**Alcon - Meltwater Intake form**

Please **make a copy**, fill out the form, then submit to 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.*