

Updated OCR & Full Text Searching

Mintel Comperemedia recently expanded the search capabilities within OCR and Full Text searching. Our new functionality gives you the ability to group words and phrases together, or exclude certain words from your search results.

- If you enter two or more words into the search bar, you will get results that include all of the words on the piece
 - **Current Savings** will return all pieces that mention both Current and Savings
- If you would like to search for an exact phrase, you must put quotes around it
 - **Current Savings** will only return pieces that have that phrase in exact order
- If you would like to see all the results for two different words, you can use the “OR” operator
 - **Current OR Savings** will broaden your search and return all pieces that contain at least one of these words
- To view pieces that contain all of your words of interest you can use the **AND** operator. This operation acts the same as entering each word into search without any operators but can also be combined with other operators
 - **Current AND Savings** will narrow your search and return all pieces that mention both Current and Savings
- To exclude terms from the search, you can use the **NOT** operator. This must always include at least one term before the operator
 - **Current NOT Savings** will narrow your search and return pieces that mention Current but do not include Savings at all



- For more focused searches these operators can be combined. If you combine two operators you need to have parentheses in the right place. For example:
 - **(Current OR Total) AND Savings** will return any piece that mentions either Current, Total or both and also contains Savings
 - **(Current OR Total) AND Savings NOT Free** narrows results received to all pieces that mention Current or Total or both that also include Savings but do not mention Free at all
- NOTE: Savings OR Total AND Current without parentheses will return results that only contain both Total and Current, but may or may not include Savings*
- The same operator can also be used more than once in a search
 - **Current AND Total AND Savings** will return all pieces that contain all three of these words
 - **Current OR Total OR Savings** will return all pieces that have one or more of these words

Important Notes:

- An OCR search does a full search of all copy found on each mail or email piece. It does have some limitations including company logos, unique fonts, different font styles (italicized, underlined, etc.) and words that are aligned any direction other than horizontal
- A full text search looks at words that are captured by Mintel Comperemedia for the following fields: Product, Key Features, Company, Incentive, Media ID and Subject (email only)

If you would like to learn more about this new search capability and how it can provide you with the most effective insight please contact your account manager or contact the help desk at **312-932-0600** or **info@comperemedia.com**