Brandwatch Search

Brandwatch Search is a smarter and faster way to discover insights from social. It will help you search for insights without the need to build a complex query or dashboard and it will help less-experienced users on your team search Brandwatch's data library themselves and discover light insights. In this article, learn how to use Brandwatch Search to gain quick insights.

What is Brandwatch Search?

Search is an instant search engine that collects 13 months of full Brandwatch consumer data, on any topic. Search leverages AI-powered search that identifies the entity (for example, brand, organization, person, etc.) you wish to search for and creates an accurate search for you.

- **AI-powered:** Makes searching the largest pool of consumer data simple.

- **Full data access:** No 10% limits. No caps. Just full Brandwatch data.

- **Fast results:** Get answers in seconds.

- **Unlimited searches:** No limits on mentions or searches for complete peace of mind.

How does it work?

Search is a simple to use tool that's packed with powerful functionality. It helps users find insight faster than ever before. Here's how it works.

1. **Create your search:** Start typing your search and Brandwatch will automatically suggest terms to search for. Select terms from the drop-down list, or write your own search with any **boolean operator** (except NEAR). All searches pull data from the full Brandwatch data library.
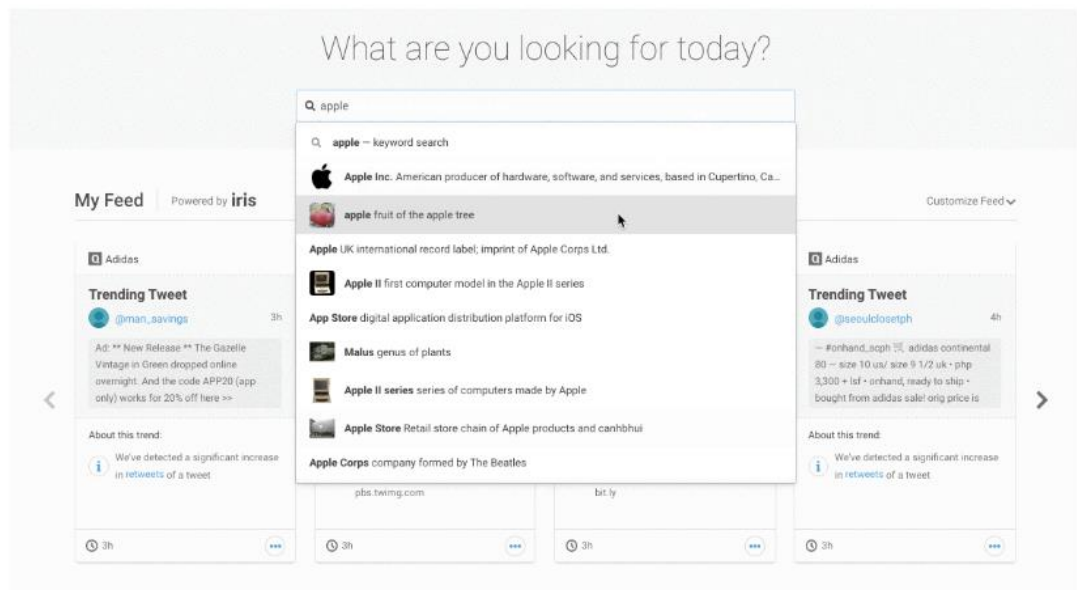
2. **View the data:** Just seconds after completing your search, it will reveal 30 days of full historical data. With 13 areas to click through and 20 visualizations, you'll start to uncover insights in seconds.

3. **Analyze to reveal an insight:** Use the four powerful filters to segment your data, zoom in on a specific day or week, click through on a spike to see the mentions, or slightly amend your search to dig deeper.
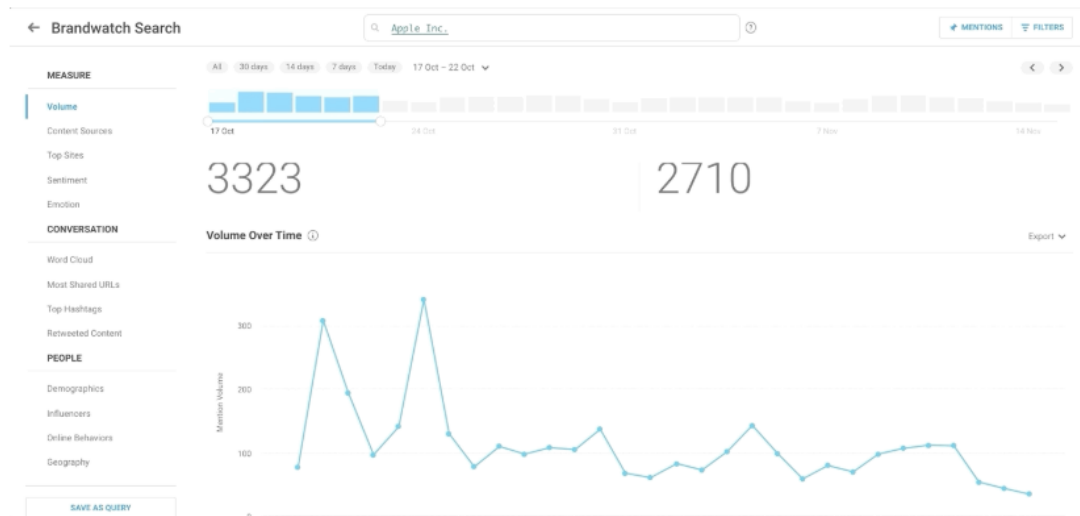
4. **Save search into a query:** To collect full historical data, or to analyze the search data alongside other searches, users can then save the search as a full query (this will count towards the client's query allowance).

   Warning: Only searches that do not contain any auto-suggested search terms can be saved at this time. Any searches that contain terms selected from the drop-down list will not be saved.

   Note: Brandwatch Search is intended for quick data insights and your initial results will include spam and duplicate mentions. After you save your search as a query and apply it to a dashboard, those spam and duplicate mentions will automatically be removed. Due to this change, differences in mention volume between initial Brandwatch Search results and your saved queries are to be expected.

Please check out our help center on AI-powered search to learn more about how it works.

FAQs

Are there any limits on usage?

No, every user on every type of account can conduct as many searches as they want with no limits on the amount of data collected.

Will it work in other languages?

Brandwatch Search works in all languages that have at least the "basic" level of support as specified in the **Language Support** article. However, the AI-powered entities search engine only works in English at the present time. Training our AI to analyze mentions to understand the specific entities they are referring to is a huge challenge. Brandwatch are the first in the industry to achieve this. We've started with English and plan to add other languages to the AI engine in the future.

What operators are available in a search?

All boolean operators except NEAR are available.

Can I save my search into a query?

Yes, but only if it **does not** contain any auto-suggested search terms. Any searches that contain terms selected from the drop-down list cannot be saved currently.

How often do the AI-powered terms get updated?

We aim to update the terms monthly to pick up on new entities as they emerge.

Is there a character limit?

Yes, there is a character limit of 600.

Is there a limit to the number of AI-powered terms you can search for?

No.