the e-mail after they have been invited, or they have not responded to the invitation before it expired, you can resend the invitation e-mail to them. As an owner or administrator it is important to monitor access and send reminders to new users if they have not registered, as registration links expire after 72 hours.

In order to resend an invite, you must have access to the *Manage Users* column. Owners and administrators typically have that access.

1. On the *Budget* tab, in the *Manage Users* column, click the *Edit* hyperlink in line with the folder, sub-folder or investment plan your user is being invited to.

2. Select the user you are resending the invitation e-mail to.

3. Click the *Send Invite* button.

4. On the confirmation pop up, press *Yes*.

> **Note**
>
> The status of the invitation e-mail for each user will be displayed in the *Notification* column. The status is also affected by the level of the hierarchy the user was invited to. For example, if the user was sent an invite to the folder containing investment plans but was not invited to the individual investment plan, the folder will display the invite was sent, but the individual investment plan will not.

7.11.2.4 Monitoring Usage of Spend

Administrators can manage access to different aspects of an organization's data in the hierarchy including reviewing who has access to the tool itself and details about each user in user management. These details can be used to gauge user adoption and check if a user has registered.

1. Click into your name's drop down menu at the top right of the screen and select the *Organization Settings*.

2. Select *User Management* in the drop-down menu to navigate to the *User Management* page.

Metrics	Description
E-mail	E-mail used to send user invite
# Times Logged In	The number of times a user has logged into Spend since registering.
Last Login	The last time a user has logged into Spend
Creation Date	The date a user was first invited to Spend
Login Enabled	Whether this user currently has access to Spend
Notification	Whether this user has registered for Spend or not

> **Note**
>
> Registration in Spend is triggered by an e-mail invite. When users register they self-report their name and job title.

7.12   Managing a New Fiscal Year

Users can configure Spend to align with their organization's needs. A hierarchy in Spend is set up according to the current fiscal year, and a new hierarchy is created as each new fiscal year begins. Before contacting support for a fiscal year roll-over of your hierarchy, consider these factors:

1. When is the deadline for completion of rollover?

2. Is last year's hierarchy being replicated? If so, what aspects need to be copied over (e.g. users, categories, sub-categories, line items, etc.) If not, how extensive are the changes to the hierarchy?

3. Will Insights be year-over-year or stand-alone projects?

4. Will current integrations be relevant to the new hierarchy?

5. Are there any new features being activated for the new hierarchy?

> **Note**
>
> Year-over-year Insights run reports showing multiple years and have the option of showing one year at a time. Stand-alone projects mean that each year is its own project.

> **BEST PRACTICE**
>
> If major structural changes are being made across years, we recommend using stand-alone projects for Insights, since the data across years will not translate appropriately otherwise.

> **Note**
>
> If any connectors are set up for the hierarchy for the previous year, credentials for all connectors will need to be re-entered for the new hierarchy.

> **Note**
>
> Uptempo can activate the use of a persistent ID that aids the rollover process. It is a unique Uptempo ID associated with a category, sub-category, line item and placeholder that remains the same across multiple years. Please contact *Support* on page 18 for more information.

7.13 Understanding GoodData

Spend uses GoodData, an embedded BI (Business Intelligence) tool to display the Dashboards and Reports seen on the Insights tab. This Help Portal offers information on how to use and adopt reports and metrics created by GoodData.

In addition, you can contact your CSM or our support to get more information. You can also get more in-depth information directly from GoodData, for example Front End Essentials and MAQL Metrics. A general overview is provided by GoodData University.

7.13.1 Understanding GoodData and Internet Security Settings

Spend uses GoodData, an embedded BI (Business Intelligence) tool to display the dashboards and reports seen on the *Insights* tab. When accessing *Insights*, some browsers have security settings that may prompt you to log into GoodData. However, you will not have a password for your account. To fix this, we recommend switching browsers (this situation sometimes occurs with Chrome). If this is not an option, you will need to adjust your browser's security settings to accept third-party cookies.

Adjust your Chrome Security Settings

1. Click the hamburger icon in the top right corner of the Chrome window.

2. Select *Settings* from the menu and a new tab will open the *Settings* menu.

3. Scroll to the bottom of the window and click *Show advanced* settings…. The *Settings* menu will expand.

4. Under *Privacy*, click *Content settings…*.

5. Ensure that *Allow local data to be set (recommended)* is selected and *Block third-party cookies* and *site data* are deselected.

6. Click *Done*.

7. Refresh your browser to see the changes take effect.

> **Note**
>
> If these steps have not resolved the issue, please reach out to our Support team who will be happy to help you. For information see *Support* on page 18.

7.13.2 Creating and Editing Dashboards

Dashboards contain key metrics on tracking your marketing spend and are populated from the inputs completed on the *Investments* tab. Dashboards are saved as part of the active project and can be viewed, modified or new dashboards can be created. A project can contain multiple dashboards that can be organized or otherwise grouped together according to your organization's needs.

> **Note**
>
> If you do not see an *Edit*, you may not have sufficient permissions to edit. Please contact us if you would like to upgrade your access.

To Create a Dashboard

1. On the *Insights* tab, click on the *Edit* button at the top right of the current dashboard.

2. Click on the gear icon at the top right corner of the screen and select *Add Dashboard*.

3. Customize your Dashboard as desired and click *Save*.

> **Note**
>
> Your administrator capabilities are not associated with user roles and permissions to the *Insights* tab are dependent on your system administrator.

To Edit a Dashboard

1. On the *Insights* tab, click on the *Edit* button at the top right of the current *Dashboard*.

2. Click on the gear icon at the top right corner of the screen and select *Edit.*

3. Edit your dashboard as desired and click *Save*.

> **Note**
>
> For more options, click the *Actions* button and choose your desired selection from the drop-down sub-menu. *Settings* allow you to rename the dashboard and enable *Saved Views*. *Save As..* allows you to save a copy of the dashboard and alter permissions of the copy. *Delete* will delete the current dashboard.

7.13.3 Creating and Editing Dashboard Tabs

Dashboard tabs are specific views that display different metrics and are completely customizable. Dashboard tabs show you where summary views of all data entry on the *Investments* tab such as the *Total Forecast*, *Plan*, and *Actuals* for the entire Hierarchy. Marketers can also see summary comparisons such as *Plan vs Actual* and see where they are over or underspending.

> **Note**
>
> If you do not see an *Edit*, you may not have sufficient permissions to edit. Please contact us if you would like to upgrade your access.

Creating Tabs

1. On the *Insights* tab, click on the *Edit* button at the top right of the current *Dashboard*.

2. Click the plus icon in line with the current dashboard tabs.

3. On the *Add Tab* pop up window, name your new tab.

4. Add in your reports and other desired elements using the selections at the top.

   Note: The selections are as follows: *Report*, *Widget*, *Text*, *Line*, *Web Content*, and *Filter*. You can add as many or as few elements as you wish.

5. Click the *Save* button.

Editing Dashboard Tabs

1. On the *Insights* tab, click on the *Edit* button at the top right of the current Dashboard.

2. Click the expand arrow in line with the dashboard tab you would like to edit.

3. Choose your desired option from the drop-down sub-menu.
   The options from the drop-down sub-menu are as follows:

   - *Rename*: Allows you to rename the selected tab.

   - *Duplicate*: Creates a copy of the selected tab

   - *Delete*: Removes the selected tab from the dashboard.
     Note: Deleting a dashboard tab does not delete the underlying reports.

4. Click the *Save* button

7.13.4 Creating Reports

In Spend, data that is entered against your campaigns when tracking your marketing investments are aggregated in the *Insights* tab. This data can be segmented in the form of reports. Reports are created by establishing *What* metrics you would like to see and *How* you would like them displayed.

1. On the *Insights* tab, click the *Edit* button at the top right of the current dashboard
   In the *Edit* view, expand the *Report* tab and select *New Report* from the drop-down sub-menu.

2. Click the *What* button and select your desired metrics.

   Note:The first column displays a list of folders grouping related. Clicking a folder displays the folder's metrics in the second column. The top folder, *All Metrics*, displays all metrics available. Descriptions of each metric are displayed in the *Detail* column. Metrics that have a * following the name are intended for use when the *How* is a multi-select field.

3. Click the *How* button and select your desired attributes.

4. Click *Done* to complete the report.

   Note: The metrics will display in the order you have chosen them. If they are out of order you can drag and drop them in the report to reorder them.

   Note: If you see (empty value) in your report that means there are items within your investments that have not been tagged with the associated attribute.

5. Click the *Filter* button and select your desired filters. The available filters are as follows:

   • *Select from a List of Values* (including date ranges) - This is used when you want to choose values from a list of one attribute.

   • *Ranking Filter* - This is used to rank your results.

   • *Number Range Filter* - This is used when you want to specify a range of values.

   • *Variable Filter* - This is used when you want to narrow your selection according to a certain variable.

   Note: You can search for the attribute you would like to filter by scrolling down or by typing the attribute name into the text field.

6. Once you have completed the report click the *Create* button in the top right of the window.

7.13.5 Editing Reports

Data from the *Investments* tab is aggregated and brought into the *Insights* tab. This data can be displayed in the form of a report. After creation, you can easily change the format for different areas of reports according to your organization's metrics.

1. On the *Insights* tab, click the *Edit* button at the top right of the current dashboard.

2. In the *Edit* view, expand the *Report* tab and select the report you wish to edit.

   Note: The report will appear on the dashboard as an independent object capable of being moved and resized anywhere on the page. To move the report, click within the border and drag the report to your desired location. To resize, click and drag the dotted handles to resize the report's frame.

3. Click the *Edit* icon for your desired report.

   Note: You can also delete the report, if you accidentally selected the incorrect report, by clicking the delete signified by the trash icon.

4. Adjust your *What* (Metrics), *How* (Attributes) and filters as desired and click *Done* when complete.

   Note: You can also adjust the format of the report by clicking the gear icon instead of the *Edit* icon, and specify whether you want to edit the drilling, filters, arrange, or style of the report.

5. Click the *Save* button.

7.13.6 Hierarchy Mapping for Reporting

When creating reports, the hierarchy can be used as a filter to create reports specific to folders, sub-folders or investment plans. To split reports by hierarchy attribute, the user needs to understand how the hierarchy structure maps to the folder tier system used in GoodData.

On the *Budget* tab, the folder structure of the hierarchy relates to the folder tier structure in Spend.

- Gooddata Folder Tier 0 – Is always the master FY year folder

- Gooddata Folder Tier 1 – All top-level sub-folders in the hierarchy

- Gooddata Folder Tier 2 – Any nested folders within the folder tier 2 sub-folders

> **Note**
>
> Not all hierarchies have complex structures spanning more than a few tiers. For more info specifically on how to create your own hierarchy maps,contact Uptempo *Support* on page 18.

- Investment Name - The investment plan is the only non-folder where all data entry is done in Spend.

Investments Tab Category Structure

Similarly, folders on the *Investments* tab can be filtered in the same way as the hierarchy in Gooddata with a category tier system. The Categories align with the *Category*, *Sub-category* and *Line Item* buttons.

- Gooddata Category Tier 1 – *Category* button
- Gooddata Category Tier 2 – *Sub-category*
- Line item – *Line Item* or investments.

> **Note**
>
> For more specific info on how your budgets map, contact Uptempo *Support* on page 18.

7.13.7   Making your Reports Viewable in Spend

Upon initially creating a report and validating the data in the GoodData portal, you will want to make the report visible for others to consume. This allows others to quickly and easily view targeted information in the form of reports and improves ease of collaboration.

Making a New Report Visible

1. On the *Report* tab in GoodData, select the *Create Report* button and create your report as desired.
2. Click the green *Create* button when you have finished building your report.

   Note: When you initially create your report in the GoodData, it will only be visible to you. There will be a blue banner in the top right-hand corner of the report that states *This report is hidden. Only you can see it.*.

3. On the *Create Report* pop-up window, select the *Visible to all users* checkbox in the *Visibility* section. This will allow all users to view this report when they are in the *Insights* tab of Spend.

4. Click *Create* to confirm.

Your report will appear in the *Reports* tab.

Making an Existing Report Visible

1. On the *Reports* tab in GoodData, select the report you would like to make visible

   Note: To navigate to the *Reports* tab in GoodData, click the desired report on the *Insights* tab and press the *Edit* button.

2. On the *Report* page, open the *Options* drop-down menu and click *Settings*.

3. On the *Report Settings* pop-up window, check off the *Visible to all user* box in the *Visibility* section.

7.13.8 Reporting on Multi-Select Fields

Multi-select fields enable multiple options to be selected and the attribution percentage weighted. An example of a multi-select field is a marketing objective where the spend should be attributed to both lead generation and up-sell cross-sell. Creating reports with multi-select fields allows you to compare a metric with these attributes to help you track your spend when you need to split an investment across multiple allocations.

1. On the *Insights* tab, click the *Edit* button in the top right-hand corner.

   Note: You can only report on one multi-delect field when creating a report, therefore we recommend you limit the number of multi-select fields in Spend to avoid confusion.

2. Click the *Create Report* button on the GoodData menu bar.

3. Click the *What* button and define your metric.

   Note: The first column displays a list of folders that contain related reports. Clicking on a particular folder will display the contained metrics in the second column. All metrics displays all of the metrics available in the current project. Metrics that have a * following the name are used to report on a multi-select field.

4. Click the *How* button and define your attribute.

5. Click *Done*.

Note: The attributes and metrics will display in the order that you have chosen them. If they are out of order you can drag and drop them in the report to reorder them. You cannot mix attributes and metrics together.

6. Click the *Create* button in the top right of the window.

Note: If you see (empty value) in your report that means there are items within your marketing investments that have not been tagged with the associated attribute.

7. On the pop-up window, fill out the required fields by naming the report, adding a description, choosing where it should be located and whether it should be visible or not. When complete, click the *Create* button.

Note: If the *Make Report Visible To All Users* box is not checked, then only the person who created the report will be able to see it.

7.13.9 Printing Reports

Reports can be printed after exporting them from the Spend. This enables marketers to take reports offline to meetings or send them to other non-Uptempo users to show the status of their marketing spend data.

1. On the *Insights* tab, locate your desired report using the dashboards or the *Reports* panel on the left-hand side.

2. Rest your cursor on the report title and click on the drop-down arrow that appears.

3. Click the *Download As...* drop-down submenu and select your desired file format. There are 6 formats that you can download the report as:

   - PDF (Portrait)

   - PDF (Landscape)

   - Excel XLS

   - Excel XLSX

   - CSV

   - Raw data

> **Note**
>
> Reports downloaded as PDF may not fit into the PDF page layout and only part of the report will download. The report can be printed once downloaded.

7.13.10   Standalone Vs Year-Over-Year Insights

When starting a new fiscal year and rolling over the hierarchy, organizations have different options for viewing Insights. These options include *Year-Over-Year* reporting and *Standalone* reporting. These views are dependent on changes made to both the hierarchy and the attributes on the Details panel, as these two features decide the compatibility of options in Spend.

- *Year-Over-Year*: Runs reports showing multiple years at a time. *Year-Over-Year* reporting allows marketers to compare results and KPIs across years to see how marketing spend varies throughout different fiscal years. With *Year-Over-Year* reporting, there is also the option to view a specific year independently.
  This option is more suited to organizations that have not made changes or made very few changes to their hierarchy and Details panel attributes, so the *Insights* stay consistent across years and provide a foundation to compare results.

- *Standalone*: Runs reports showing one year at a time, as each year is a separate project. In *Standalone* reporting, you are unable to report on multiple years at once.
  This option is suited to organizations that make major changes to their hierarchy or Details panel attributes. Change to the structure of these two features can make reporting in difficult or incompatible when there is no way to compare metrics across years.
  During the roll-over process, Support can help you set up *Insights*, revise dashboards and create a Persistent ID. It is a unique Uptempo ID associated with a category, sub-category, line item and placeholder that remains the same across multiple years.

Please contact your CSM or Uptempo *Support* for more information.

7.13.11   Utilizing the Details Panel in Insights

The Details panel attributes configured during the implementation will allow you to dissect your Investment grid data in order to answer pertinent business questions. In the *Insights* tab you can report your data against one Details panel attribute or as many as you like in a single report by selecting the Details panel attributes that will provide you with the granularity of data that help you to make decisions and align your teams strategy to its goals.

1. In the *Manage* tab, in GoodData, click on *Create* report.

2. Click on *How* menu.

3. Click on the *Detail Panel* folder.

4. Click on the Details panel attributes that you would like to add to your report.

5. Click on *What* menu.

6. Add available metrics to the report (*Plan*, *Forecast*, *Actual*, *Plan vs. Forecast*, etc.).

7.14 API

- *BI Export API - Documentation* below

- *North American Public API URL Update* on the next page

- *Public API v1.6.0: Everything you need to know!* on page 273

7.14.1 BI Export API - Documentation

7.14.1.1 Overview

The BI Export API allows customers to gain programmatic access to a set of raw data files that represent their budgeting data. This data includes all columns and rows from all budgets as well as the mapped purchase orders, invoices, and external campaigns. This document serves as the technical documentation for this API.

The BI Export API consists of two API calls: one to retrieve an individual dataset in the form of a CSV file and one to retrieve all datasets in the form of ZIP of CSV files. The documents below describe these two operations in detail.

Please note that the documentation varies depending on your version of Analytics/Insights.

Please reach out to Support or your CSM for help determining the correct version of the documentation for your instance.

7.14.1.2 Documentation

- Version 4

- Version 5

- Version 7

- Version 8

- Version 9

- Version 10

- Version 11

7.14.2 North American Public API URL Update

The new Public API, version 1.6.0, has improved architecture to speed up the delivery of features and enhancements to our Public API, as well as increasing performance and reliability.

New North American Public API URL

We will be deprecating support for the old North American Public API version, {baseURL}/api/v1, within the next 6 months. Starting immediately we will no longer be releasing any enhancements or new capabilities to the old API. Therefore, we highly encourage you to update the URL variable in your API scripts to point to the new Allocadia API URL. This change ONLY affects the North American servers as we currently do not have any updates for the EU API.

Next Steps: Update your URL

- Production: https://api-na.allocadia.com/v1

- Staging: https://api-staging.allocadia.com/v1

Questions? To read further documentation for Public API v1.6.0 click the link: https://api-na.allocadia.com/v1/docs or contact your CSM or Allocadia Support.

API v1.6.0 Enhancements

For increased reliability and performance the following enhancements have been completed and are available through the API v1.6.0:

- *Denormalized /choices across /columns:*
  With this enhancement reading your budget data got a lot easier as we have reduced the number of API calls required to read the budget data. You no longer have to call the /choices end-point to understand the drop-down choices that exist in a specific column as the /columns end-point now contains the /choices properties.

- *Concurrency call limit increased to 100 calls/min*
  The old URL only supported a concurrency limit of 10 - 50 call/min. We have improved our backend to allow an increased call volume of 100 calls/min. If you exceed this 100/min limit we will temporarily block your API calls until the current minute has passed and the limit is reset. There is currently no daily limit to API calls.

- *Delete column choices through the API*

> 📋 **Note**
>
> This update is not related to the BI Extract or the Bulk API.

7.14.3 Public API v1.6.0: Everything you need to know!

Want to access our API and have questions? Visit our documentation here: Public API v1.6.0 Documentation or Contact Support or your CSM.

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

GLOSSARY

A

Activity

Any targeted action or measure taken by a company to promote its products or services, attract customers, or increase sales.

Activity Hierarchy

The structured organization of marketing activities, typically including levels such as Plan, Campaign, Program, and Tactic.

Activity Type

A template for activities that defines what attributes are available and required, and what workflows are associated with the activity.

Activity Type Group

A collection of related activity types, used to organize and manage activity types more efficiently.

Activity Wizard

A guided process for creating new activities, ensuring all necessary information is entered.

Actuals

The actual amount spent on a marketing investment, typically imported from financial systems.

Attributes

Specific properties are assigned to activities, investments, or other system elements. These can include dates, text, drop-down options, or numeric values. They help categorize, describe, and analyze marketing efforts and can be customized to meet an organization's unique needs and reporting requirements.

Attribution

The process of identifying which marketing efforts contribute to sales or conversions.

Audit Trail

A chronological record of actions taken within the system, showing who did what and when.

C

Campaign

A coordinated series of marketing activities aimed at achieving a specific marketing goal.

Conversion

When potential customer takes a desired action. This could be making a purchase, signing up for a newsletter, downloading a whitepaper, or any other goal defined. In the context of the Impact Modeler, conversion rates represent the percentage of leads or prospects that progress from one stage of the marketing funnel to the next.

CRM

A technology for managing all your company's relationships and interactions with customers and potential customers (Customer Relationship Management).

Customer Journey

The complete sum of experiences that customers go through when interacting with your company and brand. It considers the full experience of being a customer.

Customer Relationship Management

A technology for managing all your company's relationships and interactions with customers and potential customers (CRM).

D

Demand Generation

Marketing programs designed to create awareness and interest in a company's products or services.

Dependencies

They help in creating logical relationships between different attributes of activities, making data entry more efficient and reducing errors. A relationship

between two attributes (typically drop-down or multi-select fields) where the options available in one field (the dependent field) are determined by the selection made in another field (the controlling field).

Details Panel

A UI component in the Plan and Spend modules that displays and allows editing of information for a selected item (activity, investment, line item, etc.). It includes various attributes, metrics, and other relevant data specific to the selected item. It is the central location for viewing and managing comprehensive information about individual elements.

E

Estimated Cost

The initial estimate of how much an activity will cost, recorded at the beginning of planning.

F

Forecast

The latest expected cost of marketing investments as marketers execute on their plans. Updated throughout the year to reflect changes from the original plan.

Forecast Status Tag

A label indicating the current status of forecasted spend (e.g. Forecast, Committed, Occurred).

Funnel

A model that represents the theoretical customer journey towards the purchase of a product or service, often visualized as stages from awareness to purchase.

H

Hierarchy

The organizational structure of folders, sub-folders and investment plans in Spend.

I

Impact Modeler

A feature that projects expected revenue from marketing activities based on demand-generation goals.

In-Market Period

The specific timeframe during which a marketing activity or campaign is active and being executed in the market. It is defined by a start date and an end date, and is used to plan and track the duration of marketing efforts.

Investment plan

A detailed breakdown of planned marketing spend, including categories, sub-categories, line items and placeholders. Used to track and manage marketing investments.

K

Key Performance Indicator

A measurable value that demonstrates how effectively a company is achieving key business objectives (KPI).

Key Result

A measurable outcome that defines the achievement of an objective.

KPI

A measurable value that demonstrates how effectively a company is achieving key business objectives (Key Performance Indicator).

L

Line item

An individual marketing investment or expense within an investment plan.

M

Marketing Qualified Lead

A lead that has been deemed more likely to become a customer compared to other leads based on lead intelligence and engagement activities (MQL).

MQL

A lead that has been deemed more likely to become a customer compared to other leads based on lead intelligence and engagement activities (Marketing Qualified Lead).

Multi-Touch Attribution

A method of marketing measurement that takes into account all the touchpoints on the customer journey, assigning fractional credit to each interaction.

O

Objective

A goal or aim that activities are designed to achieve, often organized at company, marketing, and team levels.

Outbound Action

A feature that allows sending data from Spend to external systems.

P

Persistent ID

A unique identifier that remains consistent for an item across different fiscal years, allowing for multi-year tracking of campaigns and contracts.

Persona

A semi-fictional representation of your ideal customer based on market research and real data about your existing customers.

Pipeline

The total value of potential sales opportunities that a company is currently pursuing.

Placeholder

An item used during planning to hold funds for future spend when specific investments have not yet been determined.

PO

A document authorizing a purchase, typically imported from procurement systems. Used to track committed spend (Purchase Order).

Purchase Order

A document authorizing a purchase, typically imported from procurement systems. Used to track committed spend (PO).

Q

Quick Entry Form

A streamlined form for entering key data when creating a new line item.

R

Return on Investment

A measure of the profitability of an investment, calculated by dividing the benefit (return) by the cost (ROI).

Return on Marketing Investment

A metric used to measure the effectiveness of marketing activities in terms of revenue generated (ROMI).

ROI

A measure of the profitability of an investment, calculated by dividing the benefit (return) by the cost (Return on Investment).

Roll-Up

An aggregation of data from lower levels of a hierarchy to higher

levels.

Rollover

Process of transitioning marketing plans, budgets, and data from one fiscal year to the next. This typically involves creating a new hierarchy for the upcoming year, potentially copying over certain elements from the previous year, and making necessary adjustments to align with new goals and strategies.

ROMI

A metric used to measure the effectiveness of marketing activities in terms of revenue generated (Return on Marketing Investment).

S

Scenario Tag

A label used to create alternate budget scenarios, such as increased or decreased spending.

Strategic Alignment

The process of linking marketing investments and activities to overall business objectives and strategies.

Summary View

A view that shows planned inquiries and planned revenue of activities.

T

Target

The amount of money that marketing plans to spend on a specific scope, usually given in quarterly amounts.

Target Group

A specific segment of consumers who are the most likely to buy a company's products or services. This group shares common characteristics that make them more likely to purchase, such as demographics, interests, and behaviors.

Timeline View

A visual representation of activities on a calendar, showing their in-market periods.