Ask Argus

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

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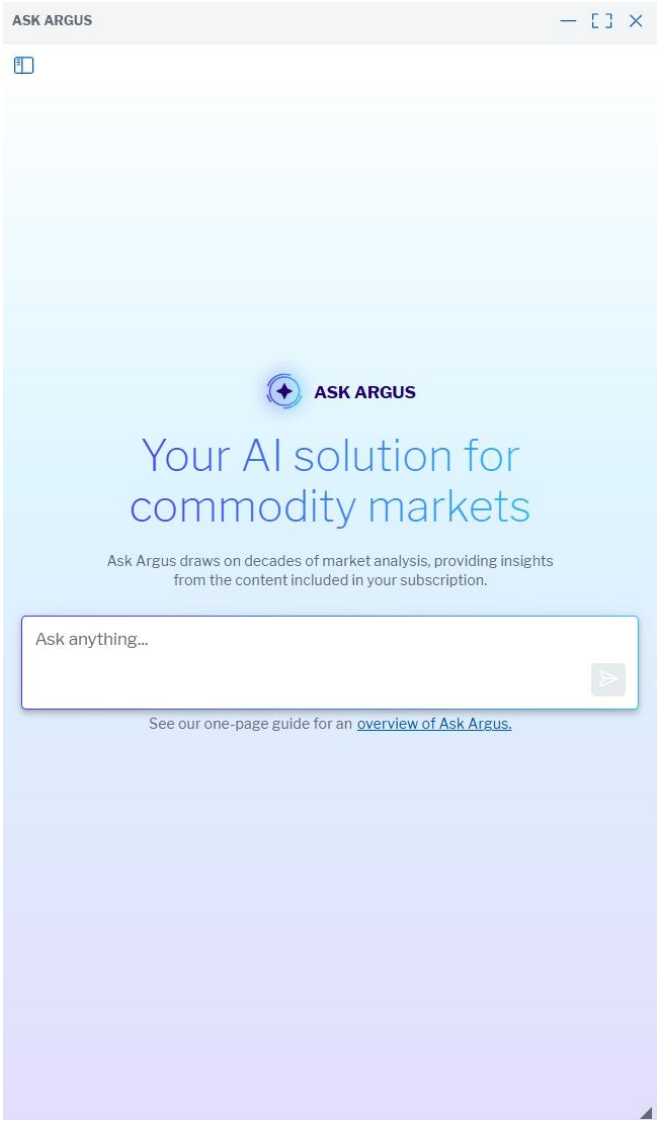
Overview

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 prices, 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 prices, reporting and analysis.

2. 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.

3. Conversational chat

Ask Argus allows users to ask multiple questions in the same chat, enabling users to interrogate details from each response, ask follow ups, or incorporate additional information.

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. Answers with sources

Ask Argus provides detailed explanations supported by citations to Argus reporting, helping you understand the context and explore the sources behind each answer.

You can also select the source to view the original document.

6. Guided Exploration

Ask Argus suggests new angles to explore, helping you investigate related topics and deepen your understanding of the market.

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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

Ask Argus allows users to ask multiple questions in the same chat to direct the conversation. Chats are also saved so they can be revisited later as new data is released.

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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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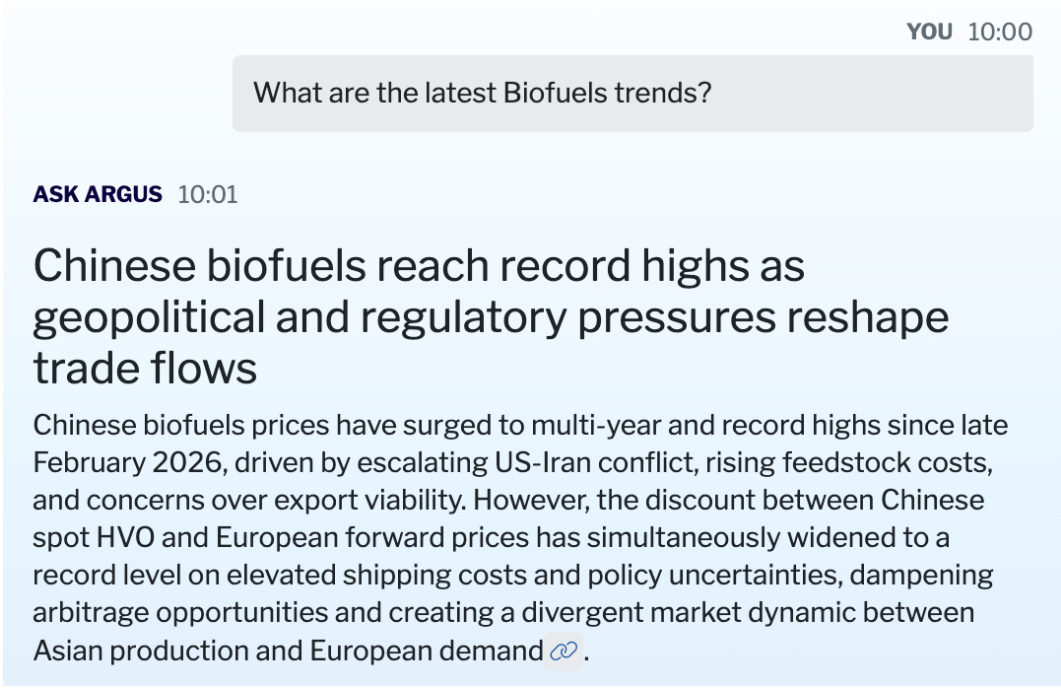
Response

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

Ask Argus can also suggest a follow up question (i.e. *Would you like to explore what factors are driving the divergence between different North Sea grades, or would deeper detail on the physical trading activity be helpful?)*



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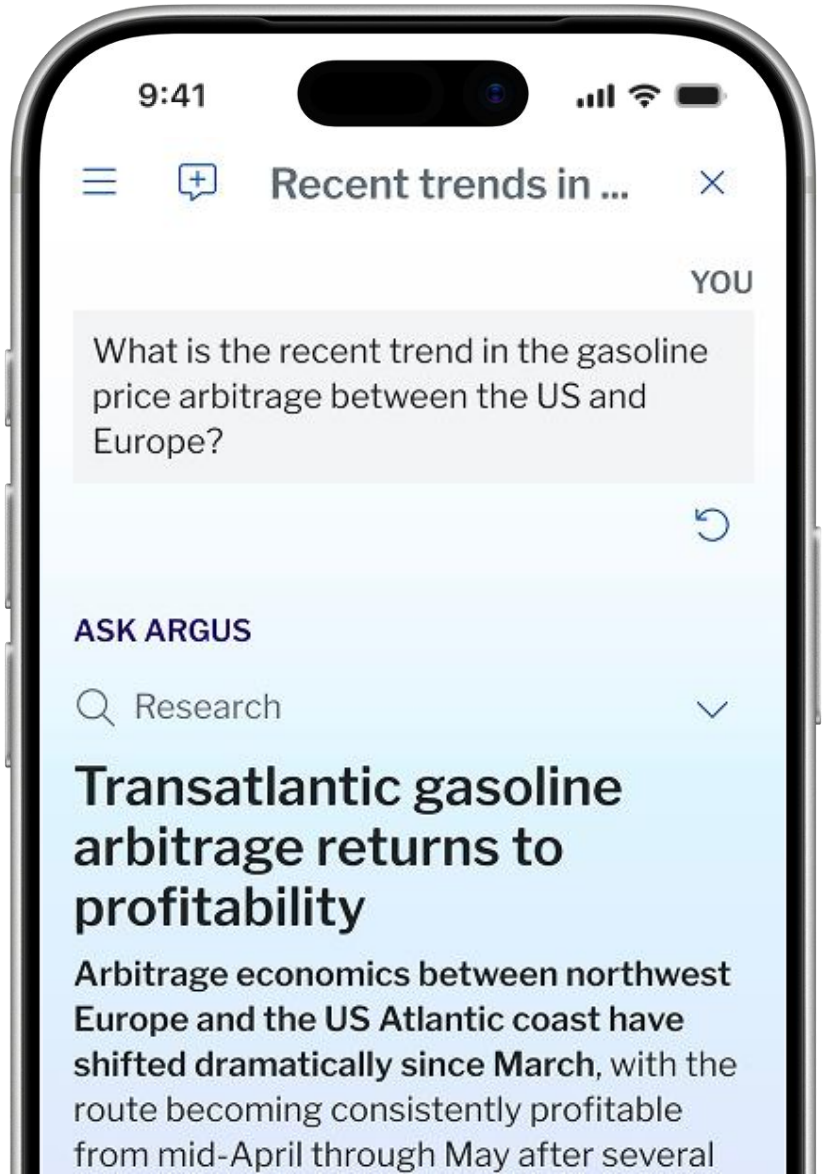
Available on Argus Mobile

Ask Argus is available on Argus 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.

iOS

Android



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

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