

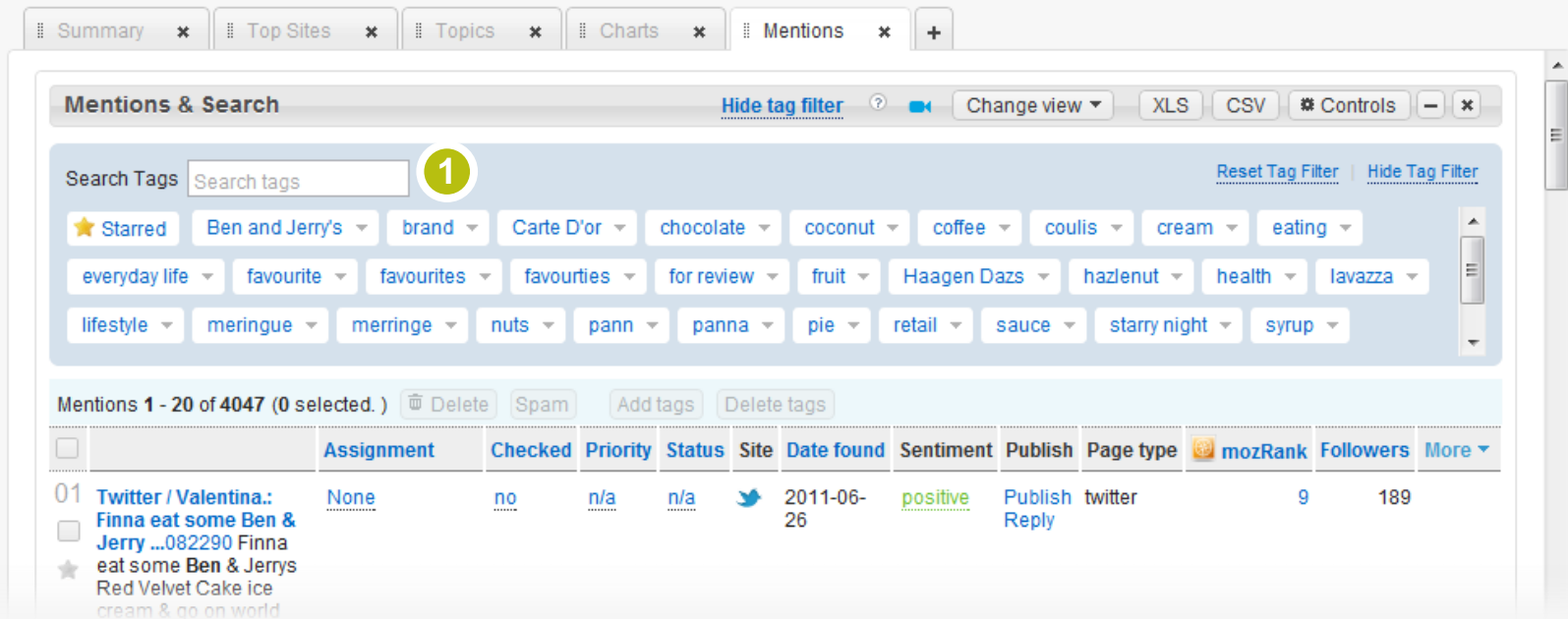
Product Update:
NEW FEATURE

July 2011



HELEN STEWART: helen@brandwatch.com | Tel: +44 (0)1273 358 606

NEW FEATURE: Search within tags

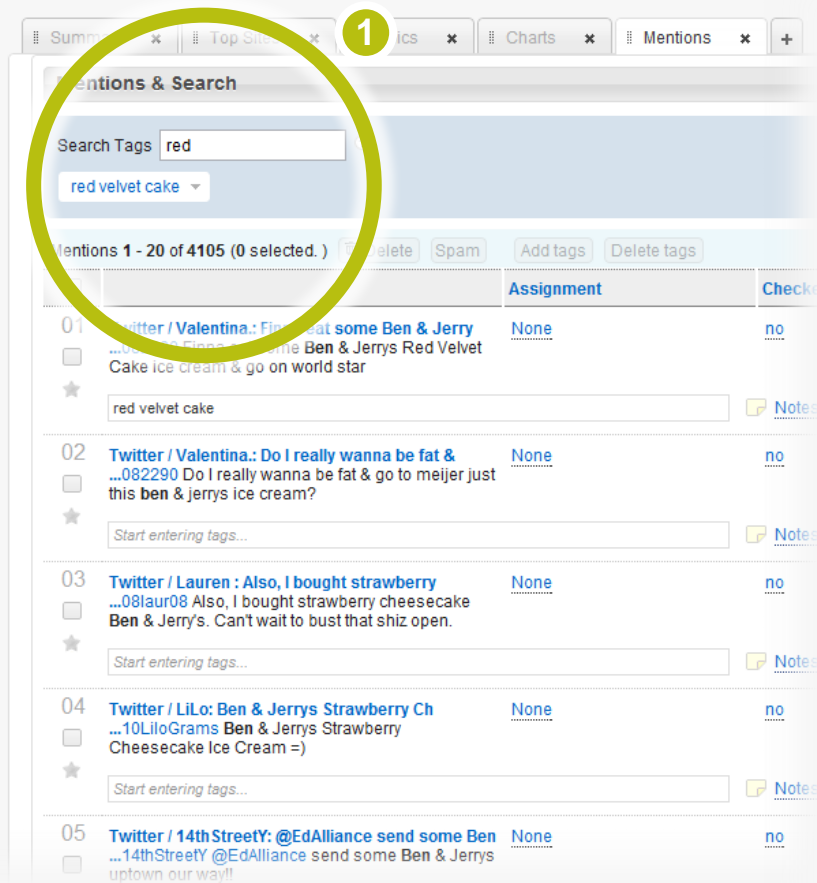


The screenshot shows the Brandwatch Mentions & Search interface. At the top, there are tabs for Summary, Top Sites, Topics, Charts, and Mentions. Below the tabs is a search bar labeled "Search Tags" with a search icon and a "1" in a circle next to it. The search bar is surrounded by a grid of tags, including "Ben and Jerry's", "brand", "Carte D'or", "chocolate", "coconut", "coffee", "coulis", "cream", "eating", "everyday life", "favourite", "favourites", "favourities", "for review", "fruit", "Haagen Dazs", "hazlenut", "health", "lavazza", "lifestyle", "meringue", "merringe", "nuts", "pann", "panna", "pie", "retail", "sauce", "starry night", and "syrup". Below the search bar is a table of mentions. The table has columns for Assignment, Checked, Priority, Status, Site, Date found, Sentiment, Publish, Page type, mozRank, Followers, and More. The first mention is from Twitter / Valentina. with the text "Finna eat some Ben & Jerry ...082290 Finna eat some Ben & Jerrys Red Velvet Cake ice cream & go on world".

	Assignment	Checked	Priority	Status	Site	Date found	Sentiment	Publish	Page type	mozRank	Followers	More
01	None	no	n/a	n/a	Twitter	2011-06-26	positive	Publish Reply	twitter	9	189	

- In response to user feedback, it is now possible to search for your tags in the Mentions page instead of scrolling down a list. 1

NEW FEATURE: Search within tags



- 1 Simply type the name of your tag in the search box and click on the specific tag to view the relevant individual mentions.