

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, with data for Monday through Sunday. The chart compares 'State' (green) and 'Campaign' (blue) visitation. 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.

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ARRIVALIST Denver (AZ)

Home Admin Setup Pixels Reports My Account

Reports - Denver (AZ)

Day of Arrival

Day of Week	State (%)	Campaign (%)
Monday	10	10
Tuesday	10	18
Wednesday	10	12
Thursday	15	12
Friday	18	18
Saturday	22	18
Sunday	15	12

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



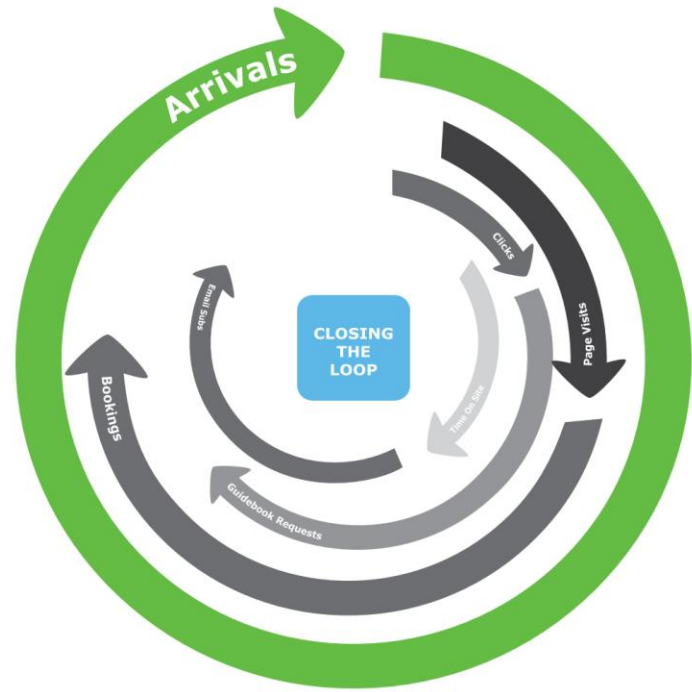
MEASUREMENT

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

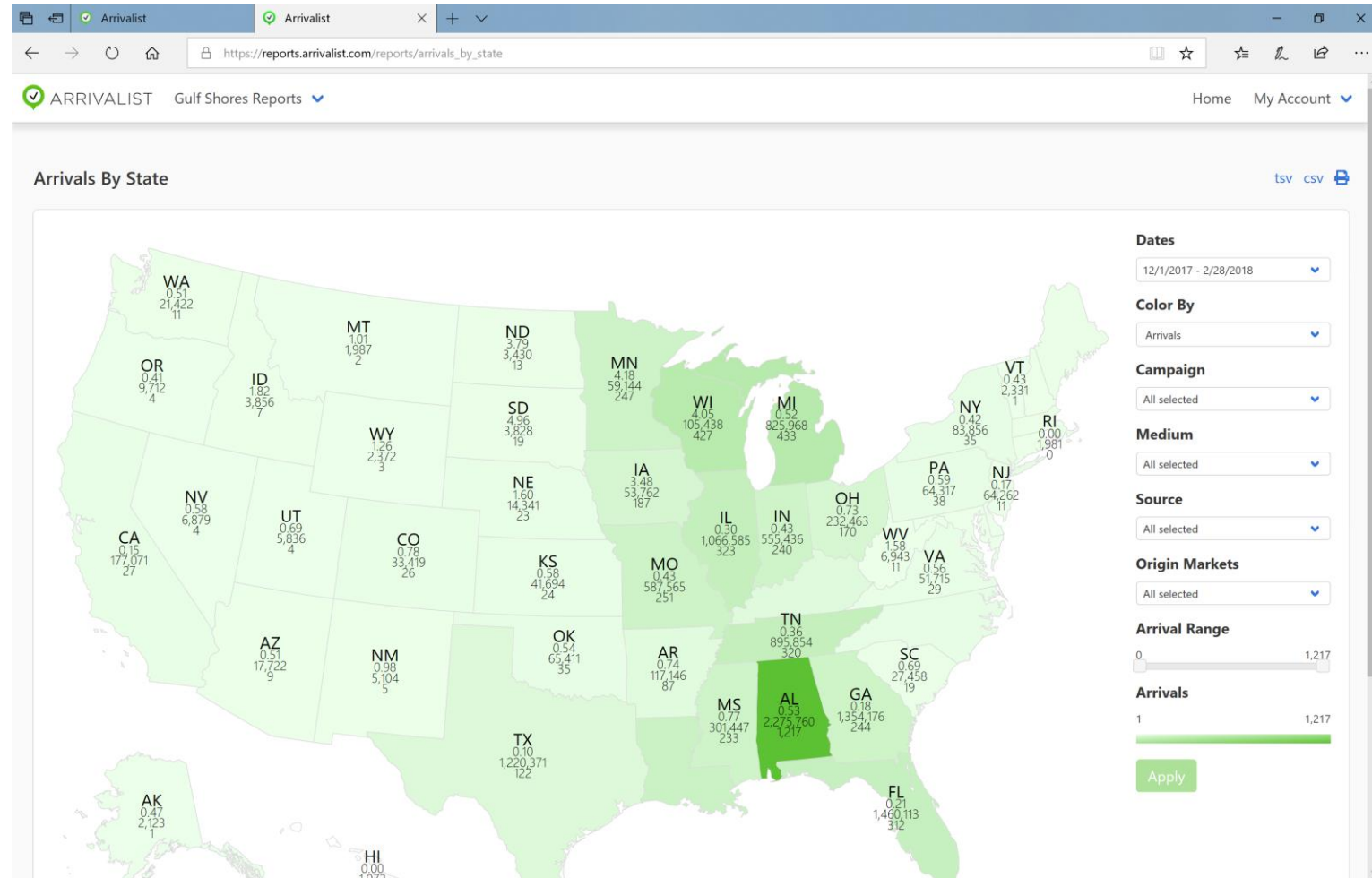
Arrivalist is a platform that empowers marketers to **evaluate the link between digital marketing exposures and market visitation**.

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

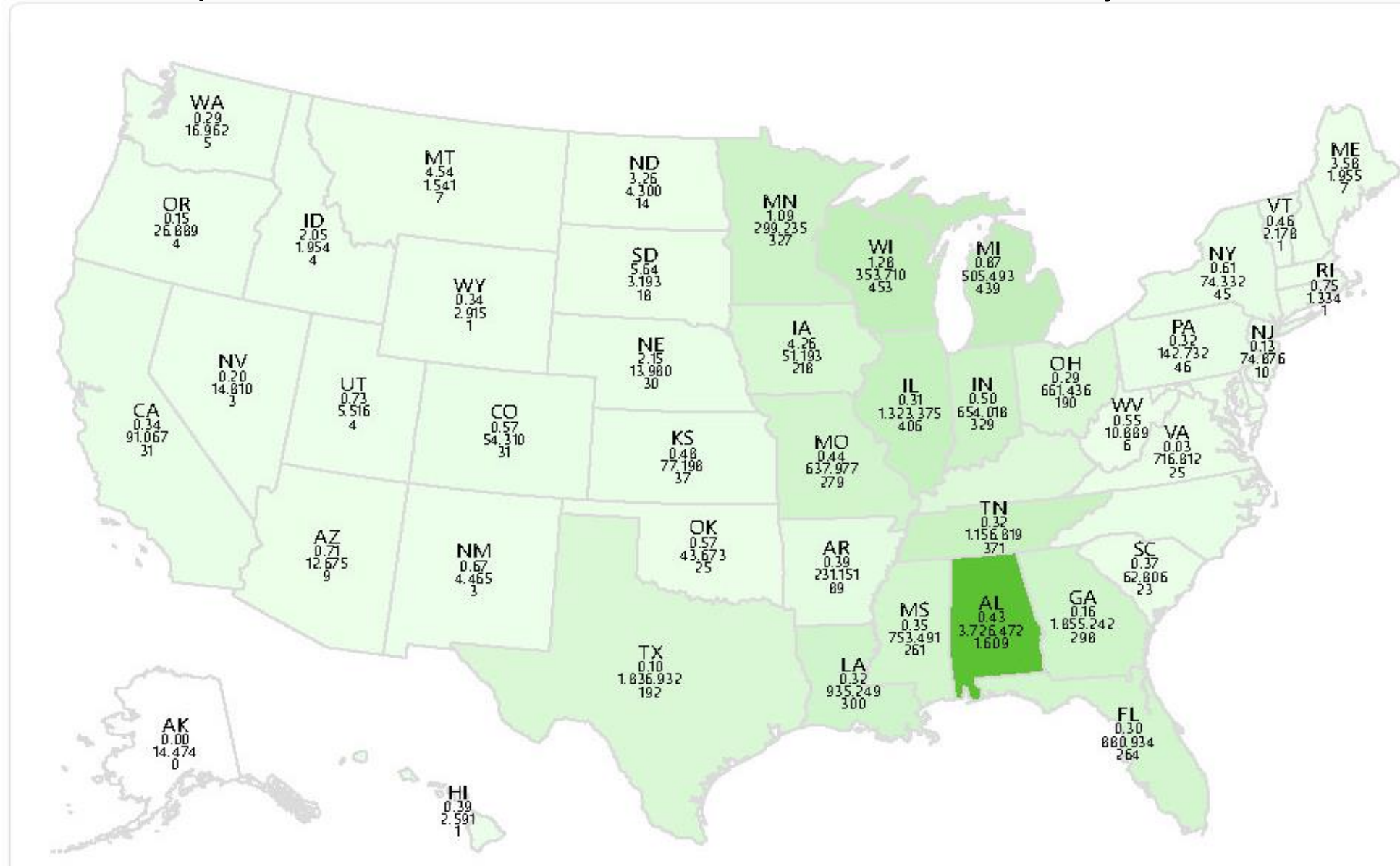
1st #: Arrivals per Thousand (APM)
The Arrivalist benchmark is 0.09.

2nd #: Total Exposures for that State for the timeframe of the report period.

3rd #: Total Arrivals to the State for the timeframe of the report period.



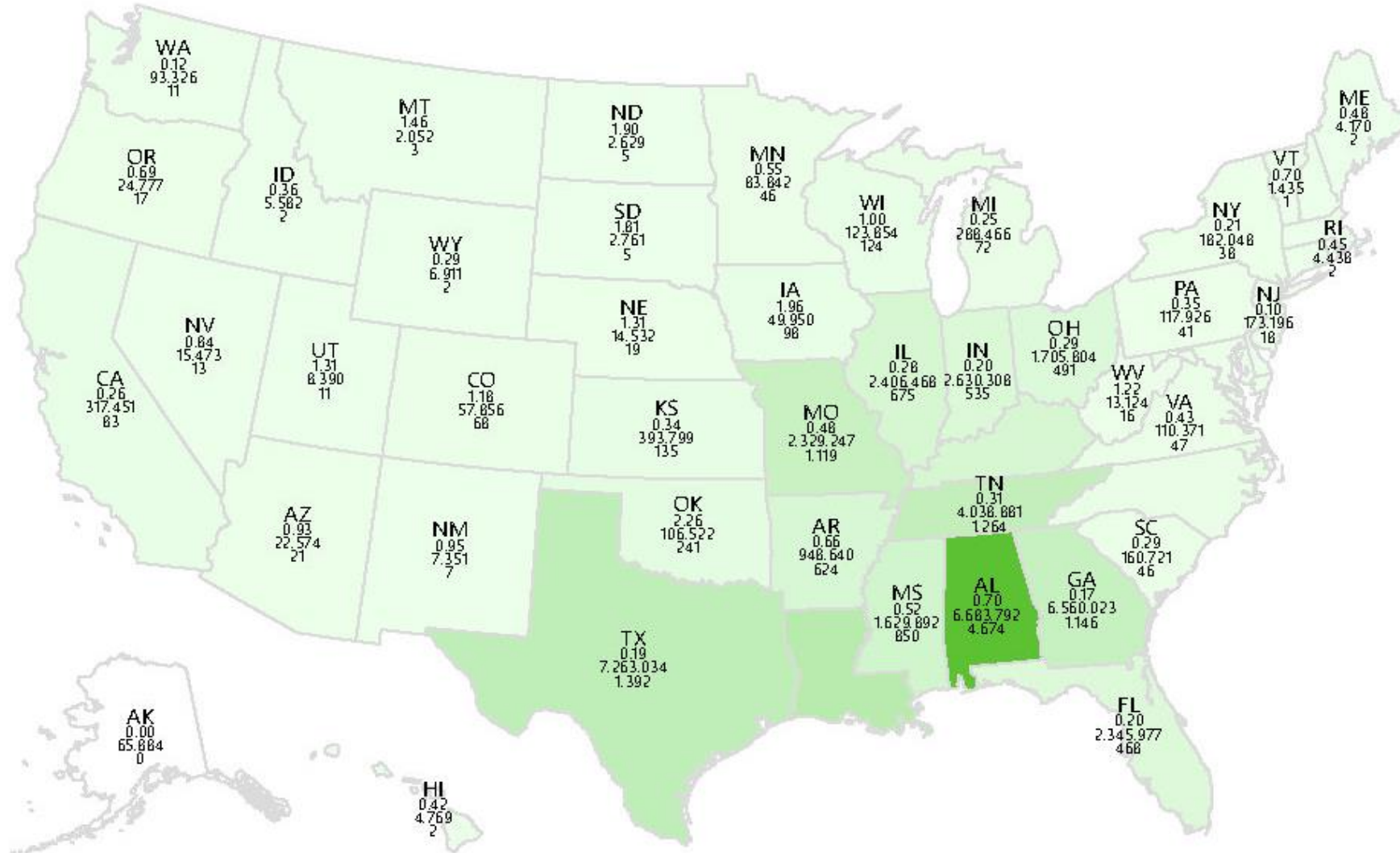
Winter (December 1, 2019 – February 29, 2020)



Spring (March 1, 2020 – May 31, 2020)



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



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

