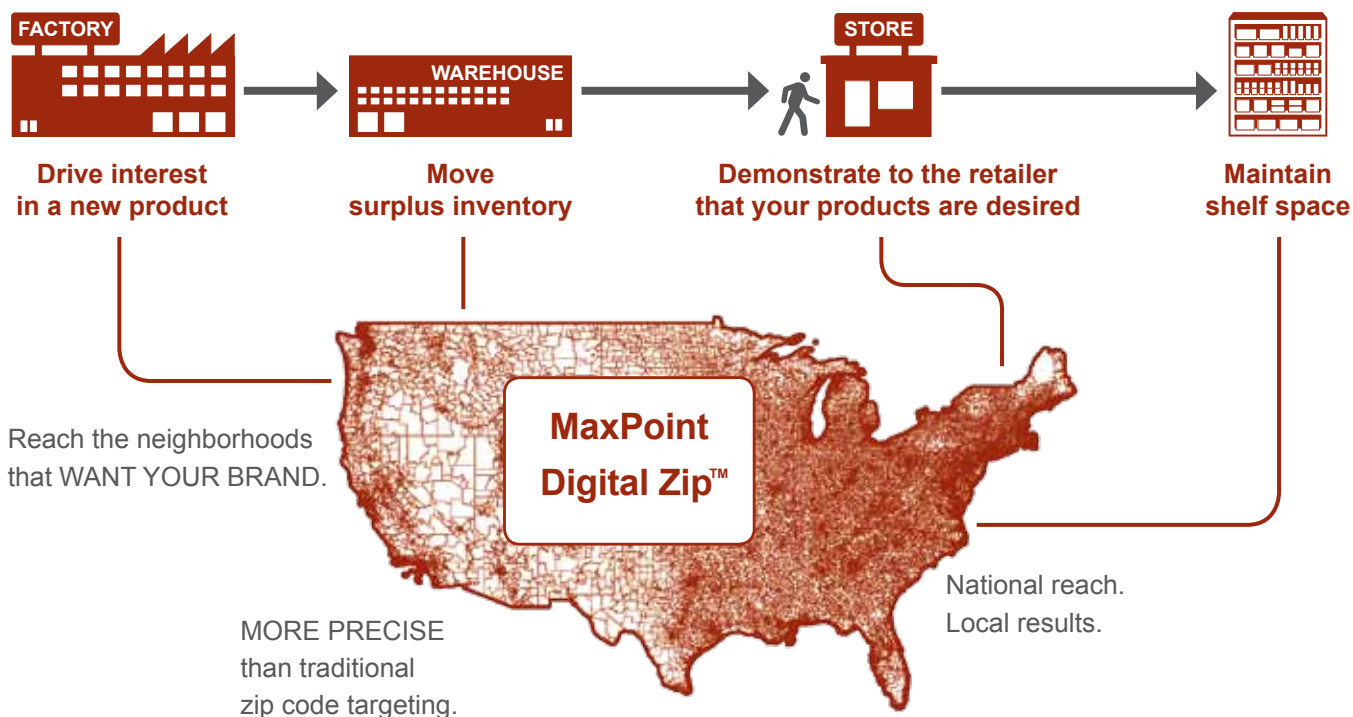


# Drive Demand. On Time.

MaxPoint campaigns move product from the RIGHT PLACE to the RIGHT HOUSEHOLD at the RIGHT TIME.

Generate store-level demand in order to:



A recent analysis of OFFLINE BUYING, as impacted by ONLINE CAMPAIGNS, revealed KEY TRENDS:<sup>1</sup>

A median **in-store sales lift of 20%** among exposed households

**5 of every 6** campaigns generate a **positive sales lift**

**MAXPOINT**  
INTERACTIVE<sub>SM</sub>

# Pinpoint Neighborhoods. Drive Sales.

Target neighborhoods of IDEAL CUSTOMERS near YOUR STORES and move inventory where you need to most.

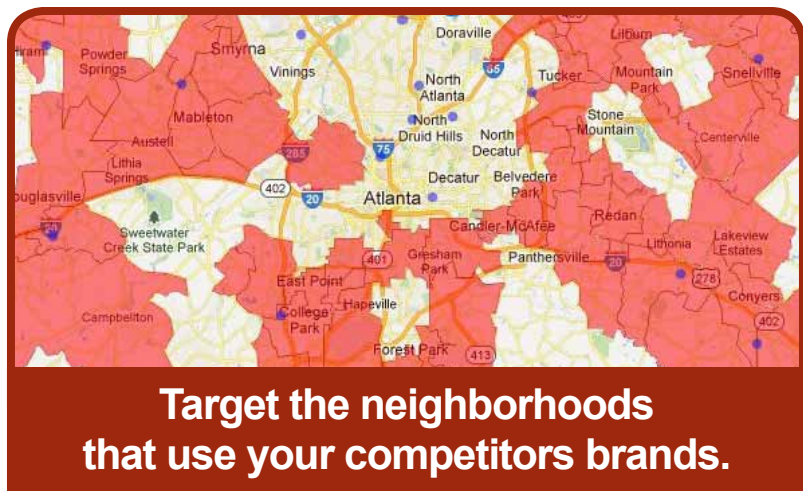
## Demo and Radius Targeting with POS Data

Looking for a better way to reach your best customers? MaxPoint has the IDEAL SOLUTION.

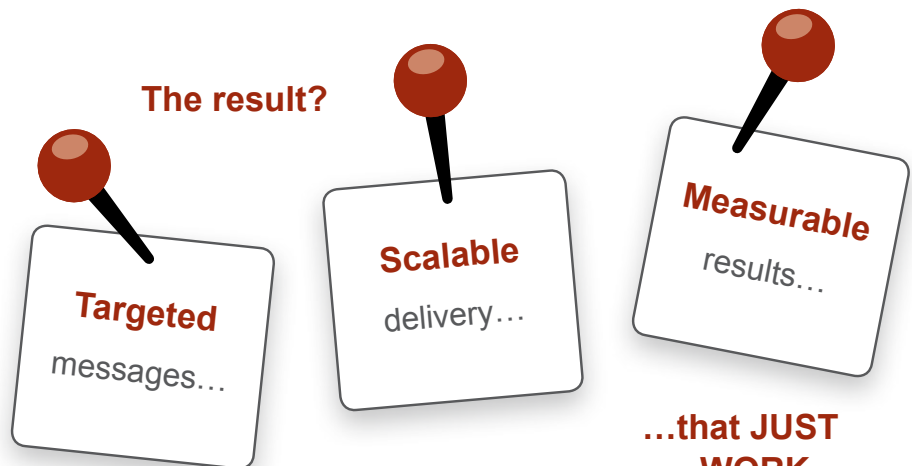
1 – We overlay product consumption data onto our Digital Zips.™

2 – We use that data to determine which micro-neighborhoods over-index for buying specific brands.

3 – We provide you national reach and local results, delivering you only the neighborhoods where your precise target audience lives.



## The result?



## 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



Learn more about **MaxPoint Interactive's Retail Advertising Platform** at [maxpointinteractive.com](http://maxpointinteractive.com) or call **1-800-916-9960**.

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[www.maxpointinteractive.com](http://www.maxpointinteractive.com)