

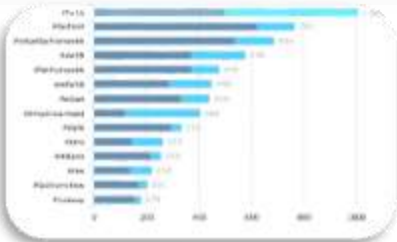
socialometers

Social media analytics
for brands, events and cities

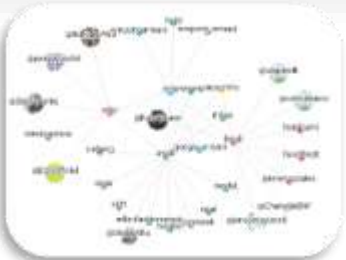




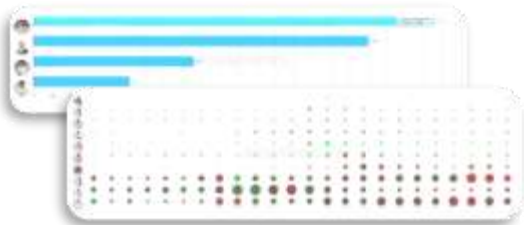
Temporal & Spatial Analysis



Trending social content
hashtag, account, n-gram, entity



Social contents & users networks



Comprehensive statistics with custom entity extraction



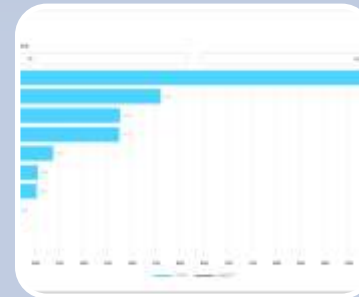
Engagement analysis



Predictive analysis

Alcuni spunti di analisi:

- 29/6: speciale RAI - [Museo Egizio](#) ☐
- 1/7: fine dei lavori di [restauro del Colosseo](#), conferenza stampa presentazione ☐
- 23/12 ore 12:00: picco positivo [Galleria Borghese](#), hashtag #domenichino #ilbelloperme ☐
- 13/9 ore 23:00: picco negativo [National Gallery Londra](#) 😬
- 25-26/10: serie negativa [National Air and Space Museum Washington](#) 😬



DATI IN INGRESSO

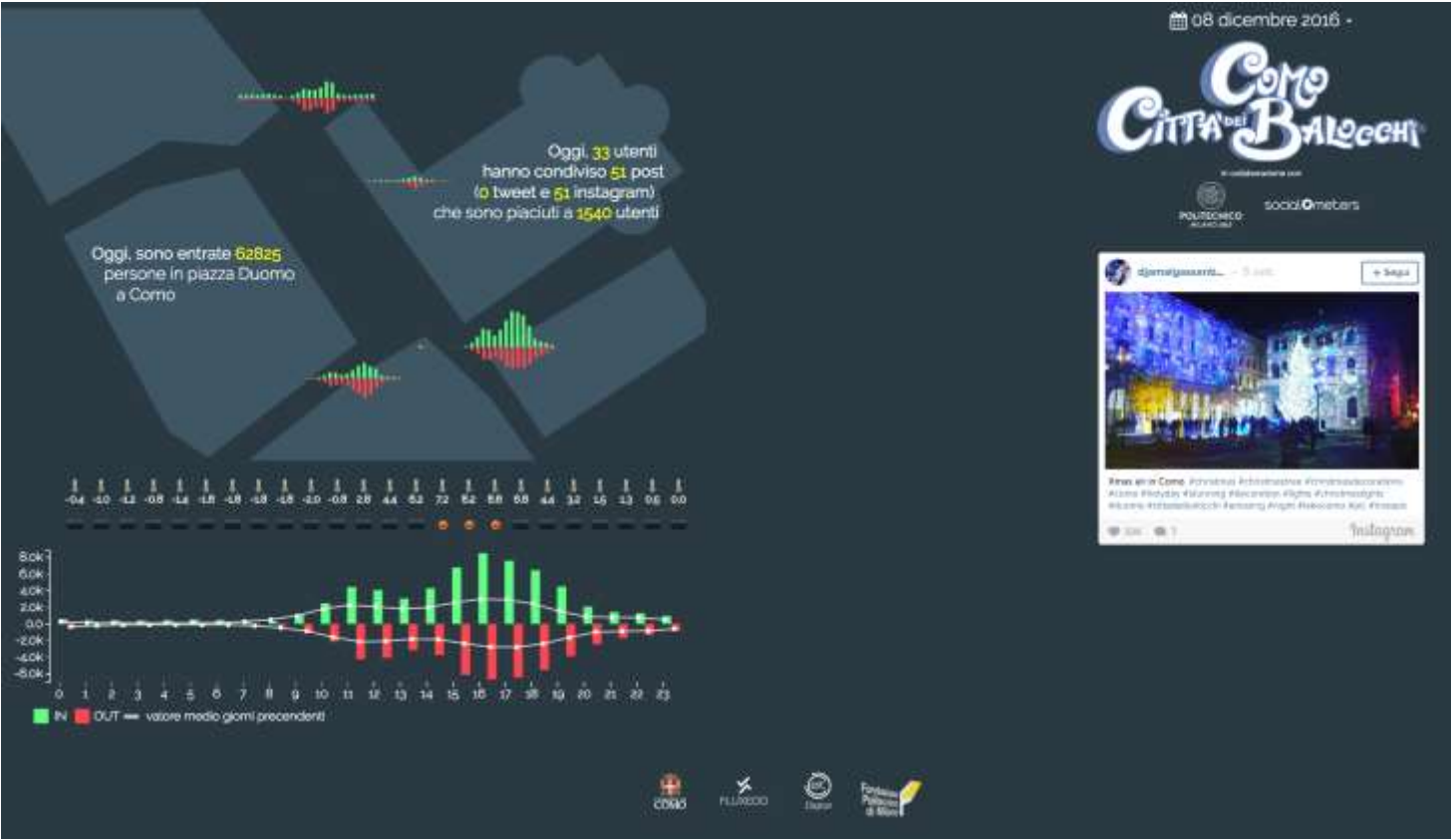
- Social
 - Twitter, Instagram, Facebook
- IoT
 - Video
 - Beacon
 - Mobile network
- Logs
 - App
 - WiFi
 - Call Data Records

STRUMENTI

- Named Entity recognition
- Visual Entity recognition
- Visual Entity tracking
- Entity linking
- Sentiment / Opinion mining
- Multi-lingua it,en,fr,de,es,pt
- Interrogazioni puntuali
- Analisi statistica
- Analisi di reti sociali/entità
- Analisi predittiva
- Analisi visuale
- real-time

RISULTATI

- Dashboard Web real-time
- Infografiche on demand in 24 ore
- Report ad-hoc con analisi quantitative e qualitative
- Automazione di azioni sui social





Attractiveness

- Passing vs. entering rate

People flows

- Opening times planning



People flow

- Peak flow mgmt
- Entering vs. buying rate

Area occupancy/movements



Visit duration



Gamification/Actionability

- Temporary offers
- Customer call to action

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