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Meltwater News is more than a traditional media monitoring service, combining the industry's broadest search capabilities, exclusive analytical tools and a consultative relationship with its clients, Meltwater News delivers the business critical information that executives in organizations worldwide require to gain, and maintain, their competitive edge.

With Meltwater News' expansive international coverage and robust search capabilities, users can find the information they need, when they need it, via an easy-to-use, Web-based interface. Meltwater News' interactive analytical capabilities enable users to get even more value from their media mentions by evaluating trends, mapping press activity, identifying target markets and measuring the ROI of marketing and public relations campaigns.

Product Overview



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- Track keywords, phrases, and topics in over 162,000 sources from over 190 countries and 100 languages, monitored consistently throughout the day
- Use advanced Boolean search capabilities to search unlimited keywords throughout online publications globally
- Receive daily reports at the timing and frequency of your choosing, collated into easily digested categories

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- Leading global online media monitoring solution
- Monitor over 162,000 online publications
- Analysis, Newsfeed, and Newsletter capabilities
- Intuitive and easy-to-use platform
- Easily scaled and tailored to your organization
- Unlimited consultation from Meltwater for lifetime of subscription



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Meltwater News Media Monitoring and Analytical Tools

Technology is radically transforming the media monitoring market. Gone are the days of physical newspaper clippings, which were costly, took too much time to manually sort and often were last week's news by the time they arrived.

In a global marketplace—where 24-hour news cycles and exclusive online content are vital for day-to-day business—search technology is giving companies the power to find exactly the information they need, when they need it.

Online media monitoring offers a number of benefits to any organization, regardless of size. With the flexibility of online media monitoring, everyone—from the CEO to a junior PR staffer, from the executive vice president of sales to the head of R&D—can quickly and easily stay abreast of the latest trends, get an insight on what competitors are doing and track what's being said about their business. Online media monitoring also helps organizations measure their media coverage to evaluate the success of their marketing and public relations programs and ensure they are receiving the best return on their investment.

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Meltwater News Media Monitoring Product Details

Meltwater News' online media monitoring service is comprised of four key components, which enable users to securely access, analyze and distribute customized search results from any Internet-enabled computer or mobile device.

Global Media Monitoring

Meltwater News delivers relevant, real-time search results with the industry's most robust online media monitoring database.

- Tracks more than 162,000 global news sources in 190 countries and 100 languages
- News sources include major news outlets, trade publications, local and regional journals, weekly newspapers, tenders, influential blogs, as well as TV and radio transcripts
- Strong international focus, providing users with foreign character search capability in 25 languages ensures thorough and in-depth results
- Instant translation to and from English and 15 other languages
- Easy-to-use interface enables users to quickly build Boolean searches to receive pertinent and critical information while filtering out irrelevant noise

Analytics

Meltwater News offers both quantitative and qualitative analytical capabilities, delivering statistical analysis across diverse parameters, from outlet type to geographical regions. With Meltwater News, users can examine:

- Coverage – quantify and contextualize the amount of coverage your organization receives during a specified time period to evaluate the success and measure ROI of marketing and PR campaigns
- Product & Brand – analyze how products are performing and your brand is resonating with its intended audience by measuring coverage in the media
- Prominence – more granular analysis of stories enables users to determine the prominence of their brands and products within a single story, and discern the business value behind its mention
- Resonance – discover how your message is traveling across various media outlets, both regionally and globally. By doing so, you can measure whether your message is reaching intended targets, and identify key trends to gain control of how your message is delivered in the media
- Tone – evaluate if your coverage or media response is positive, negative or neutral

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at a glance

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- Exposure – Meltwater's integrated viewership data enables users to get an in-depth look into the quality of exposure and the online audience numbers their coverage receives
- Topic and Trend – identify changes and developments in an industry, as well as new sources, to implement more effective communications strategies and campaigns
- Competition – analyze competitors to identify their strengths and weaknesses, and gain a better understanding how they stack up against other brands and products across the globe

Newsfeed

Meltwater News enables customers to build customized newsrooms and newsfeeds that:

- Increase traffic to Web site and enhance brand exposure among targeted audiences
- Deliver information to intranets for local or global internal communications
- Highlight positive coverage from press releases and consumer-generated content
- Manage website content and uploads articles at a click of a button
- Provide RSS feeds for employees, investors, suppliers, board members, journalists and the general public

Newsletter

Meltwater News offers a newsletter tool for building customized, corporate-branded newsletters designed to keep executives, employees, partners and investors updated on relevant news.

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