## **Lumina Plan Management – Cost Methods**



Mediaocean Professional Services Lumina@mediaocean.com www.mediaocean.com

## Overview

The Cost Methods feature in Lumina allows you to specify the type of media buy, as well as identify the values you'd like calculated in vendor details.

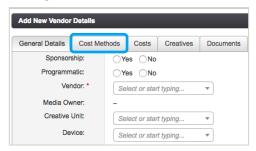
## 1. Vendor Details

- 1. On the flowchart, select a flight in the **Planned** status.
  - \* If you only have **Budgeted** flights drawn, transition your flight to **Planned** using the right click menu. See the **Flighting** quick card for more information.
- 2. Click Add New to add vendor details.

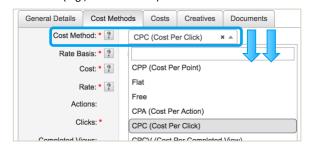


## 2. Cost Methods

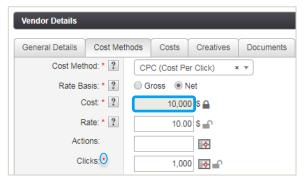
1. Navigate to the Cost Methods tab.



Select the appropriate Cost Method from the dropdown menu (e.g., Cost Per Click).



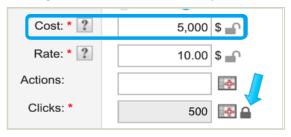
4. Fill in the required fields.



- \* By default, Lumina will make the Cost Method KPI (clicks), a required field. In the example above, the formula is Rate x Clicks = Cost.
  - Rate Basis establishes the type of cost (Gross/Net)
  - The and icons determine what is calculated.
    - Cost is calculated and locked by default
    - Rate and KPI are manually entered by default and unlocked
    - If you would like to manually enter Cost without a KPI or Rate, select the Flat Cost Method.

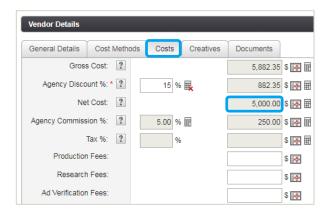


5. Change the calculated field, if necessary.



- In the above example, Cost has been unlocked and changed from \$10,000 to \$5,000.
- The KPI (Clicks) has been locked and now calculates with the formula Cost ÷ Rate = Clicks.
- Changing the defaults as above can help when you only know the Cost. Entering only two fields is sufficient for the third to be calculated automatically.

The Net/Gross Cost displayed on the **Cost Methods** tab is also illustrated on the **Costs** Tab.



6. Once all necessary fields have been entered, click save.