




Reach your customers where they are.

Any question ? E-mail us at [mmd@delhaize.be](mailto:mmd@delhaize.be)

# Instant Cashback Program



**PACKS & PROGRAMS**

Programs

Generate a first trial without value destruction. '100% Cash Back' or 'Try our new product for only 1€'.

Included in the Program:

- Cashback via e-deal platform
- Dedicated e-mail till 100.000 contacts
- Reminder by mail or push notification

### Duration

2 weeks

### Media Booking

8 weeks

### Nice to know

- Customer can choose the Flash e-deal he/she prefers?
- Unlimited number of choices can be added?
- The chosen Flash e-deal is activated in the app of the customer?
- The Flash e-deal can be one product per pick or even a range of products per pick?
- Detailed reporting included?
- Detail product : number chosen per product / CTR per product?
- Activation rate + Conversion rate per product?

### Post reporting

Ad Hoc on demand --> Mix of different reports

### Sample pictures

## OBJECTIVES

CONVERSION



PENETRATION

