

Free Report: Reaching Today's Cost Conscious Consumer

Get insights to help you reach more post-recession shoppers

Download your
FREE report now



Sure, customers are much more cost conscious now than in 2007. But what, exactly, are they doing differently? More importantly, what does it mean for food retailers and marketers?

Get the latest insights on how shoppers are:

- Using digital resources to prepare for shopping trips
- Basing more choices on recipe websites
- Shopping closer to home at multiple stores
- Leveraging coupons and sales
- And more ...

Thank you!

Your free download should start immediately, or you can [download it manually](#).

MaxPoint's Digital Zip® technology can help you reach the right shoppers at the right place and time.

**Learn more
about MaxPoint**

“90% of shoppers 18 and over research groceries online before they go to the store”

Download your FREE report for more insights

About MaxPoint

MaxPoint helps retailers and CPG brands drive local in-store traffic. Our cornerstone is our proprietary Digital Zip® technology, which delivers the most effective and scalable neighborhood-level digital campaign targeting available.

See what MaxPoint can do for your next digital campaign:



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