

Folder Visibility



ONLINE COMMUNICATION AND ACTIVATION

Bannering

Boost the visibility of your promotion and you sales on Delhaize's most consulted page on app and web – the folder with top of the page premium placement banners.

- Conversion-driven position on the Promopage.
- Performance Display in native design to boost your promotion.
- Guaranteed 100% Share-of-voice on Web Folder Page
- Guranteed minimum 50% Share-of-voice on App Folder Page

Duration

1 week

Media Booking

4 weeks

Nice to know

- Performance banners visible on a top position on the folder pages on app and web
- Performance banners can be used to highlight a weekly promotion, a contest or everything that gives the Delhaize consumers something extra.
- Adblock free
- Native design
- 100% responsive design
- Promo display
- 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 - Sales uplift

KPI 3 - CTR

OBJECTIVES

CONVERSION



BRAND AWARENESS



CALL TO ACTION

