

AOE v. 1.8 Features List

Morris Digital Works presents its new AOE Reporting Tool. This new tool is a dynamic web interface that allows Morris Business Units (MBUs) to:

Get Real-Time Reports on the Status of Ads Entered Online

- ❑ Eight different types of reports are available to provide daily, weekly, and yearly data.*

Track the Sales of Online Ads by Day or Parts of a Day

- ❑ Each MBU can view daily sales as well as sales in specific time spans of that day.
- ❑ The time span ranges are chosen by the MBU.
- ❑ Percentages of the total day sales are also tracked for each time span.

Retain Summary Division Reports

- ❑ While the reports are online, real-time, they can be printed as needed, and a paper trail of summary information can be kept for comparison.

Analyze Sales Data Month-to-Month, Year-to Year

- ❑ You can view monthly summaries, and the **Month over last yr. by MBU** report displays the actual increase and decrease of ad sales year to year, as well as the percentage change.

Move from Summary to Detail Data without Requesting Additional Reports

- ❑ The tool provides built-in links that allow you to move from viewing summary data, for example, a division, and then click on each MBU link to view the detail information for that MBU.
- ❑ You can also view detail data and move to summary data with the *Totals* link.

Determine if Sales Goals are Met

- ❑ The year-to-date summaries let you know if your sales are at, above, or below forecast.

Review Ad Details

- ❑ Detailed information on finished and unfinished ads can be viewed by clicking on the ad links in the **Sales by MBU** report.
- ❑ You can view such details as the ad ID, when it was created, ad price, method of payment, the category selected for the ad, the ad start date, line count, and the ad content.

*Note: Reports are not available on data prior to 8/19/04.