



MaxPoint Interactive Encourages Retailers and Brands to Localize Digital Advertising Efforts in Final 72 Hours of Holiday Shopping Season

Company Offers Strategies for Driving Store Traffic, Boosting Sales and Eliminating Excess Holiday Inventory

Morrisville, N.C. – November 1, 2011 – [MaxPoint Interactive](#), the company that helps retailers and brands drive in-stores sales with its innovative Digital Zip™ technology, today unveiled a list of digital strategies for driving in-store sales during the final 72 hours of the 2011 holiday shopping season. MaxPoint advises retailers, brands and restaurants to:

- **Think Local:** According to NRF, holiday sales can represent anywhere between 25-40 percent of retailers' annual sales and US Census data indicates that approximately 75 percent of all US consumer spending occurs at retail locations within 15 miles of home. Retailers should evaluate their local digital advertising strategy in order to determine new ways to drive foot traffic and sales at their physical stores. By reaching potential customers at the neighborhood level with digital campaigns, retailers can get much more targeted and serve the right ads to the right customers at the right time. According to [a new report from comScore](#), online digital campaigns drive a 21 percent increase in offline store sales.

Retail Systems Research (RSR) recently issued a report that outlined the local advertising opportunities titled "[The Local Approach: The State of Localized Advertising in Retail.](#)" The report said, "Retailers feel the challenge the most in stores. The store is getting pinched between other selling channels that steal away transactions, while the traditional media channels that used to work best to drive traffic to stores are becoming less and less effective. However, for every challenge there is an opportunity, and for stores one of the most important opportunities is local."

- **Leverage Highly Relevant Data to Proactively Move Inventory:** Retailers are often focused on selling excess "holiday" inventory before the New Year. Otherwise, they must heavily discount items or return them to the manufacturer. By using a solution like MaxPoint's Digital Zip technology, retailers and brands can leverage a wide range of data sources, including demographic and interest data, purchase data and health data – among many others – to pinpoint neighborhoods where the qualified audience lives. From there, they can create highly-customized advertising campaigns that reach a very specific audience and drive in-store sales of products that may create excess inventory if not sold during a particular time frame. This approach also helps reach the last minute shoppers who have run out of time to purchase gifts online in the final 72 hours of the holiday shopping season.
- **Create "Just in Time" Demand:** Most advertising programs require brands and retailers to create campaigns weeks or months in advance of when they'd like to drive traffic to stores. By [creating a highly-localized digital campaign](#), brands, retailers and restaurants of any size can easily create and execute a campaign to drive "just in time" demand for their products or services. For instance, if

in-store sales are slow, organizations can create campaigns that incentivize local consumers to come in and make purchases. In the case of a local restaurant, their goal is to drive traffic into their establishment each day of the week. By creating highly-targeted campaigns that reach a different demographic for each day of the week, restaurants can create event-based promotions to drive traffic and build a diverse customer base. For instance, they can attract a primarily male audience with Monday Night Football specials or families with Wednesday night family specials.

“The last 72 hours of the holiday shopping season are the most critical when it comes to meeting revenue projections for the year,” said Gretchen Joyce, president of MaxPoint Interactive. “By developing a highly-customized local digital advertising strategy, retailers and brands can effectively drive in-store sales that help to increase revenue, eliminate excess inventory and create a more personal relationship with customers – creating a more sustainable pattern of business.”

About MaxPoint Interactive

MaxPoint Interactive’s retail advertising platform drives in-store sales for retailers and brands. The company’s Digital Zip™ technology delivers the most effective and scalable neighborhood-level online campaigns. MaxPoint can pinpoint qualified customers interested in purchasing your product with more precision than using traditional zip codes, ultimately offering accurate neighborhood-level targeting with national scalability and reach. Founded in 2007, MaxPoint has offices in New York, Chicago, Austin and Raleigh-Durham. Learn how our easy-to-use platform can generate brand safe, rapid ROI for you by visiting www.maxpointinteractive.com. Follow us on Twitter: maxpoint_int.

Contact:

Amy Peterson

fama PR

617-986-5026

maxpoint@famapr.com