

Potential Target Audience



DATA ON DEMAND

Shopper Insights

Objectives

Pre-analysis and counting of a possible mailable target audience. Can be done in order to calculate potential to send a dedicated e-mail and/or Direct Mail.

Nice to know

What's In

- Brand/Category Buyers; Non-buyers; Lapsers
- Delhaize RFM segmentation
- Delhaize Premium Foodie/Game Changer/Convenience Seeker segmentation
- A 100% credit if used to build a DM or e-mail project afterwards

What's Out

- Any targeting based on a specific competitor or product
- Any information about other retailers

Sample pictures

