

# NBC Product Content Management Program

When your customers shop online, they need quality information about the products they want to purchase. But it can be challenging to find the time and resources necessary to create, upload, and maintain robust content about your online merchandise.

With NBC's Product Content Management, we'll optimize your online product offerings for you with enhanced images, rich content descriptions, and optimized titles. The program will improve your search visibility, increased transactions and revenue, and reduced labor and overhead for your store.



## DETAILS

NBC's experienced eCommerce team will work directly with your GM vendors to gather product content for your online merchandise or will develop product content in-house. We'll optimize and upload the information in WinPRISM on your behalf, freeing your staff to focus on other efforts. NBC will provide tracking and reporting on a monthly basis to demonstrate the success of the program.

**{ 20% of incomplete purchases }**  
could be a result of low quality product information\*

\*Source: <https://www.nngroup.com/articles/product-descriptions/>

## BENEFITS:

- Increased online traffic and sales
- Reduced labor and overhead for your store
- Increased search engine credibility
- Improved customer experience

## 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.

**info@nebook.com • 800.869.0366**

## HOW IT WORKS:

1. NBC works with you to identify the products you would like to add to your website.
2. NBC creates a relationship with GM vendors.
3. NBC works with the GM vendors to gather product content information.
4. NBC uploads product content information in to your system.