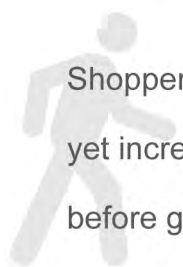


Digital Marketing Drives In-Store Purchase.

Target your **MOST VALUABLE** shoppers
DYNAMICALLY and EASILY, with
ALL of the precision and
NONE of the waste.



Shoppers spend their money close to **HOME**
yet increasingly spend more time **ONLINE**
before going to the **STORE**

Using a variety of offline data sources, MaxPoint's Digital Zip™ technology finds and delivers your target audience to **DRIVE PURCHASES** at your local retailer.

MaxPoint is a great **DIGITAL** addition to your current Shopper Marketing initiatives, directly resulting in moving products off the shelves. We reach your audience **FAST!** Activate your MaxPoint Shopper Marketing campaign in **2-3 DAYS** instead of weeks.

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

75% of all U.S. consumer spending occurs at retail locations within **15 miles** of one's home.¹

Digital is the **#1** medium for ages **18-44** and is tied with TV for ages 45-54.²

By **2014**, the Web will be influencing **\$1.4 trillion** worth of in-store sales.³

MAXPOINT
INTERACTIVESM

¹U.S. Census Data, 2009 ²Forrester Research, 2010 ³Forrester Research, 2009

Learn how **MaxPoint** advances **shopper marketing programs**.
Call **1-800-916-9960** or Email **shoppermarketing@maxpointinteractive.com**.