

## Thematic mono-brand insert newsletter



### TARGETED & PERSONALIZED COMMUNICATION

Newsletter integrations

- Exclusivity only 1 brand
- Related to the main topic of the Delhaize newsletter (Mother's day, Easter, ...)
- Insert of a branded banner in the Delhaize weekly e-news
- Highlight on an existing promotion
- Innovation
- Link to a landing page to the e-shop
- Predefined segmented group based on the categories: Between 500.000 - 1Mio contacts

[See the full Thematic mono-brand insert newsletter Calendar for 2024.](#)

### Duration

1 sending

### Media Booking

6 weeks

### Nice to know

- Look & feel Delhaize
- Creation in collaboration with MMD
- Link to your range of products on Delhaize.be
- Sent on Thursday

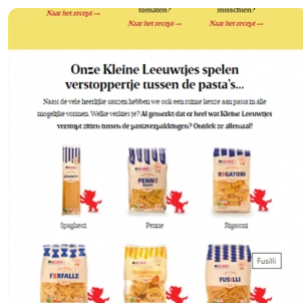
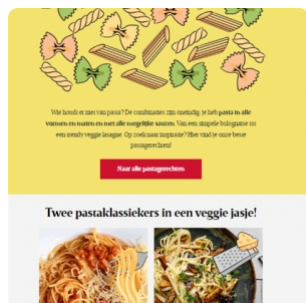
### Post reporting

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)

### Sample pictures



## OBJECTIVES

CONVERSION



BRAND AWARENESS



CALL TO ACTION



TRIAL



ENGAGEMENT / CONSIDERATION



CROSS/UPSELLING

