Basic Search Tips

Enter your query terms in the Basic Search box:

You may filter your results at this level by record type using the checkboxes following the word "**Include**:"

	Chart	Graphic display of market estimates, trends, projections and surveys.
	Article	Written by eMarketer Analysts and editorial staff, articles contain commentary along with charts.
	Report	Written by eMarketer Analysts, eMarketer reports provide coverage of a specific topic along with original analysis.

You will be shown only records that match ALL the terms you enter. Terms like "and," "or" and "not" have no special meaning in the basic search and are treated like any other search term. (See Advanced Search for more options.)

For example: Searching for **consumer behavior** will return records that contain both the terms **consumer** AND **behavior** (but not necessarily as adjacent terms).

To search for adjacent terms, place the terms "in quotes." For example: **"consumer behavior"** will return only records that include the exact phrase **consumer behavior**. Also use quotes When searching for terms with dashes (i.e. "e-commerce", "e-mail")

Capitalization does not matter. LATIN AMERICA, latin america, and Latin America will return the same records.

Noise words, such as 'A,' 'An', 'The,' It ,' 'And,' are ignored in searches.

Wildcards (* and ?)

A search word can contain the wildcard characters * and ?. A ? in a word matches any single character, and a * matches any number of characters. The wildcard characters can be in any position in a word. For example:

appl* would match apple, application, etc.

cipl would match principle, participle, etc.
appl? would match apply and apple but not apples.
ap*ed would match applied, approved, etc.

Stemming (~)

Stemming expands a search to include grammatical variations of the word. For example, a search for *applied* would also find *applying, applies, apply.* To enable stemming, add a ~ at the end of the words you want stemmed in a search.

Basic Search Results:

The default results display is presented in Expanded View and sorted by publication date.

Expended View results display the Publication date, Source(s), Subjects, Geographies, and Context of the record. Compact view displays only the title of the record.

Additional options for sorting results are available: You may sort by publication date, relevance, or title.

Browse Tips

The Database can be browsed just like the Internet directories you find on Google or Yahoo!.

Click on the topic you're interested in and you'll be shown

1. The path of all the categories leading to the current category.
2. All categories underneath the current category.
3. All database records in the current category.

Drill down as far as you like until you've focused on the category you're interested in. You can refine your search even further by adding keywords to the Filter box and by using our the Geography browse. Expand the By Geography tree to view regions, expand the regions to reveal countries associated with records of the current category. The refine **By Geography** reflects the records classified with each country or region, it is not hierarchical.

The browse feature, geography tree and search form provide independent tools by which you can focus on just the data you want. If you change your search term, the system will remember where you are in the category tree. If you navigate to a different branch on the tree, the system will remember your current search term.

Return to browse by category

Advanced Search Tips

The Advanced Search offers two forms that can be combined or used independently:

Advanced Search: Basic Search | Browse | Search Help

Look for: [   ] [in any field   ▼]

| and | ▼ | | in any field | ▼ |

YOU MAY ALSO INCLUDE THE FOLLOWING CRITERIA:

with **all** of the words _____

with the **exact phrase** _____

with **at least one** of the words _____

without the words _____

Sort by: Include: Display:

| Date ▼ | Descending ▼ | ☑ Articles ☑ Charts ☑ Reports | 10 ▼ records per page | **SEARCH** |

After the words "Look for:," enter your search terms in the form.

From the next drop-down menu, choose which fields you want to search:

in any field   - any field, including text that appears in charts
in the title   - title of the report, article or chart
in the subject field - the <u>source</u> of the record
in the geography field - terms specifying <u>geographic location</u>
in the subject field - <u>subject keywords</u> (see the **Thesaurus** for explanation)

You can specify two conditions, for which you can use AND, OR and AND NOT by selecting an appropriate choice from the drop-down menus in the first column under the phrase "Look for:." Use AND to ensure that all of your search terms appear in each record in your result list. Use OR to include either word and broaden your search. Use AND NOT to refine your results by removing terms from the search.

You may then add additional terms to further refine your search, and include: all of the words, the exact phrase, at least one of the words, without the words. You can use either form or use the two together.

<u>**Advanced Search Results Display Options**</u>

You may then specify (after the word **Include:**) which record type(s) to include in your search using the checkboxes labeled **Reports**, **Articles** and **Charts**.

After the words **Sort by** you can specify whether you want to see the most recent records first (the default) or in some other order.

You may then specify the number of records you wish to display per page.

... **And remember** ...

Words, such as 'A,' 'An', 'The,' It , 'And,' should not be used in advanced searches.

Key Indicators Tips

After the words "Key Indicators," select from over 20 metrics from the drop down list. If prompted select a geography. The geographies available for each metric vary based on availability of data. You will first view the eMarketer estimates for that metric, then you may click on the link to view all available source for the metric. Once you've pulled up a table you can click on the bar chart icons to display a bar chart or the related chart image from the database for the selected column or row. To view a list of metrics and countries click the link labeled 'List All.'

Favorites Tips

What are My Favorites?
Select and save an unlimited amount of articles, charts and reports to the My Favorites page to view at any time.

Add Favorites
Each record (chart, article, or report) in the eStat Database includes a link to **Add to My Favorites**. Click on the **Add to My Favorites** link from either the Search Results page or the individual record.

Managing Favorites
View Favorites: Click on the **Favorites** link in the top navigation; to view all Favorites, click **Show All**
My Favorites may be sorted by Publication Date, Title, Source, Subject, Geography and Date Added

Remove Favorites: Click on the **Favorites** link in the top navigation, click **Show All**, click **Remove** to delete records from the My Favorites page

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StatAlert Tips

What are StatAlerts?
StatAlerts are e-mail updates of the latest relevant eStatDatabase results (charts, articles, reports) based on a search query or topic you select.

How do I set up a StatAlert?
1. Click on StatAlerts in your Welcome page, and then click on Add New StatAlert
2. Enter a name for your StatAlert (e.g., "E-Mail Marketing")
3. Choose your notification options, if you select "once a day," you'll get one e-mail per day listing the results of your query.
4. Select a format either plain text or HTML
5. Select the records types to be included in your alert
6. Enter search keyword(s) and/or select a subject term. Only **one** of these fields is required. The Search Terms text box is identical in functionality to the Basic Search text box of the eStat Database: the StatAlert engine will find records that match ALL of the terms, not ANY of the terms. If you have different keywords that you want to match, then you can create separate StatAlerts for each keyword.

7. Click Save StatAlert

How do I Manage My StatAlerts?
On the 'StatAlerts' page, you can review, add, edit, and remove any StatAlert you wish. To access this page, you can click on the StatAlert link on the Welcome page or click 'Show All' next to StatAlerts on your My Account Page.