

Tester

Support placed in the isle as self testing

Banner



Duration

2 weeks

Media Booking

8 weeks

Nice to know

- Placement - Post reporting by MMD
- Provision of products to be tested
 - SM: ± 150 products
 - SM+AD: ±380 products
- Creation and production by the client
- No refill

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 - Reach category (Total Reach)
- KPI 2 - % New Buyers of promoted product/range (New Buyers Ratio)
- KPI 3 - Category turnover evolution (Category Ratio)
- KPI 4 - Promoted product / range turnover evolution (Promoted Product Ratio)

Sample pictures

OBJECTIVES

