

Data Appeal Studio

Quick Guide

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INTRODUCTION TO DATA APPEAL STUDIO

What is Data Appeal Studio? How can it help me analyze and manage my destination?

Data Appeal Studio is a territorial analysis tool that collects and analyzes qualitative and quantitative data in real-time within the monitored destination. It is a product that provides real-time data, indicators, and operational tools for anyone working with administrative territories or tourist destinations.

The platform detects and monitors **POIs (Points of Interest)** belonging to various sectors, collecting and analyzing all online content related to activities within the territory, such as hotels, restaurants, but also museums, transportation, etc. Online content refers to any information related to a POI published on the web, such as reviews, social media posts, and prices on OTAs for POIs belonging to the accommodation sector.

For each content, Data Appeal Studio detects two aspects:















Quantitative aspect: volume of analyzed content, for example, number of reviews detected in a certain period.

Qualitative aspect: quality of feedback expressed by the content, for example, positive or negative review.

Data Appeal Studio allows creating value for all actors in the territory in order to monitor all market dynamics, have more strategic information useful for **marketing and communication**, but also to structure an attractive offer for the target markets. The platform supports those in charge of external marketing (promotion-commercialization, web marketing, communication) and at the same time is a strategic tool for the **development of a destination and its organization**, which is the framework that supports the destination's offer and supports a recognizable identity.

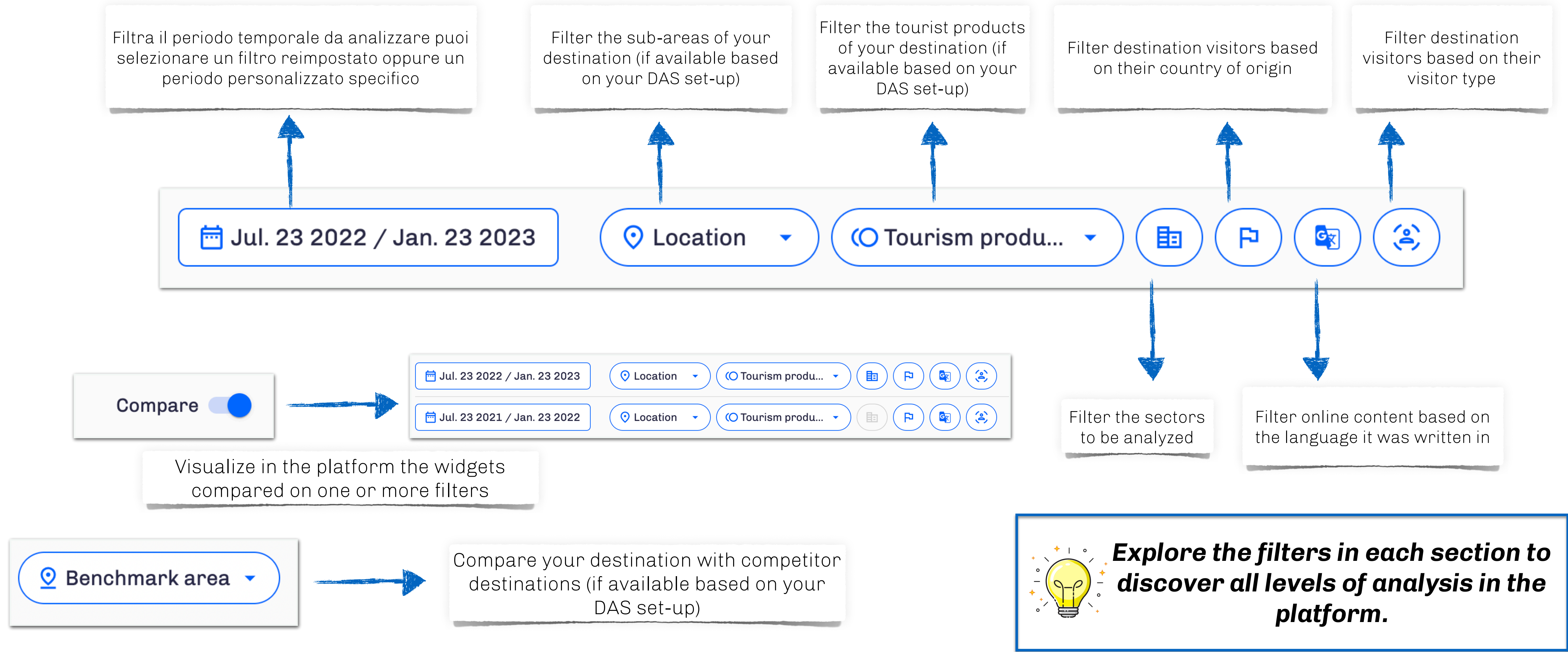
THE COMPOSITION OF THE MENU AND SECTIONS

Each module provides insights into a specific aspect of the destination, what are the active modules on your platform?

 Highlights 	Discover the most relevant KPIs for your destination with a focus on the current situation (last 6 months) and a preview of the future outlook (next 6 months).
 Destination	Analyze the destination through online content published by travelers, providing insights into the sentiment related to various sectors and types of visitors.
 OTA Focus	Here is a predictive look at the performance of the hospitality sector in the destination, focusing on saturation and prices of offers published on major OTAs.
 Flights BETA 	Find information about traveler arrivals and bookings at monitored airports.
 Flights demand 	Here is an analysis of flight searches and bookings to Italy and the main competitor destinations (Greece, Spain, Portugal, etc.).
 Hotels demand 	Here is an analysis of hotel searches and bookings in Italy and in the main competitor destinations (Greece, Spain, Portugal, etc.).
 Media Monitoring 	Monitor trending topics related to the destination on major social platforms.
 Events 	Discover the upcoming events and measure their impact on the destination.

FILTERS

Within each section, a set of filters will allow you to refine the analysis by focusing on a specific aspect such as a time period or traveler origin.



HIGHLIGHTS

HIGHLIGHTS

★ Highlights



What territory am I monitoring with Data Appeal Studio? What are the fundamental KPIs?

This module collects and highlights the widgets related to the main KPIs monitored, to provide an overview of the destination's performance at a glance. The module is divided into two sections: a section related to the **Current View** with data for the last six months and a **Future Outlook** of the next six months to come.

 **Current view**

The Current View section shows:

- ❖ Sentiment Index, Seasonal Peak, Seasonality and Covid Safety Index. These indices allow you to quickly evaluate the health of a destination and will be explored in more detail in the next slides (Slides 8 - 10 - 11 - 12)
- ❖ The map of the monitored destination divided into tiles based on Sentiment with a highlight of POIs with the highest volume of content divided by category (hospitality, dining, attractions, etc.) (Slide 9)
- ❖ The list of the 100 points of interest with the highest volume of content, and the respective Sentiment. (Slide 9)

 **Future outlook**

The Future Outlook section shows:

- ❖ The impact of events on the volume of visitors (Slide 13)
- ❖ The current, minimum and maximum OTA saturation trend. (Slide 24)
- ❖ The average, maximum and minimum rates reported on OTAs for the destination's hotels (Slide 24)
- ❖ The destination map with the territorial distribution of average prices and OTA saturation (Slide 14)



From each widget, you can directly access the related internal sections.

SENTIMENT INDEX

How satisfied were travelers with their experience at the destination?

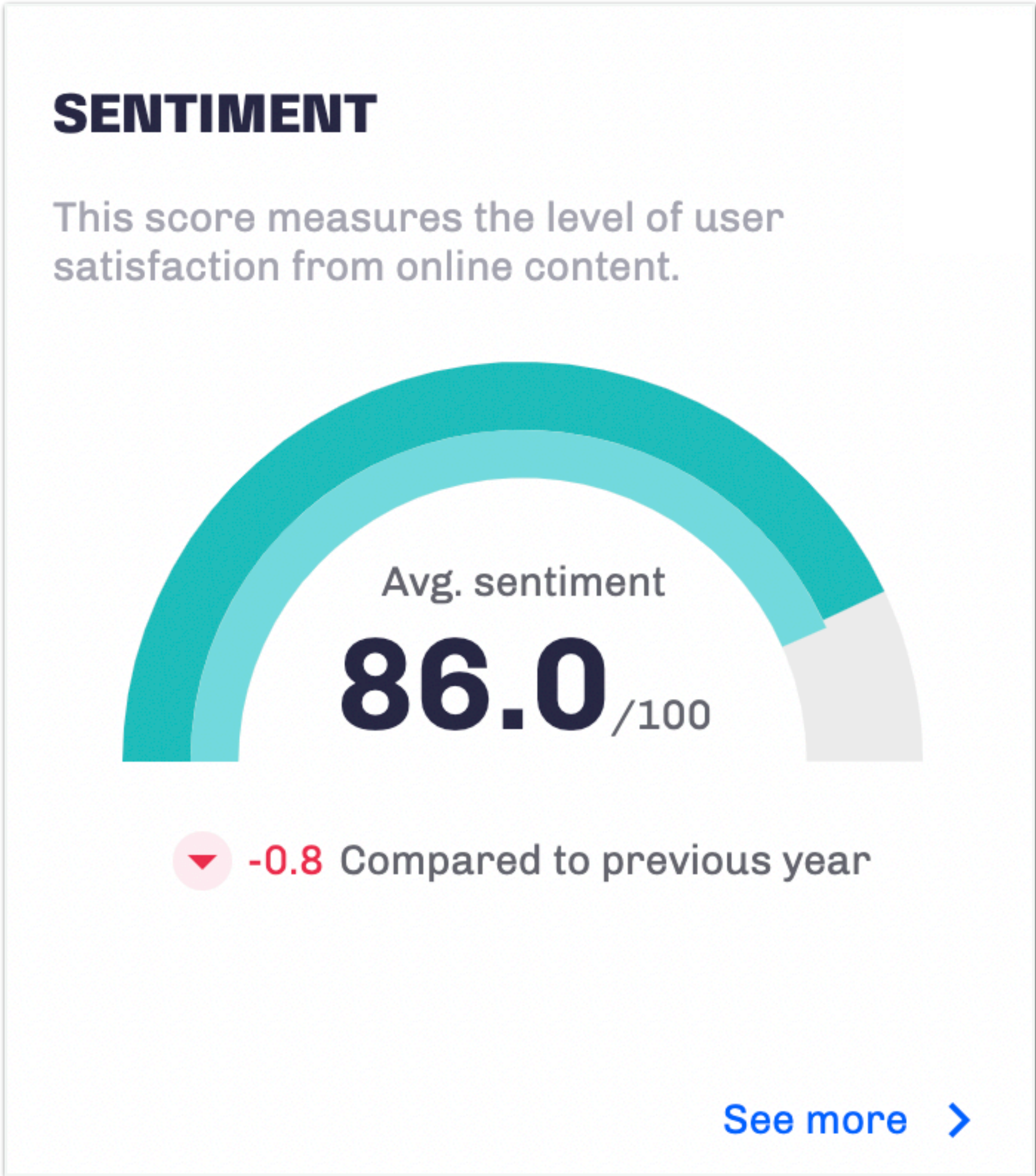
 **Current view**

The Sentiment measures the level of satisfaction expressed by travelers through the semantic analysis of content published online about a service, product, brand or territory. In detail, it defines the actual perception of customers towards goods and services, and identifies what influences the purchasing behaviors of current and future buyers to evaluate the value of any brand or territory.

The Sentiment is a 100-based index, the higher it is, the more positive the experience will be.

In the **Highlights** section, there is a preview of the Sentiment for the destination in the last six months.





By clicking on [See more >](#), it is possible to analyze a custom time period and view the sentiment trend for that same period.



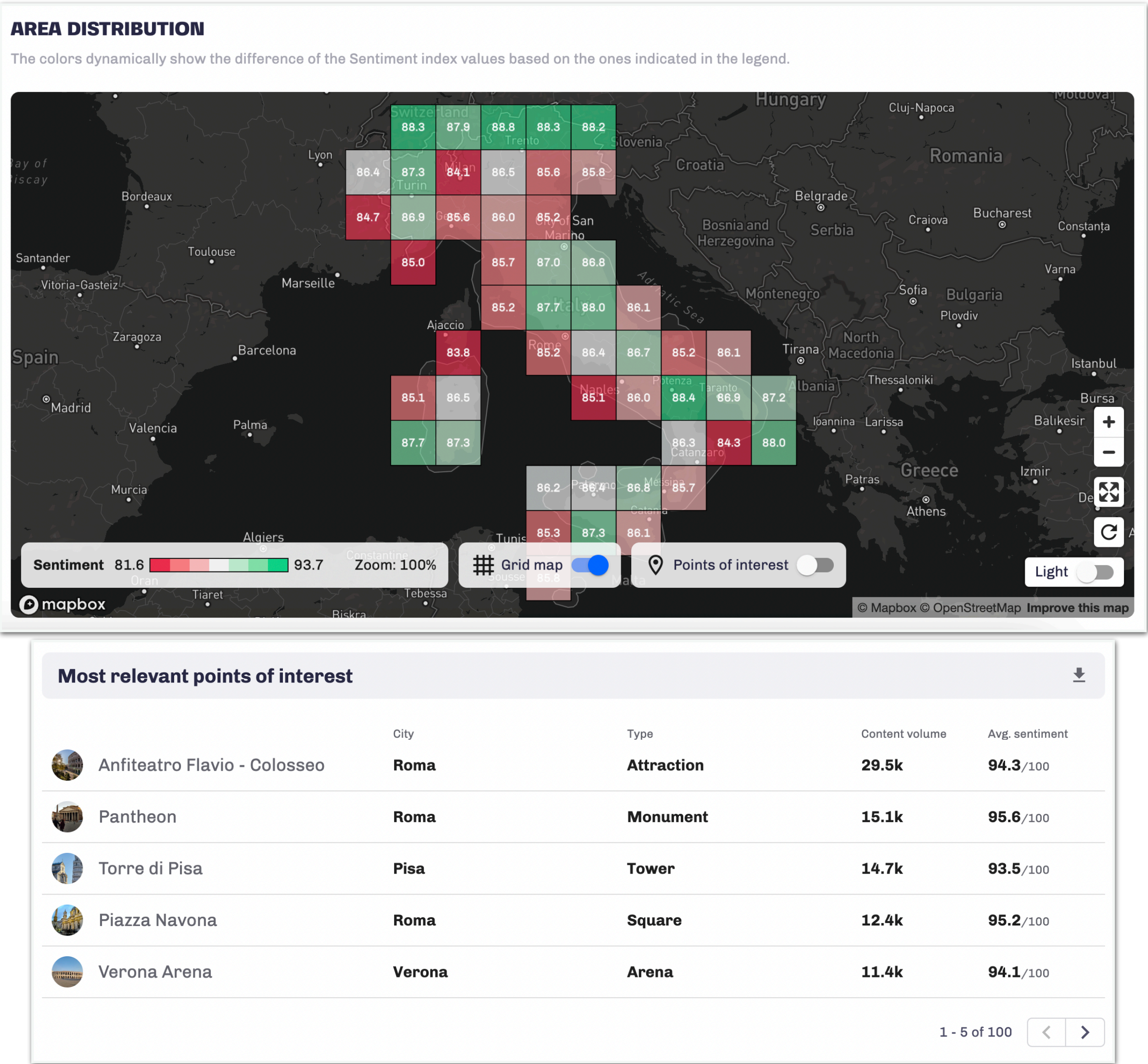
AREA DISTRIBUTION

Where are the main points of interest in the destination? What is the level of satisfaction of travelers in different areas?

Current view

The territorial distribution map allows you to view the Sentiment index distributed on different areas of the territory by activating the  **Grid map**  option. By activating the  **Points of interest**  option, you can view the POIs detected on the territory, thus providing a geographical distribution analysis of POIs. The combined visualization of both data allows you to analyze the distribution of POIs combined with the value of the Sentiment index for each area and to visualize, for example, any issues or virtuous areas.

The widget also includes a list of the top 100 POIs (belonging to each sector) with the corresponding Sentiment index, ranked by content volume, downloadable in CSV format.



COVID SAFETY INDEX

How safe is my destination perceived in terms of COVID?

 **Current view**

The Covid Safety Index (CSI) measures consumer confidence and the effectiveness of the actions taken by businesses in the destination.

Perception is very important in assessing perceived safety: the more a destination can communicate directly and indirectly to convey a reassuring message, the higher the CSI level will be. This means that the destination and its operators are considered safe in terms of COVID-19 preventive measures. The CSI analyzes information published by managers regarding the management of COVID protocols such as sanitation, social distancing rules, hours, access methods, etc.; it also evaluates all online content regarding the perception of the services offered by companies during the reopening phase; identifies the most discussed topics and assigns a quality score to various aspects: cleanliness, lines, reservations, masks, distance, perception of safety, trust, and more.



The Covid Safety Index is a 100-point index, the higher it is, the more the destination will be perceived as safe. The index is located in the **Highlights** module and returns data for the last 6 months with the value for the current week, the minimum value and the maximum value reached in the analyzed period.

SEASONAL BALANCE INDEX

How subject is tourism in my destination to the phenomenon of seasonality?

 **Current view**

The Seasonal Balance index is a measure of a destination's stability in relation to seasonal fluctuations.

It is a 100-point index: high values indicate less dependence on seasonality.

The index is calculated by analyzing the volume and trend of online content associated with POI categories that are most typically affected by seasonality (accommodation, short-term rentals, etc.).

The index also takes into account the number of peaks encountered during high season: a high number of peaks indicates less dependence on seasonality and greater resilience to adverse or penalizing events such as weather conditions or logistical difficulties.

SEASONAL BALANCE

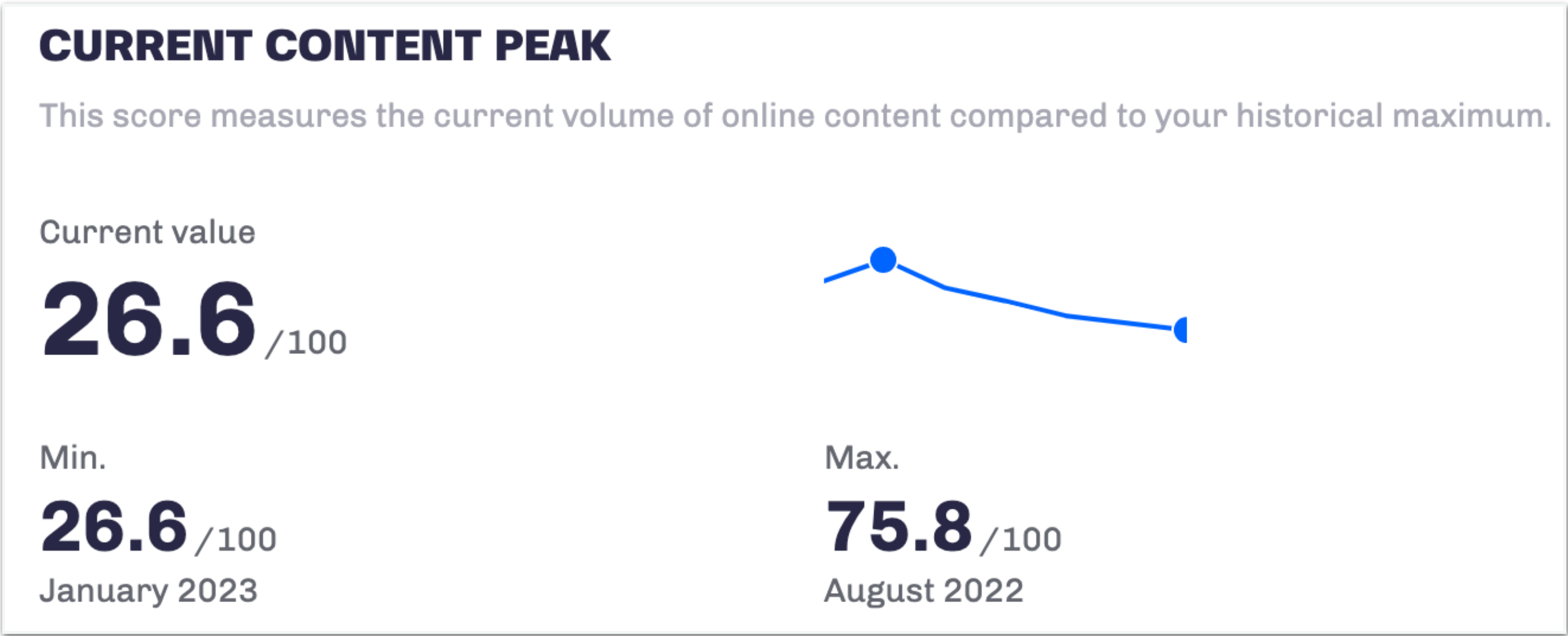
This score measures stability of your destination compared to seasonal fluctuations during the past year. A high score indicated a constant influx of travellers.



CURRENT CONTENT PEAK

How is my destination performing compared to my seasonal peak?

 Current view



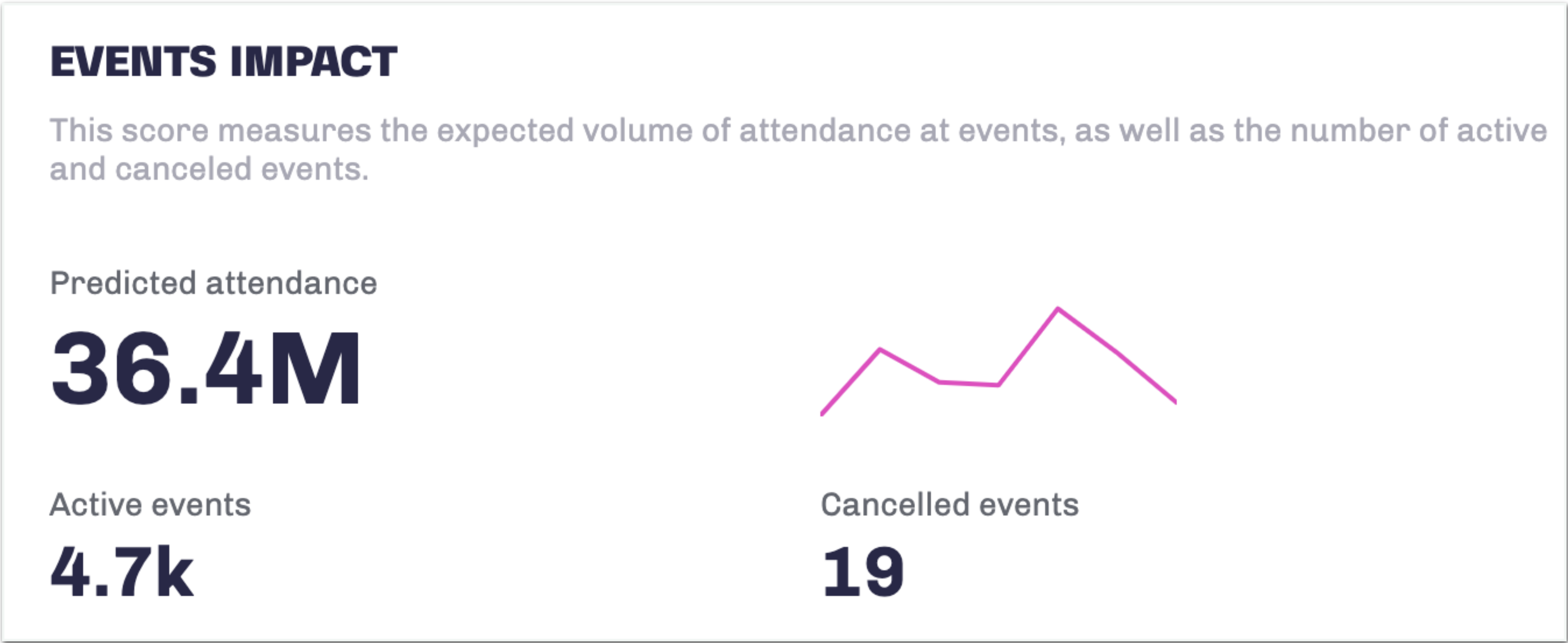
The Current Content Peak compares the performance of the current week to the maximum content peak, currently located in August 2019.

It also reports the months of the last year when the minimum and maximum seasonal index values were recorded respectively with respect to the 2019 peak.

EVENTS IMPACT

How many events are planned in the destination and what is their impact on it?

The widget provides a timeline overview of the expected attendance at ticketed events and any cancellations for the next six months.

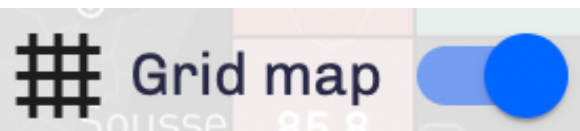



OTA RATES AND SATURATION MAP

Future outlook

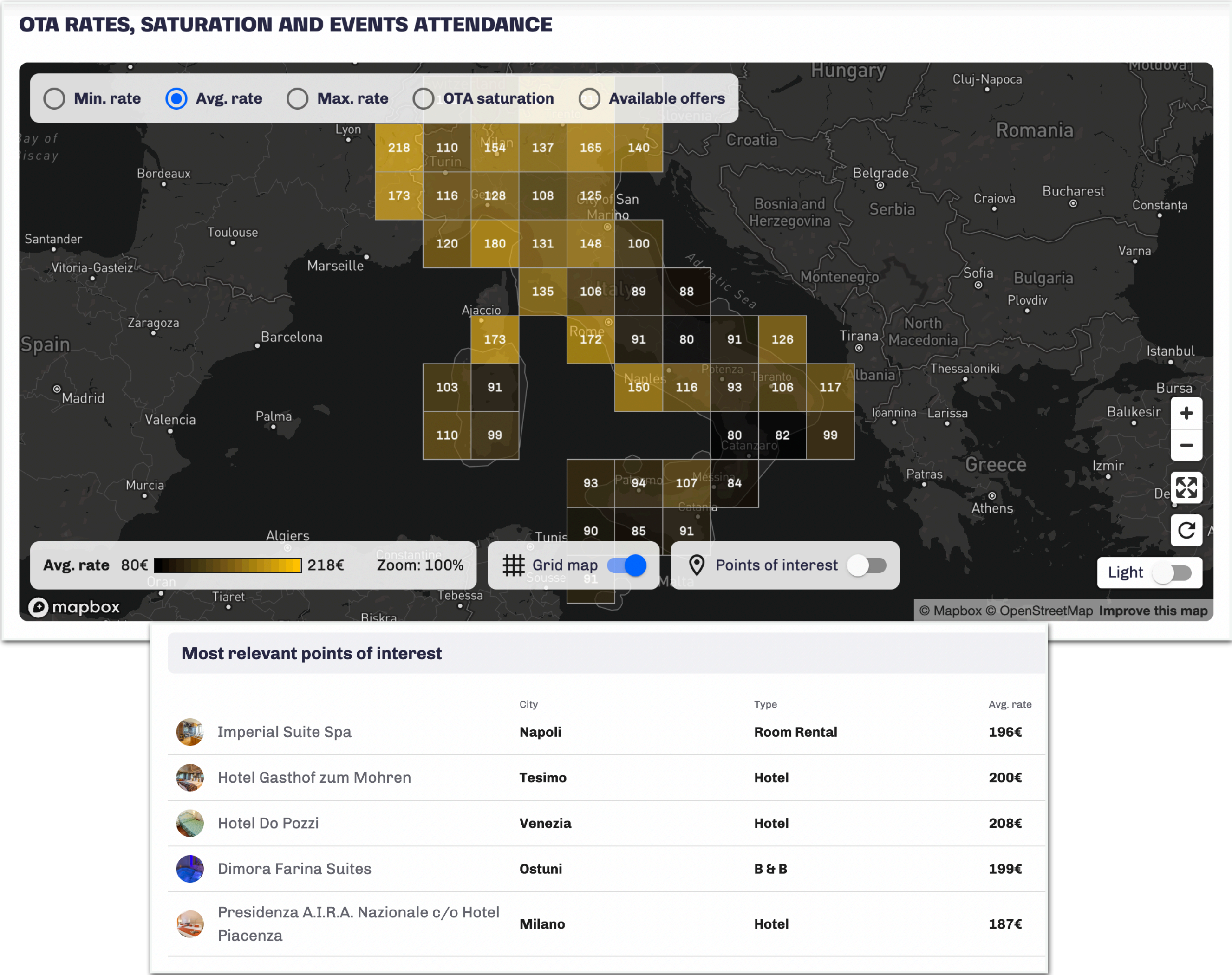
What are the OTA rates in different areas of the destination? What is the OTA situation? Are there any events that affect tourist presence in the territory?

The territorial distribution map allows you to view the accommodation indices distributed in different areas of the territory.

Activating the  **Grid map** and  **Points of interest** options displays the indices, POIs or both data on the map.

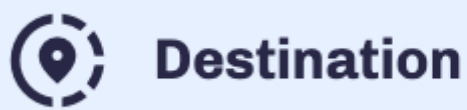
By choosing from the menu in the upper left corner, you can decide whether to display the minimum rate, **average rate**, maximum rate, **OTA saturation**, or available offers on the territory (detailed on slide 24) on the map.

The widget includes a list of the top 100 POIs (related to Accommodation and Short-term Rentals) ranked by average rate, from highest to lowest.



DESTINATION

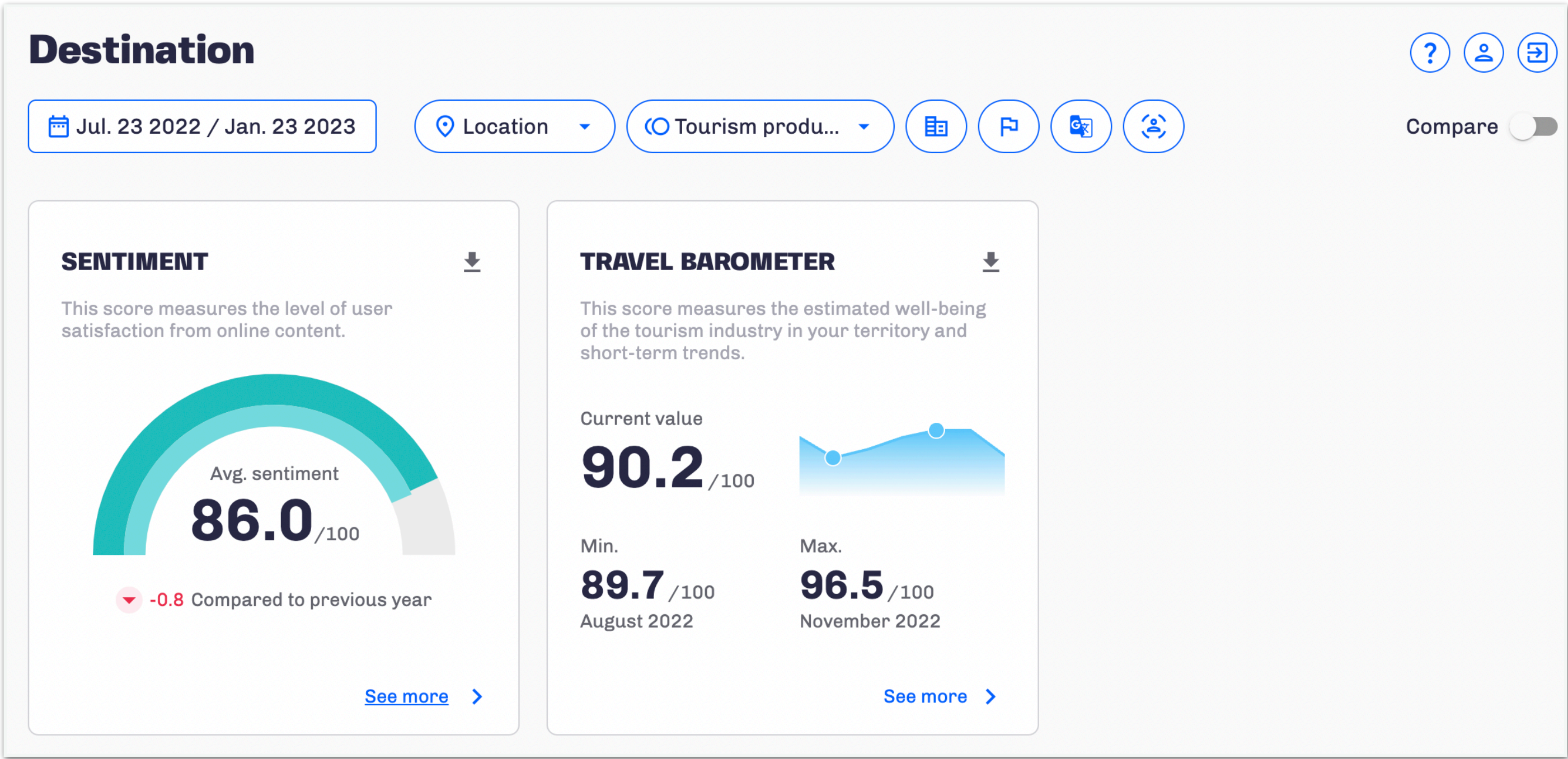
DESTINATION



How are the various sectors of my destination performing? What are travelers saying about their experience?

This module allows you to monitor the destination's indices to analyze the performance of the sectors to which the POIs belong (Slide 19).

In this module, there is also an analysis of travelers, including where they come from, what language they speak, how they travel, and what they talk about when reviewing their experience (Slide 21).



TRAVEL BAROMETER INDEX

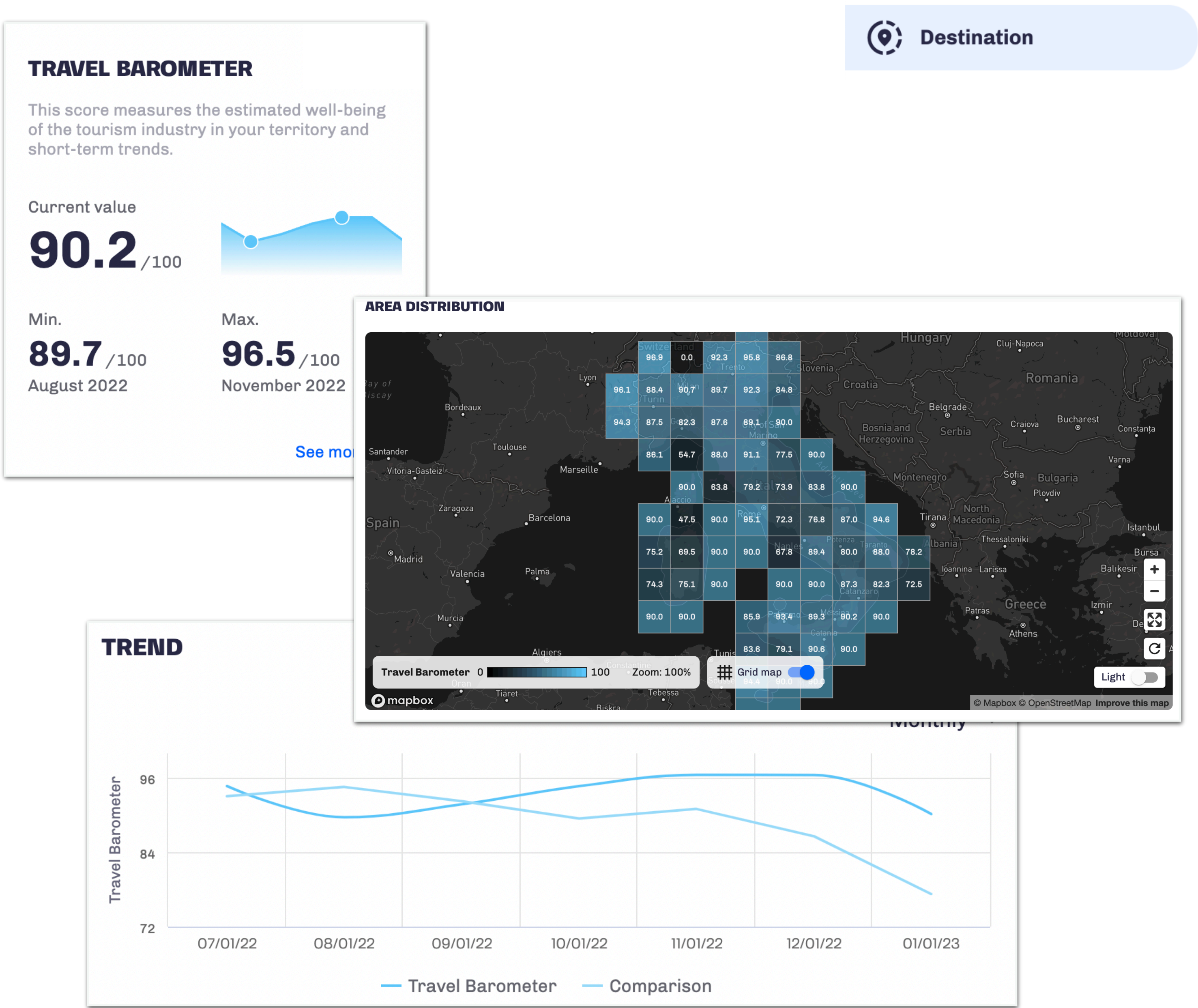
How healthy is tourism in my destination?

If The Travel Barometer reveals the health of tourism in the destination based on factors such as the volume of online content published by visitors, sentiment, etc.

The research shows a strong correlation between online reviews and tourist flows such as overnight stays, hotel bookings, and flight bookings. These are all key factors in measuring and assessing the well-being of any activity in the tourism sector.

If The Travel Barometer is an index based on 100, the higher the index, the healthier tourism will be in the destination.

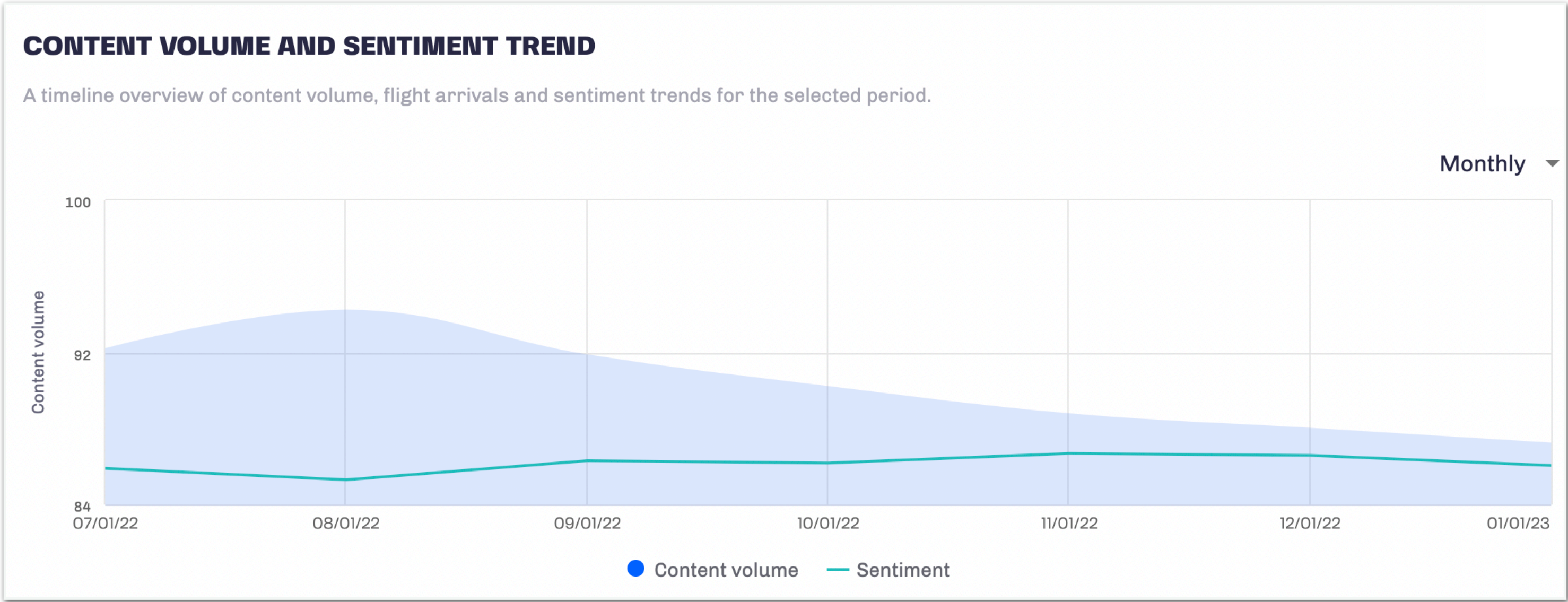
By clicking on [See more](#) you can access the section dedicated to the index and consult its trend over the selected time period and its territorial distribution.




CONTENT VOLUME AND SENTIMENT ANALYSIS

When did travelers publish the content? Was their experience positive?

In the **Content Volume and Sentiment Trend** widget, you can see the relationship between the volume of content detected over a certain period of time and the qualitative aspect of travelers' experience (Sentiment). The analysis of peaks detected in the volume of content therefore allows for a good estimate of when a destination experienced a period of intense tourist influx; similarly, the analysis of the Sentiment trend will tell us which months or weeks the travel experience was most rewarding.





In almost all destinations, the moments with the greatest influx of travelers are when the Sentiment is lowest!

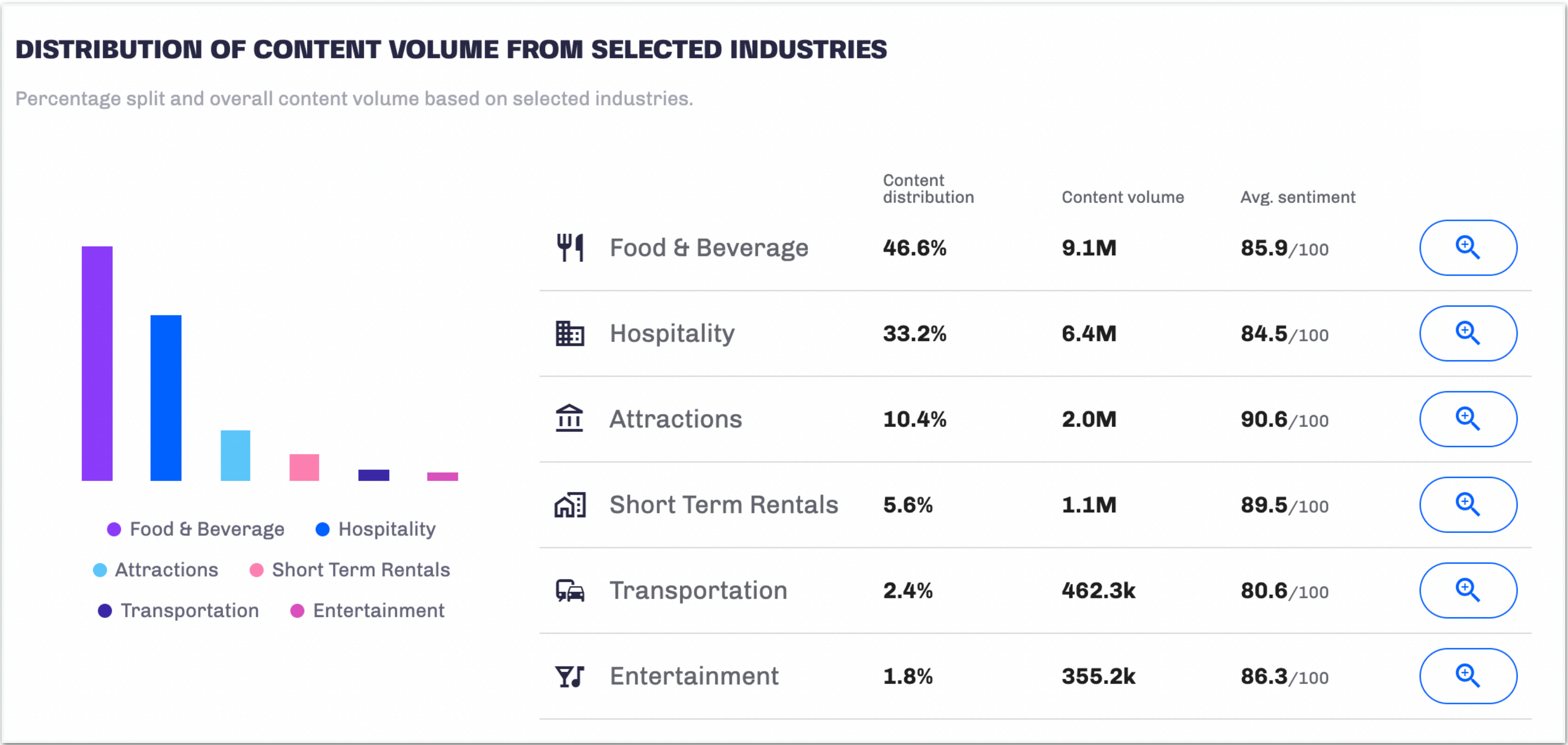
You can also analyze the Sentiment trend for the sub-areas of the destination (if inserted during set-up) in the **Benchmark Analysis** widget at the end of the module. The same analysis can be done for the individual sub-area by inserting the Area filter.

TOURISM INDUSTRIES ANALYSIS

What sectors are attracting the most content? What is the satisfaction of travelers with regards to individual sectors?


Within the Destination module, it is possible to analyze the performance of the various sectors selected during the setup phase that POIs in the destination belong to (e.g. hospitality, dining, attractions, etc.).

For each sector, the percentage (or volume if the full POI add-on is active) of online content published during the selected period from the temporal filter and the related Sentiment are reported.



FOCUS INDUSTRY

How is a specific sector performing?

By clicking  it is possible to focus on a specific sector. We will find all the widgets presented in the previous slides plus some additional information:





It is also possible to analyze:

- ❖ The territorial distribution of Sentiment and the list of the first 100 POI with the highest content volume (Slide 9)
- ❖ The most discussed topics within the content (Slide 21)
- ❖ The main channels on which content related to the sector is published online (Slide 22)

 Destination











DISTRIBUTION OF CONTENT VOLUME FROM SELECTED INDUSTRIES

Percentage split and overall content volume based on selected industries.






		Content distribution	Content volume	Avg. sentiment	
	Food & Beverage	46.6%	9.1M	85.9/100	
	Hospitality	33.2%	6.4M	84.5/100	
	Attractions	10.4%	2.0M	90.6/100	

MOST POPULAR INDUSTRY TYPES

The most appreciated industry types based on content volume and average Sentiment.


		Content volume	Avg. sentiment			Content volume	Avg. sentiment		
1	Hotel	4.1M	82.9/100		6	Lodge	58.3k	87.0/100	
2	B & B	1.7M	87.8/100		7	Resort	50.4k	85.9/100	
3	Farm House	264.6k	90.0/100		8	Lodge	43.3k	89.8/100	
4	Camping	139.4k	81.6/100		9	Village	15.7k	88.5/100	
5	Hostel	96.1k	79.6/100		10	Camping Village	14.0k	80.3/100	

Most relevant points of interest

		City	Type	Content volume	Avg. sentiment
	Plus Hostel Florence	Firenze	Hostel	5.9k	78.7/100
	Roma Camping in Town	Roma	Camping	5.6k	75.6/100
	AO Hotel Venezia Mestre	Venezia	Hostel	4.7k	75.3/100
	hu Firenze camping in town	Firenze	Camping	4.5k	81.7/100
	hu Venezia camping in town	Venezia	Camping	4.4k	78.9/100

MOST DISCUSSED TOPICS

What do travelers talk about when they leave a review about the destination? How do they talk about it?

Il The widget consists of two graphs: on the left, in the **Main Topics** graph, the main themes that the online content published by travelers who review their experience refers to are reported: the theme categories are pre-set to classify the topics of the content. You can delve into the topics to detect the specific themes mentioned in the reviews by clicking on 

On the **Mosaic graph** in the right, the size of the square indicates how much a topic is talked about, while the more intense the color (green or red) indicates how well or badly this topic is considered.



REVIEW CHANNELS

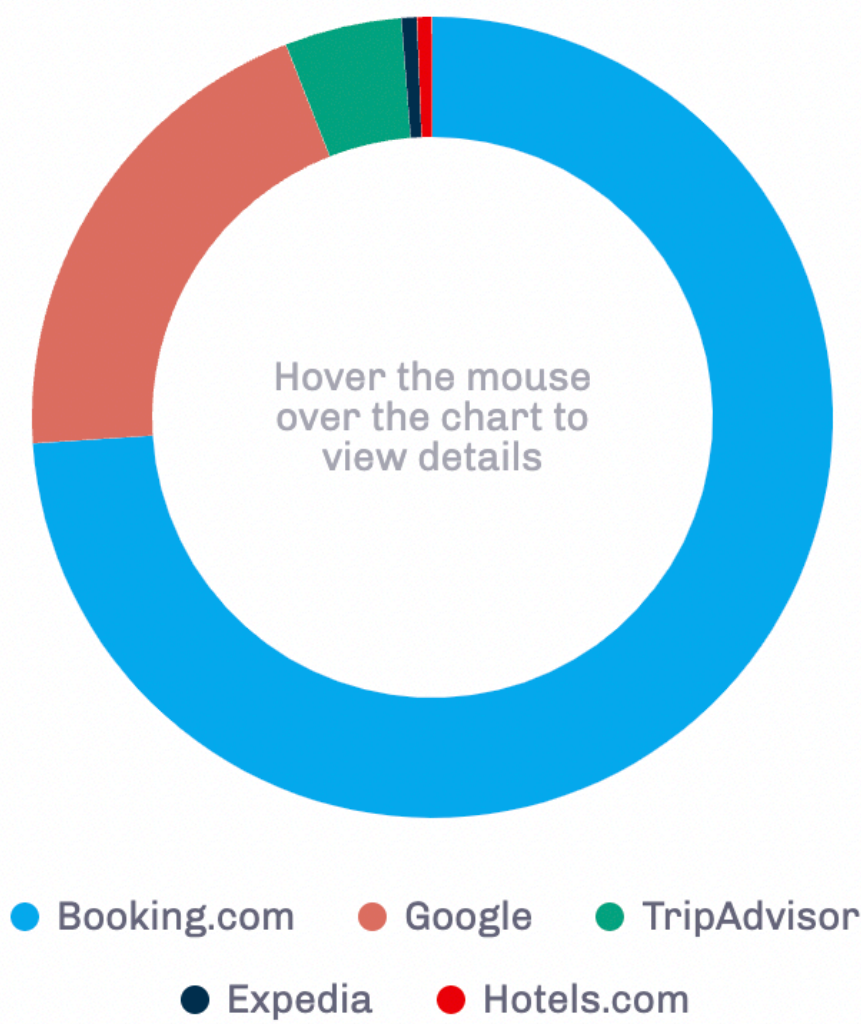
On which channels were the content posted?





Nel In the **Top 5 Online Review Channels** widget, it is specified on which channels the online contents have been published, in order to identify the ones most used by visitors to post a review for each individual sector.

For each channel, it is possible to analyze the distribution of the contents, the rating, and the average sentiment.

TOP 5 ONLINE REVIEW CHANNELS

Comparison between the most popular channels used by travellers to leave reviews, ratings and feedback.



	Content distribution	Rating	Avg. sentiment
 Booking.com	73.1%	8.3/10	83.6/100
 Google	19.8%	8.7/10	87.2/100
 TripAdvisor	4.7%	8.5/10	85.3/100
 Expedia	0.6%	8.7/10	86.4/100
 Hotels.com	0.6%	8.7/10	86.4/100

OTA FOCUS

OTA FOCUS

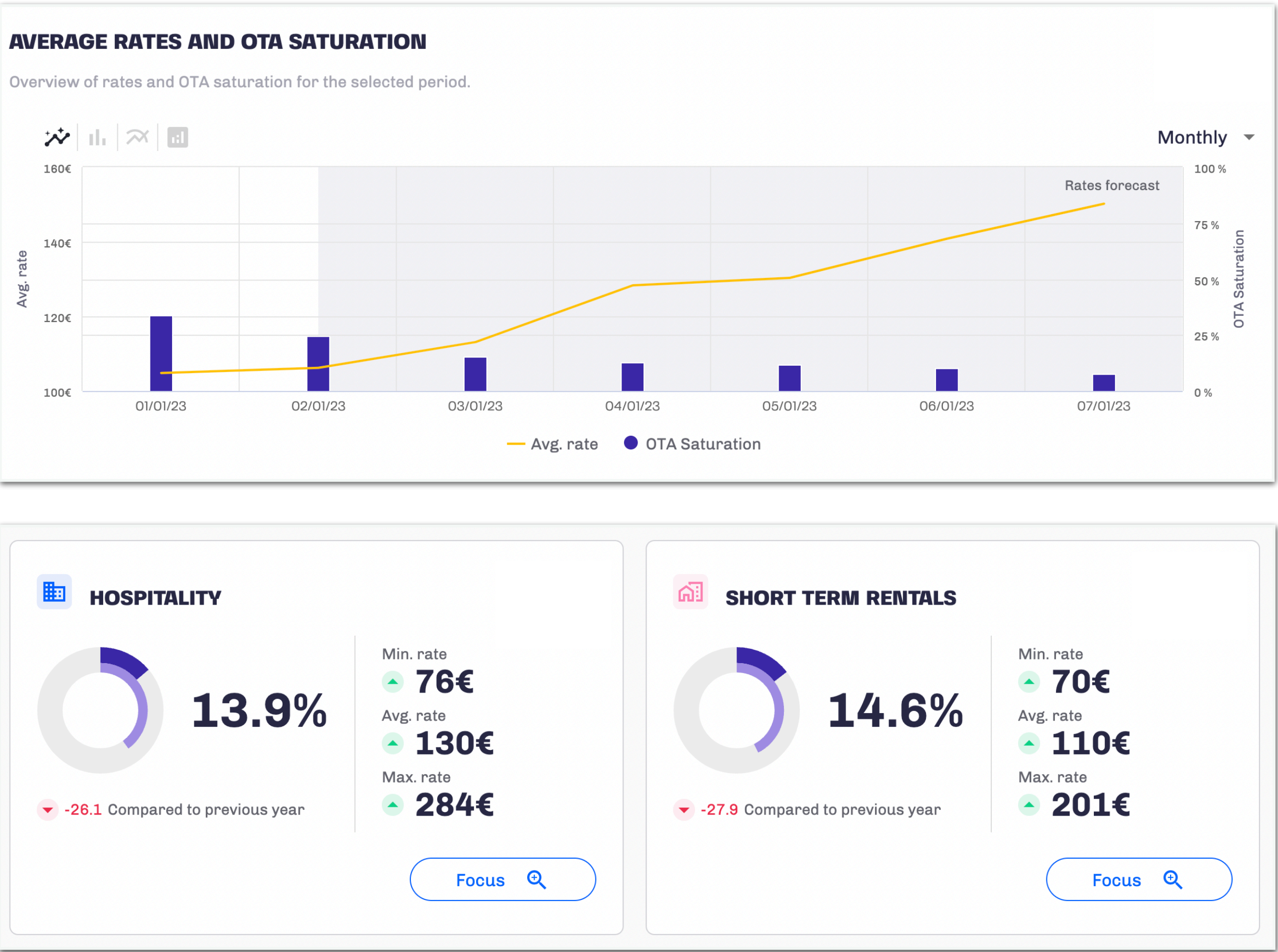
What is the average price of accommodations available on OTAs? What is the saturation of accommodations offerings in the destination?

In the **Average Rates and OTA Saturation** widget, different views of the evolution of the price and active offerings on the major OTA of accommodation and/or short rentals are provided for the selected period.

The **average price** is calculated as the average of the prices recorded in the scans of the rates on the OTAs that are carried out daily by the platform. The **OTA Saturation** on the other hand, measures the ratio between the available offerings and the total of the sold (or no longer available) offerings.

In the OTA FOCUS section, it is also possible to observe

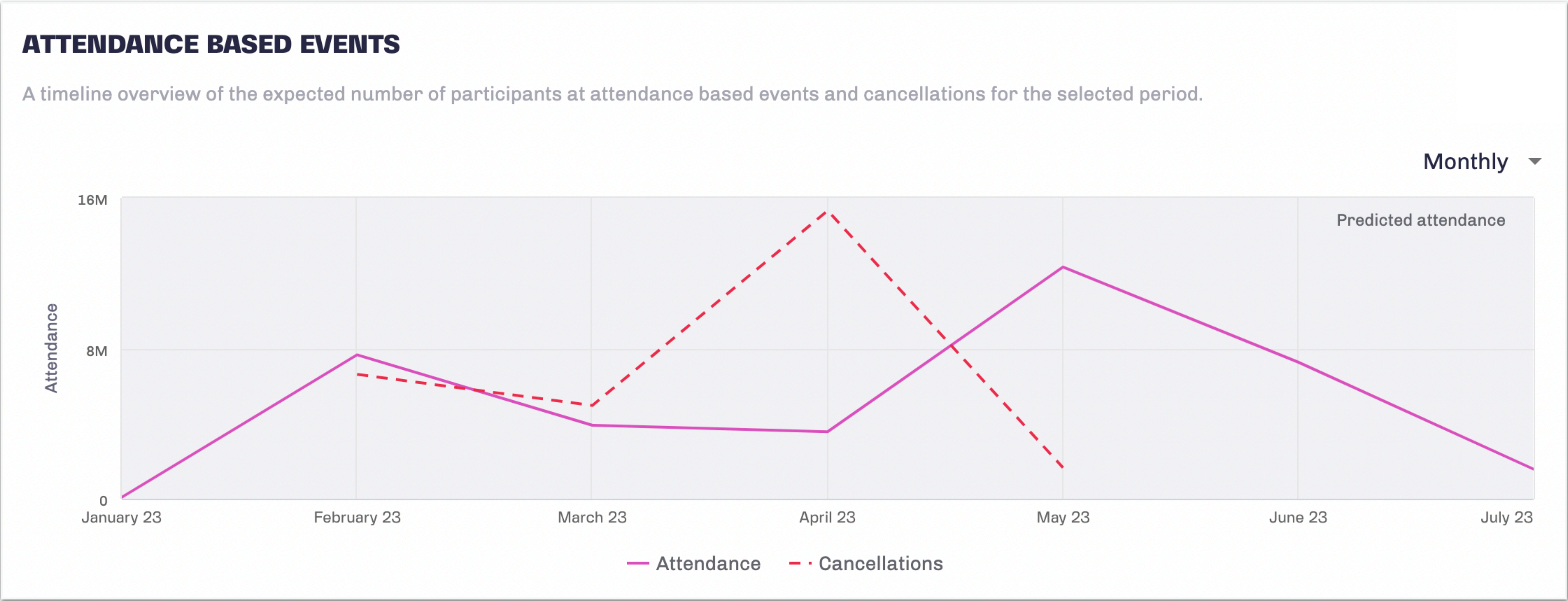
- ❖ How the average price and occupancy vary by segment (Accommodation, Short Rentals)
- ❖ The map of the territorial distribution of occupancy and average price (Slide 14)
- ❖ The list of the 100 POIs with the most content and the average rate of each (Slide 14)



TRACKED EVENT ATTENDANCE

How many attendees are expected at events organized in the destination?

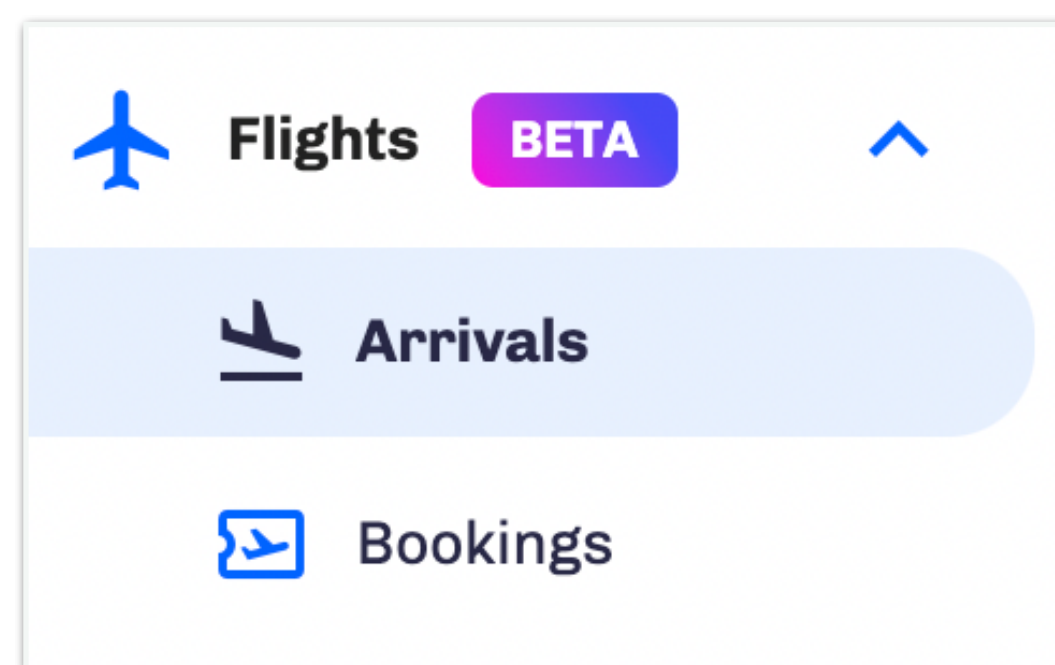
The widget provides a timeline overview of expected attendance and ticket cancellations for events in the selected period.



FLIGHTS

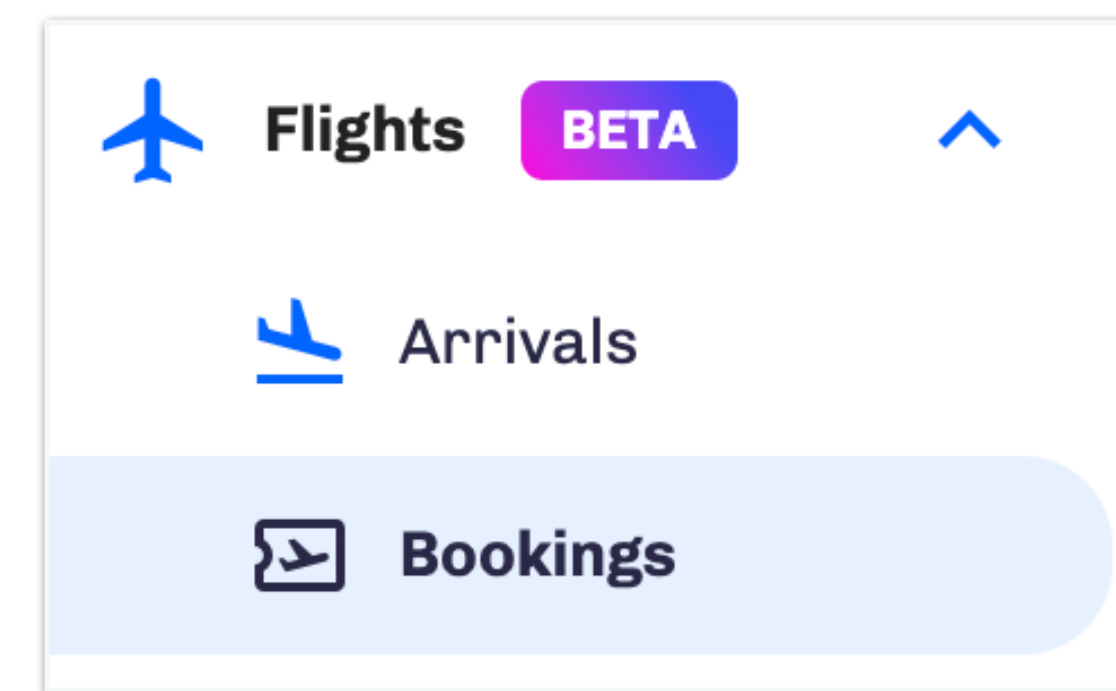
How do visitors travel to my destination? Where and/or when will they arrive or have they arrived?

In this module, it is possible to obtain insights on the air arrivals of travelers at the airports indicated during the platform set-up. The module is divided into two sections: **Arrivals**, where **future arrivals** are analyzed, and **Bookings**, where **past bookings** are analyzed. Within both sub-sections, we also find information on how passengers travel (ticket type, travel class, etc.).



We analyze the flow of arrivals by showing when passengers will arrive in the destination in the coming months and how many days in advance they have booked on average.

See detailed information Slide 28-29.



We analyze the total volume of reservations by showing when passengers who have arrived or are about to arrive in the destination booked, net of cancellations.

See detailed information Slide 30-31.

The data reports almost all bookings made through Global Distribution Systems (GDS), excluding low-cost companies or direct purchases by users on the airlines' website.

FLIGHTS - ARRIVALS

How do visitors travel to come to my destination? Where will they arrive from and when?

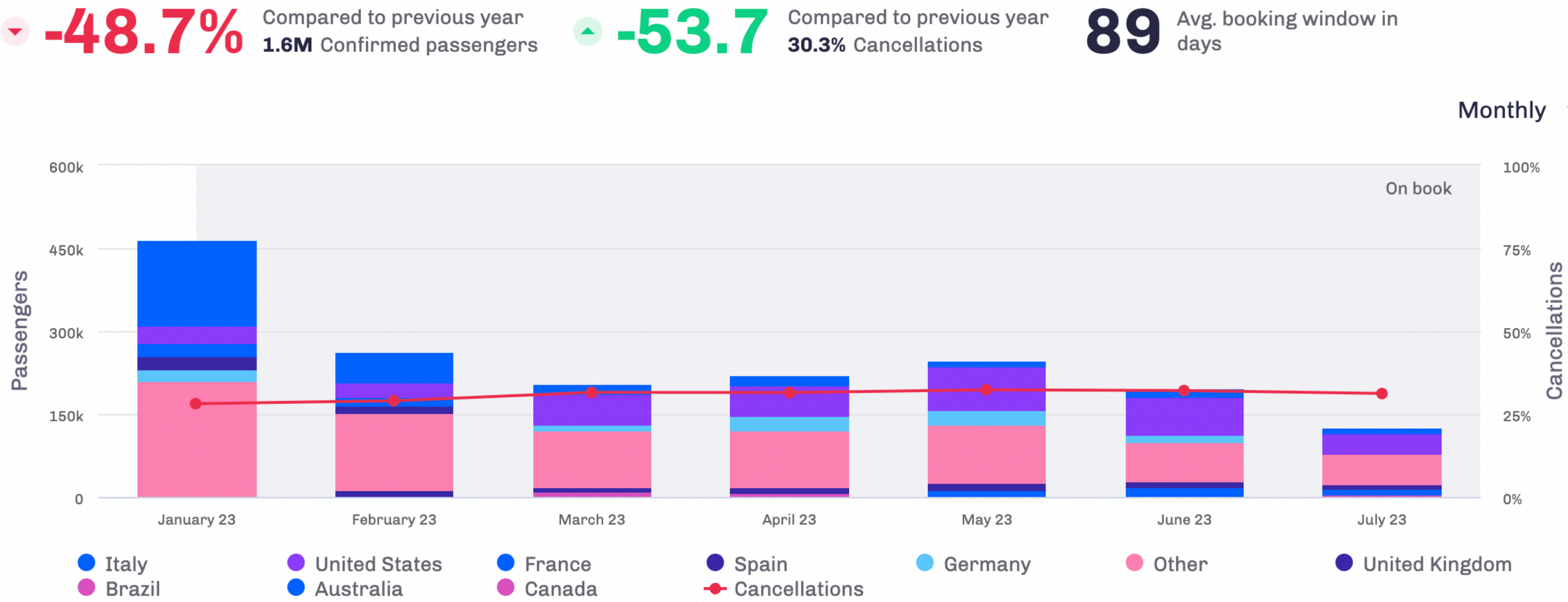


Arrivals

In the **Selected Passenger Arrivals** widget you can see when expected passengers will arrive during the selected time period minus cancellations (which are shown with a central red trend on the chart). A comparison with the same period from the previous year is shown for both arrivals and cancellations.

By hovering over the monthly data, you can see the expected volume of arrivals for each market.

In the **Main Routes** widget, we see what the main routes of incoming passengers will be; the routes do not include a layover: if you move from JFK in New York to Rome Fiumicino with a layover in London, the route is analyzed directly as JFK - Fiumicino.




FLIGHTS - ARRIVALS

During what period did travelers who will arrive at the destination in the coming months book their trip?













Arrivals

How is the data of arrivals related to the data of bookings? In the **Market Insights** widget, we see when passengers from a specific market will arrive and also when they booked their trip.

Clicking on  will open the **Booking Window and Cancellation Breakdown** widget, where it shows in which month travelers from the selected market predominantly booked their trip.

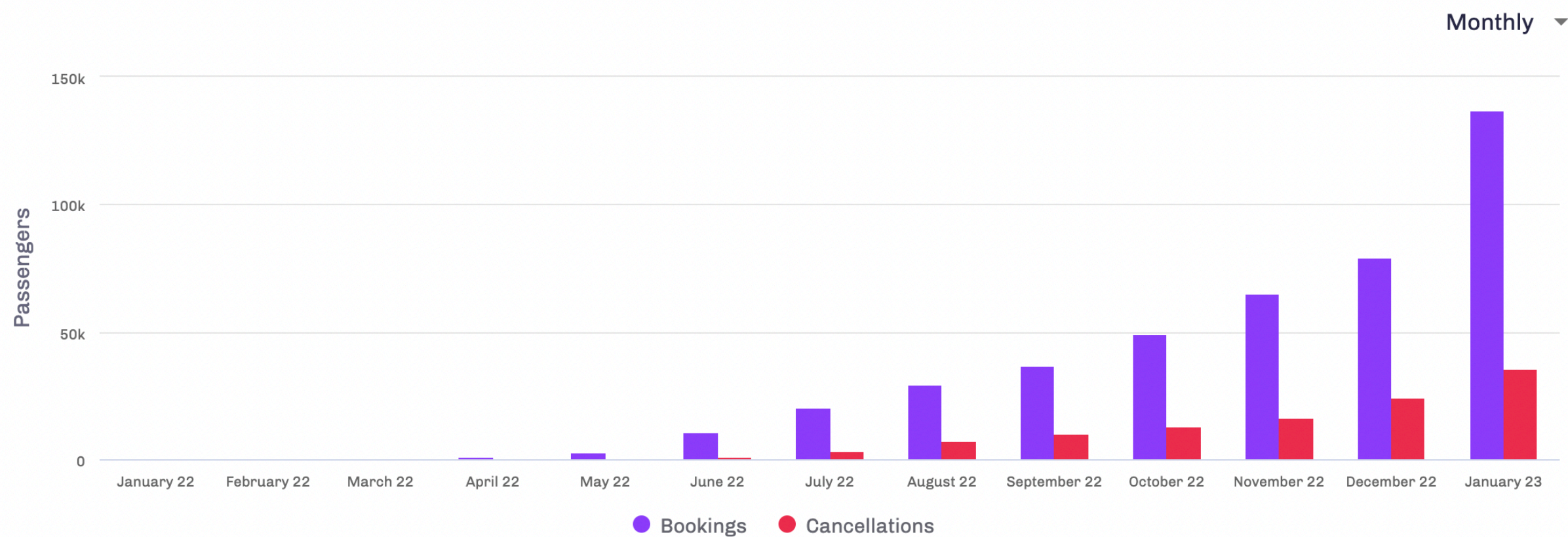
MARKET INSIGHTS

Analyse selected passengers behaviour and preferences based on the country of origin.

	Passengers distribution ↓	Cancellations	Booking window in days	Top booking period	Top arrival period	
 United States	19.7%	25.8%	148	Jan	May	
 Italy	17.0%	14.0%	38	Jan	Jan	
 Germany	6.7%	26.1%	86	Jan	May	
 France	4.6%	19.4%	67	Jan	Jan	
 United Kingdom	4.5%	33.6%	96	Jan	Jan	

BOOKING WINDOW AND CANCELLATIONS BREAKDOWN

Analyse when selected arriving passengers have booked or cancelled their flight.



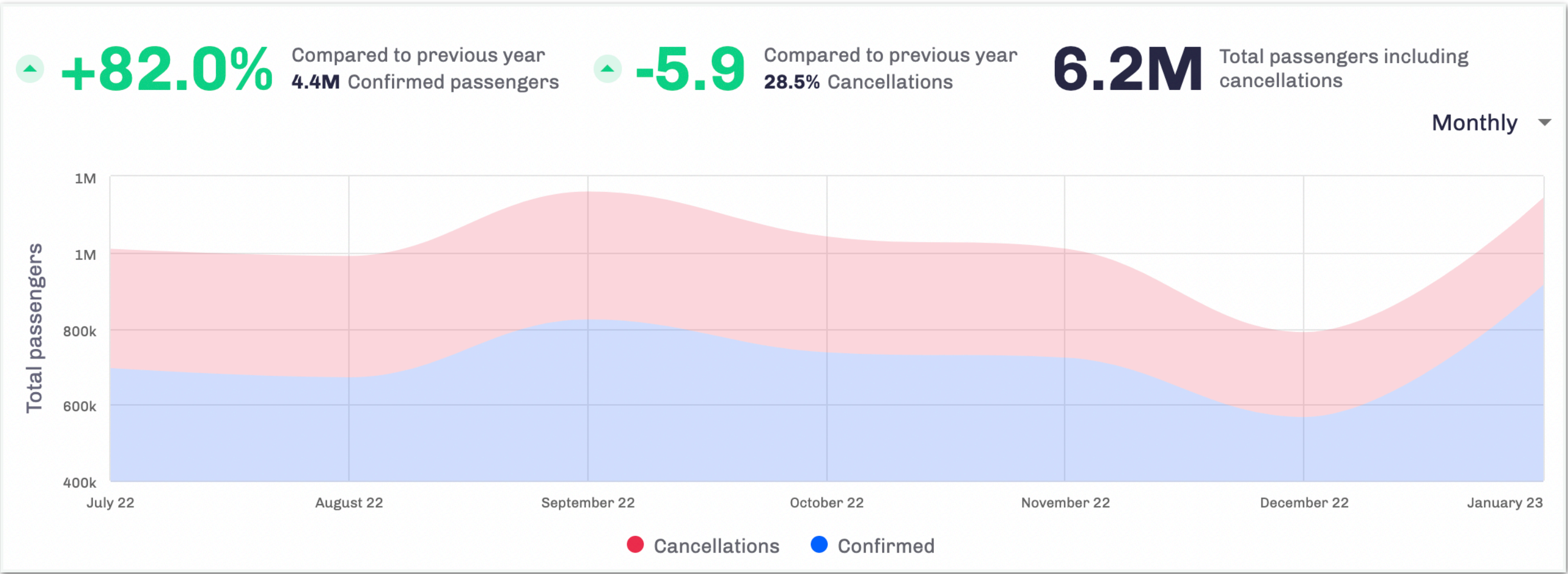
FLIGHTS - BOOKINGS

Bookings

How many bookings have been made to my destination and when did travelers book?

In the **Selected Bookings Volume** widget, you can see when passengers booked their trip during the selected time period minus cancellations (which are shown within the red area inside the chart). A comparison with the same period from the previous year is shown for both bookings and cancellations.

By hovering over the monthly data, you can see the detail between confirmed bookings and those that have been canceled (to date).




By selecting a specific market, the **Competing Destinations** widget will appear, where you can compare your destination with competitors in terms of: number of confirmed passengers, cancellations, and comparison with the previous year.

COMPETING DESTINATIONS			
Your destination comapred with those identified as competitors by analysing the number of selected passengers, percentage of cancellations and search trends.			
	Confirmed passengers	Cancellations	Confirmed passengers compared to previous year
📍 Italia	594.7k	25.0%	+116.7%
🇮🇹 Italy	594.7k	25.0%	+116.7%
🇬🇧 United Kingdom	706.3k	22.2%	+120.8%
🇪🇸 Spain	365.4k	23.7%	+85.5%
🇫🇷 France	392.1k	23.8%	+96.5%

FLIGHTS - BOOKINGS

When will travelers who booked in the past months arrive?











 Bookings

How is the data of arrivals linked with that of bookings in this section? In the **Market Insights** widget, we see when passengers from a specific market booked and when they will arrive.

Clicking on  will open the **Arrival Window Breakdown** where it shows in which months the travelers who booked in the analyzed time period will predominantly arrive.

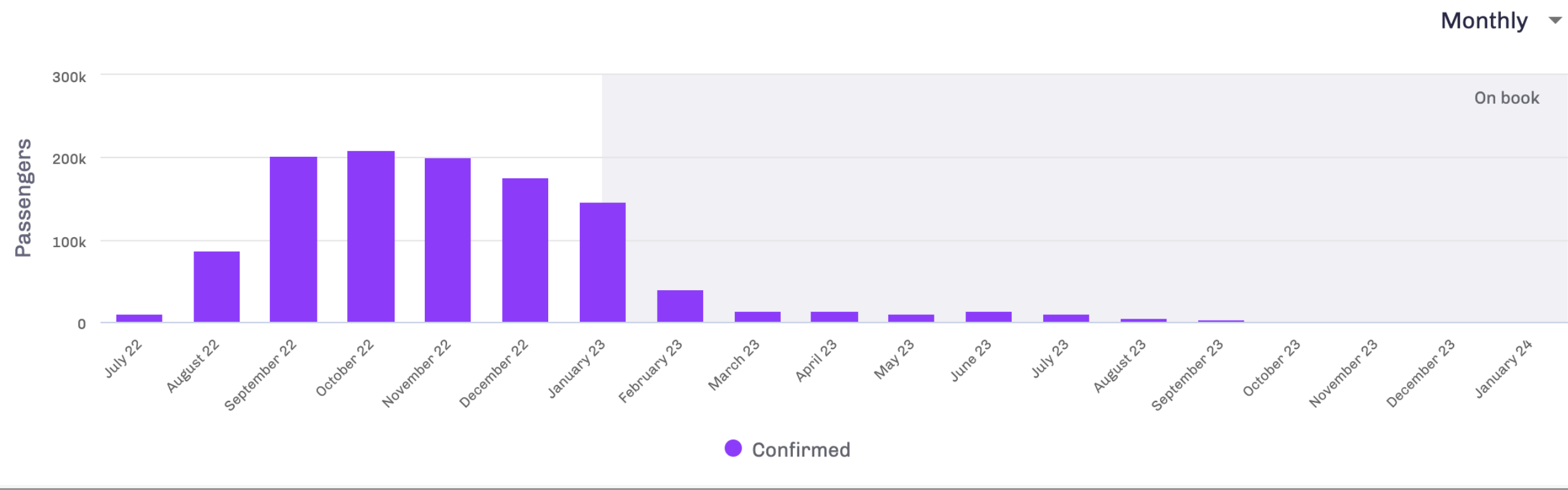
MARKET INSIGHTS

Get to know more about passenger bookings.

	Passengers distribution ↓	Cancellations	Booking window in days	Top booking period	Top arrival period	
 Italy	26.0%	12.0%	22	Sep	Oct	
 United States	13.5%	25.0%	118	Jan	May	
 Germany	5.4%	20.8%	48	Nov	Oct	
 France	5.1%	18.4%	38	Sep	Oct	
 Spain	4.4%	19.6%	36	Sep	Oct	

ARRIVAL WINDOW BREAK DOWN

Get to know when booked passengers will arrive.



FLIGHTS - HOTEL REQUEST

Only available for Italy

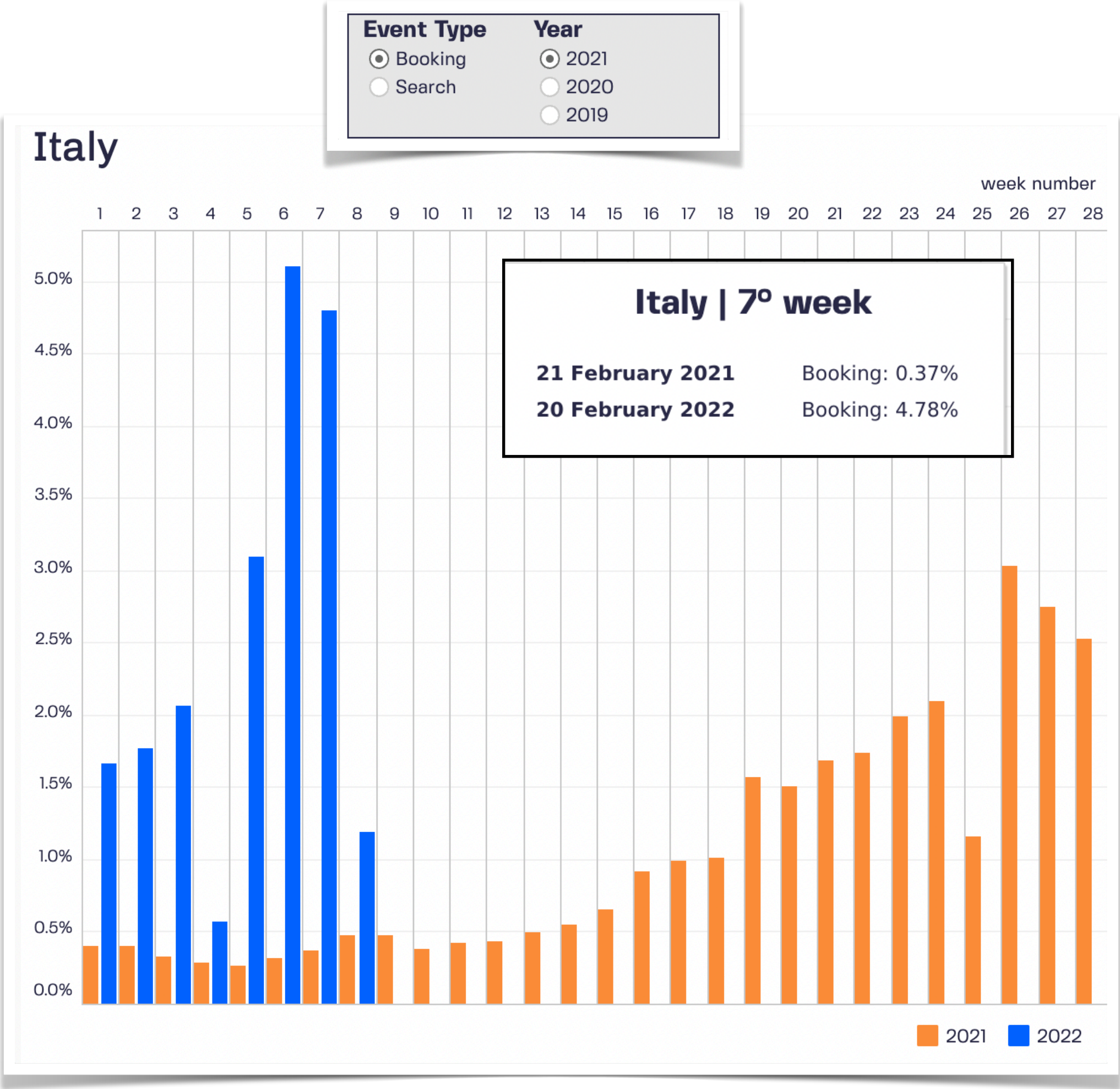
FLIGHT REQUEST - SEARCH AND BOOKING

In which weeks do searches and bookings for flights to Italy concentrate?

This module contains data on searches and actual bookings for flights to Italy and competitor markets; unlike the Flights Module, the available airports are not customizable.

By selecting the type of event (booking/search) and the comparison years (2021, 2020, 2019), the chart shows how all searches/bookings are distributed over the 52 weeks of the year on a biennial basis.

For example, by selecting "booking, 2021" in the filter, moving the cursor over the 7th week, we see that in 2021-2022, respectively, 0.37% and 4.78% of the total flight bookings made over the two years are concentrated.



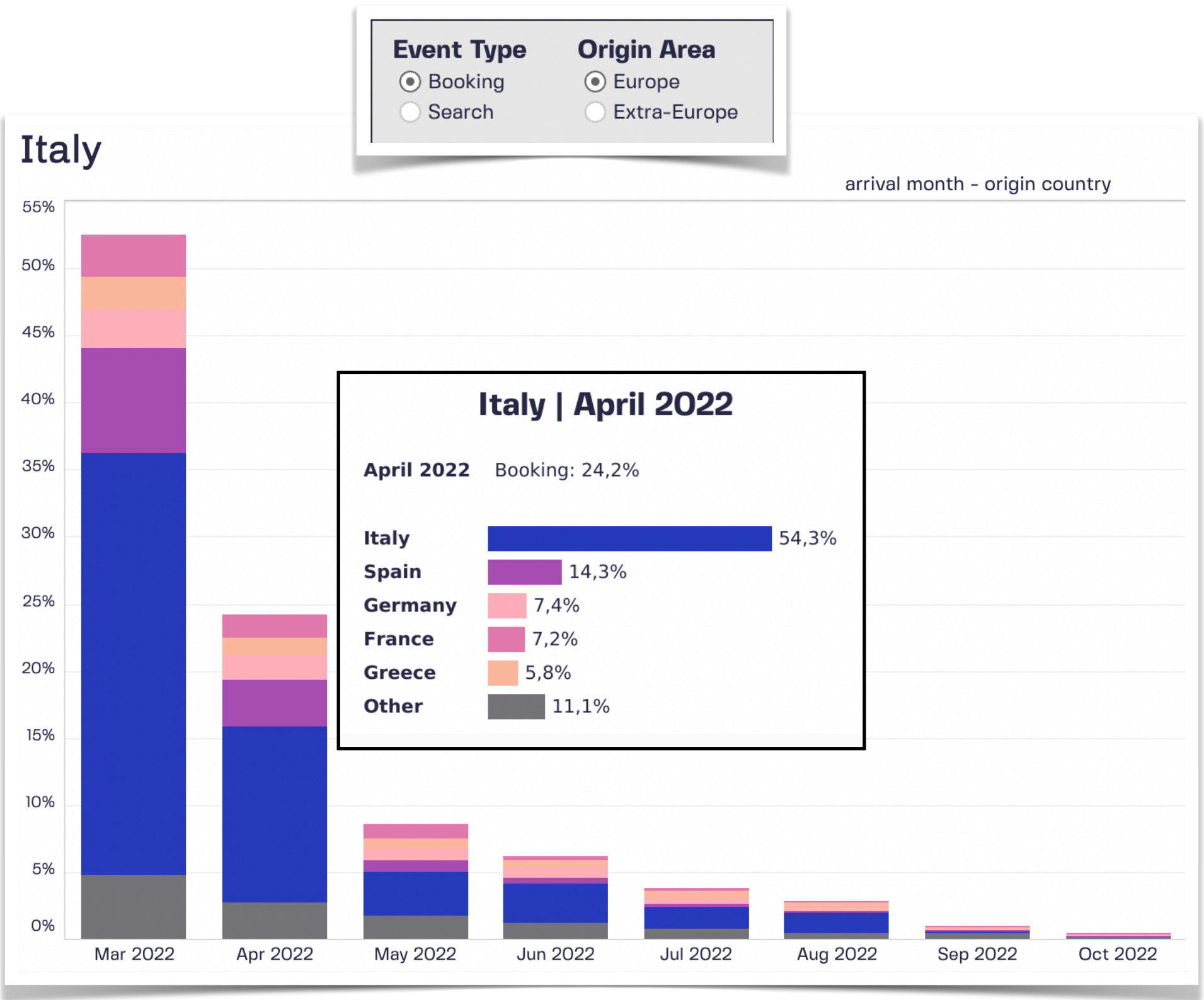
FLIGHT REQUEST - FUTURE FORECAST

What are the next months that travelers who have searched or booked a flight will arrive in Italy?

This module contains data on flights searches and actual bookings for Italy and competitor markets; unlike the Flights Module, the available airports are not customizable.

By selecting the event type (booking/search) and origin countries (Europe, Extra-Europe), the chart shows how all arrivals/searches are distributed throughout the current year.

For example, by selecting "booking, Europe" in the filter and moving the cursor over April, we see that this month concentrates 24.2% of the total bookings for the year and also the European countries from which the travelers will arrive. In this case, 54.3% of the bookings were made by domestic travelers (Italians).



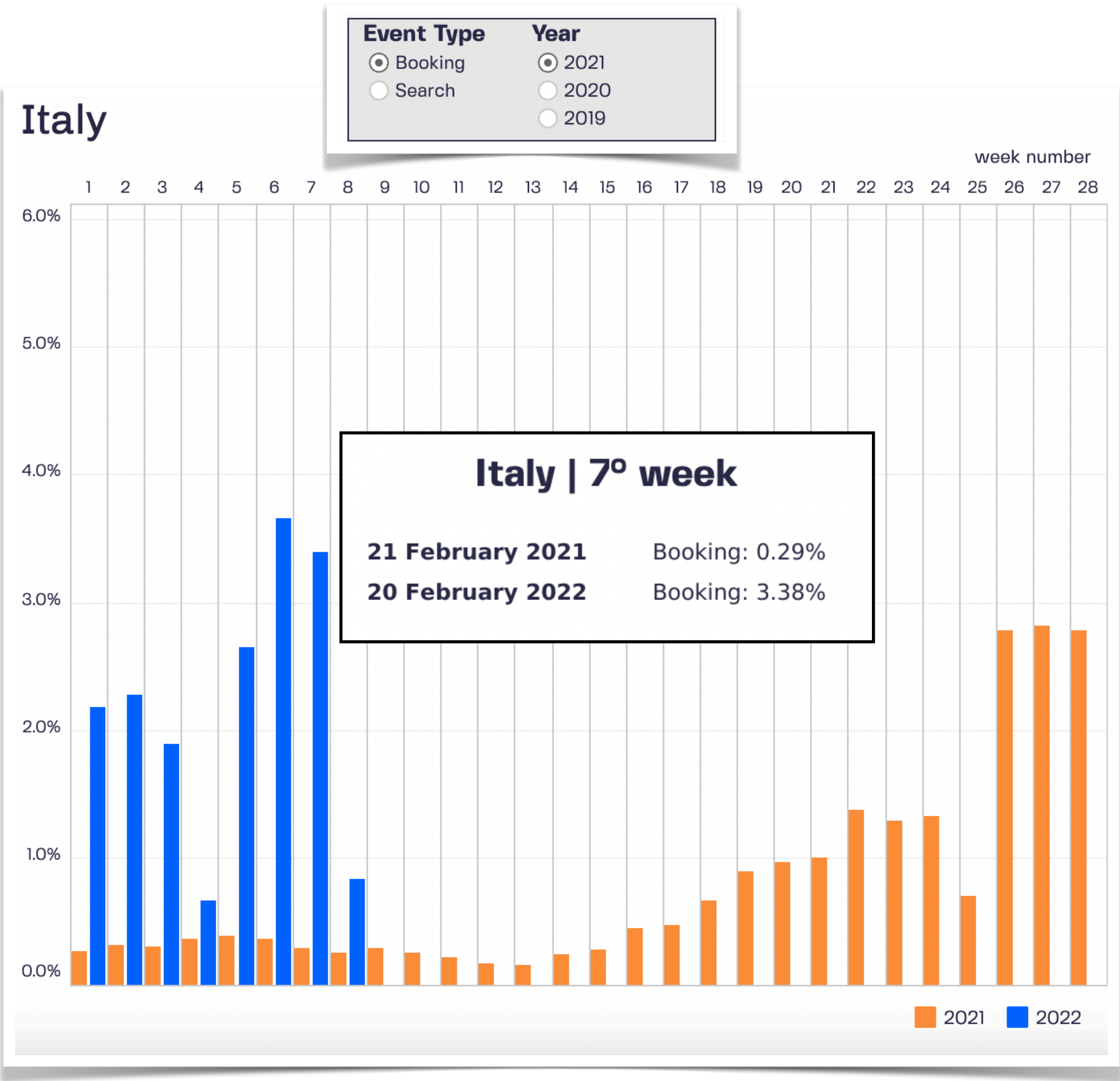
HOTEL REQUEST - SEARCH AND BOOKING

During which weeks are hotel searches and bookings concentrated in Italy?

This module contains data on hotel searches and actual bookings for Italy and competitor markets.

By selecting the event type (booking/search) and comparison years (2021, 2020, 2019), the chart shows how all searches/bookings are distributed over the 52 weeks of the year on a biennial basis.

For example, by selecting "booking, 2021" in the filter and moving the cursor over the 7th week, we see that the 2021-2022 years respectively concentrate 0.29% and 3.38% of the total hotel bookings made over the two years.



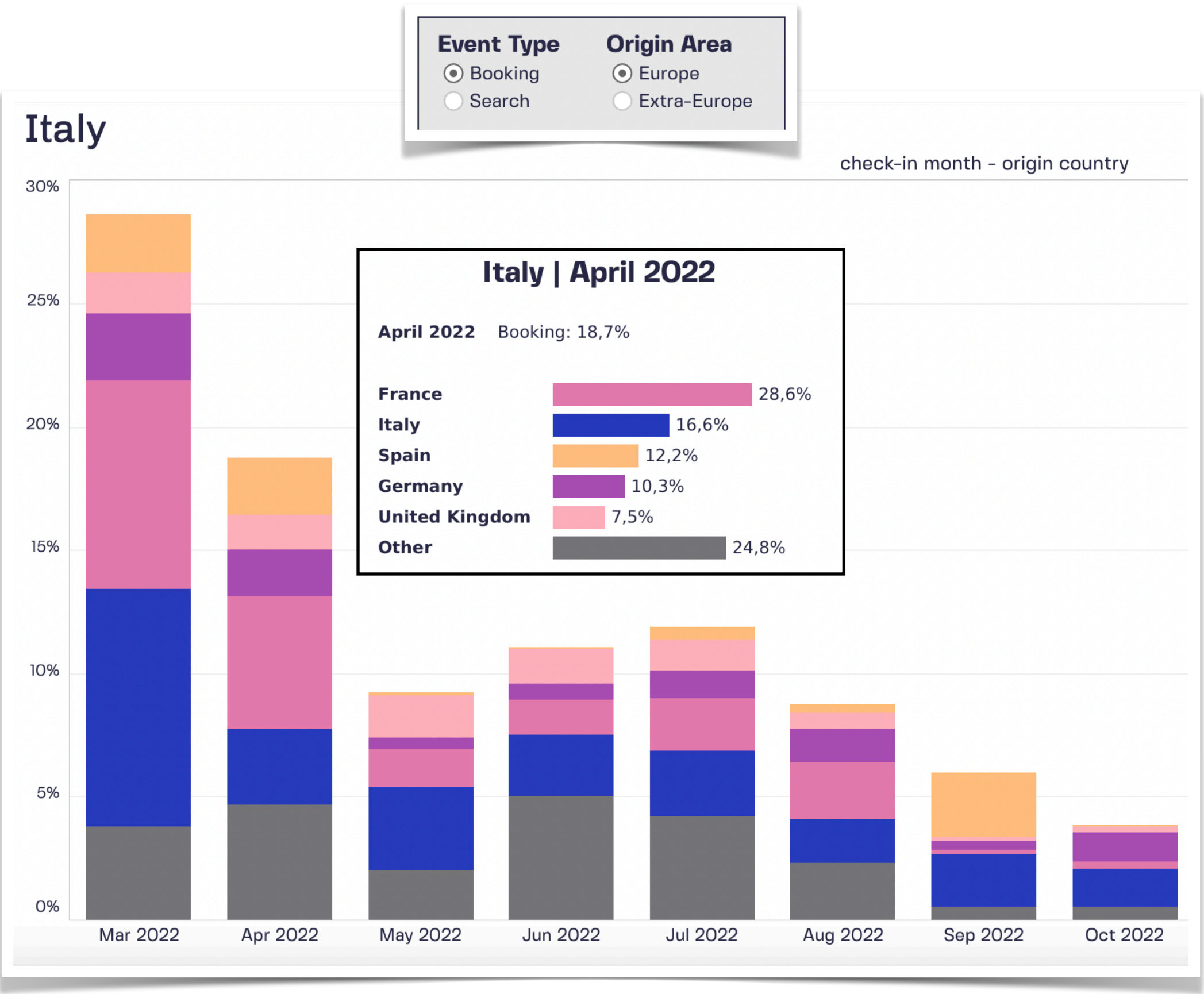
HOTEL REQUEST - FUTURE FORECAST

Which are the next months in which travelers who have made a hotel search or booking will arrive in Italy?

This module contains data on hotel searches and actual bookings for Italy and competitor markets.

By selecting the event type (booking/search) and origin countries (Europe, Extra-Europe), the chart shows how all bookings/searches are distributed throughout the current year.

For example, by selecting "booking, Europe" in the filter and moving the cursor over the month of April, we see that this month concentrates 18.7% of the total bookings for the year and also the European countries from which travelers will arrive. In this case, 28.6% of the bookings were made by French travelers.



MEDIA MONITORING



How much engagement do monitored social content generate on the destination? Who are the most influential profiles? What kind of content is produced?

Within this module, the analysis of the **content detected on social channels** (Facebook, Instagram, Google, Youtube, Pinterest) containing the hashtags, mentions and keywords set in the Monitoring Management section (Slide 40) is provided. The module consists of four sections:



Overview

The Overview section displays an overview of the analyzed content detected based on the monitored elements such as hashtags, mentions, and keywords over a selected time period (Slide 37)



Influencer

The Influencer section shows which social profiles post the most content related to your destination using at least one monitored element such as hashtags, mentions, and keywords (Slide 38)



Content feed

The Content Feed section shows social content that contains at least one monitored element such as hashtags, mentions, and keywords (Slide 39)



Settings

The Settings section is used to set up and monitor the social content to be analyzed (Slide 40)



MEDIA MONITORING - OVERVIEW

How many network contents have I received related to the monitored hashtags, mentions, and keywords?
How much engagement did they generate and on which channels were they published?

This section provides an analysis of the content detected on social channels (Facebook, Instagram, Google, YouTube, Pinterest) that contain the hashtags, mentions, and keywords set in the Settings section (Slide 40). In the **Sentiment and Engagement widget**, the number of network contents subject to the analysis and their respective engagement, that is, the ability to generate interest in those who view the content, is reported.

In the **Sentiment and Seasonality trend** widget, instead, it is possible to see the relationship between the volume of social content detected over a certain time period and the qualitative aspect of the published posts (Sentiment).

It is possible to delve deeper into the content and origin of the posts by analyzing the widgets related to the channels and topics covered in the section.



MEDIA MONITORING - INFLUENCER

Which social profiles talked the most about my destination using the monitored hashtags, mentions, and keywords?

This section lists the profiles of users who have posted social content about the destination using one or more of the hashtags, mentions, or keywords monitored by brand monitoring.

These profiles are referred to as **Influencers** because, whether they are professional influencers or not, they are users who have given visibility to the destination through their content

MAIN INFLUENCERS IN THE PERIOD SELECTED

The main influencers, by channel, in the selected period with the highest engagement and relevant amount of content



Comune di Venezia

on twitter

1001 Posts analyzed
160.6k engagement

See posts >



Comune di Venezia

Jan. 29 2023



#VeneziaPerImmagini 📸 Buongiorno dal cortile del Conservatorio statale di musica Benedetto Marcello Grazie per la foto a Cristina Pagan 🇮🇹 Buona domenica #29gennaio @DetourismVenice @veneziaunica...

SENTIMENT

—

INTERACTIONS

42





38 4


MAIN INFLUENCERS



List of potential influencers ordered by level of engagement

		Post	Engagement ↓	Date	
	Comune di Venezia	1.0k	160.6k	01/29/23	See posts
	Intrecci Veneziani	2.0k	140.2k	01/29/23	See posts
	Visit Veneto	539	52.5k	01/29/23	See posts
	Venezia Unica	1.6k	38.3k	01/29/23	See posts
	Città di Venezia	9	32.0k	11/07/22	See posts


What are the social contents posted that contain the monitored hashtags, mentions, and keywords?

In this section, the contents that contain all or at least one of the elements monitored by brand monitoring, a selectable option from the     filter, are reported.

For each content, the engagement and the detected Sentiment are indicated. With engagement, we mean the volume of interactions obtained from a content or a page. You can be redirected to the original content by clicking on the button [Go to content](#) 





Visit Veneto
Jan. 29 2023




ENGAGEMENT
29

SENTIMENT
—

 **22**  **7**

Le #conterie, le perle di vetro, sono un prodotto storico di #Venezia 🇮🇹 Gli artigiani tramandano questo sapere d a 700 anni, che dal 2020 è Patrimonio Culturale Immateriale #UNESCO 🏛️ 🙌 <https://t.co/Read all...>

[Go to content](#) 

How do I set the hashtags, mentions, and keywords I want to monitor?

HASHTAGS

MENTIONS

KEYWORDS

YOUR PAGES

HASHTAGS 4/5

Enter your hashtags by separating them with a space or comma. For example: #awesomehashtag [enter] #hashta...

Add Hashtag

From this module, you can manage the setting of the parameters that will be monitored by the media monitoring in the modules: **Overview** (Slide 37), **Influencer** (Slide 38), and **Content Feed** (Slide 39).



To effectively set up the Media Monitoring:



- ❖ choose hashtags, mentions, and keywords that are easily identifiable by users
- ❖ choose the hashtags, mentions, and keywords that you use in your social communication to promote the destination
- ❖ monitor the results and refine the parameters if necessary
- ❖ connect the Facebook pages of your destination to activate the monitoring of its content. You can connect your pages from the Setting section > Connected Accounts (Slide 41)

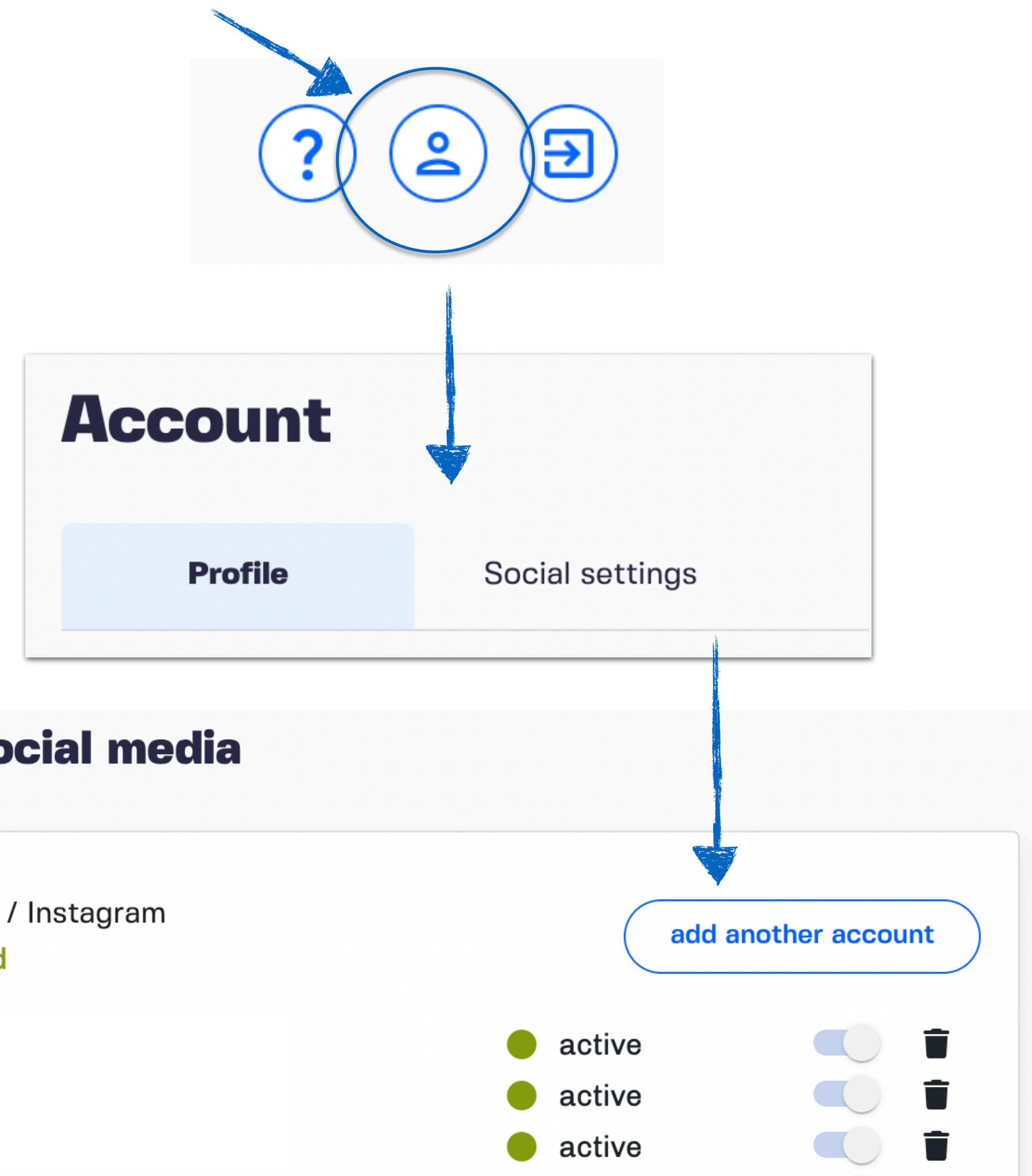
ACCOUNT - LINKING THE FACEBOOK PAGES

How do I link my Facebook pages?

Link your Facebook pages to view posts in the Brand Listener!

By clicking "Add another account", you can link your account by authorizing The Data Appeal Company to monitor your own posts and display them on the platform.



You can temporarily deactivate an account by clicking on the switch  or delete it permanently by clicking on the icon. 





EVENTS


EVENTS - CALENDAR


What are the next events in the destination that attract travelers?


The Calendar automatically displays events with different impact and different category scheduled in the destination. The impact is measured in relation to the generated demand for overnight stays and the variation in the saturation of the accommodation offer. That's why in each box in the calendar the saturation  and average daily price  are shown.


☐  High Impact


☐  Medium Impact

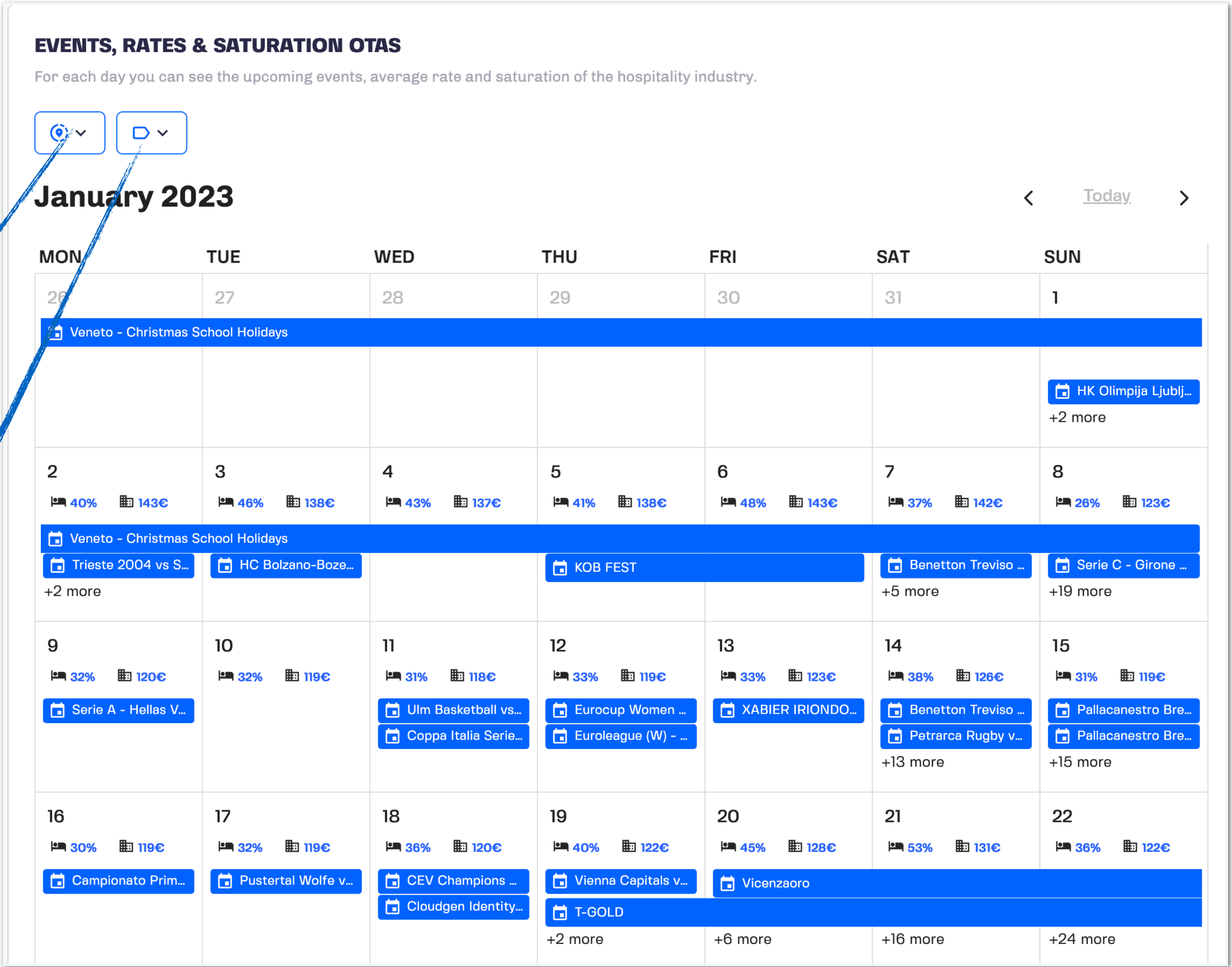
☐  Low Impact

☐  community

☐  concerts

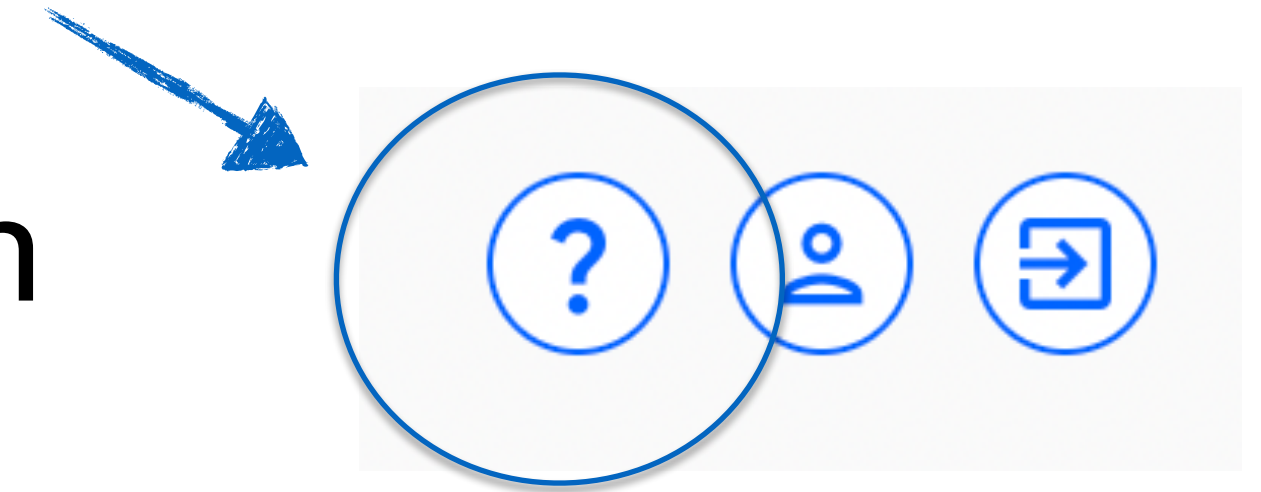
☐  conferences

☐  expos

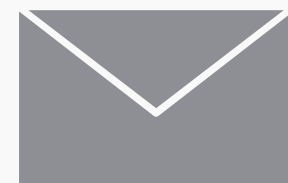


CONTACTS

Do you need support on
your platform?



Our **Customer Care** will be happy to help you,
don't hesitate to contact us!



Email

support@datappeal.io

Do you want to know the terms of use of the service?

You can consult all the details of the general conditions of use of the site and of Data Appeal on:
<https://www.datappeal.io/terms-and-conditions/>

