

# MaxPoint Drives Feminine Care Product Mobile Conversions to More than 25%

MAXPOINT SPOTLIGHT  
CPG Brand

## Goal

Drive awareness of a brand of feminine care products at a national drugstore through a mobile coupon and sweepstakes offer.

## Strategy

MaxPoint used its Digital Zip® technology to target neighborhoods that over-indexed for females ages 18–22 with interests in fashion. Both display and mobile ads were served to neighborhoods within six to eight miles of the national drugstore that met the audience profile. Mobile ads offered a product mobile coupon for use at the national drugstore. Display ads directed traffic to the national drugstore's Facebook page, where customers could enter a the brand's sweepstakes.

## Results

By using MaxPoint's hyperlocal digital advertising solution, the national drugstore successfully engaged its audience, achieving a mobile ad conversion rate of more than 25% and display and mobile ad CTRs two to three times the industry average.<sup>1</sup>

## Charlotte Targeted Campaign

