Local, Interactive, Video.

Use the power of IN-STREAM VIDEO to deliver a HIGH-ENGAGEMENT message to a RELEVANT, TARGETED audience.

Digital is the

#1 medium

for ages

18-54

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Extend the REACH, ACCURACY and EFFECTIVENESS of your television campaigns.

Drive IN-STORE TRAFFIC DEMAND by targeting interactive in-stream video ads to SPECIFIC NEIGHBORHOODS based on:

- Demographics
- Point-of-sale data
- Dayparting
- Proximity to specific retail location

With MaxPoint's neighborhood video advertising.

100% Largest transparency local scale Measurable sales lift

Ads with

video are

2X more

effective

than other

display

ads².

TV + Online

is 2X as

effective

and brand

recall than

TV alone.

for message

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

¹Forrester Research, 2010 ²DoubleClick, 2009 ³Nielsen IAG, 2009



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



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