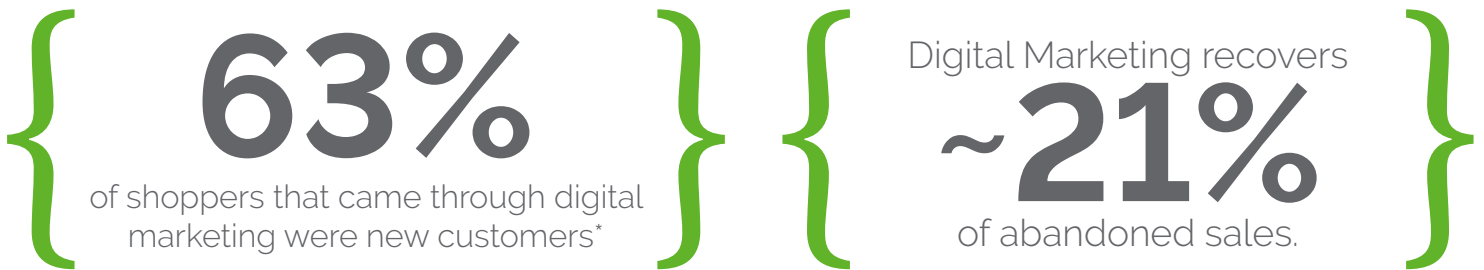


# DIGITAL MARKETING



*Pay for results,* not clicks.

Drive additional traffic to your eCommerce website with NBC's unique **pay-per-TRANSACTION** model. Our team uses industry best practices to ensure your store will capture shoppers at the moment they are ready to buy your course materials and general merchandise.



\*New customers did not purchase during previous rush period

## FEATURES

- Pay-per-TRANSACTION model
- On-site re-engagement through slider panels
- Paid search engine advertising
- Geo-targeted advertising
- Promotional affiliate marketing
- Abandoned cart emails
- Robust monthly performance reporting
- Google Analytics reporting (upon request)
- Customizable to suit your website goals

“ I am very **impressed** with the **NBC Digital Marketing program.**

If you're not doing this,  
**you're missing out.**

”

**Vicki Marvel**

*Store Director, Alvin Community College Bookstore*