

## IAB Bannering



### ONLINE COMMUNICATION AND ACTIVATION

Bannering

Boost your sales by highlighting your brand on Delhaize.be through a valuable set of targeted ads:

- Visibility on the Homepage Delhaize + e-shop or Promo page
- Promo page: 2 brands/week- highlight your promotion
- HP Delhaize + e-shop: 1 brand/week- exclusivity

#### Duration

1 week

#### Media Booking

6 weeks

#### Nice to know

- Exclusivity
- Banner visible on the most visited pages
- Banner visible for all - no targeting
- IAB format
- Creatives 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

KPI 3 - # Sales

#### Sample pictures

## OBJECTIVES

CONVERSION



BRAND AWARENESS



ENGAGEMENT / CONSIDERATION



BRAND POSITIONNING

