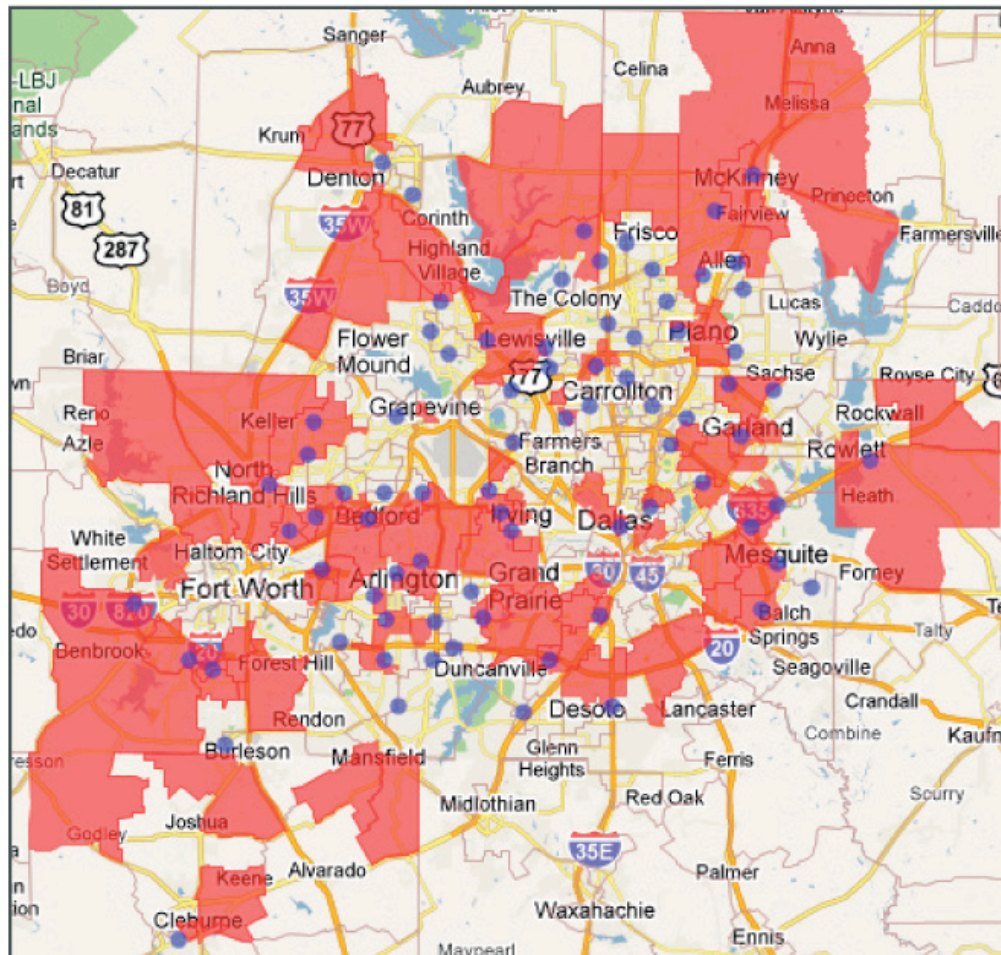


With MaxPoint's Digital Zip Technology, a CPG Brand measured an 11.5% lift in dollar sales and a 16% lift in units sold



- **Goal:** To increase in-store sales of 3 CPG brands among switchers in 27 grocer markets
- **Strategy:** Targeted grocery store shoppers who switch between the store brands and other brands

Shopper Profile

Digital Zips for Grocery shoppers within 8 miles of grocery store locations, in 27 markets, where ads will be served.

# Target Households:	19.8 Million
Average Age:	25-49
Children Ages:	<14
Household Income:	\$20k to 100k

- Target Digital Zips
- Grocery Store Locations