# Using Ranges and Wildcards in Market Insight

Text variables can be identified in the **System Explorer** because they have an ABC icon to the left of the variable name. When searching for a business by name Ranges and Wildcards will be helpful to identify unknown characters or spaces using the wildcards of: * and **?**.

It is important to use both the business and the tradestyle name when searching for a business. The reason is because the name you are searching for could be in either the business name or the tradestyle.

We will use Adobe in our examples and the variables of: Business Name variable (ABC Business Name) and Tradestyle Name (ABC Tradestyle).

1. The following will match business names that are *exactly** the same as [each character must be the same as] the search name criteria. Our match string would look as such: ="Adobe"
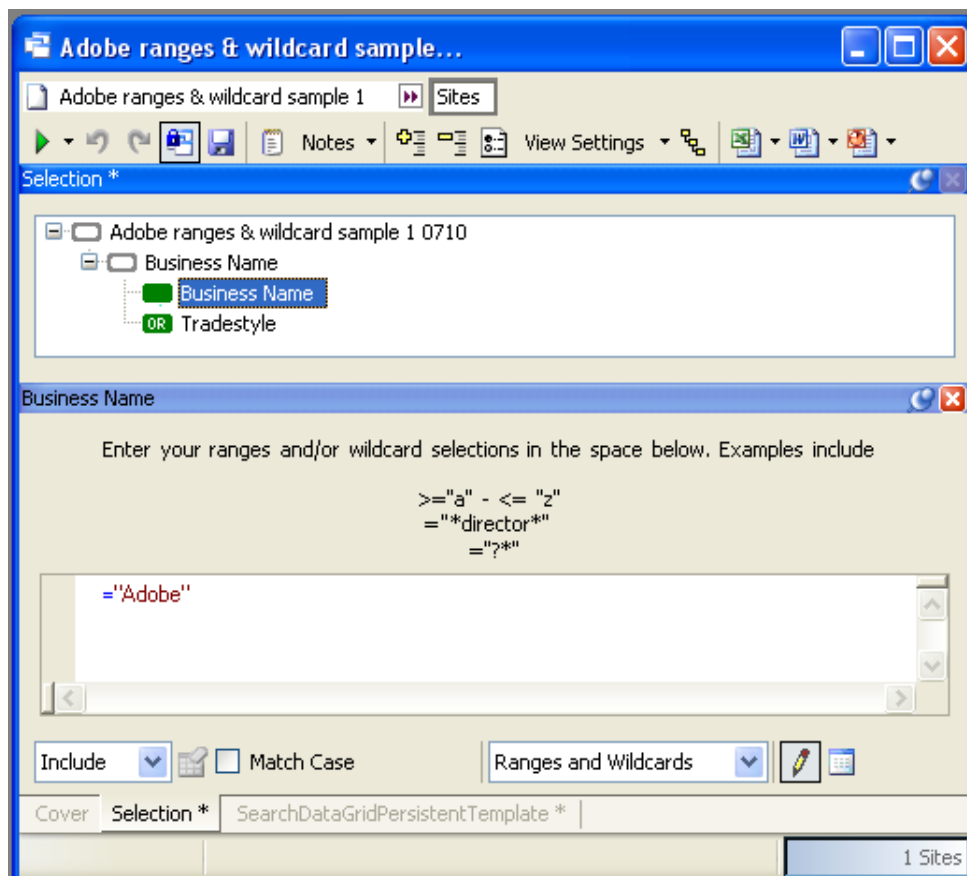

This example will return only businesses with names having the exact same 5 characters will match – i.e. "Adobe", but not "Adobe Ltd"

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* Or you can use the **Exact Match** option in the same drop down and it will return the same results:
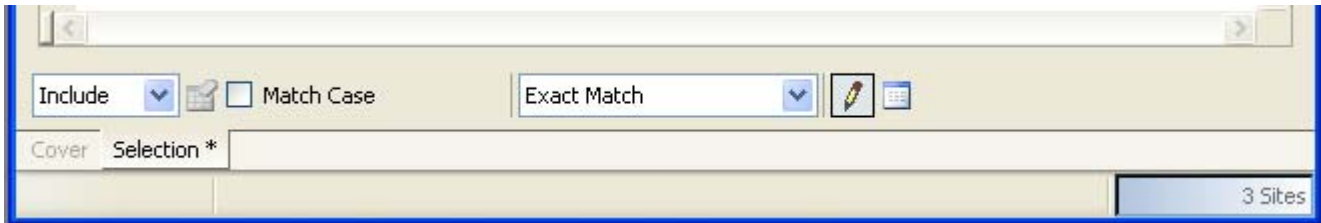
2. The asterisk symbol, *, is used to stand for any number of characters [zero or one or multiple]. If we use the root word of Adobe and then an asterik this will return names that ***begin with** Adobe. The string would as follows: ="Adobe*"
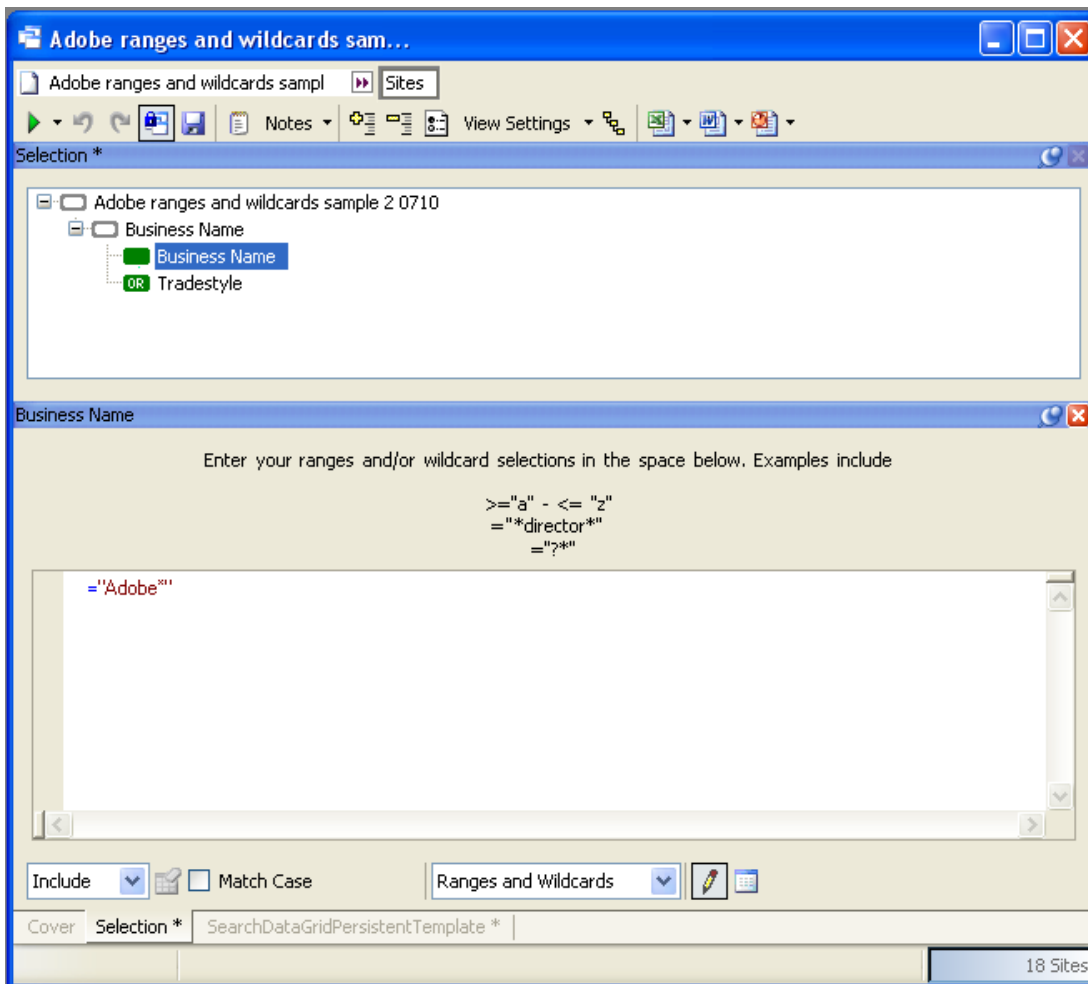
This example will match "Adobe" (in this case the * is matching zero characters) and "Adobe Ltd" (in this case the * is matching 4 characters, " Ltd")

* Or you can use the **Begins With** option in the same drop down and it will return the same results:

3. The question mark symbol, ? , is used to stand for exactly one character [cannot be zero and cannot be more]. And so our string would look as follow: ="Adobe?"

Please note that this will NOT match either "Adobe" (in this case there is NO character for the ? to match) and "Adobe Ltd" (in this case there are 4 characters, and so it cannot be matched against the ?)
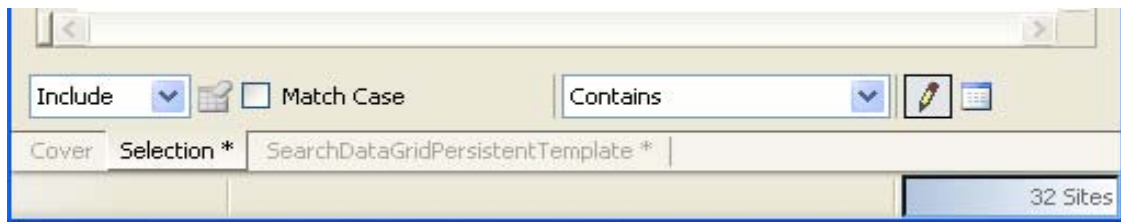
4. Using an asterisk at the beginning and at the end of a name, will find all names **containing** Adobe somewhere (either at beginning, middle or end). So it would look like this: ="*Adobe *"
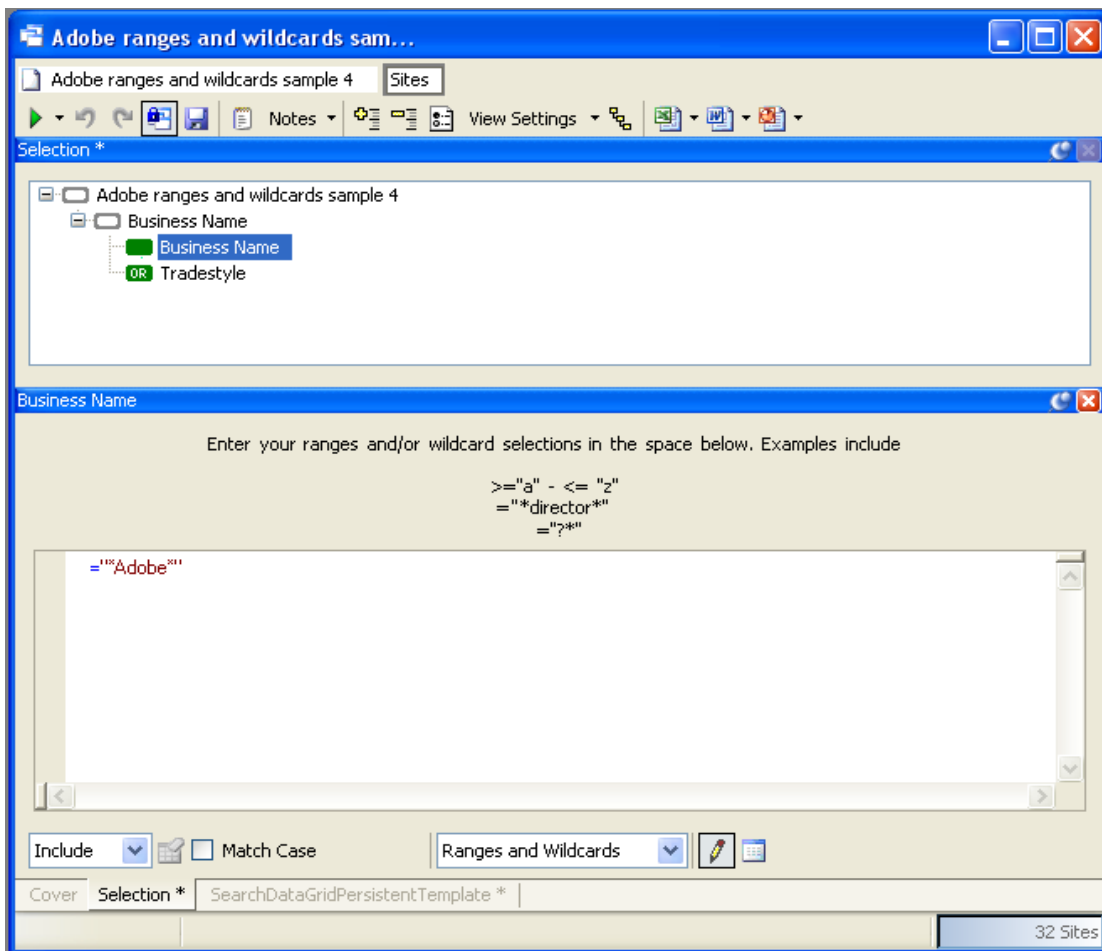

Be careful as this will also match "New Adober Productions" because of the asterisk. It will pick up anything with the root word of Adobe and any other characters.

* Or you can use the **Contains** option in the same drop down and it will return the same results:


5. Using an asterisk at the beginning with a SPACE somewhere (either at the beginning, middle and end) you will find ALL names ***containing** Adobe. As an example, this will NOT match to "New Adober Productions" (since Adobe is followed by an r not a SPACE), but will no longer match names ending "Adobe" (as there is nothing following) ="*Adobe *"
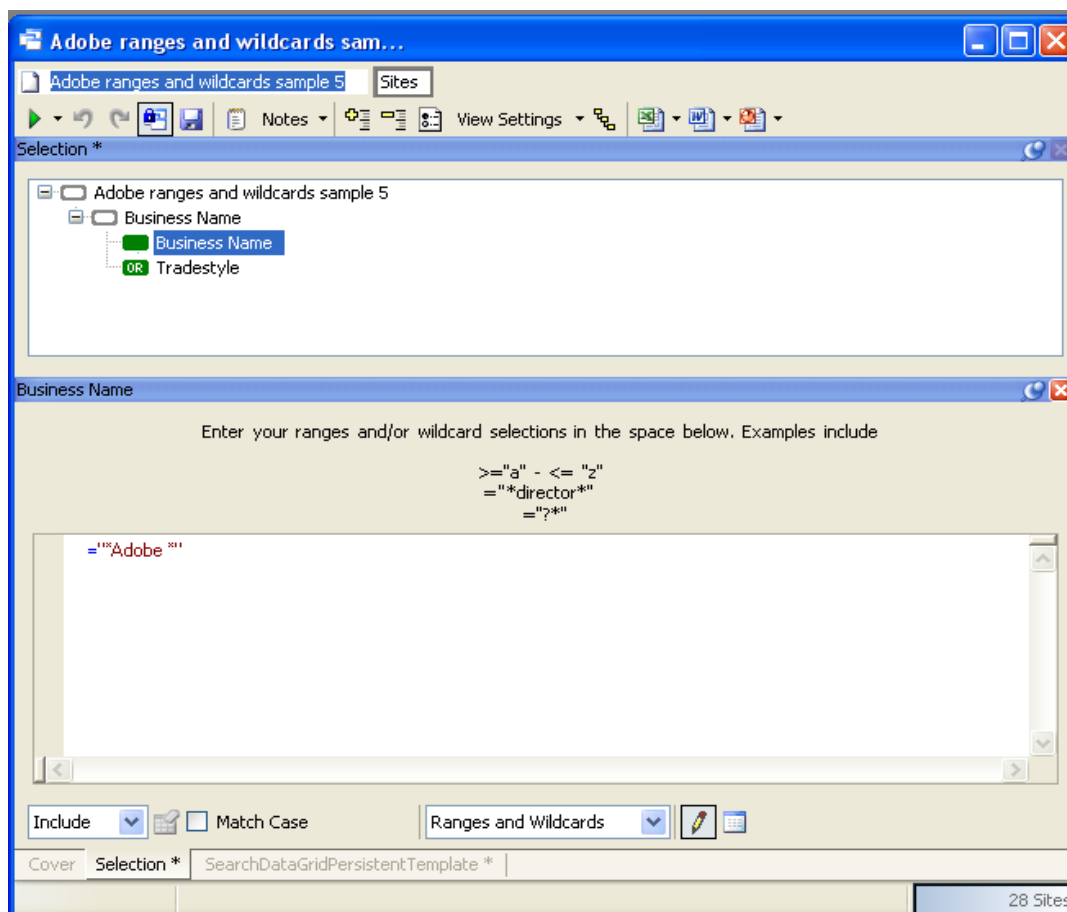
6. Using an asterisk at the beginning of Adobe will return records that *end with Adobe and so our string would look as follows: ="*Adobe"
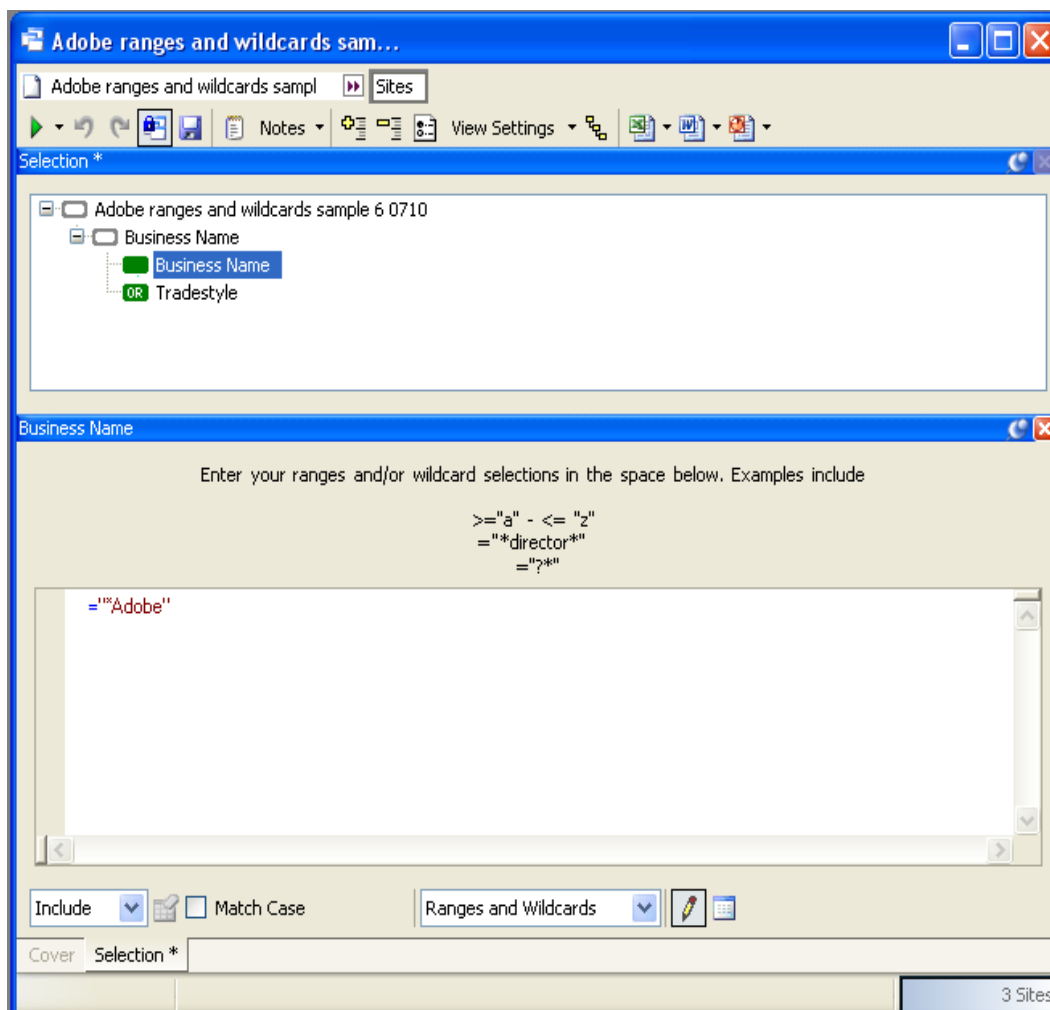
* Or you can use the **End With** option in the same drop down and it will return the same results: