



Harmari Help Guide

Top 10 Report

Top 10 gives you a quick prioritized report of the most important leads to focus on for an investigation. It is emailed to you at a user-defined frequency in PDF or XLS format. Here’s how to set it up:

1. Open the Top 10 Tab and click New
2. Enter the Report name and Report description
3. Schedule Frequency. Indicates how often you’d like to receive reports. Choice of daily, weekly or monthly. The less frequent you schedule the reports, the more data can be included in the analysis (see Lookback Period below)
4. Search Type. Either Keywords, or People (name, email, phone number)
5. Keywords, up to 5 keywords or keyphrases may be entered, one per line, per Top 10. For example, if your product of interest is Michael Kors, you might want to put synonyms like mk in it. To avoid false positives, e.g. Michael Jordan, it is recommended to use double quotes around your keyphrase, “Michael Kors”. If you are not sure what to enter as keywords, you might want to “practice” on the Keywords tab to make sure you’re getting relevant ads before creating a Top 10.
6. Number of results. Default is 10, but you can have up to the Top 50 results displayed
7. Order Results by either Total ads or Total \$ value, which is the default.
8. Email recipient. Enter your email address

Category 39 categories selected

Category: For Sale [antiques, books, free, music instr, appliances, business, furniture, photo+video, arts+crafts, cars+trucks, garage sale, rvs+camp, atv/utv/sno, cds/dvd/vhs, general, sporting, auto parts, cell phones, heavy equip, tickets, baby+kid, clothes+acc, household, tools, barter, collectibles, jewelry, toys+games, beauty+hilth, computer, materials, video gaming, bikes, electronics, motorcycle parts, wanted, boats, farm+garden, motorcycles]

Select All Clear All

<input checked="" type="checkbox"/> antiques	<input checked="" type="checkbox"/> books	<input checked="" type="checkbox"/> free	<input checked="" type="checkbox"/> music instr
<input checked="" type="checkbox"/> appliances	<input checked="" type="checkbox"/> business	<input checked="" type="checkbox"/> furniture	<input checked="" type="checkbox"/> photo+video
<input checked="" type="checkbox"/> arts+crafts	<input checked="" type="checkbox"/> cars+trucks	<input checked="" type="checkbox"/> garage sale	<input checked="" type="checkbox"/> rvs+camp
<input checked="" type="checkbox"/> atv/utv/sno	<input checked="" type="checkbox"/> cds/dvd/vhs	<input checked="" type="checkbox"/> general	<input checked="" type="checkbox"/> sporting
<input checked="" type="checkbox"/> auto parts	<input checked="" type="checkbox"/> cell phones	<input checked="" type="checkbox"/> heavy equip	<input checked="" type="checkbox"/> tickets
<input checked="" type="checkbox"/> baby+kid	<input checked="" type="checkbox"/> clothes+acc	<input checked="" type="checkbox"/> household	<input checked="" type="checkbox"/> tools
<input checked="" type="checkbox"/> barter	<input checked="" type="checkbox"/> collectibles	<input checked="" type="checkbox"/> jewelry	<input checked="" type="checkbox"/> toys+games
<input checked="" type="checkbox"/> beauty+hilth	<input checked="" type="checkbox"/> computer	<input checked="" type="checkbox"/> materials	<input checked="" type="checkbox"/> video gaming
<input checked="" type="checkbox"/> bikes	<input checked="" type="checkbox"/> electronics	<input checked="" type="checkbox"/> motorcycle parts	<input checked="" type="checkbox"/> wanted
<input checked="" type="checkbox"/> boats	<input checked="" type="checkbox"/> farm+garden	<input checked="" type="checkbox"/> motorcycles	

Category: Services

Category: Housing

Location [California] [Los Angeles (METRO AREA)]

9. Select the categories related to the item being searched. If you are unsure of the categories that are relevant for the item, just click Select All.



10. Enter the state by typing in the first few letters, then selecting the state from the drop down as you are typing it. Then enter the city by again typing in the first few letters, then selecting the city from the drop down as you are typing it. You may enter more than one city or state. If you do not select a city, then Harmari will search all cities within the selected state. Radius lets you define how much search area Harmari needs to look beyond the location of the theft. This is useful in case the suspect is selling the item in a different city than the one in which it was stolen.
11. The Lookback Period parameter indicates how far back to include data for each report. So if the Top 10 report was run on May 1, and 10 days was selected, then the raw data used by Harmari would be from April 20 – May 1.

12. Advanced Parameters recommended for retail loss prevention include selecting the “new” checkbox, which takes care of the keyword new, and all possible synonyms for new, like nwt, nws, bnib, brand new, unused, never used, lnib. Best to search on title instead of entire post because Craigslist ads often contain spam in the bottom of the post. Exclude duplicates may be relevant if it’s a few high-priced items under investigation, or leave it enabled to see the complete history of ads. Price is also a useful filter parameter, but be advised may sellers deceptively put their items at \$1 to attract buyers



Advanced [title, exclude duplicates, new condition](#)

title entire post posting id

exclude duplicates

new condition

Min Price: to Max Price:

13. Once all the parameters are in the right place, click Save. Then you will see a button that automatically schedules the report to be run.



14. When the report arrives in your inbox, open the XLS or PDF attachment. You will find the worksheet is interactive because you can click on the Contact Information to bring up Harmari Search. All ads relevant to that seller appear. The columns are as follows:
- Contact Information. Contains phone numbers, names, emails, aliases that correspond to the seller uniquely
 - # of ads. Total ads brought in by all unique identifiers above in the keyword searches.
 - Total value. \$ value of all ads found in the keywords query. Note: this does not include ads that didn't show up with those keywords, so it's a good idea to search under all ads for the phone number that may or may not have the keywords "Michael kors" in it
 - # unique weeks. Unique weeks where the ad has shown up. I.e. if ads showed up on April 1, May 1 and May 3, then it will only show 2 for this column
 - Frequent Words in the Title. The most frequently occurring keywords in the title of the craigslist ads returned
 - Post Dates Range. The earliest and latest ads that appear for this seller for those keywords
 - Location. Location(s) corresponding to the ads that came up for the keyword search



Michael Kors Report

Top 20 Report for keywords Michael Kors, California, January to April, searching through the title only

Contact Information	# of ads	Total Value	# unique	Frequent Words inside the Title	Post Dates Range	Location
310-924-XXXX	168	\$41,230	13	BAG, MICHAEL KORS, HAMILTON	2015/01/01 - 2015/03/28	[SFV]
323-564-XXXX	50	\$14,600	14	SCHENKER, ELECTRIC, MICHAEL, DEAN, STD, GUITAR, MK5623	2015/01/02 - 2015/03/31	[Lynwood]
323-307-XXXX	39	\$5,110	5	MICHAEL KORS, BRAND, WALLET, MK, LOGO, BLACK, BROWN	2015/01/15 - 2015/03/05	[maywood ca, maywood y anahiem, ca, downey and anahiem]
userID: 8722	38	\$5,555	6	MICHAEL KORS, TOTE, BLACK, PURSE, GOLD, BROWN, SHELL	2015/01/22 - 2015/03/16	[Granada Hills]
818-704-XXXX , userID: 352XXXX , userID: 7911XXXX	31	\$400	13	NFL, VICK, WARREN, SAPP, MICHAEL, MEZCO, FIGURES	2015/01/01 - 2015/03/30	[Woodland Hills]
760-681-XXXX	28	\$7,320	9	JORDAN, SIGNED, BASKETBALL, MICHAEL, BRYANT/MICHAEL, AUTHENTICITY!....	2015/01/12 - 2015/03/31	[n county, south]
619-407-XXXX , 619-451-XXXX	26	\$4,741	11	MICHAEL, DOONEY, COACH, MICHAEL KORS, CHANEL, JUICY, LOUIS VUITTON	2015/01/09 - 2015/03/30	[Chula Vista]
626-616-XXXX	26	\$3,890	7	MICHAEL KORS, BAG, JET, SET, CROSS-BODY, LARGE, SIGNATURE	2015/01/28 - 2015/03/30	[city of indutry, City Of Industry]
619-244-XXXX	24	\$6,285	7	MICHAEL KORS, COACH, IPHONE, WALLET, WALLET!, LARGE, HANDBAG	2015/01/02 - 2015/03/11	[El Cajon]
949-267-XXXX	23	\$2,175	10	MICHAEL KORS, AUTHENTIC, WATCH, TOTE, GOLD, WALLET-NEW, SILVER	2015/01/09 - 2015/03/27	[south orange county/Trabuco Canyon,, South Orange]
916-642-XXXX	22	\$3,900	5	ROSE, MICHAEL KORS, CHRONOGRAPH, GOLD, WATCH	2015/01/03 - 2015/02/02	[Citrus Heights]
916-583-XXXX	22	\$2,200	7	MICHAEL KORS, SHOES, COACH, WATCH, SUNGLASSES	2015/01/20 - 2015/03/29	[sacramento]