how smartocto optimises your business strategy

the advertisement model

smartocto

up to **16**% more views

Up to **16%!**
the proven impact that smartocto delivers

There's a continuous fight online. A fight for attention. Stories try to get read, brands try to get attention, ad services try to get eyeballs.

Since advertisers need constant feedback and insights, everything that can satiate this hunger for knowledge is worth considering. Editorial analytics have become more predictive and actionable and smartocto is the frontrunner in this domain, servicing real time notifications. These help to optimise your content strategy and ensure that every piece of content you publish performs to its full potential.
We simply tell you which story you should share on Facebook to get the most eyeballs, for example.

Smartocto's notifications are the key to delivering maximum exposure for your news brand.
We assist storytellers thousands of times per day, analyse mountains of data and we have a clear view on the uplift effect of our smart features.
In this eGuide, we explain how we make sure that every story counts.

the economic opportunities for online journalism

the advertisement model

Is online news consumption big enough to catch the attention of the lion's share of the world population?

The answer is yes. In most countries, online media has a bigger reach than traditional media. Around two-thirds of people go online to check the news, according to the latest report from Reuters Institute.

The attention of so many visitors is the most valuable resource in the world.

Attention is the most valuable resource in the world. The global digital advertising market in 2022 is valued at roughly 600 billion euros. It powers the giant consumer corporations of our time - Google and Facebook et al - and is so profitable that, as the Guardian reported, they're able to invest in developing self-driving cars and contact lenses that check your blood sugar.
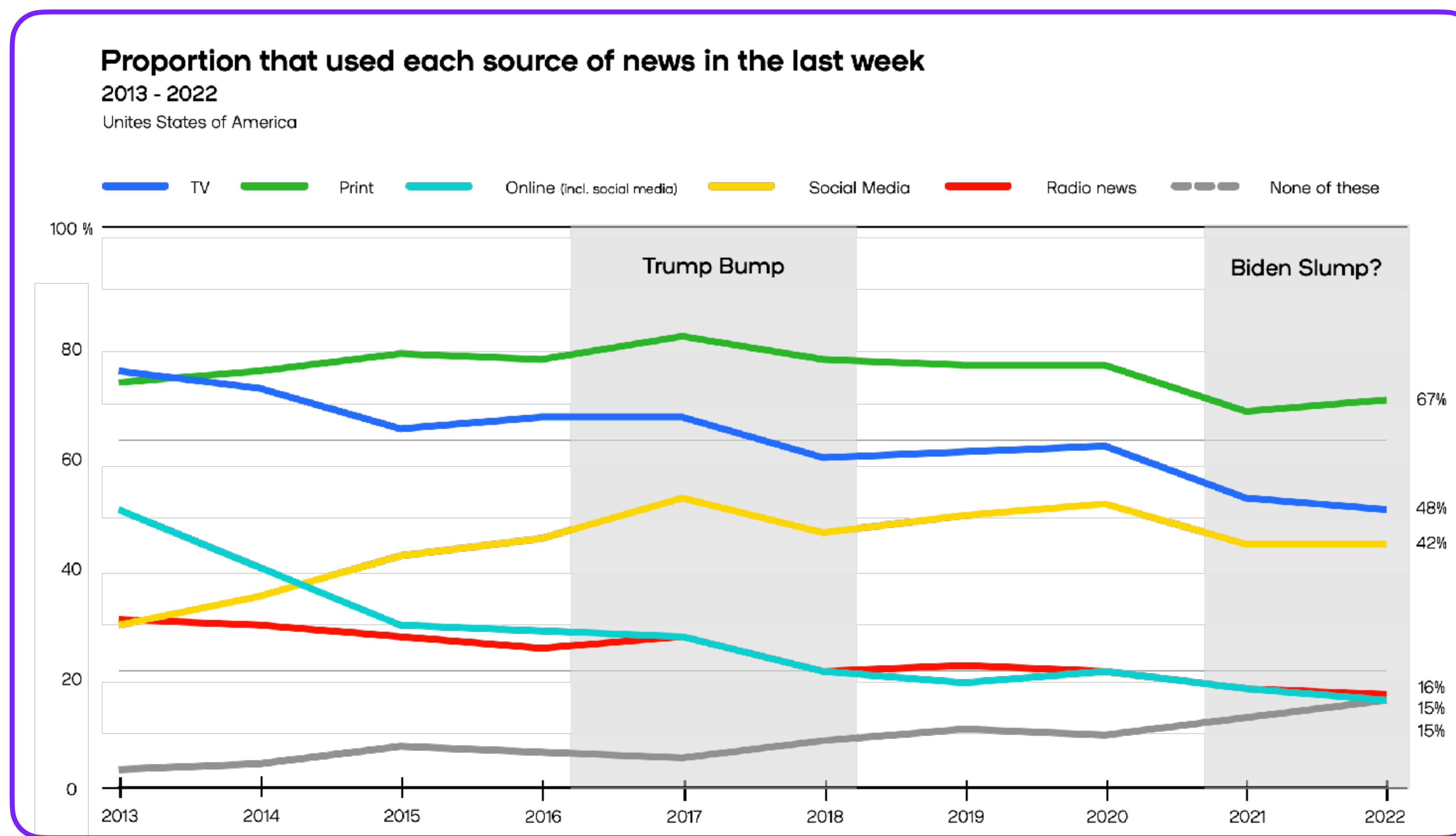
Overview and key findings of the 2022 Digital News Report

Nic Newman
15th June 2022

Last year's report contained some positive signs for the news industry, with higher consumption and rising trust amidst a second wave of Coronavirus lockdowns

HOME / STATISTICS /

DIGITAL AD SPEND (2021-2026)

Marketing and advertising are key components of a business's growth. With more and more internet users year after year, many brands have increased their digital

Advertisers want your attention, but how do they know they have it?
Faris Yakob

Drawing attention to advertising powers the likes of Google and Facebook but in the digital age, measuring it remains shockingly fuzzy

€ 600 bln

2022

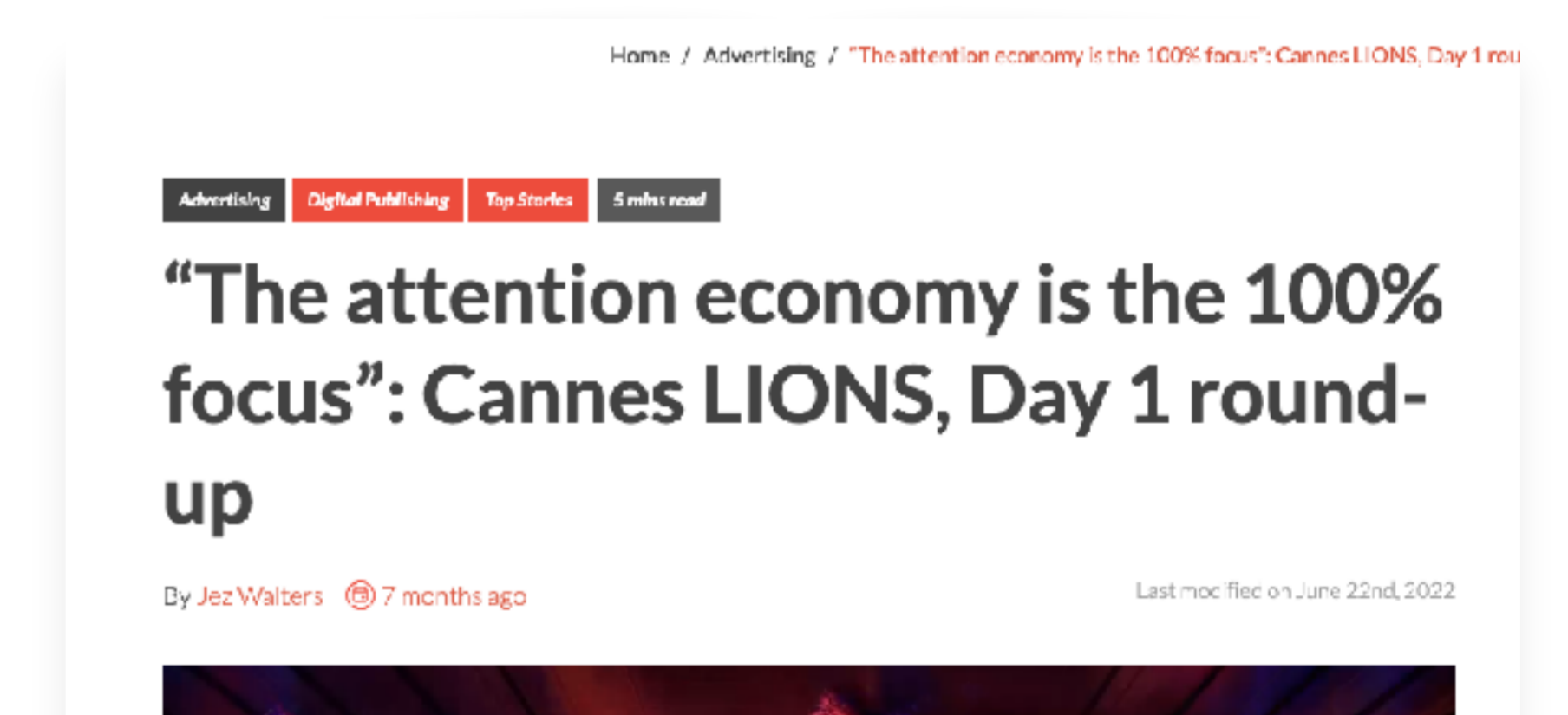smartocto

the economic opportunities for online journalism
the advertisement model

Due to increasing reach online, the United States is expected to make history in 2026 when it becomes the first major media market in the world to see digital newspaper ad revenue eclipse print newspaper ad revenue, according to a report from PwC.

Despite instability in the wider economy and a precarious geopolitical climate, experts are optimistic. "There is still ample room for advertising growth and for adaptable marketers to succeed. We don't see a perilous economic state", media company GroupM stated.

Proportion that used each source of news in the last week
2013 - 2022
Unites States of America

Legend: TV · Print · Online (incl. social media) · Social Media · Radio news · None of these

Trump Bump · Biden Slump?

67%
48%
42%
16%
15%
15%

2013 2014 2015 2016 2017 2018 2019 2020 2021 2022

Source: Reuters Institute for the Study of Journalism

Home / Advertising / Digital newspaper ad revenue to surpass print by 2026: The Media

Advertising · Digital Publishing · 2 mins read

Digital newspaper ad revenue to surpass print by 2026: The Media Roundup

By Media Voices · 7 months ago

Home / Advertising / "The attention economy is the 100% focus": Cannes LIONS, Day 1 rou

Advertising · Digital Publishing · Top Stories · 5 mins read

"The attention economy is the 100% focus": Cannes LIONS, Day 1 round-up

By Jez Walters · 7 months ago

Last mod. Rec on June 22nd, 2022

news media trumps social media

the proven impact that smartocto delivers

At its core, there's a big difference between social media and news media outlets. Contrary to popular opinion, advertisers don't just want pageviews and eyeballs. Like many news brands, they also want attention and to build trust around their product or content. It is smartocto's belief that a community becomes loyal because it recognises content value. And, if there's value in content, there will also likely be better attention time spent on it. It follows that media outlets that create value are deemed trustworthy by their audience and are therefore an attractive proposition for advertisers.

So what you need is great journalism - and then a large group of visitors that keeps coming back over a longer period of time. If your audience trusts you, they will be receptive to your business partners as well. But that all begins by getting people in, of course.

a loyal
community
recognises
content value

media outlets
that
**create
value**

trustworthy
for their
audience

attractive
for
advertisers
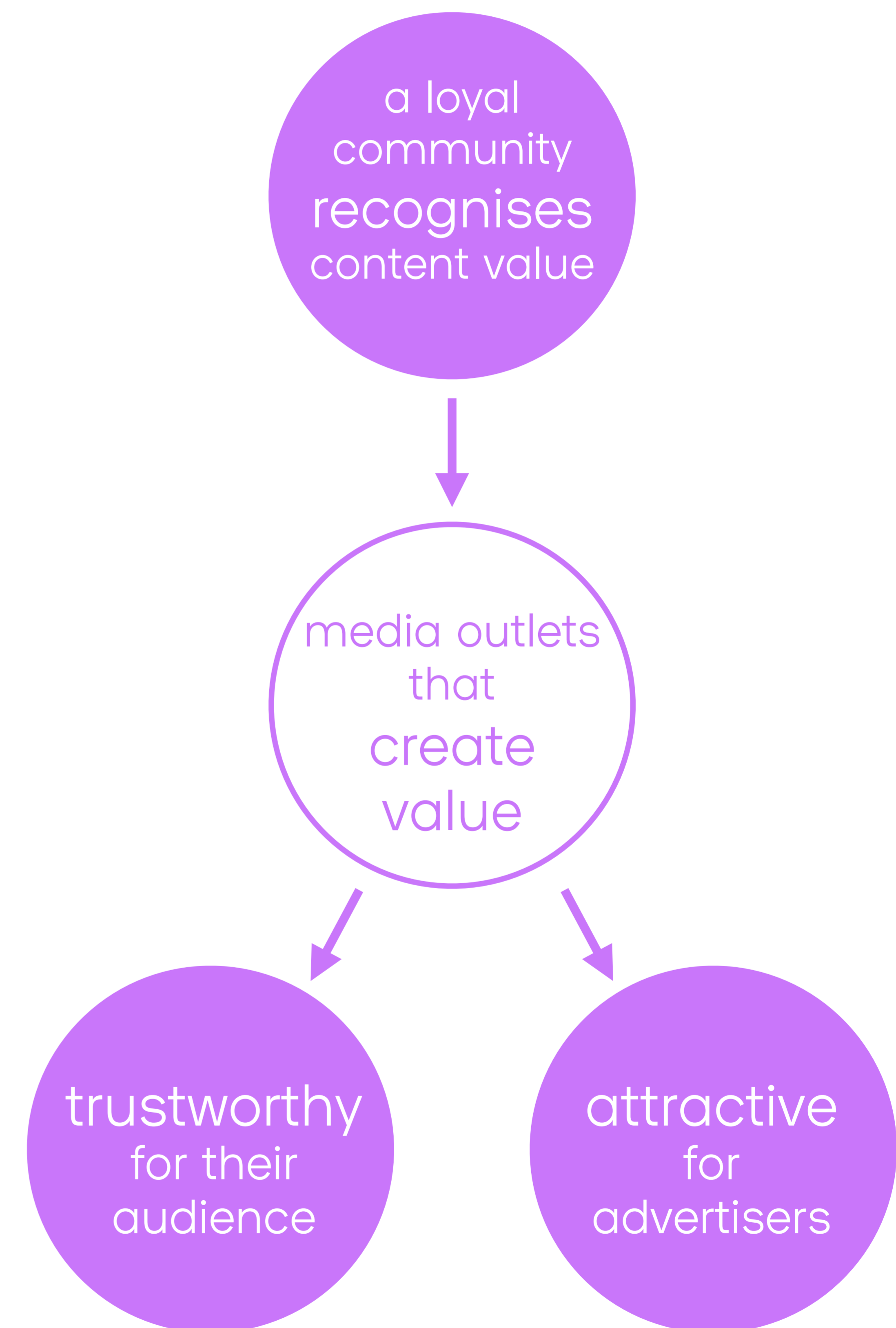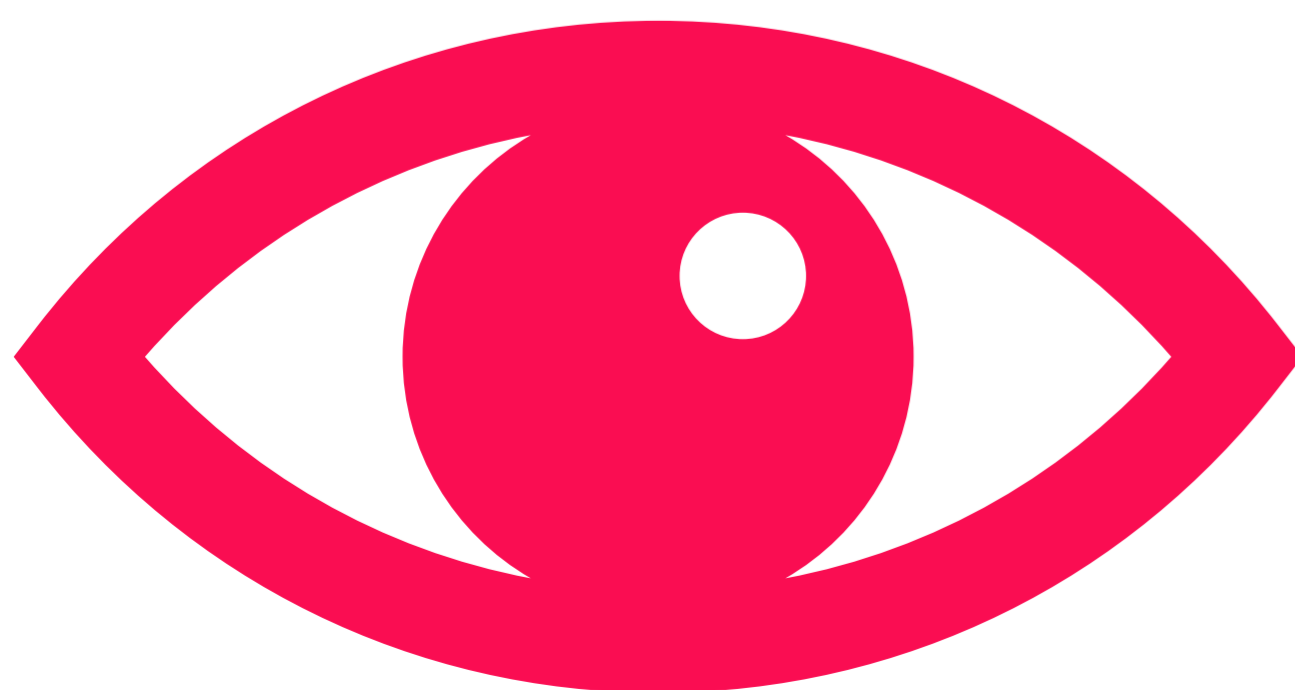
smartocto

up to 16% more pageviews thanks to smartocto

the proven impact that smartocto delivers

Smartocto helps storytellers create a relevant and large audience, something that's irresistible for any advertising campaign.

We've been working with hundreds of newsrooms and know their business strategies inside out. By analysing those strategies, we're able to create actionable notifications that newsrooms are able to act upon.
If editors follow up on them, daily visitors will rise and that in turn can create an uplift in advertising revenue.

We see this clear effect with our customers already.

When we work together with newsrooms, the smartocto algorithms do two things simultaneously:

1 We deliver new audiences

by optimising tactics on social media, strengthen the content strategy (for example with the User Needs Model) and give insights on the optimal timing of article publication.

2 At the same time, we facilitate more visits and pages per session from existing audiences.

Split testing of headlines and better positioning of teasers on the homepage will lead to a higher CTR. Smartocto enables you to increase the clicks from newsletters and real time dashboards, and reports will show the content that leads to loyalty and high recirculation. This all means: more views.

smartocto

up to 16% more pageviews thanks to smartocto

**the proven impact that smartocto delivers**

To create an effective boost of readers and pageviews, clients need to make dashboards and reports a normal part of their workflow.

If we take an average newsroom (that split tests 20% of the teasers on the homepage and follows 30% of the notifications on stories) we see uplifts amounting to 16% more pageviews on articles over time, using smartocto. It can be even more with small publishers that are just starting out with a data inspired approach.

Of course, these are averages and they can vary from newsroom to newsroom. Mature reach strategies will win a bit less in percentage terms, and smartocto will be even more effective if you execute the actionable notifications well.
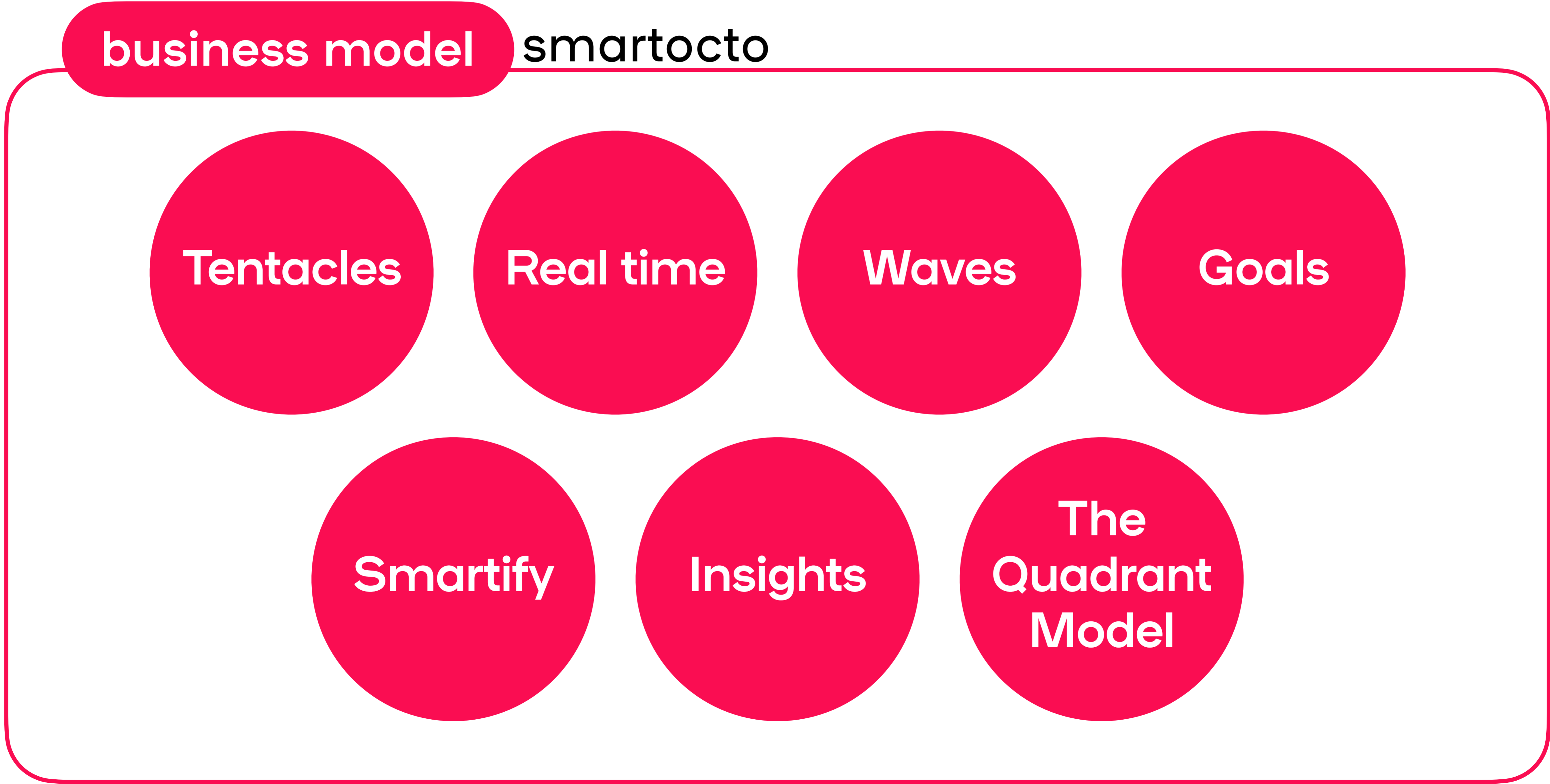
to break that down

- Our A/B testing demonstratively leads to **80% more CTR**
- **49% of the stories** get a notification (actionable or just an update)
- The actionable notifications and predictions deliver up to **160% more views**
- Our newsletter algorithms drive **22% more clickout** from email to website.
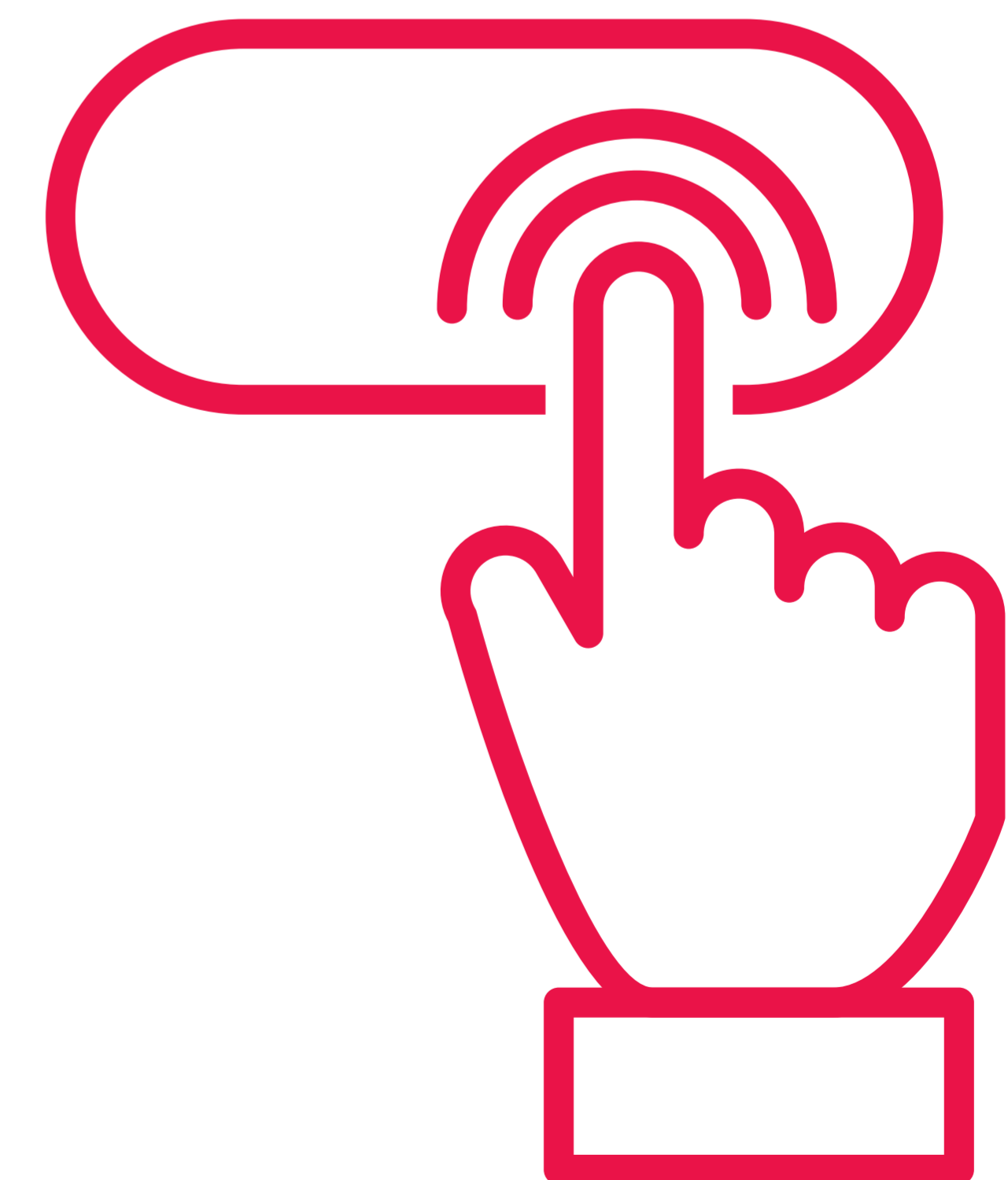
smartocto

There is a set of powerful smartocto features and they all help to optimise your advertisement model.
We will describe the essentials of each smartocto feature and explain how to use them.

If you're looking to build an immediate and lasting relationship with your audience, you're in the right place.

business model smartocto

Tentacles

Real time

Waves

Goals

Smartify

Insights

The Quadrant Model

smartocto

how smartocto optimises your business strategy
the advertisement model

what you want to know

- Stories that have the most potential to be reach champions
- Topics that drive the most exposure
- How you can make your stories more shareable
- Authors that contribute most to reach
- The user needs that fit your brand and will attract visitors
- Engagement KPIs, like attention time
- What stories loyal visitors are reading
- What segments your audience are in (who reads what?)
- The sentiment on social media

In a different eGuide, we explain how our features can drive subscriptions. In the next pages, we take a closer look at all the features that support your advertisement strategy.

what we offer to help

- Realtime optimisation for clicks (A/B testing and more)
- Predict which stories should be prominent on your website - and how many readers they could potentially could attract
- Explain what your audience is eager to read about
- Show which stories need your (immediate) attention
- Prevent you from irritating your audience with too many push notifications
- Show which stories convert new visitors - and how to hold their attention
- Predictions on click through rates for Facebook, LinkedIn etc
- Editorial tips related to your newsletter, website, app or social media posts on engagement and reach.
- Present how topics, stories or even authors score based on our Content Performance Indicator (CPI)
- Prevent churn by explaining what stories not to make
- Improve your overall distribution strategy

smartocto

1. tentacles

how A/B testing supports your subscription model

Tentacles is a layer on your website. The feature can be used directly on your homepage and index pages and allows you to run A/B header tests to increase audience engagement and raise click through rates.

Optimising your headlines will let you grow your audience base. In Tentacles we measure and show the difference between clicks and loyalty clicks. Better headlines mean more clicks. More clicks mean more reads. And, once your readers get into the writing (and realise the value of your content) you're able to start building a loyal relationship with them.

Our research shows that the more engaged your visitors are, the more likely they are coming back. Only 3.8 percent of readers are loyal, but they consume five times more content than 'occasional readers'. It's not a secret that advertisers are most interested in media that have the biggest audience base.

The power of Tentacles is that it 'lives' on your own homepage and it makes use of your design and fonts. That makes it very intuitive to use. Furthermore, because you're able to see the point at which your readers stop reading, editors are easily able to adjust the text and keep their attention.

Stefan ten Teije
senior content editor @ smartocto

"I've written for multiple news sites in The Netherlands and experienced firsthand the introduction of dashboards on screens within newsrooms. A revolution unfolded as we felt a real connection with our readers for the first time.

With Tentacles, you can take the next step. It almost feels like you can see your readers snooping through the website and app - even reacting to the changes you made one minute ago. It gives immediate motivation to improve your content to get the most out of it."

Better headlines mean more clicks.

smartocto

optimising
your headlines

with smartocto's Tentacles

Tentacles will let you grow your audience base. In Tentacles we measure and show the difference between clicks and loyalty clicks.

The clicks are the actual number of visitors that click on a headline whereas the loyalty clicks measure those who are still on the page after 30 seconds.

With that knowledge we help you connect to the engaged and interested audience.
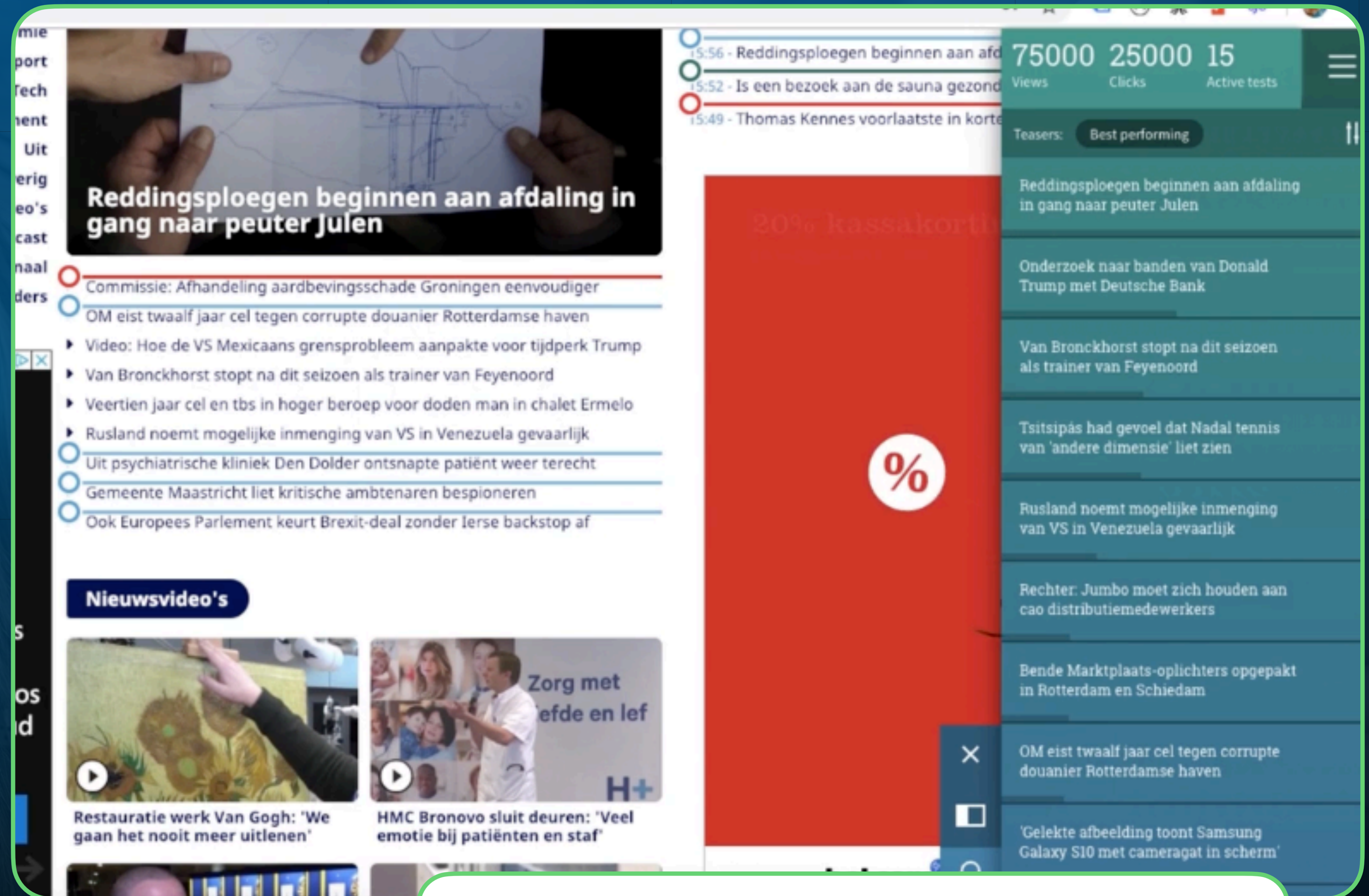
In this video you can see what it looks like. We have written a variety of blogs and articles about this feature (for example on how to do a headline test) and even have an animation on how it works for teasers.

2. real time

how smart editorial analytics support your subscription model

With **smartocto** real time you get an overview of performance of all your stories in - yes, you've guessed it - real time. All the things you want to know about the performance of a single article is powerfully visualised and gives a clear picture of the impact. As well as reach, we also help you better understand the social impact of the stories you make. We measure all the relevant engagement - and can even distinguish between the various likes (lol, omg etc) on Facebook, for example.

But what makes **smartocto**'s real time analytics stand out from the crowd is our smart notifications.

These automated editorial tips help newsrooms to spring into action and optimise all the relevant stories in order to serve your audience better. We also measure conversions - even within specific segments (login, subscriber etc.)

Smartocto real time has tons of dedicated notifications that help you supercharge your pageview efforts and increase your audience engagement - thus reducing the dreaded churn.

If you want traffic, this is the solution.

the **added** value of **smart** notificati**o**ns

smartocto

actionable notifications

smartocto's strength

smart and
actionable
notifications

! action required

The number of loyal visitors is really high for this story. Put it higher up on your homepage!

! lot of traffic

Lots of traffic via search for this story. Are the most important questions answered in the article?

! watch out!

This story loses views. Put it on your homepage.

! attention

A lot of interaction with this story on Facebook. Can you write a follow up?

! check this

This is your fastest growing story. Put it in your newsletter while it's still electrifying.

! A/B test

There are only a few visitors interested in this story but they spend a lot of time on this page. Run an A/B test on the headline to attract a larger audience.

! attention

This story is doing great on social media, but not on your website. Try adjusting the headline.

There are dozens more of these actionable notifications. Request your personal demo and find out.

smartocto

3. branded content advertising

knowing your audience will help you succeed commercially as well

In addition to normal advertising, big media outlets offer branded content packages to tempt business partners to spend even more money on campaigns. Branded content needs to add brand value in the form of information or entertainment. Not the commercial message, but the societal principles of a company should be brought into an article, video or a different type of content.

When The New York Times launched its content studio T Brand, the world's biggest (online) newspaper announced unconventional immersive and artistic projects that go far beyond native advertising.

Around the world publishers and broadcasters have marketing departments that help their sales colleagues by creating unique experiences for their visitors. It is evident to us that there's one clear requirement when you want to succeed in the branded content industry: know your audience well and be able to target the right visitors.

TBrand**Studio**

Graham McDonnell
International Creative Director for T Brand Studio

"No one knows their business better than our clients, but no one knows our audience better than us. Put the two together, and that's when you get the best - and most sustainable - results."

Source: whatsnewinpublishing

smartocto

4. waves

how customisable dashboards help grow your advertisement model

With Waves, you can build your editorial big screen any way you want. And, because the screen itself is probably situated right next to your editor's writing desk or on the wall of the bullpen, the world of data becomes a living object in the newsroom.
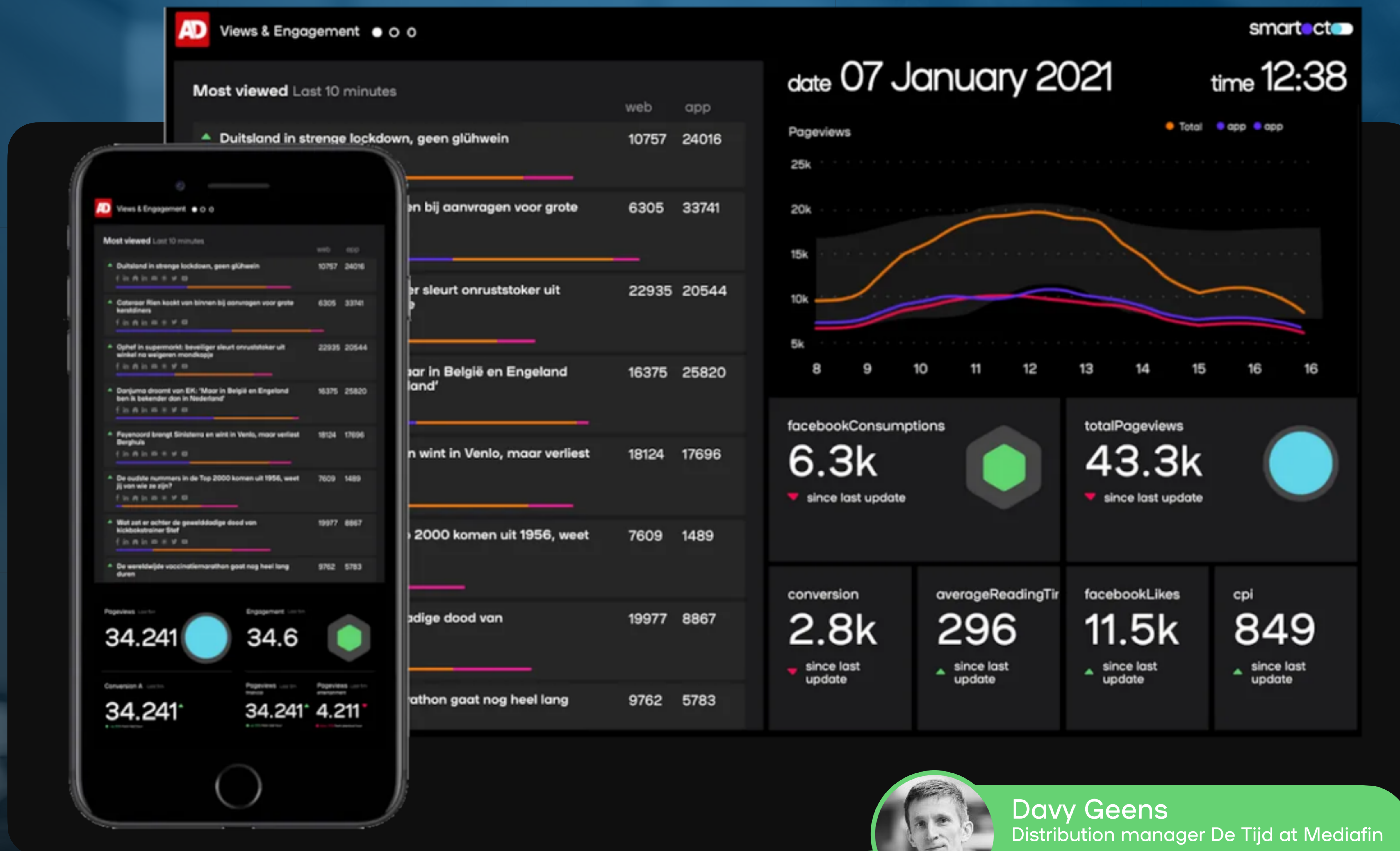
The power of Waves is that it's flexible and customisable. And that makes it possible to support lots of different roles within your newsroom.

You're completely in control of the insights you want to receive. From the most relevant notifications on a story level, to actual insights on business goals, or even the amount of conversions or subscriptions you've realised today, Waves makes it possible to get all the information you want and need instantly, without having to wait for a report.

a couple of qualities of Waves

- It shows **reach per section**.
  That helps you form hierarchy to your website/app.
- It presents the **biggest stories of the day**.
  That helps you keep editorial focus.
- It presents the **fastest growing stories**.
  That helps you optimise your homepage.
- It displays **referral traffic**, so that you know where most visitors are coming from.

smartocto

AD — Views & Engagement ● ○ ○

Most viewed Last 10 minutes

	web	app
▲ Duitsland in strenge lockdown, geen glühwein	10757	24016
en bij aanvragen voor grote	6305	33741
ar sleurt onruststoker uit	22935	20544
ar in België en Engeland land'	16375	25820
n wint in Venlo, maar verliest	18124	17696
2000 komen uit 1956, weet	7609	1489
adige dood van	19977	8867
athon gaat nog heel lang	9762	5783

date **07 January 2021**   time **12:38**

Pageviews   ● Total ● app ● app

facebookConsumptions
6.3k
▼ since last update

totalPageviews
43.3k
▼ since last update

conversion
2.8k
▼ since last update

averageReadingTim
296
▲ since last update

facebookLikes
11.5k
▲ since last update

cpi
849
▲ since last update

smart●cto

Davy Geens
Distribution manager De Tijd at Mediafin

"The Waves dashboards help us to bring numerical insights to the attention of the entire editorial staff in an accessible way. The colourful presentation, which shows at a glance what is being read in real time, regularly makes editors stop at the big screen in the editorial office."

4. waves

how customisable dashboards help grow your subscription model

🔘 tip

drive conversations

The easiest (and by far most effective) way for newsrooms to drive pageviews is by making lists of stories ranked in realtime on things like reach or engagement. This ensures that every editor knows which stories are attractive to your audience and resonate with them.

More advanced users can compare the engagement list to the traffic list to see where to improve distribution. These things will help improve the user experience - but also ensure you get the most out of your visitors. It's all within reach with the Waves feature and smartocto has lots of proven business cases available to help you get a head start!

By the way

at the beginning of 2023 we launched our feature called **Goals**. Goals will help newsrooms set clear targets during their daily workflow.

For example:
'finish 25 A/B tests a day' or 'share 20 links on Twitter a day', 'reach at least 1 million pageviews today'.

During the day, editors are responsible for hitting the targets - and we make visible what the impact is, of course accompanied with smart and directional notifications.

smartocto

4. smartify

how predictive actions can help you grow and maintain your audience base

Smartify is not a single product or feature. It's a revolutionary decision making system that gives newsrooms AI-powered advice. This technology makes any data collection out there smart.

We provide you with notifications, daily digests, summaries and more, all of which will help you get from data to action, and will align perfectly with your particular business model. It's a completely flexible system, and you have the power to adjust it to your needs.

Journalists, editors and storytellers often perform repetitive editorial tasks routinely, at specific times each day. Smartify has narrowed down these tasks to six concrete actions and identifies the best qualified stories to follow up.

These tasks are presented in a clear overview:

tasks

- Put this article on Facebook
- Place this article in the newsletter
- Run an A/B test on this headline
- Put this article on Twitter
- Write a follow up on this story

The impact of every editorial task is calculated. This gives you the power to choose the right story and shows you what the result of each action might be (for example: increase of your newsletter subscribers).

You can use it to unify all your data, across platforms, systems, channels and content, enrich it and turn it into daily digests and notifications that boost your performance.

If you would like it, we can create a Smartify Weekly: all the missed opportunities presented to you, right there on a silver platter. Whether it highlights the effectiveness of A/B testing, the amount of clicks that came from following up on our notifications - you'll see a clear return on investment. Perhaps that's not the most important actionable message you will find, but the accountability of your investments can be of interest and we try to help you find the right justification.

Smartify
Choose a channel

smartocto
Notification Tracker

Put on Twitter	show all 59

● Action · done

Liverpool and Spurs compete for signature Palhinha, French Football Association wants Michel Platini

Predicted impact: Popular

Post on Facebook	show all 80

● Action · done

His spring roll mobile is back in Paris undamaged the day after theft, Long (38) gives tipster 5000 euros

Predicted impact: 13.07 link clicks ctr %   0 engagement ctr %

Add to Newsletter	show all 113

● Action · done

Excavator on fire in a hall on an industrial estate in Bordeaux

Predicted impact: Average   873 newsletter views

Write an Update	show all 3

● Action in 4 minutes · done

Christina (16) from Monaco is found: 'She is safe'

Test the Headline	show all 2

● Action in 26 minutes · done

The Castle must become the largest concert hall in the east: 'Horeca and tourism all benefit from it'

Predicted impact: no previously tested

Move to Homepage	show all 65

● Action · done

He kicked a head, but could the victim die? Community service for man from Nancy

Predicted impact: 50993837 views after

for Smartify you don't need a smartocto data source

So if you're attached to your current data provider, but you want to be more actionable, simply plug in our Smartify solution and we'll get you started.

Erik van Gruijthuijsen
director of journalism @ DPG Media

"We want impact. A system that - in real time - thinks along with journalists about the next steps is crucial. Smartocto has the automated intelligence and the journalism background that goes with it."

smartocto

Smartocto is a smart editorial analytics system. It's built with and designed for newsrooms, storytellers and other content creators. Our mission is to help you make your news stories more relevant, impactful and profitable. Get from data to action with our smart tips and suggestions and connect the dots between you and your audience. It's analytics made easy.

Erik van Heeswijk
CEO @ smartocto

"The culture shift that newsrooms and content producers need to make is profound. It is not about the technology or data, it is all about reframing the basics.

If we define the strategy of a media company to be the primary set of business rules and goals, tactics should be the translation of strategy into algorithms that apply to specific use cases to calculate scenarios and actions."

Check this video for further details on Smartify. You can also download our whitepaper.

smartocto

5. insights

how reports and overviews can help you understand what your audience desires most

Smartocto Insights is the historical feature of smartocto. It's perfectly in sync with every major publishing business model out there. With the help of our unique analytics solution, you can map the patterns in your readers' behaviour and influence their actions.

We measure real reader behaviour and content performance with unrivaled precision thanks to our advanced metrics.

we will measure

- Article reads
- Attention time
- Read depth
- Visitors
- Social actions
- our unique Content Performance Indicator based on exposure, loyalty and engagement
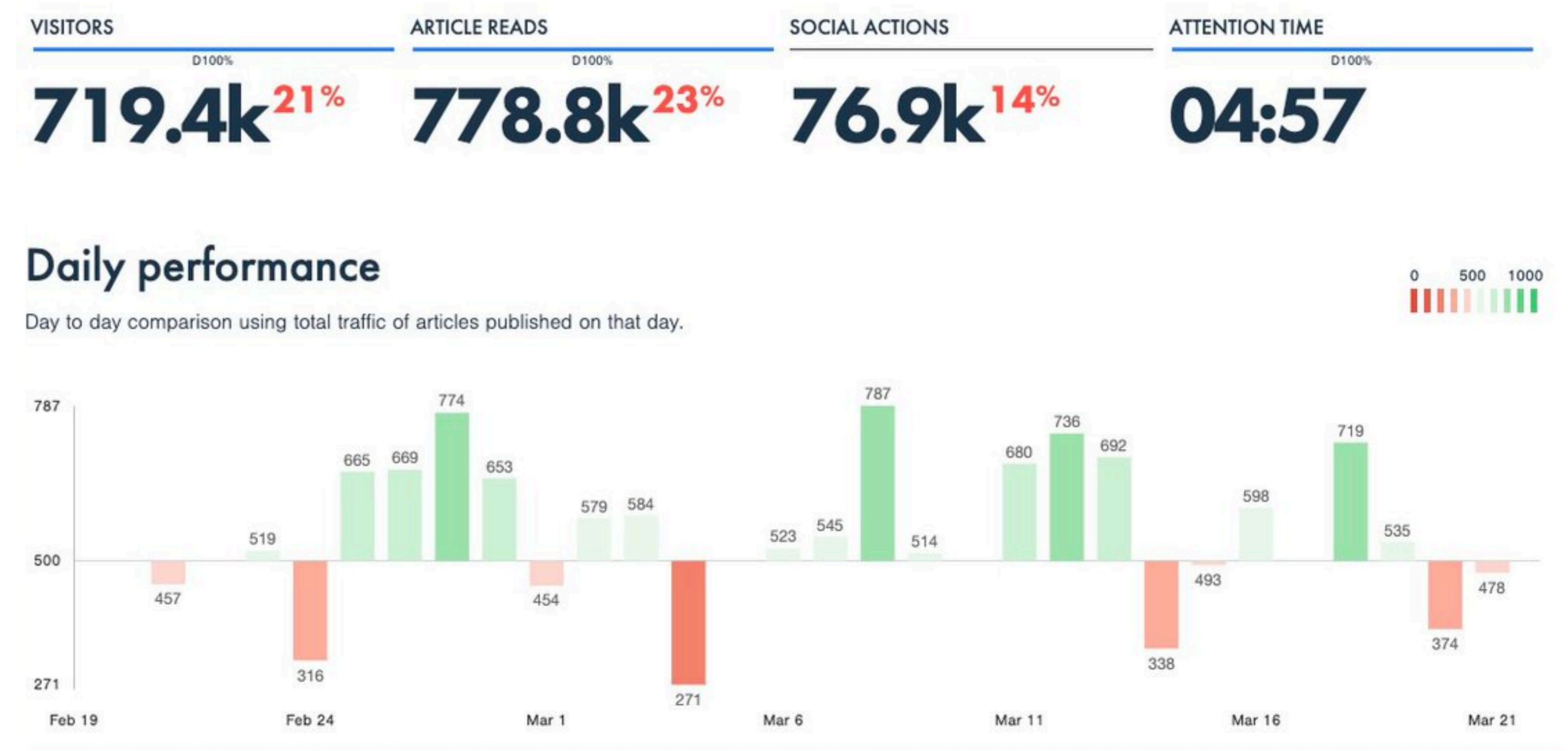
From an advertising business perspective, Insights is crucial if you want to learn more about the 'diesel stories' of your brand.

They will provide years of substantial traffic, without seeing those stories in the daily or weekly top lists.

Besides that, you can analyse which topics are working best for your audience.

- What topics attract new visitors?
- What topics are underperforming?
- Which authors are your own reach champions?
- Which user needs fit your content strategy?

Insights is the perfect feature to draw conclusions on what kind of content attracts new visitors, where they are from and what their profile is. The new audience is marked clearly.

VISITORS	ARTICLE READS	SOCIAL ACTIONS	ATTENTION TIME
D100%	D100%	D100%	
719.4k²¹%	778.8k²³%	76.9k¹⁴%	04:57

Daily performance

Day to day comparison using total traffic of articles published on that day.

0   500   1000

787

787

774

736
719
692
680
665 669
653
598
579 584
535
523 545 514
519
493
478
457 454
374
338
316
271

500

271

Feb 19   Feb 24   Mar 1   Mar 6   Mar 11   Mar 16   Mar 21

smartocto

6. The Quadrant Model

So to make it all crystal clear here are four important insights to take from the Quadrant Model.

As much as we think that every story can be optimised, we also believe that making hard choices about the number of articles that are being published can be the start of a very effective content strategy. With the Quadrant Model we offer insights that help to make those choices.

In one axis, for example, we might put reach and on the other engagement and with that you get an interesting overview of topics (or even stories) that have an impact on your audience (top right) or the ones that don't (bottom left).

Dmitry Shishkin
expert in digital transformation and content strategy

"I remember at the BBC I was analysing editorial data from 12 teams. I was only able to do four deep dives a year. Actually there was just not enough time to do a good quarterly or even weekly analysis.
With this model you are able to see at a glance what is going on - not only for the whole website, but you can do it by section as well."

smartocto

niche but nice

Stories that end up in the left quadrant are high on engagement (indicating your audience likes the topic) but are low on reach (indicating your audience couldn't find them very well). A logical thing to consider in these articles is to distribute them better. Maybe they can benefit from social media attention, maybe adding them to the newsletter will do the trick. Either way the tip is to optimise distribution.

gold nuggets

Stories that end up in the top of the right quadrant (those are the articles with extreme high reach and engagement) tend to convert 20 times more people than average articles. Needless to say you want a lot of articles to be in that sweet spot.

pure win

niche

engagement ⬆

reach ➡

basement bunch

The worst quadrant to be in is the sub standard, low engagement and low reach. There's a very simple way to solve this: stop making these articles because your audience surely isn't interested in them. Sometimes you need to make these rough decisions to create more space and time for other stories to be told. Your audience will reward you for these choices. And if you're still convinced that the basement bunch is worth the effort you need to reconsider how you create these stories because distribution, choice of channel, format, user need and a lot more seems to be off in the opinion of your audience.

sub standard

reach champions

Stories that have an extremely high amount of pageviews but score relative low on engagement should have your attention as well. This means that your audience wants something else and therefore enriching the content is probably a wise thing to do. Here the user needs could come in handy but creating relevant follow ups might also help you to engage your audience more on the topic.

reach champions

smartocto

our mission

We understand that the advertisement model is very important for monetising your website traffic. Smartocto is a powerful system that's built on that knowledge and is therefore fit to support you in that challenge. This eGuide is a quick summary of the main features we offer. We have learnt through multiple strategies and approaches from newsrooms across the globe. We translated all of that into graphs, metrics and notifications.

The features we describe form the foundation of data driven media outlets. They're built with and designed for newsrooms, storytellers and other content creators.

Our mission is to help you make your news stories more relevant, impactful and profitable. Get from data to action with our smart tips and suggestions - and connect the dots between you and your audience.

It's analytics made easy.

Erik van Heeswijk
CEO SMARTOCTO

Rutger Verhoeven
CMO SMARTOCTO

smartocto

Please reach out to us

request@smartocto.com

Get your eyeballs out!

For questions or a demo reach out to us:
smartocto.com/company/contact/

smartocto