

# Local. Interactive. Video.

Use the power of IN-STREAM VIDEO to deliver a HIGH-ENGAGEMENT message to a RELEVANT, TARGETED audience.

Extend the REACH, ACCURACY and EFFECTIVENESS of your television campaigns.

Drive IN-STORE TRAFFIC DEMAND by targeting interactive in-stream video ads to SPECIFIC NEIGHBORHOODS based on:

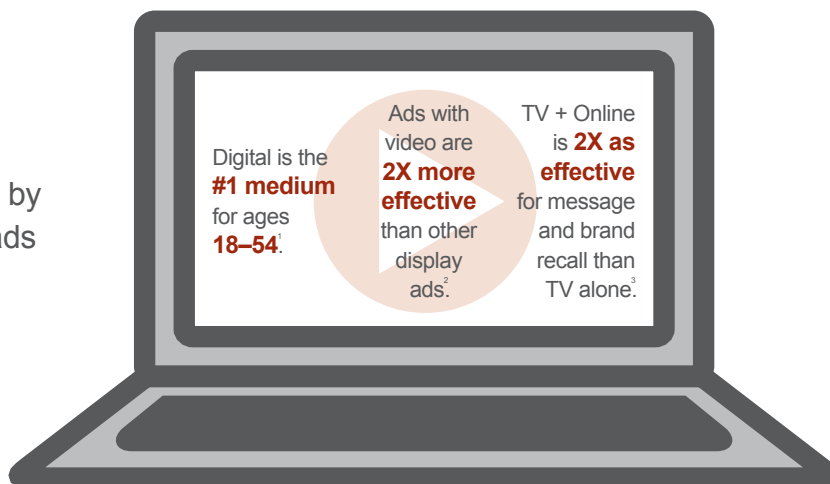
- **Demographics**
- **Point-of-sale data**
- **Dayparting**
- **Proximity to specific retail location**

With MaxPoint's neighborhood video advertising.

## About MaxPoint

MaxPoint's retail advertising platform drives in-store traffic for retailers, brands, and multi-location business owners. Our Digital Zip® technology delivers the most effective and scalable neighborhood-level online campaigns.

NEW YORK | CHICAGO | LOS ANGELES | ATLANTA  
BENTONVILLE | CINCINNATI | AUSTIN | RALEIGH



**MAX**POINT

<sup>1</sup>Forrester Research, 2010 <sup>2</sup>DoubleClick, 2009 <sup>3</sup>Nielsen IAG, 2009

Learn more about **MaxPoint's retail advertising platform**  
at **maxpoint.com** or call **800-916-9960**.