

# Lumina Plan Management – Cost Methods



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## 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.

Vendor*	Media Owner	Creative Unit	Device	Section/Cont

## 2. Cost Methods

1. Navigate to the **Cost Methods** tab.

**Add New Vendor Details**

General Details | **Cost Methods** | Costs | Creatives | Documents

Sponsorship:  Yes  No  
 Programmatic:  Yes  No  
 Vendor: \*   
 Media Owner: -  
 Creative Unit:   
 Device:

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

General Details | **Cost Methods** | Costs | Creatives | Documents

Cost Method: \* ? **CPC (Cost Per Click)** x ▾

Rate Basis: \* ?  
 Cost: \* ?  
 Rate: \* ?  
 Actions:  
 Clicks: \*

CPP (Cost Per Point)  
 Flat  
 Free  
 CPA (Cost Per Action)  
**CPC (Cost Per Click)**  
 CPM (Cost Per Completed View)

4. Fill in the required fields.

**Vendor Details**

General Details | **Cost Methods** | Costs | Creatives | Documents

Cost Method: \* ? **CPC (Cost Per Click)** x ▾

Rate Basis: \* ?  Gross  Net

Cost: \* ? **10,000** \$ 🔒

Rate: \* ? **10.00** \$ 🔒

Actions:  
 Clicks: ? **1,000** 🔒

\* 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.

Cost Method: \* ? **Flat** x ▾

5. Change the calculated field, if necessary.

**Cost: \* ?** **5,000** \$ 🔓

**Rate: \* ?** **10.00** \$ 🔒

Actions:  
**Clicks: \*** **500** 🔒

- 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.

**Vendor Details**

General Details | **Cost Methods** | **Costs** | Creatives | Documents

Gross Cost: ? **5,882.35** \$ 🔒

Agency Discount %: \* ? **15** % 🔒

Net Cost: ? **5,000.00** \$ 🔒

Agency Commission %: ? **5.00** % 🔒

Tax %: ? % 🔒

Production Fees: \$ 🔒

Research Fees: \$ 🔒

Ad Verification Fees: \$ 🔒

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