


# Thematic multi-brand insert newsletter



**TARGETED & PERSONALIZED COMMUNICATION**

Newsletter integrations

Multi-brand thematic e-mail sent to a specific target group, based on a categorial segmentation

- These insert is personalized per customer. Based on customer's purchasing behavior, the receiver will see the packshot of his favourite product linked to the brand that is participating.
- Highlight of an existing promotion
- Predefined segmented group based on the categories

[See the full Thematic multi-brand insert newsletter Calendar for 2025](#)

### Duration

1 sending

### Media Booking

6 weeks

### Nice to know

- Look & feel Delhaize
- Creation in collaboration with MMD
- Link to your range of products on Delhaize.be
- Sent on Thursday

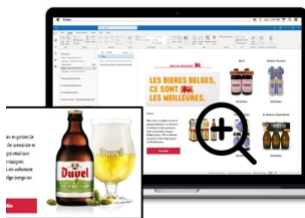
### Post reporting

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

