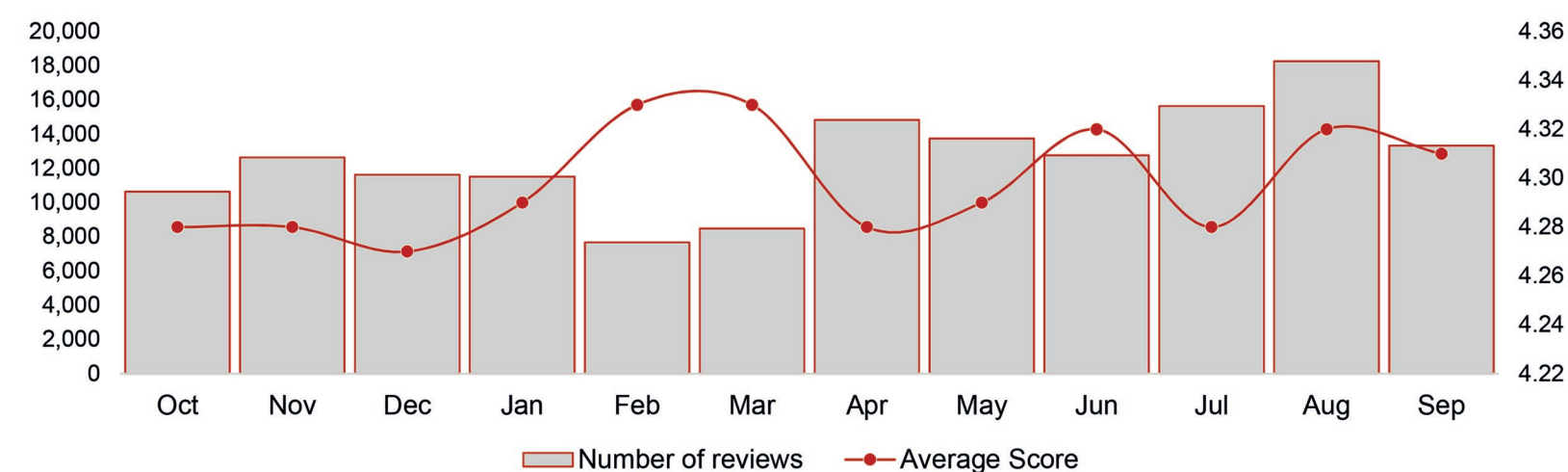


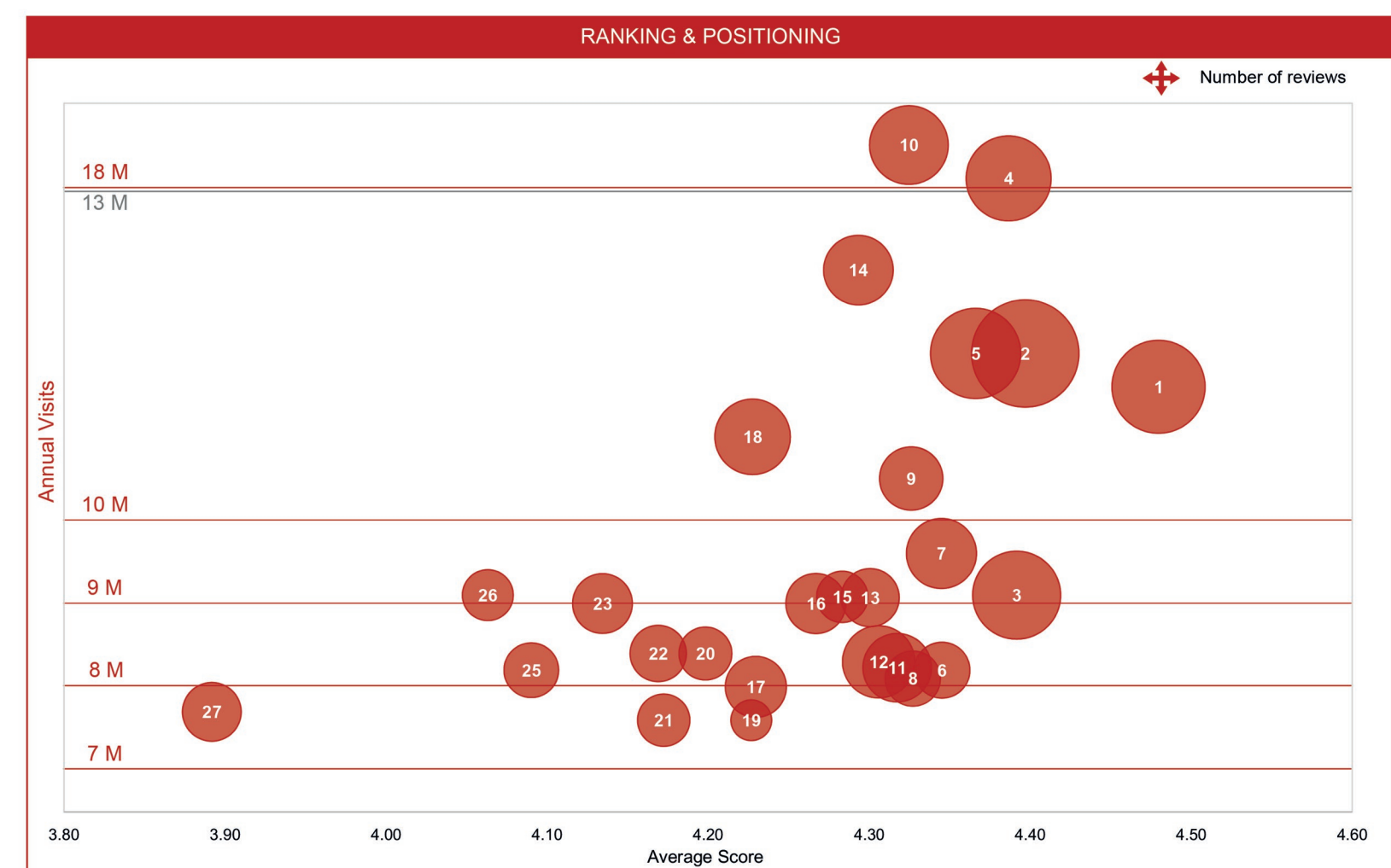
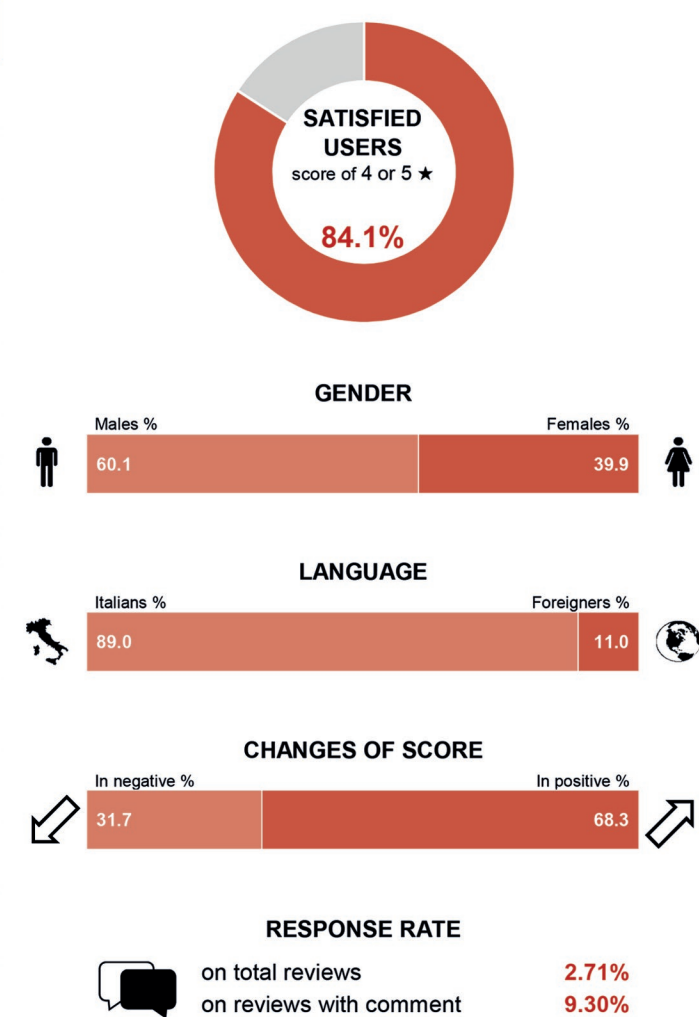
KEY DATA

shopping centres

N° Reviews	151,242	N° Reviews/Player	5,602	N° Reviews/100K visits	57
% Reviews with Comment	27.3	N° Reviews/Player/month	467	SCORE Average	4.30



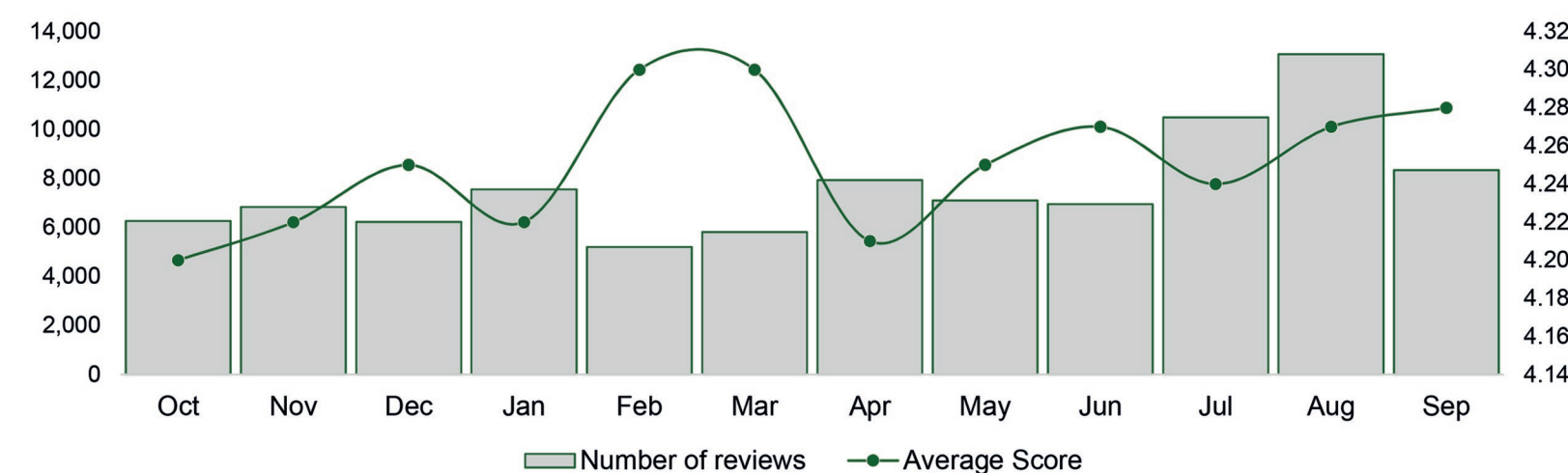
RANK	NAME	REVIEWS n.	AVERAGE SCORE
1	ORIOCENTER	10,523	4.48
2	IL CENTRO	13,952	4.40
3	ADIGEO	9,403	4.39
4	PORTA DI ROMA	8,819	4.39
5	CAMPANIA	9,901	4.37
6	AUCHAN Casamassima	3,868	4.35
7	CITYLIFE SHOPPING DISTRICT	6,020	4.34
8	ETNAPOLIS	3,786	4.33
9	ROMAEST	4,929	4.33
10	I GIGLI	7,541	4.32
11	LE BEFANE	5,759	4.32
12	ELNOS SHOPPING CENTER	6,393	4.31
13	FORUM PALERMO	4,166	4.30
14	EUROMA 2	5,933	4.29
15	GLOBO	3,270	4.28
16	PORTE DI CATANIA	4,454	4.27
17	CITTA' FIERA	4,592	4.23
18	SHOPVILLE LE GRU	6,959	4.23
19	LA CARTIERA	2,081	4.23
20	CAROSSELLO	3,477	4.20
21	LA GRANDE MELA	3,395	4.17
22	FIORDALISO	3,923	4.17
23	FIUMARA	4,408	4.13
24	AUCHAN PORTE DI MESTRE	2,536	4.13
25	AUCHAN Giugliano in Campania	3,696	4.09
26	AUCHAN AI LAGHI	3,214	4.06
27	8 GALLERY	4,244	3.89



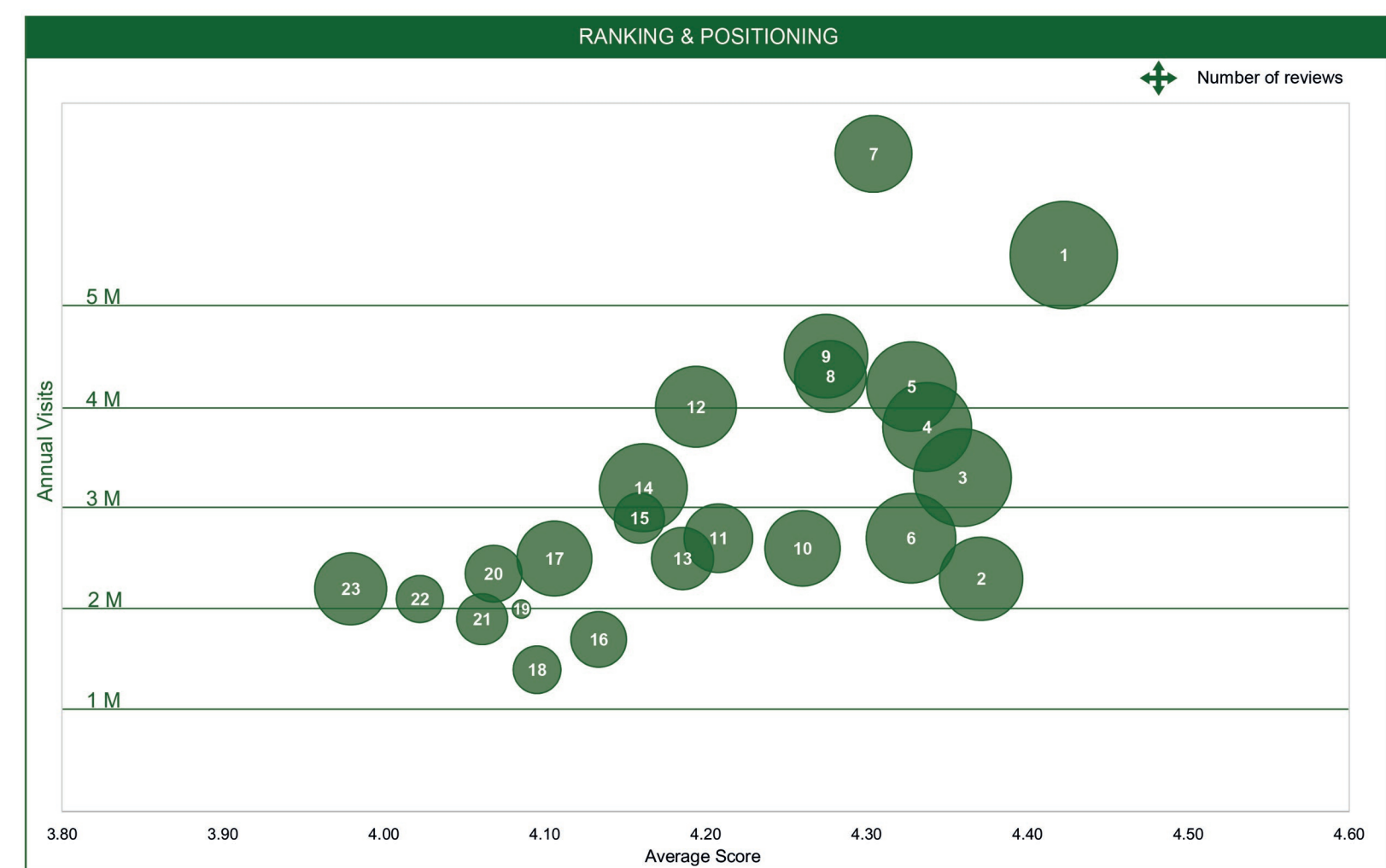
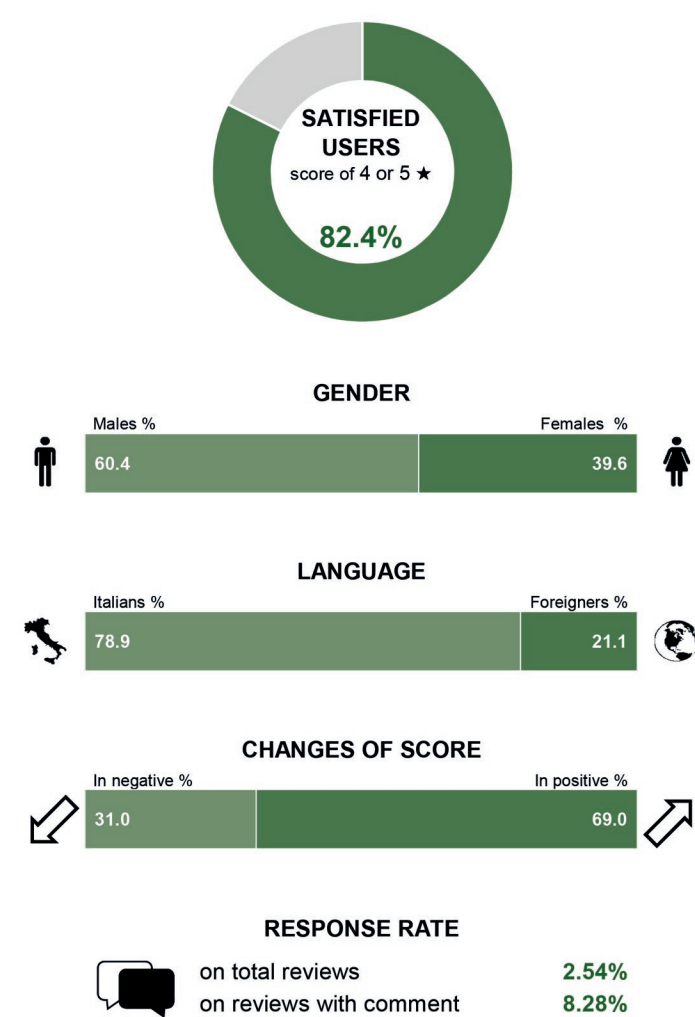
Top players Online Reviews

factory outlet centres

N° Reviews	91,928	N° Reviews/Player	3,997	N° Reviews/100K visits	127
% Reviews with Comment	30.6	N° Reviews/Player/month	333	SCORE Average	4.25



RANK	NAME	REVIEWS n.	AVERAGE SCORE
1	SERRAVALLE DESIGNER OUTLET	8,350	4.42
2	SICILIA OUTLET VILLAGE	5,059	4.37
3	NOVENTA DI PIAVE DESIGNER OUTLET	6,943	4.36
4	LA REGGIA DESIGNER OUTLET	5,760	4.34
5	CASTEL ROMANO DESIGNER OUTLET	5,837	4.33
6	BARBERINO DESIGNER OUTLET	5,854	4.33
7	VALMONTONE OUTLET	4,321	4.30
8	VALDICHIANA OUTLET VILLAGE	3,761	4.28
9	FRANCIACORTA OUTLET VILLAGE	5,103	4.27
10	FIDENZA VILLAGE	4,159	4.26
11	SCALO MILANO OUTLET & MORE	3,461	4.21
12	VICOLUNGO THE STYLE OUTLETS	4,770	4.19
13	CASTEL GUELFO THE STYLE OUTLETS	2,850	4.18
14	MANTOVA OUTLET VILLAGE	5,624	4.16
15	PUGLIA OUTLET VILLAGE	1,954	4.16
16	OUTLET CENTER BRENNER	2,292	4.13
17	PALMANOVA OUTLET VILLAGE	4,106	4.11
18	CITTA' SANT'ANGELO VILLAGE	1,692	4.10
19	SARDINIA OUTLET VILLAGE	269	4.09
20	MONDOVICINO OUTLET VILLAGE	2,390	4.07
21	CILENTO OUTLET VILLAGE	1,931	4.06
22	SHOPINN BRUGNATO STERRE	1,649	4.02
23	TORINO OUTLET VILLAGE	3,793	3.98



monitora
www.monitora.online

Italy2019

Top players Online Reviews

Shopping Centres over 7M annual visits &
Factory Outlet Centres over 1M annual visits
Reference Period 30 Sept 2018 - 30 Sept 2019

UrbiStat

monitora
reviews analysis software

Monitora is the web-based platform that explores what customers really think about your Stores and your Brand

10 M
Reviews

4 M
Users

40 K
Stores

KPIs+20
Indicators

Tracked
Sectors

Shopping Centre
Retail Park
Factory Outlet

Electronics & IT
DIY
Clothing

Footwear
Sport
Restaurants

Furniture-Decor
Grocery
Drug & Pet Store

Goals

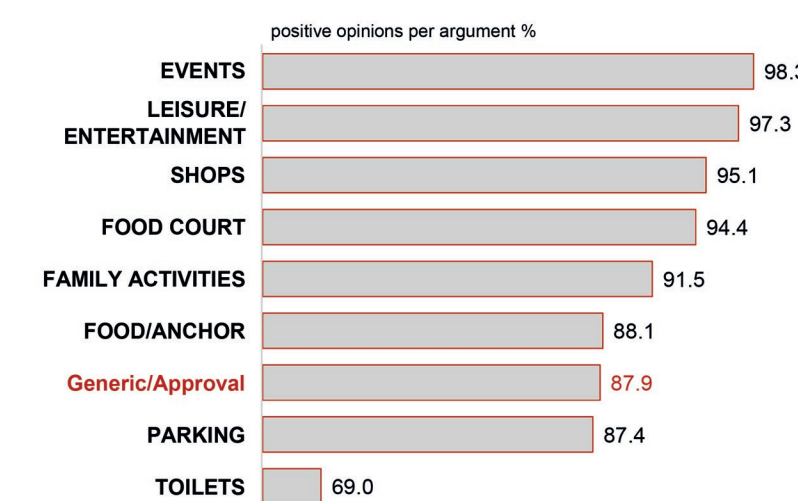
- Customer satisfaction measured using online reviews
- Sentiment analysis by semantic interpretation of comments
- Target analysis of users considering who-where-what-how
- Competitor analysis with geographical and time-based benchmarks
- Web visibility improvement by managing Google My Business POIs
- Marketing automation & lead generation through comment-response interaction

What reviewers like the most? Sentiment analysis

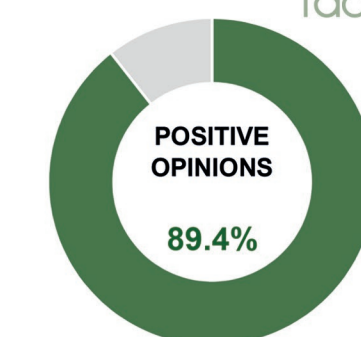
shopping
centres



TOTAL OPINIONS 73,190



factory outlet
centres



TOTAL OPINIONS 45,361

