keep focus with

smartocto

find your feature package

We are story driven. We know you are too.

That's why smartocto's features are designed to help you optimise the performance and engagement of every single article, story or post you publish. We help you form and execute your content strategy. Analytics made easy.

Go straight to some of our packages:

The subscription model

The advertisement model

Implement user needs into your newsroom strategy

In this brochure, we divide all features into four categories.

🕐 Real time

for editorial teams who want to see information at any moment of the day, enabling immediate action. With dashboards, charts, and notifications, an editor can make adjustments to improve the performance of articles.

🕐 Historical

if you want to know exactly what happened on the website in the past week, month, or even years, you'll need to dive deep into the data. We make this clear and organised.

🚀 Predictive

ideally, you don't just want to know what is happening or has happened, but also what will happen. Using machine learning, we can provide a good impression - helping you know where to invest your time and energy.

🤖 Smartocto.ai

with five new features, we make the content (not just the data) part of the analysis. Thanks to a connection with a Large Language Model, you get the smartest tips and suggestions tailored to you.

Do you want to see some of our features in live action? Ask for a demo via **request@smartocto.com**

Real time

Real time

You want to react to the pulse of the day, so that's why smartocto is real time.

Smartocto's real time tool is a complete content analytics solution that supports multiple business models, whether your focus is on advertising or reader revenue.

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!

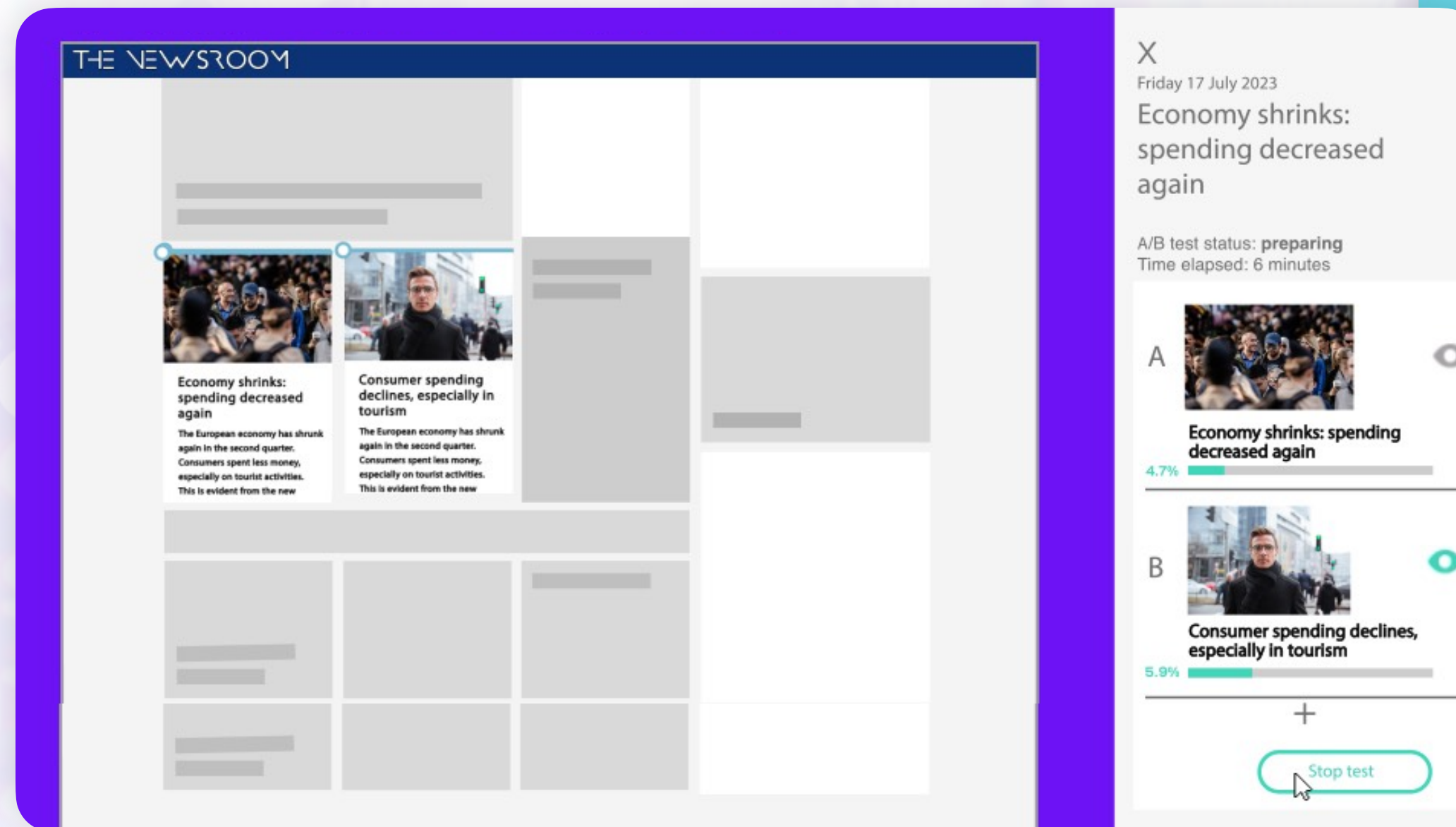## Which insights can you gather from our real time tool?

- Story reach and consumptions divided by channel and user needs

- (Social) engagement in real time, based on your own unique mix of measurable channels

- The impact of all your content over time

- The progress of campaigns by tracking them via bundle graphs

- Your impact measured by showing the timing of the newsroom (effort) against the impact of the stories on different channels (Impact Radar).

- The system serves smart notifications calculated on every story

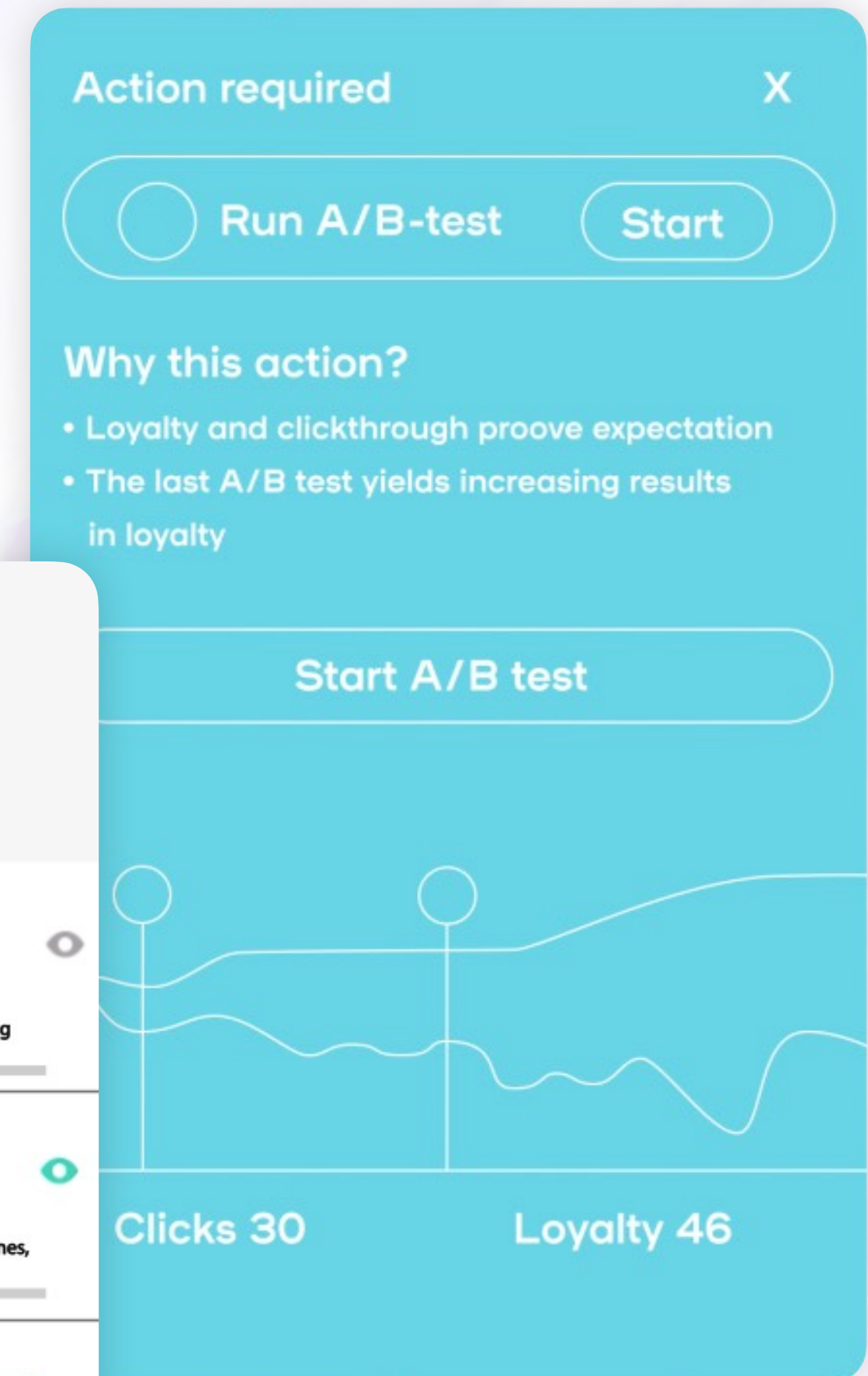- Effectively track progress of your KPI's

Tentacles

Tentacles is a feature used directly on your homepage and index pages, which allows you to fully optimise them.

You can run A/B tests on headlines, intros and images to increase audience loyalty and raise CTRs.

THE NEWSROOM

Economy shrinks: spending decreased again
The European economy has shrunk again in the second quarter. Consumers spent less money, especially on tourist activities. This is evident from the new

Consumer spending declines, especially in tourism
The European economy has shrunk again in the second quarter. Consumers spent less money, especially on tourist activities. This is evident from the new

X
Friday 17 July 2023
Economy shrinks: spending decreased again

A/B test status: **preparing**
Time elapsed: 6 minutes

A
Economy shrinks: spending decreased again
4.7%

B
Consumer spending declines, especially in tourism
5.9%

+

Stop test

Action required   X

◯ Run A/B-test   Start

Why this action?
• Loyalty and clickthrough proove expectation
• The last A/B test yields increasing results in loyalty

Start A/B test

Clicks 30   Loyalty 46

A/B testing to the next level

⏰ Actionable notifications

We ensure that you can act upon the data insights we share. That's why we send tips and suggestions to editors.

Whether it's within the tool itself, via email, on Slack, or elsewhere - you'll receive notifications in plain language, enabling immediate action.

These actionable notifications assist in decision-making.

Working with user needs? Our tool knows what to say...

notification
This large story of yesterday is still attracting a lot of audience.
Post it on social media again.

notification
This story is well read (based on loyalty)! **Create a follow-up for the Help me user need!**

notification
This story performs well on socials but not on your homepage.
Run an A/B test on the headline.

notification
Oops, a lot of negative sentiment on Facebook about this one.
Check it out.

notification
This was your biggest story of the morning. **Do an afternoon follow-up?**

notification
There are too little premium articles on your homepage at this moment.
Maybe this story qualifies?

Waves

Different organisations and even different people within your organisation might need different metrics and graphs to do their job. So we created something that can be adjusted to specific wishes or business goals.

Waves is our standalone, fully customisable big screen. Following the impact of a user needs approach becomes simple too.

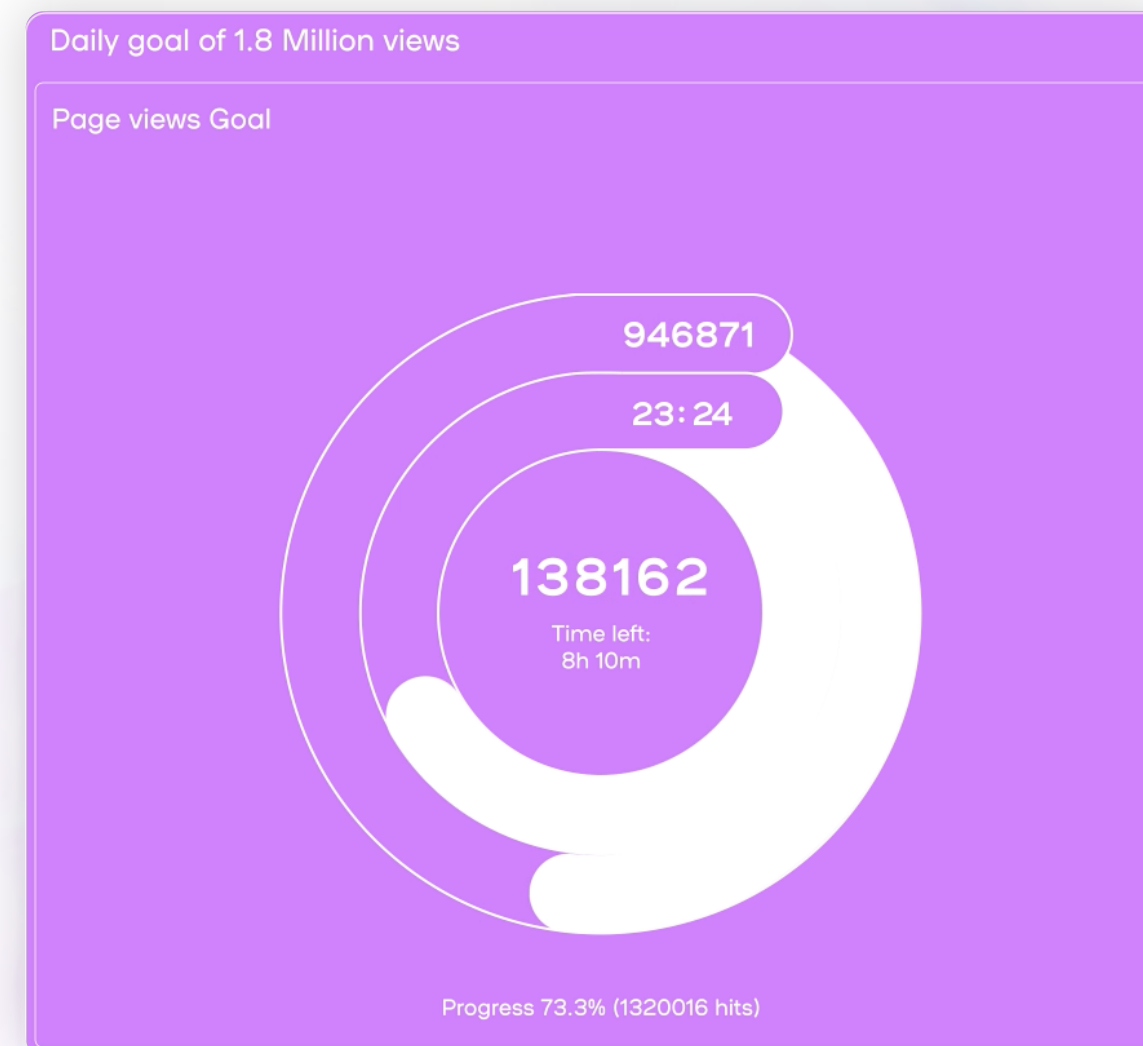You can create dashboards in which you can see what the impact is on reach, loyalty, engagement and conversion for each user need.

Pageviews	app	totals
5h		
Mars colony vision becomes reality	11058	449912
5h		
Nobel prize honors climate change work	9565	449203
5h		
Bacteria that eats plastic discovered	10926	449632
5h		
Search for life on europa continues	10978	449487
5h		
Global ban on single-use plastics	9561	449167
5h		
Fusion energy breakthrough in sight	10886	449394
5h		
Crispr gene editing eliminates diseases	10898	449379

Progress 73.3% (1320016 hits)

Views

facebook Consumptions
55.5k

total Pageviews
132.1k

conversion
52.8m

average Reading Time
80.9m

cpi
50.3k

⏰ Goals

This real-time dashboard is designed to empower media professionals by providing them with the means to effectively track their progress and achieve their targets.

Smartocto Goals offers a comprehensive solution to monitor and visualise key performance indicators (KPIs) such as campaign reach, conversions, subscriptions, and social traffic.

Daily goal of 1.8 Million views

Page views Goal

946871

23:24

138162

Time left:
8h 10m

Progress 73.3% (1320016 hits)

Biggest stories on reach

5h	Solar roads light the way to the future	448.240
9h	Breakthrough cancer treatment offers hope	448.240
12m	Robot judges: a fairer justice system?	448.240
50m	Historic launch: space tourism takes off	448.240
5h	Blockchain's impact on global finance	448.240
2d	Renewable energy powers sustainable city	448.240
4h	Quantum internet: a new era begins	448.240

It's of particular relevance to user needs work because it allows you to set clear targets, such as:

Make 5 'educate me' stories a day

Publish 100 'divert me' stories a week

Create 200 'help me' stories a month

Historical

Historical

With the help of our unique analytics solution, you can map the patterns in your readers' behavior 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

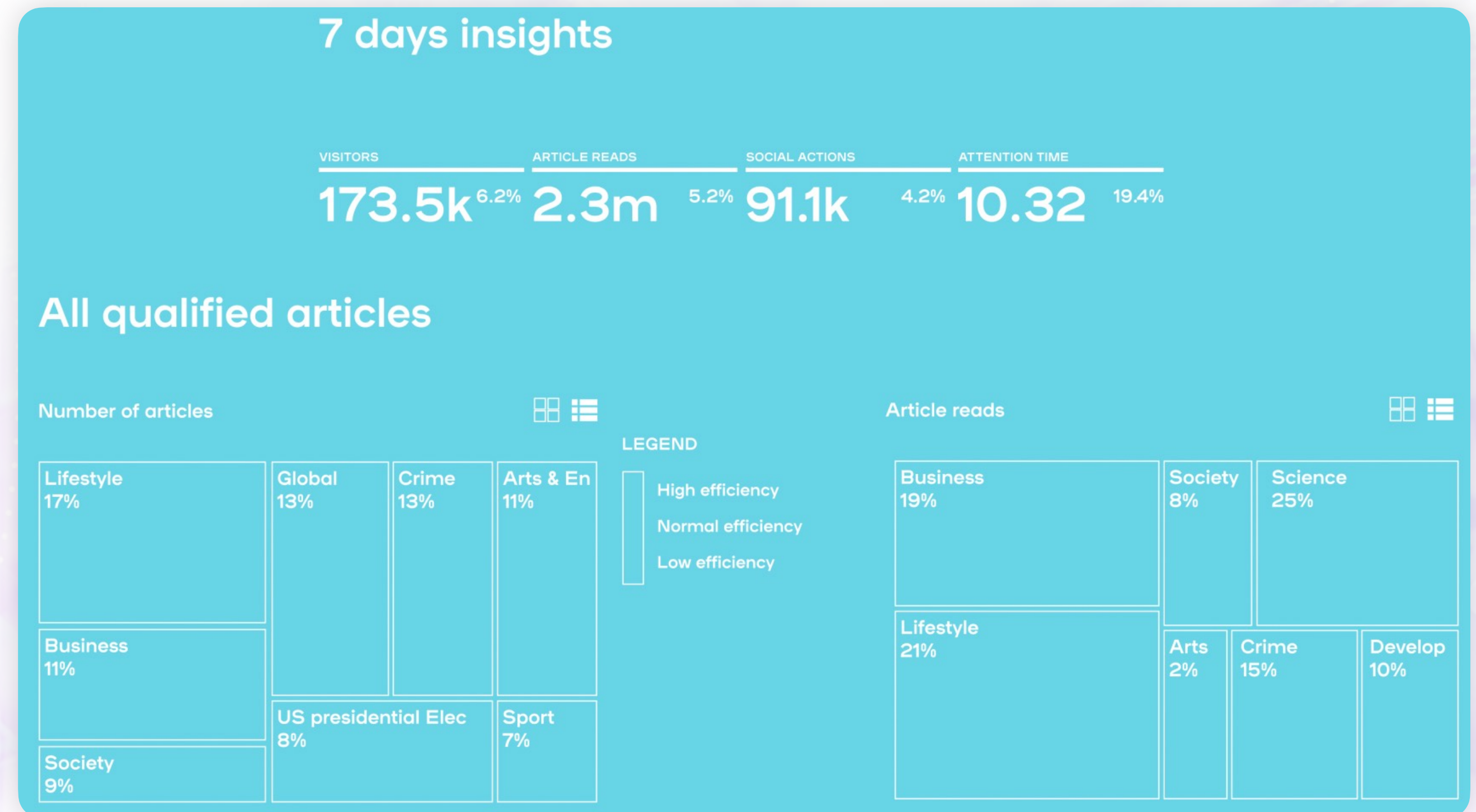Our unique Content Performance Indicator based on:

- exposure
- loyalty
- engagement

Insights

Smartocto Insights is in perfect sync with every major publishing business model. Get what you need, when you need it.

Based on our metrics you can create compelling, automated, insight-filled reports with just a couple of clicks and send them directly to an inbox of your choice. Our reports help you understand what works and what doesn't, what appeals to your audience or not. So, you can reflect on your own historical data, map the patterns in your readers' behavior over a longer period of time and influence their actions.

7 days insights

VISITORS		ARTICLE READS		SOCIAL ACTIONS		ATTENTION TIME	
173.5k	6.2%	2.3m	5.2%	91.1k	4.2%	10.32	19.4%

All qualified articles

Number of articles

Lifestyle
17%

Global
13%

Crime
13%

Arts & En
11%

Business
11%

Society
9%

US presidential Elec
8%

Sport
7%

LEGEND

High efficiency

Normal efficiency

Low efficiency

Article reads

Business
19%

Society
8%

Science
25%

Lifestyle
21%

Arts
2%

Crime
15%

Develop
10%

Get what you need, when you need it.

The Quadrant Model

The Quadrant Model is a visualisation of the page performance, giving editors insights what works for their audience and what doesn't.

As the name suggests, you can see how your content is performing by where it's positioned in a quadrant.

You select what the axes represent, so there's a degree of customisation available and you can ensure that this analysis does what your newsroom needs it to.
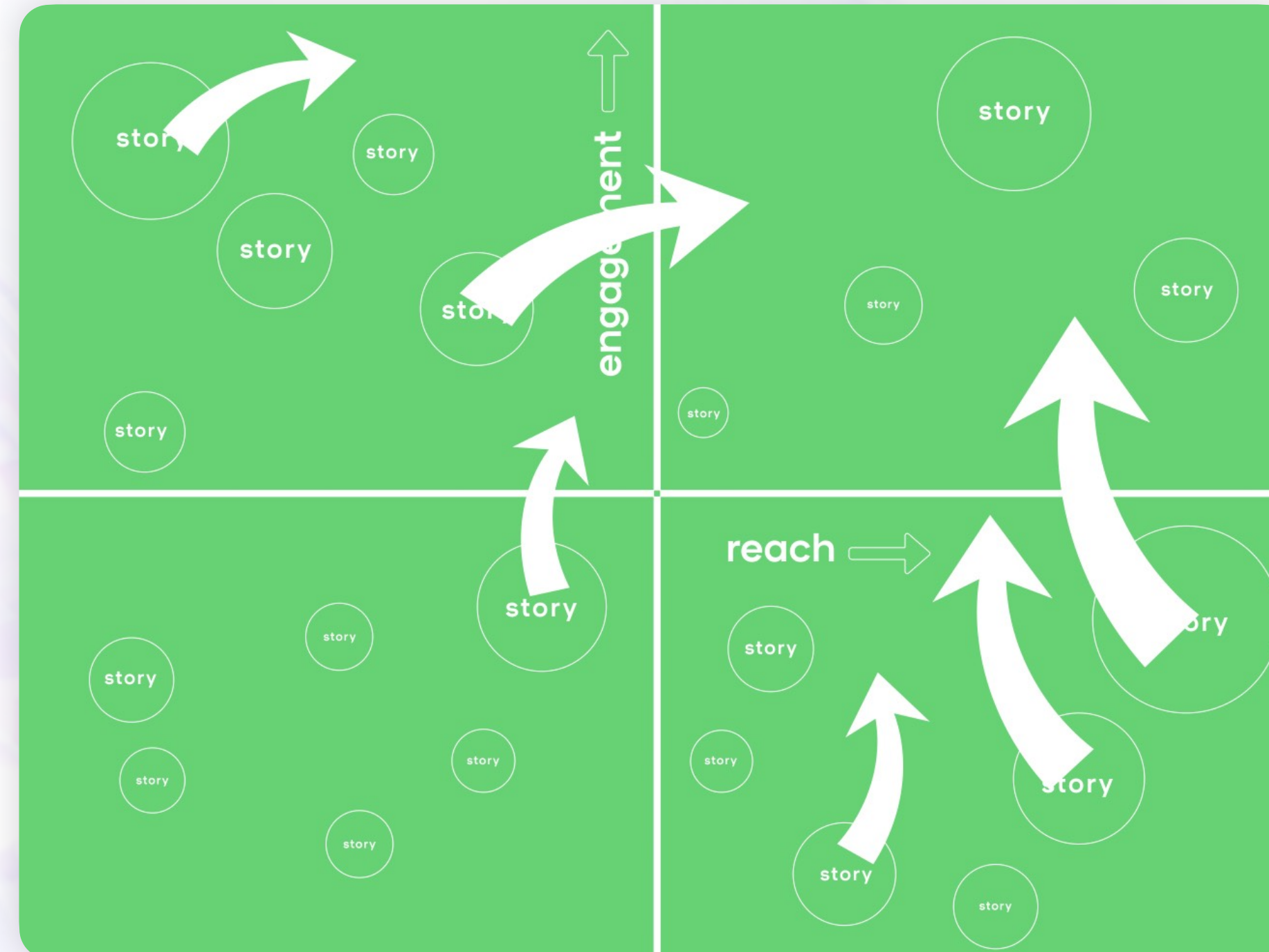
If you have your tagging in order, you can plot the flagged user needs in our Quadrant Model.

What do you see?

Perhaps 'Update me' articles score badly (bottom left) and, in this case, 'Connect me' articles do really well in engagement and reach.

The model is customisable, so you can easily find what you think is most important to know.

🕘 By the way...

Are you aware that smartocto offers a comprehensive e-learning platform? We believe it's essential for our users to not only master the usage of our tool but also to gain a deep understanding of developing and implementing effective content strategies.

Whether you're a seasoned professional or just starting out in the world of digital storytelling, **smartocto Academy** is here to provide you with all the knowledge and support you need.

If you think that our notifications can help your newsroom, it's even possible to stay at your own data analytics provider and add our smart layer. If you have any questions about this, please request a demo or send an e-mail to **request@smartocto.com**.

Predictive

Predictive

Based on your business models, we provide notifications, daily digest, summaries and more that help you get from data to action.

They are little nudges, reminders, reports and more that help you interpret and understand your data.

And the flexibility of the system allows you to adjust it to your specific needs.

Smartify

This new technology is absolutely game-changing. Smartify is not a single product or feature, it's a technology that makes any data collection out there smart.

So, even if you use a different data tool than smartocto, you will be able to use Smartify.

Write an update
show all (59)

● Action   done

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

Predicted impact: Popular

Move to homepage
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 %   3   engagement ctr %

Add to newsletter
show all (26)

● Action   done

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

Predicted impact: Average   841   newsletter views

Post on Facebook
show all (32)

● Action in 9 minutes   done

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

Predicted impact: Popular

Test the headline
show all (36)

● Action in 9 minutes   done

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

Predicted impact: Popular

Give context in follow-up
show all (84)

● Action   done

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

Predicted impact: Popular

🚀 Story Value Engine

Thanks to our Story Value Engine, we can predict the effectiveness of your content strategy, which helps to create the best stories to support your business strategy.

Our hungry Story Value Engine is fed by information from CPI and realtime, which makes it possible for the smart machine to make a predictive calculation.

So, for example, it will be able to predict how a particular author will perform when writing about a specific topic.
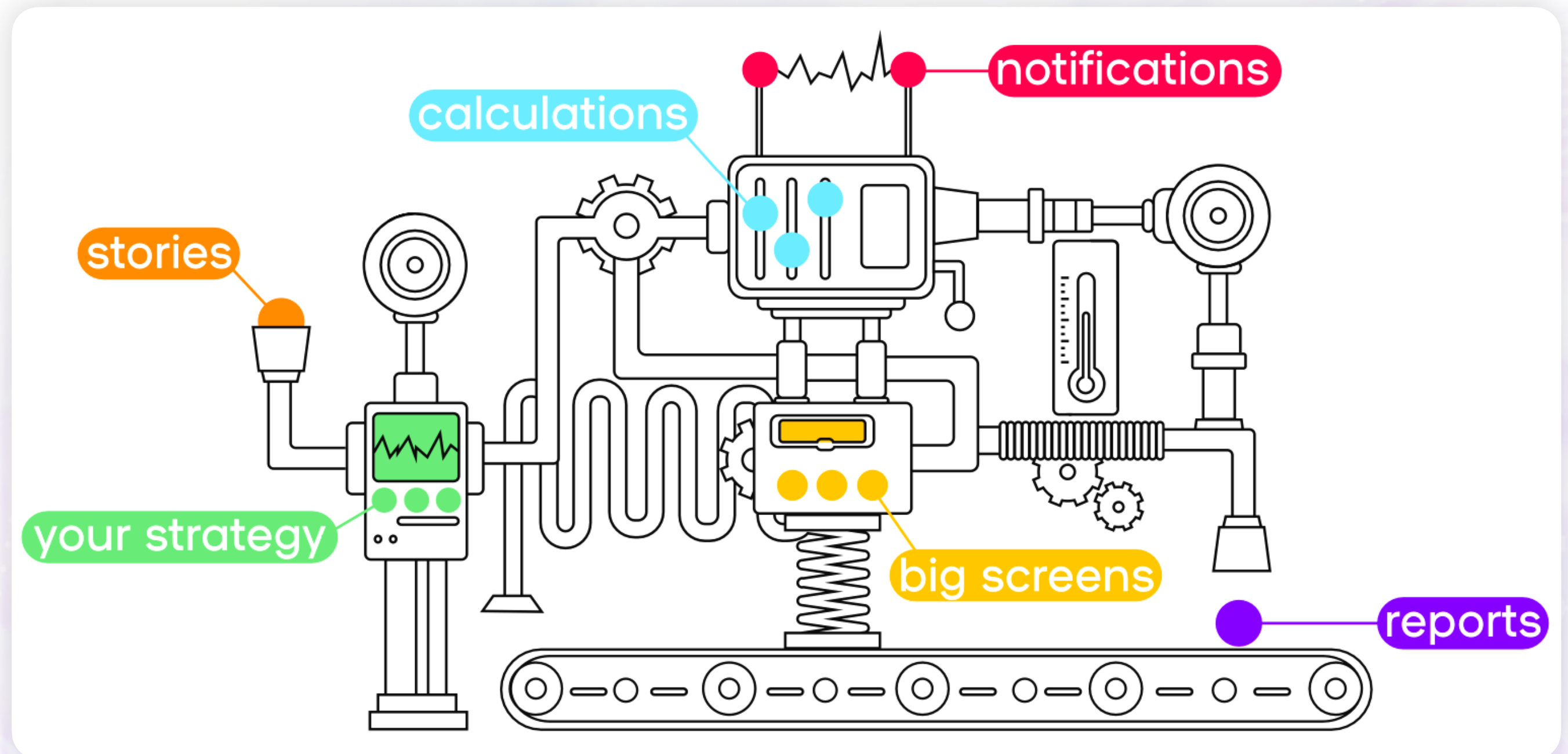
You will learn all about how our Story Value Engine works here.

smartocto.ai

Smartocto.ai

Smartocto launched smartocto.ai, the first editorial analytics system **where AI leads to decision-making**. Advanced proprietary combination of Machine Learning, knowledge bases and foundation models will solve problems like what is the best headline, which paragraph or story needs to be rewritten and how, and deep content classification.

With this, every media professional will have their own **personal AI** sitting right next to them. We are already seeing very promising results.

Which insights can you gather from our real time tool?

- **advanced headline testing**
  get suggestions for alternative headlines, work faster and smarter

- **automatic content classification**
  tag historical content, user needs recognition by default

- **smart story rewriting**
  use AI to keep readers engaged with enhancing text suggestions

- **timing optimisation**
  let AI factor in key interests for smarter timing, improving story impact

- **an intelligent virtual assistant**
  delivers strategic and practical advice to all the roles in the news

Smartocto.ai

This AI is *trained* by smartocto, and will be completely focused on *story strategies*.
At the same time, values like story copyright and confidentiality are completely secured.

In short: data will really talk to you and only you. Values like story *copyright* and *confidentiality* are completely secured.
It could be the final step in analytics.

Please follow our content about this topic on

smartocto.ai

Advice

This paragraph stands out from a readability perspective, it uses too many long words and jargon. The alternative make the language more simple.

Paragraph version 3:

The president's new order has a mix of ideas for controlling AI. Some of them seem good, while others don't seem well thought out. It tries to deal with problems caused by AI, like fake videos, people losing their jobs, and the possible dangers AI might bring to humanity in the future.

Learn more about:

metadata

230	588
requests	credits

North Star: **pageviews**

Optimise: **story**

Goal: **readability**

Suggestions
based on your selection

The story about the Amsterdam Canal can use a paragraph optimisation...

The headline for the article about tree hugging is not in line with the story user need

The readability of this story is low. Smartocto.ai has automatic suggestions

load more

smartocto V2.4

Smartocto.ai

With this toolkit, media professionals are being relieved of basic day-to-day concerns.

Because we prefer to show what we have to offer, it's best to ask for a demo. You can also get started yourself with a tool that helps in identifying user needs. An advanced application is also included in smartocto.ai.

Try it yourself: **userneeds.smartocto.com**

Do you want to see some of our features in live action? Ask for a demo via **request@smartocto.com**

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userneeds.smartocto.com
analyse your article

free consult feedback

paste your article

Copy the text from your news article and paste it into this box. (We're pretty sure that any language will work - but please test us) Then click 'analyse article' to see the results of our automatic user needs recognition. In the explanation box below you'll see the result of the analysis.

analyse article

know
fact driven

do
action driven

user needs for news

under stand
context driven

feel
emotion driven

explanation

Here you'll find the results - and they're pretty self-explanatory. For each article we can score which user needs are addressed - and what the balance is. It's a useful at-a-glance visualisation of how your story is created.

tip

If there's any additional information available based on the analysis of your article you'll find it here. It might be smart to check this out in the meantime.

*By clicking on the 'analyse article' button you agree that the content will become part of our AI-recognition algorithm. This separate AI prototype will be available until December 31th 2023. For further information please view more

smartocto
make every decision count