



Reach your customers where they are.

Catalog of our solutions

A large panel of efficient solutions to
connect your brand to your clients.

Points Plus Punten S.A./N.V.
Brusselsesteenweg 347
B-1730 Asse
www.mediamarketingdelhaize.be

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





DATA ON DEMAND

- + CATEGORY ANALYSIS
- + SHOPPER INSIGHTS
- + TRANSACTIONAL DATA





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Overview Category



DATA ON DEMAND

Category Analysis

Providing valuable insights about how is my brand positioned within its category

-> Ad-Hoc Request

Nice to know

Type of analysis

- Sales Trends
- Sales Equation
- Contribution to growth

Available Focus (2 possible)

- Store Perimeter
- Product type
- Specific Packaging Format
- Specific Feature
- Delhaize Segmentation

Sample pictures





DATA ON DEMAND

SHOPPER INSIGHTS



Predictive Acquisition Model

Objectives

- Based on a list of references or a category/subcategory level of your choice, we can help you find clients with an higher propension to purchase your product! And of course, target them!


Potential Target Audience

Objectives

Pre-analysis and counting of a possible mailable target audience. Can be done in order to calculate potential to send a dedicated e-mail and/or Direct Mail.



Potential Target Audience



DATA ON DEMAND

Shopper Insights

Objectives

Pre-analysis and counting of a possible mailable target audience. Can be done in order to calculate potential to send a dedicated e-mail and/or Direct Mail.

Nice to know

What's In

- Brand/Category Buyers; Non-buyers; Lapsers
- Delhaize RFM segmentation
- Delhaize Premium Foodie/Game Changer/Convenience Seeker segmentation
- A 100% credit if used to build a DM or e-mail project afterwards


What's Out

- Any targeting based on a specific competitor or product
- Any information about other retailers

Sample pictures



Predictive Acquisition Model



DATA ON DEMAND

Shopper Insights

Objectives

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Nice to know

- Also available for niche or innovation products
- Based on our plus-card holders at Delhaize

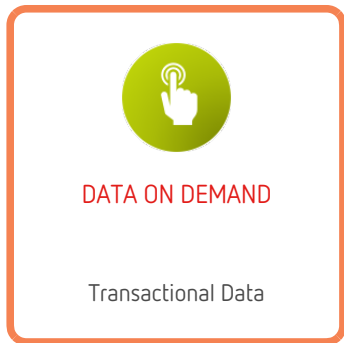
Post reporting

- No reporting forseen for basic option
- Premium option: mapping of client age, regional, gender, segmentation split)

Sample pictures



A/B Testing Report



Objectives

- Assess the efficiency of a marketing campaign by comparing test stores and control group stores
- Evaluate the global sales uplift linked to my campaign

Key questions

- Was the perimeter of my action correctly defined?
- What is the acquisition cost of a new purchaser of my promoted products regarding the media cost?

Media Booking

4 weeks

Post reporting

- Reach
- Number of category and product purchasers
- Number of new buyers
- Category and Promoted Product Turn. Evolution

Sample pictures





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