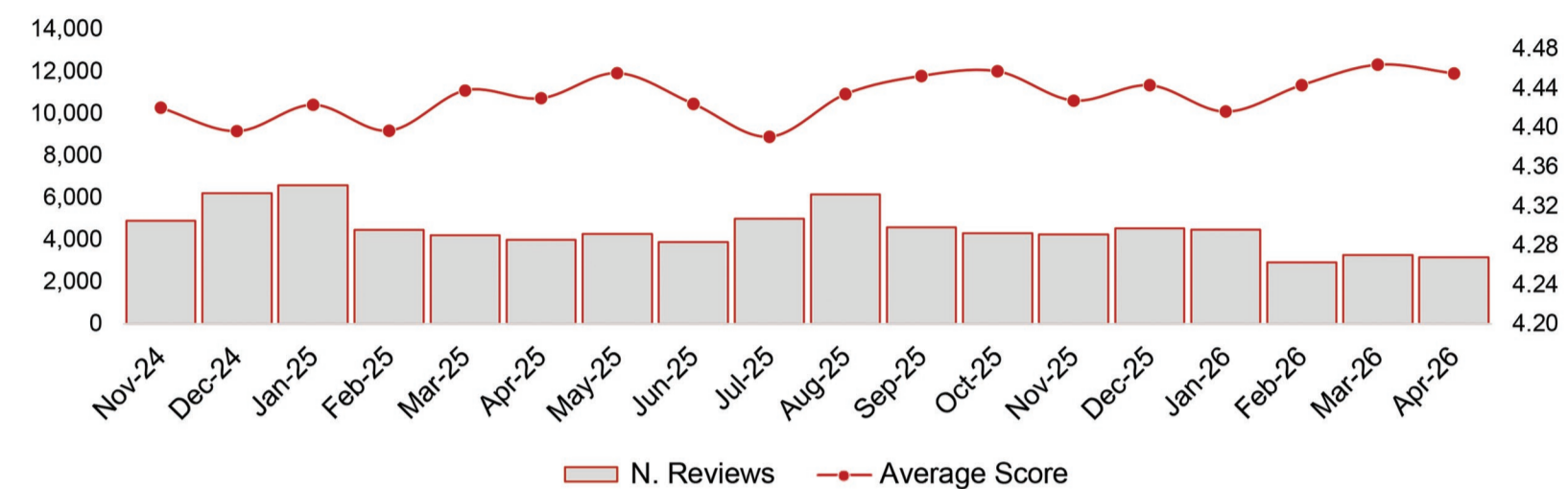
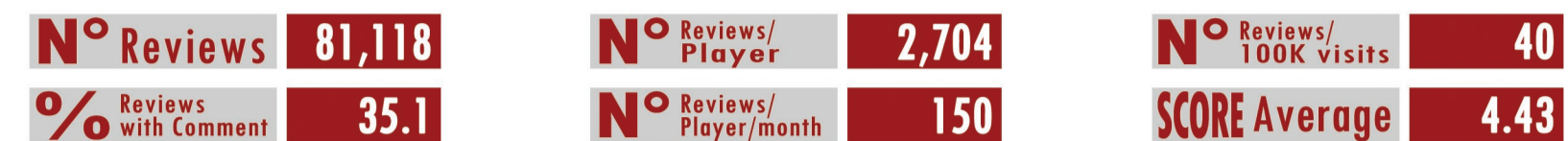
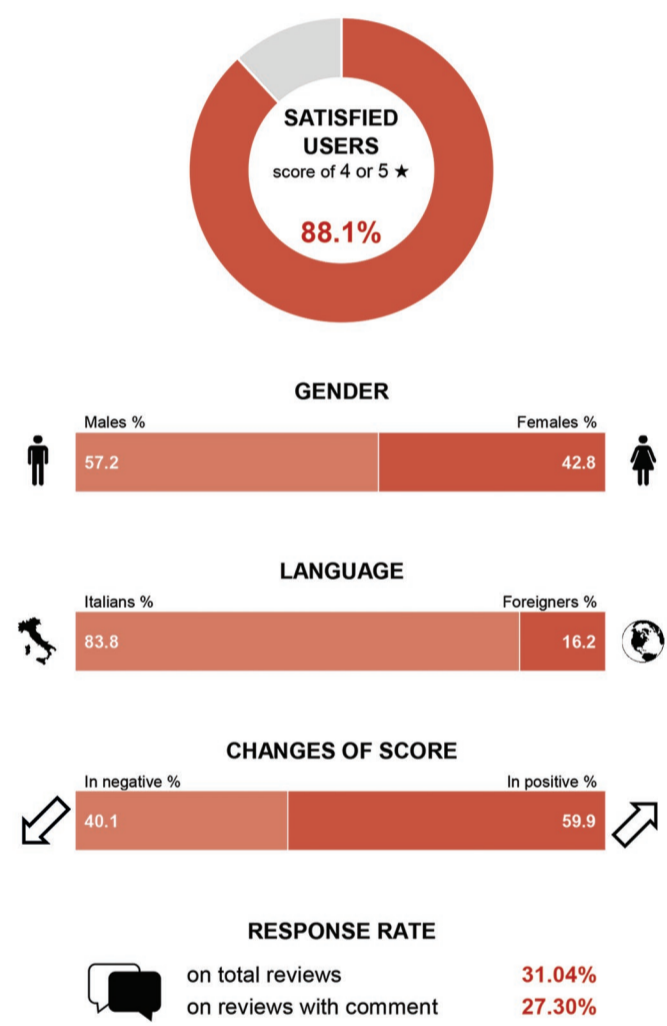


KEY DATA

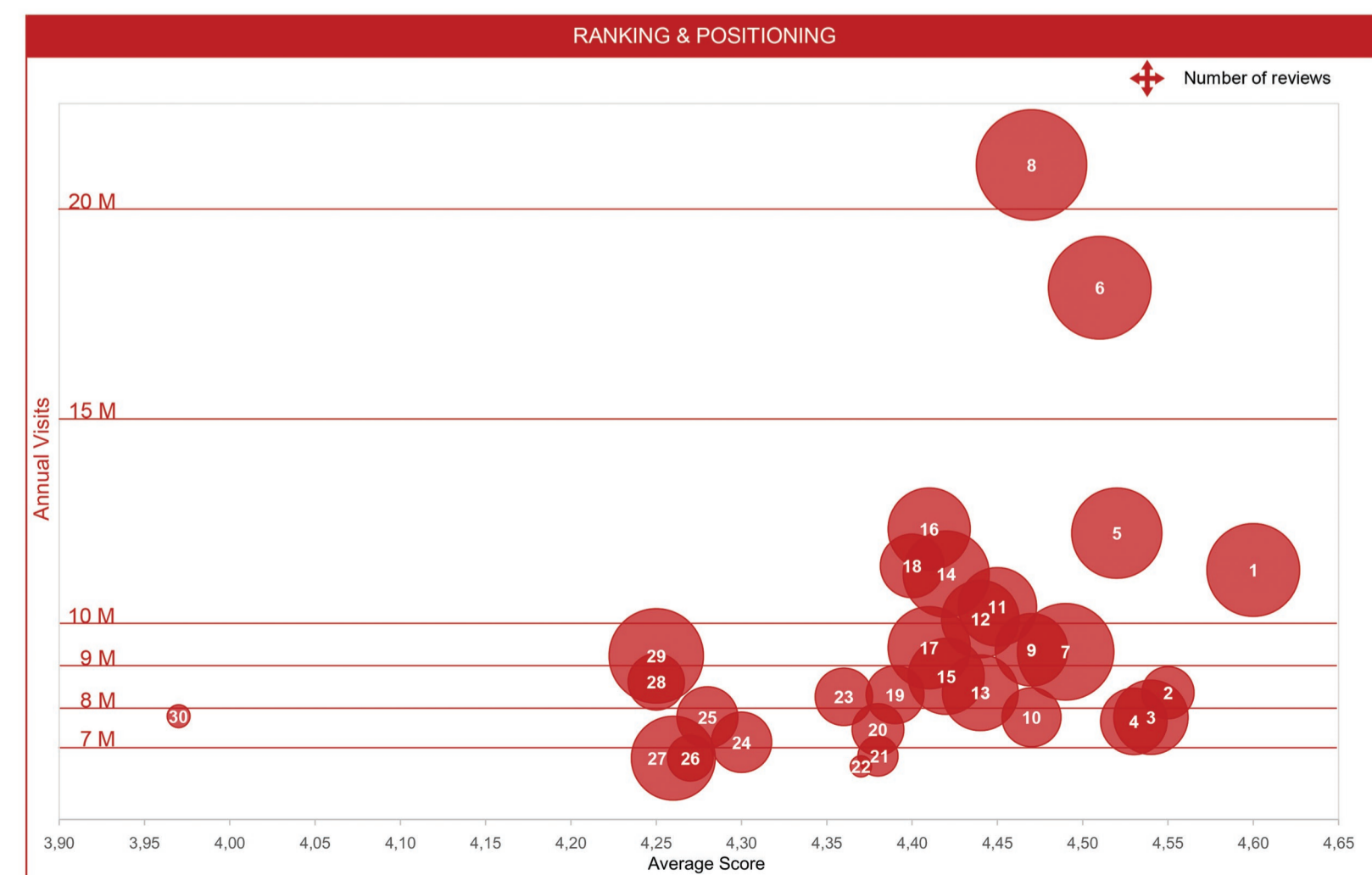
shopping centres



RANK	NAME	REVIEWS n.	AVERAGE SCORE
1	ORIOCENTER	4,362	4.60
2	FORUM PALERMO	1,401	4.55
3	CENTRO SICILIA	2,811	4.54
4	LE BEFANE	2,257	4.53
5	CAMPANIA	4,127	4.52
6	PORTA DI ROMA	5,335	4.51
7	ADIGEO	4,720	4.49
8	IL CENTRO	6,161	4.47
9	ELNÓS SHOPPING	2,684	4.47
10	CASAMASSIMA	1,787	4.47
11	FIORDALISO	3,127	4.45
12	ROMAEST	3,059	4.44
13	SHOPVILLE GRAN RENO	2,924	4.44
14	SHOPVILLE LE GRU	3,767	4.42
15	EUROMA 2	2,946	4.42
16	I GIGLI	3,430	4.41
17	MAXIMO	3,433	4.41
18	CITYLIFE SHOPPING DISTRICT	2,068	4.40
19	GLOBO	1,719	4.39
20	PORTE DI CATANIA	1,378	4.38
21	LE TERRAZZE	834	4.38
22	LA CARTIERA(*)	243	4.37
23	LA GRANDE MELA	1,692	4.36
24	LINGOTTO	1,865	4.30
25	CITTÀ FIERA	1,906	4.28
26	GRANDE SUD	1,082	4.27
27	MAXIMALL POMPEII	3,576	4.26
28	FIUMARA SHOPPING	1,629	4.25
29	MERLATA BLOOM	4,515	4.25
30	CAROSELLO(**)	280	3.97

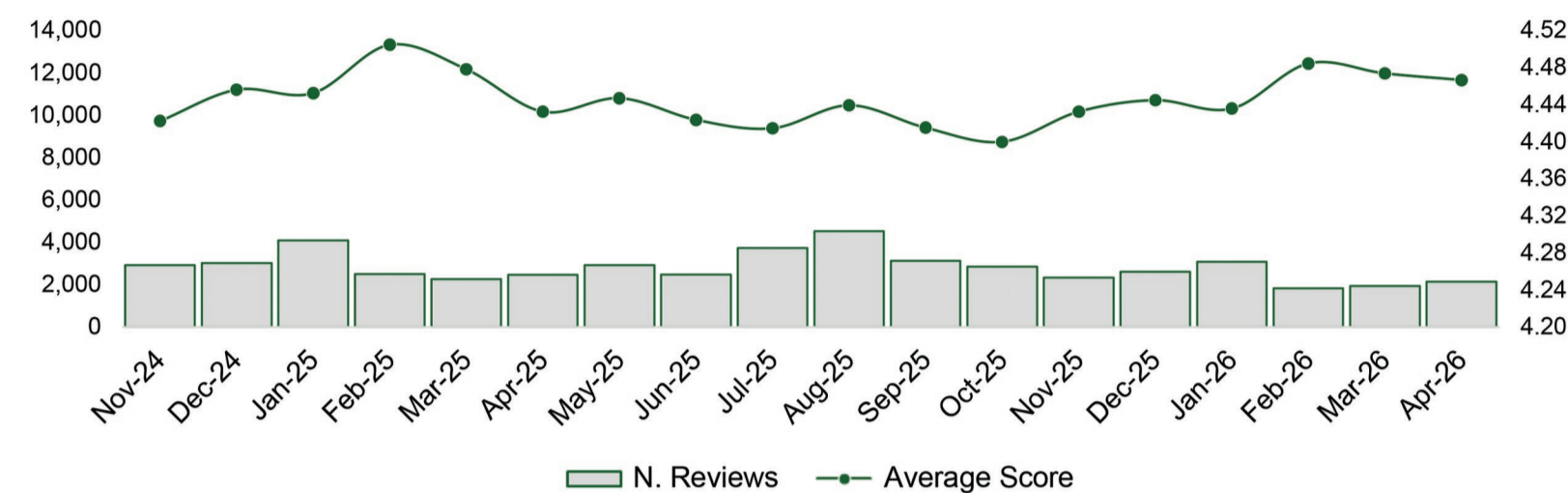
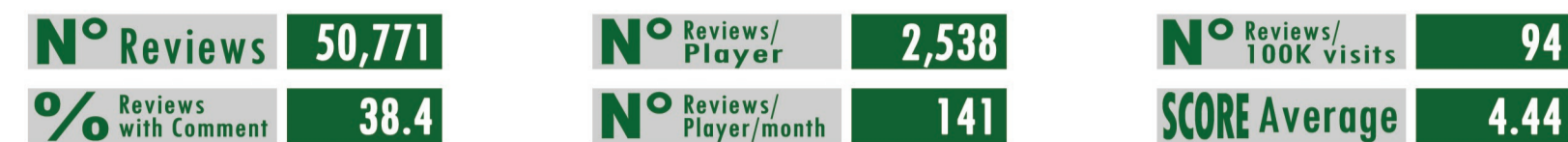


Google business profiles have experienced a significant decline in reviews since respectively November 2021 (*) and July 2022 (**)

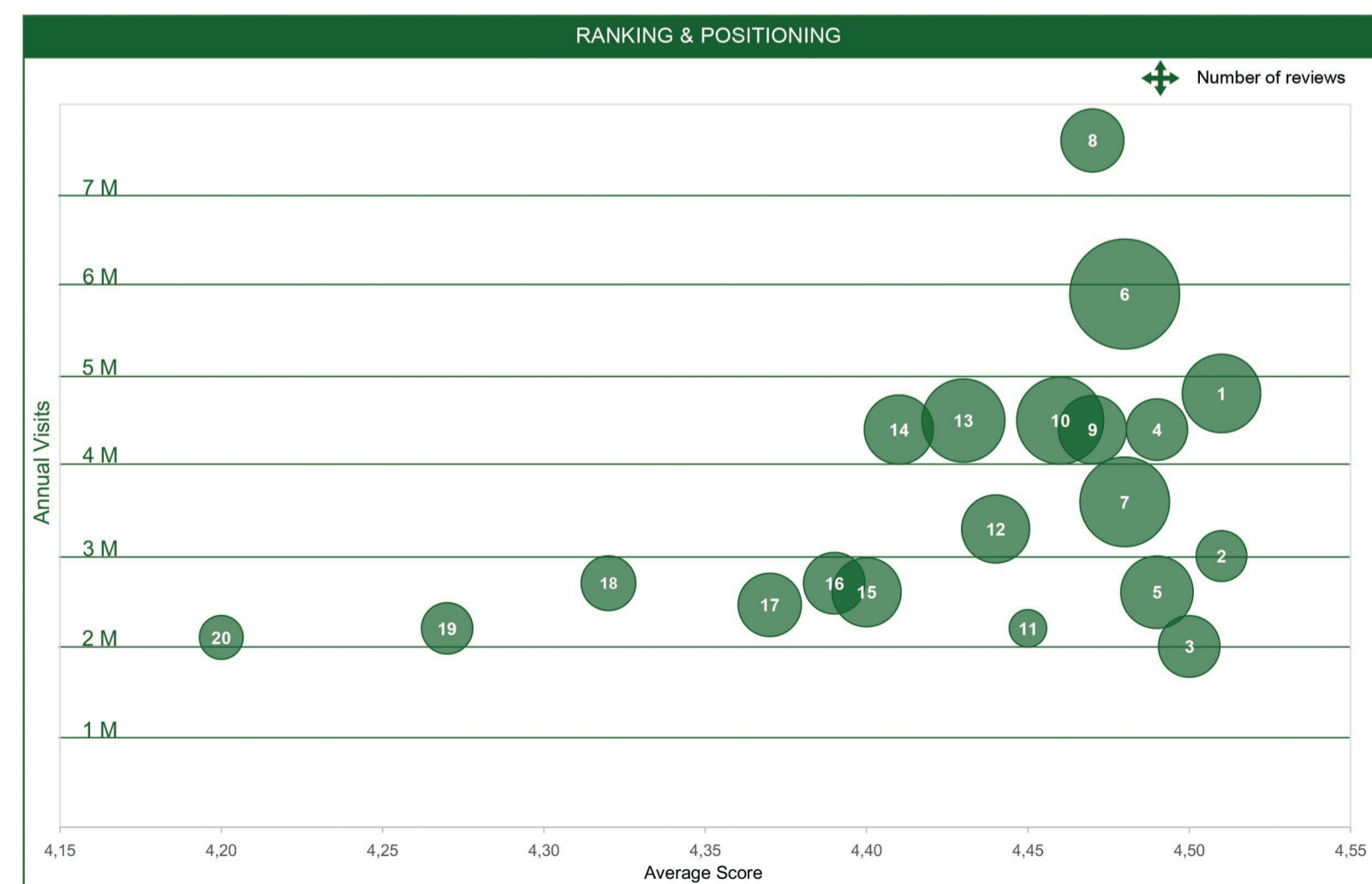
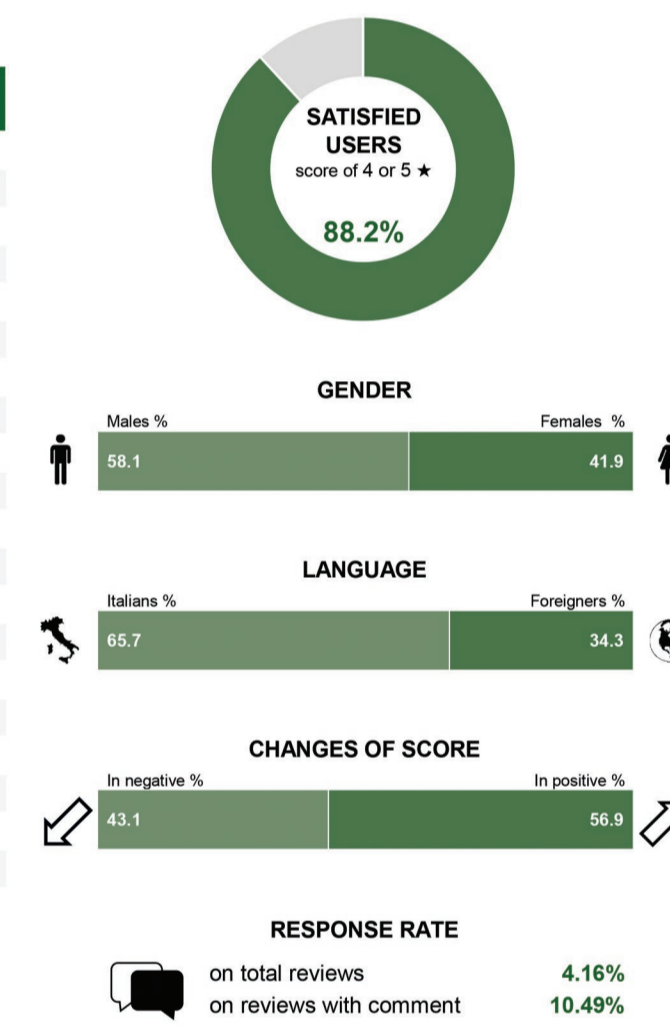


Top players Online Reviews

factory outlet centres



RANK	NAME	REVIEWS n.	AVERAGE SCORE
1	FRANCIACORTA OUTLET VILLAGE	3,257	4.51
2	PUGLIA OUTLET VILLAGE	1,377	4.51
3	SICILIA OUTLET VILLAGE	2,018	4.50
4	VALDICHIANA OUTLET VILLAGE	2,006	4.49
5	BARBERINO DESIGNER OUTLET	2,780	4.49
6	SERRAVALLE DESIGNER OUTLET	6,356	4.48
7	NOVENTA DI PIAVE DESIGNER OUTLET	4,240	4.48
8	VALMONTONE OUTLET	2,113	4.47
9	LA REGGIA DESIGNER OUTLET	2,471	4.47
10	CASTEL ROMANO DESIGNER OUTLET	4,002	4.46
11	CITTA' SANT'ANGELO VILLAGE	757	4.45
12	FIDENZA VILLAGE	2,457	4.44
13	SCALO MILANO OUTLET & MORE	3,657	4.43
14	VICOLUNGO THE STYLE OUTLETS	2,542	4.41
15	PALMANOVA OUTLET VILLAGE	2,533	4.40
16	MANTOVA OUTLET VILLAGE	2,020	4.39
17	TORINO OUTLET VILLAGE	2,134	4.37
18	CASTEL GUELFO THE STYLE OUTLETS	1,599	4.32
19	OUTLET CENTER BRENNER	1,412	4.27
20	MONDOVICINO OUTLET VILLAGE	1,032	4.20



Top players Online Reviews

Shopping Centres & Factory Outlet Centres

Reference Period 01 Nov. 2024 - 30 Apr. 2026



monitora
reviews analysis software

Monitora is the web-based platform that explores what customers really think about your Stores and your Brand

54 M
Reviews

15M
Users

107K
Stores

KPIs+20
Indicators

Tracked Sectors

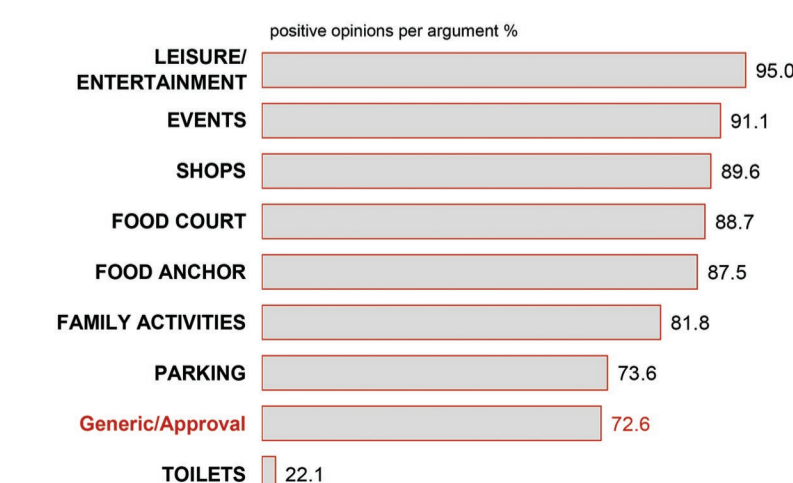
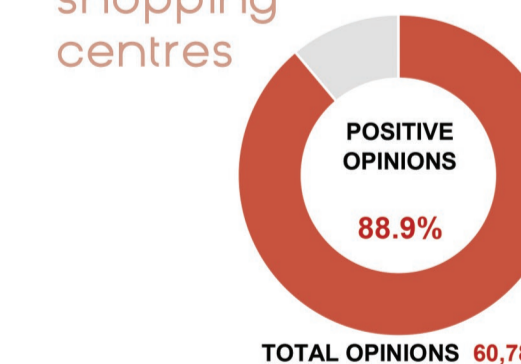
- Shopping Centre
- Retail Park
- Factory Outlet
- Electronics & IT
- DIY
- Clothing
- Footwear
- Sport
- Restaurants
- Furniture-Decor
- Grocery
- Drug & Pet Store

Goals

- Customer satisfaction measured using online reviews
- Sentiment analysis by semantic interpretation of comments
- Target analysis of users considering who-where-what-how
- Competitor analysis with geographical and time-based benchmarks
- Web visibility improvement by managing Google My Business POIs
- Marketing automation & lead generation through comment-response interaction

What reviewers like the most? Sentiment analysis

shopping centres



factory outlet centres

