Drive Your Audience to the Dealership.

The MaxPoint Interactive solution brings together ADVANCED TECHNOLOGY and data sources to create a solution that is SIMPLE, EFFECTIVE and BRAND SAFE.

Proprietary Digital Zip® technology allows in-stream video and rich media targeting at the micro-local level nationwide.



Digital is the **#1** medium for ages **18–54**.

Technology not reliant on cookies provides local scale





but eliminates privacy concerns.



intelligence data mining

Execute business



About MaxPoint

comprehensive,

multi-format

media buy.

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



1 Forrester Research, 2010

To learn more about MaxPoint's retail automotive solutions call 800-916-9960 or email auto@maxpoint.com.



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