



MDI

AMP

Audience | Marketing | Performance.



MDI's AMP program targets your audience, engages their attention, drives them to store, and reports on success.

HOW DOES IT WORK?

1. We serve targeted digital media ads in apps and on websites to your custom audience around all of MDI stores. These ads drive your custom audience directly to your content within the digital circular platform.
2. While on the MDI digital circular platform your custom audience engages with your price & item, videos, coupons, recipes, and more. Customers build shopping lists, share content, and drive to store for purchase.
3. Traffic driven to store from your campaign is measured and reported directly to you, along with media buy statistics, digital circular platform engagement, case sales lift, and unit lift.
4. Finally, access the entire network of MDI stores with an intelligent marketing platform. Drive sales and measure the results!

HOW TO PARTICIPATE

Select every day, relevant items. These items should be high-volume and drive core sales. These could also be promotion features, and on occasion, new items if they are in agreement with the category strategy.

Your selected item(s) should be participating in a weekly ad or sales plan. Utilizing digital coupon overlays is a great value add. Non-ad items will be full brand pages.

Digital coupons will be sourced from vendors / CPG partners by category managers and brand directors. Utilization of national digital coupons with no clip restraints is required.

Lead times for participating items would be 8 to 12 weeks depending on the complexity of the deal(s).

Amplify your Audience Targeting

Amplify your Digital Marketing

Amplify your Performance

Get AMP'd !!!!



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