

# Get the most out of your personalized communications

If you read marketing papers, you already know: 121 marketing is a very powerful and efficient medium. If it is used in the right way. MMD can help you get the most out of our insights and data to contact your customer in a personal way and generate business.

The topics of this White paper:

1. Why it is time now to become personal with your customers,
2. Info on the data and segmentations MMD can use to create relevant target groups for you,
3. How to link your business and campaign objectives to the right CRM-tool(s),
4. Look at Long-Term solutions to create bonding and brand ambassadors.

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## 1. Why you should consider email marketing today

### 1.1 Asking customers

59% of customers say marketing emails influence their purchase decisions.<sup>1</sup> This figure grows to 68% when asking the same question to millennials.<sup>2</sup> You would think these people are ignorant by marketing messages and are the generation of banner blocking, but luckily this is not the case.

But as a human being feeling "trapped" by a marketing message is not a very nice idea. Again, there is some good news:

- Studies show that 55% of consumers like email messages if they contain relevant products and offers.<sup>3</sup>
- For paper mail, we see that 59% of the receivers have a positive feeling about receiving a Direct mail. And this figure grows to 69% for communication about Supermarkets!<sup>4</sup>

With an average ROI of 38 on 1, email marketing is one of the most effective marketing channels. It has the potential to drive customer acquisition, retention and loyalty.

### 1.2 Asking marketers

When asking marketers, they tell us they believe email marketing is an effective tool<sup>5</sup> to increase engagement, improve brand awareness, increase lead generation and conversion.

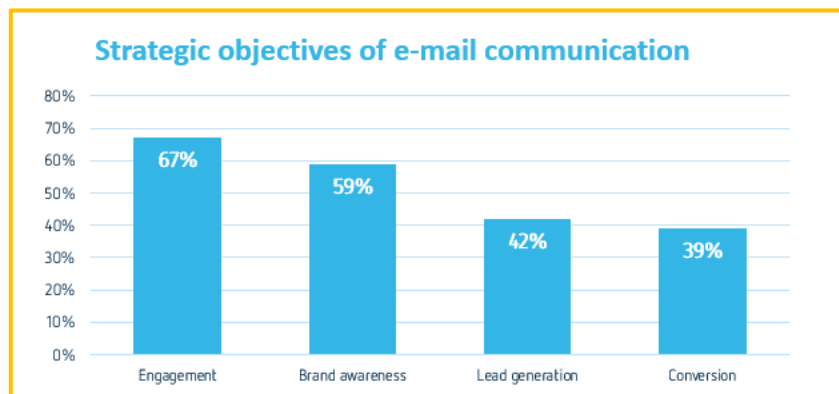
<sup>1</sup> SaleCycle, 2018

<sup>2</sup> Fluent, 2017

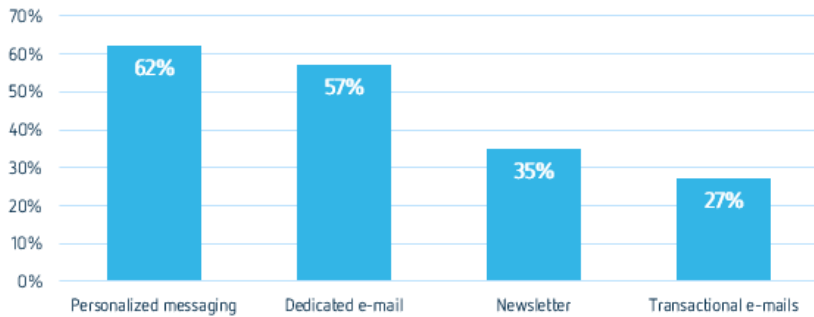
<sup>3</sup> LiveClicker – The Relevancy Group, 2017

<sup>4</sup> Paper Reach study BPost, 2020-2021

<sup>5</sup> Convince & Convert, 2019



### What helps achieve those objectives?

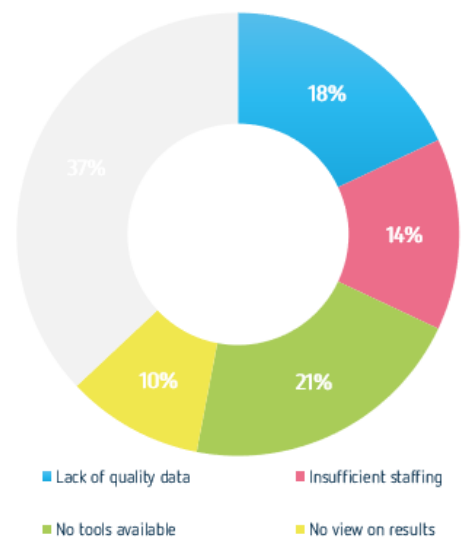


And they strongly believe that Personalized messaging and Dedicated emails are the most effective ones to deliver results.<sup>6</sup>

However, brands still see quite some challenges: they don't have quality data; their company does not have the right tools to do email marketing or they don't have the proper and trained staff. On top of that, they have low visibility on the performance or the KPI's of the email.<sup>7</sup>

In the following chapters, we will show you that MMD can help you out in all those aspects.

### Challenges we all cope with



<sup>6</sup> Convince & Convert, 2019

<sup>7</sup> Litmus, 2019

## 2. Targeting the right people

### 2.1 Who is the Delhaize shopper?

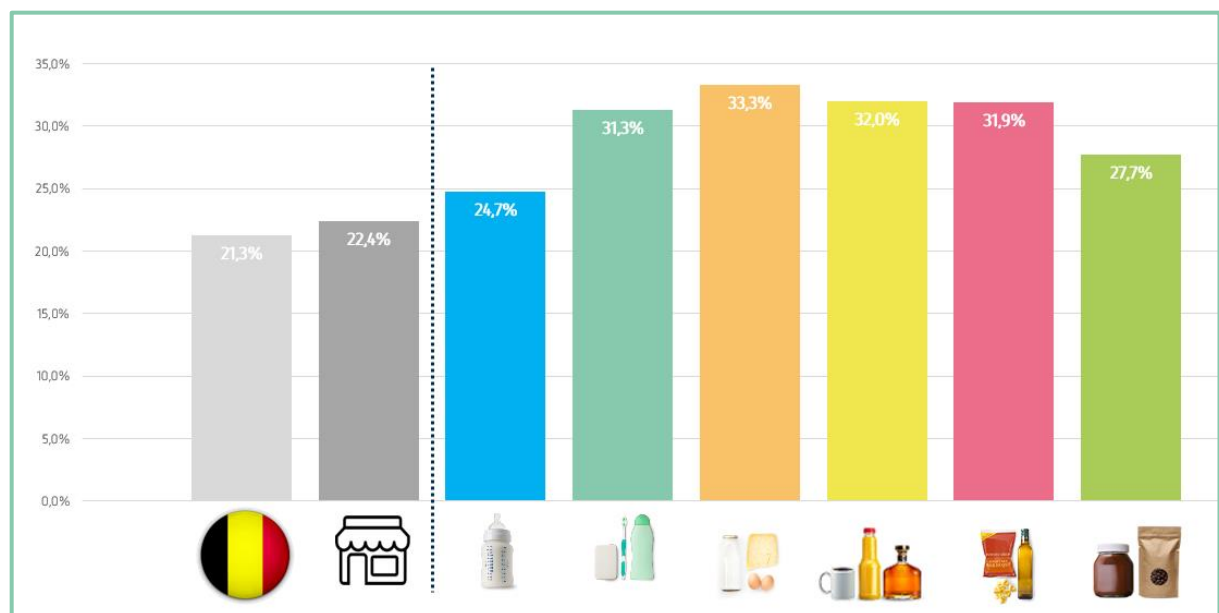
Since the end of last year, we have arrived in a new area: the area of the Delhaize SuperPlus-card. Delhaize changed its Loyalty Program from a simpler 'Earn Points' tool to a platform that gives buying power to our customers and that reinforces Delhaize's healthy eating strategy. This formula is proven to be very successful and appreciated by our customers with the following positive side effects:

- Our database has increased significantly: today, Delhaize possesses **over 2,5 million active and identifiable Delhaize customers** (card holders).
- 1,5 million of those customers can be contacted by email.
- And we have more information and insights on buying behavior.

### 2.2 How does this shopper interact with our media?

Let's have a look at the Open Rates of our Dedicated emails. Since the start of MMD, we have kept track of all Email results. This enables us today to give you benchmarks of possible performances for the activations you plan.

In 2019, the Open Rate over all sectors in Belgium was 21,3%. The global benchmark for the retail industry in 2019 was 22,4%.<sup>8</sup> We are very proud to tell you that the category open rate results are very positive and above these benchmarks<sup>9</sup>, with Open rates till 33% for the Dairy Category at Delhaize.



<sup>8</sup> Get Response Global email benchmarks, 2019

<sup>9</sup> Benchmark study MMD, 2017-2020

## 2.3 How can I target the Delhaize shopper in a relevant way?

With a pool of 1,5 million customers that can be reached for brands or products sold in our supermarkets, you might think the sky is the limit. But no, our aim is not to shoot big to these card holders, because this would mean: no relevancy! We can keep our interaction and attention rate high, because we only target relevant people, based upon accurate briefings and objectives.



### 1- Past Buying behavior:

Do you want to reach buyers or non-buyers of your brand? Buyers or non-buyers of the category? New buyers of the brand? Do you want to retain your loyal customers, or do you want to win-back lapsers?

### 2- Customer's Profile:

The following socio-demographics are available: age, location and gender.

### 3- Predefined Delhaize Segments:

PREMIUM FOODIES	GAME CHANGERS	CONVENIENCE SEEKERS
<p>"I like to shop in <i>inspiring</i> places with <i>friendly and helpful staff</i> where I can find <i>healthy and innovative</i> food and <i>premium brands</i>"</p>	<p>"I like to buy <i>locally</i> or <i>nationally grown/produced</i> products, <i>organic &amp; healthy</i> food, in <i>inspiring, clean, quiet</i> and not too large stores"</p>	<p>"I like to have a <i>swift shopping trip</i>, finding the products and brands I need, including <i>easy and convenience</i> food"</p>

Based upon a qualitative attitudinal study, we have defined 3 segments with each their specific needs and wants.

#### 4- Predicting future behavior with the Predictive Acquisition Model:

Based on a references list or (sub-)category list of your choice, we can help you find customers with a higher propensity to start buying your products and of course, target them. We can replicate this for all our card holders at Delhaize!


What do we ask from you?

- A list of SKU and/or a subcategory on which you would like the analysis to be done
- A time period of your choice (recommended: 6-month)

## 2.4 Use Delhaize segments for non-FMCG-brands

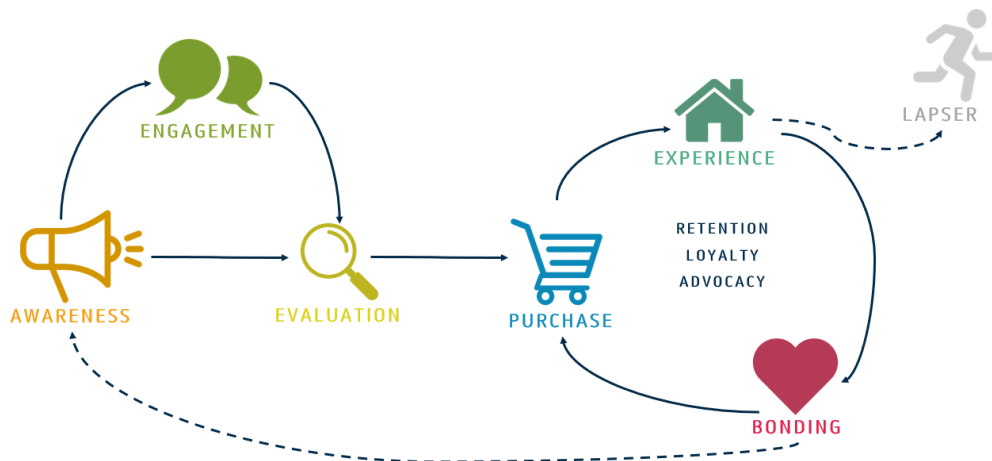
Let's be a bit creative now and see how we can let the analytics work for products or brands that are not sold at Delhaize. In the below example you will find some ideas for certain sectors. As you can see, there's always a creative solution to find your ideal target group.

### How to let the analytics work for Delhaize Partners...

<p><b>Fashion</b> <b>Maasmechelen Village</b> Premium Foodies Socio-demo: location - gender</p> 	<p><b>Retail</b> <b>Ikea</b></p> <p>Link with Delhaize brand</p> <p>Game changers</p> 	<p><b>Tourism</b></p> <p>Buying Behavior: asian food buyers, sun milk buyers in Winter</p> 	 <p><b>Home Appliances</b> Buying Behavior: f.e. <u>Airfryer</u> – French fries; Premium Foodies: f.e. <u>steam oven</u></p>
 <p><b>Insurances/Banking</b> Buying behavior: baby-food Convenience Seekers</p>	<p><b>Sports</b></p> <p>Buying Behavior: Energy Drinks, Protein Bars, <u>Nutriscore A/B</u>, ...</p> 	 <p><b>NGO's</b></p> <p>Game Changers Buying Behavior: bio, ...</p> 	

### 3. Link your marketing objectives to the right CRM-tool(s)

Now that we have our target groups, let's get familiar with them and incite them to shop your product. In this chapter we want to show you that for each business or marketing objective you have, there's always a proper communication tool or tone to be used. We use the Sales Cycle to get things clear.



#### 3.1 Awareness

In this phase, we want to cut through the noise to grab the attention of our prospects and customers. Did you know that a customer sees on average 400 marketing messages a day? They will for sure not notify them all. By adding relevancy and contacting the right people with the right message or offer, you will be able to break through the clutter.

#### Case Awareness



#### How Dash innovates with a plant-based washing product

##### Challenge

- Launch of a new reference, being a plant-based washing product
- Objective: inform and incentivize the customer to try-out the new product

##### Solution

- Tool: Dedicated E-mail
- Target: Buyers washing products

##### Result

Open Rate	34%
CTR	27%




## 3.2 Evaluation

We have the attention. Now the evaluation phase starts. What can a brand or company do in this stage to have the balance moved positively towards a purchase? Repeat your message and be sure you are consistent over all your channels.

Case Evaluation

Produit sous la loupe



GOÛTEZ-MOI!

Bonjour Manon,

Vous l'avez peut-être déjà remarqué : Balade Vital est absent de nos rayons. Ce beurre est en effet temporairement indisponible... Mais la bonne nouvelle, c'est que **Balade So Light** est une super alternative !

Pourquoi remplacer le Beurre Balade Vital par le beurre Balade So Light ? C'est simple, pour toute une série de raisons ! Il contient **peu de matières grasses** et **extrêmement peu de graisses saturées**. 4 fois moins qu'un beurre entier ! Sa **texture onctueuse** le rend **facilement tartinable** et permet une utilisation immédiate dès la sortie du frigo.

Alors, n'attendez plus : procurez-vous ce délicieux beurre dès maintenant ! Et croyez-nous : si vous étiez déjà fan de Balade Vital, vous trouverez à coup sûr **Balade So Light** tout aussi savoureux.

How Balade turned unavailability into more sales...



Challenge


- Temporary unavailability of one of the Balade products
- Objective: warn customers and propose alternative reference

Solution

- Tool: Dedicated E-mail
- Target: Buyers of the Balade brand and the butter category

Result

	Open Rate	45%
	CTR	10%



## 3.3 Engagement

To make the Evaluation phase shorter or easier for the customer, you can use the tactics of Engagement. Creating engagement, asking for interaction will involve a person into the relation. The below examples are great in creating engagement and make the evaluation process faster and more positive for your brand/product.

Create engagement through interaction...

Gamification

**Engage your clients, bring product or brand top of mind**

Ex.: Puzzle, Memory, Guess the word, Runner game, Spot the differences, ...




Quiz

**Inform on product features, brand, ... & make them win (try-out)**






Advice

**Learn from and about your clients**

Ex.: Poll & vote, Choose a flavor, Personality tests, Measure campaign perception, ...




\* Examples shown from external partners MMD



### 3.4 Purchase

Providing the 'help' a customer needs, is key part of making a sale: this can be done through monetary advantages (coupons and reductions), but it can also help you to be on the right place with the right and relevant message.

#### Cases Purchase



**PERFECT FIT**  
total 5  
Adapté pour chats stérilisés


**Dedicated Communication to Specific Target**

- Objective: Increase sales and penetration of a cat food specialty brand
- Target: Buyers of the category, not buying the product

**Result:**

- Reach: 50.000 contacts
- Redemption: 3,1%

**Larger selections via Inserts My Delhaize**




**DEZE WEEK in de spotlight**

4 +1 GRATIS +1 GRATIS

Wilt je dat je door koffie te kopen, ook een goed doel steunt? Koop 5 pakjes Douwe Egberts-koffie naar keuze, waarvan 1 gratis voor jou. Delhaize en Douwe Egberts schenken op hun beurt een extra pakje koffie aan de Voedselbanken. Samen bieden we zo een moment van warmte aan zij die het nodig hebben.

**Ik koop er!**



**DEZE WEEK in de spotlight**

**Geniet van de kleine momenten**

Laten we in het nieuwe jaar van de kleine momenten genieten met Lay's en samen klinken op een sprankelend 2021! Proef!

**Meer info**

### 3.5 Experience

The product and what it promises to do, is at the heart of this stage. Be consistent in your communication. Be honest in your promises.

If you have a more complicated story to tell, here's where it can happen. Once you have the attention of your target group and the message is relevant to him, he is willing to spend some quality time with you.

#### Case Experience



**DEZE WEEK in de spotlight**  
REVITALIFT FILLER

**L'Oréal encourages to discover and experience novelties**

**Challenge**

- More advanced skincare products for the more mature skin
- Objective: recruit new consumers and help them start a new facial care routine

**Solution**

- Tool: Dedicated E-mail
- Target: Women having bought in Delhaize in the category 'daily care'
- Offer: 6€ of reduction to incite people to try-out and experience the products




**REVITALIFT FILLER**  
-2€  
-4€



## 3.6 Lapsing

One bad experience can convince a customer to switch brands. And although it is more difficult to change cars than to choose another beer brand, some people are very well attached to their (beer) brands and they will be hurt leaving. With personalized and relevant actions and communications, you might win them back or prevent them to really leave.

### Case Lapsing



**Yakult avoids churn in a highly competitive market**

**Challenge**


- Strong competition in the pro-biotics category
- Unavailability of the product for a certain period
- Objective: make (lapsed) customers loyal again and increase frequency of purchase

**Solution**

- Tool: Dedicated Postcard
- Target: All Yakult buyers of the last 2 years & other (heavy) pro-biotic buyers

**Result**

👤 Reach	50.000 contacts
🛒 Redemption	4,48%



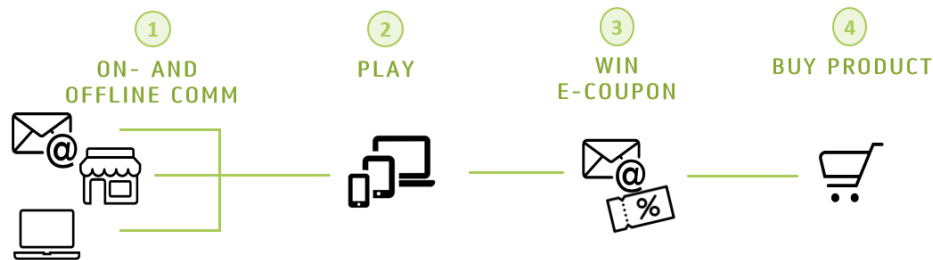
## 3.7 Bonding

Quality services, pro-active engagement and personalized experiences encourage your customers to buy again, to buy more. And if you are completely lucky: they will become brand ambassadors. They will talk about your brand to others and encourage them to start buying your product or service. This makes the circle round. Even better is to make the cycle start over again and create bonding with your customers.

## 4. Long-Term solutions to create bonding

### 4.1 Use gamification to build a Long-Term customer journey

- **Phase 1:** drive traffic to the game by communicating about it through Direct Mail, through online bannering and by means of a stopper instore.
- **Phase 2:** the game: you engage with your prospects or customers via the game and participants are registered.

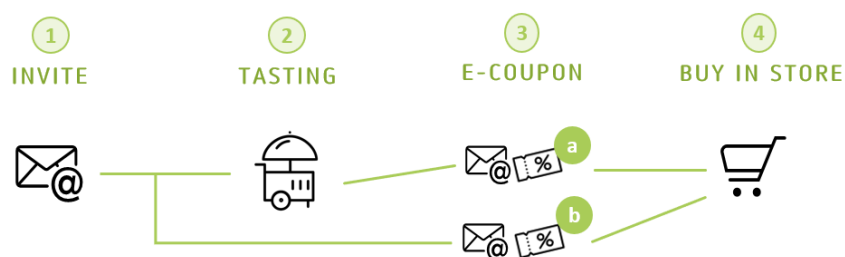


- **Phase 3:** after having played the game, you can thank your customers with a coupon. You send this coupon in a follow-up dedicated email.
- **Phase 4:** customers will buy the product again instore or online. The redemption is also measured instore and/or online.

You can do the same with our tool 'Ad'vice': ask people in a survey what they think of a certain product. Afterwards, you can share the results of this survey with the target group and activate them in function of their replies in the survey.

### 4.2 Build a customer journey around an event

- **Phase 1:** invite the category/brand buyers of the stores where a tasting will take place to the tasting.
- **Phase 2:** during the tasting, MMD can register the people who were present (either because they bought the product or because they have a ticket registered on the specific day at the specific store).



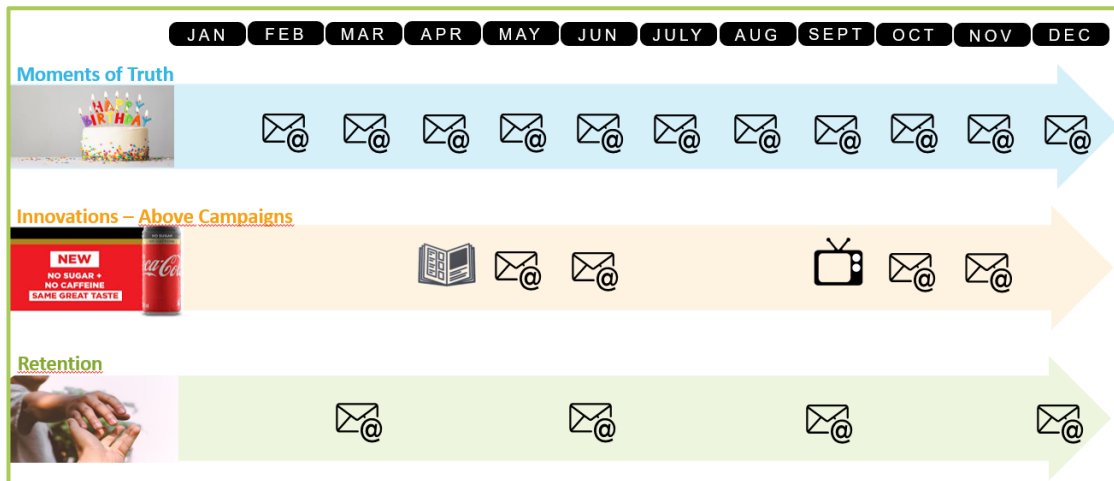
- **Phase 3:** we can send those people a follow up mail with an e-coupon (to drive a repeat-purchase). People who finally did not come to the store that weekend but are category buyers: they can also get a follow-up mail to drive sales for this brand anyhow.
- **Phase 4:** customers will buy the product again instore or online. The redemption will be measured instore and/or online.

## 4.3 Create relevancy and bonding by targeting at the right time

You can also create a long-term effect by using one single tool, like e-CRM.

### 1. Leverage Moments of Truth

For example, you are a photo service and want to give 10 photos for free to acquire new customers. Instead of having a one-time dedicated email at a certain moment, you can decide to contact people on their birthday, the ideal moment to give gifts. By doing so, your message is read at a moment it is more relevant for the customer.



### 2. CRM follow up of mass communication

You are a soft drink company and launched an innovation or new flavor. Often this is done through large promotions in the door-to-door of supermarkets. Why not target all promotion buyers of the product afterwards to inform them about the benefits of the product. By email you have the time to really inform them on the new product and incite a repeat purchase that is not linked to a promotion. Or you have a TV campaign on air in September: this can be followed up by a dedicated email campaign that will drive traffic to the stores or your brand's website.

### 3. Retention

Instead of having a campaign at 1 moment in the year, you can decide to contact on a quarterly basis all people that were heavy buyers of your product the last 2 years but lapsed the last 2 months. As their last purchase was more recent, it will be easier to convince them to come back then when you wait too long. Because remember: retention is always more successful than win-back.

## What to remember after reading this Whitepaper

- In your messaging, be **relevant and personal**. KISS: keep it smart and simple!
- Select the **right people**, and yes: less is more when you become more relevant to this smaller selection.
- Act in function of your **objectives**.
- Be present throughout the **customer journey**.
- Think **Long Term**.