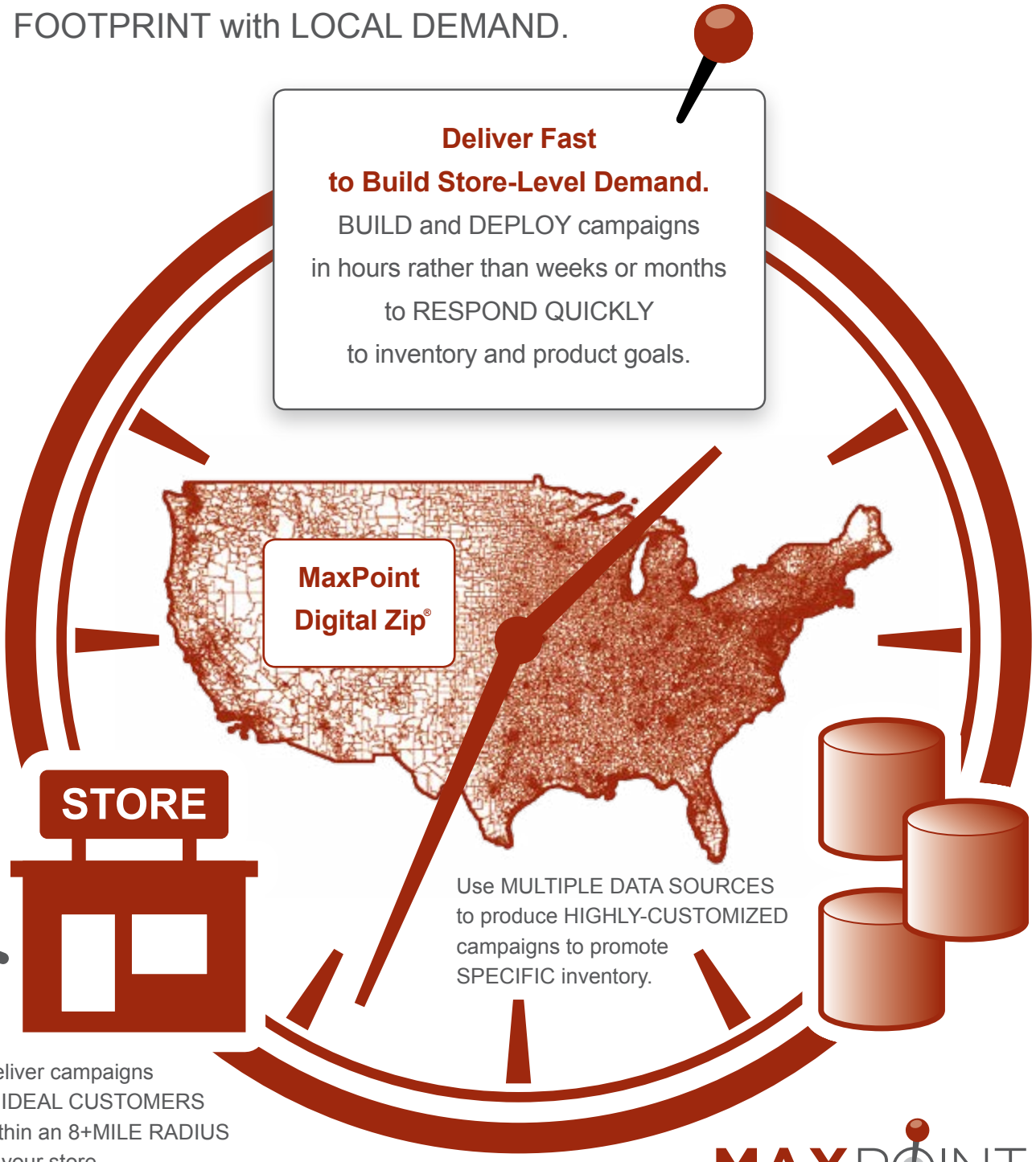
Timely. Targeted. Retail Traffic.

The unique combination of a NATIONAL FOOTPRINT with LOCAL DEMAND.

Deliver Fast
to Build Store-Level Demand.

BUILD and DEPLOY campaigns
in hours rather than weeks or months
to RESPOND QUICKLY
to inventory and product goals.



Use MULTIPLE DATA SOURCES
to produce HIGHLY-CUSTOMIZED
campaigns to promote
SPECIFIC inventory.

Deliver campaigns
to IDEAL CUSTOMERS
within an 8+MILE RADIUS
of your store.

MAXPOINT

Pinpoint Neighborhoods. Drive Sales.

Target neighborhoods of IDEAL CUSTOMERS near
YOUR STORES and move inventory where you need to most.

Looking for a better way to reach your best customers? MaxPoint has the IDEAL SOLUTION.

1 – We overlay product consumption data onto our Digital Zips®.

2 – We use that data to identify neighborhoods with a high concentration of ideal shoppers.

3 – We provide you national reach and local results, delivering you only the neighborhoods where your precise target audience lives.

Demo and Radius Targeting with POS Data

Multiple data sources identify desirable audiences that are most likely to respond.

The result?

Targeted messages…

Scalable delivery…

Measurable results…

…that JUST WORK.

About MaxPoint

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

NEW YORK | CHICAGO | LOS ANGELES | ATLANTA
BENTONVILLE | CINCINNATI | AUSTIN | RALEIGH

MAXPOINT

Learn more about **MaxPoint's retail advertising platform** at **maxpoint.com** or call **800-916-9960.**

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