NBCUniversal Checkout

The all new commerce engine from NBCUniversal

WHAT IT IS

NBCUniversal Checkout is One Platform’s new commerce engine that grants any business—local or national—the ability to set up shop within NBCUniversal’s ecosystem at mass scale.

With NBCUniversal Checkout, both audiences and advertisers benefit with this seamless commerce enabled platform integrated directly into NBCU’s premium content. Consumers will have a better viewing experience with commerce inspired content across NBCU — and research shows when we improve the content experience for people, marketers see more impact, too.

HOW TO ACTIVATE

Instantly click and buy products seen across our variety of content through one of these three aisles NBCUniversal Checkout:
Shoppable Branded Content

Instantly clickable hotspot associated with a retailer's branded article or video
ShoppableTV

Add products to a universal cart by scanning the NBCU code on your television screen and checkout in NBCU ecosystem. Learn more about ShoppableTV here.
Shoppable Editorial Content

Seamlessly purchase products highlighted within NBCU's editorial content

HOW IT WORKS
Step 1: View Product Details

With NBCUniversal Checkout, products featured in shoppable branded and editorial content, across the complete NBCUniversal Platform, can be purchased instantly in a native, interactive shopping experience.
Step 2: Add To Cart

When a viewer clicks on a featured product, they can see more details about the brand and the item, and easily add it to their cart in just a few clicks.
Step 3: Review Order

With NBCUniversal Checkout, viewers can purchase from multiple retailers in a single transaction. Plus, with popular digital payment wallets like Apple Pay and Paypal, Checkout is seamless across desktop
Step 4: Checkout
Once checkout is complete, orders are created directly in a retailer's e-commerce platform and fulfilled by the brand.

By bringing together creativity, innovation, and intention, NBCUniversal Checkout can help our retail partners adapt to these challenging circumstances, stay connected to customers and remain open for business.
For more information about NBCUniversal Checkout or any of our advertising products