

## Tariff plans\* for media-monitoring system Semantrum

\*Additional discount is applied in case of prepayment.  
 Prepayment for 6-11 months – a 10% discount,  
 Prepayment for 12 months or more – 15% discount.

	LIGHT	BASIC	PROFESSIONAL	CORPORATIVE
3 monitoring topics	220 \$ / month	N / A	N / A	Price is calculated individually
5 monitoring topics	N / A	290 \$ / month	390 \$ / month	
10 monitoring topics	N / A	460 \$ / month	600 \$ / month	
15 monitoring topics	N / A	690 \$ / month	910 \$ / month	
20 monitoring topics	N / A	910 \$ / month	1,200 \$ / month	
25 monitoring topics	N / A	1,130 \$ / month	1,510 \$ / month	
Number of publications in the topic	Unlimited	Unlimited	Unlimited	Upon request
Online media (web, review sites, corporate sites, CV sites)	✓	✓	✓	✓
Social networks (Facebook, Instagram, Twitter...)	✓	✓	✓	✓
Automatically determined Tone of Voice	✓	✓	✓	✓
AI-powered analytics (role, direct speech)	✓	✓	✓	✓
Additional categorization (autotags), number of categories	15	25	100	Upon request
Automatic reports (Word, Excel, graphs, abstracts)	✓	✓	✓	✓
Detection of trends, topics, distribution (stories)	✓	✓	✓	✓
Alerts (scheduled, customized) on email and Telegram	✓	✓	✓	✓
Interactive dashboards	✓	✓	✓	✓
Customized interactive reports with client's KPIs	✗	✗	✓	✓
Adding other sources to interactive reports	✗	✗	✓	✓
Archive in topics as a bonus (retrospective)	1 month	3 months	6 months	Upon request
Random search in the archive (in 3 months)	✗	✗	✓	✓
API	✗	✗	✗	✓
Number of users	3	5	50	Upon request
Depth of cumulative retrospective	1 year	2 years	4 years	Upon request
Initial number of posts when creating a topic	up to 150k	up to 150k	up to 150k	Upon request
Assigned personal manager	✗	✗	✓	✓
Audience coverage of publications	✓	✓	✓	✓
The function of manual tagging of publications	✓	✓	✓	✓
Tag grouping	✓	✓	✓	✓
Mass operations with publications: changing the tone, adding and removing tags, deleting publications	✓	✓	✓	✓
Graphic presentation of publications	✓	✓	✓	✓
Export of publications: Excel, Word	✓	✓	✓	✓
E-mailing of automatic reports in Excel, Word formats	✓	✓	✓	✓
Saved user requests	✓	✓	✓	✓
Sending of daily and weekly analytical digests to e-mail	✓	✓	✓	✓
Independent formation of search queries/topics	✓	✓	✓	✓
Assistance of the Semantrum support manager in formulating thematic requests	✓	✓	✓	✓
Connection of new web sources at the request of the user for further continuous monitoring	5 web sources	5 web sources	15 web sources	Upon request
Connection at the request of the user of new channels/groups of social networks (FB, Telegram, Instagram, YouTube) for further continuous monitoring	50 channels of social networks	50 channels of social networks	150 channels of social networks	Upon request

1 million symbols — €30; 500,000 symbols — €20; 300,000 symbols — €16.  
 (1 million characters = approximately 400 A4 pages, 11 typographic unit).