

Selfmailer double or triple



TARGETED & PERSONALIZED
COMMUNICATION

Print direct mail

A5 mailing (2 x A5 or 3 x A5) send to a specific target
and dedicated to only one partner:

- Exclusive offer
- Content inspiration
- Innovation
- Up to 2 or 3 coupons offer

Duration

1 sending

Media Booking

13 weeks

Nice to know

- Offer coupon value: Min 20%
- Look & feel Delhaize
- Creation in collaboration with MMD
- Only one partner
- Min 50.000 contacts
- Technical costs and production included in the setup
- Advanced segmentation is possible, including Delhaize Shopper Segmentation

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 - #Participation rate

KPI2 - # redemption rate

Sample pictures



OBJECTIVES

CONVERSION



BRAND AWARENESS



CALL TO ACTION



INSPIRATION



ENGAGEMENT / CONSIDERATION



BRAND POSITIONING



CROSS/UPSELLING

