

Put Your Multicultural Campaign in Front of All the Right Neighborhoods

Our DIGITAL ZIP® technology makes it easy to REACH THE NEIGHBORHOODS MOST LIKELY TO RESPOND to your multicultural display, video, and mobile ads.

TARGET THE RIGHT CONSUMERS

We target your ads to precise audiences, including those further refined by their level of acculturation or country of origin.

FIND MORE OF YOUR AUDIENCE

We use rich consumer data, including proprietary interest insights, to locate the best audience for your campaigns. Because our Digital Zip technology is not reliant on cookies, we are able to find *more* of your audience locally, regionally, or nationally.

RUN YOUR ADS WHERE THEY MATTER

We run your ads on the devices and brand-safe sites where your audience consumes content, including smartphones, tablets, desktops, and popular Spanish- and English-language sites.



Learn how **hyperlocal digital advertising** can power your next multicultural campaign. Call **800-916-9960** or email **sales@maxpoint.com**.

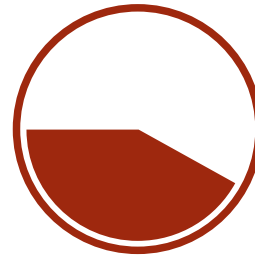
DID YOU KNOW?

Shoppers in the same neighborhood often make **SIMILAR PURCHASES.**

9 of the 10 **LARGEST ADVERTISERS** on Hispanic websites use MaxPoint.*



The average Hispanic spends nearly **7 HOURS PER DAY** accessing the Internet on a home computer, tablet, and mobile phone.*



43% of Hispanics ages 18+ prefer **ENGLISH-ONLY CONTENT** online.*

*Advertising Age Hispanic Fact Pack, 2013

ABOUT MAXPOINT

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

Learn how **hyperlocal digital advertising** can power your next multicultural campaign. Call **800-916-9960** or email **sales@maxpoint.com**.

 Follow us on Twitter **@maxpoint_int**

www.maxpoint.com