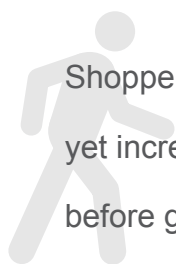


# Digital Advertising Drives In-Store Purchases

Target your **MOST VALUABLE** shoppers **DYNAMICALLY** and **EASILY**, with **ALL** of the precision and **NONE** of the waste.



Shoppers spend their money close to **HOME**  
yet increasingly spend more time **ONLINE**  
before going to the **STORE**

Using a variety of data sources, MaxPoint's proprietary Digital Zip® technology finds your target audience online. We pinpoint this qualified audience and deliver your ads to **DRIVE PURCHASES** at your key retail partners.

MaxPoint is a great **DIGITAL** addition to your current shopper marketing initiatives, directly moving products off the shelves. Activate your MaxPoint shopper marketing campaign in hours instead of weeks.

## About MaxPoint

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

**75%** of all US consumer spending occurs at retail locations within **15 miles** of one's home.<sup>1</sup>

More than **85 million** US households have Internet access.<sup>2</sup>

By **2017**, the web will be influencing **\$1.8 trillion** worth of in-store sales.<sup>3</sup>

**MAX**POINT

1. US Census Data, 2009 | 2. US Census Bureau, 2011 | 3. Forrester Research, 2013

Learn how **MaxPoint** advances **shopper marketing programs**.  
Call **800.916.9960** or email **shoppermarketing@maxpoint.com**.

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