# feature overview

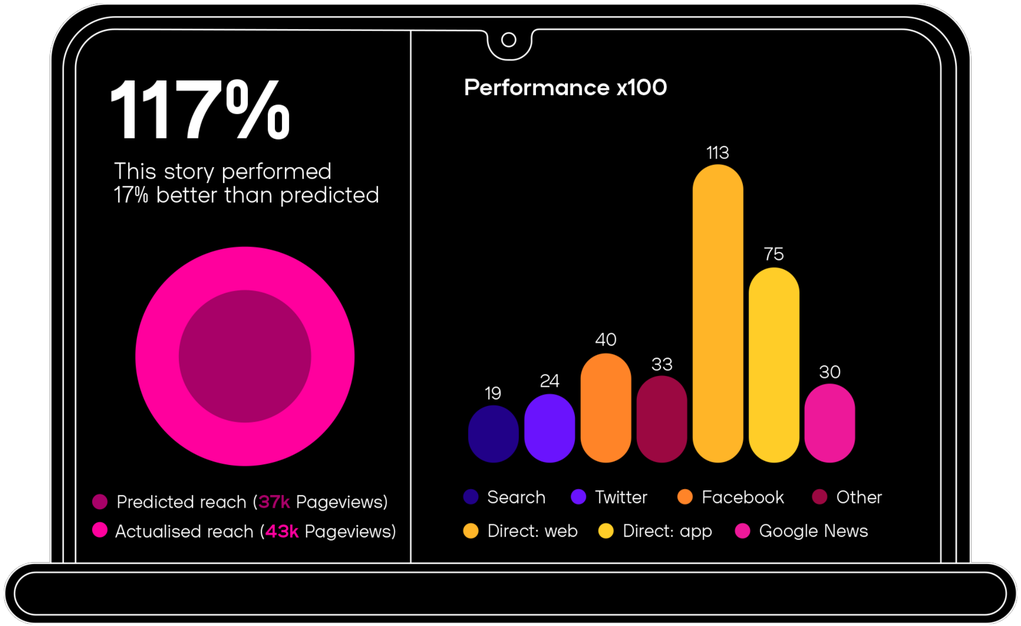
**meet our...**

historical data features
realtime data features
predictive data features

smartoctopus

# pushing all the right buttons

Smartocto is the most actionable editorial analytics tool available today. Real-time feedback and notifications are a big part of its modus operandi. But that would all be quite worthless if we didn't take into account your brand strategy and business model. To make your picture complete, you need historical analysis. That's why we also provide you with insightful reports and channel performance. And to put the cherry on top, we can use all this data to make predictions on the performance of your stories. So, smartocto's got you covered!




**Check out all of smartocto's clever features...**

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# strategy

## creating a compass for your business

### 1 brand guide

Why and for whom are you doing what you do? When you really understand your brand DNA and your audience, you are more likely to publish stories that hit the mark. It's the foundation of everything you do.

### 2 KPI settings

Off the shelf isn't good enough for you. Let's get to work customising your own toolkit. Learn about who you really are, and how you want your audience to recognise you!

### 3 onboarding

When you start working with smartocto our team helps you set up the tool and we provide additional training to get you on your way. It's a walk in the park, really.

### 4 labs

You have your own ideas about data and working with analytics, naturally. That's why we would love to work with you in our data labs to develop custom-made features for your business model.

### 5 optimising your business model

When developing or tweaking your strategy, you want to know exactly what content drives your business model forward. With conversions we give you crystal clear insights.

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# historical data features

## looking back to analyse your progress

1. **reports**
   You can’t manage what you don’t know. That’s why we deliver comprehensive analytical insights to you, in easy to understand daily, weekly and monthly reports. Visual. Focused. Concise. Instructive. Actionable. These reports can visualise article reads, attention time, read depth, visitors, social actions, our unique CPI and much more...

2. **reports plus**
   Sometimes you need an even bigger picture. With reports plus we create strategic insights and quarterly deep dives that really help you tweak your operation and push the right buttons.

3. **filters**
   Thanks to segmentation, you can adjust reports and insights to your own needs. You can apply filters on any aspect, like article, section, topics or your entire website.

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# real time data features

## operating your day-to-day tactics

**1 real time**
Visualises story impact - engagement, reach, conversion - in real-time and across all channels- and serves up these insights into well designed graphs directly to your newsroom.

**2 video & audio**
We're the only analytics tool that takes an omni-channel view on all your stories, maximise your impact through easily integrated notifications and alerts, whether it's on your articles, video or audio.

**3 notifications**
We deliver tips, alerts and notifications on story level, placement, engagement, timing or conversion. Data becomes actionable! These tips appear in the stream and can be delivered to Slack, mail, WhatsApp or even your own CMS.

**4 impact radar**
Success comes from working on the biorhythms of your audience. Just because a story is ready, doesn't always mean that it must be published. We help you with the timing and optimising the impact on every channel.

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# real time data features

## operating your day-to-day tactics

### 5 waves

A real-time list of top stories, clearly visible on the newsroom. It will show the distribution across the channels, but also events like app pushes. On every story you get a sense of which referrals drive the impact.

### 6 multi-brand big screen

Particularly useful for big media organisations that run multiple news brands. We shows stories across one big screen. Every user can set their own selection. On top of that we calculate notifications across the network

### 7 tentacles

Want to know what works best? With Tentacles you can A/B-test your headlines and lead-ins in real-time. We also pay attention to the orchestration of your website and app. In notifications we show you what to do, and where.

### 8 conversions

We measure all digital events that are crucial to your business model, strategy and everyday tactics. And we make them actionable by translating them in to notifications, to let you know when something should be done.

### 9 goals

This real-time actionable dashboard is designed to effectively track progress and achieve targets. Goals visualises KPIs such as campaign reach, conversions, subscriptions, and social traffic.

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# predictive data features

## making accurate decisions

### 1 story value engine

It calculates the best scenario for your story, based on your data (historical and real time), and taking in account the metrics that are important for your business model. It's the powerful machine at the heart of everything we do.

### 2 predictive analysis

Based on all the calculating power from the Story Value Engine we're able to create predictions on story performance before you even publish it.

### 3 smartify

With smartify, we are taking the next step: AI-assisted decision making. With Machine Learning, the system calculates the optimal decision for conversions, reach, engagement and workflow. Stories are matched to concrete editorial tasks. With the Notification Manager you can set the notifications to your preferences. We even visualise how effective and efficient the newsroom is.

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# time for action

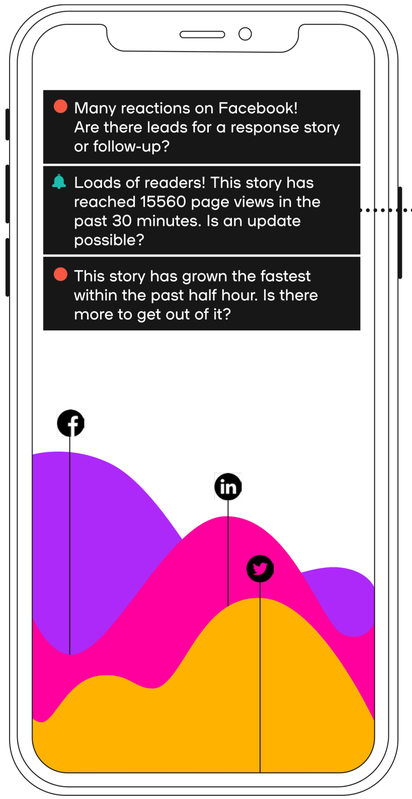
We know, it can be a bit overwhelming, this vast array of helpful tools, features and options.

But don't worry.

The clever design of the tool helps you navigate.
And our support team will help you find your way.

The best tip we can give you right now? Get in touch and request a demo. It's really enlightening and it shows you how all these clever features work together. For you.

get in touch or request a demo →




Our smart alerts help your newsroom spring into action on every relevant story

Smartocto notifies on every story in Slack, WhatsApp, Mail or any other inbox of your choice

smartocto

make every story count

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