



## **MaxPoint Interactive to Present Next Generation Digital Marketing Strategies at the Shopper Marketing Summit**

*MaxPoint and Saatchi & Saatchi X Share How Retailers and Brands Can Harness the Power of Neighborhood-Level Shopper Marketing Campaigns*

**Raleigh, N.C. – April 16, 2012** – [MaxPoint Interactive](#), the company that helps retailers and brands drive local in-store traffic with its innovative Digital Zip™ technology, today announced that its Vice President of Sales, Chris Kozloski, will present alongside Saatchi & Saatchi X Digital Practice Lead Eli Saldivar at the [Shopper Marketing Summit](#), which is being held April 16-18 at the Westin O'Hare.

In this one hour presentation, Kozloski and Saldivar will define the next generation of digital shopper targeting for retailers and brands looking to increase sales through holistic and measurable shopper marketing programs. As consumers become increasingly digital, touch points along the path to purchase increase exponentially. This presentation will explain how attendees can utilize these on- and off-line touch points to gain a better understanding of their shoppers and drive in-store traffic through neighborhood-level targeted campaigns.

**Who:** Chris Kozloski, Vice President of Sales, MaxPoint Interactive  
Eli Saldivar, Digital Practice Lead, Saatchi & Saatchi X

**What:** **Leveraging Next Generation Digital Technology to Create Targeted, Holistic and Measurable Shopper Marketing Programs**  
People naturally associate with others who are like-minded. The same is true within neighborhoods across the country – people with similar interests live near one another. In order to reach the neighborhoods with the most attractive attributes for their product or store, brands and retailers need to learn how to apply next-generation approaches to their shopper marketing campaigns – approaches that pinpoint campaigns at a community level, with the ability to scale to a national level.

**When:** Wednesday, April 18, 9:15 - 10:15am

**Where:** LaSalle C at the Westin O'Hare, Rosemont, Illinois

“At Saatchi & Saatchi X, we strategically maximize our clients’ shopper marketing campaigns with multi-channel advertising solutions which complement in-store executions. By understanding and engaging the shopper, we help build our clients’ business,” said Saldivar. “We are pleased to join MaxPoint at the Shopper Marketing Summit and share our joint successes with others looking to increase the impact of their shopper marketing campaigns.”

**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, Austin and Raleigh-Durham. For more information visit: [www.maxpointinteractive.com](http://www.maxpointinteractive.com), follow us on Twitter [@maxpoint\\_int](https://twitter.com/maxpoint_int) and subscribe to the [OnPoint blog](#).

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