



NRF Attendees Share Their New Rules for Retail

MaxPoint Interactive's On-Site Survey at Retail's BIG Show Gets a Pulse on What's Hot in 2012

Raleigh, N.C. – January 18, 2012 – [MaxPoint Interactive](http://maxpointinteractive.com), the company that helps retailers and brands drive local in-store traffic with its innovative Digital Zip™ technology, today publishes its 101 New Rules for Retail based on a survey of NRF 101st Annual Convention & Expo attendees. Celebrating the show's theme, "Retail's New Rules," MaxPoint hit the show floor to learn attendees' "new rules" for retail in 2012. In honor of the show's 101st year, MaxPoint surveyed 101 retailers, technology vendors and consultants and found four common themes:

- **Mobile Adoption** – Whether it was launching a mobile shopping app or enabling mobile payments, attendees placed great emphasis on the need for a mobile strategy in 2012.
- **Creating a Seamless Cross-Channel Customer Experience** – Attendees recognized the continued need to provide a seamless cross-channel experience. One attendee commented, "It shouldn't matter what channel my customer comes in through or whether they use multiple channels before ultimately making their purchase. They should receive the same experience at every touch point."
- **Security** – From PCI compliance to securing customer information, security is a top priority for many show attendees this year.
- **Customer Service** – A number of respondents shared that they will be placing more emphasis on better customer service and satisfying the customer at every interaction in 2012 because "people remember good service."

"Our survey revealed that retailers and the vendors that serve them have reverted back to the very first rule of retail – put the customer first. Many of the rules attendees shared – whether it was the enablement of mobile payments or focusing on regional relevance – came back to creating the best possible experience for the consumer," commented MaxPoint's Vice President of Marketing Lynn Vitello. "But one attendee summed it up best when he commented that 'there is no rule' because he doesn't want to restrict himself to what he can do this year. His comment captures the innovative nature of this show perfectly."

To see all 101 New Rules for Retail, please visit, <http://maxpointinteractive.com/insights/retailrules>, or share your new rule for retail by tweeting us @MaxPoint_Int.

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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