



San Francisco Residents are Most Interested in New Consumer Technology According to MaxPoint Interactive Interest Index

New iPad Launch Among One of the Most Popular Topics Trending Across the U.S.

Raleigh, N.C. – March 13, 2012 – On the heels of last week's iPad launch, [MaxPoint Interactive](#) today issued the results of its monthly indexing study that analyzed billions of data points to determine the U.S. neighborhoods most interested in being "up" on the newest consumer technology. Fueled by the surge of activity surrounding Apple's latest iPad launch, San Francisco topped the list of cities with people who enjoy reading the latest technology rumors and staying ahead of the curve with tech industry knowledge. Lafayette, Indiana and West Palm Beach, Florida ranked second and third, respectively.

MaxPoint's unique Digital Zip™ technology enables advertisers to effectively pinpoint neighborhoods where potential customers are located to create highly targeted digital campaigns that drive in-store traffic. With the launch of the new iPad, one of the most anticipated new consumer technology products of the year, MaxPoint analyzed data points to provide advertisers with insight into the U.S. neighborhoods where people are most interested in consumer technology.

The top 10 cities with neighborhoods that indexed the highest in the country for people most interested in the latest and greatest technology products include:

- San Francisco, CA
- Lafayette, IN
- West Palm Beach, FL
- Sacramento, CA
- Los Angeles, CA
- Honolulu, HI
- Miami, FL
- Chicago, IL
- New York, NY
- Tampa, FL

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

- A major global technology company was looking to raise awareness and drive sales in the U.S. of a new consumer pocket projector product launch. MaxPoint helped the company drive traffic to a specific retail outlet and attract men within a 10 mile radius who had an average household income of \$75K or higher.

- One of the world's most famous technology companies was interested in driving in-store traffic at its new U.S. retail locations. MaxPoint helped the company identify and target consumers between 30-45 years old, with an average household income of \$75K or higher, that live within a 15 mile radius of the retail store.

"While it may not be surprising that San Francisco topped the list as having the most people interested in hot new technology, it's unlikely retailers and brands would have concluded that Lafayette or West Palm Beach are the number two and three most 'tech hungry' cities," said Gretchen Joyce, COO at MaxPoint Interactive. "The insights we are able to provide retailers and brands allows them to take highly-relevant consumer interest data and make it actionable within minutes. Rather than blanketing an area with a campaign and hoping it sticks, we're able to direct them to the neighborhoods where they will get the biggest return on their advertising investment in the shortest amount of time."

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 March Interest Index, the company scored each neighborhood across hundreds of topics related to consumers interested in the latest and greatest technology products. This index scored on topics including: iPad, Retina display, Windows 8 and Android 4.0, which cluster together indicating broader interest trends over a period of time.

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, 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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