

**Simple Search:** Search for business information on Companies, People, Industries and News to gain insight on current customers, prospects, competitors or market segments.

#### News

- › Search News Stories and Press Releases from the last 90 days
- › Search over 2000 news sources
- › Boolean Search logic is incorporated. Use operators such as AND, OR, NOT to expand or narrow the search results. Access the "Help Center" for full Boolean Search overview.

**Company Record Tools:** Tools allow end users to download Hoover's company data into a spreadsheet or report format, generate company lists or add a specific company to a Watch List (Access varies depending on subscription level)

#### Download Company Data

- › Subscribers can download a specific company's data into an Excel Workbook or CSV format.
- › Note: When downloading into an Excel Workbook, change file type from "Web Page" to "Excel Workbook"
- › CSV: Use Comma Separated Value format when importing data into a Customer Relationship Management tool

#### Build Custom Report

- › Subscribers can build customizable reports with Hoover's data.
- › PDF = presentation-ready document, "Pretty Document File"
- › HTML = Active Hyperlinks; easily copy and paste content
- › Great option for selective printing

#### Find Similar Companies

- › Powerful prospecting tool
- › Target a prototype company and build a new list based on that company's key characteristics
- › The list results page functionality mirrors that of "Build a List" results (see below).

#### Watch This Company

- › Automatic email feed to keep abreast on company news
- › Watch up to 200 companies per user name
- › Organize companies into a maximum 20 folders

**Build a List:** Generate targeted lead lists using over 40 criteria options including location, industry, and people for prospecting and analysis.

#### Criteria

- › Highlight multiples by using CTRL key while clicking
- › Industry section: The "Hoover's Industry Name" options limit list results to three dot comprehensive records. Use SIC or NAICS codes to search across the entire database

#### Edit

- › Use the edit button to refine search results.
- › Hint: hitting the "Back" button will erase your criteria selections.

## Save

- › Each user is allowed up to 20 saved searches. Pick a naming convention that will serve as a helpful reminder to the type of list results included (ex. Companies like Dell).
- › Saved searches are dynamic and are stored in "My Hoover's."

## Download

- › Prospector and Relationship Manager level subscribers can download list results into an Excel or CSV format for mail merges, call sheets, etc.
- › Excel: To save your completed Excel file, simply select the "Save As" option within the "File" menu. Once you name the file, change the "Save As" type to "Microsoft Office Excel Workbook" or it will default as a web page.
- › CSV: This is the standard format for downloading into the most common databases including ACT, Goldmine, and MS Outlook. To save in the correct format, select ".CSV" as the file extension.
- › Step by step instructions for downloading information into a CRM, contact manager or Microsoft Office program are accessible within the Hoover's "Help Center." Simply type "CRM" into the "Keyword Search" text box.

**Help:** Access a list of frequently asked questions received from Hoover's end users. You can also contact **Customer Support at 1-866-486-8666.**

**Training:** This section provides additional training resources including self-guided tutorials and pre-recorded webinars.

**About My Subscription:** This section provides detailed information regarding your account.

- › Subscription features and information on customization features your company has purchased
- › Edit account information or change password › HTML = Active Hyperlinks; easily copy and paste content
- › View account activity, including download quota

**My Hoovers:** Customization tool that houses Saved Searches, Watch List, ConnectMail and E-mail Preferences

## Saved Searches

- › 20 Saved Searches per user at a time
- › Overriding and deleting options available in this location

## Watch List

- › Each user can sign up to watch 200 companies/industries and 200 significant developments
- › Organize companies and industries into up to 20 folders

## E-mail Preferences

- › Sign up to receive weekly newsletters.