


# Insert e-mail - External Brands & Services



**TOOLS FOR EXTERNAL BRANDS & SERVICES**

Targeted & Personalized communication

Insert of a branded banner in the Delhaize weekly e-news.

Possibility to segment up to 85.000 contacts or to send the news in a massive way up to 800.000 contacts.

### Duration

1 sending

### Media Booking

6 weeks

### Nice to know

- Highlight of an existing promotion / Information / Innovation / ...
- Look & feel Delhaize

### Post reporting

Included in the price

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

## OBJECTIVES

CONVERSION



BRAND AWARENESS



CALL TO ACTION



TRIAL



ENGAGEMENT / CONSIDERATION



CHANGE PERCEPTION



CROSS/UPSELLING



### Sample pictures

