




Reach your customers where they are.

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

Promo Visibility



**ONLINE COMMUNICATION
AND ACTIVATION**

Bannering

Boost your sales by highlighting your promotion on Delhaize.be through a valuable set of targeted ads:

- Only for a promo communication
- Visibility on the Category, Promo & Search page
- Includes: 1 promo banner, 1 flagship categories & keywords

Duration

1 week

Media Booking

7 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
- 100% responsive design
- Native 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
- Up to 42K page views/week on the Promo page
- Creatives to be provided by the client
- Only valid to amplify D2D promotion

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

BRAND AWARENESS



CALL TO ACTION



ENGAGEMENT / CONSIDERATION



CROSS/UPSELLING

