ArgYou.com®

Arguments for You

ArgYou.com

Don't guess - measure!

🔑 **Key Role**

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

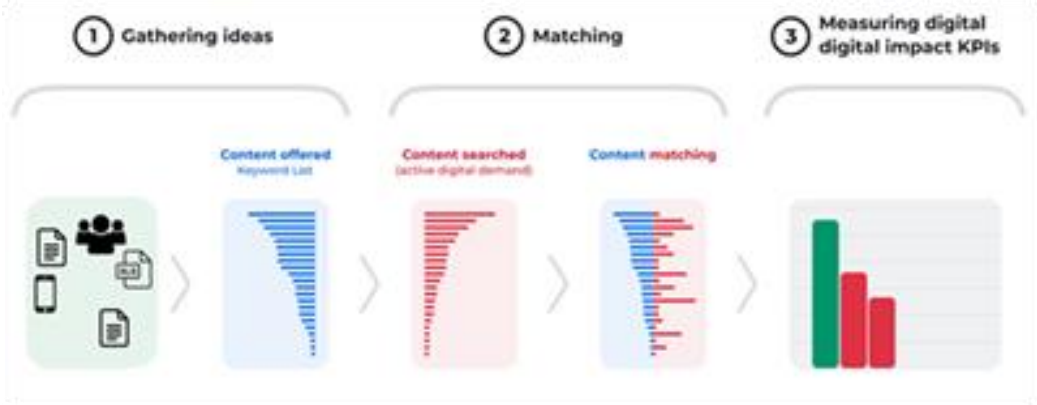
🎯 **Key Objective**

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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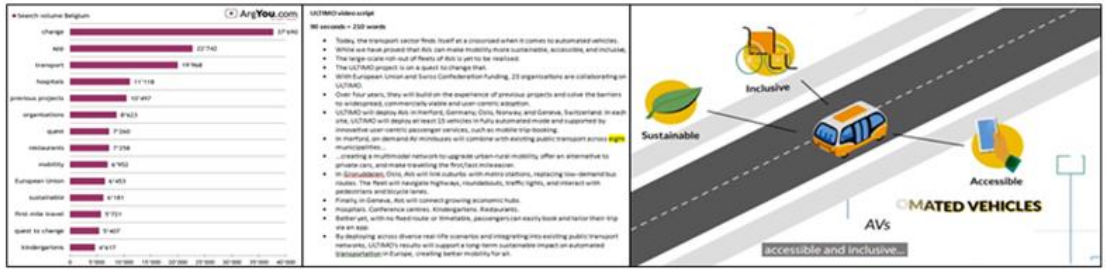
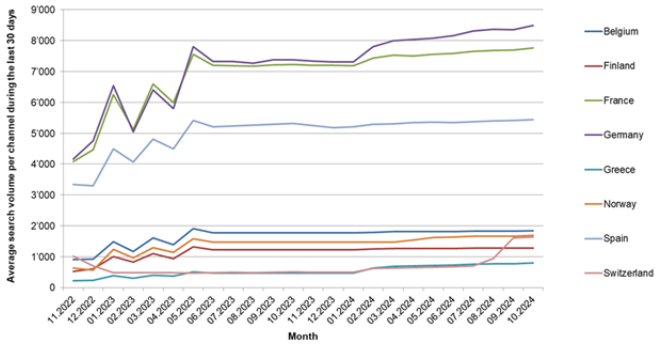
Impact and KPI assessment

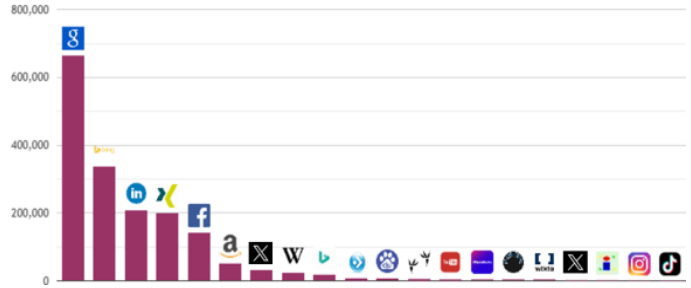
Impact Support by ArgYou

https://find.argyou.com

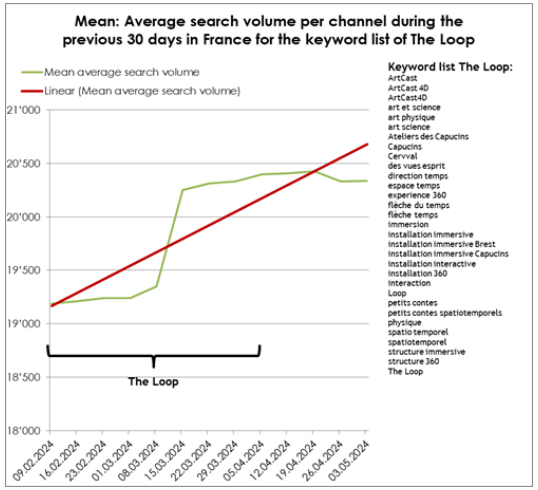


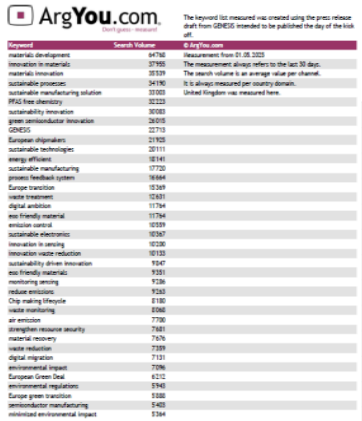


Keyword	Average requests	Country	Time	Delivery ID
critical materials	200104	Germany	2025-06-02 14:30:24	111556



Keyword	Course – Demand per Month	Trend
Partners Group	22062 22409 22175 21791 22104 21987 22929 22218 22147 23042	4.04%
Nestlé	15023 14865 15038 15325 14936 1470 1470 1470 7894 7861	-0.42%
Swiss Re	5025 4809 4806 4830 4810 4790 4726 4748 4716 4418	-6.32%
UBS	1529 1528 1520 1520 1520 1729 1523 3032 1527 3064	100.65%
Credit Suisse	2695 2734 2757 2758 2744 2739 2792 2842 2822 2754	-2.41%





Keywords	Demand per month Ø
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	
Fluor compound regulation	
PFAS	
FEOL materials	
PFAS free materials	

Keywords	Demand per month Ø
Lead	2139710862
Tin	29063865
Copper	5743112
Nickel	5012311
Bore	4443089
Zinc	3175609
Aluminium	2910128
Phosphorus	1718253
Tungsten	1235851
Chromium	96735
Total nitrogen	63225
Arsenic	50140

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Thank you!

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