

## Dedicated email - External Brands & Services



### TOOLS FOR EXTERNAL BRANDS & SERVICES

Targeted & Personalized communication

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

- 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

CONVERSION



BRAND AWARENESS



TRIAL



ENGAGEMENT / CONSIDERATION

