

# SHOPPINGFORSHOPPERS

MAXPOINT  
(800) 916-9960  
WWW.MAXPOINT.COM

Driving the right shoppers to your key retail partners is easy with MaxPoint's digital advertising technology.



Simply choose your **audience**, **product**, and **store**, and we'll show you the best neighborhoods to target with your digital ads—whether you're in Portland or Paducah.



**Audience** – Reach a very specific audience, such as new moms, golfer dads, or sports enthusiasts.



**Product** – Find the neighborhoods that have the most interest in and most purchases of a product—from diapers and cereal to energy drinks and chili.

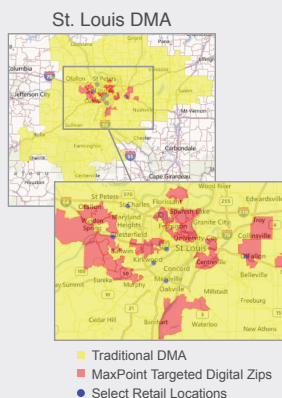
**Store** – Drive in-store traffic to local big-box stores, grocery stores, drugstores, convenience stores, and more.

## MAXPOINT IN ACTION

We recently helped Kimberly-Clark increase trials of its **U by Kotex** products with targeted digital ads. We targeted:

- Women 18–25
- Moms with female adolescents 14+
- Purchasers of U by Kotex within 18 miles of select club retail locations

The campaign resulted in 5,000+ sample requests and **MEDIA SAVINGS OF 71%**.



Try out our digital advertising technology.  
Visit [www.shoppingforshoppers.com](http://www.shoppingforshoppers.com) today!

\*\*\*\*\* CUSTOMER COPY \*\*\*\*\*

Sell **MORE** stuff to **MORE** people for  
**MORE** money **MORE** often.

- GAIN MARKET SHARE THROUGH **ACTIONABLE DATA**.
- MOVE PRODUCTS OFF THE SHELVES BY REACHING THE RIGHT AUDIENCE WITH **SCALE**.
- STRENGTHEN YOUR RELATIONSHIPS WITH RETAIL PARTNERS BY ADVERTISING WITH **GEOPRECISION**.

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