


Top Topical - Mono -brand insert

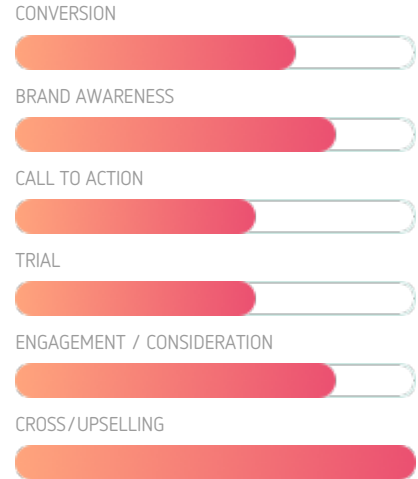


TARGETED & PERSONALIZED COMMUNICATION

Top Topical & Insert

- Exclusivity only 1 brand
- Related to the main topic of the Delhaize newsletter (Mother's day, Easter, ...)
- Insert of a branded banner in the Delhaize weekly e-news
- Highlight on an existing promotion
- Innovation
- Link to a landing page to the e-shop
- Predefined segmented group based on the categories: Between 500.000 - 1Mio contacts

OBJECTIVES



Duration

1 sending

Media Booking

6 weeks

Nice to know

- Look & feel Delhaize
- Creation in collaboration with MMD
- Link to your range of products on Delhaize.be
- Sent on Thursday

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 - #Open rate (FR + NL)
 KPI2 - Click-Through-Rate (FR+NL)

Sample pictures

