

MaxPoint Drives 6x Return on Ad Investment for Magazine Brand

MAXPOINT SPOTLIGHT
Magazine Brand

Goal

Drive in-store sales and return on ad investment for an ethnic-oriented magazine brand at select test store locations where magazines are sold.

Strategy

MaxPoint used its Digital Zip® technology to target neighborhoods that over-indexed for college-educated women, African Americans, and registered Democrats. Targeted ads ran in neighborhoods within six to eight miles of select test store locations.

Results

By using MaxPoint's hyperlocal digital advertising solution, the magazine publisher experienced a significantly stronger sales lift in test stores. For every dollar spent, the client experienced a 6x return on ad investment.

Atlanta Targeted Campaign

