



MaxPoint Interactive Interest Index Helps Advertisers Pinpoint Neighborhoods Most Interested in a Healthier Lifestyle in 2012

Company Analyzes Neighborhood-Level Data to Help Retailers and Brands Roll Out Relevant and Cost-Effective Digital Advertising Campaigns

Raleigh, N.C. – January 31, 2012 – [MaxPoint Interactive](#), the company that helps retailers and brands drive local in-store traffic with its innovative **Digital Zip™** technology, today issued the results of an indexing study that analyzed billions of data points to determine the U.S. neighborhoods most interested in establishing healthier lifestyles in 2012. Johnstown, PA was the U.S. city that indexed the highest when it came to people looking to make a change for a healthier lifestyle in 2012, followed by Burlington, VT and Fresno, CA.

MaxPoint's unique solution helps advertisers effectively pinpoint where potential customers are located to create highly targeted digital campaigns that drive in-store traffic. With the start of a new year and most fitness-focused resolutions still unbroken, MaxPoint conducted the research to provide advertisers seeking to sell health-related products with the neighborhoods most likely to respond to them. This research comes on the heels of the company's December Interest Index on the cities with the most "[Holiday Spirit](#)."

The cities that indexed the highest when it comes to people looking to make a change for a healthier lifestyle in 2012 are:

- Johnstown, PA
- Burlington, VT
- Fresno, CA
- Gainesville, FL
- Marquette, MI
- Panama City, FL
- Wheeling, WV
- Wausau, WI
- Charlotte, NC
- Billings, MT

Using the data gleaned from this index data, MaxPoint implemented highly-targeted neighborhood-level digital campaigns for:

- An athletics shoe retailer, who was able to identify and target neighborhoods that indexed highest around interests in jogging or running;
- A high-end organic yogurt brand's introduction into neighborhoods that indexed high for healthy eating and fitness;

- A large retailer, who used this information to drive participation for free health screenings and information on quitting smoking; and
- A national retail chain, who announced the redesign of its produce section in efforts to carry more fresh fruits and vegetables to the neighborhoods that would be most receptive to this information.

“Too often, retailers and brands are wasting spend on advertising that is very broadly focused or not relevant to the audience they are reaching,” said Gretchen Joyce, COO of MaxPoint Interactive. “By leveraging digital solutions that are very targeted at key demographics, retailers and brands can execute more effective and efficient advertising campaigns. This Interest Index is just one of many examples how MaxPoint can get the critical and highly-accurate information advertisers need to reach a specific audience to drive in-store traffic.”

About the MaxPoint Interactive Interest Index

Using its unique [Digital Zip](#) technology, MaxPoint Interactive analyzes billions of data points consumed by neighborhoods across the U.S. such as: offline point of sale data, social media, videos, music, local Web pages and online magazines. The company then scores each neighborhood across hundreds of topics related to healthier lifestyles including fitness, health, nutrition, body image, weight loss tips and healthier eating, which cluster together indicating broader interest trends over a period of time. The January Interest Index focused on neighborhoods that demonstrated the biggest spike in interest of healthier lifestyles from December 2011 to January 2012.

About MaxPoint Interactive

MaxPoint Interactive’s retail advertising platform drives in-store traffic 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 a product with more precision than using traditional zip codes, ultimately offering accurate neighborhood-level targeting with national reach and local results. Founded in 2007, MaxPoint has offices in New York, Chicago, Austin and Raleigh-Durham. For more information visit: www.maxpointinteractive.com or follow us on Twitter: maxpoint_int.

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