

Meltwater for media, social & consumer intelligence

Navigate the noise, become a data driven communicator

Awash in social media conversations and news stories, today's marketing and communication teams often bypass data analysis in favor of gut feel.

The Meltwater suite **structures billions of** news, social, and consumer **data points into focused insights** about people and markets, empowering brand builders to **make data-driven decisions, measure brand performance, and authentically engage** with today's most influential voices—journalists, employees, followers, and creators.



The Meltwater suite

Tools to both understand and engage your audience

Understand

Media intelligence

Monitor brand mentions across news, broadcast, TV, and more.

Social listening

Explore trends across social platforms.

Consumer intelligence

Analyze consumer behavior with advanced analytics.

Sales intelligence

Find business insights on target accounts and industries.

Engage

Media relations

Build media lists and manage journalist outreach and relationships.

Social media management

Plan, manage, and measure your social media presence across multiple platforms.

Influencer marketing

Discover, recruit, manage, and measure your influencer marketing efforts.

Powered by our leading dataset



Visit [Meltwater.com](https://meltwater.com)

How it works

- 1 Build**
 Go all-in or pick any combination of the above solutions tailored to your unique communication goals.
- 2 Research & monitor**
 Research and monitor relevant brands and topics across news, TV, print, podcast, and social media.
- 3 Inform & engage**
 Share insights across teams to make smarter decisions and execute more engaging social media, influencer marketing, and PR campaigns.
- 4 Analyze**
 Measure, evaluate, and share your earned media performance with your organization through automated reports and custom dashboards.

“Having that one platform that enables us to evaluate our customer perceptions, as well as our marketing impact across multiple markets in a consistent and globally insightful manner, is what makes Meltwater different from its competitors.”

— Amit Naik, SVP, Global Head of Analytics, Shiseido

What makes us unique



Comprehensive data

Establish a single source of truth for your brand across news and social media. 6M unique sources covering 1.3B daily documents.



AI expertise

Speed up time to insight, find emerging themes first, and create compelling content with a tech leader possessing 20+ years of AI expertise.



One suite, many use cases

Power mission-critical use cases under one suite - social listening, media intelligence, social media management, influencer marketing & consumer intelligence.

Outcomes you can expect

Move first on market and consumer trends

Find and convert trends into winning comms, content, and touchpoints - faster.

Achieve lasting earned media success

Move from transactional pitches to building authentic relationships with journalists, followers, and influencers.

Build loyal communities, grow your brand

Grow your brand by engaging and nurturing fans into brand advocates and word-of-mouth marketing.

Drive down your martech cost

Save with one partner for PR, consumer intelligence, social media, and influencer marketing strategies.

Proven impact

Businesses that use Meltwater for brand management typically see a 242% ROI.

On average Meltwater saved customers ~\$130,000 per year on outside fees.

“Meltwater saved us 32 hours per month spent on manual reporting efforts.”

Serving customers globally



Data security & product excellence

