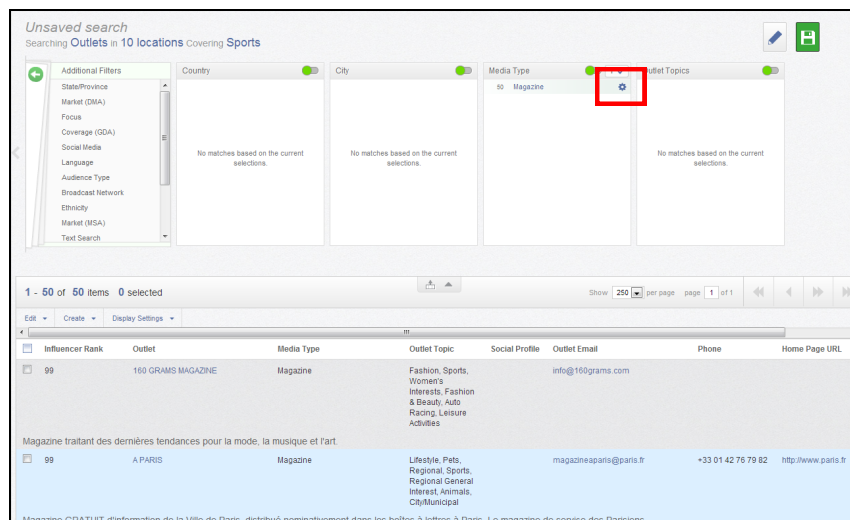**Training and Educational Services**

CisionPoint: Search Within

WHAT'S SEARCH WITHIN?

Search Within is a great feature of CisionPoint that allows you to take an Outlet list and retrieve all of the Contacts who are associated with each Outlet. Search Within is commonly used when you need the top ranking outlets and their contacts. For example, if you want a list of contacts at the top 50 outlets, you can use the Search Within feature to locate all contacts just from those top ranking outlets.
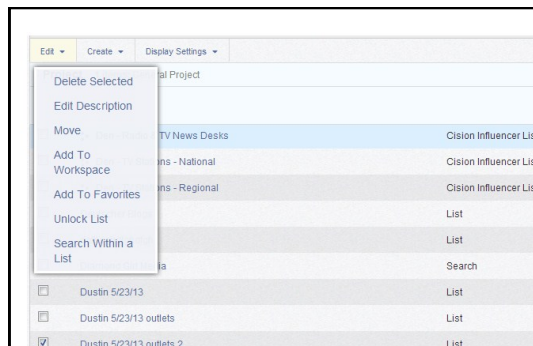
BUILD AND SAVE AN OUTLET LIST

To start a Search Within, you'll need to build and save an Outlet list. In the example below we've built a list of magazine outlets covering sports. Then we used the rank filter, accessed by clicking the config wheel in the Media Type filter, to limit the results to the top 50.

Once the list is configured the way you'd like, make sure that you click on the Edit menu and choose Save As List. This is a crucial step, as you can only perform a Search Within on a saved list.

Access the list from the Plan menu under Lists and Searches. Locate your newly saved List and check the box next to it. Click Edit, then click Search Within a List.

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SEARCH WITHIN

A new workspace will open containing all of the contacts for each of the outlets in your original list. You should see a significant uptick in the number of results.

1 - 25 of 50 items

OUTLETS

1 - 25 of 762 items

CONTACTS

Remember to save this new workspace if you anticipate working with this list again!