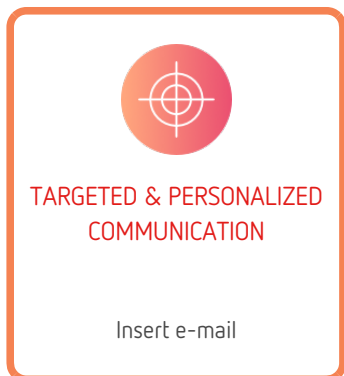




Reach your customers where they are.

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

Mass Insert e-mail



Insert of a branded banner in the Delhaize weekly e-news

- Highlight of an existing promotion
- Information
- Innovation
- Choose the quantity you want to target...there is no limit!

Duration

1 sending

Media Booking

6 weeks

Nice to know

- Look & feel Delhaize
- Creation in collaboration with MMD
- Link to your range of products on Delhaize.be
- Sent on Thursday

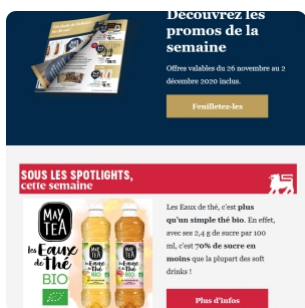
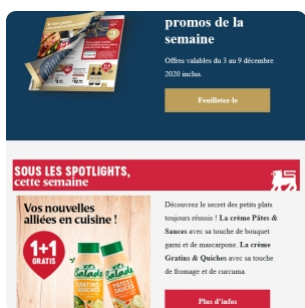
Post reporting

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 - #Open rate (FR+NL)
- KPI2 - #Click open rate (FR+NL)
- KPI3 - #Click Through Rate (FR+NL)

Sample pictures



OBJECTIVES

CONVERSION



BRAND AWARENESS



CALL TO ACTION



TRIAL



ENGAGEMENT / CONSIDERATION



CROSS/UPSELLING

