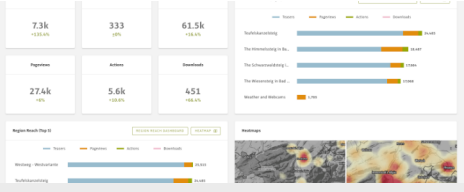
outdooractive Business

Brand new Insights tools for smarter data analysis

Upgrade to Pro+ to take your tourism data analysis to the next level

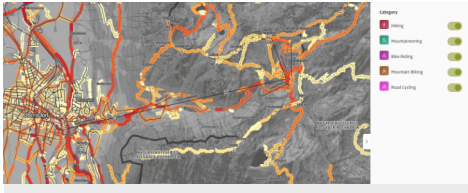
Our optimized and revamped insights tools provide a reliable basis for better informed decision-making for effective digital visitor management and guidance.



Content Reach Report and Content Heat Map

AVAILABLE ON PRO

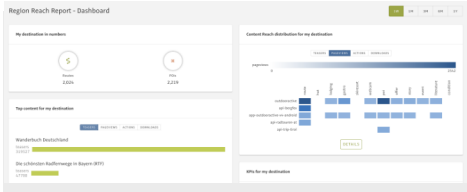
- Analysis of the content of your own user group according to pre-defined criteria.
- Completely revised data analysis with improved performance.
- **NEW:** Visualization of the locations of your content.



Live and Historical Heatmaps

AVAILABLE ON PRO+

- Optimized display of four key data types: live location, parking, map views, engagement.
- Adjustable time frame up to 24 hours.
- Trail heat map of dynamic real-time data that always refers to the last 365 days from the current second (all seasonal and regional fluctuations are covered).



Region Report and Region Heatmap

AVAILABLE ON PRO+

- Analysis of content across your entire region, including B2B sources and community content, not dependent on user group.
- **NEW:** Visualization of the locations of all platform content in your region.

Get new perspectives and insights into your guests and visitors, today.

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