



Reach your customers where they are.

# Catalog of our solutions

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

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Any question ? E-mail us at [mmd@delhaize.be](mailto:mmd@delhaize.be)





## ONLINE COMMUNICATION AND ACTIVATION

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- + BANNERING
- + ONLINE ORDERS
- + SEARCH BOX
- + CONTENT & INSPIRATION





# ONLINE COMMUNICATION AND ACTIVATION

## BANNERING



### Online Targeted Ads

Packages adapted to all brand objectives:

- Pressure Pack: Visibility on the Category & Search page
- Premium Pack: Visibility on the Homepage, Category & Search page



### Full Reach Visibility

Target shoppers and boost the visibility of your range of products on Delhaize.be through a valuable set of targeted ads:

Visibility on the Category, Search, Home Page & Home Page Eshop

- 1 Flagship Home Page Delhaize.be
- 1 Flagship Home Page Eshop
- 1 Flagship Check out
- 1 Butterfly Category
- 1 Butterfly Keywords



### Extended Audience

SEA

- Advertising on [Google Ads](#) will allow you to bid for ad placement on the search when someone searches on a keyword that you have chosen.

Display

- Display is the grouping name of all banner types. Delhaize is buying this bannering placements on qualitative whitelisted third party network (De Standaard, Le Soir, De Morgen, La Libre, ...). The target group is chosen by you and it will be delivered within those parameters.

Native

- Native advertising is a form of paid media where the ad experience follows the natural form and function of the user experience in which it is placed!

Extended Audience has to be booked always in combination with an MMD online campaign.



### Promo Visibility

Boost your sales by highlighting your promotion on Delhaize.be through a valuable set of targeted ads:

- Only for a promo communication
- Visibility on the Category, Promo & Search page
- Includes: 1 promo banner, 1 flagship categories & keywords



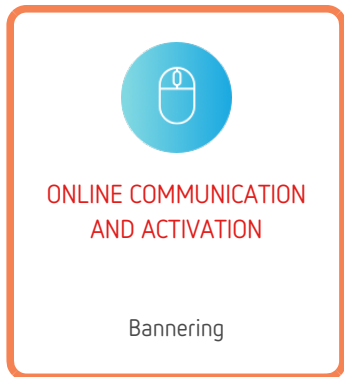
### Store Locator Banner

Extend your reach with a visibility on the Store Locator Page

- Possibility to link with promo or brand page



# Online Targeted Ads



Packages adapted to all brand objectives:

- Pressure Pack: Visibility on the Category & Search page
- Premium Pack: Visibility on the Homepage, Category & Search page

## Duration

14 days

## Media Booking

6 weeks

## Nice to know

- Target the shoppers with the highest purchase intention via Delhaize online data throughout the buying journey: Home page, Category page, Search page and Order confirmation page.
- Targeting based on cold data (purchase history), hot data (real time page views, searched keywords, shopping basket content,...) and exogenous data (weather forecast, results,...)
- Adblock free
- Native design
- 100% responsive design
- Prices, description, stocks,... dynamics and updated in real time
- Direct "add to basket" and "add to shopping list"
- Possibility to promote up to 5 references via a carousel system
- Creatives 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.

- # impressions per format
- Interaction rate
- Revenue evolution
- Conversion rate
- Campaign reach
- Engagement rate
- Market share evolution
- Top 10 categories by main interaction
- Top 10 keywords by main interaction
- Sales performance (unit and revenue evolution before/during/after)
- Shopper repartition Recruited vs. Rebuyers
- Multi devices analysis

## Sample pictures

## OBJECTIVES

CONVERSION



BRAND AWARENESS



CALL TO ACTION



INSPIRATION



ENGAGEMENT / CONSIDERATION



CROSS/UPSELLING






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The image displays four mobile application screenshots. The first three show search results for 'gin', 'glace', and 'nesle' respectively, with various product cards and prices. The fourth screenshot shows a detailed view of a 'Bouteille de Bière' product, including a red 'Ajouter' button and a price of €3.24. On the right side of the page, there are three green vertical bars with numerical labels: 13.00, 13.40, and 17.40.

# Promo Visibility



**ONLINE COMMUNICATION  
AND ACTIVATION**

Bannering

Boost your sales by highlighting your promotion on Delhaize.be through a valuable set of targeted ads:

- Only for a promo communication
- Visibility on the Category, Promo & Search page
- Includes: 1 promo banner, 1 flagship categories & keywords

### Duration

1 week

### Media Booking

7 weeks

### Nice to know

- Target the shoppers with the highest purchase intention via Delhaize online data throughout the buying journey: Home page, Category page, Search page and Order confirmation page.
- Targeting based on cold data (purchase history), hot data (real time page views, searched keywords, shopping basket content,...) and exogenous data (weather forecast, results,...)
- Adblock free
- 100% responsive design
- Native design
- Prices, description, stocks,... dynamics and updated in real time
- Direct "add to basket" and "add to shopping list"
- Possibility to promote up to 5 references via a carousel system
- Up to 42K page views/week on the Promo page
- Creatives to be provided by the client
- Only valid to amplify D2D promotion

### 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.

- # impressions per format
- Interaction rate
- Revenue evolution
- Conversion rate
- Campaign reach
- Engagement rate
- Market share evolution
- Top 10 categories by main interaction
- Top 10 keywords by main interaction
- Sales performance (unit and revenue evolution before/during/after)
- Shopper repartition Recruited vs. Rebuyers
- Multi devices analysis

### Sample pictures



## OBJECTIVES

BRAND AWARENESS



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# Full Reach Visibility



**ONLINE COMMUNICATION  
AND ACTIVATION**

Bannering

Target shoppers and boost the visibility of your range of products on Delhaize.be through a valuable set of targeted ads:

Visibility on the Category, Search, Home Page & Home Page Eshop

- 1 Flagship Home Page Delhaize.be
- 1 Flagship Home Page Eshop
- 1 Flagship Check out
- 1 Butterfly Category
- 1 Butterfly Keywords

### Duration

1 week

### Media Booking

6 weeks

### Nice to know

- Target the shoppers with the highest purchase intention via Delhaize online data throughout the buying journey: Home page, Category page, Search page and Order confirmation page.
- Targeting based on cold data (purchase history), hot data (real time page views, searched keywords, shopping basket content,...) and exogenous data (weather forecast, results,...)
- Adblock free
- Native design
- 100% responsive design
- Prices, description, stocks,... dynamics and updated in real time
- Direct "add to basket" and "add to shopping list"
- Possibility to promote up to 5 references via a carousel system
- Up to 150K impressions / week
- Creatives 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.

- # impressions per format
- Interaction rate
- Revenue evolution
- Conversion rate
- Campaign reach
- Engagement rate
- Market share evolution
- Top 10 categories by main interaction
- Top 10 keywords by main interaction
- Sales performance (unit and revenue evolution before/during/after)
- Shopper repartition Recruited vs. Rebuyers
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## OBJECTIVES

CONVERSION



BRAND AWARENESS



CALL TO ACTION



INSPIRATION



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CROSS/UPSELLING

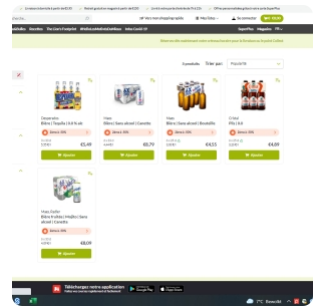
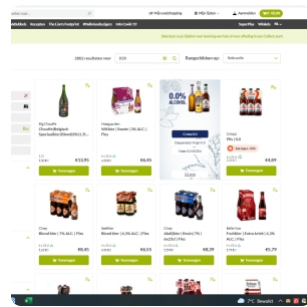
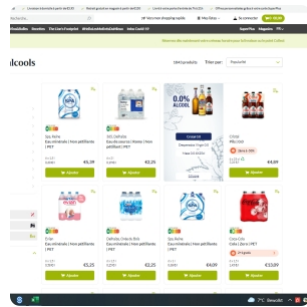
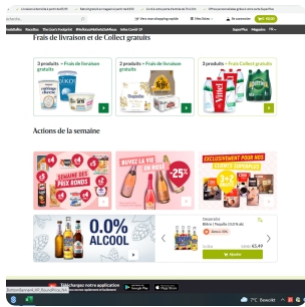




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### Sample pictures





# Store Locator Banner



**ONLINE COMMUNICATION  
AND ACTIVATION**

Bannering

Extend your reach with a visibility on the Store Locator Page

- Possibility to link with promo or brand page

### Duration

1 week

### Media Booking

4 weeks

### Nice to know

- Visibility on a page that is visited by another target group of Delhaize.be
- On average 40.000 visits per month
- Exclusivity: only one banner / week
- Possibility to link with existing promotion instore or brand page
- No further targeting possible

## OBJECTIVES

CONVERSION



BRAND AWARENESS



EYE CATCHER



INSPIRATION



ENGAGEMENT / CONSIDERATION



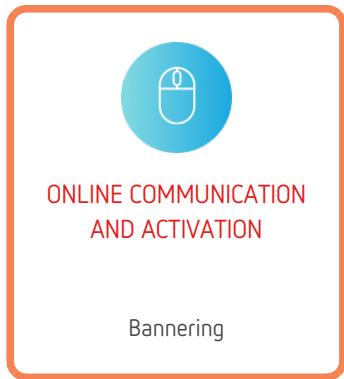
BRAND POSITIONNING



### Sample pictures



# Extended Audience



## SEA

- Advertising on **Google Ads** will allow you to bid for ad placement on the search when someone searches on a keyword that you have chosen.

## Display

- Display is the grouping name of all banner types. Delhaize is buying this banner placements on qualitative whitelisted third party network (De Standaard, Le Soir, De Morgen, La Libre, ...). The target group is chosen by you and it will be delivered within those parameters.

## Native

- Native advertising is a form of paid media where the ad experience follows the natural form and function of the user experience in which it is placed!

Extended Audience has to be booked always in combination with an MMD online campaign.

## Duration

1 week until 8 weeks depending on the goal of your campaign: Promo 1 week, Positioning 2 weeks, Awareness 4 weeks, Always-on 8 weeks

## Media Booking

8 weeks

## Nice to know

- Increase reach
- Build awareness and notoriety for your brand
- Qualified audiences (based upon shopping and website behavior actual Delhaize.be visitors)
- Qualitative environments (whitelisted domains, brand safe)
- Use Delhaize.be as a supplementary distribution/information platform (for those brands that do not have an e shop or website, Facebook page, ...)
- Increase Audience (online and offline)
- "Recommended by a powerful brand (Delhaize)"

## Sample pictures

# OBJECTIVES

## CONVERSION



## BRAND AWARENESS



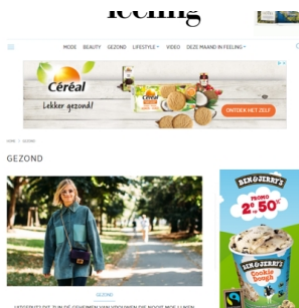
## CALL TO ACTION





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# ONLINE COMMUNICATION AND ACTIVATION

## ONLINE ORDERS

1 produit = Frais Collect gratuits



### Push product for Free Collect

- Free Collect cost for the consumer by buying a certain amount of product(s)
- Visibility on the homepage, the mega menu and in the online folder



### Product sampling

Free product added to the consumer's order.

3 produits = Frais de livraison gratuits



### Push product for Free Delivery

- No Delivery Fee for the consumer by buying a certain amount of product(s)
- Visibility on the homepage, the mega menu and in the online folder




### ZigZagvertising

Reach online Delhaize customers with this impactful format.

The ZigZagvertising will be added (physically) to each online order during 1 month. Ideal to communicate about a discount, an innovation, your assortment, a recipe and much more!



# Push product for Free Collect



**ONLINE COMMUNICATION AND ACTIVATION**

Online orders

- Free Collect cost for the consumer by buying a certain amount of product(s)
- Visibility on the homepage, the mega menu and in the online folder

### Duration

1 week

### Media Booking

10 weeks

### Nice to know

- Max. 10 SKU
- No promopack
- No other promotion at the same time
- No frozen product
- Up to 3 slots/week

! Important !

The total value of the bought products must be between 4€ and 15€.

### 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.

Included in the price

- KPI1 - # unit sales
- KPI2 - # sales uplift %
- KPI3 - # buying rate

### Sample pictures

## OBJECTIVES

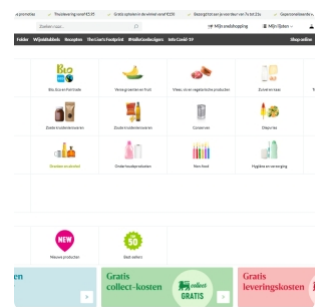
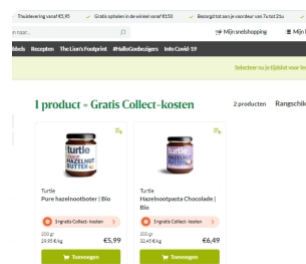
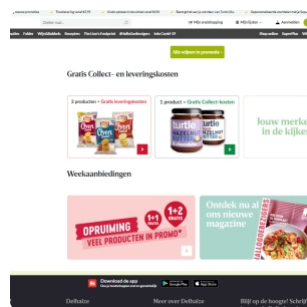
CONVERSION




CALL TO ACTION



TRIAL



# Push product for Free Delivery



**ONLINE COMMUNICATION AND ACTIVATION**

Online orders

- No Delivery Fee for the consumer by buying a certain amount of product(s)
- Visibility on the homepage, the mega menu and in the online folder

## Duration

1 week

## Media Booking

10 weeks

## Nice to know

- Up to 3 slots/week (as from 2022)
- Max. 10 SKU
- No promopack
- No other promotion at the same time
- No frozen product

! Important !

The total value of the bought products must be between 7€ and 15€.

## 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.

Included in the price

- KPI1 - #Unit sales
- KPI2 - #Sales uplift %
- KPI3 - #Buying rate

## Sample pictures

## OBJECTIVES

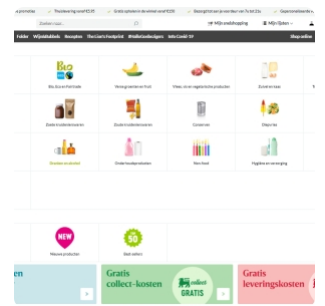
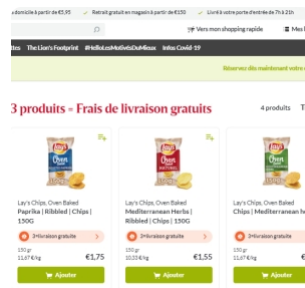
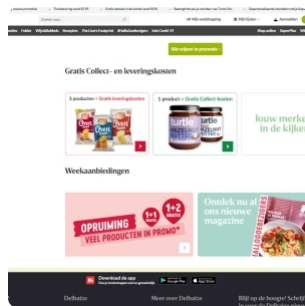
CONVERSION



CALL TO ACTION




TRIAL



# Product sampling

Free product added to the consumer's order.



**ONLINE COMMUNICATION  
AND ACTIVATION**

Online orders

### Duration

1 distribution

### Media Booking

6 weeks

### Nice to know

- 10.000 units distributed over a period of 5-8 days
- Single portion for HBC product
- Best-before date min 20 days
- Product available at Delhaize
- No targeting
- Up to 2 partners/week

## OBJECTIVES

CONVERSION



BRAND AWARENESS



EYE CATCHER



TRIAL



ENGAGEMENT / CONSIDERATION



### Sample pictures






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# ZigZagvertising



**ONLINE COMMUNICATION AND ACTIVATION**

Online orders

Reach online Delhaize customers with this impactful format.

The ZigZagvertising will be added (physically) to each online order during 1 month. Ideal to communicate about a discount, an innovation, your assortment, a recipe and much more!

### Duration

4 weeks

### Media Booking

8 weeks

### Nice to know

- Multibrand booklet Max 12 pages (each being branded by a single advertiser)
- Possibility to book the full ZigZag by 1 advertiser (for max 6 brands of it's portofolio)
- Impression, handling & distribution included
- Quantity: 30.000 prints
- Bilingual
- Format: 110 mm x 155 mm
- Possibility to combine with sampling (optional)

### Sample pictures



## OBJECTIVES

CONVERSION



INSPIRATION




ENGAGEMENT / CONSIDERATION





# Sponsored Products



**ONLINE COMMUNICATION AND ACTIVATION**

Search box

Optimize the position of your products on e-shop Delhaize within its Category:

- 2 products of your choice automatically appear first in the Category
- Products are also boosted in the children Category levels

### Duration

4 weeks

### Media Booking

4 weeks

### Nice to know

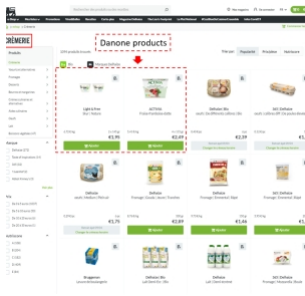
- The 2 products should be of the same category
- Products boosted on e-shop and app
- 2 products as back-up (in case of out of stock)

### 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.

- Number of units sold per reference per week

### Sample pictures



## OBJECTIVES

CONVERSION



EYE CATCHER



CROSS/UPSELLING





## ONLINE COMMUNICATION AND ACTIVATION

### CONTENT & INSPIRATION



#### Brand Focus

Content page fully dedicated to 1 brand

Accessible during 12 weeks via:

- Banner "*Vos marques sous la loupe*" / "*Uw merken in de kijker*" on the Mega Menu




#### Recipe Activation

Boost your branded recipe on Delhaize.be!

This tool is ideal to reach highly engaged customers. After consulting a recipe, 70% of the users search for its ingredients on our e-shop!



# Brand Focus



**ONLINE COMMUNICATION  
AND ACTIVATION**

Content & inspiration

Content page fully dedicated to 1 brand

Accessible during 12 weeks via:

- Banner " Vos marques sous la loupe" / " Uw merken in de kijker" on the Mega Menu

### Duration

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1 quarter

### Media Booking

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8 weeks

### Nice to know

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- Possibility to update the content of the page during the quarter
- Build your own content page with recipes, add to basket, video, story tellings, visuals,...
- Ideal to use this page as a landing page from your digital campaigns (Facebook, Youtube, Google, Newsletter,...)
- Creation and visuals provided by the client

## OBJECTIVES

CONVERSION



BRAND AWARENESS



EYE CATCHER



CALL TO ACTION



ENGAGEMENT / CONSIDERATION



BRAND POSITIONNING

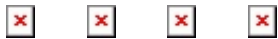


CROSS/UPSELLING




### Sample pictures

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# Recipe Activation



**ONLINE COMMUNICATION AND ACTIVATION**

Content & inspiration

Boost your branded recipe on Delhaize.be!

This tool is ideal to reach highly engaged customers. After consulting a recipe, 70% of the users search for its ingredients on our e-shop!

### Duration

Banner on the 'Recipe Homepage': 2 weeks  
 Recipe on the 'All Recipes Page': 12 weeks

### Media Booking

4 weeks

### Nice to know

- 1 banner on 'Recipe Landing Page'
- 1 banner on 'All Recipes Page'
- 1 dedicated page with your recipe
- Possibility to add a video
- Button 'add to basket' in option

## OBJECTIVES

CALL TO ACTION



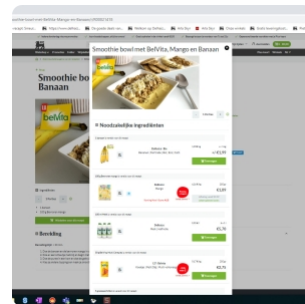
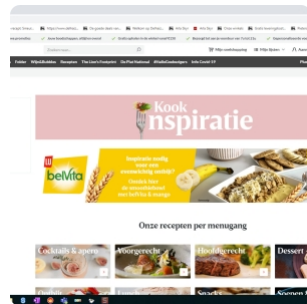
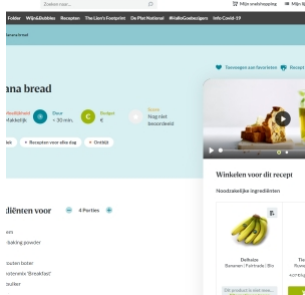
INSPIRATION



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### Sample pictures





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