

# CURE

Advanced Web & Social Media Intelligence

## Web & Social Media Monitoring

### Service Presentation

CURE S.A.

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The service portfolio of CURE



## Overview of services

Due to the different requirements of each company, we have developed the following specific monitoring solutions – including the fields public relations, distribution and market research.



## Our services in detail

### Basis Monitoring

- + We offer a professional and extensive monitoring of multilingual content on the internet, covering 150 million sources worldwide.
- + Screening, evaluation, acquisition and categorization of mentions by qualified staff.
- + Data storage of mentions in a customized database.
- + Usage of the market-leading monitoring tools Brandwatch and Talkwalker.
- + Reporting of the analysed and aggregated results in individual arranged time periods, such as daily, weekly or monthly reports.
- + The monitoring covers:
  - **Blogs**
  - **Microblogs**
  - **Social networks**
  - **Forums and communities**
  - **Video- and photo-sharing platforms**
  - **Question and answer sites**
  - **Review sites**
  - **News sites**



## Our services in detail

### Affiliate Monitoring


- + Professional, tool-based and manual Affiliate Monitoring of online products defined in advance.
  - + Continuous control of commissioned affiliate partners in the context of affiliate networks.
  - + Detecting and checking of previously unknown intermediaries by means of suitable tools and trained staff.
  - + Data storage of relevant mentions in a separate database.
  - + Provision of the results in a weekly affiliate insights report (file format: PDF).
- + The verification includes the following services:
    - **Incorrect conditions**
    - **Outdated test approvals or advertising banners**
    - **Dubious contents**
    - **Infringement of legal requirements** (e.g. consumer credit directive, quotation of prices)
    - **Contract-consistent behaviour** of affiliate partners (e.g. illegal drawback, click farms, etc.)
    - **Technical malfunctions** (e.g. errors in links)
  - + Optional retesting of possible anomalies.

## Our services in detail

### Early Warning

- + Alerting (email, phone) if crucial mentions have been discovered and if necessary further research and advices.
- + The processual implementation of the alerting system is handled as follows:
  - Our trained employees check all mentions which could possibly damage your reputation from Monday to Friday, 8.00 AM to 17.00 PM.
- + Crucial mentions, which might risk reputation damages, will be immediately send per email/phone to a previously arranged contact person.

### Channel Screening

- + Daily, tool-based screening of your social media channels.  

- + Notifications of very critical mentions can be included in a daily report on request.
- + Data storage of all relevant mentions.
- + Separate monthly overview, concerning your social media channels, as part of the Basis Monitoring monthly report (file format: PDF).

## Our services in detail

### Trend Scouting

- + Spotting of current topics and trends with the help of Web & Social Media Monitoring.
- + Separately arranged topics are checked concerning their market relevance in order to spot upcoming trends.
- + A team of experts carries out in-depth researches on the web 2.0 to specific questions.
- + The result presentation occurs in a separate report (file format: PDF) and includes not only quantitative, but also qualitative analyses.

### Campaign Tracking

- + In contrast to the long term observation of the Basic Monitoring, the Campaign Tracking focuses on timely limited online campaigns and accompanies these profoundly.
- + The results are presented graphically in a separate report (file format: PDF).

## Our services in detail

### Key Influencer Report

- + With the Key Influencer Report module, we can help you to find and contact new key influencers to enable new sales potentials, for your brand or product.
- + The Key Influencer Report supplies you with quantitative und qualitative statements concerning the top key influencers.
- + The results can either be presented in a separate report or be integrated into the monthly Basic Monitoring report (file format: PDF).

### Competitor Watch

- + With Competitor Watch we create an analysis of your competitors, their products, services and marketing measures on the field of Web & Social Media.
- + Data storage of the mentions in a separate database.
- + Presentation of the results in a final report in the form of comparative statistical evaluations and figures. (file format: PDF)



## Our services in detail

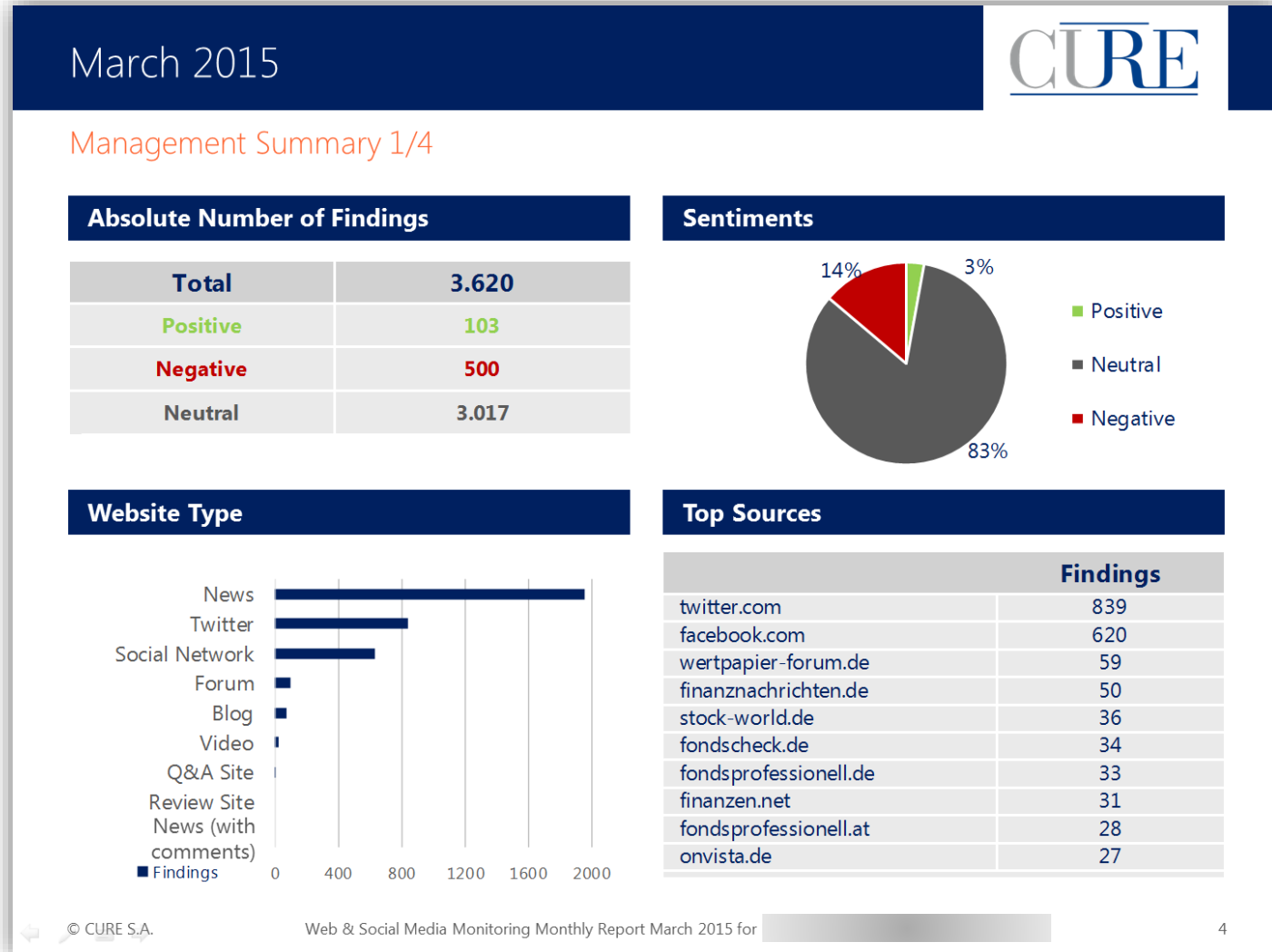


Analytics

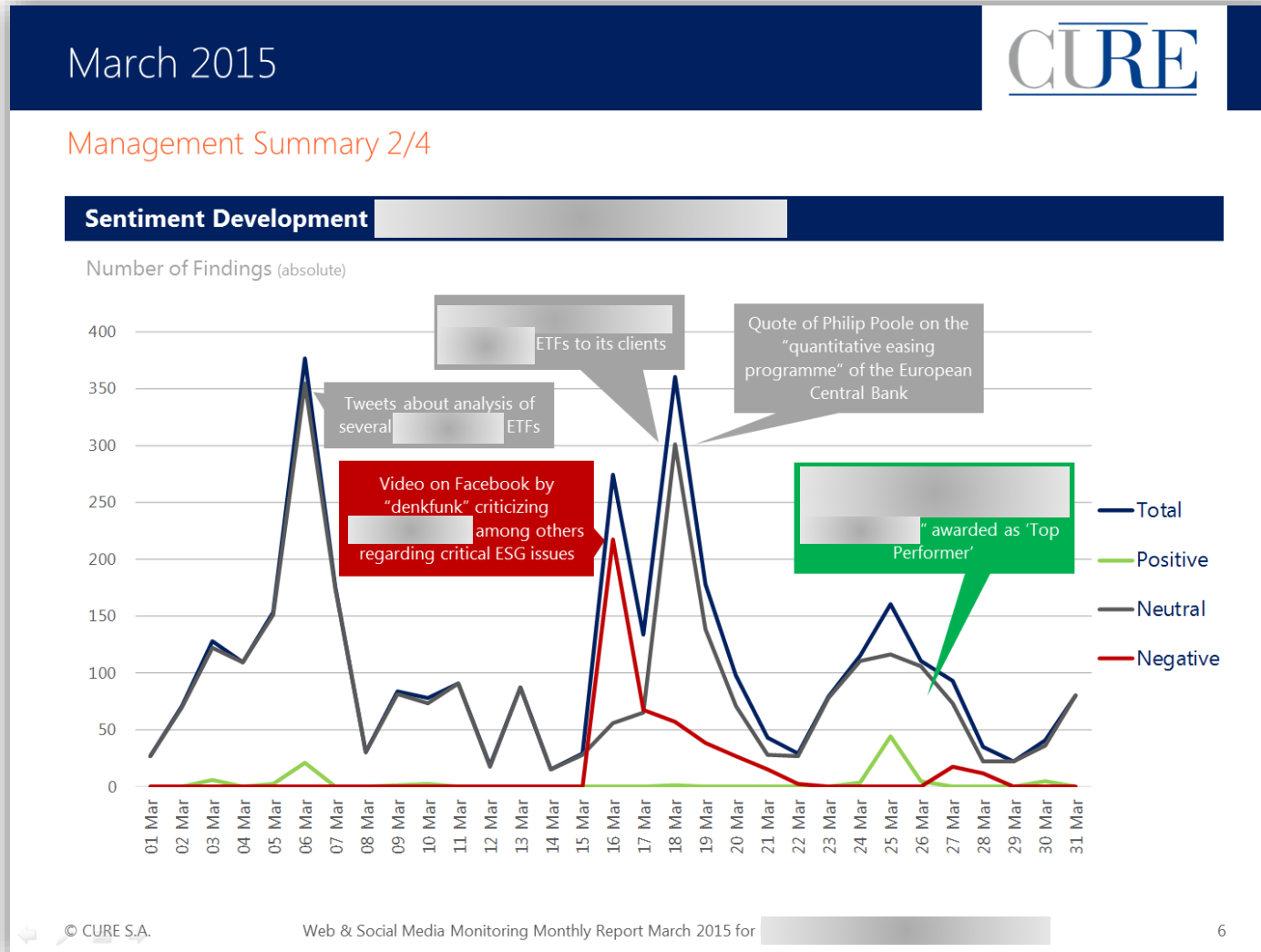
Add-On

- + The analytics module enables the usage of a browser-based tool. With the help of this tool you can develop dynamic analyses and monthly reports on your own.
  - + This service can be chosen as an additional service to at least one further module.
  - + Setup and support is provided by a team of experts.
- + The tool covers the following functions:
    - **Provision of monthly reports**
    - The option of **ad-hoc analyses**, which allows a quick overview of relevant questions.
    - A **management cockpit**, with several graphic types, which can be set to individual needs to enable in-depth analyses.

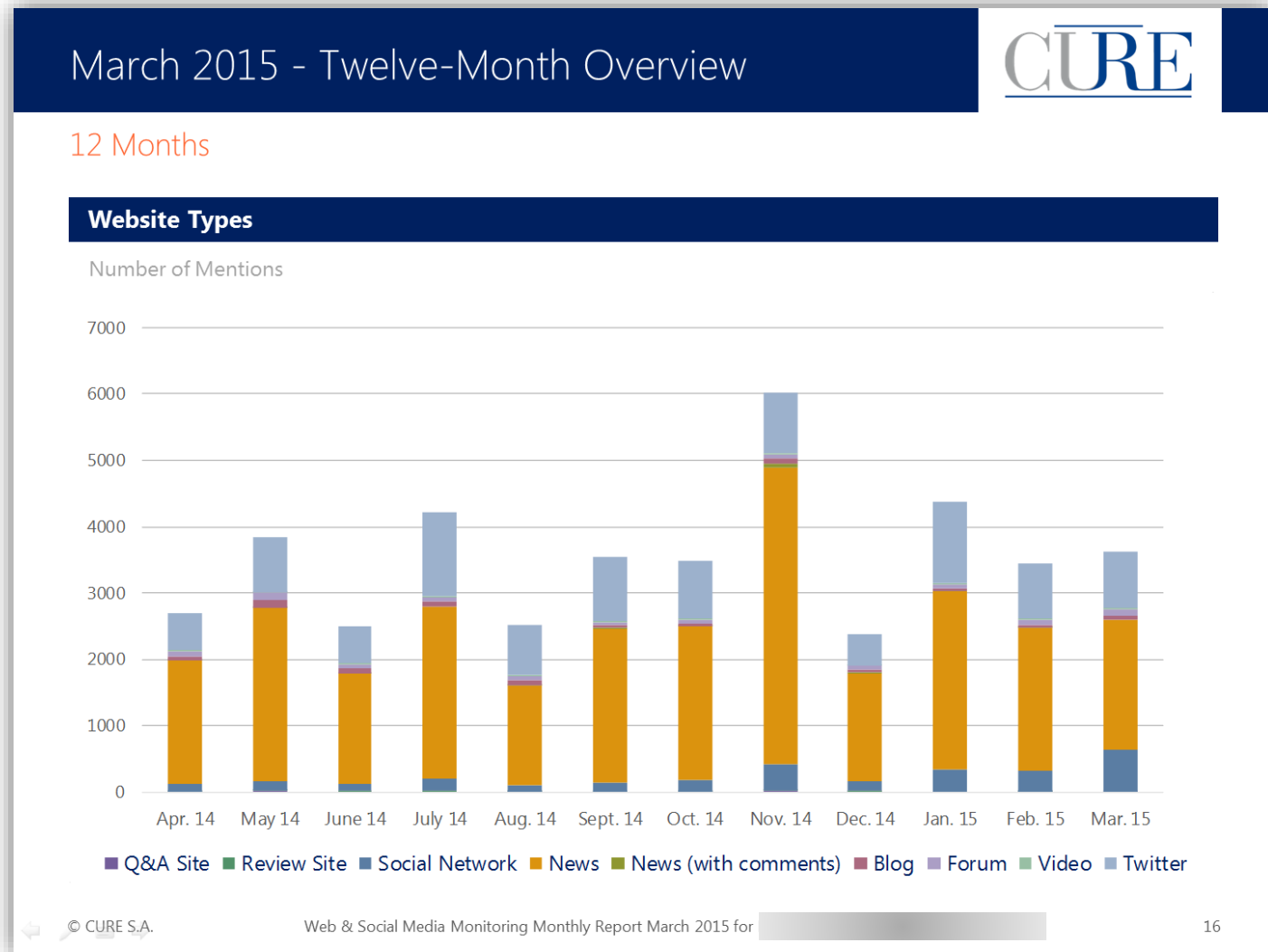
Examples: Extract of a Web & Social Monitoring monthly report 1/4



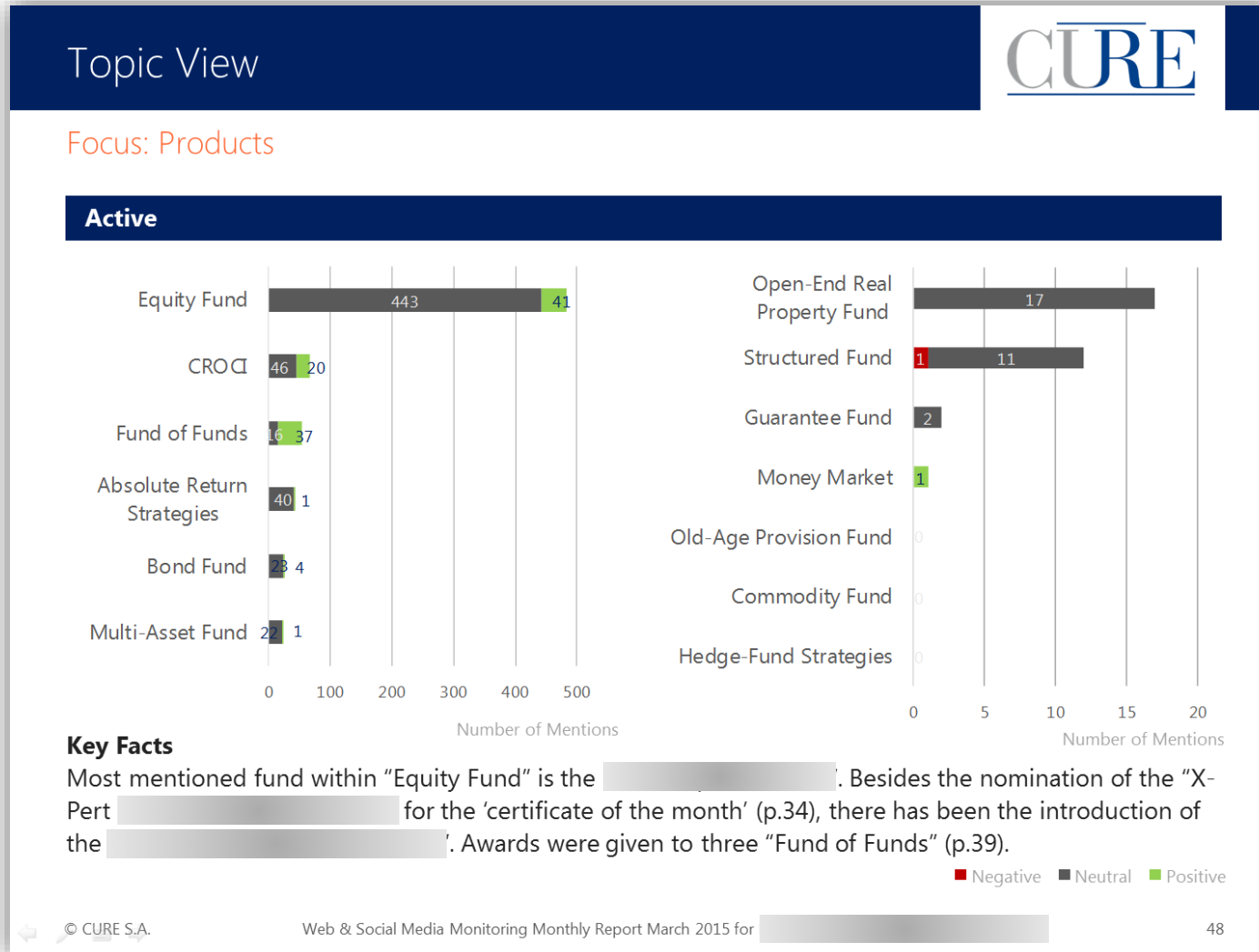
Examples: Extract of a Web & Social Monitoring monthly report 2/4



Examples: Extract of a Web & Social Monitoring monthly report 3/4



Examples: Extract of a Web & Social Monitoring monthly report 4/4



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