

Searching for a Specific Profile or Audience

You will be able to find profiles and audiences in the search function on the **Overview** and **People** tabs in Audience.

Searching for a Specific Profile

There are different ways to find a specific profile based on the information you have at hand, but since you're looking for a specific person you most likely have either a name, a handle or an email.

Once you click the **search bar**, it will automatically expand and reveal four additional expandable search criteria: **Personal**, **Social**, **Contact**, and **Location**. Within each of these you will have the option to search on a more granular level.

Example: You could do a simple name search in the Personal search option or you could search for a specific X (Twitter) handle in the Social option to find a profile that has interacted with one of your channels in the past.

Searching for a Specific Audience

Finding a specific audience is a little broader than searching for a specific profile. When you are building an audience, you are searching for a group of profiles that all share one or more specific attributes. You could for example want to find a group of profiles who are all talking about a specific topic.

1. To create an audience consisting of people talking about the same topic, go to the **People** tab in the top of Listen. Then go to the **filter** section on the left side. Select **Talking about**. Type in a topic that you would like to create an audience from i.e. *customer service*.
2. You can choose to narrow your audience down by adding filters to your query. **Talking about query** for example gives you a list of people who have been talking about one topic. If you want to narrow this down to only females talking about a topic for example, you can go to the **search bar** and expand this again. Choose **Personal** and select **Female** in the gender option.
3. You can keep building out your filters until you have found your perfect audience.

Note:

Audience profiles are not supported for Google Reviews.