

DIGITAL PRODUCT OPTIMIZATION

Prism|rbs
retail business solutions

Maximize performance of your digital products.

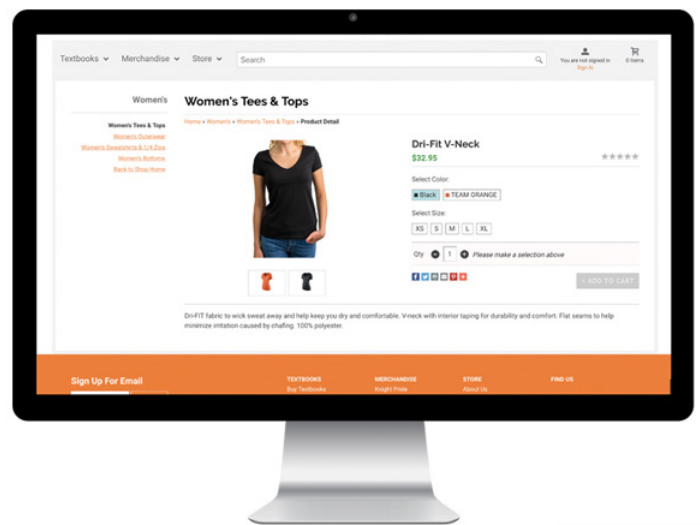
NBC's eCommerce team will take your online product content to the next level. They will ensure your digital products have inspirational images, engaging product titles and search-optimized descriptions to help you compete with other online retailers.

82%
of consumers perform research
online before purchasing*

55%
of consumers now
prefer to buy online*

FEATURES

- Acquisition of product content from your vendors
- Enriched titles and descriptions with relevant keywords
- Fully optimized content is uploaded to your website
- Improve your search engine ranking to help drive traffic
- Elevate your customer's online shopping experience
- Eliminate the gap between your in-store and online assortment
- Leverage our experts to save you time and keep your labor costs down



*<https://www.channeladvisor.com/blog/industry-trends/infographic-the-ever-evolving-e-commerce-consumer-journey/>

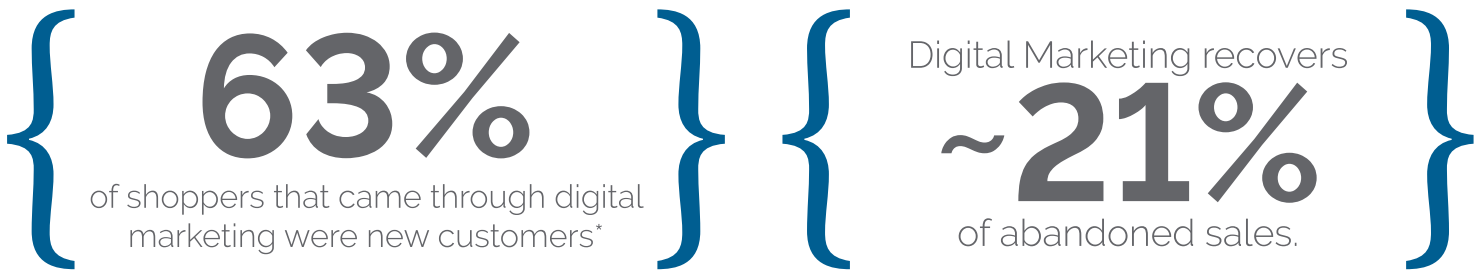
For additional product information or pricing, visit PrismRBS.com or email info@prismrbs.com

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.



*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