



## **MaxPoint Interest Index Finds Las Vegas Moms Are Those Most Interested in Back-to-School Lunches**

*As Children Head Back to School, MaxPoint Interactive Interest Index Reveals Top U.S. Cities with "Homemade" vs. "On-the-Go" Moms*

**Raleigh, N.C. – August 30, 2012** – [MaxPoint Interactive](#), the company that helps retailers and brands drive local in-store sales with its innovative Digital Zip® technology, today issued the results of an indexing study that reveals the U.S. neighborhoods with moms most interested in back-to-school lunches. After analyzing billions of offline and online data points, MaxPoint found that Las Vegas has the highest concentration of moms looking for and purchasing back-to-school lunch products.

The Index data further reveal that there are two distinct types of moms when it comes to preparing lunches for their children: those who enjoy making lunches from scratch and those who prefer quick, easy and convenient meals. In Las Vegas, Nevada, for example, "homemade" moms dominate the Whitney neighborhood while the Plymouth area outside of South Bend, Indiana, has a high concentration of "on-the-go" moms. This information is extremely valuable to grocers, food manufacturers and CPG companies that are looking for new ways to reach moms through digital shopper marketing and advertising campaigns. By using a hyperlocal approach, these brands can reach the right audience for their products – whether they are ingredients for putting together a lunch from scratch or kid-friendly prepackaged lunches.

The top 10 cities that show the greatest interest in back-to-school lunches are:

1. Las Vegas, NV
2. South Bend, IN
3. Greenwood, MS
4. Anchorage, AK
5. Fresno, CA
6. Chicago, IL
7. Houston, TX
8. Twin Falls, ID
9. Yuma, AZ
10. Salt Lake City, UT

Using the data gleaned from the August Interest Index, MaxPoint implemented hyperlocal digital ad campaigns geared toward specific moms:

- A regional restaurant chain with a line of farm-fresh food products wanted to drive coupon downloads for its premade products in grocery stores. MaxPoint implemented a highly targeted video ad and coupon campaign geared toward moms with kids under the age of 12 who live within a 6–8 mile radius of the restaurant chain's locations.

- A large food production company wanted to drive awareness of its new line of on-the-go meals. MaxPoint created a digital ad strategy targeting moms with kids between the ages of 9 and 17 who previously purchased competitive products within the mini sandwiches category.

“With school starting, moms are looking for new lunch options that fit their families’ lifestyles. By zeroing in on the neighborhoods that over-index for moms who make homemade versus on-the-go meals, we can help advertisers find the best audience for their products,” said Gretchen Joyce, chief operating officer at MaxPoint Interactive. “In order to drive in-store traffic, brands can target moms in different neighborhoods with ads that speak to their specific interests and past purchase behavior.”

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

Using its unique [Digital Zip](#) technology, MaxPoint Interactive 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 August Interest Index, the company scored each neighborhood across hundreds of online topics related to consumers interested in back-to-school lunches, including quick meals, 30-minute preparations, Rachael Ray recipes and bouillon. In addition, MaxPoint evaluated neighborhoods’ past purchases of goods related to homemade lunches (cold cuts, celery, apples, sandwich bags, etc.) and on-the-go products (premade lunches, fruit cups, single-serve snacks, etc.).

#### **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, Los Angeles, Bentonville, Austin and Raleigh-Durham. For more information visit:

[www.maxpointinteractive.com](http://www.maxpointinteractive.com), follow us on Twitter [@maxpoint\\_int](#) and subscribe to the [OnPoint blog](#).

#### **Contact:**

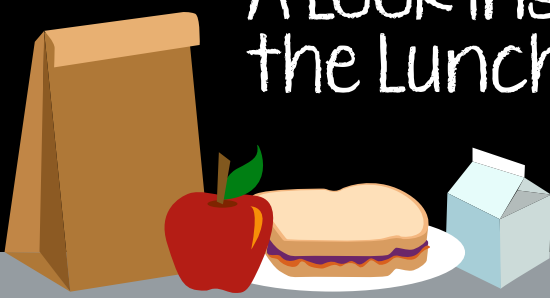
Keri Bertolino

fama PR

617-986-5007

[maxpoint@famapr.com](mailto:maxpoint@famapr.com)

# A Look Inside the Lunch Sack



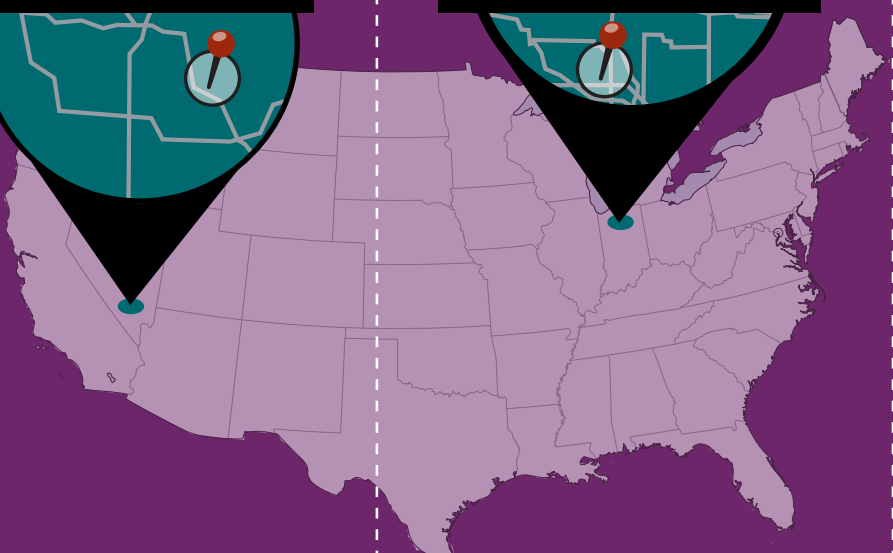
## THE TOP 10 CITIES THAT SHOW THE GREATEST INTEREST IN BACK-TO-SCHOOL LUNCHES:

1. Las Vegas, Nevada
2. South Bend, Indiana
3. Greenwood, Mississippi
4. Anchorage, Alaska
5. Fresno, California
6. Chicago, Illinois
7. Houston, Texas
8. Twin Falls, Idaho
9. Yuma, Arizona
10. Salt Lake City, Utah

## MOMS BY NEIGHBORHOOD

### LAS VEGAS AREA WHITNEY

### SOUTH BEND AREA PLYMOUTH



### "HOMEMADE" MOMS

VS.

### "ON-THE-GO" MOMS



## BILLIONS OF DATA POINTS ANALYZED:



### DEMOGRAPHICS:

Women 25 to 54 with children 5 to 18 years of age

### HOMEMADE MOMS

### ON-THE-GO MOMS

#### KEYWORDS:

- Vegetable oil
- Bouillon
- Made-from-scratch
- Stock

#### KEYWORDS:

- Quick meals
- 30-minute preparation
- Rachael Ray
- Easy dinners

#### ONLINE RECIPES:

- Jo Mama's World Famous Spaghetti
- Chicken Pot Pie
- Clone of a Cinnabon

#### ONLINE RECIPES:

- Quick Chicken Suiza Burritos
- Fast Creamy Cajun Chicken Pasta
- 10-Minute Juicy Hamburgers

#### POS DATA:

- Cold cuts
- Sliced cheese
- Sandwich bags
- Kaiser rolls
- Celery
- Apples

#### POS DATA:

- Prepackaged lunches
- Premade sandwiches
- Bite-size apples
- Bite-size carrots
- Fruit cups
- Single-serve tuna salad



To learn more about hyperlocal digital advertising and MaxPoint's Digital Zip® technology, visit [maxpointinteractive.com](http://maxpointinteractive.com).