



# Workshop

Custom Dashboard

Gigapay

Meltwater Workflows

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



## **Agenda for today:**

- **Introductions**
- **Why the Custom Dashboard?**
- **Demo of the mock dashboard**
- **Workflow in Klear**
- **Gigapay & Meltwater**
- **Workflow in Explore**
- **Q&A**

# Introductions



**Yannick  
Kattenberg**  
Account Director  
Radisson, Meltwater



**Paul Davison**  
Premium Support  
Manager Radisson,  
Meltwater



**Paul Toomey**  
Solutions Engineering  
Director, Meltwater



**Raiha Buchanan**  
Co-founder, Gigapay

# Why the Custom Dashboard?

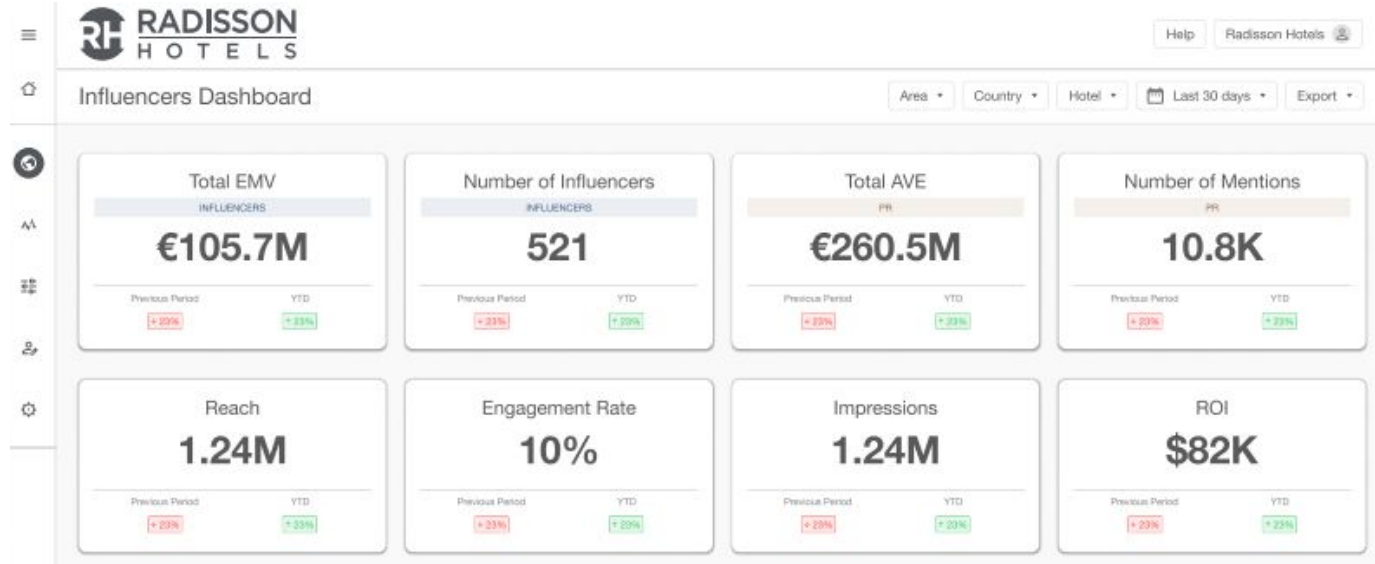
## Radisson Challenges:

- Reporting is a lengthy and timely exercise.
- Challenge to give the right stakeholders access to the right analysis.
- Difficult to have insights on different company levels. Global, Area, Country, Hotel.

## Advantages of the dashboard:

- Data democratization – making it more easy and quick to consume and extended access to not only active users (global and local Consumer PR teams) but also internal stakeholders and leadership
- Reporting resources and time savings
- Data live tracking Vs KPIs and LY, YT and projected growth comparison
- Hotels access – tangible view on benefits of investing into media coverage and influencer marketing, making them more keen to support global and local PR teams with hosing media & influencers

## Mock Dashboard





# Klear Playbook

Setting up Klear to support Custom Dashboard

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



## What is the Klear Playbook?

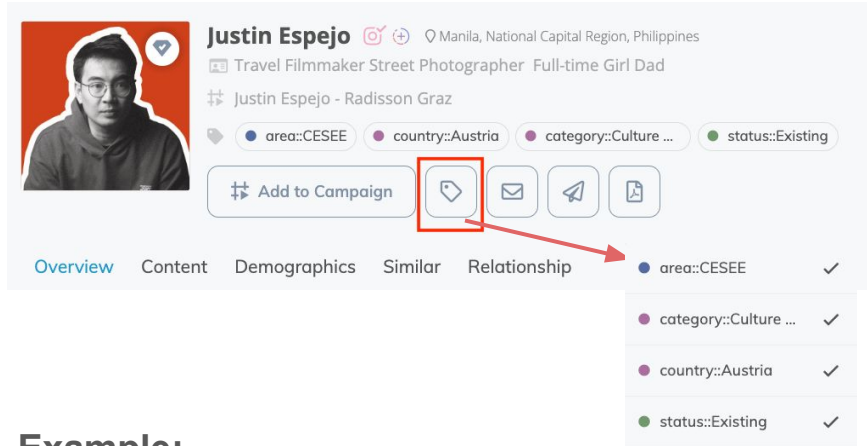
This playbook is designed to be a step by step guide to managing data from your creator campaigns in Klear and ensuring that data filters into your Klear Custom Dashboard. This guide covers four areas:

- Tagging creators
- Naming campaigns
- Labeling campaigns
- Adding a time frame

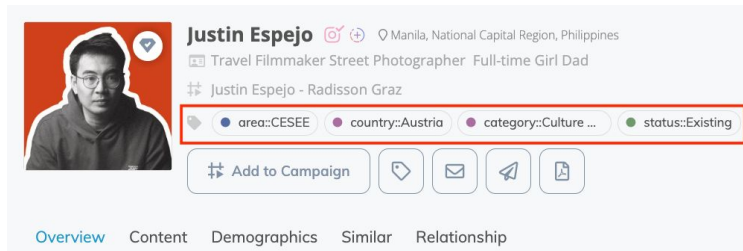
Radisson regions, countries and hotels will be measured according to the data in the Custom Dashboard so it's important that creators and campaigns are categorised in Klear correctly.

This playbook does not cover the full Klear workflow. For now, it only reflects the features which need to be used to power the Custom Dashboard. Overtime, the playbook will be extended to encompass a broader range of Klear use cases and functionalities.

# Tagging Influencers



## Example:



All potential and existing creators should be assigned the following **Tags**:

- Potential or Existing
- Area\*
- Country\*
- Category (e.g lifestyle, art & design)

And...

- Friend of House (should be assigned to Friend of House creators only)

\*Area and Country should be based on where the creator is from.



# Campaign Naming Convention

CESEE - Germany - Radisson Blu at Porsche Design Tower  
Stuttgart - Stuttgart Tourism Boards Collaboration

1 Dec 03

All campaigns should be titled in the following format:

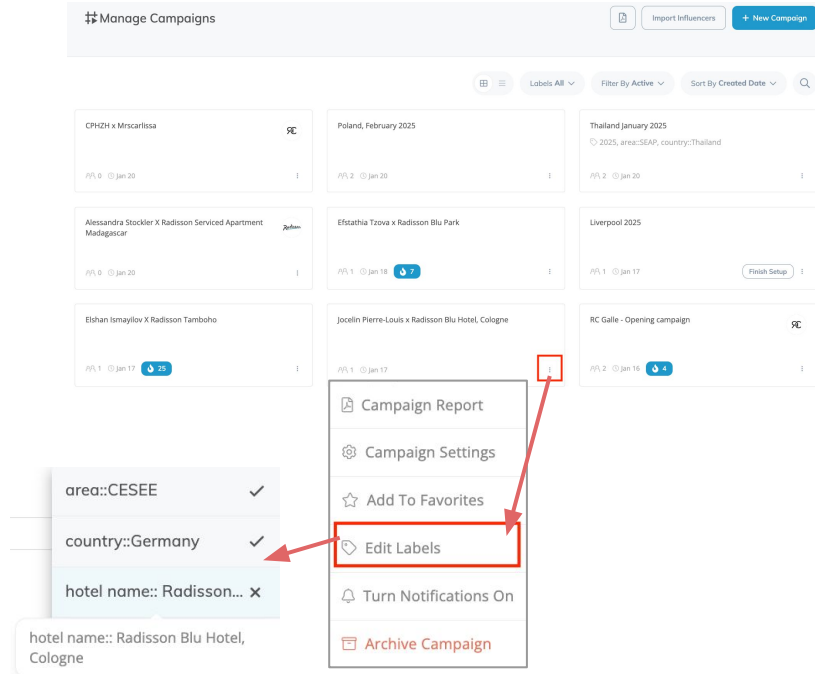
**Area - Country - Hotel Name - Campaign Name**

CESEE - Lithuania - Lithuania Destination Autumn

1 Jan 21

If the campaign does not refer to a specific hotel then the format should be **Region - Country - Campaign Name**

# Labelling Campaigns (1/3)



Manage Campaigns

Labels All Filter By Active Sort By Created Date

area::CESEE ✓

country::Germany ✓

hotel name:: Radisson... ✗

hotel name:: Radisson Blu Hotel, Cologne

Campaign Report

Campaign Settings

Add To Favorites

Edit Labels

Turn Notifications On

Archive Campaign

See examples on following slides...

All campaigns should be assigned **Campaign Labels**:

**Campaigns on hotel level should be assigned:**

- Area
- Country
- Hotel Name
- Hotel Type\*

**Campaigns on country level (location campaigns) should be assigned:**

- Area
- Country
- Hotel Name (all hotels in that country)
- Hotel Type\*

**Global Campaigns:**

Reach out to Nataliya and Helena with details of campaign. These will be set up with assistance of Meltwater team.

\*Hotel Type =

- Global Flagship
- Local Flagship
- Icon Property
- Others

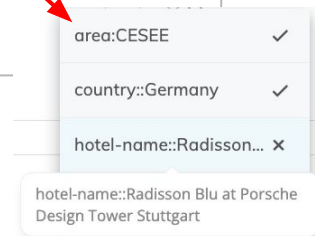
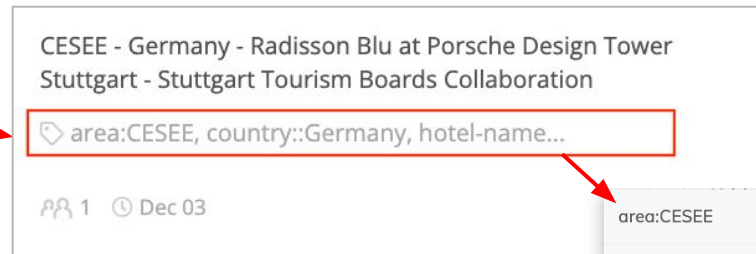
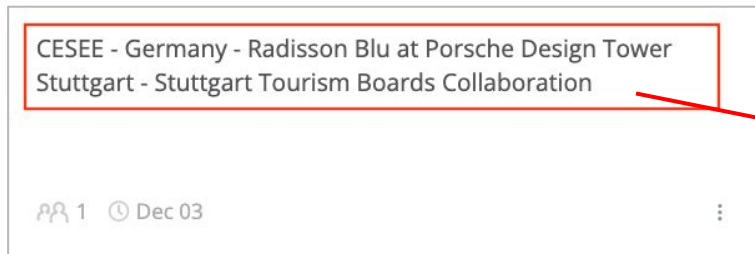
## Labelling Campaigns (2/3)

As mentioned on a previous slide, all campaigns should be titled in the following format:

**Area - Country - Hotel Name - Campaign Name**

....and for **Campaigns on hotel level**, campaign labels should reflect this format too (minus the campaign name)

**Example (Campaigns on hotel level):**

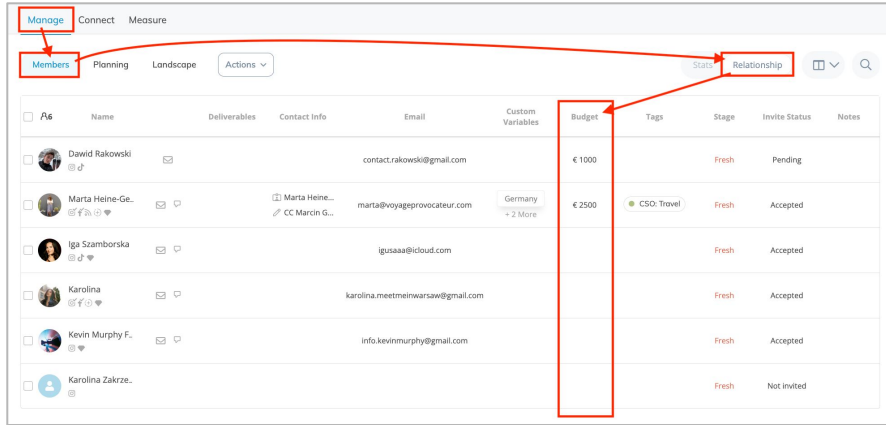


## Labelling Campaigns (3/3)

**Example (Campaigns on country level..... remember to label all flagship/icon hotels in that country):**

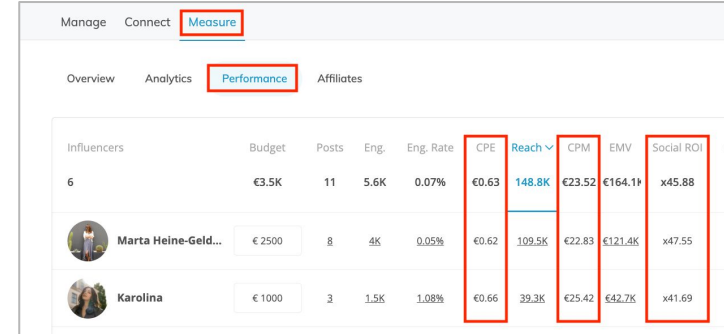
[illegible]

# Adding an influencer's budget



|                          | Name               | Deliverables | Contact Info   | Email                             | Custom Variables    | Budget | Tags       | Stage | Invite Status | Notes |
|--------------------------|--------------------|--------------|----------------|-----------------------------------|---------------------|--------|------------|-------|---------------|-------|
| <input type="checkbox"/> | David Rakowski     |              |                | contact.rakowski@gmail.com        |                     | € 1000 |            | Fresh | Pending       |       |
| <input type="checkbox"/> | Marta Heine-Ge...  |              | Marta Heine... | marta@voyageprovocateur.com       | Germany<br>+ 2 More | € 2500 | CSO Travel | Fresh | Accepted      |       |
| <input type="checkbox"/> | Iga Szamborska     |              |                | igusaaa@icloud.com                |                     |        |            | Fresh | Accepted      |       |
| <input type="checkbox"/> | Karolina           |              |                | karolina.meetmeinwarsaw@gmail.com |                     |        |            | Fresh | Accepted      |       |
| <input type="checkbox"/> | Kevin Murphy F.    |              |                | info.kevinmurphy@gmail.com        |                     |        |            | Fresh | Accepted      |       |
| <input type="checkbox"/> | Karolina Zakrze... |              |                |                                   |                     |        |            | Fresh | Not invited   |       |

=



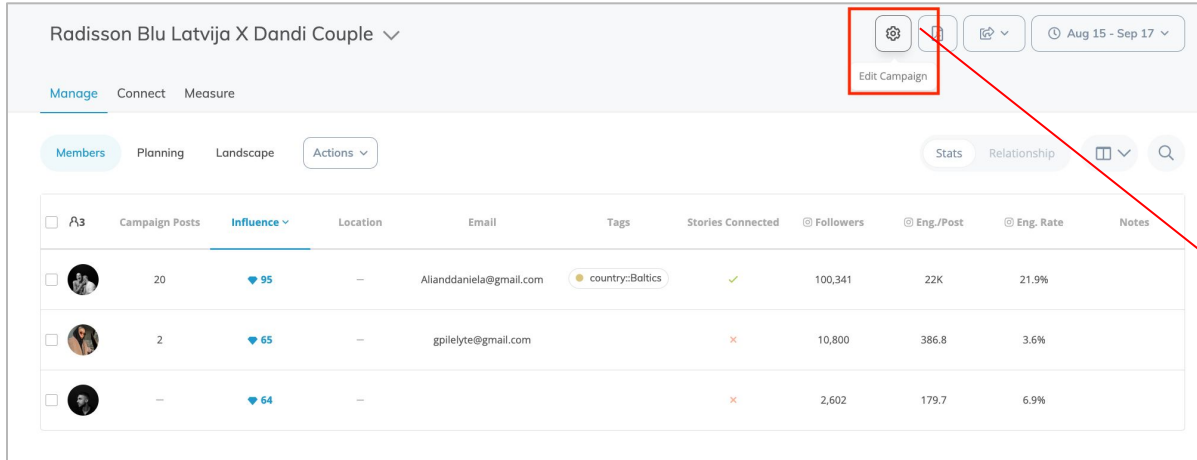
| Influencers         | Budget | Posts | Eng. | Eng. Rate | CPE   | Reach  | CPM    | EMV     | Social ROI |
|---------------------|--------|-------|------|-----------|-------|--------|--------|---------|------------|
| 6                   | €3.5K  | 11    | 5.6K | 0.07%     | €0.63 | 148.8K | €23.52 | €164.11 | x45.88     |
| Marta Heine-Geld... | € 2500 | 8     | 4K   | 0.05%     | €0.62 | 109.5K | €22.83 | €121.4K | x47.55     |
| Karolina            | € 1000 | 3     | 1.5K | 1.08%     | €0.66 | 39.3K  | €25.42 | €42.7K  | x41.69     |

You should enter your influencer's **budget** in the **relationship** tab

This enables Klear to calculate ROI metrics (CPE, CPM, Social ROI) for the campaign and each influencer. These metrics will be mirrored in the Custom Dashboard.

# Adding a campaign time frame

This is very important because if you leave the time frame empty Klear will default to 'All time' meaning it could potentially include content from outside the campaign period, skewing your results.



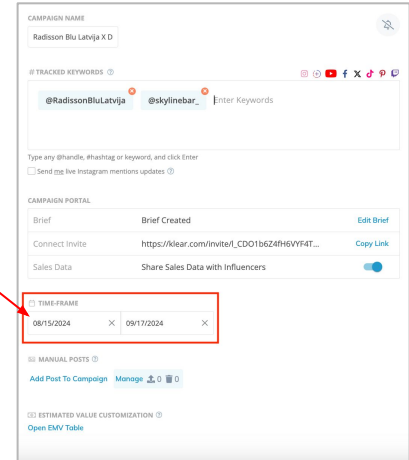
Radisson Blu Latvija X Dandi Couple ▾

Manage Connect Measure

Members Planning Landscape Actions ▾

Stats Relationship ▾ 🔍

| <input type="checkbox"/> | A3 | Campaign Posts | Influence ▾ | Location | Email                  | Tags             | Stories Connected | @ Followers | @ Eng./Post | @ Eng. Rate | Notes |
|--------------------------|----|----------------|-------------|----------|------------------------|------------------|-------------------|-------------|-------------|-------------|-------|
| <input type="checkbox"/> |    | 20             | 95          | —        | Alanddaniela@gmail.com | country: Baltics | ✓                 | 100,341     | 22K         | 21.9%       |       |
| <input type="checkbox"/> |    | 2              | 65          | —        | gpileyte@gmail.com     |                  | ✗                 | 10,800      | 386.8       | 3.6%        |       |
| <input type="checkbox"/> |    | —              | 64          | —        |                        |                  | ✗                 | 2,602       | 179.7       | 6.9%        |       |



CAMPAIGN NAME  
Radisson Blu Latvija X D

# TRACKED KEYWORDS  
@RadissonBluLatvija @skylinebar\_ Enter Keywords

Type any @handle, #hashtag or keyword, and click Enter  
☐ Send me live Instagram mentions updates

CAMPAIGN PORTAL

| Brief          | Brief Created   | Edit Brief               |
|----------------|---|--------------------------|
| Connect Invite | <a href="https://klear.com/invite/_CDO1b624H6VVF4T...">https://klear.com/invite/_CDO1b624H6VVF4T...</a> | Copy Link                |
| Sales Data     | Share Sales Data with Influencers   | <input type="checkbox"/> |

TIME FRAME  
08/15/2024 X 09/17/2024 X

MANUAL POSTS  
Add Post To Campaigns Manage 📁 📄 📧

ESTIMATED VALUE CUSTOMIZATION  
Open EMV Table

You should enter a time frame for your campaign in the **Edit Campaign** tab.

Scroll to **Time Frame** and enter your start and end date.

# Appendix - Campaign Labels

## Area and Country Labels:

| AREAS                |                       |                  |               |             |                |                   |            |            |            |
|----------------------|-----------------------|------------------|---------------|-------------|----------------|-------------------|------------|------------|------------|
| MIDDLE EAST          | AFRICA & INDIAN OCEAN | SEAP             | MEDITERRANEAN | CESEE       | UK & IRELAND   | NORDICS & BENELUX | TGALLI     | RUSSIA     | SOUTH ASIA |
| United Arab Emirates | Algeria               | Australia        | Croatia       | Albania     | Ireland        | Denmark           | Georgia    | Russia     | India      |
| Saudi Arabia         | Angola                | Bangladesh       | Cyprus        | Austria     | United Kingdom | Finland           | Turkey     | Armenia    | Nepal      |
| Bahrain              | Benin                 | Brunei           | France        | Bulgaria    |                | Iceland           | Azerbaijan | Kazakhstan |            |
| Egypt                | Chad                  | Fiji             | Greece        | Czechia     |                | Norway            | Libya      | Uzbekistan |            |
| Jordan               | Cameroon              | Indonesia        | Italy         | Germany     |                | Sweden            | Lebanon    |            |            |
| Kuwait               | Cape Verde            | Malaysia         | Malta         | Hungary     |                | Belgium           | Iraq       |            |            |
| Oman                 | Congo                 | Maldives         | Portugal      | Moldova     |                | Netherlands       |            |            |            |
| Qatar                | Cote d'Ivoire         | Papua New Guinea | Spain         | Poland      |                | Luxembourg        |            |            |            |
| Israel               | Ethiopia              | Philippines      | Montenegro    | Romania     |                |                   |            |            |            |
| Pakistan             | Gabon                 | Sri Lanka        |               | Serbia      |                |                   |            |            |            |
|                      | Ghana                 | Thailand         |               | Slovenia    |                |                   |            |            |            |
|                      | Guinea                | Vietnam          |               | Switzerland |                |                   |            |            |            |
|                      | Ivory Coast           |                  |               | Ukraine     |                |                   |            |            |            |
|                      | Kenya                 |                  |               | Slovakia    |                |                   |            |            |            |
|                      | Mali                  |                  |               | Latvia      |                |                   |            |            |            |
|                      | Madagascar            |                  |               | Lithuania   |                |                   |            |            |            |
|                      | Mauritius             |                  |               | Estonia     |                |                   |            |            |            |
|                      | Morocco               |                  |               | Kosovo      |                |                   |            |            |            |
|                      | Mozambique            |                  |               |             |                |                   |            |            |            |
|                      | Niger                 |                  |               |             |                |                   |            |            |            |
|                      | Nigeria               |                  |               |             |                |                   |            |            |            |
|                      | Rwanda                |                  |               |             |                |                   |            |            |            |
|                      | Senegal               |                  |               |             |                |                   |            |            |            |
|                      | Sierra Leone          |                  |               |             |                |                   |            |            |            |
|                      | South Africa          |                  |               |             |                |                   |            |            |            |
|                      | South Sudan           |                  |               |             |                |                   |            |            |            |
|                      | Togo                  |                  |               |             |                |                   |            |            |            |
|                      | Tunisia               |                  |               |             |                |                   |            |            |            |
|                      | Uganda                |                  |               |             |                |                   |            |            |            |
|                      | Zambia                |                  |               |             |                |                   |            |            |            |
|                      | Zimbabwe              |                  |               |             |                |                   |            |            |            |

## Hotel Types:

Global Flagship  
Local Flagship  
Icon Properties  
Others

# Appendix - Campaign Labels

## Hotel Names:

| Area         | Hotel   |
|--------------|---|
| NO & Benelux | Radisson Collection Royal CPH                         |
| NO & Benelux | Radisson Collection Strand Stockholm                  |
| NO & Benelux | Radisson Collection National                          |
| NO & Benelux | Radisson Blu Plaza Oslo                               |
| NO & Benelux | Radisson RED Oslo City Center                         |
| NO & Benelux | Oslo Destination x 3 hotel                            |
| NO & Benelux | Radisson Blu Stockholm Waterfront                     |
| NO & Benelux | Radisson RED Helsinki                                 |
| UKI          | art'otel Battersea London                             |
| UKI          | art'otel Hoxton London                                |
| UKI          | Radisson Blu London                                   |
| UKI          | Radisson RED Liverpool                                |
| UKI          | Radisson Blu Edinburgh                                |
| UKI          | Radisson RED Glasgow                                  |
| UKI          | Radisson Blu Royal Dublin                             |
| UKI          | Radisson RED Galway                                   |
| UKI          | Radisson Blu Sheffield                                |
| SA           | Radisson Hotel Shimla                                 |
| SA           | Radisson Blu Resort Vishakapatnam                     |
| SA           | Radisson Blu Resort Cavelossim Beach                  |
| SA           | Radisson Resort & Spa Hatgad Saputara                 |
| SA           | Radisson Blu Hotel Guwahati                           |
| SA           | Radisson Blu GRT Chennai Airport                      |
| SA           | Radisson Blu Mumbai International Airport             |
| SA           | Radisson Blu Plaza Resort & Convention Centre, Karjat |
| SA           | Radisson Collection Hotel & Spa, Riverfront Srinagar  |
| SA           | Radisson Blu Resort Kumbhalgarh                       |

|      |  |
|------|--|
| SA   | Radisson Red Indore                                |
| SA   | Radisson Hotel Prayagraj                           |
| SA   | Radisson Hotel Chail                               |
| SA   | Radisson Hotel Khajuraho                           |
| SA   | Radisson Hotel Kathmandu                           |
| SA   | Rajasthan Cluster hotels                           |
| SA   | Himachal Pradesh Cluster hotels                    |
| SA   | Delhi Cluster hotels                               |
| SA   | Kashmir Cluster hotels                             |
| MEAT | Radisson Collection Hotel, Waterfront Cape Town    |
| MEAT | Radisson Blu Mosi-oo-Tunya, Livingstone Resort     |
| MEAT | Radisson Blu Hotel, Dubai Waterfront               |
| MEAT | Mansard Riyadh, A Radisson Collection Hotel        |
| MEAT | Nofa Riyadh, A Radisson Collection Resort          |
| MEAT | Dubai hotels                                       |
| MEAT | Riyadh hotels                                      |
| MEAT | Radisson Collection Hotel, Lincoln Casablanca      |
| MEAT | Radisson Blu Resort, Taghazout Bay Surf Village    |
| MEAT | Radisson Blu Resort, Al Hoceima                    |
| MEAT | Radisson Blu Azuri Resort & Spa, Mauritius         |
| MEAT | Radisson Blu Resort & Spa Cesme                    |
| MEAT | Tsinandali Estate, A Radisson Collection Hotel     |
| MEAT | Radisson RED Tbilisi                               |
| MEAT | Radisson RED Izmir Point Bornova                   |
| MED  | Radisson Collection Hotel, Magdalena Plaza Sevilla |
| MED  | Radisson Collection Hotel, Roma Antica             |
| MED  | Radisson Collection Hotel Santa Sofia              |
| MED  | Radisson Collection Palazzo Touring Club           |
| MED  | Radisson Collection Hotel, Lazzo Nani Venice       |
| MED  | Radisson Blu Hotel, Split                          |

|       |  |
|-------|--|
| SEAP  | Radisson Resort Phuket Maikhao Beach           |
| SEAP  | Radisson Hotel, Chateau de Bangkok             |
| SEAP  | Radisson RED Phuket                            |
| SEAP  | Radisson RED Auckland                          |
| SEAP  | Radisson Blu Hoian                             |
| SEAP  | Radisson Resort Muine Vietnam                  |
| SEAP  | Radisson RED Cebu                              |
| SEAP  | Radisson Blu Colombo                           |
| SEAP  | Vietnam - Resort                               |
| SEAP  | Radisson Collection Galle                      |
| SEAP  | Radisson Resort Phan Thiet                     |
| SEAP  | Radisson Blu Resort, Phu Quoc                  |
| SEAP  | Radisson Blu Resort Cam Ranh                   |
| SEAP  | Radisson Blu Resort Maldives                   |
| CESEE | Radisson Blu Das Triest Hotel, Vienna          |
| CESEE | Radisson Collection Hotel, Berlin              |
| CESEE | Radisson Blu Hotel Reussen, Andermatt          |
| CESEE | Radisson Blu Hotel, Bucharest                  |
| CESEE | Radisson Collection Hotel, Warsaw              |
| CESEE | Radisson Blu Latvija Hotel, Riga               |
| CESEE | Radisson Blu at Porsche Design Tower Stuttgart |
| CESEE | Radisson RED Vienna                            |
| CESEE | Radisson Hotel Rostock                         |
| CESEE | Radisson Collection Hotel, Basilica Budapest   |





# Questions?

Setting up Klear to support Custom Dashboard

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





# Gigapay Playbook

How to pay your creator partners

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



# Gigapay

## Pay Creators Anywhere, On Demand

Easily **onboard influencers**  
in **40+ countries**

**Real-time payouts in EUR, GBP,  
USD**, plus 18 other currencies

**Offload compliance** to Gigapay



"Never been easier to get paid!"

89

NPS

VAT



ID



"Super smooth service, got paid without any problems!"



"You are very fast 🙌"



Payment sent

# Paying Your Klear Influencers Through Gigapay

To pay influencers, you'll need to export the information below from Klear and import it into your Gigapay portal via the [template found here](#).

- Required Information: Full Name, Email Address, Invoiced amount, Currency, Country
- Not Required (but highly recommended): Cell Phone Number, Payment Description

## Step 1- Prepare Your Information in Klear

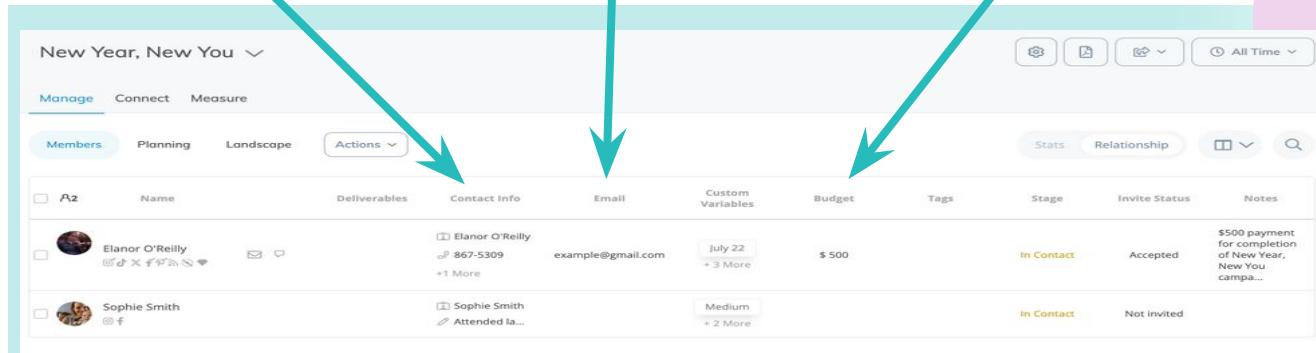
From the Members tab in your campaign, switch to **Relationship** view.

Use Contact Info to ensure the following are captured for each influencer:

- **Full Name** (required)
- **Address** (country required)
- **Phone Number** (not required)

Use **Email** to ensure all email addresses are captured.

Use **Budget** to capture the invoiced amount each influencer should be paid









New Year, New You ▾

Manage Connect Measure

Members Planning Landscape Actions ▾

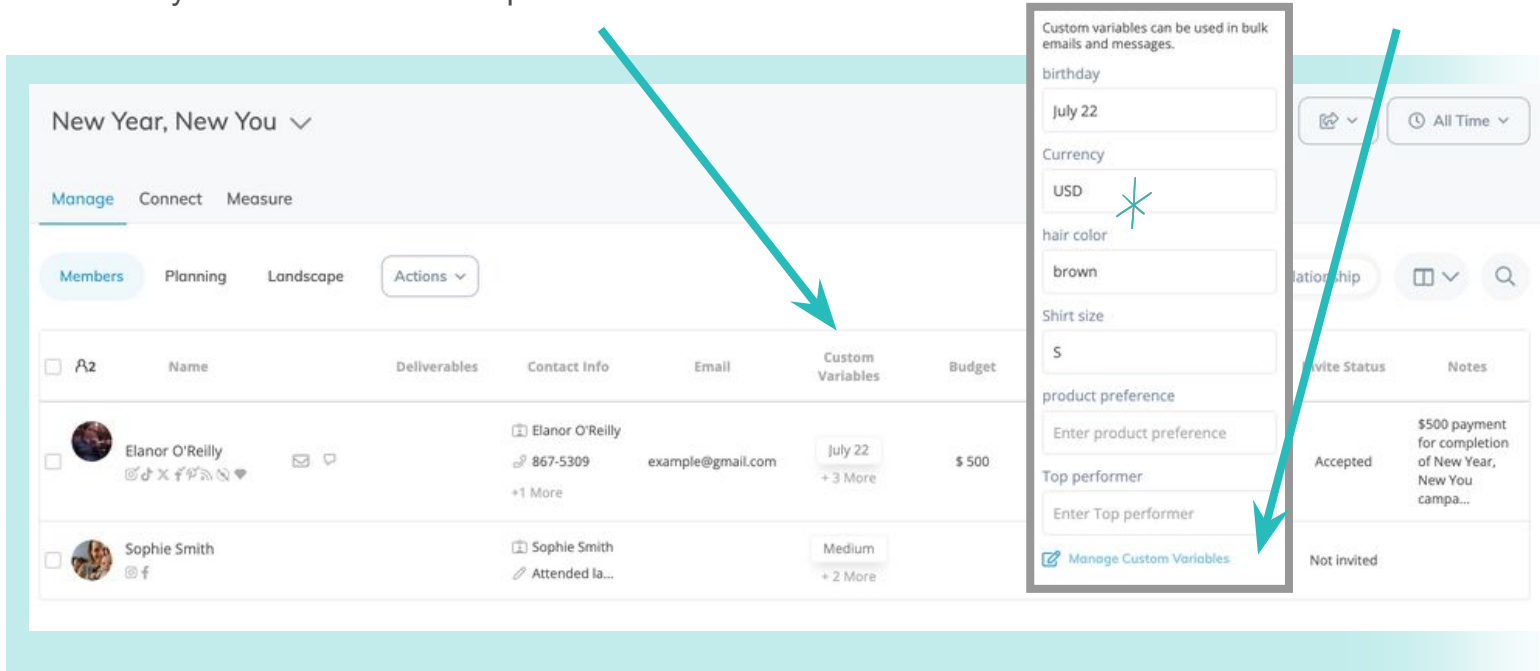
Stats Relationship ▾ 🔍

| <input type="checkbox"/> | A2 | Name  | Deliverables  | Contact Info  | Email             | Custom Variables    | Budget | Tags | Stage      | Invite Status | Notes  |
|--------------------------|----|---|---|---|-------------------|---------------------|--------|------|------------|---------------|--|
| <input type="checkbox"/> |    |  Elanor O'Reilly<br><small>📧 📞 📍 📅 📌</small> |   |  Elanor O'Reilly<br><small>📞 867-5309</small><br>+1 More | example@gmail.com | July 22<br>+ 3 More | \$ 500 |      | In Contact | Accepted      | \$500 payment for completion of New Year, New You campa... |
| <input type="checkbox"/> |    |  Sophie Smith<br><small>📧 f</small>         |   |  Sophie Smith<br><small>📍 Attended la...</small>        |                   | Medium<br>+ 2 More  |        |      | In Contact | Not invited   |  |

## Prepare Your Information in Klear Cont.

Use **Custom Variables** to capture the currency influencers should be paid in.

Click '**Manage Custom Variables**,' and fill in the data (e.g., USD, SEK).



The screenshot displays the Klear Cont. interface. At the top, there's a header "New Year, New You" with a dropdown arrow. Below it are tabs: "Manage" (active), "Connect", and "Measure". Under "Manage", there are sub-tabs: "Members", "Planning", and "Landscape". A button labeled "Actions" is also present. The main area shows a table of influencers with columns: Name, Deliverables, Contact Info, Email, Custom Variables, and Budget.

| Name            | Deliverables | Contact Info                   | Email             | Custom Variables    | Budget |
|-----------------|--------------|--------------------------------|-------------------|---------------------|--------|
| Elanor O'Reilly |              | Elanor O'Reilly<br>867-5309    | example@gmail.com | July 22<br>+ 3 More | \$ 500 |
| Sophie Smith    |              | Sophie Smith<br>Attended la... |                   | Medium<br>+ 2 More  |        |

A modal window titled "Custom variables can be used in bulk emails and messages." is open, showing a form to manage custom variables. The form includes fields for:
 

- birthday: July 22
- Currency: USD (marked with a blue asterisk)
- hair color: brown
- Shirt size: S
- product preference: Enter product preference
- Top performer: Enter Top performer

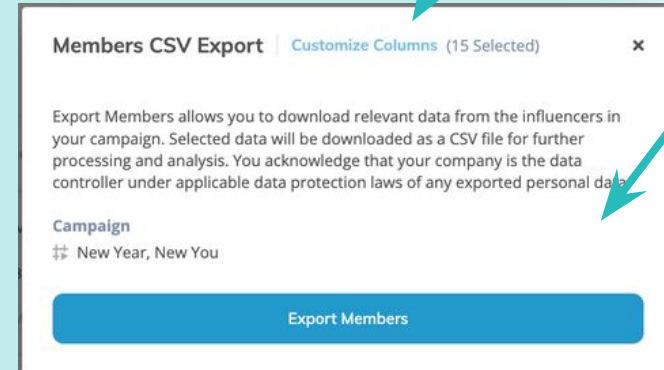
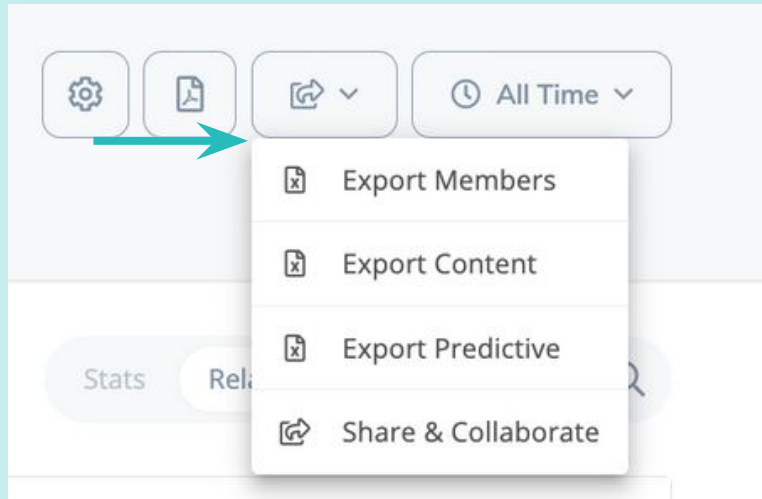
 At the bottom of the modal is a link labeled "Manage Custom Variables".



## Step 2- Export From Klear

Once ready, select **Export Members** from the Share button in your campaign.


**Customize Columns** to select the information you need and then Export Members.



## Step 3- Transfer Payment Information Into Gigapay File

Transfer the data from your Klear export into the [Gigapay payment file found here](#) (make a copy).

Update the **Description** field to explain the purpose of the payment and include a PO number for your records (if applicable). Note: This is visible to influencers, so we recommend using the campaign name.



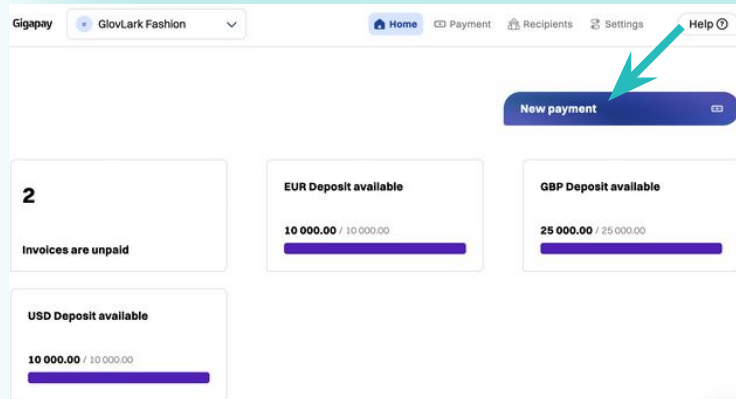
| Email                 | Name                | Description              | Invoiced amount | Currency | Country  |
|-----------------------|---------------------|--------------------------|-----------------|----------|----------|
| e.g. sven@example.com | e.g. Sven Andersson | e.g. Brand Campaign Name | e.g. 1000       | e.g. SEK | e.g. SWE |
|                       |                     |                          |                 |          |          |
|                       |                     |                          |                 |          |          |
|                       |                     |                          |                 |          |          |
|                       |                     |                          |                 |          |          |



## Step 4- Make Payments through Gigapay

From your Gigapay dashboard, select **New Payment**.

Upload your payment file and + **Add to list**. Note:  
Your file must be in xlsx format to import properly.



### Create new payments

Available: 10 000.00 EUR | 25 000.00 GBP

The payment will be added to open Project.

#### Upload with excel

 [GlovLark Campaign.xlsx](#)  
.xlsx less than 5MB

[Download template](#)

+ Add to list

#### Add payment manually

The data will be added to your Payment list.

**Payment list** Clear list

| Recipient name        | Email               | Phone | Description | Country        | Amount | Currency |
|-----------------------|---------------------|-------|-------------|----------------|--------|----------|
| Alice Bright          | kyla-Alice@gigap... |       | H&M AW23    | USA            | 364    | USD      |
| Sarah Francis         | kyla-Sarah@gig...   |       | H&M AW23    | France         | 703    | EUR      |
| Leland Estes          | kyla-Leland@gig...  |       | H&M AW23    | France         | 570    | EUR      |
| Joanne Webb           | kyla-Joanne@gig...  |       | H&M AW23    | USA            | 405    | USD      |
| Julian Lowe           | kyla-Julian@gig...  |       | H&M AW23    | USA            | 190    | USD      |
| Sean Singleton        | kyla-Sean@gigap...  |       | H&M AW23    | USA            | 404    | USD      |
| Darcy Vaughan         | kyla-Darcy@gig...   |       | H&M AW23    | USA            | 109    | USD      |
| Ray Montes            | kyla-Ray@gigap...   |       | H&M AW23    | United King... | 262    | GBP      |
| Kyle Bond             | kyla-Kyle@gigap...  |       | H&M AW23    | Finland        | 820    | EUR      |
| Alexander Strickla... | kyla-Alexander@...  |       | H&M AW23    | Finland        | 440    | EUR      |

1-10 of 20 < >

USD 3583

EUR 4442

GBP 262

At the bottom of the page, select **Create payments**.

**Projects information**

The payments will be sent to the following Projects

New project created | USD

**New project**

Your reference (optional)

New project created | EUR

**New project**

Your reference (optional)

New project created | GBP

**New project**

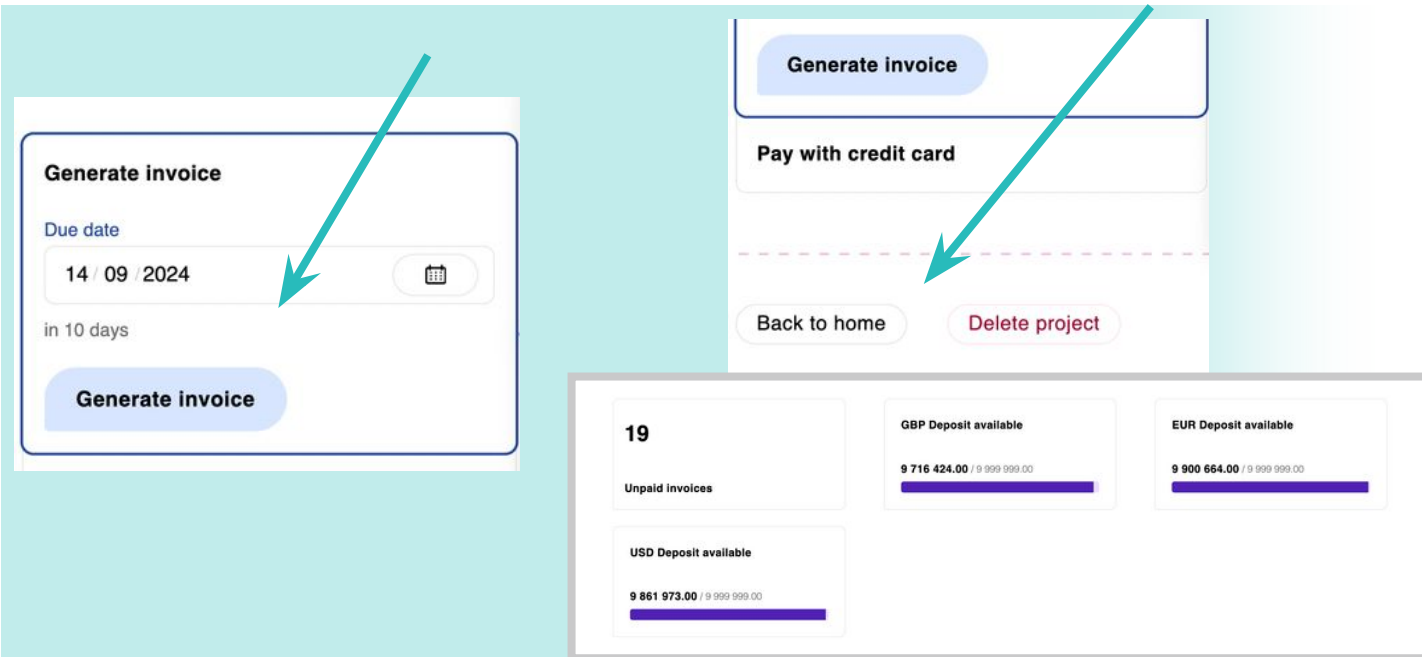
Your reference (optional)

**Create payments** Cancel

## Make Payments through Gigapay Cont.

If you don't have a payment wallet set up in Gigapay, select Generate invoice to pay your balance to release the funds.

If you have a payment wallet, select Back to Home to return to the home screen and view your updated wallet balance.



Once your payments have been released, you can check the Payment status to see the latest updates.

**Project - USD 995810054420** Paid

Your reference  
PO5436

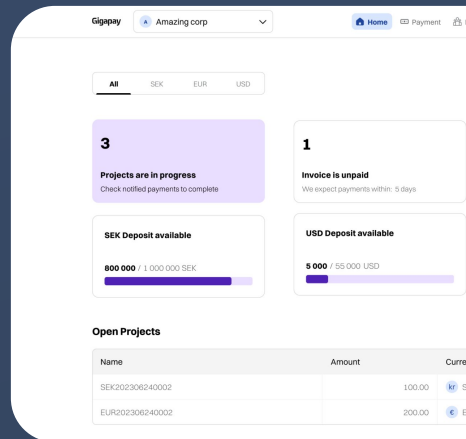
**Payments**

| Recipient name    | Description     | Payment status | Currency | Amount ⓘ |
|-------------------|-----------------|----------------|----------|----------|
| Matthew White     | Facebook collab | Notified       | USD      | 4000.00  |
| Jessica Johnson   | Tiktok collab   | Notified       | USD      | 5000.00  |
| Amanda Clark      | Facebook collab | Notified       | USD      | 3800.00  |
| Amanda Clark      | Facebook collab | Notified       | USD      | 3800.00  |
| Matthew White     | Facebook collab | Notified       | USD      | 4000.00  |
| Jessica Johnson   | Tiktok collab   | Notified       | USD      | 5000.00  |
| Rhys Stephens     | H&M AW23        | Notified       | USD      | 664.00   |
| Kendra Silva      | H&M AW23        | Notified       | USD      | 163.00   |
| Eleanor Moses     | H&M AW23        | Notified       | USD      | 574.00   |
| Jermaine Odonnell | H&M AW23        | Notified       | USD      | 234.00   |

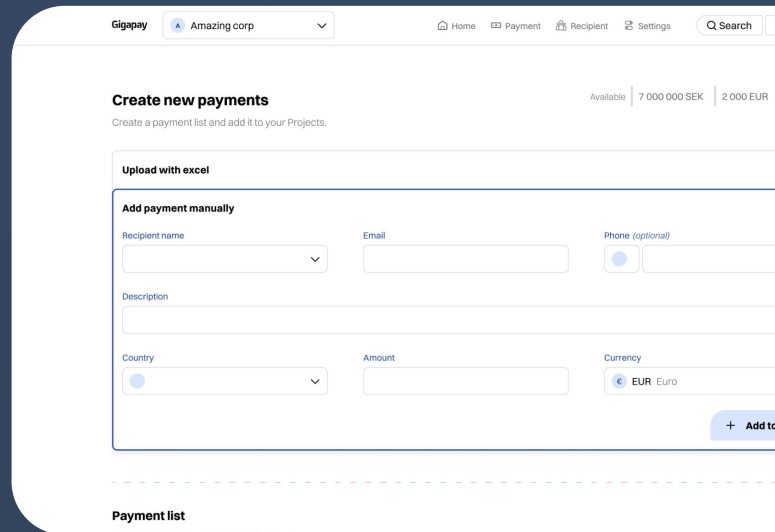
1-10 of 16 < >

**You've successfully paid your influencers!**

# Gigapay



Start Demo



 Meltwater

 **RADISSON**  
HOTEL GROUP

 Gigapay

# Questions?

How to pay your creator partners

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





# Explore Playbook

Tagging in Explore to support the  
Custom Dashboard

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



## What is the Explore Playbook?

This playbook is designed to be a step by step guide to managing data from the Meltwater Explore searches and ensuring that data filters into your Consumer/Corporate PR Custom Dashboard. This guide covers three areas:

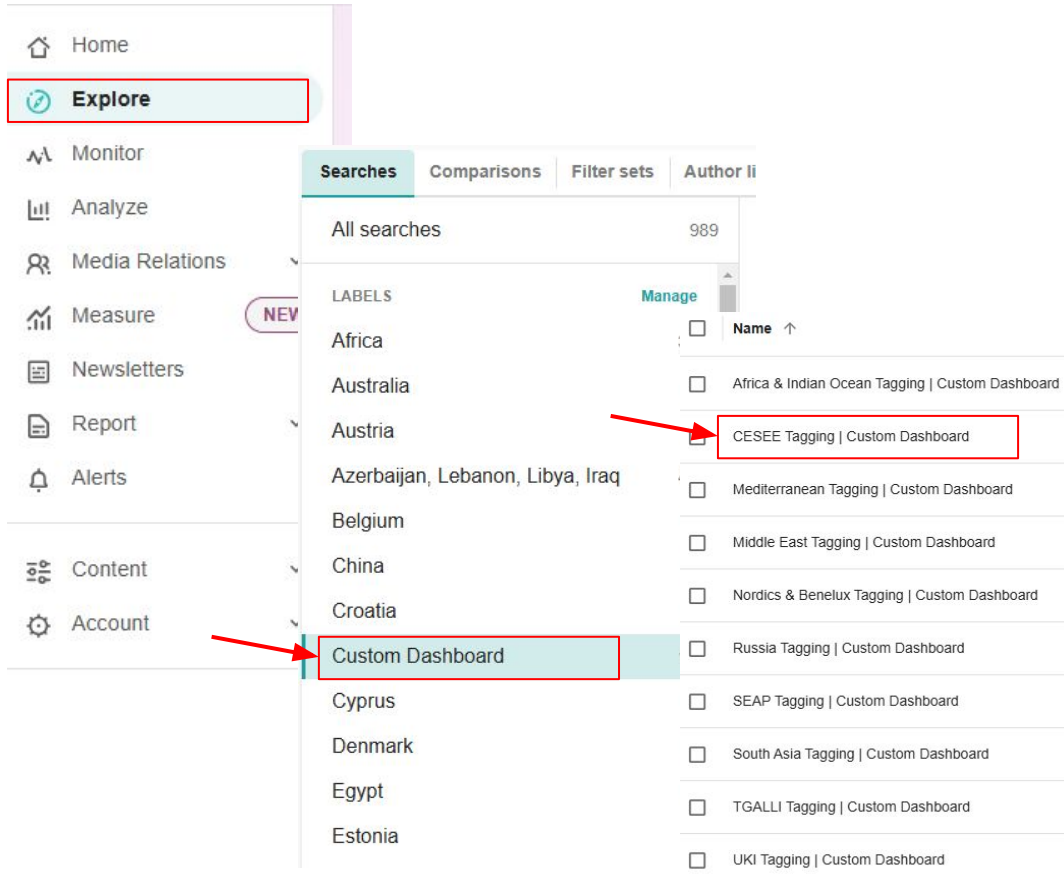
- Find the right searches in Meltwater Explore
- Tag content for the Consumer or Corporate PR dashboard
- Remove irrelevant content

Radisson regions and countries will be measured according to the data in the Custom Dashboard so it's important that articles are categorised in Meltwater Explore correctly.

This playbook does not cover the full Meltwater Explore workflow. For now, it only reflects the features which need to be used to power the Custom Dashboard.



# Find the right searches in Meltwater Explore



The screenshot shows the Meltwater Explore interface. On the left is a vertical navigation menu with the following items: Home, Explore (highlighted with a red box), Monitor, Analyze, Media Relations, Measure, Newsletters, Report, Alerts, Content, and Account. A red arrow points to the 'Custom Dashboard' option in the 'Content' section of this menu. The main area of the interface is titled 'Searches' and contains a table with the following columns: 'All searches' (showing 989 results), 'LABELS', and 'Manage'. The 'LABELS' column lists various regions: Africa, Australia, Austria, Azerbaijan, Lebanon, Libya, Iraq, Belgium, China, Croatia, Cyprus, Denmark, Egypt, and Estonia. The 'Manage' column contains checkboxes and links to custom dashboards for each region. A red box highlights the 'CESEE Tagging | Custom Dashboard' link, with a red arrow pointing to it from the 'Austria' label.

| Labels   | Manage                          |
|--|---------------------------------|
| Africa   | <input type="checkbox"/> Name ↑ |
| Africa & Indian Ocean Tagging   Custom Dashboard | <input type="checkbox"/>        |
| CESEE Tagging   Custom Dashboard                 | <input type="checkbox"/>        |
| Mediterranean Tagging   Custom Dashboard         | <input type="checkbox"/>        |
| Middle East Tagging   Custom Dashboard           | <input type="checkbox"/>        |
| Nordics & Benelux Tagging   Custom Dashboard     | <input type="checkbox"/>        |
| Russia Tagging   Custom Dashboard                | <input type="checkbox"/>        |
| SEAP Tagging   Custom Dashboard                  | <input type="checkbox"/>        |
| South Asia Tagging   Custom Dashboard            | <input type="checkbox"/>        |
| TGALLI Tagging   Custom Dashboard                | <input type="checkbox"/>        |
| UKI Tagging   Custom Dashboard                   | <input type="checkbox"/>        |

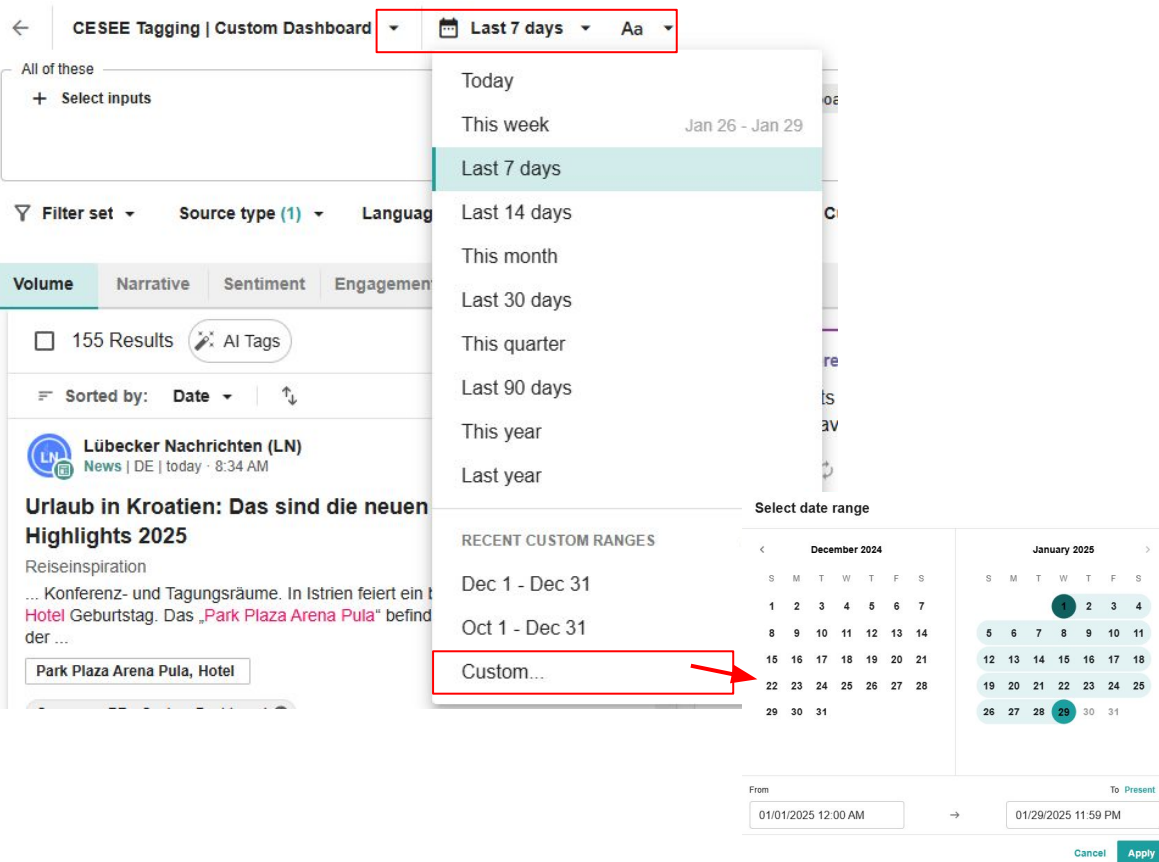
If you login to the Meltwater Explore platform you need to take the following steps to find your relevant area search.

1. Navigate to Explore in the menu on the left.
2. Go to the label Custom Dashboard on the left.
3. Select the search for your specific region.

# Set the right parameters for your search before tagging

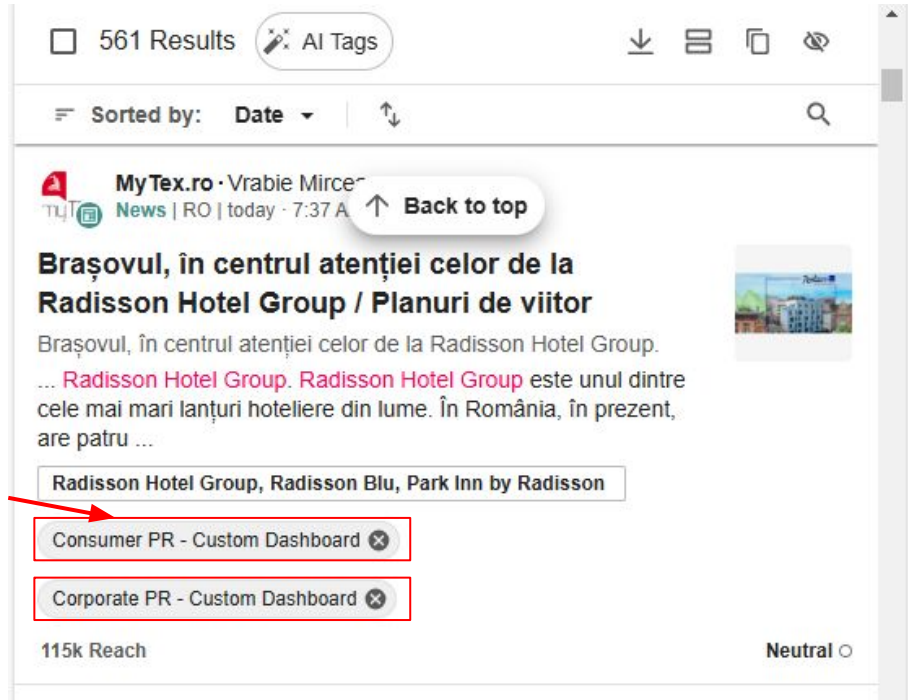
Once you are in the search you need to set the parameters before you start tagging the content.

1. The countries are already predefined by Meltwater, based on a list received from Radisson.
2. Set the right time period. Ideally the tagging needs to take place at least once a month, at the beginning of each new month, but it's always possible to tag more often.
3. Make sure you use the custom time period selection to select the last month (in this case January).



The screenshot shows the Meltwater search interface. At the top, the search bar contains 'CESEE Tagging | Custom Dashboard'. Below the search bar, there is a dropdown menu for 'Last 7 days' which is open, showing options like 'Today', 'This week', 'Last 7 days' (highlighted), 'Last 14 days', 'This month', 'Last 30 days', 'This quarter', 'Last 90 days', 'This year', and 'Last year'. Below the dropdown menu, there is a 'Select date range' section with 'RECENT CUSTOM RANGES' and a calendar view for December 2024 and January 2025. The 'Custom...' option is highlighted with a red box and an arrow. The calendar view shows the dates for January 2025, with the 29th highlighted. Below the calendar, there is a 'From' field with the date '01/01/2025 12:00 AM' and a 'To' field with the date '01/29/2025 11:59 PM'. The 'Apply' button is highlighted.

# Tagging Consumer & Corporate PR Content



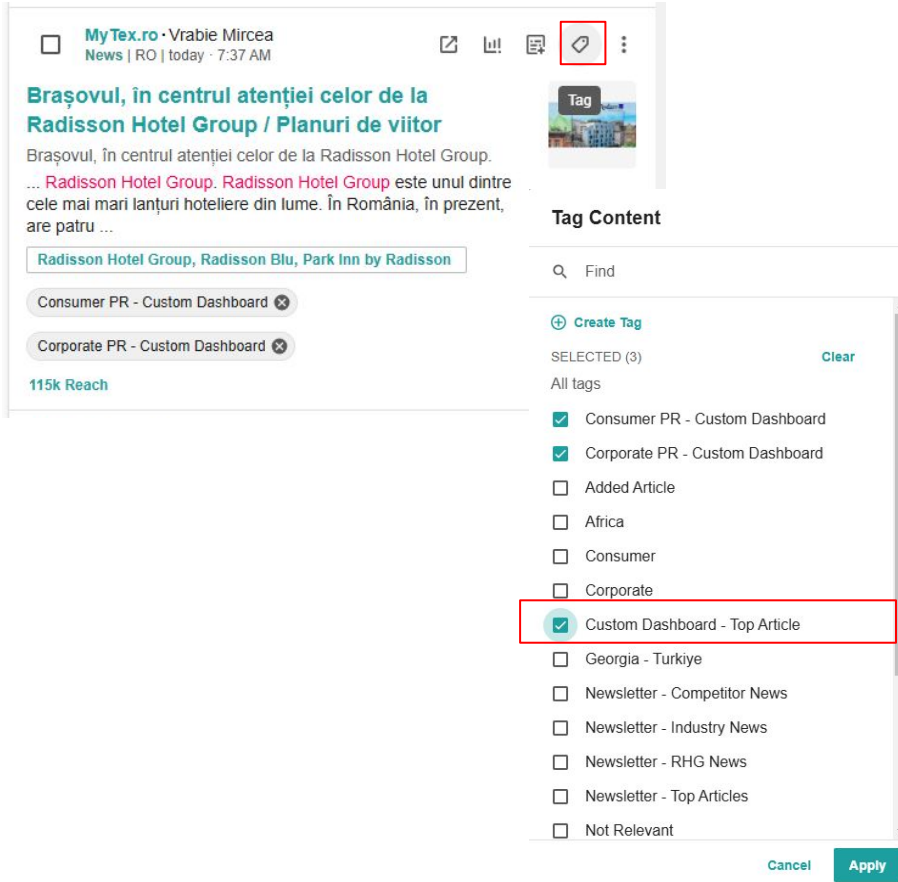
Now you can start tagging the content either Consumer PR or Corporate PR. The content is visible on the left and will automatically be tagged by the system as both Corporate PR and Consumer PR.

Therefore you need to do the following:

- If the content is **Consumer PR**, please remove the **Corporate PR** tag by clicking on the remove option.
- If the content is **Corporate PR**, please remove the **Consumer PR** tag by clicking on the remove option.
- If the content is irrelevant please remove both the Corporate and Consumer PR tag by clicking on the remove option.

All content tagged in Meltwater Explore will be included in the numbers of the custom dashboard.

# Tag Top Articles



The screenshot shows the Meltwater interface. On the left, an article titled "Braşovul, în centrul atenţiei celor de la Radisson Hotel Group / Planuri de viitor" is displayed. The article is from "MyTex.ro" and is dated "today - 7:37 AM". The article text mentions "Radisson Hotel Group" and "Planuri de viitor". Below the article, there are two custom dashboards: "Consumer PR - Custom Dashboard" and "Corporate PR - Custom Dashboard". The article has "115k Reach".

On the right, the "Tag Content" panel is open. It shows a search bar with the text "Find". Below the search bar, there is a "Create Tag" button. The panel lists "SELECTED (3)" tags: "Consumer PR - Custom Dashboard", "Corporate PR - Custom Dashboard", and "Added Article". Below this, there is a list of "All tags" with checkboxes next to each tag. The tag "Custom Dashboard - Top Article" is selected and highlighted with a red box. Other tags in the list include "Africa", "Consumer", "Corporate", "Georgia - Turkiye", "Newsletter - Competitor News", "Newsletter - Industry News", "Newsletter - RHG News", "Newsletter - Top Articles", and "Not Relevant". At the bottom of the panel, there are "Cancel" and "Apply" buttons.

In case an article needs to be shown as a top article for that specific Area an additional tag needs to be added

Therefore you need to do the following:

- Hoover over the article and click on the tag option on the top right in the article box.
- Select the tag; Custom Dashboard - Top Article
- The articles will now automatically be visible in the Top Article section of the Global dashboard and the respective Area and Country dashboards.

## Few things to keep in mind to make the dashboard a success

It's important to make sure you are aware of the following:

- If nobody tags the articles the articles will automatically end up in both the Consumer and Corporate PR dashboard and will affect the KPIs in the dashboard. **Therefore this workflow is essential for data hygiene and essential for making the custom dashboard a success.**
- If (online) articles are missed please share the list of urls with us so we can both; add the articles manually, but also check why they are missed and make sure we track these sources next time.
- By tagging the articles the content will automatically roll up to the Global dashboard, the right Area dashboard and the right Country dashboard based on location.
- The in month numbers can be a bit off, since it could be that tagging still need to take place for that specific month.
- Any general feedback about the content coming in through the searched please flag this with the Meltwater team directly.

My suggestion would be, that there is a fixed day in the month (let's say the 7th of each month) that tagging needs to be finished for every Area. This means that on the 7th of February all KPIs for January are accurate, trustworthy and ready for reporting.



# Questions?

Setting up Klear to support Custom Dashboard

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

