



Washington, D.C. Ranks Most Environmentally Conscious City in the U.S. According to MaxPoint Interactive Interest Index

MaxPoint's Digital Zip Technology Analyzes Billions of Data Points and Finds Neighborhoods That Act on Going Green Differ from Those Generally Interested in Environmental Issues

Raleigh, N.C. – April 24, 2012 – In honor of Earth Day, [MaxPoint Interactive](#), the company that helps retailers and brands drive local in-stores sales with its innovative Digital Zip™ technology, today issued the results of an indexing study that analyzed billions of data points to determine the U.S. neighborhoods that are the most eco-friendly. Washington, D.C. – specifically neighborhoods like Adams Morgan, Dupont Circle and North Old Town – ranked the highest based on their passion for environmental news and issues. Washington, D.C. was followed by Austin, TX, and Honolulu, HI.

The top 10 cities that showed the greatest interest in eco-friendly products and issues include:

- Washington DC
- Austin, TX
- Honolulu, HI
- San Francisco, CA
- Medford, OR
- Portland, ME
- Tampa, FL
- Burlington, VT
- Milwaukee, WI
- Columbus, OH

In this particular indexing study, MaxPoint discovered that there are two very distinct neighborhood types when it comes to going “green” – those who demonstrate interest by reading and discussing environmental issues and those who make purchasing decisions to support environmentally friendly products.

The “Talkers”

According to MaxPoint’s research, key neighborhoods in Washington, D.C. – specifically Adams Morgan, Dupont Circle and North Old Town - are passionate about eco-friendly products and services. These neighborhoods trended high on research and discussions on topics such as energy efficiency, alternative fuels, hybrid cars and organic food. The index study also found that the demographic of these consumers were high income, college educated young adults.

The “Walkers”

Alternatively, Austin, TX residents – particularly those residing in Cedar Park, Round Rock and Rosedale – were more likely to act on purchasing eco-friendly products like household cleaners,

biodegradable products and hybrid cars. The demographic of this group were primarily middle-class, married homeowners with children.

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

- A major luxury car dealer was looking to increase overall brand awareness of its new hybrid vehicle and drive sales in areas where near-term purchases were most likely. MaxPoint helped the company drive traffic to specific dealerships by targeting like-minded, environmentally conscious drivers with the disposable income available to purchase such a high-end eco-friendly vehicle.
- A major solar solutions company was interested in targeting the neighborhoods across the U.S. most likely to purchase a solar panel to power their homes. As a result of a focused digital advertising campaign, the company was able to target consumers passionate about the environment, who own homes, have good credit and have an average household income of \$60K or higher.

“The results of this Interest Index were particularly surprising because we found that we have clusters of consumers who are ‘talking the talk’ and some that are ‘walking the walk’ when it comes to acting in an environmentally friendly way, yet both groups are important to advertisers,” said Gretchen Joyce, chief operating officer of MaxPoint Interactive. “Many retailers and brands are interested in building brand awareness with a captive audience and focusing in on the consumers that are interested in buying the product right away. The results of this index provide a very real snapshot of the behaviors, demographics and locations of these groups, which makes it easy for us to create highly effective advertising campaigns that help advertisers achieve both branding and revenue goals.”

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 April Interest Index, the company scored each neighborhood across hundreds of topics related to consumers interested in and purchasing eco-friendly products like hybrid cars, as well as green technology such as solar panels and alternative fuels.

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, follow us on Twitter [@maxpoint_int](https://twitter.com/maxpoint_int) and subscribe to the [OnPoint blog](#).

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