

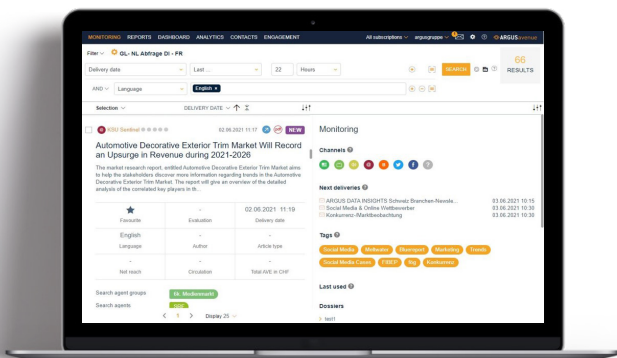


ARGUSflat & ARGUS platforms – view all relevant media reports from a comprehensive media programme

Too much information, too little time. Focus on the essentials and obtain relevant information from all media sources about your company, products or sector – whenever, however and wherever you want. Simple integration into your usual work environment makes sure you are always well informed. Manage all news via the user-friendly platform and choose who receives what information. We will provide you with a tailored package at a fixed price, made up of the products and services that suit you.

How ARGUSflat media monitoring can benefit you

- ▶ **The most comprehensive media sample**
Monitoring the largest quantity of leading, local and specialist media.
- ▶ **All media sources**
Print media, radio and TV, online news and social media all from a single provider.
- ▶ **Budget security**
See everything regardless of how many media reports appear, and pay the same amount every month.
- ▶ **Accessible anytime, anywhere**
Our web platform **ARGUSavenue** and digital delivery channel **ARGUSspot** enable you to access the results of your media monitoring from any device, whenever you like.



ARGUSflat offer

ARGUSflat Switzerland	S	M	L	XL	Enterprise
Search topics*	1	2	3	4	customisable
Search complexity/result Content limitation and additions**	low	medium	high	very high	
Search parameters					
Editorial publications	•	•	•	•	customisable
Special article types (advertisements, advertorials, tenders, etc.)	•	•	•	•	
Media selection					
ARGUS media monitoring programme (print, radio, TV, online media)	•	•	•	•	customisable
Customisable	•	•	•	•	
Add-on					
ARGUSflat DACH (print, radio, TV, online media)	add-on	add-on	add-on	add-on	customisable

*A search topic can contain multiple keywords. **The package is determined by the highest rating.

ARGUSflat DACH add-on

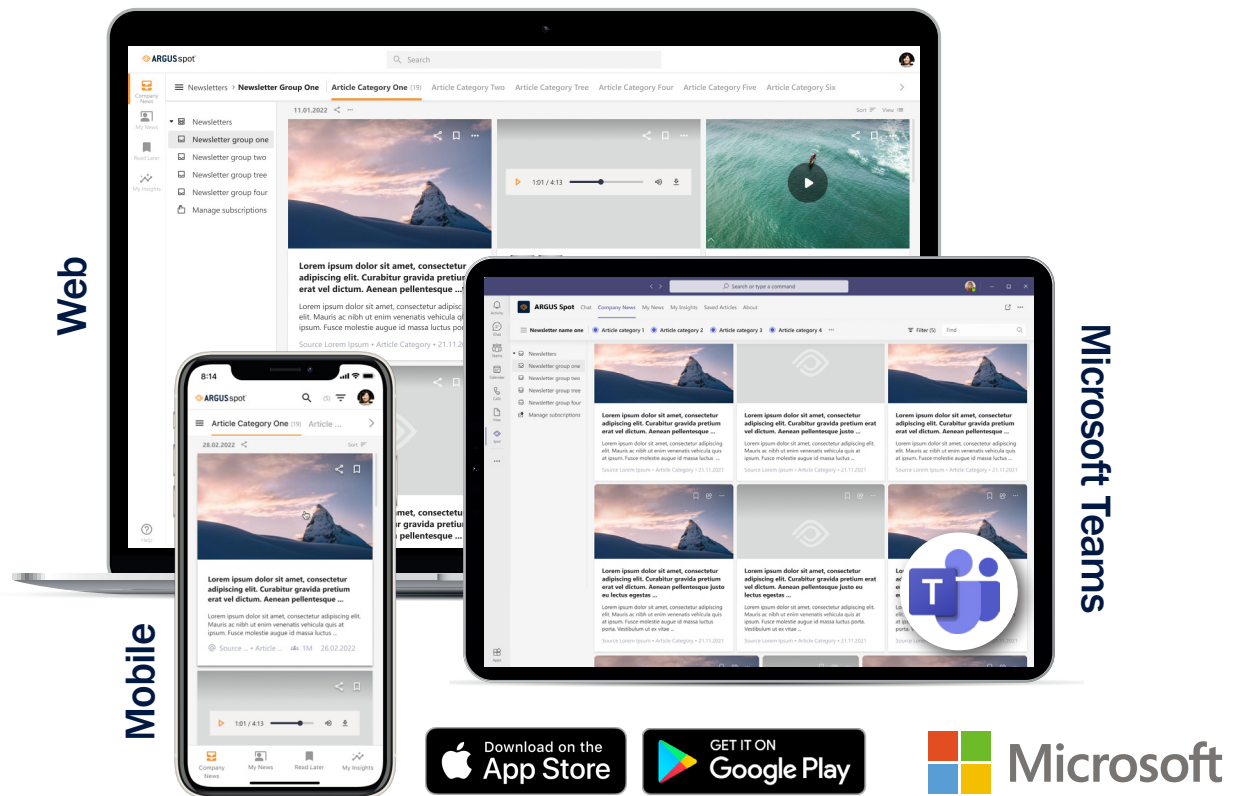
Use the ARGUSflat DACH add-on to retain an overview of the media landscape from Austria and Germany – again, at a fixed price. Around 12,000 print media (including local and regional media), 175 radio stations, 145 TV stations and some 10,000 online media are covered. On request, it is also possible for just one additional German-speaking country to be monitored.

Expert Services add-on

Our team of experts will gladly put the most relevant reports from your daily media monitoring into a structured format and use them to create an editorial media review. If required, we can also supply you with appropriate summaries, translated media information and content in the language of your choice, as well as additional metadata such as the weighted AVE value or tone.

ARGUSspot

The ARGUSspot app gives you the freedom to explore your current media impact anytime and anywhere. You can customise the filters, so you can quickly find the news you are searching for, or simply bookmark media reports, so you can read them later or share them with other users via a link. All in one app - integrated directly into your usual working environment. ARGUSflat includes the digital touchpoint ARGUSspot.



How the ARGUSvenue client platform can benefit you

Efficiently manage your media impact and save time thanks to a central platform.

► All information in one place

All reports from your media monitoring from print, radio, TV, social media and online media in a single location – supplemented with lots of additional information such as the reach, circulation and tone. Find specific reports easily with the comprehensive filters and use the alert function to receive the latest media content in real time.

► Analyse your media impact in just a few clicks

The dynamic dashboard provides a quick overview and enables you to perform an easy, up-to-date analysis of your media impact at any time by topic, tone, WEMF regions, top words, time period and top media.

► Provide your colleagues and superiors with targeted information

All information can be individually assessed, structured and sent to target groups using the numerous functions available – either as single pieces of information or as a media review. Your recipients can receive and read this by email, in the smartphone app or in the Microsoft Teams app.

ARGUS platforms offer

ARGUSvenue	S	M	L	XL
Accounts included	1	2	2	unlimited ¹
Monitoring				
Swiss online & social media stream	3 search terms	5 search terms	•	•
Monitoring archive	•	•	•	•
The dashboard	•	•	•	•
Trageted Sentiment	•	•	•	•
Multi-client capability	•	•	•	•
Distribution				
Daily delivery	•	•	•	•
Alerts	•	•	•	•
Distribution manager	•	•	•	•
Distribution tracking	•	•	•	•
Channels				
Email	•	•	•	•
Intranet (RSS feed)	•	•	•	•
Digital delivery channel: ARGUSspot				
Web app, mobile app, Microsoft Teams	•	•	•	•
Add-ons				
Online-Newsstream International	add-on	add-on	add-on	add-on
Social-Media-Newsstream International	add-on	add-on	add-on	add-on

¹ An unlimited number of accounts can be activated if required. The package includes a maximum of 10 accounts.

Interested?

We would be happy to tell you more about ARGUSflat & ARGUSvenue. Just get in touch with us!

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