



Reach your customers where they are.

Any question ? E-mail us at mmd@delhaize.be

Dedicated e-mail



TARGETED & PERSONALIZED COMMUNICATION

Dedicated e-mail

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
- Link to a page dedicated to your range of products on Delhaize.be
- 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

Average e-mail open rate of 27%

Above Belgian market benchmark

OBJECTIVES

CONVERSION



BRAND AWARENESS



CALL TO ACTION



TRIAL



ENGAGEMENT / CONSIDERATION



CROSS/UPSELLING



Sample pictures

