

# Targeted Email Marketing

## MEDIA CARD 2024

### REACH YOUR TARGER GROUP

Sales of campaign products featured in Prosentti Magazine can be supported and boosted by targeted email marketing.

The main target groups divide into four categories based on their offerings: lunch, cafe, casual dining or fast food.

Maximum 12 products are selected to each newsletter. With targeted email marketing, the desired target group is reached efficiently and costeffectively.

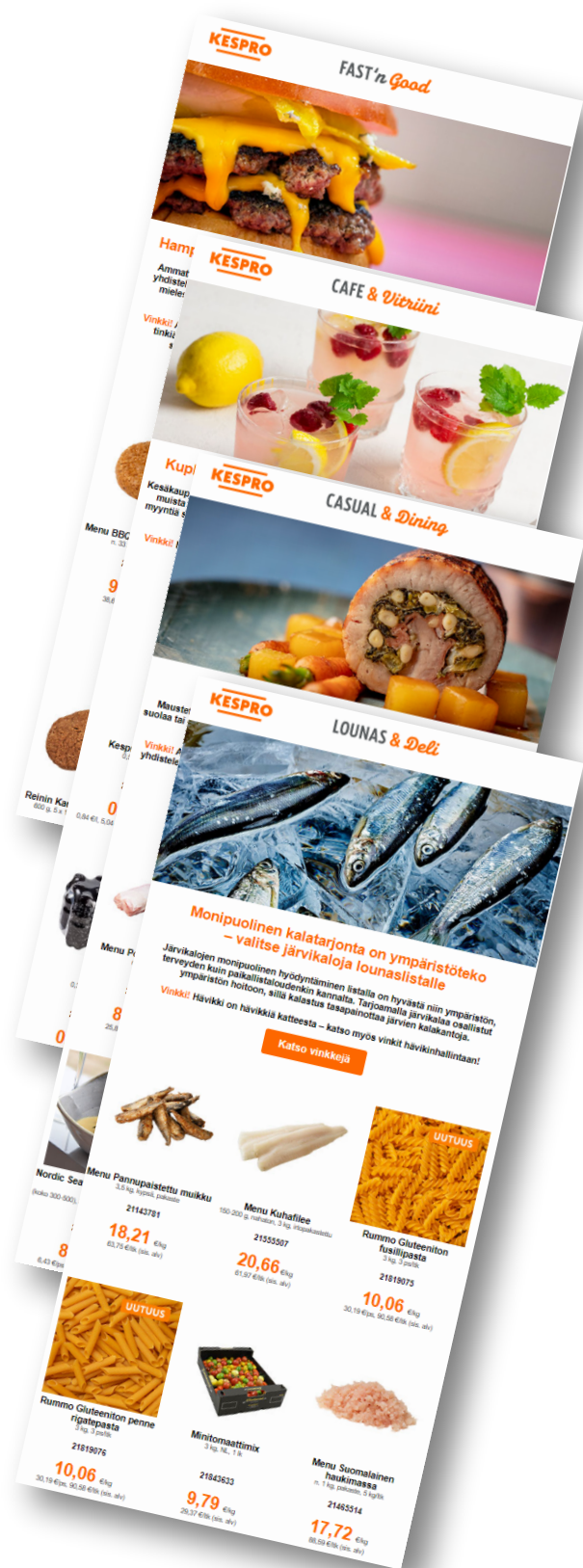
#### Schedule and instructions

The process is negotiated in agreement with Kespro's Product Manager responsible for the product category in question. Contact information: [forename.surname@kesko.fi](mailto:forename.surname@kesko.fi)

Targeted email newsletters are delivered monthly, in first half of each month. Information regarding featured products and selections of target group categories must be provided for the Product Manager responsible for the product category inquestion. Please, provide the information latest on the 15th of the month previous to the one selected for the advertisement.

Kespro provides a product image and product details. Product images must be saved at Synkka Media or at Kesko's K DAM media bank.

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**KESPRO**