

SITE ASSESSMENT™

Prismrbs
retail business solutions

Analyze and evolve to *achieve success.*

Are you aware of how well your current website is performing? To stay relevant and achieve success, it's vital to know and understand the factors that affect the performance of your website. Whether you are beginning to build your business' website or are fully up and running, PrismRBS will ask the important questions and provide you with valuable and impactful insight to maximize its performance.

SERVICES





We will assess the integral parts of your website including:

- Functionality enhancements
- Conversion rates
- Customer acquisition
- Merchandising
- Digital marketing
- Responsive design

SITE ASSESSMENT PACKAGES

SILVER

GOLD

	Analytics Assessment			
	Site Traffic Performance		•	•
	Customer Engagement		•	•
	Conversion Funnel Analysis		•	•
	Site Merchandising Assessment			
	Homepage Review		•	•
	Search Results Page Review		•	•
	Product Detail Page Review		•	•
	Cross Sell & Up Sell Utilization		•	•
	Site Marketing Assessment			
	On-site (Homepage Marketing, My Account, Remarketing)			•
	Off-site (Site Affiliations, Abandon Cart Emails, Paid Search)			•
	Responsive Design			
	Device Analytics Examination/Browser Support			•
	Menu Navigation			•
	Viewport & Image Resolution			•

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

MANAGED eCOMMERCE™

Prism|rbs
retail business solutions

Deliver a *superior eCommerce experience.*

Our managed eCommerce service will help you sell products, manage social media, and advertise promotions to ensure you maximize your store's online potential. Let our PrismRBS experts elevate your website and your online presence on the [PrismWeb™](#) platform.

SERVICES

- Web analytics
- Customized creative design
- Onsite marketing
- Functionality enhancements
- Digital Product Optimization
- Social media management
- Basic SEO improvements
- Digital promotions

MANAGED eCOMMERCE PACKAGES

SILVER

GOLD

	One-time Setup		
	PrismWeb™ Template Upgrade (if not currently using the platform)	•	•
	Google Analytics Implementation and Dashboards	•	•
	Website Taxonomy Update	•	•
	Digital Product Optimization (30 products)	•	•
	Monthly Website Management		
	Homepage Product Banners/Content Creation	•	•
	Homepage Promotions	•	•
	Homepage Announcements/Store Hours	•	•
	Featured Items/Top Sellers	•	•
	Digital Product Optimization (6 products)	•	•
	Marketing/Event Calendar Development	•	•
	Additional Services		
	Monthly Reporting Summary (Google Analytics & promotions performance)		•
	Vendor Affiliate Programs		•
	Social Media Management (Facebook, Twitter, etc.)		•

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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.*

DIGITAL PRODUCT OPTIMIZATION

Prism|rbs
retail business solutions

Maximize performance of your digital products.

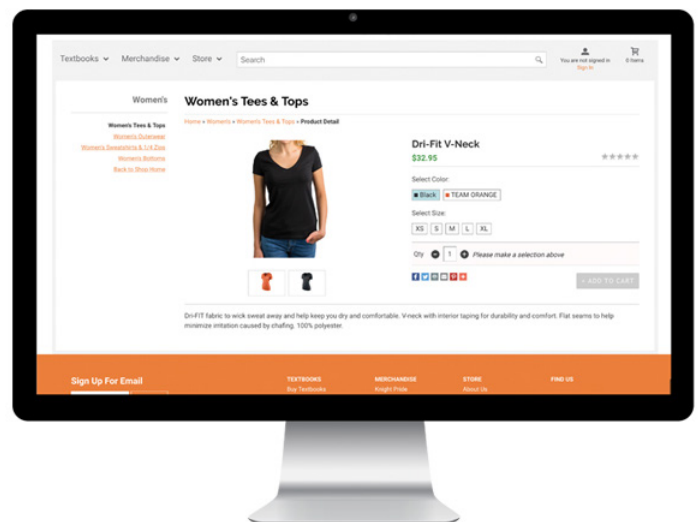
NBC's eCommerce team will take your online product content to the next level. They will ensure your digital products have inspirational images, engaging product titles and search-optimized descriptions to help you compete with other online retailers.

{ **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/>

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