

## Direct Mail – Selfmailer double or triple



### TOOLS FOR EXTERNAL BRANDS & SERVICES

Targeted & Personalized communication

A5 mailing (2 x A5 or 3 x A5) send to a specific target and dedicated to only one partner:

- Exclusive offer
- Content inspiration
- Innovation

Up to 2 or 3 coupons offer

#### Duration

1 sending

#### Media Booking

13 weeks

#### Nice to know

- Offer coupon value: Min 20%
- 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

Reportings are available 6 weeks after the end of the activation and available via an online platform. Request access to our Account Managers.

Included in the price

- KPI1 - #Participation rate
- KPI2 - #Redemption
- KPI3 - #Sales evolution
- KPI4 - #Behavior

#### Sample pictures

