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NMG Digital Update

April 2022

Digital Transformation Progress

Over the past 12 months, NMG has made several investments to enhance its leadership position in digital for the independent channel

- Added key ecommerce and business intelligence expertise to digital/technology leadership teams
- Developed feature enhancements to digital platform to improve consumer experience
- Launched new industry-specific chat product to meet changing consumer behavior

More recently, NMG has announced a further investment in the development of a new modern digital platform that will unlock additional ecommerce and marketing capabilities for retailers. The platform is currently in development with a target launch date of Q3 2022.

Digital Leadership Additions



Aaron Bundschuh, Chief Digital and Technology Officer

- 23-year digital veteran with experience leading enterprise level digital transformations
- Most recently led ecommerce and digital teams for Goodyear, launching industry's first manufacturer D2C Ecommerce capabilities; grew it to \$70m business unit
- NMG Focus: Developing teams and scaled solutions in ecommerce, digital marketing and business intelligence to allow independent retailers to compete with national chains



Jennifer Danko, Senior Vice President of Omni-Channel Technology

- Industry expert with over 20 years supporting independent retailers win in the digital space
- Prior Founder and Chief Technology Officer of Site On Time, a custom white glove digital agency serving independent retail
- NMG Focus: Leading the modernization of NMG's digital platform and developing innovative omni-channel capabilities to support independents' growth



Lau Ruhoff, Senior Director of Business Intelligence and Data & Analytics

- Senior leader developing business intelligence and analytics capabilities for over 15 years
- Most recently served as Vice President of Retail Excellence for Amplifon, providing innovative solutions in customer experience
- NMG Focus: Leveraging scaled data platform to bring new capabilities and business intelligence insights to NMG's digital offerings

Digital Portfolio

We've created the best end to end digital solution to drive traffic, sales and insights for members



Determine Need for Product?



Preliminary Online
Research and Feature Comparison



Targeted Advertising Based on
Consumer's Online Activities



Purchase and
Installation



Purchase Journey Analysis for
Superior Targeting

Awareness

Research

Convert

Purchase

Analyze

Website enablement services and online reputation management tools that leverage depth of product catalog to drive consumer digital awareness and reviews of dealer product offering currently hosting over 2,000 websites

Automated digital marketing tool to effectively target and convert potential customers

Facilitate in-store purchases enabling sales floor to access digital product catalog with up-to-date pricing and options

Customer purchase journey analyzed to capture critical details about the process and enable better and efficient sales

SITE on TIME + webfronts + Review + CHATTERBOX

adrocket

RetailDeck + FLASH TAGS

PriMetrix




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marketing group MEMBER FOCUSED. PERFORMANCE DRIVEN.

WEBSITE EVOLUTION FOR F&B

- New Product Information Management System (PIM) to improve efficiency and quality and support vendor product feed integration
- Support product associations
 - Flexible sets (create your own package)
 - Defined sets (multiple pieces for one price)
- Wishlist functionality
- Product 'Quick View'
- Enhanced product option features
 - 'Available in'
 - Other sizes
 - Image sliders
- Support for enhanced content (360s, configurators, video, etc.)





ASHLEY®


★★★★★ 4.5 | 19 Reviews


Josanna Sofa

In Stock

Ashley Furniture
Josanna Collection

Select Color

 Gray

 Navy

Features

- Corner-blocked frame
- Attached back and reversible seat cushion
- High-resiliency foam cushions wrapped in thick poly fiber
- Polyester upholstery


Quick Specs

- Weight: 165 lbs.
- Width: 92"
- Height: 33"
- Depth: 39"

[See More](#)



CREATE YOUR PACKAGE

In Stock





Josanna Sofa


QTY

 1 

Select Color



 

In Stock





Josanna Loveseat


QTY

 0 

Select Color



 

In Stock





Josanna Chair

QTY

 0 

Select Color

PLATFORM INTEGRATION

Launched Centerpoint, NMG's new middleware layer to make turnkey integrations scalable across platform

- Able to integrate with retailers' website in a matter of days
- Integrations focused on key services that drive ecommerce growth (POS, Inventory, Fin Services, etc.)



Point of Sale



Inventory/RDC



Financial Services



Ratings & Reviews



Fraud Prevention



Delivery Tracking



NEW SERVICE OFFERINGS

- Integrated Marketing Specialists
 - Dedicated specialists that support retailers on their marketing strategy, execution and reporting
 - Act as an extension of retailer's team
 - Performance-based role with KPIs focused on ROI and business growth
- SEO/Content Packages
 - Custom content development and site tagging services to grow organic traffic to retailers' websites
 - Blog, social and site content development services

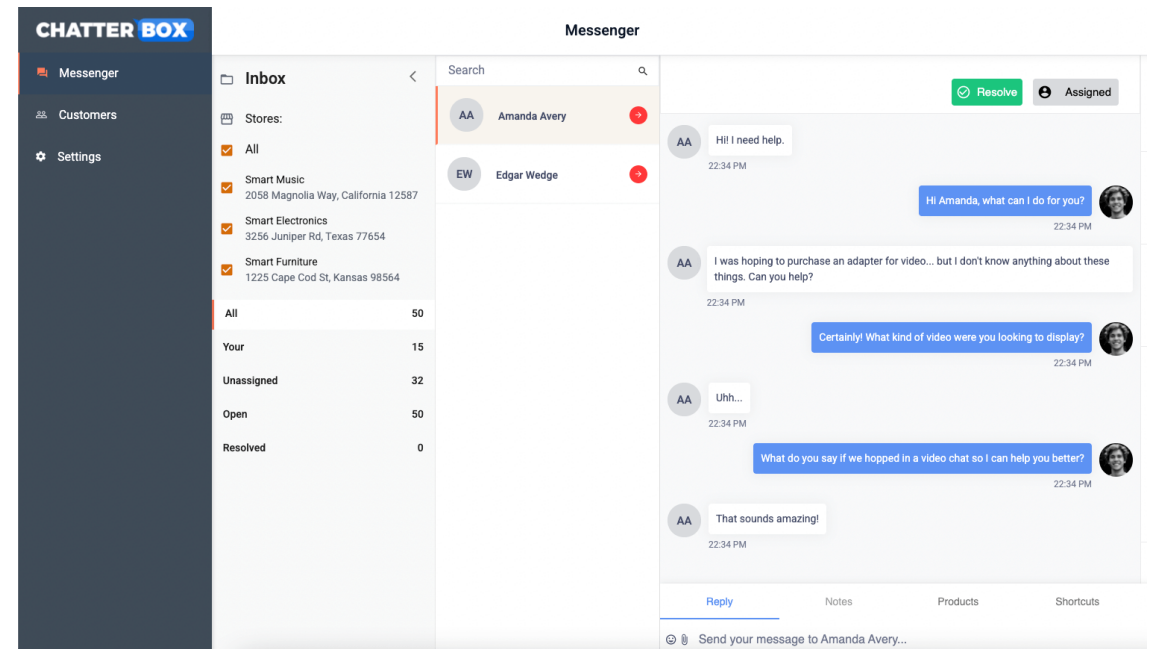


PRODUCT LAUNCH: CHATTERBOX

In Sept, NMG Nationwide Marketing Group launched an industry-specific web-based chat solution – Chatterbox.

Features include:

- Ability for the customer to transition between web chat, text or a live video conversation
- Text-to-pay
- Reviews integration
- Free customization features
- Unlimited customer interactions
- Unlimited number of seats for staff
- Robust dashboard for performance optimization
- Personalized onboarding support with ongoing best practices to maximize sales impact





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2022 Platform Modernization



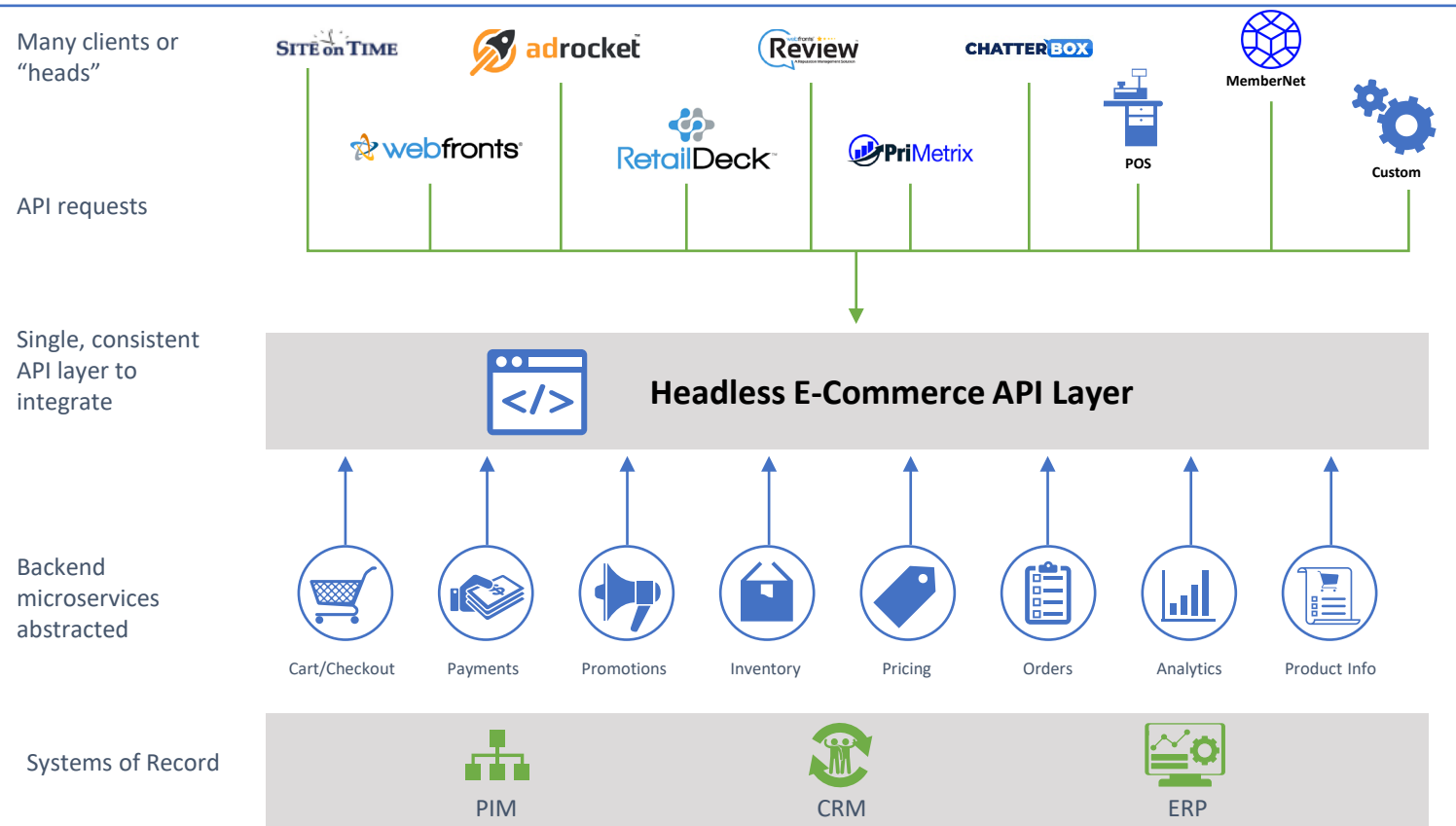
PLATFORM MODERNIZATION

NMG is developing a scalable, modernized digital platform to unlock true omni-channel ecommerce.

Key features of platform include:

- Industry-leading page load times
- Configurable templates
- Pre-built integrations with leading 3rd party software solutions
- Multi-lingual support (French and Spanish)
- Personalization features
- Product Recommendation Engine
- Marketing automation
- Lead scoring

Headless Architecture Future





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Thank You
