



Neighborhoods in Seattle Named Barbeque Kings by MaxPoint Interactive Interest Index

MaxPoint's Digital Zip Technology Provides Advertisers with Actionable Data on the Neighborhoods Most Interested in Barbeque-Related Foods

Raleigh, N.C. – July 31, 2012 – [MaxPoint Interactive](#), the company that helps retailers and brands drive local in-store sales with its innovative Digital Zip® technology, today issued the results of an indexing study that analyzed billions of data points to determine the U.S. neighborhoods that are the most interested in barbeque foods. Seattle – specifically the Wallingford and International District neighborhoods – ranked the highest, but varied in their preference for pork vs. chicken, respectively. Surprisingly, the Interest Index found the cities with neighborhoods most interested in barbeque foods are located in the Pacific Northwest, with Portland, Oregon falling right behind Seattle. Spokane, Washington ranked third.

The top 10 cities that showed the greatest interest in barbeque food include:

1. Seattle, WA
2. Portland, OR
3. Spokane, WA
4. Missoula, MT
5. Idaho Falls, ID
6. Topeka, KS
7. Phoenix, AZ
8. Ft. Smith, AR
9. Green Bay, WI
10. Lubbock, TX

To find these cities, MaxPoint went beyond traditional DMA targeting and analyzed billions of data points consumed by neighborhoods across the U.S. such as offline point-of-sale data, social media, videos, music, local Web pages, and online magazines and recipes related to barbeque foods. MaxPoint discovered that although the demographics of the neighborhoods were identical (consumers ages 25-34 with a household income of \$60,000-80,000), there are two very distinct neighborhood types when it comes to barbequing – those that prefer chicken and those that prefer pork. This information is invaluable to advertisers looking to effectively reach consumers with the right message, in the right place at the right time.

Using the data gleaned from this index, MaxPoint implemented highly targeted neighborhood-level digital ad campaigns for a variety of retailers and brands:

- A major chicken brand wanted to drive awareness of its chicken breast patties in 18 different markets. MaxPoint helped the company drive in-store traffic by targeting women ages 25-54, who have children ages 7-17, and who have purchased competitive chicken brands.

- A national pork brand needed to generate brand awareness and drive sales of its pork products at targeted store locations. As a result of a focused digital advertising campaign, the company was able to drive in-store sales by targeting consumers ages 35-64 who live within an 8-mile radius of each store location and who are interested in competitive brands.

“The results of this Interest Index were unexpected to say the least. Not only were we surprised to find the biggest barbeque food fans in the Pacific Northwest, but the data showing their strong preferences toward particular meats is both interesting and incredibly valuable to advertisers looking to market specific products,” said Gretchen Joyce, chief operating officer of MaxPoint Interactive. “This data shows that to reach the right consumers, advertisers need to go beyond traditional DMA targeting and understand the preferences, interests, lifestyle, purchasing habits, demographics and locations – right down to the neighborhood level – of prospective customers to increase brand awareness and drive in-store sales.”

About the MaxPoint Interactive Interest Index

Using its unique [Digital Zip](#) technology, MaxPoint Interactive analyzes billions of data points consumed by neighborhoods across the U.S. such as: offline point of sale data, social media, videos, music, local Web pages and online magazines. For the July Interest Index, the company scored each neighborhood across hundreds of topics related to consumers interested in and purchasing barbeque foods such as meats and sauces, as well as related recipes.

About MaxPoint Interactive

MaxPoint Interactive’s retail advertising platform drives in-store traffic for retailers and brands. The company’s Digital Zip® technology delivers the most effective and scalable 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, Austin and Raleigh-Durham. For more information visit: www.maxpointinteractive.com, follow us on Twitter [@maxpoint_int](#) and subscribe to the [OnPoint blog](#).

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MaxPoint Interactive, the company that helps retailers and brands drive local in-store traffic with its innovative Digital Zip® technology, issued the results of an indexing study that analyzed billions of data points to determine the U.S. neighborhoods most interested in barbecue foods. Seattle and Portland are the top two cities that indexed the highest when it came to people most interested in barbecue foods. Within those cities, we looked at which neighborhoods are most interested in barbecue pork vs barbecue chicken.

BILLIONS OF DATA POINTS ANALYZED:



ONLINE TOPICS
barbecue sauce, potato salad, coleslaw, baked beans, deviled eggs

BBQ PORK ONLINE TOPICS:
pork ribs, pulled pork, barbecue pork, pork chops, barbecue pork loin, barbecue pork recipes

BBQ CHICKEN ONLINE TOPICS:
chicken wings, healthy barbecue recipes, chicken barbecue, grilled chicken, low-fat mayonnaise, low-calorie potato salad



POS DATA
Barbecue sauce, barbecue spice rub, chicken spice rub, pork spice rub, chili powder, molasses



ONLINE RECIPES

PORK:
Dry Rub Pork Chops, Pulled Pork Barbecue, Barbecue Pork Sandwiches

CHICKEN:
Zesty Slow Cooker Chicken Barbecue, Baked Barbecue Chicken, Grilled Chicken Barbecue



DEMOGRAPHICS
Men and Women ages 25-34, with HHI of \$60-80k

AMERICA'S TOP 10 CITIES MOST INTERESTED IN BBQ FOODS



AND THE WINNERS ARE:



1 Seattle, WA



2 Portland, OR

NEIGHBORHOOD BATTLE PORK VS. CHICKEN



Wallingford

Seattle, WA



International District



Beaumont/Wilshire

Portland, OR



Downtown

**NEIGHBORHOOD
DEMOGRAPHICS**



**AGES 25-34
HHI \$60-80k**

MaxPoint Interactive's Interest Index helps advertisers pinpoint neighborhoods most interested in their brand.

Learn more about our Digital Zip technology at maxpointinteractive.com