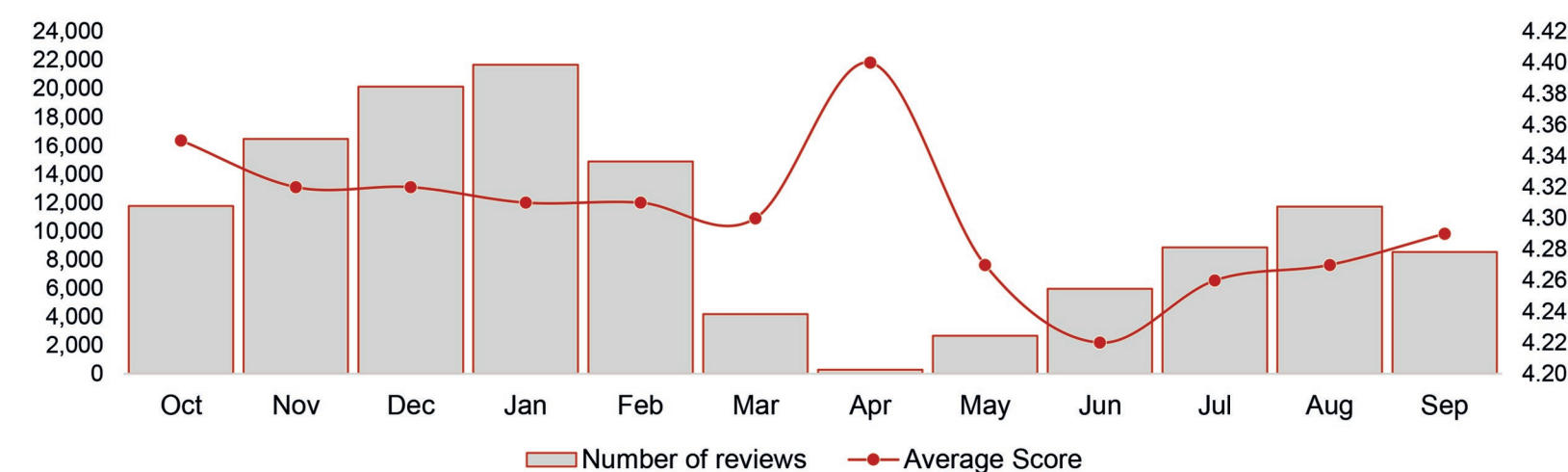


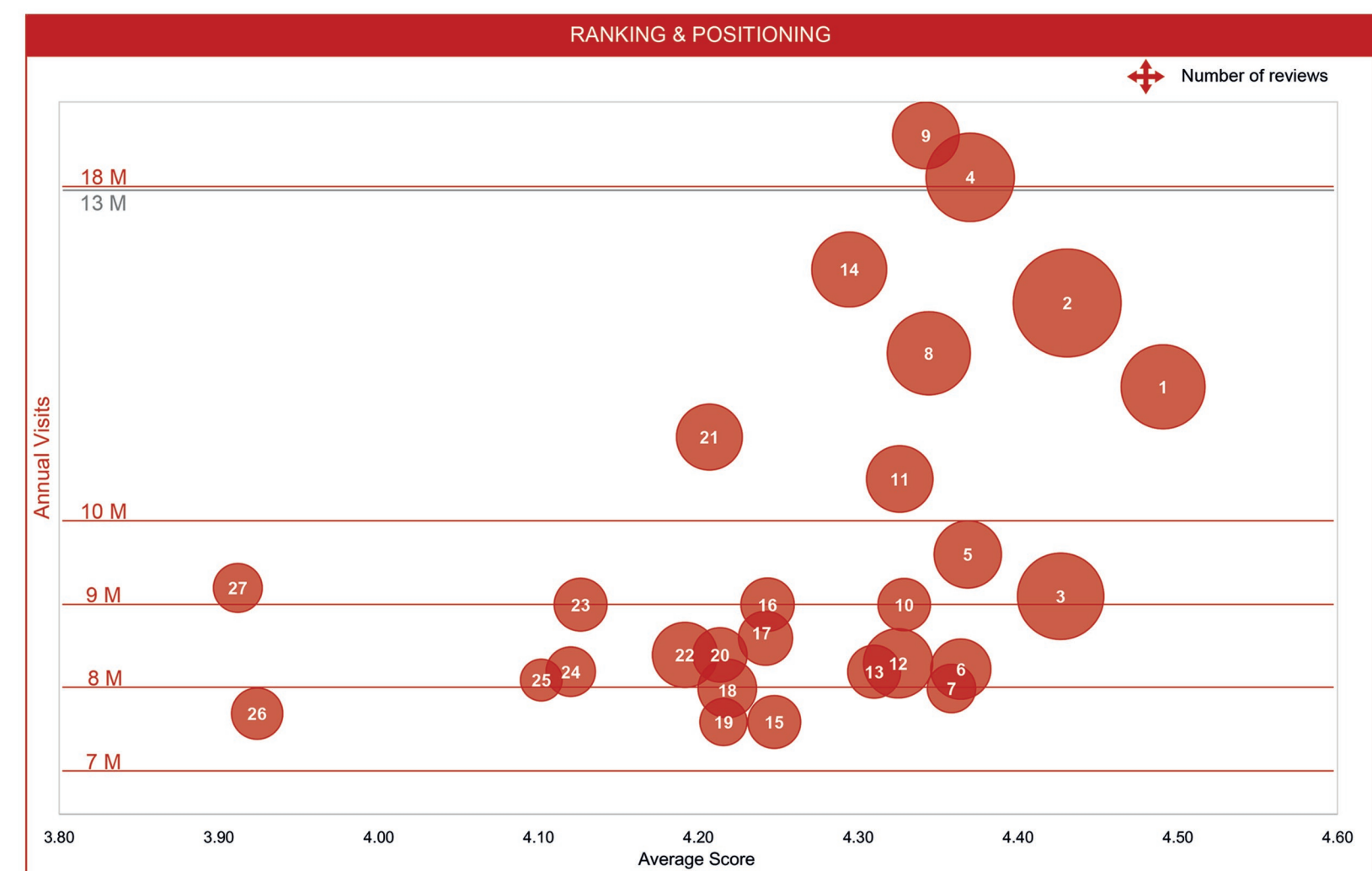
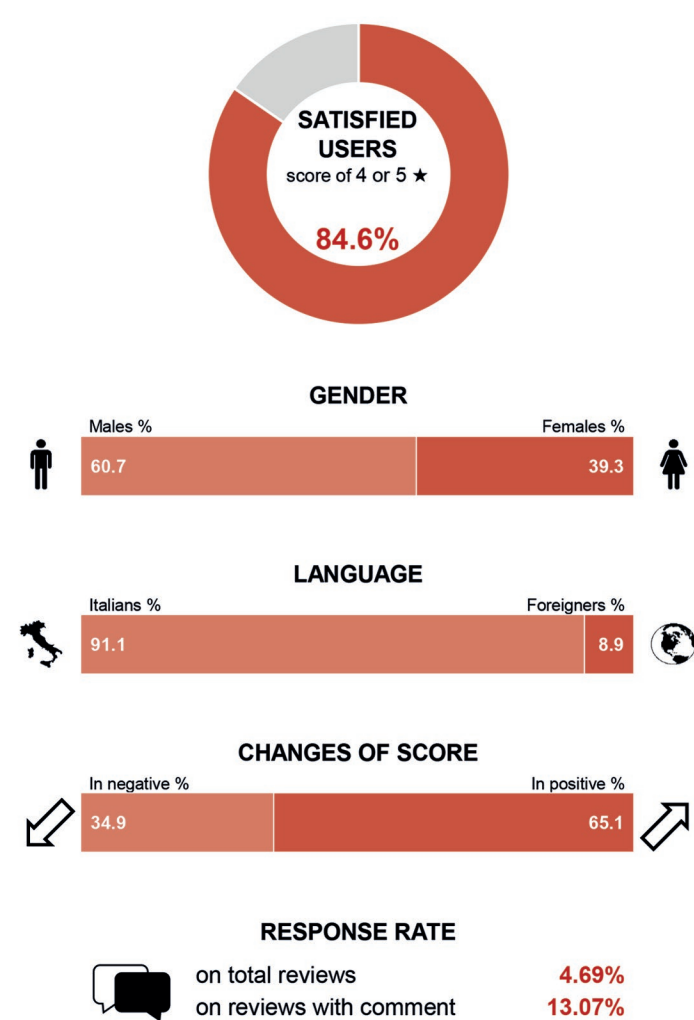
KEY DATA

shopping centres

N° Reviews	127,187	N° Reviews/Player	4,711	N° Reviews/100K visits	49
% Reviews with Comment	25.6	N° Reviews/Player/month	393	SCORE Average	4.30



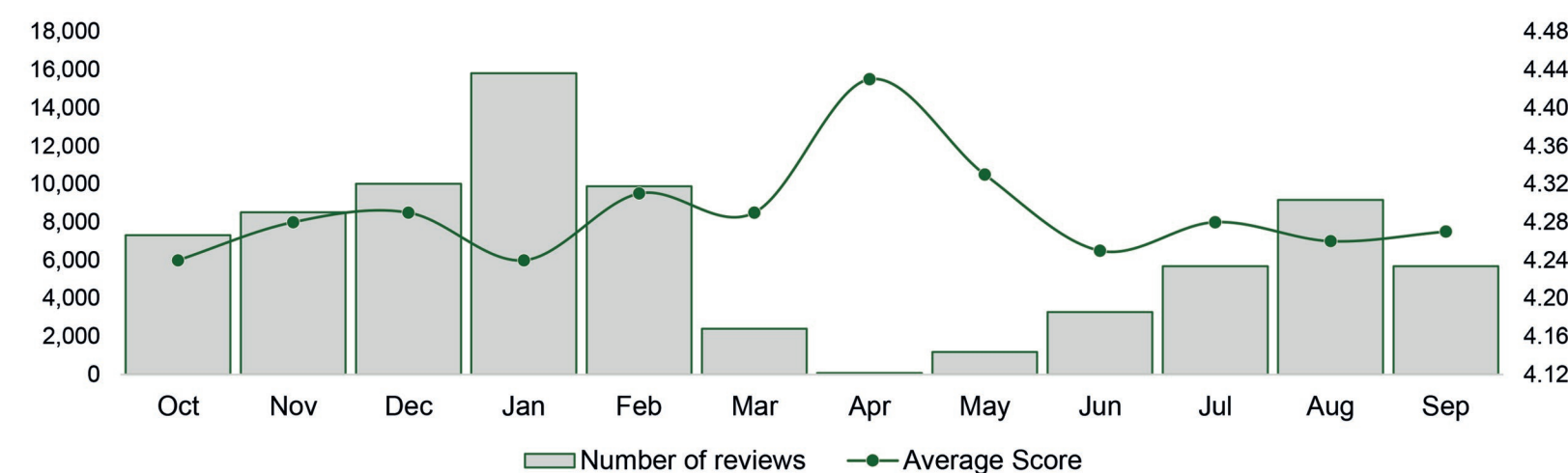
RANK	NAME	REVIEWS n.	AVERAGE SCORE
1	ORIOCENTER	7,809	4.49
2	IL CENTRO	12,804	4.43
3	ADIGEO	8,251	4.43
4	PORTA DI ROMA	8,632	4.37
5	CITYLIFE SHOPPING DISTRICT	5,060	4.37
6	LE BEFANE	4,066	4.36
7	ETNAPOLIS	2,656	4.36
8	CAMPANIA	7,668	4.34
9	I GIGLI	4,971	4.34
10	FORUM PALERMO	3,105	4.33
11	ROMAEST	4,935	4.33
12	ELNOS SHOPPING CENTER	5,348	4.33
13	CENTRO CASAMASSIMA	3,161	4.31
14	EUROMA 2	6,236	4.29
15	LA CARTIERA	3,144	4.25
16	GLOBO	3,206	4.24
17	PORTE DI CATANIA	3,297	4.24
18	CITTA' FIERA	3,847	4.22
19	LA GRANDE MELA	2,517	4.22
20	CAROSSELLO	3,325	4.21
21	SHOPVILLE LE GRU	4,847	4.21
22	FIORDALISO	4,734	4.19
23	FIUMARA	3,150	4.13
24	AUCHAN Giugliano in Campania	2,765	4.12
25	PORTE DI MESTRE	1,986	4.10
26	LINGOTTO	2,970	3.92
27	CENTRO COMMERCIALE RESCALDINA	2,697	3.91



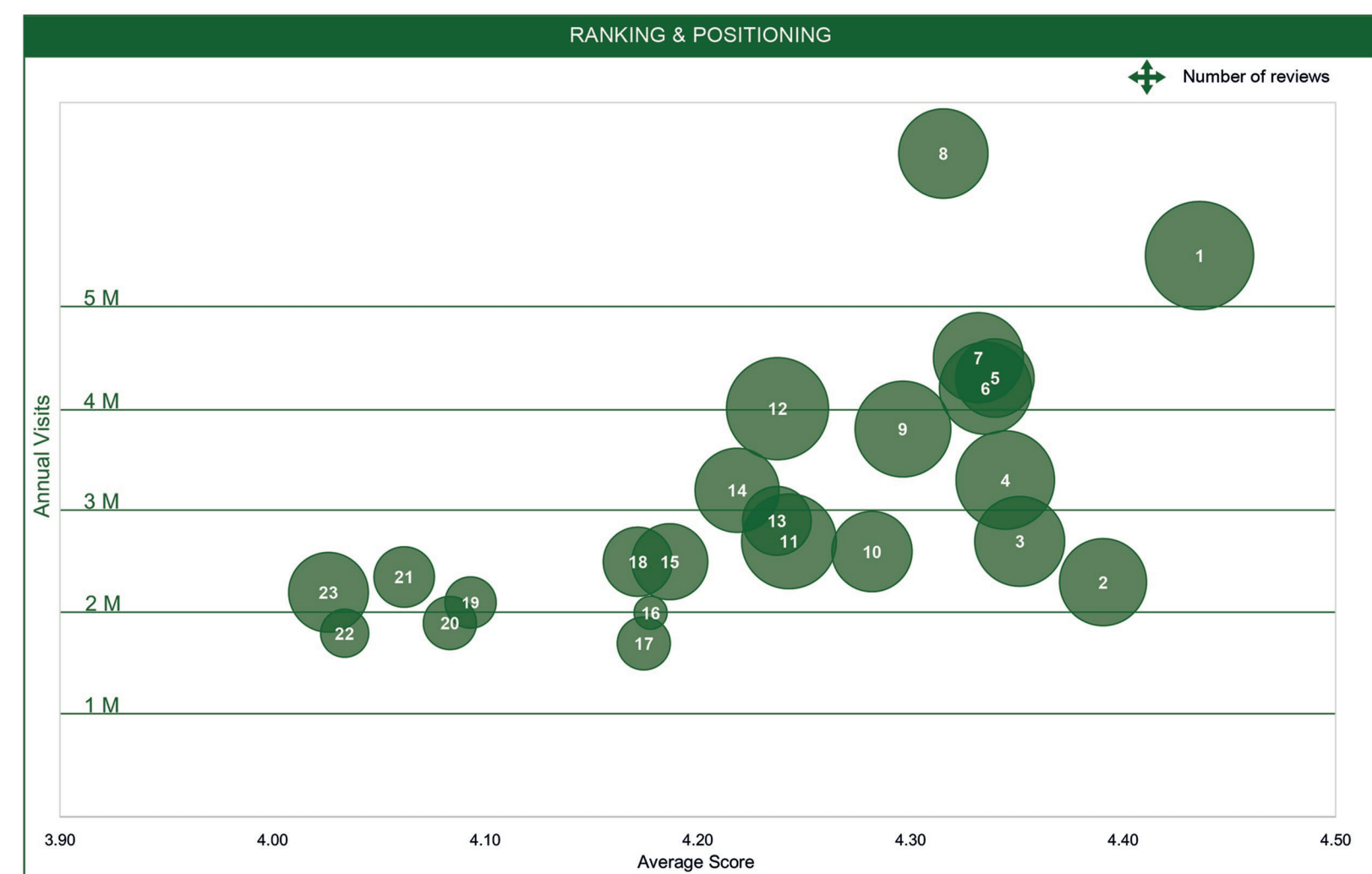
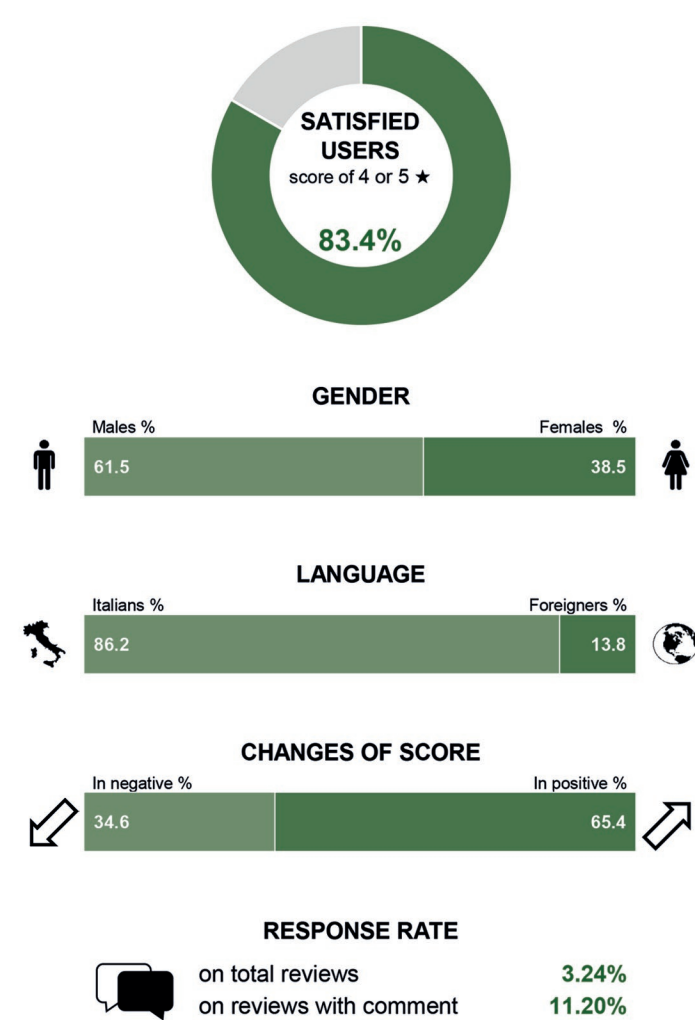
Top players Online Reviews

factory outlet centres

N° Reviews	79,023	N° Reviews/Player	3,436	N° Reviews/100K visits	110
% Reviews with Comment	28.9	N° Reviews/Player/month	286	SCORE Average	4.27



RANK	NAME	REVIEWS n.	AVERAGE SCORE
1	SERRAVALLE DESIGNER OUTLET	6,255	4.44
2	SICILIA OUTLET VILLAGE	4,066	4.39
3	BARBERINO DESIGNER OUTLET	4,340	4.35
4	NOVENTA DI PIAVE DESIGNER OUTLET	5,186	4.34
5	VALDICHIANA OUTLET VILLAGE	3,321	4.34
6	CASTEL ROMANO DESIGNER OUTLET	4,551	4.34
7	FRANCIACORTA OUTLET VILLAGE	4,347	4.33
8	VALMONTONE OUTLET	4,282	4.32
9	LA REGGIA DESIGNER OUTLET	4,911	4.30
10	FIDENZA VILLAGE	3,473	4.28
11	SCALO MILANO OUTLET & MORE	4,820	4.24
12	VICOLUNGO THE STYLE OUTLETS	5,574	4.24
13	PUGLIA OUTLET VILLAGE	2,572	4.24
14	MANTOVA OUTLET VILLAGE	3,804	4.22
15	CASTEL GUELFO THE STYLE OUTLETS	3,115	4.19
16	SARDINIA OUTLET VILLAGE	613	4.18
17	OUTLET CENTER BRENNER	1,541	4.17
18	PALMANOVA OUTLET VILLAGE	2,590	4.17
19	SHOPINN BRUGNATO STERRE	1,439	4.09
20	CILENTO OUTLET VILLAGE	1,547	4.08
21	MONDOVICINO OUTLET VILLAGE	1,986	4.06
22	CITTA' SANT'ANGELO VILLAGE	1,270	4.03
23	TORINO OUTLET VILLAGE	3,420	4.03



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Italy2020

Top players Online Reviews

Shopping Centres over 7M annual visits &
Factory Outlet Centres over 1M annual visits
Reference Period 30 Sept 2019 - 30 Sept 2020

Urbistat

monitora
reviews analysis software

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

20 M
Reviews

5 M
Users

50 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

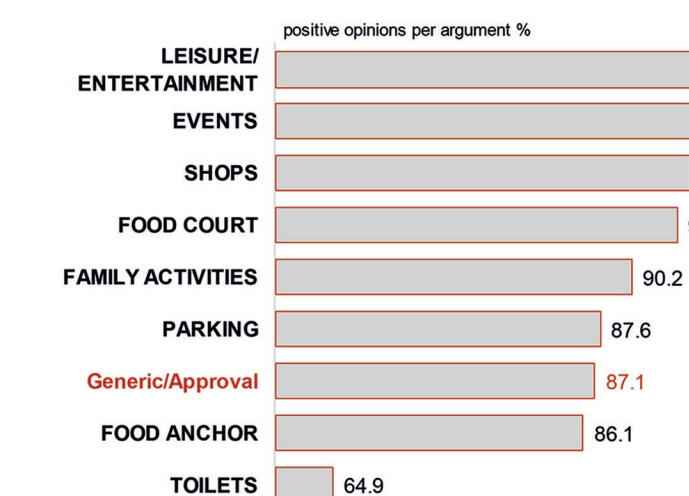
- Customer satisfaction measured using online reviews
- Sentiment analysis by semantic interpretation of comments
- Target analysis of users considering who-where-what-how
- Competitor analysis with geographical and time-based benchmarks
- Web visibility improvement by managing Google My Business POIs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

What reviewers like the most? Sentiment analysis

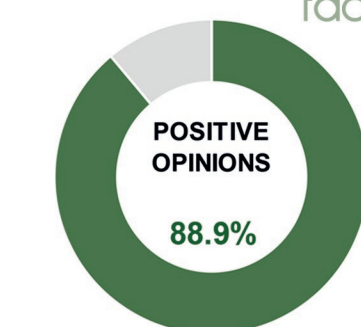
shopping
centres



TOTAL OPINIONS 53,844



factory outlet
centres



TOTAL OPINIONS 35,722

