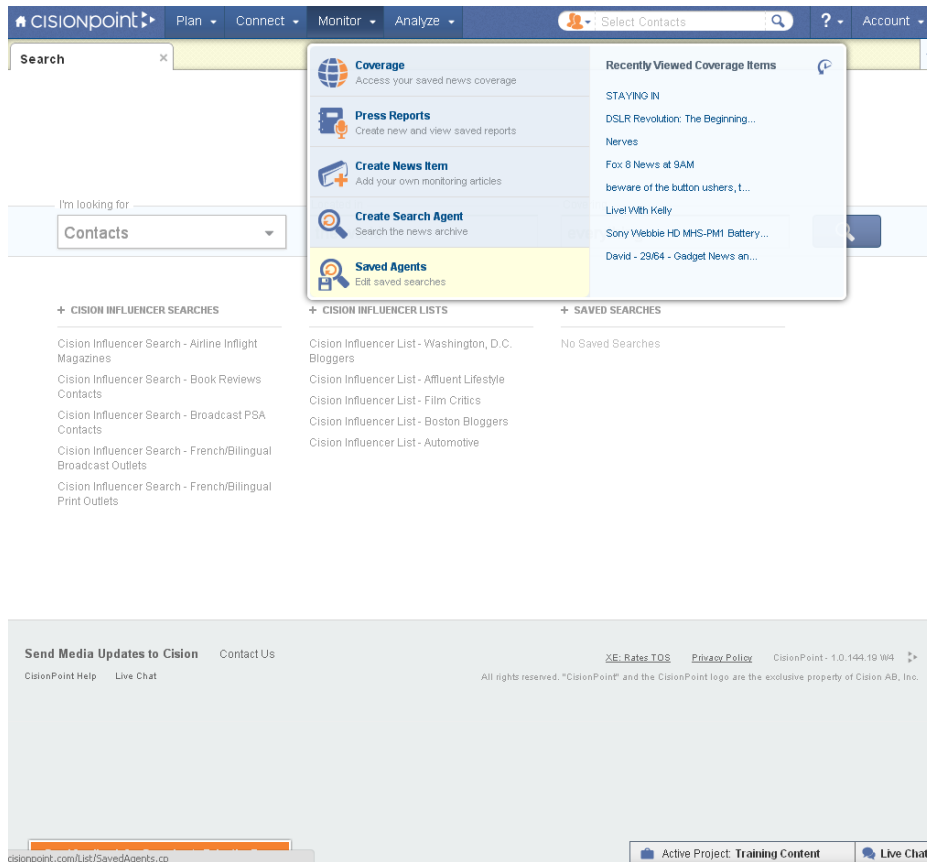


Archive Search and Search Agents



Select any section on the left to jump right in or click Start to begin.

Overview

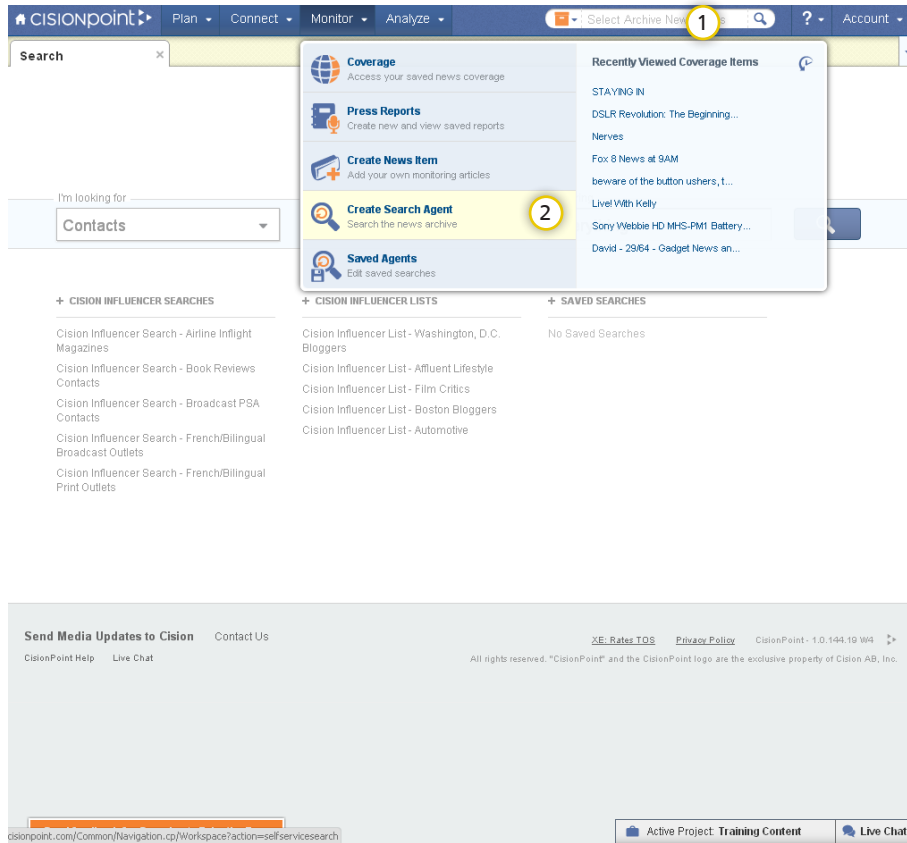


With CisionPoint's **Archive Search** and **Search Agent** tools you are in control of your keywords and media coverage. By having total access to your Search Agents, you can quickly review and modify keywords and add media coverage into your Monitoring portal that may be relevant to your campaign.

Archive Search and Search Agent Features:

- Set up Search Agents to pull media coverage based on keywords
- Search 90 days in the past for media coverage
- Modify and add keywords as necessary
- Use filters to narrow down media coverage results

Creating a Search Agent



There are three different ways to search through the Archive Search:

- from the SmartSearch
- from the Simple Search
- the Advanced Search

Depending on your CisionPoint monitoring packages, you may also have access to the LexisNexis search as well.

- 1 The **SmartSearch** lets you keyword search within your Search Archive. It offers the most basic type of search, allowing you to enter only one keyword or phrase.
- 2 For a more detailed search, CisionPoint offers the Simple or Advanced options available within your Archive Search. This is also where you can create Search Agents.

Search Options

If you are not familiar with Boolean logic, the **Simple Search** is a wonderful way to get acclimated to creating strings of keywords that you want to monitor.

- 1 Select either a **Date Range** from the Standard Date Range drop-down or the Custom Date Range calendar. The system will default to looking for the last 90 days of coverage.

Choose between **Publication Date** and **Date Received**.

- Publication Date is default and signifies when the media coverage was written or when it aired.
- Date Received corresponds to when Cision received the media coverage in the portal and in some cases may have a later date than the Publication Date.

- 2 Enter keywords into the fields that best apply. You are able to use any combination of the text boxes.

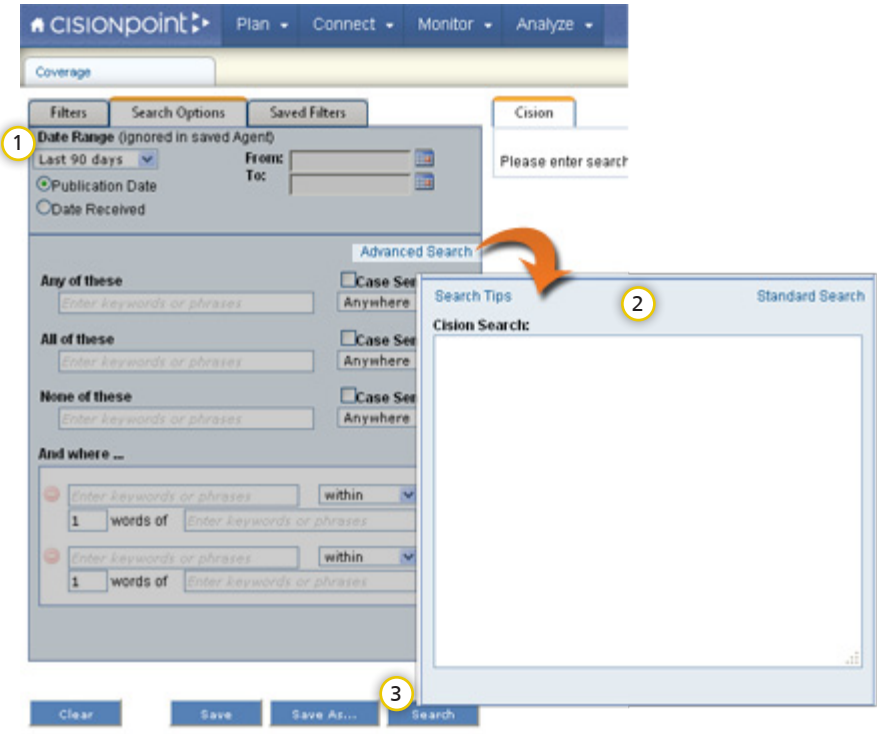
- **Any of these** searches for any one of the keywords entered.
- **All of these** searches for all of the keywords entered.
- **None of these** will omit the keywords entered.

- 3 Select an article location from the drop down to search for the keywords **Anywhere** in the article, or just in the **Body** or **Headline**.

- 4 Use the **And Where** section to further restrict keywords. This allows users to search specific keywords within a range of other keywords, i.e. a proximity search.

- 5 Select **Search** to display your matching results in right column. Your keywords will be bolded for easy reading.

Advanced Search



If you are a pro at Boolean logic you may want to use the **Advanced Search** and to enter your keywords into the text box. Be sure to refer to our Search Tips for great information at how to use the Boolean logic to get the best results from your Advanced Search terms.

- 1 Select a Date Range and Publication Date or Date Received as you would in Simple Search.
- 2 Use Boolean logic along with our Search Tips to enter in terms and narrow down your search results
- 3 Select Search to display your matching results in right column.

Search Results

[Edit](#) [Display settings](#)

[Select All](#) [Save To Coverage](#)

Cision

Displaying 1- 8 of 8 items, 0 Selected Page 1 of 1

Media Link	Media Type	Publication Date	Outlet	Title/Program
<input type="checkbox"/>	News Web Sites	04/29/2012	Sacramento Bee	Kelseyville man wins wildlife photo...
<p>toward him. Madeson began shooting the bird in flight, with the motor drive on his Canon 1D digital camera firing at 10 frames per second, handheld with an 800mm lens. It was not until he lowered the camera to look through the images that he realized what had happened. In half a second, a juvenile red-tailed hawk entered the viewfinder and stole the fish from the osprey's grasp. "I've shot thousands of pictures, but it's the most incredible picture I've ever shot," Madeson said."</p>				
<input type="checkbox"/>	News Web Sites	04/27/2012	Sacramento Bee	Kelseyville man wins wildlife photo...
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<p>and flew straight towards Madeson. He began shooting the bird in flight, with the motor drive on his Canon 1D digital camera firing at 10 frames per second, handheld with an 800mm lens. It was not until he lowered the camera and looked through the images on the camera's screen that he realized what had happened. In half a second, a juvenile red-tailed hawk had entered the viewfinder and stolen the fish away from the osprey. "I've shot thousands of pictures, but it's the most incre</p>				
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Much like the Monitor page, Search Agent results have Edit and Display Settings tabs that allow you to customize your display and interact with your coverage.

Media coverage must be added to your main monitoring coverage area from your Archive Search results before you can report, export, or tag items.

- 1 Begin by selecting the coverage you would like to add to your main monitoring area.
- 2 From Edit, click Save to Coverage.
 - You can also choose to add coverage as Ad Hoc or associate it with a previously saved Search Agent.
 - Once saved, you will receive a notification letting you know the added media coverage will arrive in your portal within 15 minutes.

Saved Filters

There are several ways to interact with your media coverage results. **Saved Filters** helps you to narrow down coverage based on Media Type, Outlets Contacts, Languages, Countries Licensed Feeds, and Markets.

- 1 By selecting one of the Saved Filter tabs you can choose to include or exclude items.
- 2 Perhaps you want to exclude a specific Outlet from your results. Select **Outlets** from the left.
- 3 In the search field provided, type in the outlet name to exclude.
- 4 As results begin to populate based on what you typed, select the records to exclude.

Saved Filters

1 Filters Search Options Saved Filters

Select a filter type, then refine your search results by toggling values of interest. Restore the original search results by clicking Clear Filters. The number beneath each filter type is the count of unique non-empty values. Saved Agents do not maintain Dynamic filter settings.

Days	Sacramento Bee (6) Plain Dealer (1) USA Today (1)
2 Outlets	
Contacts	
Media Types	
Countries	
Markets	

Clear

Edit Display settings

Select All Save To Coverage

Cision

Displaying 1- 8 of 8 items, 0 Selected

<input type="checkbox"/>	Media Link	Media Type	Publica
<input type="checkbox"/>		News Web Sites	04/29/201:
<input type="checkbox"/>		News Web Sites	04/27/201:
<input type="checkbox"/>		Daily Newspapers	04/27/201:
<input type="checkbox"/>		News Web Sites	04/26/201:
<input type="checkbox"/>		News Web Sites	04/26/201:
<input type="checkbox"/>		Daily Newspapers	04/26/201:

CisionPoint Filters provide a quick view of your archive search results and can help speed up the sorting process. By selecting the different Filter tabs, you can pinpoint the Media Types, Countries, Markets, and Outlets that your media coverage appeared in the most, as well as what Contacts covered you and the Days that you received the most media coverage.

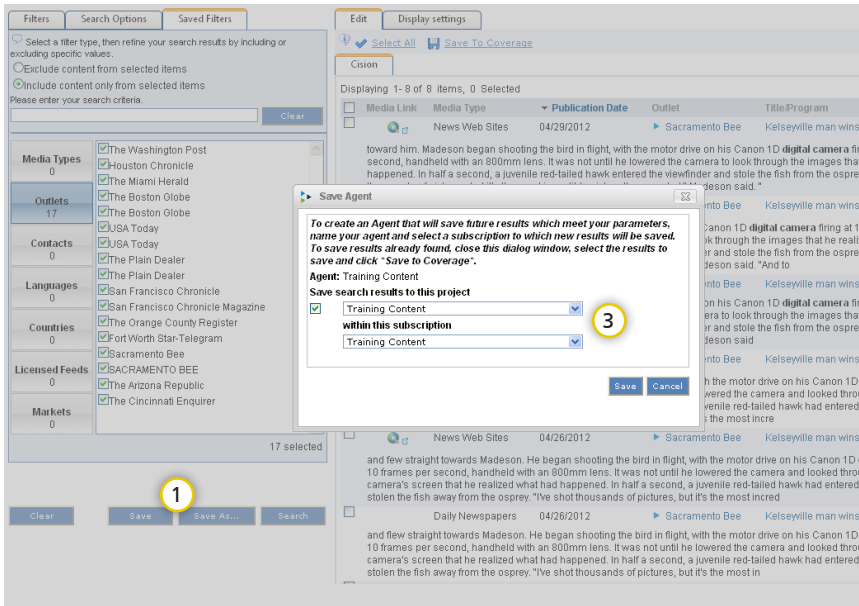
- 1** After you have retrieved your results, select the Filters tab to view the six ways to break down your media coverage.
- 2** By selecting the Outlets tab, you will see a quick snapshot of 25 outlets that your media coverage appeared in the most.

Use this information to better target your media campaign, or even to include or exclude categories in the Saved Filters tab.

Send Media Updates to Cision Contact Us

CisionPoint Help Live Chat

Saving a Search Agent



Once you have perfected your keywords and filters, you can create a Search Agent from your archive search results that will automatically deliver any articles that match your criteria. This helpful tool takes the work out of searching for the same terms every day and is customizable should your campaign or keywords change later.

- 1 To save your results as a Search Agent, select the Save button. You will then see a box appear on top of your media coverage.
- 2 Choose a name for your Saved Agent that is identifiable and relates to your coverage. This name will be used to sort any media coverage from this Agent within the Coverage.
- 3 If your account has multiple Subscriptions or Projects, select where you want the coverage fed into. Then click Save.

Saved Agents can be modified from the Saved Agents area within the Monitor tab.

Search Syntax Tips

- A query is divided into terms and operators. There are two types of terms: Single Terms and Phrases.
- A Single Term is a single word such as **test** or **hello**.
- A Phrase is a group of words surrounded by double quotes such as **"hello dolly"**.
- Multiple terms can be combined together with Boolean operators to form a more complex query.
- Boolean operators allow terms to be combined - Cision supports **AND, OR, NOT** (Note: operators must be entered in ALL CAPS).

AND

Links words or phrases that must appear together in the same document, no matter how close or far apart.

Example: **bank AND economy AND "financial health"**

OR

Links synonyms, antonyms, alternate forms of expression, etc. Broadens search results. Words separated by **OR** will appear in any of the documents returned, but not necessarily in the same document.

Example: **google OR bing**

Compound Searches

Complex search queries can be constructed by surrounding each unique group of Boolean operators with parenthesis, as you would when setting the order of operations in a mathematical equation. For example, if you want documents that contain the terms "android" or "droid", and case sensitive Google then you use the following syntax: **(android OR droid) AND fulltext_cs:Google**

Special Character Usage

To "escape" special characters contained in your search, place a (backslash) \ before the character. For example: Yahoo\! OR "re\contextual search engines"

Special Characters include: + - && ! ! () { } [] ^ ~ * ? : \

Proximity Searching

This feature is not currently supported in the Advanced Search interface.

Cision Syntax

AND NOT

Excludes documents that contain the Single Term and Phrase following it. Add this operator before each Single Term or Phrase you wish to exclude from your search results.

Wild Card Searching

Cision supports single and multiple character wildcard searches within Single Terms (not within Phrase queries).

To perform a single character wildcard search use the "?" symbol. To perform a multiple

character wildcard search use the "*" symbol.

The single character wildcard search looks for terms that match that with the single character replaced.

Example: To search for "text" or "test" you can use the search: **te?t**

Multiple character wildcard searches look for 0 or more characters.

Example: To search for test, tests or tester, you can use the search: **test***

You can also use the wildcard searches in the middle of a term, such as: **te*t**

Note: You cannot use a * or ? symbol as the first character of a search.

Field Specific Searching

When performing a search of Cision content, you can specify to run the search against a specific field. Cision search permits searching for text in titles, article full text and both fields simultaneously.

Examples

Title Only: **title:"Email Client"**

Full Text Only: **fulltext:"Microsoft Outlook"**

Both: **title:"Email Client" OR fulltext: "Microsoft Outlook"**

Case Sensitive Searching

To perform a case sensitive search of Cision content, you can specify to run the search against a specific field. Cision search permits searching for text in titles, article full text and both fields simultaneously.

Examples

Case Sensitive Title Only: **title_cs:"Email Client"**

Case Sensitive Full Text Only: **fulltext_cs:"Microsoft Outlook"**

Case Sensitive Both: **title_cs:"Email Client" OR fulltext_cs: "Microsoft Outlook"**

LexisNexis Syntax

AND NOT

Excludes documents that contain the Single Term and Phrase following it.

Example: **"Michael Jordan" AND NOT basketball OR baseball OR bulls OR sports**

Always use this operator at the end of your search as it will negate ALL subsequent text

Wild Card Searching

Use the * to replace a letter in a word. You can use up to seven in the same word, anywhere in the word except as the first letter. (Like the blank tile on a Scrabble board.)

Example: **bernst*n = bernstein, bernstien, bernstow, etc.**

Field Specific Searching: Cision does not currently support this feature for LexisNexis searching

Case Sensitive Searching: Cision does not currently support this feature for LexisNexis searching