

Overview of all the powerful notifications | general

This paid story from X author in section Y lags behind the Volume expectation. You haven't shared it on Facebook yet. Idea?

Fires if a paid story has low volume and attracts a lot of loyal readers.

This is your most viewed story today on X channel.

Fires every day to show which story is the best on each channel.

Place prominently! Author X often does well in section Y.

Fires if story has a good author in a particular section.

Post this paid story prominently! Author X often does well in section Y.

Fires if paid story has a good author in a particular section.

Can you enrich this paid story? Author X in the section Y normally produces a lot of volume.

Fires if a story stays behind in reach whereas normally this author creates stories with high number of visitors.

This story does not generate a lot of link clicks on Facebook, clickbaitify your FB post!

Fires if a story is in the top X% of consumptions while also in the bottom Y% of link clicks

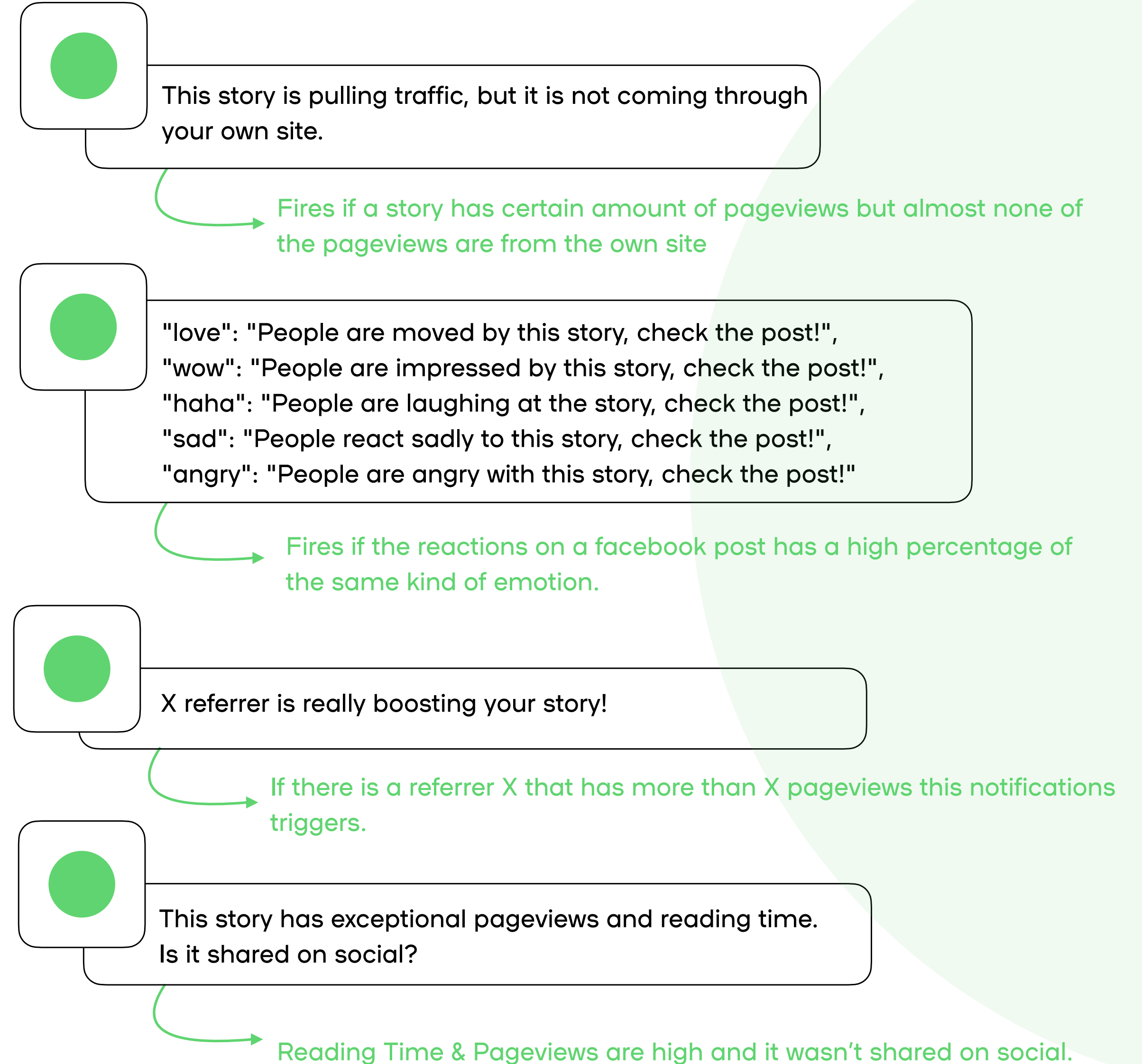
Articles by this author are particularly well read. Put it prominently.

Fires if a story has author with exceptional reading time.

This story attracts no less than X comments. Follow up?

Fires if there are a lot of comments on a post.

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Watch out! This story has lost a lot of views in short time!

Notifications for a big sudden decrease in page+screenview totals.

This story draws a lot of traffic on the website, but little through the app.

Fires if there is a lot of traffic via the website but almost nothing via the mobile app

Your story is catching waves on Facebook (X pageviews). But where are you? Post the story now.

Fires if the story already X pageviews coming from Facebook while the brand has not posted the story on Facebook itself.

Create some waves. Publish a follow-up, in reaction to the high response X comments on Facebook.

Fires if a story is in the top X% of facebook comments

This free story is read full, consider making it paid.

This notification fires if the rread depth is high

This story has a golden start, it already has X conversions, consider to promote it more.

Notifies on speed of conversions.

People click on this story on Facebook but ignore it on your website. Maybe change the headline?

Percentile calculation on Facebook versus homepage

This article on the homepage is old and doesn't do anything anymore.

Fires on time and percentile clicks, in time

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X User tweeted about your story at X time. This story got Y pageviews by Twitter since!

Fires when an influencer has tweeted about a story for brand.

People are scrolling past your Facebook post, make it more attractive!

Fires if a story is below the Xth percentile of engagement rate

Linkclick conversion is staying behind, update your Facebook post to guide the people to your website!

Fires if a story is below the Xth percentile of linkclicks rate

This paid story from section X scores low on Volume and Value, can you make it interesting for a larger audience?

Fires if paid story scores low on volume and value.

This paid story from section X scores very low on Volume, can you better tease the story?

Fires if a paid story has low volume and attracts less than median loyal readers.

This paid story from section X scores low on volume, please consider adjusting the image, consider placing the article more prominent, could the headline be better?

Fires if a paid story has low volume but attracts more than median loyal readers.

This story has a high volume of new visitors and hasn't been shared on social media yet.

This notification fires if a story: has a high volume of new visitors and hasn't been shared on social media.

This story is posted by a fellow brand on Facebook and is going well, but not with you. Put it on too!

Keeps track on impact differences between Facebook brands

Overview of all the powerful notifications | general

Uh Oh, a lot of negative feedback on your Facebook post, check out why!

Fires if the negative feedback divided by unique facebook impressions is in the top Xth percentile. But the number of negative feedback should at least be some threshold value.

This old paid story is revisited a lot.

Fires if in the last hour a 3 or more days old paid article receives pageviews.

There are no more clicks on this story on the homepage!

Fires if there are almost no clicks on an article on the homepage

There are no more link clicks coming from this Facebook story, do you have something new?

If the total of link clicks is below a certain amount than it fires this notification.

There are few paid stories on the homepage, does this story have potential?

Fires if paid stories are below X and chooses candidate.

This story from yesterday has a substantial audience this morning. Let's share!

If a story is posted in the evening and has had a number of page views higher than X percentile later.

Your sleeping story is waking up. Pageviews and social interactions are rising quickly.

This notification is sent if a story which is older than 3 days and has X pageviews in the past Y minutes.

Your sleeping story is waking up. People are searching for this article, give them more, write a follow-up!

This notification is sent if a story which is older than 3 days and has X pageviews in the past X minutes and Y amount of search referral.

Overview of all the powerful notifications | general

This story peaked but still attracts a steady audience. Update the article to keep them interested!

If a story has a spike in pageviews and is going strong for a couple of hours and the engagement is relatively high this notification fires

Smart for the top of the newsletter. This paid story is read by many loyal readers.

Fires if a top story by the number of loyal readers compared to all stories created in a period

Do not hesitate to tweet again! Pageviews are doing fine, Twitter already loved this and the tweet is already out of sight.

The story already has had a tweet, and the velocity is great for a long duration.

This is one of the best stories of the last X minutes, put it in the newsletter!

Gives the top X stories (pageviews) of the last Y minutes.

There is a lot of engagement X, check the post. Post it on X Facebook page.

This notification fires when article is on Home, is on Facebook of sections, and delivers referral traffic.

This article keeps on attracting a large audience consider writing a long tail article on the topic!

Combines duration with pageview percentiles

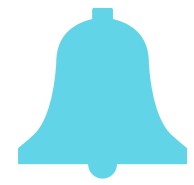
This story is not shared on X. Share it!

Notification fires when the story is not posted on Social (Twitter or Facebook).

Overview of all the powerful notifications | updates



This is the story with the best average reading time this morning.



This is the story with the best average read depth today.



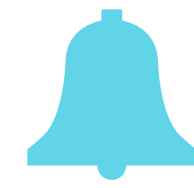
This is the story with the best average reading time yesterday.



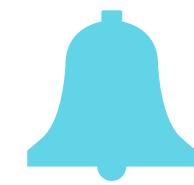
This is the story with the best average reading time afternoon.



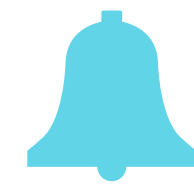
This is the story with the best average reading time this morning.



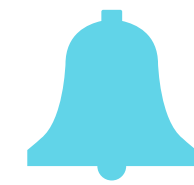
This is the story with the best average reading time today.



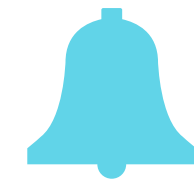
This story is the biggest of the morning. Follow up?



This is your most viewed story today via X channel.



Your best story today is getting X page views. This is a winner.

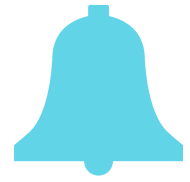


smartocto looks back on yesterday and this story with X page views) turned out to be the biggest.

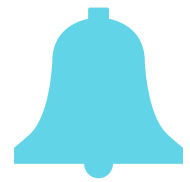
Overview of all the powerful notifications | updates



This story does well for the section <%= section %>



Author X in the section Y normally produces a lot of volume. Can you enrich it?



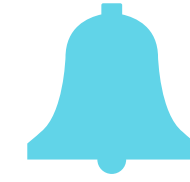
Your story has a high number of engagement X on Facebook.



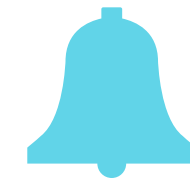
There is above-average LinkedIn engagement for this story.



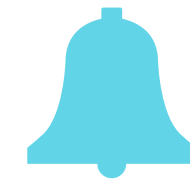
This story is well read (based on loyalty).



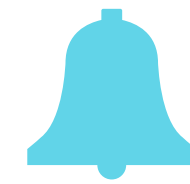
This paid story is drawing traffic!



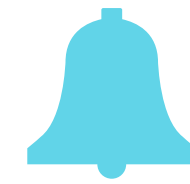
Twitter is stirring. The number of engagement X for your story is very high.



There is a lot of interest from the newsletter. A sequel in the next?



This story gets a lot of attention via the browser push.

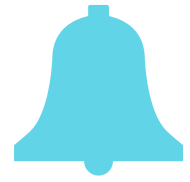


A story by author X in the section Y normally yields more volume. Is this story prominent enough?

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Author X in the section Y normally generates a lot of social engagement, but this story is not yet on channel Z.



Sending story in newsletter resulted in X link clicks in the last hour.



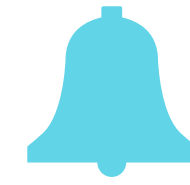
Posting the story on Facebook resulted in X link clicks in the last hour.



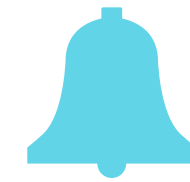
Paid stories by author X in the section Y are generally well read, bring this story extra attention.



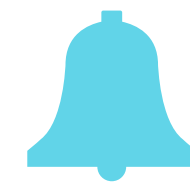
Paid stories by author X in the section Y are generally long read, bring this story extra attention.



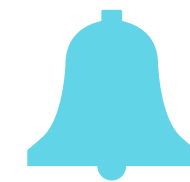
Bring extra attention to this story! Stories by Author X in section Y are generally well-read by loyal readers.



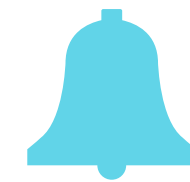
This story is exceptional engaging in the last seven days.



More of this! This story is in the pageview top 5 of the week.



More of this! This story is in the top 5 read depth of the week.



More of this! This story is in the top 5 reading time of the week.

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This top story scores X page views!



This story is currently the largest, but no longer the fastest.



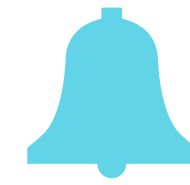
This paid story is doing very well in terms of engagement!



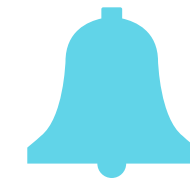
This story is on Google Trends-topic X.



This is already your Xth Facebook post, be careful!



This is already your <%= total%> push, be careful!



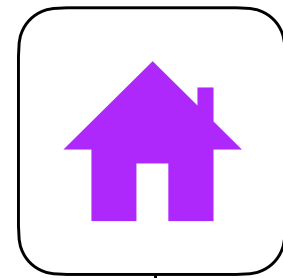
New conversion on this story. Promote it more.

Overview of all the powerful notifications | homepage optimisation



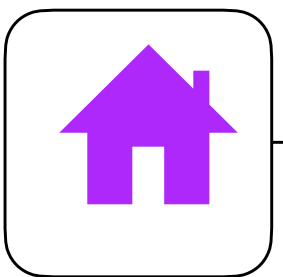
There are a lot of clicks. However, people don't spend much time on this page.

General remark for homepage optimisation.



Readers who opened the teaser were loyal. However, not many readers click on the teaser. Split test!

This notifier looks for stories with a lot of loyalty but very little clicks.



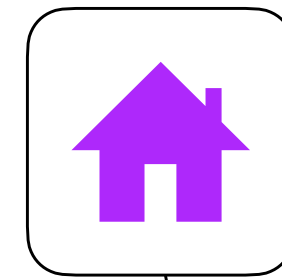
Teaser underperforms in relation to the position it's holding.

This notifier looks for stories with stories which perform bad since the start.



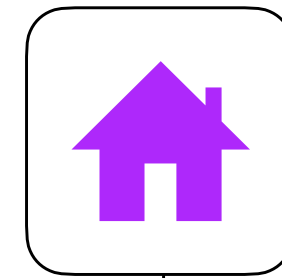
This article is performing well and deserves a better position on your page.

This notifier looks for stories which should be placed higher on a page.



This teaser deserves to be on the frontpage.

This notifier looks for stories which should be considered placing on the homepage. The notifier looks out for good performing stories which are not on the frontpage.



Fires if test no winner but alternative options are compared and recommend to change headline.

Helps in case softer CTR target is a possibility.

Overview of all the powerful notifications | user needs

