



What's So Special About Mention's Company Plans?



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Introduction

Welcome to the wonderful world of media monitoring. We want to make sure that you make the most of Mention. That means you need the right plan.

If you're new to this and don't need all the bells and whistles, a Starter plan will suit you nicely.

But if you want to really know what people say about you and your industry, anywhere online, you need a Company plan. Let us show you why.

The perfect tool for serious monitoring

Mention's Company plan isn't just bigger than the others, it has better features. These can be the difference between just hearing what's said online, and really monitoring the web.

Your Company plan gives you access to:

- | | |
|--|---|
| <input checked="" type="checkbox"/> Boolean alerts | <input checked="" type="checkbox"/> Custom dashboards |
| <input checked="" type="checkbox"/> Competitive analysis tools | <input checked="" type="checkbox"/> Automated reports |
| <input checked="" type="checkbox"/> Influencer dashboards | <input checked="" type="checkbox"/> TV & Radio sources |
| <input checked="" type="checkbox"/> Twitter dashboard | <input checked="" type="checkbox"/> API access |
| <input checked="" type="checkbox"/> Historical data | <input checked="" type="checkbox"/> Dedicated account manager |
| <input checked="" type="checkbox"/> Facebook crawling | <input checked="" type="checkbox"/> Insights Center |
| <input checked="" type="checkbox"/> Automated reports | <input checked="" type="checkbox"/> Data exports |
| <input checked="" type="checkbox"/> Review sites | <input checked="" type="checkbox"/> Spread |

You'll also have as many alerts as you want, as many mentions as you need, and account access for every member of your team.

But what do all of these special features do? Let's take a look now.

Mention Staples

The classic features available on every Company plan

Boolean alerts

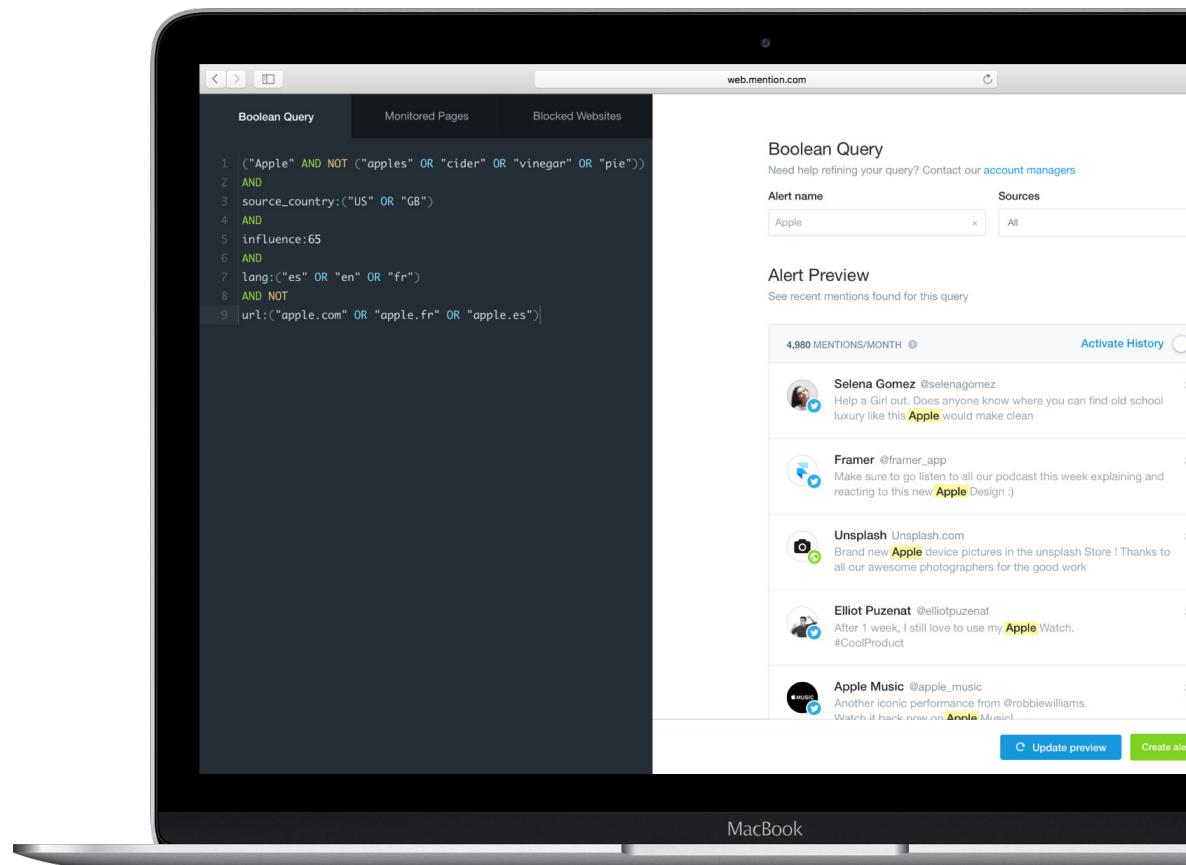
Boolean queries allow for dozens of monitored pages, different languages, and virtually unlimited keywords. This makes monitoring extremely precise.

Boolean alerts use “and,” “or,” and “not” functions to only deliver mentions that perfectly match your search. This way you receive fewer results, but each of them is exactly what you’re looking for.

This is perfect for:

- Creating complex rules to combine multiple keywords.
- Monitoring ordinary brand names. You can narrow down your results a lot.
- Limiting your results to specific websites.
- Only monitoring in specific languages and countries.
- Only receiving results from influential people
- Only receiving results with the keyword in the title.

[Learn more about Boolean alerts →](#)



Competitive dashboard

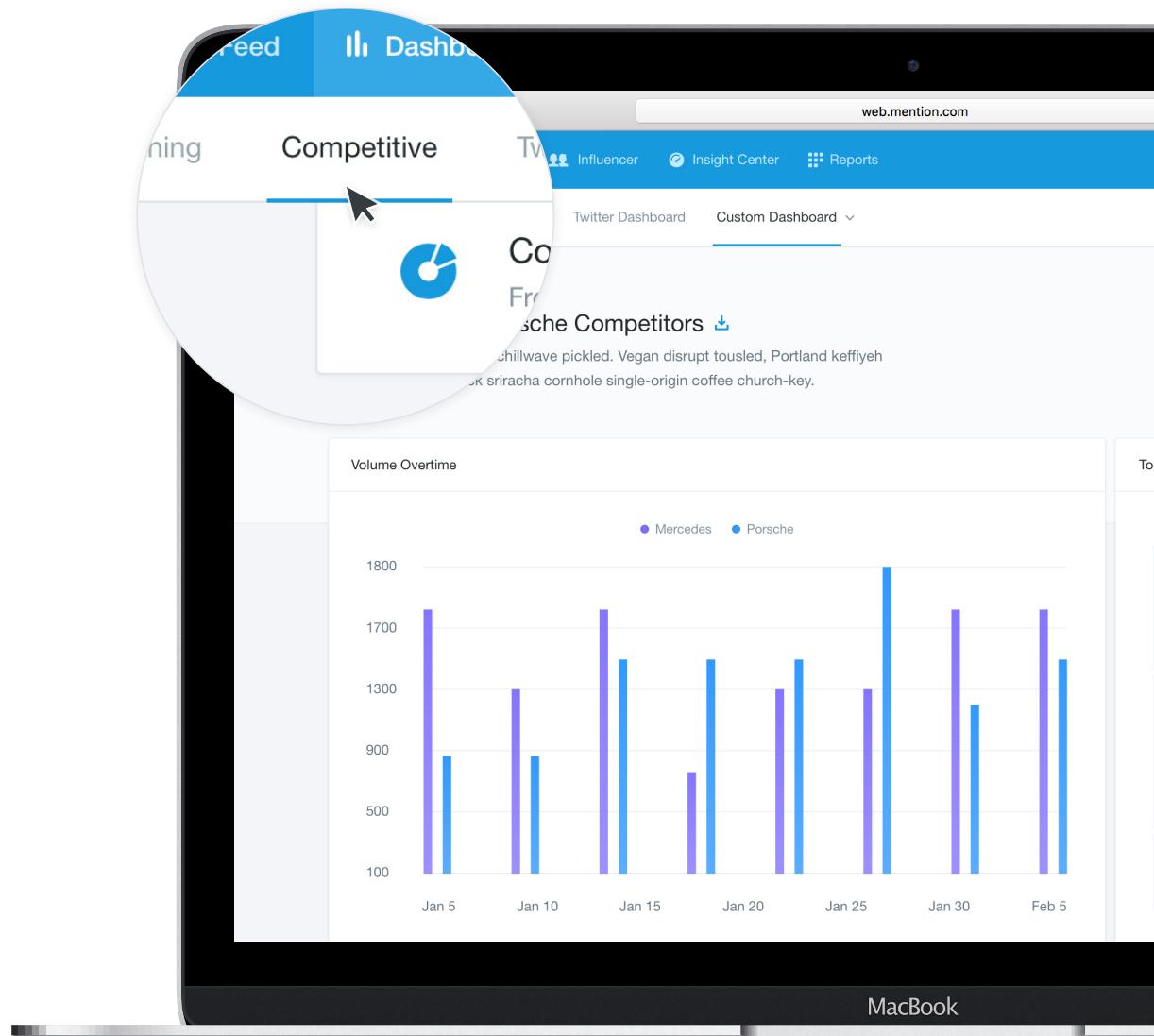
This analytics dashboard lets you compare the performance of two or more alerts. These could be your competitors, marketing campaigns, or several of your own products.

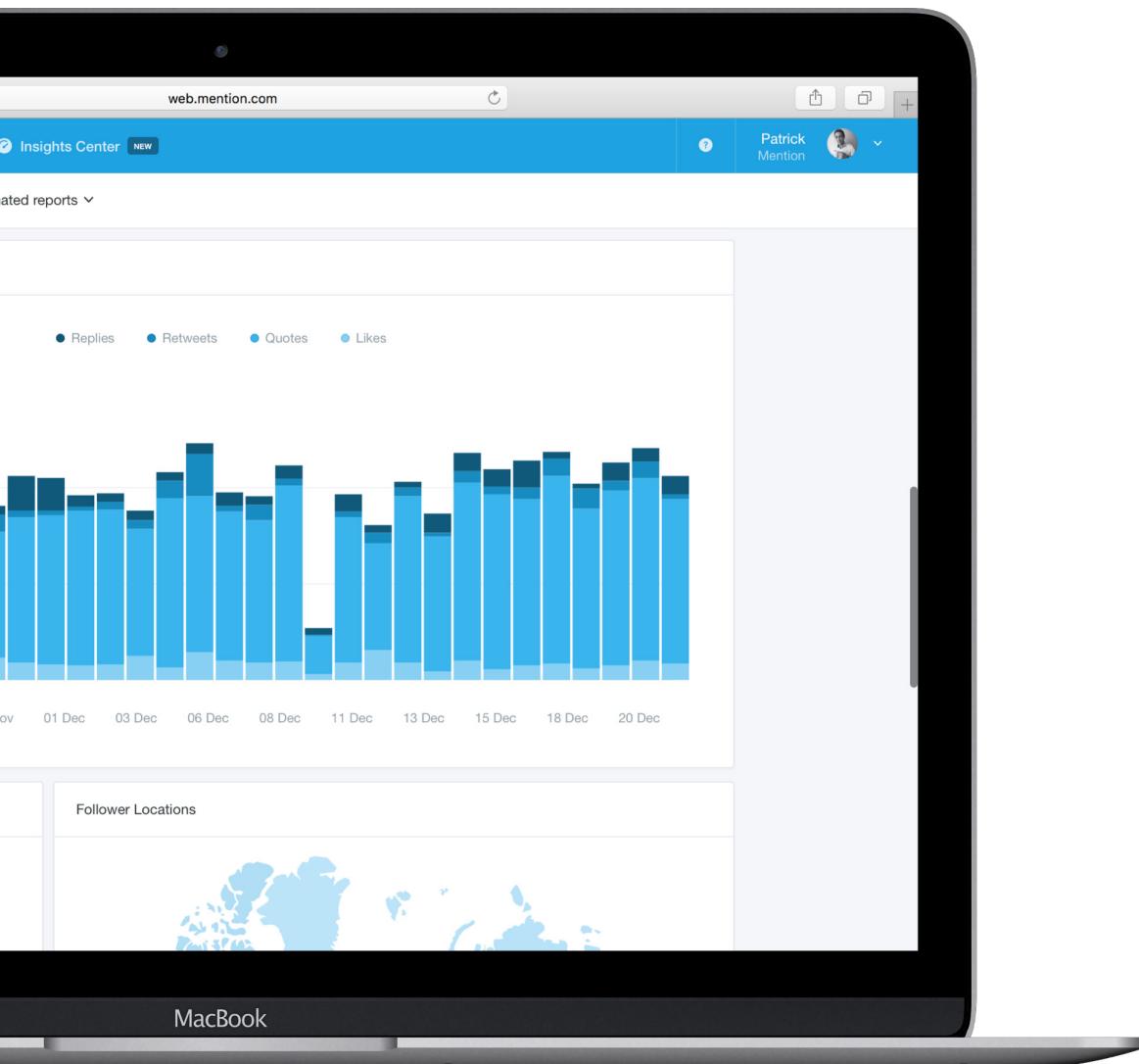
This lets you know what your rivals are doing right, and how your brand stacks up against them.

You can compare:

- Share of voice
- Locations and languages
- The reach of posts and campaigns
- Public sentiment towards each brand

[Learn more about the Competitive dashboard →](#)





Twitter dashboard

Twitter is such a fast-moving and popular tool that we built a whole dashboard to help you monitor it. Track your follower growth, engagements, follower languages and locations.

You can track:

- Your audience growth
- Change in engagements over time
- Your followers' languages and locations
- Your best performing tweets

[Learn more about the Twitter dashboard →](#)

Influencer dashboards

One of the quickest ways to build brand awareness is to work with influencers. They already have large followings, and when they talk about your brand, people listen.

Mention's dashboards for the web, Twitter, and Instagram help you find people already talking about your industry. You just have to introduce yourself.

Influencer Discovery

What if you want to find influencers who aren't talking about you, just based on a topic? Our Discovery dashboard lets you enter any search term and see all the biggest influencers talking about it.

[Learn how Mention helps you find influencers →](#)

NAME	FOLLOWERS	LOCATION	INTEREST	INFLUENCE
Janet Fouts @jfouts	44,195	San Jose, Ca	Content Marketing, Facebook, Social Marketing	79/100
Ed Leake @EdLeake	73,652	UK	Google Adwords, Facebook, Social Marketing	74/100
Marius de Vos @MariusSoU	6,538	Cape Town...	Wine, Cape Town, Digital Marketing, South Africa	73/100
Shonali Burke @shonali	23,416	Washington...	Content Marketing, Consulting, Facebook	73/100
Instapage @Instapage	30,453	San Franci...	SEO, Digital Marketing, Sales, B2B	72/100
Max. Social Business @MSocialBusiness	38,907	Irvine, Oran...	Business, Content Marketing, Social Networks	69/100
Emily la Grange @EmilylaGrange	12,561	Scottish B...	Business, Pinterest, Facebook, Blogging, Inspiration	69/100
Sujan Patel @sujanpatel	38,197	Austin, TX	Marketing, Entrepreneurship, Content Marketing	69/100
Trello @trello	137,430	New York ...	Technology, Software, Apps, Productivity	69/100
Alessia Camera @alessia_camera	1,631	London	Social Media, Marketing, Facebook, London	68/100

Insights Center

The Insights Center lets you focus on any one metric that you want to look at and display your data in a dynamic, easy-to-understand way.

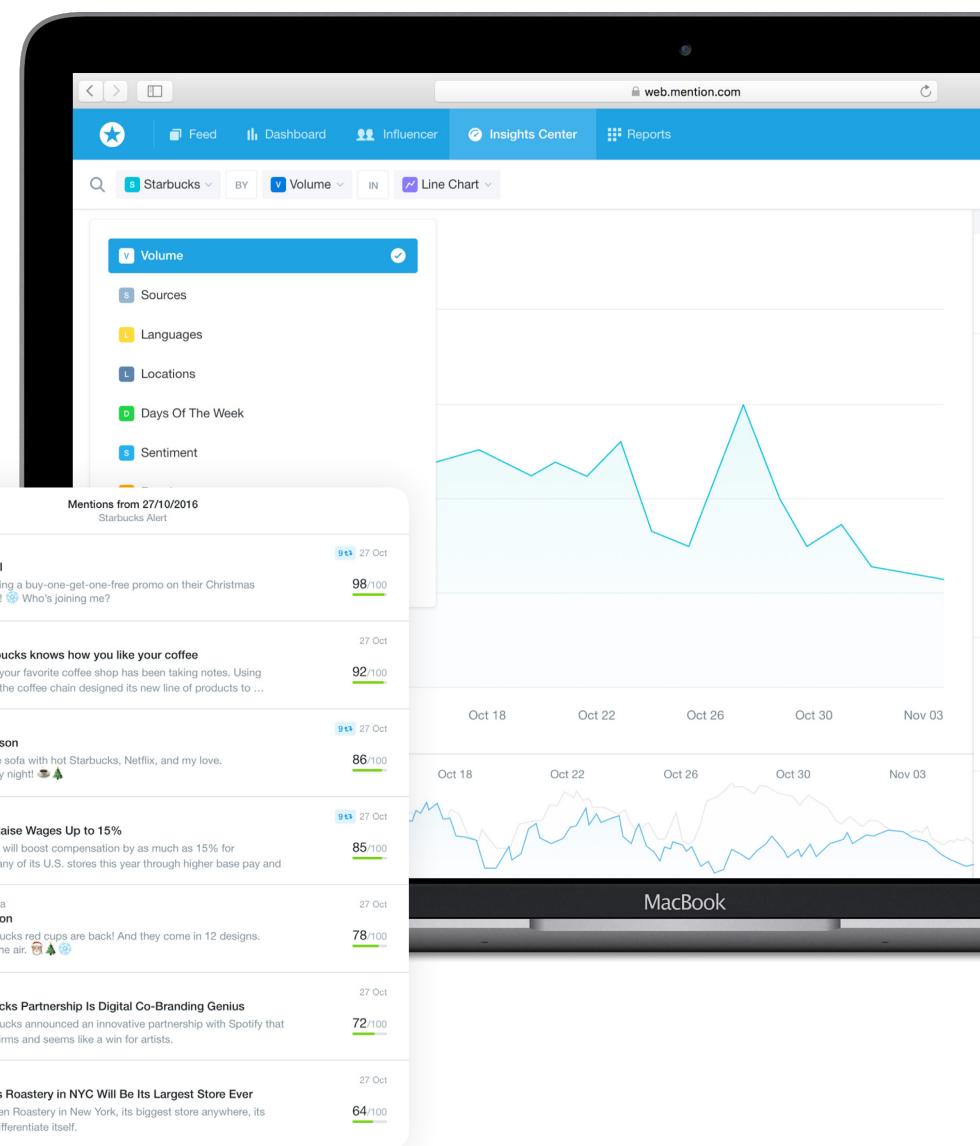
Choose the alert you want to examine, the metric you want to measure, and how you want to view this data. Then apply your chosen filters (including sentiment, language, and location) to narrow down your results.

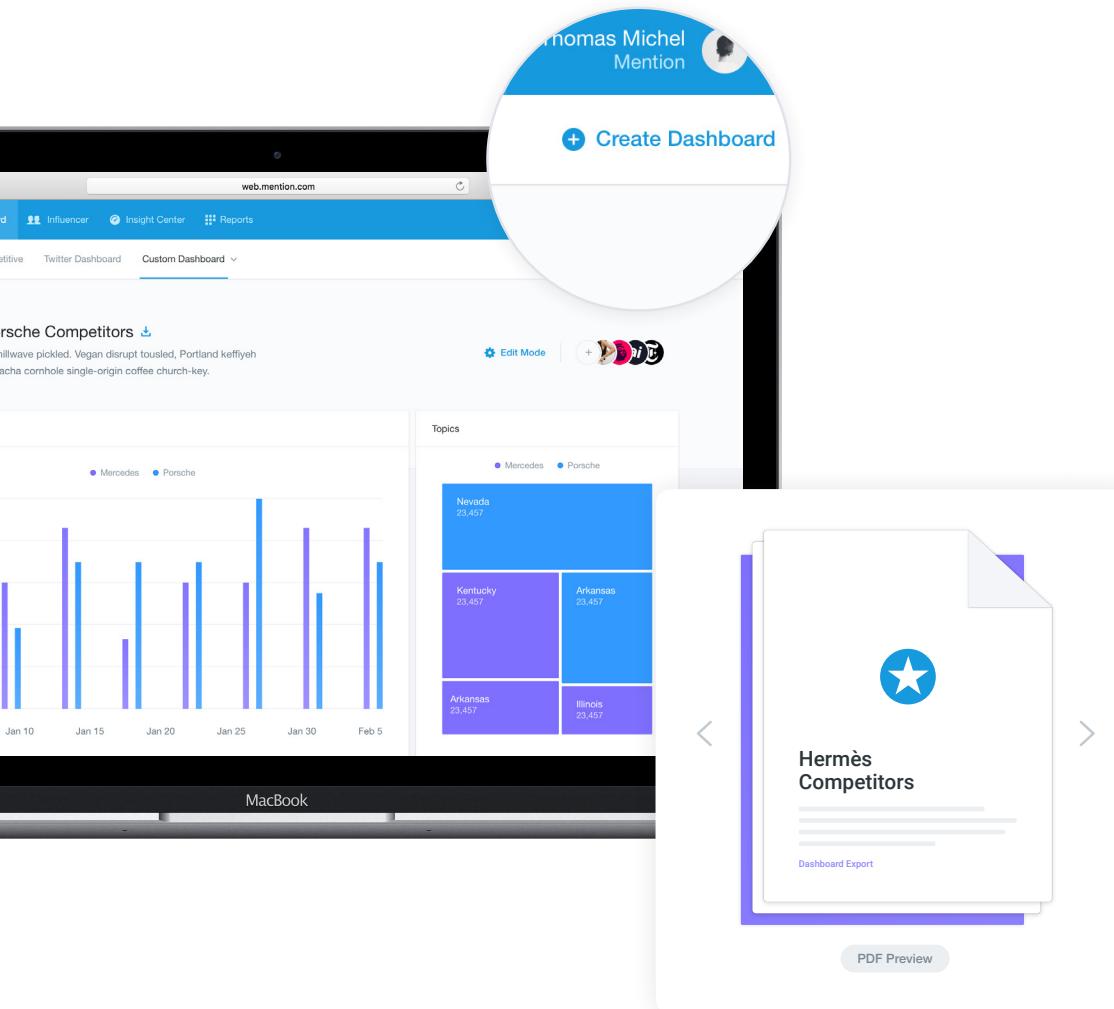
Click on any point of a graph to zoom in on specific conversations.

This is perfect for:

- Visualizing your data to draw meaningful conclusions.
- Finding trends among your millions of mentions.
- Evaluating marketing campaigns.
- Reporting to clients.

[Learn more about Insights Center →](#)





Custom dashboards and automated reports

Custom dashboards let you put together different custom graphs to **measure only the data that matters**. Use them to track your own goals and KPIs, or show off your results to clients or stakeholders.

You can then **automate these custom reports** to arrive at regular times each day, week, or month. You don't even need to login to Mention keep on top of your monitoring data. You can have automated reports delivered directly to **any email inbox**.

This is perfect for:

- Creating customized dashboards for specific goals.
- Impressing clients and colleagues.
- Saving serious time.
- Keeping track of your monitoring progress even when you're offline.

Plus they're personalizable. You can put your own logo on them, and send them from your own email address.

[Learn more about Automated reports →](#)

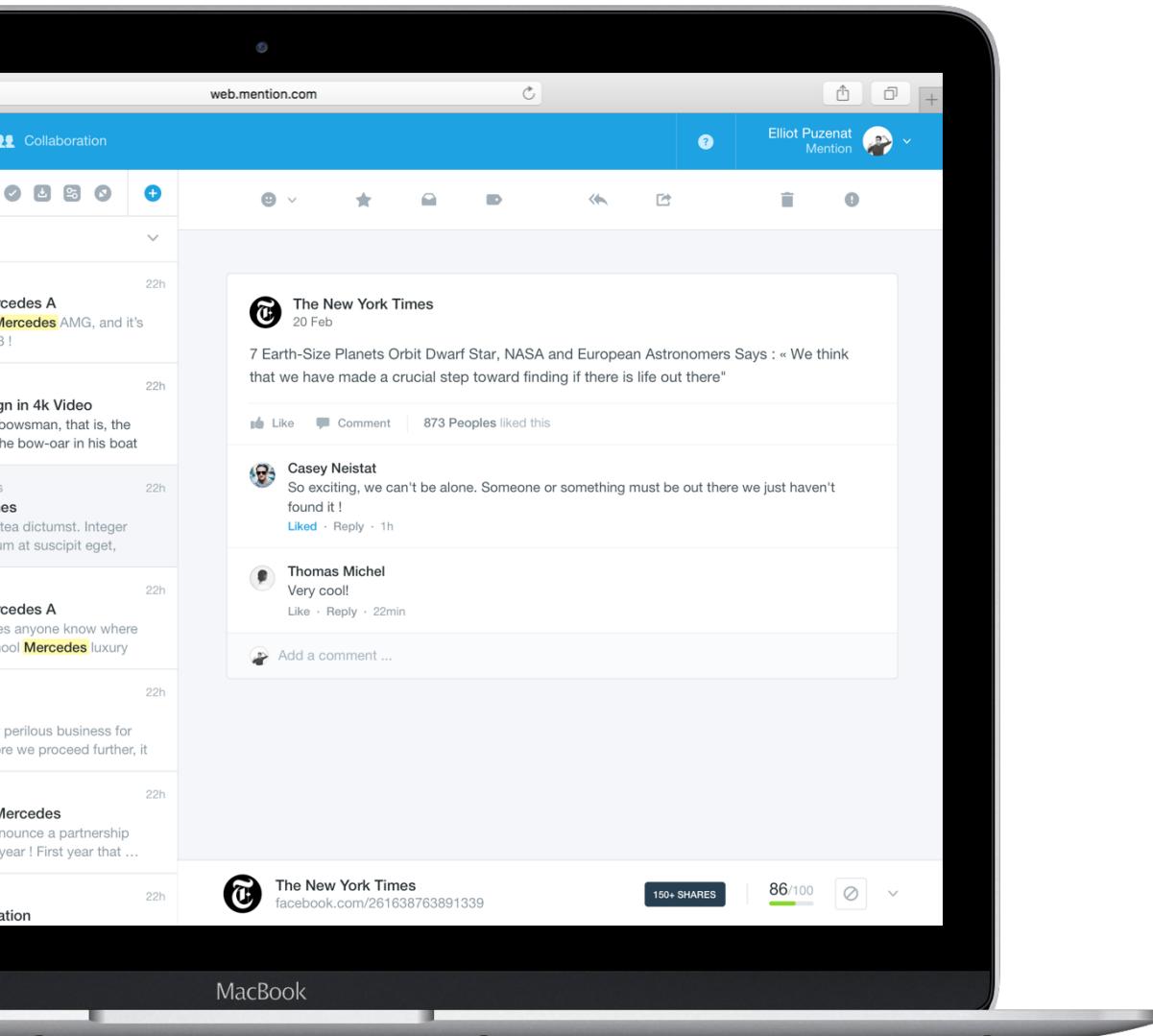
Your own account manager

Our specialized monitoring coaches set up your alerts and teach you everything you need to know to use Mention like a pro.

Want to create a complicated Boolean query using 500 keywords? They'll do it for you!

You'll have a dedicated manager who handles all of your queries. You don't call Mention, you call Adriana, Julien, Patricia, Amanda, or Duncan.





Facebook tracking

We collect mentions from more than 300 million public Facebook pages.

So if an individual uses your keywords on a public page (we don't monitor private users), you will see that.

This is perfect for:

- Monitoring your brand.** Watch for journalists talking about you, and follow the comments.
- Industry listening.** Track your keywords wherever they're used.
- Competitor monitoring.** Track your rivals just as you track yourself, and see what their customers think.

If you're monitoring social media, you need to know what's said on Facebook. With Mention, you will.

[Learn more about Facebook tracking →](#)

Added extras

Essential tools for comprehensive media monitoring

Historical data

Receive mentions for your keywords dating back up to one year. Even if you create a brand new alert, you'll have access to this data.

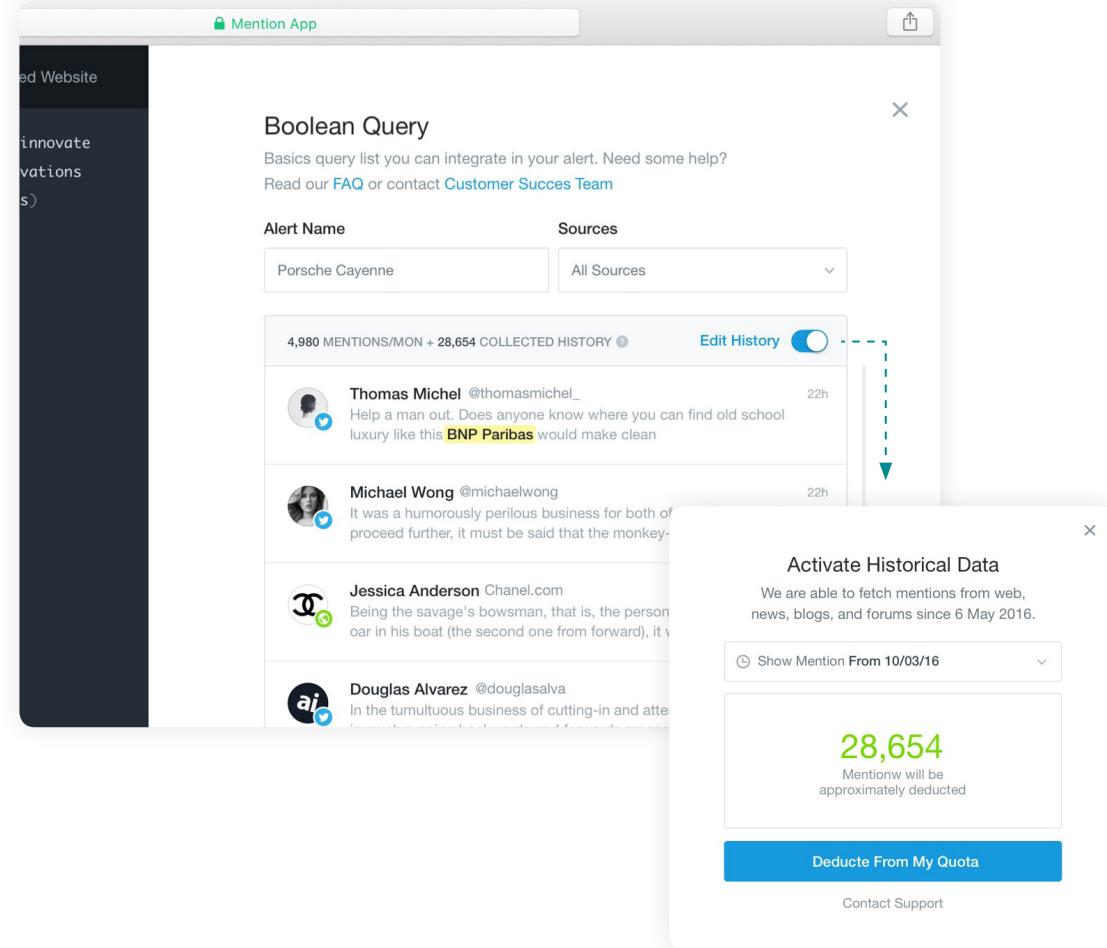
If something unexpected occurs and you weren't tracking it, you'll still be able to receive data for it.

This is perfect for:

- Client prospecting for agencies.
- Onboarding new clients.
- Crisis management and analysis.
- Unexpected events.
- Comparing mentions from before and after a major event.

Note: This works for web and news sources dating back to 6 May, 2016. We do not have historical social media data.

[Learn more about Historical data →](#)



The screenshot shows the Mention App interface. At the top, there's a search bar with the placeholder "Search Website" and a dropdown menu showing "innovate". Below the search bar is a "Boolean Query" section with a help link and a "Customer Success Team" contact option. The main area displays a list of tweets under an "Alert Name" of "Porsche Cayenne" and "Sources" of "All Sources". The list includes four tweets from Thomas Michel, Michael Wong, Jessica Anderson, and Douglas Alvarez. A summary at the bottom indicates 4,980 MENTIONS/MON + 28,654 COLLECTED HISTORY. A modal window titled "Activate Historical Data" is open, showing a progress bar and the text "We are able to fetch mentions from web, news, blogs, and forums since 6 May 2016." It also has a dropdown for "Show Mention From 10/03/16" and a large green button labeled "28,654" with the subtext "Mentions will be approximately deducted". At the bottom of the modal are buttons for "Deduct From My Quota" and "Contact Support".

TV & Radio sources

Traditional broadcast sources have a broad range of demographics that online media platforms can't reach. That's why we've introduced these offline sources to our monitoring tool.

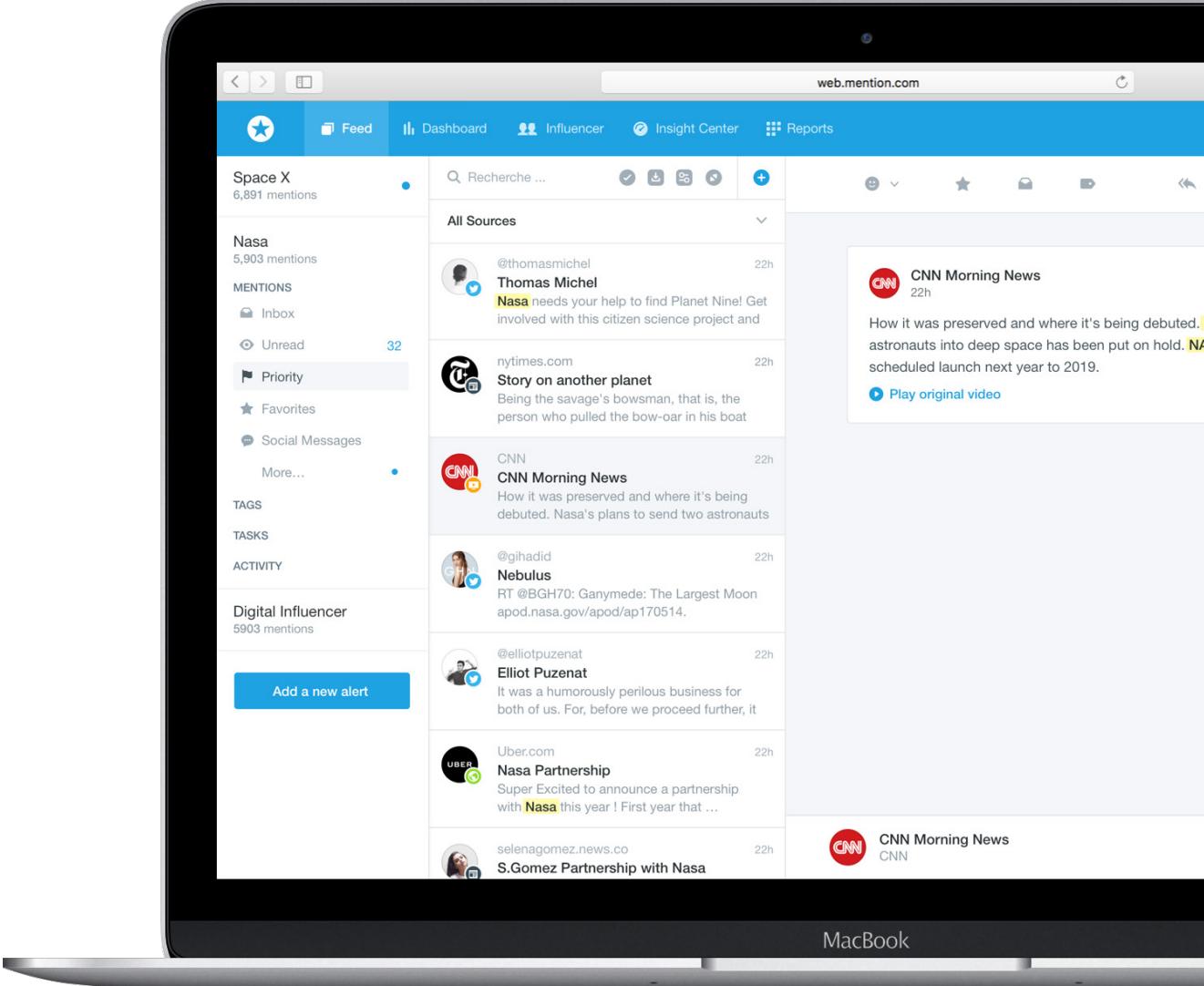
With Mention, you can monitor what's said about you and your industry on television and radio in the United States.

This is perfect for:

- Brands with a big reach and lots of PR & marketing campaigns both online and offline.
- PR agencies with clients that expect full media coverage reports.
- Non-profits or schools that want to stay on top of local news and trending issues.

Now you'll see when your alerts are mentioned offline, and immediately read and engage with your audience's reactions online.

[Learn more about TV & Radio sources →](#)



The image shows a MacBook displaying the web.mention.com platform. The interface includes a sidebar with sections for 'Space X' (6,891 mentions), 'Nasa' (5,903 mentions), 'MENTIONS' (Inbox, Unread 32, Priority), 'TAGS', 'TASKS', 'ACTIVITY', and 'Digital Influencer' (5903 mentions). A central feed area shows various mentions with icons for user profiles, news sources, and brands like CNN and Uber. One mention from Thomas Michel (@thomasmichel) on Twitter discusses the search for Planet Nine. Another from nytimes.com discusses a story on another planet. CNN Morning News mentions Nasa's plans to send two astronauts to Mars. Elliot Puzenat (@elliotpuzenat) discusses a humorous business venture. Uber.com announces a partnership with Nasa. S.Gomez Partnership with Nasa is also mentioned. The interface features a blue header bar with tabs for 'Feed', 'Dashboard', 'Influencer', 'Insight Center', and 'Reports'. A search bar and a toolbar with various icons are also visible.

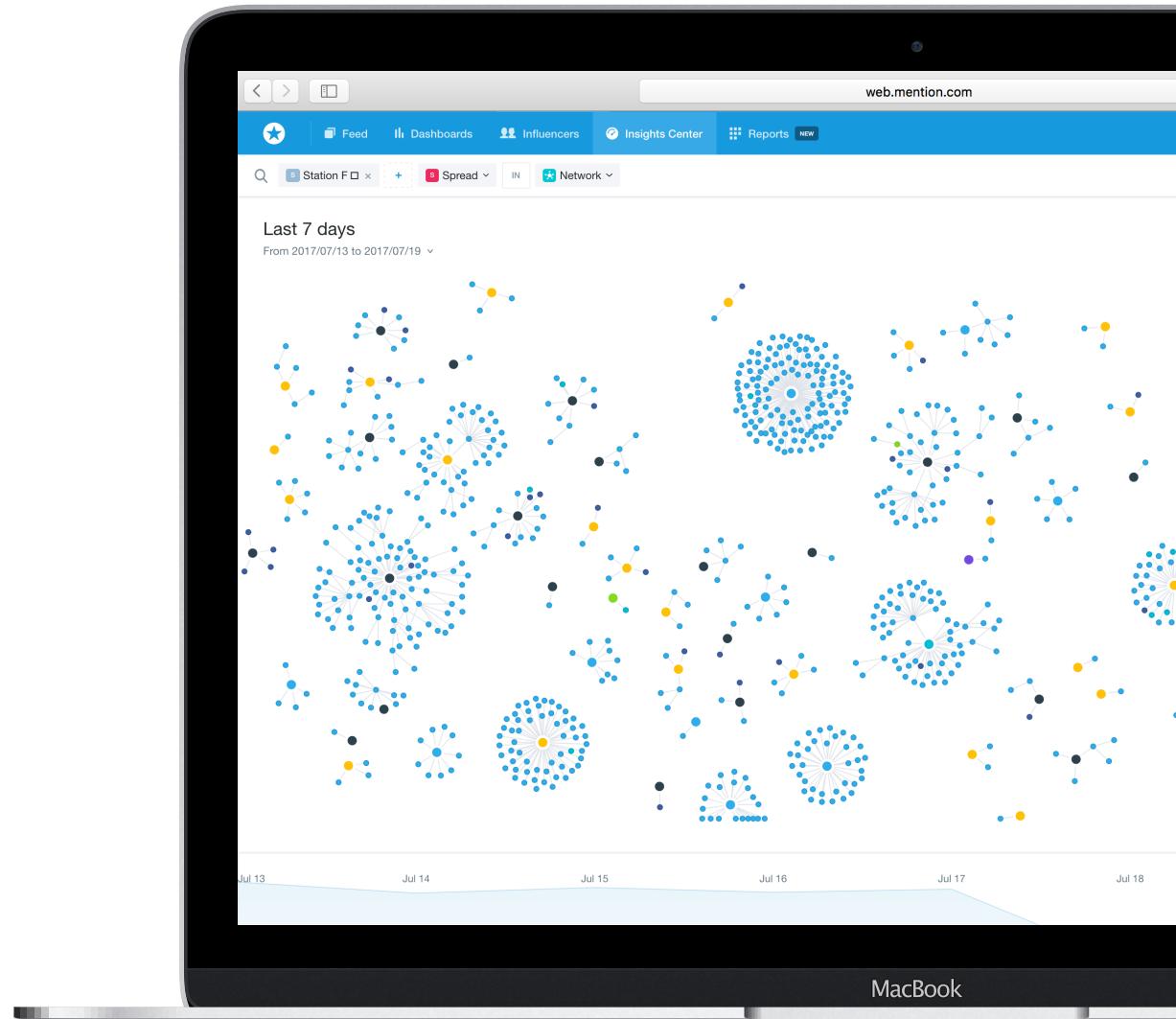
Spread

Want to see which of your content generates the most discussion? Spread lets you do just that.

It links every online conversation back to the original mention that caused it. Take any mention of your brand, then see how it spreads thanks to social media users, bloggers, and influencers.

This lets you monitor campaigns, find your best-performing content, and discover more powerful influencers.

[See Spread in action →](#)



70+ leading review sites

Track customer reviews on some of the most popular websites worldwide

General

-  [Yelp.com](#)
-  [Google Local](#)
-  [Facebook.com](#)
-  [Foursquare.cm](#)
-  [Groupon.com](#)
-  [BBB.com \(Better Business Bureau\)](#)
-  [Yahoo.com \(reviews from Yelp\)](#)
-  [Yellowpages.com](#)
-  [Yellowpages.ca](#)
-  [Canpages.ca](#)
-  [N49.ca](#)
-  [Superpages.com](#)
-  [Citysearch.com](#)
-  [Kudzu.com](#)
-  [Yellowbook.com](#)
-  [Demandforce.com](#)
-  [Womo.com](#)
-  [Truelocal.com](#)
-  [Dimmi.com](#)
-  [PissedConsumer.com](#)
-  [ConsumerAffairs.com](#)

Industry Specific Review Sites

- | | |
|--|------------------------------|
| Apartments/
Property Management | Health & Medicine |
| Rent.com | Healthgrades.com |
| ApartmentRatings.cm | Vitals.com |
| Apartments.com | ZocDoc.com |
| Apartmentguide.com | DrScore.com |
| | UCompareHealthCare.com |
| Car Dealers | RateMDs.com |
| Cars.com | Doctoroogle.com |
| Edmunds.com | RealSelf.com |
| DealerRater.com | |
| Cargurus.com | Home Services |
| MyDealerReport.com | HomeStars |
| | Hotels & Travel |
| Employee Sites | TripAdvisor.com |
| Indeed.com | Hotels.com |
| Glassdoor.com | Expedia.com |
| | Travelocity.com |
| Food & Dining | Agoda.com |
| Opentable.com | Booking.com |
| Zomato.com | Trivago.com |
| Restaurant.com | Wotif.com |
| Beanhunter.com | |
| Untappd.com | Legal |
| iDine.com | Avvo.com |

Mobile App Stores

- [GooglePlayApp](#)
- [iTunesApp](#)

Moving

- [MyMovingReviews.com](#)

Schools & Education

- [GreatSchools.com](#)
- [PrivateSchoolReview.com](#)
- [SchoolDigger.com](#)
- [ChurchRater.com](#)

Senior Care

- [Care.com](#)
- [SeniorHomes.com](#)
- [Caring.com](#)
- [SeniorAdvisor.com](#)

Weddings

- [WeddingChannel.com](#)
- [WeddingWire.com](#)
- [TheKnot.com](#)

See For Yourself

Ready to try a Company plan on for size? If you're on a Solo or Starter plan, ask our Customer Success team how you can upgrade.

If you've never used Mention before, ask us for a free demo. We'll show you why media monitoring is the best investment you'll ever make:

[Request a Demo](#)