



## **A Multiplayer Industry: MaxPoint Identifies U.S. Neighborhoods with the Most Gaming Early Adopters vs. Latecomers**

*Company Helps Game-Related Brands and Retailers Target Distinct Groups of Shoppers with Neighborhood-Level Digital Advertising*

**Raleigh, N.C. – March 21, 2013** – As the gaming industry gears up for the annual [Game Developers Conference](#) in San Francisco, [MaxPoint](#), the company that helps retailers and brands drive local in-store sales with its innovative Digital Zip® technology, has identified U.S. cities with the neighborhoods most interested in gaming. By analyzing billions of in-store purchases and online data points, MaxPoint identified two distinct groups of gamers: early adopters, or those looking for the latest gaming technology, and latecomers, or gamers who prefer time-tested technologies.

According to the NPD Group, retail sales of gaming hardware, software and accessories totaled \$13.26 billion in 2012. As the industry continues to grow, it is becoming increasingly important for advertisers to know where to find gamers and what motivates them to buy. MaxPoint's proprietary interest data indicates that these groups approach gaming-related products from different perspectives and have different needs in the purchase cycle.

MaxPoint found that early adopters tend to be college-educated, single homeowners with an average income of more than \$60,000 per year. They purchase the latest gaming equipment and stay informed about the newest gaming trends. According to the Index, neighborhoods with a high concentration of early adopters can be found in the following cities:

- Boston, MA
- Dallas, TX
- Fairbanks, AK
- Fort Smith, AR
- Hartford, CT
- Los Angeles, CA
- Louisville, KY
- Milwaukee, WI
- New York, NY
- Parkersburg, WV
- Philadelphia, PA
- Phoenix, AZ
- Rapid City, SD
- Rockford, IL
- San Diego, CA
- San Francisco, CA
- Terre Haute, IN

Latecomers, on the other hand, are often married homeowners without a college degree. Making less than \$60,000 per year, these consumers limit gaming purchases to proven equipment and casually stay informed about gaming developments. Neighborhoods with a high concentration of latecomers can be found in the following cities:

- Bangor, ME
- Birmingham, AL
- Charleston, WV
- Clarksburg, WV
- Fargo, ND
- Greenville, NC
- Johnstown, PA
- Knoxville, TN
- Lubbock, TX
- Minneapolis, MN
- Oklahoma City, OK
- Quincy, IL
- Sacramento, CA
- Savannah, GA
- Spokane, WA
- Tri-Cities, TN
- Wichita Falls, TX

“Advertisers charged with promoting game-related products tend to rely on general knowledge about gamers as the foundation for their campaigns. But, as we learned when examining our interest data, the gaming industry’s consumers are distinctly different. Advertising solely on general profiles doesn’t take into account the specific needs, interests and buying behaviors of various types of gamers, such as early adopters and latecomers,” said MaxPoint COO Gretchen Joyce.

For example, when Ubisoft launches *Assassin’s Creed IV: Black Flag* next year, it will get the most out of its digital advertising if it tailors its approach to specific gamers. An ad that encourages shoppers in “early adopter” neighborhoods to pick up *Assassin’s Creed IV: Black Flag* from their local gaming stores will be successful; that same ad may fall flat, however, in “latecomer” neighborhoods. Instead, an ad that offers a discount on *Assassin’s Creed III* or another time-tested version may resonate with and generate higher response rates in “latecomer” neighborhoods.

### **Interest Data in Action**

Using the data gleaned from the Index, MaxPoint executed a digital advertising campaign on behalf of a media rental company, targeting latecomers likely to rent video games in neighborhoods near its retail locations. The ads offered a promotional coupon for a free rental and resulted in a response rate nearly four times the industry average.

MaxPoint also leverages its knowledge about gamers in campaigns for portable gaming consoles, video games and accessories, including vibrating controllers and headsets.

### **About the MaxPoint Interest Index**

Using its unique [Digital Zip](#) technology, MaxPoint analyzes billions of data points consumed by neighborhoods across the United States such as: offline point-of-sale data, social media, videos, music, local Web pages and online magazines. For the March Interest Index, the company scored each neighborhood across hundreds of online topics related to consumers’ interest in games such as *Assassin’s Creed*, *Halo*, *Minecraft* and *World of Warcraft*, as well as gaming systems including PlayStation and Xbox. MaxPoint combined its proprietary interest data with point-of-sale data for items such as gaming consoles, controllers, personal computers, tablets and video games.

### **About MaxPoint**

MaxPoint’s retail advertising platform drives in-store traffic for retailers and brands. The company’s Digital Zip® technology delivers the most effective and scalable hyperlocal 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, Los Angeles, Atlanta, Austin, Bentonville, Cincinnati, and Raleigh. For more information visit [www.maxpoint.com](http://www.maxpoint.com), follow us on Twitter [@maxpoint\\_int](https://twitter.com/maxpoint_int), and subscribe to the [OnPoint blog](#).

### **Contact:**

Amy Peterson  
fama PR  
617-986-5026  
[maxpoint@famapr.com](mailto:maxpoint@famapr.com)





# A Multiplayer Industry:

## Gaming's Early Adopters and Latecomers

**AVERAGE**  
**12**  
**YEARS**

(Entertainment Software Rating Board)

The average adult gamer has played computer and video games for 12 years.



**40%** of all gamers are female.

(Entertainment Software Rating Board)

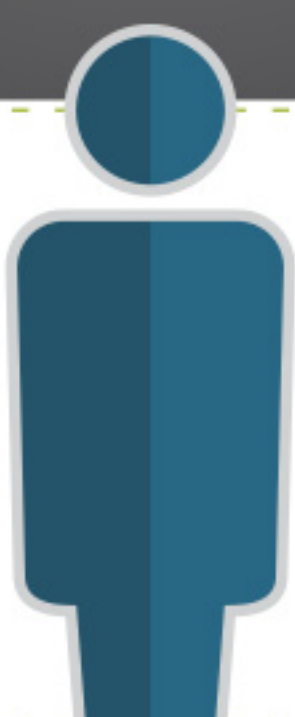
**\$13,260,000,000**

Retail sales of gaming hardware, software, and accessories in 2012  
(NPD Group)

### early adopter

a gamer who uses the newest technologies

- + Single
- + Homeowner
- + Bachelor's or master's degree
- + Income: \$60,000+ per year
- + Strengths: purchasing the latest gaming equipment; staying informed about the newest gaming trends



### latecomer

a gamer who prefers time-tested technologies

- + Married
- + Homeowner
- + Less than a college education
- + Income: <\$60,000 per year
- + Strengths: limiting gaming purchases to proven equipment; casually staying informed about gaming developments

### { online topics }

What gamers search for online:

- Assassin's Creed
- Halo
- Minecraft
- PlayStation
- World of Warcraft
- Xbox

What **early adopters** also search for online:

- 3D printing
- Apple iWatch
- Lytro camera
- Google Glass
- iPhone 5S

### { purchase data }

What gamers purchase:

- game controllers
- gaming consoles
- personal computers
- tablets
- video games

Where gamers shop:

- Best Buy
- RadioShack
- h.h. gregg

### { where to find early adopters }

Early adopters can be found in select neighborhoods here:

- Q Boston, MA
- Q Dallas, TX
- Q Fairbanks, AK
- Q Fort Smith, AR
- Q Hartford, CT
- Q Los Angeles, CA
- Q Louisville, KY
- Q Milwaukee, WI
- Q New York, NY
- Q Parkersburg, WV
- Q Philadelphia, PA
- Q Phoenix, AZ
- Q Rapid City, SD
- Q Rockford, IL
- Q San Diego, CA
- Q San Francisco, CA
- Q Terre Haute, IN



Fairbanks, AK

218 households



Philadelphia, PA

800 households



San Francisco, CA

496 households



Terre Haute, IN

1,408 households

### Neighborhood Snapshots

total households in highlighted neighborhoods

### { where to find latecomers }

Latecomers can be found in select neighborhoods here:

- Q Bangor, ME
- Q Birmingham, AL
- Q Charleston, WV
- Q Clarksburg, WV
- Q Fargo, ND
- Q Greenville, NC
- Q Johnstown, PA
- Q Knoxville, TN
- Q Lubbock, TX
- Q Minneapolis, MN
- Q Oklahoma City, OK
- Q Quincy, IL
- Q Sacramento, CA
- Q Savannah, GA
- Q Spokane, WA
- Q Tri-Cities, TN
- Q Wichita Falls, TX



Bangor, ME

412 households



Johnstown, PA

557 households



Lubbock, TX

862 households



Sacramento, CA

356 households

**MAX**POINT