

## Thematic multi-brand insert newsletter



### TARGETED & PERSONALIZED COMMUNICATION

Newsletter integrations

Multi-brand thematic e-mail sent to a specific target group, based on a categorical segmentation

- These insert is personalized per customer. Based on customer's purchasing behavior, the receiver will see the packshot of his favourite product linked to the brand that is participating.
- Highlight of an existing promotion
- Predefined segmented group based on the categories

[See the full Thematic multi-brand insert newsletter Calendar for 2025](#)

#### 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

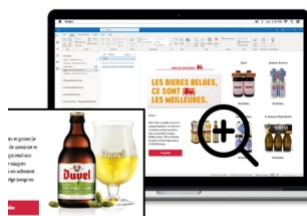
#### Post reporting

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



## OBJECTIVES

#### CONVERSION



#### BRAND AWARENESS



#### CALL TO ACTION



#### TRIAL



#### ENGAGEMENT / CONSIDERATION



#### CROSS/UPSELLING

