



We build award-winning tools
for branded content teams



Pressboard Studio

We help **NBCU** make sense of their campaign data

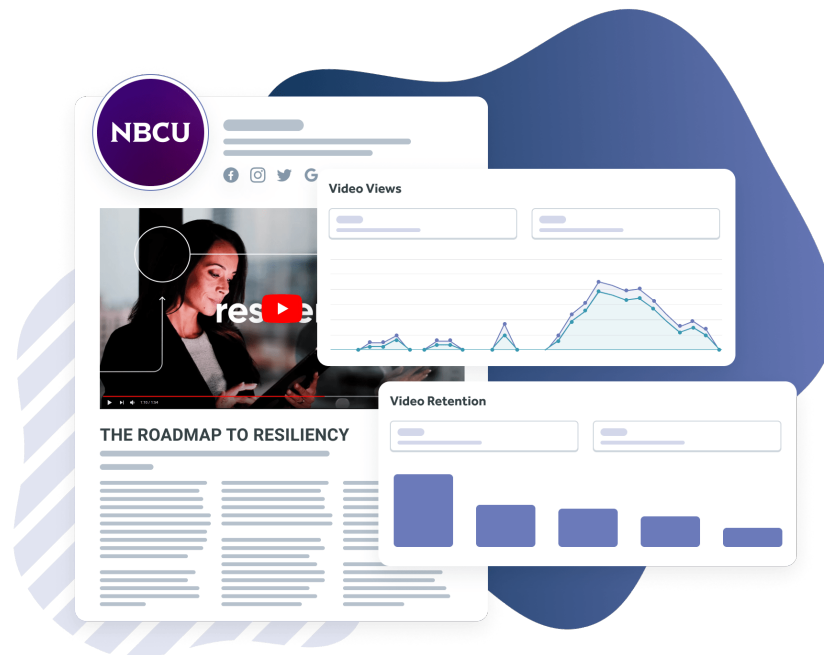


POWERFUL CAMPAIGN ANALYTICS TOOL WITH EXCELLENT SERVICE.

Pressboard's powerful tools and excellent service have impressed us immensely. The customizable analytics dashboards are a massive time saver and allow us to bring metrics from multiple sources and platforms into one place that clients and internal stakeholders can access at any time.



MAX ALTER, DIRECTOR OF AUDIENCE DEVELOPMENT
NBCUniversal



Pressboard Studio

We help **Gannett** scale their branded content business



A GAME CHANGER FOR OUR CONTENT STUDIO

At Gannett we are executing hundreds of content campaigns at any given time. Pressboard's platform gives us the power to achieve our content performance goals and report back to our clients in real time.



TIFFANIE JOHNSON, VP, CONTENT OPERATIONS
GANNETT / USATODAY NETWORK



Pressboard Studio

We help **Lexus** evaluate their publishing partners

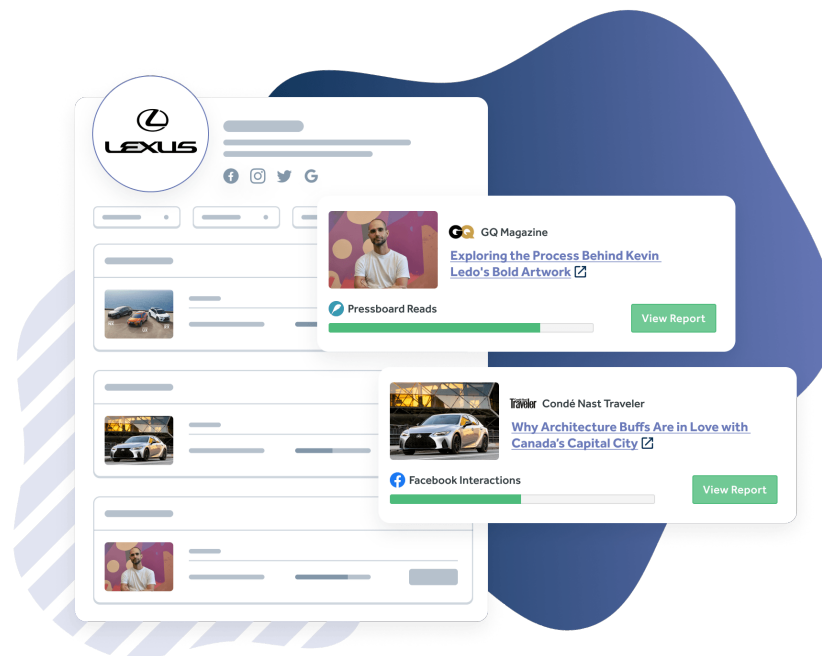


STANDARDIZING OUR PARTNERSHIPS

Dentsu and Lexus leverage Pressboard Studio for all of our publishing partnerships. With standardized metrics it makes it possible to compare publisher campaigns on an apples to apples basis.

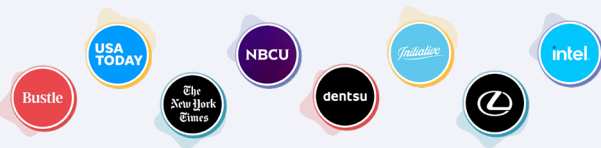


ANDREW GRAY, ACCOUNT DIRECTOR
DentsuBos



Pressboard We help the world's best become even better

The world's top publishers, agencies and brands trust Pressboard to measure their sponsored content, eCommerce and social media programs



“Pressboard is the Best Content Marketing Tech Platform”

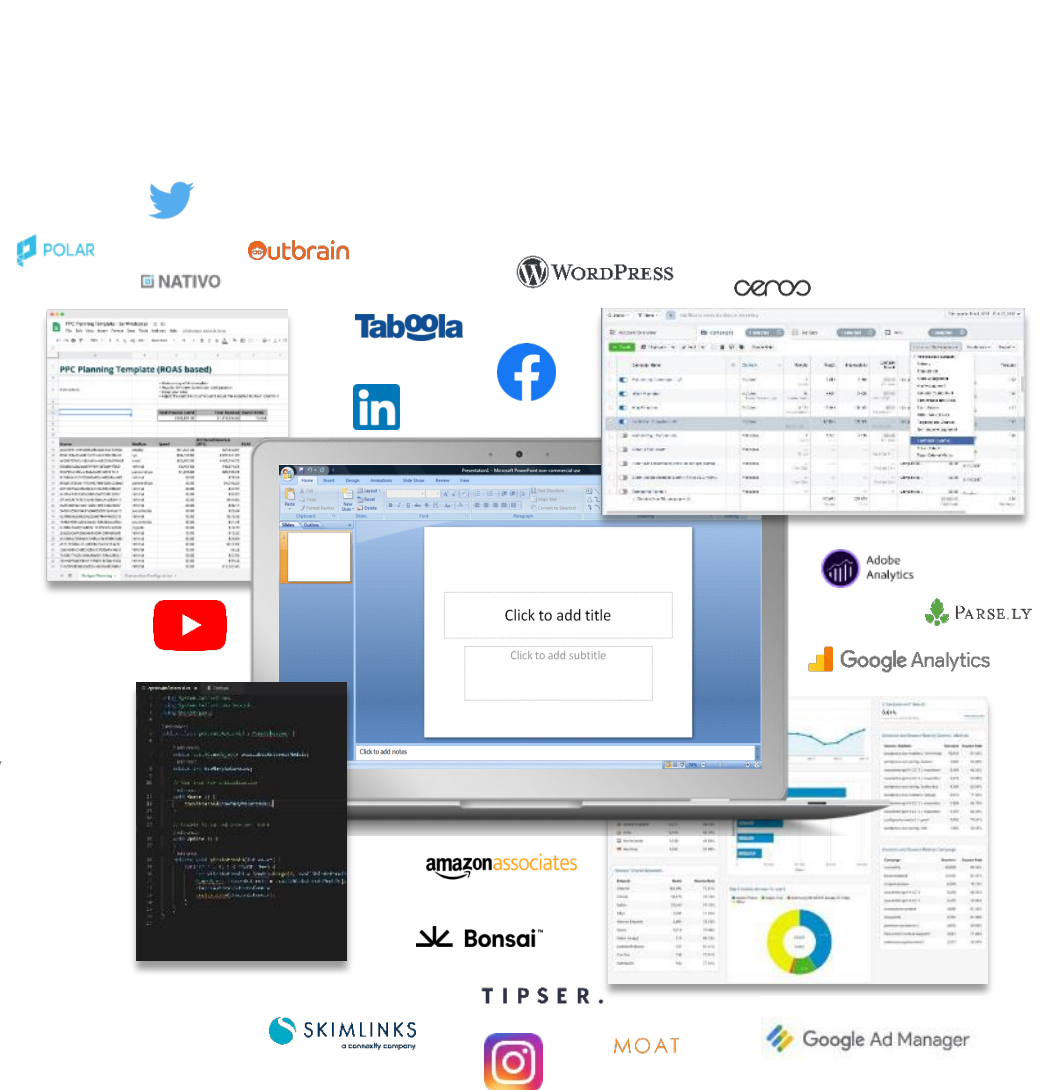
DIGIDAY



The Problem Without Pressboard, measurement is a mess

There's just too much software out there.

The average publisher content studio needs 10+ point solutions to run their branded content business. Not only is that extremely inefficient, but it is wildly expensive and prone to significant errors and discrepancies.



Example:

A major news brand studio uses Polar, Responsive Ads, Ceros, WireWax, Brandtale, Pressboard, Adobe Analytics, Parse.ly, Google Ad Manager and Facebook Ad Manager. In addition, they use several tools for task management, sales, orders, invoicing, their CRM and more.



The Solution **With Pressboard,** **everything works together**

A single platform that powers the world's top branded content studios.

We connect every platform and channel that a branded content studio needs and bring them together with our powerful analytics and reporting technology. This "hub" approach creates workflow efficiencies, substantial cost savings, unified data and a superior customer service experience.

In short, it's 10x better for the customer.



Small team with a lot to do?

Manage hundreds of campaigns at once

Centralize your entire branded content campaign management, measurement, and reporting process with one platform.

- Campaign dashboards
- Progress tracking
- Detailed analytics
- Asset management
- Tag management
- Messaging
- Custom reports
- Multi-user access

The screenshot displays the Gannett branded content management dashboard. The interface is organized into several key sections:

- Header:** Includes the Gannett logo, a search bar, and user information for Janet Green, General (National).
- Left Sidebar:** A navigation menu with categories like 'Home', 'Inbox', 'Dashboard', 'Campaigns', 'Planned Campaigns', 'Projects', 'Custom Reports', 'Properties', 'Table', 'Media Kits', 'Client Orders', and 'Advertisers'.
- Your Audience:** A row of social media audience metrics for Google, Facebook (831.85M), Instagram (38.14M), and YouTube, each with a 'Connect' button.
- Your Studio:** A row of campaign management metrics: Media Kit Profiles (204), Campaigns (1216), Custom Reports (2K), and Client Orders (1).
- Latest Campaign Content:** A grid of four content cards, each featuring a photo and a headline, with a note that 'Emily Drewey added this post' and a date of 'Added Oct 15'.
- Your Recent Activity:** A table listing recent actions.

NAME	TYPE	LAST VIEWED
Choice Medical Group #50: Living through liver 9.11.2020	Custom Report	Sep 28, 2020
BUCKS: 5 reasons why you should choose Bucks this fall	Story	Sep 25, 2020
Bucks County Community College offers courses for Engli...	Story	Sep 25, 2020
Chime is seeking to reward "changemakers" with \$10k	Story	Sep 23, 2020

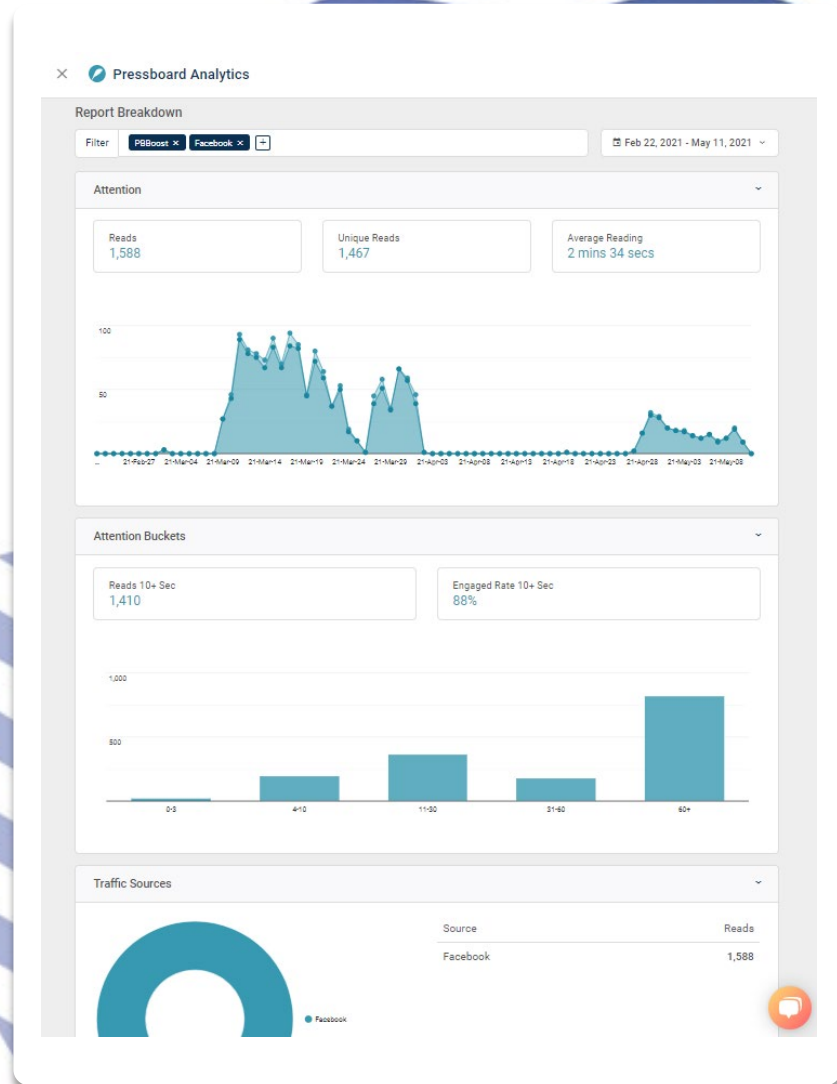


Want more than just pageviews? Go deeper with content analytics

Pressboard's proprietary content analytics provide insights that tell a better story for your clients and prove your media's value.

- Attention
- Active Reading Time
- Engagement
- Viewability
- Scrolling Depth
- Universal Trackable Links

Filter page-level engagement by promotion tactics to optimize performance.



Clients asking for updates? Wow your clients with shareable reports

Client-facing reports are built with Pressboard's custom reporting tool and exported in the following formats:

- Live campaign report
- PowerPoint presentation
- CSV/ Excel

Check it out – [Sample Report](#)

BBC Tourism Ireland
February 22, 2021 - May 11, 2021

Campaign Overview

Fill your heart with Ireland

Campaign Report

Ad Set Impressions	Ad Set Link Clicks	Ad Set CTR
968,889	14,655	1.51%

Facebook Promotions

Impressions	Clicks	Click Through Rate
968,889	14,655	1.51%

Ad Set Breakdown

Type	# of Rows
Image	4,211
Video	1,037
Text	546
Carousel	201

Ad Set Locations

Top Regions	# of Impressions
CA, Ireland	390,065
CA, United Kingdom	181,568
CA, America	178,835
CA, Canada	111,587
CA, North Africa	42,685
CA, New Zealand	30,093

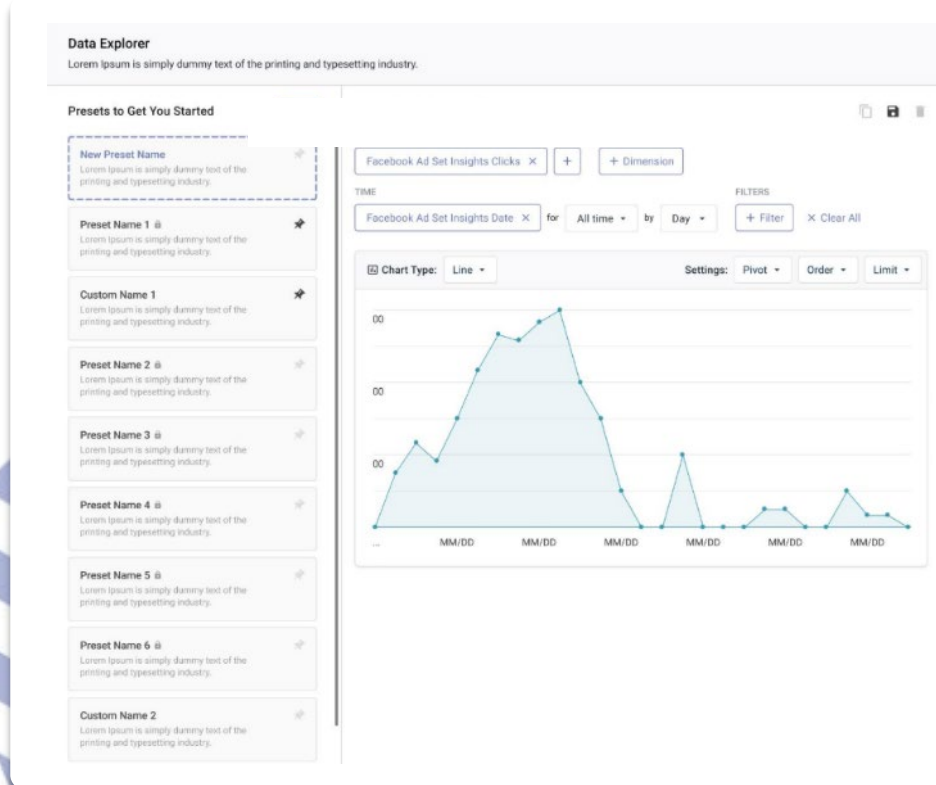
Ad Set Demographics



Tired of Excel spreadsheets? Data Explorer

Would you like to know what promotion tactics drove the highest engagement in Q2, or what your branded content benchmarks are? Pressboard's Data Explorer can answer these questions and more.

Use Data Explorer to set benchmarks, identify trends, manage yield, and inform strategy.





Why Us?

Secret Sauce

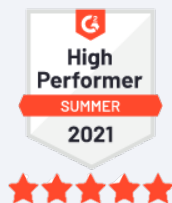
Customers love us, and we love them

To be the hub, your customers need to WANT you to solve more problems for them and their team.

Net Promoter Score



G2.com



- "Necessary solution for branded content measurement" – Graham (Bustle)*
- "Working with Pressboard has been a game changer" – Wade (Hearst)*
- "A fantastic tool for publishers" – Minnie (Narcity)*
- "Powerful analytics tool with excellent service" – Max (NBCU)*
- "This has been a game changer for our content studio" – Tiffanie (Gannett)*
- "Wish we had more partners like Pressboard" – Jeremy (Gannett)*



WORKING WITH THE PRESSBOARD PRODUCT AND TEAM HAS BEEN A GAME CHANGER.

The product does what it should. I map in my various reporting connections on each campaign and the data flows through and updates properly. The reporting tools make it easy to share campaigns with clients. And the reports look great. The customer service is exceptional.



WADE BEST, DIRECTOR OF ADVERTISING OPERATIONS

HEARST



Secret Sauce

We've lived the problems we're solving

We don't build software just for software's sake. We have lived and breathed these problems for decades and we understand how to fix them.

Our leadership team has managed media companies, built adtech and started ad agencies. We have built a team of top talent across engineering, design and customer success to service our customers.

Pressboard was founded in 2014 and is headquartered in Vancouver with teams in Toronto and New York.



Jerrid Grimm

CEO and
Co-Founder



Tiam Korki

CTO and
Co-Founder





Partner With Us

We see a future where branded content teams can easily create content, distribute it to their audiences, analyze what's working, report on their successes, and do it all easily and seamlessly.

We're turning this vision into a reality. If you are interested in joining us on this mission, contact:

info@pressboardmedia.com

