

# MaxPoint Helps a Brake Cleaner Brand Drive 27% Increase in Unit Sales

MAXPOINT SPOTLIGHT  
Brake Cleaner Brand

## Goal

Drive in-store sales for a brake cleaner brand at an auto parts retailer.

## Strategy

MaxPoint used its Digital Zip® technology to target neighborhoods that over-indexed for men ages 18–30 who had interests in auto and do-it-yourself projects, purchased automotive lubricants, and had household incomes of \$25,000–\$40,000. Neighborhoods in the Northeast and Mid-Atlantic that met the audience profile and that were within six to eight miles of the auto parts retailer's test store locations were served digital ads.

## Results

By using MaxPoint's hyperlocal digital advertising solution, the auto parts retailer experienced more than two times the sales lift at test stores compared to control stores. Additionally, test stores increased unit sales by 27% and dollar sales by 24% compared to the previous campaign with print-only versions of the same promotion.

## Philadelphia Targeted Campaign

