

## Promo Visibility



### ONLINE COMMUNICATION AND ACTIVATION

Bannering

Boost your sales by highlighting your promotion on Delhaize.be and in the My Delhaize app.

- Conversion-driven position on the Promopage.
- Performance Display in native design to boost your promotion.
- Guaranteed 100% Share-of-voice during a one week period.

#### Duration

1 week

#### Media Booking

6 weeks

#### Nice to know

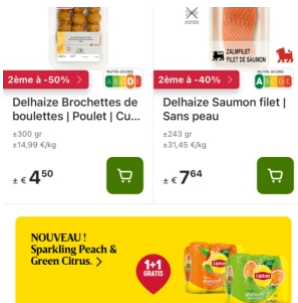
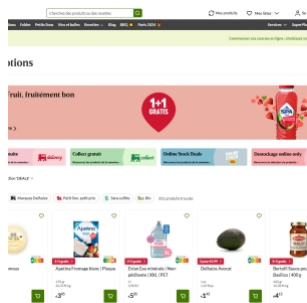
- Performance banners visible in between the list of products in promotion
- Performance display can be used to highlight a weekly promotion, a contest or everything that gives the Delhaize consumers something extra.
- Adblock free
- Native design
- 100% responsive design
- Promo display
- Creative components to be provided by the client

#### 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.

- KPI 1 - # Impressions
  - Benchmark : 72.000
- KPI 2 - # ROAS
- KPI 3 - Sales uplift
  - Benchmark : 80%
- KPI 4 - CTR
  - Benchmark : 2,68%

#### Sample pictures



## OBJECTIVES

BRAND AWARENESS

