

# Local. Interactive. Video.

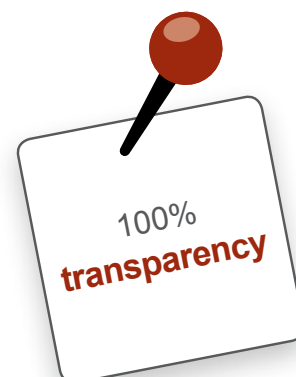
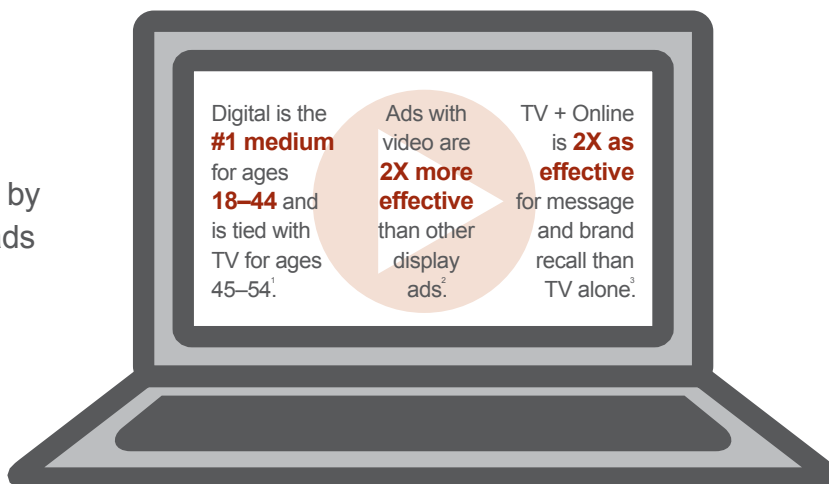
Use the power of IN-STREAM VIDEO to deliver a HIGH-ENGAGEMENT message to a RELEVANT, TARGETED audience.

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.



## About MaxPoint

For retailers and brands, MaxPoint Interactive's retail advertising platform drives in-store sales. Its Digital Zip™ technology delivers the most effective and scalable neighborhood-level online campaigns.

NEW YORK, NY | CHICAGO, IL | AUSTIN, TX | RALEIGH/DURHAM, NC



<sup>1</sup>Forrester Research, 2010 <sup>2</sup>DoubleClick, 2009 <sup>3</sup>Nielsen IAG, 2009

Learn more about **MaxPoint Interactive's Retail Advertising Platform** at [maxpointinteractive.com](http://maxpointinteractive.com).