


e-CRM journey - Acquisition



TARGETED & PERSONALIZED COMMUNICATION

Mono-brand communication

- You define your own target audience
- Only one advertiser
- Highlights on an existing promotion
- Content inspiration
- Could be link to a voucher / e-deals
- Several templates available
- 1 e-mail (dedicated e-mail) + Reminder
- Reminder by e-mail or via Push Notification

Duration

1 sending + 1 Reminder

Media Booking

6 weeks

Nice to know

- Pre-analysis included
- Definition of segmentation criteria in collaboration with MMD
- Could be linked to a voucher
- Look & feel Delhaize
- Visual created by the client
- Link to a page dedicated to your range of products on Delhaize.be
- Setup + content cost
- Sent on Saturday or Tuesday

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.

KPI1 - #Open rate (FR + NL)

KPI2 - Click-Through-Rate (FR+NL)

Sample pictures

OBJECTIVES

CONVERSION



BRAND AWARENESS



CALL TO ACTION



TRIAL



ENGAGEMENT / CONSIDERATION



CROSS/UPSELLING

