



Reach your customers where they are.

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

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.

-> Included in the Enlight+ subscription

Duration

1 year subscription

Nice to know

Objectives

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

Key Questions

- 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

