

## **Nationwide Marketing Group Partners with EcoRebates to Offer Dealers Exclusive Tablet-Based Rebate and Promotion Search Tool**

*Comprehensive sales tool enables retailers to engage customers with all available location-aware rebate savings offers on eligible appliance products*

WINSTON-SALEM, N.C. and MENLO PARK, Calif. ([PRWEB](#)) June 02, 2014 -- Nationwide Marketing Group, the largest buying group in North America, and EcoRebates, the leading multi-channel rebate solution provider, today announced the immediate availability for member dealers of a tablet-based rebate and promotion search tool. This comprehensive tool provides one-stop access for sales associates to identify for customers all savings offers – by location and product – and boost purchase decisions. By including state, local and utility-sponsored rebates for energy efficient appliances as well as vendor promotions and Nationwide exclusive deals the tool delivers thousands of offers, including valuable ‘stacked’ savings opportunities.

Optimized for use on a tablet, the tool automatically presents all available offers by zip code, allowing users to view, sort and filter results by product type, brand or even model number. In addition, during the sales engagement process, associates can help customers verify rebate amounts, dates, important offer details as well as download required claim forms.

By leveraging EcoRebates' location-aware and product-specific Rebate Platform, Nationwide Marketing Group is providing its dealers real-time access to the millions of dollars available in savings on energy efficient appliances products such as refrigerators and clothes washers. The tool is intuitive and easy to use on the sales floor and helps direct customers to not just savings at the time of purchase, but also to products that are energy efficient and help reduce overall energy consumption.

"Our member dealers know that shoppers seek savings opportunities – so giving sales associates immediate access to rebates definitely drives purchase decisions." said Frank Sandtner, Senior VP of Member Services at Nationwide Marketing Group. "And EcoRebates has given us the ability to provide a comprehensive tool that is also configured specifically for each dealer."

The U.S. Environmental Protection Agency (EPA) named Nationwide Marketing Group as a 2014 and 2013 ENERGY STAR Partner of the Year for the group's outstanding contribution to reducing greenhouse gas emissions by educating consumers about energy-efficient products. The Partner of the Year Awards are given to a variety of organizations to recognize their contributions to reducing greenhouse gas emissions through superior energy efficiency. Award winners are selected from the 16,000 organizations that participate in the ENERGY STAR program.

"We are pleased to be working with Nationwide Marketing Group and share their excitement for providing dealers with a rebate and offer tool proven to boost sales," added Brett Battles, CEO of EcoRebates. "When a sales associate can instantly show a customer specific products eligible for multiple offers – such as a utility rebate for \$75, a vendor offer for \$200 and even an additional Nationwide incentive – that is a powerful offer-driven commerce opportunity."

Utility-sponsored energy efficiency programs have grown rapidly over the last decade with current investment at \$7 billion and projections to reach \$10 billion by 2025 according to research conducted by Lawrence Berkeley National Lab.



#### About Nationwide Marketing Group

Nationwide Marketing Group works beside thousands of appliance, furniture, electronics, specialty electronics, custom installation and rent to own dealers helping them grow their businesses and their bottom lines. With over 3,700 members operating more than 10,000 store fronts and \$15 billion in combined annual sales, Nationwide is North America's largest buying and marketing organization. Industry veterans, heading Nationwide's seven regional divisions, work to provide independent dealers with personalized service and local programming in every market they serve. More information is available at <http://www.nationwidegroup.org>.

#### About EcoRebates

EcoRebates is the leading provider of location-aware and SKU-based incentive and offer tools serving top retailers, manufacturers and utilities. Our cloud-hosted, enterprise class technology platform drives up to 15% incremental sales conversion and delivers billions in savings to consumers. The client-branded web + mobile tools empower consumers to save millions of dollars by offering up personalized SKU- based incentives, deals, rebates, local offers and promotions. Based in Menlo Park, CA, EcoRebates was founded by internet software industry veterans Brett Battles and Nikita Tovstoles. Visit <http://ecorebates.com>.



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