

# Arrivalist Seasonal Maps of Actual Visits

The screenshot displays the Arrivalist website interface. At the top, the navigation menu includes Home, Solutions, Methodology, Case Studies, News, About Us, Careers, and Contact us. A 'Request Demo' and 'Log In' button are visible in the top right. The main content area features a large aerial cityscape background with the text 'Panoptic Visitation Intelligence' and the tagline 'Independent Measurement. All Response. All Media. Always On.' A central inset window shows a 'Day of Arrival' bar chart for Denver, CO, comparing 'State' (green) and 'Campaign' (blue) visits across the days of the week. The chart shows a peak in visits on Saturday for both categories. A testimonial at the bottom reads: "Thanks to Arrivalist we have meaningful metrics to help guide our marketing efforts and increase visitation." attributed to Stephanie Klett, Secretary of Tourism.

ARRIVALIST  
Measuring the Way Media Moves Us.

Home Solutions Methodology Case Studies News About Us Careers Contact us

Request Demo Log In

ARRIVALIST Denver (AZ)

Home Admin Setup Pixels Reports My Account

Reports - Denver (AZ)  
All Reports  
Daily Arrivals  
Campaign Performance  
Day of Arrival  
Arrival L1B  
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Arrival L100B

Day of Arrival

Percent of Arrivals

Day of Week

Monday Tuesday Wednesday Thursday Friday Saturday Sunday

Legend  
State  
Campaign

Dates  
Campaigns  
Mediums  
Sources  
Origin Markets  
Length Of Stay (Days)

Panoptic Visitation Intelligence

Independent Measurement.  
All Response. All Media. Always On.

"Thanks to Arrivalist we have meaningful metrics to help guide our marketing efforts and increase visitation."

Stephanie Klett, Secretary of Tourism

CONFIDENTIAL

# ARRIVALIST METHODOLOGY



IMPRESSION



MOVEMENT



ARRIVAL



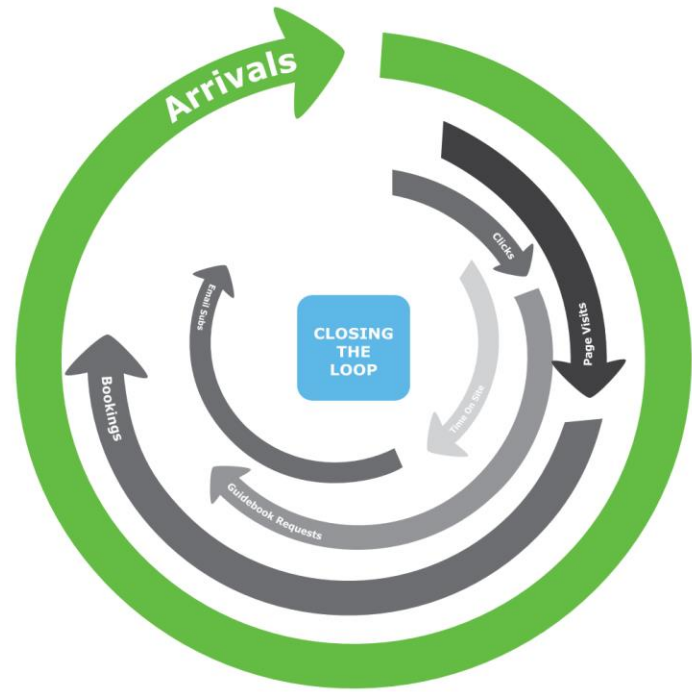
MEASUREMENT

# ARRIVALIST CLOSES THE ROI LOOP

Arrivalist anonymously measures location changes of network-enabled computing devices after a sequence of media exposures to identify which messages influenced visitors to experience your destination.

Our clients use this information to calculate and improve their ROI on media spend - and increase visitation.

**WE MAKE YOUR MARKETING DOLLARS SMARTER, TRACKABLE AND PERFORM BETTER.**



# How to read data for each state

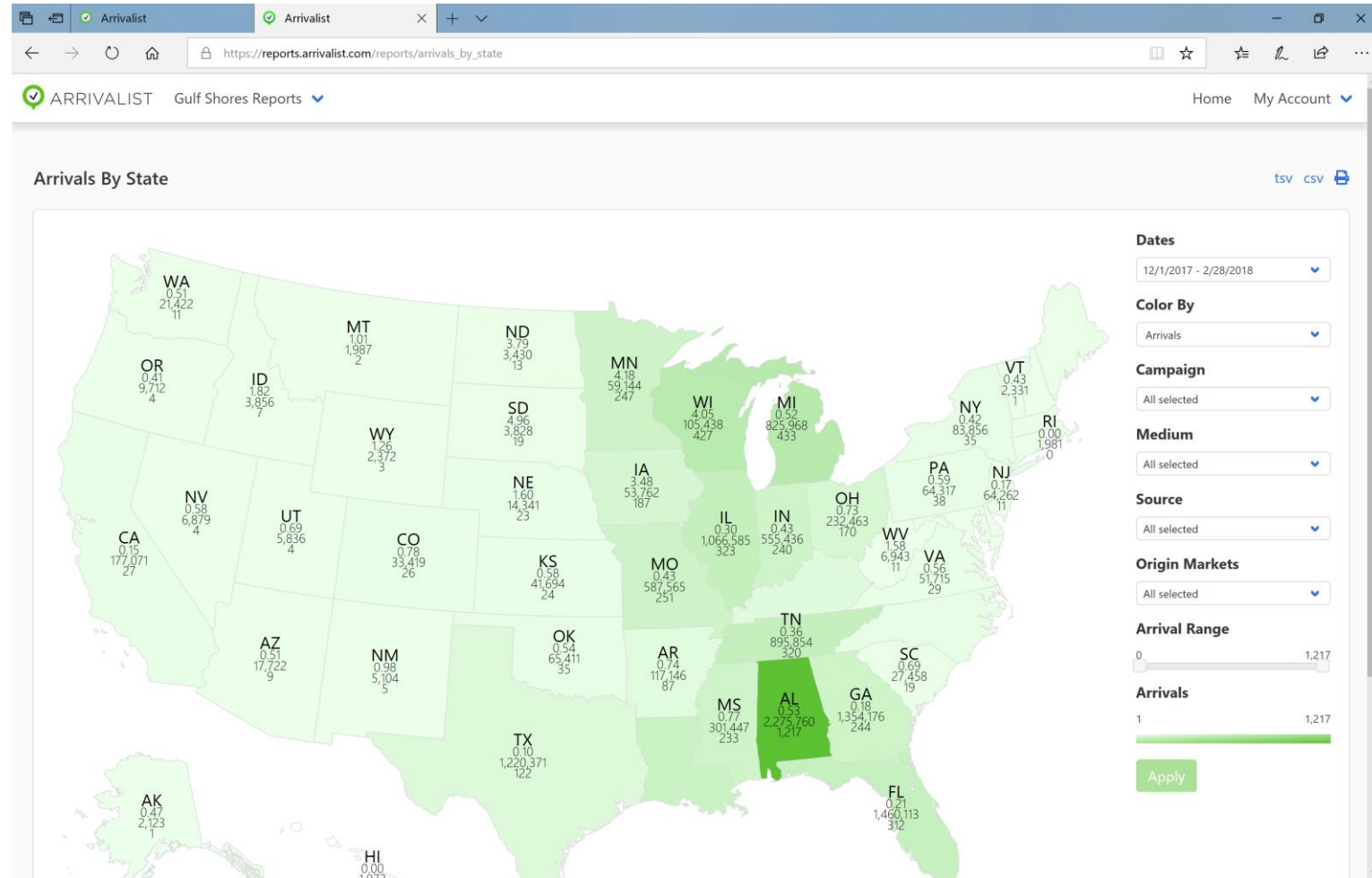
**Arrivalist** is a platform that empowers marketers to **evaluate the link between digital marketing exposures and market visitation.**

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

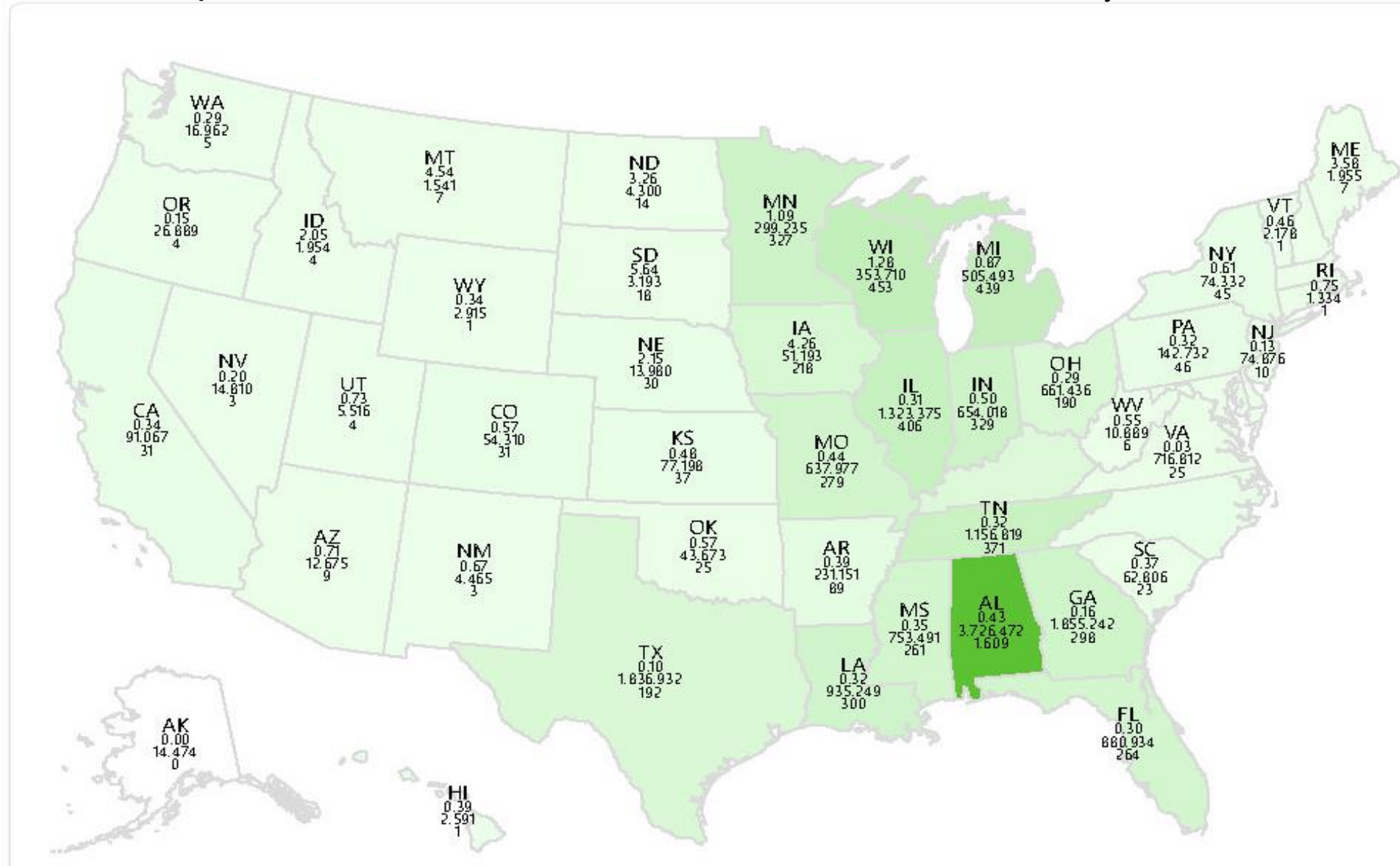
1<sup>st</sup> #: Arrivals per Thousand (APM)  
The Arrivalist benchmark is 0.09.

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

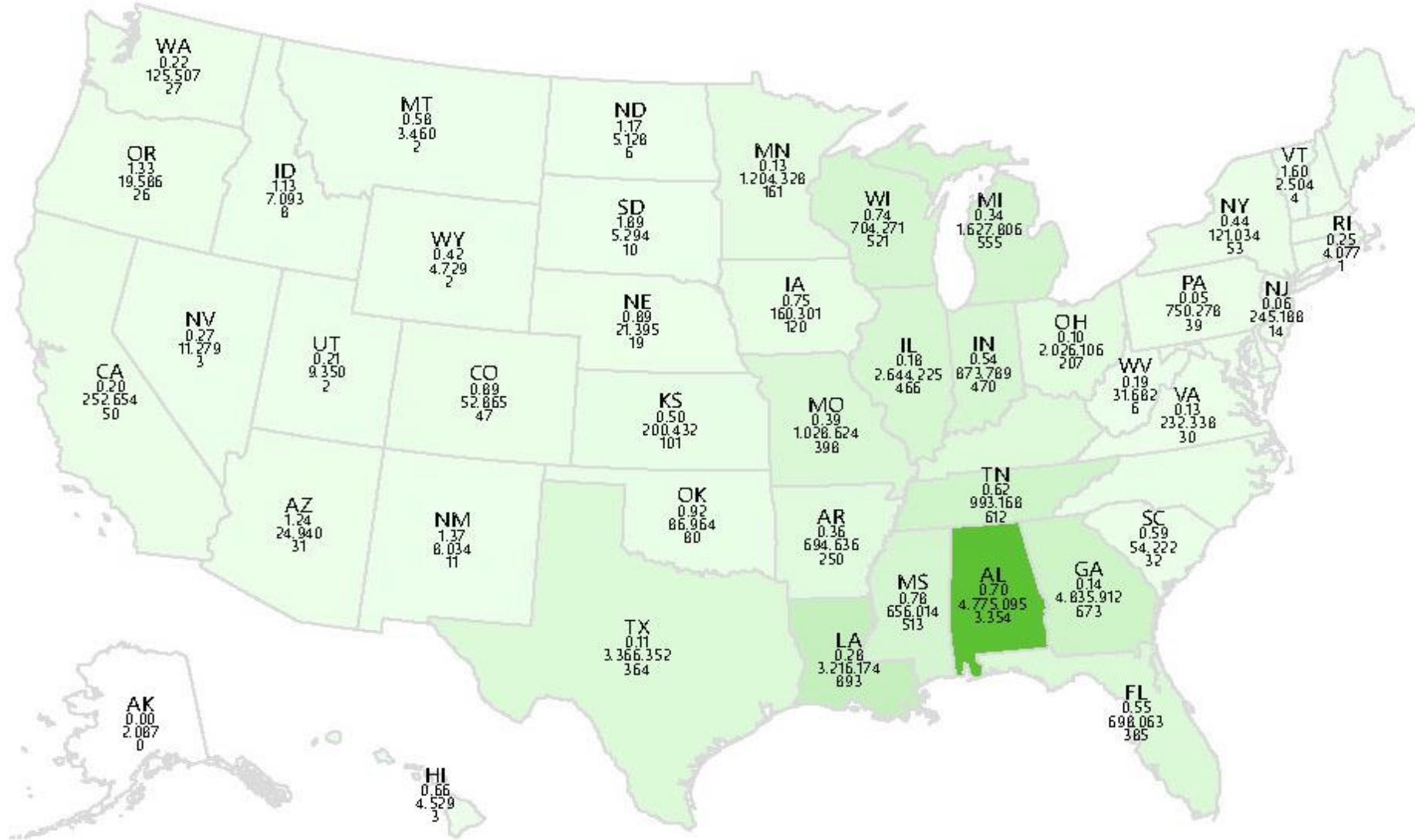
3<sup>rd</sup> #: Total Arrivals to the State for the timeframe of the report period.



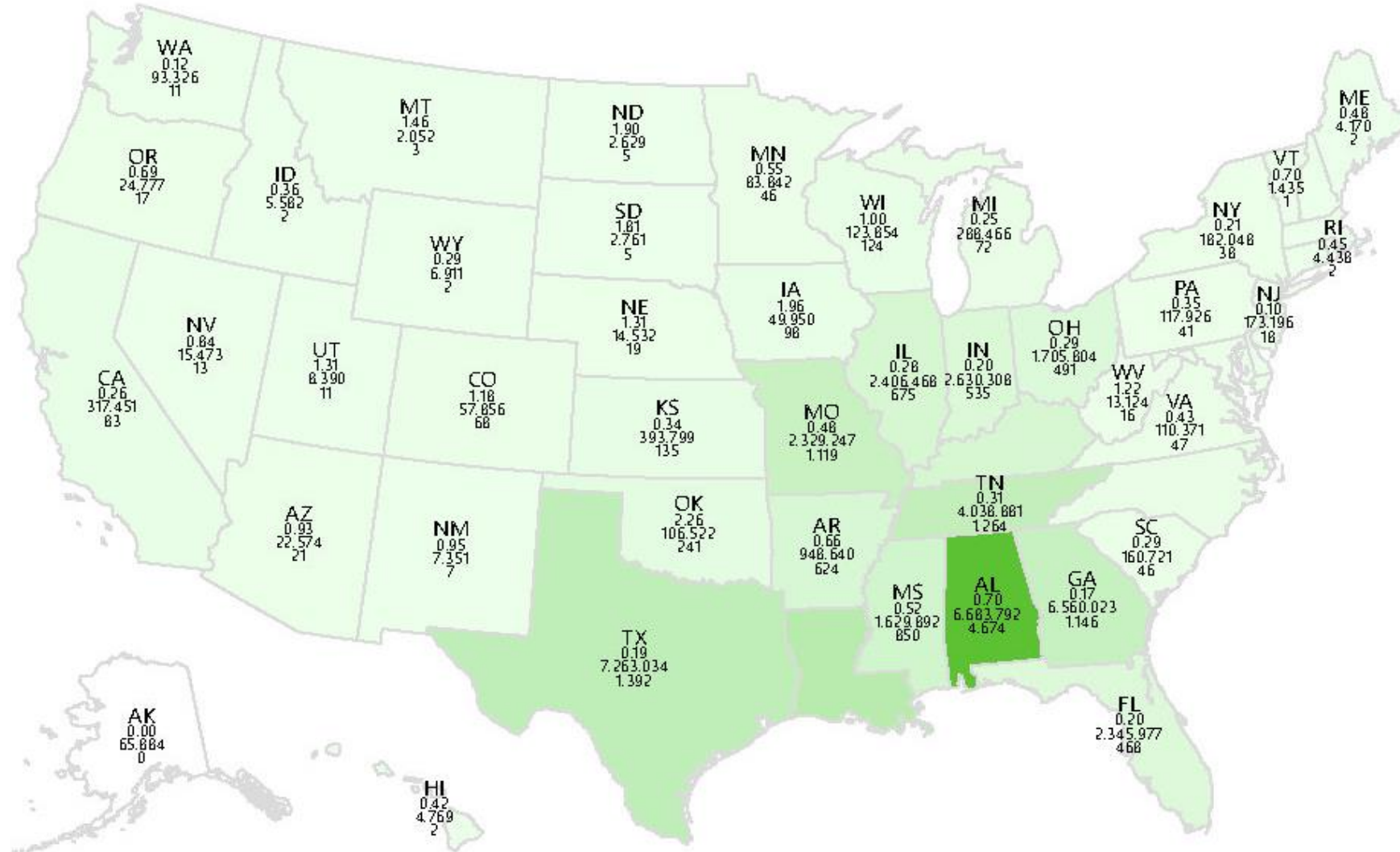
# Winter (December 1, 2019 – February 29, 2020)



# Spring (March 1, 2019 – May 31, 2019)



# Summer (June 1, 2019 – August 31, 2019)



# Fall (September 1, 2019 – November 30, 2019)

