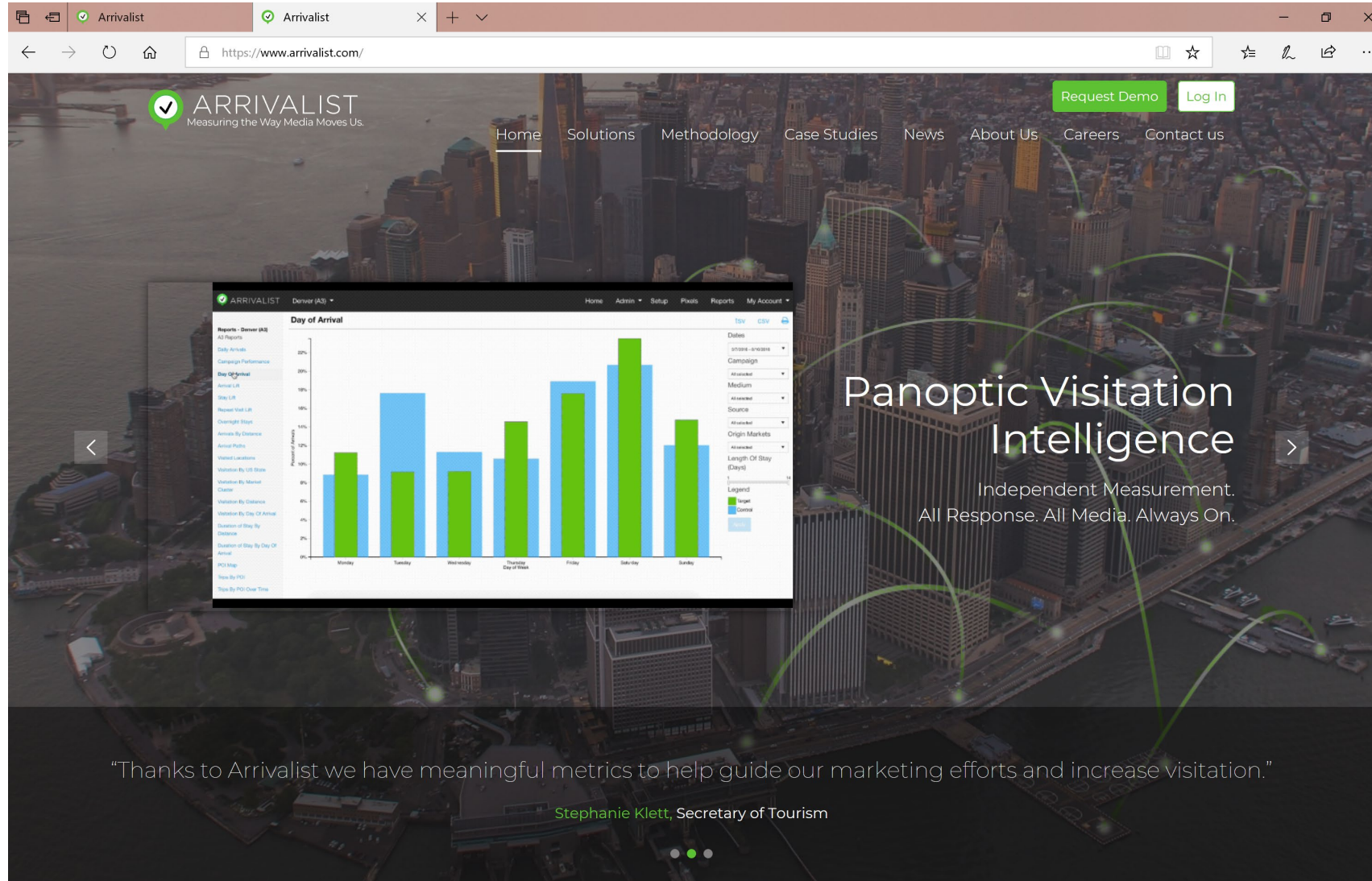


# Arrivalist Seasonal Maps of Actual Visits



CONFIDENTIAL

## ARRIVALIST METHODOLOGY



IMPRESSION



MOVEMENT



ARRIVAL



MEASUREMENT

CONFIDENTIAL

 ARRIVALIST™ ARRIVALIST™

# How to read data for each state

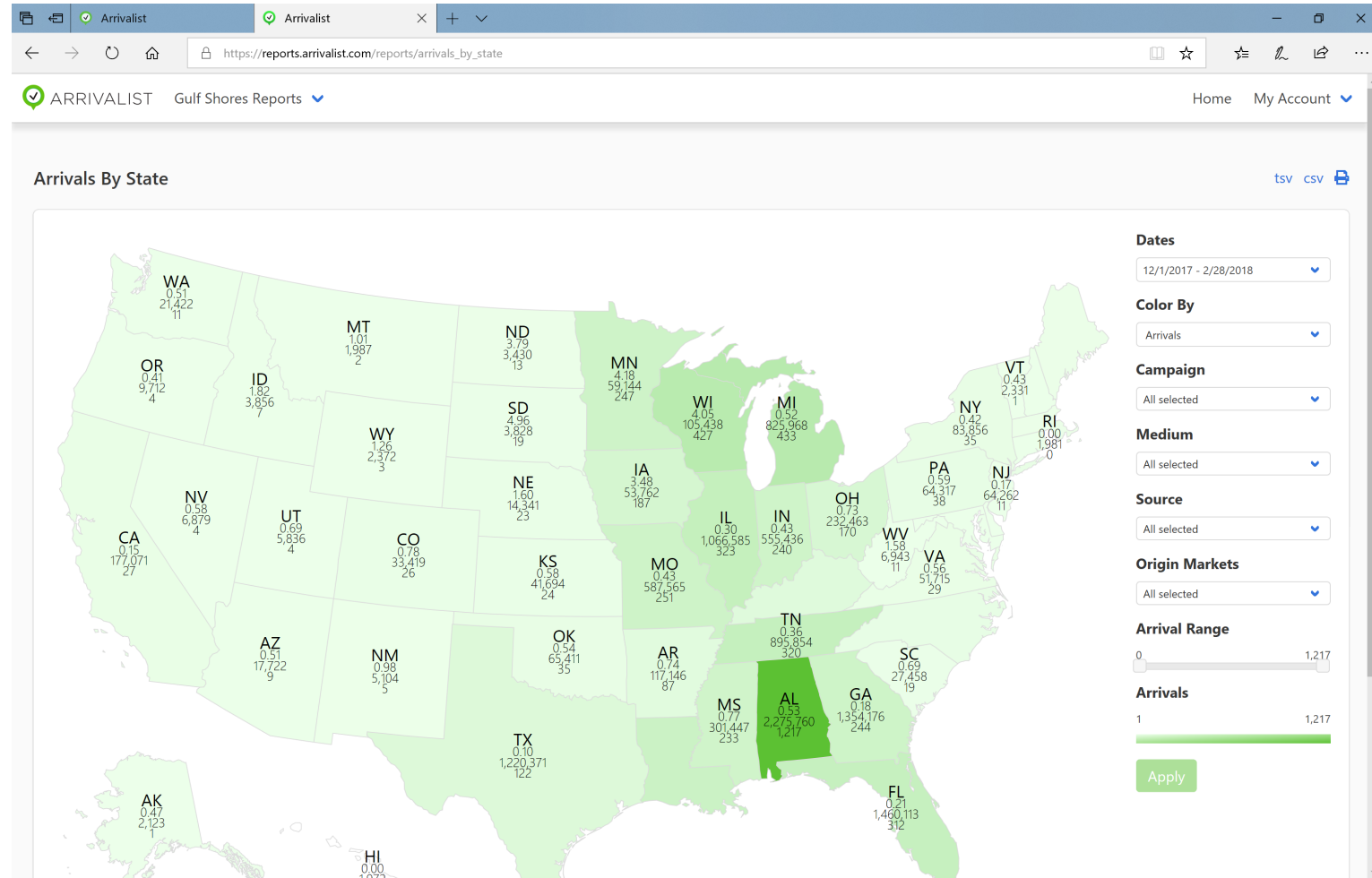
**Arrivalist** is a platform that empowers marketers to **evaluate the link between digital marketing exposures and market visitation**.

Each state in the Arrivals by State map carries 3 numbers:

1<sup>st</sup> #: Arrivals per Thousand (APM)  
The Arrivalist benchmark is 0.09.

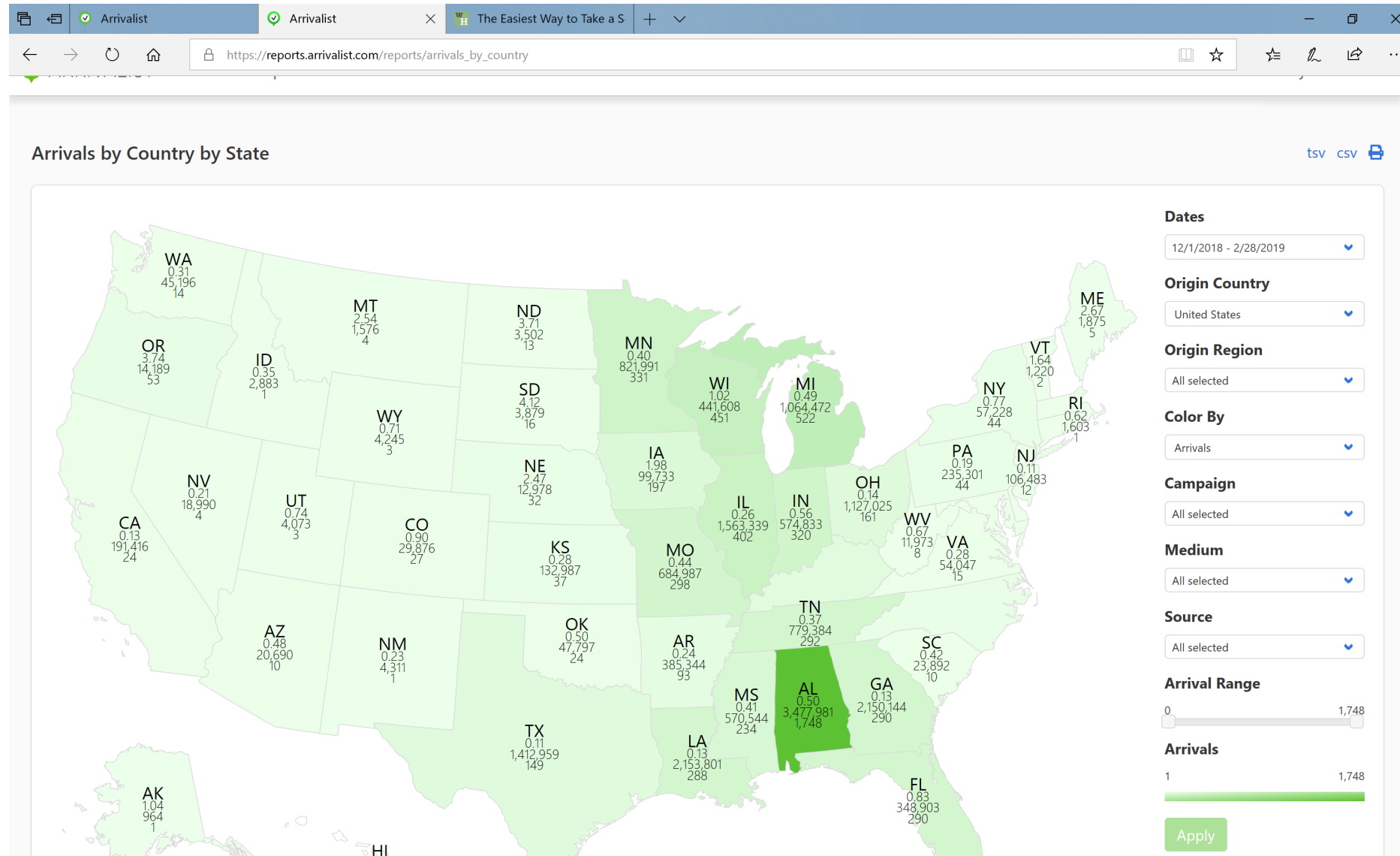
2<sup>nd</sup> #: Total Exposures for that State for the timeframe of the report period.

3<sup>rd</sup> #: Total Arrivals to the State for the timeframe of the report period.

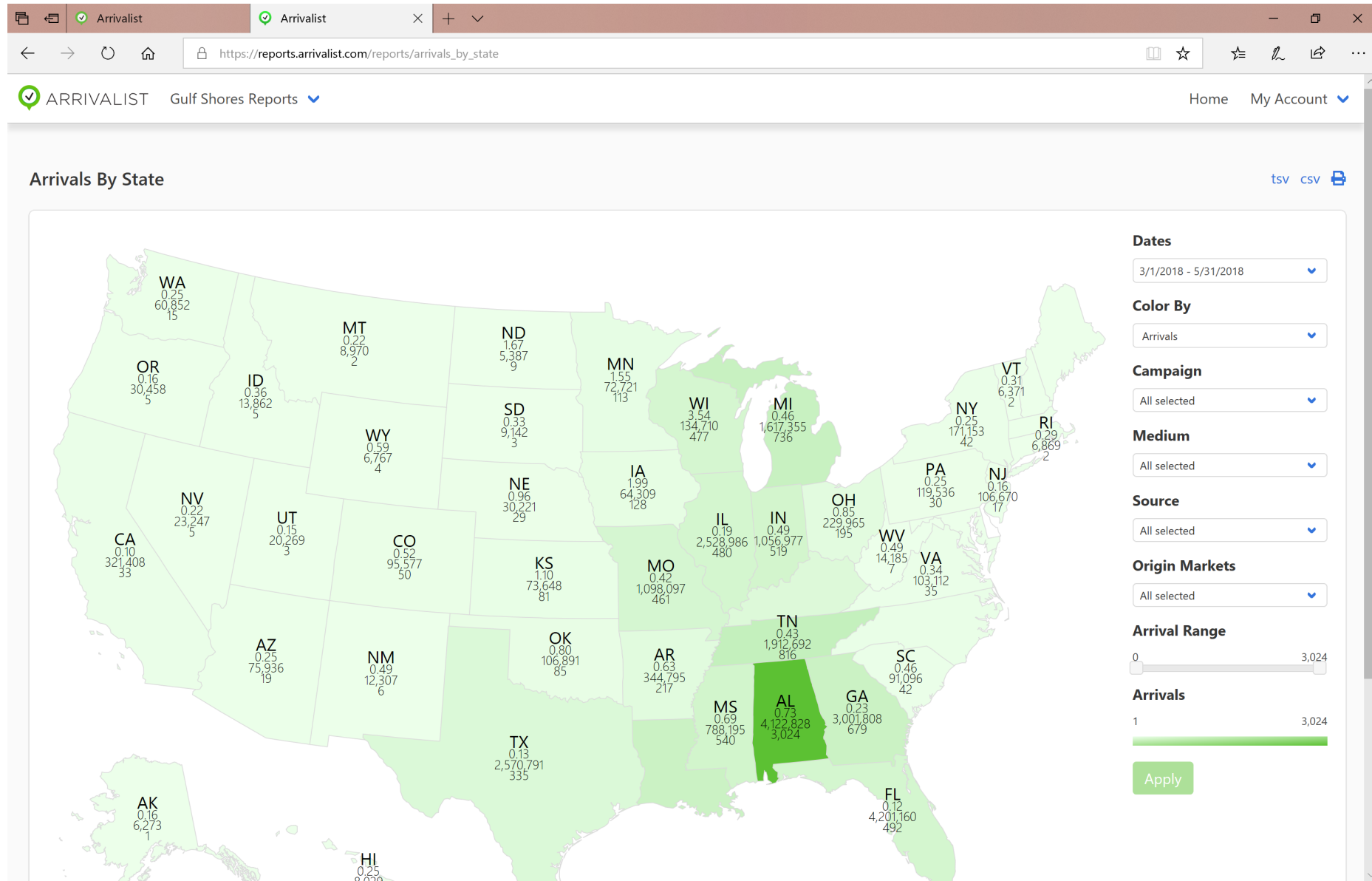




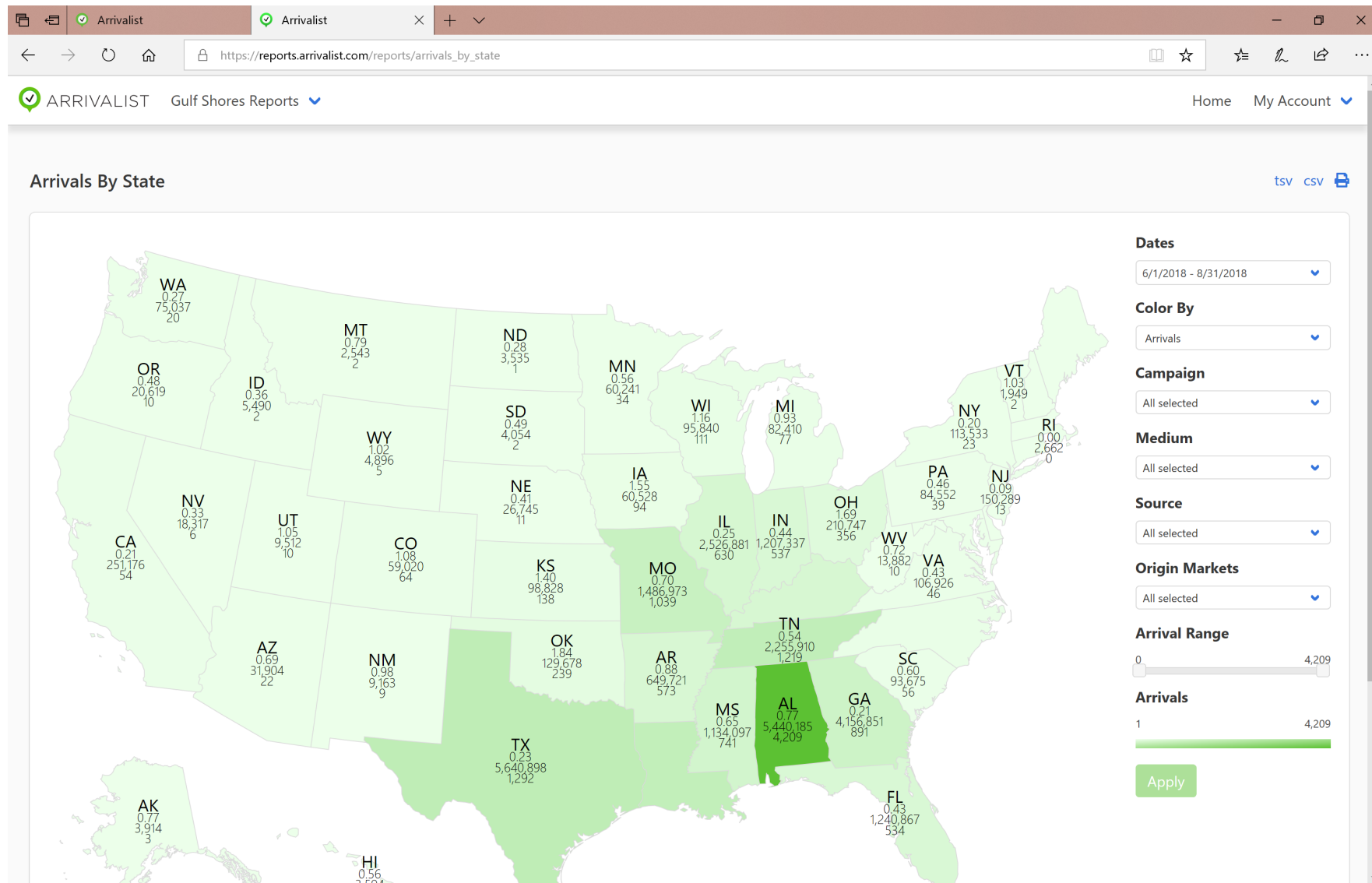
# Winter (December 1, 2018 – February 28, 2019)



# Spring (March 1, 2018 – May 31, 2018)



# Summer (June 1, 2018 – August 31, 2018)



Fall (September 1, 2018 – November 30, 2018)

