

interact Landmark



Image credits: © James Newton

Measure the impact of your architectural lighting with Interact Landmark's Social impact app

Interact Landmark is a connected lighting software portfolio for architectural lighting. And Interact Landmark's Social impact app is designed for make it simple to monitor, measure and analyze the impact lighting has on citizens and tourists.

How does it work?

The app helps you understand the effect of lighting by:

- Using social listening queries to crawl websites and listen for site-specific information that is publicly available, including news articles and social media posts, and general internet feeds.
- Collects, aggregates and analyzes posts to provide meaningful insights about how architectural lighting is engaging citizens and visitors.



Know the level of engagement

Monitor the frequency of mentions related to specific sites, light shows or the celebration of popular events.



Gain meaningful insights

Collect, aggregate and display real-time information using different data views on the dashboard to provide meaningful insights. Artificial intelligence provides insights into peak mentions.



Understand how people feel

Learn the main topics being discussed, the sentiment and emotion of the posts, and who is influencing the discussion.

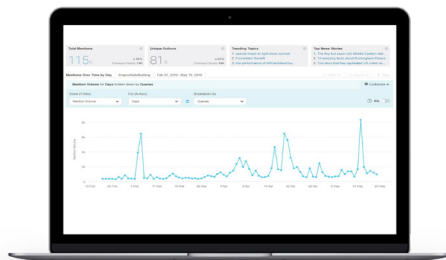
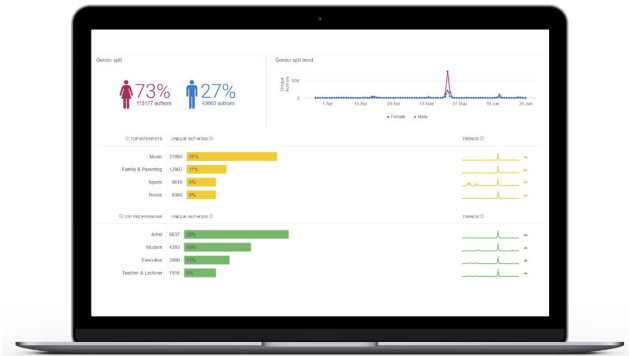


Increase citizens engagement

Use the data and analytics provided by the Social impact app to track citizen engagement of your site and the impact of targeted marketing campaigns or specific lighting shows or events.

Software highlights

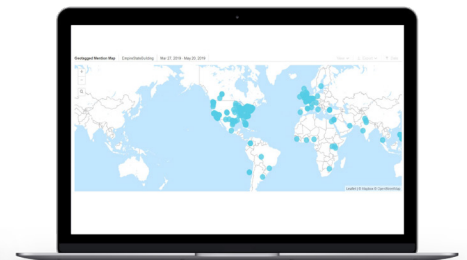
- A real-time, site-specific dashboard that enables you to monitor, measure and perform analytics.
- Specialized filtering allows you to distill lighting-relevant posts.
- Provides over 180 data sources; including all major social media channels, news outlets, blogs, RSS feeds, and more.
- Includes features such as data collection in over 26 languages, regular summary reports and email alerts to notify you when key words of interest are posted.



Mentions dashboard



Topics dashboard



Coverage dashboard

Privacy

The Social impact app is compliant with the European Union's General Data Protection Regulations (GDPR), a regulation in EU law on data protection and privacy for all individual citizens of the European Union.



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Learn more about Interact Landmark
www.interact-lighting.com/landmark

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