

# Advertising SOP: Advertising and Promo Billing

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Who is this for: Brand Specialist



Objective: To bill brands monthly for their contribution to advertising and promotional spend.

## Article information and steps.:

### Advertising Billing SOP

Advertising billing is done on or after the 3rd of the month and needs to be sent to Rebekka and accounting by the 8th of the month. It is to bill brands for their portion of the advertising and promotional spending. Walter and Kellie know how to conduct this so if you have any questions, see one of them.

1. Draft an Email titled: Month Year Advertising
  - a. This will be sent to [accounting@charliebean](mailto:accounting@charliebean)
  - b. CC Rebekka, Devon, Walter, Kellie and Josh
  - c. Type out all brand names or copy and paste them from the past month's email. These can be forwarded to you by Kellie
2. Login to each brand's seller central account and navigate to the Campaign Manager which is typically bookmarked at the top.
  - a. Menu > Advertising > Campaign Manager
3. Select Last Month on the date range to get the total spend for campaigns for the previous month
4. Here is an example of how to record the total vs our contribution and what the brand is billed for.
  - a. The total is in green minus RH Contribution in Blue. What we bill San-J for is in pink. Follow this formatting for each of the brands so it is easy for Rebekka to see the amount that needs to be billed.
    - San J
    - o \$1,117.00
    - o Total \$1,314.12 minus RH Contribution \$197.12

5. RivrHub contributes different amounts for each brand. To figure out what this contribution is, go to the brand management folder in the dropbox. Navigate to the brand's folder > Advertising > most recent file that has Client in title. If they don't have an advertising folder within the brand folder, the file will just be in the brand folder.

a. On the first sheet of these files, there is typically a section that shows RH Contribution as a percentage. For example, on San-J, RH contributes 15%.

b. It's important to know that contributions can change from year to year. Here is what they are for 2024. Ask Kellie if unsure

i. Chemex: 30%

ii. Urban Slicer: a dollar amount in file (typically 20% or around \$600-\$650)

iii. Smartfruit: \$500

iv. SeaBear: 30% with \$7500 cap

v. Effies: no contribution, they do business pricing so go to PRIME EXCLUSIVE DISCOUNTS steps to check this added cost

vi. Aunt Gussies: no contribution

vii. Van Holten's: 20%

viii. Rufus Teague: 30%, \$20,000 cap

ix. San-J: 15%

x. Impact, dollar amount on file (\$18,000 cap for the year)

xi. Hardtimes: 100%

6. Calculate RH contribution from Total and subtract that amount to get what we will bill to the brands. Enter in email for each brand.

These next steps are if there are promotions. Each promo is different for how you find out the cost so navigate to the correct promo and follow the steps. The contribution % values above do not apply for promos. Contributions would have been discussed with the brand when the promo was created. Ask the brand manager/specialist to see how much RH contributes for these.

## COUPONS

1. Login to Seller Central, go to Menu > Advertising > Coupons

2. Find the coupons that ran for the month and add up spend.

3. Add this to the total amount, figure out the contribution, and adjust the billed amount to the brand if necessary.

PRIME EXCLUSIVE DISCOUNTS (these are the same steps if a brand ever does any discounts like how Effies does tiered discounts for Amazon Business customers Effies has tiered pricing on ASINs B079WPH34G, B0722YSMKP, B0722Y318K)

1. Login to Seller Central, go to Menu > Advertising > Prime Exclusive Discounts

2. Click the Discount that ran for the month to get the ASINs
3. Go to Menu > Orders > Order Reports
4. Event Date Range of Exact Dates and select it for the entire month
5. Click Request
6. Once report is open, copy onto excel file and search the ASINs that had a discount.
7. Calculate how many units of these ASINs were sold with the discounted price. Multiply the quantity by the respective discount amount (the current price minus the sale price) to get your cost of the prime exclusive discount.
8. If the prime exclusive discount was during high traffic times like prime day or Black Friday, a \$50 fee will need to be added
9. Add this to the total amount, figure out the contribution, and adjust the billed amount to the brand if necessary.

#### BRAND TAILORED PROMO

1. Login to Seller Central, go to Menu > Advertising > Brand Tailored Promotions
2. Find the spend amount
3. Add this to the total amount, figure out the contribution, and adjust the billed amount to the brand if necessary.

#### DEALS: LIGHTING OR BEST DEALS (really only Chemex participates in these)

1. Login to Seller Central, go to Menu > Advertising > Deals
  2. Easiest to open excel file so you can do math easily. See Kellie's example files in her Level 2 Employee Folder
    - a. Kellie > Brands > ACX > August Promo Billing
  3. In Seller Central, Change Status to Ended and you will see ads run for the month. We only bill for completed discounts so if one started last month but is still running (for example you are doing billing for October but the ad runs from Oct 29th - Nov 2nd, wait till bill for that one in November)
  4. To calculate sale price, divide sales by units sold
  5. Subtract current price from sale price to get amount off
  6. Multiply amount off times units sold to get cost, add this to the Fee charged
  7. Do this for each deal and note that best deals and lightning deals have different fees.
  8. Add this to the total amount, figure out the contribution, and adjust the billed amount to the brand if necessary.
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