

## Projects

Projects enable you to group and organize your reviews data and dashboards into discrete projects for quick and easy access. Where applicable, you can also set the data update cadence and toggle data enrichment (for mixed license models only).

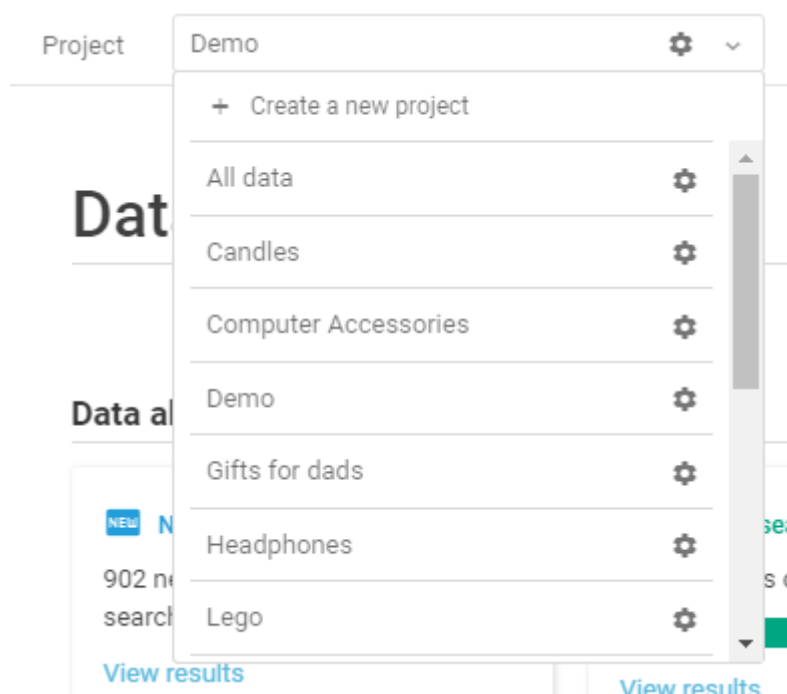
All data and dashboards are always available in the **All Data** project, and unlimited additional projects can be created. Data and dashboards can also exist in multiple projects. For example, if you wanted one project to track your brand and another project to analyze a core category you compete in, you could include your products in both projects.

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## Creating Projects

To create a new project, click **Create a New Project** under the **Projects** drop-down menu at the top left of the page.



The **Create Projects** page will open. Here, you can give your project a name and write a short description of your project's purpose.

Brandwatch Reviews

PB productreviews@brandwatch.com

- Data
- Dashboards
- Tools
- Help and Support

### Create Projects

Name

Data enrichment

☒

Scrape reviews

Every 24h

Description

Enter a Project Description

Cancel

Save

## Setting Scraping Cadence and Data Enrichment

If you have purchased a license with a mix of different scraping cadences (or with/without data enrichment), you can also set this for all URLs included in your project. For example, you can have one project for category tracking, where you only collect new reviews every 30 days, and another for brand tracking, where you collect reviews every 24 hours. If a URL exists in a project with 24 hour tracking, and another with 30 day tracking, that URL will assume the most frequent update cadence (in the case of the example, 24 hours).

## Adding Data to Projects

To add data to projects, select the URLs, products, categories, or brands you'd like to add and click **Add to Project**.

URLs

Products

Brands

Categories

Tags

Filters

Add to project

Create Product

Delete

Edit categories

Edit brands

Edit tags

2 rows selected.

<input type="checkbox"/>	URL	Brand	Rating	Reviews	Last reviewed	Actions
<input checked="" type="checkbox"/>	<a href="#">Apple AirPods Pro (2nd generation)</a>	Apple	★★★★★	418	29/12/2022	<input type="radio"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
<input checked="" type="checkbox"/>	<a href="#">Apple AirPods with wired Charging Cas...</a>	Apple	★★★★★	5013	24/12/2022	<input type="radio"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
<input type="checkbox"/>	<a href="#">Bose QuietComfort® 45 Bluetooth wirel...</a>	Bose	★★★★★	1903	28/12/2022	<input type="radio"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
<input type="checkbox"/>	<a href="#">New Apple AirPods Max - Sky Blue</a>	Apple	★★★★★	992	18/12/2022	<input type="radio"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
<input type="checkbox"/>	<a href="#">PS5 Charging Station, OIVO 2H Fast PS...</a>	OIVO	★★★★★	830	29/12/2022	<input type="radio"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
<input type="checkbox"/>	<a href="#">PlayStation 5 Digital Edition Console</a>	PlayStation	★★★★★	367	28/12/2022	<input type="radio"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>