**PRESS RELEASE**

For immediate release

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**D2 - Analytics spin-off from Bloom Consulting**

*To help countries, regions, and cities measure their digital appeal and presence,*[*Bloom Consulting*](https://www.bloom-consulting.com/) *has launched spin-off company D2 - Analytics.*

Bloom Consulting has worked in the fields of nation branding and city branding since 2003. Their clients represent different local and national governments and authorities around the globe.

With a striking rise in internet use, Bloom Consulting founders realised that destinations’ digital identity also develops rapidly. Before “visiting”, “investing”, “living in”, “buying from”, “working in”, or “studying in” any specific destination, people search for information online, which builds their perception of a place. Understanding the appeal of nations and places has always been essential. And there are many well-known methods and types of marketing research for that. But they understood that with a digital age, such research must change and become much more advanced. And they found out how.

**Why spin-off company D2 – Analytics?**

So, there is no doubt that “searching” determines the image of countries, regions, and cities in the online environment. We saw that by looking at the research statistics of online searches, one could easily understand the appeal of any destination. That’s why and how our first software, [D2 - Digital Demand ©](https://d2analytics.io/products/d2-digital-demand/) was created. We started using D2 - Digital Demand © tool to help our clients understand WHAT, WHERE, and WHEN people are searching about their countries, regions, and cities. It is the first software we owned as a company, and because of it, we decided to focus on big-data analysis for countries, regions, and cities in-depth.

"It was the right time to separate our work areas. Bloom Consulting is a nation and place branding consultancy. And D2 - Analytics is a big-data software company that provides analytic insights and intelligence about countries, regions, and cities." Jose Filipe Torres, Partner at D2 - Analytics and CEO of Bloom Consulting.

**The launch of D2 – Analytics company.**

Starting this year, any destination in the world can purchase digital demand research separately from Bloom Consulting consultancy services. There are many great minds in the city, region, or country promotion organisations. With [D2 - Analytics five dimensions](https://d2analytics.io/dimensions/) (tourism, investment, export, talent, and general reputation), they can now analyse and interpret data on their own. We display research data in the D2 - Digital Demand © software, which is very intuitive to use. You log in and surf through different, interactive dashboards representing data at various angles.

Additionally, to a wide range of data sets, we offer a deeper data interpretation and reports. We are confident that D2 - Analytics can assist destination marketing organisations in many ways. Such as to promote their destinations to attract travellers, talent, investors, promote export or improve a general reputation.

D2 - Analytics is a new and ambitious company continuously striving for progress. Our main aim is to give value to big data and make it more accessible for destination marketing teams.

DMO’s, IPA’s and other nation and place marketing organisations use data provided by D2 - Analytics to improve their destination marketing strategy, measure the success of place marketing campaigns, and understand the perceptions in people minds.

If you are interested in receiving more information about the company, please don’t hesitate to contact us directly:

**D2 – Analytics**

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