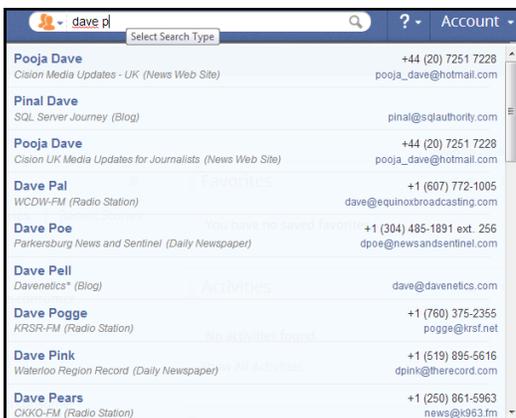


SmartSearch

A NEW WAY TO SEARCH.



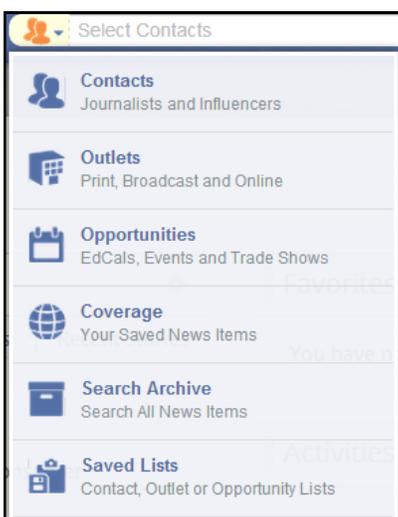
The new SmartSearch bar is the quickest and easiest way to find exactly what you're looking for. Whether you're looking for a specific contact or that glowing article about your business last month, you'll find it in a flash with the SmartSearch bar.



What makes the SmartSearch bar so smart? As you type, SmartSearch will begin to display results that match the criteria you've entered. In the example to the left, "dave p" was entered into the bar and a list of the most popular matches was generated. Simply click on the title to be taken directly to that item.

YOU'VE GOT OPTIONS!

You can use SmartSearch to find a variety of information in the blink of an eye. Click on the orange icon at the beginning of the bar to change your search object. Let's take a look at some of the different options.



Contacts: Looking for a specific writer/producer/editor? Simply type in their name and a list of matches will populate allowing you to quickly access that contact's detail page.

Outlets: Need to figure out the publication frequency of a trade journal? Type in the name of the magazine/paper/TV show and you'll be taken right to it's detail page.

Opportunities: Easily find upcoming editorial calendars, trade shows, and other events by typing the subject you're covering.

Coverage: Need to find an article quickly but don't have time to sift through all your saved coverage? No problem! Just type in the name of the article and it'll pop right up!

Search Archive: Search your last 90 days of coverage via your search agents.

Saved Lists: Quickly locate a saved search via title.

KEY POINTS

- Quickly locate the information you're looking for
- Multiple ways to search
- Fast, efficient

PRO TIP!

You can even search for a contact or outlet's phone number, email or Twitter handle!

DIDN'T FIND WHAT YOU'RE LOOKING FOR?

The items that populate the dropdown selections are a slice of the most popular matches based on the criteria you entered. If the item you're looking for doesn't populate in the dropdown, you can always hit enter or click the magnifying glass to open a list of all the items that match your search. From here, you can use the filters to narrow your results to find the exact item.

The screenshot shows the 'Contacts - dave p' search results page. It features four filter panels: 'Additional Filters', 'Media Type', 'City', and 'Outlet Topics'. Below the filters is a table with 181 items. The table has columns for Influencer Rank, Contact Name, Outlet, Contact Topic, Contact Title, Media Type, and Outlet Topic. The first four rows are visible, with the last row highlighted in blue.

Influencer Rank	Contact Name	Outlet	Contact Topic	Contact Title	Media Type	Outlet Topic
64	DAVERIO, Philippe	ART E DOSSIER		Direttore	Magazine	Arts
	DAVERIO, Philippe	RAI TRE - IL CAPITALE	Calendar & Events, Culture, Media, Society, Entertainment, Arts, Trade Shows & Conferences, Media & Communications	Conduttore	Television Station	Entertainment, News & Current Affairs
	Dave, Pinal	SQL Server Journey	Data Storage, Data Management	Blogger	Blog	Data Storage, Data Management
64	Dave, Pooja	Cision Media Updates - UK	Research, Vegetarianism	European Research Manager	News Web Site	Advertising Industry, Broadcasting, Marketing, Media.

BETTER THAN EVER!

We think the new SmartSearch bar is the easiest, fastest, best way to search for anything you're looking for. We hope you will too!