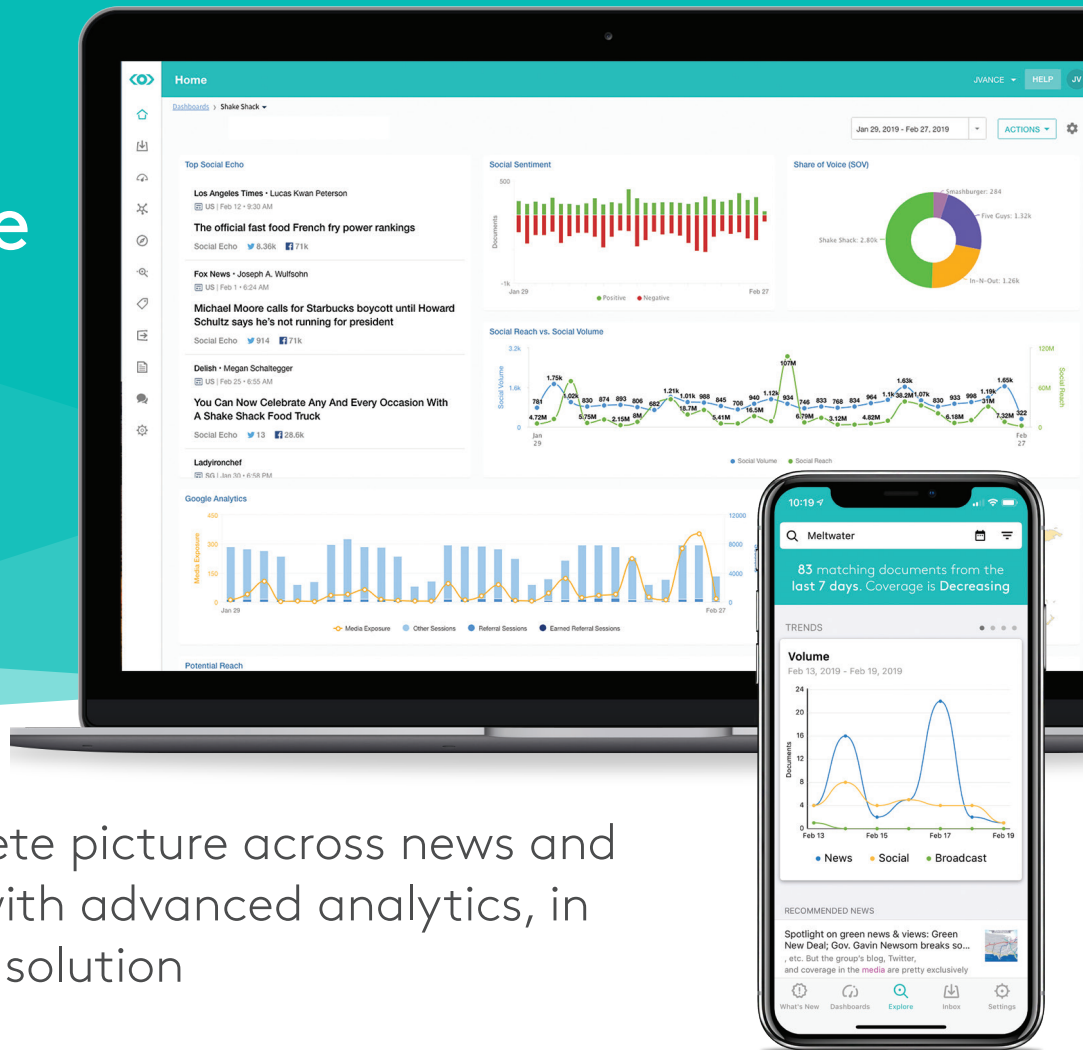




Media Intelligence

More content,
better insights



Get the complete picture across news and social media, with advanced analytics, in one integrated solution

Stay on top of billions of conversations—across editorial, broadcast, print, and social media channels—with Meltwater’s Media Intelligence platform. Our tool efficiently and effectively helps you sift through news stories, social media postings, and many other media types so that you can monitor everything relevant to your department. Our innovative AI-driven media monitoring technology, in conjunction with our global network of partnerships, provides our clients access to content on a local, national, and global level.

Powered by the largest content database in the industry, our reports clear the clutter to bring you actionable insights. We understand that every organization has different KPI’s when it comes to measuring results. Using our extensive range of metrics, clients can customize the service to their needs to better understand their return on investment and results.

As a global pioneer in online media monitoring and media intelligence, Meltwater stands out as the most comprehensive all-in-one solution for public relations, communications, and marketing professionals in the government space.

▶ **HYPER LOCAL ON A GLOBAL SCALE**

Analyze the impact of media—from around town, around the country, and around the world. Meltwater’s platform has you covered on every geo level so that you never miss out when it matters most.

▶ **MEDIA INTELLIGENCE WHERE & WHEN YOU NEED**

Alongside our all-in-one web platform, our mobile app allows you to reach insights and coverage on the move, whether you’re on your way to work or stuck in a meeting. Feel secure with mobile alerts.

▶ **IRONCLAD, TRUSTWORTHY REPORTING**

Accurately prove the ROI of your efforts through our dependable monitoring. Generate customizable analytics through easy-to-use reporting tools that quickly measure and share your work’s impact.

▶ **ACTIONABLE INSIGHTS FOR YOUR ORGANIZATION**

Meltwater’s media monitoring capabilities empower your teams to educate internal and external audiences through various sharing capabilities. Brand and distribute coverage in many different forms.

▶ **COVERAGE ACROSS EVERY MEDIA CHANNEL**

Meltwater has you covered across online media, TV & radio coverage, Twitter, Facebook, Instagram, Weibo, WeChat, forums, review sites, website comments, blogs, and print content.

“

Meltwater’s detailed media contact profiles are invaluable. Previously, we were using PR Newswire’s ‘throw it at the wall’ service because it was affordable. But it wasn’t targeted.

”



DONNA MAURILLO

Director of Communications and
Technology Transfer,
Mineta Transportation Institute



MINETA
TRANSPORTATION INSTITUTE