



## **Semeon Analytics Now Offers International Public Data Access with Meltwater**

**Montreal, QC- (November 25, 2021)** - [Semeon Analytics](#), an ATW Tech Inc. company, is proud to announce that it is now actively leveraging data from the public domain, through its partnership with Meltwater.

With the help of Meltwater, Semeon now has an important cost-effective on-demand source of public internet content to address local and international needs. This will enable Semeon customers to research any key topic for competitive intelligence or reputation management monitoring initiatives.

Bringing even more value to the existing Semeon offering, this partnership will enable customers to identify, isolate and classify information of interest from large volumes of text data and meta-data, by accessing online public content, such as social media platforms, blogs and news sites.

Twitter is one of the many social media platforms which is aggregated by Meltwater and now available to Semeon clients.

### **The Power of a Combined Public-Private Data Analysis**

“A majority of our clients have been asking for more in-depth access to public sources for their brand aura and competitive analysis”, said Eric de Gheldere, Vice President of Strategic Initiatives and Partnerships at Semeon.

“The partnership with Meltwater provides a new influx of strategic information for our clients, so they can better understand what the public are saying about their brand, products, services, competitors or on any other key strategic issues. When combined with their own internal data, this proves to be a very powerful tool at their disposal”, said de Gheldere.

### **About Meltwater**

Meltwater provides social and media intelligence. By examining millions of posts each day from social media platforms, blogs and news sites, Meltwater helps companies make better, more informed decisions based on insight from the outside. The company was founded in Oslo, Norway, in 2001 and is headquartered in San Francisco, California, with 50 offices across six continents. The company has 1,700 employees and 28,000 corporate customers, including industry leaders in several sectors. Learn more at [meltwater.com](https://meltwater.com).



### **Semeon Analytics' Profile**

Semeon's sophisticated AI-powered text analytics platform enables companies to adopt a data-driven, customer-centric approach by capturing and analyzing customer, employee and marketplace feedback data from private and public sources with the power and precision required to uncover timely and actionable insights. Available in 10+ native languages, government entities, security and defense agencies, brands and organizations around the world rely on Semeon's technology to improve customer experience and citizens' life, reduce operational costs and drive growth. For more information, please visit [www.semeon.com/](http://www.semeon.com/).



### **ATW Tech's profile**

ATW Tech (TSX-V: ATW) is a technology company, owner of several recognized technology platforms such as VoxTel, Option.vote, Bloomed and Semeon. VoxTel specializes in telephone billing and alternative payment solutions for fixed and mobile lines. Option.vote offers a customized multi-method voting system for unions, political parties, professional associations and anyone looking for a secure way to reduce their voting costs and improve their participation rate. Bloomed is a cloud computing platform for managing smart data on consumers and their behaviors for both business and consumer-oriented campaigns. Semeon is a highly accurate and flexible text analysis platform for customer reviews and uses a unique combination of machine learning and Natural Language Processing (NLP) to discover significant trends in customer reviews across all channels.

### **Source**

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