Simplify. Scale. Sell.

Move your customers from on-screen to IN-STORE to DRIVE LOCAL SALES efficiently and effectively.

STORE

Precisely reach interested neighborhoods.

Efficiently drive them to your local store.

Brands and retailers must **accurately reach** an audience that is **ready and willing to buy** in order to **drive demand** to their local locations.

MaxPoint's **proven** solutions **pinpoint** specific neighborhoods full of **interested** and **qualified** customers across the country.

We incorporate **multiple data sources** for you to create campaigns that are **incredibly precise** yet **simple to execute.**

A proven solution that provides **ACTIONABLE, NEIGHBORHOOD-LEVEL** insights and results.

MAXPOINT
INTERACTIVE℠

Data Makes the Difference.

The MaxPoint Interactive solution brings together ADVANCED TECHNOLOGY and data sources to create a solution that is SIMPLE, EFFECTIVE and BRAND SAFE.
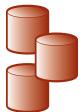
Proprietary **Digital Zip™** technology allows targeting to **scale nationwide.**

By **2014** the web will influence **$1.4 trillion worth of in-store sales.**[1]

MaxPoint Interactive is able to incorporate multiple, **neighborhood-level** data sources into a **real-time, comprehensive,** multi-format media buy.

Cookie-free technology provides **local scale** but **eliminates privacy concerns.**

Execute business intelligence data mining against **demographic, point-of-sale,** and **other datasets.**

STORE

Turn on campaigns within **24 hours.**

About MaxPoint

For retailers and brands, MaxPoint Interactive's retail advertising platform drives in-store sales. Its Digital Zip™ technology delivers the most effective and scalable neighborhood-level online campaigns.

NEW YORK, NY | CHICAGO, IL | AUSTIN, TX | RALEIGH/DURHAM, NC

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[1]Forrester Research, 2009

Learn more about **MaxPoint Interactive's Retail Advertising Platform** at **maxpointinteractive.com.**

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