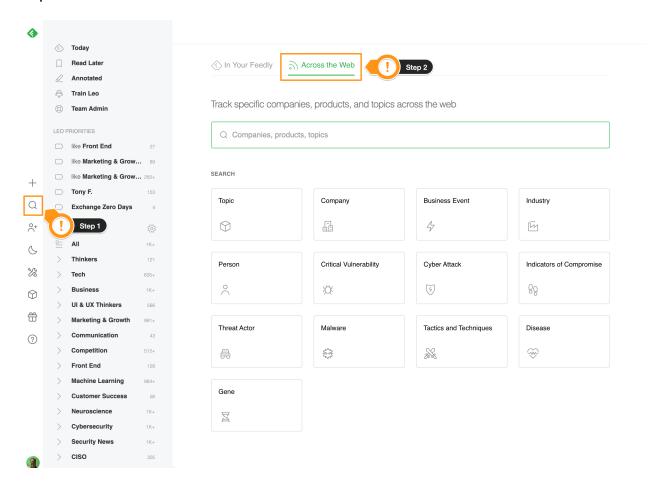


How to search for articles mentioning a specific company entity?

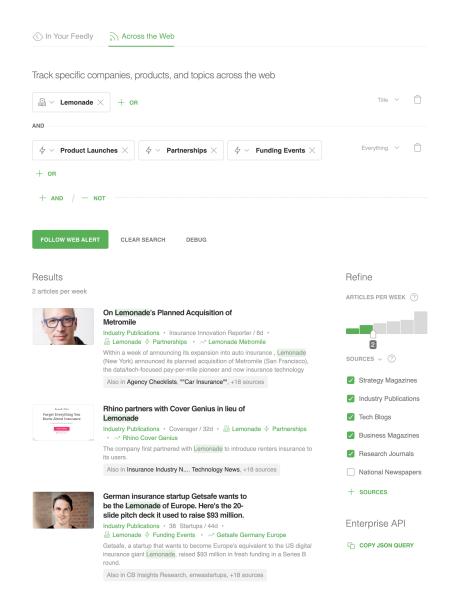
In this article, we will show you how to use the Feedly API to search for strategic moves mentioning Lemonade, the insurance company.

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 the the Power Search UI and switch to the Across the Web Tab

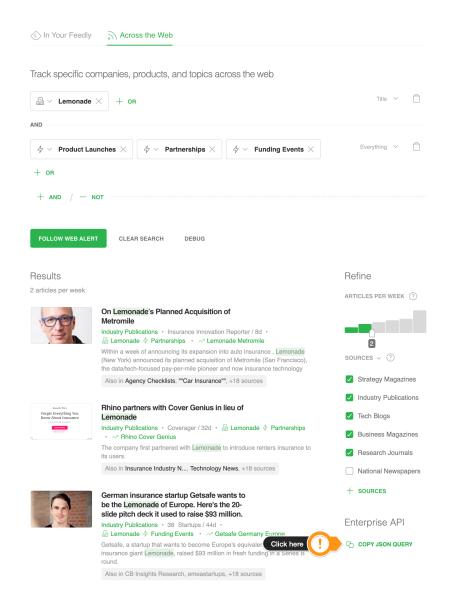


Step 2: Structure your search using Leo Concepts



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.



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 <u>your Enterprise authentication token</u> 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"
    1
  }
}
```

- 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+MKJIT7XEBpKSIr0L0xUiUY6N+Y/wIgL69l1dbs=_17be58c6e10:1f4e651:16e10088",
    "Insurance",
    "Lemonade",
   "News",
    "Pets",
  "What's Hot"
"originId": "https://www.pymnts.com/?p=1151657",
   "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", and the secure of the content of the c
        "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"
\ensuremath{//} 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"
     1
   }
  // 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
        "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
}
13
```

- 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?