Ask Argus

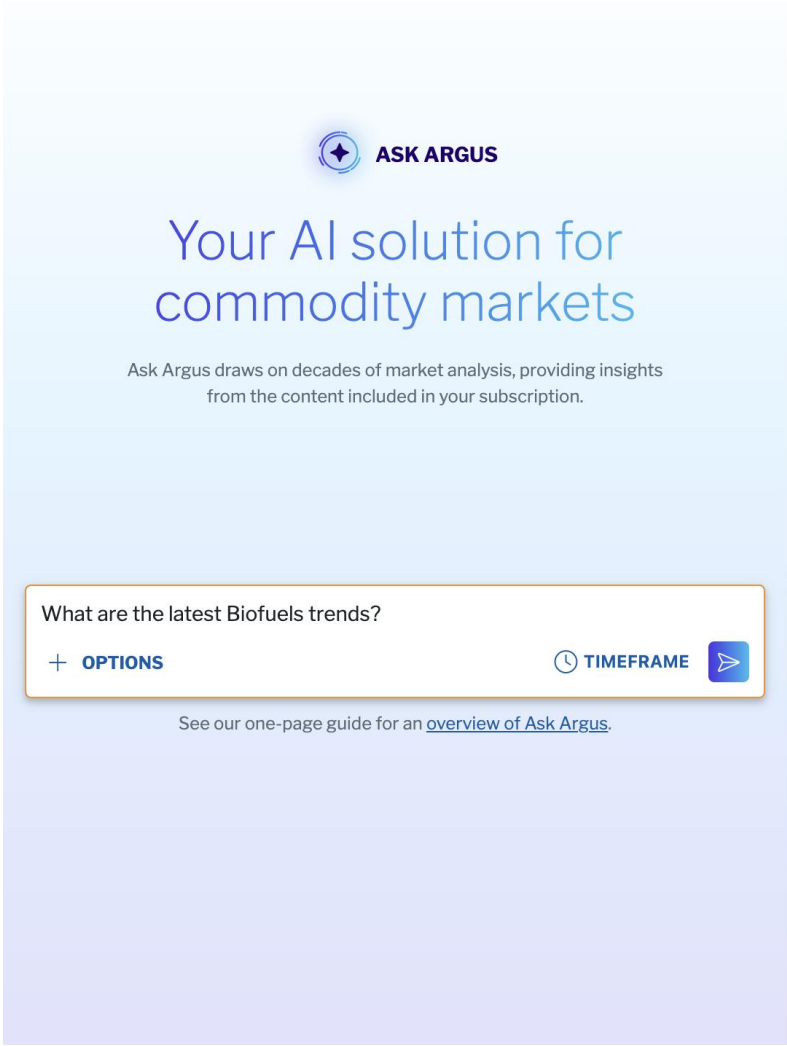
Simplify and accelerate your market research with our advanced Artificial Intelligence system.

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Overview

Ask Argus is a purpose-built, retrieval-augmented intelligence tool designed specifically for commodity markets. It draws on decades of trusted Argus journalism and analysis, giving it deep contextual understanding of market dynamics, policy shifts, supply-chain developments, and historical trends.

Every response is grounded in Argus content, which reduces hallucination risk versus unguided generation. Whether you're assessing risks, monitoring market or policy developments, or creating client communications, Ask Argus can replace hours of manual reading with concise, actionable briefs — all within your existing Argus entitlements.



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How can it be used?

Market-Move Explainers

Quickly understand why a market moved by synthesising what Argus has reported across news, analysis, and commentaries — all grounded in citations.

Ask: "What are the key factors driving volatility in the crude oil market, and how are traders managing risk in this sector? Include technical analysis techniques."

Trend & Sentiment Analysis

Distil multi-week or multi-month reporting into clear trend drivers: supply/demand shifts, pricing sentiment, flows, structural context.

Ask: "Summarise the last two weeks of Argus commentary on Asian naphtha — trends, sentiment drivers, and watch-outs."

Policy & Regulation Impact Analysis

Extract the market implications of CBAM, IMO rules, ESG policies, tax changes, and regional interventions — but strictly based on Argus' published content.

Ask: "How has Argus reported CBAM affecting European steel and ferrous imports this quarter?"

Supply Chain & Disruption Monitoring

Find cited coverage on outages, strikes, weather disruptions, shipping route bottlenecks, refinery turnarounds, or logistics constraints.

Ask: "Summarise Argus reporting on recent Red Sea disruptions and their impact on CPP flows."

Market Intelligence on Demand

Answer complex questions about drivers, flows, arbitrage, pricing pressure points, or structural market dynamics — drawn only from Argus content.

Ask: "What supply and demand factors does Argus highlight for global LNG tightness this winter?"

Meeting-Prep Briefers

Turn recent Argus coverage into a polished "What's Changed" briefing for an upcoming meeting.

Ask: "Create a one-page briefing on Argus' recent reporting on USGC gasoline — drivers, risks, and recent changes."

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How Ask Argus works

1. Enter a question

Ask Argus is designed for natural-language questions about commodity and energy markets. The more specific your question, the more precisely Ask Argus can retrieve relevant Argus reporting and analysis.

2. Refine using optional filters

Filters allow you to narrow results by timeframe, region, sector, or content type (such as news, commentary or analysis). These filters guide the retrieval engine toward the most relevant parts of the Argus editorial dataset.

3. Contextual understanding

Using artificial intelligence, Ask Argus can understand the context behind your question.

This enables the tool to identify which content will be most relevant to use for a response.

4. Intelligent Market Retrieval Engine

Ask Argus analyses your question using advanced semantic searches and identifies the most relevant insights from Argus' editorial archive.

By grounding every answer in verified Argus reporting, the system delivers reliable, market-specific intelligence — without noise, drift, or off-topic results.

5. Ask Argus generates insights

Each query returns a rich, narrative explanation supported by citations, alongside a three-point executive summary for rapid consumption. This dual format helps you move quickly from question to confident action.

6. Guided Exploration

Ask Argus highlights meaningful follow-up prompts that help you unpack the story further, validate assumptions, and uncover related insights you might have missed.

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Key features

Deep market knowledge

Ask Argus is built on first-party Argus data, including historic pricing data, market outlooks and expert analysis.

Given the quality and detail of our reporting, Ask Argus can provide precise insights on key market events, and provide richer insights.

Contextual understanding

There are many variables that can influence commodity markets, and our research is always conducted with a deep understanding of broader market context.

As a result, Ask Argus can assess market developments with greater context and consistency.

Advanced retrieval agent

When you ask a question, Ask Argus will use an advanced retrieval agent to source the most relevant content to use for the response.

Follow-up questions

Using the context around your question, Ask Argus can recommend follow-up questions you can ask, which may further assist your research.

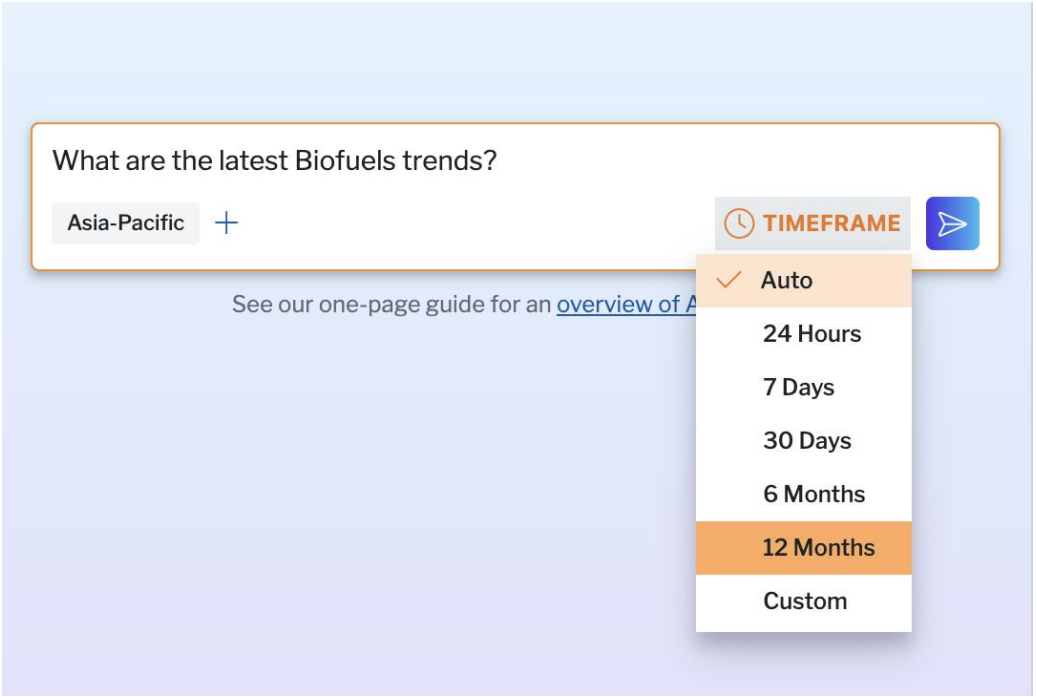
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Question and search filters

Ask Argus is more effective when asked detailed and contextualised questions about commodity markets.

When asking a question, you can filter Ask Argus to focus on specific regions, sectors, commodities, or content types. This will ensure the most relevant content is referenced when producing an answer.

Ask Argus is trained to answer questions about commodity markets and will not be effective in answering questions outside of that scope.



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Contextual understanding

Ask Argus interprets the intent behind your questions using a retrieval-augmented generation (RAG) architecture combined with a large language model (LLM).

It is grounded in Argus' decades of trusted journalism and commodity-market expertise, ensuring every response reflects real-world market understanding.

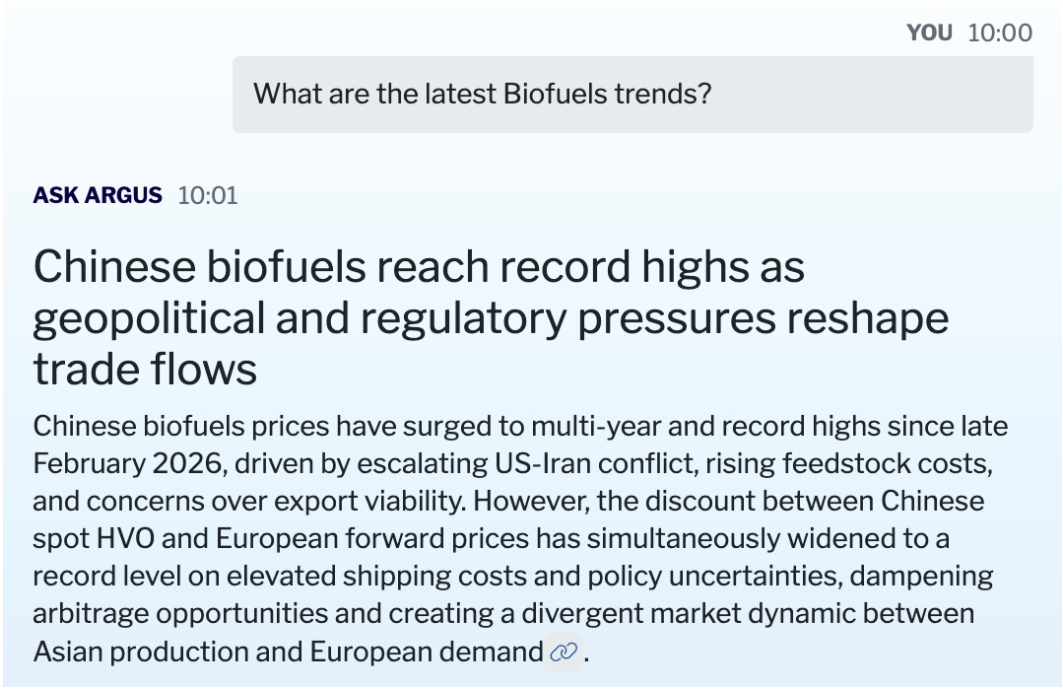
Ask Argus draws on Argus' long history in global commodity markets to understand the nuances of industry terminology, the relationships between market participants, and the context behind historical and current events.

Whether you ask about policy impacts on crude prices, supply-chain disruptions or comparative market trends, the system uses contextual cues and Argus' deep domain knowledge to deliver responses that capture the true complexity of commodity markets.

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Response

Ask Argus provides both a detailed, fully cited explanation and a concise three-bullet summary, giving you fast clarity and deeper context in a single response. Every answer is grounded in verified Argus reporting, so you can trust the insight behind your decisions.



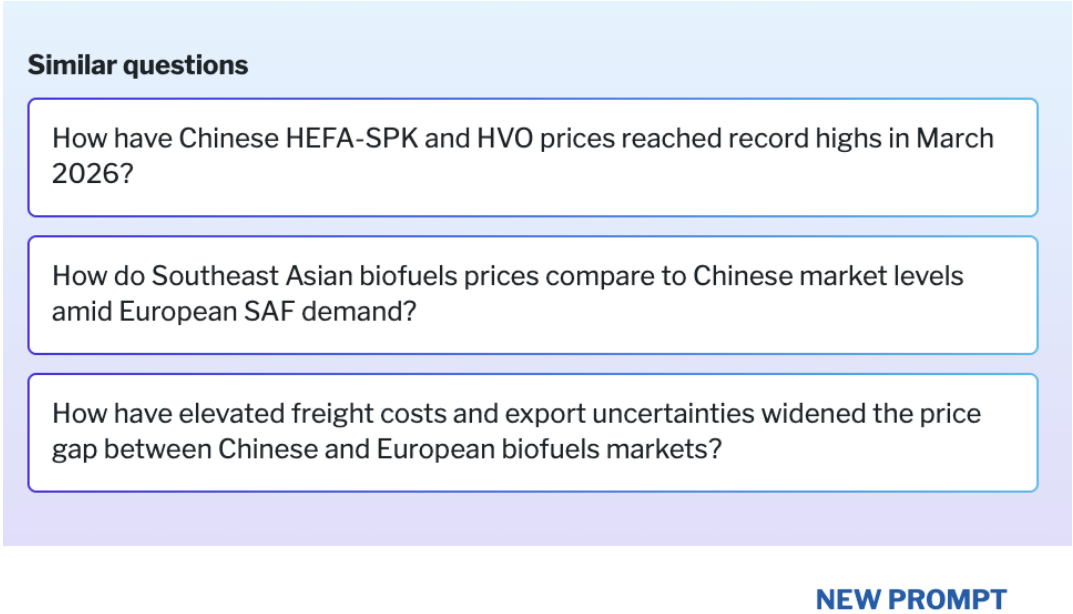
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Suggested questions

Ask Argus doesn't just answer your initial query — it helps you go deeper. After providing a response, the tool automatically suggests relevant follow-up questions based on the context of your original search.

This feature is designed to guide exploration and uncover insights you might not have considered, making your research more comprehensive and strategic.

For example, if you ask about policy changes affecting crude prices, Ask Argus might prompt you to explore related questions such as regional supply impacts, historical price trends, or downstream effects on refined products. These intelligent suggestions save time, spark new ideas, and ensure you extract maximum value from every interaction.

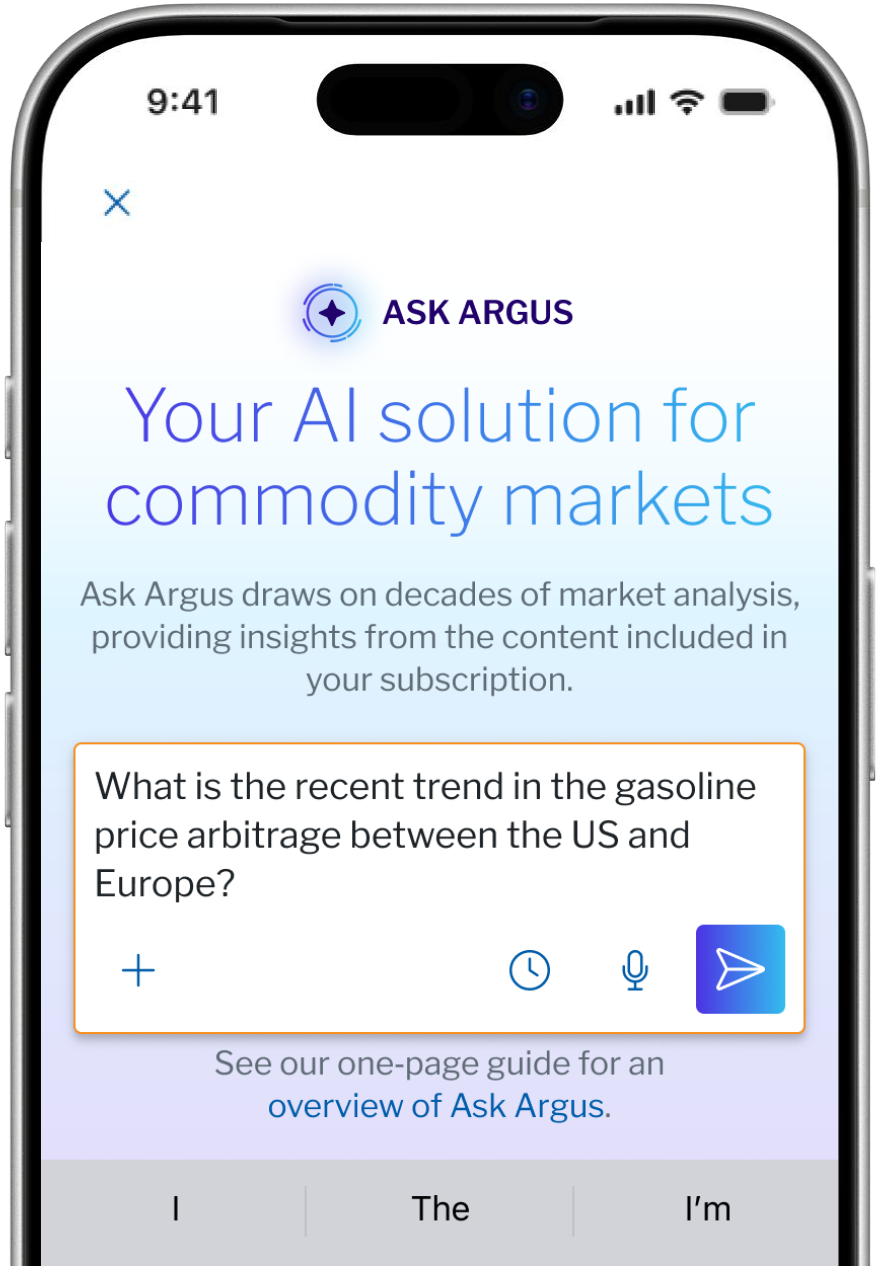


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Coming soon to mobile

Ask Argus will soon be available on mobile, giving you instant access to trusted commodity market intelligence wherever you are. With the ability to ask complex, market-specific questions on the go, you can quickly get reliable answers backed by authoritative Argus analysis and source references. Whether you're in meetings, travelling, or monitoring markets in real time, Ask Argus on mobile keeps critical insights at your fingertips.

You can access Ask Argus from anywhere in the app using the AI button, making market intelligence just a tap away.



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For more information about our Ask Argus, please contact our sales team.

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