

Freshly brewed agency news and insights.

[View this email in your browser](#)

NORDIC CLICK COFFEE BREAK



Happy one more day 'til Friday!

We hope your week has been top notch - filled with love and coated in sugar like ours (scroll down to our Instagram for proof). We're recovering from a Valentine's Day Crockpot Cook-off food coma over here, but make no mistake: digital marketing stops for no man! So without further ado, pour yourself a coffee and check out what we've gathered up for you in this month's digital marketing update.

In this issue:

- Our best advice for negotiating affiliate ad placements
- A key difference between Bing and AdWords match type definitions that could cost you if you're not careful
- Everything you need to know about new Accelerated Mobile Pages (AMP)
- The anxiously awaited second episode of Cries: NC Cubes Edition
- Our Academy-acclaimed opinions on the best of the box office

NORDIC CLICK CRAM SESSION

Kick your Thursday into gear by learning something new from one of these blogs.

THE RISE OF AMP

and how it affects you



NordicClick

[The Rise of AMP & How It Affects You](#)

Google aims to provide the best experience for mobile searchers. Learn how their AMP technology helps and whether it may be a good fit for your website.

All Broad Match
IS NOT
Created Equal



NordicClick

[All Broad Match Is Not Created Equal](#)

AdWords and Bing Ads are quite similar, but a key difference in their match type definitions can majorly impact your PPC account if you're not careful.



HOW TO:

Negotiate Affiliate Placements as a Middle Man

NordicClick

How to Negotiate Affiliate Placements as a Middle Man

Affiliate managers must learn the art of persistence to negotiate placements with publishers. Read time-tested tricks of the trade to make a deal happen.

Subscribe to get monthly updates on all things digital.



 **CLICK CURRENTLY**



Our Team is Growing!

We are so excited to announce three new faces in the NordicClick office. **Andrea, Anna, and Garrett** have hit the ground running since each of their start dates. **Andrea** is our new Office Manager, keeping us all sane in more ways than one. **Anna** joins us with years of valuable experience in SEO and e-commerce as a Digital Lead. **Garrett** is our newest Digital Specialist, soaking up new knowledge in all things digital and making an excellent contribution already.

[Read Andrea, Anna and Garrett's Bios Here](#)

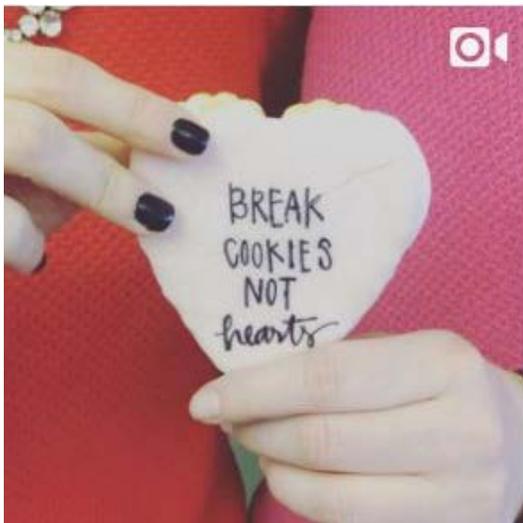
NC Cribs: Cubes Edition

Who remembers the early 2000s MTV reality series, Cribs? Each episode showcased a celebrity giving a grand tour of his or her not-so-humble abode. It's basically the Parade of Homes for the Hollywood enthusiast. A guilty pleasure for some around this office, we were inspired to create our own spin-off. So, as a tribute to our MTV roots, we give you NC Cribs: Cubes Edition.



This cube belongs to: Jonah
My cube would not be complete without: Vikings paraphernalia
The most recent renovation to my cube was: Vikings calendar
My cube style in 3 words: Sporty, minimalist... minimalist.

 **NORDIC CLICK GRAM**





NORDIC  **CLICK CHAT**

What Academy Award would you give the most recent movie you saw in theaters?

Garrett: "Best Picture - Star Wars: Rogue One. The entertainment value alone should get it best picture."

Andrea: "Best Actress - Melissa McCarthy. Not a fan of theaters, but I recently watched The Boss and laughed my pants off!"

Adam: "Best Actor - Denzel Washington. If you haven't seen him in Fences, stop what you're doing and find your nearest theater."

For more industry insights and a day to day peek into our agency, follow us!



Twitter



Facebook



Instagram



LinkedIn

This email was sent to <<Email Address>>

[why did I get this?](#) [unsubscribe from this list](#) [update subscription preferences](#)

NordicClick Interactive · 21960 Minnetonka Blvd. · Suite 100 · Excelsior, MN 55331 · USA

