

ARRIVAL DATA DRIVES STRATEGY CHANGE



WHAT IS ARRIVALIST?

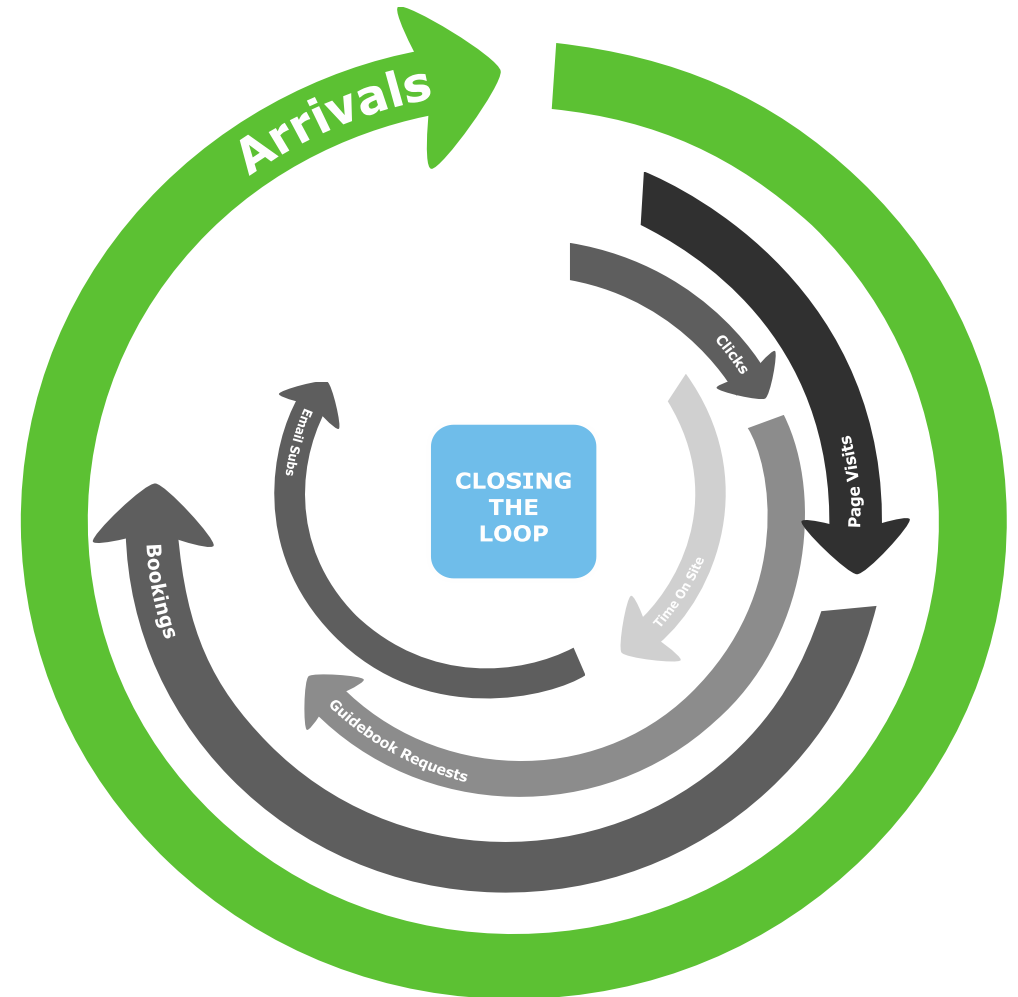


Arrivalist Uses Location Data to Close The ROI Loop

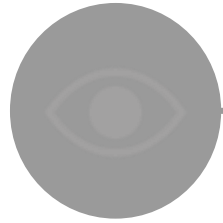
Arrivalist anonymously measures location changes of network-enabled computing devices after a sequence of media exposures to identify which messages influenced visitors to travel to your destination.

We use this information to calculate and improve our ROI on media spend - and increase visitation.

IT'S MADE OUR MEDIA INVESTMENT SMARTER, TRACKABLE AND PERFORM BETTER.



Arrivalist Uses Mobile Device Location To See What People DO



IMPRESSION



User Views Content
With Arrivalist Pixel
Embedded



MOVEMENT



User Moves From
Home Location



ARRIVAL



Arrivalist Technology
Finds The User
In Destination



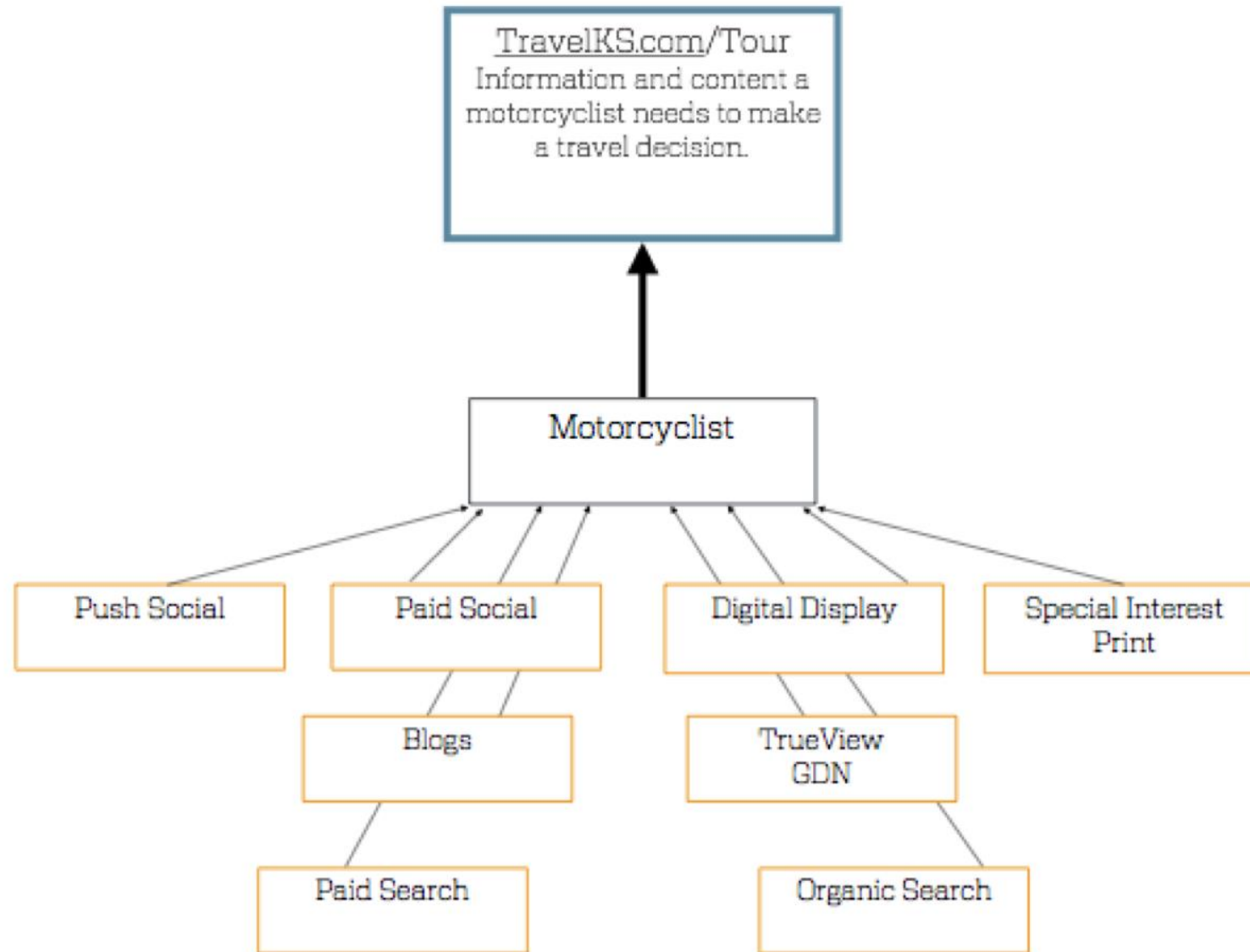
MEASUREMENT



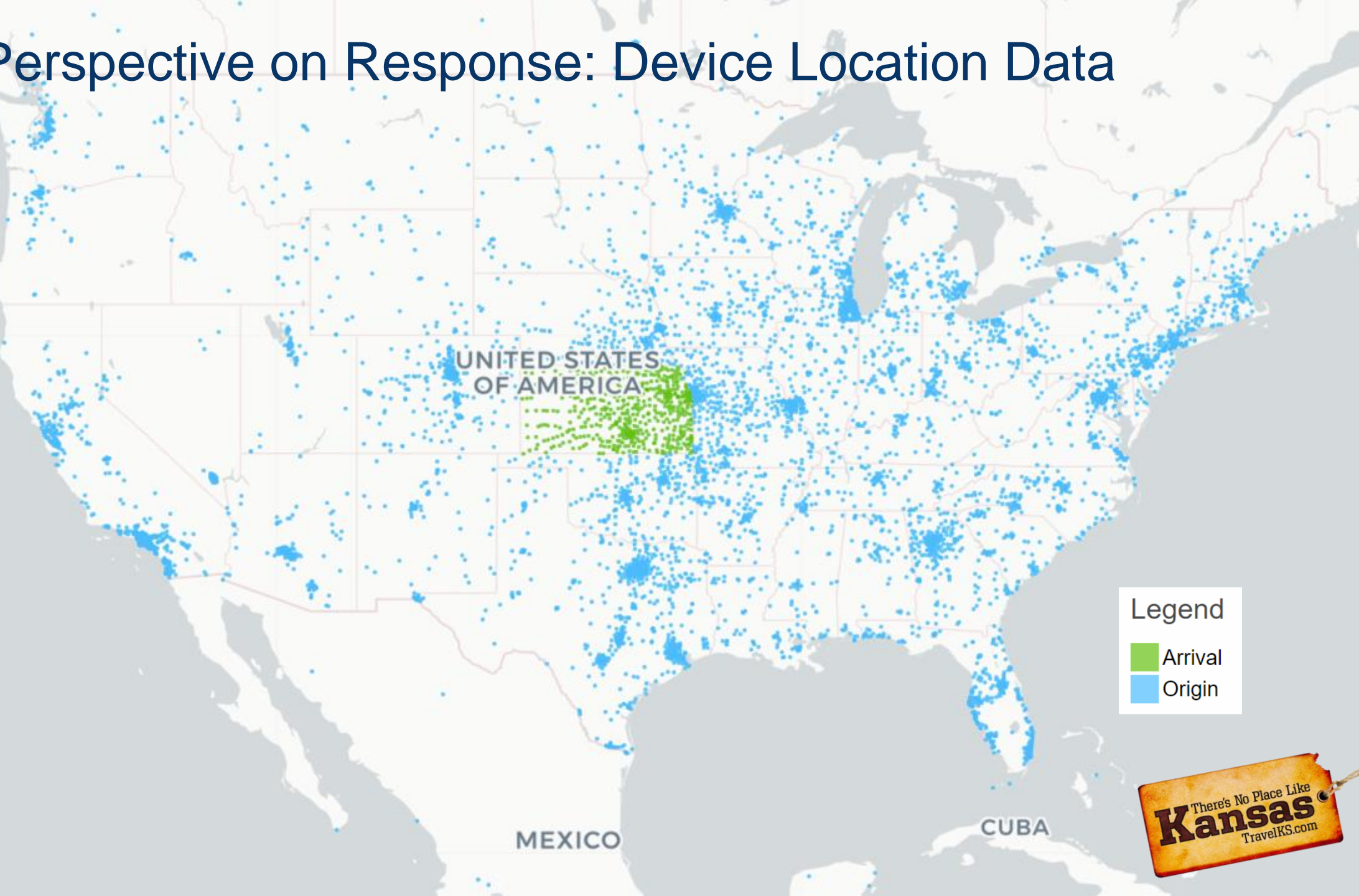
Analytics Performed
On A Sample Of
Total Arrivals



Unique Pixels are Placed throughout our Digital Footprint



A New Perspective on Response: Device Location Data



Legend

- Arrival
- Origin



ARRIVAL DATA IDENTIFIES TOP PERFORMING CREATIVE



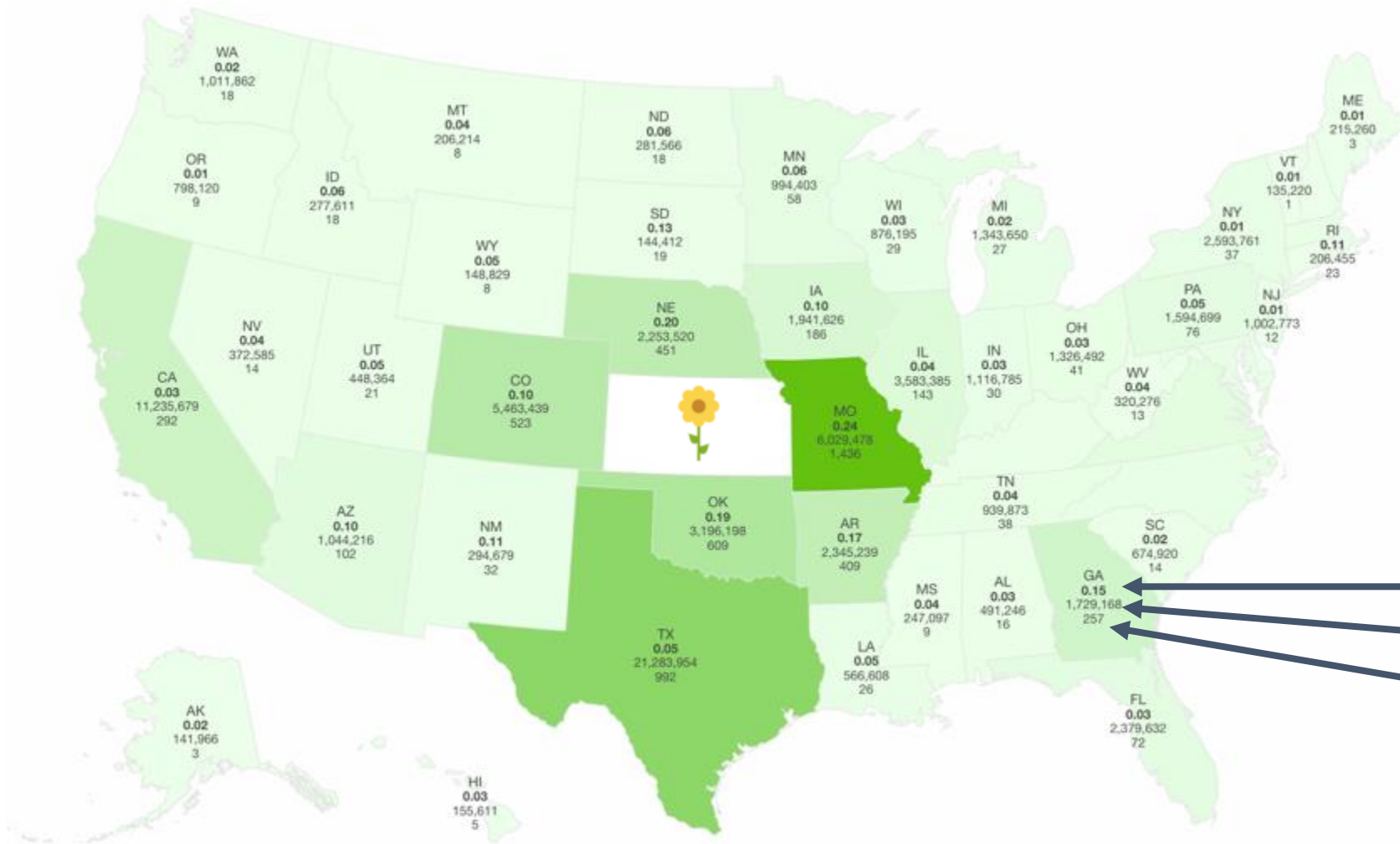
2014 Data: Measuring Message and Audiences



ARRIVAL DATA IDENTIFY TOP ORIGIN MARKETS FOR CYCLING ADS



Origin Markets: Pinpointing the Most Valuable Users

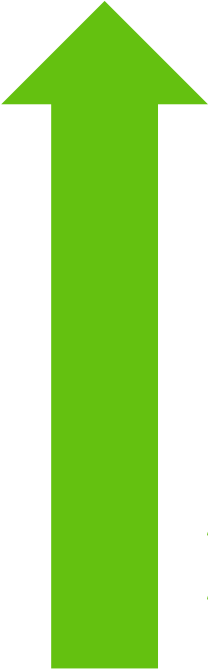


Derived insights by Source, Medium and Campaign

Key:
Arrival Rate
Impressions
Arrival Volume

*Arrivals are a Sampling of Visitation from Exposed users

Taking Action: Increasing response by delivering Cycling Ads in New Mexico

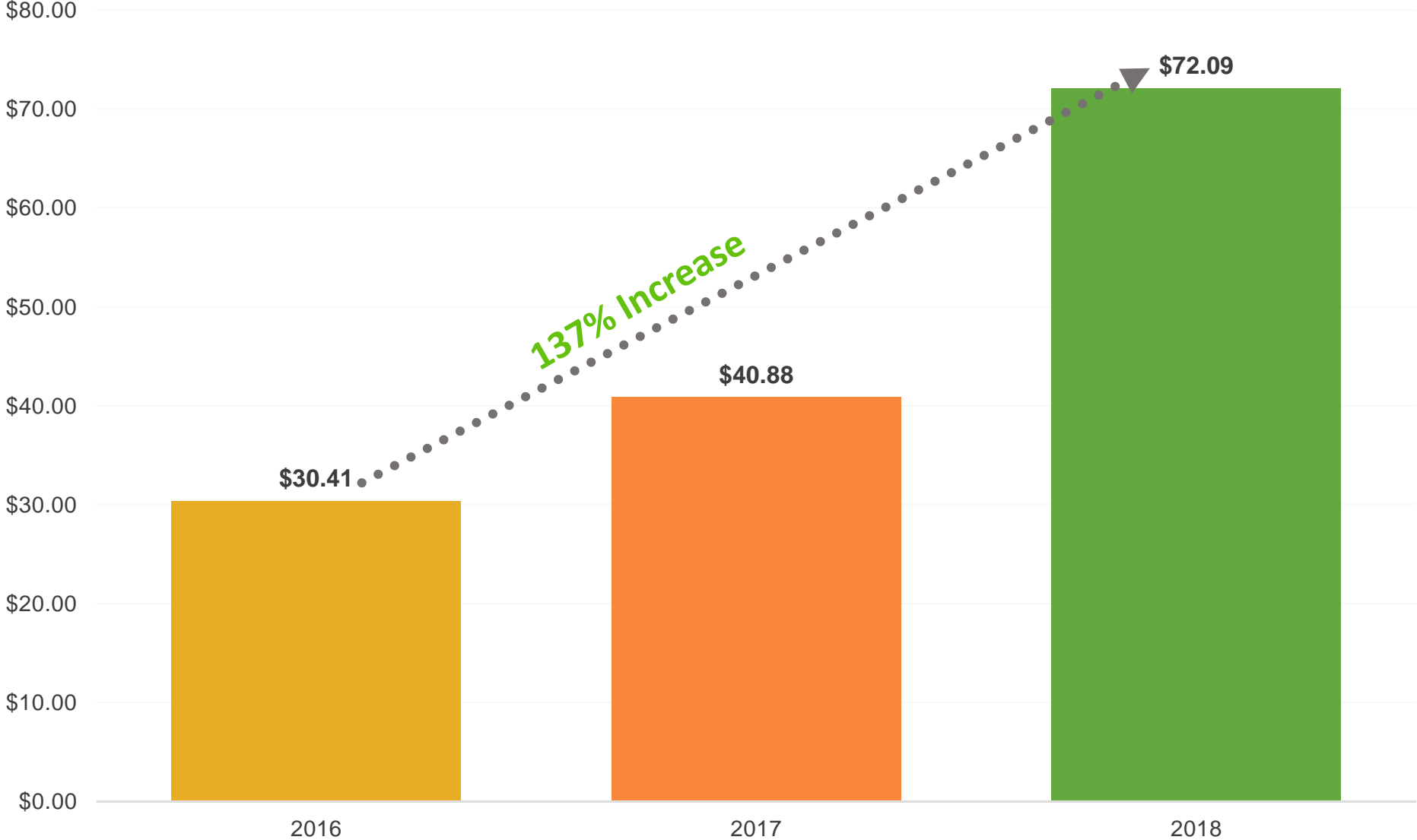


New Mexico Arrivals Increased Due To Arrivalist Showing Arrivals' Response To Cyclist Ads

*Arrivals are a Sampling of Visitation from Exposed users



Increased ROI YOY



*Arrivals are a Sampling of Visitation from Exposed users



THANK YOU

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