Reach your customers where they are.

Any question ? E-mail us at mmd@delhaize.be

e-CRM journey - Upsell

TARGETED & PERSONALIZED COMMUNICATION

Mono-brand communication

Content sent on different moments to the same target groups:

- Same target group contacted on different occasion
- Different content
- 3 waves

Duration

3 sendings

Media Booking

6 weeks

Nice to know

- Pre-analysis included
- Definition of segmentation criteria in collaboration with MMD
- Could be linked to a Flash e-Deal
- Look & feel Delhaize
- Visual created by the client
- Link to a page dedicated to your range of products on Delhaize.be
- Setup + content cost
- Sent on Saturday or Tuesday

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 - #Open rate (FR + NL)
KPI2 - Click-Through-Rate (FR+NL)

OBJECTIVES

CONVERSION

BRAND AWARENESS

CALL TO ACTION

TRIAL

ENGAGEMENT / CONSIDERATION

CROSS/UPSELLING

Sample pictures



