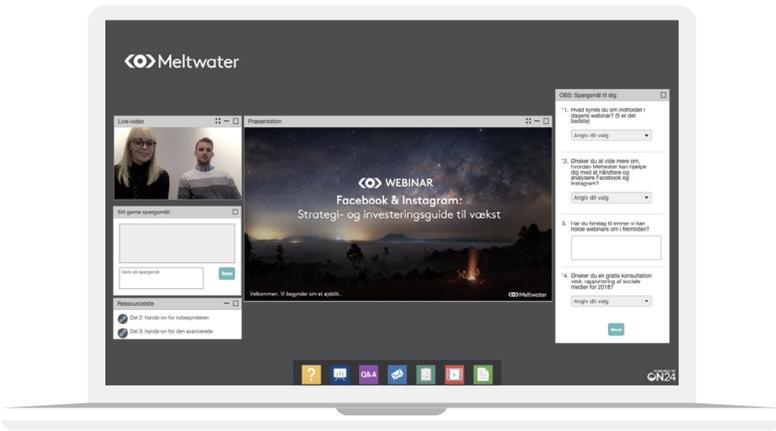


# MELTWATER DRIVES OVER \$700K IN PIPELINE WITH THE ON24 PLATFORM



**\$700K+**

in pipeline generated



**1,000+**

registrations for most webinars

## ABOUT MELTWATER

**Name:** Meltwater

**Headquarters:** San Francisco, California

**Founded:** 2001

**Employees:** 1,500+

**Industry:** Technology

Meltwater’s media intelligence platform helps more than 30,000 companies make more informed decisions based on relevant insights and real-time analysis. Meltwater enables its customers to stay on top of billions of online conversations, extract timely information and use it to strategically manage their brands. With more than 55 offices across six continents, Meltwater is dedicated to personal, global service built on local expertise.

## INTRODUCTION

[Meltwater](#) is a pioneer and leader in digital media monitoring and media intelligence software. The company uses AI-powered technology to sift through billions of online documents and identify trends, extending the reach of media monitoring.

As Meltwater has evolved, its strategy has shifted, and the company now primarily leans on webinars to drive demand for the business. These digital experiences help cut through the noise and volume of available online content, enabling Meltwater to deliver quality content that serves its community and drives pipeline.

“Effective marketing is about being obsessively customer centric,” said Wes Mathew, Head of Marketing, UKI and



India Meltwater. “You need to have your customers’ pain points and desires at the focus of everything you do. And you need to do it in a remarkable way.”

## PROBLEM

### Limited resources for content creation

Meltwater was seeking a cost-effective solution to enable the company to scale its content creation efforts globally. The organization also needed to respond to the increasing pressure to produce high quality content capable of capturing and holding audiences’ attention in an oversaturated digital marketing landscape.

“For the modern buyer today, the volume of things that people have to focus on at any given time is overwhelming,” Mathew said. “There’s just so much content out there, which makes it difficult to compete and stand-out.”

Meltwater needed an interactive digital experience platform built for engagement, flexibility and scale. Enter the ON24® Platform.

## SOLUTION

### Accelerating leads through the buyers’ journey

Meltwater has implemented a successful engagement strategy with the ON24® Platform by using digital experiences to identify quality leads and move them along the path to purchase. The company runs webinars, focused around topics that tie into its product suite to build brand recognition. The webinars feature expert speakers—authorities who can communicate and amplify Meltwater’s message.

Meltwater uses ON24’s simulative functionality to pre-record content and put presenters at ease, as well as enabling their team to edit together multiple presentations. To maintain a personal connection to their audience, the company rolls over to live mode after the pre-recorded presentations for real-time Q&A sessions.



Our webinar program has become a critical marketing channel for us. Our strategy powered by ON24 enabled us to exceed our pipeline goals and drive just over \$700K in pipeline this year.”

**WES MATHEW**  
HEAD OF MARKETING  
UKI AND INDIA MELTwater

“With simulative webinars, you don’t lose that feeling of interactivity because you still have the Q&A at the end, but you secure the content in advance so you don’t risk having this great opportunity fall flat with the pressure of running a live event,” Mathew said.

With the engaging features of [ON24 Webcast Elite](#)—such as the Q&A, survey, call-to-action and social media tools—Meltwater can create memorable, interactive experiences for its audience. The prominent in-webinar surveys enable the company to qualify leads and quickly drive survey data to its sales team so that they can take action.

Meltwater also repurposes webinar recordings to get the most out of the content and reach a broader audience. First, the company ensures that on-demand versions are readily available on the Meltwater website. Webinar attendance is considered so high value that any new



*We use ON24 to qualify leads through in-webinar surveys. We make them as visible as possible within the audience experience because we want people to focus on taking that action so we can ultimately move these leads down the funnel faster.”*

**WES MATHEW**  
**HEAD OF MARKETING**  
**UKI AND INDIA MELTWATER**



registrants are sent directly to the sales team to follow up as a potential lead. Meltwater also uses snackable webinar content on social media to help drive additional attendance. For example, the company will create a 30-second video preview of a webinar, share it on social and link it to the full recording to drive more views.

## RESULTS

Webinars have generated \$700K+ in pipeline over the past year for Meltwater, and the company can now deliver a predictable stream of leads to its sales division with the ON24® Platform. Most webinars receive over 1,000 registrations. For example, a recent Meltwater webinar hosted by the global CMO of Kodak, Dany Atkins, was well-attended and generated significant revenue.

While pleased with initial program success, Meltwater doesn't want to stop there. Webinars have also enabled Meltwater to optimize and improve performance through actionable data and reporting. The company tracks everything from registration to live event attendance, as well as who stayed engaged during the webinar versus who dropped off early. Meltwater also collects and reviews all of the survey feedback received during its webinars. These analytics provide insight into what elements of the digital experience Meltwater's audience finds most valuable and will help Meltwater continue to optimize webinar content for their potential buyers.