MarketLine

User Guide
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1. Searching by Keyword

- To search for information using a **keyword**, type your selected word(s) into the empty search bar in the homepage and click the magnifying glass or press enter. Alternatively a search box is always available in the navigation bar at the top of the screen.

- You will be taken to a results page showing the top results for each of MarketLine’s research types matching your keyword search.
To see all relevant results by research type, click the relevant “View all Industry Profiles”, “View all Thematic Analysis” etc. buttons on the right hand side of the screen.

Search results can be refined with an additional keyword search or by using the Refinements options in the left-hand column of the page. You can narrow by keywords, sector, geography, content type, or publication date.
You also have the option to view your results as a list or in grid view using the relevant tabs at the top of the search results page. ‘List’ will display all results according to the parameters chosen, while grid will arrange your results by information type.
2. ‘Browse By ..’

- As an alternative to the keyword search, the MarketLine homepage has options to Browse by Sector, Company, Geography, Database or Content Type.

- Browse by Sector allows you to select and display all content available for each of MarketLine’s 19 core industry sectors.
• Browse by Company takes you to our Companies module where you can search or build lists of companies, or access our analyst curated lists of leading companies.

• Browse by Geography allows you to select and display all content available for any major region or country.
- Browse by Content Type shows and describes the types of content available on MarketLine, and enables you to quickly drill down if you are interested in one particular content type.

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<th>General</th>
<th>Industry</th>
<th>Company</th>
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<tr>
<td>Market Insights</td>
<td>Industry Profiles</td>
<td>Company Profiles</td>
<td>City Profiles</td>
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<tr>
<td>Analyze current trends and market dynamics with comprehensive data and analysis.</td>
<td>Assess the key industry dynamics and trends relevant to your business.</td>
<td>Explore detailed company profiles for global companies.</td>
<td>In-depth analysis of the world's major cities.</td>
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<td>Theme Reports</td>
<td>Industry Data</td>
<td>Company Data</td>
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<td>Analysis of key trends and market developments featuring multiple industries, sectors, and countries.</td>
<td>Data-driven insights on industries, sectors, and geographies.</td>
<td>Detailed company data, including financials, competitors, and industry benchmarks.</td>
<td>Analyze key indicators for major cities worldwide.</td>
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<tr>
<td>Industry Case Studies</td>
<td>Value &amp; Supply Chain Analysis Reports</td>
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<tr>
<td>In-depth analysis of industry-level trends and issues and solutions for over 100 major global sectors.</td>
<td>Uncover the stages of the value and supply chain, production, and issues for over 300 major global sectors.</td>
<td>In-depth analysis of successful and unsuccessful company strategies, product launches, and innovations.</td>
<td>Assess current trends and risks for major global economies, based around MarketLine's Country Risk Index (CRI).</td>
</tr>
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- Browse by Database shows and describes the Databases available as part of your MarketLine subscription.
3. Downloading

- Depending on the information type, MarketLine allows you to download whole reports or sections of content in PDF, Excel, or PowerPoint formats.

- Where available click the relevant icons to download or save the file to a location on your computer. For example:
4. Translations

If you wish to view the MarketLine platform in another language, you can use the Google Translate. Google’s translation service allows you to translate words, sentences, and web pages between any combination of its 57 supported languages.

For more information and to find out how Google Translate works, please click here.
5. Additional User Guides and Video Tutorials

To access additional User Guides and Video Tutorials for MarketLine’s platform and Databases please click the links below.

**Companies, News and Deals**
Video Tutorial: https://bcove.video/330HWM5

**Financial Deals**

**Search and Browse**
Video Tutorial: https://bcove.video/2OeGE61

**Country Statistics**
Video Tutorial: https://bcove.video/2yuEUBK

**City Statistics**
Video Tutorial: https://bcove.video/2KmpG7h

**Consumer Data Analytics**
Video Tutorial: https://bcove.video/2MIIWPC

**Industry Statistics**
Video Tutorial: https://bcove.video/2YPWZZu

**Company Prospector**
Video Tutorial: https://bcove.video/2MDXpf0

**Influencers**
Video Tutorial: https://bcove.video/336f0lx

**Case studies**
Video Tutorial: https://bcove.video/2Ze4St3

**Chartbooks**
Video Tutorial: https://bcove.video/2Z90f3h

**Industry Data**
Video Tutorial: https://bcove.video/2NnbFCQ

**Value Chain Analysis**
Video Tutorial: https://bcove.video/2NlelaE
6. **Ask an Analyst**

MarketLine Analysts are on hand to answer any queries relating to MarketLine content. You can access the Ask an Analyst form by clicking on the Account Tools (head icon next to search box on the top navigation bar), then Ask an Analyst.
7. **Need further help or training?**

You can have your own personal training sessions with our Client Services team. Check out our training calendar or email us on customersuccess@marketline.com.

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