

Experian Hitwise search matching enhancements such as Broad Match and boolean in the Search Intelligence report have been designed to help users uncover the most relevant results.

## What are the main benefits of using Broad Match and Boolean in searches?

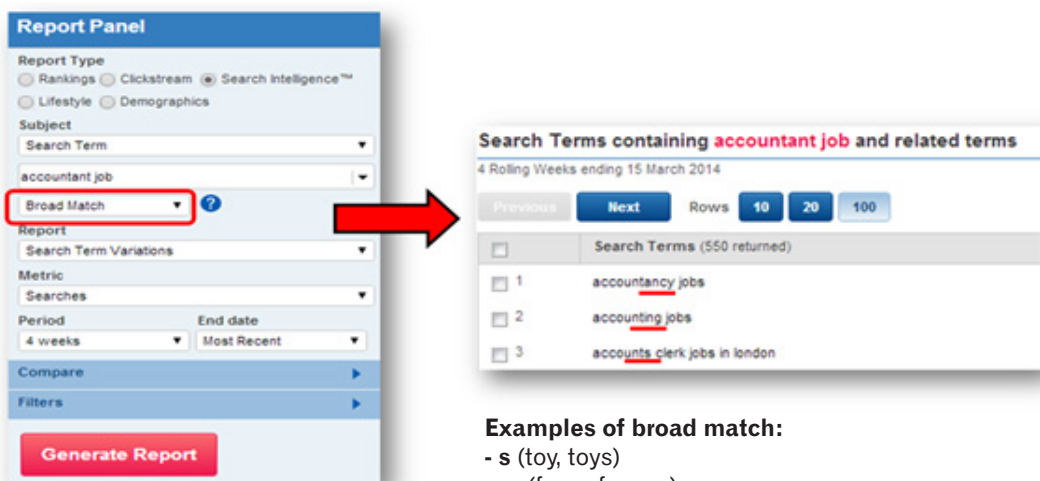
- Combine one or more search terms to increase the accuracy of the results you want to see
- Expand searches to identify a greater number of search results
- Spend less time filtering out erroneous terms

## What reports will be covered in this guide?

1. How to Broad Match a search term
2. How to use boolean in searches (OR, AND)
3. How to use brackets in searches

### 1. How to Broad Match a search term

- Click on the **Reports** tab in the tool bar
- Change the **Subject** to **Search Term**
- Type in the term that you want to profile e.g. accountant job
- Amend the drop down to **Broad Match**
- **Search Term Variations** is the default report
- You can then alter the **Metric** to **Searches** or **Search Clicks**
- **Generate Report**



**Report Panel**

Report Type  
☐ Rankings ☐ Clickstream ☒ Search Intelligence™  
☐ Lifestyle ☐ Demographics

Subject  
 Search Term

Search Term  
 accountant job

**Broad Match** ?

Report  
 Search Term Variations

Metric  
 Searches

Period  
 4 weeks

End date  
 Most Recent

Compare

Filters

**Generate Report**

**Search Terms containing accountant job and related terms**  
 4 Rolling Weeks ending 15 March 2014

Previous **Next** Rows **10** 20 100

	Search Terms (550 returned)
<input type="checkbox"/> 1	accountancy jobs
<input type="checkbox"/> 2	accounting jobs
<input type="checkbox"/> 3	accounts clerk jobs in london

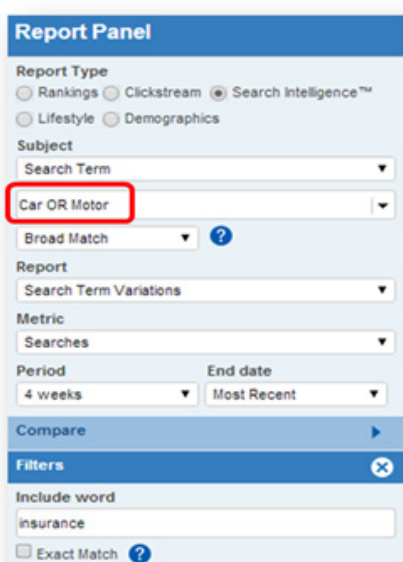
### Examples of broad match:

- **s** (toy, toys)
- **er** (farm, farmer)
- **ed** (develop, developed)
- **ing** (manage, managing)
- **tion** (organise, Organisation)
- **ant** (account, accountant)

# Experian Hitwise: How to use Broad Match and Boolean Search

## 2. How to use Boolean in searches (OR, AND)

- Select **Search Intelligence** in the Report Panel
- Change the **Subject** to **Search Term**
- Type in the terms that you want to profile separated by **OR / AND** e.g. car OR motor, deals AND best
- Choose **Broad Match**
- **Search Term Variations** is the default report
- **Generate Report**



**Report Panel**

Report Type  
☐ Rankings ☐ Clickstream ☒ Search Intelligence™  
☐ Lifestyle ☐ Demographics

Subject  
 Search Term  
 Car OR Motor  
 Broad Match

Report  
 Search Term Variations

Metric  
 Searches

Period  
 4 weeks

End date  
 Most Recent

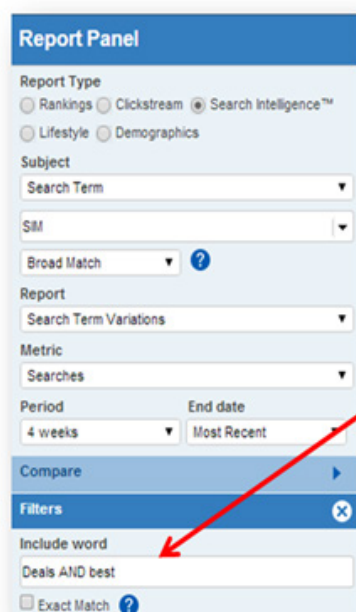
Compare

Filters

Include word  
 insurance

☐ Exact Match

You can still use the Filters feature to Include and Exclude terms



**Report Panel**

Report Type  
☐ Rankings ☐ Clickstream ☒ Search Intelligence™  
☐ Lifestyle ☐ Demographics

Subject  
 Search Term  
 SIM  
 Broad Match

Report  
 Search Term Variations

Metric  
 Searches

Period  
 4 weeks

End date  
 Most Recent

Compare

Filters

Include word  
 Deals AND best

☐ Exact Match

You can use the term AND as a boolean variant in the Filters feature to increase the relevance of the results returned

Search Terms containing **SIM** and related terms

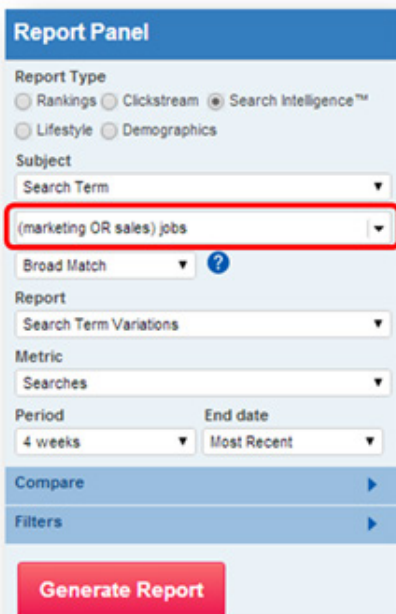
4 Rolling Weeks ending 15 March 2014

	Search Terms (82 filtered results)	Searches	Success Rate
<input type="checkbox"/> 1	best sim only deals	0.22%	84.81%
<input type="checkbox"/> 2	best sim only deal	0.028%	100.00%
<input type="checkbox"/> 3	best sim card deals	0.018%	100.00%

# Experian Hitwise: How to use Broad Match and Boolean Search

### 3. How to use brackets in searches

- Select **Search Intelligence** in the Report Panel
- Change the **Subject** to **Search Term**
- Type in the terms that you want to profile separated by an **OR** and **utilise brackets** e.g. (marketing OR sales) jobs
- Choose **Broad Match**
- **Search Term Variations** is the default report
- You can then alter the **Metric** to **Searches** or **Search Clicks**
- **Generate Report**



**Report Panel**

Report Type  
☐ Rankings ☐ Clickstream ☒ Search Intelligence™  
☐ Lifestyle ☐ Demographics

Subject  
 Search Term  
 (marketing OR sales) jobs

Broad Match ?

Report  
 Search Term Variations

Metric  
 Searches

Period End date  
 4 weeks Most Recent

Compare

Filters

**Generate Report**

**Search Terms containing (marketing OR sales) jobs and related terms**

4 Rolling Weeks ending 15 March 2014

	Search Terms (1,582 returned)	Searches	Success Rate
<input type="checkbox"/> 1	sales jobs	1.09%	65.36%
<input type="checkbox"/> 2	sales assistant jobs	1.01%	70.66%
<input type="checkbox"/> 3	marketing jobs	0.98%	79.47%
<input type="checkbox"/> 4	sales assistant job description	0.89%	62.35%

This report has delivered searches that contain either 'marketing or 'sales' and always contains 'jobs'.