



Reach your customers where they are.

Catalog of our solutions

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

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



TARGETED & PERSONALIZED COMMUNICATION

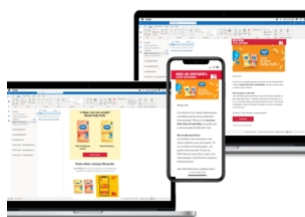
- ⊕ MONO-BRAND COMMUNICATION
- ⊕ NEWSLETTER INTEGRATIONS
- ⊕ EXTRA'S
- ⊕ PRINT DIRECT MAIL





TARGETED & PERSONALIZED COMMUNICATION

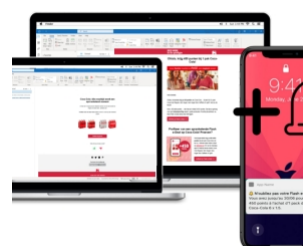
MONO-BRAND COMMUNICATION



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



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

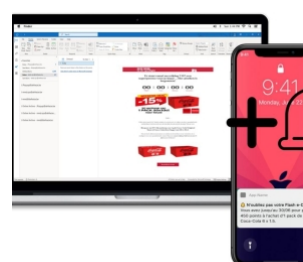
Same content sent on different moments to a recalculated target group:

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



Push Notification

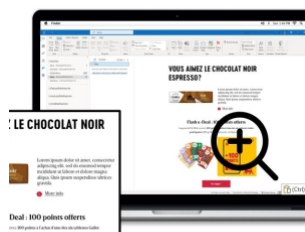
Push Notification sent to a specific target:



Promo alert

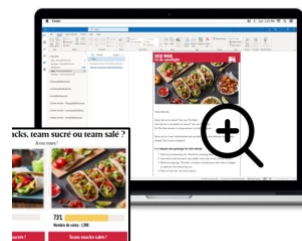
E-mail with countdown to the promo.

- 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.



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 !

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



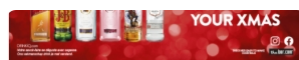
TRIAL



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 enivrante 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,

Nos bébés 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 fils(e) ?" ou "Serait-ce bon pour son développement ?" La réponse à ces 2 questions est... "OUI" !

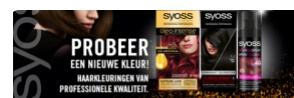
.....



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 aigres-douces et légèrement amères de la Hoegaarden Blanche®.
2. On ajoute un peu de piquant avec Lay's Strong® Hot Chicken Wings et Jupiler® 10,0%
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® Tiramisu & Choucroute 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 van de dag kan komen op kerstavond!

Voor jouw haar is alleen het beste goed genoeg!
Zin om van stijl te veranderen of je kleur een opfrisbeurt te geven? Dat kan gemakkelijk met de haarduurproducten van SYOSS. Ze zijn van professionele kwaliteit en zorgen voor een salonswaardig resultaat. Met een SYOSS-haarkleurings 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



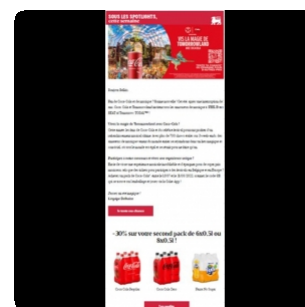
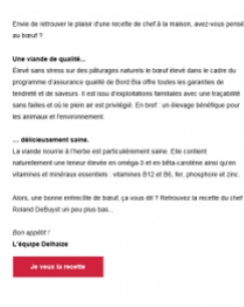
TRIAL



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

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KPI1 - #Open rate (FR + NL)

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

OBJECTIVES

CONVERSION



BRAND AWARENESS



CALL TO ACTION



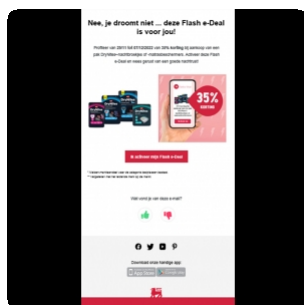
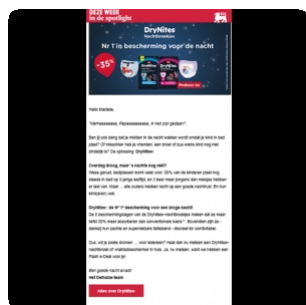
TRIAL



ENGAGEMENT / CONSIDERATION



CROSS/UPSELLING



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
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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



Hallo MMD,

Fijn van Fanta en Sprite? Dan hebben we goed nieuws: deze heerlijke drankjes zijn fun 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 flinke boost 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 kun je genieten van een flinke promo op Fanta, Sprite en hun varianten bij aankoop van 2 packs met 6 blikjes van 33 cl, is het tweede pack aan -30%! Waar wacht je nog op? Stel maar je Delhaize-winkel of naar delhaize.be

Laat het omzien!
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

E-mail with countdown to the promo.

Duration

1 sending

Media Booking

6 weeks

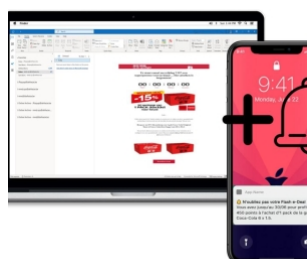
Nice to know

- 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

CONVERSION



CALL TO ACTION



ENGAGEMENT / CONSIDERATION



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

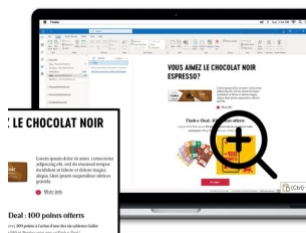
CONVERSION



CALL TO ACTION



ENGAGEMENT / CONSIDERATION



ESPRESSO?



Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

More info

Flash e-Deal : 100 points offerts

jusqu'au 31/05/2014 inclusivement. 100 points à l'achat d'une des vitamines Gallier participant (100 g). S'agit-il d'une offre Flash e-Deal ?



Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

More info

Laissez-vous aller à votre inspiration ...



Gewurztraminer -



Pinot Blanc -



Pinot Gris -

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



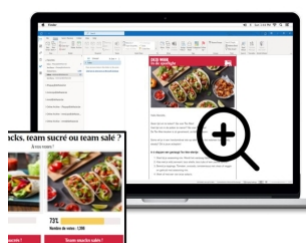
BRAND AWARENESS



CALL TO ACTION

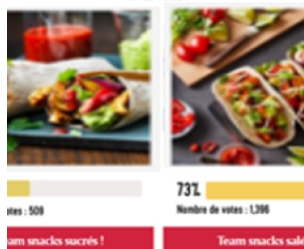


ENGAGEMENT / CONSIDERATION



vos snacks, team sucré ou team

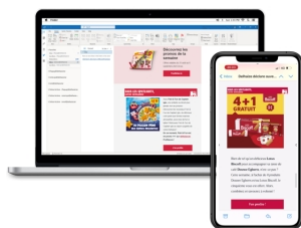
À vos votes !





TARGETED & PERSONALIZED COMMUNICATION

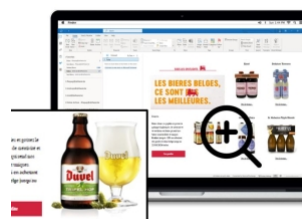
NEWSLETTER INTEGRATIONS



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

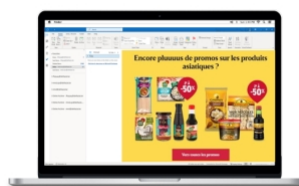


Thematic multi-brand insert newsletter

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



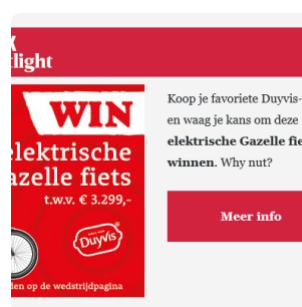
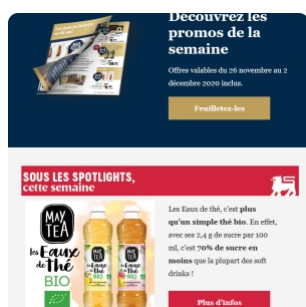
ENGAGEMENT / CONSIDERATION



CROSS/UPSELLING



Sample pictures



Thematic multi-brand insert newsletter



TARGETED & PERSONALIZED COMMUNICATION

Newsletter integrations

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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

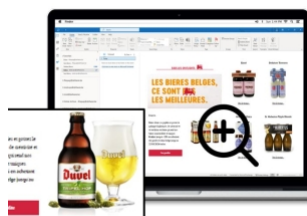
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KPI1 - #Open rate (FR + NL)

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

Sample pictures



OBJECTIVES

CONVERSION



BRAND AWARENESS



CALL TO ACTION



TRIAL



ENGAGEMENT / CONSIDERATION



CROSS/UPSELLING



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

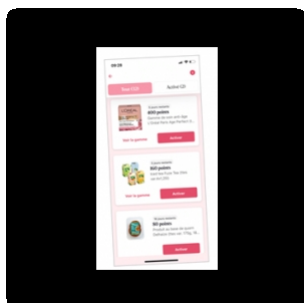
Media Booking

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



TARGETED & PERSONALIZED COMMUNICATION

Print direct mail

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



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
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KPI1 - #Participation rate

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Sample pictures

OBJECTIVES

CONVERSION



BRAND AWARENESS



CALL TO ACTION



INSPIRATION



ENGAGEMENT / CONSIDERATION



BRAND POSITIONING



CROSS/UPSELLING





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