

# MaxPoint Helps Feminine Care Product Boost Sales by 22%

MAXPOINT SPOTLIGHT  
CPG BRAND

## Goal

Drive sales of a feminine care product at a national mass merchandiser through a coupon and sweepstakes offer.

## Strategy

MaxPoint used its Digital Zip® technology to target neighborhoods that over-indexed for females ages 18–22 with an interest in fashion. Neighborhoods within six to eight miles of the mass merchandiser that met the audience profile were served digital ads for the product. Display ads boosted microsite traffic by offering a product coupon in exchange for completing a personality quiz and by promoting a shopping sweepstakes contest for the national mass merchandiser.

## Results

By using MaxPoint's hyperlocal digital advertising solution, the feminine care product experienced 3.5 times more microsite coupon prints weekly during the campaign. Average weekly sales increased 22% through the two weeks after the campaign.

## Seattle Targeted Campaign

