

smartcto

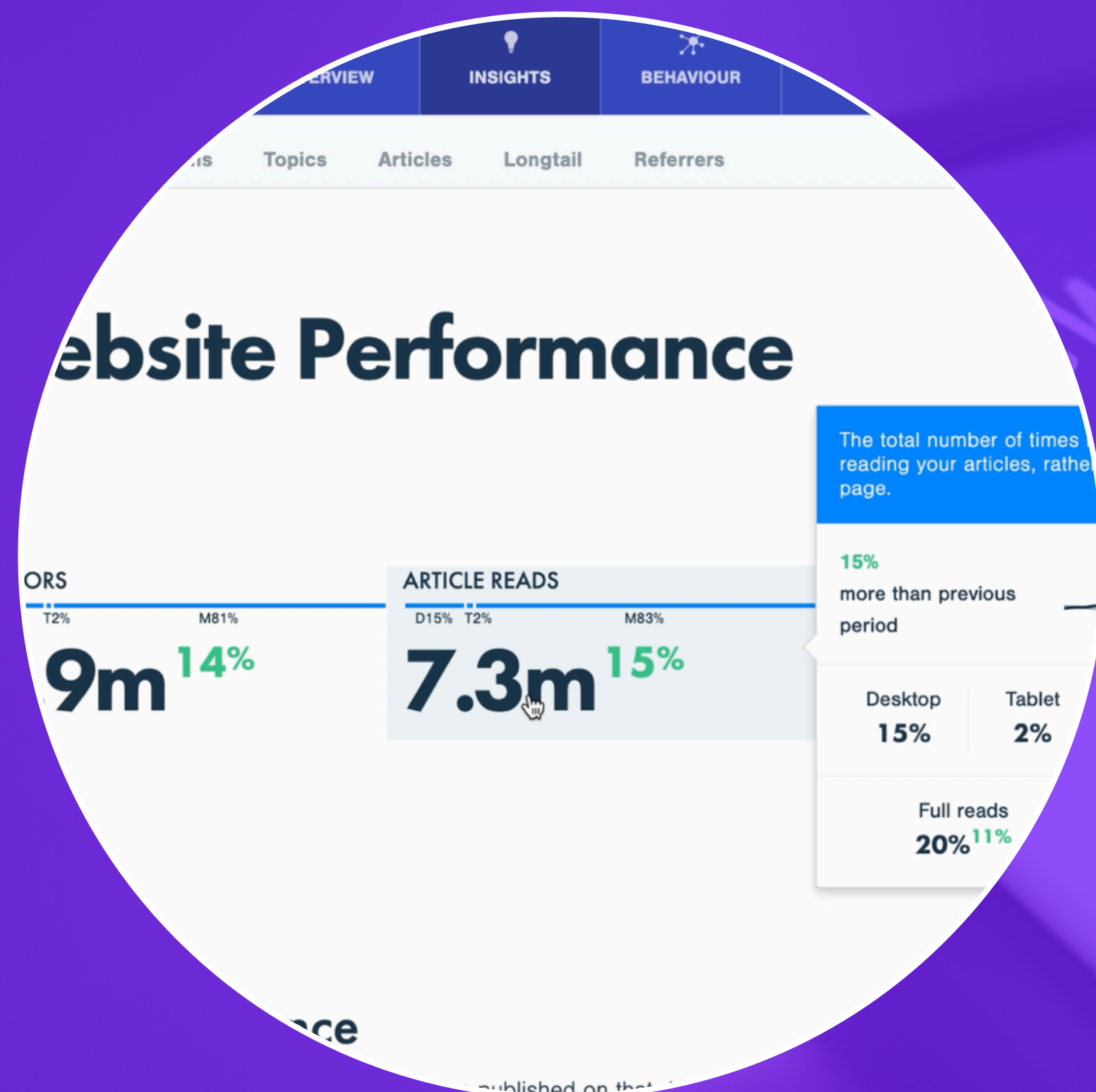
make every **decision** count

smartocto

the world's most
powerful, **AI-driven,**
decision making
system for the
content industry

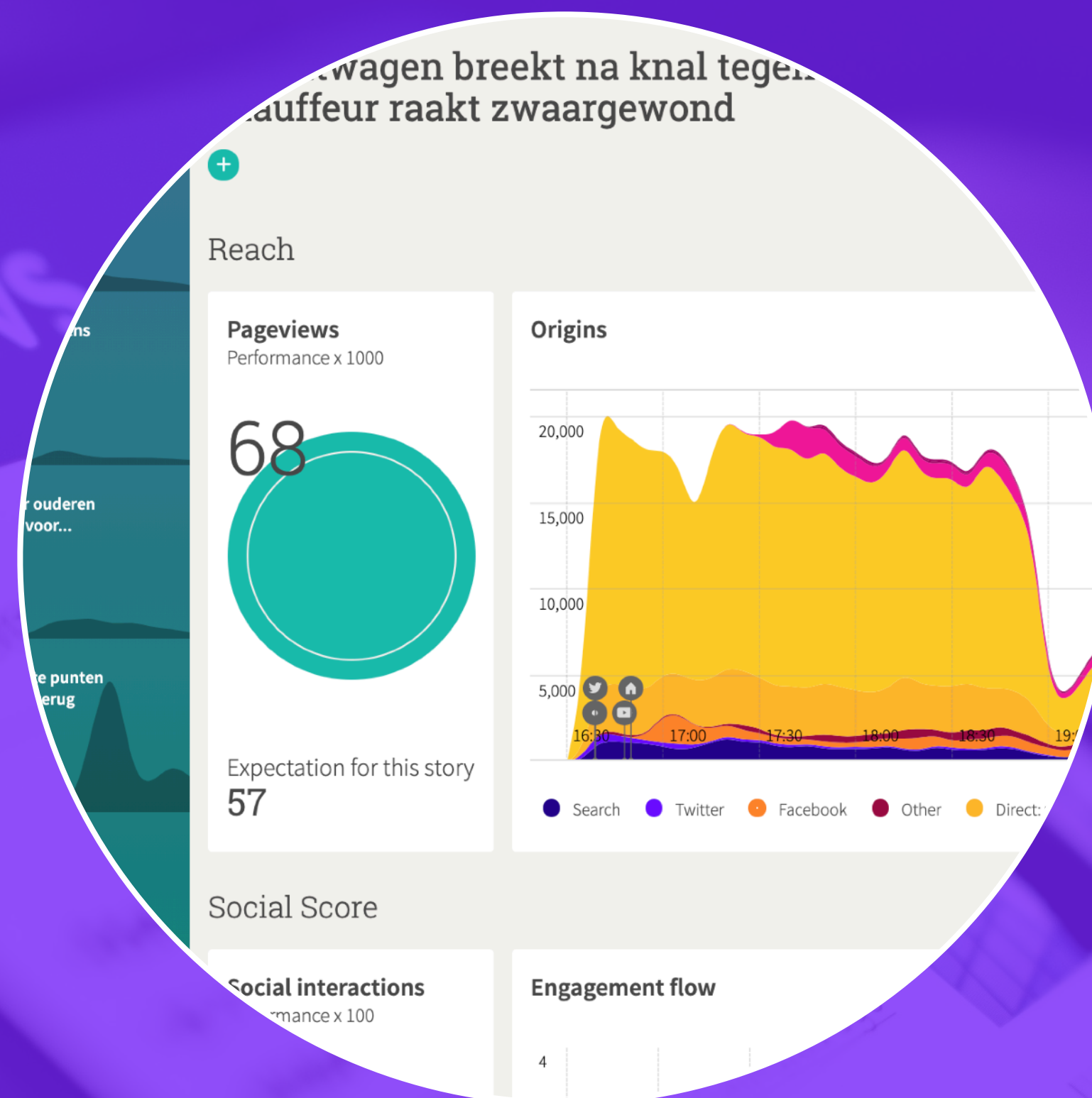






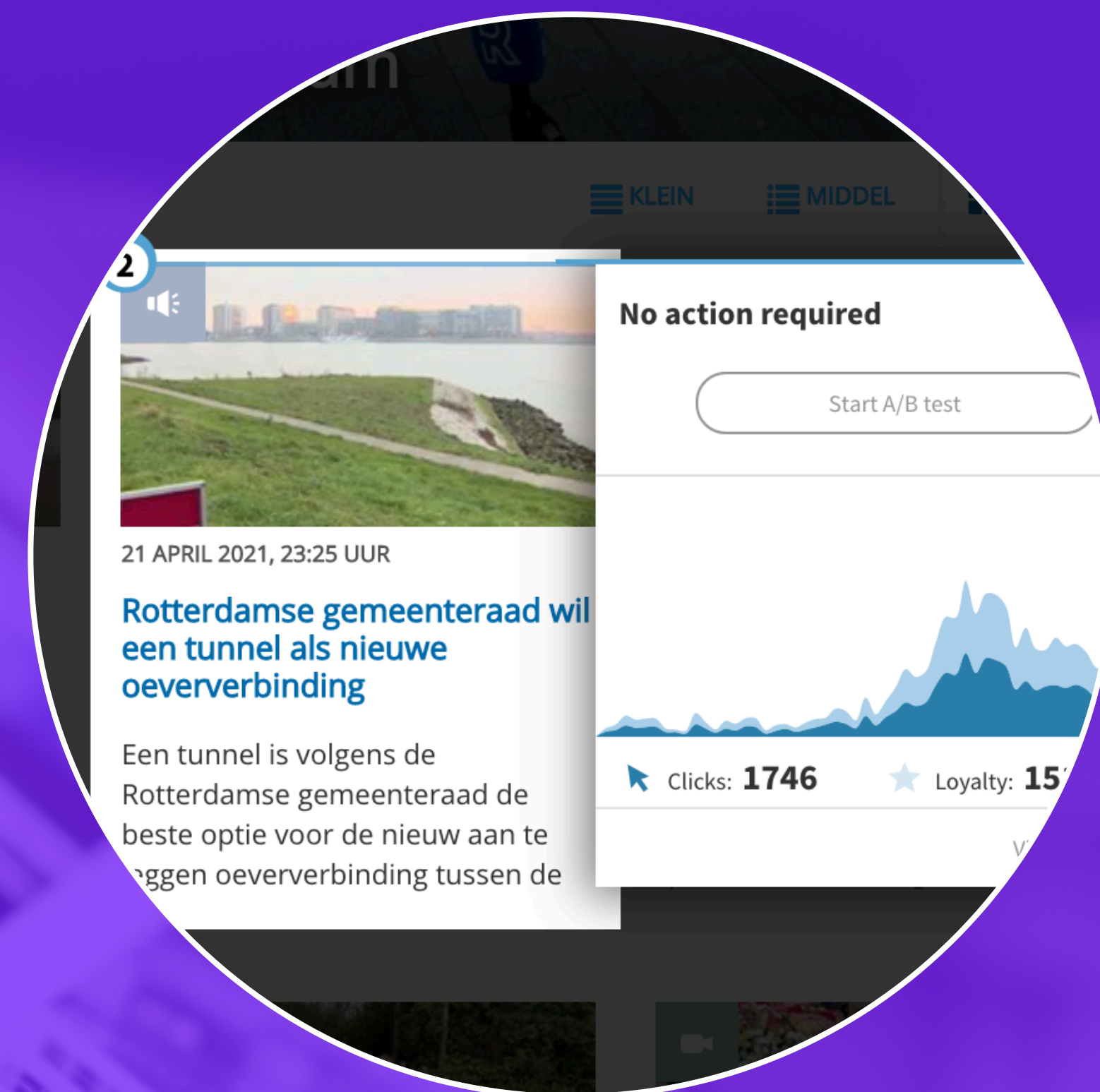
Insights

reports builder and insights based on CPI



Realtime

story view on impact and engagement



Tentacles

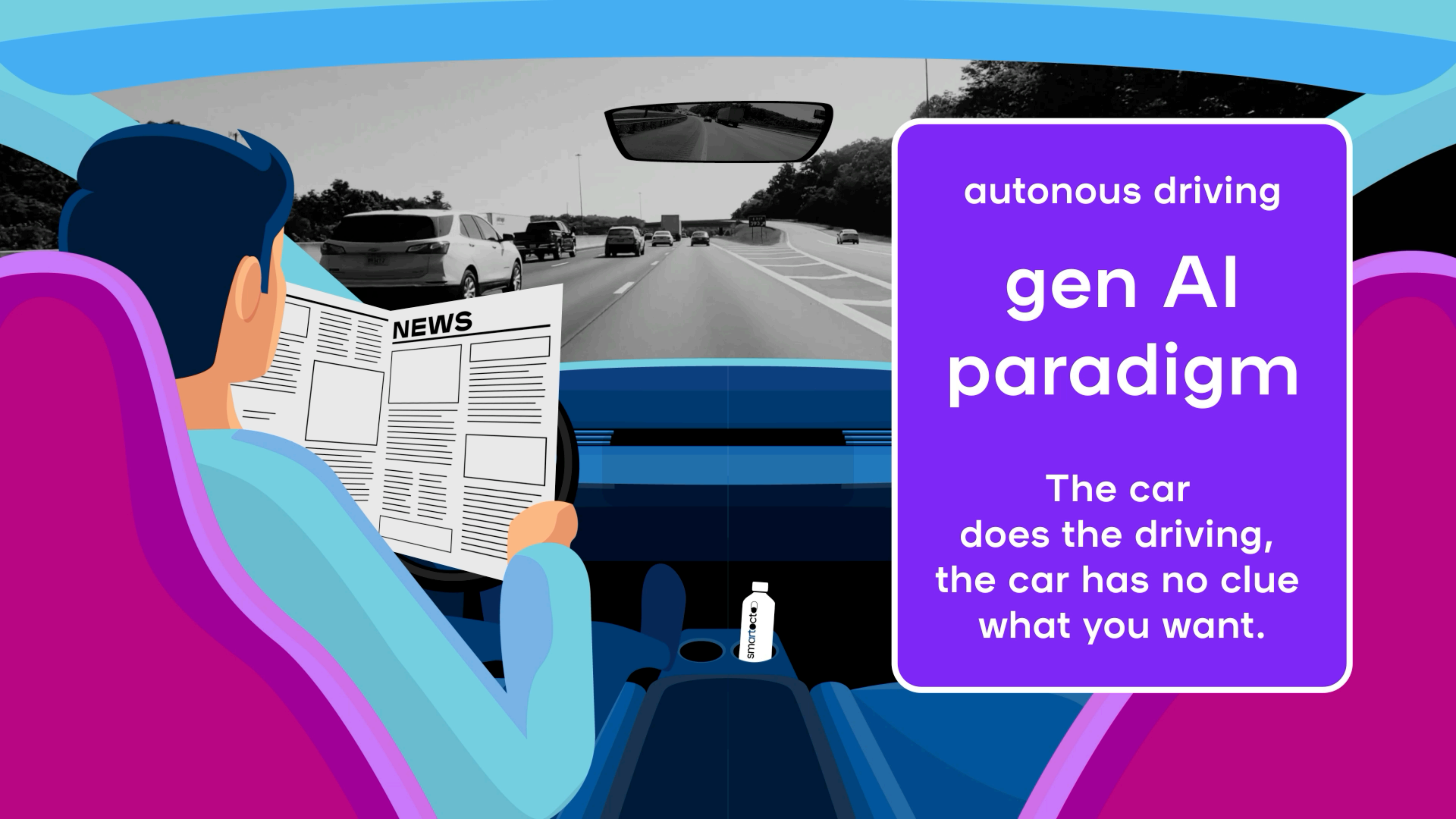
headline testing and notifications



traditional driving

analytics paradigm

You do
all the driving,
the car gives
you metrics.



autonomous driving

gen AI paradigm

The car
does the driving,
the car has no clue
what you want.

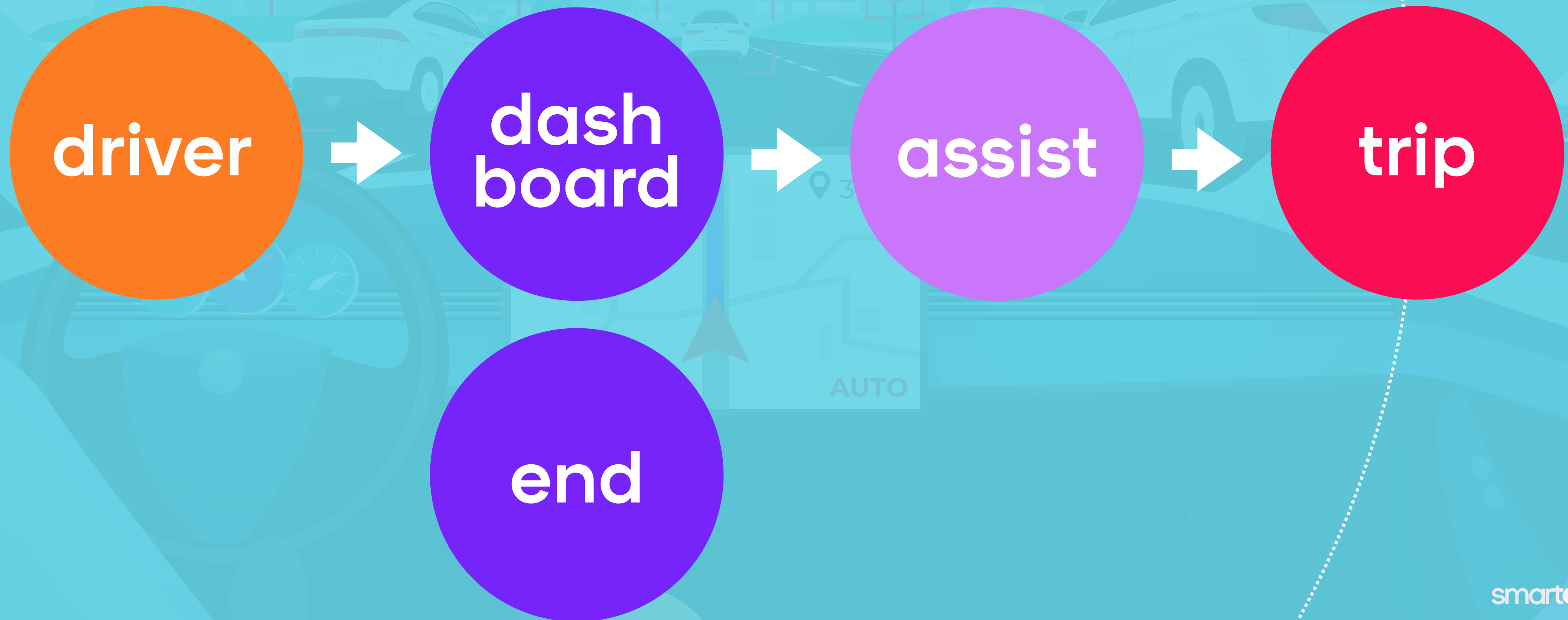


hybrid driving

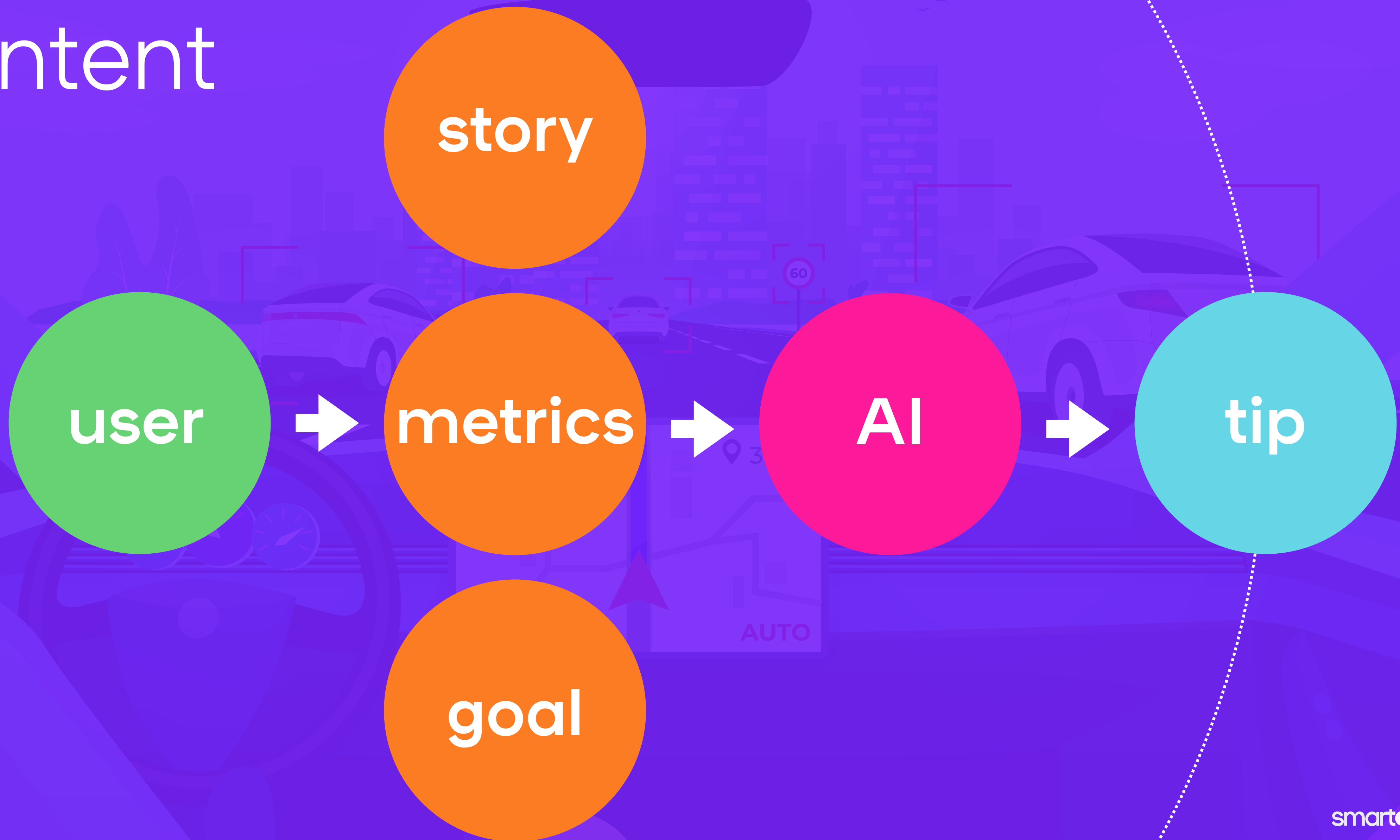
smart paradigm

You are in charge of driving, but the car helps out because it knows what you want and what you need.

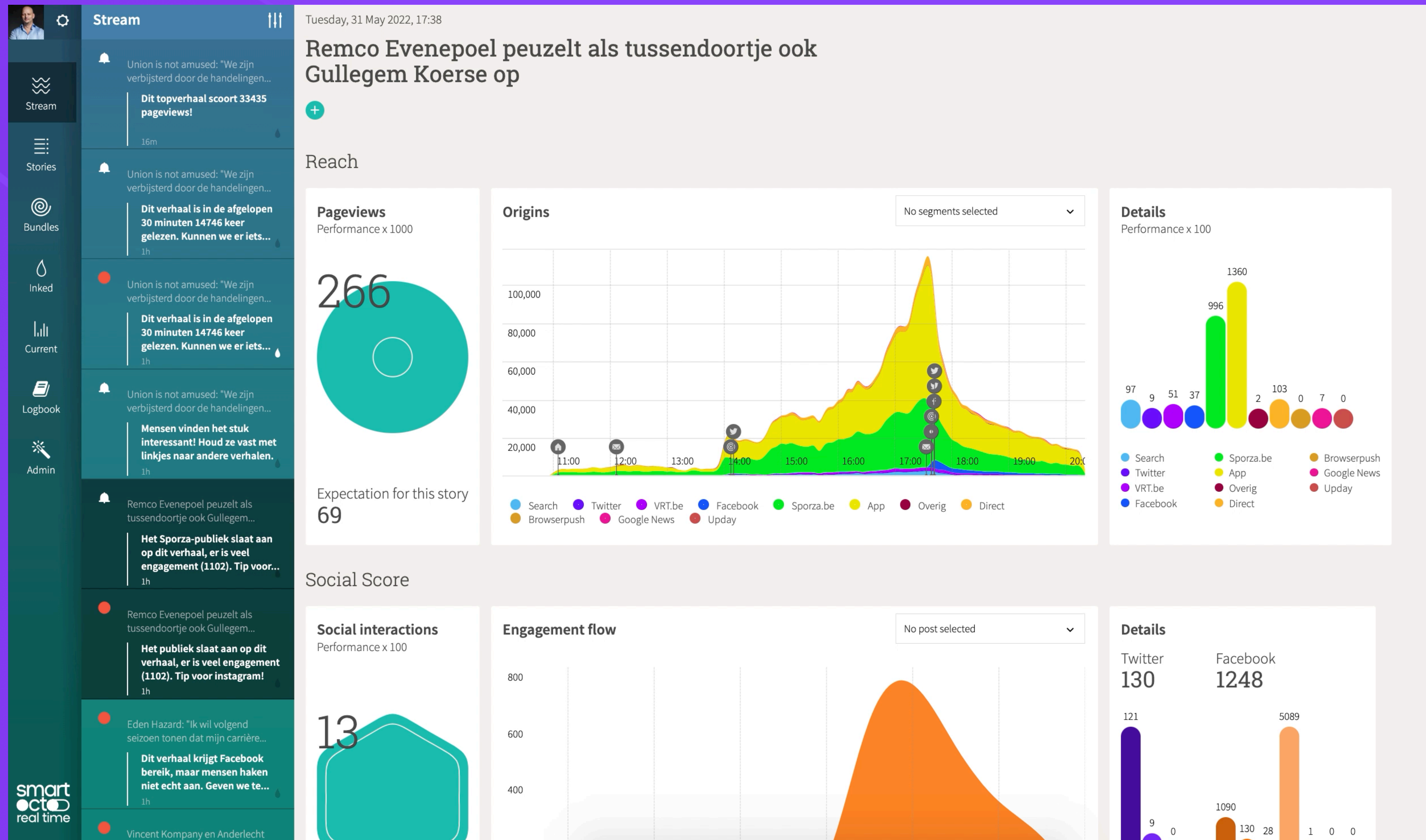
→ driving



➔ content



smartocto realtime storypages cross channel



actionable notifications



smartocto notification

this story is best for at the top of the newsletter today!



smartocto notification

this story attracts audience on Facebook, but you haven't posted it yet.



smartocto notification

referral X delivers a lot of traffic for this story!

ROI notifications



smartocto notification

there's not enough premium content on your homepage... perhaps this story qualifies.



smartocto notification

this story is doing great on social but performs poorly on your website.
Run a AB-test on the headline.

conversion notifications



smartocto notification

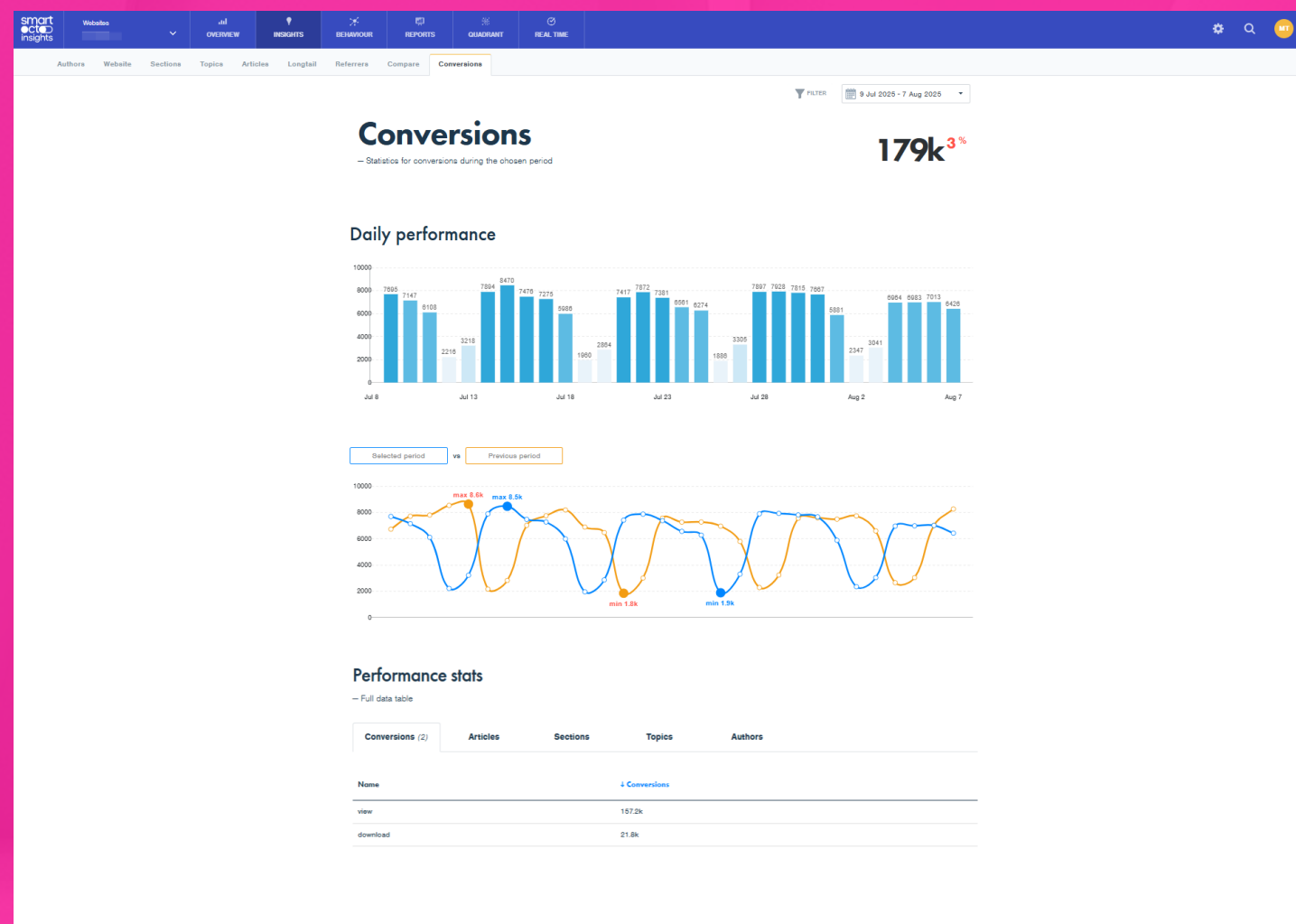
lot of engagement on this article, but conversions are below expectations. Optimise!



smartocto notification

this is a missed opportunity. Based on the calculations, it should get more conversions. Put it on the homepage!

smartocto conversions

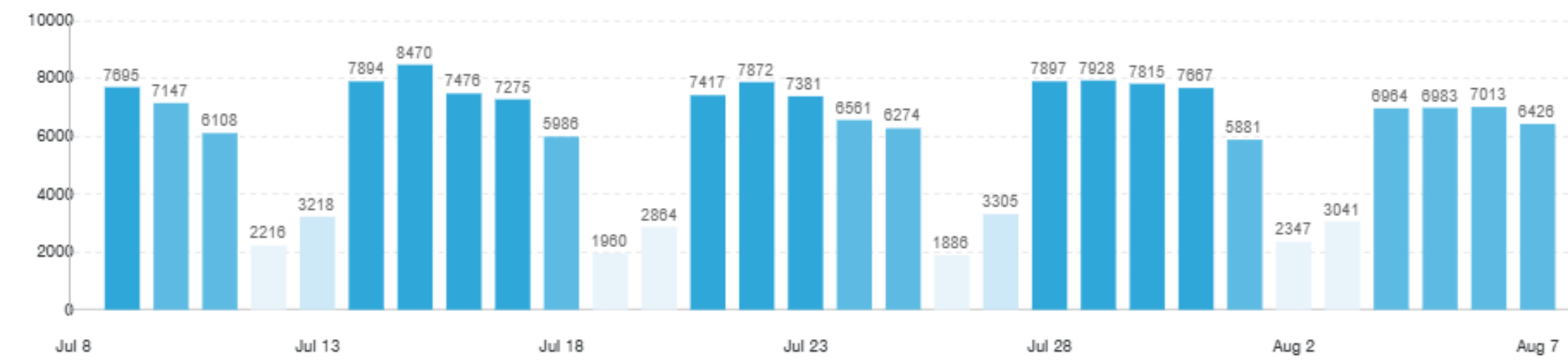


Conversions

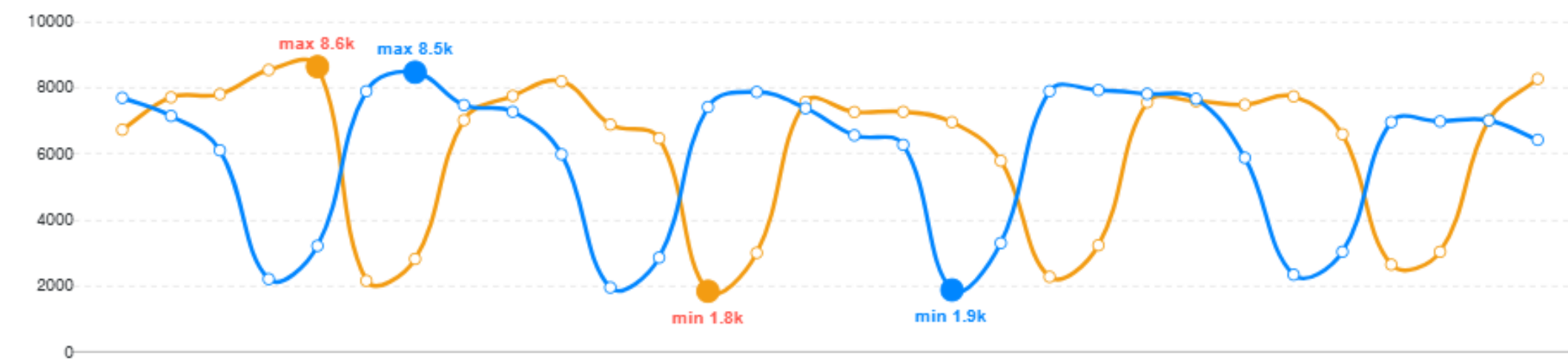
— Statistics for conversions during the chosen period

179k^{3%}

Daily performance



Selected period vs Previous period



Performance stats

— Full data table

Conversions (2)	Articles	Sections	Topics	Authors
Name ↓ Conversions				
view		157.2k		
download		21.8k		



smartocto notification

The balance of user needs on your homepage is off.
Make more contextual stories!



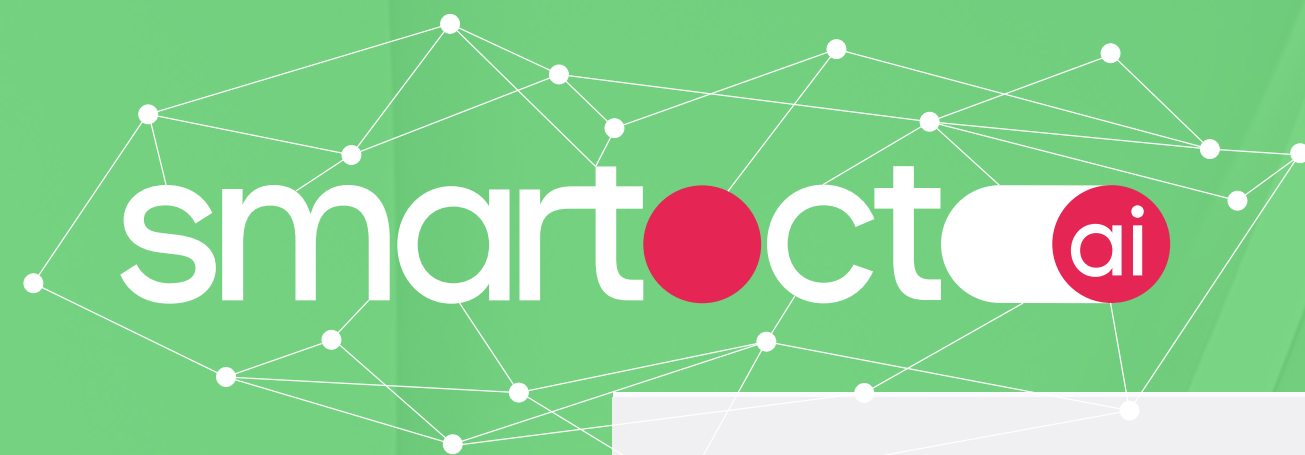
smartocto notification

this news story is still attracting a large audience, consider writing a 'give me perspective' follow up on it.



smartocto notification

Yesterday's Feel user needs stories had the biggest reach uplift with X.
Keep it relevant today and create follow-ups from alternative user need angles.



ai

DESTINUR

Domestic Abroad Politics Economy Show Money Healthy Bizarre Science Auto Living To travel

▲ The general pay slip of 2024 © ANP / ANP

Net salary has increased for almost everyone, calculate here how much you will improve

Those who work in sectors such as construction, healthcare, government and transport will make significant progress this year. According to new calculations by payroll processor ADP, workers with an average salary earn on average tens of euros more than last year. Those who earn a minimum wage with full-time employment will benefit the most.

Economics editorial 18-01-24, 07:44 Last update: 11:15

f

X

1 REACTIE

It was already known that working Dutch people would improve. But now ADP has also calculated how much that is per sector. The differences are big. Anyone who works full-time with a minimum wage in construction will receive a net additional 205 euros per month, while in metal and technology this is 254 euros. In government and healthcare, 112 and 116 euros respectively.



Met een klein be
per maand alles
geregeld voor la

Kies uit onze optie
voor een voordelig
uitvaartverzekerin

DELA
voor elkaar

MOST READ

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34 requests 55 credits

North Star: pageviews

Optimise: headline paragraph story

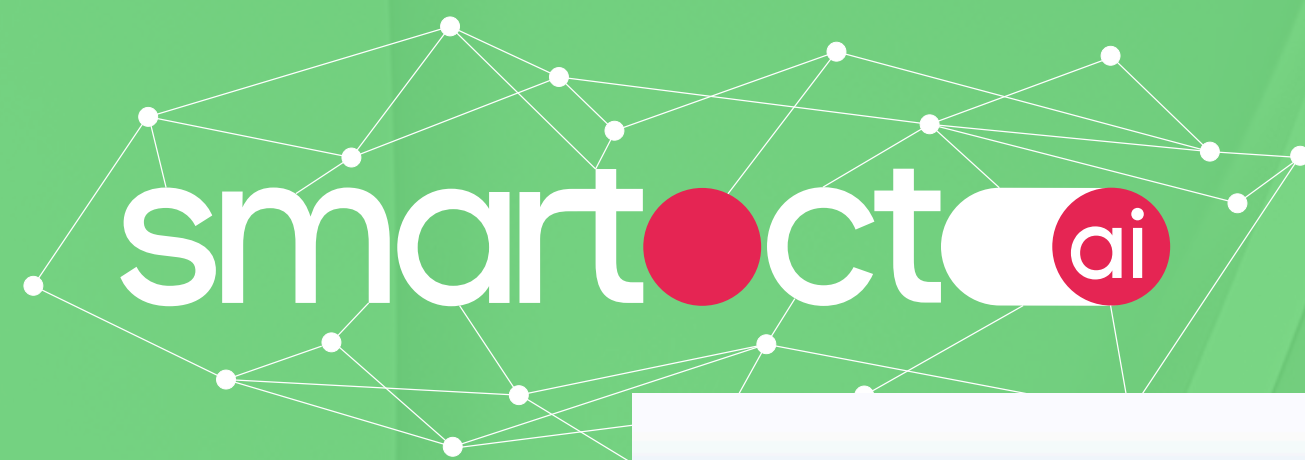
Goal: user needs readability sentiment metadata time slots

User need: emotion driven

Suggestions
Based on pageviews

Staat dit verhaal prominent genoeg? Normaal leveren verhalen van auteur Femke van Rooijen in de sectie Amersfoort meer volume op

smartoct.ai



Domestic

Abroad

Politics

Economy

Show

Money

Healthy

Bizarrr

▲ The general pay slip of 2024 © ANP / ANP

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Advice

take-home pay to help the reader empathize. - Include quotes from people reacting to the pay increase to evoke more emotion. - Use positive and hopeful formulations to frame the pay increase, rather than just factual descriptions. - Add more human elements, such as how the pay increase will impact the lives of ordinary Dutch people.

To help you out, let smartocto AI give you some examples here:

For example: instead of just mentioning the actual amounts, you can give an example of a family where the father works in construction and mother in healthcare. Describe how happy they are with the extra income that allows them to finally go on holiday or pay for their children's education. Or quote someone who says: 'I'm so relieved that I can now pay my bills more easily thanks to the pay increase'. This gives the reader a better sense of the impact of the pay increase on real people.

Learn more about:

userneed: emotion driven

ai

34 requests

55 credits

North Star: pageviews

Optimise: story

Goal: user needs

User need: emotion driven

Suggestions

Based on pageviews

Er zijn maar liefst 102 commentaren op Facebook. Follow-up?

Staat dit verhaal prominent genoeg? Normaal leveren verhalen van auteur Mirjam Liefbroer in de sectie Amersfoort meer volume op

Staat dit verhaal prominent genoeg? Normaal leveren verhalen van auteur Maarten Reith in de sectie Nijmegen meer volume op

smartocto



Oracle

smart●cto●



strategy question

Which user-need type retains readers better this week compared with the previous week?



smartocto Oracle answer

This week, **Fact-driven** content shows the only improvement in reader retention, with a **20% higher returning-visitor share** compared to the previous week.

Action-driven content experienced the most significant decline, with a **105% lower returning-visitor share**.

These results suggest that editors should focus on creating **more Fact-driven content** to improve overall reader retention.



strategy question

Which topics garnered the highest number of conversions in the last 30 days and how does it relate to Google Discover and Trends?



smartocto Oracle answer

Over the last **30 days**, premium content generated the **highest number** of conversions at **772**, followed by Football-related topics with **569 conversions**.

The elections as a general topic, Crime, and the Pop Festival rounded out the top five, with 344, 249, and 213 conversions respectively.

Google Discover follows this logic largely, but points more to **Showbiz**.

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Oracle

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