

# QUICK REFERENCE GUIDE

## Cutting-edge Reports

From many of the top syndicated market research providers in the world, Profound's collection of market and country reports offers information and insights that will keep you ahead of your competition. Reports from most providers are available for purchase by the section or table. All reports are available in PDF.

## AI Powered Search

Profound AI-Powered Search delivers highly relevant results on the first attempt, saving you both time and money in the search process.

## KWIC (Key Words in Context)

KWIC lets you see your search terms in context before you buy so you can be assured that you are getting exactly the information you need.

## Alerts

Profound alerts quickly notify you when new content is available in the areas most important to you.

## Checkout Options

Profound offers flexible purchase options for users: prepaid, invoicing or credit card content downloads.

## MarketResearch.com

If you can't locate what you are looking for on Profound, you can use your Profound account to buy full reports from MarketResearch.com. Just contact your Account Manager for assistance in ordering the report.

**MarketResearch.com Profound is an online business information service providing information from more than 700+ industry segments with practical business usage in mind.**

---

## Why Use MarketResearch.com Profound?

- Stay abreast of your competitors' products, strategies, growth initiatives, and more.
- Learn what key industry experts are saying about your business and products.
- Gain knowledge from experts regarding key growth industries.
- Access proprietary information not available from any other source.
- Assess long-range market opportunities and potential.
- Understand changing market dynamics relative to specific products or services.
- Track products, industries, regions, and leading companies.
- Gather in-depth product, organizational, merger, and industry data on a local or global basis.
- Evaluate new product information

For assistance, call Customer Support

North America:  
+ 1-888-300-6166 toll-free

Worldwide:  
+ 1-240-747-3092

Email Customer Support at:  
[profoundsupport@profound.com](mailto:profoundsupport@profound.com)

We encourage all Profound subscribers to become fully trained on all of the features available on the new Profound service. For training on Profound, send an email to: [training@profound.com](mailto:training@profound.com)

## Pricing

Full report prices are available for single user license. Most reports also offer the option of a corporate-wide license. Pricing of sections and tables reflects the relative size and importance of the content compared to the full report. It may be less expensive to buy the full report if you are selecting numerous sections of a report. Prices can be displayed in a variety of currencies.

## Purchasing Reports and Sections

### 1. View Contents and Pricing:

By clicking a report title in the Search Results screen, you will be taken to a screen which displays that report's Table of Contents and Key Words In Context.

Within the Table of Contents you can view all the sections of the report as well as their prices.

You have the ability to view all of the sections or only the main chapter headings simply by clicking on the Expand All or Collapse All link atop the TOC contents box.

Also note that on most reports you will have the ability to select a Corporate Wide license for the full report which will enable you to share the full report with your colleagues and place it on your company's intranet.

**2. Add to Cart:** To purchase a **FULL REPORT**, place a check mark in the check box to the left of Full Report Single User License. To purchase **SECTIONS**, simply check the boxes next to the sections you would like to purchase.

Click the **ADD TO CART** button.

**3. Shopping Cart:** You are now in the Profound Shopping Cart. Here you can make your final purchase, save reports for a later purchase, remove reports from your cart, or return to searching.

To choose a report to Save for Later or Remove from your cart, simply click on the hyperlink.

Click **PROCEED TO CHECKOUT** to purchase selected reports.

**4. Checkout:** On the Checkout page, review your selections and pricing, and add Chargeback codes for accurate tracking of your purchases. You can save Chargeback codes on your user ID and create new ones on the fly.

Click **COMPLETE PURCHASE**. Your account will be charged and you will then see an order confirmation page with a link to download your report or sections. To access your report at a later time, your report will also be available in your Personal Library for 30 days from date of purchase.

The screenshot shows the Profound Market Intelligence search interface. The main heading is "Market Intelligence You Can Trust" with the subtext "Buy market research reports by the section and chart." Below this is a search bar with the placeholder "Enter your keyword search...". To the left of the search bar is a sidebar with "RESOURCES" (Start a New Search, Saved Searches, Manage Saved Searches..., Recently Viewed Items) and "TRAINING" (Quick Reference Guide, Need Training). Below the sidebar is a "Chat with Client Support" button and statistics: "Available reports: 1,148,484" and "Publishers: 199". To the right of the search bar are filters: "AI-Powered beta" (toggle), "Published in Last 2 Years" (dropdown), "Sections available" (checkbox), and "More filters" (button). Below the search bar are three large buttons: "Browse Industries", "Browse Locations", and "Browse Publishers". Annotations with arrows point to: "Type your search here." (search bar), "Toggle on our AI powered search." (AI-Powered beta toggle), "Filter by date." (Published in dropdown), and "Search filters refine your search results." (More filters button).

## Running a New Search

We've gathered all the search elements together in one box — making it easy to edit your searches, add or remove filters, sort your results, or further refine with search result navigators.

### Key Fields

The main search box allows you to search by keywords or by asking questions using our new AI powered search toggle.

Under the search box, you will find several options to help refine your results.

**Published In** — After entering search terms, you can specify the exact date range you wish to search across. This offers the ability to search the last three years, the last year, the last 6 months, the last 3 months, and the last month, as well as the complete archive.

**Sections Available** — Selecting “Sections Available” focuses your search only on reports that can be purchased by section.

### AI Powered Search

Click the toggle to turn on the AI powered search option.

Type your queries into the search bar using natural, everyday language. You can ask questions like:

“What are the key factors driving growth of the pharmaceutical packaging market?”

“What is the forecasted value of the US pet grooming market?”

“What is the global demand for RTD coffee?”

### More Filters

Click the “More Filters” button to show and hide filters for Industry, Location, Publisher, and more.

To open up a new filter, click the blue “Add Filter” button. This will add a new row with a filter option. You can pick which field this filter will apply to using the dropdown menu.

In the dropdown, choose from the following fields:

**Title** — Search keywords in the title of a report.

**Section** — Search section titles or table titles.

**Publisher** — Narrow your search to a specific publisher.

**Unique ID** — Enter a specific number that uniquely identifies a report.

**Location** — Filter according to a specific region.

**Industry** — Select an industry category.

**Company** — Search for the name of a company.

Type your search criteria into the box next to the filter. Some filters, such as “Title,” are free-form, allowing you to specify any text.

Filters such as “Industry” require you to select an operator to indicate if your search should include all, any, or none of the search terms indicated in the text box to the right. These filters use specific terms which auto-complete as you type.

### Refine Your Search

You can always remove a filter you do not need any more by clicking the “X” button to the right of the box.

You can add as many filters as you need.

Once you have made your search selections, click on the search button to retrieve your results. You can continue narrowing your search using the “Refine Search” section on the left side of the screen.

The screenshot shows a search interface with a search bar at the top containing the query "what is the revenue forecast for the us pharmaceutical packaging market?". Below the search bar are several filters: "AI-Powered" (beta) with a toggle, "Published in" (Last 2 Years), "Sections available" (checkbox), and "More filters" (button). A feedback prompt asks "We're listening. Did these search results meet your expectations?" with "Yes" and "No" buttons. Below this is a list of search results with pagination (1-7) and "Prev/Next" buttons. The first result is "US Pharma Packaging Market - Focused Insights 2023-2028 (05/17/2023)" by Arizton Advisory and Intelligence. The second result is "Pharmaceutical Packaging Market by Raw Material (Plastics, Paper & paperboard, Glass, Metal), Type (Plastic Bottles, Blisters, Caps & Closures, Labels & Accessories, Pre-filled syringes), Drug Delivery, and Region - Global Forecast to 2027 (01/12/2023)" by MarketsandMarkets. On the left side, there is a "REFINE SEARCH" panel with categories: "Date Published" (Last 2 Weeks, Last Month, Last 3 Months, Last 6 Months, Last Year), "Industry" (Consumer Goods, Food & Beverage, Heavy Industry, Life Sciences, Marketing & Market Research), and "Location" (Africa, Asia, Caribbean, Central America, Europe). Annotations with arrows point to various elements: "Use filters to refine your search" points to the filter section; "Click to select all the reports" points to the "More..." link in the Industry filter; "Click report title to view contents of reports." points to the first report title; "Click to view search tips" points to the question mark icon in the "More filters" button.

## Keywords in Context (KWIC)

Profound offers a unique feature: Keywords in Context (KWIC) which allows user to preview the parts of a report that contains your search words. KWIC also enable you to search further inside a specific report of interest to pinpoint your search even further. You can also append the KWICs to the bottom of a Table of Contents when you email or print a TOC.

View the context of each of your search terms within a report.

Profound highlights each term with a different color and provides a word count.

Type in additional search words here to refine further.

Search Inside Report: nanotechnology nanoparticle implantable "drug deliv

In this report, **nanotechnology** appears 520 times. **nanoparticle** appears 114 times. **implantable** appears 8 times. **"drug delivery"** appears 13 times.

- 1 Executive Summary 362.80 USD
  - 1.1 Overview 266.43 USD
    - Found: **nanotechnology** (20) **nanoparticle** (1) **"drug delivery"** (1)
  - 1.2 Research Objective 125.00 USD
    - Found: **nanotechnology** (10)
  - 1.3 Select Findings 125.00 USD
    - Found: **nanotechnology** (4) **nanoparticle** (1)
- 2 Introduction 2,583.84 USD
  - 2.1 Defining Nanotechnology 498.18 USD
    - Found: **nanotechnology** (3) **nanoparticle** (1)
  - 2.1.1 Nanotechnology Evolution and Nano Networks 127.18 USD

## Alerts

Alerts are a valuable current awareness tool that keeps you updated on the latest market research available.

These automatic searches can be set up to run on a daily, weekly or monthly basis. Results are delivered via e-mail.

To set up an Alert, run a search, check that the results are satisfactory, and then click on "Save this Search" link displayed on the left navigation bar.

To create the Alert, just fill in the Alerts form and click Save.

RESOURCES

- Start a New Search
- Saved Searches
- Manage Saved Searches...
- Save This Search**
- Share This Search
- Last Search Results
- Recently Viewed Items

SAVE THIS SEARCH

Search Name: \*

Save as Alert?

Number of Titles: \* 25

Delivery Frequency: Daily

Format: Html

Search results will only be delivered when changes have occurred since the previous search.

\* Required field.

Save Close

## Saved Searches

If you run the same search frequently or just need to review results at a later time, you may want to save it so you don't have to reenter your search every time you run it. Saved searches are saved search criteria. Follow the steps above for creating an Alert, and simply don't check the "Save as Alert?" box.

You can now run the search any time you log in to Profound.

RESOURCES

- Start a New Search
- Saved Searches**
  - acct
  - lung screening
  - security
  - hematology
  - nanotechnology**
- Manage Saved Searches...
- Save This Search
- Share This Search
- Last Search Results
- Recently Viewed Items

Run a Saved Search at any time by clicking on "Saved Searches" which is displayed in the "Resources" box on the left navigation bar. Choose the search you'd like to run simply by clicking on the name of the search.

## Checkout Options

Profound can accept credit cards for purchases. At the checkout screen, you may see two buttons:

1. One button says “Checkout with Corporate Account” which allows users to debit their prepaid funds or be invoiced.
2. The other button says “Checkout with Credit Card” which prompts users to enter their credit card information to complete the purchase. Card information can be saved for future purchases.

### Corporate users - Proof of Purchase PDF link

After completing a Corporate purchase, you will now see the dark green “Proof of Purchase” button to the right of the dark green “Continue Shopping” button. When you click the “Proof of Purchase” button a Proof of Purchase PDF will open in a new tab.

This document includes: Order Number, Account Manager Name and E-mail, Date Purchased, Payment Method, Payment Amount, Account Number, Sold To, and Items Purchased. Additionally, if Chargeback Codes are provided at checkout, the code will helpfully appear beneath each slice or report purchased.

You can then save the pdf to your computer for your records.

A few things you need to know about the credit card option:

1. Purchases completed using credit cards **DO NOT APPLY** to the company’s committed spend. They are tracked completely separately.
2. Purchases completed using credit cards are processed in US dollars. Therefore, clients using cards issued in Euros or GBPs may incur additional foreign currency transaction fees from their issuers.
3. Purchasers will be asked for their address in the credit card checkout process. This address will be used to ascertain what tax they may need to be charged on that transaction. Sales tax will be added to transactions run by individuals in Maryland, New York, and Connecticut; VAT tax will be added to transactions run by individuals in the United Kingdom.
4. Chargeback codes can be attached to credit card purchases at the Checkout screen as before.
5. A receipt will be sent via email.

# Checkout

---

Checkout with Corporate Account Checkout with Credit Card

Item	Price	Chargeback Code <a href="#">Add New</a>
Nanotechnology Drives Sustainability and Innovation in the Global Food and Beverage Industry <b>Section:</b> 6 The Road Ahead <b>Publisher:</b> Frost & Sullivan	635.46 USD	<input type="text"/> <a href="#">Apply to All</a>
Clinical Diagnostics: Global Markets <b>Section:</b> 5.2 Assays and Kits <b>Publisher:</b> BCC Research	562.61 USD	<input type="text"/>
<b>Total: 1,198.07 USD</b>		

Checkout with Corporate Account Checkout with Credit Card

## Search Operators

The following operators can be used when performing a key word search:

### Phrase searches

Profound conducts a term search by default. You must use quotation marks to search for exact phrases.

*Example: "drug delivery"*

### Priority Grouping with ( )

You can use parentheses to group words or phrases. Terms in parenthesis will be searched first and then combined with your other terms.

*Example: Brazil AND ("drug delivery" OR nanoparticle)*  
*Example: Brazil & ("drug delivery" |nanoparticle)*

### Boolean Searching

#### AND & ( AND or the Ampersand symbol )

This operator is the default operator if none is given. A document must contain all terms and expressions to be listed in the result set. As this is the default operator, you do not need to write it out explicitly. The three following examples are interpreted in exactly the same way. If you use the AND operator, it must be upper case.

*Example: nanoparticle drug Brazil*  
*Example: nanoparticle AND drug AND Brazil*  
*Example: nanoparticle & drug & Brazil*

#### OR | ( OR or the Pipe symbol )

This operator returns all documents that contains at least one of the terms. If you use the OR operator, it must be upper case.

*Example: nanoparticle OR implantable*  
*Example: nanoparticle | implantable*

#### NOT - ( NOT or the Minus symbol )

Excludes a term from the result. If you use the NOT operator, it must be upper case

*Example: nanotube NOT thermoplastic*  
*Example: nanotube - thermoplastic*

### Truncation

\* and ? can be used as wildcard tokens. \* represents multiple characters and ? a single character.

*Example: telecom\* will find telecom, telecommunication, telecommuter, etc.*

Keep in mind that Profound's search engine will automatically find plurals, alternate endings and synonyms, so wildcard searching may not be necessary.

### Proximity Searching NEAR() and ONEAR()

The explicit proximity searching operators can be used to restrict the document result set to documents that have terms within a certain distance from each other. Proximity search operators are not case sensitive. For NEAR, the order of the search terms doesn't matter for the matching, only the distance.

*Example: NEAR (nanoparticle drug N=4) returns documents that have the words nanoparticle and drug with no more than 4 words separating the two terms.*

*Example: NEAR (nanoparticle drug delivery molecule n=20) returns documents that have the words nanoparticle, drug, delivery and molecule with a cumulative separation of no more than 20 words.*

ONEAR specifies the exact order for your search terms to match. Any number of terms may be combined with NEAR and ONEAR operators. A default term distance of 4 is used if the distance N= is not specified.

*Example: ONEAR(nanotechnology drug delivery n=10) returns documents that have the words nanotechnology, drug and delivery in the order specified with a cumulative separation of no more than 10 words.*

For assistance, call Customer Support

North America:  
+ 1-888-300-6166 toll-free

Worldwide:  
+ 1-240-747-3092

Email Customer Support at:  
[profoundsupport@profound.com](mailto:profoundsupport@profound.com)

We encourage all Profound subscribers to become fully trained on all of the features available on the new Profound service. For training on Profound, send an email to: [training@profound.com](mailto:training@profound.com)