



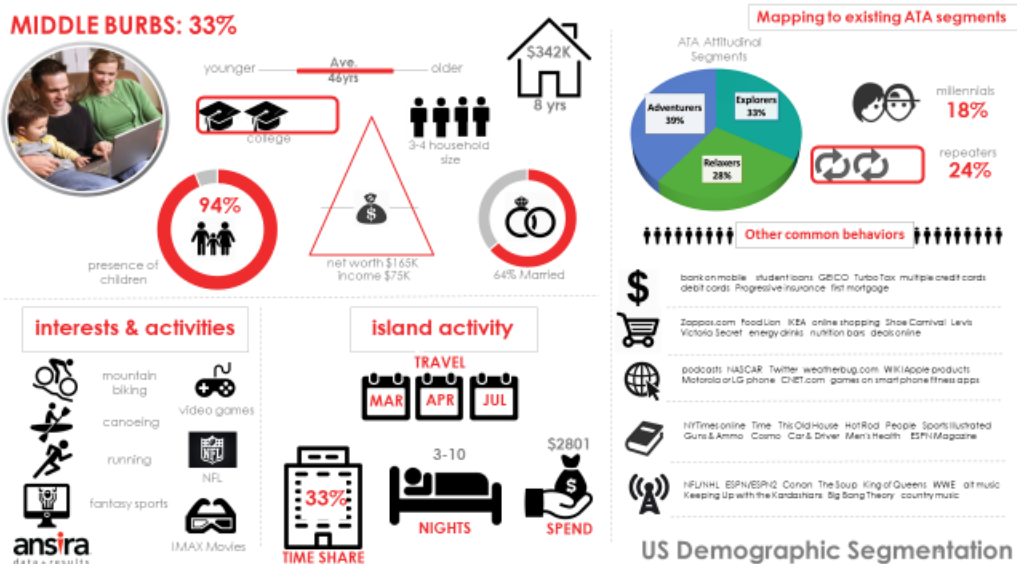
Focus & measurement
driven results

USIM[®]

Audience focus

FROM



Broad segmentation







TO

Qualified verticals

Affluent + Attributes			
Caribbean travel			
Wellness	Romance Wedding	Fine Dining	Adventure

3rd party: Qualified:  

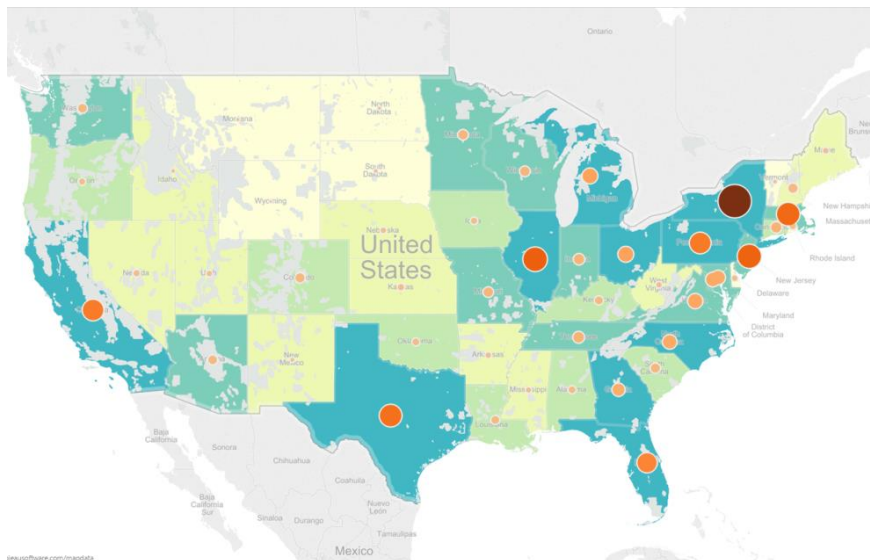
Affluent:  

Contextual:  

Geographic focus

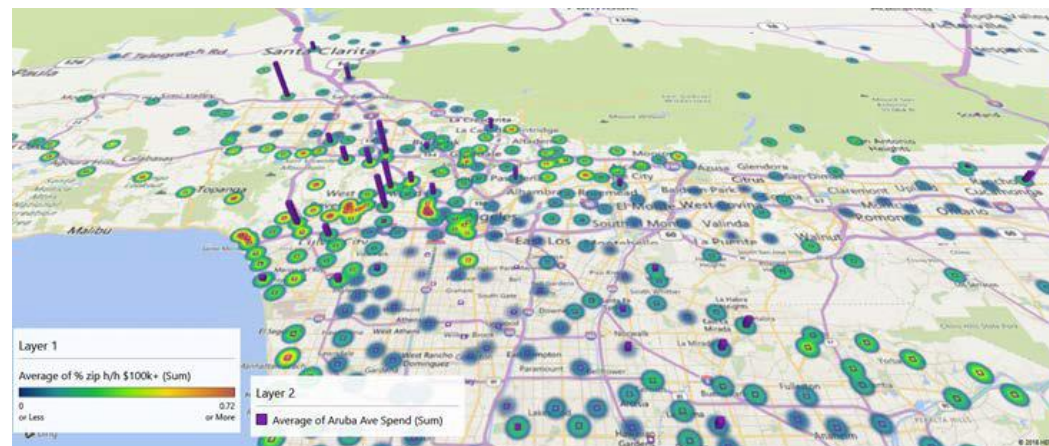
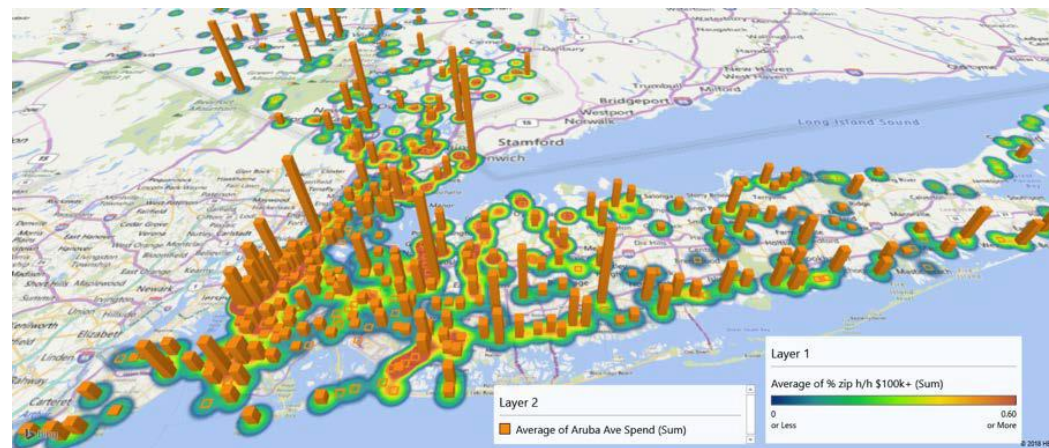
FROM

DMA based



TO

Zip code based



Media focus

FROM

100% local broadcast



TO

100% addressable



Lift study:
Increased post-period website visitation vs control
(+28% in New York)

Better measurement, better results

Audience Analysis



Purpose: Measure the audience we're reaching for both our Paid Media and Aruba.com visitors

COMSCORE quxntcast

Brand Study



Purpose: Measure the impact and effectiveness of our media and creative strategy

LUCID

Conversion Data



Purpose: Attribute booking and revenue back to users exposed to our media and website

ADARA

71



Award-winning campaign



7.4%

Rise in visitation year-to-date



12.4%

Increase in REVPAR



7.5%

Increase in millennial visitation



6.2%

Increase in on-island spend