



NBC CASE STUDY

THE UNIVERSITY OF VERMONT
Burlington, Vermont

CHALLENGE

To help assure that The University of Vermont's eCommerce bookstore is the top online retailer to purchase UVM merchandise. UVM does not have the staffing required to perform the necessary adjustments to accomplish this task.

SOLUTION

Incorporate NBC's Digital Marketing Program into UVM's eCommerce strategy. The DM Program provides assistance with targeted reach through strategic digital ad placement along with search engine optimization, both to help increase ROI.

RESULTS

“

The
Digital Marketing Program has exceeded our expectations.

The results speak for themselves.

Jay Menninger
Bookstore Director

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Since its launch in March 2017...



approximate increase in average order value with the DMP program implementation



Always #1 in organic search

when searching online for UVM merchandise

The Digital Marketing Program has contributed approximately

23%

of total eCommerce sales



29%

of total eCommerce transactions

For more information, visit nebook.com or email info@nebook.com

