

## Promo-insert newsletter



TARGETED & PERSONALIZED  
COMMUNICATION

Newsletter integrations

- Highlight your existing promotion at Delhaize
- Integration of a promotional product or range in the weekly newsletter of Delhaize

### Duration

1 sending

### Media Booking

6 weeks

### Nice to know

- Link to product or range at Delhaize.be
- Sent on Thursday to customers

## OBJECTIVES

CONVERSION



CALL TO ACTION



ENGAGEMENT / CONSIDERATION

