



## **Eau Claire, Wisconsin is the Neighborhood with the Most Holiday Spirit According to MaxPoint Interactive Interest Index**

*MaxPoint's Digital Zip Technology Analyzes Neighborhood-level Data to Determine Where "Holiday Cheer" is Highest*

**Morrisville, N.C. - December 7, 2011** - [MaxPoint Interactive](#), the company that helps retailers and brands drive local in-stores sales with its innovative Digital Zip™ technology, today issued the results of an indexing study that analyzed billions of data points to determine the U.S. neighborhoods with the most holiday spirit. The 10 cities that rank highest on the holiday cheer meter include:

- Eau Claire, WI
- Springfield, IL
- Alexandria, LA
- Ft. Wayne, IN
- Dallas, TX
- Salt Lake City, UT
- Ft. Smith, AR
- Green Bay, WI
- Minneapolis-St. Paul, MN
- Beaumont, TX

MaxPoint analyzed data consumed by neighborhoods throughout the U.S. such as offline point of sale data, social media, videos, music, local Web pages and online magazines. The company then scored each neighborhood across hundreds of topics, which cluster together indicating broader interest trends, over a period of time. The company used a composite score that consisted of a variety of holiday interests including "holiday recipes," "holiday decorating," "best holiday movies" and "finding the perfect Christmas gift," to compile the top 10 list.

Eau Claire and Springfield scored high in all dimensions of holiday interests, while other cities scored high in one area. For instance, Ft. Wayne scored so high in holiday baking alone that it ranked in the top 10 areas for holiday spirit. Similarly, Dallas scored highest in holiday decorations and was also able to make the list based on ranking highest in a single subject area.

According to MaxPoint's research, the areas with the most holiday spirit tend to have higher income and older populations as compared with the rest of the nation. On average, residents of the highest ranking cities had an average income of \$80,000 per year and are 55 years old, compared to the national average of \$50,000 per year and 37 years old, respectively.

"We looked at billions of data points from across the U.S. that measure holiday cheer with the goal of finding which locales are most engaged and interested in anything related to the upcoming holiday

season,” said Gretchen Joyce, president of MaxPoint Interactive. “In this case, it’s clear that cities in the central part of the U.S. are most excited about the holidays. This is the type of information that is helpful to retailers and brands looking to target a specific consumer segment with special deals or products. Through our Digital Zip technology, we’re able to deliver the right audiences to the brands and retailers we work with and help them drive in-store traffic through precise online campaigns.”

By incorporating multiple, rich, neighborhood-level data sources, MaxPoint’s Digital Zip technology takes localized ad campaigns to a new level – pinpointing qualified neighborhoods at the most granular level. As a result, retailers and brands can execute highly targeted digital advertising campaigns that drive in-store traffic and sales. For example, in the case of the holiday spirit index, a retailer selling baking supplies could target a group of consumers that have expressed interest in holiday recipes with a digital campaign that will drive traffic to the nearest store location. Similarly, a brand can target consumers interested in the hottest new toy for toddlers, based on detailed demographic and interest information – rather than target a broad area that does not meet the description of potential buyers. This helps to eliminate wasteful spending by advertisers, who often roll out national holiday campaigns that are irrelevant to a number of audiences.

#### **About MaxPoint Interactive**

MaxPoint Interactive’s retail advertising platform drives in-store sales 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](http://www.maxpointinteractive.com) or follow us on Twitter: maxpoint\_int.

#### **Contact:**

Amy Peterson

fama PR

617-986-5026

[maxpoint@famapr.com](mailto:maxpoint@famapr.com)