

Sainsbury's online

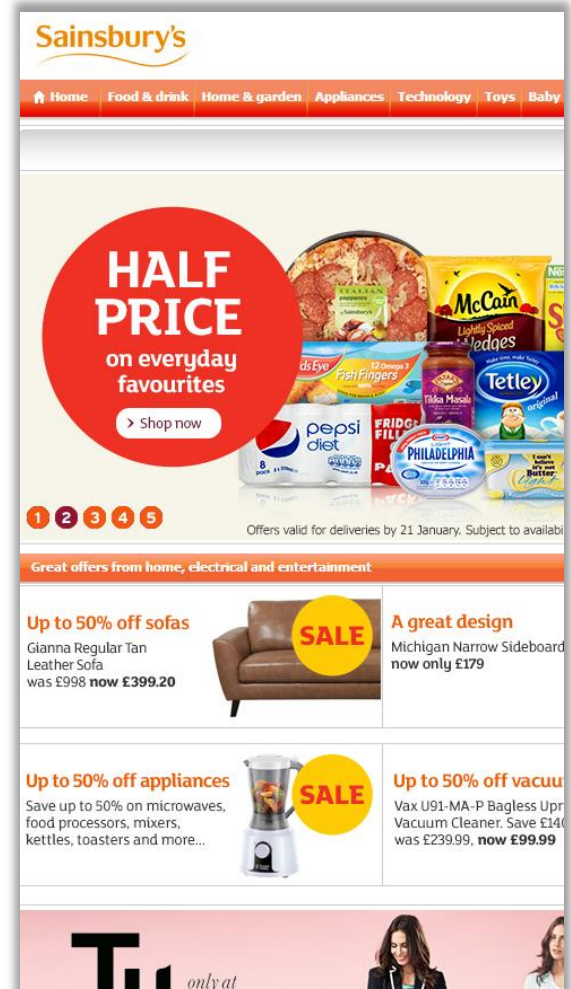
What is it?

Various opportunities to advertise on Sainsbury's grocery website where more than 170,000 transactions are made per week

Key benefits

Various tools are available, tailored to specific brand objectives:

- **High traffic solutions** – the online equivalent to the power aisle in-store: use Sainsbury's home page banner and homepage pods – the first page a customer sees when they log on
- **Cross-category targeted solutions** – 'try-with' ideas, 'try something new' where the products will appear under a banner on a customer's 'Usuals' page
- **Category specific solutions** – zone end beacons sit within a product's home category and highlight products to consumers who have a clear purchasing destination
- **Brand showcasing** – include recipe ideas including a feature so all ingredients can be easily added to consumer baskets



Set-up

Live for
1-3 weeks

Booking lead time
9 weeks

Artwork lead time
4 weeks

