

## **Meltwater Group Products: Meltwater Reach**

### **About Meltwater Reach**

Meltwater Reach is a Search Engine Marketing (SEM) solution that helps brands, businesses and marketers spend their advertising budgets online. Users can maximize the value of their search-based advertising campaigns and get a clear picture of how effective the campaigns are. The Meltwater Reach platform automates, optimizes and provides more visibility into cross-channel search-based advertising campaigns. The product provides a robust ad editor, extensive keyword definition and research capabilities and advanced geo-targeting – resulting in an optimal return on an organization’s investment in online advertising.

### **Advantage**

Meltwater Reach is democratizing the search engine marketing process for small and mid-sized businesses. The platform utilizes the same cutting-edge technology that only the largest companies could previously afford, eliminating the percentage-based fees and monthly charges. For a fraction of the cost, Meltwater Reach delivers a level of transparency that demystifies the process of pay-per-click analysis, enabling a better return on investment through hyper-local targeting of advertisements.

Meltwater Reach users also receive a dynamic range of consultative services. The Meltwater Reach team tailors its service to meet the needs of each client. Meltwater Reach delivers an intuitive, user-friendly interface and provides more control, transparency and accountability than is available with current outsourced solutions.

### **Market**

Search engine marketing is a growing business that enables organizations to closely target their ideal customer base and track where sales leads originate, but it can be a laborious and expensive process. The industry is currently controlled by online advertising/marketing agencies, which generally take 10-20 percent of a given ad spend.

In many instances, businesses have an individual working in-house who is responsible for bidding on keywords to “own”, purchasing the ads and tracking the results. They use tools like Google Ad Words to track online marketing success, which can require significant time to evaluate results across a number of search engines. The other - much more expensive - alternative is to outsource to agencies, which charge a percentage of the advertising spend to deliver a report on results at the end of the month. With Meltwater Reach’s intelligent software platform, the control is given back to the advertisers and dramatically reduces their cost to help get more “bang for their buck.”

Meltwater Reach’s combination of technology and consulting services is changing the game. Now small and mid-sized businesses can effectively play in the same advertising market as their larger competitors.

### **Product Details**

- Basic Pricing: Flat rate pricing starts at \$6,000 per annum, price varies depending on account scale

- Set-up wizard helps users get a campaign up and running quickly and easily
- Geo-targeting aids in the development of hyper-local advertising campaigns
- Pre-defined library of service and geographical terms help users automatically create campaigns to maximize ROI through highly relevant search term lists
- Meltwater Reach provides extensive consultative services – from basic education on how to utilize the platform to full-service in-house management of an advertising campaign
- Additional features include
  - End-to-end campaign management
  - Keyword expansion and harvesting
  - Flexible categorization
  - Intuitive and easy-to-use GUI
  - Seamless site tracking
  - Real-time dynamic campaigns
  - Real-time tracking
  - Client access to online and offline reports
  - Third-party integration
  - Bulk sheet upload from Excel
  - Automatic upload
  - Undo button and activity tracking

**For More Information**

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