

## Online Visibility Large



### ONLINE COMMUNICATION AND ACTIVATION

Bannering

Boost your visibility on the Delhaize.be-website or in the My Delhaize app, exactly where our online (and offline) shoppers are.

Package of different types of banners on different pages of the website.

Interesting combination of Product Display (with immediate add-to-basket) or a Brand Display on the following pages:

- Homepage
- Category pages, own category and affinity categories
- Search pages, based upon your own key word selection and the most searched keywords from your own category
- Check-out page (only website)

Guaranteed number of impressions within a period of approximately 2 weeks.

#### Duration

2 weeks

#### Media Booking

6 weeks

#### Nice to know

- Targeting based upon user's behavior on the website
- Adblock free
- Native design
- 100% responsive design
- Choice between a Product Display (with immediate add-to-basket) or a Brand Display
- Product Display: prices, description, stocks,... dynamics and updated in real time
- Product Display: direct "add to basket" and "add to shopping list"
- Creative components 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.

- KPI 1 - # Impressions
- KPI 2 - # ROAS

## OBJECTIVES

CONVERSION



BRAND AWARENESS



ENGAGEMENT / CONSIDERATION

