**Alcon - Meltwater Intake form**

Please **make a copy**, fill out the form, then submit to [help@meltwater.com](mailto:help@meltwater.com) and Alcon@meltwater.com

{Record your answers in a **different color**}

1. What are you trying to accomplish? (analyze a brand, benchmark against competitors, monitor a trend, track a key message, understand consumer sentiment, prepare for new business pitch, etc, etc - *the more detail the better*)

* *Insert answer here.*

1. Desired (& realistic) timeline for first delivery (understanding some feedback or tweaking may be needed).

* *Insert answer here.*

1. **Search(es)** 
   1. What are the keywords & phrases we should use for the search(es)? For multiple searches, please separate keywords accordingly.
      1. *Insert answer here.*
   2. If it is a brand search, please include their website below, along with any other ways they are mentioned in the media.
      1. *Insert answer here.*
   3. For social searches, are there any social handles or hashtags that you are also looking to monitor?
      1. *Insert answer here.*
   4. Exclusions - what needs to be excluded from the search results? Keywords, phrases, topics, market reports, press releases, NSFW terms, etc.
      1. *Insert answer here.*
   5. What does the search need to be titled? Is there a specific naming convention you’d like the team to follow?
      1. *Insert answer here.*
2. **Filters**
   1. Should this search be limited to certain source types (News, Social Media, etc.)?
      1. *Insert answer here.*
   2. Do you want to filter the results by language or location? *(Note: for social media content, filtering by location can be difficult because we only get location data based on a profile’s Bio setting. We can include ‘Unknown’ as a location to capture results where someone doesn’t include location data in their profile.)* 
      1. *Insert answer here.*
   3. What does the filter set need to be titled, if you’d like it saved as a filter set to use for other searches? Is there a specific naming convention you’d like the team to follow?
      1. *Insert answer here.*
3. **Dashboards**
   1. Will you need to periodically check or report on this coverage? If so, we’ll build an Analyze dashboard.
      1. *Insert answer here.*
   2. Which use case would this dashboard belong to? (*HIGHLIGHT* preferred dash)
      1. Brand Monitoring and Analysis
      2. Benchmarking (SOV)
      3. Campaign or Trend Analysis
      4. Other/Custom (please list [specific insights/widgets](https://help.meltwater.com/en/articles/7235460-analyze-dashboards-insights-catalog-widgets) wanted)
         * *If other/custom, list insights here.*
   3. What does the dashboard need to be titled? Is there a specific naming convention you’d like the team to follow?
      1. *Insert answer here.*
   4. What time frame or frequency will you be using for this report? (daily, weekly, monthly, quarterly, annual, other/custom)
      1. *Insert answer here.*
   5. Would you like to have the dashboard automatically delivered to you weekly or monthly?
      1. *Insert answer here.*
4. **Alerts and Digests** 
   1. Would you like to receive an hourly, daily, or weekly email that summarizes new results?
      1. How often?
         * *Insert answer here.*
      2. Which search(es) would you like to see in the update?
         * *Insert answer here.*
      3. Which user(s) should receive the emails?
         * *Insert answer here.*
   2. Would you like to receive a real-time alert on certain searches?
      1. Please choose from: every mention, spike alert, sentiment shift, top reach, X influencer
         * *Insert answer here.*
      2. Which search(es) should power the alert?
         * *Insert answer here.*
      3. Who should receive the alert(s)? Please provide their email address if they are not a user on the account.
         * *Insert answer here.*