




Reach your customers where they are.

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

# Online Targeted Ads



**ONLINE COMMUNICATION  
AND ACTIVATION**

Bannering

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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