

# Drive Your Audience to the Dealership.

The MaxPoint Interactive solution brings together **ADVANCED TECHNOLOGY** and data sources to create a solution that is **SIMPLE, EFFECTIVE** and **BRAND SAFE**.

Proprietary **Digital Zip™** technology allows **in-stream video** and **rich media targeting** at the micro-local level **nationwide.**



Digital is the **#1** medium for ages **18–44** and is tied with TV for ages 45–54.<sup>1</sup>

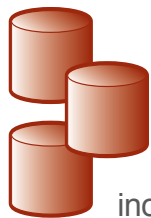
**Cookie-free** technology provides **local scale**



but **eliminates privacy concerns.**

Execute business intelligence data mining against **demographic, point-of-sale, and other datasets.**

**DEALERSHIP**



MaxPoint Interactive is able to incorporate multiple, **neighborhood-level** data sources into a **real-time, comprehensive, multi-format** media buy.



**Turn on** campaigns within **24 hours.**

## About MaxPoint

For retailers and brands, MaxPoint Interactive's retail advertising platform drives in-store sales. Its Digital Zip™ technology delivers the most effective and scalable neighborhood-level online campaigns.  
NEW YORK, NY | CHICAGO, IL | AUSTIN, TX | RALEIGH/DURHAM, NC

**MAXPOINT**  
INTERACTIVE<sup>SM</sup>

<sup>1</sup>Forrester Research, 2010

To learn more about **MaxPoint Interactive's Retail Automotive Solutions** call **1-800-916-9960** or email **auto@maxpointinteractive.com**.