

Digital Advertising Drives In-Store Purchases

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**

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

Digital is the **#1** medium for ages **18-54**.²

Using a variety of data sources, MaxPoint's proprietary Digital Zip® technology finds your target audience online. We pinpoint this qualified audience and deliver your ads to **DRIVE PURCHASES** at your key retail partners.

MaxPoint is a great **DIGITAL** addition to your current shopper marketing initiatives, directly moving products off the shelves. Activate your MaxPoint shopper marketing campaign in hours instead of weeks.

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

About MaxPoint

MaxPoint's retail advertising platform drives in-store traffic for retailers and brands. Our Digital Zip® technology delivers the most effective and scalable neighborhood-level online campaigns.

NEW YORK | **CHICAGO** | **LOS ANGELES** | **ATLANTA**
AUSTIN | **BENTONVILLE** | **CINCINNATI** | **RALEIGH**

MAXPOINT

1. US Census Data, 2009 | 2. Forrester Research, 2010 | 3. Forrester Research, 2009

Learn how **MaxPoint** advances **shopper marketing** programs.
Call **800.916.9960** or email **shoppermarketing@maxpoint.com**.

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