

Invalid Allocation

	Brand	Geography	Channel	Amount	Driver
Cost to Allocate	Brand A	EMEA	E-commerce	1.000,00 €	
Driver	Brand A	Spain	ALL Channel		70%
	Brand A	China	ALL Channel		30%
Allocation	Brand A	Spain	E-commerce	- €	
	Brand A	China	E-commerce	- €	

Valid Allocation

	Brand	Geography	Channel	Amount	Driver
Cost to Allocate	Brand A	EMEA	E-commerce	1.000,00 €	
Driver	Brand A	Spain	ALL Channel		70%
	Brand A	Germany	ALL Channel		30%
Allocation	Brand A	Spain	E-commerce	700,00 €	
	Brand A	Germany	E-commerce	300,00 €	