

## Commercial display



### ONLINE COMMUNICATION AND ACTIVATION

Bannering

2 packs: small - large: # impression guarantee  
Formats:

- pack small: butterfly-ad, visibility on specific category pages & search page
- pack large: butterfly and flagship-ad, visibility on specific category pages, search page, check-out page and home page

#### Duration

2 weeks

#### Media Booking

6 weeks

#### Nice to know

- Target the shoppers with the highest purchase intention via Delhaize online data throughout the buying journey: Home page, Category page, Search page and Order confirmation page.
- Targeting based on cold data (purchase history), hot data (real time page views, searched keywords, shopping basket content,...)
- Adblock free
- Native design
- 100% responsive design
- Prices, description, stocks,... dynamics and updated in real time
- Direct "add to basket" and "add to shopping list"
- Possibility to promote up to 5 references via a carousel system
- Creatives to be provided by the client
- Pre-defined reach on approximate period
- No-predefined places of the bannering

#### Post reporting

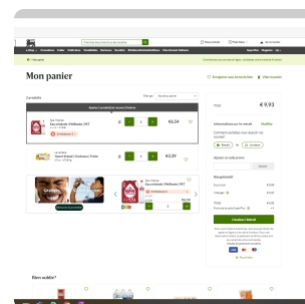
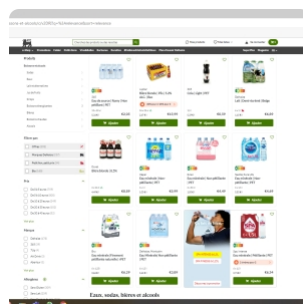
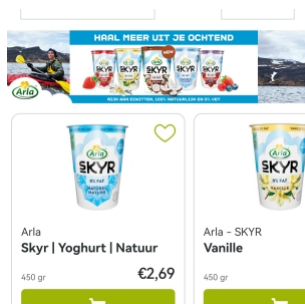
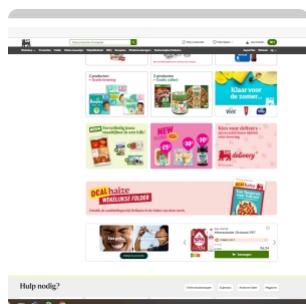
Reportings are available 6 weeks after the end of the activation and available via an online platform. Request access to our Account Managers.

KPI 1 - # Impressions

KPI 2 - # ROAS

KPI 3 - # Sales

#### Sample pictures



## OBJECTIVES

CONVERSION



BRAND AWARENESS



ENGAGEMENT / CONSIDERATION

