



## Case Study: Waggener Edstrom Worldwide

### Challenge

Secure a single source for content discovery and feeds into Waggener Edstrom Worldwide products and services.

Included in this challenge was Waggener Edstrom Worldwide's need to identify media coverage from key publications and influential journalists, along with microblogs, blogs, forums, and other digital content.

### Solution

**Moreover Technologies, which was able to provide feeds from the multiple sources—including international content—that Waggener Edstrom Worldwide required.**

Moreover Technologies presented an "outstanding technical implementation and technical infrastructure for collecting content. Sales and services teams were highly responsive. Data sources were highly competitive with other vendors," noted David Kohn, Vice President of Software Development, Waggener Edstrom Worldwide

### Results for Waggener Edstrom Worldwide and their Clients

Ability to identify relevant reports from far-reaching sources, easily add new content feeds, help staff and clients manage near real-time news and information.

Moreover's technology enabled Waggener Edstrom Worldwide to:

- Get unlimited unified portal search access to millions of news and social media sources—including top global media and reports, trade and industry publications, consumer outlets, press wires, and local and national press
- Pinpoint and analyze relevant, near real-time coverage based on keyword search filters—including intuitive cutting-edge facets, to "search within a search"
- Add new content feeds efficiently and easily
- Use a single API to pull the most up-to-date content
- Identify and build new software applications to enhance services to Waggener Edstrom Worldwide clients

*"Waggener Edstrom Worldwide was seeking a single source for content feeds into our products and services. Moreover has enabled us to build and identify new software applications and help our staff and clients manage [near] real-time news and information. Moreover has been a responsive partner and has provided high quality, reliable content for our products and services."*

—David Kohn, Vice President of Software Development, Waggener Edstrom Worldwide

## About Waggener Edstrom Worldwide

Waggener Edstrom Worldwide (WE) is a global, integrated communications agency. For more than 25 years, the independently owned firm has developed strategic communications programs for innovative and world-changing clients, working to influence markets, inspire people and improve lives. PRWeek US named WE an agency to watch in its Editors' Choice 2010: Who to Watch list and presented its PR Innovation of the Year 2010 award to WE for its twenz™ application. The Holmes Report also named WE its 2010 Technology Agency of the Decade. In 2009, WE was awarded Best PR Agency in North America by International Business Awards and Top Place to Work in PR by PR News. The agency has more than 800 employees in 16 offices around the world, and its Global Alliance partners expand the agency's reach to more than 80 additional international markets. WE has seven global practices: Analyst Relations, Consumer, Corporate, Health-care, Public Affairs, Technology and WE Social Innovation, along with its WE Studio D™ digital strategies group. To learn more, visit [www.WaggenerEdstrom.com](http://www.WaggenerEdstrom.com).



## About Moreover Technologies

Founded in 1998, Moreover Technologies is a trusted aggregator of global news and social media. Through US and UK offices, the firm offers corporate customers worldwide direct access to comprehensive, yet targeted, near real-time business and consumer information from the Web's most read and respected sources. Daily, Moreover Technologies offers unified portal access to millions of news articles and social media posts from millions of editorially vetted sources across 100+ countries, 75+ languages and 800+ searchable industry categories.

**More News. More Social. More Often.**

[www.moreover.com](http://www.moreover.com)

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