

MY PLANS SHARED PLANS

ADD PLAN Sort by:

 **Widget Products & Services** (Created : Jun 16, 2020)  
Company 1

BASIC SETUP PLAN SETUP REVENUE MODELS **MARKETING SPLIT** COMPANY STRUCTURE VAT, GST & CORP TAX SETUP IMPORT USER ACCESS EDIT RIGHTS COPY PLAN

DELETE PLAN

## Marketing Split

Licence Fees	19.00 %	▲	■	▼
Product And Services Target	68.00 %	▲	■	▼
Professional Services	13.00 %	▲	■	▼
Total Must = 100%	Total: 100 %			

SAVE

- 1 The **"Marketing Split"** section allows the user to split the marketing costs over the various revenue streams that the user has added within the revenue model section. The total of all entries must = 100%.
- 2 Apportion the marketing split towards the various revenue models that you have added to the plan. Once you have added the percentages for each revenue model, **3** you can click on the "Save" button to keep the entries.
- 4 Now that the values are changed you can also use the step change function which enables the marketing split to be stepped up or down at any point within the plan. Select the step change icon next to the revenue model that you would like to make a change to. Since the total table value must = 100%, if one value is changed in one month of the step change then another value must be changed to keep the total at 100%.