



the **essential** key features of **smartocto**

(they'll move your editorial room,
and that's a promise)



smartocto is the most actionable content analytics system on the market.

It's different from all the other analytic systems available because it talks to you through smart notifications. And it's feature rich. All these features have been made in cooperation with numerous clients we work with. They're developed from real insights and direct market demands - and that's why they are so powerful. Learn all about them in this overview.



from data to **action**

Smartocto is well known for its easy to understand and powerfully designed features that help newsrooms become data-informed and more actionable.

These features are developed with the input of multiple newsrooms and editorial insights, so they're powered by real data. That's why we can promise you that smartocto supports your workflow and truly understands the dynamics of news production: we're working from your cues.

real time analytics

It's all about now. You want to react to the pulse of the day, so that's why smartocto is real time. You get all the info you need - instantly - so you can keep track of all your published stories and the way your audience is reacting to them.

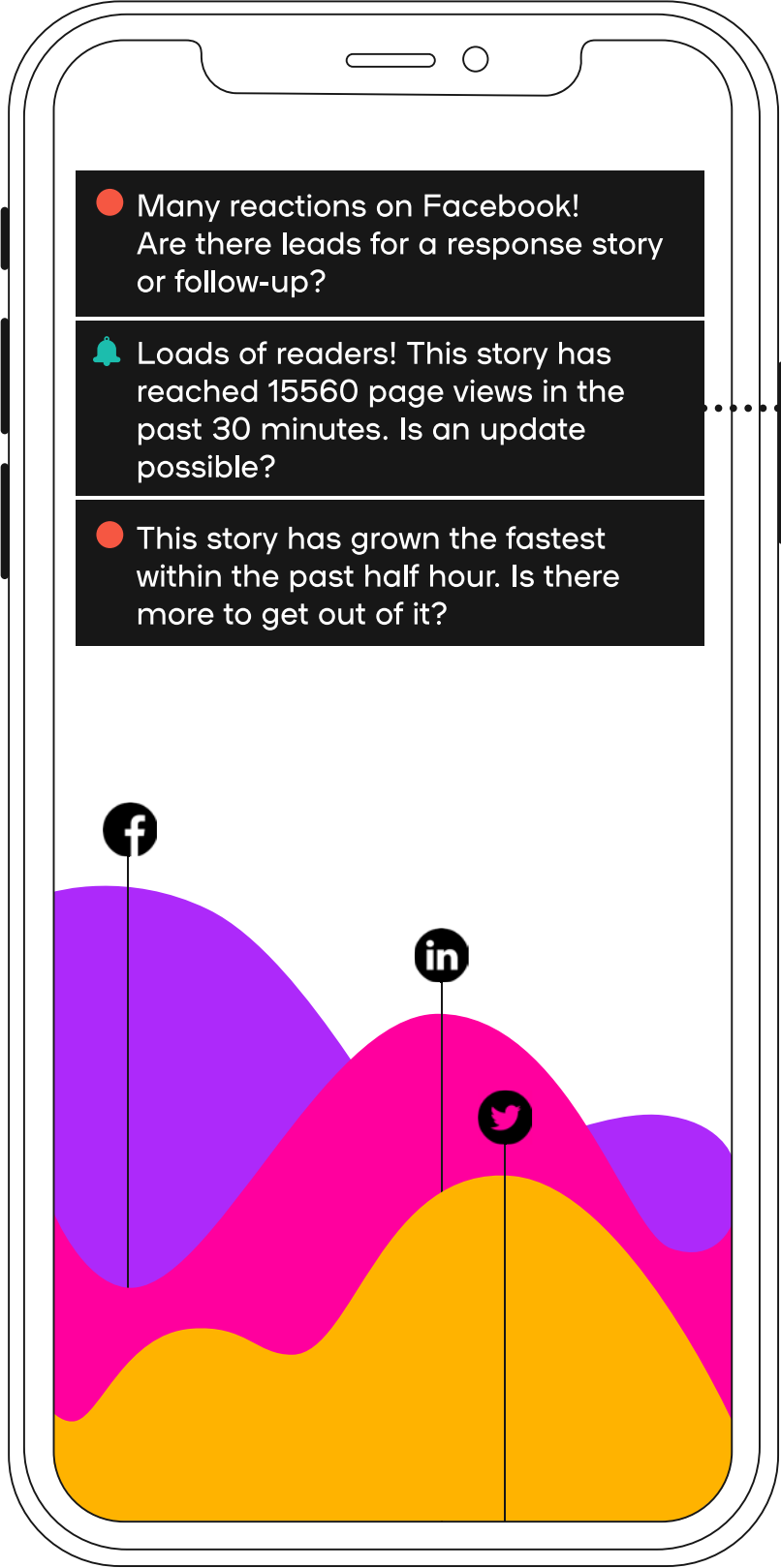
Of course we serve a clear omnichannel view and present your data in an easy-to-understand way - that's why editors love using our tool! We support multiple key metrics (pageviews, engagement, conversion) and are able to boost your journalistic model and optimise your content strategy.



smart notifications

Smartocto is unique: it serves notifications that are calculated on every story. It's simple but powerful. We know that no one needs more unnecessary digital interruptions, but data-rich insights are absolutely critical for today's newsrooms. We believe that if alerts aren't actionable, they don't mean a thing, so we only send you the ones that count.

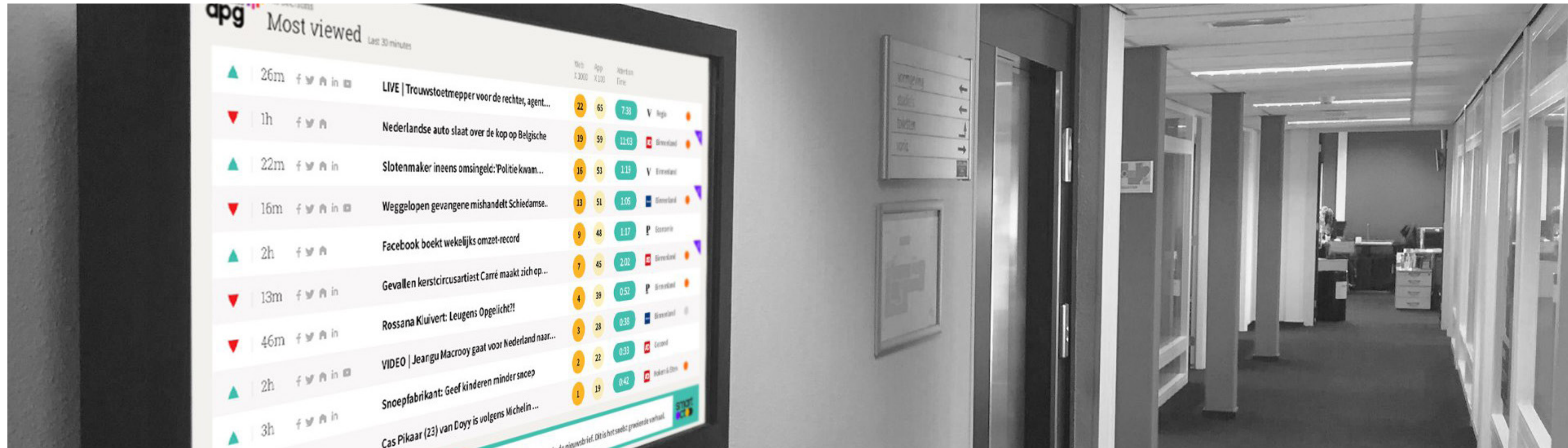
They're laser-focused to your newsroom and story strategy because they're built to support your model. In other words? Your smartocto solution is unique to you. Off the shelf simply doesn't give you the precision you need. And of course these notifications go to any inbox of your choice. Try us. You'll love it.



Our smart alerts help your newsroom spring into action on every relevant story



Smartocto notifies on every story in Slack, WhatsApp, Mail or any other inbox of your choice



big screen

To keep a clear overview of all the stories you've published, smartocto created Big Screens. Here we present the most essential information in one clear overview. The best performing articles, articles with the most engagement, predictions of today's impact and lots of other metrics you need to keep an eye on during the day. The overviews in the Big Screens are simple to read and designed to give you the most essential data to start you off and get you going. All in real time of course.

multibrand big screen

Many publishers have multiple brands within their portfolio. To keep a close eye on the performance of all published stories across those various titles can be a tough task. But curating them can be both effective and efficient. That's why we created a multibrand version that creates an overview for you. It consists of the same features as a singular Big Screen but shows you the best performing articles from the total portfolio. And beside this convenient overview you also get notifications that transcend individual titles and are vital to understand your overall performance as a publisher.



tentacles

With Tentacles you are able to optimise your home and index pages. You can run A/B header tests to increase audience loyalty and raise CTRs. Orchestration of articles on your website has never been so easy with these tips on adjustments.

Trust is super important to us, so we're always transparent. If we recommend that you run a header test, or move an article, you can rest assured that we'll also explain (in plain English) why.

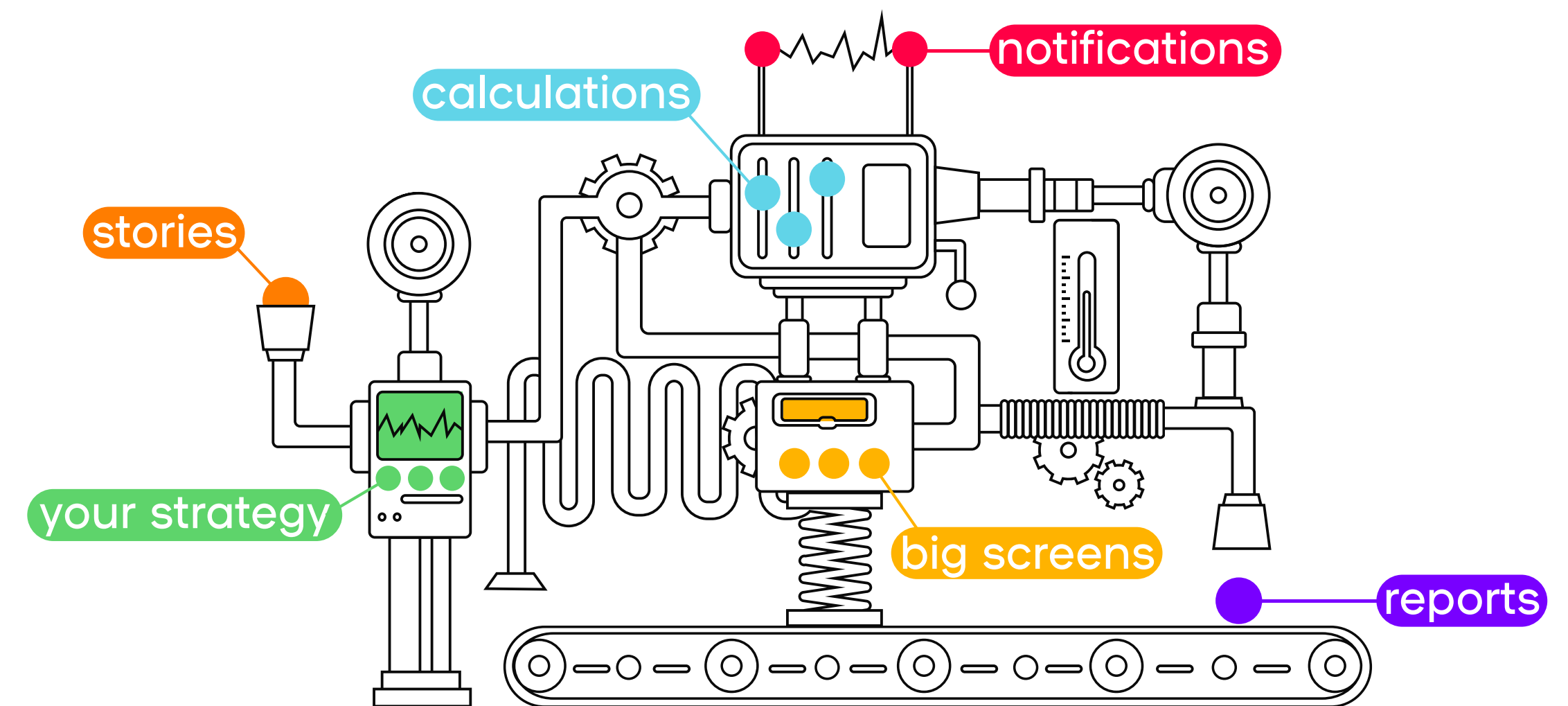
reporting

Smartocto measures real reader behaviour and content performance with unrivaled precision. We translate complex editorial data into actionable insights. Our reports enable you to better understand and serve your audiences, which in turn means you're able to increase your revenue. Whether you want to learn more about the best performing topics, your most engaging authors from last week, or the articles that led to the most subscriptions, it's all there. And of course we've made it very simple to use.

story value engine©

The Story Value Engine© feeds itself on your stories. And when we talk about stories, we mean any content that is meant to make a real connection with your desired audience. In that sense it can be a post on social, a video on YouTube, an App or web push, an article on your homepage, an Insta story - anything.

And because we understand that supporting your business model is the most important thing we have to do, our clever little engine is able to calculate any metric that you want. From reader loyalty, to engagement, from attention time to conversion - we are able to give you hints on where you want to go.





data science

And to prove that we're different from all the rest, here's where we point out that we're able to facilitate additional data science and training. Our data science lab has close links with world class universities and can solve many data-related tasks. These might be on specific metrics regarding the optimisation of your online efforts, but this expertise might also be used for the development of custom notifications. We're constantly evolving - and we're happy to be guided by you.

training sessions

Last but not least, smartocto offers training sessions on all topics related to the [Story Life Cycle®](#). For each of the eight phases that make up this approach we can facilitate expert meetings, brainstorming sessions, training modules, and specific methods that help you optimise your overall content strategy. It is even possible to customise modules specifically with you and your team. And this might seem a minor detail but it's good to know that we run the system on your own data. We're more than delighted to elaborate on any (or all) of this - just say the word.

it's one thing to read all about these features, but there's nothing like seeing it all in action. we're more than happy to go through everything we've talked about here in a live demo. please let us know how we can help you to understand the power of all these features for the optimisation of your content strategy.

make every story count.





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