

Meltwater Group Products: Meltwater Press

About Meltwater Press

Meltwater Press is a Web-based service for building dynamic, targeted media contact lists. Using innovative Natural Language Processing technology, this Web-based media contact database enables users to identify the most appropriate journalists – based on their current coverage, as well as traditional beats – then build relevant media lists and efficiently send out news, advisories and pitches.

Meltwater Press is dramatically changing the way media lists are created and news is distributed. The comprehensive contact database is updated continually, and indexes more than 1 million new articles every day – ensuring that users can target the best sources, improve their chances of receiving coverage and eliminate PR spam.

Advantage

Meltwater Press digs deeper than media databases that merely provide contact information – adding in greater accuracy for identifying the best media targets, as well as deep research on what journalists are covering, and how they're covering it. The result is a richer portrait of the journalists who are most likely to respond favorably to a selected pitch and ultimately, more coverage.

Market

The media world is changing rapidly. Journalists frequently change beats and are covering a broader range of topics. Traditional media contact databases have a hard time keeping up-to-date on the latest changes. It can be difficult to find contacts based on details other than broadly defined subjects and a restricted list of keywords.

These limitations make maintaining an up-to-date, accurate press list a time-consuming challenge for public relations professionals. It can often result in news being sent to reporters who are not interested.

Cutting-edge search technology is helping to improve the media database experience. With the use of Natural Language Processing capabilities, Meltwater Press can evaluate current coverage, enabling users to find the journalists who are writing on specific topics and ensure that communications hit the right targets every time.

Product Details

- Pricing: \$5,175 per annum, price varies depending on account scale
- Includes media planner, editorial calendar database, and reporting tools
- Provides tracking information on who is reading press releases and where they are published
- Includes development tools for press releases and media kits
- Provides Natural Language Processing searches for targeted pitches and releases
- Includes pitch cloud graphic analysis of journalists memes
- Provides CRM functionality that allows users to store notes on journalists interactions

For More Information

<http://www.meltwater.com/products/meltwater-press>