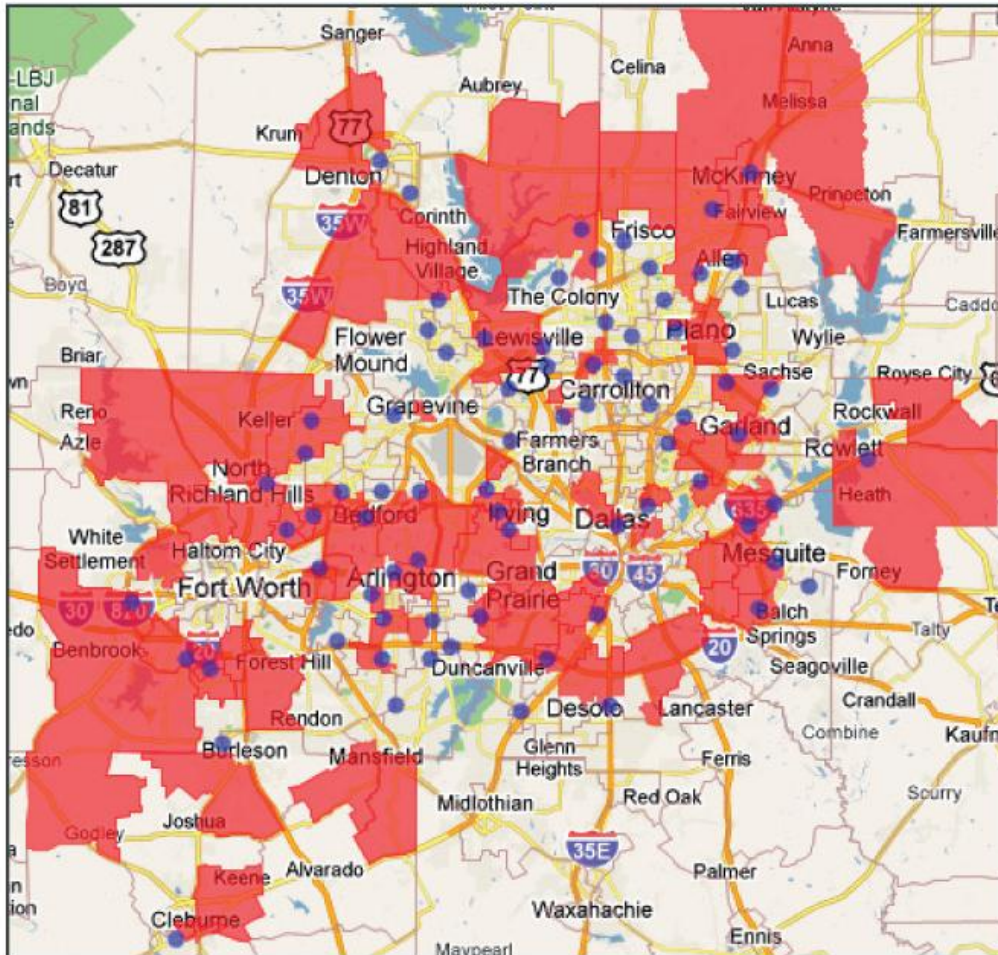


A CPG brand measured an 12% lift in dollar sales  
and a 16% lift in units sold using MaxPoint's Digital Zip Technology

MAXPOINT SPOTLIGHT  
CPG BRAND



- **Goal:** To increase in-store sales of CPG cereal brands among switchers at Kroger® grocery stores in 27 markets
- **Strategy:** Targeted relevant shoppers that live near Kroger stores to drive sales of the CPG brand. Ads were shown only in neighborhoods within 8 miles of Kroger locations and that over-indexed for the shopper profile.

#### Shopper Profile

# Households Reached:	19.8 Million
Average Age:	25 to 49
Children Ages:	3 to 14
Household Income:	\$20k to 100k

■ Target Neighborhoods (Digital Zips)

● Kroger Store Locations