



This is Pete Riss, who's struggling to publish a breaking news story. How, when, where, why? ...it's dazzling his mind.



I think he's really onto something...



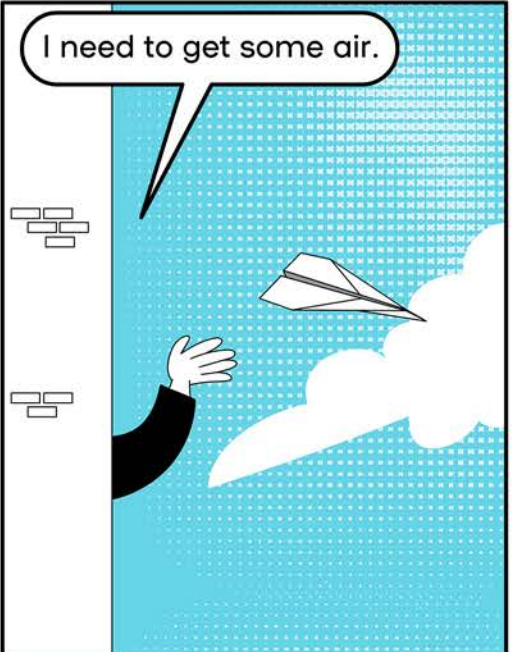
This is the story of our times! I feel it! But how can I make it stand out?!



You recognize this, right?

All these channels, stories, billboards, signs ...

and I just can't find a good way out for my story.



I need to get some air.

The air doesn't do much to clear Pete's mind. I'm afraid he's lost in the overwhelming media landscape.



"I can't believe the news today" ...

In the subway

How am I supposed to know what's best for my story?



I've just found a new navigation system, smart, AI-driven. It calculates your best route if you get lost in traffic.



Easy, smart and convenient. It shows you what you need to know and do.



That's what I need for my storytelling! A smart navigation tool that guides me through the digital landscape.

Something that calculates what's best for my story!



Pete is really close to his solution! He searches the web...

Let's see, story analytics ...realtime ...smart... & tips!

ENTER!

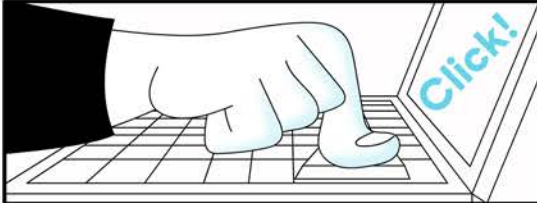
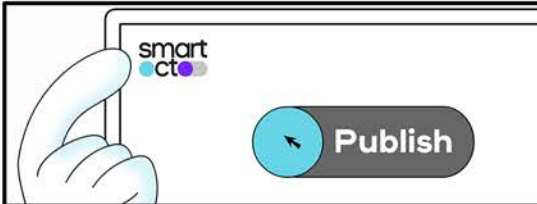


...and then it happens.

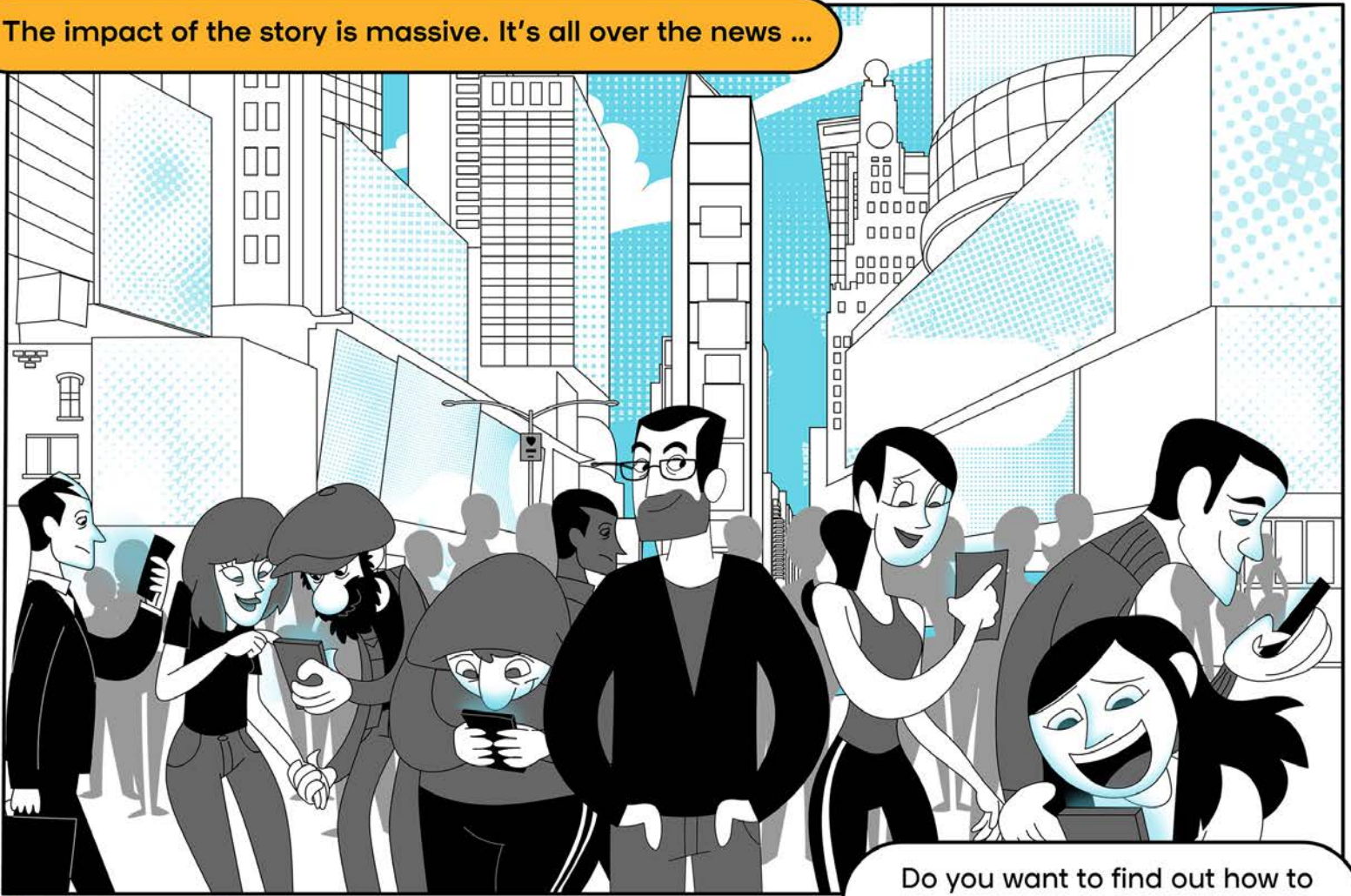


And Smart Pete connects his story to smartocto.

This is it! This is it!



The impact of the story is massive. It's all over the news ...



Do you want to find out how to make YOUR **story count?!**

The next day...
and the Editor in Chief seems happy about something ...

How did you do it?

This story of yours has gone through the roof!

Well! I guess I understand my audience a lot better now. I know what's best for my story.

