ToolGPA

NOVEMBER 2026

Meltwater

The Insider's Guide

Media monitoring, social listening and PR intelligence platform



Every plan, grade, refund rule and rival among social media schedulers, read from Meltwater's own pages.

Made by Meltwater · checked Nov 13, 2026 · toolgpa.com

1.6
GPA

Meltwater

Contents

01 Welcome
What it is, who it suits, its grades and the ten things to know first

02 What it costs
Every plan, the free plan, ways to pay less and how prices have moved

03 What it does
Its main features, where it runs, what it works with and who makes it

04 Where it stands
Its grades against its category, and whether to keep it or make your own

05 The alternatives
The tools it is most often weighed against, side by side

06 Quick answers
The questions people ask about it, each answered in a line or two

07 About ToolGPA
Who made this guide, what else is on the site, and how to cite it

ToolGPA put this guide together from Meltwater's own pages, its app-store listings and our grades. Every fact in it is on Meltwater's page too, where it is kept up to date. Checked Nov 13, 2026.

Welcome

What it is, who it suits, its grades and the ten things to know first

1.6

GPA, above 1 of the 90 other social media schedulers we grade

Meltwater is a media and social intelligence platform for communications and marketing teams. Modules cover media monitoring, social listening, AI visibility tracking, media relations and influencer marketing. Plans are tailored per customer and sold through its sales team.

To get you started, here are **7 things to know about Meltwater**, taken from its own pages and our grades.

> **A web platform bought through sales, and no store rating on record.**
>
> From our grade for ease of use

1 **Best for media monitoring for larger teams**

Meltwater covers media monitoring, social listening, media relations and AI visibility tracking.

2 **It runs on Web**

Web.

3 **Media intelligence**

Monitors news and media coverage with alerts, reporting and pre-built dashboards.

4 **Social listening**

Tracks social conversations about a brand as a module of the platform.

5 **AI visibility tracking**

Tracks how a brand appears in generative AI answers; its pricing FAQ calls this GenAI Lens.

6 **A 1.6 GPA, above 1 of 90**

That is against the other social media schedulers we grade, on value, the free plan, features, ease of use and platforms.

7 **Keep it**

The plain part of Meltwater you could make: reports. What surrounds it you could not. The 3 things listed below take a company, not a weekend.

Meltwater at a glance

PRICING Paid	FREE PLAN No
FREE TRIAL None stated	RUNS ON Web
MADE BY Meltwater	CATEGORY Social Media Schedulers
OUR GRADE 1.6 GPA, weak	

The report card

Best for media monitoring for larger teams

Meltwater covers media monitoring, social listening, media relations and AI visibility tracking. Plans are quoted by sales, contracts typically run 12 months or more, and there is no self-serve trial, so you commit before you can try it.

TOOLGPA REPORT CARD	**Meltwater**	Graded Nov 13, 2026

SUBJECT	GRADE	COMMENT
Value for money	C	No price is published for Starter, Pro, Enterprise or Agency, so it sits at the middle by default.
Free plan and trial	F	No self-serve trial and no free plan; the page offers a guided demo only.
Features	C	Media intelligence, listening and media relations. Influencer marketing is Enterprise and Agency only.
Ease of use	C	A web platform bought through sales, and no store rating on record.
Platforms and integrations	C	Web only, with no integrations listed on the page we read.
Grade point average		Weak, out of 4.0 **1.6**

An A is worth 4 points, a B 3, a C 2, a D 1 and an F nothing. The GPA is the average of the five.

Who Meltwater is for

- ✓ Fits if a communications team needs news and social monitoring in one place
- ✓ Makes sense if you can sign a contract of a year or more

Who it is not for

- ✗ Not for you if you want to try it first, as there is no self-serve trial
- ✗ Skip it if you want prices up front, because the page shows none
- ✗ Tight if you need influencer tools, as they sit on Enterprise and Agency only
- ✗ Watch out: contracts typically run 12 months or more, per its own FAQ

Good to know

Good for

- ✓ PR and communications teams tracking media coverage
- ✓ Brands that want listening and media monitoring in one contract

Worth knowing

- ⓘ Pricing is quoted by sales: the page lists Starter, Pro, Enterprise and Agency with no prices.
- ⓘ Contracts typically run 12 months or more, per its FAQ.
- ⓘ Influencer marketing is on Enterprise and Agency only.

What it costs

Every plan, the free plan, ways to pay less and how prices have moved

Meltwater's current pricing could not be confirmed from its own site.

> **No price is published for Starter, Pro, Enterprise or Agency, so it sits at the middle by default.**
>
> From our grade for value for money

We could not confirm Meltwater's current prices from its own site, so this guide lists no plans. meltwater.com has them.

What it does

Its main features, where it runs, what it works with and who makes it

1

Place it runs: Web

Media monitoring, social listening and PR intelligence platform. Here is what it does, as its own site describes it, and what it covers: AI features, reports, dashboards, AI search visibility.

> "
>
> **Media intelligence, listening and media relations.**
>
> From our grade for features

Media intelligence

Monitors news and media coverage with alerts, reporting and pre-built dashboards.

Social listening

Tracks social conversations about a brand as a module of the platform.

AI visibility tracking

Tracks how a brand appears in generative AI answers; its pricing FAQ calls this GenAI Lens.

Media relations

A media database and press distribution tools.

Mira AI

The vendor's AI assistant, offered at standard, advanced and enterprise levels by plan.

Where it runs

Web

What it works with

Its own pages name no integrations.

Meltwater is made by Meltwater.

PART 04 · STANDING

Where it stands

Its grades against its category, and whether to keep it or make your own

1/90

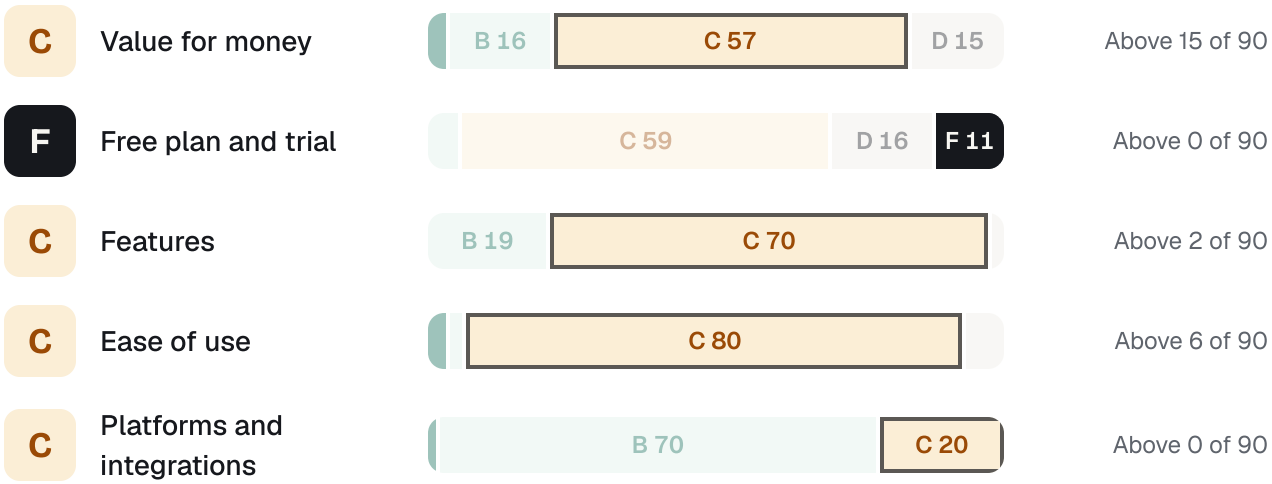
Other social media schedulers it is graded above

Meltwater's GPA of 1.6 is higher than 1 of the 90 other social media schedulers we grade, and level with 4.

It stands best on value for money (C, above 15 of 90) and worst on free plan and trial (F, above 0).

Each grade against the category

Every bar is all 91 social media schedulers we grade, cut by the letter each got. Meltwater's own letter is outlined.



Keep it, or make your own?

Whether this is something you could build for yourself with an AI app builder, and what you would give up.

Keep it

The plain part of Meltwater you could make: reports. What surrounds it you could not. The 3 things listed below take a company, not a weekend.

That makes this kind of software worth paying for, not this one in particular: 85 of the 90 other social media schedulers grade higher.

What you could make

- Reports: an app builder makes this well.

What you could not

- The same prompts asked of ChatGPT, Perplexity, Gemini and Google's AI answers every day, and the answers kept.
- Connections that pull numbers from dozens of other services.
- AI features, unless you pay a model provider for each request yourself.

What this rests on. Meltwater's listing: what it does, where it runs, what it plugs into and what it costs. It is a judgement about the kind of software this is. We have not built a replacement for it, and making your own means looking after it too. How we decide, and every tool's verdict.

The alternatives

The tools it is most often weighed against, side by side



Brandwatch, Sprinklr, Brand24, Emplifi and Sprout Social

The 5 tools Meltwater is most often weighed against, with where each one differs from it.

1.8 GPA

Brandwatch

Paid

Enterprise social listening, management and consumer research.

- Meltwater also covers AI search visibility.

Meltwater and Brandwatch compared in full

1.8 GPA

Sprinklr

Paid

Enterprise social media management and customer experience suite.

- Meltwater also covers dashboards and AI search visibility.
- Sprinklr also covers calendar, shared inbox and workflow automation.

Meltwater and Sprinklr compared in full



2.2
GPA

Brand24

Free trial · from $199/mo

Social listening across social networks, news, blogs and podcasts.

- Only Brand24 lists iOS and Android apps.
- Meltwater also covers dashboards and AI search visibility.

Meltwater and Brand24 compared in full



1.6
GPA

Emplifi

From $1,249/mo

Enterprise social media marketing, care and commerce platform.

- Meltwater also covers dashboards and AI search visibility.
- Emplifi also covers calendar, shared inbox and review collection.

Meltwater and Emplifi compared in full



2.2
GPA

Sprout Social

Free trial · from $79/mo

Social media management with a shared inbox, listening and reports.

- Only Sprout Social lists iOS and Android apps.
- Meltwater also covers dashboards and AI search visibility.
- Sprout Social also covers calendar and shared inbox.

Meltwater and Sprout Social compared in full

Quick answers

The questions people ask about it, each answered in a line or two

9

Questions, each answered in a line or two

The short version of everything above, for when you only need the answer. Each one is told in full in its part of the guide.

Is Meltwater free?

No. Meltwater is a paid product.

What platforms does Meltwater work on?

Meltwater is available on Web.

Does Meltwater have an Android app?

No Android app was listed when its pages were read on Nov 13, 2026. Meltwater is listed for Web.

Does Meltwater have an iPhone app?

No iPhone app was listed when its pages were read on Nov 13, 2026. Meltwater is listed for Web.

Is Meltwater open source?

Meltwater is not described as open source on its own site, as read on Nov 13, 2026.

Who makes Meltwater?

Meltwater is made by a company of the same name.

What are the alternatives to Meltwater?

The closest alternatives to Meltwater in our directory are Brandwatch, Sprinklr, Brand24, Emplifi and Sprout Social.

How does Meltwater compare with other social media schedulers?

Meltwater's GPA of 1.6 is higher than 1 of the 90 other social media schedulers we grade, and level with 4.

Could I make my own version of Meltwater?

The plain part of Meltwater you could make: reports. What surrounds it you could not.

Where this guide comes from

The prices, plans, platforms and features were read from Meltwater's own pages on Nov 13, 2026, and the grades were given on Nov 13, 2026. Graded from this listing, whose facts were read from Meltwater's own pages on 13 November 2026. Not based on using the product, and shorter than our full reviews.

Every tool we list gets five grades, A to F, each with its reason, and a GPA that averages them. How each is decided is at toolgpa.com/grades. This guide is ToolGPA's own work; it is not made, paid for or approved by Meltwater. Prices change, so check meltwater.com before you buy.

meltwater.com/en/pricing

PART 07 · ABOUT

About ToolGPA

Who made this guide, what else is on the site, and how to cite it

7,721

Tools graded, in 95 categories

ToolGPA grades software the way a school report grades a pupil: five subjects, a letter for each with the reason written beside it, and a GPA that averages them. Prices, plans and platforms are read from each maker's own pages and dated, so you always know how fresh a figure is.

Every grade, review and ranking on ToolGPA is our own judgement. No company can pay for a grade or change one. Every tool on the site has a guide like this one, free to download and pass on. It all lives at **toolgpa.com**.

7,721	95	739	579
tools graded	categories	price changes on record	apps priced in 12 countries

What else is on toolgpa.com

Meltwater, kept up to date

Everything in this guide, with prices and grades as they are today

toolgpa.com/tools/meltwater

How grades are given

The rules behind every letter and every GPA

toolgpa.com/grades

Value charts

What each tool costs against what it scores, for every category

toolgpa.com/charts

Compare

Any two tools side by side, plan by plan

toolgpa.com/compare

Price changes

Every price rise and cut on record, each with its source

toolgpa.com/price-changes

Prices by country

What apps cost on the App Store in 12 countries

toolgpa.com/prices-by-country

Pay less

Every public discount: yearly billing, students, nonprofits

toolgpa.com/save

Keep or make

Which tools are worth paying for, and which you could build yourself

toolgpa.com/keep-or-make

Scan for the live page

Prices and grades as they are today

Quoting this guide?

Please name ToolGPA and link to the live page, so readers can check the figures for themselves:

```
ToolGPA, "Meltwater: The Insider's Guide",
checked Nov 13, 2026.
https://toolgpa.com/tools/meltwater
```

Know someone choosing between social media schedulers?

Send them this guide:
toolgpa.com/tools/meltwater/guide

ToolGPA elsewhere: youtube.com/@toolgpa

See our other guides

The best-graded social media schedulers after Meltwater, each with an Insider's Guide of its own.

Social Media Schedulers Insider's Guide

Every one of the 91 social media schedulers we grade, compared

Buffer Insider's Guide

Social media scheduler priced by the channel, with a free plan

2.8 GPA

Fedica Insider's Guide

Scheduling and follower analytics across 15 social networks

2.6 GPA

Hootsuite Insider's Guide

Social media suite for publishing, inbox, listening and reports

2.6 GPA

ToolGPA

Choosing software? Every tool graded, every price dated.

Compare tools at toolgpa.com ›

Everything in this guide is ToolGPA's own summary of what Meltwater's pages, its app-store listings and public reviews said on the dates shown. Grades are our judgement under the rules at toolgpa.com/grades. Every grade, review and ranking on ToolGPA is our own judgement. No company can pay for a grade or change one. Meltwater is a trademark of its owner, and this guide is not made, paid for or approved by Meltwater. Prices and plans change: check meltwater.com before you buy.