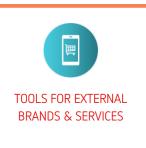


# Dedicated email - External Brands & Services



Targeted & Personalized communication

E-mail dedicated to only one advertiser sent to a specific

- Highlights on an existing promotion
- Content inspiration
- Innovation
- Up to 85.000 contacts

#### Duration

1 sending

## Media Booking

6 weeks

#### Nice to know

- Pre-analysis included
- Definition of segmentation criteria in collaboration with MMD
- Could be linked to a voucher
- Look & feel Delhaize
- Visual created by the client
- Setup + content cost
- Sent on Tuesday or Saturday

#### Post reporting

Included in the price:

- KPI1 #Open rate (FR + NL)
- KPI2 #Click open rate (FR + NL)
- KPI3 #Click Map

### Sample pictures







## **OBJECTIVES**

