

# DIGITAL MARKETING

**Prism**|rbs  
retail business solutions

*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.

{ **\$1.7m** }  
in revenue generated through the  
Digital Marketing Program\*

{ **~42%** }  
conversion rate through retargeting  
and remarketing campaigns\*

## FEATURES

### Paid search

- Pay-per-TRANSACTION model
- Customizable and targeted advertising
- Track and measure results via Google Adwords

### Retargeting & remarketing

- Abandoned cart emails
- Customizable on-site remarketing messaging

### Affiliate marketing

- Promote your products and deals on affiliate websites
- Build brand awareness with your shoppers

### Social sharing

- Incentivize your customers to share purchases via social media
- Create a social media presence and build brand loyalty

### Robust monthly performance reporting

- Category, device, and customer type breakdowns
- Leverage Google Analytics to provide analysis and gain insights

“ 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

All features are available a la carte.

\*Results reflect all clients' collective data during the 2017 calendar year.