



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)





## DATA ON DEMAND

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- + CATEGORY ANALYSIS
- + SHOPPER INSIGHTS
- + TRANSACTIONAL DATA





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## Overview Category



DATA ON DEMAND

Category Analysis

Providing valuable insights about how is my brand positioned within its category

-> Ad-Hoc Request

Nice to know

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Type of analysis

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- Sales Trends
- Sales Equation
- Contribution to growth

Available Focus (2 possible)

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- Store Perimeter
- Product type
- Specific Packaging Format
- Specific Feature
- Delhaize Segmentation

Sample pictures

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# DATA ON DEMAND

## SHOPPER INSIGHTS



### Potential Target Audience

#### Objectives

Pre-analysis and counting of a possible mailable target audience. Can be done in order to calculate potential to send a dedicated e-mail and/or Direct Mail.



### Predictive Acquisition Model

#### Objectives

- Based on a list of references or a category/subcategory level of your choice, we can help you find clients with a higher propension to purchase your product! And of course, target them!



# Potential Target Audience



**DATA ON DEMAND**

Shopper Insights

## Objectives

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Pre-analysis and counting of a possible mailable target audience. Can be done in order to calculate potential to send a dedicated e-mail and/or Direct Mail.

## Nice to know

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### What's In

- Brand/Category Buyers; Non-buyers; Lapsers
- Delhaize RFM segmentation
- Delhaize Premium Foodie/Game Changer/Convenience Seeker segmentation
- A 100% credit if used to build a DM or e-mail project afterwards

### What's Out

- Any targeting based on a specific competitor or product
- Any information about other retailers

## Sample pictures

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# Predictive Acquisition Model



**DATA ON DEMAND**

Shopper Insights

## Objectives

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- Based on a list of references or a category/subcategory level of your choice, we can help you find clients with an higher propension to purchase your product! And of course, target them!

## Nice to know

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- Also available for niche or innovation products
- Based on our plus-card holders at Delhaize

## Post reporting

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- No reporting forseen for basic option
- Premium option: mapping of client age, regional, gender, segmentation split)

## Sample pictures

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# A/B Testing Report



## Objectives

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- Assess the efficiency of a marketing campaign by comparing test stores and control group stores
- Evaluate the global sales uplift linked to my campaign

## Key questions

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- Was the perimeter of my action correctly defined?
- What is the acquisition cost of a new purchaser of my promoted products regarding the media cost?

## Media Booking

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4 weeks

## Post reporting

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- Reach
- Number of category and product purchasers
- Number of new buyers
- Category and Promoted Product Turn. Evolution

## Sample pictures

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