Best Practices for eMarketer Search

Search Basics:

- Punctuation and most Boolean operators are ignored by our search. The exception is that if you put a phrase in quotes (“path to purchase” instead of path to purchase), it will return only records in which that exact phrase is found.
  - However, we do offer an advanced search option: here, you can do AND searches (All words), OR searches (Any of the words), exact phrase searches, exclude words from your search, search the full text of our reports, and search title only.

  - Shorter phrases/strings of terms will be more likely to return more hits than longer ones.
  - Unless you are only interested in a very specific phrase or concept, you probably want to start broad and then narrow your results.
    - You may not need to narrow since our search engine will rank your results by relevancy, but the option is there and can be extremely useful.
Search Tips/Options:

We offer a couple of different ways to use/access our content via search. Here are the three primary pathways to get the best results when searching.

1. Start at the home page: Coverage Explorer
   - Start Broad:
     - We’ve collated a list of searches which are most representative of the data that we have to offer. We’ve curated these topic links so that they lead to the broadest searches with the most relevant search results.
   - Then Narrow:
     - If you do not see what you need on the first page, you can use the topic filter on the left to narrow your results to what you need, or you can perform a “search within results” to look for your specific keywords of interest.

2. Start at the home page: Search Bar
   - Start Broad:
     - We recommend starting your search with a relatively broad set of terms, although not *too* broad. For example, try using something like “mobile phones” or “mobile advertising” rather than something as broad as “mobile” or as specific as “top 6 advertising agencies in the mobile landscape”. Keep in mind that our search engine will ignore punctuation and most symbols.
   - Then Narrow:
- If you do not see what you need on the first page, you can use the topic filter on the left to narrow your results to what you need, or you can perform a “search within results” to look for your specific keywords of interest.

3. Start with Browse terms
   - Start Broad:
     - If you start typing in the search bar, chances are you will see a list of suggested terms and phrases drop down. You may see exactly what you need there, or something close enough. By clicking on one of those, you will be taken to a curated set of records which are relevant to the topic you chose (similar to the Coverage Explorer links).
   - Then Narrow:
     - If you do not see what you need on the first page, you can use the topic filter on the left to narrow your results to what you need, or you can perform a “search within results” to look for your specific keywords of interest.