

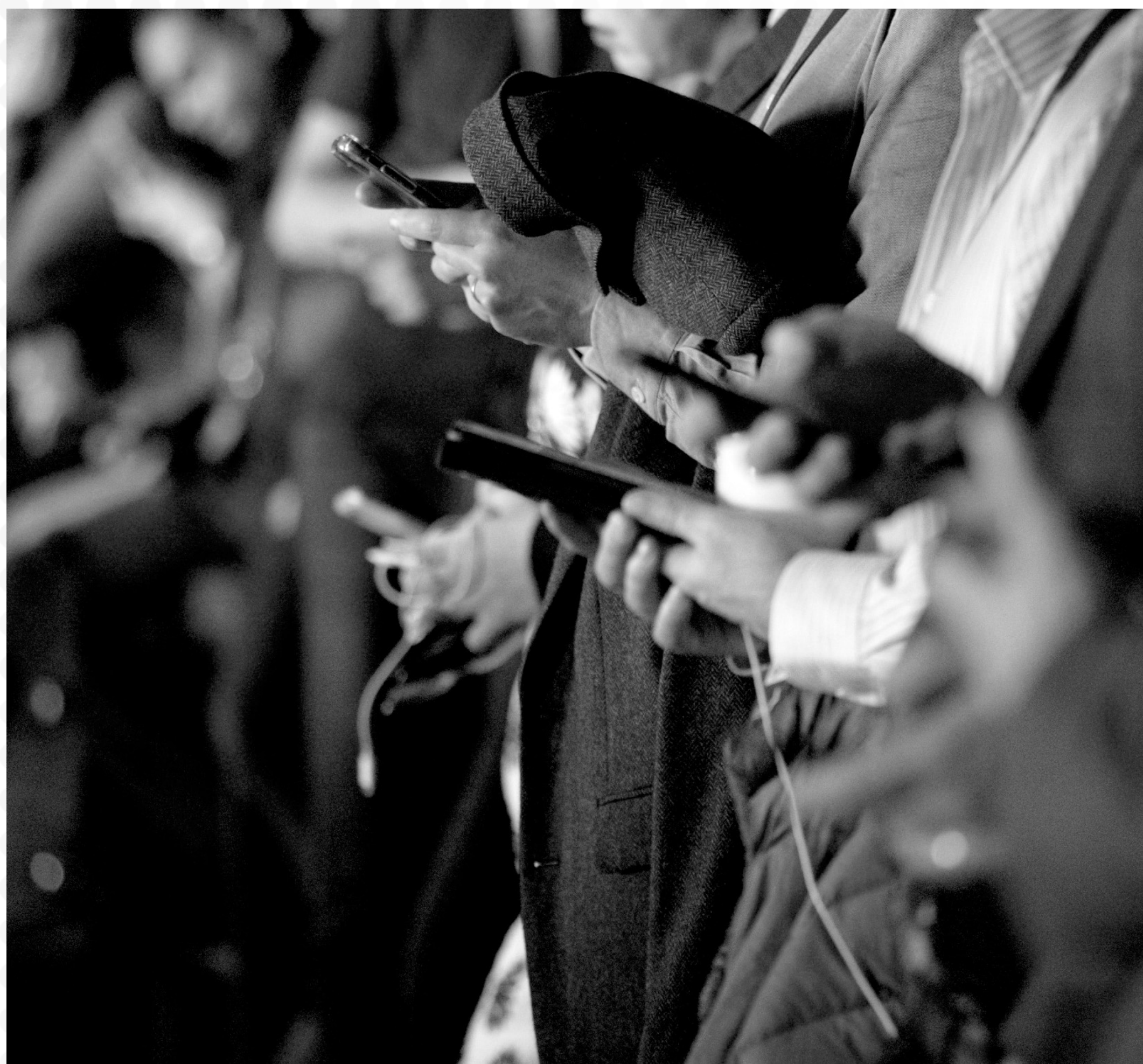
smart●ct●

the great
collaborator

We'll work with anyone and anything... almost.

november 2020

towards your **business** goals



As almost every newsroom, you probably have gathered a range of analytics tools and data sources over the years. But most of them only partially cover the challenges you have in your day to day affairs. Wouldn't it be great if there were a tool that could somehow link to them and get the most out of their combined forces? Spoiler alert! Smartocto can do just that.

We like to think of ourselves as very flexible and agile. And most of all, we love to make use of the good things that are already out there. So, for instance, instead of creating our own, we combine the data sources that you already use. And we partner with many tools in the market to provide you with the most insightful, clear and clever information. All with just one aim: to help you steer firmly towards your business goals.

In this overview we shed some light on the great tools and data sources we collaborate with.

collaboration | kəlabə'reɪʃn | noun

- 1. The action of working with someone to produce something.**

connect to **your** **analytical** tools

Smartocto is one of the most flexible systems on the market when it comes to data collection. We connect to the API's of many analytics tools and transform readily available quality data into visuals, numbers and notifications. These actionable alerts will help your content teams to do the right thing. It simply makes data smarter and more applicable. Why is that important? Well, analytics is not about data itself, it is about what you can do with it. It's about taking the right kind of action.

We partner with:



Google Analytics

Adobe Analytics

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one truth from your data lake

Many media organisations have developed their own data lake. The goal is to make this data work for their team, in real time preferably. They want to see the impact of their content, without confusing and conflicting numbers. One data truth!

Smartocto is the only tool in the world that supports this. It helps to bring that truth to the people that make editorial decisions. We connect to all your data sources to create quality insights, contributing to the goals of your organisation.

The algorithms, graphs and data collection are set to address your specific targets, on the metrics that count. You put a lot of effort into your custom data systems. Now you want to take the next step and deliver it in all its glory to the newsroom.

We support:

splunk[®]>

your own API

tracking engagement on every channel

Nowadays, content needs to be where the audience is, and therefore editorial analytics systems have to be omnichannel. Smartocto can directly connect to the insights and frameworks of your content channels.

We track social engagement on platforms like YouTube and Facebook, we know the data layer of your website, and we use an SDK for your app. Combined, they tell us a lot about your efforts, so you can improve. For instance, by writing a follow-up or adjusting your channel strategy. Want to be omniscient? It's easier than you think.

Simply let us monitor your channels for you.

We follow:

Linked The LinkedIn logo, consisting of a dark blue square with a white lowercase "in" inside.

The YouTube logo, consisting of a dark gray rounded rectangle with a white play button icon inside. **YouTube**

facebook

twitter

keeping **focus** on preferred **segments**

We can not only give you all the numbers on audience behavior, we also provide you with insights on who is watching, listening and reading.

Smartocto connects to your profiling or personalisation tools to show you the different segments you have defined, per story in real time.

And since actionability is our middle name, we deliver insightful notifications based on that information. It helps you and your team to focus on the audience you are serving. Every day, every week, every month.

smart**o**cto

We connect to:



Adobe Analytics



bluebillywig
strategic online video

knowing what content pays the bills



It all starts with measuring reach and impact. It's the bread and butter of analytics. But ultimately your editorial formula needs to align with your business model. It's what pays the bills, right? That is why smartocto steps up to the plate to track conversions and all the designated events that go beyond the consumption data.

Of course you want to know which content makes people log in or sign up. We let you know the second it happens, and our notifications help you to act immediately. Got an established attribution model that you want smartocto to follow? Great! We are sure we can follow you there.

We thrive on:



Google Analytics

blueconic

optimising the workflow

No matter what tools or data you use, you want to know how they're doing. You want updates and easy-to-understand notifications. We help you set-up a comfortable workflow. Smartocto sends messages to your team through all the common channels. Whatever they prefer. This makes it possible for them to act and react in real time to optimise the story output.



We notify through:

DISQUS



get in touch

Want to know how this works in real life?
Or do you have a tool that wasn't
mentioned here? We'll work it out.
Just drop a line at info@smartocto.com

See ya!

make every story count

smartcto