



## **In Honor of New York Fashion Week, MaxPoint Identifies New York City's Most Fashionable Neighborhoods**

*Technology That Empowers Retailers and Brands to Create Hyper-Targeted Advertising Campaigns Is Used to Find the Most Stylish Neighborhoods in the Nation's Largest Retail Market*

**Raleigh, N.C. – February 5, 2013** – Just in time for Mercedes-Benz Fashion Week, [MaxPoint](#), the company that helps retailers and brands drive local in-store sales with its innovative Digital Zip® technology, released the results of its monthly Interest Index, this time identifying the most fashionable neighborhoods in New York City. As the largest fashion retail market in the U.S., generating more than \$15 billion in sales each year, NYC contains some of the most fashion-conscious neighborhoods in the country (source: New York City Economic Development Corporation, *Fashion.NYC.2020.2012*).

By analyzing billions of online data points, MaxPoint was able to drill down to find the neighborhoods most appropriate for fashion-related hyperlocal advertising campaigns. With that, the top stylish NYC neighborhoods (in alphabetical order) are:

- Astoria
- Central Park South
- Chelsea
- Gramercy-Flatiron
- Greenwich Village
- Sunnyside
- West SoHo
- White Plains
- Williamsburg

Each of these neighborhoods indexed high for online activity surrounding fashion, such as searching for New York Fashion Week and luxury designers and goods, while also consuming online fashion magazine websites and blogs. With more than 100,000 fashion industry insiders, including buyers, editors, retailers and celebrities, attending Fashion Week in NYC this week, advertisers can use this valuable data to break through the clutter and reach the right shoppers with highly targeted digital campaigns that inspire in-store purchases.

### **Shopper Profile**

These fashionable shoppers, both men and women, tend to be between 35 and 44 years old and single. Surprisingly, these shoppers tend to have household incomes between \$40,000 and \$80,000, showing that many of their searches are aspirational, an invaluable insight for luxury and mid-market retailers alike. In addition to fashion, these shoppers also demonstrate an elevated interest in interior design, arts and culture, gourmet food, yoga, beauty, weddings and running.

### **Interest Data in Action**

Using the data from this Interest Index, MaxPoint ran several digital advertising campaigns, including the following:

- A national high-end department store chain entering a new market wanted to drive awareness of its products and services among fashion-conscious women 25–44 years old with household incomes over \$50,000. By targeting neighborhoods within a 20-mile radius of store locations with targeted advertising campaigns, MaxPoint was able to double engagement rates and triple overall display click-through rates (CTRs) for the department store.
- A luxury fashion designer looking to increase visits to its website and drive in-store purchases enlisted MaxPoint to identify stylish neighborhoods within 8–10 miles of its retail locations with household incomes of more than \$100,000. By targeting these neighborhoods with hyperlocal campaigns, the designer was able to eliminate wasted advertising spend and increase its overall CTR while gaining valuable analytics about its customers.

“New York Fashion Week draws global attention every year and is not only a crucial time for designers, but also retailer and brand advertisers,” said MaxPoint COO Gretchen Joyce. “Although New York City may be one of the fashion capitals of the world, it is important for advertisers to realize that not every neighborhood is created equal when it comes to interest and buying power in fashion. This sort of data is invaluable when advertising budget is at stake. By taking a hyperlocal approach, retailers can drive foot traffic to specific store locations and garner real results from their campaigns.”

#### **About the MaxPoint Interest Index**

Using its unique [Digital Zip](#) technology, MaxPoint analyzes billions of data points consumed by neighborhoods across the United States such as: offline point-of-sale data, social media, videos, music, local Web pages and online magazines. For the February Interest Index, the company scored each neighborhood across hundreds of online topics related to consumers’ interest in fashion, including Fashion Week NYC, designer handbags, Hervé Léger, Marc Jacobs, Michael Kors, Zac Posen, *Vogue*, *W* magazine and fashion blogs.

#### **About MaxPoint**

MaxPoint’s retail advertising platform drives in-store traffic for retailers, brands, and multi-location business owners. The company’s Digital Zip® technology delivers the most effective and scalable hyperlocal neighborhood-level online campaigns. MaxPoint can pinpoint qualified customers interested in purchasing a product with more precision than using traditional zip codes, ultimately offering accurate neighborhood-level targeting with national reach and local results. Founded in 2007, MaxPoint has offices in New York, Chicago, Los Angeles, Atlanta, Austin, Bentonville, Cincinnati, and Raleigh. For more information visit [www.maxpoint.com](http://www.maxpoint.com), follow us on Twitter [@maxpoint\\_int](https://twitter.com/maxpoint_int), and subscribe to the [OnPoint blog](#).

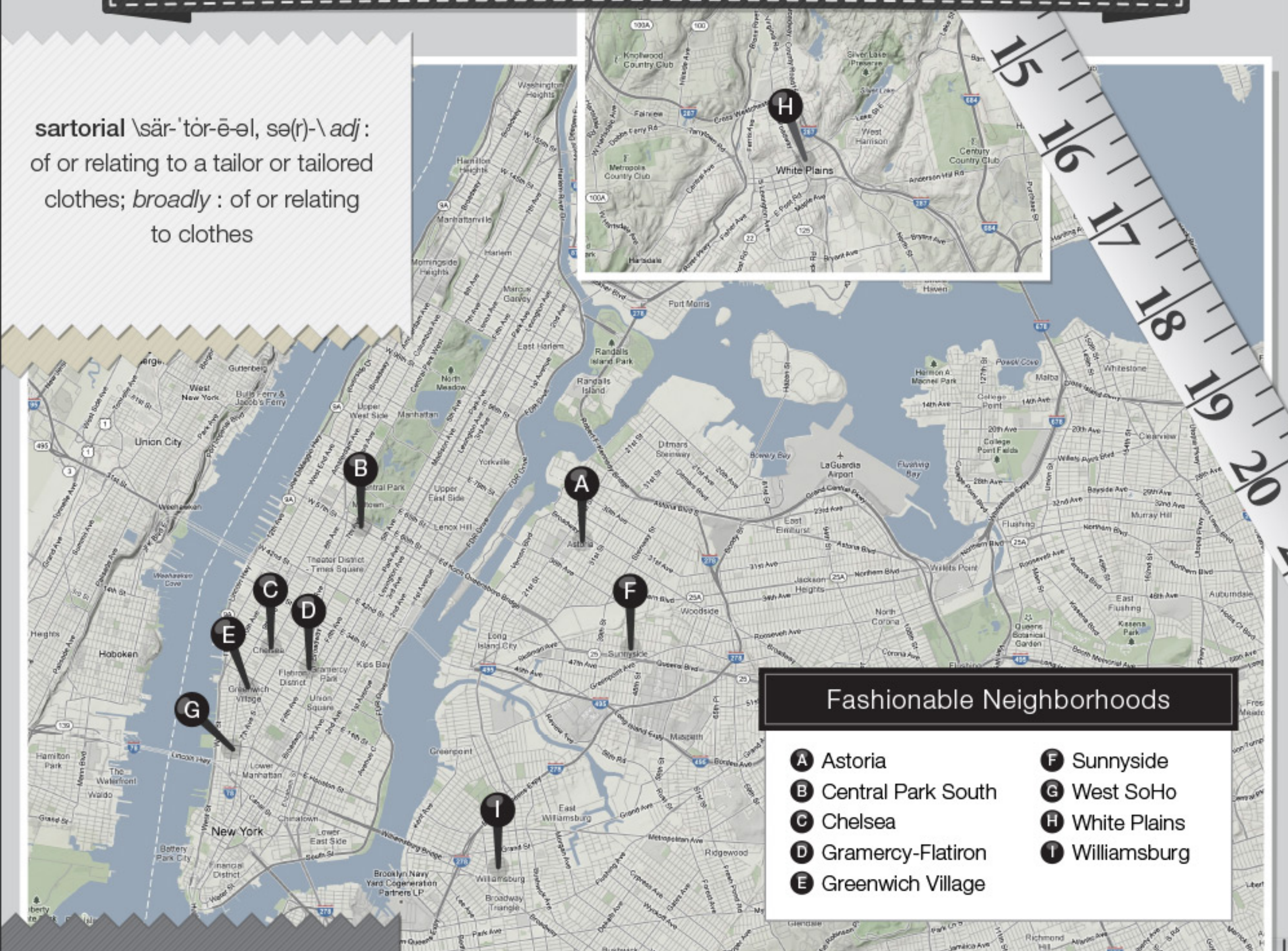
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# Sartorial New York

**sartorial** \sär-'tòr-ē-əl, sə(r)-\ *adj* :  
of or relating to a tailor or tailored  
clothes; *broadly* : of or relating  
to clothes



## Fashionable Neighborhoods

- |                             |                       |
|-----------------------------|-----------------------|
| <b>A</b> Astoria            | <b>F</b> Sunnyside    |
| <b>B</b> Central Park South | <b>G</b> West SoHo    |
| <b>C</b> Chelsea            | <b>H</b> White Plains |
| <b>D</b> Gramercy-Flatiron  | <b>I</b> Williamsburg |
| <b>E</b> Greenwich Village  |                       |

New York City's fashion retail market is the nation's largest, generating over \$15 billion in sales each year.

(New York City Economic Development Corporation, *Fashion.NYC.2020*, 2012)



## Fashionable Shopper Profile

Typical shopper interested in fashion:

- ☒ Age: 35–44
- ☒ Single
- ☒ Income: \$40,000–\$80,000
- ☒ Other Interests: interior design, arts and culture, gourmet food, yoga, beauty, weddings, running



Spending on apparel and services increased 2.4% in 2011 to \$1,740 per US consumer unit.

(Bureau of Labor Statistics, *Consumer Expenditures – 2011*, September 25, 2012)

## Online Topics

What the fashionable are searching for online:

- Fashion Week NYC
- Designer handbags
- Betsey Johnson
- Hervé Léger
- Marc Jacobs
- Vogue
- W magazine
- Fashion blogs
- Michael Kors
- Zac Posen
- Monique Lhuillier
- Carolina Herrera

More than 100,000 fashion industry insiders, including buyers, editors, retailers, and celebrities, attend Mercedes-Benz Fashion Week in New York City.

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

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