

# NBC Digital Marketing Program



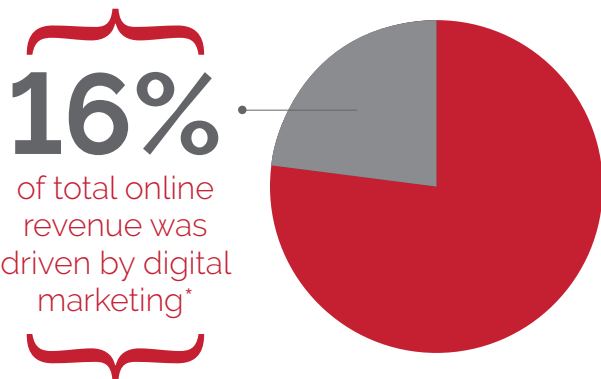
You may be feeling the increasing pressure to generate more sales because of the existence of online retailers. Given the industry trends showing consumers shopping more online than in-store, you're not alone. The complex world of eCommerce has become an increasingly expanding battleground. Further, guests are buying textbooks and merchandise online but not always at the store's website.

With NBC's **Digital Marketing Program**, you'll discover how a program of online advertising can increase both traffic and transactions at your online and brick-and-mortar store, without the big upfront costs of typical paid search and pay-per-click marketing models. With deep experience and strong relationships in the digital marketplace, we can deliver the know-how you need to simplify, streamline and document your digital marketing efforts.



## NBC's Digital Marketing Program

NBC has an experienced team of digital marketers ready to craft a prescriptive solution specific to your store's needs to minimize spend and maximize results. **We provide a "pay-for-transaction" digital marketing model managed by experts** where stores only pay for results, not for ads that don't drive traffic. Rely on NBC to drive your online sales and optimize your return through our expertise in digital marketing.



\*Average results from The DMP Spring Rush 2016  
\*\*New customers did not purchase during previous rush period



## BENEFITS

- Increased ability to compete online
- Drive online sales and optimize return (ROI)
- Leverage eCommerce expertise with little upfront cost
- Team of eCommerce experts at your disposal

## INTERESTED?

Please reach out to speak with a sales representative and discover the product details, pricing plans, and options available to provide your customers with a premier retail experience.

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