


Full Reach Visibility



**ONLINE COMMUNICATION
AND ACTIVATION**

Bannering

Target shoppers and boost the visibility of your range of products on Delhaize.be through a valuable set of targeted ads:

Visibility on the Category, Search, Home Page & Home Page Eshop

- 1 Flagship Home Page Delhaize.be
- 1 Flagship Home Page Eshop
- 1 Flagship Check out
- 1 Butterfly Category
- 1 Butterfly Keywords

Duration

1 week

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
- Up to 150K impressions / week
- 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

OBJECTIVES

CONVERSION



BRAND AWARENESS



CALL TO ACTION



INSPIRATION



ENGAGEMENT / CONSIDERATION



CROSS/UPSELLING





Reach your customers where they are.

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

Sample pictures

