



Preparing Email Campaigns

Document 1.0

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Introduction

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

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

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

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

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

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

Email Templates

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

Here are the steps to create an email template:

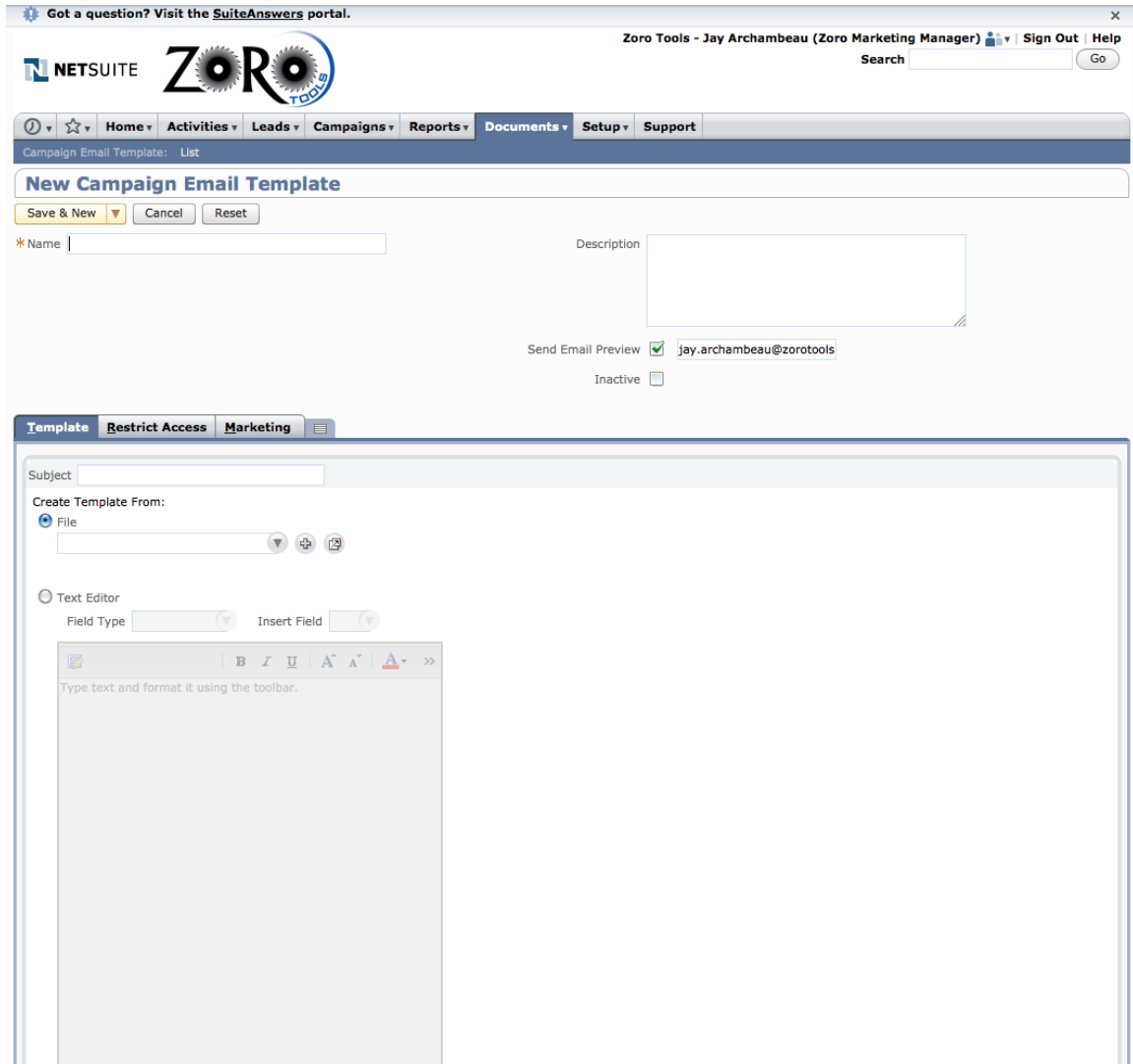
1. Within the NetSuite interface, navigate to: Campaigns -> Marketing -> Marketing Templates -> New



2. Click “Campaign”

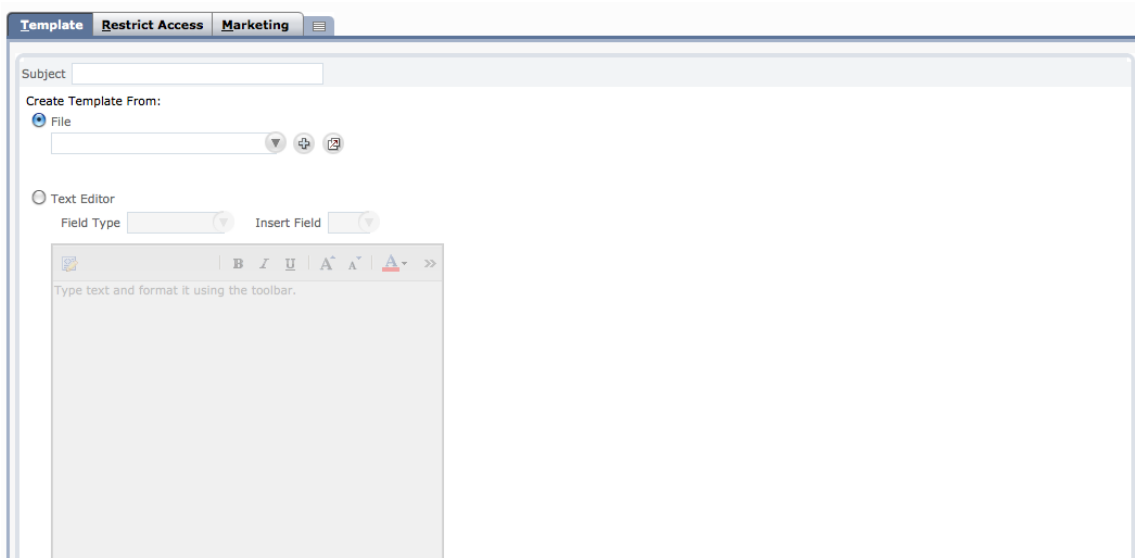


3. The “New Email Template” window will appear with the prompt set at the first field, “* Name”



4. Complete the pertinent information in each of the fields
 - a. Template Name
 - b. Description (This is a note field that is not visible to the customer, but may be helpful for version control, A/B Testing purposes, etc.
 - c. The email preview option may be changed at any time, in order to send a single test to the recipient noted in the text pane. However, when the template is saved and later re-opened, the preview option will default to the file originator.
 - d. Ensure that the “Inactive” check box is not selected

5. On the “Template” sub-tab (see screen capture below), Insert the Subject Line. This is the actual subject line of the email creative, and is visible to the customer. You may personalize the subject line with the recipient’s first name by using the following code: <NLFIRSTNAME>. This code is case-sensitive.
 - a. An example subject line: <NLFIRSTNAME>, Save 10% on your order today!
 - b. Personalization is optional, but email best practices suggest higher open rates when the recipient’s first name is included.



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

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



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

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

Got a question? Visit the [SuiteAnswers](#) portal.

NETSUITE ZORO TOOLS

Zoro Tools - Jay Archambeau (Zoro Marketing Manager) | Sign Out | Help

Search [] Go

Home | Activities | Leads | Campaigns | Reports | Documents | Setup | Support

Campaign Email Template: List

New Campaign Email Template

Save & New | Cancel | Reset

* Name [] Description []

Send Email Preview jay.archambeau@zorotools

Inactive

Template | Restrict Access | Marketing

From Name []

* From Email Address []

* Reply to Email Address []

Email as Sales Rep

Campaign Domain mail.zorotools.com []

Subscription []

Track Outgoing Email

Save & New | Cancel | Reset

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

Template | Restrict Access | Marketing

From Name Zoro Tools

* From Email Address zorotools@zorotools.com []

* Reply to Email Address zorotools@zorotools.com []

Email as Sales Rep

Campaign Domain mail.zorotools.com []

Subscription Email Marketing []

Track Outgoing Email

Save & New | Cancel | Reset

8. When completed, click "Save and New" to save the template and build another new template. Or, choose the arrow button to the right of "Save & New" and select "Save."
9. The email template is now saved and ready to be referenced by the criteria of the Saved Search (we'll build that next).
10. Upon clicking "Save," the NetSuite system will deliver an initial preview email to the email selected on the template form (see screen shot above). Each time there are any revisions saved affecting the email template file, a preview file is subsequently sent.
11. It is certainly a good idea to send formal test messages of the campaign before it is launched. For an easy way to do this, set up a Saved Search and accompanying Group of employees or other

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

Adding Google Analytics Tracking

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

For eBlasts:

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

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

The full encoded URL would appear as this:

http://www.zorotools.com/pages/seasonal/winter/?utm_source=eblast&utm_medium=email&utm_campaign=winter

-or-

``

For Campaigns:

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

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

The full encoded URL would appear as this:

``

-or-

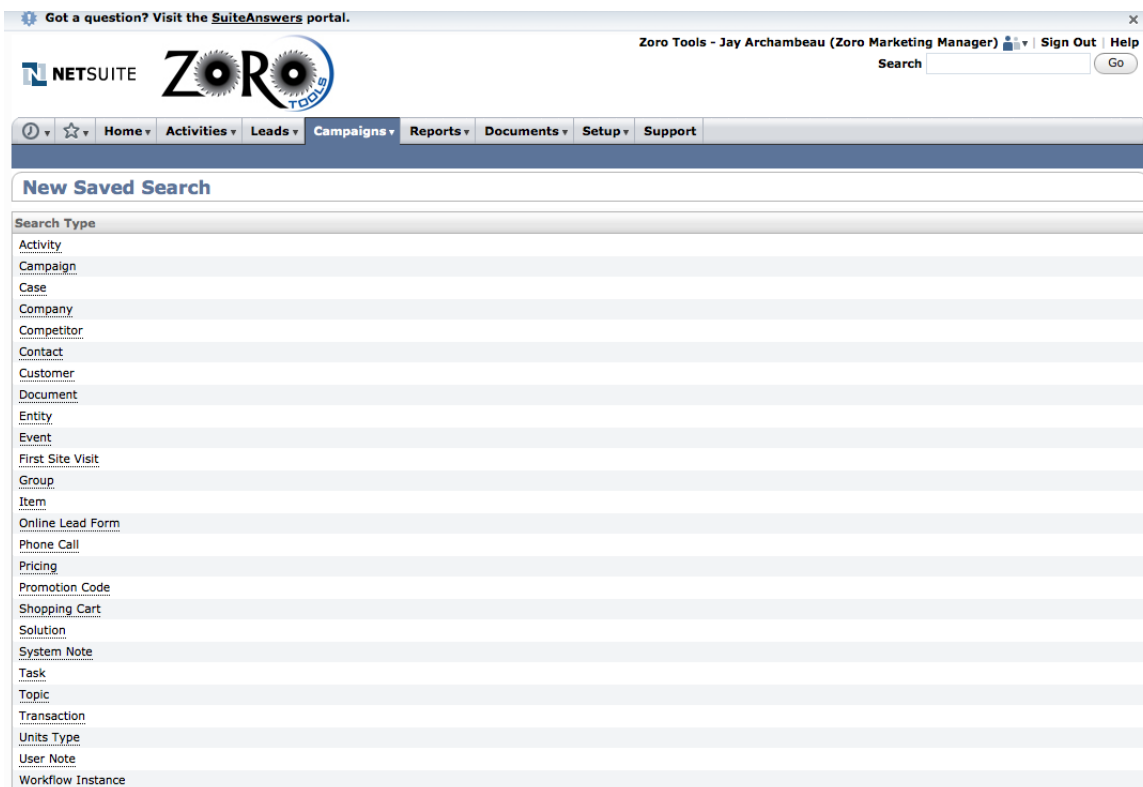
``

Saved Searches

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

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

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



3. The following new screen should appear:

Got a question? Visit the SuiteAnswers portal.

NETSUITE ZORO TOOLS

Zoro Tools - Jay Archambeau (Zoro Marketing Manager) | Sign Out | Help

Search [] Go

Home | Activities | Leads | Campaigns | Reports | Documents | Setup | Support

Customer: List | Search | Audit Trail

Saved Customer Search

Save | Reset | Cancel | Preview | More Actions

* Search Title: Custom Customer Search

ID: []

Public:

Available as List View:

Available as Dashboard View:

Available as Sublist View:

Available for Reminders:

Show In Menu:

Criteria | Results | Highlighting | Available Filters | Audience | Roles | Email | Execution Log

Use this tab to specify criteria that narrow down your search.

Use Expressions:

Standard | Summary

* Filter	* Description	Formula
[]	[]	[]

Add | Insert | Remove | Cancel

Save | Reset | Cancel | Preview | More Actions

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

Got a question? Visit the SuiteAnswers portal.

NETSUITE ZORO TOOLS

Zoro Tools - Jay Archambeau (Zoro Marketing Manager) | Sign Out | Help

Search [] Go

Home | Activities | Leads | Campaigns | Reports | Documents | Setup | Support

Customer: List | Search | Audit Trail

Saved Customer Search

Save | Reset | Cancel | Preview | More Actions

* Search Title: Customer List A

ID: []

Public:

Available as List View:

Available as Dashboard View:

Available as Sublist View:

Available for Reminders:

Show In Menu:

Criteria | Results | Highlighting | Available Filters | Audience | Roles | Email | Execution Log

Use this tab to specify criteria that narrow down your search.

Use Expressions:

Standard | Summary

* Filter	* Description	Formula
[]	[]	[]

Add | Insert | Remove | Cancel

Save | Reset | Cancel | Preview | More Actions

c. On the criteria tab, it is imperative to include the following criteria selections for the reasoning specified.

i. Email...Does not contain .edu

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

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

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

iii. Email ... Does not contain .gov

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

iv. Email ... Does not contain .mil

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

v. Email ... Does not contain .usps

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

vi. Email ... is not empty

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

vii. Email ... does not contain noemail

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

viii. Email ... does not contain fakeemail

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NETSUITE **ZERO** TOOLS

Zoro Tools - Jay Archambeau (Zoro Marketing Manager) | Sign Out | Help

Search

Home | Activities | Leads | Campaigns | Reports | Documents | Setup | Support

Customer: List | Search | Audit Trail

Saved Customer Search

Save | Reset | Cancel | Preview | More Actions

* Search Title: Available as Dashboard View

ID: Available as Sublist View

Public: Available for Reminders

Available as List View Show In Menu

Criteria | Results | Highlighting | Available Filters | Audience | Roles | Email | Execution Log

Use this tab to specify criteria that narrow down your search.

Use Expressions

Standard | Summary

* Filter	* Description	Formula
Email	does not contain .edu	
Email	does not contain .fed.us	
Email	does not contain .gov	
Email	does not contain .mil	
Email	does not contain .usps	
Email	is not empty	
Email	does not contain noemail	
Email	does not contain fakeemail	

Save | Reset | Cancel | Preview | More Actions

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

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NETSUITE **ZORO** TOOLS

Zoro Tools - Jay Archambeau (Zoro Marketing Manager) | Sign Out | Help

Search Go

Home Activities Leads Campaigns Reports Documents Setup Support

Customer: List Search Audit Trail

Saved Customer Search

Save Reset Cancel Preview More Actions

*Search Title: Customer List A

ID:

Public

Available as List View

Available as Dashboard View

Available as Sublist View

Available for Reminders

Show In Menu

Criteria Results Highlighting Available Filters Audience Roles Email Execution Log

Use this tab to specify criteria that narrow down your search.

Use Expressions

Standard Summary

Not	Parens	*Filter	*Description	Formula	Parens	And/Or
		Email	does not contain .edu			And
		Email	does not contain .fed.us			And
		Email	does not contain .gov			And
		Email	does not contain .mil			And
		Email	does not contain .usps			And
		Email	is not empty			And
		Email	does not contain noemail			And
		Email	does not contain fakeemail			And

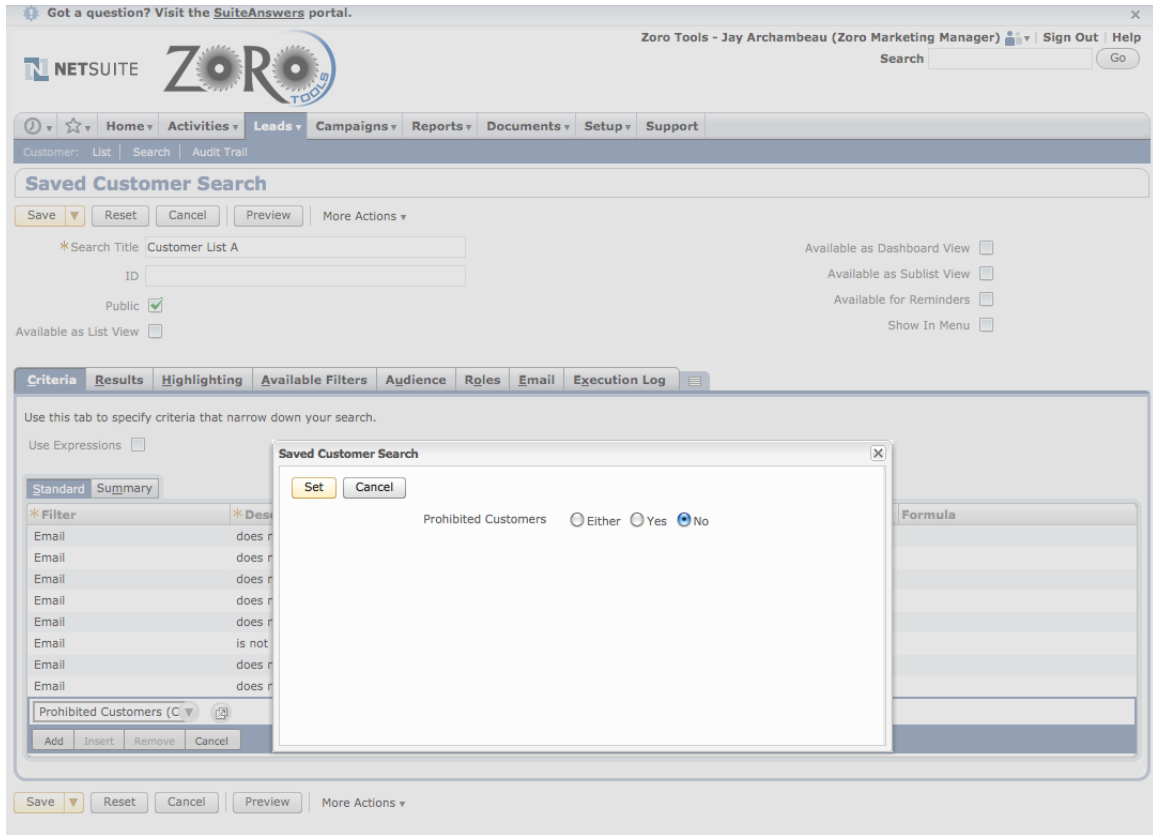
Add Insert Remove Cancel

Save Reset Cancel Preview More Actions

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

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

Please see the screen capture below:



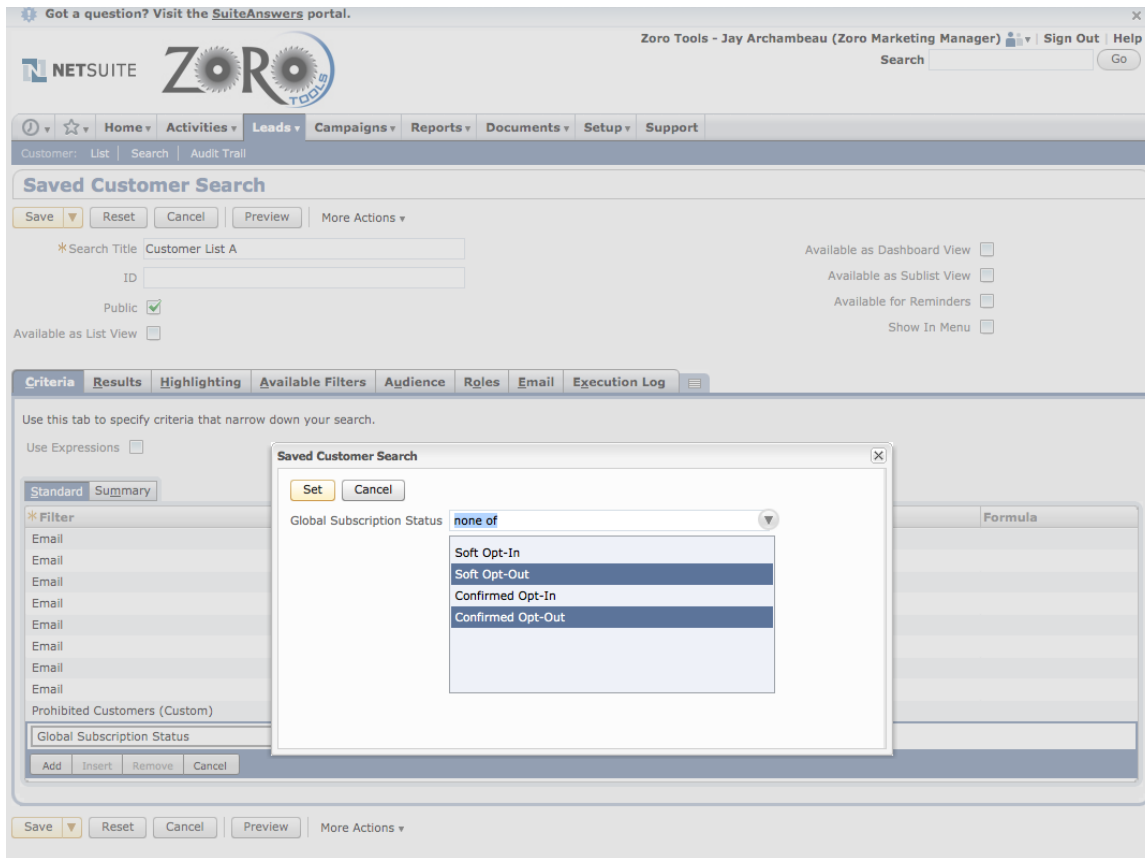
ii. Global Subscription Status ... none of: Soft Opt-Out and Confirmed Opt-Out

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

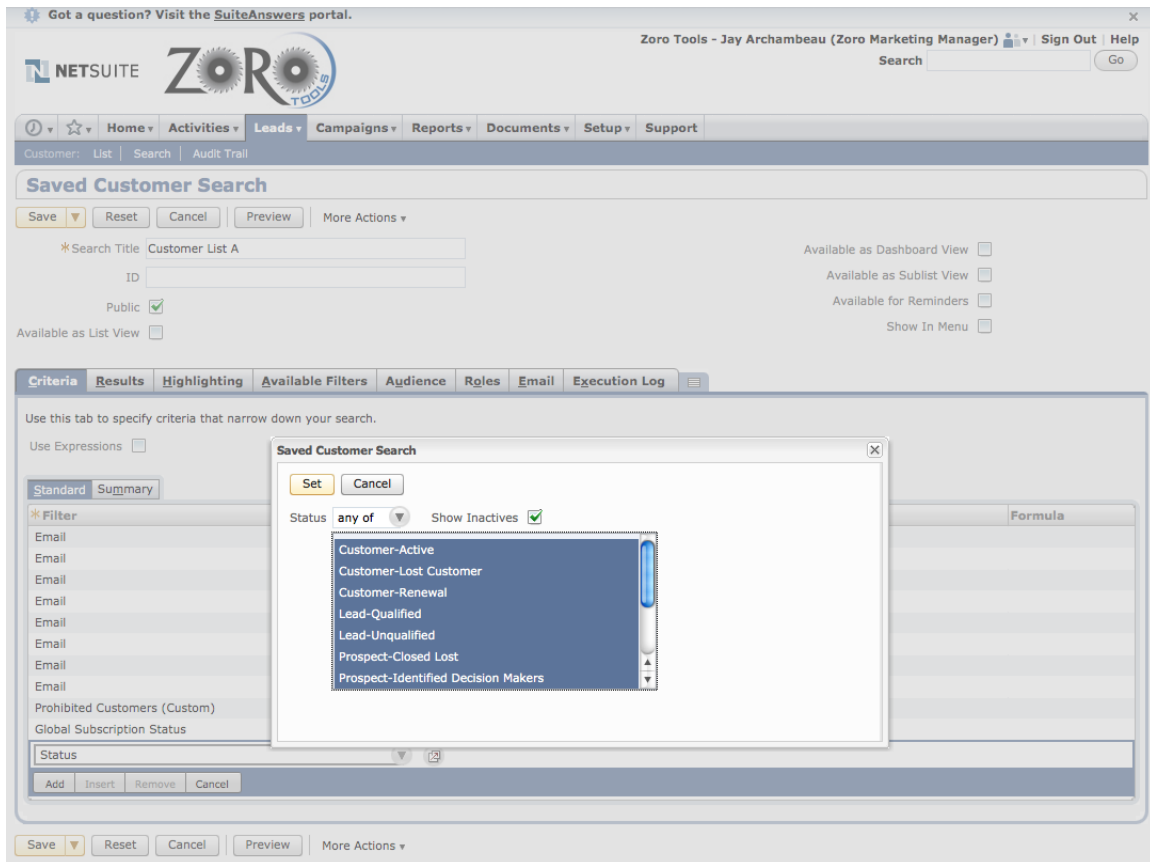
It is important to note at this time, the difference between records (customers / leads) who have opted-out:

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

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



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



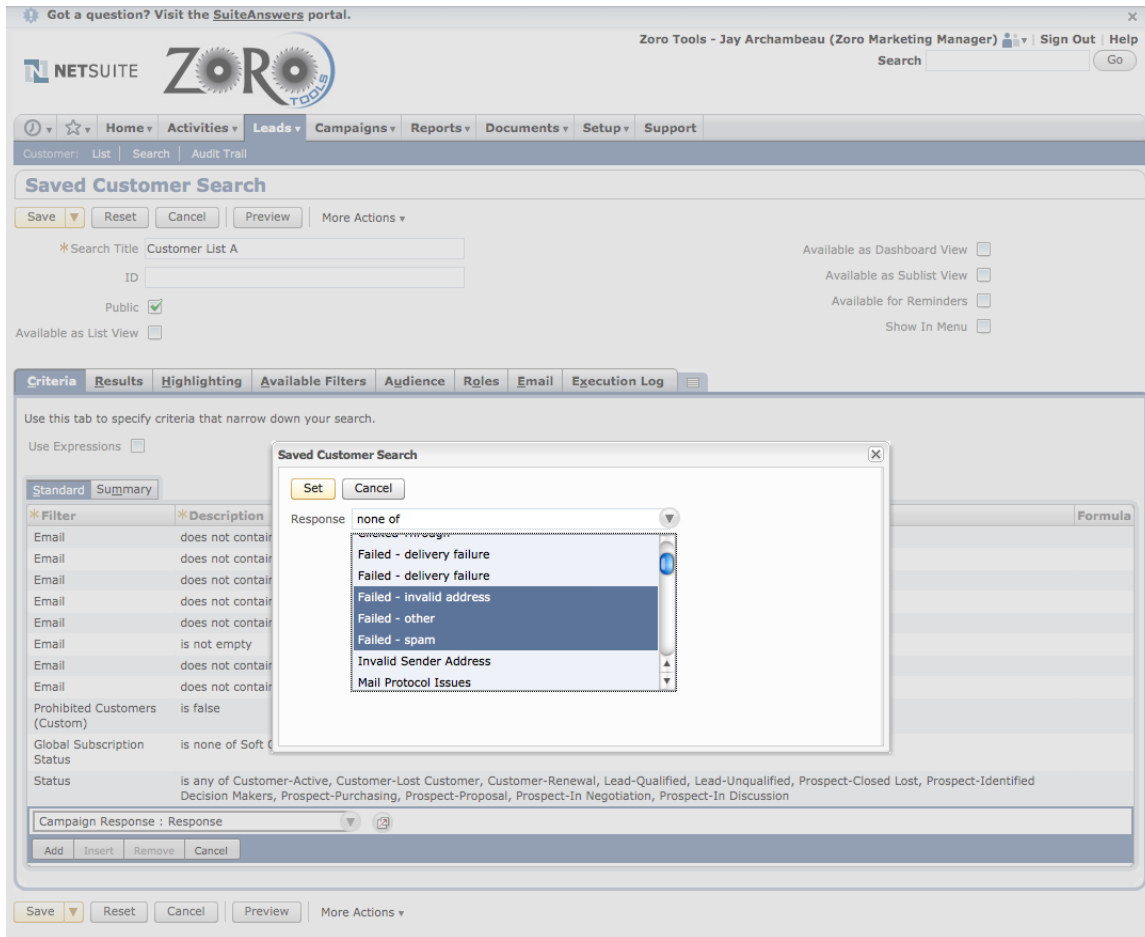
iv. To recap, the listed choices may include the following selections:

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

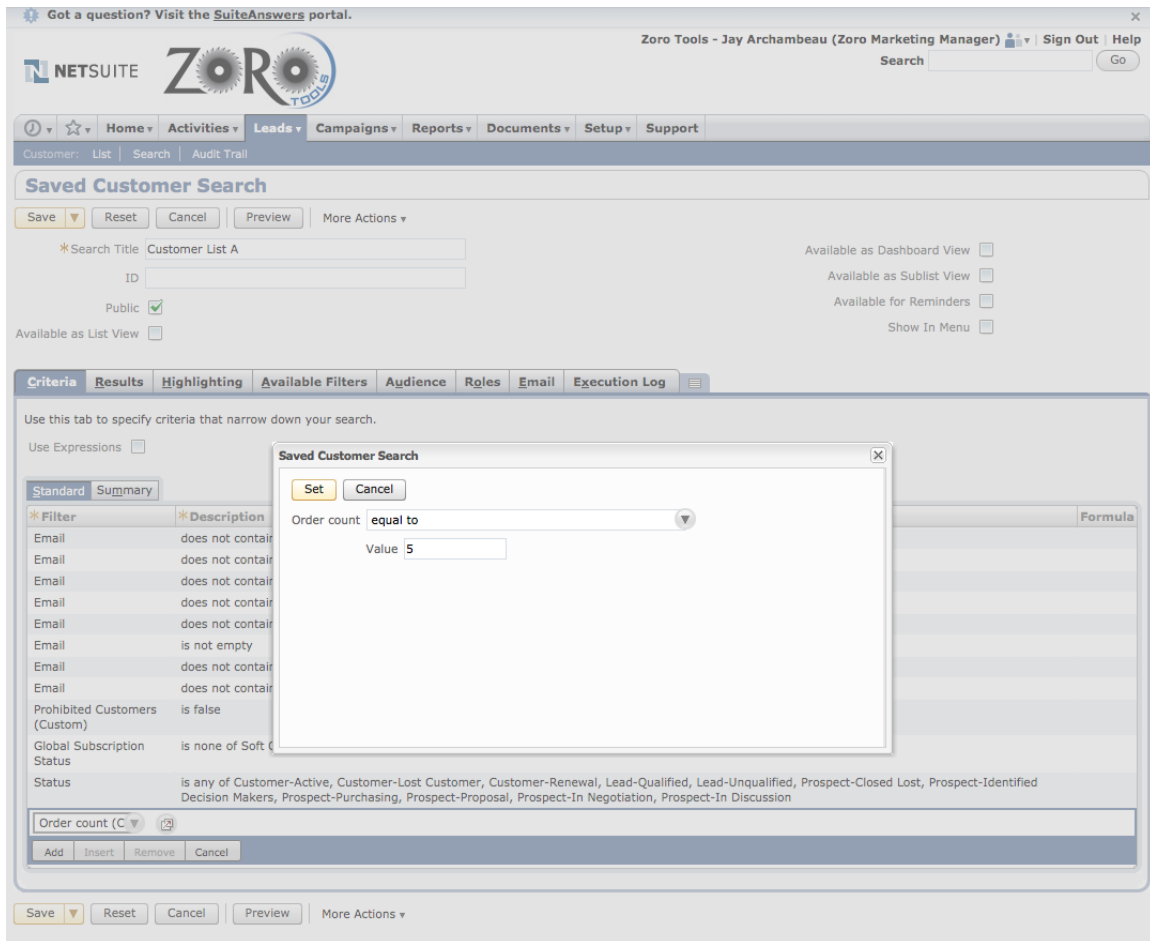
In order to segment Customers (with purchase history) from Leads (potential customers who have not purchased), you may select and de-select these particular record status criteria.

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

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



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



Additional criteria (per business need) may also include:

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

Got a question? Visit the [SuiteAnswers](#) portal.

Zoro Tools - Jay Archambeau (Zoro Marketing Manager) | Sign Out | Help

NETSUITE **ZORO**

Search

Home | Activities | **Leads** | Campaigns | Reports | Documents | Setup | Support

Customer: List | Search | Audit Trail

Saved Customer Search

Save | Reset | Cancel | Preview | More Actions

*Search Title: Available as Dashboard View

ID: Available as Sublist View

Public Available for Reminders

Available as List View Show In Menu

Criteria | Results | Highlighting | Available Filters | Audience | Roles | Email | Execution Log

Use this tab to specify criteria that narrow down your search.

Use Expressions

Standard | Summary

*Filter	*Description	Formula
Email	does not contain .edu	
Email	does not contain .fed.us	
Email	does not contain .gov	
Email	does not contain .mil	
Email	does not contain .usps	
Email	is not empty	
Email	does not contain noemail	
Email	does not contain fakeemail	
Prohibited Customers (Custom)	is false	
Global Subscription Status	is none of Soft Opt-Out, Confirmed Opt-Out	
Status	is any of Customer-Active, Customer-Lost Customer, Customer-Renewal, Lead-Qualified, Lead-Unqualified, Prospect-Closed Lost, Prospect-Identified Decision Makers, Prospect-Purchasing, Prospect-Proposal, Prospect-In Negotiation, Prospect-In Discussion	

Transaction Fields...

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NETSUITE **ZORO** Zoro Tools - Jay Archambeau (Zoro Marketing Manager) Sign Out Help

Search Go

Home Activities Leads Campaigns Reports Documents Setup Support

Customer: List Search Audit Trail

Saved Customer Search

Save Reset Cancel Preview More Actions

* Search Title: Customer List A
 ID:
 Public:
 Available as List View:

Available as Dashboard View:
 Available as Sublist View:
 Available for Reminders:
 Show In Menu:

Criteria Results Highlighting Available Filters Audience Roles Email Execution Log

Use this tab to specify criteria that narrow down your search.
 Use Expressions:

Standard Summary

* Filter	* Description	Formula
Email	does not contain .edu	
Email	does not contain .fed.us	
Email	does not contain .gov	
Email	does not contain .mil	
Email	does not contain .usps	
Email	is not empty	
Email	does not contain noemail	
Email	does not contain fakeemail	
Prohibited Customers (Custom)	is false	
Global Subscription Status	is none of Soft Opt-Out, Confirmed Opt-Out	
Status	is any of Customer-Active, Customer-Lost Customer, Customer-Renewal, Lead-Qualified, Lead-Unqualified, Prospect-Closed Lost, Prospect-identified Decision Makers, Prospect-Purchasing, Prospect-Proposal, Prospect-In Negotiation, Prospect-In Discussion	
Campaign Response : Response	is none of Failed - invalid address, Failed - other, Failed - spam, Invalid Sender Address, Mailbox Disabled, Mailbox not accepting messages, Subscribed, Subscribed	

Add Insert Remove Cancel

Save Reset Cancel Preview More Actions

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

Got a question? Visit the [SuiteAnswers portal](#).

NETSUITE ZORO TOOLS

Zoro Tools - Jay Archaubeau (Zoro Marketing Manager) | Sign Out | Help

Search Go

Home Activities Leads Campaigns Reports Documents Setup Support

Customer: List Search Audit Trail

Saved Customer Search: Customer List A

Save Reset Cancel Preview Change ID More Actions

*Search Title Available as Dashboard View

ID Available as Sublist View

Owner Available for Reminders

Public Show In Menu

Available as List View

Criteria Results Highlighting Available Filters Audience Roles Email Execution Log

Use this tab to indicate columns to be included in the search results as well as sort order.

Sort By Descending Output Type

Then By Descending Show Totals

Then By Descending My Preferred Search Results

Remove All Add Multiple

* Field	Summary Type	Function	Formula	Custom Label	Summary Label
ID					
Name					
Done	Insert	Remove	Cancel	Move Up	Move Down
Email		Group			
Phone		Count			
Office Phone		Sum			
Fax		Minimum			
Primary Contact		Maximum			
Alt. Email		Average			
Phone Number (Custom)					
Industry (Custom)					
Other Business (Custom)					
Individual (Custom)					
Address (Custom)					
Address 2 (Custom)					
City (Custom)					
State (Custom)					
Zip Code (Custom)					
Pipe, Valves & Fittings (Custom)					
Review (Custom)					
Dun & Bradstreet # (Custom)					
Order count (Custom)					
[Click here for a new line]					

Save Reset Cancel Preview Change ID More Actions

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

Groups (Dynamic)

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

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

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

The screenshot shows the NetSuite Zoro Marketing Manager interface. The user is logged in as Jay Archambeau. The navigation menu is open, showing the path: Campaigns -> Marketing -> Groups -> New. The 'New' button is highlighted. The interface also displays a 'Top 5 Promotion Code By Sales...' bar chart, a 'KPI Meter' for 'New Business (Sales Orders)' showing \$3,923 today vs yesterday, and another 'KPI Meter' for 'New Customers (Sales Orders)' showing 2,121 this month vs last month. A table on the right shows performance metrics for various campaigns.

	Current	Previous	Change
Search	60.58%	60.97%	↓ 0.6%
nth vs Last Month	\$3,923	\$42,199	↓ 90.7%
is Yesterday	2,121	4,016	↓ 47.2%
This Month vs Last Month	0	0	0.0%
Today vs Yesterday	\$30,728	\$35,812	↓ 14.2%
Current	\$201,829		

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

Got a question? Visit the [SuiteAnswers portal](#).

NETSUITE **ZORO** Today's

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Search Go

Home Activities Leads Campaigns Reports Documents Setup Support

Create Group

Continue

What kind of group would you like to create?

Dynamic
 Automatically update group membership based on saved search criteria. You cannot add or remove individual members, but you can change search criteria.

Static
 Add specific group members. The membership of static groups does not change automatically, but you can add or remove members at any time.

What kind of members would you like to include?
 Customer

4. Click “Continue”

Got a question? Visit the [SuiteAnswers portal](#).

NETSUITE **ZORO** Today's

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Search Go

Home Activities Leads Campaigns Reports Documents Setup Support

Create Dynamic Customer Group: List Search

Create Dynamic Customer Group

Save Cancel Reset

*Name

Type Customer

*Saved Search

*Owner Jay Archambeau

Email

Comments

Private

Restrict To

Inactive

Members Files Notes Test Cells Custom

Group Members

The members of this group are obtained from the results of a saved search and may change.

Name	Phone	Email	Sales Rep	Inactive	Global Subscription Status
No records to show.					

Save Cancel Reset

5. Include the required information

- a. Unique name for the Group
- b. Reference the Saved Search (built earlier in the process)
- c. The Comments field may be populated with notes that will not be visible to the Customer.
- d. Select “Private” to preclude other Zoro Employees from viewing access to the group. Leave it unselected to allow for visibility.
- e. Ensure that the “Inactive” check box is not checked. This will allow the group to function properly when referenced by the campaign.

Got a question? Visit the [SuiteAnswers](#) portal.

NETSUITE **ZORO** TOOLS

Zoro Tools - Jay Archambeau (Zoro Marketing Manager) | Sign Out | Help

Search

Home ▾ Activities ▾ Leads ▾ Campaigns ▾ Reports ▾ Documents ▾ Setup ▾ Support ▾

Create Dynamic Customer Group: List | Search

Create Dynamic Customer Group

Save ▾ Cancel Reset

*Name

Type Customer

* Saved Search

* Owner Jay Archambeau

Email

Comments

Private

Restrict To

Inactive

Members Files Notes Test Cells Custom

Group Members

The members of this group are obtained from the results of a saved search and may change.

Name	Phone	Email	Sales Rep	Inactive	Global Subscription Status
No records to show.					

Save ▾ Cancel Reset

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

Got a question? Visit the SuiteAnswers portal.

NETSUITE ZOR Today's

Zoro Tools - Jay Archaubeau (Zoro Marketing Manager) Sign Out Help

Search

Home Activities Leads Campaigns Reports Documents Setup Support

Create Dynamic Customer Group: List Search

Create Dynamic Customer Group

Save Cancel Reset

*Name Customers : A-List

Type Customer

*Saved Search Customer List A

*Owner Jay Archaubeau

Email

Comments

Private

Restrict To

Inactive

Members Files Notes Test Cells Custom

Group Members

The members of this group are obtained from the results of a saved search and may change.

1 to 25 of 13119

Name	Phone	Email	Sales Rep	Inactive	Global Subscription Status
CUST30256 John Knoblach	267 614-4999	john.w.knoblach@gmail.com		No	Soft Opt-In
CUST30243 Mike Whittet	5308786290	mwhittet@ymail.com		No	Soft Opt-In
CUST30219 CHRIS E BOWEN	630-664-3051	CBOWEN@JCANDERSONINC.COM		No	Soft Opt-In
CUST30212 Reeve B Potoff	212-226-7043	rpotoff@earthlink.net		No	Soft Opt-In
CUST30206 Rodney Geuder	662-494-4608	mgeuder@bellsouth.net		No	Soft Opt-In
CUST30205 Amanda Easton	803-546-6488	amandaeaston@hotmail.com		No	Soft Opt-In
CUST30198 europa baldevia	415-675-2106	dfowler@pacificwaterfront.com		No	Soft Opt-In
CUST30150 Andy Davidson	360-765-3035	chelled64@yahoo.com		No	Soft Opt-In
CUST30143 Lewis A Rice	2564987008	lrice16@msn.com		No	Soft Opt-In
CUST30142 Pam Zaidspiner	404-861-4252	spzaid@comcast.net		No	Soft Opt-In
CUST30141 Michael Jacobsen	503-515-5147	orcasdev@gmail.com		No	Soft Opt-In
CUST30127 leo schultz	509-758-8310	maxamoon@yahoo.com		No	Soft Opt-In
CUST30124 NANCY HATCHER	800-688-8826	WAYNEM@E-ESUPPLY.COM		No	Soft Opt-In
CUST30043 Jeremy Talley	209-207-6191	Talley925@yahoo.com		No	Soft Opt-In
CUST30025 Jose Escobar	323-931-1226	paypal@designquestcustom.com		No	Soft Opt-In
CUST30021 Alex Lyalin	917-517-9926	alb33music@yahoo.com		No	Soft Opt-In
CUST29987 Todd Awtey	901-380-3282	ata19@comcast.net		No	Soft Opt-In
CUST29956 kelly c gaubert	9853962945	kmarsupply@yahoo.com		No	Soft Opt-In
CUST29930 Daryl Farrar	573-334-3828	semmach@hotmail.com		No	Soft Opt-In
CUST29926 Michael Capozzi	253-858-6217	admin@harbordigitaldesign.com		No	Soft Opt-In
CUST29866 gerard quirk	773-818-8771	nantucketil@yahoo.com		No	Soft Opt-In
CUST29865 Mark Schuyler	618-632-6223	mark.schuyler@fbcofallon.org		No	Soft Opt-In
CUST29861 Pero Djak	443-755-1456	pdjak@comcast.net		No	Soft Opt-In
CUST29839 Ray Contreray	956-631-5958	rey@sejainc.com		No	Soft Opt-In
CUST29838 Cindy Trenholm	314-256-0985	cbathwares@sbcglobal.net		No	Soft Opt-In

If everything appears correctly and the initial preview of the included saved search is correct, click the "Save" button. Now, it's time to build and schedule the campaign!

Promotion Codes

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

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

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

The screenshot displays the NetSuite Zoro Marketing Manager interface. At the top, there is a navigation bar with tabs for Home, Activities, Leads, Campaigns, Reports, Documents, Setup, and Support. The 'Campaigns' tab is active, and a dropdown menu is open, showing the path: Campaigns > Marketing > Promotion Codes > New. The 'New' dropdown menu is also open, showing options like Leads, Media Items, Promotion Codes, Prospects, Sales by Promotion Code, and Tasks. The main dashboard area contains several widgets: a 'Top 5 Promotion Code By Sales...' bar chart, a 'KPI Meter' for 'Today vs Yesterday' showing \$2,444, a 'KPI Meter' for 'This Month vs Last Month' showing 2,306, and a 'KPI Meter' that says 'Please set up this meter'. A table on the right side of the dashboard shows performance metrics for various periods.

Period	Current	Previous	Change
This Month vs Last Month	60.67%	60.96%	↓ 0.5%
Today vs Yesterday	\$2,444	\$31,924	↓ 92.3%
This Month vs Last Month	2,306	4,016	↓ 42.6%
Today vs Yesterday	0	0	0.0%
Today vs Yesterday	\$46,213	\$43,791	↑ 5.5%
Current	\$202,130		

2. The following screen will appear.

Got a question? Visit the [SuiteAnswers](#) portal.

NETSUITE **ZERO** Tools - Jay Archambeau (Zero Marketing Manager) | Sign Out | Help

Search Go

Home | Activities | Leads | Campaigns | Reports | Documents | Setup | Support

Marketing Campaign: List | Search | Campaign Calendar

New Marketing Campaign

Save | Cancel | Reset

Primary Information

ID To Be Generated: End Date: Description:

*Title: Base Cost:

Category: Total Cost:

*Manager: Expected Revenue:

*Start Date: URL:

Related Information

Vertical: Item: Audience Description:

Promotion Code: Offer:

Events | Communication | Keyword | System Information

E-mail 0.00 | Lead Nurturing 0.00 | Direct Mail 0.00 | Other Events 0.00

All email marketing campaigns sent through NetSuite must meet the requirements defined in the NetSuite Marketing Automation [Terms of Service](#). All email campaigns must meet the terms of the anti-spamming policy and may not exceed 50KB per email.

⚠ Events in Not Started or Planning statuses will not be sent unless they are changed to Execute.

*Target Group	Test Cell	*Template	*Title	*Subscription	*Channel	Cost	Status	*Date	Time	Promotion Code
					E-mail		Not Started	12/14/2011	7:00 pm	

Add | Insert | Remove | Cancel

Save | Cancel | Reset

Populate the following information:

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

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

The screenshot shows the Netsuite Zoro Tools interface for creating a new promotion code. The page title is "New Promotion Code". The interface includes a navigation menu with options like Home, Activities, Leads, Campaigns, Reports, Documents, Setup, and Support. The main form area is titled "Primary Information" and contains the following fields and options:

- Promotion Code:** 1234567
- Rate:** 10.00 (with radio buttons for % and flat, flat is selected)
- Description:** \$10 off \$100. Intended for new customers.
- Start Date:** 12/14/2011
- End Date:** 12/30/2011
- Discount:** Partner Discount
- Apply Discount To:** First Sale Only
- Free Shipping Method:** (empty dropdown)
- Available to all Customers:**
- Inactive:**
- Minimum Order Amount:** 100.00

Below the primary information, there is an "Exclude Items" checkbox (unchecked) and an "Add Multiple" button. An "Item" list is shown with a search input field containing "<Type then tab>" and buttons for "Add", "Insert", "Remove", and "Cancel". At the bottom of the form, there are "Save", "Cancel", "Reset", and "More Actions" buttons.

Got a question? Visit the [SuiteAnswers](#) portal.

NETSUITE **ZERO** TOOLS

Zoro Tools - Jay Archambeau (Zoro Marketing Manager) | Sign Out | Help

Search nieveky@yahoo.com.mx Go

Home | Activities | Leads | Campaigns | Reports | Documents | Setup | Support

Promotion Code: List Search

New Promotion Code

Save Cancel Reset More Actions

Primary Information

* Promotion Code: 1234567 Rate: 10.00 % flat Description: \$10 off \$100. Intended for new customers.

Start Date: 12/14/2011 Apply Discount To: First Sale Only

End Date: 12/30/2011 Free Shipping Method:

Discount: Partner Discount Available to all Customers: Inactive:

Minimum Order Amount: 100.00

Exclude Items:

Add Multiple

Item: <Type then tab>

Add Insert Remove Cancel

Save Cancel Reset More Actions

Choose Item

- All -

Deprecated - G0000393

Search

<input checked="" type="checkbox"/>	G0000192	<input checked="" type="checkbox"/>	G0000226
<input checked="" type="checkbox"/>	G0000201	<input checked="" type="checkbox"/>	G0000244
<input checked="" type="checkbox"/>	G0000217	<input checked="" type="checkbox"/>	G0000253
<input checked="" type="checkbox"/>	G0000226	<input checked="" type="checkbox"/>	G0000262
<input checked="" type="checkbox"/>	G0000235	<input checked="" type="checkbox"/>	G0000271
<input checked="" type="checkbox"/>	G0000244	<input checked="" type="checkbox"/>	G0000287
<input checked="" type="checkbox"/>	G0000253	<input checked="" type="checkbox"/>	G0000296
<input checked="" type="checkbox"/>	G0000262	<input checked="" type="checkbox"/>	G0000305
<input checked="" type="checkbox"/>	G0000271		
<input checked="" type="checkbox"/>	G0000287		
<input checked="" type="checkbox"/>	G0000296		
<input checked="" type="checkbox"/>	G0000305		
<input checked="" type="checkbox"/>	G0000314		
<input checked="" type="checkbox"/>	G0000323		
<input checked="" type="checkbox"/>	G0000332		
<input checked="" type="checkbox"/>	G0000341		

Click Selection to Add Current Selections

Done Cancel

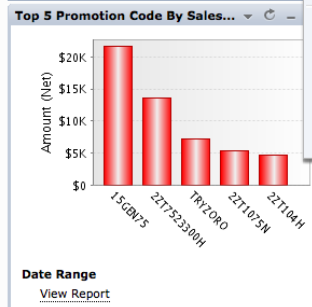
1. When finished populating all information; click the “Save” button. The promo code details may be immediately reviewed in the Promotions Codes listing menu on NetSuite.
 - i. To view, navigate to: Campaigns -> Marketing -> Promotion Codes



Search

Home Activities Leads Campaigns Reports Documents Setup Support

Create New: [Icons] Campaigns Overview Personalize Dash

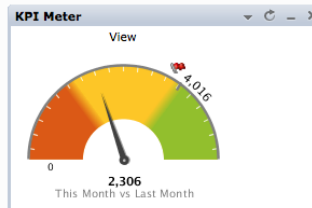
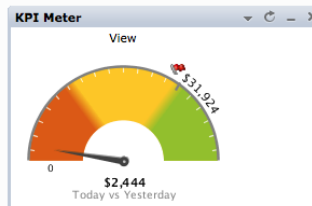


- Campaigns Overview
 - Marketing
 - Products & Services
 - Customer Service
 - Reports
 - Other
 - Other Transactions
- Groups
 - Marketing Templates
 - Marketing Campaigns
 - Create Keyword Campaigns
 - Upsell Manager
 - Campaign Calendar
- Promotion Codes
 - Promotional URLs
 - Online Customer Forms

Period	Current	Previous	Change
This Month vs Last Month	60.67%	60.96%	↓ 0.5%
Today vs Yesterday	\$2,444	\$31,924	↓ 92.3%
This Month vs Last Month	2,306	4,016	↓ 42.6%
Today vs Yesterday	0	0	0.0%
Today vs Yesterday	\$46,213	\$43,791	↑ 5.5%
Current	\$202,130		

Shortcuts: Calendar, Contacts, Customers, File Cabinet, Forecast vs. Quota, Items

New Search: Leads, Media Items, Promotion Codes, Prospects, Sales by Promotion Code, Tasks



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Search

Home Activities Leads Campaigns Reports Documents Setup Support

Promotion Code: List Search

Promotion Codes

Edit	View	Name ▲	Description	Discount	Discount Amount	Start Date	End Date	Available to all Customers
Edit	View	1234567	TEST	Partner Discount	-1.00	12/13/2011		No
Edit	View	15%ON100	15% off \$100 orders. September 2011 Flyer.	Partner Discount	-15.00%	9/12/2011	10/31/2011	Yes
Edit	View	15CON75	\$15 off first sale of \$75 for construction audience; banner ad.	Partner Discount	-15.00	11/7/2011		Yes
Edit	View	15GEN75	\$15 off first sale of \$75 for general audience; banner ad.	Partner Discount	-15.00	11/7/2011		Yes
Edit	View	15MFG75	\$15 off first sale of \$75 for manufacturing audience; banner ad.	Partner Discount	-15.00	11/7/2011		Yes
Edit	View	15STAR100	15% off \$100 orders. September 2011 Flyer (IN Market).	Partner Discount	-15.00%	9/12/2011	10/31/2011	Yes
Edit	View	20%ON200	20% off \$200 orders. September 2011 Flyer.	Partner Discount	-20.00%	9/12/2011	10/31/2011	Yes
Edit	View	20STAR200	20% off \$200 orders. September 2011 Flyer (IN Market).	Partner Discount	-20.00%	9/12/2011	10/31/2011	Yes
Edit	View	25%ON300	25% off \$300 orders. September 2011 Flyer.	Partner Discount	-25.00%	9/12/2011	10/31/2011	Yes
Edit	View	25STAR300	25% off \$300 orders. September 2011 Flyer (IN Market).	Partner Discount	-25.00%	9/12/2011	10/31/2011	Yes
Edit	View	2ZT10100H	NEW DRIP: \$10 off \$100, returning customers (4+ Order History) (1-Day)	Partner Discount	-10.00	10/13/2011		Yes
Edit	View	2ZT102375H	NEW DRIP: \$10 off \$75, returning customers (2-3 Order History) (1-Day)	Partner Discount	-10.00	10/14/2011		Yes
Edit	View	2ZT104H	NEW DRIP: 10% off, returning customers (4+ Order History) (7-Day)	Partner Discount	-10.00%	10/13/2011		Yes
Edit	View	2ZT1075H	NEW DRIP: \$10 off \$75, returning customers (1-Day)	Partner Discount	-10.00	9/13/2011		Yes
Edit	View	2ZT1075H1	NEW DRIP: 10% off \$75, returning customers (1 Order History) (7-Day)	Partner Discount	-10.00%	10/13/2011		Yes
Edit	View	2ZT1075N	NEW DRIP: 10% off \$75, new customers (1-Day)	Partner Discount	-10.00%	10/13/2011		Yes
Edit	View	2ZT1075N1	NEW DRIP: 10% off \$75, new customers (1-Day)	Partner Discount	-10.00%	10/13/2011		Yes
Edit	View	2ZT1075N2	NEW DRIP: \$10 off \$75, new customers (7-Day)	Partner Discount	-10.00	10/13/2011		Yes
Edit	View	2ZT15231002	NEW DRIP: \$15 off \$100, returning customers (2-3 Order History) (21-Day)	Partner Discount	-15.00	10/13/2011		Yes
Edit	View	2ZT1523100H	NEW DRIP: \$15 off \$100, returning customers (2-3 Order History) (7-Day)	Partner Discount	-15.00	10/14/2011		Yes
Edit	View	2ZT1575H	NEW DRIP: 15% off \$75, returning customers (1 Order History) (21-Day)	Partner Discount	-15.00%	10/13/2011		Yes
Edit	View	2ZT1575N	NEW DRIP: 15% off \$75, new customers (21-Day)	Partner Discount	-15.00%	10/13/2011		Yes
Edit	View	2ZT25150H	NEW DRIP: \$25 off \$150, returning customers (1 Order History) (7-Day)	Partner Discount	-25.00	10/13/2011		Yes

Show Inactives Style Normal View Default Total Found: 49

New Print Customize View Export - CSV

Marketing Campaigns

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

To build a new campaign, follow these simple steps:

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

The screenshot displays the NetSuite Zoro Marketing Manager interface. The top navigation bar includes 'Home', 'Activities', 'Leads', 'Campaigns', 'Reports', 'Documents', 'Setup', and 'Support'. The 'Campaigns' menu is open, showing options like 'Marketing', 'Products & Services', 'Customer Service', 'Reports', 'Other', and 'Other Transactions'. A 'Top 5 Promotion Code By Sales...' bar chart is shown on the left. On the right, a table compares 'This Month vs Last Month' and 'Today vs Yesterday' for various metrics. Below the table are three 'KPI Meter' widgets showing 'New Business (Sales Orders)', 'Promo Code Driven Sales Orders (JA)', and 'New Customers (Sales Orders)' with their respective values and trends.

Period	Current	Previous	Change
This Month vs Last Month	60.58%	60.97%	+ 0.6%
Today vs Yesterday	\$3,923	\$42,199	+ 90.7%
New Month vs Last Month	2,121	4,016	+ 47.2%
Search vs Yesterday	0	0	0.0%
vs Yesterday	\$30,728	\$35,812	+ 14.2%
Current	\$201,829		

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

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

Got a question? Visit the [SuiteAnswers](#) portal.

NETSUITE ZORO TOOLS

Zoro Tools - Jay Archambeau (Zoro Marketing Manager) | Sig | Search

Home | Activities | Leads | Campaigns | Reports | Documents | Setup | Support

Marketing Campaign: List | Search | Campaign Calendar

New Marketing Campaign

Save | Cancel | Reset

Primary Information

ID To Be Generated: End Date:

*Title: Base Cost:

Category: Total Cost:

*Manager: Expected Revenue:

*Start Date: URL:

Related Information

Vertical: Item:

Promotion Code: Audience Description:

Offer:

Events | Communication | Keyword | System Information

E-mail 0.00 | Lead Nurturing 0.00 | Direct Mail 0.00 | Other Events 0.00

All email marketing campaigns sent through NetSuite must meet the requirements defined in the NetSuite Marketing Automation [Terms of Service](#). All email campaigns must meet of the anti-spamming policy and may not exceed 50KB per email.

⚠ Events in Not Started or Planning statuses will not be sent unless they are changed to Execute.

*Target Group	Test Cell	*Template	*Title	*Subscription	*Channel	Cost	Status	*Date	Time	Promotion
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	E-mail		Not Started	12/14/2011	7:00 pm	<input type="text"/>

Add | Insert | Remove | Cancel

Save | Cancel | Reset

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

Got a question? Visit the [SuiteAnswers](#) portal.

Zoro Tools - Jay Archambeau (Zoro Marketing Manager) | Sign Out | Search

NETSUITE ZORO TOOLS

Home Activities Leads Campaigns Reports Documents Setup Support

Marketing Campaign: List Search Campaign Calendar

New Marketing Campaign

Save Cancel Reset

Primary Information

ID To Be Generated: End Date:

*Title: Base Cost:

Category: Total Cost:

*Manager: Expected Revenue:

*Start Date: URL:

Related Information

Vertical: Item:

Promotion Code: Audience Description:

Offer:

Events

Communication Keyword System Information

E-mail 0.00 Lead Nurturing 0.00 Direct Mail 0.00 Other Events 0.00

All email marketing campaigns sent through NetSuite must meet the requirements defined in the NetSuite Marketing Automation [Terms of Service](#). All email campaigns must meet of the anti-spamming policy and may not exceed 50KB per email.

⚠ Events in Not Started or Planning statuses will not be sent unless they are changed to Execute.

*Target Group	Test Cell	*Template	*Title	*Subscription	*Channel	Cost	Status	*Date	Time	Prom
Customers : A-List		Customer	<NLFIRSTNAME>, Enjoy 10% off your next order.	Email Marketing	E-mail		Not Started	12/14/2011	7:00 pm	

Add Insert Remove Cancel

Save Cancel Reset

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

Got a question? Visit the [SuiteAnswers](#) portal.

Zoro Tools - Jay Archambeau (Zoro Marketing Manager) | Search

NETSUITE ZORO TOOLS

Home Activities Leads Campaigns Reports Documents Setup Support

Marketing Campaign: List Search Campaign Calendar

New Marketing Campaign

Save Cancel Reset

Primary Information

ID To Be Generated: End Date:

* Title: Base Cost:

Category: Total Cost:

* Manager: Expected Revenue:

* Start Date: URL:

Related Information

Vertical: Item:

Promotion Code: Audience Description:

Offer:

Events Communication Keyword System Information

E-mail 0.00 Lead Nurturing 0.00 Direct Mail 0.00 Other Events 0.00

All email marketing campaigns sent through NetSuite must meet the requirements defined in the NetSuite Marketing Automation [Terms of Service](#). All email campaigns must meet of the anti-spamming policy and may not exceed 50KB per email.

⚠ Events in Not Started or Planning statuses will not be sent unless they are changed to Execute.

*Target Group	Test Cell	*Template	*Title	*Subscription	*Channel	Cost	Status	*Date	Time	Prom
Customers : A-List		Customer List A	<NLFIRSTNAME>, Enjoy 10% off your next order.	Email Marketing	E-mail		Not	12/22/2011	8:00 pm	12345

Add Insert Remove Cancel

Save Cancel Reset

Not Started
Planning
Execute
Sent

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

A/B Split Testing

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

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

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

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

The screenshot shows the NetSuite interface with the Setup Manager menu open. The Marketing Preferences table is visible, showing current and previous values for various marketing metrics.

Marketing Preferences	Current	Previous	Change
Campaign Categories	60.49%	60.96%	↓ 0.8%
Campaign Categories	\$5,986	\$30,612	↓ 80.4%
Campaign Email Addresses	2,515	4,016	↓ 37.4%
Campaign Verticals	0	0	0.0%
Campaign Audiences	\$22,163	\$65,478	↓ 66.2%
Campaign Families			
Campaign Search Engines			
Campaign Channels			
Campaign Offers			
Campaign Subscriptions			
Upsell Preferences			
Customer Statuses			
Set Up Sales Rules			
Online Customer Forms			
Promotional URLs			

3. The Following screen will appear:

Got a question? Visit the [SuiteAnswers portal](#).

NETSUITE ZORO TOOLS

Zoro Tools - Jay Archambeau (Zoro Marketing Manager) | Sign Out | Help

Search Go

Home | Activities | Leads | Campaigns | Reports | Documents | Setup | Support

Marketing Preferences

Save Cancel Reset

Marketing Template Folder: Marketing Templates

Default Reply Email Address: zorotools@zorotools.com

Default From Email Address: zorotools@zorotools.com

Default Campaign Domain: mail.zorotools.com

Default Promotion Code on Sales Transactions: Most Recent Promotion Code Responded To

Default Lead Source on Sales Transactions:

Unsubscribed to Marketing By Default:

* Bulk Keyword Campaign Naming Template: Keyword-{searchengine}-{keyword}

Campaign Test Cells:

* Opt-In Invitation Message: We would like to send you news and special offers for <NUSERCOMPANYNAME>.

* Opt-In Confirmation Message: This email was sent to <NLEMAIL> from zorotools@zorotools.com. You are receiving this message because you elected to receive email communications from Zoro Tools in the past. Please add zorotools@zorotools.com to your safe

Default Sales Rep Notification Template For New Lead: Standard Notification for New Leads

Default Sales Rep Notification Template For Existing Customer: Standard Notification for Existing Customers

Unsubscribe Footer Text: Arial 8 Center

Save Cancel Reset

4. Ensure that the Campaign Test Cells checkbox is ticked as active.
5. Click the “Save” button.
6. Individual campaigns may now be effectively segmented for testing purposes.
7. Open a previously built Group
8. Click on the “Test Cells” Sub-Tab

Got a question? Visit the [SuiteAnswers portal](#).

NETSUITE ZORO TOOLS

Zoro Tools - Jay Archambeau (Zoro Marketing Manager) | Sign Out | Help

Search Go

Home | Activities | Leads | Campaigns | Reports | Documents | Setup | Support

Dynamic Customer Group: List | Search

Edit Dynamic Customer Group: Winter Group A

Save Cancel Reset More Actions

* Name: Winter Group A

Type: Customer

* Saved Search: Winter Test Group A

* Owner: Jay Archambeau

Email:

Comments:

Private:

Restrict To:

Inactive:

Members | Files | Notes | Campaigns | Test Cells | Custom | Workflow

* Name	* Percentage
Test A	50
Test B	50
<input type="text"/>	<input type="text"/>

Add Insert Remove Cancel

Save Cancel Reset More Actions

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

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

Got a question? Visit the SuiteAnswers portal.

NETSUITE ZORO TOOLS

Zoro Tools - Jay Archambeau (Zoro Marketing Manager) | Sign Out | Help

Search

Home | Activities | Leads | Campaigns | Reports | Documents | Setup | Support

Marketing Campaign: List | Search | Campaign Calendar

New Marketing Campaign

Save | Cancel | Reset

Primary Information

ID To Be Generated: End Date:

*Title: Base Cost:

Category: Total Cost: 0.00

*Manager: Jay Archambeau Expected Revenue:

*Start Date: 12/16/2011 URL:

Description:

Related Information

Vertical: Item: <Type & tab for single value>

Promotion Code: Audience Description:

Offer:

Events | **Communication** | Keyword | System Information

E-mail 0.00 | Lead Nurturing 0.00 | Direct Mail 0.00 | Other Events 0.00

All email marketing campaigns sent through NetSuite must meet the requirements defined in the NetSuite Marketing Automation [Terms of Service](#). All email campaigns must meet the terms of the anti-spamming policy and may not exceed 50KB per email.

⚠ Events in Not Started or Planning statuses will not be sent unless they are changed to Execute.

*Target Group	Test Cell	*Template	*Title	*Subscription	*Channel	Cost	Status	*Date	Time	Promotion Code
Winter Group A	Test A	Winter Preparations: Offer A	\$10 off before the winter storm	Email Marketing	E-mail		Not Started	12/16/2011	11:00 am	
Winter Group A	Test B	Winter Preparations: Offer B	\$10 off winter products	Email Marketing	E-mail		Not Started	12/16/2011	11:00 am	
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	E-mail		Not Started	12/16/2011	11:00 am	<input type="text"/>

Add | Insert | Remove | Cancel

Save | Cancel | Reset

Canceling / Deleting a Scheduled Campaign

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

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

Got a question? Visit the SuiteAnswers portal.

NETSUITE ZORO TOOLS

Zoro Tools - Jay Archambeau (Zoro Marketing Manager) | Sign Out | Help

Search Go

Home | Activities | Leads | Campaigns | Reports | Documents | Setup | Support

Campaign: List | Search | Audit Trail

Marketing Campaigns Inline Editing OFF

Edit	View	Category	ID	Title	Family	Manager	Start Date	End Date	Total Cost	Expected Revenue
Edit	View	E-Mail	CAMP31	NEW DRIP: Registration: 1-Day		Jay Archambeau	10/13/2011		0.00	
Edit	View	E-Mail	CAMP32	NEW DRIP: Registration: 7-Day		Jay Archambeau	10/14/2011		0.00	
Edit	View	E-Mail	CAMP33	NEW DRIP: Registration: 21-Day		Jay Archambeau	10/14/2011		0.00	
Edit	View	E-Mail	CAMP34	NEW DRIP: Registration: 44-Day		Jay Archambeau	10/14/2011		0.00	
Edit	View	E-Mail	CAMP35	NEW DRIP: Registration: 74-Day		Jay Archambeau	10/14/2011		0.00	
Edit	View	E-Mail	CAMP36	NEW DRIP: Registration: 104-Day		Jay Archambeau	10/14/2011		0.00	
Edit	View	E-Mail	CAMP37	NEW DRIP: Registration: 134-Day		Jay Archambeau	10/14/2011		0.00	
Edit	View	E-Mail	CAMP41	NEW DRIP: 1-Order: 1-Day		Jay Archambeau	10/15/2011		0.00	
Edit	View	E-Mail	CAMP42	NEW DRIP: 1 Order, 7-Day		Jay Archambeau	10/15/2011		0.00	
Edit	View	E-Mail	CAMP43	NEW DRIP: 1 Order, 21-Day		Jay Archambeau	10/15/2011		0.00	
Edit	View	E-Mail	CAMP44	NEW DRIP: 1 Order, 44-Day		Jay Archambeau	10/15/2011		0.00	
Edit	View	E-Mail	CAMP45	NEW DRIP: 1 Order, 74-Day		Jay Archambeau	10/15/2011		0.00	
Edit	View	E-Mail	CAMP46	NEW DRIP: 1 Order, 104-Day		Jay Archambeau	10/15/2011		0.00	
Edit	View	E-Mail	CAMP47	NEW DRIP: 1 Order, 134-Day		Jay Archambeau	10/15/2011		0.00	
Edit	View	E-Mail	CAMP50	NEW DRIP: 2-3 Orders, 1-Day		Jay Archambeau	10/15/2011		0.00	
Edit	View	E-Mail	CAMP51	NEW DRIP: 2-3 Orders, 7-Day		Jay Archambeau	10/15/2011		0.00	
Edit	View	E-Mail	CAMP52	NEW DRIP: 2-3 Orders, 21-Day		Jay Archambeau	10/15/2011		0.00	
Edit	View	E-Mail	CAMP53	NEW DRIP: 2-3 Orders, 44-Day		Jay Archambeau	10/15/2011		0.00	
Edit	View	E-Mail	CAMP54	NEW DRIP: 2-3 Orders, 74-Day		Jay Archambeau	10/15/2011		0.00	
Edit	View	E-Mail	CAMP55	NEW DRIP: 2-3 Orders, 104-Day		Jay Archambeau	10/15/2011		0.00	
Edit	View	E-Mail	CAMP56	NEW DRIP: 2-3 Orders, 134-Day		Jay Archambeau	10/15/2011		0.00	
Edit	View	E-Mail	CAMP61	NEW DRIP: 4+ Orders: 1-Day		Jay Archambeau	10/15/2011		0.00	
Edit	View	E-Mail	CAMP62	NEW DRIP: 4+ Orders: 7-Day		Jay Archambeau	10/15/2011		0.00	
Edit	View	E-Mail	CAMP63	NEW DRIP: 4+ Orders: 21-Day		Jay Archambeau	10/15/2011		0.00	
Edit	View	E-Mail	CAMP64	NEW DRIP: 4+ Orders: 44-Day		Jay Archambeau	10/15/2011		0.00	
Edit	View	E-Mail	CAMP65	NEW DRIP: 4+ Orders: 74-Day		Jay Archambeau	10/15/2011		0.00	
Edit	View	E-Mail	CAMP66	NEW DRIP: 4+ Orders: 104-Day		Jay Archambeau	10/15/2011		0.00	
Edit	View	E-Mail	CAMP67	NEW DRIP: 4+ Orders: 134-Day		Jay Archambeau	10/15/2011		0.00	
Edit	View	E-Mail	CAMP75	Winter Test A		Jay Archambeau	12/9/2011		0.00	
Edit	View	E-Mail	CAMP76	Winter Test B		Jay Archambeau	12/9/2011		0.00	
Edit	View	E-Mail	CAMP77	Winter Test C		Jay Archambeau	12/9/2011		0.00	
Edit	View	E-Mail	CAMP78	Winter Test D		Jay Archambeau	12/9/2011		0.00	
Edit	View	E-Mail	CAMP79	Winter Test E		Jay Archambeau	12/12/2011		0.00	
Edit	View	E-Mail	CAMP80	Winter Test F		Jay Archambeau	12/12/2011		0.00	
Edit	View	E-Mail	CAMP81	Promo Test		Jay Archambeau	12/13/2011		0.00	
Edit	View	E-Mail	CAMP82	Winter Test G		Jay Archambeau	12/13/2011		0.00	

Category: - All - Campaign Manager: - All - Total Found: 36

Show Inactives Style: Normal View: General Quick Sort

New Print Customize View Export - CSV

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

Got a question? Visit the [SuiteAnswers portal](#).

NETSUITE ZORO TOOLS

Zero Tools - Jay Archambeau (Zero Marketing Manager) | Sign Out | Help

Search Go

Home | Activities | Leads | Campaigns | Reports | Documents | Setup | Support

Marketing Campaign: List | Search | Campaign Calendar

Edit Marketing Campaign: Winter Test A

Save | Cancel | Reset | More Actions

Primary Information

ID: CAMP75 | End Date: | Description: Group A

*Title: Winter Test A | Base Cost: 0.00

Category: E-Mail | Total Cost: 0.00

*Manager: Jay Archambeau | Expected Revenue: | URL: |

*Start Date: 12/9/2011

Related Information

Vertical: | Item: <Type & tab for single value> | Audience Description: |

Promotion Code: WINTER1 | Offer: |

Events | Statistics | Communication | Keyword | System Information

E-mail 0.00 | Lead Nurturing 0.00 | Direct Mail 0.00 | Other Events 0.00

All email marketing campaigns sent through NetSuite must meet the requirements defined in the NetSuite Marketing Automation [Terms of Service](#). All email campaigns must meet the terms of the anti-spamming policy and may not exceed 50KB per email.

Events in Not Started or Planning statuses will not be sent unless they are changed to Execute.

*Target Group	Test Cell	*Template	*Title	Subscription	*Channel	Cost	Status	*Date	Time	Promotion Code
Winter Group A		Winter Preparations: Offer A	\$10 off before the winter storm	Email Marketing	E-mail		Sent	12/9/2011	4:00 pm	WINTER1

Done | Insert | Remove | Cancel

[Click here for a new line]

Save | Cancel | Reset | More Actions

Not Started
Planning
Execute
Sent

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

15. Marketing Campaign Reporting

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

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

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

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

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

Title	Scheduled	# Sent	# Opened	% Opened	# Clicked Thru	% Clicked Thru	# Responded	% Responded	# Purchasers	% Purchasers	# Bounced	Bounce Rate
E-Mail												
Post order (1-day)												
<NLFIRSTNAME>, Thank you for your order with Zoro Tools												
	6/10/2011	0	1	0.00%	1	0.00%	0	0.00%	0	0.00%	0	0.00%
	7/15/2011	0	1	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
	7/19/2011	0	0	0.00%	1	0.00%	0	0.00%	0	0.00%	0	0.00%
	7/22/2011	0	3	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
	7/24/2011	17	9	52.94%	2	11.76%	0	0.00%	0	0.00%	0	0.00%
	7/26/2011	77	35	45.45%	4	5.19%	0	0.00%	0	0.00%	6	7.27%
	7/28/2011	54	19	35.19%	3	5.56%	0	0.00%	0	0.00%	11	16.90%
	7/30/2011	45	9	20.00%	1	2.22%	0	0.00%	0	0.00%	2	4.20%
	7/29/2011	50	19	38.00%	5	10.00%	0	0.00%	0	0.00%	2	3.80%
	7/27/2011	58	22	37.93%	10	17.24%	1	1.72%	0	0.00%	7	10.70%
	7/25/2011	27	9	33.33%	2	7.41%	0	0.00%	0	0.00%	1	3.50%
	7/23/2011	0	3	0.00%	1	0.00%	1	0.00%	0	0.00%	0	0.00%
	7/21/2011	0	1	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Total - <NLFIRSTNAME>, Thank you for your order with Zoro Tools		328	131	39.94%	30	9.15%	2	0.61%		0.00%	29	8.15%
Total - Post order (1-day)		328	131	39.94%	30	9.15%	2	0.61%		0.00%	29	8.15%
Post order (21-days)												
<NLFIRSTNAME>, Zoro Tools has the products you need for your business												
	7/1/2011	0	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
	7/5/2011	0	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
	7/7/2011	0	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
	7/9/2011	0	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
	7/26/2011	55	15	27.27%	3	5.45%	1	1.82%	0	0.00%	5	8.33%
	7/25/2011	27	6	22.22%	3	11.11%	0	0.00%	0	0.00%	4	12.90%
	7/24/2011	13	2	15.38%	0	0.00%	0	0.00%	0	0.00%	1	7.14%
	7/23/2011	0	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
	7/22/2011	0	2	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
	7/21/2011	0	2	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
	7/20/2011	0	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
	7/19/2011	0	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
	7/18/2011	0	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
	8/1/2011	0	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
	7/31/2011	0	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
	7/30/2011	14	3	21.43%	1	7.14%	0	0.00%	0	0.00%	1	6.67%
	7/29/2011	50	14	28.00%	3	6.00%	0	0.00%	0	0.00%	5	9.00%
	7/28/2011	47	9	19.15%	1	2.13%	0	0.00%	0	0.00%	5	9.60%
	7/27/2011	42	6	14.29%	2	4.76%	0	0.00%	0	0.00%	3	6.67%
	7/17/2011	0	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%

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

Got a question? Visit the SuiteAnswers portal.

NETSUITE ZORO TOOLS

Zoro Tools - Jay Archambeau (Zoro Marketing Manager) | Sign Out | Help

Search [] Go

Home | Activities | Leads | Campaigns | Reports | Documents | Setup | Support

Campaign Response Summary [View Detail](#)

Title	Scheduled	# Sent	# Opened	% Opened	# Clicked Thru	% Clicked Thru	# Responded	% Responded	# Purchasers	% Purchasers	# Bounced	Bounce
<input type="checkbox"/> E-Mail												
<input type="checkbox"/> Post order (1-day)		328	131	39.94%	30	9.15%	2	0.61%		0.00%	29	8.1%
<input type="checkbox"/> Post order (21-days)		248	59	23.79%	13	5.24%	1	0.40%		0.00%	24	8.8%
<input type="checkbox"/> Post order (44-days)		212	40	18.87%	3	1.42%	0	0.00%		0.00%	20	8.6%
<input type="checkbox"/> Post order (7-days)		342	103	30.12%	16	4.68%	1	0.29%		0.00%	28	7.5%
<input type="checkbox"/> Post registration (1-day, no order)		53	20	37.74%	5	9.43%	1	1.89%		0.00%	6	10.1%
<input type="checkbox"/> Post registration (21-days, no order)		60	10	16.67%	5	8.33%	0	0.00%		0.00%	2	3.2%
<input type="checkbox"/> Post registration (7-days, no order)		83	18	21.69%	4	4.82%	0	0.00%		0.00%	5	5.6%
Total - E-Mail		1,326	381	28.73%	76	5.73%	5	0.38%		0.00%	114	7.9%
<input type="checkbox"/> Purchased Lists		0	0	0.00%	0	0.00%	1	0.00%		0.00%	0	0.0%
Total		1,326	381	28.73%	76	5.73%	6	0.45%		0.00%	114	7.9%

Date: custom From 7/24/2011 To 7/30/2011

Find <Type then tab> Next Prev

Refresh Customize Options Print Email Schedule Export - Microsoft Excel

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

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

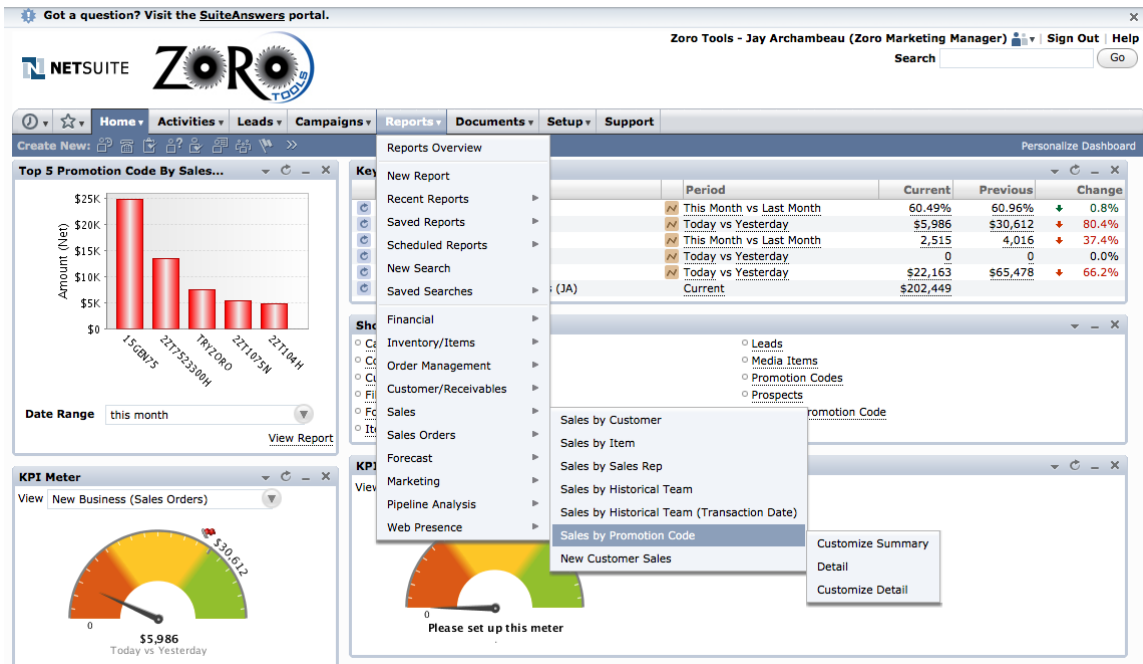
Promotion Code Reporting

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

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

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

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



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

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

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

Got a question? Visit the SuiteAnswers portal.

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Zoro Tools - Jay Archambeau (Zoro Marketing Manager) | Sign Out | Help

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Home | Activities | Leads | Campaigns | Reports | Documents | Setup | Support

Sales by Promo Code (JA)

Promotion Code	Description	Discount	Amount (Net)	Total Revenue	% of Total Revenue	Transaction Number	Address: Shipping Address State	Customer/Project Industry
15GEN75	\$15 off first sale of \$75 for general audience; banner ad.	-15.00	\$133.95	\$134	0%	23578	CA	Wholesale/Distribution
	\$15 off first sale of \$75 for general audience; banner ad.	-15.00	\$497.63	\$124	0%	23039	FL	General Construction & Building
	\$15 off first sale of \$75 for general audience; banner ad.	-15.00	\$12.35	\$12	0%	23659	MA	Individual
	\$15 off first sale of \$75 for general audience; banner ad.	-15.00	\$478.80	\$479	2%	24331	TX	Electrical Contracting
	\$15 off first sale of \$75 for general audience; banner ad.	-15.00	\$64.90	\$65	0%	24260	IL	Other Business
	\$15 off first sale of \$75 for general audience; banner ad.	-15.00	\$251.05	\$251	1%	24574	NY	Individual
	\$15 off first sale of \$75 for general audience; banner ad.	-15.00	\$176.68	\$177	1%	23614	CA	General Maintenance/Facility Management
	\$15 off first sale of \$75 for general audience; banner ad.	-15.00	\$194.99	\$195	1%	22868	NY	Other Business
	\$15 off first sale of \$75 for general audience; banner ad.	-15.00	\$94.22	\$47	0%	23152	DC	Cleaning/Janitorial Services
	\$15 off first sale of \$75 for general audience; banner ad.	-15.00	\$119.07	\$24	0%	24242	IN	Individual
	\$15 off first sale of \$75 for general audience; banner ad.	-15.00	\$75.20	\$75	0%	24110	FL	Individual
	\$15 off first sale of \$75 for general audience; banner ad.	-15.00	\$149.77	\$14	0%	24235	MN	Individual
	\$15 off first sale of \$75 for general audience; banner ad.	-15.00	\$101.42	\$25	0%	24371	FL	Individual
	\$15 off first sale of \$75 for general audience; banner ad.	-15.00	\$78.60	\$79	0%	23993	GA	College/University
	\$15 off first sale of \$75 for general audience; banner ad.	-15.00	\$71.60	\$72	0%	23653	TX	Individual
	\$15 off first sale of \$75 for general audience; banner ad.	-15.00	\$91.24	\$91	0%	23283	AL	HVACR Contracting
	\$15 off first sale of \$75 for general audience; banner ad.	-15.00	\$64.86	\$8	0%	24397	IL	Individual
	\$15 off first sale of \$75 for general audience; banner ad.	-15.00	\$194.99	\$195	1%	24349	PA	Individual
	\$15 off first sale of \$75 for general audience; banner ad.	-15.00	\$79.15	\$79	0%	24382	CO	Other Business
	\$15 off first sale of \$75 for general audience; banner ad.	-15.00	\$178.10	\$178	1%	23135	CA	Wholesale/Distribution
	\$15 off first sale of \$75 for general audience; banner ad.	-15.00	\$75.04	\$19	0%	23650	OK	Individual
	\$15 off first sale of \$75 for general audience; banner ad.	-15.00	\$31.44	\$10	0%	23234	OH	Individual
	\$15 off first sale of \$75 for general audience; banner ad.	-15.00	\$81.69	\$41	0%	24103	IL	Individual
	\$15 off first sale of \$75 for general audience; banner ad.	-15.00	\$83.45	\$83	0%	22909	WA	Individual
	\$15 off first sale of \$75 for general audience; banner ad.	-15.00	\$427.28	\$427	1%	23988	MA	Other Business
	\$15 off first sale of \$75 for general audience; banner ad.	-15.00	\$307.36	\$61	0%	24072	NH	Restaurant/Foodservice
	\$15 off first sale of \$75 for general audience; banner ad.	-15.00	\$68.83	\$69	0%	24399	OK	Healthcare Facility/Hospital
	\$15 off first sale of \$75 for general audience; banner ad.	-15.00	\$204.96	\$205	1%	23759	NC	Individual
	\$15 off first sale of \$75 for general audience; banner ad.	-15.00	\$192.10	\$192	1%	22870	LA	Wholesale/Distribution
	\$15 off first sale of \$75 for general audience; banner ad.	-15.00	\$70.85	\$71	0%	24547	MA	Other Business
	\$15 off first sale of \$75 for general audience; banner ad.	-15.00	\$193.51	\$97	0%	23381	IL	Individual
	\$15 off first sale of \$75 for general audience; banner ad.	-15.00	\$70.44	\$70	0%	23808	NY	Wholesale/Distribution
	\$15 off first sale of \$75 for general audience; banner ad.	-15.00	\$73.74	\$74	0%	24546	MN	Electrical Contracting
	\$15 off first sale of \$75 for general audience; banner ad.	-15.00	\$144.95	\$145	0%	24354	WI	Manufacturing
	\$15 off first sale of \$75 for general audience; banner ad.	-15.00	\$372.94	\$186	1%	24337	CA	Individual
	\$15 off first sale of \$75 for general audience; banner ad.	-15.00	\$144.95	\$145	0%	24355	KS	Individual
	\$15 off first sale of \$75 for general audience; banner ad.	-15.00	\$61.00	\$61	0%	23433	CA	Individual
	\$15 off first sale of \$75 for general audience; banner ad.	-15.00	\$80.38	\$27	0%	24324	IN	Other Business
	\$15 off first sale of \$75 for general audience; banner ad.	-15.00	\$78.04	\$78	0%	24007	NY	Healthcare Facility/Hospital
	\$15 off first sale of \$75 for general audience; banner ad.	-15.00	\$74.87	\$19	0%	23502	FL	Individual
	\$15 off first sale of \$75 for general audience; banner ad.	-15.00	\$463.08	\$463	1%	23588	CO	Other Business
	\$15 off first sale of \$75 for general audience; banner ad.	-15.00	\$456.40	\$152	0%	24518	CT	General Construction & Building
	\$15 off first sale of \$75 for general audience; banner ad.	-15.00	\$162.60	\$163	1%	24234	CA	Other Business

Date: custom From 12/5/2011 To 12/12/2011

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