



BENCHMARK REPORT

2023 | Full Year Report

Pressboard Studio is leveraged by the largest publishers and brands in the world. In 2023 alone, we analyzed over 18,000 pieces of branded content from 815 publications, read by more than 100 Million people.

We've compiled the results for you in this 2023 Pressboard Branded Content Benchmarks Report.

How do your stories measure up?



Never Boring

The Pressboard team has compiled benchmark data on the branded content industry for nearly a decade. Over that time we've seen formats evolve, distribution strategies adapt, and performance metrics expand as publishers use data and measurement to bring stories to audiences in new and exciting ways.

Branded content has become the primary revenue source for many publishers across the globe. Despite economic headwinds, branded content campaigns measured through Pressboard increased by **more than 50% in 2023** compared to 2022. This historic growth was driven by a wave of new publishers adopting Pressboard to streamline their reporting, and existing publishers scaling their operations to meet advertiser demand.

2024 will bring continued growth and efficiency to the industry as early developments in AI enhance everything from content creation to distribution to measurement.

As much as everything changes, one thing will always hold true. A great story, told by a trusted source, enjoyed by a loyal audience will never go out of style.

We can't wait to see and hear the stories you will tell.

Jerrid Grimm
Co-Founder, Pressboard by impact.com



“Pressboard is the Best Content Marketing Tech Platform”

DIGIDAY

Pressboard Platform - Activity



1,381,975 Hours

Spent with branded content (Jan to Dec 2023)



+54%

Stories published in 2023 vs 2022



+5%

Reads in 2023 vs 2022

Publications

815



Campaigns

8,313



Stories¹

18,069

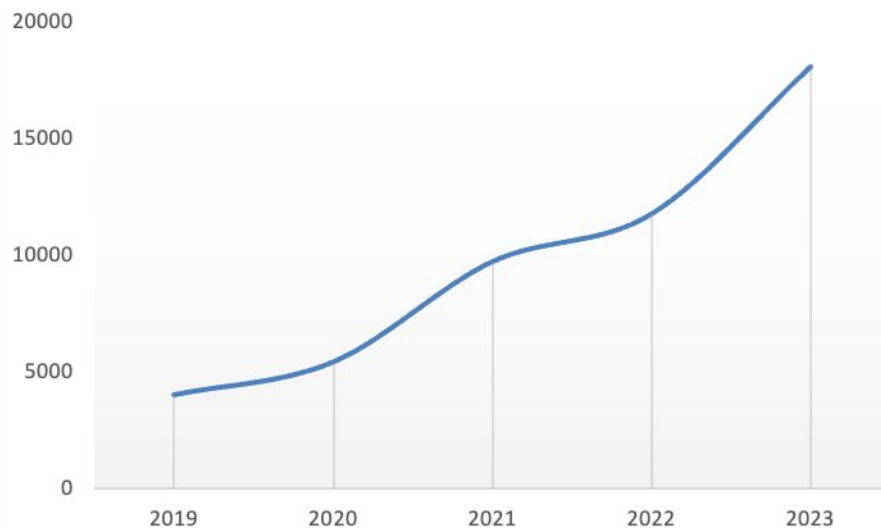


Reads

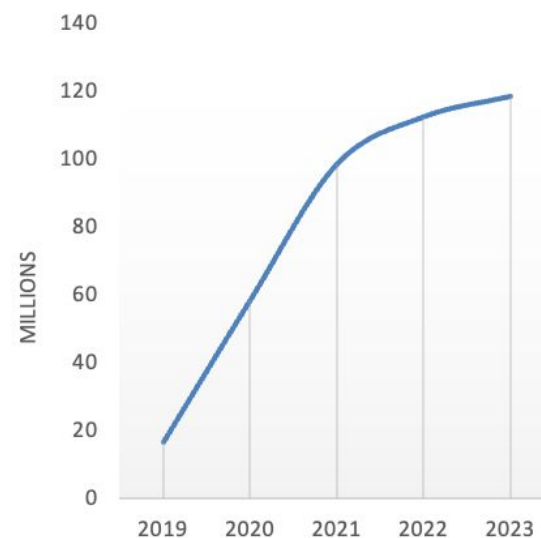
118,298,524



Trendline - Stories Published per Year



Trendline - Article Reads per Year



¹Stories refers to a grouping of related content pieces within a campaign. A Story can contain 1 or more related articles, videos, social posts and ads.

Content Performance



42 sec

Avg Active Time / Story



48%

Avg Scroll Depth / Story



82%

Avg Engaged Read Rate (+10 sec)

Avg Reads / Story
12,945



Avg Unique Reads / Story
10,793



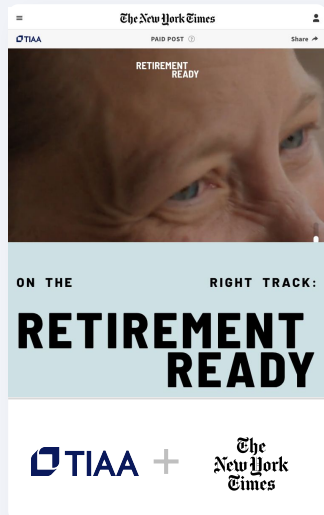
Quality Read Rate (+3 sec)
96.5%



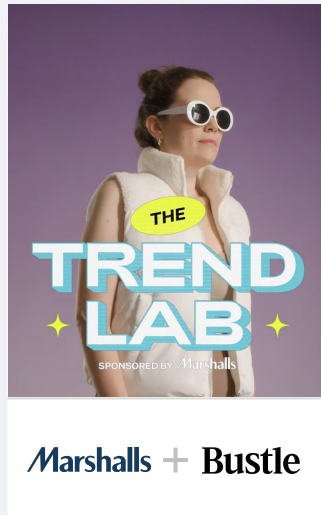
Avg Conversion Rate
2.7%



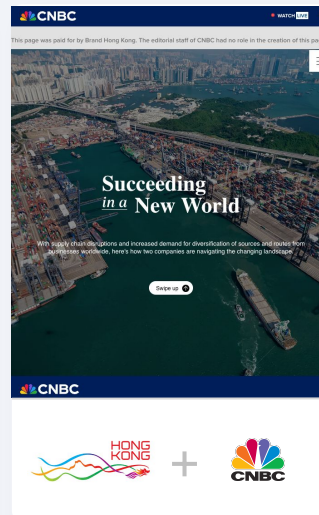
Most Read Articles



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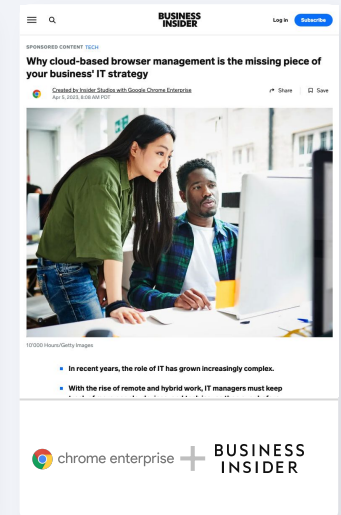
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Most Read Articles are the articles that received the highest number of pageviews, as measured by Pressboard Analytics

Content Conversion



4,354

Articles containing in-article links



1,818,624

In-article link clicks



2.3%

Click-through rate (article read -> link click)

46%

of the 9,544 articles published in 2023

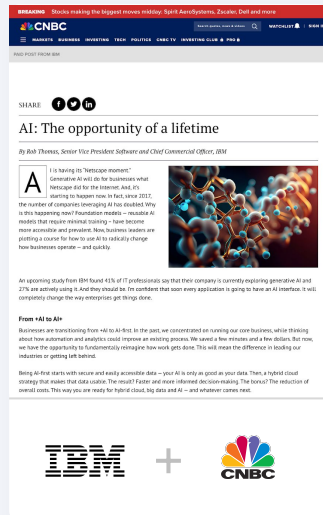
417

average link clicks per article

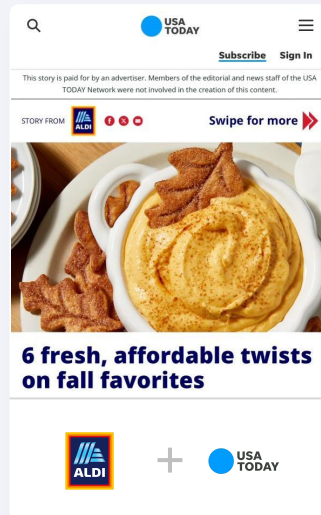
657%

higher CTR than display ads ([source](#))

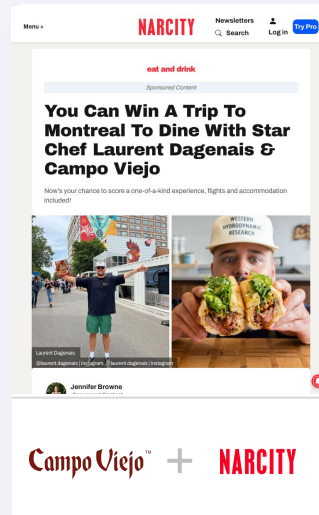
Highest Converting Articles



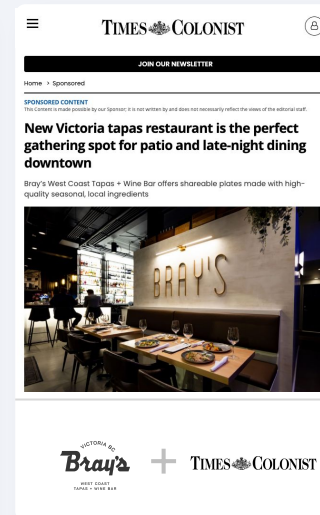
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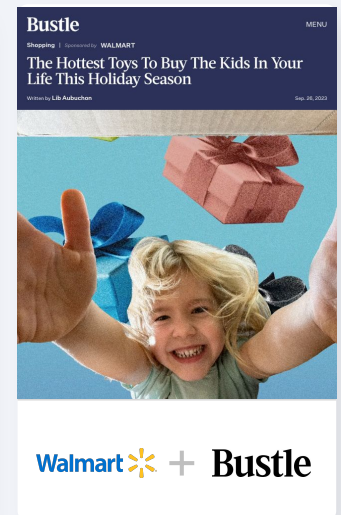
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Social Posts (Organic Reach)



231,420

Avg Impressions / FB Post

+39%

compared to 2022



59,935

Avg Impressions / IG Post

+200%

compared to 2022



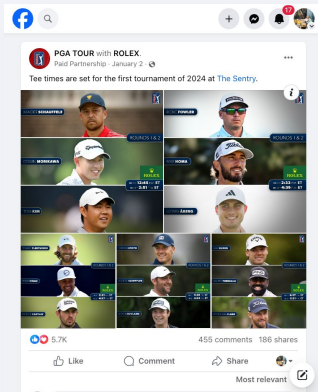
14,613

Avg Views / IG Story

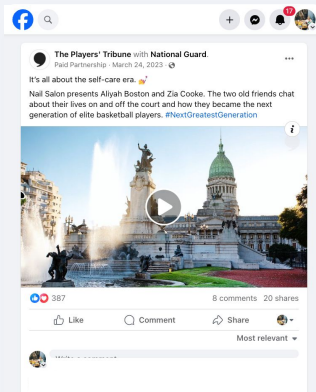
-34%

compared to 2022

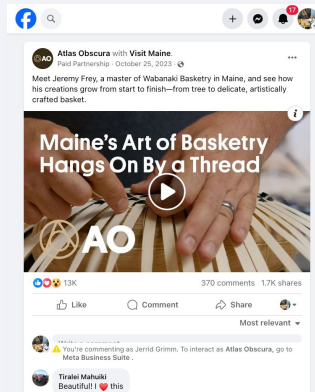
Top Performing Social Posts



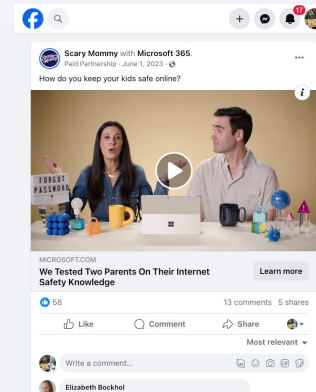
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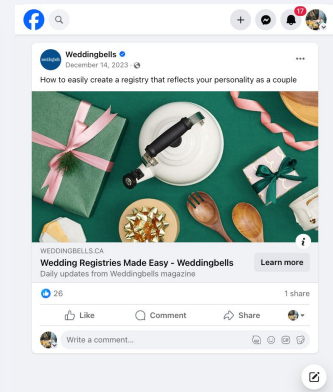
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Video Performance



277,730

Avg Views / Video



217,521

Avg Views / Video



14,613

Avg Views / IG Story

0.84%

Engagement Rate
(Comments or Likes / View)

0.38%

Engagement Rate
(Comments or Reactions / View)

1.27%

Engagement Rate
(Replies / View)

Top Performing YouTube Videos

How This Former Corporate Worker Turned Influencer Inspires Other Women to Live Boldly

Insider 8.3M subscribers

1.9M views 3 months ago #insider #lifestyle

Sponsored by Ford

Meet Dayna Bolden, an Atlanta-based influencer who boldly traded a corporate job for a ...more

Ford + INSIDER

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On The Road With Carlita

NYLON 1.6M subscribers

1.4M views 9 months ago

World-renowned DJ and music producer Carlita brings us along as she prepares for festival season with @toyotausa ...more

TOYOTA + NYLON

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How to manage your child's hair on knotty days | Ad content for JOHNSON'S® Kids

BabyCentre 61.3K subscribers

528K views 3 months ago

Ad content for JOHNSON'S® Kids

Say bye-bye to your child's knots with these brilliant haircare tips from mum-of-three and ...more

Johnson & Johnson + babycentre.

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Today's Wesco

Custom Content 209 subscribers

469K views 7 months ago

Part of our Wesco by Infosys: Wesco has been distributing technology products for over 100 years. With help from Infosys, it's building digital infrastructure to serve its customers for another century ...more

Infosys + Custom Content WSJ

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Leading the Way for Female Running Coaches

Outside 190K subscribers

244K views 4 months ago

Lara Rogers isn't winning medals or competing in world championships like the professional runners she coaches, but she insists she's living a dream every bit as satisfying. As the head coach for Under Armour's Mission Run Baltimore Distance women's team Rogers is on ...more

Under Armour + Outside

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Top Performing Videos are the sponsored YouTube Videos that received the highest number of views, as measured in Pressboard.

Pressboard Studio Benchmarks – Traffic Drivers



4,436,885,933

Total Ad Impressions



\$13,965,336

Total Ad Spend



\$3.14

Avg CPM (Cost per 1000 Impressions)

Facebook ad CTR
1.34%



Google ad CTR
0.13%



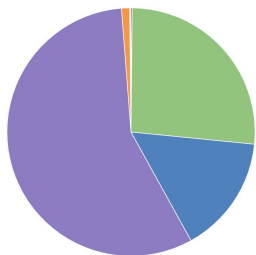
Polar ad CTR
0.22%



Nativo Ad CTR
0.20%

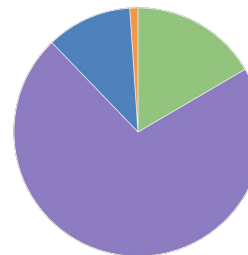


Traffic Sources



SOURCE	% OF PAGE VIEWS
Referral	56.8%
Direct	26.4%
Facebook	15.4%
Search	1.1%
Instagram	0.2%
LinkedIn	0.1%
Twitter	Less than 0.1%

Devices



DEVICE	% OF PAGE VIEWS
Phone	71.2%
Desktop	16.6%
Tablet	11.1%
Other	1.1%



\$3.90

Avg Cost per 1,000 Impressions (CPM)



\$0.40

Avg Cost per Click (CPC)



\$1.35

Avg Cost per Landing Page View (CPV)

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PRESSBOARD!**

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This benchmark report was compiled using data from Pressboard Studio
between Jan 1, 2023 and Dec 31, 2023.

For more information about Pressboard please visit
www.pressboardmedia.com or e-mail info@pressboardmedia.com