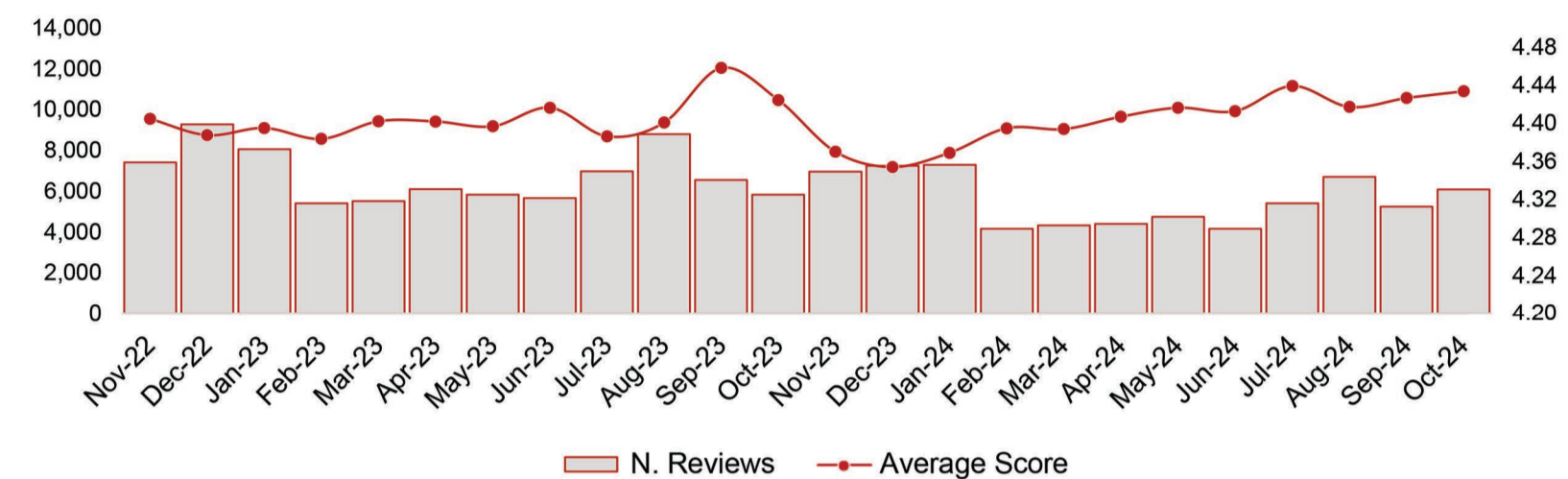
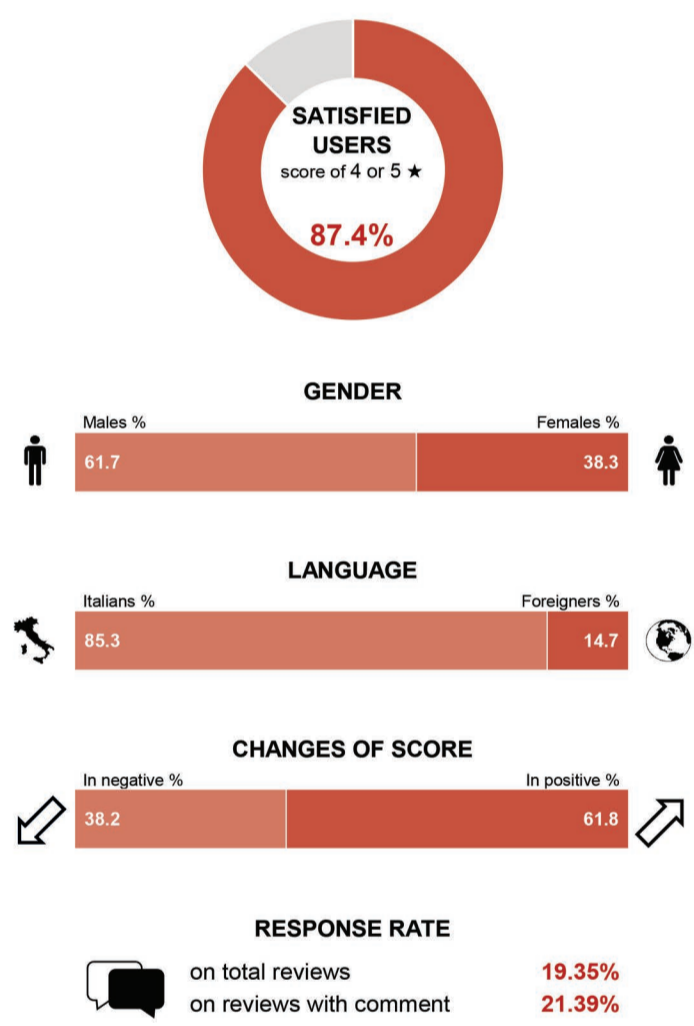


KEY DATA

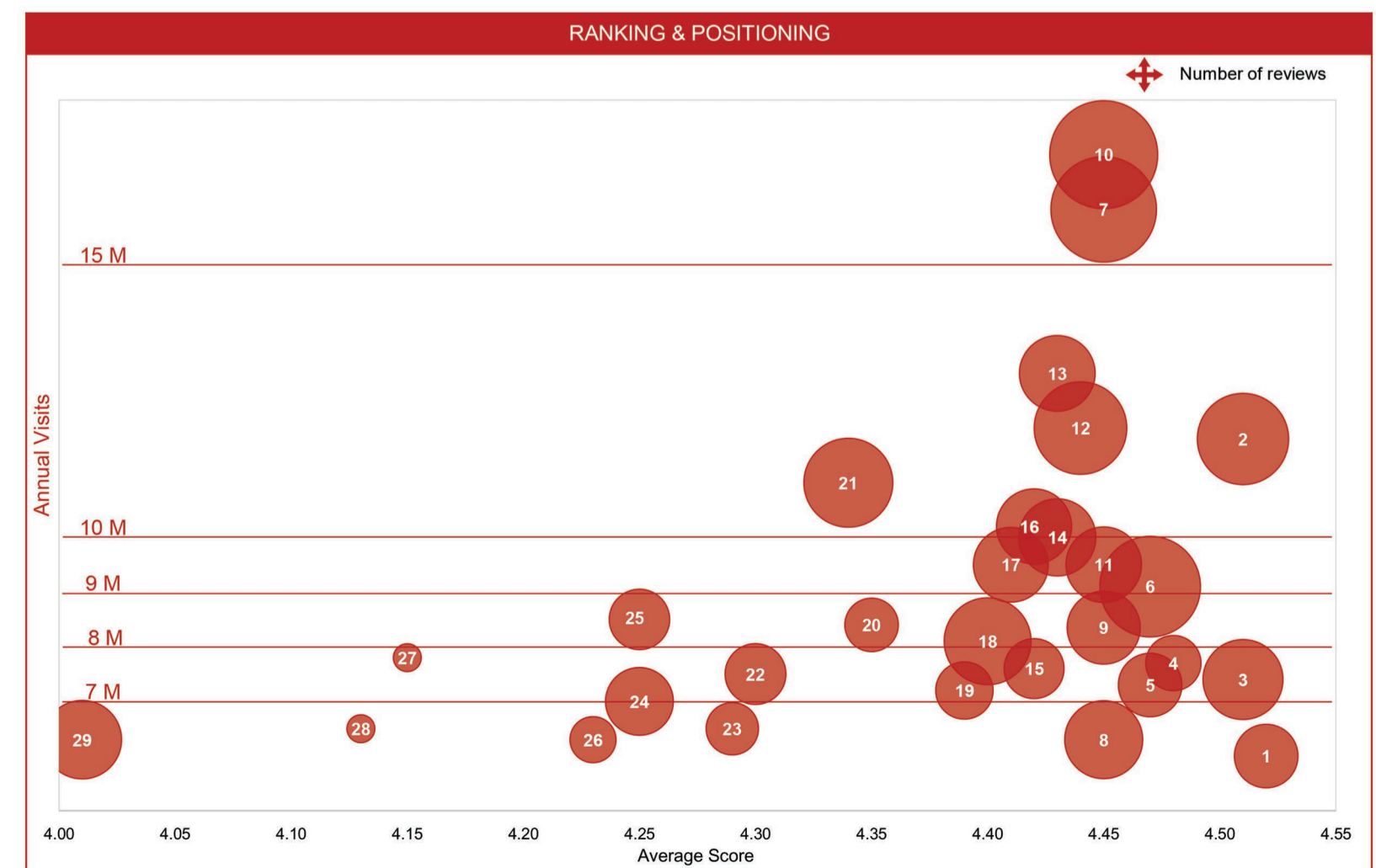
shopping centres



RANK	NAME	REVIEWS n.	AVERAGE SCORE
1	ROMAGNA SHOPPING VALLEY	3,517	4.52
2	ORIOCENTER	7,198	4.51
3	CENTRO SICILIA	5,537	4.51
4	FORUM PALERMO	2,678	4.48
5	LE BEFANE	3,525	4.47
6	ADIGEO	8,734	4.47
7	PORTA DI ROMA	9,594	4.45
8	SHOPVILLE GRAN RENO	5,269	4.45
9	ELNOS SHOPPING CENTER	4,630	4.45
10	IL CENTRO	10,046	4.45
11	ROMAEST	4,952	4.45
12	CAMPANIA	7,400	4.44
13	I GIGLI	4,972	4.43
14	CITYLIFE SHOPPING DISTRICT	5,164	4.43
15	CASAMASSIMA	3,138	4.42
16	FIORDALISO	4,900	4.42
17	EUROMA 2	4,858	4.41
18	MAXIMO	6,527	4.40
19	PORTE DI CATANIA	2,876	4.39
20	GLOBO	2,503	4.35
21	SHOPVILLE LE GRU	6,833	4.34
22	CITTA' FIERA	3,230	4.30
23	LA GRANDE MELA	2,401	4.29
24	LINGOTTO	3,994	4.25
25	FIUMARA	3,184	4.25
26	GRANDE SUD	1,867	4.23
27	CAROSSELLO (*)	277	4.15
28	LA CARTIERA (**)	338	4.13
29	MERLATA BLOOM MILANO	5,339	4.01

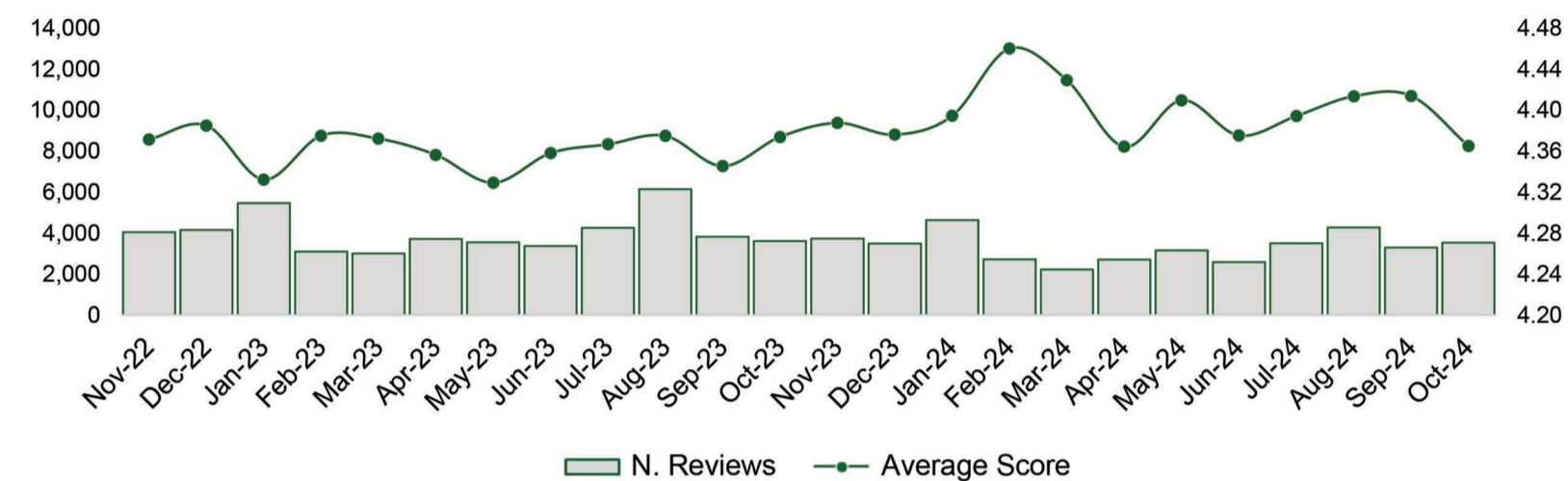


Google business profiles have experienced a significant decline in reviews since respectively July 2022 (*) and November 2021 (**)

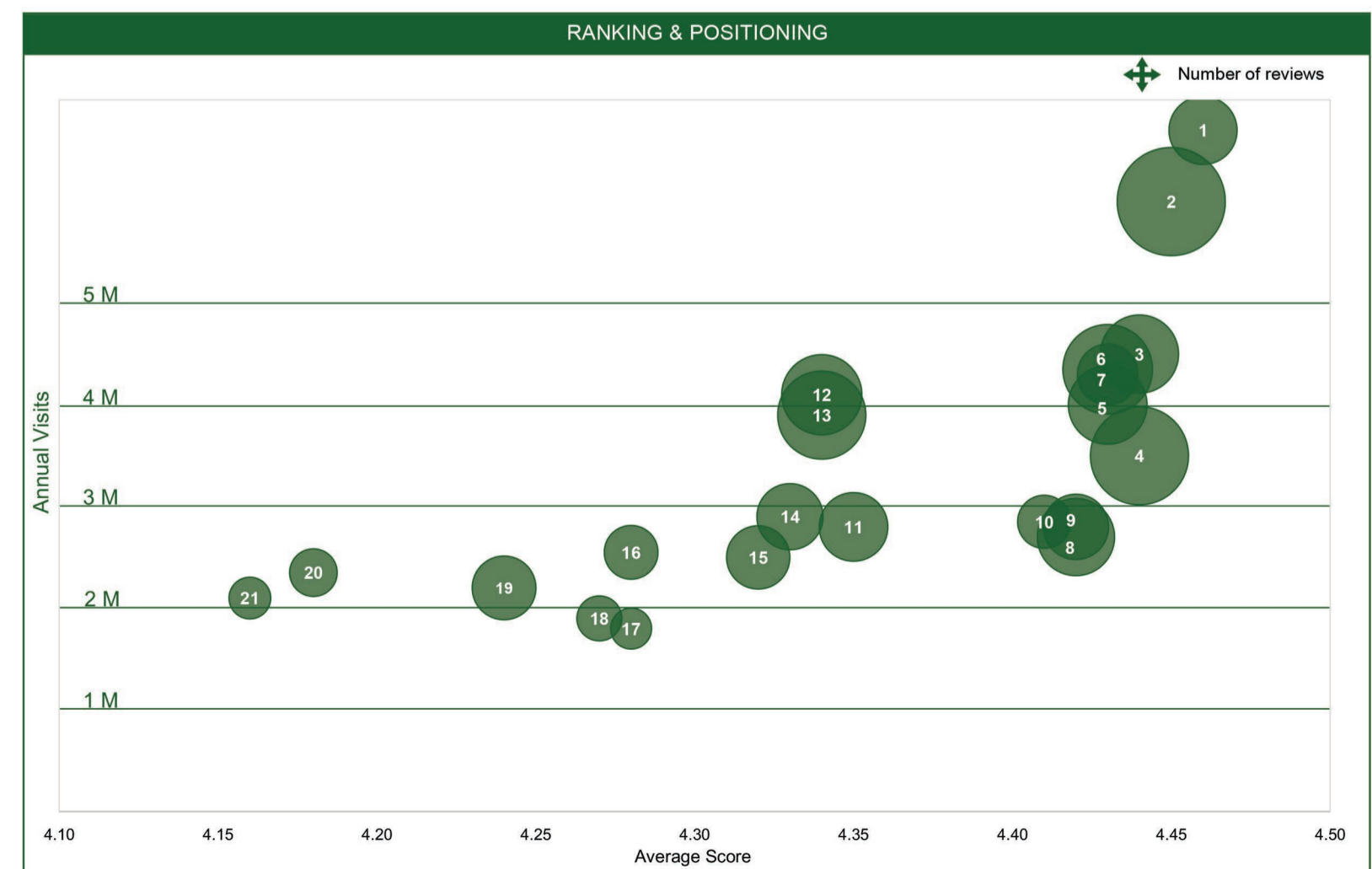
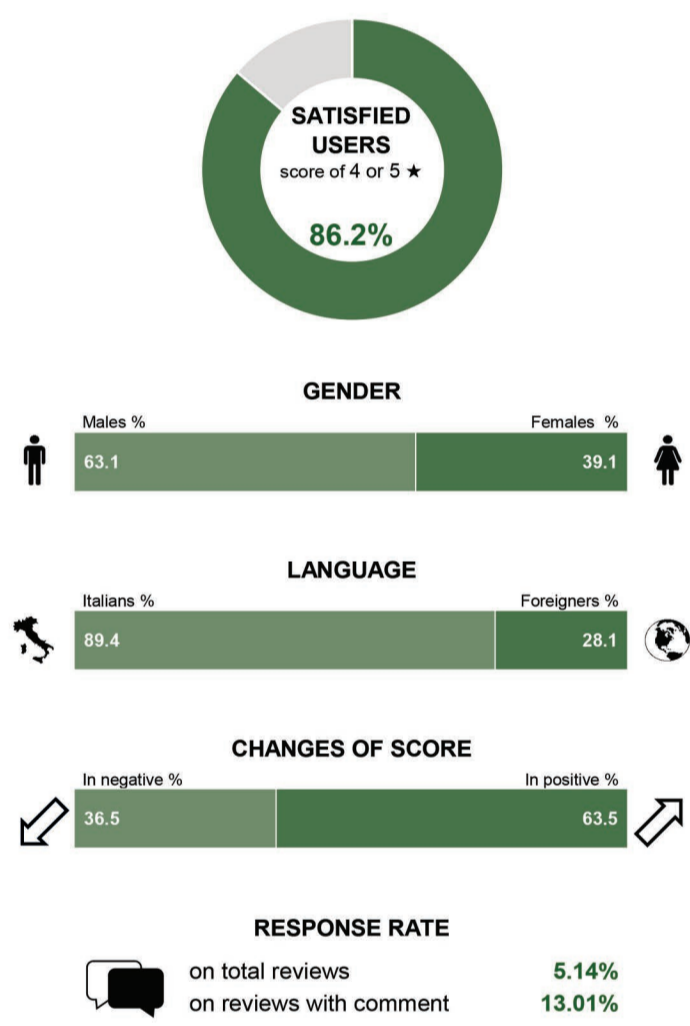


Top players Online Reviews

factory outlet centres



RANK	NAME	REVIEWS n.	AVERAGE SCORE
1	VALMONTONE OUTLET	3,726	4.46
2	SERRAVALLE DESIGNER OUTLET	9,304	4.45
3	FRANCIACORTA OUTLET VILLAGE	4,885	4.44
4	NOVENTA DI PIAVE DESIGNER OUTLET	7,666	4.44
5	LA REGGIA DESIGNER OUTLET	4,955	4.43
6	VALDICHIANA OUTLET VILLAGE	2,967	4.43
7	CASTEL ROMANO DESIGNER OUTLET	6,412	4.43
8	BARBERINO DESIGNER OUTLET	4,773	4.42
9	SICILIA OUTLET VILLAGE	3,428	4.42
10	PUGLIA OUTLET VILLAGE	2,276	4.41
11	FIDENZA VILLAGE	3,779	4.35
12	VICOLUNGO THE STYLE OUTLETS	5,143	4.34
13	SCALO MILANO OUTLET & MORE	6,199	4.34
14	MANTOVA OUTLET VILLAGE	3,520	4.33
15	PALMANOVA OUTLET VILLAGE	3,221	4.32
16	CASTEL GUELFO THE STYLE OUTLETS	2,331	4.28
17	CITTA' SANT'ANGELO VILLAGE	1,365	4.28
18	CILENTO OUTLET VILLAGE	1,641	4.27
19	TORINO OUTLET VILLAGE	3,266	4.24
20	MONDOVICINO OUTLET VILLAGE	1,836	4.18
21	SHOPINN BRUGNATO STERRE	1,417	4.16



Top players Online Reviews

Shopping Centres & Factory Outlet Centres
Reference Period 01 Nov. 2022 - 31 Oct. 2024



monitora
reviews analysis software

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



Tracked Sectors	Shopping Centre	Electronics & IT	Footwear	Furniture-Decor
	Retail Park	DIY	Sport	Grocery
	Factory Outlet	Clothing	Restaurants	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

