

OPTIMIZADATA BUSINESS ANALYTICS & BIG DATA

Specialists in technological solutions for the centralisation, optimisation and analysis of data in tourist destinations and companies.

They also specialise in the processing and monitoring of data on social media, events, influencers and marketing campaigns in the tourism sector.

www.optimizadata.com



Collaborating member of the Smart Destinations Network



OPTIMIZADATA INFLUENCERS

Dashboard for monitoring events and influencer campaigns
on social media and other channels.

The **aims** are to:

- Monitor users and content during a campaign
- Monitor impacts and other metrics on social media
- Set targets and monitor campaign status in real time
- Monetise campaign results
- Develop and compare campaigns, managing objectives
- Generate campaign reports for presentation of results
- Capture new influencers or prominent followers

Scope of smart destination application

Technology

Solutions for destinations in the
following areas



Type of solution

