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Arguments for You





🔑 Key Role

Independent Communications Impact Partner delivering validated digital impact KPIs to support communication, dissemination, and market insight generation across European projects.

🎯 Key Objective

To enhance Europe's societal and digital visibility using an "impact first" approach, through:

- Monitoring and analyzing multi-channel digital user engagement
- Providing user-centric market insights and social listening KPI's
- Supporting policy and exploitation strategies with data-driven arguments

📊 Key Outcomes Expected

Midterm and final delivery of reliable digital KPIs for search, social media and e-business

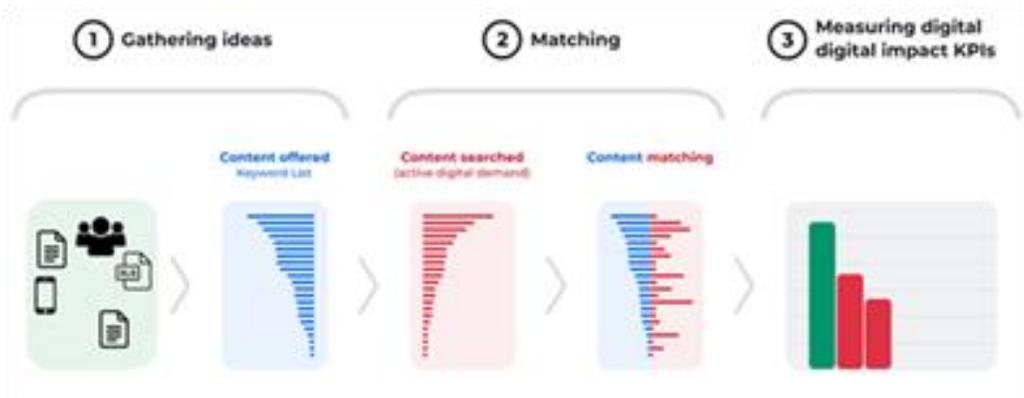
Improved communication impact and outreach effectiveness for all partners

Strengthened impact analytics methodology for future projects

ArgYou measures,
what people search for
on the Internet



ArgYou measures
which channels
people use to search
on the Internet



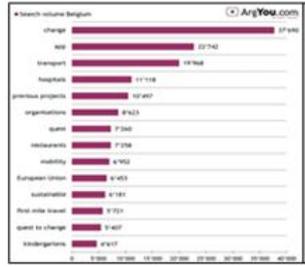
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Don't guess - measure!

Impact and KPI assessment

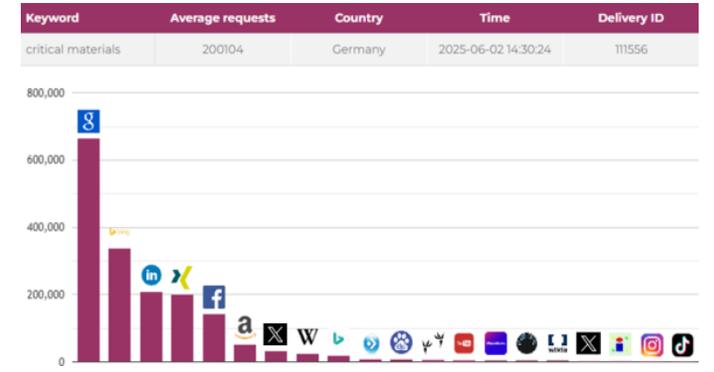
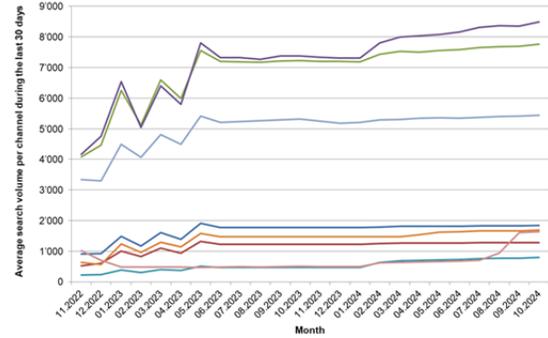
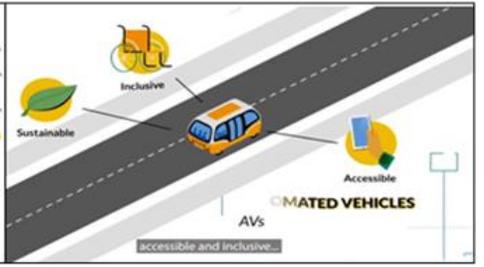
Impact Support by ArgYou

<https://find.argyou.com>

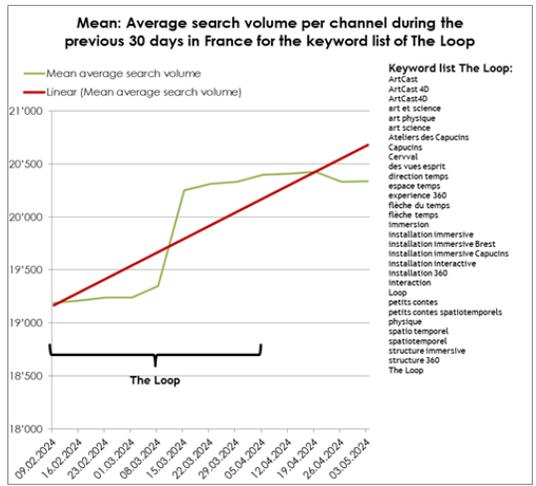


UTMAD video script

- Today, the transport sector feels itself at a crossroads when it comes to automated services.
- Vehicle use has proved that AVs can make mobility more sustainable, accessible, and inclusive.
- The large scale roll-out of fleets of AVs is yet to be realised.
- The UTMAD project is a joint initiative of:
- With European Union and Swiss Confederation Funding, 23 organisations are collaborating on UTMAD.
- Over four years, they will build on the experience of previous projects and solve the barriers to widespread, commercially viable and user-centric adoption.
- UTMAD will deploy AVs in markets, Germany, China, Norway, and Geneva, Switzerland, in each city, UTMAD will deploy at least 25 services in fully sustainable mode and supported by innovative user-centric passenger services, such as mobile trip booking.
- In Geneva, an on-demand AV network will combine with existing public transport across municipalities.
- Creating a multimodal network to improve urban-mobility after an alternative to private cars, and mass transit for the first time.
- In Switzerland, AVs will link suburbs with metro stations, reducing low-demand bus routes. The fleet will navigate highways, roundabouts, traffic lights, and interact with pedestrians and bicycle lanes.
- In Norway, AVs will connect growing industrial hubs.
- In Geneva, Conference centres, Kindergartens, Restaurants.
- Suburbs, with no fixed route or timetable, passengers can easily book and tailor their trip via an app.
- By monitoring across diverse real-life scenarios and integrating into existing public transport networks, UTMAD's results will support using more sustainable modes in everyday life. UTMAD will be a success, creating better mobility for all.



Keyword	Course – Demand per Month	Trend
Partners Group	22962, 22469, 22175, 21791, 22204, 22987, 22929, 22218, 22147, 23042	4.04%
Nestlé	15023, 14865, 15628, 15325, 14926, 1470, 1470, 1470, 7894, 7861	-0.42%
Swiss Re	5025, 4809, 4806, 4830, 4833, 4796, 4726, 4748, 4726, 4418	-6.32%
UBS	1529, 1528, 1520, 1520, 1520, 1729, 1523, 3032, 1527, 3064	100.65%
Credit Suisse	2695, 2724, 2757, 2718, 2744, 2726, 2792, 2842, 2822, 2754	-2.41%



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The keyword list measured was created using the press release draft from GENES intended to be published the day of the test.

Keyword	Search Volume	30d Volume
materials development	64762	Measurement from 01.08.2023
innovation in materials	37925	The measurement always refers to the last 30 days.
materials innovation	32329	The search volume is an average value per channel.
sustainable processes	34190	It is always measured per country domain.
sustainable manufacturing solution	31283	Great Britain - not measured here.
PFAS free identity	32123	
sustainability innovation	30083	
green semiconductor innovation	26255	
GENES	27713	
European alignment	21788	
sustainable technologies	20111	
energy efficiency	18191	
sustainable manufacturing	17720	
process feedback system	16844	
Carbon neutrality	12289	
water treatment	12481	
digital evolution	11764	
eco-friendly material	11764	
emission control	10529	
sustainable electronics	10247	
innovation in sensing	10238	
innovation water reduction	10133	
sustainability driven innovation	9167	
eco-friendly materials	9321	
monitoring energy	9228	
reduce emissions	9243	
Chip making lifecycle	8716	
water monitoring	8266	
air emission	7780	
intelligent resource security	7681	
material recovery	7676	
digital manufacturing	7388	
digital migration	7121	
environmental impact	7096	
European Green Deal	6252	
environmental regulation	5940	
Europe green transition	5888	
semiconductor manufacturing	5483	
integrated environmental impact	5384	

Keywords	Demand per month @	
reduce waste impact	6569745	
critical materials	4618494	
reduce waste	2577561	
Chemical oxygen	2185603	
GHG emissions	845973	
suspended soil	558434	
PEFAS air emissions		
per fluorinated emissions	Lead	2139710862
Fluor compound regulation	Tin	29063865
PFAS	Copper	5743112
FEDL materials	Nickel	5012311
PFAS free materials	Bore	4443089
	Zinc	3175609
	Aluminium	2910128
	Phosphorus	1718253
	Tungsten	1235851
	Chromium	96735
	Total nitrogen	63225
	Arsenic	50140

Thank you!

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