



“Why more than half of the information on the internet is never used by the users.”

Impact analyses

showing how to manage

digital chances



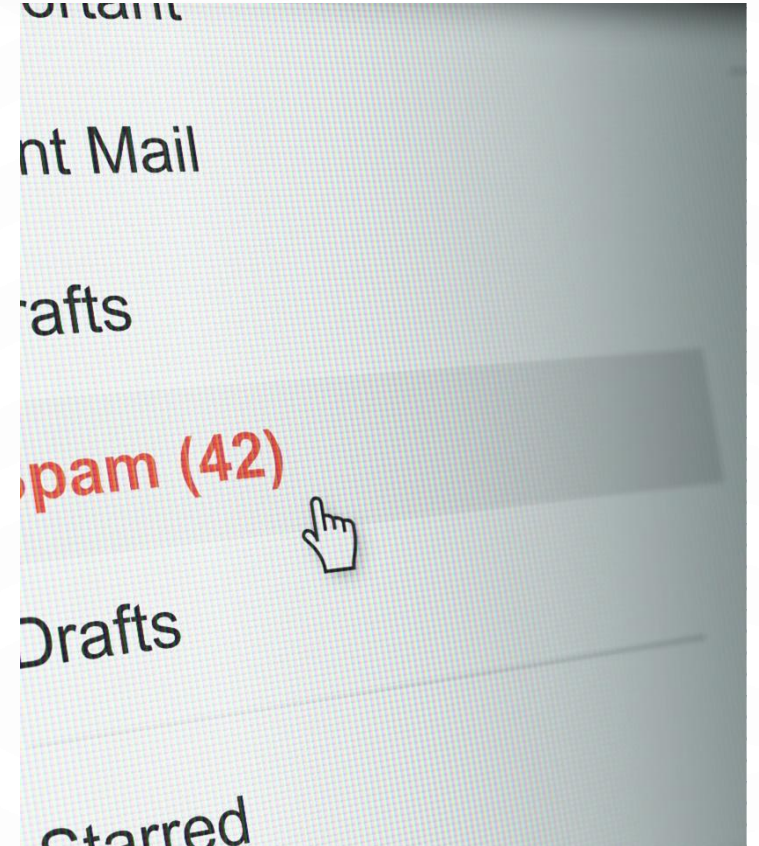
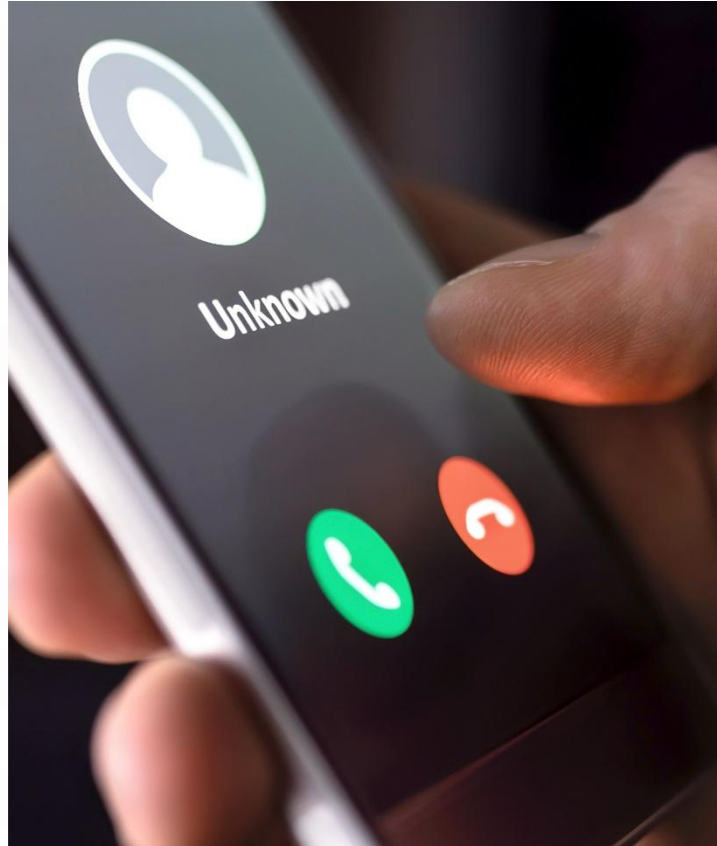
Insider's view & outsider's view

Users see things differently



Live interviews, phone and e-mail

Traditional market research has limitations



"User audience" via search field

market research



digital impact



user optimization



user centric



targeting



citizen centric



What is the digital market seeking ?



WWW. Search

ArgYou measures,
what people
search for
on the internet

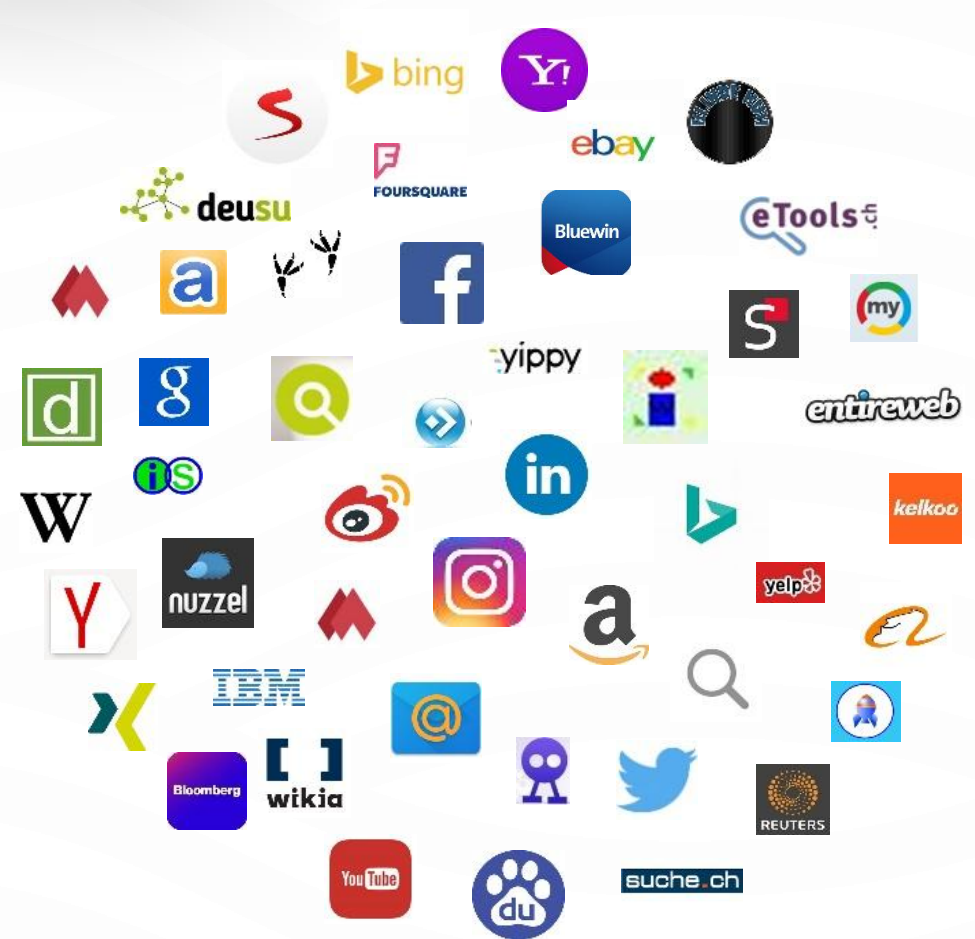


Where is the digital demand ?

ArgYou measures

**which
channels**

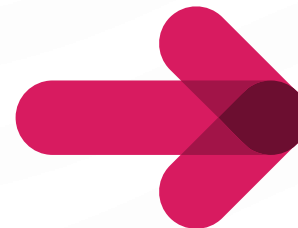
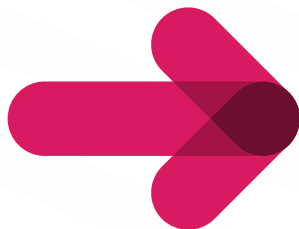
people use to search on the
internet



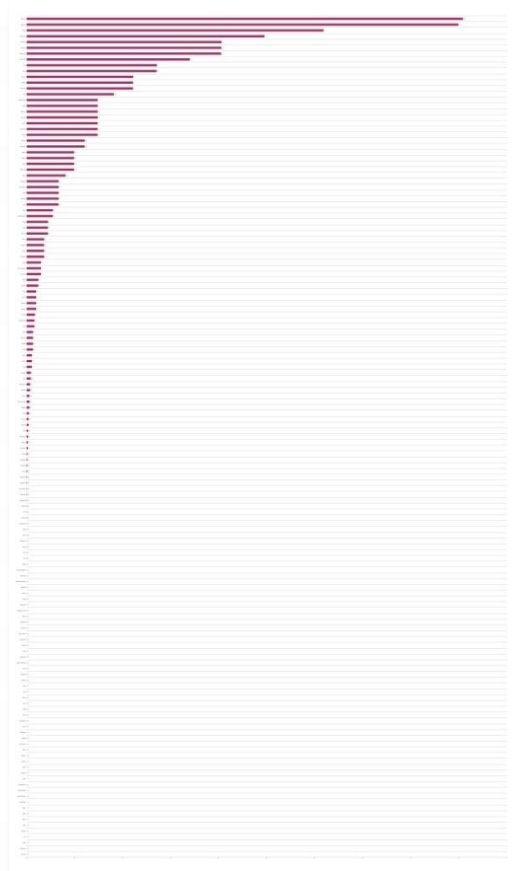
Concept-Analysis



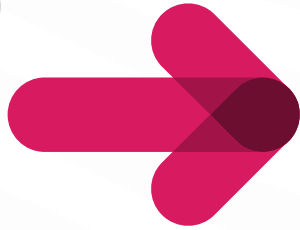
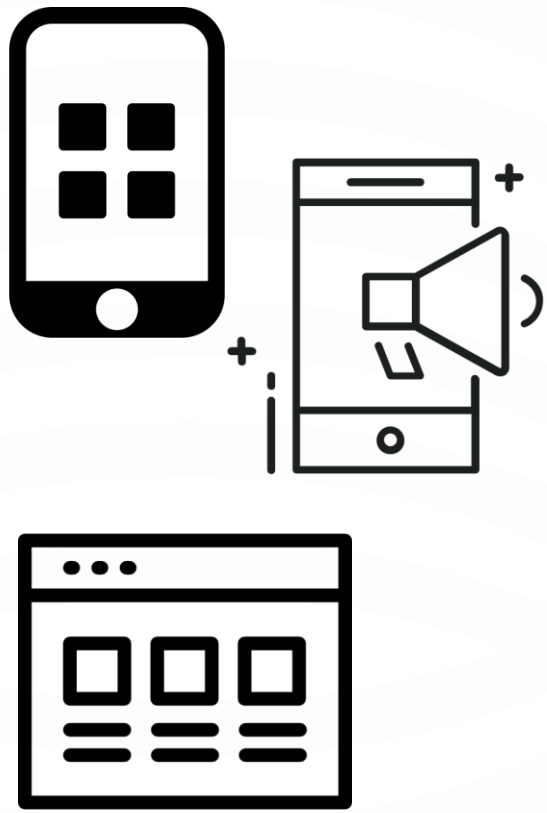
Content offered
Keyword List



Content searched
(active digital demand)

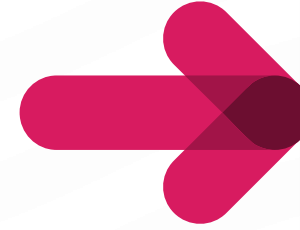
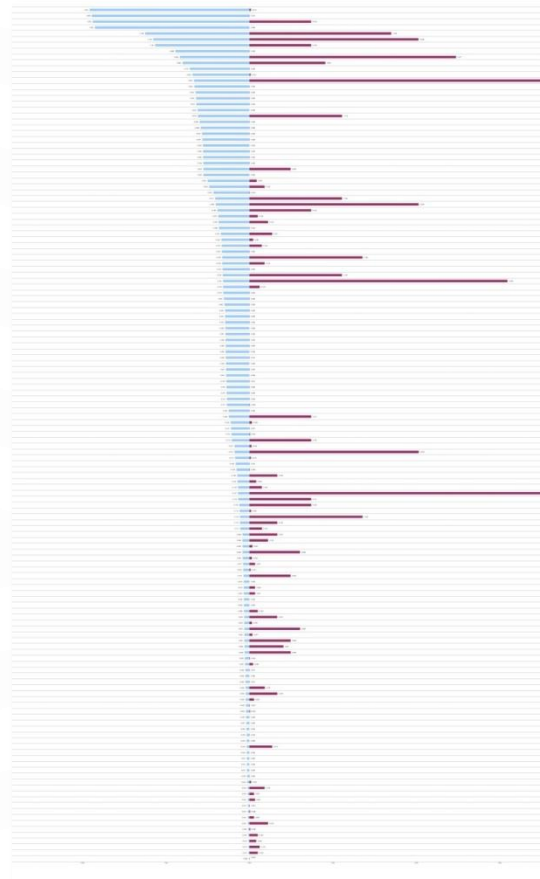


Pre- and Posttest Content



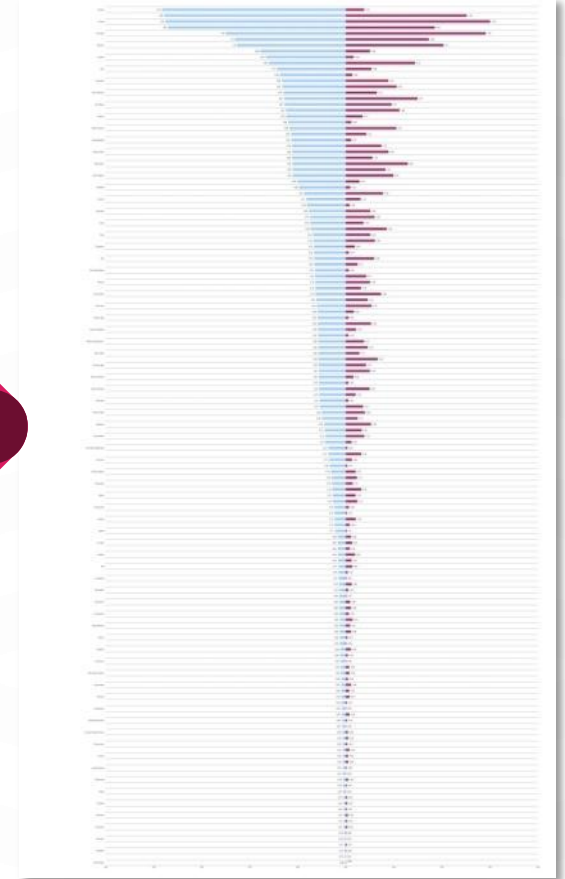
Before Relaunch

Content offered Content searched



After Relaunch

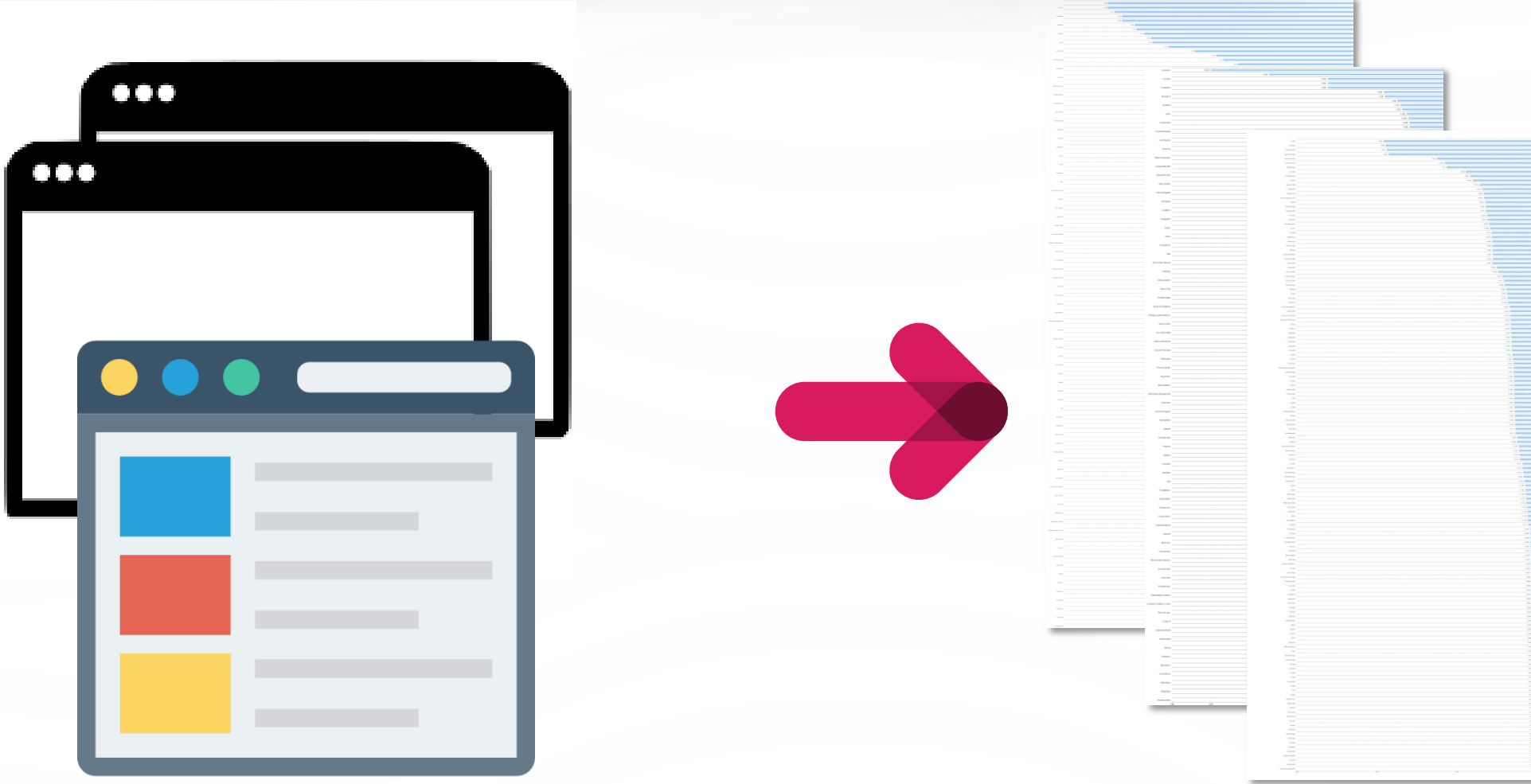
Content offered Content searched



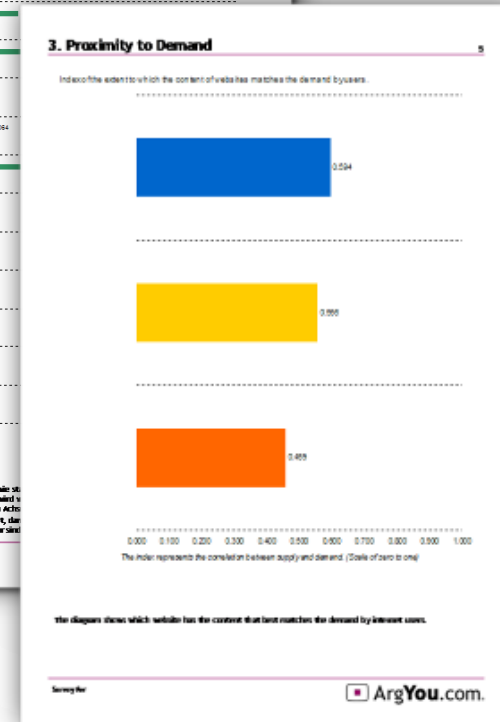
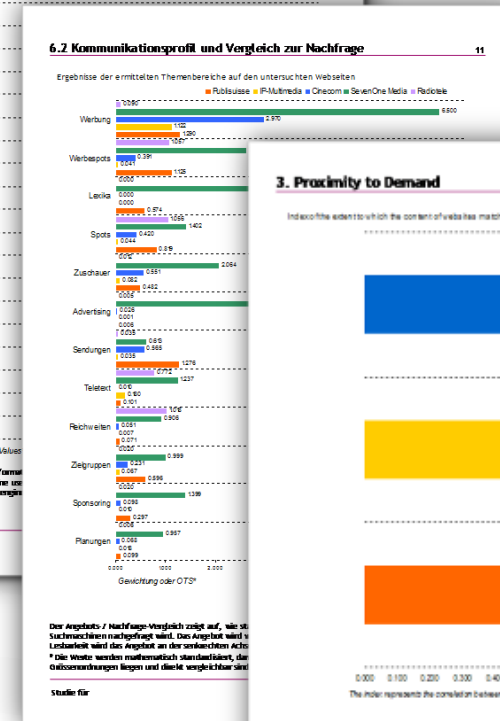
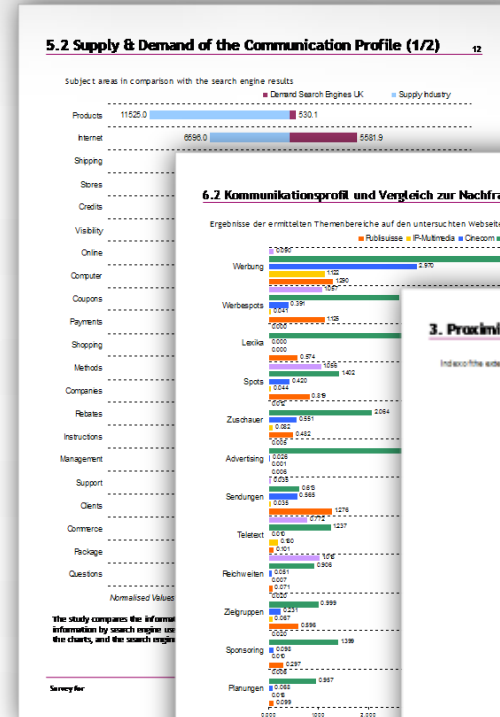
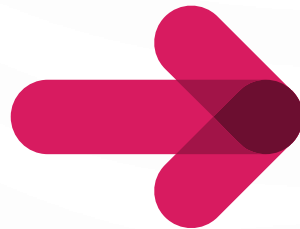
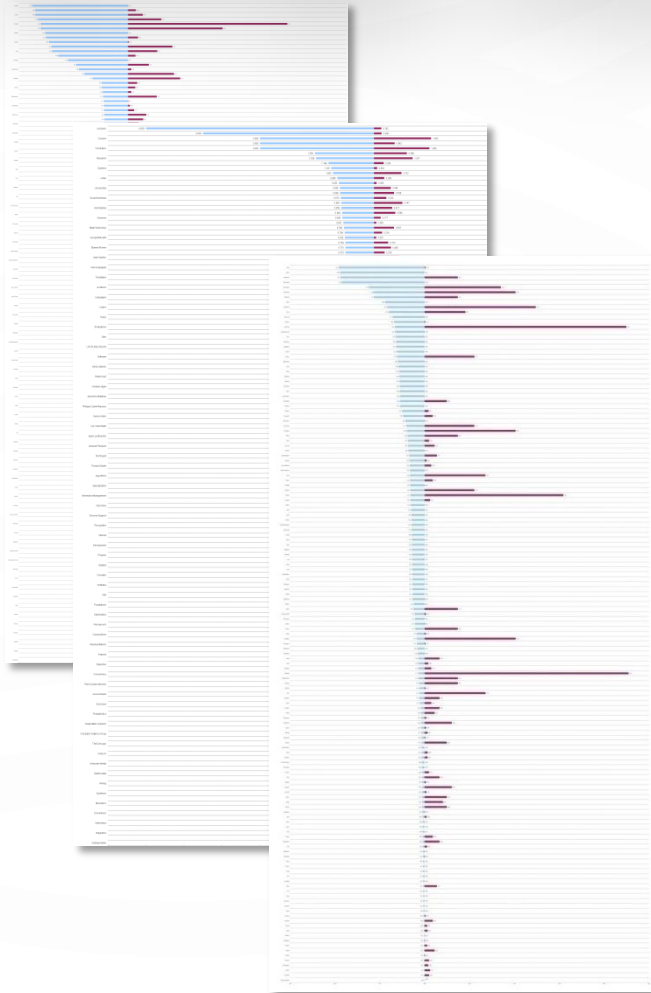
Search Volume of Keywords



Comparison to the **competition**



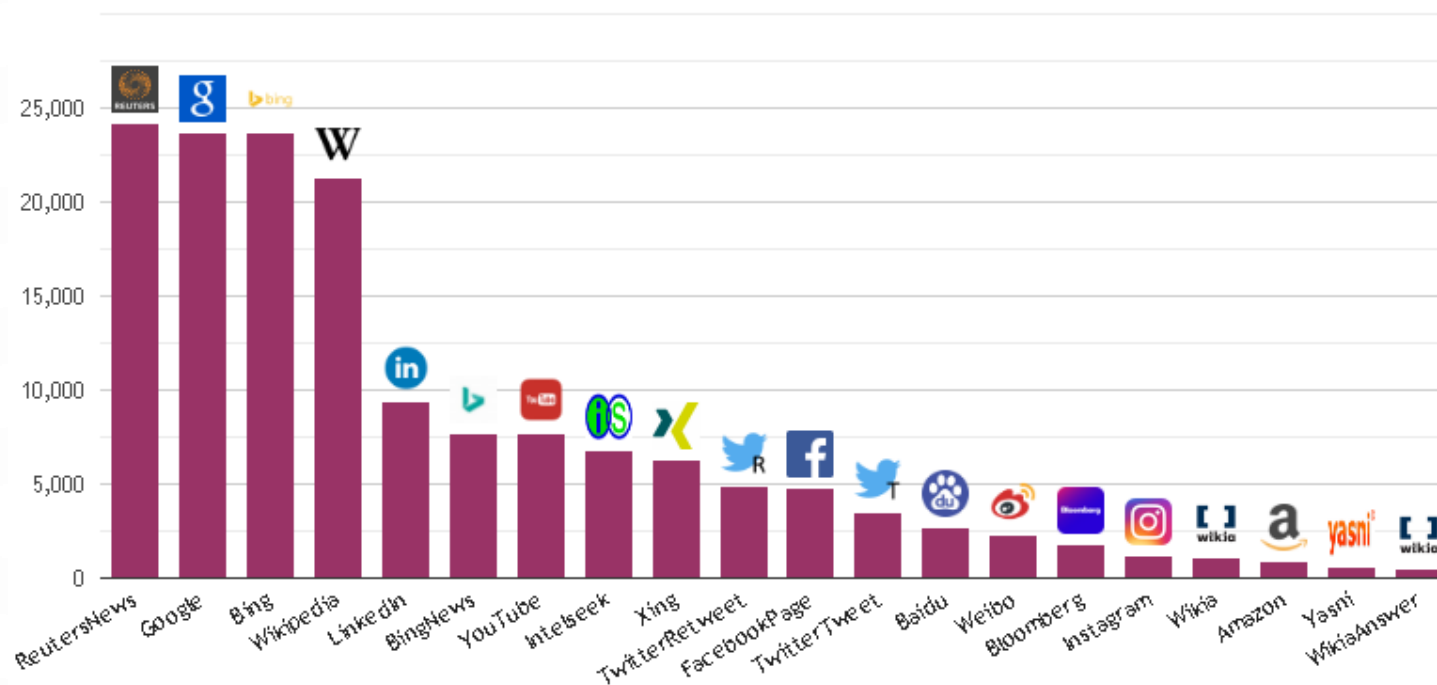
Stronger **impact** than the competition



Active searches per channel

Multi-Channel, Multi-touch

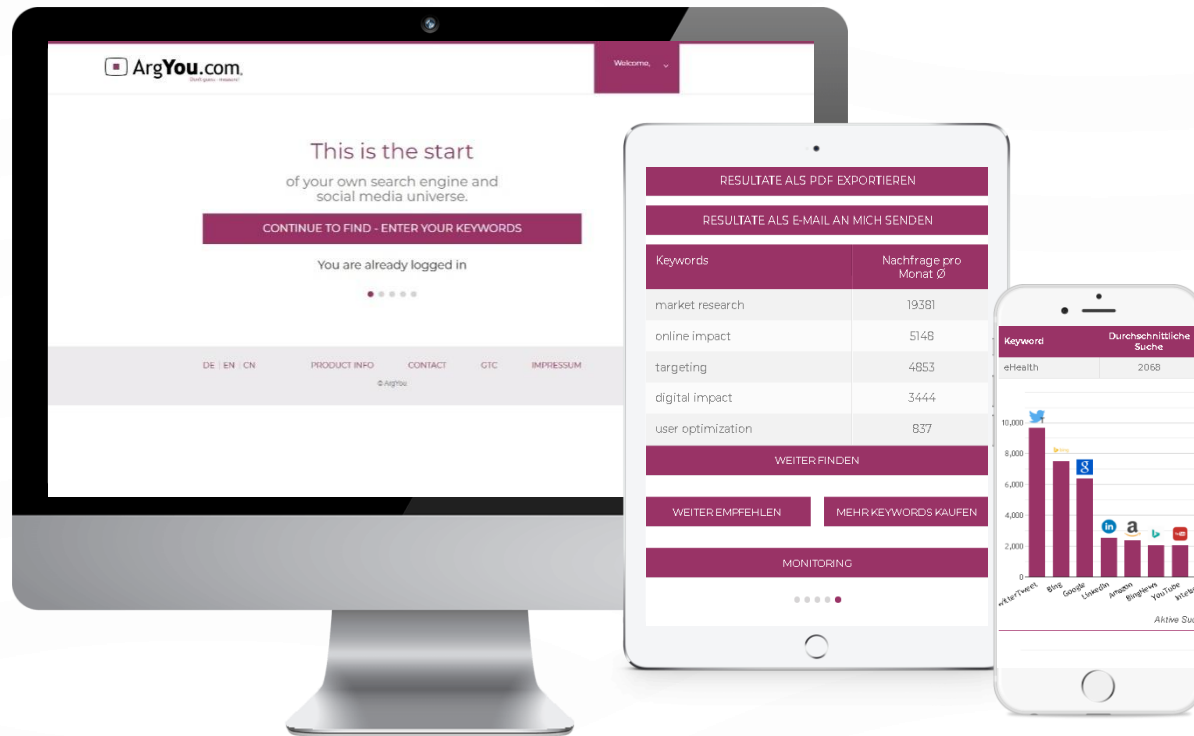
Keyword	Durchschnittliche Suche	Land	Zeit	Delivery ID
funding opportunities	7659	Schweiz	2021-02-11 13:24:42	41866



Aktive Such-Nachfrage nach Datenquellen (multi-channel)



Find your own digital market



Find engine
Market research in real time



203 Countries



14'103
Search engines, social media, e-shops



6'335 BtoB customers and agencies

Please check the explanatory video on: https://www.youtube.com/watch?v=Fw_6dHugrrk&feature=youtu.be
Register and log on to the find engine: <https://find.argyou.com/en/>

Communicate with the **greatest impact**

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Horizon Europe „digital impact“

ArgYou is your partner when “impact” is to be measured in a Horizon Europe call:

- ongoing monitorings of user audience (search volumes) of topics and services
- the awareness of citizens on topics of interest (relevance)
- the impact of executed actions (is there more involvement, discussion?)
- channels through which topics are discussed/searched
- where communication should be digital
- how to engage the citizens/audience (wording that people already search for)
- interest/awareness/discussion/involvement differences between countries (search volume relative to user base)
- multinational and multilingual comparisons in Europe
- evaluation
- dissemination
- proof the impact -> get a higher chance to win the call

