

POSTMEDIA NETWORK

Managed Profiles

FPinfomart Back to Basics Series

Episode #3

January, 2011

<http://blog.fpinfomart.ca>

The slide features a solid blue background. On the left side, there is a grey triangular shape that points towards the top-left corner. The text "What Are Managed Profiles?" is centered in the blue area.

What Are Managed Profiles?

Managed Profiles Overview

- **Enterprise-level media monitoring solution**
- Allows all users within an organization to receive the same results
- Provides standardized monitoring for key issues for an organization
- Allows complex search criteria on the back end to provide a simple results set for the end-user
- Managed by information professionals – customer provides criteria and we structure searches and results per customer requirements
- Results on FPinfomart; by Alerts; Morning e-mail; newsletter; RSS/Intranet

Of note...

- Managed Profiles is the technology that ALSO powers Current Events and Industry News.

What do results look like?



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special edition mode
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Welcome, Jennifer Stein 0 items in clipboard 18 saved folders, 3 shared folders import media analysis CMT 0 items settings

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Quick Search
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Postmedia Network
Print Media News
E-Publishers, New Media, & Internet
Classifieds
Broadcasting News
Social Media Monitoring
Heartbeat Results
Browse Blogs
Search Blogs
Broadcast Monitoring
Browse Radio
Search Radio
Browse Television
Search Television
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News Archives
Simple Search
Advanced Search
Expert Search
Recent Queries
Saved Queries
Google News Archive
FP Advisor
Company Snapshots

Have you joined our Customer Idea Exchange yet? We're looking for your input - please read about our new Idea Exchange contest!

Managed Profiles Results Summary

<< Managed Profiles: Results Summary >>
<< Date: Mon Jan 10 (Today) >>

0 SELECTED All None Print Email PDF Peeks Display Fields Clip Save To Add To CMTboard

Postmedia Network [RSS](#) [ALERTS](#) First of 2 results

Opinion: Afghanistan, Plato, spill findings
The following are excerpts from recent posts on **Postmedia** Network blogs. For the full postings, for other postings...and for other blogs on a wide range of topics, go to **canada.com**/blogs The Mark How to Talk About Afghanistan, posted... (875 words)
Source: Edmonton Journal, Page: A12, Edition: Final
Edmonton Journal - Mon Jan 10 2011 - 8 hours ago
Tone: ■ Ad Value: \$5,497 ■ Circulation: 125,057 ■

Print Media News [RSS](#) [ALERTS](#) First of 2 results

Sun Media Corporation Announces Notice of Redemption for Any and All of its 7 5/8% Senior Notes Due 2013
MONTREAL, QUEBEC--(Marketwire - Jan. 10, 2011) - **Sun Media Corporation** today announced that it has issued a notice of redemption for any and all...on-hand and a portion of the net proceeds of a contribution to it from **Quebecor** (654 words)
Marketwire - Mon Jan 10 2011, 7:30am ET - 3 hours ago
Tone: ■

E-Publishers, New Media, & Internet [RSS](#) [ALERTS](#) First of 12 results

Running scared from stocks
...source=feedburner&utm_medium=feed&utm_campaign=Feed: rss/money_pf (Personal Finance)&utm_content=My **Yahoo** who are turned off the stock market and looking for more security. Ask A Tax Guy Have a (322 words)
Byline: Rob Carick
globeandmail.com - Mon Jan 10 2011, 10:55am ET - 29 minutes ago
Tone: ■

Classifieds [RSS](#) [ALERTS](#) No results

Broadcasting News [RSS](#) [ALERTS](#) First of 4 results

CRTC reality show is a disaster; As a result of the regulatory agency's short-sighted decisions, cable companies now dominate the system and flood Canadian homes with U.S. programming. Major changes are needed

Who Is a Typical Managed Profiles Customer?

→ MP's are ideal if an organization...

- Requires all employees to be “in the know” on a specific group of issues
- Has a very large or complex set of search criteria
- Doesn't have the resources or expertise to manage their own searches
- Prefers to outsource or centralize the management of their media monitoring
- Has a stable, strategic list of topics that are monitored

A new & exciting use-case for Managed Profiles...

Managed Profiles

+

Automated Newsletter

= A complete hands-off media monitoring solution!

Managed Profiles + Automated Newsletter

- Managed Profiles are designed to get very accurate results and minimize irrelevant content.
- Once set up, they essentially run without intervention, providing good hits every day.
- Attach MP results to an automated newsletter for hands-free delivery of critical, relevant content to end-users.



How Does it Work?

A different interface

- Managed Profiles are set up and maintained by FPinfomart staff using a separate interface – NOT FPinfomart

Key Differences from Personal Profiles

- Different query language (a hybrid of Expert search language and other elements)
- Made up of Queries (searches) and Groups (results sets)
- Multiple Queries (searches) can feed into a single Group
- No limit on length of Query
- Results are attached to a Company, rather than a User – therefore all users in the organization will see the SAME results
- Users cannot make changes to the keywords - MP's are “read-only” to the Users.

Any number of Queries like this...

FAST Query	FAST QA	FAST NOT
lead:"Sbanc Split" OR lead:"A & E Capital Funding" OR lead:"A&W Revenue Royalties Income Fund" OR lead:"Aberdeen Asia-pacific Income Investment" OR lead:"Aberdeen G7 Trust" OR lead:"Aberdeen Scots Trust" OR lead:"Academy Explorations Limited" OR lead:"Accord Financial" OR lead:"Agf Management" OR lead:"Agf Master Limited Partnership" OR lead:"Allbanc Split" OR lead:"Allegiance Equity" OR lead:"Alliance Financing Group" OR lead:"Amalgamated Income Limited Partnership" OR lead:"American Income Trust" OR lead:"Ameristar Rsp Income Trust" OR lead:"Amisk Inc" OR lead:"Amswiss Scientific Inc" OR lead:"Amvescap Inc" OR lead:"Assante Corp" OR lead:"Augen Capital" OR lead:"Aurelian Developers" OR lead:"Ausnoram Holdings" OR lead:"Authentex Software Limited Partnership" OR lead:"Avenue Financial Corporation" OR lead:"B Split Corp" OR lead:"B Split Ii Corp" OR lead:"BC Pacific Capital Corporation" OR lead:"Bancorp Financial Group" OR lead:"Benvest Capital" OR lead:"Bio-feed Industries Limited" OR lead:"Blumont Strategic Partners Hedge Fund" OR lead:"Bnn Investments" OR lead:"Bnn Split" OR lead:"Bns Capital" OR lead:"Bns Split" OR lead:"Bpi Global Opportunities" OR lead:"Brascade Resources" OR lead:"Brascan Corporation" OR lead:"Brascan Financial" OR lead:"British Controlled Oilfields Limited" OR	<input type="checkbox"/>	head:"Caption Only" OR sect:"Arts" OR sect:"Homes" OR sect:"Mix" OR
(text:"Consumer Price Index" OR lead:"Economic Conditions" OR text:"Fiscal Policy" OR lead:"Gdp" OR lead:"Gnp" OR lead:"Inflation" OR text:"Money Supply" OR text:"Monetary Policy" OR text:"Saving Rate*" OR text:"Mutual Funds" OR text:"Hedge Funds" OR text:"Pension" OR text:"Securities" OR text:"Investment Banking" OR text:"Merchant Banking" OR text:"Private Equity" OR text:"Venture Capital") NEAR/20 (text:"Canad*" OR text:"Harper" OR text:"Ontario" OR text:"B.C." OR text:"British Columbia" OR text:"Alberta" OR text:"Saskatchewan" OR text:"Manitoba" OR text:"Quebec" OR text:"New Brunswick" OR text:"Nova Scotia" OR text:"PEI" OR text:"P.E.I." OR text:"Newfoundland")	<input type="checkbox"/>	head:"Caption Only" OR sect,styp:"Sport*" OR text:"Hockey" OR sect:"Arts" OR sect:"Entertainment" OR sect:"Go" OR sect:"Movies" OR sect:"Wheels" OR sect:"Driver's Edge" OR sect:"Automotive" OR sect:"Travel" OR sect,colm:"International"

... are collected into Groups of Queries, depending on how the client wishes to have them arranged.

... creating Results sets like this.

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Financial Services - Industry News

<< Date: Mon Jan 10 (Today) >>

Financial Services RSS ALERTS

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Major Players

First of 11 results

Triax Diversified High-Yield Trust: Distribution Press Release
TORONTO, ONTARIOMarketwire - Jan. 10, 2011) - Triax Diversified High-Yield Trust (TSX:TRH.UN) confirms the previously announced distribution of \$0.07 per Unit for the month ending December 31, 2010.... (127 words)
Marketwire - Mon Jan 10 2011, 11:09am ET - 54 minutes ago
Tone: █

Financial Regulators & Educators

IGM Financial Inc.-Announces Repurchase
...These purchases were made pursuant to a previously announced...
2010, and were made at a discount to the prevailing market price...
Marketwire - Mon Jan 10 2011, 10:49am ET - 74 minutes ago
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Other Economy Stories

Marketvision Announces Completion of \$500M
...hold period under Canadian securities law...
FORWARD...Company's filings with the Canadian Securities Exchange...
Marketwire - Mon Jan 10 2011, 11:11am ET - 43 minutes ago
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Financial Services - Industry News

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Major Players

1-11 of 11 results

Triax Diversified High-Yield Trust: Distribution Press Release
TORONTO, ONTARIOMarketwire - Jan. 10, 2011) - Triax Diversified High-Yield Trust (TSX:TRH.UN) confirms the previously announced distribution of \$0.07 per Unit for the month ending December 31, 2010.... (127 words)
Marketwire - Mon Jan 10 2011, 11:09am ET - 55 minutes ago
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REPEAT: New BMO MoneyLogic Gives Canadians an Immediate Way to Track and Manage Money
...intuitive solution to track spending and set savings goals TORONTO, ONTARIO--(Marketwire - Jan. 10, 2011) - BMO Bank of Montreal today launched BMO MoneyLogic, an online personal financial management tool - the first from a major bank (565 words)
Marketwire - Mon Jan 10 2011, 9:00am ET - 3 hours ago - 1 similar
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Interface Biologics Announces \$7M Financing
...medical-polymer products, is pleased to announce the completion of a \$7M series B financing, led by Business Development Bank of Canada in conjunction with Covington Capital and VG Partners. Denis Ho, Managing Director of Life Sciences... (400 words)
Marketwire - Mon Jan 10 2011, 8:01am ET - 4 hours ago
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THE WEEK
MUST WATCH Monday brings a look at executives' thoughts on the speed and strength of the recovery, when the Bank of Canada releases a quarterly survey of businesses across the country. The results will give Governor Mark Carney and his rate... (548 words)
Byline: Jeremy Torbin, Page: B3
The Globe and Mail - Mon Jan 10 2011 - 6 hours ago
Tone: █ Ad Value: \$15,612 █ Circulation: 326,226 █

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- Subscription is flat-fee monthly rate – see your sales representative for details

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