



Reach your customers where they are.

# Catalog of our solutions

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A large panel of efficient solutions to  
connect your brand to your clients.

Points Plus Punten S.A./N.V.  
Brusselsesteenweg 347  
B-1730 Asse  
[www.mediamarketingdelhaize.be](http://www.mediamarketingdelhaize.be)

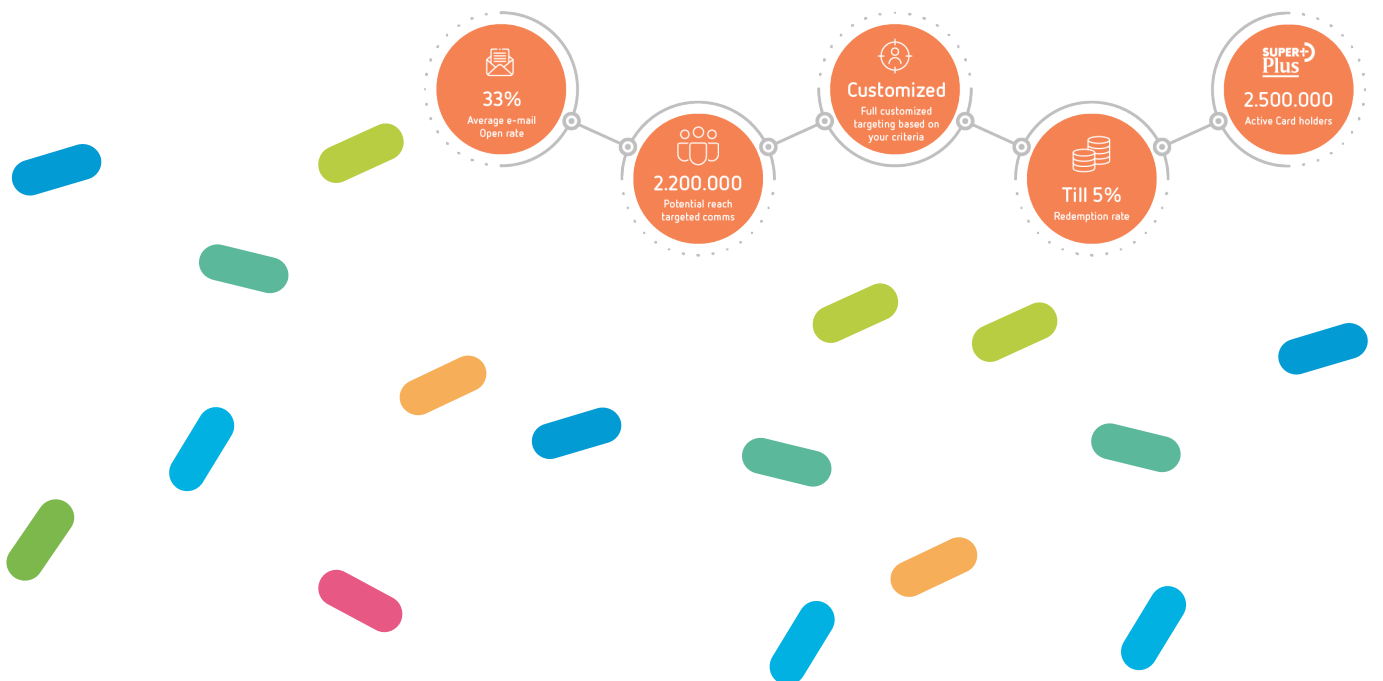
Any question ? E-mail us at [mmd@delhaize.be](mailto:mmd@delhaize.be)





## TARGETED & PERSONALIZED COMMUNICATION

- + MONO-BRAND COMMUNICATION
- + NEWSLETTER INTEGRATIONS
- + EXTRA'S
- + PRINT DIRECT MAIL





# TARGETED & PERSONALIZED COMMUNICATION

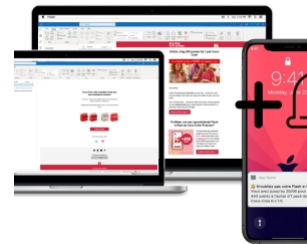
## MONO-BRAND COMMUNICATION



### Dedicated e-mail

E-mail dedicated to only one advertiser sent to a specific target:

- Highlights on an existing promotion
- Content inspiration
- Innovation
- Choose the quantity you want to target... there is no limit !



### e-CRM journey - Acquisition

- You define your own target audience
- Only one advertiser
- Highlights on an existing promotion
- Content inspiration
- Could be link to a voucher / e-deals
- Several templates available
- 1 e-mail (dedicated e-mail) + Reminder
- Reminder by e-mail or via Push Notification

DIFFERENT CONTENT



WAVE 1      WAVE 2      WAVE 3

SAME CONTENT



WAVE 1      WAVE 2      WAVE 3      WAVE 4

### e-CRM journey - Upsell

Content sent on different moments to the same target groups:

- Same target group contacted on different occasion
- Different content
- 3 waves

### e-CRM journey - Retention

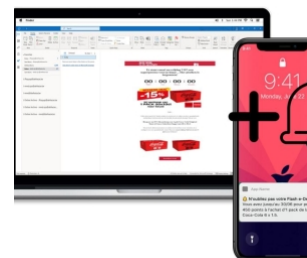
Same content sent on different moments to a recalculated target group:

- Same target group segmentation but recalculated each time
- Same content
- 4 waves



### Push Notification

Push Notification sent to a specific target:



### Promo alert

E-mail with countdown to the promo.

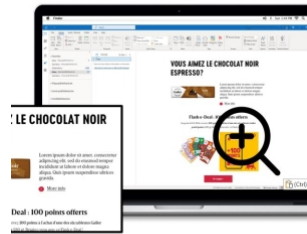




Reach your customers where they are.

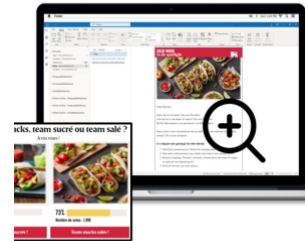
Any question ? E-mail us at  
[mmd@delhaize.be](mailto:mmd@delhaize.be)

- Limited to 100.000 contacts
- Ideal to highlight an existing promotion
- In combination with other channels boost performance results
- Using a push to remind people to perform an action generates extra engagement



### Hyperpersonalized e-mail

Increase the CTR of your e-mail with hyperpersonalization.



### Real-time poll e-mail

Increase the CTR of your e-mail with a real-time poll.






Reach your customers where they are.

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

# Dedicated e-mail



**TARGETED & PERSONALIZED COMMUNICATION**

Mono-brand communication

## E-mail dedicated to only one advertiser sent to a specific target:

- Highlights on an existing promotion
- Content inspiration
- Innovation
- Choose the quantity you want to target... there is no limit !

### Duration

1 sending

### Media Booking

6 weeks

### Nice to know

- Pre-analysis included
- Definition of segmentation criteria in collaboration with MMD
- Could be linked to a voucher
- Look & feel Delhaize
- Visual created by the client
- Link to a page dedicated to your range of products on Delhaize.be
- Setup + content cost
- Sent on Saturday or Tuesday

### 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.

KPI1 - #Open rate (FR + NL)

KPI2 - Click-Through-Rate (FR+NL)

### Sample pictures

## OBJECTIVES

CONVERSION



BRAND AWARENESS



CALL TO ACTION



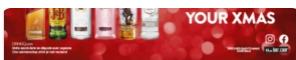
TRIAL



ENGAGEMENT / CONSIDERATION



CROSS/UPSELLING



Bonjour ,

Que diriez-vous de siroter un délicieux cocktail, confortablement installé dans votre canapé, pour vous relaxer après cette année mouvementée ? Delhaize a pensé à tout et vous offre une promo envoi pour encore mieux profiter de vos vacances !

-0,50€\* sur une sélection d'alcools forts en plus des promos folder  
 Imprimez votre coupon et profitez d'une réduction de 0,50€\* sur les spiritueux suivants : Johnnie Walker Red Label 70 cl, J&B Rare 70 cl, Gordon's London Dry 70 cl, Gordon's Premium Pink 70 cl, Captain Morgan Spiced Gold 70 cl et Smirnoff Red 70 cl. En bref, il y en a pour tous les goûts !

Un petit Johnnie & Ginger ?  
 Rien de tel que de déguster son cocktail préféré. Mais... peut-être avez-



Bonjour Joris,

Non bébé, méritent le meilleur, pas vrai ? Oui, mais... comment le leur offrir ? En variant leur menu avec des plats 100% végétaux et bio, par exemple. C'est désormais possible, grâce à Nestlé NaturNes Bio !

Aujourd'hui, certains parents mangent moins de viande : c'est meilleur pour la santé et la planète. Vous vous demandez certainement "Manger moins de viande, ce serait vraiment mieux pour mon bébé/mon petit-fils/ma nièce/mon filleul ?" ou "Serait-ce bon pour son développement ?" La réponse à ces 2 questions est... "OUI" !



Bonjour ,

Envie de pimenter votre soirée télé ? Organisez une dégustation de chips et de bières ! Les experts foodpairing de Lay's® ont créé LE guide ultime pour vous :

1. On se la joue cool pour commencer avec Lay's Strong® Chilli & Lime et Hoegaarden White® / 0,0%  
 Les arômes frais et pimentés des Lay's Strong® Chilli & Lime contrastent divinement avec la palette bien équilibrée des saveurs algues-douces et légèrement amères de la Hoegaarden Blanche®.
2. On ajoute un peu de piquant avec Lay's Strong® Hot Chicken Wings et Jupiler®/0,0%  
 La saveur relevée et fumée des chips se trouve apaisée et équilibrée par le contraste de fraîcheur qu'offre la plus célèbre des bières belges !
3. On opte pour la plus intense des expériences gustatives avec Lay's Strong® Tabasco & Cheese et Corona®




Hallo ,

Niet alleen het nieuwe jaar staat voor de deur, we staan zelf ook voor de deur... van onze kapper. Dat wil niet zeggen dat je niet stralend voor de dag kan komen op kerstavond!

Voor jouw haar is alleen het beste goed genoeg!  
 Zin om van stijl te wisselen of je kleur een opfrisbeurt te geven? Dat kan gemakkelijk met de haardierproducten van SYOSS. Ze zijn van professionele kwaliteit en zorgen voor een salonwaardig resultaat. Met een SYOSS-haarkleur geef je je haar een blijvende, stralende kleur met een perfecte grijsdekking. Maar liefst 99% van alle vrouwen die SYOSS-producten gebruiken zijn uiterst tevreden\*!

# e-CRM journey - Acquisition



**TARGETED & PERSONALIZED COMMUNICATION**

Mono-brand communication

- You define your own target audience
- Only one advertiser
- Highlights on an existing promotion
- Content inspiration
- Could be link to a voucher / e-deals
- Several templates available
- 1 e-mail (dedicated e-mail) + Reminder
- Reminder by e-mail or via Push Notification

## Duration

1 sending + 1 Reminder

## Media Booking

6 weeks

## Nice to know

- Pre-analysis included
- Definition of segmentation criteria in collaboration with MMD
- Could be linked to a voucher
- Look & feel Delhaize
- Visual created by the client
- Link to a page dedicated to your range of products on Delhaize.be
- Setup + content cost
- Sent on Saturday or Tuesday

## Post reporting

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KPI1 - #Open rate (FR + NL)

KPI2 - Click-Through-Rate (FR+NL)

## Sample pictures

## OBJECTIVES

CONVERSION



BRAND AWARENESS



CALL TO ACTION



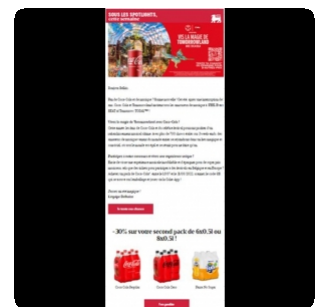
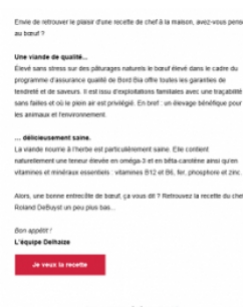
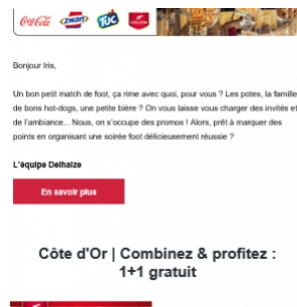
TRIAL




ENGAGEMENT / CONSIDERATION



CROSS/UPSELLING



# e-CRM journey - Upsell



**TARGETED & PERSONALIZED COMMUNICATION**

Mono-brand communication

Content sent on different moments to the same target groups:

- Same target group contacted on different occasion
- Different content
- 3 waves

### Duration

3 sendings

### Media Booking

6 weeks

### Nice to know

- Pre-analysis included
- Definition of segmentation criteria in collaboration with MMD
- Could be linked to a Flash e-Deal
- Look & feel Delhaize
- Visual created by the client
- Link to a page dedicated to your range of products on Delhaize.be
- Setup + content cost
- Sent on Saturday or Tuesday

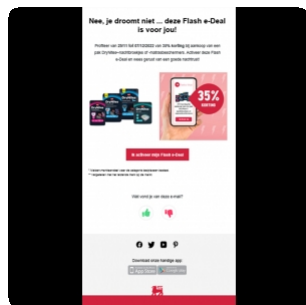
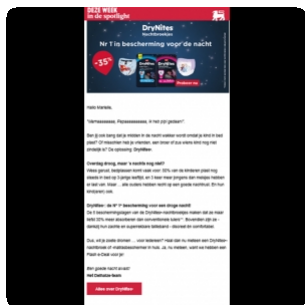
### Post reporting

Reportings are available 6 weeks after the end of the activation and available via an online platform. Request access to our Account Managers.

KPI1 - #Open rate (FR + NL)

KPI2 - Click-Through-Rate (FR+NL)

### Sample pictures



## OBJECTIVES

CONVERSION



BRAND AWARENESS



CALL TO ACTION



TRIAL



ENGAGEMENT / CONSIDERATION



CROSS/UPSELLING






Reach your customers where they are.

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

# e-CRM journey - Retention



**TARGETED & PERSONALIZED COMMUNICATION**

Mono-brand communication

Same content sent on different moments to a recalculated target group:

- Same target group segmentation but recalculated each time
- Same content
- 4 waves

### Duration

4 sendings

### Media Booking

6 weeks

### Nice to know

- Pre-analysis included
- Definition of segmentation criteria in collaboration with MMD
- Could be linked to a flash e-deal
- Look & feel Delhaize
- Visual created by the client
- Link to a page dedicated to your range of products on Delhaize.be
- Setup + content cost
- Sent on Saturday or Tuesday

### Post reporting

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### Sample pictures

## OBJECTIVES

CONVERSION



BRAND AWARENESS



CALL TO ACTION



TRIAL



ENGAGEMENT / CONSIDERATION



CROSS/UPSELLING



Hallo MMD,

Fan van Fanta en Sprite? Dan hebben we goed nieuws: deze heerlijke drankjes zijn nu en verfrissend, en in promotie bij Delhaize!

#### Puur bubbelend plezier

Fun en een beetje gek: Fanta is de bruisende frisdrank met de fruitige smaak die een frisse toets en wat kleur brengt in ons dagelijkse leven. Met al even bruisende Sprite biedt dan weer een intense, verfrissende ervaring, met zijn opvallende, natuurlijke smaak van citroen en limoen. De twee drankjes zijn beschikbaar in tal van varianten!

#### Geniet van een bruisende promo op Fanta en Sprite!


Momenteel kan je genieten van een leuke promo op Fanta, Sprite en hun varianten bij aankoop van 2 pack met 6 blikjes van 33 cl, in het bevende pack aan -30%! Waar wacht je nog op? Stel naar je Delhaize-winkel of naar [delhaize.be](http://delhaize.be)

Laat het smaken!  
Het Delhaize-team

[Ik profiteer ervan!](#)



# Push Notification



**TARGETED & PERSONALIZED COMMUNICATION**

Mono-brand communication

Push Notification sent to a specific target:

- Limited to 100.000 contacts
- Ideal to highlight an existing promotion
- In combination with other channels boost performance results
- Using a push to remind people to perform an action generates extra engagement

### Duration

1 sending

### Media Booking

6 weeks

### Nice to know

- Sent on Friday to customers
- Only 2 slots per week

### Sample pictures



## OBJECTIVES

CONVERSION




EYE CATCHER



TRIAL



# Promo alert



**TARGETED & PERSONALIZED COMMUNICATION**

Mono-brand communication

E-mail with countdown to the promo.

**Duration**

1 sending

**Media Booking**

6 weeks

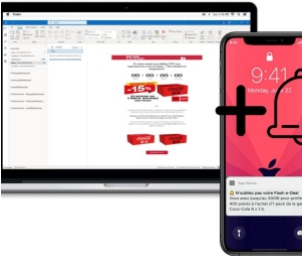
**Nice to know**

- E-mail send on Tuesday with countdown clock.
- Reminder via push notification only to non-openers of the e-mail.
- Only to buyers of the promoted product.
- Only for very interesting promotions.

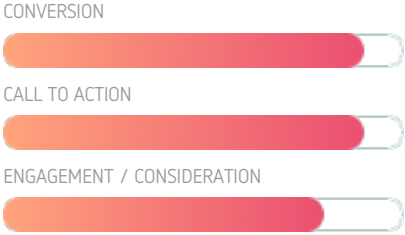
**Post reporting**

Reportings are available 6 weeks after the end of the activation and available via an online platform. Request access to our Account Managers.


**Sample pictures**



## OBJECTIVES



# Hyperpersonalized e-mail



**TARGETED & PERSONALIZED COMMUNICATION**

Mono-brand communication

Increase the CTR of your e-mail with hyperpersonalization.

### Duration

1 sending

### Media Booking

6 weeks

### Nice to know

- Highlight on the favourite product of your customer.
- Based on the customers purchases on product level.
- Not based on specific product taste or scent.

### 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.

### Sample pictures

## OBJECTIVES

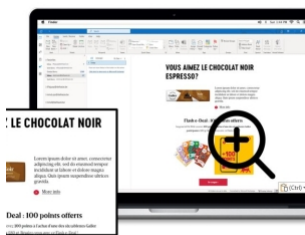
CONVERSION



CALL TO ACTION



ENGAGEMENT / CONSIDERATION



### ESPRESSO?



### Flash e-Deal : 100 points offerts



### Laissez-vous aller à votre inspiration ...






Reach your customers where they are.

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

# Real-time poll e-mail



**TARGETED & PERSONALIZED COMMUNICATION**

Mono-brand communication

Increase the CTR of your e-mail with a real-time poll.

### Duration

1 sending

### Media Booking

6 weeks

### Nice to know

- Get interaction with your customers.
- Customers can click through the image of the product to register their vote directly within the e-mail.
- Click-can go towards a dedicated product(s) page, recipe page or a landing page with more content.
- The latest votes are displayed at each open.

### 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.

### Sample pictures

## OBJECTIVES

CONVERSION



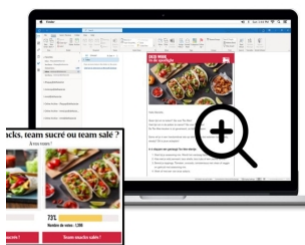
BRAND AWARENESS



CALL TO ACTION



ENGAGEMENT / CONSIDERATION



### vos snacks, team sucré ou team

À vos votes !



73% **73%**

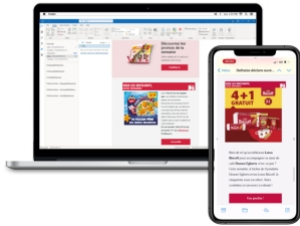
ites : 508      Nombre de votes : 1396

am snacks sucrés !      Team snacks sale



# TARGETED & PERSONALIZED COMMUNICATION

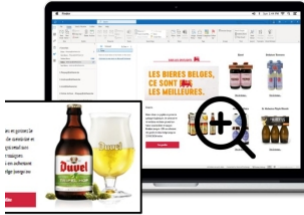
## NEWSLETTER INTEGRATIONS



### 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

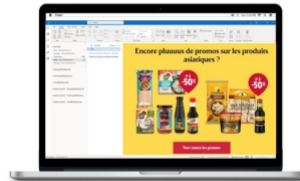


### Thematic multi-brand insert newsletter

Multi-brand thematic e-mail sent to a specific target group, based on a categorical segmentation

- These insert is personalized per customer. Based on customer's purchasing behavior, the receiver will see the packshot of his favourite product linked to the brand that is participating.
- Highlight of an existing promotion
- Predefined segmented group based on the categories

[See the full Thematic multi-brand insert newsletter Calendar for 2025](#)




### Promo-insert newsletter

- Highlight your existing promotion at Delhaize
- Integration of a promotional product or range in the weekly newsletter of Delhaize



# Segmented Insert e-mail



**TARGETED & PERSONALIZED COMMUNICATION**

Newsletter integrations

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.  
 KPI1 - #Open rate (FR + NL)  
 KPI2 - Click-Through-Rate (FR+NL)

## OBJECTIVES

BRAND AWARENESS



CALL TO ACTION



TRIAL



ENGAGEMENT / CONSIDERATION



CROSS/UPSELLING



### Sample pictures


**Decouvrez les promos de la semaine**

Offres valables du 26 novembre au 2 décembre 2020 inclus.

[Facilitez-le](#)

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**SOUS LES SPOTLIGHTS, cette semaine**



**MAY TEA**

La saveur de thé, c'est plus qu'un simple thé bio. En effet, avec ses 2,4 g de sucre par 100 ml, c'est 70% de sucre en moins que la plupart des soft drinks !

[Plus d'infos](#)



**promos de la semaine**

Offres valables du 3 au 9 décembre 2020 inclus.


[Facilitez-le](#)

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**SOUS LES SPOTLIGHTS, cette semaine**

**Vos nouvelles alliées en cuisine !**

**1+1 GRATIS**



[Plus d'infos](#)



**light**

**WIN**

**elektrische gazelle fiets**

t.w.v. € 3.299,-



en op de wedstrijdpagina

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Koop je favoriete Duyvis-... en waag je kans om deze elektrische Gazelle fiets te winnen. Why not?

[Meer info](#)

**WEEK spotlight**

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**1+1 GRATIS**




[Meer info](#)

De gloednieuwe Sun Optimum vaatwascapsule verwijderen de meest hardnekkige vlekken op je vaat. Gemakkelijk te gebruiken voor iedereen die op zoek is naar een diepe reiniging, stralende glans en optimum resultaat!

[Meer info](#)

# Thematic multi-brand insert newsletter



**TARGETED & PERSONALIZED COMMUNICATION**

Newsletter integrations

Multi-brand thematic e-mail sent to a specific target group, based on a categorial segmentation

- These insert is personalized per customer. Based on customer's purchasing behavior, the receiver will see the packshot of his favourite product linked to the brand that is participating.
- Highlight of an existing promotion
- Predefined segmented group based on the categories

[See the full Thematic multi-brand insert newsletter Calendar for 2025](#)

**Duration**

1 sending

**Media Booking**

6 weeks

**Nice to know**

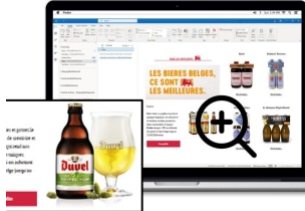
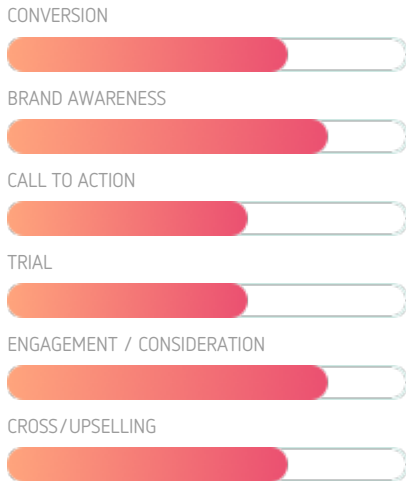
- Look & feel Delhaize
- Creation in collaboration with MMD
- Link to your range of products on Delhaize.be
- Sent on Thursday

**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.  
 KPI1 - #Open rate (FR + NL)  
 KPI2 - Click-Through-Rate (FR+NL)

**Sample pictures**

## OBJECTIVES






Reach your customers where they are.

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

# Promo-insert newsletter



**TARGETED & PERSONALIZED COMMUNICATION**

Newsletter integrations

- Highlight your existing promotion at Delhaize
- Integration of a promotional product or range in the weekly newsletter of Delhaize

### Duration

1 sending

### Media Booking

6 weeks

### Nice to know

- Link to product or range at Delhaize.be
- Sent on Thursday to customers

## OBJECTIVES

CONVERSION



CALL TO ACTION




ENGAGEMENT / CONSIDERATION





# Activation e-deal plan



**TARGETED & PERSONALIZED COMMUNICATION**

Extra's

An e-deal integrated in the app for a specific target:

- Activation 1.000 to 3.000 (depending on the category)
- Validity in the client's wallet: 1 week
- Ideal to highlight a new product
- In combination with other channels boost performance results

## OBJECTIVES

CONVERSION



### Duration

6 months as from start day

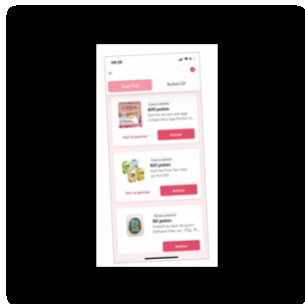
### Media Booking

4 weeks

### Nice to know

- Discount: min. 20%

### Sample pictures





# TARGETED & PERSONALIZED COMMUNICATION

## PRINT DIRECT MAIL



### A5 postcard

A5 mailing send to a specific target and dedicated to only one partner:

- Exclusive offer
- Content inspiration
- Innovation
- 1 coupon offer

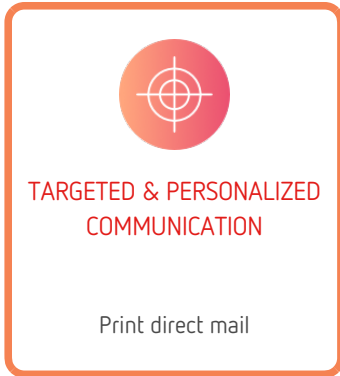
### Selfmailer double or triple

A5 mailing (2 x A5 or 3 x A5) send to a specific target and dedicated to only one partner:

- Exclusive offer
- Content inspiration
- Innovation
- Up to 2 or 3 coupons offer



# A5 postcard



A5 mailing send to a specific target and dedicated to only one partner:

- Exclusive offer
- Content inspiration
- Innovation
- 1 coupon offer

### Duration

1 sending

### Media Booking

13 weeks

### Nice to know

- Offer coupon value: Min 20%
- 1 coupon
- Look & feel Delhaize
- Creation in collaboration with MMD
- Only one partner
- Min 50.000 contacts
- Technical costs and production included in the setup
- Advanced segmentation is possible, including Delhaize Shopper Segmentation

### 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.  
KPI1 - #Participation rate  
KPI2 - # redemption rate

### Sample pictures

## OBJECTIVES

CONVERSION



BRAND AWARENESS



CALL TO ACTION



INSPIRATION



ENGAGEMENT / CONSIDERATION



BRAND POSITIONNING




CROSS/UPSELLING



**Du Cécémel sans lactose?!**  
Oui, ça existe : c'est le Cécémel sans lactose. Les gourmands intolérants au lactose peuvent donc (enfin) savourer le goût unique et incomparable de Cécémel. Comme tous les autres produits de Cécémel, il a aussi obtenu un Nutri-Score B. Pour profiter chaque jour du seul vrai.  
Vous trouverez le Cécémel sans lactose au rayon crèmerie de votre supermarché Delhaize.



# Selfmailer double or triple



**TARGETED & PERSONALIZED COMMUNICATION**

Print direct mail

A5 mailing (2 x A5 or 3 x A5) send to a specific target and dedicated to only one partner:

- Exclusive offer
- Content inspiration
- Innovation
- Up to 2 or 3 coupons offer

### Duration

1 sending

### Media Booking

13 weeks

### Nice to know

- Offer coupon value: Min 20%
- Look & feel Delhaize
- Creation in collaboration with MMD
- Only one partner
- Min 50.000 contacts
- Technical costs and production included in the setup
- Advanced segmentation is possible, including Delhaize Shopper Segmentation

### 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.

KPI1 - #Participation rate  
KPI2 - # redemption rate

### Sample pictures

## OBJECTIVES

CONVERSION



BRAND AWARENESS



CALL TO ACTION



INSPIRATION



ENGAGEMENT / CONSIDERATION



BRAND POSITIONNING



CROSS/UPSELLING





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