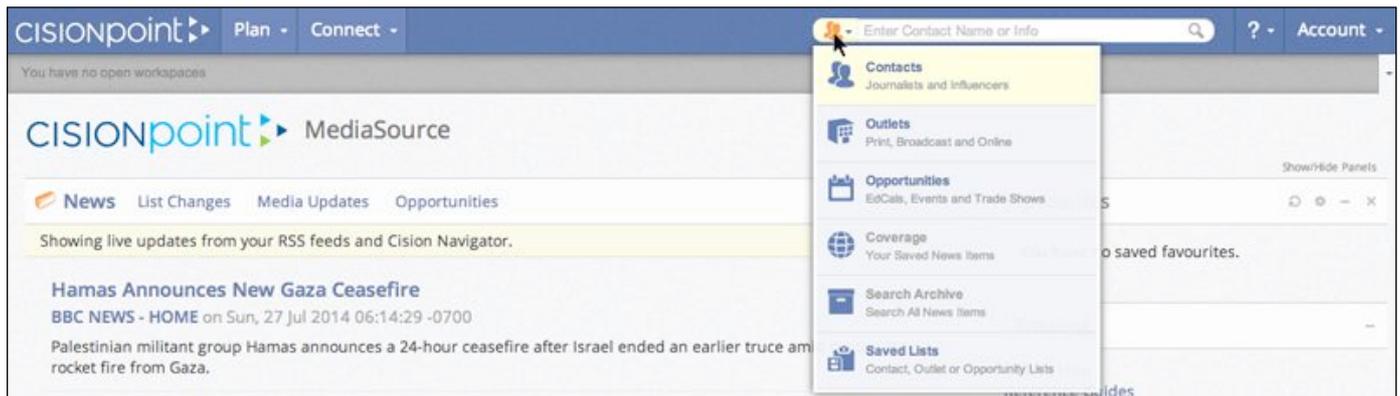


SmartSearch

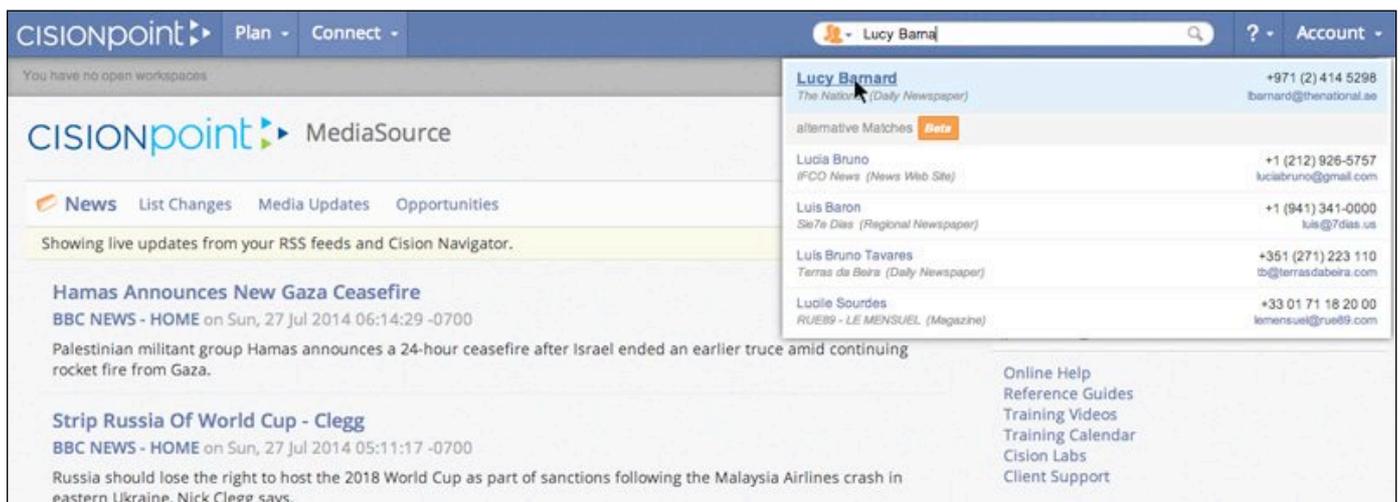
The **SmartSearch** is used if you know the name of the **Contact** or **Outlet** you are looking for, and can also be used to search for **Opportunities** (forward features) and **Saved Lists**.

First you need to tell **CisionPoint** which of the four available options you wish to search for by clicking the icon to the left of the **SmartSearch** entry panel:



Contact Search

Select **Contacts** to search for a named journalist or influencer, and enter their name in the panel to the right. You can enter contact names as **Firstname Surname** or **Surname, Firstname**. Matches from the database will automatically start to appear as you type:



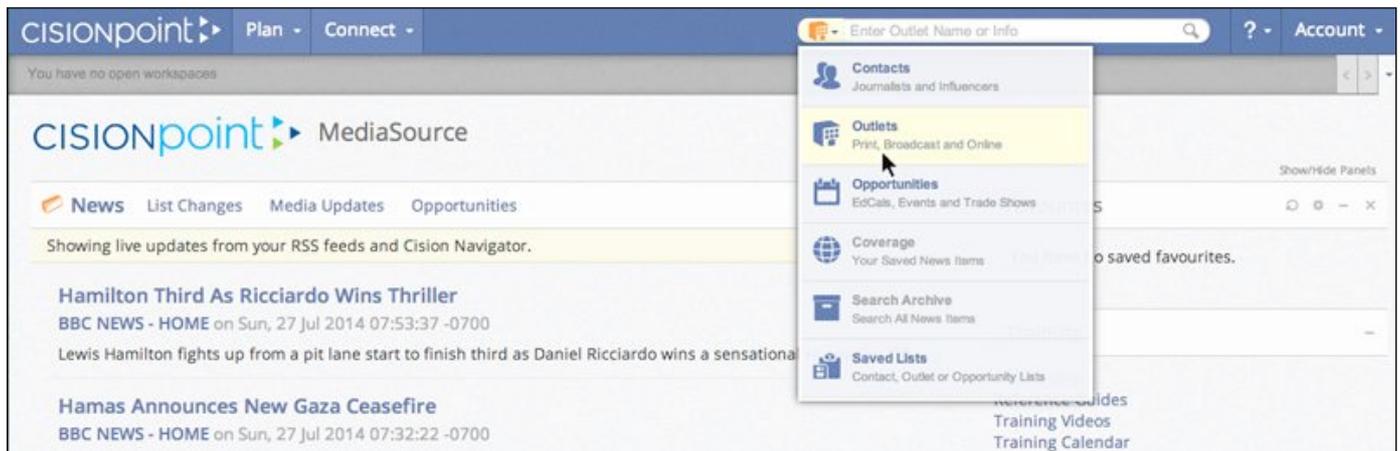
Use the telephone number to call the **Contact**, click on their hyperlinked email address to send them an email, or click on the person’s name to open their record card and view their full details.

Alternative Matches of similar names also display, which is useful if you have spelled a person’s name slightly differently from how their name appears in **CisionPoint**.

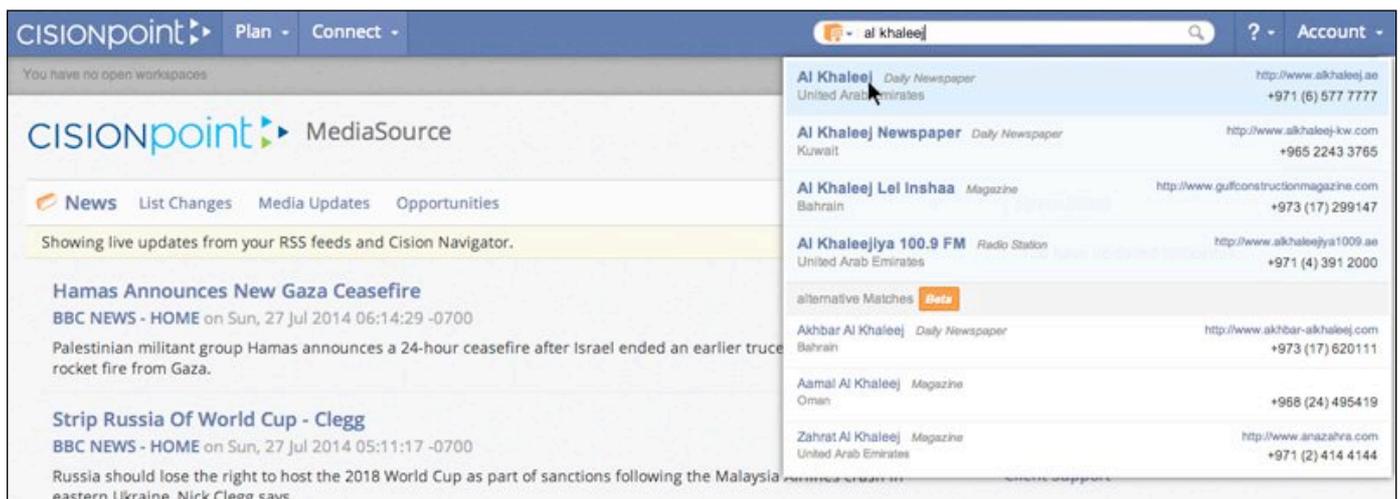
Note: You can also click on the magnifying glass icon on the right of the entry panel to run a full **Contact Search** for the text you have entered.

Outlet Search

Select **Outlets** to search for an outlet by name:



Enter the name of the **Outlet** you are looking for in the panel to the right of the selector and matches from the database will automatically start to appear as you type:

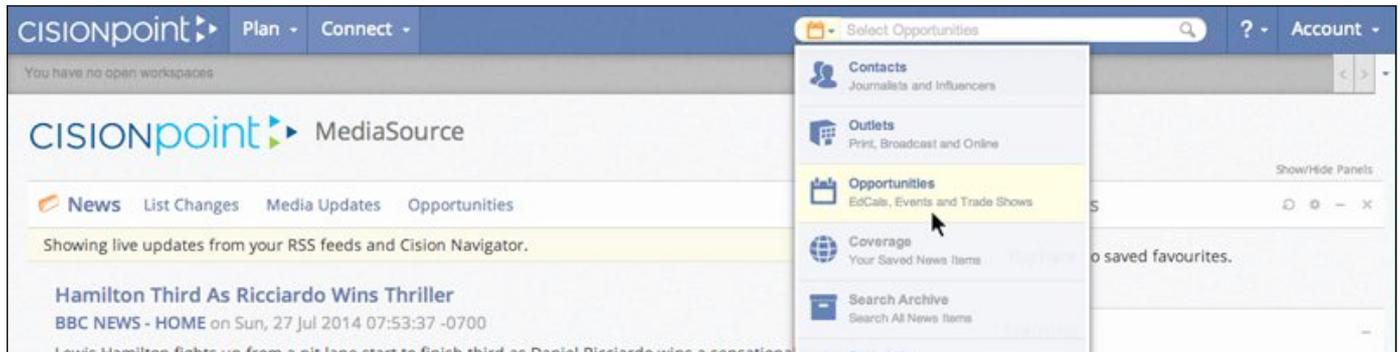


Use the telephone number to call the **Outlet**, click on its hyperlinked URL to open its website, or click on the outlet's name to open its record card and view its details in full.

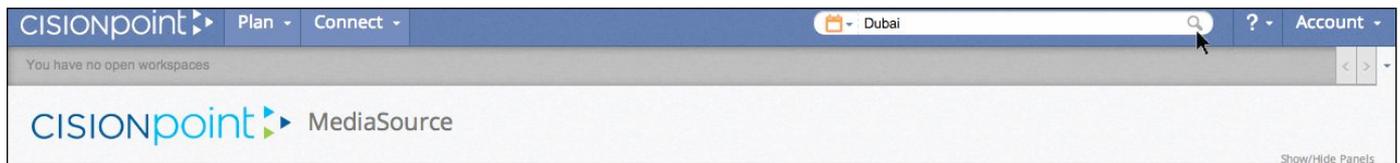
Note: You can also click on the magnifying glass icon on the right of the entry panel to run a full **Outlet Search** for the text you have entered.

Opportunity Search

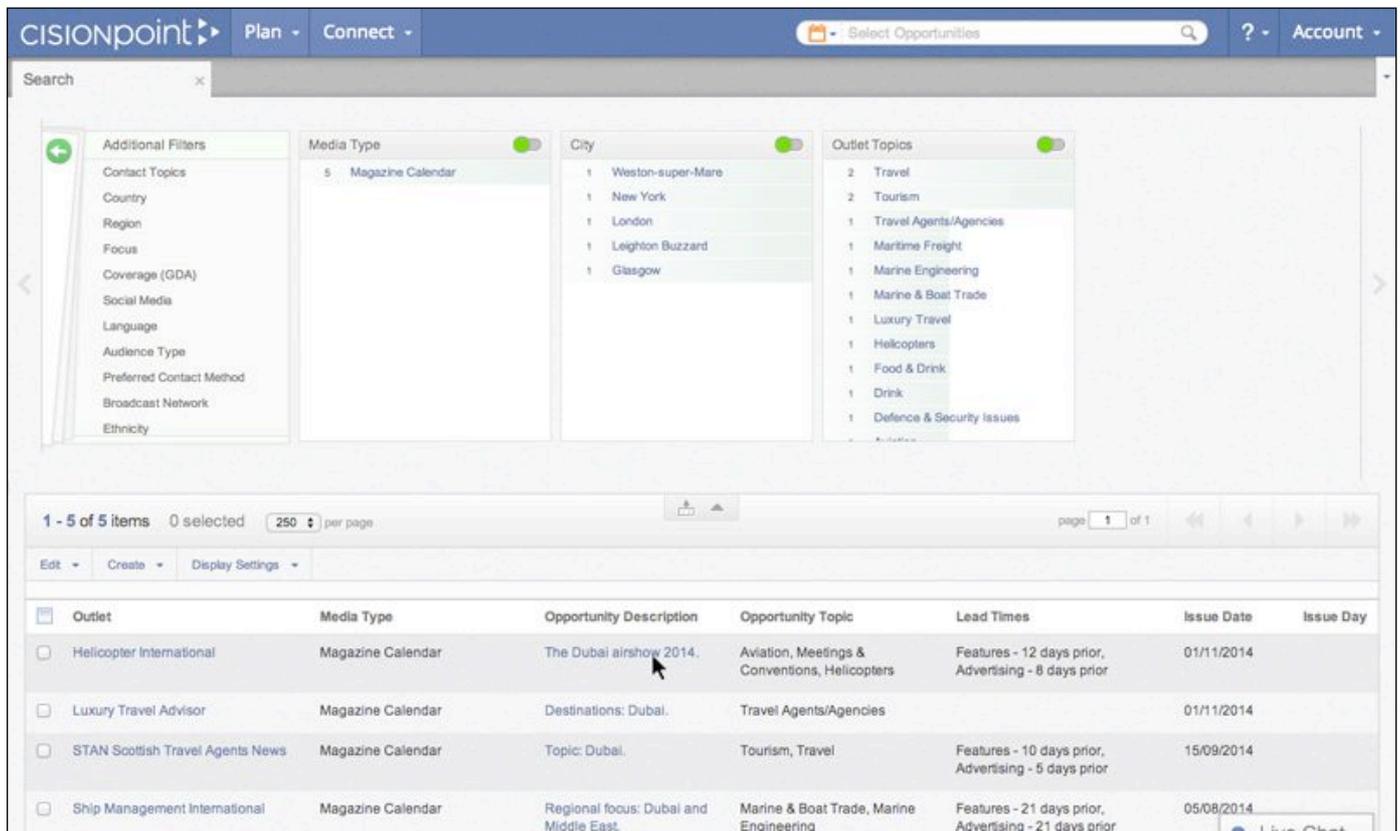
Select **Opportunities** to perform a 'free text' search within the written descriptions of editorial opportunities and forward features:



Enter a word or phrase to search for - include quotation marks to search for a whole phrase (e.g. "budget airlines") and click on the magnifying glass icon to the right of the entry panel to run your search:



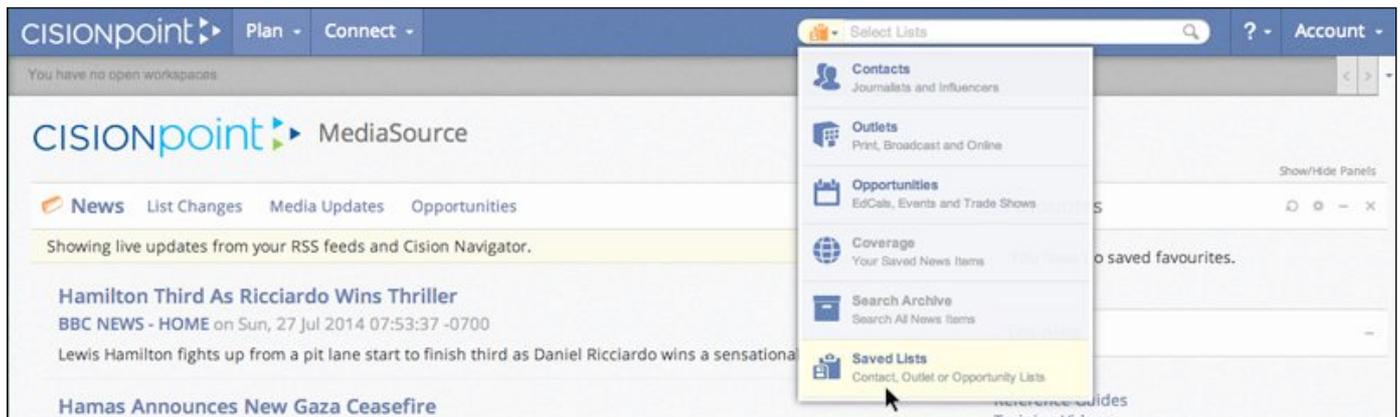
Your **Search Results** will display in a new **Workspace**:



Note: You can also search for **Opportunities** from the main **Search** screen using **Topics** and geographical locations.

List Search

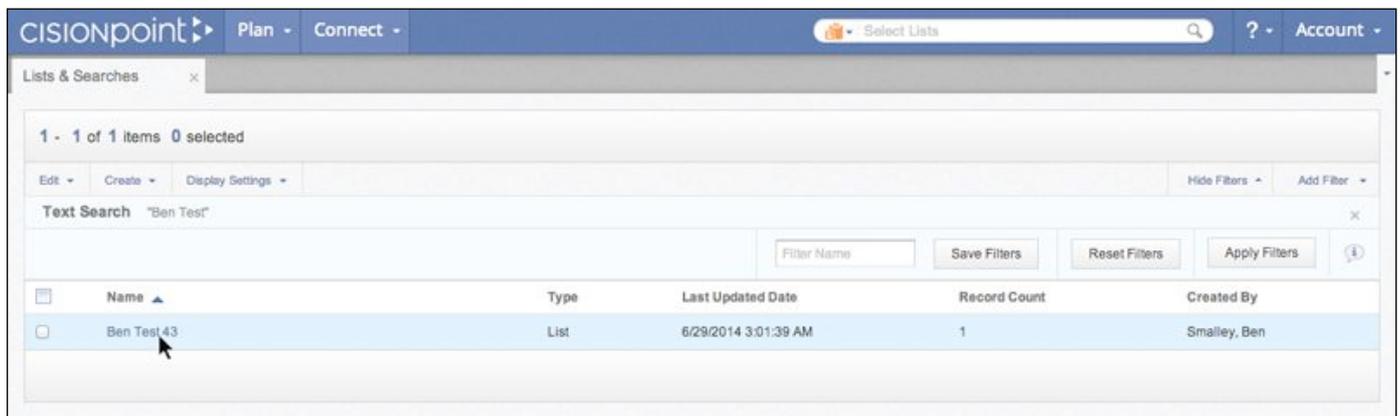
Select **Saved Lists** to search for lists you have previously created and saved:



Enter the name (or part of the name) of the **Saved List** you are looking for in the panel and click on the magnifying glass icon to the right of the entry panel to run your search:



Your **Search Results** will display in a new **Workspace**:



Note: You can also access your **Saved Lists** by selecting **Lists and Searches** from the **Plan** menu.