



Plans

▼

National Plans

Add National Plan

+

Name	Budget ▼	Description / Notes
French Fry 057	\$30,000,000	Lorem ipsum dolor sit amet, consectetur adipiscing elit
French Fry 012	\$23,000,000	Lorem ipsum dolor sit amet, consectetur adipiscing elit
French Fry 073	\$19,375,000	Lorem ipsum dolor sit amet, consectetur adipiscing elit



▼

Co-op Plans

Add Co-op Plan

+

Name	Budget ▼	Description / Notes
French Fry 057	\$30,000,000	Lorem ipsum dolor sit amet, consectetur adipiscing elit
French Fry 012	\$23,000,000	Lorem ipsum dolor sit amet, consectetur adipiscing elit
French Fry 073	\$19,375,000	Lorem ipsum dolor sit amet, consectetur adipiscing elit





Experiments

Simulation Experiments

Add Simulation Experiment +

Name	National	Co-op	Date ▼	Total Budget	Projected Sales	Description / Notes
French Fry 057	FF Afternoons	Beef	06.24.17	\$3,000,000	\$15,000,000	Lorem ipsum dolor sit amet, consectetur adipiscing elit
French Fry 012	FF Mornings	Chicken	06.29.17	\$10,000,000	\$23,000,000	Lorem ipsum dolor sit amet, consectetur adipiscing elit
French Fry 073	FF Evenings	Fish	07.13.17	\$6,500,000	\$19,375,000	Lorem ipsum dolor sit amet, consectetur adipiscing elit



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Strategic Experiments

Add Strategic Experiment +

Name	National	Co-op	Date ▼	Total Budget	Projected Sales	Description / Notes
French Fry 057	FF Afternoons	Beef	06.24.17	\$3,000,000	\$15,000,000	Lorem ipsum dolor sit amet, consectetur adipiscing elit
French Fry 012	FF Mornings	Chicken	06.29.17	\$10,000,000	\$23,000,000	Lorem ipsum dolor sit amet, consectetur adipiscing elit
French Fry 073	FF Evenings	Fish	07.13.17	\$6,500,000	\$19,375,000	Lorem ipsum dolor sit amet, consectetur adipiscing elit

Rows per page: 10 ▼ 1-3 of 3 < >

Plan Set Results - French Fry 057

Last Modified by JDoe | 072416 14:36:20

Total Projected Sales - \$225,000,000

Total Budget - \$100,000,000

Export Results



National Plan - French Fry 012 | Total Budget - \$50,000,000

Add Campaign



Campaign



Date Range

Weeks

Budget



French Fry Morning

01.01 - 01.31

12

\$15,000,000



French Fry Afternoon

01.01 - 01.31

12

\$10,000,000



French Fry Evening

01.01 - 01.31

12

\$25,000,000

Rows per page:

10



1-3 of 3



Campaign



Date Range

Weeks

Budget



French Fry Morning

01.01 - 01.31

12

\$15,000,000



French Fry Afternoon

01.01 - 01.31

12

\$10,000,000



French Fry Evening

01.01 - 01.31

12

\$25,000,000

Rows per page:

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1-3 of 3



SIMULATE PLAN

SAVE PLAN SET AS



Plan Set Results - French Fry 057

Last Modified by JDoe | 072416 14:36:20

Total Projected Sales - Pending...

Total Budget - \$100,000,000

Export Results



National Plan - French Fry 012 | Total Budget - \$50,000,000

Add Campaign



⌵	Campaign ▼	Date Range	# Weeks	Budget					
➤	French Fry Morning	01.01 - 01.31	12	\$15,000,000					
⌵	French Fry Afternoon	01.01 - 01.31	12	\$10,000,000					
	Product	Promotion	Channel	% Allocation	\$ Allocation	Historical Spend	Contrib to Sales	ROMI	Halo/Cannibal
	French Fry	Core/Existing Product	Digital	40%	\$4,000,000	\$10,000,000 \$25,000,000	57%	1.5	● ●
	French Fry	New Product/LTO	TV	35%	\$3,500,000	\$500,000 \$15,000,000	32%	2.3	● ●
	French Fry	Brand	Radio	25%	\$2,500,000	\$750,000 \$13,000,000	41%	1.4	●
➤	French Fry Evening	01.01 - 01.31	12	\$25,000,000					

Rows per page:

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1-3 of 3



Co-Op Plan - French Fry Chicago | Total Budget - \$50,000,000

Add Campaign



⌵	Campaign ▾	Date Range	# Weeks	Budget					
➤	French Fry Morning	01.01 - 01.31	12	\$15,000,000					
➤	French Fry Afternoon	01.01 - 01.31	12	\$10,000,000					
➤	French Fry Evening	01.01 - 01.31	12	\$25,000,000					

Rows per page:

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1-3 of 3



SIMULATE PLAN

SAVE PLAN SET AS



Plans

▼ National Plans

Add National Plan

Name	Budget ▼	Description / Notes
French Fry 057	\$30,000,000	Lorem ipsum dolor sit amet, consectetur adipiscing elit
French Fry 012	\$23,000,000	Lorem ipsum dolor sit amet, consectetur adipiscing elit
French Fry 073	\$19,375,000	Lorem ipsum dolor sit amet, consectetur adipiscing elit

▼ Co-op Plans

Add Co-op Plan

Name	Budget ▼	Description / Notes
French Fry 057	\$30,000,000	Lorem ipsum dolor sit amet, consectetur adipiscing elit
French Fry 012	\$23,000,000	Lorem ipsum dolor sit amet, consectetur adipiscing elit
French Fry 073	\$19,375,000	Lorem ipsum dolor sit amet, consectetur adipiscing elit

National Plan - New

French Fry Afternoon



Name

Budget

Description / Notes (optional)

French Fry Afternoon

\$

SAVE

CANCEL

French Fry Midnight

Name

French Fry Midnight

National Plan

☐ French Fry 058

Co-op Plan

☐ French Fry 058

Description / Notes (optional)

SAVE

CANCEL

National Plan - Clone

French Fry Afternoon 001



Select a Plan to Clone

French Fry Afternoon ▼

Name

Budget

Description / Notes (optional)

French Fry Afternoon 001

\$10,000,000

SAVE

CANCEL

National Plan - Edit

French Fry Afternoon



Name

Budget

Description / Notes (optional)

French Fry Afternoon

\$30,000,000

Lorem ipsum dolor sit amet, consectetur adipiscing elit

SAVE

CANCEL



Experiments

Simulation Experiments

Add Simulation Experiment +

Name	National	Co-op	Date ▼	Total Budget	Projected Sales	Description / Notes
French Fry 057	FF Afternoons	Beef	06.24.17	\$3,000,000	\$15,000,000	Lorem ipsum dolor sit amet, consectetur adipiscing elit
French Fry 012	FF Mornings	Chicken	06.29.17	\$10,000,000	\$23,000,000	Lorem ipsum dolor sit amet, consectetur adipiscing elit
French Fry 073	FF Evenings	Fish	07.13.17	\$6,500,000	\$19,375,000	Lorem ipsum dolor sit amet, consectetur adipiscing elit



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Strategic Experiments

Add Strategic Experiment +

Name	National	Co-op	Date ▼	Total Budget	Projected Sales	Description / Notes
French Fry 057	FF Afternoons	Beef	06.24.17	\$3,000,000	\$15,000,000	Lorem ipsum dolor sit amet, consectetur adipiscing elit
French Fry 012	FF Mornings	Chicken	06.29.17	\$10,000,000	\$23,000,000	Lorem ipsum dolor sit amet, consectetur adipiscing elit
French Fry 073	FF Evenings	Fish	07.13.17	\$6,500,000	\$19,375,000	Lorem ipsum dolor sit amet, consectetur adipiscing elit

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Simulation Experiment - New

French Fry Afternoon



Name	National	Co-op	Description / Notes (optional)
<input type="text" value="French Fry 057"/>	<div>Select ▼</div>	<div>Select ▼</div>	<input type="text" value="Enter an optional description and/or notes"/>

RUN EXPERIMENT

CANCEL

Simulation Experiment - Edit

French Fry Afternoon



Name	National	Co-op	Description / Notes (optional)
<div>French Fry 057</div>	<div>FF Afternoons</div>	<div>Beef</div>	<div>Lorem ipsum dolor sit amet, consectetur adipiscing elit</div>

SAVE

CANCEL



Plan Set Results - French Fry 057

Last Modified by JDoe | 072416 14:36:20

Total Projected Sales - \$225,000,000

Total Budget - \$100,000,000

Export Results



National Plan - French Fry 012 | Total Budget - \$50,000,000

Add Campaign



Campaign



Date Range

Weeks

Budget



French Fry Morning

01.01 - 01.31

12

\$15,000,000



French Fry Afternoon

01.01 - 01.31

12

\$10,000,000



French Fry Evening

01.01 - 01.31

12

\$25,000,000

Rows per page:

10



1-3 of 3



Campaign



Date Range

Weeks

Budget



French Fry Morning

01.01 - 01.31

12

\$15,000,000



French Fry Afternoon

01.01 - 01.31

12

\$10,000,000



French Fry Evening

01.01 - 01.31

12

\$25,000,000

Rows per page:

10



1-3 of 3



SIMULATE PLAN

SAVE PLAN SET AS



Plan Set Results - French Fry 057

Last Modified by JDoe | 072416 14:36:20

Total Projected Sales - Pending...

Total Budget - \$100,000,000

Export Results



National Plan - French Fry 012 | Total Budget - \$50,000,000

Add Campaign



⌵	Campaign ▾	Date Range	# Weeks	Budget					
➤	French Fry Morning	01.01 - 01.31	12	\$15,000,000					
⌵	French Fry Afternoon	01.01 - 01.31	12	\$10,000,000					
	Product	Promotion	Channel	% Allocation	\$ Allocation	Historical Spend	Contrib to Sales	ROMI	Halo/Cannibal
	French Fry	Core/Existing Product	Digital	40%	\$4,000,000	\$10,000,000 \$25,000,000	57%	1.5	● ●
	French Fry	New Product/LTO	TV	35%	\$3,500,000	\$500,000 \$15,000,000	32%	2.3	● ●
	French Fry	Brand	Radio	25%	\$2,500,000	\$750,000 \$13,000,000	41%	1.4	●
➤	French Fry Evening	01.01 - 01.31	12	\$25,000,000					

Rows per page:

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1-3 of 3



Co-Op Plan - French Fry Chicago | Total Budget - \$50,000,000

Add Campaign



⌵	Campaign ▾	Date Range	# Weeks	Budget						
➤	French Fry Morning	01.01 - 01.31	12	\$15,000,000						
➤	French Fry Afternoon	01.01 - 01.31	12	\$10,000,000						
➤	French Fry Evening	01.01 - 01.31	12	\$25,000,000						

Rows per page:

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1-3 of 3



SIMULATE PLAN

SAVE PLAN SET AS

New Simulation Campaign

New Optimized Campaign

Campaign (National)

Date Range

Weeks

Budget

French Fry Afternoon

01.01 - 01.31 

4

Product

Promotion

Channel

% Allocation

\$ Allocation

Select 

Select 

Select 

Add Tactic 

SAVE

CANCEL



Plan Set Results - French Fry 057

Last Modified by JDoe | 072416 14:36:20

Total Projected Sales - \$350,000,000

Total Budget - \$100,000,000

National Plan - French Fry 012 | Total Budget - \$50,000,000

Add Campaign +

⌵⌴	Campaign ▾	Date Range	# Weeks	Budget
>	French Fry Morning	01.01 - 01.31	12	\$15,000,000
⌵	French Fry Afternoon	01.01 - 01.31	12	\$10,000,000
>	French Fry Evening	01.01 - 01.31	12	\$25,000,000

Product	Promotion
French Fry	Core/Existing
French Fry	New Product/LTO
French Fry	Brand

Campaign ▾	Date Range	# Weeks	Budget
>	French Fry Morning	01.01 - 01.31	\$15,000,000
>	French Fry Afternoon	01.01 - 01.31	\$10,000,000
>	French Fry Evening	01.01 - 01.31	\$25,000,000

Plan Set - French Fry 057
Comparison Results

Projected Sales - \$227,500,000 (-35%)

Your Changes

National

- Campaign National French Fry Morning Added
- Tactic National French Fry Afternoon French Fry Channel TV to Radio
- Tactic National French Fry Afternoon French Fry Promotion Brand to New Product/LTO

Co-Op

- Campaign Co-Op French Fry Morning Removed
- Tactic Co-Op French Fry Afternoon Beef Core Product to Chicken Core
- Tactic Co-Op French Fry Evening Channel TV to Digital

ACCEPT CHANGE

REJECT CHANGE

Halo/Cannibal



Rows per page: 10 ▾ 1-3 of 3 < >

Add Campaign +


Rows per page: 10 ▾ 1-3 of 3 < >

SIMULATE PLAN

SAVE PLAN SET AS

Select a Campaign to Clone

French Fry Afternoon 057 ▼

Name		# Weeks	Budget
<u>French Fry Afternoon 058</u>	<u>01.01 - 01.31</u> 	4	<u>\$10,000,000</u>

Campaign (National)

Date Range

Weeks

Budget

French Fry Afternoon

01.01 - 01.31

12

\$10,000,000

Product	Promotion	Channel	% Allocation	\$ Allocation	Historical Spend	Contrib/Sales	ROMI	Halo/Cannibal	
French Fry	Core/Existing Product	Digital	40%	\$4,000,000	\$10,000,000 \$25,000,000	57%	1.5	<div></div> <div></div>	
French Fry	New Product/LTO	TV	35%	\$3,500,000	\$500,000 \$15,000,000	32%	2.3	<div></div> <div></div>	
French Fry	Brand	Radio	25%	\$2,500,000	\$750,000 \$13,000,000	41%	1.4	<div></div>	
Select	Select	Select			Add Tactic				

Plan Set Results - French Fry 057

Last Modified by JDoe | 072416 14:36:20

Total Projected Sales - \$225,000,000

Total Budget - \$100,000,000

Export Results



National Plan - French Fry 012 | Total Budget - \$50,000,000

Add Campaign



Campaign



Date Range

Weeks

Budget



French Fry Morning

01.01 - 01.31

12

\$15,000,000



French Fry Afternoon

01.01 - 01.31

12

\$10,000,000



French Fry Evening

01.01 - 01.31

12

\$25,000,000

Rows per page:

10



1-3 of 3



Campaign



Date Range

Weeks

Budget



French Fry Morning

01.01 - 01.31

12

\$15,000,000



French Fry Afternoon

01.01 - 01.31

12

\$10,000,000



French Fry Evening

01.01 - 01.31

12

\$25,000,000

Rows per page:

10



1-3 of 3



SIMULATE PLAN

SAVE PLAN SET AS



Plan Set Results - French Fry 057

Last Modified by JDoe | 072416 14:36:20

Total Projected Sales - Pending...

Total Budget - \$100,000,000

Export Results



National Plan - French Fry 012 | Total Budget - \$50,000,000

Add Campaign



<div><div></div><div></div></div>	Campaign ▾	Date Range	# Weeks	Budget					
>	French Fry Morning	01.01 - 01.31	12	\$15,000,000					
▼	French Fry Afternoon	01.01 - 01.31	12	\$10,000,000					
	Product	Promotion	Channel	% Allocation	\$ Allocation	Historical Spend	Contrib to Sales	ROMI	Halo/Cannibal
	French Fry	Core/Existing Product	Digital	40%	\$4,000,000	\$10,000,000 \$25,000,000	57%	1.5	<div><div></div><div></div></div>
	French Fry	New Product/LTO	TV	35%	\$3,500,000	\$500,000 \$15,000,000	32%	2.3	<div><div></div><div></div></div>
	French Fry	Brand	Radio	25%	\$2,500,000	\$750,000 \$13,000,000	41%	1.4	<div><div></div></div>
>	French Fry Evening	01.01 - 01.31	12	\$25,000,000					

Rows per page:

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1-3 of 3



Co-Op Plan - French Fry Chicago | Total Budget - \$50,000,000

Add Campaign



	Campaign	Date Range	# Weeks	Budget					
	French Fry Morning	01.01 - 01.31	12	\$15,000,000					
	French Fry Afternoon	01.01 - 01.31	12	\$10,000,000					
	French Fry Evening	01.01 - 01.31	12	\$25,000,000					

Rows per page:

10



1-3 of 3



SIMULATE PLAN

SAVE PLAN SET AS

New Simulation Campaign

New Optimized Campaign

Campaign (National)

Date Range

Weeks

Budget

French Fry Afternoon

01.01 - 01.31 

4

Product

Promotion

Channel

% Allocation

\$ Allocation

Select 

Select 

Select 

Add Tactic 

RUN OPTIMIZER

CANCEL

National Campaign - Optimize

French Fry Afternoon

X

Campaign (National)

Date Range

Weeks

Budget

French Fry Afternoon

01.01 - 01.31

12

\$10,000,000

Product	Promotion	Channel	% Allocation		\$ Allocation	Historical Spend	Contrib/Sales	ROMI	Halo/Cannibal	
French Fry	Core/Existing Product	Digital	40%		\$4,000,000	\$10,000,000 \$25,000,000	57%	1.5	<div><div></div><div></div></div>	
French Fry	New Product/LTO	TV	35%		\$3,500,000	\$500,000 \$15,000,000	32%	2.3	<div><div></div><div></div></div>	
French Fry	Brand	Radio	25%		\$2,500,000	\$750,000 \$13,000,000	41%	1.4	<div><div></div></div>	

RUN OPTIMIZER

CANCEL



Plan Set Results - French Fry 057

Last Modified by JDoe | 072416 14:36:20

Total Projected Sales - \$350,000,000

Total Budget - \$100,000,000

National Plan - French Fry 012 | Total Budget - \$50,000,000

Add Campaign +

	Campaign	Date Range	# Weeks	Budget	
>	French Fry Morning	01.01 - 01.31	12	\$15,000,000	
▼	French Fry Afternoon	01.01 - 01.31	12	\$10,000,000	
	Product	Promotion			
	French Fry	Core/Existing Product			
	French Fry	New Product/LTO			
	French Fry	Brand			
>	French Fry Evening	01.01 - 01.31	12	\$25,000,000	

National - French Fry Afternoon
Optimizer Results

New Projected Sales - \$425,500,000 (+35%)
Old Campaign Budget - \$100,000,000
New Plan Budget - \$97,000,000

Optimizer Changes

Product	Promotion	Channel	Alloc	Budget
French Fry	Core/Existing Product	Digital	32% (40%)	\$4,160,000
French Fry	New Product/LTO	TV	35%	\$4,550,000
French Fry	Brand	Radio	33% (25%)	\$4,290,000

ACCEPT CHANGE

REJECT CHANGE



Halo/Cannibal



Rows per page: 10 1-3 of 3 < >

Add Campaign +

Rows per page: 10 1-3 of 3 < >

SIMULATE PLAN

SAVE PLAN SET AS

Plan Set Results - French Fry 057

Last Modified by JDoe | 072416 14:36:20

Total Projected Sales - \$225,000,000

Total Budget - \$100,000,000

Export Results



National Plan - French Fry 012 | Total Budget - \$50,000,000

Add Campaign



Campaign



Date Range

Weeks

Budget



French Fry Morning

01.01 - 01.31

12

\$15,000,000



French Fry Afternoon

01.01 - 01.31

12

\$10,000,000



French Fry Evening

01.01 - 01.31

12

\$25,000,000

Rows per page:

10



1-3 of 3



Campaign



Date Range

Weeks

Budget



French Fry Morning

01.01 - 01.31

12

\$15,000,000



French Fry Afternoon

01.01 - 01.31

12

\$10,000,000



French Fry Evening

01.01 - 01.31

12

\$25,000,000

Rows per page:

10



1-3 of 3



SIMULATE PLAN

SAVE PLAN SET AS

Alerts, Messages, Tool Tips, & Errors

Alerts

These alerts are surfaced when the user onhovers on a selection which is not active due to an unmet requirement

Plan Set Results - French Fry 057

Last Modified by JDoe | 072416 14:36:20

Total Projected Sales - \$225,000,000

Total Budget - \$100,000,000

Export Results



National Plan - French Fry 012 | Total Budget - \$50,000,000

Add Campaign



Campaign	Date Range	# Weeks	Budget
French Fry Morning	01.01 - 01.31	12	\$15,000,000
French Fry Afternoon	01.01 - 01.31	12	\$10,000,000
French Fry Evening	01.01 - 01.31	12	\$25,000,000

Plan must be Simulated before Optimized.



Rows per page: 10 1-3 of 3

Co-Op Plan - French Fry Chicago | Total Budget - \$50,000,000

Add Campaign



Campaign	Date Range	# Weeks	Budget
French Fry Morning	01.01 - 01.31	12	\$15,000,000
French Fry Afternoon	01.01 - 01.31	12	\$10,000,000
French Fry Evening	01.01 - 01.31	12	\$25,000,000

Plan must be modified before Simulated.

Plan must be modified before Saved.

SIMULATE PLAN

SAVE PLAN SET AS

Rows per page: 10 1-3 of 3

Plan Set Results - French Fry 057

Last Modified by JDoe | 072416 14:36:20

French Fry Snack Campaign has been deleted. Undo



Export Results



National Plan - French Fry 012 | Total Budget - \$50,000,000

Add Campaign



Campaign	Date Range	# Weeks	Budget
French Fry Morning	01.01 - 01.31	12	\$15,000,000
French Fry Afternoon	01.01 - 01.31	12	\$10,000,000
French Fry Evening	01.01 - 01.31	12	\$25,000,000



Rows per page: 10 1-3 of 3

Co-Op Plan - French Fry Chicago | Total Budget - \$50,000,000

Add Campaign



Campaign	Date Range	# Weeks	Budget
French Fry Morning	01.01 - 01.31	12	\$15,000,000
French Fry Afternoon	01.01 - 01.31	12	\$10,000,000
French Fry Evening	01.01 - 01.31	12	\$25,000,000

SIMULATE PLAN

SAVE PLAN SET AS

Rows per page: 10 1-3 of 3

Plan Set Results - French Fry 057

Last Modified by JDoe | 072416 14:36:20

Total Projected Sales - \$225,000,000

Total Budget - \$100,000,000

Export Results



National Plan - French Fry 012 | Total Budget - \$50,000,000

Add Campaign



Campaign	Date Range	# Weeks	Budget
French Fry Morning	01.01 - 01.31	12	\$15,000,000
French Fry Afternoon	01.01 - 01.31	12	\$10,000,000
French Fry Evening	01.01 - 01.31	12	\$25,000,000

Expand/Collapse All Campaigns

Expand Campaign

Optimizer

Edit

Delete

Edit

Export

Delete

Edit

Clone

Delete

Rows per page: 10 1-3 of 3

Co-Op Plan - French Fry Chicago | Total Budget - \$50,000,000

Add Campaign



Campaign	Date Range	# Weeks	Budget
French Fry Morning	01.01 - 01.31	12	\$15,000,000
French Fry Afternoon	01.01 - 01.31	12	\$10,000,000
French Fry Evening	01.01 - 01.31	12	\$25,000,000

SIMULATE PLAN

SAVE PLAN SET AS

Rows per page: 10 1-3 of 3

Tool Tips

The tool tips are surfaced when a user onhovers over an icon

Add Simulation Experiment



Add National Plan



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page: 10 1-3 of 3

page: 10 1-3 of 3

page: 10 1-3 of 3

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page: 10 1-3 of 3

page: 10 1-3 of 3

Add Strategic Experiment



Add Co-op Plan



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page: 10 1-3 of 3

page: 10 1-3 of 3

page: 10 1-3 of 3

