

Advertising on the go



The advertising platform
with impact.

DCP – Digital Collection Promotion

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**Facts &
figures**





Content

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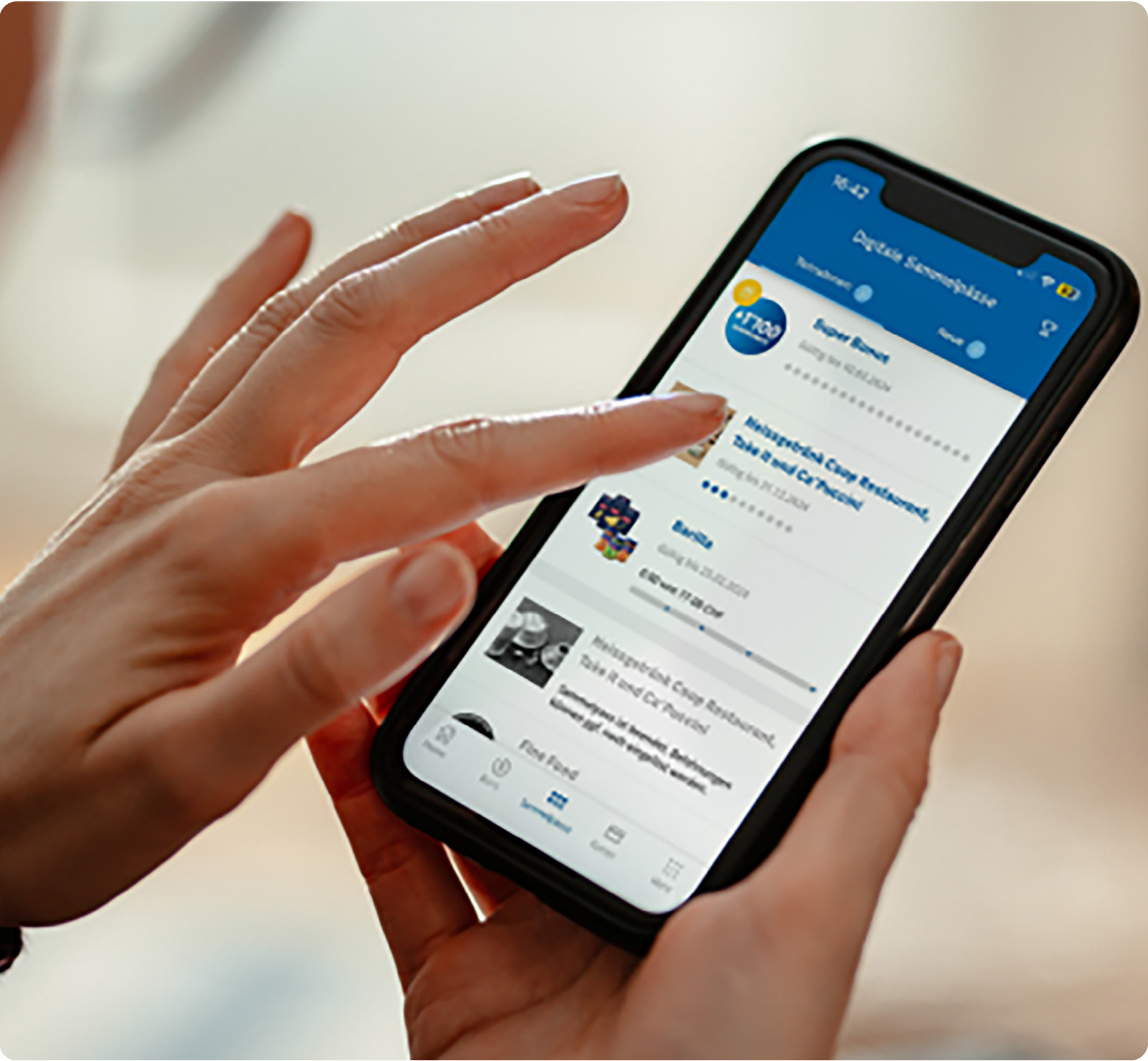
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DESCRIPTION

The digital sales promotion measure for targeted customer retention and further development

In the case of digital collection passes, the customer receives digital value units in a determined campaign period (e.g. points, CHF) for the purchase of a certain product range and/or for a certain purchase amount. These value units are collected by the customer until one or more thresholds and/or collection stages have been reached. The customer then receives one or more rewards for his/her repeat purchases. Interaction takes place via app and web module on supercard.ch.



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It is recommended that further Coop Cross Impact instruments are integrated into the predefined advertising materials for advertising.

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Digital Collection Promotion

OVERVIEW OF SERVICES	MODULE*	Duration	PRICE
Advertising media, national - DSP standard application - Full page in Coop press (1 issue) - Shelf stopper (2 weeks) - Coop and Supercard HP banner (1 week) - Supercard app banner (1 week) - Incl. basic controlling	Small	10 weeks	CHF 82,000
	Medium	12 weeks	CHF 87,000
	Large	13 weeks	CHF 92,000
			DEADLINES → On request

* All modules in each case plus creation, premiums, dispatch (premiums) and special evaluations.