

Sampling for Saved Filters

Running a Saved filter allows you to break down visualizations in greater detail. However, since data has the potential to be sampled, it is important to understand where the saved filter numbers come from.

There are different types of filtering you may apply on *ForSight*: Filters and Saved Filters.

1. Filters can be applied to any module under the Explore tab. Filters should be used to drill down into existing results, and when applied there is no extrapolation
2. Saved Filters can be applied to the total data-set (except for the Compare section). Saved Filters should be used to filter the total data-set and employ extrapolation to the total data.

How Do Saved Filters Populate Data?

Saved Filters show a portion of the data captured by your monitor. That is, applying a Saved Filter will not pull any new data into your monitor. For example, if your monitor has 5,000 posts for 1 day, then the saved filter you apply will search only those 5,000 posts. However, if the conversation captured by your monitor has a volume of 15,000 posts for 1 day, your saved filter will look only through a 10,000 post per day maximum random sample indexed by that monitor.

How Are Saved Filter Numbers Explained?

If your monitor looks for the keyword "Car", and finds there are 50,000 posts for 1 day, then your sample will consist of 10,000 randomly sampled posts that contain the word Car, as explained in our platform sampling article. If you then create a Saved Filter for "gender: Female", the Saved Filter will search through the 10,000 post sample for matches of gender: Female. Finally, it will then extrapolate upwards using the original 50,000 posts.

Please note: since Saved Filter numbers are extrapolated in high volume monitors, you may sometimes notice that the number of posts in the Explore tab visualizations (including the post list) is lower than the total number of posts for the Saved Filter. When precision in the metrics is critical, you should consider creating separate monitors.