Explore vs Explore+
One-Pager Comparison for Telstra

Feature	Explore	Explore+
Positioning	Simple, fast, and affordable	Built for enterprise scale, governance, and insight depth
Ideal Users (ICP)	SMBs or Mid-Market teams with focused monitoring needs	Enterprises with multi-brand, multi-region insights needs
Use Case	Brand tracking, basic media/social monitoring, alerting	Multi-brand, multi-topic analysis with in-depth breakdowns and comparisons
Search Types	Standard searches only (Meltwater Central DB)	Standard + Optimized searches (via private index for tailored datasets)
Historical Data	15-month rolling window	2+ years (grows with subscription; starts Jan 26)
Search Segmentation & Comparison	Up to 10 combinations using custom categories and tags	Up to 50 searches with breakdown by tags, custom categories, and custom fields
Dashboarding	Analyze (basic): 5 tabs, limited filters, no custom category filters	Insight Pages (advanced): 10 tabs, flexible widgets, faster loads, 50-search selection
Governance & Structure	Single-level governance	Dual-level governance (Accounts + Workspaces), folders for asset storage
Technical Differentiators	Fast live search, real-time results	Private index enables advanced enrichments, better filtering, and multi-dimensional insights
Multi-Dimensional Analysis	Limited	Advanced: analyze by brand, product, region, sentiment, topic: all at once