

## OVERVIEW

This case study compares Koat.ai and Meltwater, a media intelligence provider, to highlight how Koat.ai's open-source intelligence (OSINT) solution offers superior data coverage, automation, and efficiency for organizations looking for real-time insights and actionable intelligence.

### MELTWATER

#### Limited Social Media Coverage

- Meltwater lacks access to key social media platforms like TikTok, which is a critical source of data for many industries.
- It relies heavily on personal accounts to access data from platforms like Instagram and Facebook. These accounts can be banned or limited, reducing the reliability of the data stream.

#### No Voice-to-Text Capability

- Meltwater doesn't offer voice-to-text capabilities, limiting the ability to capture and analyze spoken content, which is increasingly important with the rise of audio content (e.g., podcasts, live streams).

#### Data Volume Discrepancies

- On average, Meltwater offers 77% less data when monitoring key topics, significantly impacting the depth of analysis and reporting on critical trends.

#### Manual Aggregation and Research

- Meltwater still relies heavily on traditional media intelligence approaches, such as making manual queries and conducting time-consuming research. This reduces efficiency and increases the workload on teams.

#### Basic AI Tools

- While Meltwater offers AI tools, they are mainly focused on helping users build queries. The lack of automation limits the platform's overall effectiveness, requiring more manual intervention and reducing efficiency.

### KOAT.AI

#### Comprehensive Social Media Coverage

- Koat.ai offers full coverage of major platforms, including TikTok, ensuring you have access to a broader and more diverse dataset. Koat.ai is not dependent on personal accounts, making data collection more reliable and scalable.

#### Voice-to-Text Capabilities

- Koat.ai includes advanced voice-to-text functionality, allowing organizations to capture and analyze spoken content on social media.

#### High Data Volume and Quality

- Koat.ai provides significantly more data coverage compared to Meltwater, offering a more comprehensive view of monitored topics, and ensuring you don't miss out on critical information.

#### Automated Insights and Reporting

- Unlike Meltwater's manual processes, Koat.ai automates data collection, filtering, and reporting, delivering real-time, actionable intelligence reports without the need for manual queries and doom scrolling to read content.

#### Advanced AI and Efficiency

- Koat.ai's AI automates data analysis and delivers smart action reports that the analyst needs, making the process more efficient and allowing your team to focus on high-priority tasks.

## THE RESULTS

- **Improved Data Access:**
  - Broader access to social media platforms, including TikTok, without relying on personal accounts.
- **Faster Decision-Making:**
  - Real-time action through automated reporting and anomaly alerts.
- **Increased Efficiency:**
  - AI-driven workflows significantly reduce manual work and improve productivity.
- **Deeper Insights:**
  - Higher data volume and quality for more comprehensive monitoring and analysis.

Koat.ai stands out as a superior solution for open-source intelligence, offering broader data coverage, automated workflows, and deeper insights compared to Meltwater's traditional media intelligence approach. Organizations using Koat.ai can make faster, more informed decisions with less manual effort.