

Executive Alerts User Guide

A walkthrough of all the main features



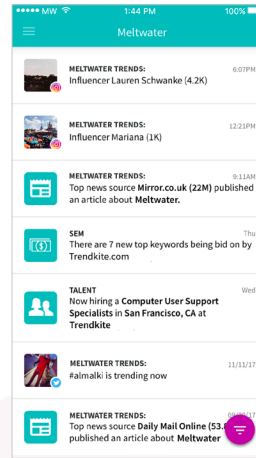
Where can I receive alerts?

You can receive Executive Alerts in three main methods.

1 Executive Alerts Mobile App

Download the newest version of the mobile app for the best on-the-go experience.

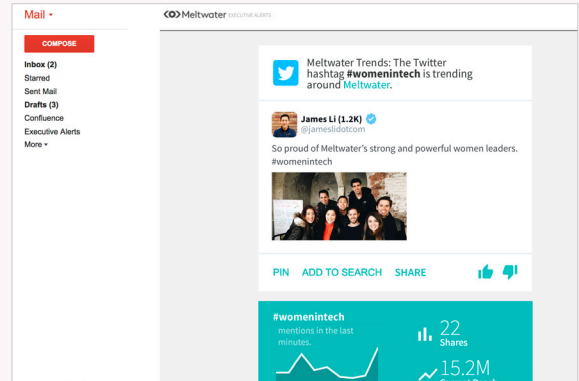
To enable push notifications: Turn on push notifications in the Settings of your app as well as in the Settings of your phone.



2 Email Alerts

Receive alerts directly in your email inbox.

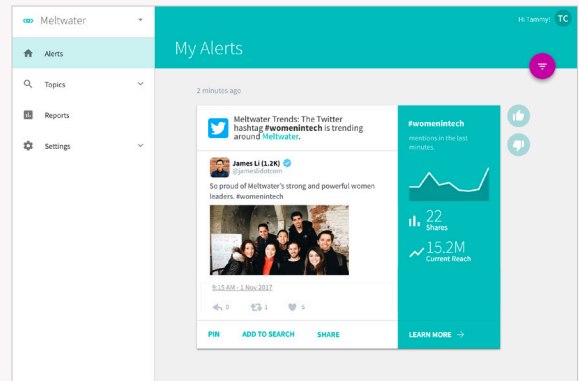
By default, you will receive a maximum of 10 alerts per day. If you would like to change these settings, go to your Notifications Settings in the web app (Settings > Personal Settings > Notifications).



2 Web App

View your alerts on the web by visiting alerts.meltwater.com.

Login with the credentials that you created with the invitation email. If you have not received an invitation email yet, please contact your Account Manager.



How do I read an Alert?

Transform leading sources of noisy outside data into daily actionable insights.

The screenshot shows a Twitter alert interface. On the left, a tweet from James Li (@jameslidotcom) is displayed, mentioning the #womenintech hashtag. The tweet includes a photo of a group of people and engagement metrics (0 replies, 1 retweet, 5 likes). On the right, a teal sidebar provides summary statistics for the hashtag: '#womenintech mentions in the last minutes' with a line graph, '22 Shares', and '15.2M Current Reach'. At the bottom of the sidebar is a 'LEARN MORE' button with a right arrow. On the far right, there are two circular icons: a thumbs up and a thumbs down. Numbered callouts (1-4) point to specific elements: 1 points to the alert summary text, 2 points to the tweet content, 3 points to the '22 Shares' metric, and 4 points to the 'PIN' and 'ADD TO SEARCH' buttons at the bottom of the tweet card.

1. The Alert Summary

In this section, you will find the content source (top left), the alert topic (before the colon), and the search keyword that triggered the alert.

2. The Content

In this section, you will find the content that makes up the alert.

3. More Details

This area gives you further details such as number of shares, current reach, unique visitors, and more.

4. Actions

Pin allows you to save notable alerts and show them off to your team. You'll see your pinned alerts at the top of that day's Daily Digest and find them on the app using the filter.

Add to Search is an easy way to track developing stories on the fly—a smart list of suggested searches to add.

Learn More gives you deeper context about the alert, such as top posts, past mentions, additional paid keywords, etc.

How do I get the most valuable alerts?

When it comes to which alerts are most valuable to you day to day, only you know best. That's why we've included thumbs up and thumbs down buttons (located on the bottom of each email/mobile alert and on the right of the alerts on the web app) so you can teach Executive Alerts what you'd like to see more of and what you'd like to exclude.



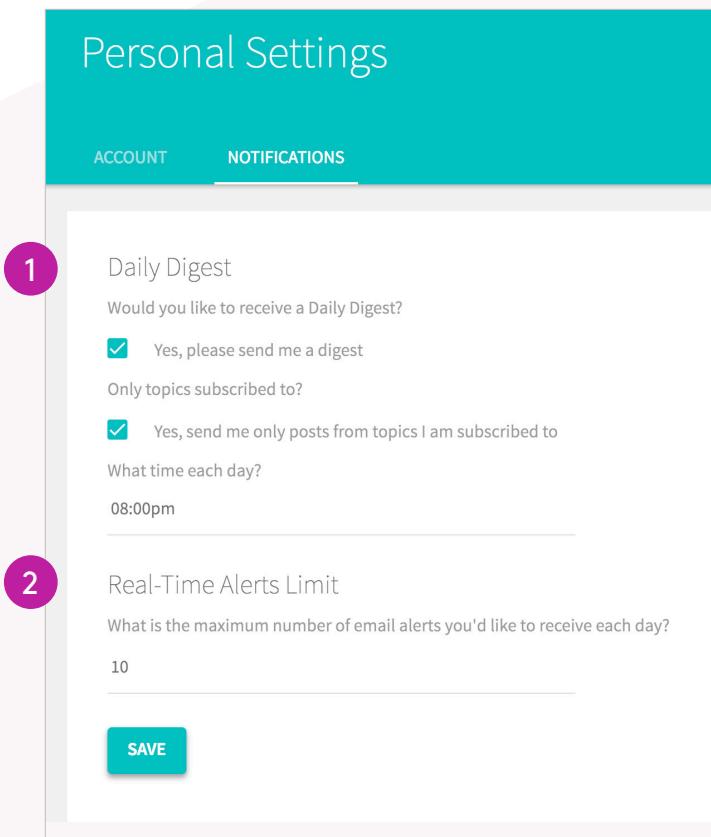
If you find an alert useful, click the **Thumbs Up** button. It tells the platform and your Account Manager to give you more of the good stuff.



If you think an alert is not valuable, click the **Thumbs Down** button and select why. It goes a long way in helping us deliver you the best alerts.

How can I change my settings?

If you would like to customize your settings, you can either contact your Account Manager or go to the web application at alerts.meltwater.com. Go to Settings > Personal Settings > Notifications to customize your settings.



1. Daily Digest

A Daily Digest is a summary of all your alerts (including those that surpass your daily maximum email limit) from each day sent to your inbox.

By default, it will be set to 8pm in your timezone everyday.

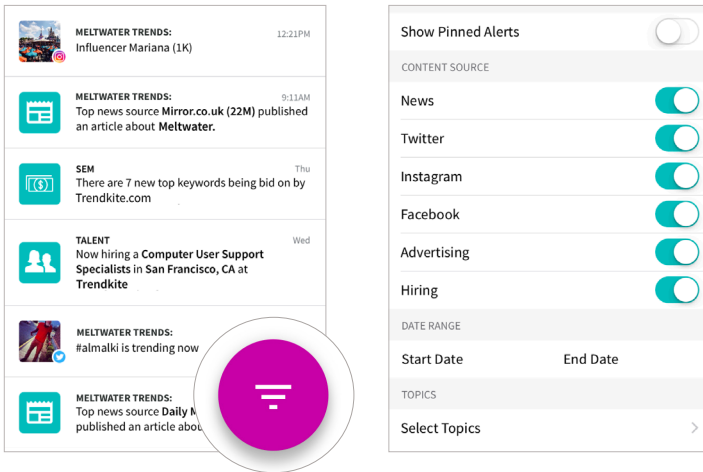
You can choose for your Daily Digest to only include alerts from topics that you're subscribed to.

If this is not selected, you will receive a summary of all the alerts from all topics.

2. Number of Alerts

By default, you'll receive up to 10 email alerts a day. If you don't want to receive any real-time email alerts in your inbox, set it to 0.

Can I filter my alert stream?



Use the magenta round button to access the Filter.

Filter your feed by Source, Date Range, Topic, or Pinned alerts.

How do I invite new users?

If there is someone on your team you would like to invite to your account, please contact your **Account Manager** with their name and email address. They will also be happy to provide training to your new users.

How do I reach out for support?

If you have any issues, please contact your **Account Manager**. He/she will be able to assist you.

We also have a **Support Center** where you can find articles that may help answer the most frequently asked questions.

Note: This requires a log-in. The log-in may not be the same as the Executive Alerts login. If you are also subscribed to Meltwater's Media Intelligence platform, you will be able to log in to the Support Center using those credentials.