

# Drive New Customers Through Your Doors with Local Online Advertising

We make **HIGHLY TARGETED** online advertising **EASY** for businesses with **MULTIPLE LOCATIONS**.

Reach the **NEIGHBORHOODS** most interested in **PURCHASING** your products and services while **SAVING BOTH TIME AND MONEY**

## START EASILY

Get your local online ads up and running within 24 hours—less time than it takes to set up a direct mail campaign.

## DRIVE SHOPPERS TO YOUR LOCATIONS

Use rich consumer data to pinpoint qualified shoppers near your stores. Once your ads run, see more traffic in your stores from new local shoppers, valuable “hand raisers” who have visited your website, and customers.

## SAVE MONEY

Reach qualified shoppers for less than the cost of traditional print campaigns.

## 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**

## DID YOU KNOW?

Shoppers spend their money close to **HOME** yet increasingly spend more time **ONLINE** and less time consuming local print advertising.

**75%** of all US consumer spending occurs at retail locations within **15 miles** of one's home.<sup>1</sup>

Digital is the **#1** medium for ages **18–54**.<sup>2</sup>

Newspaper readership continues to decline steadily across all age groups, income levels, ethnicities, and education levels.<sup>3</sup>

**MAX**POINT

<sup>1</sup>US Census Data, 2009 <sup>2</sup>Forrester Research, 2010 <sup>3</sup>Pew Research Center, 2012

Learn how **MaxPoint** can reach your local customers with geographically targeted online ads.  
Call **800-916-9960** or email **multilocation@maxpoint.com**.