



New York Neighborhoods Most Interested in Asthma and Allergy Remedies According to MaxPoint Interactive Interest Index

MaxPoint's Digital Zip Technology Analyzes Billions of Data Points and Finds Neighborhoods With Strongest Preferences Toward Brand Name vs. Generic Medications

Raleigh, N.C. – May 30, 2012 – [MaxPoint Interactive](#), the company that helps retailers and brands drive local in-store sales with its innovative Digital Zip® technology, today announced the results of a new Interest Index that analyzed billions of data points to determine the U.S. neighborhoods most interested in allergy and asthma remedies. In honor of National Asthma and Allergy Awareness Month, the Index looked at consumer interest and purchase data related to asthma and allergies. New York ranked the highest of all U.S. cities, and its Bay Shore and Smithtown neighborhoods were most interested in purchasing brand name and generic drugs, respectively.

The top 10 cities that showed the greatest interest in asthma and allergy remedies include:

- New York, NY
- Columbus, OH
- Casper-Riverton, WY
- Charlotte, NC
- Hartford and New Haven, CT
- Hattiesburg-Laurel, MS
- Lafayette, LA
- Miami-Ft. Lauderdale, FL
- Philadelphia, PA
- Providence et al, RI-MA
- Rockford, IL
- Victoria, TX

MaxPoint's study drilled down into each city and found that neighborhoods differ in preference when it comes to brand name versus generic medications. For instance, those with higher education degrees (undergraduate and higher) between the ages of 25-54 are most likely to purchase brand name drugs.

Unlike traditional DMA targeting, brands and retailers can now target specific neighborhoods within the same DMA. For example, brands can identify neighborhoods of consumers who prefer generic versus brand name medications and tailor their message accordingly.

These insights are invaluable to retailers and brands looking to gain a better understanding of their target audience and how to target the right consumers at the right time with the right product. Due to privacy issues highly discouraging the use of cookies in the healthcare industry, this data is often difficult to determine or access. MaxPoint's unique non-cookie based technology makes this data accessible and actionable to brands and retailers without violating consumer privacy concerns.

Using the data from this index, MaxPoint implemented highly targeted neighborhood-level digital advertising campaigns for both pharmaceutical brands and retailers. For example:

- A major pharmaceutical brand was looking to increase awareness and participation in its asthma patient program by targeting areas with a high concentration of asthma sufferers. By combining DMA and interest data, MaxPoint was able to target women age 25-54 showing an interest in asthma for themselves and their families – ultimately doubling the number of program participants.
- A major consumer packaged goods company was interested in generating awareness and driving in-store sales of its over-the-counter cold medication. As a result of a highly targeted online video campaign, the CPG company was able to reach households with adults ages 25-54, who were interested in flu and cold remedies, and purchased competitive brands and products in the past.

“Pharmaceutical companies are faced with a significant challenge when it comes to identifying and marketing to consumers, due to privacy concerns,” said Gretchen Joyce, chief operating officer at MaxPoint Interactive. “We use a non-cookie based approach to measure the interests and purchase patterns of consumers, and help brands and retailers develop specific and targeted online advertising campaigns to drive in store traffic. These insights into the preferences and interests of consumers offer a unique competitive edge and help these retailers and brands build more strategic campaigns targeted at the most relevant audience.”

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 May Interest Index, the company scored each neighborhood across hundreds of topics including hay fever, asthma triggers, pollen forecast, allergy shots, sinusitis, allergy and sinus medication and nasal spray, among many others.

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](https://twitter.com/maxpoint_int) and subscribe to the [OnPoint blog](#).

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