



How to Utilize the Altria Automatic Promotion Upload (API)

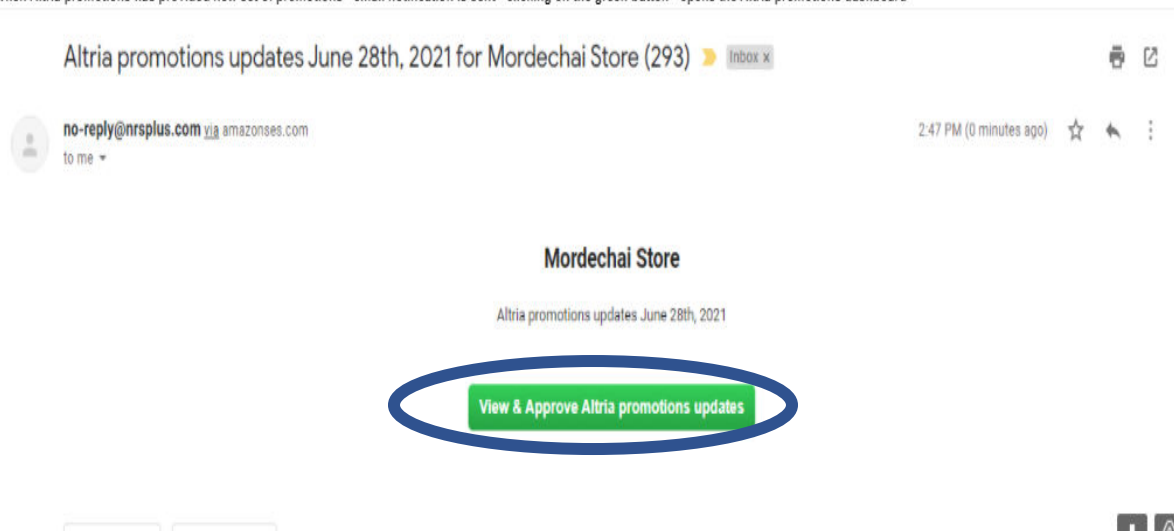
Now that you have signed up to have all your Altria promotions upload automatically, we created this manual to help you better understand how to manage the process!

Some important notes to help you get started:

1. The promotions uploaded are based on location and your agreements with Altria. We upload every promotion available to you based on what Altria provides to NRS.
2. Once you start this process, the only thing you will ever need to adjust are your base prices if, and when there are price increases.
3. For example, you should have all Marlboro Packings set to a base price (non-promoted price). The Upload will discount any Special Price Promotions (SPPs), Multi-pack, or Loyalty Promotions for you!
4. You can verify any of these promotions at www.Insightsc3m.com. (Altria Account Website)

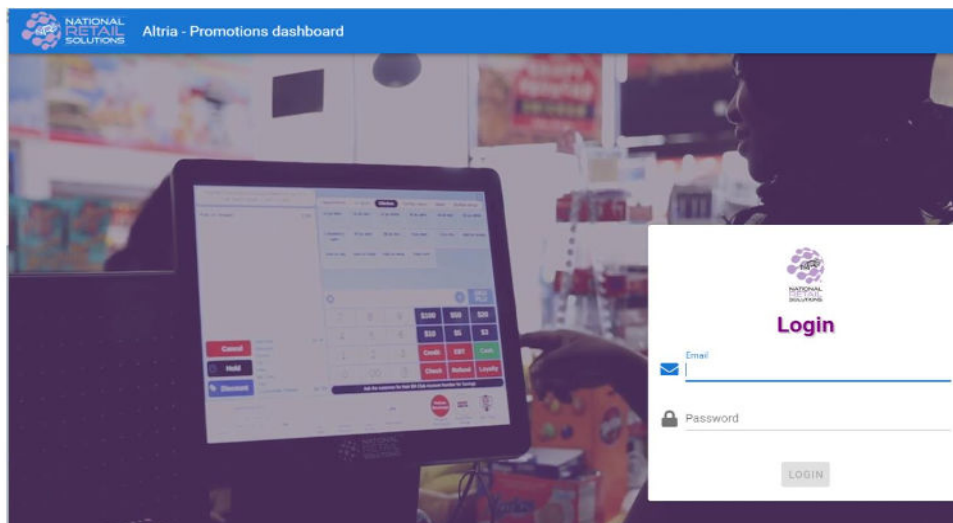
Each month you will receive an email like these emails:

When Altria promotions has provided new set of promotions - email notification is sent - clicking on the green button - opens the Altria promotions dashboard



Click on **View and Approve Altria promotions updates**

You will then see this screen:



Log in Help:

Your email and password are the same as the one you use to sign into the Merchant Portal. If you are not sure what that is, go to the POS. Click on Tools. Go to store set up, then click on Portal Account Tab. Then enter your email, click register. You will receive an email about setting up a password.

Once you login you will be taken to this screen:

The Dashboard shows the following:

- Approve button to upload your promotions.
- Settings to choose email received frequency
- Delete to erase all promotions from POS.
- The date notification was sent
- Delete button if you choose not to participate in Altria Promotions
- List shows all the upcoming promotions for all companies. It includes promotion duration, discount type, and amount
 - Changes in promotional rates vs. last month are in red. This will help you understand new promotions and remind you which signs need to update on your cigarette rack.
- All eligible promotions are included in the display, even if your store does not carry a UPC that is eligible. This is to allow for the immediate inclusion of a UPC if you were to start carrying it.
- Clicking on the left down arrow expands the UPCS contained in the promo.
- BR club tagged -Loyalty Programs that require the BR # to be entered.

To facilitate compliance with an eligible Altria Operating Company Programs, a red circle (see below) will indicate a price point that is above a program's Max Suggested price point.

Remember you can check any of your promotion at www.insight3m.com or contact your Altria representative to ensure you are charging the correct pricing. This will ensure you are paid correctly.

If you need to adjust prices on certain SKUs, you can adjust them the same way you always change prices.

When you are ready, click the Approve button.

The screenshot shows the 'Altria - Promotions dashboard' with a blue header. The main content area has a purple top bar with 'STORE → ASHLAND SMOKE' and a yellow link 'View upcoming promotions'. Below this, there are fields for 'Upcoming promotions date' (Monday, January 17, 2022 9:01 PM), 'Notification date' (Monday, January 17, 2022 9:01 PM), 'Date Last Approved' (Tuesday, January 18, 2022 8:34 AM), and 'Current status' (Altria promotions are up to date.). To the right of these fields are three buttons: 'APPROVE' (green), 'SETTINGS' (blue), and 'DELETE' (orange). The 'APPROVE' button is circled in blue. Below the buttons is a toggle switch for 'Promotions with no UPCs at your store'. The main table lists promotions with columns: Name, Discount, Promotion, Validity, Non Promoted Eligible Price, Rate change from previous period, and BR Club. The table shows several promotions for Marlboro cigarettes, including 'Marlboro 72s Menthol' and 'Marlboro Black Non-Menthol - Loyalty'.

You will see a screen like this:

The screenshot shows the 'Altria - Promotions dashboard' with a blue header. The main content area has a purple top bar with 'ALTRIA PROMOTIONS', 'EXISTING PROMOTIONS', and 'LOGOFF'. Below this, there are fields for 'Upcoming promotions date' (Tuesday, January 18, 2022 9:01 PM), 'Notification date' (Tuesday, January 11, 2022 9:01 PM), 'Date Last Approved' (Wednesday, January 19, 2022 6:49 AM), and 'Current status' (Altria promotions are up to date.). To the right of these fields are three buttons: 'APPROVE' (green), 'SETTINGS' (blue), and 'DELETE' (orange). A confirmation dialog box is overlaid on the screen with the title 'Approve to update Altria promotions ?'. The dialog box contains the following text: 'Accepting Altria updates will trigger the download of upcoming promotions to your terminal(s). You have 4 promotion(s) with changed rates since last period! Reminder: Don't forget to adjust prices of the related UPC's according to rate changes! NRS uploads every promotion Altria offers to your store. You can confirm all of these promotions at www.insight3m.com or check with your Altria Representative.' The dialog box has 'CANCEL' and 'OK' buttons at the bottom. The background table shows promotions for Copenhagen and Marlboro cigarettes.

This screen summarizes what is changing and confirms you are sure you want to upload the promotions. Once you click 'OK' any existing promotions for the time period you are approving will be removed. They will be replaced with all eligible promotions from Altria.

Click OK. Now all your promotions will take effect on the Altria Dates. Your weekly Scan Data submissions will continue to be submitted weekly. Each month you will get a new email asking you to order next month's Altria Promotions. Follow the same procedures. **This process will upload promotions for PMUSA, USSTC, JMC, and Helix.**

If you want to check any promotions or rates you can go to the Promotions tab, and filter by 'Altria'.

You will see a screen like this:

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Once promotions are downloaded to the terminals - they can be filtered by the prefix entered in the input field 'Altria'.

Promotions

Back to Home

BR Club Promotions

Upcoming BR Club Promotions

Store Promotions

Clubs

Altria x

Add Promotion

Active

Promo requires BR Club ☒ No

C

\$1.00 off

Altria - Copenhagen Wintergreen/Mint - Per Unit (CARTON - 5)

From: 05/30/2021 To: 07/03/2021

C

\$0.50 off

Altria - Red Seal - Per Unit

From: 05/30/2021 To: 07/03/2021

C

\$2.50 off

Altria - Red Seal - Per Unit (ROLL - 5)

From: 05/30/2021 To: 07/03/2021

C

\$2.50 off

Altria - Red Seal - Per Unit (CARTON - 5)

From: 05/30/2021 To: 07/03/2021

C

\$1.50 off when you buy 2

Altria - Marlboro Black Non-Menthol - Loyalty

From: 11/22/2020 To: 07/31/2021

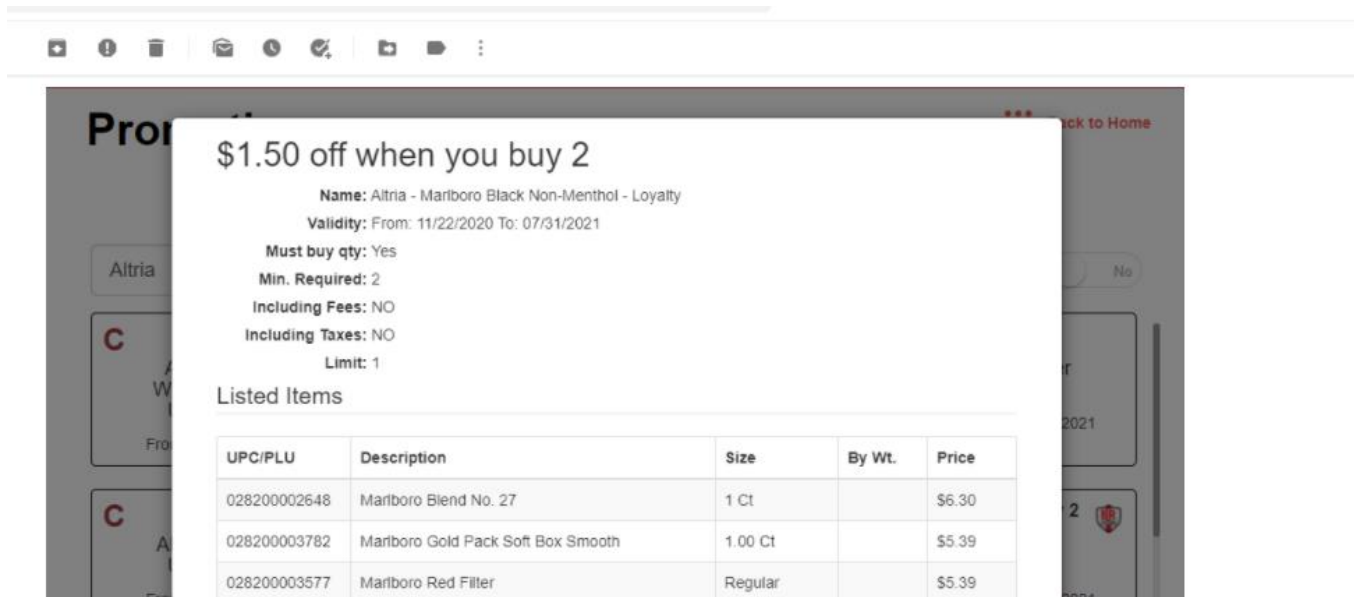
C

\$0.25 off when you buy 2

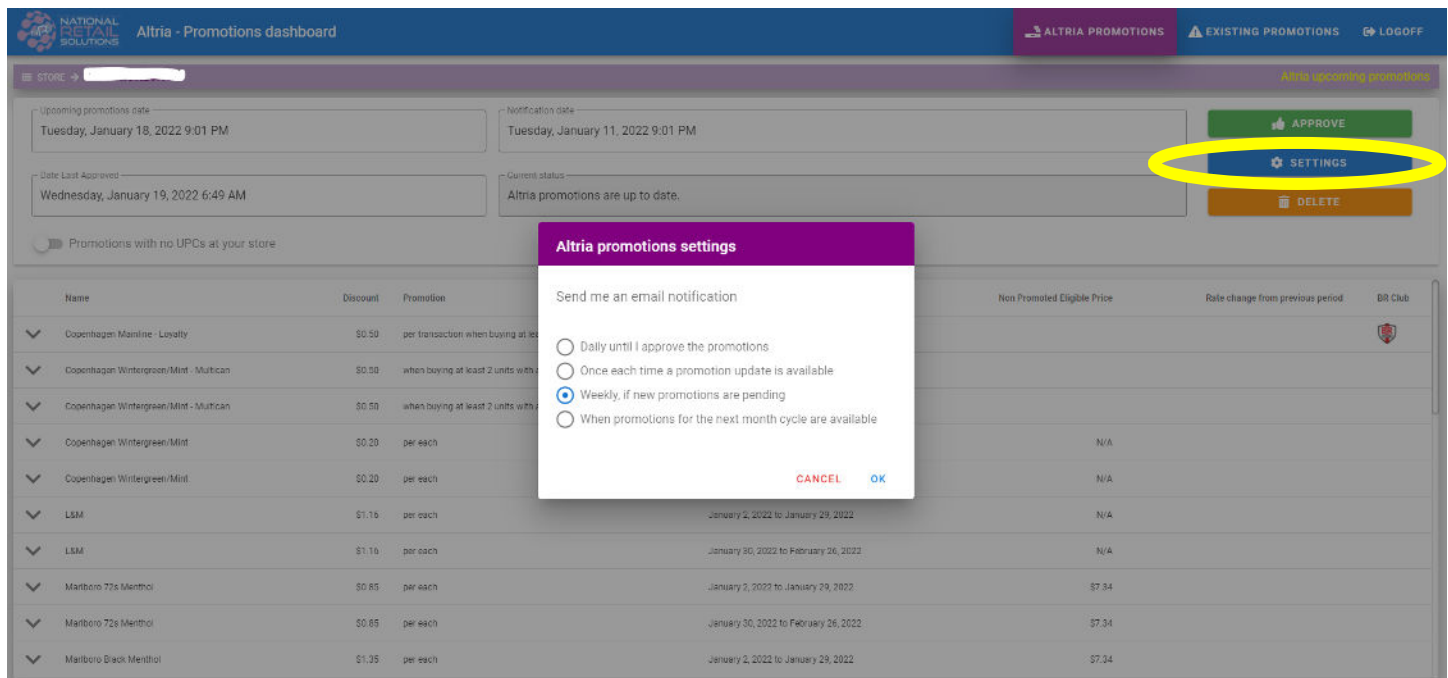
Altria - Copenhagen Mainline - Loyalty

From: 04/04/2021 To: 08/28/2021

All Altria promotions will be read only. Meaning you cannot change allowance rates. This is done so you meet all the requirements of the Altria Promotion Program and are fully reimbursed by Altria for the promotions.



Choose how often you would like to receive emails and stay updated with all promotions. You are required to login and hit approve when emails are received.



If you have any questions, please contact the NRS Tobacco Hotline at (800) 501-7184.

Frequently Asked Questions

1. Where can I verify what promotions, my store is eligible for?

Answer- Check www.insights.c3m.com or your Altria Territory Sales Manager.

2. What email address does the NRS email come from to accept promotions?

Answer- no-reply@nrsplus.com

3. Do I initially have to adjust prices for each Marlboro sku?

Answer- No. Simply set your non promoted price for all Marlboro sku's and the Automatic Upload does the rest.

4. Where can I see all the promotions that the Automatic Promotion Uploaded set up?

Answer- If you want to check any promotions or rates you can go to the Promotions tab, and filter by Altria.

5. I don't run carton promotions, why did you upload them?

Answer- NRS uploads all promotions your store is eligible for based on your location and agreements with Altria. If you choose not to utilize a promotion that is fine and will not impact the reporting. However, you are missing out on an opportunity to further grow your business. We encourage you to check with your Altria Territory Sales Manager.

6. Does the Automatic Promotion Upload work for Copenhagen?

Answer- The Altria Automatic Promotion Upload works for all Altria Promoted Brands (PMUSA, USSTC, JMC, or Helix).

7. How often will I receive emails about uploading my Altria Promotions?

Answer- You will receive an email every time Altria changes promotions. Normally, they will be towards the end of the month for the next month. Price increases, or other industry events may trigger promotion changes.

*The underlying Altria programs and promotions are provided by Altria and administered by the retailer. Eligibility and terms for these programs and promotions are determined By Altria. Contact Altria for full details. NRS is not responsible for promotional payments and not liable for errors and omissions. By participating in the NRS automatic upload program, retailer assumes all responsibility for setup of Altria promotions in accordance with Altria guidelines.