

Simplify. Scale. Sell.

Move your customers from on-screen to IN-STORE to DRIVE LOCAL SALES efficiently and effectively.



Brands and retailers must **accurately reach** an audience that is **ready and willing to buy** in order to **drive demand** to their local locations.

MaxPoint's **proven** solutions **pinpoint** specific neighborhoods full of **interested** and **qualified** customers across the country.

We incorporate **multiple data sources** for you to create campaigns that are **incredibly precise** yet **simple to execute**.

A proven solution that provides **ACTIONABLE, NEIGHBORHOOD-LEVEL** insights and results.

MAXPOINT
INTERACTIVESM

Data Makes the Difference.

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 targeting to **scale nationwide**.



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

Cookie-free

technology provides

local scale



but **eliminates privacy concerns**.



Turn on campaigns within **24 hours**.

By **2014** the web will influence **\$1.4 trillion worth of in-store sales¹**.

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



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



¹Forrester Research, 2009

Learn more about **MaxPoint Interactive's Retail Advertising Platform** at **maxpointinteractive.com** or call **1-800-916-9960**.

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