Spotter presents the new generation in media monitoring and analytic platforms for traditional and social media!

Launched at the occasion of the SEMO 2011 conference, Spotter’s platform is a powerful intelligence tool for Marketing and Communication decision making: monitoring of all types of media, including social media, dynamic decision making dashboards, text mining...

For more than 10 years, Spotter has been providing monitoring and analytic solutions for large groups and organisations, both on a national and international level. Today, Spotter is proud to present its newest version of its platform in SaaS.

Spotter’s platform does not require in-depth technical knowledge, and allows its users to: capitalise, manage, search, broadcast, share and analyse monitored data, whether it is from traditional media, the internet, social media, internal databases or professional data providers.

Above all, the platform allows users to handle monitoring data, which is organised onto a monitoring table and part of a dedicated, collaborative interface. It also provides an analytical environment allowing users to take a step back, and evaluate market and brand strategies thanks to its decision making dashboards.

The technical architecture of the system is made up of proprietary software designed specifically for tracking, collecting and analysing data as well as project management by Spotter’s team of experts.

The Platform consists of 3 modules:

SPOTTER ANALYTICS, which is the heart of the system and includes a monitoring table, a search engine and tools for: data qualification and analysis, creating alerts and newsletters, creating and downloading graphs, and for creating dashboards and custom widgets.
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SPOTTER DASHBOARD, which is the interface for visualising and following key indicators. The dashboard is made up of customisable, dynamic dashboards with several levels of depth, a library of analytical charts and graphs (widgets) and decision making indicators.

SPOTTER STUDIO, is the expert component of the Spotter Platform designed for professionals who wish to manage their project from A to Z. It is a professional management suite for monitoring and analysis projects. With this module, users can manage all aspects of project set-up and system settings, as well as have control over sources, queries, themes, providers, platform users and deliverables.

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For more information about Spotter’s solutions, please visit our website:

About Spotter
Leader in the analysis of stakeholders' opinions, Spotter provides you with decision making tools to bring insight and feed your thinking in the fields of Strategy, Marketing, PR and Communication. Our analytical solutions, based on proprietary technologies of crawling, text mining and sentiment analysis, cover all of your data sources: media, internet, social web, client data, internal and external databases. Our multilingual team of experts supports you in every step of your project, ensuring the relevancy of your monitoring data and the quality of your analysis and your deliverables.