



MaxPoint Interactive Interest Index Tells Advertisers that Miami Residents Are Most Intent on Looking and Acting Their Best for Valentine's Day

As Valentine's Day Approaches, MaxPoint Analyzes Neighborhood-Level Data to Help Retailers and Brands Execute Effective Digital Advertising Campaigns that Drive In-Store Traffic

Raleigh, N.C. – February 7, 2012 – [MaxPoint Interactive](#), the company that helps retailers and brands drive local in-store traffic with its innovative **Digital Zip™** technology, today issued the results of its monthly indexing study that analyzed billions of data points to determine the U.S. neighborhoods most interested in looking and acting their best this Valentine's Day. Miami topped the list, which is scored based on consumer interest in topics such as beauty treatments, shopping for luxury fashion brands, cosmetics and dating advice.

MaxPoint's unique solution helps advertisers effectively pinpoint where potential customers are located to create highly targeted digital campaigns that drive in-store traffic. With the most romantic holiday of the year fast approaching, MaxPoint conducted the research to provide advertisers of dating, beauty, cosmetics and fashion products and services with insight into the consumers most interested in their offerings. This research comes on the heels of the company's January Interest Index on the [Neighborhoods Most Interested in a Healthier Lifestyle in 2012](#).

The cities that indexed the highest for people most interested in looking and acting their best for Valentine's Day are:

- Miami, FL
- Austin, TX
- Madison, WI
- Los Angeles, CA
- Norfolk, VA
- Omaha, NE
- Davenport, IA
- Fairbanks, AK
- Phoenix, AZ
- Baltimore, MD

Using the data gleaned from this index, MaxPoint implemented highly-targeted neighborhood-level digital campaigns for a variety of retailers and brands and:

- Helped a high-end clothing retailer drive traffic of a discrete fashion conscious audience within an eight mile radius of their stores. By using MaxPoint's solution, the retailer was able to eliminate 89 percent of wasteful ad spend by targeting its key demographic at the neighborhood level;

- Increased awareness and sales of cosmetics for a major retailer at stores where beauty department sales were weak;
- Drove sales of a new acne treatment for a skincare company.

“Wasteful ad spending is a thing of the past,” said Gretchen Joyce, COO of MaxPoint Interactive. “The results our customers have experienced by leveraging interest index information have proven that targeting consumers at the neighborhood level is not only a successful advertising strategy, but it’s very impactful on the bottom line. Whether it’s rolling out an in-stream video campaign to a very targeted demographic of consumers, or creating a digital coupon campaign that drives consumers to purchase multiple products at a retail location – digital localization is one of the most cost-effective and impactful ways to drive in-store sales.”

About the MaxPoint Interactive Interest Index

Using its unique [Digital Zip](#) technology, MaxPoint Interactive analyzes billions of data points consumed by neighborhoods across the U.S. such as: offline point of sale data, social media, videos, music, local Web pages and online magazines. For the February Interest Index, the company scored each neighborhood across hundreds of topics related to consumers wanting to look and act their best leading up to Valentine’s Day 2012. This index scored on topics including: beauty, fashion, cosmetics and dating, which cluster together indicating broader interest trends over a period of time. Popular topics from the index included keywords such as Botox, Proactiv skin care, tanning, skin peels, anti-wrinkle cream, trends in men’s fashion, haute couture and dating advice.

About MaxPoint Interactive

MaxPoint Interactive’s retail advertising platform drives in-store traffic 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 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, Austin and Raleigh-Durham. For more information visit: www.maxpointinteractive.com or follow us on Twitter: maxpoint_int.

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