

The Information Advisor™

A M O N T H L Y N E W S L E T T E R

Analysis, Advice, and Strategy
for the Knowledge Professional

Authorized Reprint

Leading Business-Focused News Alert Services

PART 2 OF 2

There are two parts to this special report. In Part One, we provide a succinct summary of the results from our search tests for each alert service we were able to assess. Part Two includes the detailed feature comparison chart of the various services.

OUR SELECTIONS

General News Alert Service

Dialog NewsEdge

Professional's Choice

Factiva: Track Module

Value

NetContent: IntelliSearch

Specialized Power Research

LexisNexis: Personal News

Web-Only Monitoring

PR Newswire: eWatch

WHO WE COVERED

To begin our analysis of fee-based alert services, we contacted vendors for every substantive fee-based news alert service that we were able to locate. These were as follows:

- CustomScoop
- CyberAlert
- Dialog NewsEdge
- Dialog NewsRoom
- Factiva Track Module
- FNS NewsClips Online
- FT.com Alerts
- FT.com Global Media Monitor
- Hoover's: News Alerts
- Intelligence Data: InSite2

- Luce: CyberClipping
- Luce: First Alert
- Moreover: CI Watch
- Net2One
- NetContent: IntelliSearch
- NewsNow:
Media Monitoring Service
- Nexis Alerts
- Pinnacor: Inlumen
- PR Newswire: eWatch
- TechDirt
- WebClipping
- YellowBrix

Out of these 22 initial selections, we ended up with a smaller, more focused set of alert services that we fully reviewed. For more details, see page 3. ■

Results of Our Hands-On Tests

DIALOG NEWSEDGE

www.newsedge.com



Bottom Line: Excellent sources, precision search functions, and customer service. Highly recommended.

HOW WE CONDUCTED OUR TESTS

To make a valid comparison of each service's performance, we set up three search profiles to run on each service. Each profile was specifically designed to test the services in an important specific capability:

- Alert #1—With this search profile, we wanted to test how well an alert service would perform in locating hard-to-find business information. Our search was to retrieve news items that mentioned a Chinese firm by the name of Galanz, the world's largest manufacturer of microwave ovens.
- Alert #2—This alert was created to determine how well an alert service would understand a precise Boolean search created to ensure that two concepts would be closely related. Our search here was: lipitor with "market share" employing a NEAR or proximity operator where available, to try to establish a close relationship between the terms. For this alert, we evaluated the services primarily by whether they retrieved articles that contained both terms, and if the terms were closely linked
- Alert #3—This alert was created to test whether a user could refine and filter a broad search to avoid getting too many results, and too many irrelevant items. Our goal here was to find articles that discussed buying drugs in Canada. Our search here was (Canada OR Canadian) and drugs, and limiting those words, if the vendor permitted, just to headlines.

In addition to performance in these three areas, we also examined each service on a few other important factors that could not be captured in the feature comparison chart: how easy and intuitive it was to create and set up the alerts, and the formatting and usefulness of the email alert itself. ■

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