

High Potential Initiatives Profiles

1 Accelerator



CreatiFI

2 Project and Organization



GRAPHYSTORIES - Relike TV

2.1 Country

Belgium

2.2 Project Abstract

More and more content is shared on social networks and it has become a challenge for media sites to identify what kind of information will trigger high volumes of social interactions on their sites and on their social profiles. Many tools now make it possible to know the performance of websites and their impact on the social networks (Google Analytics, Hootsuite, ...).

Graphystories analyzes the news and their social ranking, and through a predictive algorithm performs intelligent analysis of large volumes of data from leading media sites and social networks. Graphystories performs a real-time monitoring of the main sites and media facebook pages, notifies content creators of topics, and provides related articles that have attracted most social networks. For each single piece of content that is published by the leading media publishers, the tool requests the Facebook, Twitter, Pinterest and LinkedIn platforms to retrieve the total number of shares.

It also offers market reports to allow content marketing professionals compare with each other and set realistic targets in terms of frequency of publication and average number of interactions per post.

Graphystories allows information monitoring. It allows users to access all the subjects that make the buzz on the internet. Sorting can be done based on the date of the article, its category (sports, general news ...) or on the type of interaction. The tool combines data from Google Trends to suggest keywords than can help customers increase their visibility in the Google News Search index.

The business model is subscription- based and offers different packages based on the customer profile.

2.3 Sector

Telecom and Media



2.4 Target Market

B2B

2.5 Business Model

Subscription model

SMART CITY SOLUTION	NO
CLOUD SOLUTION	NO
SOCIAL MEDIA SOLUTION	YES
MOBILE SOLUTION	YES
BIG DATA/ANALYTICS SOLUTION	NO
IOT	NO

2.6 Website

www.graphystories.com