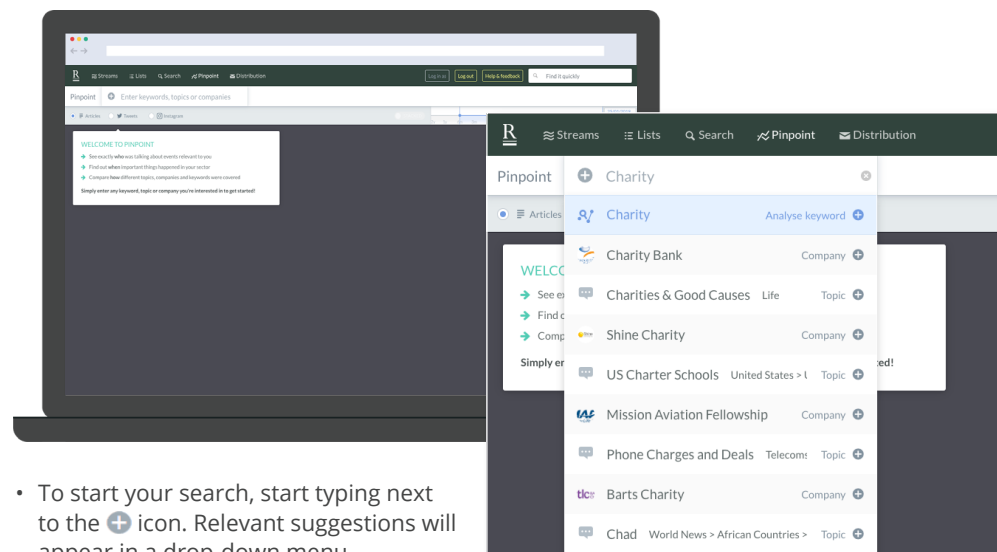


PR & Media Analysis: Identify PR trends with Pinpoint

Roxhill's PR analysis tools help you pinpoint the latest PR trends and media opportunities, giving you a deeper understanding of the issues impacting your business.

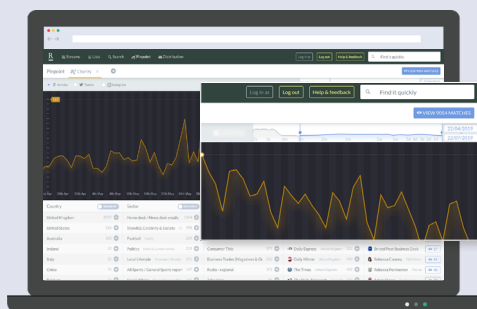
Search for a keyword, topic or company



- To start your search, start typing next to the + icon. Relevant suggestions will appear in a drop-down menu.

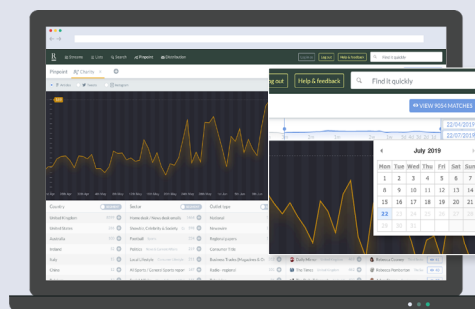
Establish a timeline

Timeline view



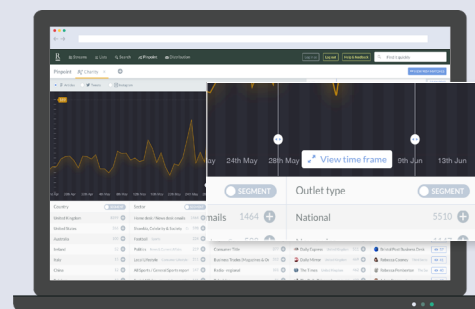
- You can define the period of time relevant to your search results by using the timeline slider.
- Use your cursor to drag the timeline selection, and the graph below will populate with the relevant results.

Calendar view



- Alternatively, you can click the date fields, and a calendar view will pop up.
- Select your start and end dates by clicking the days you want in the calendar.
- The graph below will populate with the relevant results.

Graph view



- When you've set your initial timeline, you can refine it by clicking and selecting a smaller section within the graph.
- Click the 'View time frame' button to filter the results according to your new selection.

Refine your search

Top
Tips

You can filter the type of results included in your search by:

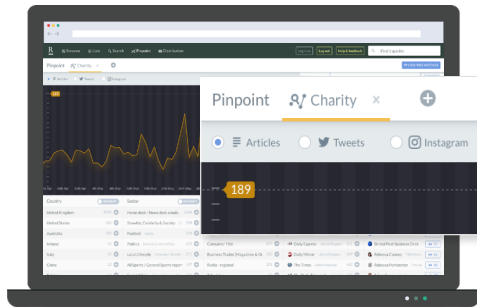
- Articles ☐ Articles
- Tweets ☐ Tweets
- Instagram ☐ Instagram

Click to choose what type of results you want to see.

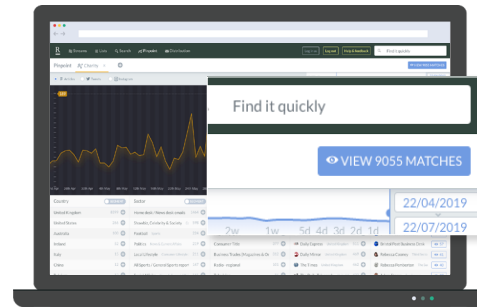
Tweets and Instagram posts are **only** compatible with Keyword searches. As a result, searches for Topics and Companies will not show any matching Tweets and Instagram post results.

View your results

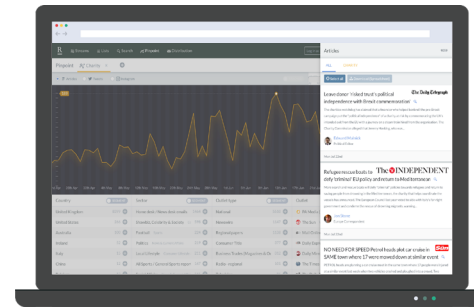
View all your matches



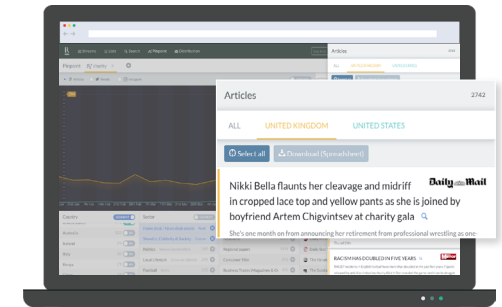
- Refine your search according to what type of results you want to see. You can choose from Articles, Tweets or Instagram posts.



- To view all data that matches your keyword, topic or company, click the 'View matches' [VIEW MATCHES](#) button.



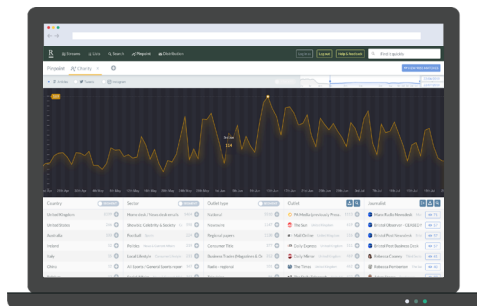
- A sidebar will open where you can browse all the results that match the keyword, topic or company you searched for, within the time frame you set.



- Within the sidebar, you can scroll through your results.
- If you selected more than one keyword, topic or company, you can click the various tabs to see results pertaining to the individual criteria.

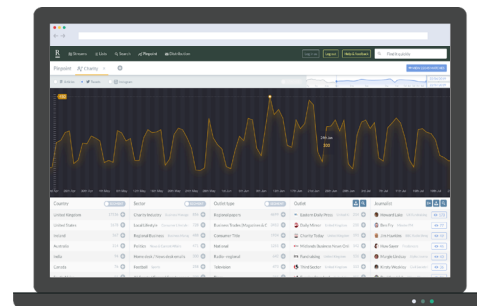
View different result types

View Articles



- Tick the Articles box [Articles](#) to ensure that all the results you see on your timeline are based on Articles that match your keyword, topic or company search.

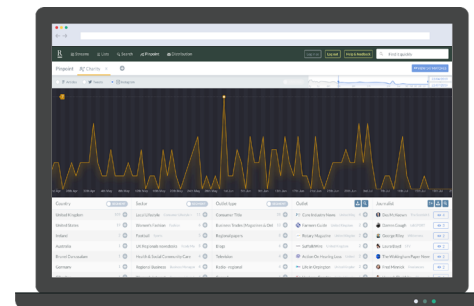
View Tweets



- Tick the Tweets box [Tweets](#) to ensure that all the results you see on your timeline are based on Tweets that match your keyword, topic or company search.

Note: Tweets are **only** compatible with Keyword searches.

View Instagram posts



- Tick the Instagram box [Instagram](#) to ensure that all the results you see on your timeline are based on Instagram posts that match your keyword, topic or company search.

Note: Instagram posts are **only** compatible with Keyword searches.

Keyword Compatibility

Please note that Tweets and Instagram posts are only compatible with Keyword searches.

Searches for Topics and Companies will not turn up any matching Tweets and Instagram post results.

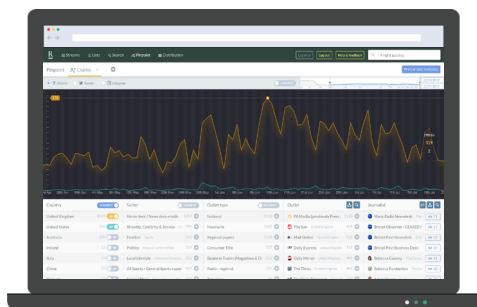
If you would like to see and include Tweets and Instagram posts in your results, make sure that you're searching for Topics and Companies in the form of Keywords.

Keywords are displayed alongside the [🔍](#) icon.

Top Tips

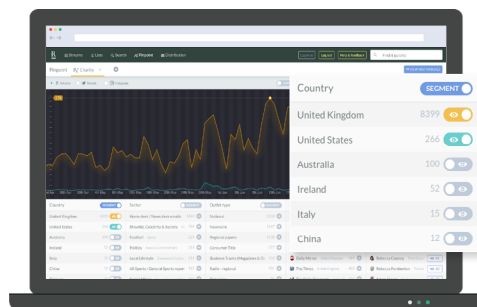
Drill down with segmentation

Segment your graph



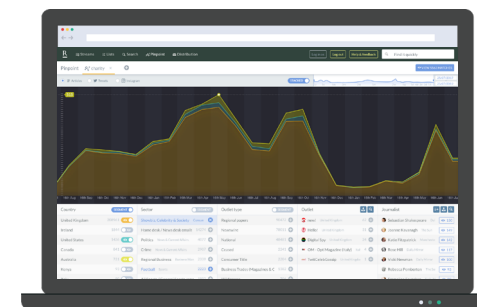
- Toggle the **SEGMENT** button in the Country, Sector or Outlet type filters to switch it on **SEGMENT** and bring up a segmented view of your results.
- The numbers that appear beside each segmented option represent the number of results available.

Curate the segmented data



- Toggle the colourful 'View' buttons on or off to choose the data you do and don't want to view as segments.
- Note: You can only segment results when one item (keyword, topic or company) is being analysed.

Stacked view



- Click the **+** button in non-segmented categories to factor those specific results into your timeline.
- Toggle the **STACKED** button to change how your graph displays the results.
- Stacking your graph will show results added together as opposed to relatively.

View your segmented results

Outlets and Journalists

While you cannot segment by a specific Outlet or Journalist, you can still view results pertaining to each.

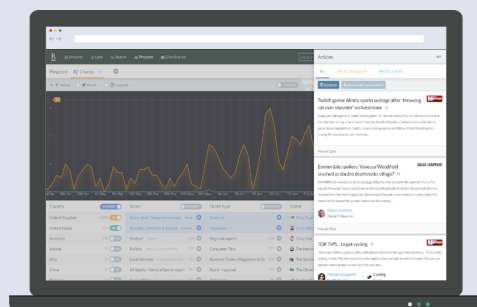
The **+** button by each outlet allows you to filter results from one or more Outlets to your timeline.

The 'view' **214** button by each journalist will open a column with all their relevant articles and posts.

The 'magnifying glass' **Q** button will open a new window with a populated Roxhill search, according to the criteria you've set in Pinpoint.

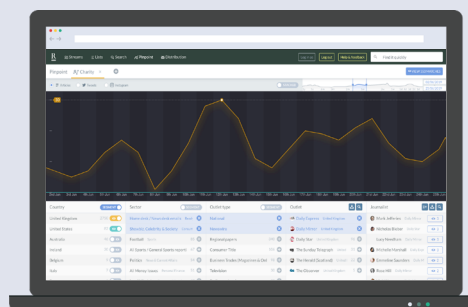
Additionally, you can click the 'Download' **Download** button to download Outlet and Journalist spreadsheets.

View your matches



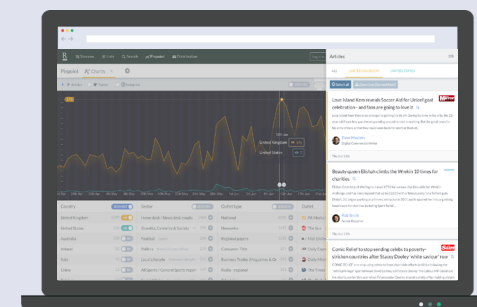
- For a detailed view of the results being displayed on your line graph, click the **VIEW MATCHES** button.
- The side bar will open, where you can browse your results. Click the magnifying glass **Q** to open the full article or post in another window.

Refine your time frame



- Use the 'drag buttons' **⏮** **⏭** to make a more specific selection on your timeline.
- Click the 'View time frame' **View time frame** buttons to zoom in on that selection of your timeline, and show you daily results within your selected time frame.

Dig deeper with 'View' buttons



- Click anywhere your timeline to bring up the respective day's view of some topics you can browse through.
- The view buttons **913** will open the side bar, where you can view the articles within the segmented category you clicked into.