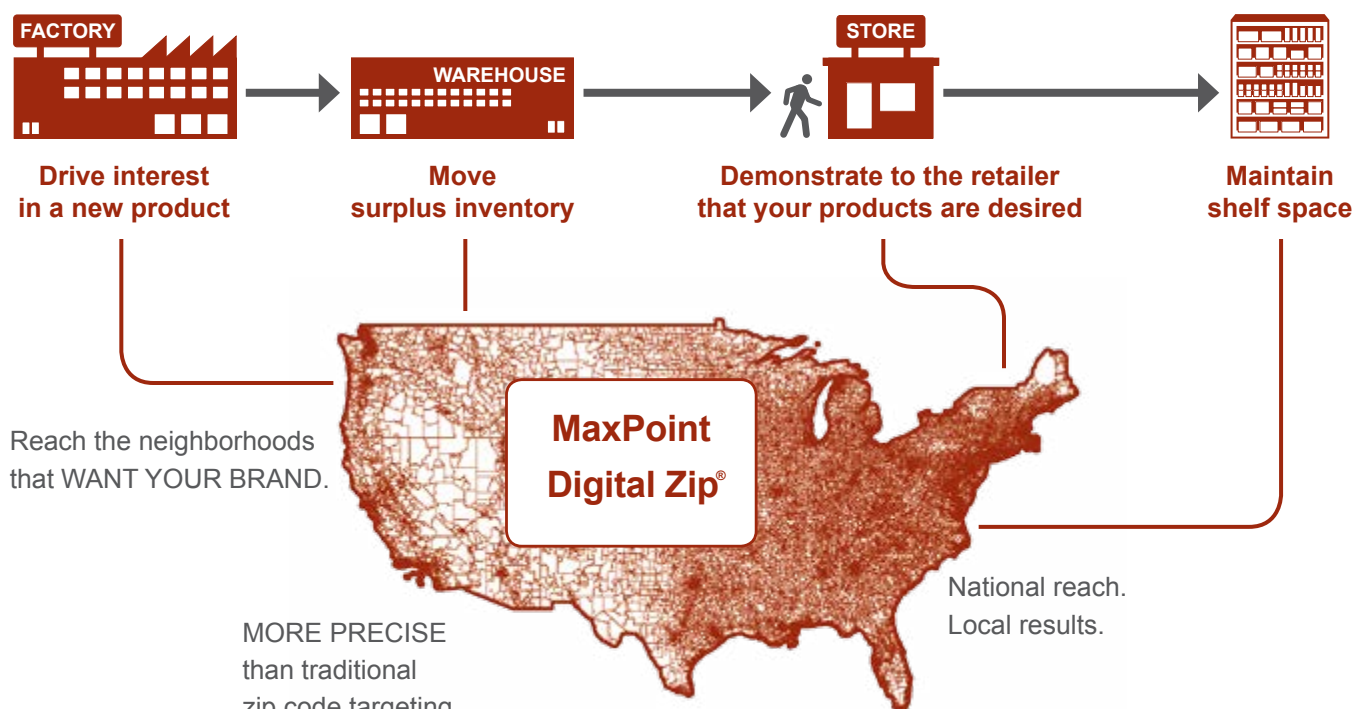


Drive Demand. On Time.

MaxPoint campaigns move product from the RIGHT PLACE to the RIGHT HOUSEHOLD at the RIGHT TIME.

Generate store-level demand in order to:



A recent analysis of OFFLINE BUYING, as impacted by ONLINE CAMPAIGNS, revealed KEY TRENDS:¹

A median **in-store sales lift of 20%** among exposed households

5 of every 6 campaigns generate a **positive sales lift**

MAXPOINT

¹comScore and dunnhumbyUSA, Oct. 2011

Pinpoint Neighborhoods. Drive Sales.

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

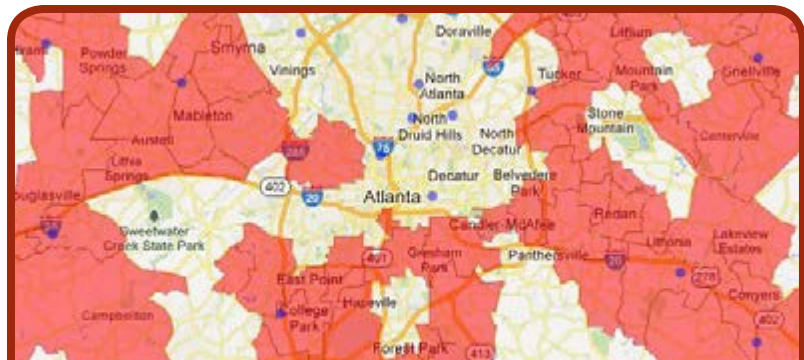
Demo and Radius Targeting with POS Data

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®.

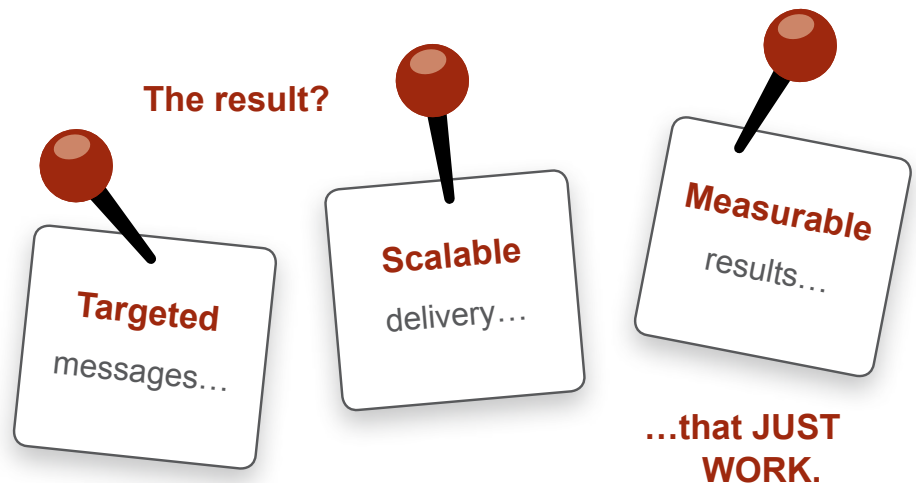
2 – We use that data to determine which micro-neighborhoods over-index for buying specific brands.

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



**Target the neighborhoods
that use your competitors brands.**

The result?



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



Learn more about **MaxPoint's retail advertising platform**
at **maxpoint.com** or call **1-800-916-9960**.

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