


# Direct Mail - A5 Postcard



**TOOLS FOR EXTERNAL BRANDS & SERVICES**

Targeted & Personalized communication

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

- Exclusive offer
- Content inspiration
- Innovation

1 coupon offer

**Duration**

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1 sending

**Media Booking**

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13 weeks

**Nice to know**

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- 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**

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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**

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## OBJECTIVES

