

Advanced Text Searching: Boolean Operators, Wild Cards and Exact Match

Great news: Salutory Data has added a robust set of advanced text-searching functionality to increase the precision-matching power on the most commonly used free-text fields. This Resources page will explain the capabilities and provide some examples for using them.

Data Fields included:

Title
Company Name
Contact Name
All Phone Number fields

Note: this capability does not apply to “pick-list” fields such as Function, Level, Revenue Range, Employee Range, State, Industry/SIC Code, etc.

3 types of Advanced Text Search capabilities:

Boolean Operators
AND, OR, NOT

(Note these Operators must always be fully capitalized)

Wild Card characters

* representing one or more characters
? representing a single character

Exact and Only Match

“ ” placing a search string in double quotation marks will find matched results where that exact string, and only that exact string appears

Use-case Examples:

Below are some examples of the advanced text search capabilities.

Use Case Ideas and Examples	Advanced Text Search Syntax to Use
Find Contacts whose Title contains Network, the work Senior, but not the word Administrator,	In the Title Field, enter the following: Network

Use Case Ideas and Examples	Advanced Text Search Syntax to Use
Administration and the like and not the word Social	AND Senior NOT Admin* NOT Social
Find Contacts at Companies whose Company Name included the work Medical and National but not Hospital	Company Name Field: Medical AND National NOT Hospital
Find Contacts whose Mobile Phone numbers begin with the area codes 213 or 415	In the Contact Mobile Phone Field: 213* 415*
Find Contacts whose Title is exactly VP Business Development, Vice President of Business Development, VP of Business Development. Ie no other words in the title	In the Title field: "VP Business Development" "Vice President of Business Development" "VP of Business Development" Etc... you can add as many iterations as desired. Also, for long list of titles, you may use the powerful Prepopulation functionality to upload a large list of titles from a CSV file
Find Companies with Solar and Wind in their name	Company Name Field Solar AND Wind
Find Contact with Full Stack and Java or AWS expertise as described in the full text of their Title.	Title Field: Full Stack AND Java OR AWS