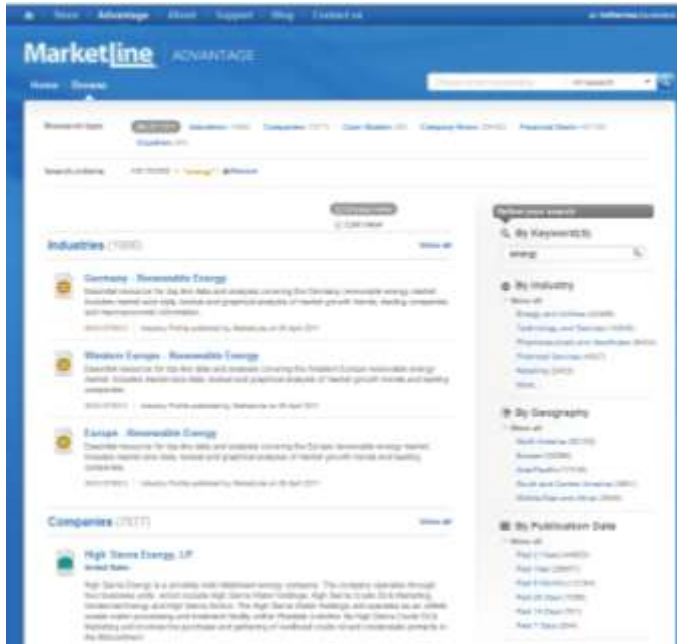


# MARKETLINE ADVANTAGE – User Guide

MarketLine Advantage has been developed so you can access the information you need in seconds.

# Searching by keyword

1) To search for information using a **keyword**, type your selected word(s) into the empty search bar and click the **magnifying glass**.



2) You will be taken to a **results page** containing all content matching your keyword search.

# Searching by keyword

3) Once you have selected the product type you can **Arrange** your results using the **Sorted by** button at the top of your results list. Click on the arrow to sort by relevance, publication date, or title (which lists the results alphabetically).

Refine your search

By Keyword(S)

By Industry

- Consumer Packaged Goods (451)
- Energy and Utilities (316)
- Metals and Mining (194)
- Technology and Services (63)
- Automotive (59)
- More...

By Geography

- Europe (984)
- Asia-Pacific (401)
- North America (177)
- South and Central America (170)
- Middle East and Africa (48)

By Publication Date

- Past 2 Years (1903)
- Past Year (1597)
- Past 6 Months (802)
- Past 28 Days (51)
- Past 14 Days (22)
- Past 7 Days (22)

Search criteria KEYWORD ▶ "energy" | Remc

Sort

- Relevance
- Publication Date
- Publication Date (asc)
- Title



wable Energy

Includes market size data, textual and graphic and macroeconomic information.

4) Alternatively (or in addition), you can **narrow your search results** with an additional keyword search or by using the list in the right-hand column of the page. You can narrow by industry, geography, subject, topic, company information, or publication date.

Research type    All (85133)    **Industries (1908)**    Companies (7877)    Case Studies (28)    Company News (29492)    Financial Deals (45738)  
Countries (94)

5) To further refine your search results to one **information type** (news; financial deals; opinion; reports & briefs; databooks; companies; countries; or industries), click on the relevant tab running across the top of the page. The tabs are color-coded and change color when you hover your mouse over them.

Search criteria    INDUSTRY ▶ **Energy and Utilities** ▶ Utilities |  Remove  
KEYWORD ▶ **"energy"** |  Remove


6) To review your current **search trail**, just look at the area next to Search criteria. This highlights the various search parameters that you have selected for that particular search (this is known as a breadcrumb trail).


7) You also have the option to view your results as a **list** or as a **group** using the two-sided button at the top right of the page. 'List' will sort your results according to the parameters you have chosen using the 'Sorted by' button, while 'group' will arrange your results by information type.

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Search criteria    KEYWORD > "energy" | [Remove](#)

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 Group view

 List view

# Searching by entry point

1) As an alternative to the keyword search, you can also find information using the 'Browse By' tool on the MarketLine Advantage homepage

Browse by



|  |  |   |
|--|--|---|
| Aerospace and Defense (2766)           | Energy and Utilities (71471)                       | Metals and Mining (17361)               |
| Agriculture and Forestry (3275)        | Environmental and Waste Management Services (3226) | Paper and Packaging (3090)              |
| Automotive (24091)                     | Financial Services (71622)                         | Pharmaceuticals and Healthcare (104210) |
| Business and Consumer Services (23562) | General Business (33334)                           | Retailing (36956)                       |
| Chemicals (8790)                       | Government and Non-Profit Organisations (1927)     | Sourcing (114)                          |
| Communications (41343)                 | Industrial Goods and Machinery (20448)             | Technology and Services (114282)        |
| Construction and Real Estate (22811)   | Ingredients (1188)                                 | Textiles (1694)                         |
| Consumer Packaged Goods (53446)        | Leisure and Arts (13177)                           | Transport and Logistics (29772)         |
|  | Media (16530)                                      | Wholesale (1996)                        |



2) When you hover your mouse over 'industries', 'geographies', 'subjects', and 'databases', a pop-up list will appear allowing you to refine your entry point. Hovering over 'companies' will also bring up a search box where you can enter the name of the company you are interested in.

3) Once you have selected your entry point, you can narrow and arrange your results in the same way as with a **keyword** search.

1) To browse through our entire portfolio of information, click on the **browse** tab at the top of the MarketLine Advantage Homepage >>>



This will take you to a results page reflecting All Research.

2) You can **refine** your results in the same way as with a keyword search - by information type or by using the options and keyword bar in the right-hand column of the page.

3) You can then arrange your results in the same way as described in the Searching sections above – by relevance, publication date, or title – and by list or group.

1) Depending on the information type, MarketLine Advantage allows you to download content in one of four formats: **PDF, Word, Excel, or PowerPoint**

 Report Word PDF PowerPoint Excel

2) Once you have clicked through to your chosen information item, your download option(s) are reflected at the top left of your screen.

3) Click on the button and select to download or save the file to a location on your computer.



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 **Related Research**

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[↪ Financial Deals \(28\)](#)

To view content without downloading it, you can explore individual products on the screen - Using the chapter titles on the right hand side to navigate your way around the report.

You can switch freely between the listed options.