

How Red Havas drives new business with Meltwater

The dilemma

As a global PR agency built for the modern world, Red Havas and its clients were overwhelmed with fragmented data. Its Merged Media model — focused on the convergence of paid, earned, social, and experiential media — reflected how audiences consume media today. But it also created a vast data set that was a challenge to pin down. The agency uses Meltwater not only to capture data but also to understand what it really means for its clients.

 In today's marketing landscape, paid media, earned media, owned media, and shared media all live in the same agency model. Clients need an integrated point of view on how their brand should communicate across all of these channels. That's really what we focus on as an agency, and it very much is reflected in Meltwater's offering and services, which is why we have a strong partnership. 

Davitha Tiller
Executive Vice President of
Social Media and Integration,
Red Havas



Meltwater Enables Red Havas to:



Access real-time data and insights across channels



Create engaging, data-driven pitches that drive new business



Optimize workflow across global operations organization

Reputation Management and Crisis Monitoring	When a Red Havas client — a leader in the automotive industry — faced a global product recall, the agency turned to Meltwater to monitor company messaging, public reaction, and audience engagement. The agency used Explore to set up a crisis management engine for continuous media monitoring and social listening, helping it strategize solutions.
New Business Development	As it nurtures new prospects and existing clients, Red Havas teams up with Meltwater early to identify critical solutions. "I think one of the most significant outputs from our partnership is just new business conversion," says Tiller. Our partnership has also led to new, customized product offerings that support the agency's mission to redefine PR.
Streamline Workflows	Red Havas leveraged Meltwater's suite of tools to consolidate its operations into a single platform. It uses Explore to analyze data from across channels. It then uses those insights to develop the influencer engagement and marketing strategy it manages through Klear. Optimizing operations helped Red Havas optimize budgets and pass savings on to clients.