



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)





ENLIGHT+

- + SHOPPER INSIGHTS--
- + SALES REPORT
- + CUSTOMER INSIGHTS

Our online self-service platform if you would like to be enlightened by your Sales & Customer Insights data



enlight+

# Brand Shifting Report



ENLIGHT+

Shopper Insights--

## Objectives

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- Highlight positive and negative buyer transfers between brands or categories to identify loss & gain sourcing

## Nice to know

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## Key questions

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- What is my market share within the category? What is the market share of my main competitors within the category?
- What is my percentage of net gain/loss coming from my competitors?
- What is, in absolute value, the amount of sales that I have gained/lost from my competitors?

## Post reporting

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- Market Share *vs. 5 brands within the same category*
- Net gain/loss of clients *from these 5 brands*
- Absolute value number in sales gained or lost per brand

## Sample pictures

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## SALES REPORT



### General View

Get the helicopter view you need in order to better understand the overall trends impacting your brand and category performance. Track the sales evolution of your products both in terms of revenue and quantities sold across distribution channels online and offline.

-> Included in the Enlight+ subscription



### Distribution View

Get insights in how your products are distributed across our different stores within our commercial banners.

-> Included in the Enlight+ subscription



### Assortment View

Are you eager to understand how sales is evolving across the different banners within your product portfolio? This detailed view will allow you to take corrective actions if needed on product level.

-> Included in the Enlight+ subscription





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## General View



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Sales Report

Get the helicopter view you need in order to better understand the overall trends impacting your brand and category performance. Track the sales evolution of your products both in terms of revenue and quantities sold across distribution channels online and offline.

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### Duration

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1 year subscription

### Nice to know

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### Different views available

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- 1) Sales Value evolution by week
- 2) Sales Qty evolution by week
- 3) Sales by banner and by week
- 4) Sales by Nutriscore and week
- 5) Sales Evolution % Vat incl by week
- 6) E-com Evolution by week

### Sample pictures

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## Assortment View



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Sales Report

Are you eager to understand how sales is evolving across the different banners within your product portfolio? This detailed view will allow you to take corrective actions if needed on product level.

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### Duration

---

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### Nice to know

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### Objectives

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- 1) This view will allow you to obtain information in order to optimize your assortment or promotional strategy.
- 2) Follow the quantity sold and sales evolution over time

### Key Questions

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- 1) Which products contribute the most to my growth ?
- 2) Which products should I put forward within my promostrategy ?
- 3) In which Delhaize banner do I have the most opportunities/potential to grow ?

### Sample pictures

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# Distribution View



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### Duration

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1 year subscription

### Nice to know

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### Objectives

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- 1) Identify where my products are referenced
- 2) Optimize assortment depending on the banner where the references are located

### Key Questions

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- 1) How to determine distribution rate of my products within each banner ?
- 2) Get a detailed view where your products are being sold

### Sample pictures

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## ENLIGHT+

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### CUSTOMER INSIGHTS



#### Lapsed & Gained Report

Understanding the customer's purchasing behavior and identify how the brand's customer base has grown or shrunk. Get insights where these customers respectively are coming from or going to.

-> Included in the Enlight+ subscription



#### Launch Innovation Report

Get insights in the regional spread of the sales of your innovation across the country and across commercial banner.

-> Included in the Enlight+ subscription



#### Brand Segmentation

Get insights in the Shopper segmentation type based on the buying behavior of your customers within the (sub) category.

-> Included in the Enlight+ subscription





# Lapsed & Gained Report



Understanding the customer's purchasing behavior and identify how the brand's customer base has grown or shrunk. Get insights where these customers respectively are coming from or going to.

-> Included in the Enlight+ subscription

### Duration

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1 year subscription

### Nice to know

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### Objectives

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- 1) Increase knowledge about your new & former buyers
- 2) Make former buyers come back to your brand

### Key Questions

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- 1) Have I gained or lost clients recently ?
- 2) Where do my new clients come from ?
- 3) To which brands have my lost clients shifted ?

### Sample pictures

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# Launch Innovation Report



ENLIGHT+

Customer Insights

Get insights in the regional spread of the sales of your innovation across the country and across commercial banner.

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## Duration

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1 year subscription

## Nice to know

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## Objectives

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- 1) Identify your buyers's profile and set up corrective actions
- 2) Identify regional specificities

## Key Questions

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- 1) How to assess the efficiency of my innovation at Delhaize?
- 2) How many new buyers and what's their purchase behavior?
- 3) From which category/brand do my new clients come from?
- 4) In which regions do my new products perform better or worse?

## Sample pictures

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# Brand Segmentation



Get insights in the Shopper segmentation type based on the buying behavior of your customers within the (sub) category.

-> Included in the Enlight+ subscription

## Duration

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1 year subscription

## Nice to know

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## Objectives

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- 1) Provide indicators about consumers's behavior vs category
- 2) Identify growth opportunities inside the category

## Key Questions

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- 1) How is the brand's customer base segmented in terms of purchasing behavior?
- 2) How often are customer's purchasing your brand?
- 3) How much do brand customer's spend on the entire (sub)category?
- 4) How much of the spending is linked to the brand?
- 5) How much of the total spending is linked to the top competing brands?

## Sample pictures

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