SmartClickConnect Fact Sheet

* SmartClickConnect creates meaningful connections between articles automatically, increasing average articles per visit
* Cross-references proper nouns in a publication's past and current articles
* Affordable resource for small to mid-sized publications, as well as large ones
* Manual tagging available to publishers to add or remove tags
* Eliminates manual tagging for every article; once a tag is added, it is added to all currently archived articles and all related future articles
* Can be limited to one publication or across a group of a media company's owned publications
* SmartClickConnect does not take readers off-site, unless specifically directed to do so
  + Ability create central database with articles from sister publications, unlike other “related article” products available today
* Designed for easy mobile use
* Can be limited to currents subscribers or made available to all readers of the paper, integrating with Our Hometown’s customizable paywall
* SmartClickConnect can be applied to all archived data, through a set date range
* SmartClickConnect available as a free limited-trial to current Our Hometown, Inc clients

Powering SmartClickConnect:

* Natural Language Processing/Machine Learning Infrastructure
* Our database contains:
  + 4,000,000+ articles archive
  + 2,000,000+ unique proper names
  + 52,000,000+ proper name references
  + 2,000+ new articles added each day with the ability to process 25,000 articles per hour