



Search Engine Toolkit (SET)

Configure a custom search of the Moreover Technologies News and Social Media Metabase for targeted information on any industry, topic or interest, and display it on a site/intranet without storing anything.

Complete set of simple and flexible APIs allows the customer to call the Metabase and receive relevant headlines, extracts and original article links from news and Social Media sources. SET eliminates the need for clients to host and manage a large dataset, and the associated costs.

SET customers—publishers, vertical portals, search engines, networking sites, intranets, CRM—can:

- Show News and Social Media Metabase headlines in tandem with their own content
- Integrate seamlessly with enterprise workflow
- Scale to any requirements including a full-blown news portal
- Maintain predictable costs
- Keep complete control over topics, volume and user interface integration

How it works:

- 1 Pick your search terms and choose your media—news, blogs, microblogs, videos, photos, wikis, forums, reviews, and more;
- 2 Add further keywords, refine and target the results with 25 search filters such as country, language, rank, industry, and relevance;
- 3 Receive RSS feeds to integrate into your portal or application—then offer end-users options to choose and run their own news and Social Media searches.

"...excellent content, easy-to-use interface and full integration with our intranet were key to acceptance with minimal effort required for change management and end-user training."

Rossen Roussev, Head of External Intelligence at Royal Dutch Shell

More News. More Social. More Often.

Millions of News articles and Social Media posts

From the trusted global news aggregation pioneer and Social Media monitoring specialist.

Since 1998, Moreover Technologies has given corporate customers worldwide direct access to comprehensive, yet targeted, real-time relevant business and consumer information, from the Web's most read and respected sources. Select from 800+ searchable industry categories across 100+ countries and 50+ languages. Go to www.moreover.com to get the latest source and result tallies in our rapidly expanding Metabase.

Enhanced Social Media monitoring

- Blogs (e.g., WordPress and Blogger)
- Podcasts (e.g., NPR)
- Microblogs (e.g., Twitter, FriendFeed, Google Buzz)
- Social Networks (e.g., Facebook, LinkedIn Answers)
- User Comments
- Video/Photo Sharing (e.g., YouTube and Flickr)
- Forums (e.g., vBulletin)
- Consumer Reviews (e.g., Amazon and TripAdvisor)
- Wikis (e.g., Wikipedia)
- Classifieds (e.g., Craigslist)

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