



MaxPoint Identifies U.S. Neighborhoods with the Most Green Thumbs

Helps garden supply companies eliminate wasteful ad spending by targeting neighborhoods with consumers most interested in DIY gardening and avoiding those that display little interest

Raleigh, N.C. – April 30, 2013 – With spring in full swing in most sections of the United States, [MaxPoint](#), the company that helps retailers and brands drive local in-store sales with its innovative Digital Zip® technology, has identified U.S. cities with the neighborhoods most and least interested in do-it-yourself (DIY) gardening. By analyzing billions of in-store purchases and online data points, MaxPoint identified two distinct groups and where they live: green thumbs, who are interested in cultivating their own gardens and seeking out information on the topic, and brown thumbs, who don't tend their own gardens and show very little interest in learning how to garden. Brown thumbs are very interested in curb appeal; they just don't want to do it themselves.

According to the 2012 National Gardening Survey by the National Garden Association, the DIY gardening market totaled \$29.1 billion in 2011. The survey also reported that home improvement centers and mass merchants claim about 51% of the market share, increasing their dominance over garden nurseries and hardware stores. To help garden supply companies better reach consumers, MaxPoint used its proprietary Digital Zip technology to analyze information about the neighborhoods most interested in gardening in the United States. This allowed the hyperlocal advertising company to create a profile of both green thumbs and brown thumbs, including their demographics, interests and neighborhood locations.

MaxPoint found that green thumbs tend to be 55 and older with an income of \$20,000–\$60,000 per year, own their own home, have children and have likely not completed college. They trend high on interest in things like eco-friendly products and home improvement, and they tend to consume a lot of information on law and the government.

Brown thumbs are typically between the ages of 18 and 44, have an income that exceeds \$80,000 per year, often own their own homes and most likely have a college degree. Brown thumbs are also interested in extreme sports, fashion and heart health. They tend to research allergy relief products, which may also explain their lack of interest in DIY gardening.

Green thumbs and brown thumbs sometimes live in the same cities. But interestingly, they often live in different neighborhoods within these cities. Digital Zips, or neighborhoods, with heavy concentrations of both green thumbs and brown thumbs are located in the following cities:

- Ft. Smith, AR
- Oklahoma City, OK
- Shreveport, LA
- New Orleans, LA
- Santa Fe, NM



“This Index shows how targeting at the DMA or city level can be highly ineffective – especially when there are conflicting interests overlapping within cities. Advertisers must have insights into which neighborhoods within these cities specifically trend high for green thumbs vs. brown thumbs in order to find the right shoppers in the right neighborhoods – otherwise they are wasting valuable ad dollars,” said Gretchen Joyce, COO of MaxPoint. “We help advertisers cut through the DMA clutter to deliver hyperlocal ad campaigns that drive in-store results.”

Interest Data in Action

Using the data gleaned from the Index, MaxPoint executed a digital advertising campaign on behalf of a lawn care services company. The campaign targeted brown thumbs near the company’s various locations, offering customers a free quote online or a free onsite evaluation. The target profile for this campaign was homeowners between the ages of 25 and 54 who have household incomes of \$75,000 or more a year and who demonstrate an interest in curb appeal. The campaign resulted in a CTR that was 1.5 times the industry average.

About the MaxPoint Interest Index

Using its unique [Digital Zip](#) technology, MaxPoint analyzes billions of data points consumed by neighborhoods across the United States such as: offline point-of-sale data, social media, videos, music, local web pages and online magazines. For the April Interest Index, the company scored each neighborhood across hundreds of online topics related to consumers’ interest in gardening, such as flower gardens, potting soil, when to plant bulbs, soil acidity, hardy plants and how to care for a garden. MaxPoint combined its proprietary interest data with point-of-sale data for items such as fertilizer, gardening gloves, lawn mowers, rakes and watering cans.

About MaxPoint

MaxPoint’s retail advertising platform drives in-store traffic for retailers and brands. The company’s Digital Zip® technology delivers the most effective and scalable hyperlocal neighborhood-level online campaigns. MaxPoint can pinpoint qualified customers interested in purchasing a product with more precision than using traditional zip codes, ultimately offering accurate neighborhood-level targeting with national reach and local results. Founded in 2007, MaxPoint has offices in New York, Chicago, Los Angeles, Atlanta, Austin, Bentonville, Cincinnati, and Raleigh. For more information visit www.maxpoint.com, follow us on Twitter [@maxpoint_int](https://twitter.com/maxpoint_int), and subscribe to the [OnPoint blog](#).

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CAN YOU DIG IT?

TOP NEIGHBORHOODS BUYING GARDEN SUPPLIES AND SERVICES

BACKGROUND

STATISTICS & INTERESTING FACTS

75%

HAVE A LAWN OR GARDEN

(2013 WINTER GARDENING TRENDS RESEARCH REPORT)

SHOPPING HABITS (2012 NATIONAL GARDENING SURVEY)

51%

NATIONAL CHAINS

(HOME IMPROVEMENT 30%, MASS MERCHANTS 21%)

17%

LOCAL GARDEN CENTERS AND NURSERIES

14%

LOCAL HARDWARE STORES

\$29.1 BILLION

SPENT ON DIY GARDENING IN 2011

(2012 NATIONAL GARDENING SURVEY)

GREEN THUMBS

Perform own lawn and garden care

PROFILE

- Education: High School
- Income: \$20,000–\$60,000
- Age: 55+
- Homeowners
- Have Families
- Interests:
 - Law and Government
 - Home Improvement
 - Eco-Friendly Living

BROWN THUMBS

Likely to outsource lawn and garden care

PROFILE

- Education: College+
- Income: \$80,000+
- Age: 18–44
- Homeowners
- Interests:
 - Extreme Sports
 - Fashion
 - Allergy Relief
 - Heart Health

GREEN THUMBS

ONLINE TOPICS

WHAT GREEN THUMBS SEARCH:

- flower garden
- potting soil
- when to plant bulbs
- soil acidity
- hardy plants
- how to care for a garden

GREEN THUMBS

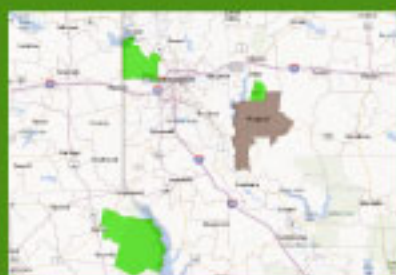
PURCHASE DATA

WHAT GREEN THUMBS PURCHASE:

- rakes
- lawn mowers
- gardening gloves
- fertilizer
- watering cans

GREEN AND BROWN THUMB NEIGHBORHOODS

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- BROWN THUMBS
- GREEN THUMBS

MAXPOINT

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