

The logo for Smartocto, featuring the word "smartocto" in a lowercase, sans-serif font, followed by a stylized icon of a circle with a horizontal line through it.

smartocto

A background image showing a person in a blue shirt holding a tablet, with another person's hands clasped in front of them. The scene is overlaid with a cityscape and a network diagram of glowing nodes and lines.

price is what you pay  
**value is what you get**

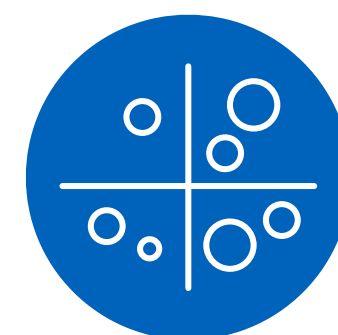
the thinking behind smartocto's pricing strategy

We've invested hours into **developing** and **optimising** the **user needs model for newsrooms** - because we've seen how transformative it can be. Together with one of the models most enthusiastic proponents and long-term evangelists, **Dmitry Shishkin** (BBC, Culture Trip, Ringier) we've made the model more comprehensive and connected it to our **actionable analytics systems**. We can now help you monitor the **effectiveness** of your content strategy in relation to the user needs model, and tell you how to further **improve your output**.



### Waves

**dashboards** to understand what works and what doesn't



### Quadrant Model

a clear visualisation on story **performance** filtered on user needs



### Reports

**daily** reports straight to your inbox of choice with an overview of how your user needs stories **performed**



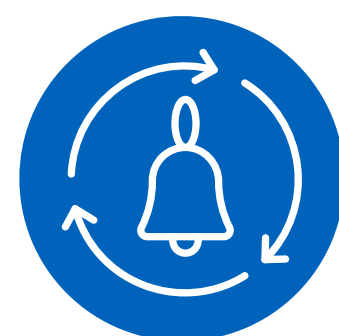
### Notifications

**direct tips** on user needs sent to you in realtime designed to help you **optimise** your output while it's still **relevant** for your **audience**



### AI

**AI-driven** suggestions on **headlines, readability** and **user needs** specific story **angles**



### Smartify

the **flexible add-on** to your current content analytics that makes any newsroom **actionable**



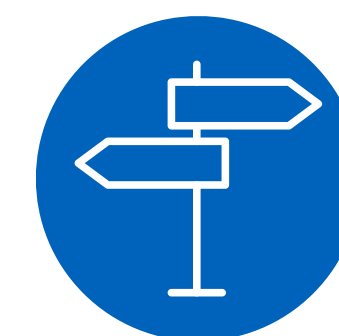
### CPI

the most comprehensive **metric** to truly **understand** the way your content **performs**



### Goals

provides a comprehensive solution to **monitor** and **visualise** key **performance indicators**



### Tentacles

optimise your articles with **A/B headline testing** and **orchestrate** your homepage accordingly

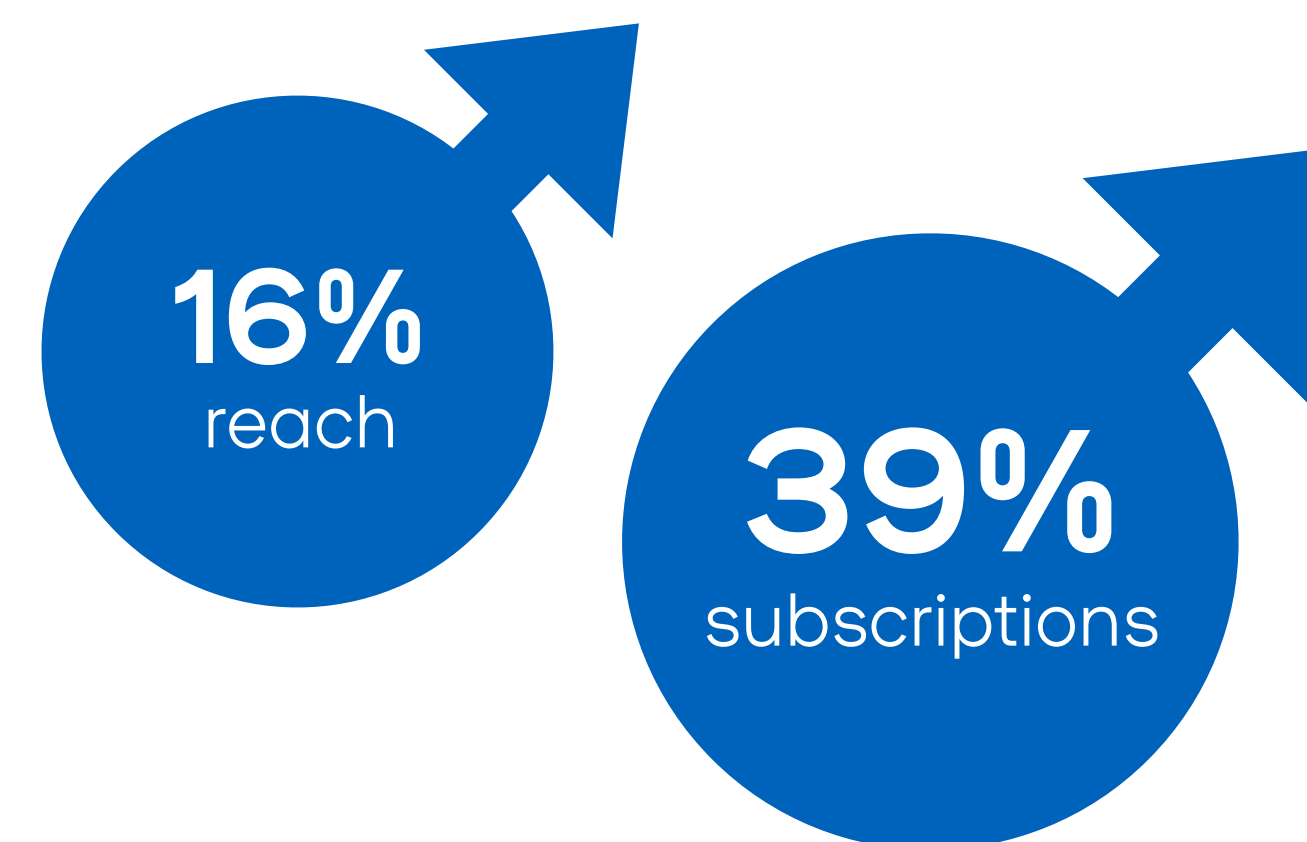


## Increase the numbers

We can turn your organisation into a **more successful** company that delivers better on all the **business goals you've defined**.

We've seen conversion rates, engagement numbers and attention time grow for newsrooms who've adopted our approach and started using the smartocto capabilities.

Based on our experience, we know that your reach will grow up to **16%** and subscriptions even up to **39%**!



## How can we help reach grow up to 16%?

This is down to **notifications**. Pure and simple.

Data's no good unless it **means** something. So we created a notification system which is **clear** and **actionable**. All notifications are tied into the goals and strategies of each specific newsroom - because each newsroom is different. And, because it's obvious that notifications are serving a purpose, **editors trust them**.

When they're followed and acted upon, daily visitors will rise, which in turn can create an **uplift** in advertising revenue. That 16% refers to the average increase in pageviews on articles newsrooms using smartocto see over time.



16%  
reach

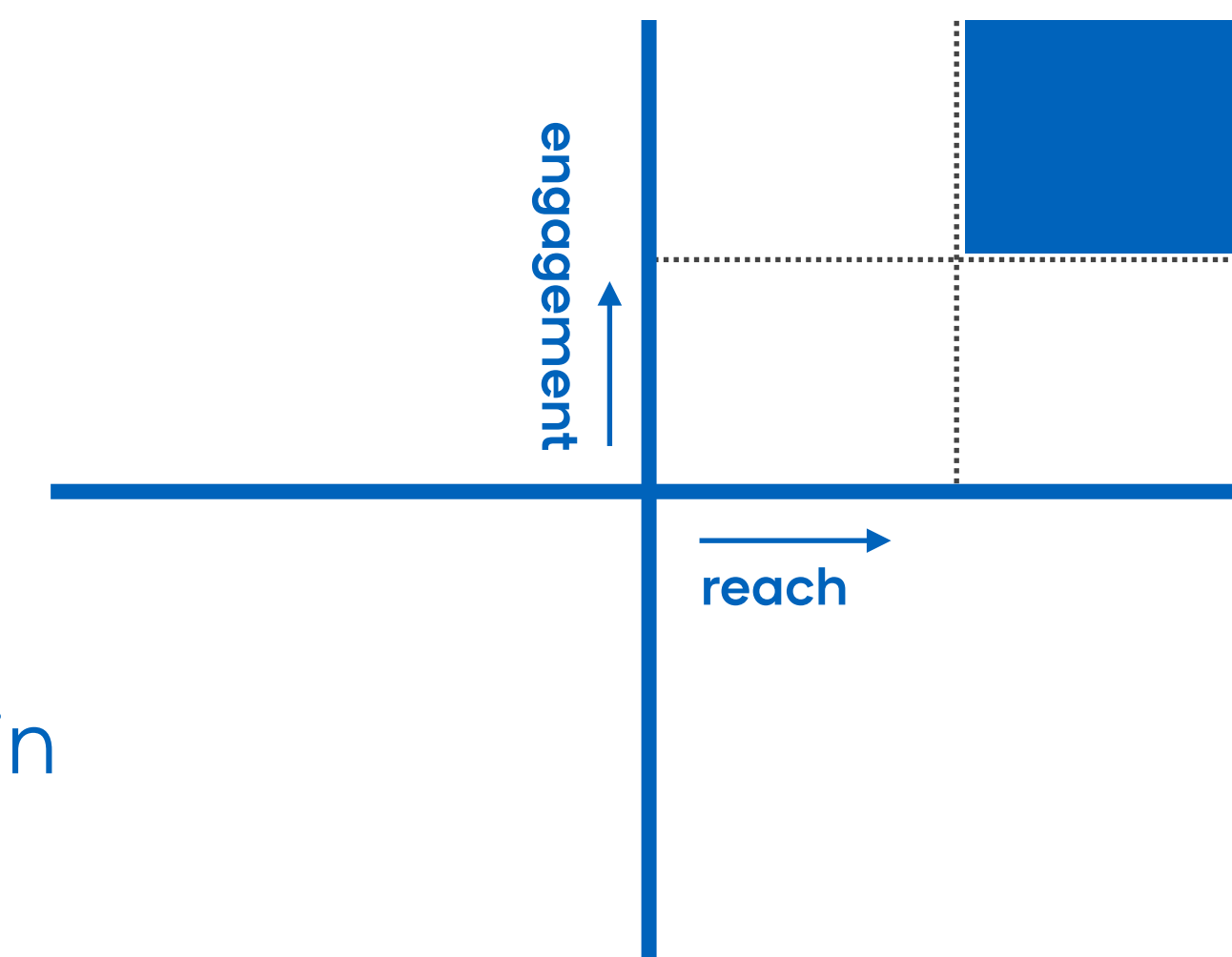
For more information please check our [eGuide](#)

## With smartocto, subscription models can grow by up to 39% - here's how

The quadrant model enables you to see **what's working** - and what isn't. But that's just the beginning.

The **top right** of the quadrant is where things are going well, but the top right of that section is where the **gold** lies - and when editors follow up on notifications within that space, things really **start to shine**.

If you follow up on even half of those notifications, you can see an **uplift** of up to **39%** on monthly subscriptions.



**39%**  
subscriptions

For more information please check our [eGuide](#)

## Growth

We've gone all in to **help you grow**, and we want to ensure you've got all the tools you need to succeed, so we've created the **smartocto academy** where you'll find **explainers, tutorials** and other supportive content to help you work more efficiently with our tech.

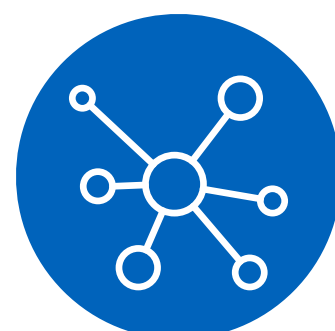
We also hold monthly **webinars** and **business leader talks** to keep you up to date and ahead of the curve.

And to top it all off, we even deliver customised **strategic ROI consultancy**.



# Topics

We collaborate with FT Strategies on numerous masterclasses, labs and crash courses on all the critical industry related topics.



## AI

the capabilities that **smartocto AI** has (everything from categorisation to readability, and beyond) are **mind blowing**



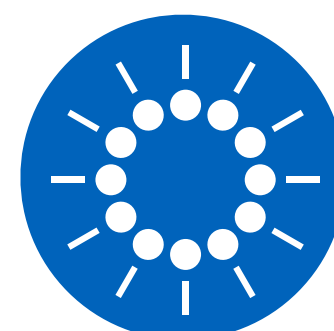
## Workflow

we make it easy to **keep up to date** with the **constant changes** of the digital landscape



## Digital transformation

we help you to become more **future proof** and ready to **tackle** whatever challenges the industry throws your way



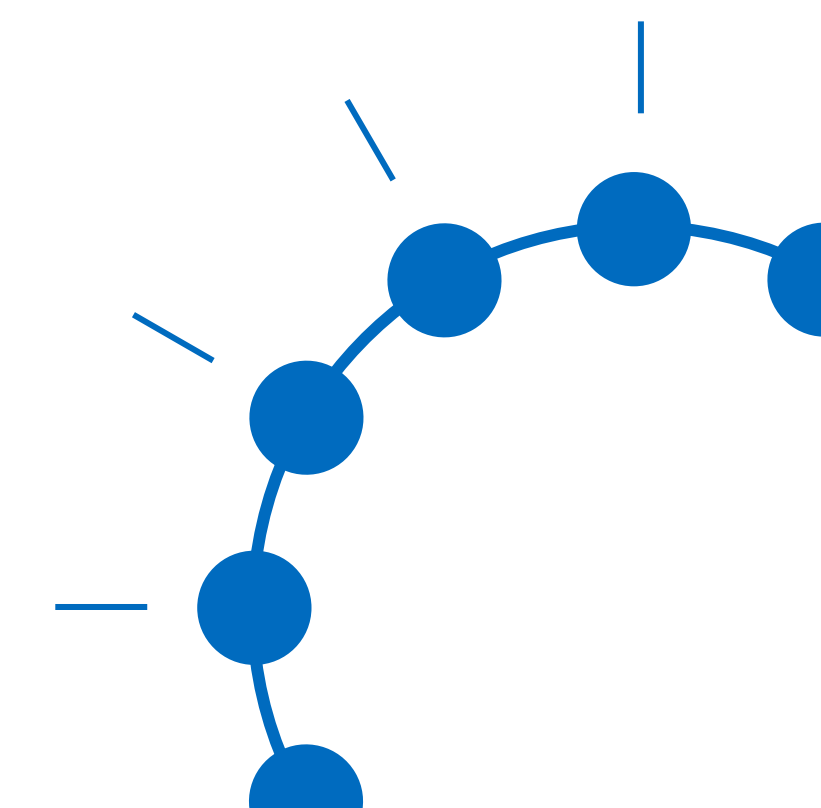
## User needs

learn how to implement and work with the **User Needs model** via the educational **courses** we've created with **FT Strategies** (and know that custom courses can always be set up)



## Format development

Master digital format development: unlock **creativity**, engage **audiences**, and leverage **technology**. Learn from **experts**, connect with **peers**, and access exclusive **resources** for digital innovation.



And if you're still not convinced, this is what **our clients say** about us:

smartocto



Janneke Bosch  
Editor  
**Omroep Brabant**

"We've come to view **user needs** as an **inspirational** tool that we can use **every day** in editorial meetings, and it's fully integrated with everyone now. Our approach is as follows: we look at the stories that have received a lot of traffic and then ask each other what **new angles** there are on the same topic. I find the **User Needs Model 2.0** to be a brilliant contribution to this."



Roberto Rock Mora  
Multimedia Coordinator  
**La Silla Rota**

"How often does your reader connect? One or more times per day? What's the volume of information consumed? Smartocto has a couple of **features** that **help us** get this data - the **amount** of consumption and **how** the circulation of your content works."



Shaena Harrison  
Manager Strategic  
Commercial Partnerships  
**The Local**

"I really enjoy the layout of the platform. I actually **present** it to the **clients** instead of giving them reports. And I have a slide in my pitch that says **why smartocto is important**. It doesn't only give them the numbers and metrics, but it starts to explain the context too."



Markus Hofmann  
Head of Digital Content  
**Badische Zeitung**

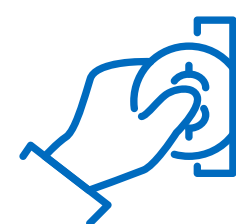
"We see a strong **growth** of our digital **subscriber** base. Using smartocto data to fuel our data engine helps us to keep our digital **business growing**."





## So, what sets us apart from the rest?

We deliver **reach** & **subscription** growth (up to **16%** and **39%** respectively)

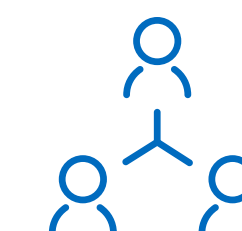


We have **Labs, webinars, crash courses** and loads of inspirational content



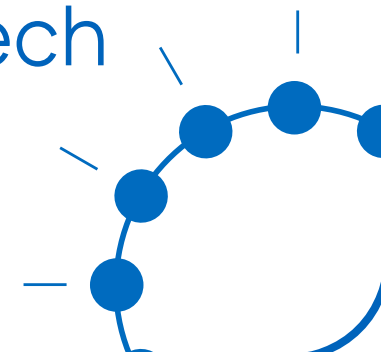
We truly **care** about the **industry**

(we created smartocto because we couldn't find a product that did what it needed to when we worked in newsrooms ourselves)



We believe in the **power** of incorporating **user needs** into the **newsroom** so much, that we've prioritised its development over the last two years

We adopted, improved and integrated the **user need model** into our tech



We are the most **feature rich** and **actionable** analytics solution in the market



We're considered to be one of the **leading voices** on user needs in the **industry** now



So, while that does come with a price  
**It delivers value you  
just can't ignore**

smartocto