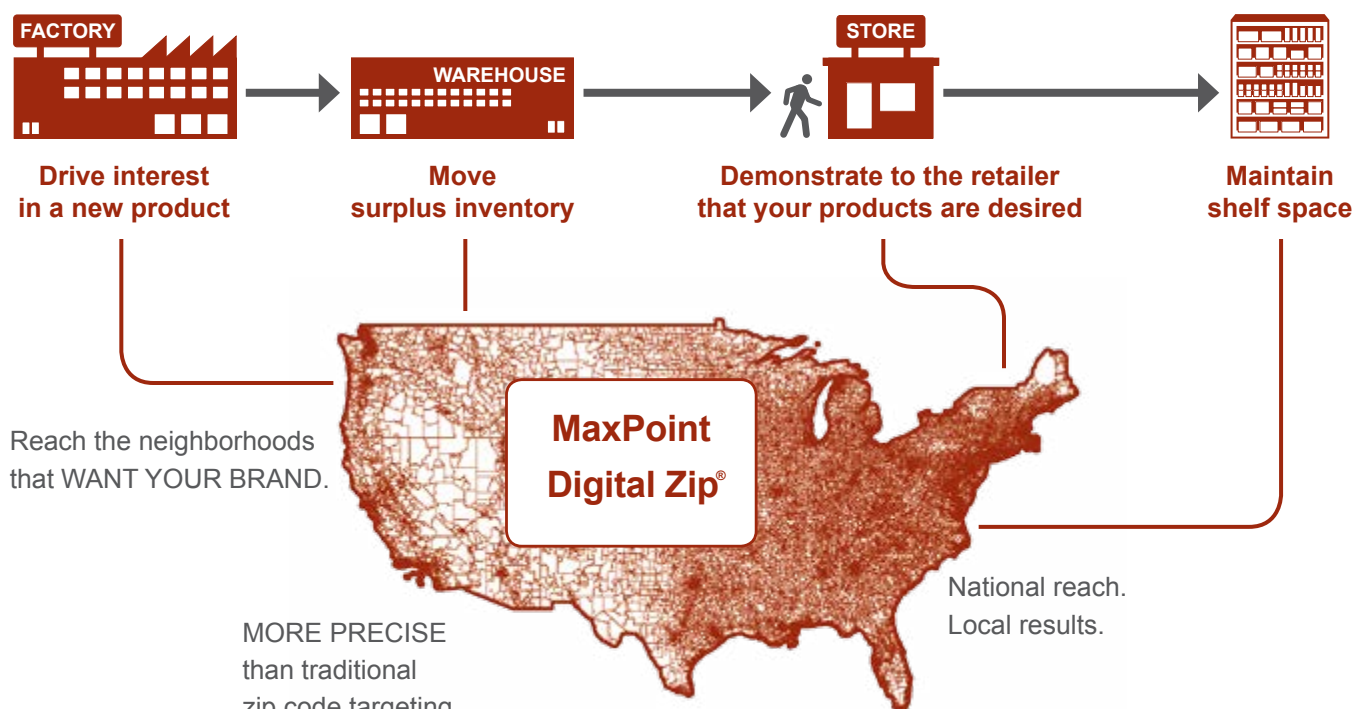# Drive Demand. On Time.

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

Generate store-level demand in order to:

FACTORY

WAREHOUSE

STORE

Drive interest in a new product

Move surplus inventory

Demonstrate to the retailer that your products are desired

Maintain shelf space

Reach the neighborhoods that WANT YOUR BRAND.

MaxPoint Digital Zip®

National reach. Local results.

MORE PRECISE than traditional zip code targeting.

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**

MAXP⦿INT

Pinpoint Neighborhoods. Drive Sales.

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

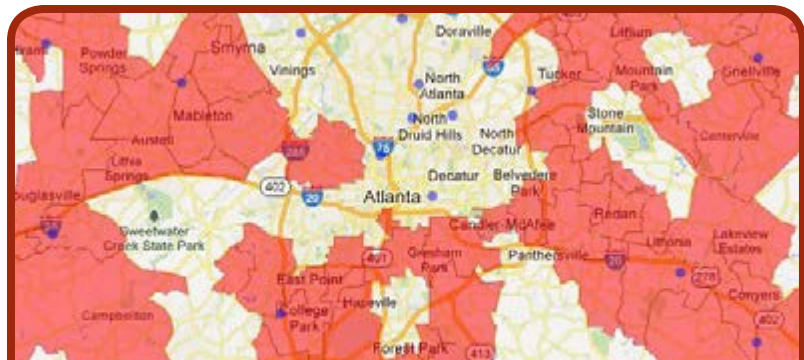Looking for a better way to reach your best customers? MaxPoint has the IDEAL SOLUTION.

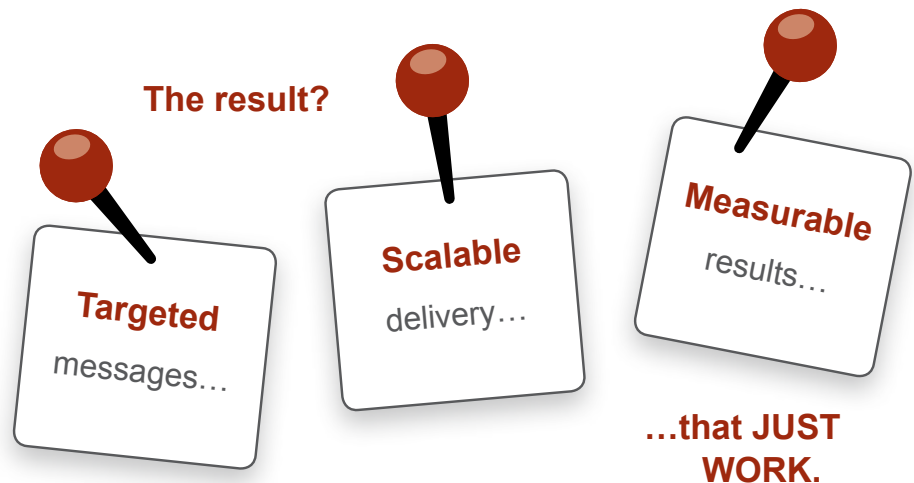1 – We overlay product consumption data onto our Digital Zips®.

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.

Demo and Radius Targeting with POS Data

Target the neighborhoods that use your competitors brands.

The result?

Targeted messages…

Scalable delivery…

Measurable results…

…that JUST WORK.

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

MAXPOINT

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

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www.maxpoint.com