



## Case Study: Summary Results

Arizona Office of Tourism  
Phoenix, AZ

### Objective

The Arizona Office of Tourism (AOT) develops data-driven strategies designed to promote and expand tourism related activity in the State. AOT came to LighthousePE with a mission to increase awareness and visibility of Arizona's thousands of points of interest (POIs), and ultimately to drive more visits to more places across the State.

### Solution

AOT executed a comprehensive set of visitor engagement campaigns designed to increase awareness of POIs that were likely to be of interest to each visitor. Leveraging its ability to synthesize location data, behavioral patterns and explicit preferences, LighthousePE delivered notifications through the Visit Arizona mobile app that were specifically tailored to each individual visitor.

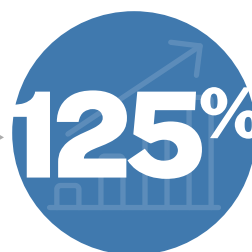
### Results



increase in places visited per user



location visits catalogued



increase in visits to "off the beaten path" sites



location visits tracked per month



## Key takeaway

Over the course of 12 months, tens of thousands of visitors to AZ downloaded the Visit Arizona app, generating over 1M behavioral data points collected, 350K specific recommendations delivered and a significant increase in visibility for AZ in social channels. LighthousePE not only drove measurable gains in tourist activity and visit frequency, but also provided critical insight into visitor movement and patterns to help AOT further fine tune its broader tourism development efforts.

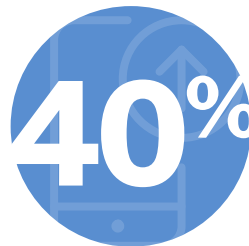
## About LighthousePE

LighthousePE drives revenue, loyalty and retention like no other mobile marketing technology. This simple, secure, easy-to-use platform transforms your mobile app into a powerful player engagement tool, delivering personalized messages based on real-time location and behavior data that create authentic one-to-one relationships at a scale never before possible.

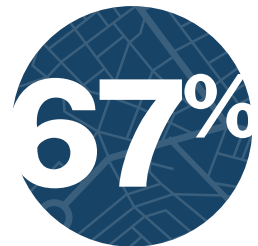
The fact is, no other tool engages customers and increases loyalty like Proximity Engagement. And with LighthousePE, restaurants of any size can leverage this powerful technology to stay far ahead of the competition regardless of market conditions.



Higher sales for businesses that excel at personalization (Gartner)



Annual increase in app usage vs 2019 (App Annie)



Consumers willing to share location for personalized communication and offers (Forbes)

See how quick and easy it is to put LighthousePE to work for you. Schedule your personal demo today: [info@lighthousepe.com](mailto:info@lighthousepe.com) or [602.926.1010](tel:602.926.1010)