

# BREAKOUT SESSION 1A

## DATA & AI

*Presented by*

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**Red Oak Strategic**



**RED OAK**  
strategic

# Harnessing Agentic AI and Clean Rooms Partnerships to Accelerate Regional Growth



- AWS Glue Delivery
- Amazon Redshift Delivery
- Data & Analytics Services Competency



# THE PRESENTERS

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**Tyler Sanders**  
Head of Engineering



**Raman Kadariya**  
Solutions Architect

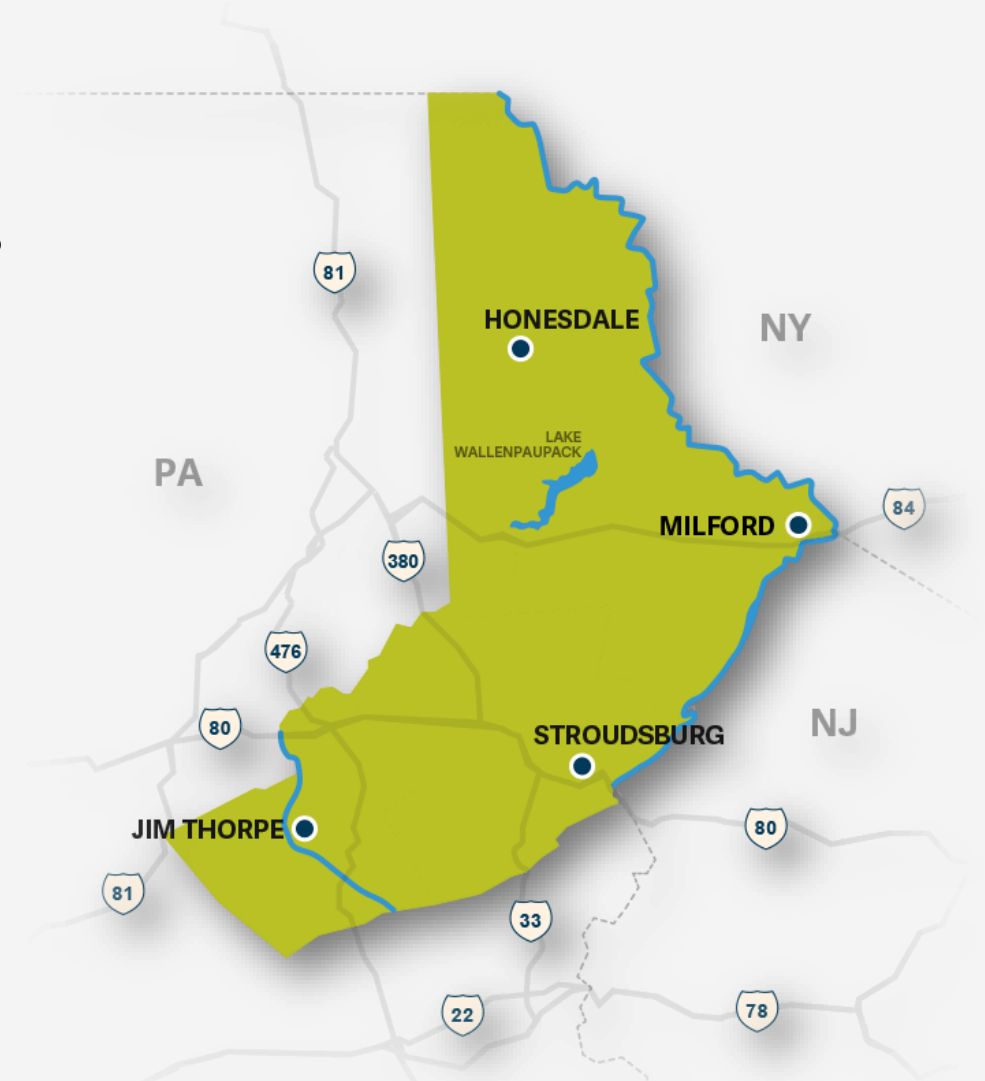
# THE PROBLEM

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## Tons of Data. No Centralized **Data Lake.**

From Honesdale in the north down through Milford and Stroudsburg, out to Jim Thorpe in the southwest, there was no centralized system to collect & analyze visitation data.

Better Insights. Informed Decisions.  
Greater ROI for Regional Partners.



# THE VISION

## A Pocono weekend is already **one story.**

It just lives in 4 siloed databases.



01

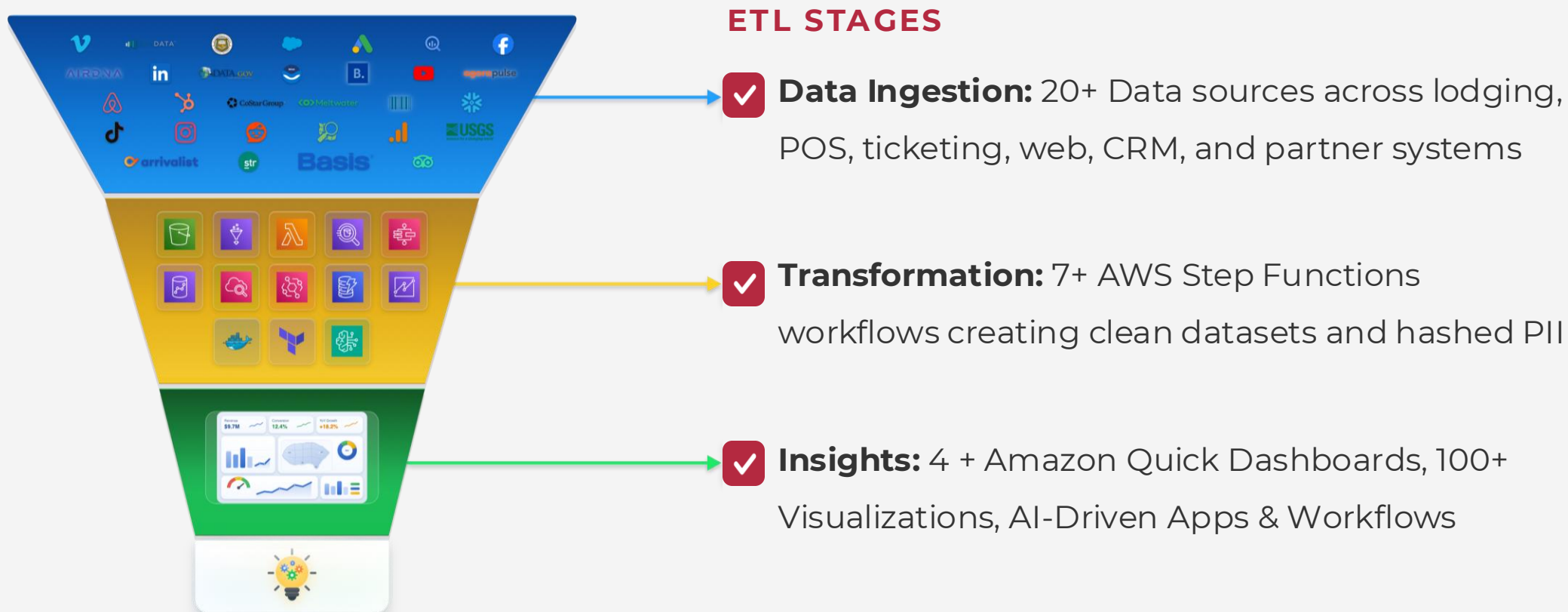
# The Solution

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PMVB Consumer Data Lake, Serverless, Orchestrated, Governed End-To-End.

# CENTRALIZED DATA LAKE

PMVB's Consumer Data Lake is built on the **AWS Well-Architected Framework** and **Infrastructure as Code** – creating a secure, reproducible, version-controlled End-to-End ETL pipeline.



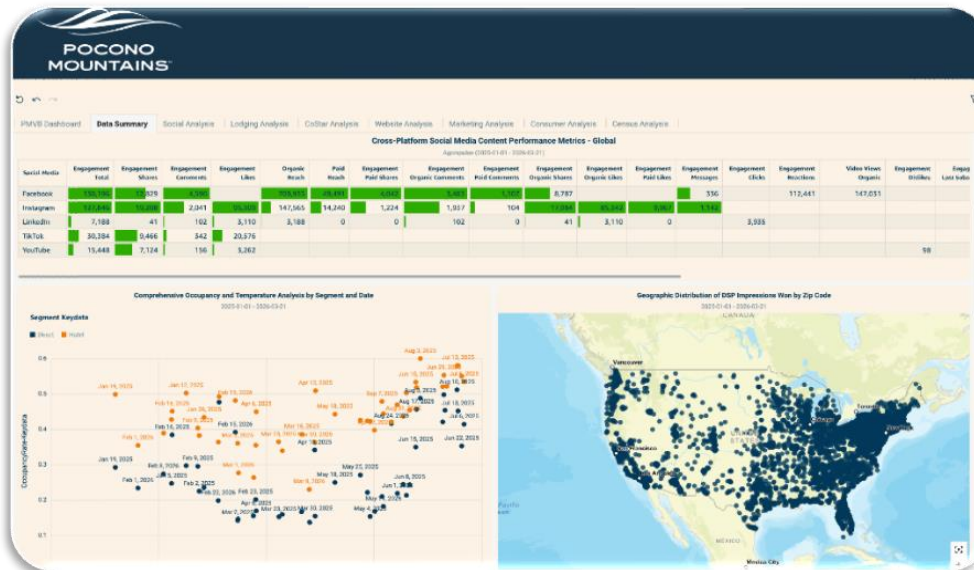
# AMAZON QUICK · PMVB DASHBOARD



## Live today Embedded on the PMVB's Website.

### VISITOR ACTIVITIES

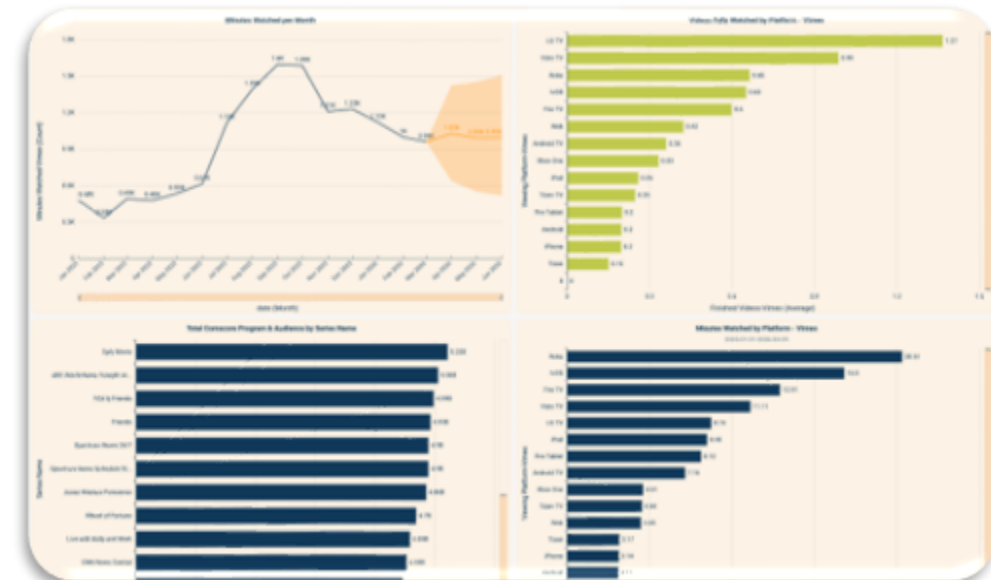
Where, When, Why, How, etc.



U.S. scatter plot and regional heatmap showing origin ZIP distribution for every visitor persona. Filter by partner, by season, by event.

### CROSS-SOURCE BREAKDOWNS

Bar Chart, Histogram, Line Graph, Heat Map, etc.



Different charts show how audiences move between times series; and bar charts size the opportunity by category. Datasets include Lodging, POS, ticketing, web, CRM, social data.

# AMAZON QUICK · AGENTIC AI

## Research. Ask Questions. Build Apps & Workflows.



02

# Clean Rooms

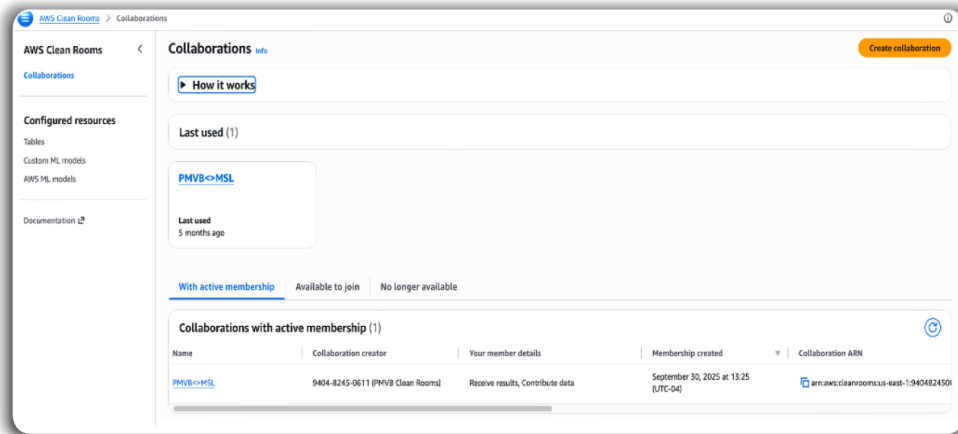
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How partners collaborate on the same customer, without exposing any PII.

# CLEAN ROOMS STRATEGIES

## PMVB CLEAN ROOMS

### AWS Clean Rooms



**PMVB managed.** Offers lower cost per query, strong security, and tight integration with AWS services. Ideal for complex queries & analytics for high-trust partners.

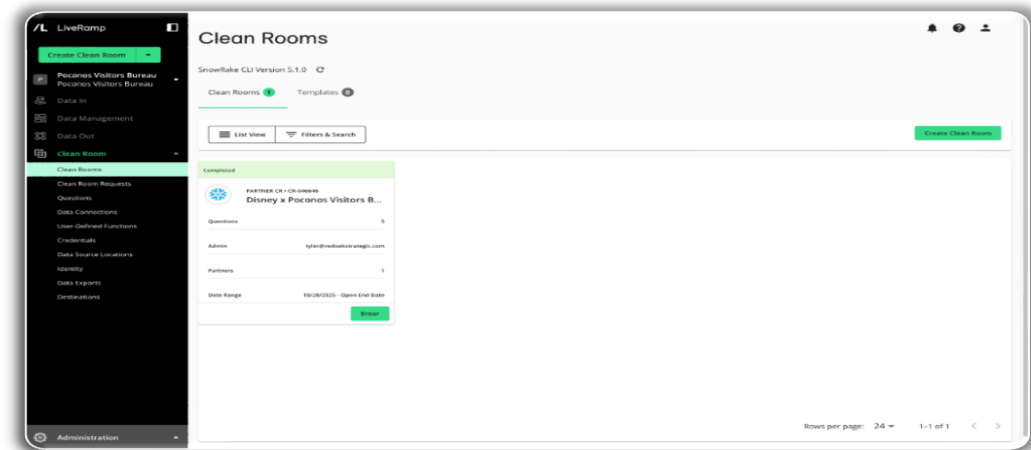
Secure

Low Latency

Serverless

## PARTNER CLEAN ROOMS

### LiveRamp (Disney)



**Partner managed.** PMVB provides hashed identity matching without sharing underlying raw data. Ideal for national partners with their own clean room solutions.

National reach

Activation

Paid media

# REGIONAL CLEAN ROOMS PARTNERS



## LODGING

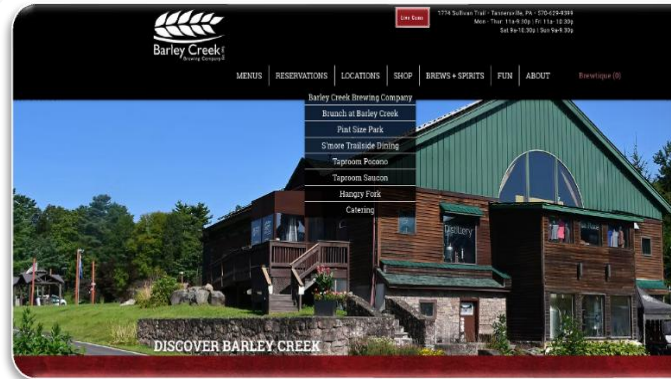
### Mountain Springs Lake

Cabin and lakeside reservations across a full summer weekend. Feeds lodging signal into the persona spine.

Reservations

Stay length

Party size



## FOOD & BEVERAGE

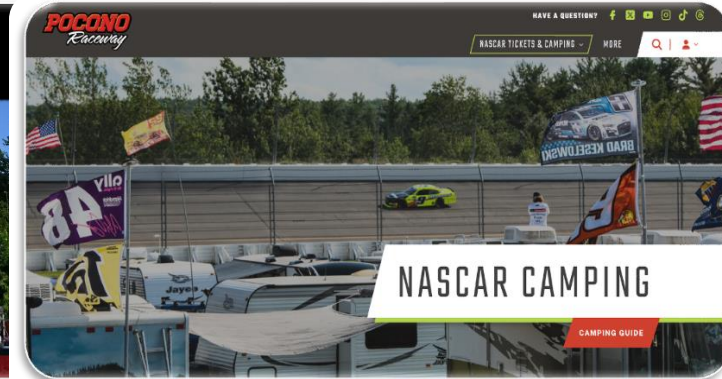
### Barley Creek

Toast-powered POS – every check, every tip, every seat. The F&B spend that ties the whole weekend together.

Toast POS

Check totals

Visit frequency



## ATTRACTIONS

### Pocono Raceway

NASCAR Cup weekends, camping, F&B at the track. High-intent ticket buyers with deep geographic footprints.

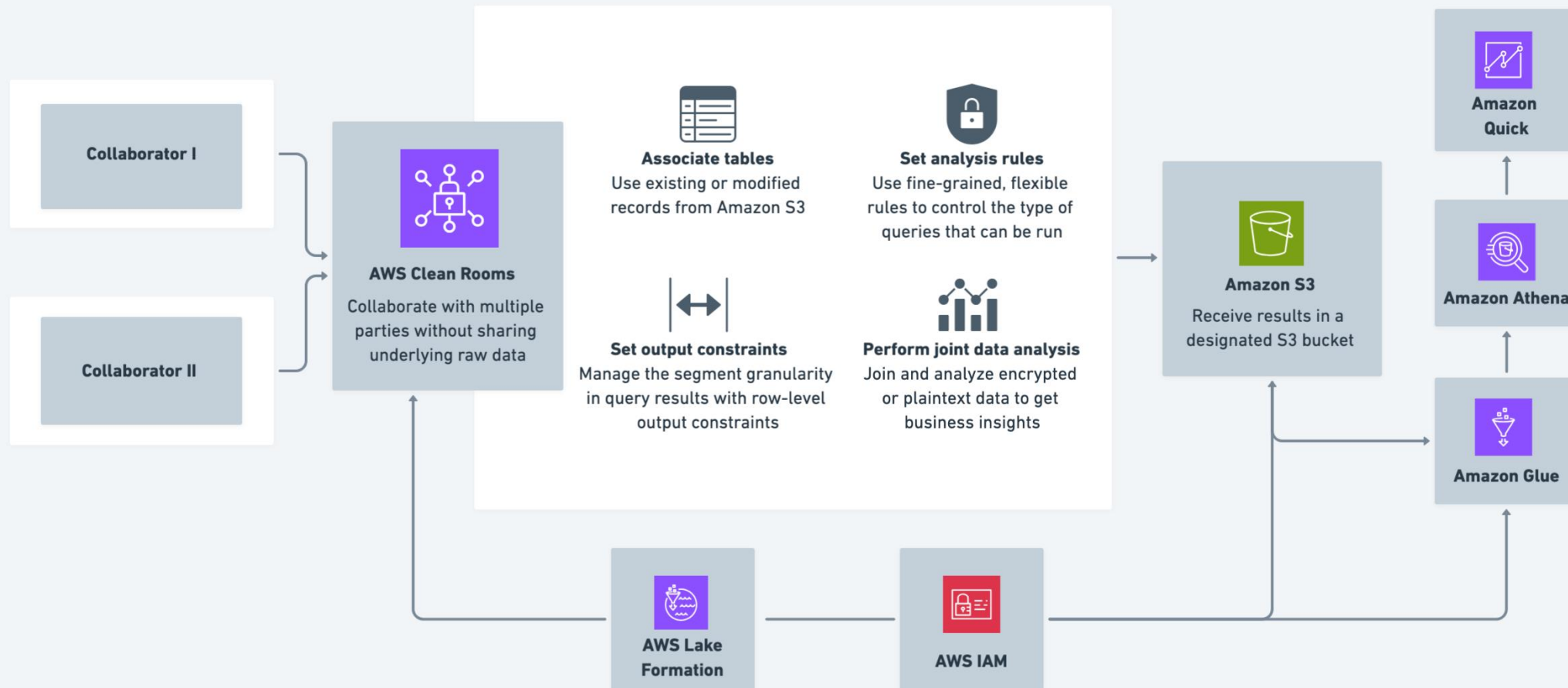
Tickets

Camping

NASCAR

# CLEAN ROOMS ARCHITECTURE

Raw PII is protected using **SHA-256 one-way hashing** – further governed by **AWS IAM** permissions, **Lake Formation** controls, **Clean Rooms** analysis rules, and **CloudTrail** auditing.



03

# Live Demo

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QR code · hash · dashboard · in under 10 minutes.

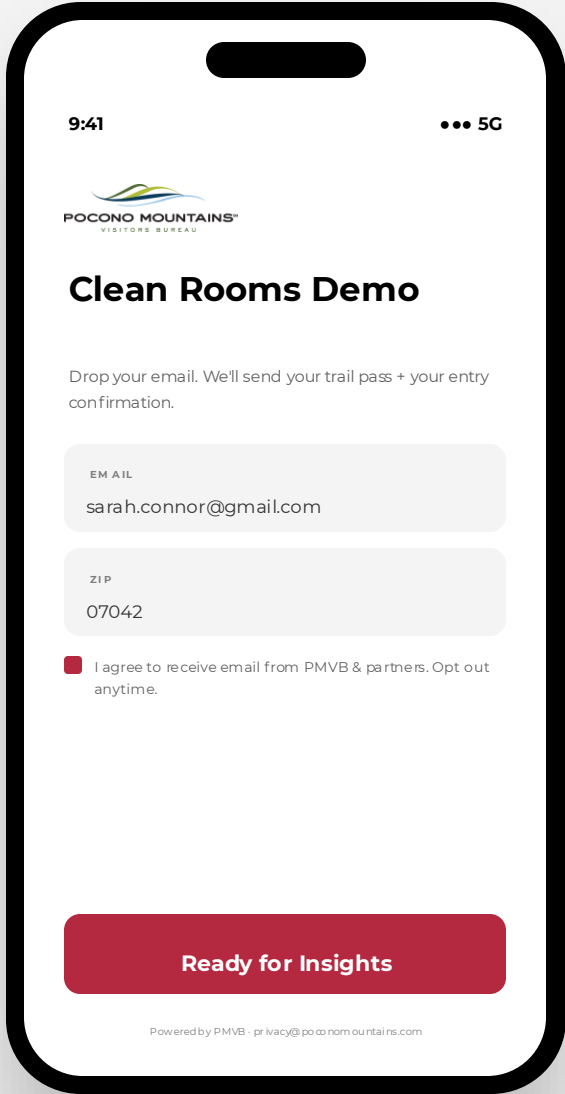
# CLEAN ROOMS DEMO QR CODE



TRY IT NOW

<https://forms.gle/JB5nFJWZju16NBEq5>

Scan from your seat — we'll use your response live.



9:41 5G

POCONO MOUNTAINS VISITORS BUREAU

### Clean Rooms Demo

Drop your email. We'll send your trail pass + your entry confirmation.

EMAIL  
sarah.connor@gmail.com

ZIP  
07042

I agree to receive email from PMVB & partners. Opt out anytime.

Ready for Insights

Powered by PMVB - privacy@poconomountains.com

04

# Personas

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One persona\_id. Every partner. Every receipt.

# PERSONA CLEANROOMS JOURNEY



**Sarah Connor**

persona\_id: p\_a8f3c041...d91c

**HOME**

Montclair, NJ · 07042

**HOUSEHOLD**

2 adults · 2 kids

**FIRST SEEN**

Mar 2025, PMVB Newsletter

**MATCH CONFIDENCE**

Tier 1 (email & phone)

**Mar 14**  
NEWSLETTER

PMVB

**Signed up for PoconoMountains.com newsletter**

Source: Simpleview webform · interests: skiing, family

**Jun 02**  
WEB

VIMEO

**Watched "Fall in the Poconos" promo, 100% completion**

Device: iPhone · session via PMVB retargeting pixel

**Jun 18**  
BOOKING

MSL

**Mountain Springs Lake: 2-night cabin, Jul 18-21**

**\$612**

Reservation #MSL-284910 · match\_tier 1

**Jul 20**  
TICKET

RACEWAY

**4x NASCAR Cup grandstand tickets**

**\$864**

Raceway Main · event: The Great American Getaway 400

**Jul 21**  
DINING

BARLEY

**Barley Creek Brewing · party of 4, 7:40 PM**

**\$187**

Toast check GUID 7aa1-... · tip included

# HOW PERSONA MATCH WORKS

## Underlying Raw Data Stays In Your Account.

### 1 · RAW INPUT

Sarah.Connor@gmail.com

Lives in partner source only. Lake Formation locks the column.



### 2 · NORMALIZE

sarah.connor@gmail.com

strip().lower() – standardized for matching.



### 3 · SHA-256 + BASE64

m8Kp3LwQaX9dV2YtT4hJqNs...

Raw column dropped. Only approved hash leaves the bucket.

1

#### Email exact match

`pmvb.email == partner.email (normalized)`



2

#### Phone exact match

`pmvb.phone == partner.phone (E.164 normalized)`



3

#### Name + geography

`first_name + last_name + (zip OR city)`



4

#### Name + partial contact

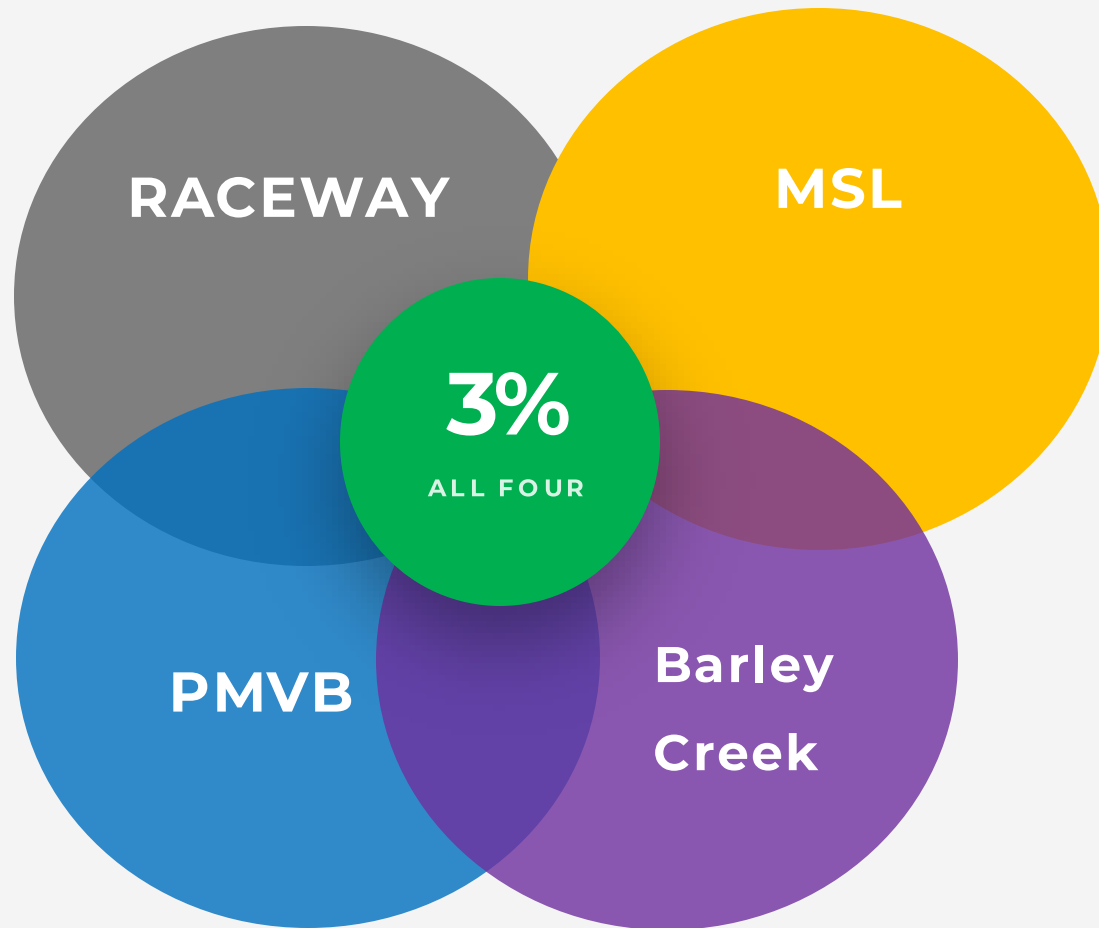
`first_name + last_name + (zip + partial email/phone)`

Every row is annotated with a **match\_tier** so analysts can filter for confidence.

# OVERLAP ANALYSIS

## The most valuable visitors live in **the center**.

Personas matched across three or more sources are your highest-LTV, highest-retarget-worthy customers.



### PERSONA OVERLAPS

**58%** Matched in one source only

**27%** Matched in two sources

**12%** Matched in three sources

**3%** Matched across all four sources – your Pocono **SUPER-FANS**

# WHAT THIS UNLOCKS

**Stop guessing. Reduce waste. Turn more visitors into repeat fans.**



## REDUCE DUPLICATE MEDIA WASTE

Quantify overlapping visitors, reduce redundant audience targeting, and identify under-reached high-value segments.



## TURN INTENT INTO ARRIVALS

Deliver more relevant messages at right moments across planning, booking, dining, and attraction visits.



## BUILD A REGIONAL FLYWHEEL

The Poconos becomes a more connected destination, with privacy-safe insights no single partner could build alone.

**One region. One signal. Every partner stronger.**



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THANK YOU!