How Asana Uses Meltwater to Master the Media Landscape

The dilemma

Asana, an industry-leading work management platform, helps organizations orchestrate their work, from small projects to strategic initiatives. But as the company moves upmarket, it requires a media intelligence solution that can provide the data the communications team needs to efficiently stay on track.

Asana leverages Meltwater to monitor the rapidly evolving media landscape and gather insights to fuel media strategy around product launches, corporate messaging, and brand reputation.

> " Meltwater helps us focus on the things that matter most to our communications objectives and the stories that are critical for us to tell. "

Asana Communications Team

Meltwater helps Asana:

Consolidate media monitoring	Strategize around real-time competitive intelligence	Consistently quantify and communicate media results

Consolidated Social and Media Monitoring	Before Meltwater, Asana's communications team manually tracked media coverage. The process took up valuable time and resulted in surface-level insights. Explore, Meltwater's social listening platform, helps Asana's team execute media monitoring in one central hub that saves time and enables strategic decision-making.
Personalized Media Impact Analysis	Customized to the company's marketing goals and corporate messaging, the Media Impact Index scores Asana's coverage based on a combination of volume, prominence, social echo, and sentiment. Because the Media Impact Index is accurate, quantifiable, and replicable, it also gives Asana a reliable way to track the performance of competitors. The Index can be used to learn about competitive features and product launches, as well as analyze which competitor marketing outputs generate the most engagement and why.
Proactive Professional Services Worldwide	Asana's competitive advantage with the Media Impact Index comes alive at the end of each quarter in the extensive reports that Meltwater's Enterprise Professional Services develops. Meltwater is a ready collaborator between reports, too. With experts worldwide, Enterprise Professional Services is always on call for ad-hoc requests, whether from an Asana colleague in Sydney or San Francisco. When they want context for a trending topic or mentions spike, Meltwater checks it off Asana's to-do list with quick-turnaround insights and analytic dashboards.