



Reach your customers where they are.

# Catalog of our solutions

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A large panel of efficient solutions to  
connect your brand to your clients.

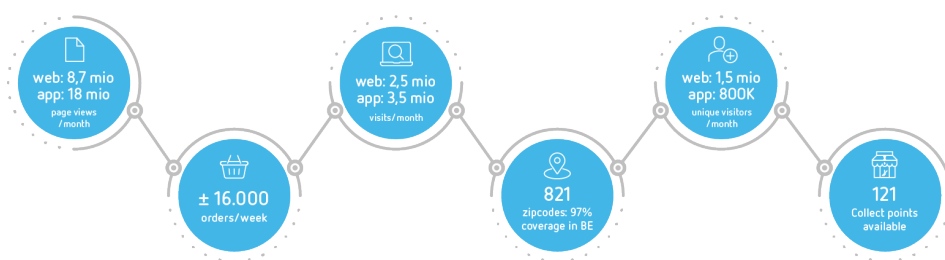
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Any question ? E-mail us at [mmd@delhaize.be](mailto:mmd@delhaize.be)



## ONLINE COMMUNICATION AND ACTIVATION

- + BANNERING
- + ONLINE ORDER
- + PERFORMANCE
- + CONTENT & INSPIRATION
- + OFFSITE





## ONLINE COMMUNICATION AND ACTIVATION

### BANNERING



#### Online Visibility Large

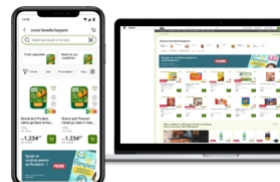
Boost your visibility on the Delhaize.be-website or in the My Delhaize app, exactly where our online (and offline) shoppers are.

Package of different types of banners on different pages of the website.

Interesting combination of Product Display (with immediate add-to-basket) or a Brand Display on the following pages:

- Homepage
- Category pages, own category and affinity categories
- Search pages, based upon your own key word selection and the most searched keywords from your own category
- Check-out page (only website)

Guaranteed number of impressions within a period of approximately 2 weeks.



#### Online Visibility Small

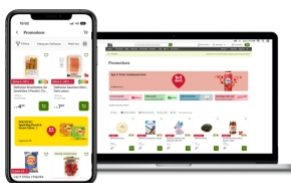
Boost your visibility on the Delhaize.be-website or in the My Delhaize app, exactly where our online (and offline) shoppers are.

Package of different types of banners on different pages of the website.

You have the choice between a Product Display (with immediate add-to-basket) or a Brand Display on the following pages:

- Category pages, own category and affinity categories
- Search pages, based upon your own key word selection and the most searched keywords from your own category

Guaranteed number of impressions within a period of approximately 2 weeks.



#### Promo Visibility

Boost your sales by highlighting your promotion on Delhaize.be and in the My Delhaize app.

- Conversion-driven position on the Promopage.
- Performance Display in native design to boost your promotion.
- Guaranteed 100% Share-of-voice during a one week period.



#### Home Page Visibility

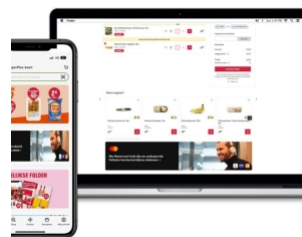
Be present there where the website visitors start their journey online on Delhaize.be or in the My Delhaize app.

- Fixed banner position during a fixed campaign period.
- Ideal display to tell something 'new' about the brand, product or to highlight a promotion or contest.
- Brand or Performance Display in native design.
- Guaranteed 100% Share-of-voice during a one week period.



### Claim the category or search

Claim the category or search is an always-on long-term solution to drive traffic to your own brand page on Delhaize.be. Your banner will appear on an interesting position on a category page of choice, or on the search page.



### Non-endemic Visibility

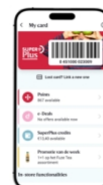
Showcase your non-endemic offer on homepage and check-out zone of Delhaize.be.



### Folder Visibility

Boost the visibility of your promotion and you sales on Delhaize's most consulted page on app and web – the folder with top of the page premium placement banners.

- Conversion-driven position on the Promopage.
- Performance Display in native design to boost your promotion.
- Guaranteed 100% Share-of-voice on Web Folder Page
- Guaranteed minimum 50% Share-of-voice on App Folder Page



### SuperPlus Card Visibility

Maximize the impact of your promotion and boost your sales on one of the second most visited page by App exclusive shoppers and instore shoppers.

- 100% native design to boost your promotion on a loyalty page of the App
- Guaranteed 100% Share-of-voice on SuperPlus card Page on App



## Online Visibility Large



### ONLINE COMMUNICATION AND ACTIVATION

Bannering

Boost your visibility on the Delhaize.be-website or in the My Delhaize app, exactly where our online (and offline) shoppers are.

Package of different types of banners on different pages of the website.

Interesting combination of Product Display (with immediate add-to-basket) or a Brand Display on the following pages:

- Homepage
- Category pages, own category and affinity categories
- Search pages, based upon your own key word selection and the most searched keywords from your own category
- Check-out page (only website)

Guaranteed number of impressions within a period of approximately 2 weeks.

#### Duration

2 weeks

#### Media Booking

6 weeks

#### Nice to know

- Targeting based upon user's behavior on the website
- Adblock free
- Native design
- 100% responsive design
- Choice between a Product Display (with immediate add-to-basket) or a Brand Display
- Product Display: prices, description, stocks,... dynamics and updated in real time
- Product Display: direct "add to basket" and "add to shopping list"
- Creative components to be provided by the client

#### Post reporting

Reportings are available 6 weeks after the end of the activation and available via an online platform. Request access to our Account Managers.

- KPI 1 - # Impressions
- KPI 2 - # ROAS

## OBJECTIVES

CONVERSION



BRAND AWARENESS



ENGAGEMENT / CONSIDERATION



## Online Visibility Small



### ONLINE COMMUNICATION AND ACTIVATION

#### Bannering

Boost your visibility on the Delhaize.be-website or in the My Delhaize app, exactly where our online (and offline) shoppers are.

Package of different types of banners on different pages of the website.

You have the choice between a Product Display (with immediate add-to-basket) or a Brand Display on the following pages:

- Category pages, own category and affinity categories
- Search pages, based upon your own key word selection and the most searched keywords from your own category

Guaranteed number of impressions within a period of approximately 2 weeks.

#### Duration

2 weeks

#### Media Booking

6 weeks

#### Nice to know

- Targeting based upon user's behavior on the website
- Adblock free
- Native design
- 100% responsive design
- Product Display: prices, description, stocks,... dynamics and updated in real time
- Product Display: direct "add to basket" and "add to shopping list"
- Creatives components to be provided by the client

#### Post reporting

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- KPI 1 - # Impressions
- KPI 2 - # ROAS

## OBJECTIVES

#### CONVERSION



#### BRAND AWARENESS



#### ENGAGEMENT / CONSIDERATION



## Promo Visibility



### ONLINE COMMUNICATION AND ACTIVATION

Bannering

Boost your sales by highlighting your promotion on Delhaize.be and in the My Delhaize app.

- Conversion-driven position on the Promopage.
- Performance Display in native design to boost your promotion.
- Guaranteed 100% Share-of-voice during a one week period.

#### Duration

1 week

#### Media Booking

6 weeks

#### Nice to know

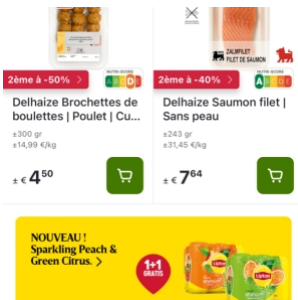
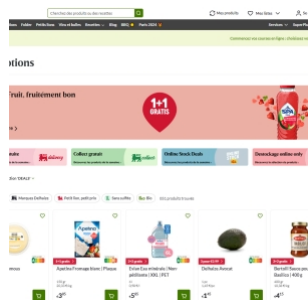
- Performance banners visible in between the list of products in promotion
- Performance display can be used to highlight a weekly promotion, a contest or everything that gives the Delhaize consumers something extra.
- Adblock free
- Native design
- 100% responsive design
- Promo display
- Creative components to be provided by the client

#### Post reporting

Reportings are available 6 weeks after the end of the activation and available via an online platform. Request access to our Account Managers.

- KPI 1 - # Impressions
  - Benchmark : 72.000
- KPI 2 - # ROAS
- KPI 3 - Sales uplift
  - Benchmark : 80%
- KPI 4 - CTR
  - Benchmark : 2,68%

#### Sample pictures



## OBJECTIVES

BRAND AWARENESS



## Home Page Visibility



### ONLINE COMMUNICATION AND ACTIVATION

Bannering

Be present there where the website visitors start their journey online on Delhaize.be or in the My Delhaize app.

- Fixed banner position during a fixed campaign period.
- Ideal display to tell something 'new' about the brand, product or to highlight a promotion or contest.
- Brand or Performance Display in native design.
- Guaranteed 100% Share-of-voice during a one week period.

#### Duration

1 week

#### Media Booking

6 weeks

#### Nice to know

- Fixed position on the most viewed page of the website and the app.
- Adblock free
- Native design
- 100% responsive design
- Choice between a Performance Display or a Brand Display
- Creative components to be provided by the client

#### Post reporting

Reportings are available 6 weeks after the end of the activation and available via an online platform. Request access to our Account Managers.

- KPI 1 - # Impressions
- KPI 2 - # ROAS

#### Sample pictures



## OBJECTIVES

#### CONVERSION



#### BRAND AWARENESS



#### BRAND POSITIONNING





## Claim the category or search



### ONLINE COMMUNICATION AND ACTIVATION

Bannering

Claim the category or search is an always-on long-term solution to drive traffic to your own brand page on Delhaize.be. Your banner will appear on an interesting position on a category page of choice, or on the search page.

#### Duration

13, 26, 39 or 52 weeks

#### Media Booking

7 weeks

#### Nice to know

- Fixed position on a category page of choice or search page
- Adblock free
- Native design
- 100% responsive design
- Brand display
- Creative components to be provided by the client
- Pricing linked to extra index (depending on the quality of the category or keyword)

## Non-endemic Visibility



### ONLINE COMMUNICATION AND ACTIVATION

Bannering

Showcase your non-endemic offer on homepage and check-out zone of Delhaize.be.

#### Duration

1 week

#### Media Booking

6 weeks

#### Nice to know

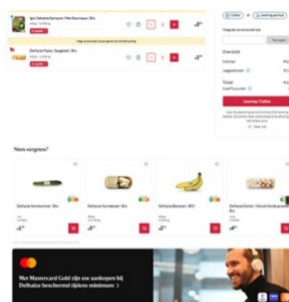
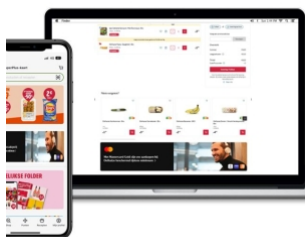
- Fixed position on highly visited pages of Delhaize.be.
- Adblock free.
- Native design.
- 100 % responsive design.
- Brand display.
- Creative compenents to provided by the client.

## OBJECTIVES

BRAND AWARENESS

BRAND POSITIONNING

#### Sample pictures



## Folder Visibility



### ONLINE COMMUNICATION AND ACTIVATION

Bannering

Boost the visibility of your promotion and you sales on Delhaize's most consulted page on app and web – the folder with top of the page premium placement banners.

- Conversion-driven position on the Promopage.
- Performance Display in native design to boost your promotion.
- Guaranteed 100% Share-of-voice on Web Folder Page
- Guranteed minimum 50% Share-of-voice on App Folder Page

#### Duration

1 week

#### Media Booking

4 weeks

#### Nice to know

- Performance banners visible on a top position on the folder pages on app and web
- Performance banners can be used to highlight a weekly promotion, a contest or everything that gives the Delhaize consumers something extra.
- Adblock free
- Native design
- 100% responsive design
- Promo display
- Creative components to be provided by the client

#### Post reporting

Reportings are available 6 weeks after the end of the activation and available via an online platform. Request access to our Account Managers.

KPI 1 - # Impressions

KPI 2 - Sales uplift

KPI 3 - CTR

## OBJECTIVES

#### CONVERSION



#### BRAND AWARENESS



#### CALL TO ACTION



## SuperPlus Card Visibility



### ONLINE COMMUNICATION AND ACTIVATION

Bannering

Maximize the impact of your promotion and boost your sales on one of the second most visited page by App exclusive shoppers and instore shoppers.

- 100% native design to boost your promotion on a loyalty page of the App
- Guaranteed 100% Share-of-voice on SuperPlus card Page on App

#### Duration

1 week

#### Media Booking

4 weeks

#### Nice to know

- Above the fold banner position
- Performance banners can be used to highlight a weekly promotion
- Adblock free
- Native design
- 100% responsive design
- Very limited creative cost as only packshots are used

#### Post reporting

Reportings are available 6 weeks after the end of the activation and available via an online platform. Request access to our Account Managers.

KPI 1 - # Impressions

KPI 2 - Sales uplift

KPI 3 - CTR

## OBJECTIVES

#### CONVERSION



#### BRAND AWARENESS



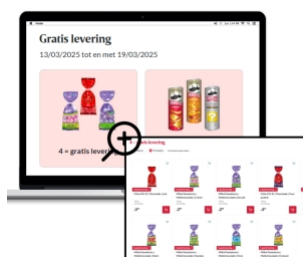
#### CALL TO ACTION





## ONLINE COMMUNICATION AND ACTIVATION

### ONLINE ORDER



#### Push product for Free Delivery

- No Delivery Fee for the consumer by buying a certain amount of product(s)
- Visibility on the homepage, the mega menu and in the online folder



#### Product sampling

Free product added to the consumer's order.

- Wave of 12.000 samples
- **Option:** Leaflet A6 based on a Delhaize template
- Leaflet production included in the price
- 2 slots available per week
- Fresh or Dry products



# Push product for Free Delivery



## ONLINE COMMUNICATION AND ACTIVATION

Online order

- No Delivery Fee for the consumer by buying a certain amount of product(s)
- Visibility on the homepage, the mega menu and in the online folder

### Duration

1 week

### Media Booking

10 weeks

### Nice to know

- Up to 6 slots/week
- Max. 10 SKU
- No promopack
- No other promotion at the same time
- No frozen product

! Important !

The total value of the bought products must be minimum 9€.

### Post reporting

Reportings are available 6 weeks after the end of the activation and available via an online platform. Request access to our Account Managers.

KPI1 - # Units sold

KPI2 - # Revenue

KPI3 - # Order

### Sample pictures

## OBJECTIVES

CONVERSION



CALL TO ACTION

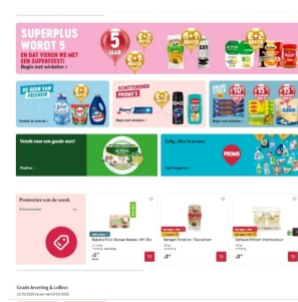
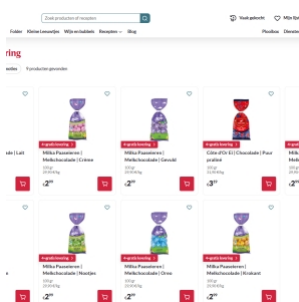


TRIAL



### levering kosten

25 tot en met 05/02/2025



## Product sampling



### ONLINE COMMUNICATION AND ACTIVATION

Online order

Free product added to the consumer's order.

- Wave of 12.000 samples
- **Option:** Leaflet A6 based on a Delhaize template
- Leaflet production included in the price
- 2 slots available per week
- Fresh or Dry products

#### Duration

1 distribution

#### Media Booking

6 weeks

#### Nice to know

- 12.000 units distributed over a period of 5-8 days
- Single portion for HBC product
- Best-before date min 20 days
- Product available at Delhaize
- No targeting
- Up to 2 partners/week

#### Sample pictures



## OBJECTIVES

CONVERSION



BRAND AWARENESS



EYE CATCHER



TRIAL



ENGAGEMENT / CONSIDERATION



## Sponsored Product



### ONLINE COMMUNICATION AND ACTIVATION

Performance

Sponsored Products are cost-per-click ads that promote individual products throughout Delhaize.be and My Delhaize App.

#### Duration

Max. 3 months or Max 3500 clicks

#### Media Booking

2 weeks

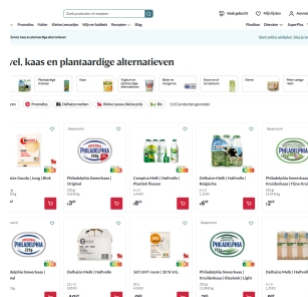
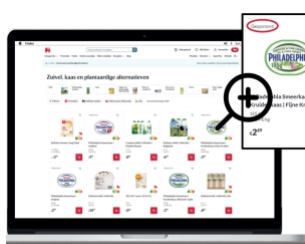
#### Nice to know

- Better visibility within your product group
- You reach more interested customers
- Product item displayed on category pages and search terms

#### Post reporting

#Impressions and #Clicks

#### Sample pictures







## ONLINE COMMUNICATION AND ACTIVATION

### CONTENT & INSPIRATION



#### Landingpage Premium

Boost your content through a premium landingpage on Delhaize.be.



#### Recipe Booster

Extend the visibility of your recipe beyond the initial 2-week bannering period included in the Recipe Pack.



#### Recipe Pack

Boost your branded recipe on Delhaize.be!

This tool is ideal to reach highly engaged customers. After consulting a recipe, 70% of the users search for its ingredients on our e-shop!



#### Brand Page

Boost your brand even more on Delhaize.be with a premium page fully dedicated to your brand.



## Landingpage Premium



### ONLINE COMMUNICATION AND ACTIVATION

Content & inspiration

Boost your content through a premium landingpage on Delhaize.be.

#### Duration

2 weeks

#### Media Booking

8 weeks

#### Nice to know

- This page will be hosted on the website of Delhaize.
- Ideal to land from Extended Audience campaign or external digital campaign.
- The design of this page is based on a template.
- The page could include product carroussel, content and a video.

#### Sample pictures



## OBJECTIVES

#### CONVERSION



#### BRAND AWARENESS



#### INSPIRATION



## Recipe Booster



### ONLINE COMMUNICATION AND ACTIVATION

Content & inspiration

Extend the visibility of your recipe beyond the initial 2-week banner period included in the Recipe Pack.

#### Duration

2 weeks

#### Media Booking

4 weeks

#### Nice to know

- Ideal to combine with the Recipe Pack as you'll be able to extend the banner period easily and without additional creative cost to maintain top-of-mind presence and traffic to your recipe.
- Custom campaign scheduling option while your recipe is online (13 weeks).
- Banner on recipe inspiration page & recipe search listing page.

#### Post reporting

Reportings are available 6 weeks after the end of the activation and available via an online platform. Request access to our Account Managers.

KPI 1 - # Impressions

KPI 2 - CTR

## OBJECTIVES

BRAND AWARENESS



INSPIRATION



ENGAGEMENT / CONSIDERATION



# Recipe Pack



## ONLINE COMMUNICATION AND ACTIVATION

Content & inspiration

Boost your branded recipe on Delhaize.be!

This tool is ideal to reach highly engaged customers.  
After consulting a recipe, 70% of the users search for its ingredients on our e-shop!

### Duration

Banner on the 'Recipe Homepage': 2 weeks - Recipe on the 'All Recipes Page': 12 weeks - Insert e-mail in Delhaize's Newsletter : week to choose

### Media Booking

9 weeks

### Nice to know

- 1 banner on Recipe Landing Page and Recipe Search Page
- 1 dedicated page with your recipe on Delhaize Website and on My Delhaize App
- 1 segmented insert of your Recipe in newsletter (150.000 contacts)
- Possibility to add a video
- Button 'add to basket'

### Post reporting

Ad Hoc on demand

### Sample pictures

## OBJECTIVES

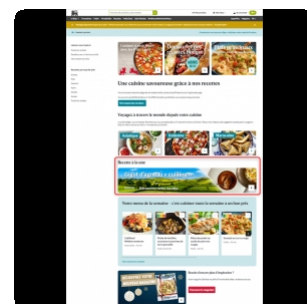
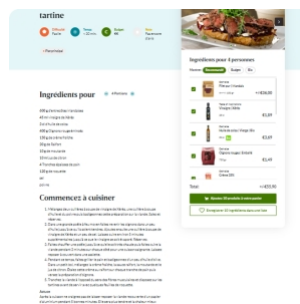
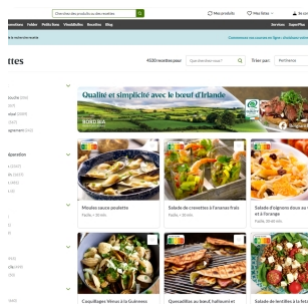
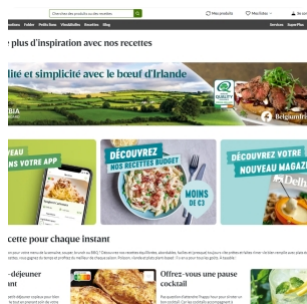
CALL TO ACTION



INSPIRATION



CROSS/UPSELLING



## Brand Page



### ONLINE COMMUNICATION AND ACTIVATION

Content & inspiration

Boost your brand even more on Delhaize.be with a premium page fully dedicated to your brand.

#### Duration

1 year

#### Media Booking

8 weeks

#### Nice to know

- Build your own content and add product carroussel, images, text and optional video
- Ideal to link your external digital campaigns with this page
- Possibility to adapt this page per quarter and maximum 3 times a year
- Extra fee per adaptation
- Visibility on brands overview page

## OBJECTIVES

#### CONVERSION



#### BRAND AWARENESS



#### EYE CATCHER



#### CALL TO ACTION



#### ENGAGEMENT / CONSIDERATION



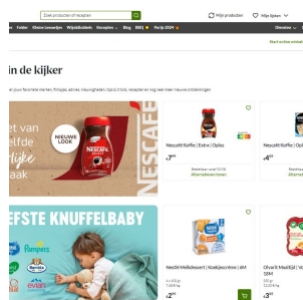
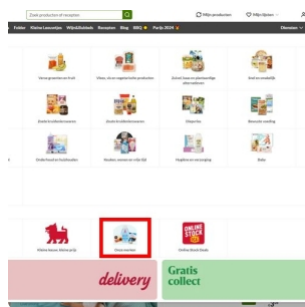
#### BRAND POSITIONNING



#### CROSS/UPSELLING



#### Sample pictures





## ONLINE COMMUNICATION AND ACTIVATION

### OFFSITE



#### Extended Audience

Depending on the objective of our brands, we offer 2 Extended Audience packs:

- **Focus on promo**
  - Display bannering
  - Duration: 1 week
- **Focus on positioning**
  - Display bannering + native
  - Duration: 2 weeks



#### Offsite Display

Build retail media shopping audiences outside Delhaize's universe.



## Extended Audience

Depending on the objective of our brands, we offer 2 Extended Audience packs:

- **Focus on promo**
  - Display bannering
  - Duration: 1 week
- **Focus on positioning**
  - Display bannering + native
  - Duration: 2 weeks

### Media Booking

8 weeks

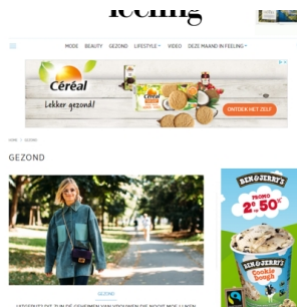
### Nice to know

- A campaign Extended Audience always in combination with an online campaign
- Increase reach
- Build awareness and notoriety for your brand
- Qualified audiences (based upon shopping and website behavior actual Delhaize.be visitors)
- Qualitative environments (whitelisted domains, brand safe)
- Use Delhaize.be as a supplementary distribution/information platform (for those brands that do not have an e shop or website, Facebook page, ...)
- Increase Audience (online and offline)
- "Recommended by a powerful brand (Delhaize)"

### Post reporting

Ad Hoc on demand

### Sample pictures



## OBJECTIVES

CONVERSION



BRAND AWARENESS



CALL TO ACTION



## Offsite Display



ONLINE COMMUNICATION  
AND ACTIVATION

Offsite

Build retail media shopping audiences outside Delhaize's universe.

### Duration

On demand

### Media Booking

8 weeks

### Nice to know

- Drive traffic to Delhaize.be with targeted banners on external websites.
- Qualified audiences in qualified environments.
- Always in combination with landingpage on Delhaize.be.

## OBJECTIVES

CONVERSION



CALL TO ACTION







Reach your customers where they are.

Any question ? E-mail us at [mmd@delhaize.be](mailto:mmd@delhaize.be)

[www.mediamarketingdelhaize.be](http://www.mediamarketingdelhaize.be)

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