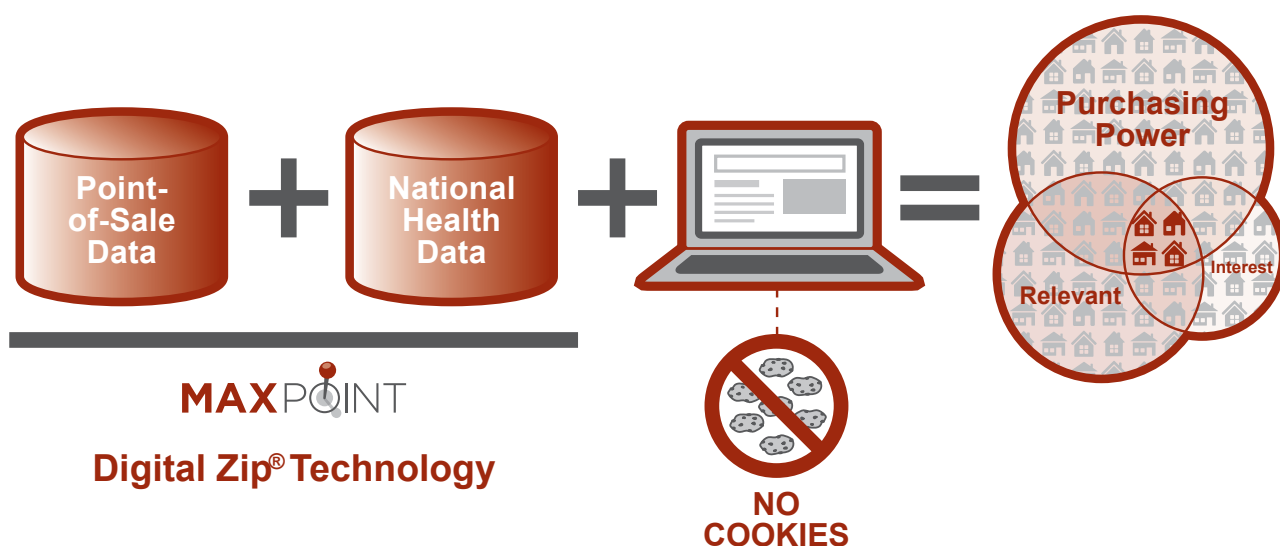# Smart. Safe. Targeted.

What if you could LASER TARGET your desired audience and MAXIMIZE ROI without PRIVACY concerns?

YOU CAN. With Smart Audience Mapping. From MaxPoint.

Point-of-Sale Data + **National Health Data** + [laptop] **NO COOKIES** = **Purchasing Power / Relevant / Interest**

MAXPOINT

Digital Zip® Technology

The **IDEAL** Health solution combines **MULTIPLE DATA SOURCES** to produce a highly relevant audience. It **DOES NOT** rely on aggressive computer targeting methods that put privacy concerns in question. It **DOES** provide national coverage and scale **WITH** ease of deployment.

MaxPoint makes this solution a REALITY:

By delivering **highly interested** audiences

By executing **quickly and easily** at scale

By producing **measurable and maximized** ROI

MAXPOINT

OTC? Prescription? MaxPoint.

NOT ALL Health marketing is the same. MaxPoint has the PROVEN SOLUTIONS for your markets and products.

OTC Marketers

SCENARIO: heart medication manufacturer seeks to efficiently generate awareness for a new OTC drug

GOALS: maximize media spend; drive measurable results

MaxPoint uses point-of-sale data from stores to identify neighborhoods where low regimen aspirin is purchased. That information is cross-analyzed with CDC health data to determine which neighborhoods have a high cardiac disease presence.

Using this combination of data, MaxPoint determines the best Digital Zips (neighborhoods) to target for the campaign. It then delivers ads to those neighborhoods via a targeted, but non-cookie, online advertising platform.

RESULTS: client surpasses campaign goals; database of ideal neighborhoods is established for future marketing

Prescription Drug Marketers

SCENARIO: drug maker seeks to reach women, ages 25–54, that suffer from asthma

GOALS: encourage savings card downloads; encourage patient program enrollment

A pharmaceutical company uses MaxPoint to implement proprietary Interest Targeting. This identifies neighborhoods that not only fit the target profile but that ALSO show interest in asthma and related topics.

In addition, CDC and Demographic data sources are incorporated. Using all of these sources, MaxPoint is able to accurately determine which neighborhoods have the most asthma sufferer hand raisers. The data also shows where the highest amount of asthma content is consumed. These neighborhoods are specifically targeted as a key component of the overall media strategy.

RESULTS: highest CTR of all partners on the media plan as well as one of the top drivers for savings card downloads; client renews the buy

About MaxPoint

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

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

MAXPOINT

Learn more about **MaxPoint's solutions** for the **health industry.**
Call **800-916-9960** or Email **sales@maxpoint.com.**

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