

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 ANALYTICS

A tool to **analyse the destination's own communication channels on social networks**, websites and the rest of the digital ecosystem. It also features a Social Listening tool.

The OptimizaData Analytics tools centralises and organises all the information obtained from social media and other channels used by the destination on a **dashboard**, facilitating the analysis of data for intelligent decision making as well as monitoring events at the destination.

Various **displays** and reports are shown that allow clients to track and control all the data simply and easily, carrying out active listening of the destination on online media.

Characteristics:

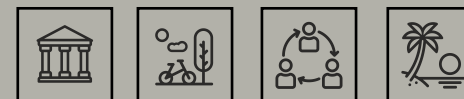
- The tool allows visualisation of the evolution of the main metrics of the monitored channels and helps with making the right decisions
- It has an alert system to notify users of any unusual actions that may be occurring on the monitored channels
- It helps optimise online marketing actions across all channels
- It can monetise all actions and statistics according to contribution rates

- It finds out about followers' behaviour to anticipate their needs and detect trends
- The tool displays comparative reports for all of the accounts' channels
- It monitors the evolution of followers and other metrics, with comparisons between dates
- Reports and graphs are displayed in a printable format for presentation of results
- It compares with other destinations (followers and other public metrics)
- It implements historical information to obtain data and reports from previous years
- Scalable tool to include more social networks and other channels
- Task Manager to assist in the daily management of publications across all channels and accounts
- INE data

Scope of smart destination application

**Technology
Governance**

Solutions for destinations in the following areas



Type of solution

