

BUTTERTM

*Better Understanding Through
Technology & Emerging Research*

DASHBOARD

A fully customizable collection of data analysis tools and widgets.

Customizable Widgets

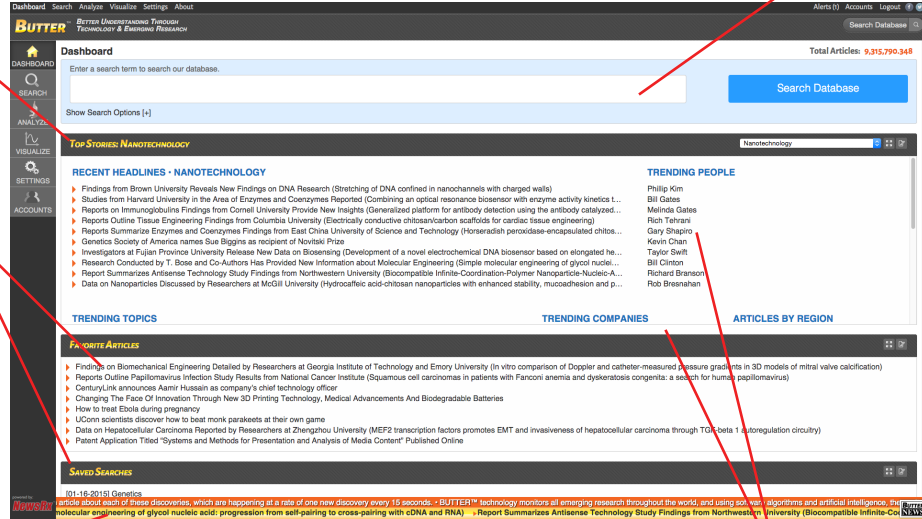
Display only the topics that interest you.

Search The Database

Search our database of 9.3 million articles and counting.

Save Your Research

Customize, save, and revisit your favorite articles and searches to get up-to-date information on the topics you choose.



Stay Current

Get the latest headlines as they emerge.

BUTTER™ Makes Research Better
We scan and analyze the database daily to provide the best possible trends and statistics.

CUSTOMIZE TOPICS AND HEADLINES

Get the latest trends, headlines, and companies for the topics of your choice.

Recent Headlines

The latest articles for the selected topic.

Trending Topics

Select a trending topic to graph the number of articles over time.

Trending Companies

A list of the most occurring companies for the selected topic.

Articles By Region

A geo-map depicting the number of articles for a particular region.

This block shows a detailed view of the dashboard widgets for the 'Advertising and Marketing' topic. It includes:

- RECENT HEADLINES - ADVERTISING AND MARKETING:** A list of recent articles such as 'Tempur-Pedic Delivers a Whole New Feel with New TEMPUR-Flex(R) Collection' and 'Patent Issued for System and Method for Secure Management of Transactions'.
- TRENDING PEOPLE:** A list of names including Philip Kim, Bill Gates, Melinda Gates, Rich Tehrani, Kevin Chan, Gary Shapiro, Taylor Swift, Rob Bresnahan, Bill Clinton, and Richard Branson.
- TRENDING TOPICS:** A line graph showing the number of articles over time for the 'Advertising' topic. The x-axis represents time from 2012 to 2017, and the y-axis represents the number of articles, ranging from 0 to 50.
- TRENDING COMPANIES:** A list of companies including Chinanet Online Holdings, Inc., Coupons.com Inc., Day Media, Inc., Eastside Distilling, Inc., Google Inc., International Business Machines Corporation, Mobility Technologies, Inc., Oil Holdings, Inc., Research and Markets, and Wpp Plc.
- ARTICLES BY REGION:** A world map showing the distribution of articles across different geographical regions, with red dots indicating the number of articles in each region.

DATA MANAGEMENT

Create, save, edit, and revisit your research with our intuitive data management tools.

Favorite Articles

Easily retrieve your favorite articles by adding them to your favorites list.

Saved Searches

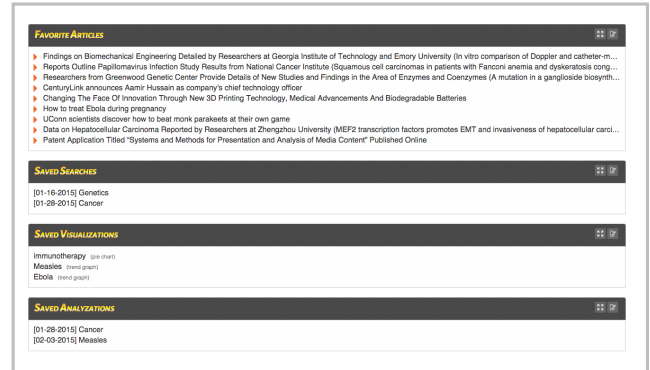
Get updated articles by saving your search parameters & revisiting the results.

Saved Analyzations

Analyze & revisit your search results at any time.

Saved Visualizations

Save your charts and graphs to view current trends in topics and search results.



ADVANCED SEARCH FEATURES

A collection of tools to aid in finding the information you're looking for.

Search Criteria

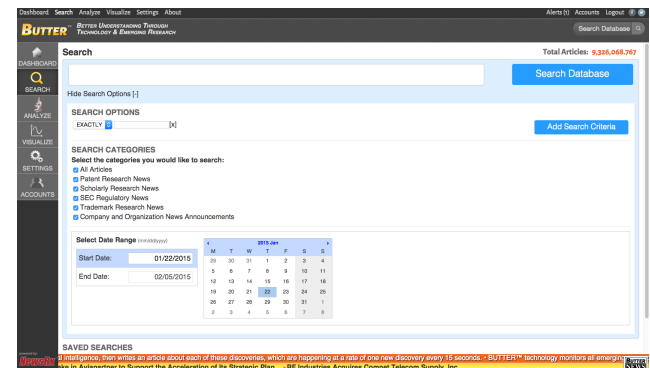
Automatically build advanced search strings by adding additional criteria to the search parameters.

Customize Search Categories

Customize the types of articles you would like returned in your results.

Date Range

Our database content spans for decades. Use the date selector to customize the time frame of your results.



GENERATE REPORTS & EBOOKS

Export and download your search results in pdf, ePub, & html formats.

Download Articles

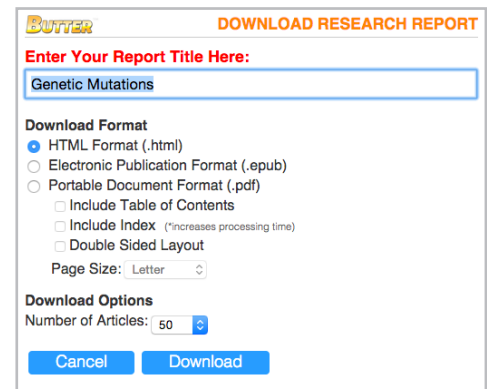
Easily compile and download your research in one of three widely supported formats.

Save It For Later

Our reports are fully searchable, chaptered, and can be accessed off-line by downloading to the device of your choice.

Chaptered & Indexed

Supported formats are automatically chaptered & indexed to make reviewing even easier.



ANALYZE SEARCH RESULTS

Use the Data Analyzer to drill down into your results and find the data you're looking for.

Exclude Articles

Search within your results to remove large numbers of articles.

Research Categories

Select the types of articles you would like in your report.

Edit Search Parameters

Change the search criteria to narrow down your results.

Filter Results

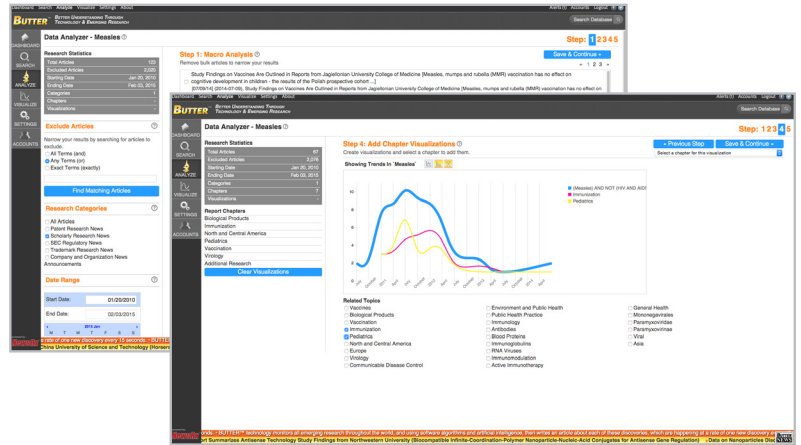
Filter your results based on topics, keywords, regions, and information sources.

Chapter Visualizations

Assign charts & visualizations to your report chapters.

Create Reports

Compile and export your results & visualizations into downloadable eBooks.



VISUALIZE DATA

View the statistical data from your search results in multiple chart formats.

Create Charts & Graphs

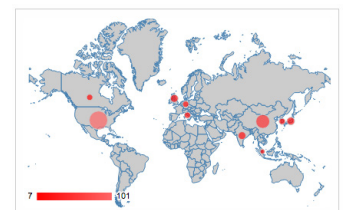
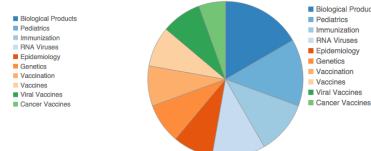
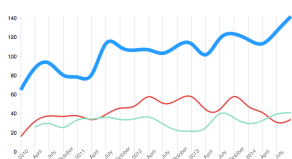
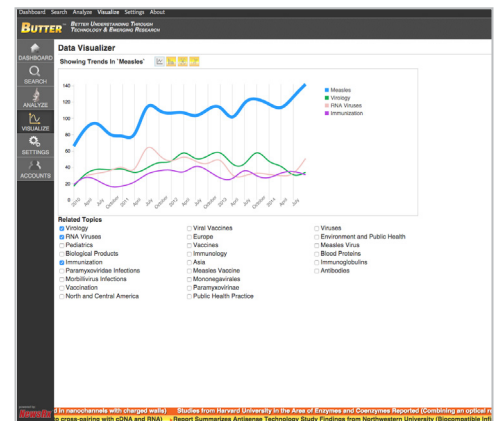
Visualize your results in various chart formats.

View Related Topics

Edit the graph by adding/removing related topics from the graph.

Revise Your Search

Each visualization is derived from the results of a saved search. By editing the search parameters, you will change the appearance of the visualization.



CUSTOMIZE WIDGET SETTINGS

Our fully customizable settings ensure you see only the content you're looking for.

Dashboard Settings

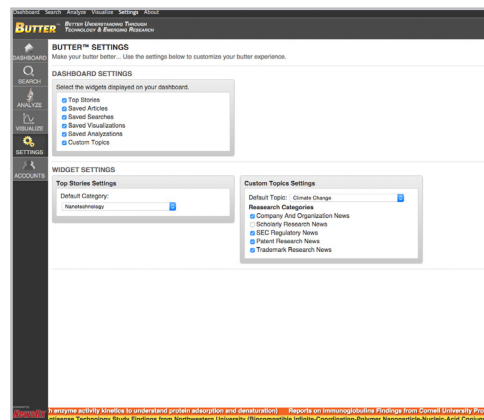
Select the widgets that appear on your dashboard.

Top Stories Settings

Select the default category that displays in your Top Stories.

Custom Topics Settings

Select the default topic and research categories displayed in your Custom Topics.



TIPS & TRICKS

Click the question marks for important tips and instructions.

Help Buttons

These question marks are located throughout BUTTER™ and provide important information about the tools they are located beside.

Support

Research is complicated. If you get stuck, email us at support@newsrx.com and we'll help you find the answer.



TIPS & TRICKS

Chapter Visualizations

To add a visualization to a chapter, prepare the chart below and select the desired chapter from the dropdown.

Visualization Tip:

You can clear the report visualizations by clicking the 'Clear Visualizations' button or by rebuilding your chapters.

OK