

Exclusive Series of Kespro data-targeted newsletters

MEDIACARD 2026

Content

- Formation of the newsletter series' target group based on Kespro's customer segmentation and data.
- Selection of the newsletter series' sending cycle based on Kespro's purchase and e-commerce data.
- Three (3) exclusive newsletter sends to the defined target group for the partner's product message.
- Customized newsletter content produced by Kespro's content creators.
- Traffic redirection to relevant digital customer touchpoints.
- Reporting of key figures from the newsletter sends, as well as monitoring of actual sales within the newsletter's target group.

Materials

Kespro and the Partner will agree on the image and text content required for the Service, as well as other necessary details required for producing the Service, at the Service kick-off meeting.

The partner must provide Kespro with the product information and desired images for each newsletter at least one (1) month before each newsletter is sent, unless otherwise agreed during the Service kick-off meeting



Contacts

Product selection and contracts:

Product Manager firstname.lastname@kesko.fi

Service Production

Jaakko Valkiainen jaakko.valkiainen@kesko.fi
Materials kespro.digiaineisto@kesko.fi

Exclusive Series of Kespro data-targeted newsletters

Exclusive Series of Kespro data-targeted newsletters, hereinafter referred to as the “Service,” is a newsletter series produced by Kespro and targeted based on Kespro’s customer data. The series includes three (3) exclusive newsletters dedicated to communicating a selected partner’s product, products, product group, or product groups (hereinafter referred to as the “Product”). The Service also includes content production for the newsletters and their distribution to target groups formed from Kespro’s customer base using Kespro’s data.

Content of the Service Provided to the Partner

The Service includes:

1. Formation and extraction of the newsletter series’ target group
Based on Kespro’s customer segmentation and data.
2. Three (3) exclusive newsletter dispatchs for the partner’s Product message to the defined target group.
3. Customized newsletter content production by Kespro’s content creators, based on the selected Product and target group.
4. Selection of the newsletter series’ sending cycle based on Kespro’s purchase and e-commerce data.
5. Traffic redirection via the newsletters to customer-relevant digital touchpoints based on the Product and target group.
Customer digital touchpoints are defined case-by-case and may include, for example:
 - o Kespro.com brand page
 - o Kespro.com article
 - o Kespro.fi product page in the online storeVisibility on these touchpoints is sold separately and defined in the marketing agreement.
6. Reporting of key figures from the newsletter sends and monitoring of actual sales within the target group for a pre-agreed period.
 - o Kespro reports the total newsletter send volume, open rate, and total sales to the target group once (1) per month starting from the first newsletter send.
 - o Kespro tracks sales to the target group for two (2) months after each newsletter send, and for three (3) months after the final send.
 - o Three (3) months after the final newsletter send, Kespro reports the total Product sales to the target group for the entire campaign period (from the first send date to three months after the last send).
7. Preview delivery of each newsletter to the Partner
 - o Kespro sends a preview of each newsletter to the Partner for approval before each send.
8. Notification of the exact send date Kespro informs the Partner of the exact send date one (1) week in advance, unless otherwise agreed in the kick-off meeting

Partner responsibilities

- The Partner is responsible for selecting the Product to be advertised in the newsletter sends. The Product must be part of Kespro's assortment during the period starting from the first newsletter send date and ending three (3) months after the final newsletter in the series. The Product selected by the Partner must be approved by Kespro. Kespro is responsible for the final pricing of the Product to the customer.
- The Partner is responsible for ensuring that the advertised Product is communicated to Kespro before the final offer is formed.
- The Partner is responsible for providing Kespro with accurate and up-to-date information about the advertised Product.
- The Partner must deliver the product information and desired images for each newsletter to Kespro at least one (1) month before each newsletter send, unless otherwise agreed during the Service kick-off meeting.
- The Partner acknowledges that the Service does not include a guarantee that the sales of the advertised Product will increase within the target group. The Partner understands that factors such as the Product's competitiveness within its category and the overall market situation affect sales performance.

Service Deployment

The Service is initiated during a kick-off meeting, where Kespro and the Partner review the information required to produce the Service, such as image and text content. Additionally, timelines related to the Service production are agreed upon.

Other Considerations

Kespro is responsible for the final pricing of the Product to the customer.

Before the Service is produced, Kespro will provide the Partner with an estimate of the size of the target group for each newsletter send. Kespro does not commit to the exact number of recipients at the time of sending; the figure provided is an estimate.

As part of the Service, Kespro reserves the right to modify the recipient target groups and their size in order to optimize the Service and achieve the best possible performance.