

is it me you're looking for?



Brandwatch/ Operators

Creating a query using **Basic Operators**

BASIC OPERATORS	EXAMPLE	RESULT
The QUOTES operator	“apple juice”	Will find mentions of the exact phrase “apple juice” on any webpage ^{1,2}
The AND operator	apple AND juice	Will find mentions of <i>apple</i> and <i>juice</i> on the SAME webpage. Must be capitalised
The OR operator	apple OR juice	Will find mentions of <i>apple</i> or mentions of <i>juice</i> on any webpage. Must be capitalised ³
The NOT operator	apple NOT juice	Will find mentions of <i>apple</i> on a webpage as long as <i>juice</i> is not mentioned on that webpage. Must be capitalised
Brackets ()	(apple AND juice) OR (apple AND sauce)	Will find mentions of <i>apple</i> and <i>juice</i> on the same webpage or mentions of <i>apple</i> and <i>sauce</i> on the same webpage ^{4,5}

Your Brandwatch query is NOT case sensitive (all letters are treated as lower case) and accents, punctuation and symbols are ignored UNLESS you use the raw: operator (see next page)

- 1 Without the quotes, a space is treated like **AND** so a search for *apple juice* rather than “apple juice” would look for *apple AND juice*, i.e. mentions of *apple* and *juice* on the same webpage
- 2 The quotes operator produces fewer mentions than **AND** but they are more likely to be relevant
- 3 **OR** will produce more results than **AND** but they are more likely to be irrelevant
- 4 Strictly speaking, brackets are not operators, but they are used to group together terms so that an operator can be applied to everything in the brackets. The above example could be written:
 - apple **AND** (juice **OR** sauce)
- 5 Keeping track of brackets can be tricky but Brandwatch will tell you if you’ve missed one!

The maximum length of your query is 4,096 characters



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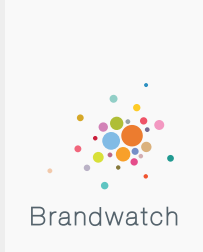


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Creating a query using **Complex Operators***

COMPLEX OPERATORS	EXAMPLE	RESULT
the proximity operator ~ (tilde)	"apple juice"~5	will find mentions of the exact phrase "apple juice" and mentions of <i>apple</i> and <i>juice</i> within 5 words of each other, e.g. "This drink was made with fresh <i>apple</i> , orange and pear <i>juice</i> " ¹
the NEAR/n operator	(apple OR orange) NEAR/5 (smartphone OR phone)	will find mentions of <i>apple</i> within 5 words of <i>smartphone</i> or <i>phone</i> and mentions of <i>orange</i> within 5 words of <i>smartphone</i> or <i>phone</i> ^{1,2}
the raw: operator	raw: Google+	will find mentions of Google's social networking service written with a capital G and a plus sign. NB: if the raw: operator is not used for <i>Google+</i> all mentions of <i>Google</i> will be found because the + will be ignored ^{3,4}
the country: operator	country: uk AND "apple juice"	will only find mentions of the exact phrase "apple juice" that have been identified as from the UK ⁵
the site: operator	site: twitter.com AND "apple juice"	will find mentions on a particular site, e.g. any mention of "apple juice" on Twitter
the url: operator	url: msn.com/news AND "Simon Cowell"	will find mentions on a particular part of a site, e.g. any mention of Simon Cowell on the news section of the MSN website
the author: operator	author: justinbieber	will find mentions across all page types with a specific author name, e.g. tweets, blogs, forums, by any author called <i>justinbieber</i>
the wildcard operator *	complain*	will find mentions with the root word <i>complain</i> , e.g. complain, complaints, complained etc. ^{6,7,8}
the replacement operator ?	customi?e	will find mentions where ? can be replaced by another letter, e.g. customise, customize ⁹

* This is a table of our most used complex operators. Please speak to your account manager for further information about our other location operators and more niche operators



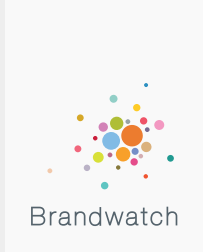
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Complex Operators/ cont...

- 1 Any number can be used after the ~ or the **NEAR/n** operators
- 2 The **NEAR/n** operator works in the same way as the proximity operator but uses parentheses and therefore can be useful for bracketing off multiple terms:
 - (apple or orange) **NEAR/5** (smartphone **OR** phone) is a quicker and shorter way of writing "apple smartphone"~5 **OR** "apple phone"~5 **OR** "orange smartphone"~5 **OR** "orange phone"~5
- 3 The **raw:** operator works with parentheses and quotation marks:
 - **raw:**(Google+ **OR** google+ **OR** G+ **OR** g+ **OR** "Google Plus" **OR** "google plus")
- 4 The **raw:** operator does not work with the **NEAR/n** operator
- 5 All country codes correspond to their internet standard country code. Other examples include: us (United States), de (Germany), fr (France), es (Spain), it (Italy), nl (Netherlands).
- 6 The asterisk works only as a suffix (not a prefix) at the end of a root word and needs at least two letters before the asterisk
- 7 The asterisk only works on one single word, not in a phrase in quotes, e.g. "customer service*" will only bring back *customer service* not *customer services*. An alternative might be (customer **NEAR/5** service*)
- 8 Use the asterisk carefully because it can bring back irrelevant results!
- 9 The replacement operator is useful for finding English/American spellings and can be used more than once in a search term.



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Creating a Structured Query

Create a new query ✕

Name More Options

Free Text **Structured** ?

Inclusion terms (comma separated) ?

Context terms (comma separated) ?

Exclusion terms (comma separated) ?

- Structured queries only use the basic operators, but often simple is best
- In the above example, the terms for the query translate in free text as follows:
(orange **AND** telecoms) **OR** (orange **AND** mobile) **NOT** (orange **AND** juice)
- A structured query highlights the 3 key elements of a query: inclusion terms (the main terms you want to search for), context terms (the industry of your brand) and exclusion terms (irrelevant terms that match your search criteria)



- Remember, no query is perfect; if you see 8/10 relevant mentions, that is often good enough
- However, you cannot use any complex operators in a structured query and complex operators allow you to create a very specific search for particular types of mentions