



# Depend® Increases Sales by More Than 21% with MaxPoint

MAXPOINT SPOTLIGHT  
Depend®

## Goal

Drive sales of Kimberly-Clark's Depend® products at select national mass merchandiser locations across the nation.

## Strategy

MaxPoint used its Digital Zip® technology to target neighborhoods that over-indexed for adults ages 50–79, with household incomes of \$40,000 or more who had previously researched bladder health and purchased incontinence products. Digital ads were served to neighborhoods that both matched the audience profile and were located within six to eight miles of the national mass merchandiser.

## Results

By using MaxPoint's hyperlocal digital advertising solution, the national mass merchandiser increased average weekly Depend product sales by more than 21%.

## Atlanta Targeted Campaign

