

# LexisNexis Newsdesk® Enhancement Overview | Q1 2017

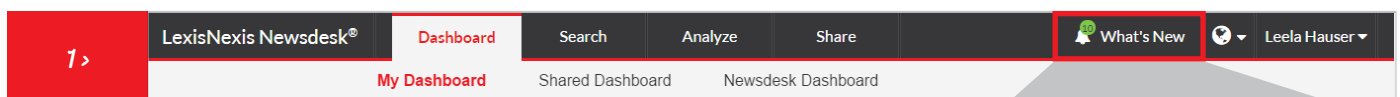
## Learn more about the latest LexisNexis Newsdesk® enhancements

We are committed to constantly improving the Newsdesk functionality, empowering you to monitor and analyse media more efficiently than ever. Latest enhancements include:

- + What's New Alerts
- + Search Assistant and Validator
- + Additional Metrics and Facets
- + Account Usage Stats

## What's New Alerts

We make enhancements to Newsdesk every three weeks—that's a lot to keep up with! We added a **What's New** section to Newsdesk so you can be alerted to what improvements we push live in the product when you log in.

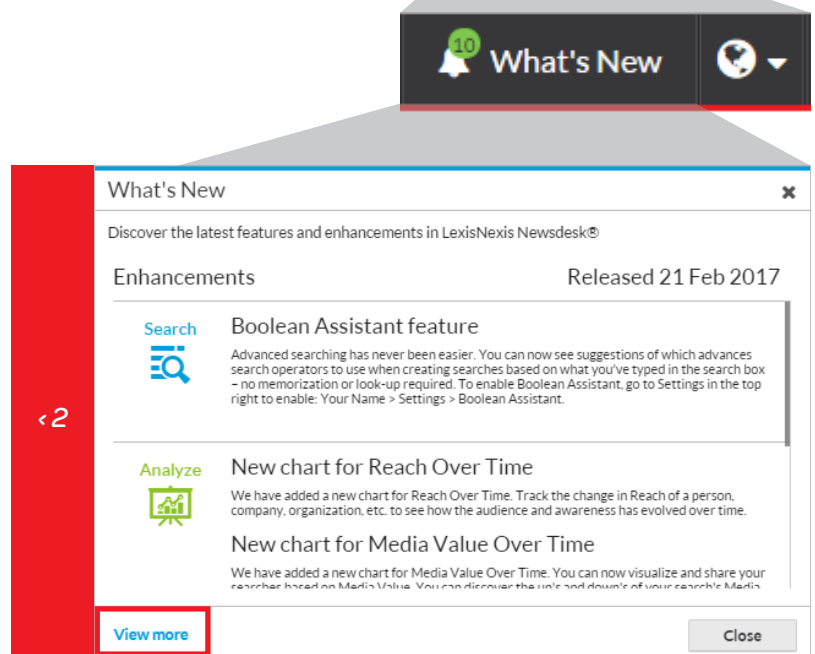


Located at the top right hand corner of your Newsdesk menu bar, the **1 What's New** section will depict a green circle when new enhancements are added.

Click for highlights of what's been added in the most recent release.

Click the **2 View more** link for the full details and library of enhancements and updates.

This feature is currently only available in the English language interface of Newsdesk, but will be released in French, German, and Dutch interfaces in the next several weeks—stay tuned!



What's New

Discover the latest features and enhancements in LexisNexis Newsdesk®

Enhancements Released 21 Feb 2017

**Search** Boolean Assistant feature  
Advanced searching has never been easier. You can now see suggestions of which advances search operators to use when creating searches based on what you've typed in the search box – no memorization or look-up required. To enable Boolean Assistant, go to Settings in the top right to enable: Your Name > Settings > Boolean Assistant.

**Analyze** New chart for Reach Over Time  
We have added a new chart for Reach Over Time. Track the change in Reach of a person, company, organization, etc. to see how the audience and awareness has evolved over time.

New chart for Media Value Over Time  
We have added a new chart for Media Value Over Time. You can now visualize and share your searches based on Media Value. You can discover the ups and downs of your search's Media

[View more](#) Close

## Search Assistant and Search Validator

Advanced searching is easier than ever with our new **Search Assistant** and **Search Validator** on your side!

3 &gt;

The screenshot shows the 'New Search' interface. At the top, there are checkboxes for 'Select All', 'Online News', 'Blogs', and 'Comments'. Below this is a search box containing the text 'language:(English Spanish) AND source'. A dropdown menu is open below the search box, listing various search operators: source, sourceCategory, sourceCountry, sourceCountryCode, sourceCounty, sourceId, sourceKeyword, sourceProvince, sourceRank (highlighted in blue), sourceRegion, sourceSubRegion, sourceZipArea, and a 'Help' link. Below the search box, it says 'No Results' and there are buttons for 'Tag', 'Clip', and 'Email'.

The **3 Search Assistant** (previously named Boolean Assistant) offers you suggestions of which advanced search operators to use based on what you've typed in the search box—no memorisation or look-up required.

To enable this in your account, visit **Settings** in the top right corner of Newsdesk: **Your Name > Settings > Show Search Assistant**.

We have also added the **Search Validator** to check the operators of your searches—making it easier to identify errors with quotation marks, parentheses, and Boolean or search operators.

The **4 Search Validator** automatically checks for correct syntax (indicated by a green check mark) and signals you to mistakes with a red X.

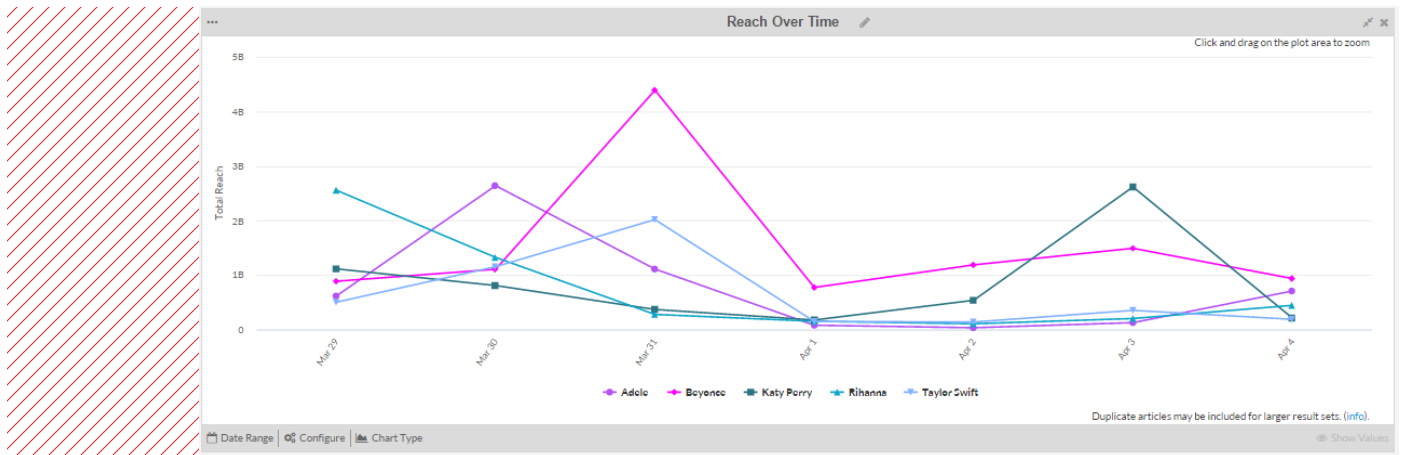
4 &gt;

The first screenshot shows the search interface for 'Bill Gates'. The search box contains the text '"Bill Gates" AND (Microsoft OR Window)'. A red 'X' icon is visible to the left of the search box, indicating a syntax error. A red arrow points to the closing parenthesis of the OR operator. Below the search box, there are tabs for 'Emphasis', 'Languages', 'Locations' (selected), 'Sources', 'Source Lists', 'Topics', 'Date', 'Duplicates', and 'Extras'. The second screenshot shows the same search interface, but the search box now contains the corrected text '"Bill Gates" AND (Microsoft OR Window)'. A green checkmark icon is visible to the left of the search box, indicating that the syntax is now correct.

## Additional Metrics and Facets

We know how important it is to refine your searches with the most comprehensive set of metrics and search facets. As part of a major investment to improve search relevancy, we have made significant headway in the beginning of the year to jumpstart this effort.

Here are some of the highlights—check out the What’s New articles or speak with your account rep for everything that’s been added!



### Reach

Reach is an important measurement to understand how wide an audience your message is getting. Reach can be defined by a number of different metrics, depending on the media type. *Unique Visitors (online)*, *Circulation (print)*, and *Followers (social media)* have all now been renamed to Reach for improved consistency, and to give you the ability to sort/filter across media types.

We added a Reach facet so you can now filter and sort by an article’s Reach, and see the range of Reach values in your search results.

We have also added a new analysis chart for Reach Over Time so you can measure how your exposure is tracking.



FEATURE  
SPOTLIGHT

**77%**  
TIME  
DECREASE

## Analysis Builder – Improvements that Matter

Later last year we introduced the Analysis Builder to make it more efficient for you to analyse your searches. We are pleased to share that this implementation has yielded to a 77% decrease in the time it takes to create an analysis. That’s right—now it takes less than a quarter of the time to analyse your searches, giving you more time back in your day. Expect more great benefits like this with our future enhancements!



## Account Usage Statistics

This powerful feature allows you as the account administrator to keep track of how your Newsdesk instance is being used. We've made a number of big improvements to give you even more visibility into how your organisation is making the most of your Newsdesk subscription.

Usage Statistic Reports:

### User Overview Report

This report gives you a clear overview of your account and its overall utilisation. It provides the details on the user and their activity.

Key User Overview Report Metrics (by User):

- # Logins
- Usage Time
- Articles Served
- Articles Clicked
- User Status (Active/Disabled)
- # Alerts
- # Newsletters
- # Emails Sent / Received
- # Exports
- # Searches
- # Saved Searches
- # Charts
- # Dashboards
- # Saved Analyses
- Mobile App User

### Alert/Newsletter Report

This report shares details about the usage and effectiveness of the Newsletters and Alerts distributed through your account. The report shows all the Alerts and Newsletters (up to 5,000) from the last 30 days so you can get a clear snapshot.

Key Alert/Newsletter Report Metrics:

- Email owner
- Send time
- Recipients
- # Total Opens
- # Unique Opens
- # Searches
- # Articles
- # Licensed Articles
- # Charts
- # Clicks
- # Unsubscribes

## How are we doing?

We'd love to hear your feedback about our latest enhancements. Contact your account rep or [send us an email](#).

## Love Newsdesk? Join our Ambassador program!

Our Media Intelligence Ambassador program was designed to help our most valued customers share their experiences with us to aid in the continuous improvement of our products. The Ambassadors will also be given opportunities to benefit from advanced knowledge and beta testing of new product features, and to provide input on future developments, innovations, and content initiatives.

To participate in the program, fill out this short survey here:

<https://www.surveymonkey.com/r/LNMIAmbassador>

## For More Information

Contact your rep to learn more.

 [bis@lexisnexis.co.uk](mailto:bis@lexisnexis.co.uk)



†Premium features may cost extra. Contact your representative to learn more.

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