

Timely. Targeted. Retail Traffic.

The unique combination of a NATIONAL FOOTPRINT with LOCAL DEMAND.

**Deliver Fast
to Build Store-Level Demand.**

BUILD and DEPLOY campaigns in hours rather than weeks or months to RESPOND QUICKLY to inventory and product goals.

**MaxPoint
Digital Zip™**

Use MULTIPLE DATA SOURCES to produce HIGHLY-CUSTOMIZED campaigns to promote SPECIFIC inventory.

STORE



Deliver campaigns to IDEAL CUSTOMERS within an 8+MILE RADIUS of your store.



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.™

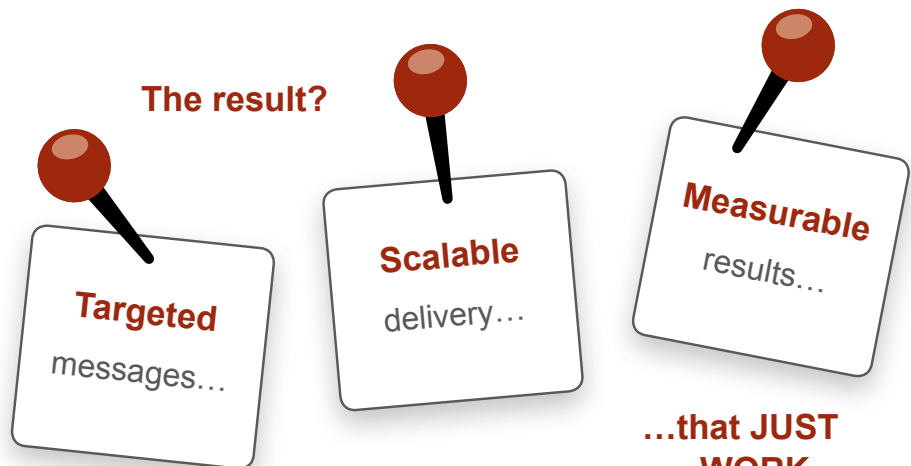
2 – We use that data to identify neighborhoods with a high concentration of ideal shoppers.

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



Multiple data sources identify desirable audiences that are most likely to respond.

The result?



...that JUST WORK.

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 or call 1-800-916-9960.

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