

Freshly brewed agency news and insights.

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## **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

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## **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



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## [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



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## [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

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### 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.

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## 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.

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 **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."

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