

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 SOCIAL NETWORK BAROMETER

Tool for monitoring a group or all the social network profiles of destinations in a geographical area (region, province, association of municipalities, etc.)

Objectives:

- To help destinations understand the evolution of the main indicators of their social media profiles
- To improve destinations' competitiveness, allowing each of the indicators to be compared to other destinations
- To monitor the evolution of indicators to see if the destination is following the same growth trend as other destinations
- To assist in marketing actions, monitoring the evolution and increase of each metric
- To easily analyse the evolution of each indicator for decision making
- To be able to select a custom target group to perform indicator comparisons
- To know the ranking and growth in followers of the community, by province and tourism brands
- To receive reports directly to the destination email, depending on the selected period (weekly, fortnightly or monthly), on the increase of each metric and the comparison of each metric with the average for other destinations
- To save time analysing all results

Scope of smart destination application

**Technology
Governance**

Solutions for destinations in the
following areas



Type of solution

