

Simplify. Scale. Sell.

Move your local customers from online to IN-STORE efficiently and effectively.



Brands and retailers must **accurately reach** an audience that is **ready and willing to buy** in order to **drive demand** to their locations.

MaxPoint's **proven** solutions **pinpoint** specific neighborhoods full of **interested** and **qualified** customers across the country.

We incorporate **multiple data sources** for you to create campaigns that are **incredibly precise** yet **simple to execute**.

A proven solution that provides **ACTIONABLE, NEIGHBORHOOD-LEVEL** insights and results.

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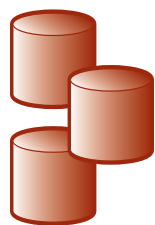
Data Makes the Difference.

MaxPoint brings together **ADVANCED TECHNOLOGY** and data sources to create a solution that is **SIMPLE**, **EFFECTIVE**, and **BRAND SAFE**.

Proprietary **Digital Zip®** technology allows targeting to **scale nationwide**.



By **2014** the web will influence **\$1.4 trillion worth of in-store sales**.¹



MaxPoint is able to incorporate multiple, **neighborhood-level** data sources into a **real-time, comprehensive, multi-format** media buy.

Cookie-free

technology provides

local scale



but **eliminates privacy concerns**.

Execute business intelligence data mining against **demographic, point-of-sale, and other datasets**.



Turn on campaigns within **24 hours**.



About MaxPoint

MaxPoint's retail advertising platform drives in-store traffic for retailers, brands, and multi-location business owners. Our Digital Zip® technology delivers the most effective and scalable neighborhood-level online campaigns.

**NEW YORK | CHICAGO | LOS ANGELES | ATLANTA
BENTONVILLE | CINCINNATI | AUSTIN | RALEIGH**

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¹Forrester Research, 2009

Learn more about **MaxPoint's retail advertising platform** at **www.maxpoint.com** or call **800-916-9960**.

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