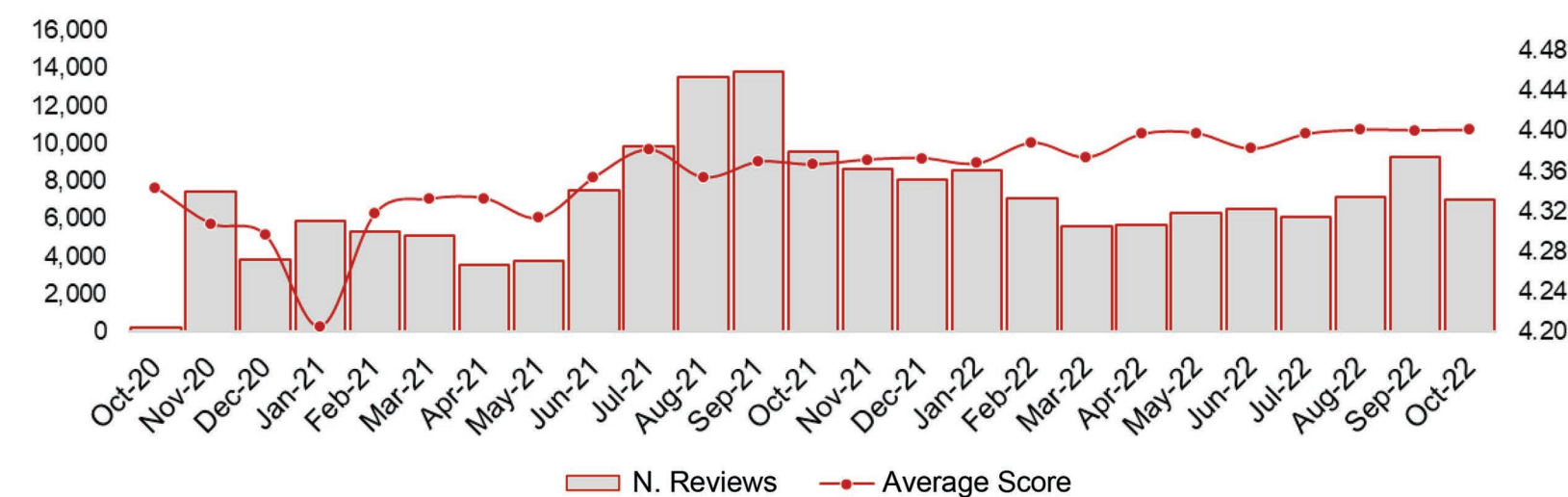


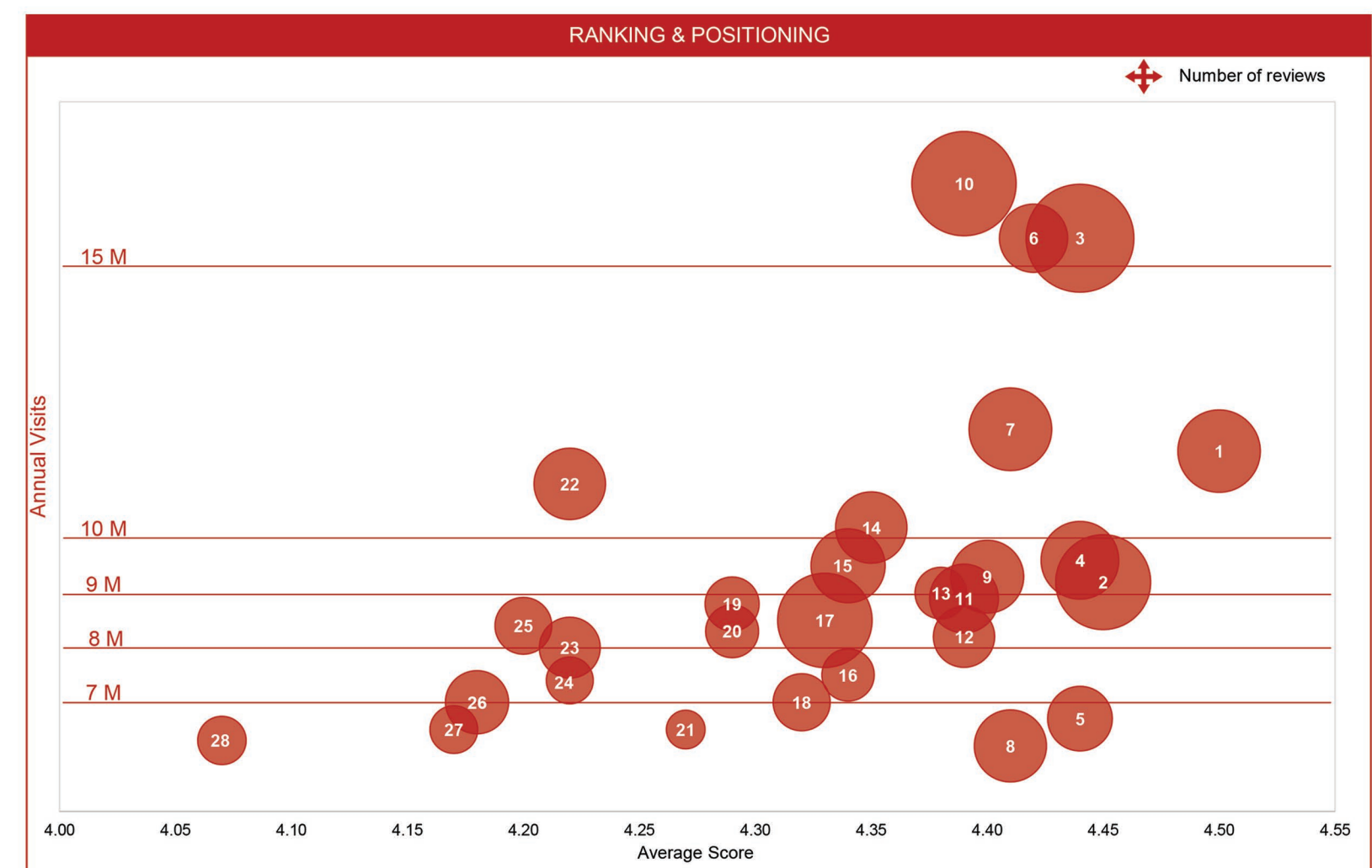
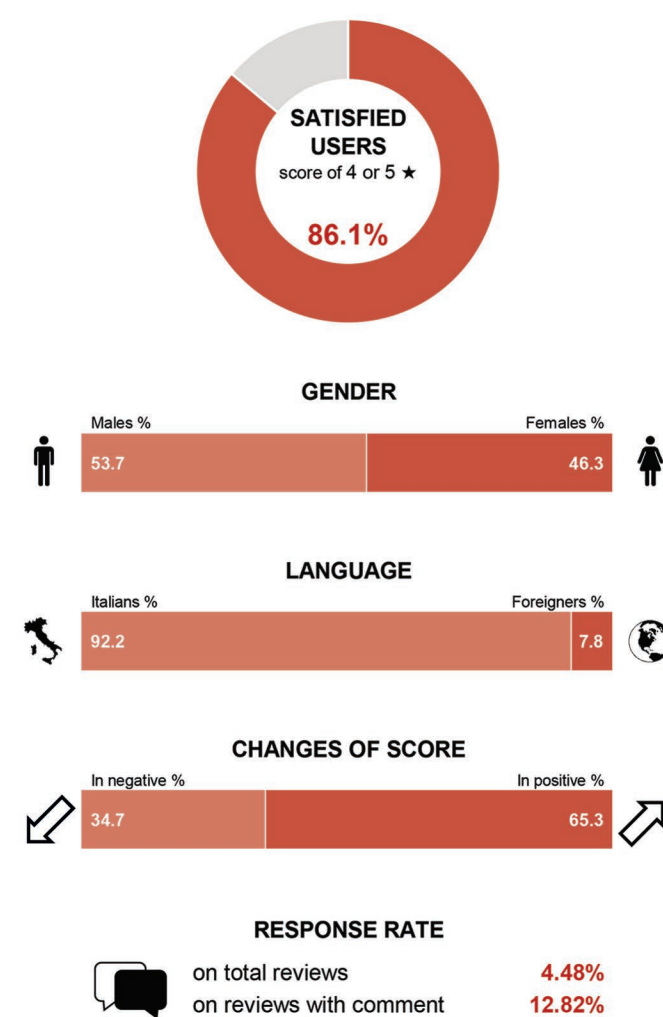
KEY DATA

shopping centres

N° Reviews	175,276	N° Reviews/Player	6,259	N° Reviews/100K visits	43
% Reviews with Comment	33.9	N° Reviews/Player/month	261	SCORE Average	4.35



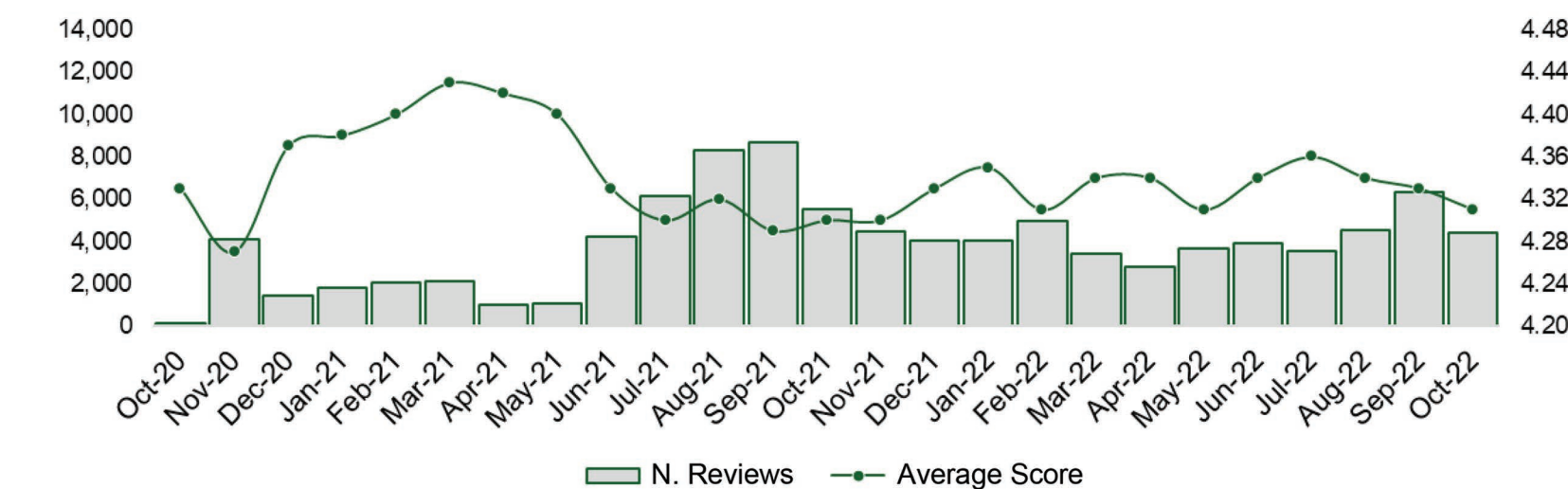
RANK	NAME	REVIEWS n.	AVERAGE SCORE
1	ORIOCENTER	8,648	4.50
2	ADIGEO	11,449	4.45
3	IL CENTRO	14,740	4.44
4	CITYLIFE SHOPPING DISTRICT	7,708	4.44
5	ROMAGNA SHOPPING VALLEY	5,352	4.44
6	I GIGLI	5,955	4.42
7	CAMPANIA	8,688	4.41
8	CENTRO SICILIA	6,638	4.41
9	ROMAEST	6,789	4.40
10	PORTA DI ROMA	13,772	4.39
11	ELNOS SHOPPING CENTER	6,085	4.39
12	LE BEFANE	4,809	4.39
13	FORUM PALERMO	3,439	4.38
14	EUROMA 2	6,503	4.35
15	FIORDALISO	6,996	4.34
16	CASAMASSIMA	3,530	4.34
17	MAXIMO	11,320	4.33
18	PORTE DI CATANIA	4,188	4.32
19	GLOBO	3,761	4.29
20	CAROSELLO	3,604	4.29
21	LA CARTIERA	1,950	4.27
22	SHOPVILLE LE GRU	6,512	4.22
23	CITTA' FIERA	4,757	4.22
24	LA GRANDE MELA	2,842	4.22
25	FIUMARA	4,147	4.20
26	LINGOTTO	5,115	4.18
27	SHOPVILLE GRAN RENO	2,954	4.17
28	GRANDE SUD	3,025	4.07



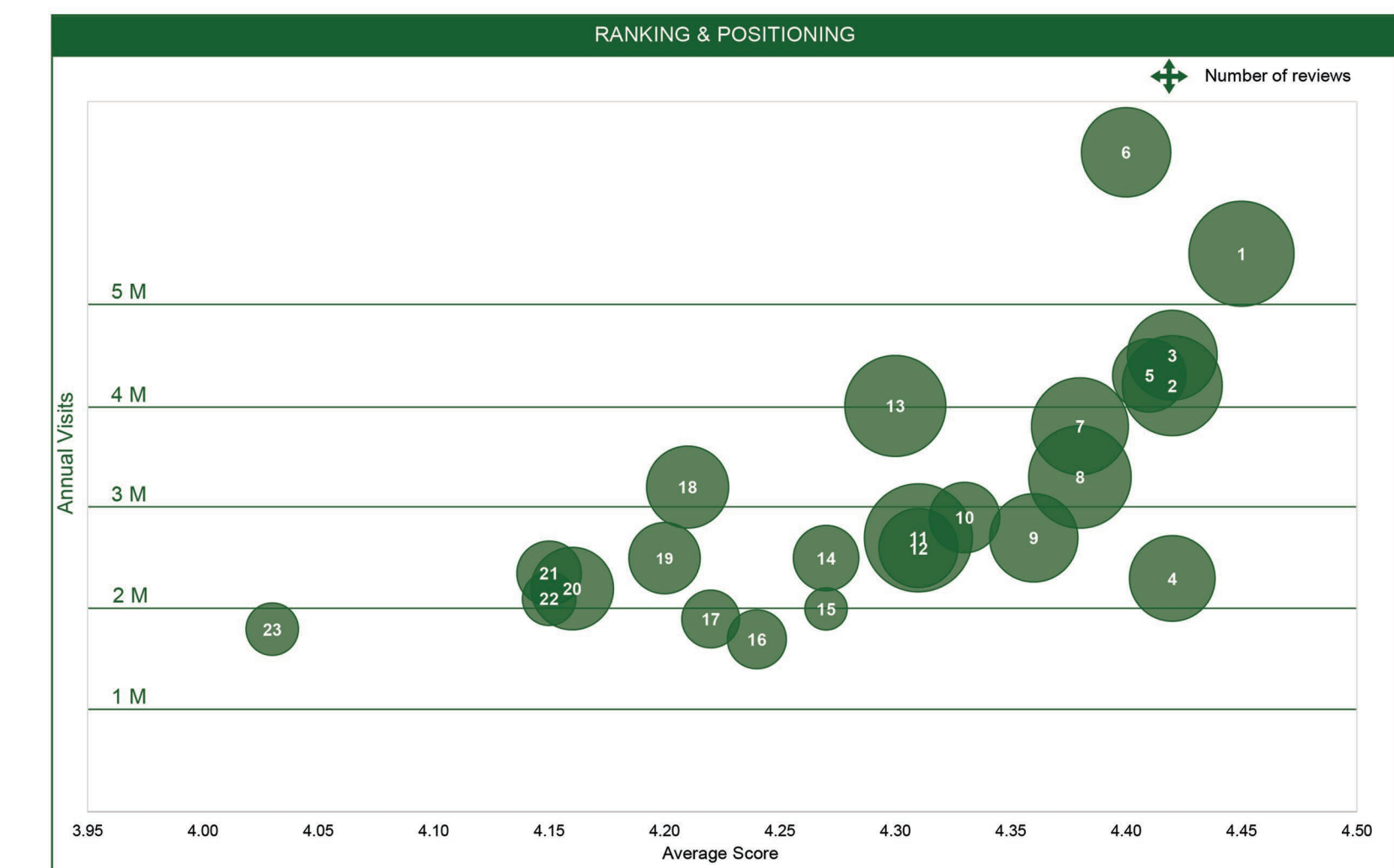
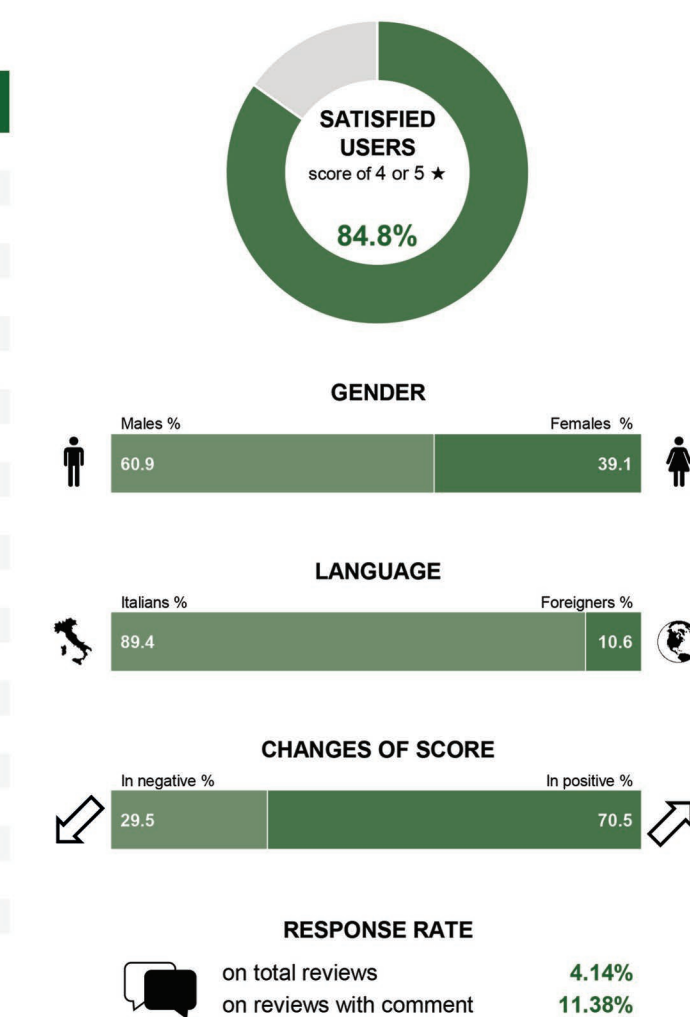
Top players Online Reviews

factory outlet centres

N° Reviews	96,694	N° Reviews/Player	4,204	N° Reviews/100K visits	83
% Reviews with Comment	52.6	N° Reviews/Player/month	175	SCORE Average	4.33



RANK	NAME	REVIEWS n.	AVERAGE SCORE
1	SERRAVALLE DESIGNER OUTLET	6,997	4.45
2	CASTEL ROMANO DESIGNER OUTLET	6,352	4.42
3	FRANCIACORTA OUTLET VILLAGE	5,122	4.42
4	SICILIA OUTLET VILLAGE	4,664	4.42
5	VALDICHIANA OUTLET VILLAGE	3,423	4.41
6	VALMONTONE OUTLET	5,076	4.40
7	LA REGGIA DESIGNER OUTLET	5,963	4.38
8	NOVENTA DI PIAVE DESIGNER OUTLET	6,663	4.38
9	BARBERINO DESIGNER OUTLET	4,961	4.36
10	PUGLIA OUTLET VILLAGE	3,173	4.33
11	SCALO MILANO OUTLET & MORE	7,401	4.31
12	FIDENZA VILLAGE	3,986	4.31
13	VICOLUNGO THE STYLE OUTLETS	6,475	4.30
14	CASTEL GUELFO THE STYLE OUTLETS	2,744	4.27
15	SARDINIA OUTLET VILLAGE	1,161	4.27
16	OUTLET CENTER BRENNER	2,230	4.24
17	CILENTO OUTLET VILLAGE	2,144	4.22
18	MANTOVA OUTLET VILLAGE	4,288	4.21
19	PALMANOVA OUTLET VILLAGE	3,246	4.20
20	TORINO OUTLET VILLAGE	4,337	4.16
21	MONDOVICINO OUTLET VILLAGE	2,670	4.15
22	SHOPINN BRUGNATO STERRE	1,847	4.15
23	CITTA' SANT'ANGELO VILLAGE	1,771	4.03



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Italy2022

Top players Online Reviews

Shopping Centres & Factory Outlet Centres

Reference Period 01 Oct. 2020 - 31 Oct. 2022

UrbiStat 10 year anniversary

monitora
reviews analysis software

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

30 M
Reviews

7 M
Users

60 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

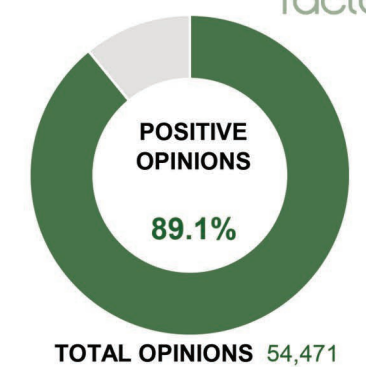
What reviewers like the most? Sentiment analysis

shopping centres



positive opinions per argument %	
LEISURE/ ENTERTAINMENT	96.6
EVENTS	94.4
SHOPS	93.7
FOOD COURT	93.6
FAMILY ACTIVITIES	89.4
PARKING	88.1
Generic/Approval	87.8
FOOD ANCHOR	87.6
TOILETS	67.0

factory outlet centres



positive opinions per argument %	
LEISURE/ ENTERTAINMENT	98.5
EVENTS	98.2
FOOD ANCHOR	94.7
FAMILY ACTIVITIES	92.0
PARKING	90.1
SHOPS	88.6
Generic/Approval	87.2
FOOD COURT	86.6
TOILETS	85.8