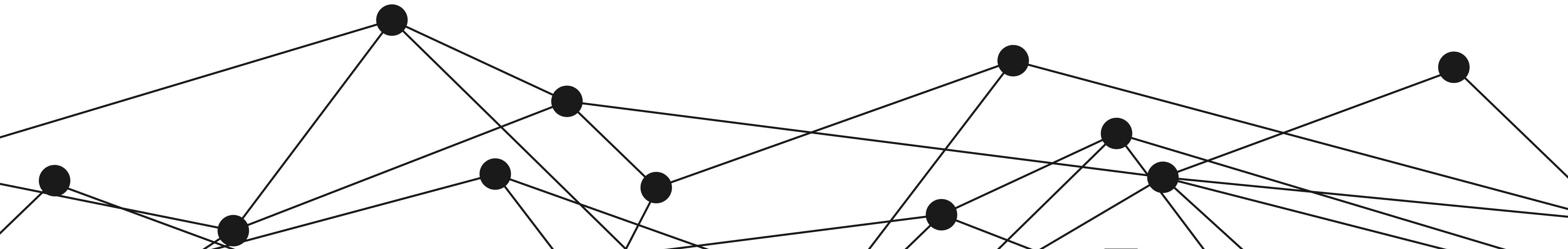


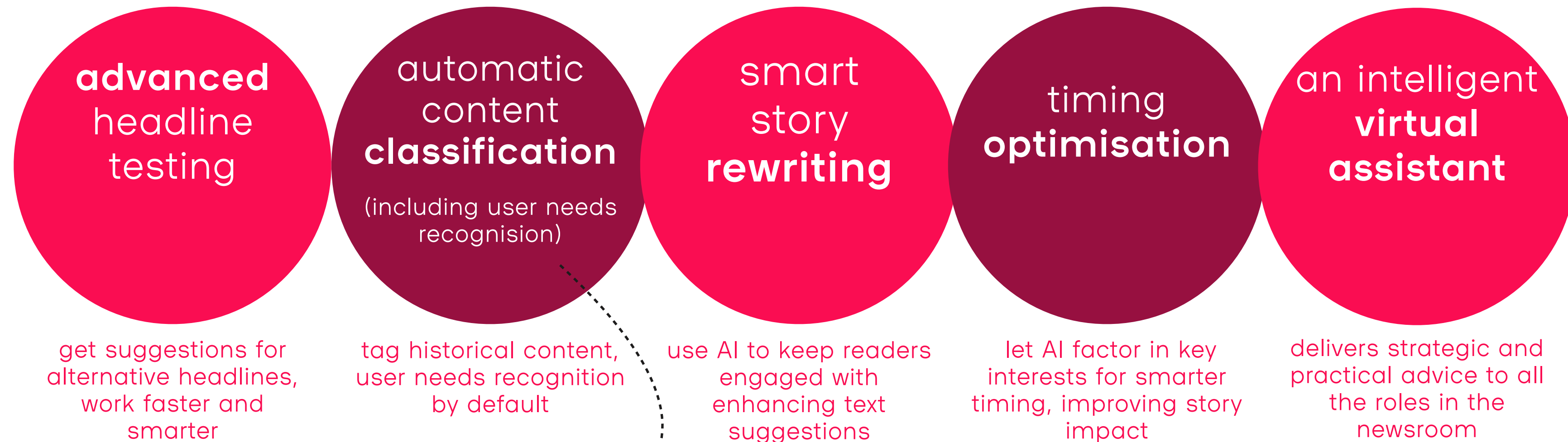
smartoct ai

revolutionising content analytics

We can help you harness the power of artificial intelligence.



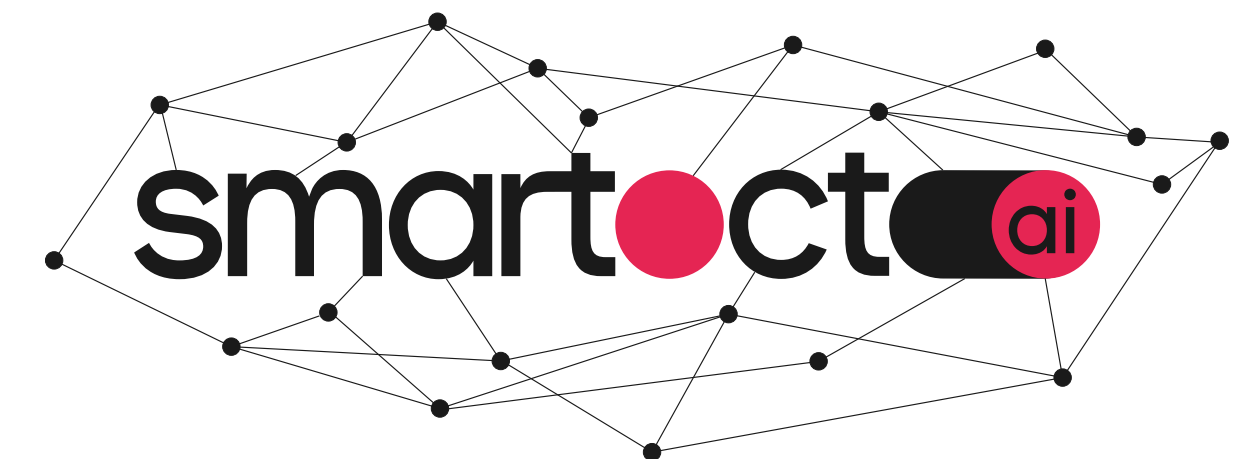
Smartocto.ai gives 5 simple yet effective ways of introducing AI to your newsroom:



The screenshot displays a dark-themed interface. At the top, there is a text input area with a 'paste your article' button and a close icon. Below the input, a sample article snippet is shown. A purple 'analyse article' button is positioned to the right. The main area features a circular 'user needs for news' diagram with four segments: 'know fact' (score 20), 'do action' (score 10), 'understand context' (score 60), and 'feel emotion' (score 10). To the right of the diagram is an 'explanation' box containing a detailed analysis of the article's performance against these user needs. A purple 'tip' icon is visible at the bottom left of the interface.

With this new toolkit, media professionals are being relieved of basic day-to-day concerns. Values like story copyright and confidentiality are completely secured.

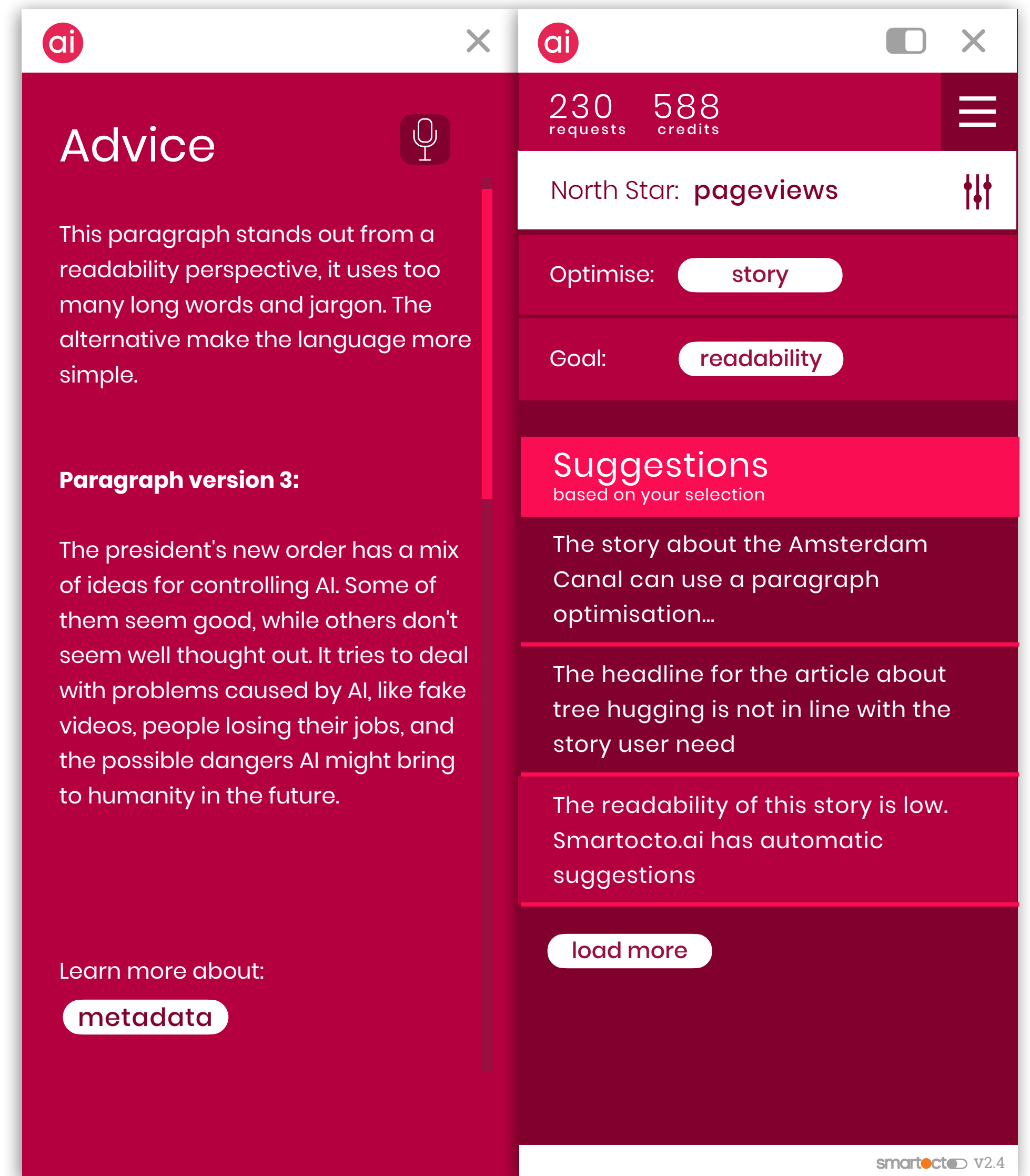
userneeds.smartocto.com



Why smartocto?

Smartocto is known for **making data actionable**. With tips and suggestions, we guide [redacted] in the direction they themselves want to go. After all, we know what their strategic goals are and how they want to achieve them. 'Do a headline test', 'put this article in the newsletter, because it performs well with loyal visitors', or 'update this article that is still being read well'.

But real actionability requires a paradigm shift, and that is exactly where AI will play a crucial part. Thanks to AI, smartocto is able to not only look at and learn from numerical analyses but also to make **statements about the quality of the content**. In particular, this question can finally be answered: what should you do to improve the content in such a way that it brings you closer to your own strategic goals?



Why smartocto?



Saša Vučinić

investor in journalism @ North Base Media

"A smart and demanding publisher should enter a partnership with an **already proven** technology startup, winning a position to shape the future product."

Smartocto.ai and decision making

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.

Smartocto.ai is even creating a virtual assistant that delivers strategic and practical advice to all the roles in the newsroom. With this, every media professional will have their own personal AI sitting right next to them. We are already seeing very promising results.



These 3 journalists need some training on readability this quarter, this is the list of their articles.

The newsroom needs to cut down on the number of morning stories, and produce more evening content (especially science). See here the smartocto analysis on the difference between your official strategy and daily tactics.

Smartocto.ai and decision making

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. It could be the final step in analytics.

Please follow our content about this topic on smartocto.ai

ask for a demo: userneeds.smartocto.com

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 (currently free) tool that helps in identifying user needs. An advanced application is also included in smartocto.ai.

Try it yourself!

