

# VISITOR INTELLIGENCE TOOLS

For smaller Cultural Heritage sites  
A research-based, not-for-profit platform



## KEY BENEFITS

- Consultants and support included
- **Free trial** until the end of 2021 for the first 50 sites to sign up
- Free access to evaluation tools

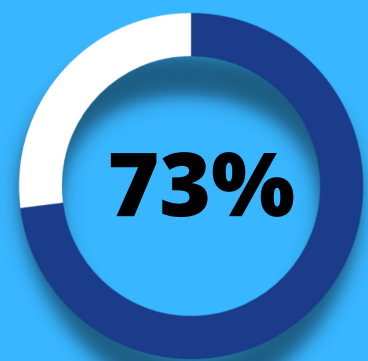
## VISITOR FEEDBACK ANALYSIS



Evaluate all your digital visitor feedback in one place to find out:

- **WHO** your visitors are
- **WHAT** they have to say about your site
- **HOW** they actually feel
- **WHY** they visit your site

Initial analysis indicates a  
~73% accuracy rate  
for sentiment detection



## VISITOR JOURNEY ANALYSIS

You will be able to see:

- **HOW** your visitors move round your site
- **WHERE** visitors spend most of their time
- **WHERE** queues and bottlenecks appear



Get in touch to find out more!

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