



## **MaxPoint Interactive Appoints Cate Carley as Vice President, Agency Sales**

*Former NBC Universal Executive Joins Fast-Growing Retail Advertising Platform Company*

**Morrisville, N.C. – September 20, 2011** – [MaxPoint Interactive](#), the company that helps retailers and brands drive in-stores sales with its innovative Digital Zip™ technology, has named Cate Carley as Vice President, Agency Sales. In this role, Carley is responsible for accelerating sales of MaxPoint's neighborhood-level advertising platform among media buying agencies in the US.

Previously, Carley was Vice President of East Coast Sales for NBC Universal's iVillage, where she drove revenue across the iVillage network of sites, primarily across the company's newly-launched Family and Beauty & Style verticals. She also developed new ad strategies and products to better integrate marketers with iVillage's female audience. Prior to NBC Universal, Carley served as regional sales director for AOL, focusing on the health and pharmaceutical categories. She has also held roles at Time Inc., WPP Group and Grey Healthcare.

"Cate brings a wealth of experience in the media business to our company and we are very fortunate to have her join our team. In addition to her deep expertise in digital advertising sales, Cate is extremely well-connected within the media industry and will be a valuable asset to MaxPoint as we look to deepen our agency relationships," said Gretchen Joyce, MaxPoint's president.

MaxPoint's easy-to-use Digital Zip technology is used by media buyers with clients who want their digital advertising campaigns to drive in-store sales. By combining demographic and point-of-sale datasets, MaxPoint is able to pinpoint the right neighborhoods where campaigns should be targeted. These campaigns can be local, but can also scale to a national level without wasted ad dollars.

"MaxPoint's unique neighborhood targeting solution is what attracted me to the company. No one is approaching online advertising this way, which is really exciting to me," said Carley. "By creating specific shopper profiles for tens of thousands of neighborhoods in the US, we're able to deliver the most precise online ad campaigns for retailers, restaurants and brands, which is of great interest to the media buying community."

### **About MaxPoint Interactive**

MaxPoint Interactive's retail advertising platform drives in-store sales 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

your product with more precision than using traditional zip codes, ultimately offering accurate neighborhood-level targeting with national scalability and reach. Founded in 2007, MaxPoint has offices in New York, Chicago, Austin and Raleigh-Durham. Learn how our easy-to-use platform can generate brand safe, rapid ROI for you by visiting [www.maxpointinteractive.com](http://www.maxpointinteractive.com). Follow us on Twitter: maxpoint\_int.

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