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Need Immediate Assistance?  Contact Us: (800) 908-5395  |  help@redbooks.com
SIGNING IN:

From the Home Page (www.redbooks.com), click “Sign In” in the upper right corner:

THE WORLD OF ADVERTISING AT YOUR FINGERTIPS

REDBOOKS is the premier advertising database! With the most comprehensive, up-to-date info on the top advertisers and agencies, REDBOOKS truly provides you an edge for new business development and competitive intelligence.

Learn More About REDBOOKS...

START FREE TRIAL ➔
Enter your Username (or email) and your password, and click the “Sign In” button.

If you do not know your password, you can click “Forgot Password” to reset it and have a temporary password sent to your email, or call us at (800) 908-5395 for assistance.
SEARCHING - USING THE DASHBOARD

After signing in, you will be brought to your Dashboard. This is where you can search, view companies and searches you have saved, and more.
To search for a company, brand, agency or client name, enter it here. A list of common names will appear as you type, and you can select from this list to quickly get the name you want.

**TIP:** Use this if you know the name of a specific company/brand/client/agency you are looking for.
If you would like to browse the entire REDBOOKS database of companies, you can click All Agencies or All Advertisers to go directly to the entire list of those companies.

TIP: Use this if you want to find a list of advertisers or agencies that you can filter by size, revenue, location, etc.
The Advanced Search button takes you to a page where you can enter in many detailed filters to create an advanced list. The Saved Searches button takes you to your list of Saved Searches.

**TIP:** Talk with your Account Rep about how to best use the Advanced Search and Saved Search features.
The **Target Lists** tab shows the companies and contacts you have saved, as well as any lists we have created for you. You can click any of these links to go to its Profile Page. You can also Download, Export and Print from this screen.
The Opportunities tab shows recent account wins and agency review announcements, as well as recent marketing personnel moves. You can use this to identify important opportunities to pitch your services to a fresh agency that just started representing the advertiser.
Farther down, the Movers and Shakers section shows you’re the latest personnel moves and promotions at top agencies and advertisers – use this to find new leads who are fresh on the job, or congratulate an old contact on their recent promotion!
Once you have begun a search, you will be taken to the Search Results page showing the companies that matched your search.
If you would like to change your search, you can enter another company/agency/brand name, or select **All Agencies** or **All Advertisers** to browse the entire database.
If you would like to start again from the Dashboard, click “My Dashboard”.
Search results are separated into **Ad Agencies** or **Advertisers** (brands).

You can only view one of these categories at a time.

<table>
<thead>
<tr>
<th>Name</th>
<th>Industry</th>
<th>Sales</th>
<th>Employees</th>
<th>Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>1-800 CONTACTS, INC</td>
<td>Media</td>
<td>$248,676,000</td>
<td>1,101</td>
<td>Draper, UT</td>
</tr>
<tr>
<td>1-800-Doctors</td>
<td>Miscellaneous</td>
<td></td>
<td></td>
<td>Iselin, NJ</td>
</tr>
<tr>
<td>1-800-Flowers.com, Inc</td>
<td>Retail</td>
<td>$716,257,000</td>
<td>2,200</td>
<td>Carle Place, NY</td>
</tr>
</tbody>
</table>
The grey tab is what is not being viewed. Click the grey tab to change to this view.

The red tab is what is currently being viewed (Currently, it is Advertisers).
Search results are also separated by **Companies** and **People**.

Click **Companies** to view companies that match your search. Click **People** to show a list of contacts from those companies.
To filter your search (and narrow the range of your results), you can use the Filter Search options.

Search filters are ONLY available when using the “Browse All Advertisers / Agencies” feature. You cannot filter searches when you have searched for a company by name.
Click any of the “ADD” links to select the filters you would like to use.
To clear filters and view the whole list, click **Clear Filters**.

To save the chosen filters parameters for future use, click **Save This Search**.
To **Save, Download, Print, or Export** multiple companies, first select the checkbox of those companies.
Click “Save”
To save checked companies to your Saved Companies page for later review.

Click “Download”
To download a CSV (Excel) file containing the primary info of checked companies.
Click “Print”  
To combine and print all the profiles of the checked companies.

Click “Export”  
To Export the primary info of the checked companies to Salesforce.  
(You may need to contact your Account Rep to enable this feature.)
To select all the companies on the current page, check the top Checkbox.

This will automatically check all companies on the current pages.
REDBOOKS Profile Pages

Getting The Info You Need

Advertiser Profiles
The first section of the profile page displays basic info about the company, including a brief summary and statistics about size, revenue, and advertising spend.
This is also where you find the buttons to **Save**, **Download**, **Export**, and **Print** the profile.

You can click **Back** to return to the previous page.
You can also start a new search by entering it in the search bar...

Or start over from the Dashboard by clicking the link.
The **Brands Owned** section lists the brands and trademarks owned by the company.

These brands are also searchable – if you search for Oreo in the database, the company profile for Mondelez will be shown, for example.
The **Corporate Family** section shows the corporate structure of the company.

It can include parent companies, sibling companies, and subsidiaries.

To see the REDBOOKS profile of a company, **click on its name link**.
The **Competitors** section shows all companies that provide similar products or services to the company you are viewing. To see the REDBOOKS profile of one of these companies, **click on its name link**.
The **Industry Codes** section shows the **NAICS** and **SIC** codes that the company matches.

**NAICS** = North American Industry Classification System

**SIC** = Standard Industrial Classification

To view a list of other companies that match a NAICS or SIC code, click on the code’s [link](#).
The **Contact Info** section provides the names, positions, email address and LinkedIn profiles of the top and mid level marketing employees of the company.
You can filter the contacts that are displayed to show only certain types of positions – such as Business Development, or Brand Management. This allows you to quickly find the contacts you need.
To copy a contact’s email address, right click (control-click for Apple) and select **Copy Email Address**.

To View a contact’s LinkedIn info, click on their **LinkedIn Icon**. To see their full profile on LinkedIn, click “View Profile”.

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**To View a contact’s LinkedIn info, click on their **LinkedIn Icon**. To see their full profile on LinkedIn, click “View Profile”**.
To view recent news articles about a contact, click the News button. These articles can provide useful information and conversation starters for your prospects.
The Agency Relationships section shows which ad agencies have working relationships with the Company and which brands or campaigns they have worked on. To see the REDBOOKS profile for an agency, click on its name link.
The **U.S. Media Spend** section shows the media types that the advertiser is targeting, and which products lines the advertiser spends money on. This data is provided in partnership with **Kantar Media**, and is intended to illustrate measurable spending trends.
Farther down, the **Unmeasured Media Usage** section shows additional types of media where the advertiser is spending, but are un-measurable.
The **Print/TV Ads** section displays examples of the television and print ads that the company is using to market its brands.
To play a video, click on its link.

To view a print ad at full size, click on it.

(This data is provided by our exclusive partnership with Coloribus.)
Farther down, the **Digital Ads** section shows examples of company’s digital advertising as seen across various web and mobile platforms.

(This data is provided by our exclusive partnership with [WhatRunsWhere](http://WhatRunsWhere.com).)
REDBOOKS Profile Pages

Getting The Info You Need

Agency Profiles

Profiles for Advertisers and Agencies are similar, but Agencies have a few different features that you should note.
On the Background Tab - the **Market Specialization** section of an Agency profile lists the types of media and industries that the agency focuses on.
The Clients tab of an Agency Profile lists the companies and brands that utilize the agency’s services.
Any Questions?

Please contact your Dedicated Account Manager

- or -

(800) 908-5395

help@redbooks.com

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