



NLTV PROMOTION OPTIMIZER

IMPORTING GUIDE



REQUIREMENTS FOR IMPORTING INTO PROMOTION OPTIMIZER

NLTV's Promotion Optimizer module allows users to import a daypart list to easily create custom dayparts. In order to import the daypart document into NLTV, it must meet the following criteria:

1. Saved as .csv file
2. Must not contain any rows above column headers or footer rows
3. Can be broken down as small as ¼ hour dayparts
4. Must contain the following columns:
 - a. Start Time
 - b. End Time
 - c. Individual days of week as column headers
5. Place an X in the cell of the day and time crosstab of the desired daypart

FILE IMPORT VARIATIONS

The example below would create dayparts for Monday, Tuesday, etc. as separate days of the week:

The example below would create a grouped daypart for Monday – Friday for each separate half-hour:

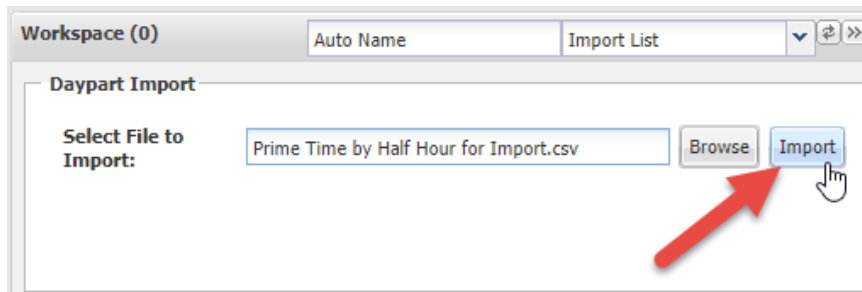
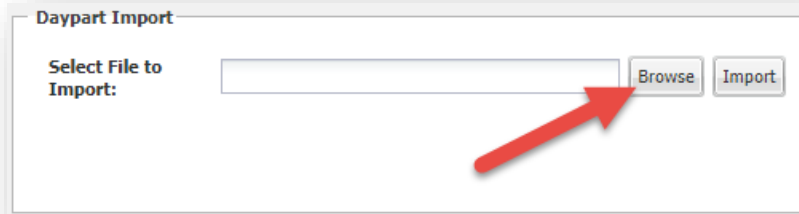
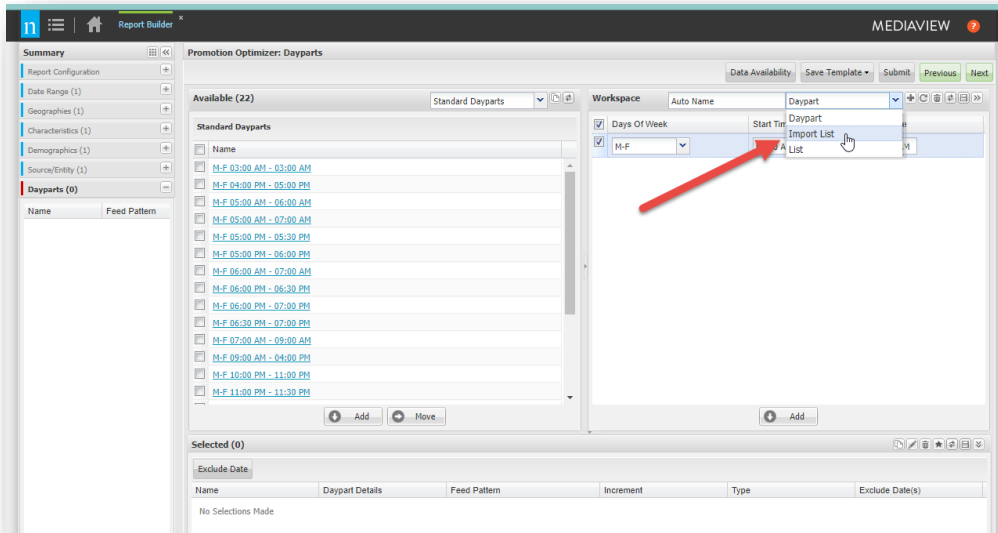
Start Time	End Time	Monday	Tuesday	Wednesday	Thursday	Friday
7:00pm	7:30pm	x				
7:30pm	8:00pm	x				
8:00pm	8:30pm	x				
8:30pm	9:00pm	x				
9:00pm	9:30pm	x				
9:30pm	10:00pm	x				
7:00pm	7:30pm		x			
7:30pm	8:00pm		x			
8:00pm	8:30pm		x			
8:30pm	9:00pm		x			
9:00pm	9:30pm		x			
9:30pm	10:00pm		x			
7:00pm	7:30pm			x		
7:30pm	8:00pm			x		
8:00pm	8:30pm			x		
8:30pm	9:00pm			x		
9:00pm	9:30pm			x		
9:30pm	10:00pm			x		
7:00pm	7:30pm				x	
7:30pm	8:00pm				x	
8:00pm	8:30pm				x	
8:30pm	9:00pm				x	
9:00pm	9:30pm				x	
9:30pm	10:00pm				x	
7:00pm	7:30pm					x
7:30pm	8:00pm					x
8:00pm	8:30pm					x
8:30pm	9:00pm					x
9:00pm	9:30pm					x
9:30pm	10:00pm					x

Start Time	End Time	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
7:00pm	7:30pm	x	x	x	x	x		
7:30pm	8:00pm	x	x	x	x	x		
8:00pm	8:30pm	x	x	x	x	x		
8:30pm	9:00pm	x	x	x	x	x		
9:00pm	9:30pm	x	x	x	x	x		
9:30pm	10:00pm	x	x	x	x	x		

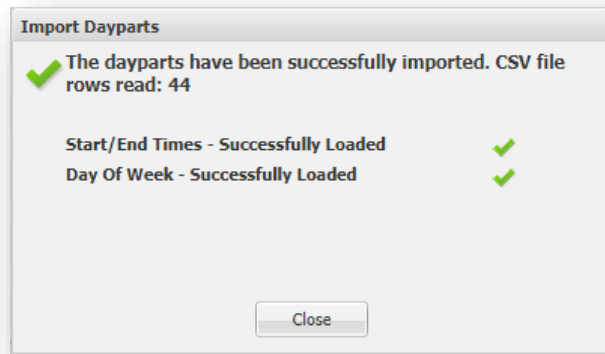
HOW TO IMPORT A DAYPART LIST

Begin a new Promotion Optimizer report in NLTV and complete the desired specifications through the Source/Entity screen. On your Dayparts screen, toggle the drop-down menu in the workspace from Daypart to Import List.

Browse for the .csv file and click the Import button.

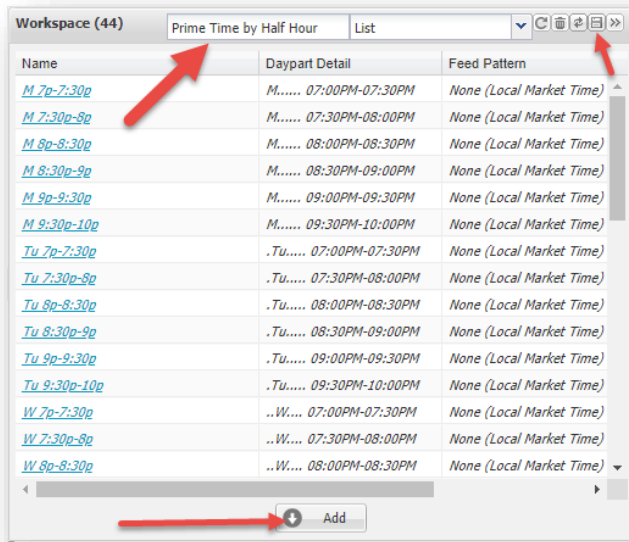


An import progress screen appears during processing and will display if the load was successful.

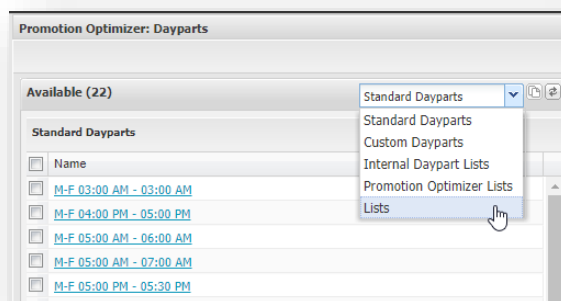


Hit close.

To save your list for future use, input a name and click the save button. Then highlight all dayparts from the list that you want included in your report and hit add. If you do not want to save this list, simply highlight the listed items and hit add.



To access saved lists in the future, use the dropdown above Standard Dayparts.



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