

EXPERIENTIAL

SOCIAL COMMERCE

SHOPPABLETV

INTERACTIVE WEB

# *Interactive Web*



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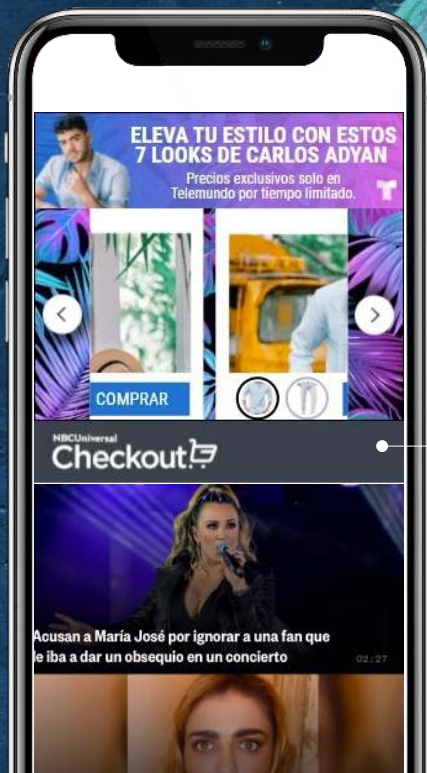
Guiding the user journey for full funnel impact with captivating elements such as animations, videos, and articles



**+47%**

Time viewing a marketing message in interactive ads v. non-interactive

*Interactive Web*



# *shoppable* RICH MEDIA UNITS

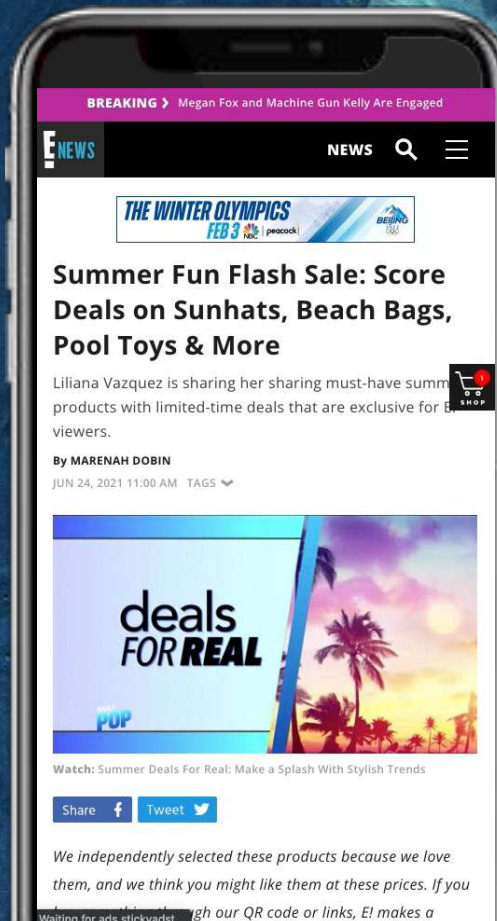
Create engaging commerce touch points for fans as they're consuming our content

## 10x

Lift in  
add-to-cart rate  
paired with NBCU  
Checkout



## Interactive Web



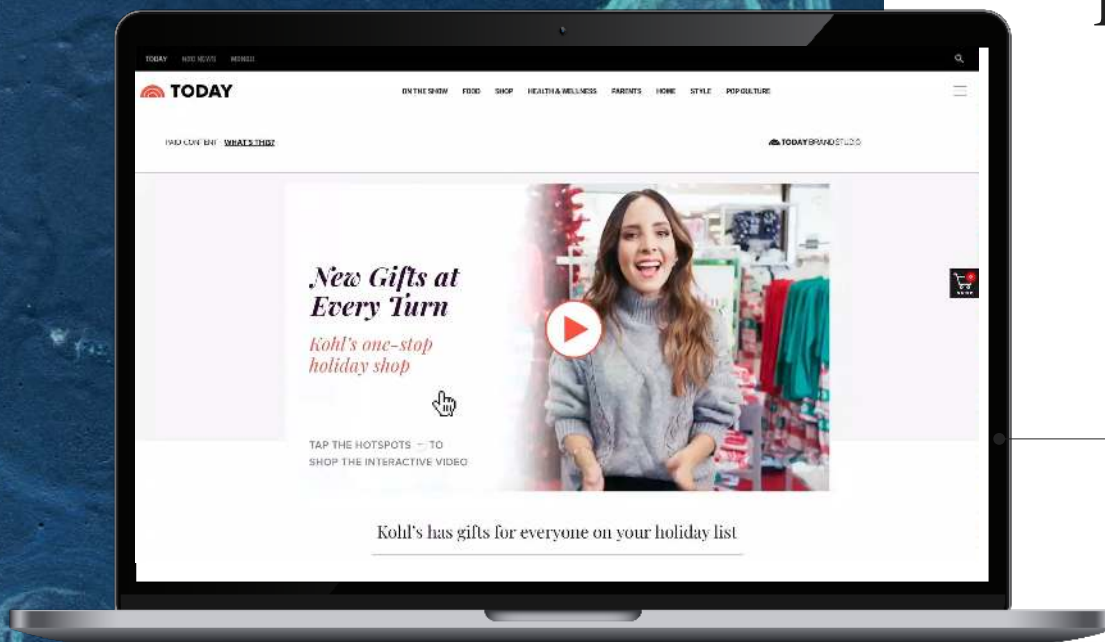
## *shoppable* ARTICLES

Custom branded articles created by network editorial teams organically feature products with direct access to shop within the content experience

## +151%

higher average time spent on NBCU Checkout articles compared to non-shoppable articles

## Interactive Web



## Shoppable DIGITAL VIDEO

A custom interactive digital experience empowering immersive commerce

9X

increase on purchase intent