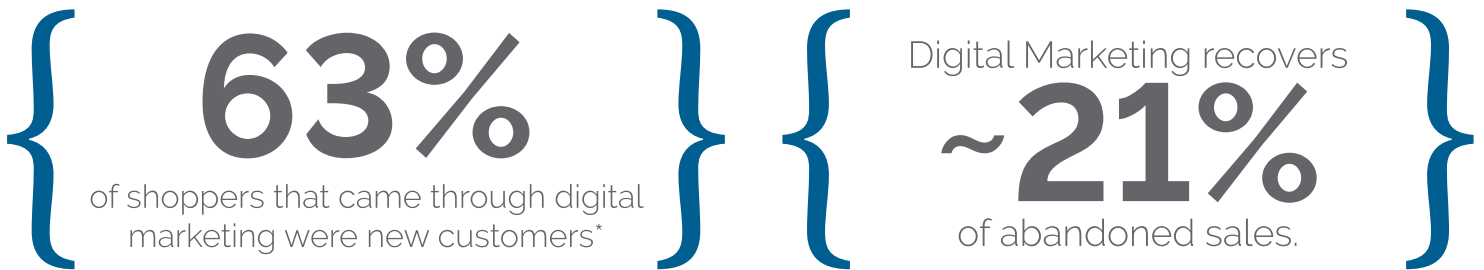


# DIGITAL MARKETING

**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

# DIGITAL PRODUCT OPTIMIZATION

**Prism**|rbs  
retail business solutions

*Maximize performance* of your digital products.

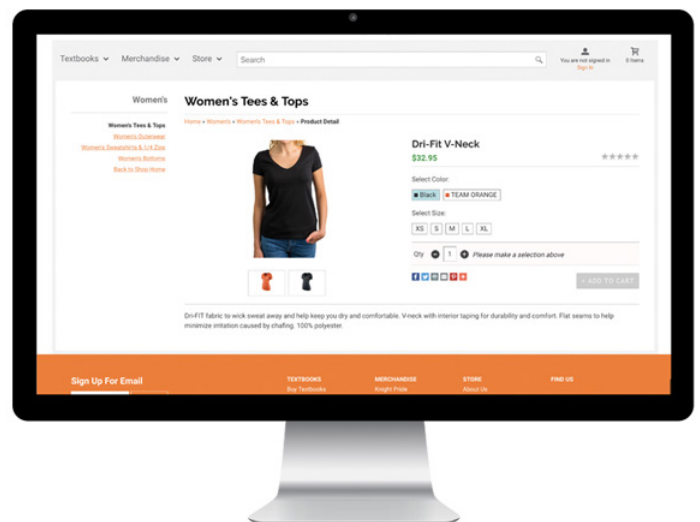
NBC's eCommerce team will take your online product content to the next level. They will ensure your digital products have inspirational images, engaging product titles and search-optimized descriptions to help you compete with other online retailers.

**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](http://PrismRBS.com) or email [info@prismrbs.com](mailto:info@prismrbs.com)