



**FT** STRATEGIES | **smartocto**

partner to deliver a unique  
editorial analytics proposition  
for media publishers across the globe



## How we can help

### **Transform Readers into Loyal Subscribers**

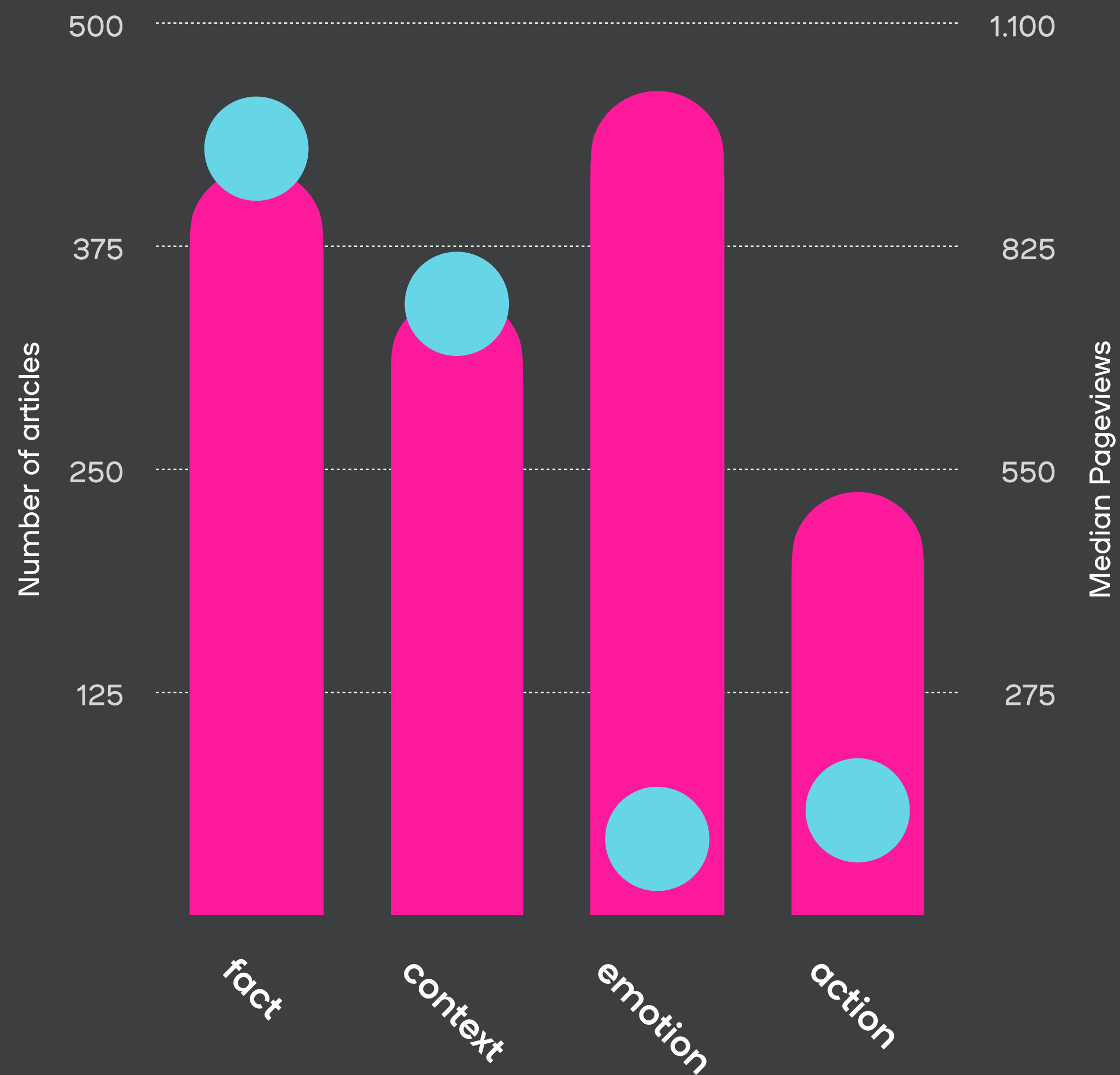
FT Strategies and smartocto help organisations turn engaged readers into paying, long-term subscribers. By combining deep expertise in subscriptions with powerful data-driven insights, actionable data visualisations and smart algorithms, we provide clear strategies to increase conversions, boost engagement and maximise retention. Our proprietary models and real-time dashboards enable teams to make smarter decisions, optimise content performance, and build a sustainable, high-value subscriber base that drives long-term revenue growth.

### **Connect Content with Audience Understanding**

We combine expertise in qualitative audience research with world class editorial analytics delivered to the newsroom - historical and realtime - to maximise your content strategy. Smartocto has over 300 notifications, dashboards and reports geared towards conversions, homepage orchestration, ad revenue and more.

Thus, the FT Strategies and smartocto approach aligns your audience engagement goals with the daily tactics as well as the overall business model.





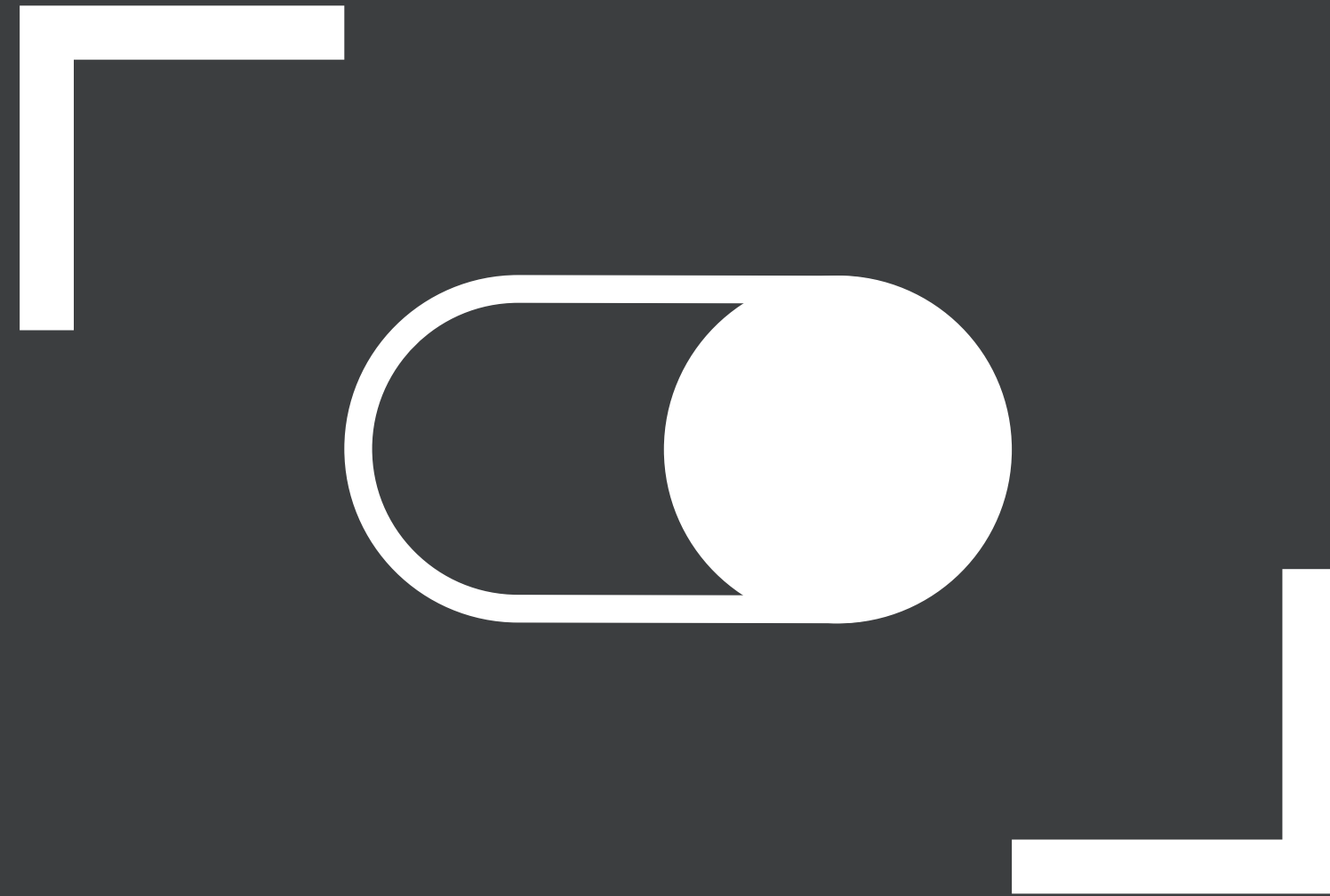
### Implementation and Onboarding Excellence

As part of the implementation of analytics tools, we provide support for users within media publishers during the onboarding process as well as training users to embed practices into their daily activities and ultimately the company culture.

### Embedding a Data-Driven Culture for Long-Term Success

We ensure seamless adoption of analytics tools and features, with tailored upskilling, governance and support. We help teams integrate smartocto's insights and related solutions into daily workflows in the newsroom, fostering a culture of data-informed decision-making for sustained success.





### About FT Strategies

FT Strategies is the specialist media consultancy owned by the Financial Times.

Staffed by the experts who successfully transformed the FT's business model in the face of disruption, FT Strategies works with news and media organisations globally to help them address strategic challenges, drive sustainable growth and innovate using AI, technology and data.

### About smartocto

Smartocto is a smart content analytics system. Serving more than 300 newsrooms across 40 countries, smartocto is globally one of the premiere analytics and decision-making systems for the content industry.

Smartocto has been a pioneer in data, notifications, User Needs and AI.

### Need more info?

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