

Nexis® Analyzer

Don't just follow the media, analyze it.

Analyze media datasets with easy-to-read graphs and charts based on criteria important to you.

Now you can run custom analysis of your research quickly and easily using Nexis® Analyzer. This unique tool creates easy-to-read summary graphs and charts of your research data. You may select a single or multiple variables (search terms, index terms, time periods) to generate unique analyses.

Nexis Analyzer will help you:

- Save time and achieve greater efficiency through the ability to identify relationships, coincidences and coverage volume over time, without having to read each document.
- Realize significant value by discerning deeper insights and stimulating new ideas through visualized analysis of critical content collections.
- Create presentation-ready graphs for internal presentations, portals and external websites.

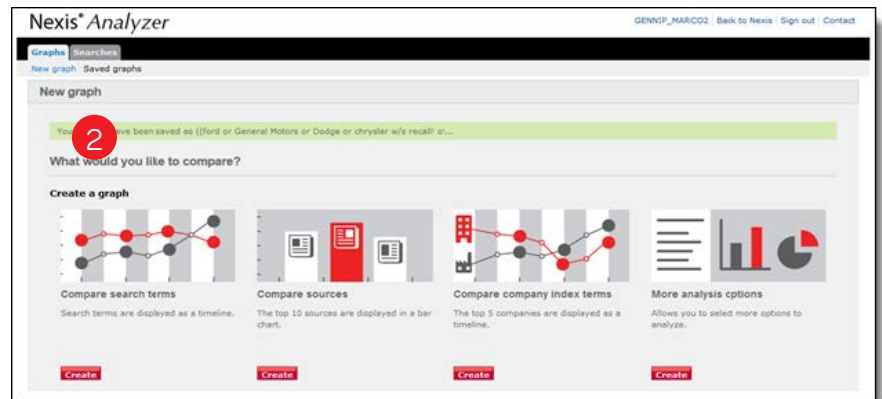
How Nexis Analyzer is used:

- Chart key messages or issues over time
- Compare coverage by publication and/or media channel
- Compare brand coverage and coverage of peers
- Compare coverage across content collections
- Graph media coverage over time
- Graph market penetration and awareness
- Graph coverage of competitors
- Graph metadata from mass data sets
- Create analytic alerts

- 1 After conducting your search and reviewing your results, use the **Analyze Results** option to export search results to the integrated analytics dashboard.



- 2 Nexis Analyzer will pull the citation information and metadata from your search results. When complete, you will be prompted to select the analysis type that best suits your need.

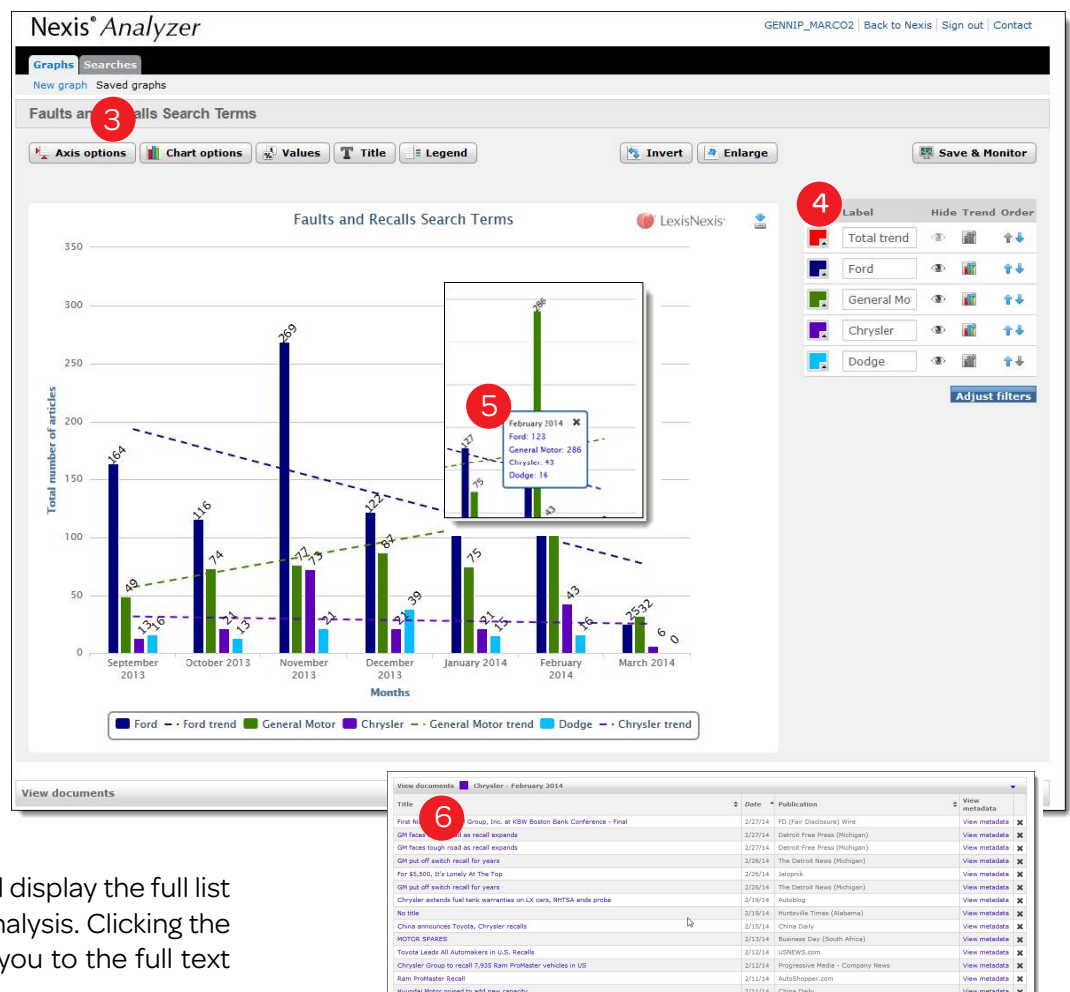


- 3 Once your chart is built, various chart options allow you to manipulate the functional aspects of the graph, such as values, title and axis options.

- 4 Use advanced filters, display trend lines, hide components and select custom colors to make the graph your own.

- 5 View documents by hovering over a data point and selecting the subject or date link that appears.

- 6 Selecting a data point link will display the full list of articles included in that analysis. Clicking the title of each article will take you to the full text document.



Contact your LexisNexis® representative or call 1-888-AT-LEXIS today to learn how to add this tool to your Nexis® subscription.