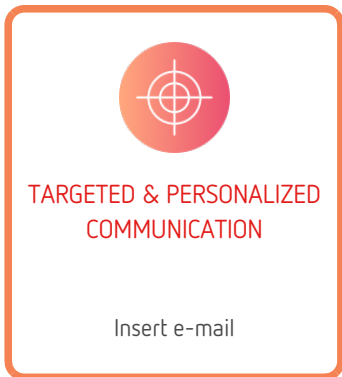


Segmented Insert e-mail



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

- Highlight on an existing promotion
- Innovation
- Link to a landing page to the e-shop
- Choose the quantity you want to target...there is no limit!
- Predefined segmented group based on the categories

Duration

1 sending

Nice to know

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

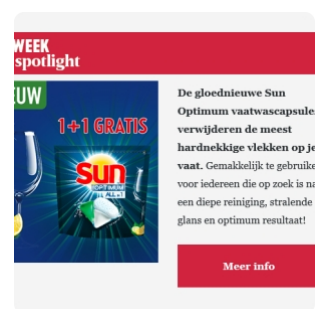
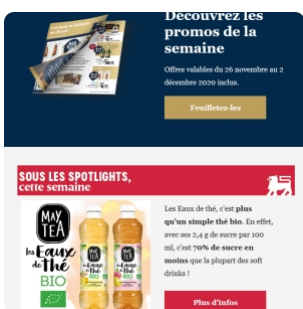
Post reporting

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

BRAND AWARENESS



CALL TO ACTION



TRIAL



ENGAGEMENT / CONSIDERATION



CROSS/UPSELLING

