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## **MaxPoint and SymphonyIRI Partner to Create Unique Retail Digital Advertising Solution**

*Enabling Retailers and Brands to Drive In-Store Sales and Measure Actual Sales Lifts*

**CARY, N.C. and MIAMI BEACH, MARCH 28, 2011** – MaxPoint, the leading digital retail advertising platform, and SymphonyIRI Group, Inc. today announced that they are partnering to deliver a first-of-its-kind digital advertising solution to retailers and brands that seek to drive in-store purchases. This solution utilizes a unique combination of rich point-of-sale (POS) data, geographic precision, and advanced data mining techniques to allow digital advertisers using MaxPoint's neighborhood-level solution find their most qualified audience and measure the effectiveness of their campaigns through SymphonyIRI's independent post campaign return-on-investment (ROI) analysis. For the first time, this enables retailers and brands to measure the link between digital advertising and actual incremental product sales in retail locations.

"The agreement between SymphonyIRI and MaxPoint is a significant step forward; it is the first time marketers can generate in-store demand using digital advertising for specific retail locations, measure their campaign's impact and give marketers the confidence to continually optimize and grow their digital ad spend," said Joe Epperson, CEO of MaxPoint. "Furthermore, this solution leverages MaxPoint's easy-to-use platform to provide store level targeting on a national scale."

SymphonyIRI Group is widely known as the world's leading innovative partner that helps clients transform insights into impact at every level of their organization—across sales, marketing, merchandising, category and brand management, as well as shopper marketing—to achieve high performance and growth.



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“As digital media captures an increasingly larger share of consumers’ time and attention, retail targeted digital advertising is set to play in what was traditionally the domain of local radio and free-standing inserts (FSIs)” said Srishti Gupta, executive vice president, Emerging Media Solutions, SymphonyIRI Group. “SymphonyIRI and Maxpoint’s solution can help retailers and brands not only drive in-store sales but also measure and optimize such efforts. Understanding the return on these initiatives provides marketers the much needed tools to leverage the speed and precision of digital.”

For more information about MaxPoint’s digital retail advertising platform and how to incorporate it into your retail or brand’s digital campaign, visit MaxPoint at [www.maxpointinteractive.com](http://www.maxpointinteractive.com).

#### **About SymphonyIRI Group, Inc.**

SymphonyIRI Group, formerly named Information Resources, Inc. (“IRI”), is the global leader in innovative solutions and services for driving revenue and profit growth in CPG, retail and healthcare companies. SymphonyIRI offers two families of solutions: Core IRI solutions for market measurement and Symphony Advantage solutions for enabling new growth opportunities in marketing, sales, shopper marketing and category management. SymphonyIRI solutions uniquely combine content, analytics and technology to deliver maximum impact. SymphonyIRI helps companies create, plan and execute forward-looking, shopper-centric strategies across every level of the organization. For more information, visit <http://www.SymphonyIRI.com>.

#### **About MaxPoint Interactive**

MaxPoint, the leading digital retail advertising platform, enables retailers and brands to execute highly efficient and effective digital advertising that drives in-store sales. Our proprietary and customizable technology uniquely combines both demographic and point of sale datasets to pinpoint your qualified customers who are both able *and* interested in purchasing your product. MaxPoint’s Digital Zip™ is two times more precise than traditional zip codes, offering accurate neighborhood-level targeting with national scalability and reach. Founded in 2007, MaxPoint is headquartered in Cary, NC, with offices in New York City and Austin, TX. Learn how our easy-to-use platform can generate brand safe, rapid ROI for you, by visiting [www.maxpointinteractive.com](http://www.maxpointinteractive.com).

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