



# How to search for articles mentioning a specific company entity?

In this article, we will show you how to use the Feedly API to search for strategic moves mentioning Lemonade, the insurance company.

The power of search for the Lemonade company entity instead of the Lemonade keyword, is that you benefit from the disambiguation capabilities of Leo.

**Step 1:** Go to the Power Search UI and switch to the Across the Web Tab

The screenshot displays the Feedly Power Search interface. On the left is a sidebar with navigation options: Today, Read Later, Annotated, Train Leo, and Team Admin. Below these are LEO PRIORITIES, including Front End, Marketing & Growth, Tony F., and Exchange Zero Days. A search icon is highlighted with an orange box and a 'Step 1' callout. The main area shows the 'Across the Web' tab selected, with a search bar containing the placeholder text 'Companies, products, topics'. Below the search bar is a grid of search categories: Topic, Company, Business Event, Industry, Person, Critical Vulnerability, Cyber Attack, Indicators of Compromise, Threat Actor, Malware, Tactics and Techniques, Disease, and Gene. A 'Step 2' callout points to the 'Across the Web' tab.

**Step 2:** Structure your search using Leo Concepts

In Your Feedly

Across the Web

Track specific companies, products, and topics across the web

📄

Lemonade

×

+ OR

Title

🗑️

AND

⚡

Product Launches

×

⚡

Partnerships

×

⚡

Funding Events

×

Everything

🗑️

+ OR

+ AND / - NOT


FOLLOW WEB ALERT

CLEAR SEARCH

DEBUG

Results

2 articles per week



On Lemonade's Planned Acquisition of Metromile

Industry Publications

Insurance Innovation Reporter / 8d

📄

Lemonade

⚡


Partnerships

↔️

Lemonade Metromile

Within a week of announcing its expansion into auto insurance, Lemonade (New York) announced its planned acquisition of Metromile (San Francisco), the data/tech-focused pay-per-mile pioneer and now insurance technology

Also in Agency Checklists, Car Insurance, +18 sources



Rhino partners with Cover Genius in lieu of Lemonade

Industry Publications

Coverager / 32d

📄

Lemonade

⚡


Partnerships

↔️

Rhino Cover Genius

The company first partnered with Lemonade to introduce renters insurance to its users.

Also in Insurance Industry N..., Technology News, +18 sources



German insurance startup Getsafe wants to be the Lemonade of Europe. Here's the 20-slide pitch deck it used to raise \$93 million.

Industry Publications

38 Startups / 44d

📄

Lemonade

⚡

Funding Events

↔️

Getsafe Germany Europe

Getsafe, a startup that wants to become Europe's equivalent to the US digital insurance giant Lemonade, raised \$93 million in fresh funding in a Series B round.

Also in CB Insights Research, emeasstartups, +18 sources

Refine

ARTICLES PER WEEK ?

2

SOURCES ?

☒ Strategy Magazines

☒ Industry Publications

☒ Tech Blogs

☒ Business Magazines

☒ Research Journals

☐ National Newspapers

+ SOURCES

Enterprise API

📄 COPY JSON QUERY

Example 1: Searching for Product Launches, Partnerships, and Funding Events related to insurance company Lemonade

**Step 3:** Click on the **Copy JSON Query** button to get the JSON body you will need to send to the server to get the same research results using the Feedly Enterprise API.

How to search for articles mentioning a specific company entity?

2

In Your Feedly
Across the Web

Track specific companies, products, and topics across the web

Lemonade

+ OR

Title

AND

Product Launches

Partnerships

Funding Events

Everything

+ OR

+ AND / - NOT

FOLLOW WEB ALERT
CLEAR SEARCH
DEBUG

Results
2 articles per week

**On Lemonade's Planned Acquisition of Metromile**

Industry Publications • Insurance Innovation Reporter / 8d • Lemonade Partnerships • Lemonade Metromile

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Refine
ARTICLES PER WEEK

SOURCES

☒ Strategy Magazines
☒ Industry Publications
☒ Tech Blogs
☒ Business Magazines
☒ Research Journals
☐ National Newspapers

+ SOURCES

Enterprise API

COPY JSON QUERY

**Step 4:** Invoke the v3/search/contents endpoint with the JSON collected above as the JSON body.

The endpoint used to perform article searches is:

```
POST https://feedly.com/v3/search/contents
```

This is an authenticated endpoint so you will need to pass your Enterprise authentication token to be able to perform a search across your team feeds.

It requires some URL parameters:

- **count** *Optional* integer number of articles to return. default is 10.
- **newerThan** *Optional* long timestamp in ms; cannot be older than 31 days ago. If you are querying the search endpoint regularly, it is really important that you pass the newerThan parameter to get new articles published sync the last time you performed the query.

- **unreadOnly** *Optional* boolean if true, only unread articles will be returned; default is false. Reminder: entries older than 31 days are automatically marked as read.
- **continuation** *Optional* string a continuation id is used to page through the content. Pass the continuation from a search result to get the next set of results for this search.

But most importantly, it requires **query JSON body**

```
{
  "layers": [
    {
      "parts": [
        {
          "id": "nlp/f/entity/gz:org:lemonade"
        }
      ],
      "salience": "mention",
      "type": "matches"
    },
    {
      "parts": [
        {
          "id": "nlp/f/businessEvent/productLaunch"
        },
        {
          "id": "nlp/f/businessEvent/partnership"
        },
        {
          "id": "nlp/f/businessEvent/funding"
        }
      ],
      "type": "matches",
      "salience": "mention"
    }
  ],
  "source": {
    "items": [
      {
        "type": "publicationBucket",
        "id": "discovery:all-topics",
        "tier": "tier3"
      }
    ]
  }
}
```

- **layers** and **parts** allow you to combine multiple terms. Terms included in different layers are combined using an AND operator. Terms include in the parts array are combined using an OR operator. `nlp/f/entity/gz:org:lemonade` is the unique id of the Lemonade insurance company and `nlp/f/businessEvent/productLaunch`, `nlp/f/businessEvent/partnership`, and `nlp/f/businessEvent/funding` are the business events we want to track. You can remove the second layer if you want all the mentioned of Lemonade.
- **salience** allows you to search in the title or the entire body. If salience is set to "mention", Leo will search in the entire content of the article. If salience is set to "about", Leo will search only in the title of the article.
- **source/streams** allow you to determine where Leo should search. In this example, we are specifying tier3 which translates in all the popular sources polled by Feedly.

The HTTP response will be a list of matching articles formatted as JSON

```
{
  "searchTime": 147,
  "searchElapsedTime": 0,
  "terms": [],
  "continuationTimestamp": 1632140836827,
  "advancedSearch": true,
  "title": "Search results",
  "continuation": "17c032cbfdb:14616cf:4158f6f1",
}
```

```
// Each item is an article
"items": [{
  "language": "en",
  "fingerprint": "92e80f19",
  "id": "vMuC+MKJIT7XEBpKSr0L0xUiUY6N+Y/wIgL69l1dbs=_17be58c6e10:1f4e651:16e10088",
  "keywords": [
    "Insurance",
    "Lemonade",
    "News",
    "Pets",
    "What's Hot"
  ],
  "originId": "https://www.pymnts.com/?p=1151657",
  "origin": {
    "streamId": "feed/http://www.pymnts.com/feed/",
    "title": "PYMNTS.com",
    "htmlUrl": "https://www.pymnts.com"
  },
  "title": "Lemonade Debuts Preventative Care Coverage for Puppies and Kittens",
  "author": "PYMNTS",
  "crawled": 1631643790864,
  "published": 1631643391000,
  "summary": {
    "content": "Expanding upon its health insurance for furry, four-legged friends, Lemonade on Tuesday (Sept. 14) announced the debut of i
    "direction": "ltr"
  },
  "alternate": [
    {
      "type": "text/html",
      "href": "https://www.pymnts.com/insurance/2021/lemonade-debuts-preventative-care-coverage-for-puppies-and-kittens/"
    }
  ],
  "enclosure": [
    {
      "href": "https://securecdn.pymnts.com/wp-content/uploads/2021/09/puppy-kitten-vet-care-457x274.jpg",
      "width": 457,
      "height": 274
    }
  ],
  "canonicalUrl": "https://www.pymnts.com/insurance/2021/lemonade-debuts-preventative-care-coverage-for-puppies-and-kittens/",
  "unread": true,
  "commonTopics": [
    {
      "type": "industryTopic",
      "id": "nlp/f/topic/4020",
      "label": "insurance industry",
      "score": 0.857,
      "salienceLevel": "about"
    },
    {
      "type": "topic",
      "id": "nlp/f/topic/1176",
      "label": "insurance",
      "score": 0.6064292381301892,
      "salienceLevel": "about"
    },
    {
      "type": "topic",
      "id": "nlp/f/topic/3000",
      "label": "artificial intelligence",
      "score": 0.2610054920672668,
      "salienceLevel": "about"
    },
    {
      "type": "topic",
      "id": "nlp/f/topic/1177",
      "label": "insurtech",
      "score": 0.88,
      "salienceLevel": "about"
    }
  ],
  // entities represent the list of companies and other entities Leo has
  // recognized in the article
  "entities": [
    {
      "type": "org",
      "disambiguated": true,
      "id": "nlp/f/entity/gz:org:lemonade",
      "label": "Lemonade",
      "mentions": [
        {

```

```

        "text": "Lemonade"
      }
    ],
    "salienceLevel": "about"
  },
  {
    "type": "org",
    "disambiguated": true,
    "id": "nlp/f/entity/gz:org:insurance-industry-companies",
    "label": "insurance companies",
    "mentions": [],
    "salienceLevel": "about",
    "causes": [
      {
        "id": "nlp/f/entity/gz:org:lemonade",
        "label": "Lemonade"
      }
    ]
  }
],
// business events represent the business events Leo
// has detected in the articles
"businessEvents": [
  {
    "id": "nlp/f/businessEvent/partnership",
    "label": "Partnership",
    "score": 0.007,
    "salienceLevel": "about"
  }
],
"leoSummary": {
  "sentences": [
    {
      "position": 4,
      "text": "The pet insurance addition comes a year after the company released Lemonade Pet, with coverage available starting at $12 p",
      "score": 0.442
    },
    {
      "position": 5,
      "text": "Most pet insurance policies tend to cover accidents and illnesses as opposed to preventative care, according to the compan",
      "score": 0.421
    }
  ]
},
"memes": [],
"updated": 1631643391000,
"categories": [],
"decorations": {},
"annotations": [],
"keptUnread": false
}
]}

```

- Each **item** is a matching article
- The **title** of each item is the title of the article
- **alternate.href** will give you access to the URL the article
- **entities** capture the list of companies, people, products Leo has recognized in the content
- **businessEvents** capture the list of events Leo has detected in the content
- **content** or **summary** will give you access to the HTML representation of the article. Some publishers include the entire content in their RSS feeds, some just publish a snippet.
- You can learn more about the JSON structure used to represent articles here:

[What is in RSS and what is augmented by Feedly/Leo?](#)