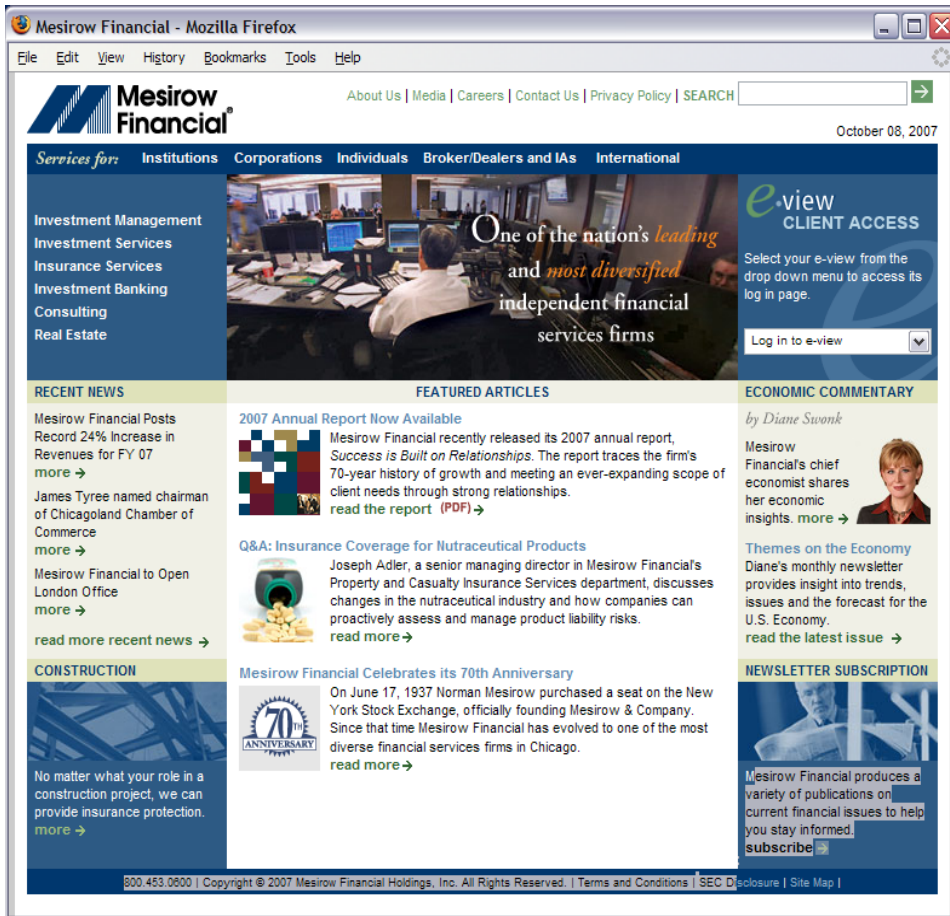


# feed your database.



**Profiler, by Broadlook Technologies** is a high-speed business intelligence application that replaces the need to manually dig through a website for contacts and information.

**An illustration.** Let's say you wanted to profile the company below. How would you do it? We're betting that the process is probably very similar to this:



1. Pull the company's website up in a browser.
2. Start clicking through pages on the site, and copying and pasting the information into your database or a spreadsheet.
3. Simultaneously navigate aimlessly through both your database, and the website trying to remember where you were last, and what you were going to do next.
4. Get distracted by irrelevant information. But it seems interesting, so what the heck?
5. Start "Googling" the organization for whatever else you can find.
6. Throw hands up in frustration, and try to find something else to do.
7. Repeat the process until you become sick of Internet research.

Sound familiar? We used to do it also. Then we built Profiler.

**Now, for the million-dollar question.** If you could punch any website into a piece of software, click a single button, and have an entire dossier of Internet information on an organization company, would you do it?

If you said "yes" sit down and read on...you're gonna love this.



Read on to learn more.



# feed your database.

To start using Profiler, you need to be able to perform two simple tasks:

1

Type the target website into Profiler.

2

Click the "Profile Company" button.

The screenshot shows the Mesirow Financial website in a Mozilla Firefox browser window. The URL bar displays [www.mesirowfinancial.com](http://www.mesirowfinancial.com). The Broadlook Profiler application window is open, showing the 'Profile Company' button highlighted. The search results table in Profiler is as follows:

N.	Name	Title	Email	Phone	City	Score
1	James C Tyree	Chairman and CEO	jtyree@mesirowfinancial.com	312-595-6090	Chicago	500
2	Ruth C Hannerberg	Senior Managing Director	rhannerberg@mesirowfinancial.com	312-595-6239	Chicago	500
3	Dlga Camargo	Director of Economic Communications	olcamargo@mesirowfinancial.com	312-595-7128	Chicago	500
4	Lester A Morris	Senior Managing Director	lmorris@mesirowfinancial.com	847-681-2301	Highland Park, High	500
5	Ralph S Tulliano	President and Executive Managing Director	rtulliano@mesirowfinancial.com	212-808-8388	New York	500
6	Melissa Kibler Knoll	Senior Managing Director	mknoll@mesirowfinancial.com	312-595-8500	Chicago	500
7	James S Feltnar	Senior Managing Director	jfeltnar@mesirowfinancial.com	305-416-3344	Miami, Homestead	500
8	Larry H Lattig	Executive VP, Senior Managing	llattig@mesirowfinancial.com	214-954-1444	Dallas, Addison	500
9	Leon Szlezinger	Senior Managing Director	lszlezinger@mesirowfinancial.com	212-808-8366	New York	500
10	Rocky Pontikes	Director	rpontikes@mesirowfinancial.com	312-595-6821	Chicago	500
11	Thomas J Allison	Executive VP, Senior Managing	tallison@mesirowfinancial.com	312-595-9550	Chicago	500
12	Timothy G Ewing	Managing Director, Equity Management	tewing@mesirowfinancial.com	312-595-6697	Chicago	500
13	Michael J Mackev	Senior Managing Director	mmackev@mesirowfinancial.com	312-595-7900	Chicago	500

In mere minutes, Profiler scans thousands of pages of information on an organization, and pulls back names, titles, email addresses, company and direct phone numbers, bios, and more. Import a list from one of Broadlook's list-building tools, and let Profiler do thousands of hours of research for you.

Then, pick, choose, filter the contact info you want, and transfer it directly into your database, or call sheet.

**Take Action.** Contact us today to see an online demonstration.



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