

Monitoring Filters

Used to quickly find specific news items within your coverage and comprised of key categories, **Filters** are another way that Cision helps you effectively manage your daily responsibilities.

By default, the coverage page displays the last 90 days of media placements. This setting can be changed using the Date Filter at the top. Simply click Date in the Filter menu and make your desired selections.

In addition to Date, you can Filter by other categories which can be added in any order.

- 1 If you want to keyword search for a specific word or phrase click **Add Filter** and select Text Search.
- 2 Or if you want to only search within specific media types click Add Filter and select Media Type. Use the dropdown to specify your selection(s).
- 3 To see results, click **Apply Filter**.

As you select the Filter categories, all previous selections are conveniently minimized at the top creating an area that serves not only as a point of reference but also a place to edit selected categories.

- If you plan on using this Filter more than once save yourself time by saving it!. Simply give it a name and click **Save Filters**.
- If you're working on multiple projects and you'd like to move your filtered results to a new workspace to stay organized, select **To new workspace** then select **Apply Filters** to see your results.

Cision Tips

When Filtering by Media Types remember that results are dependent on what you subscribe to. Cision knows campaign needs change and can begin monitoring for additional media types for you at any time. Contact your account representative for further information.

A Closer Look at Filters

- **Saved Filters:** perhaps each of your clients require specific Filter categories to find their coverage. Cision recommends saving your various Filter selections to save time in the future. Whenever you need to find coverage based on saved selections, you can do so with Saved Filters.
- **Date:** search through your media coverage by day, week, month or a date range based on the date the item was Received in CisionPoint or the Publication Date of the actual article.
- **Media:** filter by top level media types like print, broadcast or internet or drill down to more specific media types like microblogs, radio, and magazines.
- **Subscriptions:** When your account is first created, Cision ensures that we organize your coverage the way you need. We create Subscriptions which are like containers that house your media coverage. Depending on how your account is setup, you may have one or multiple Subscriptions.
- **Text Search:** Quickly find media coverage based on a word or phrase. Remember to use quotation marks when searching for a phrase. Search specific areas of the media coverage by selecting criteria like Title or Outlet or simply select All Text Fields.
- **Monitor Tags:** Find results based on user-defined tags. By creating tags in various categories (e.g. company, product, or custom tag) and assigning them to coverage, users can truly organize coverage in the way they need.
- **Analytics Tags:** perhaps you are comparing competitors, brands, or products or measuring message penetration or spokesperson performance, subscribers to Cision's advanced analytics solutions can search by Analytics Tags created within their account based on these specific requirements.
- **Top News Items:** enter the number of results you'd like to see. CisionPoint will display the Top news items based on the choice of circulation, Unique Visitors per Month, or Nielsen Audience.
- **Agent:** while media monitoring results are stored in Subscriptions, the keywords generating that coverage are stored in Saved Agents. Use the Agent filter to quickly find media coverage based on saved keywords.
- **DMA (Designated Market Area):** a geographical area consisting of a number of counties surrounding one or more "central cities" for which the DMA is named (such as New York, Chicago, Dallas-Ft. Worth, etc.) Every county in the U.S. is assigned to one, and only one, DMA. The DMA filter allows you to search by all, top 10, top 100 or select an individual DMA.
- **Country:** if you have a need to find all media coverage related to one country, simply select the Country filter.
- **Purchased Broadcast:** purchasing broadcast media placements gives you instant access to your coverage at anytime. Use the Purchased Broadcast filter to access your broadcast archive quickly.
- **Third Party Feeds:** specific to subscribers of LexisNexis media monitoring, select the Third Party Feed filter to display your LexisNexis coverage.