

Harness the Information Environment

Meltwater provides access to omnichannel data across the global information environment, tracking over 300,000+ news sources (including online, print, broadcast, podcasts), and over 300 million social media data points including Reddit, Meta (Facebook + Instagram), Twitter/X, YouTube, Instagram, Twitch, Forums, VKontakte, Deep Web, Message Boards, Comments, Review Sites, and blogs. Meltwater's data lake spans Western and Non-Western platforms, in over 200+ languages including character-based languages and local in-market content. The platform processes approximately 1.5B documents per day, which are enriched with over 170+ AI and LLM powered metadata points for sophisticated analysis, detection algorithms, alerting workflows, network visualizations, and more.



Detect/Alert

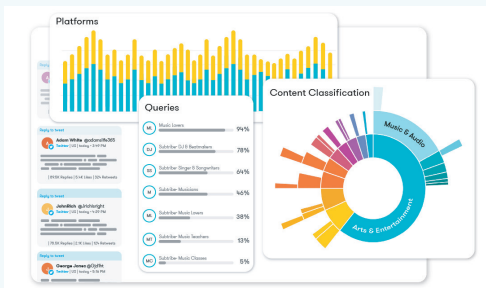
AI-powered detection signals help navigate unexpected changes in the information environment to surface critical narrative shapers across all topics relevant for your mission.

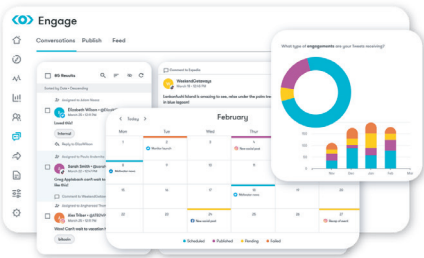
- Understand public perception & remove blind spots by scanning the richest local-to-global content database of news and social media to find key drivers.
- Leverage AI-powered alerting to ensure you're the first to know, and the first to inform.
- Omnichannel trend monitoring through command center analytics helps you predict and identify breaking issues.

Analyze

Instant, ad-hoc retroactive search and analytics on any topic, regardless of whether it has previously been tracked or not, delivers critical context to backtrack trajectory and understand potential impact.

- Utilize entity-level sentiment and best-in-class data enrichments to assess narrative impact.
- Draw out baselines and context to help predict future trends around new initiatives from a unique repository of retroactive content.
- Surface influential or critical pieces of content and accounts that are driving conversations relevant to missions and campaigns.





Assess

Real-time analytics and dashboards across a variety of unified omnichannel datapoints provide relevant and critical insight towards second and third order conversations in the macro-information environment.

- Interact with tangible data within your environment, or tap into our data structuring services to combine data sets in your native tools.
- Surface hidden spheres of influence that could instigate change to public opinions.

Action

Build structures and methodologies to determine the “Now What?”. Map data into response strategies to provide contextual recommendations to your key stakeholders.

- Utilize integrated publishing channels across news and social media to share content directly to target audiences.
- Identify audience cohorts or key profiles bringing the most influence to topics of interest.
- Develop customized risk signals to support your recommended actions as necessary.



About Meltwater:

- Meltwater has a commercial in-market presence in over 120+ countries that drives local requirements to support a global customer base.
- Meltwater's goal is to harness PAI to deliver a unique capability measuring the impact of narratives, missions, audience cohorts, campaigns, and/or outbound efforts.



The leader in social & media intelligence.