



BENCHMARK REPORT

2022 | Full Year Report
Jan 1, 2022 – Dec 31, 2022

Pressboard Studio is leveraged by the largest publishers and brands in the world. From January to December 2022, we analyzed over 11,744 pieces of branded content from 465 publications, read by more than 100 Million people.

We've compiled the results for you in this 2022 Pressboard Branded Content Benchmarks Report.

How do your stories measure up?



A New Era

Pressboard was founded in 2014, back when branded content was still a fledgling product offering from a handful of major publishers. The New York Times had just launched T Brand Studio and BuzzFeed was leading a movement to eschew banner ads and go all in on storytelling formats instead.

Fast forward to today and 88% of publishers derive revenue from branded content¹. However, along with that growth came scaling challenges. Solving those problems for publishers is why Pressboard exists.

In 2022 we ushered in a new era for the industry, by joining forces with impact.com, the world's leading partnership platform for brands and publishers.

We are excited to bring together our synergetic technologies, domain experts and most importantly our incredible publishing partners as the industry continues its diversification away from the dreaded banner ad and into audience-centric formats such as branded content, ecommerce, and affiliate marketing.

The future of publishing has never been more promising.

Jerrid Grimm
Co-Founder, Pressboard by impact.com



“Pressboard is the Best Content Marketing Tech Platform”

DIGIDAY

Pressboard Studio Benchmarks – Activity



1,081,213 Hours

Spent with branded content (Jan to Dec 2022)



+21%

Stories published in 2022 vs 2021



+204%

Reads in 2022 vs 2021

Publications

465



Campaigns

5,636



Stories

11,744

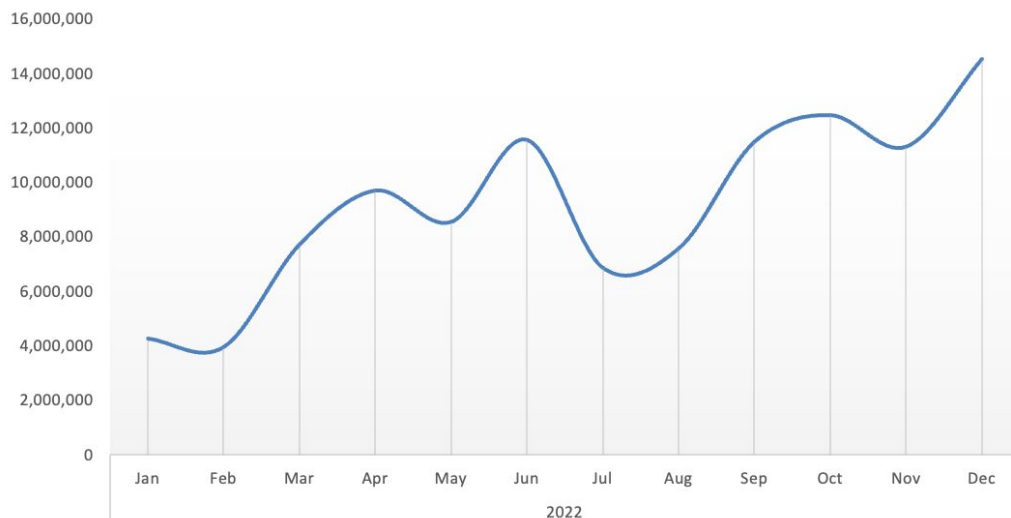


Reads

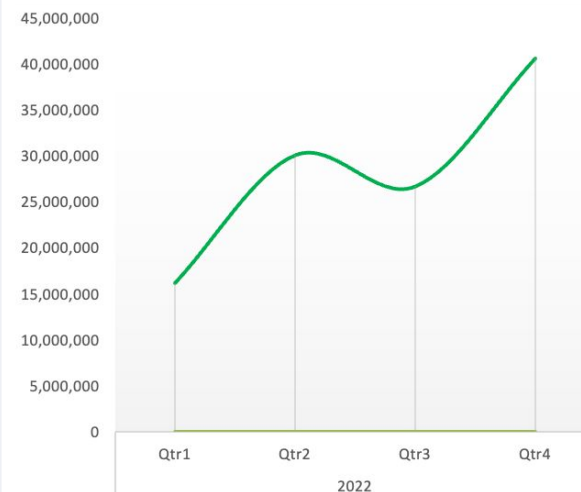
112,269,177



Article Reads by Month – 2022



Article Reads by Quarter – 2022



Pressboard Studio Benchmarks – Content Performance



43 sec

Avg Active Time / Story



50%

Avg Scroll Depth / Story



82%

Avg Engaged Read Rate (+10 sec)

Avg Reads / Story
15,430



Avg Unique Reads / Story
12,956



Quality Read Rate (+3 sec)
97.3%



Avg Conversion Rate
2.3%



Highest Performing Stories

Most Read

[View it on TheZoeReport.com](#)

Walmart + TZR

Highest Active Time

[View it on nyt.com](#)

BIRKENSTOCK + The New York Times

Highest Conversion Rate

[View the story on usatoday.com](#)

Humana + USA TODAY

Highest Social Traffic¹

[View the story on Narcity.com](#)

cora + NARCITY

Highest Direct Traffic¹

[View the story on CNBC.com](#)

ithra + CNBC

¹Highest Social Traffic and Highest Direct Traffic are defined as the stories that have the highest percentage of all traffic coming from social media or direct traffic, respectively.

Pressboard Studio Benchmarks – Traffic Drivers



166,512

Avg Impressions / FB Post



29,871

Avg Impressions / IG Post



203,655

Avg Views / Video

Facebook ad CTR
0.97%



Google ad CTR
0.14%



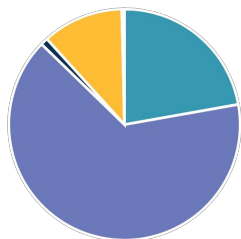
Polar ad CTR
0.18%



Nativo Ad CTR
0.14%

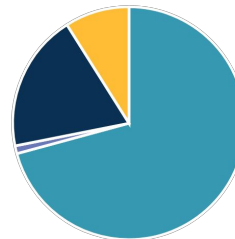


Traffic Sources



SOURCE	% OF PAGE VIEWS
Referral	64.6%
Direct	22.2%
Facebook	11.9%
Search	0.9%
Instagram	0.2%
Twitter	0.1%
LinkedIn	0.1%

Devices



DEVICE	% OF PAGE VIEWS
Phone	72.3%
Desktop	17.7%
Tablet	8.9%
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)

Pressboard Studio Benchmarks – Creativity and Inspiration

CHECK OUT OVER 500
CAMPAIGN EXAMPLES

[Pressboard Inspire](#)

Pressboard Inspire

Research hundreds of branded content campaigns from publishers and brands


All Categories ▾
Search campaigns...

Filter results by:
Story Topic ▾
Month ▾
Year ▾
Advertiser Industry ▾
Publisher ▾
Advertiser ▾


Get a demo
Submit a story

Top Performing

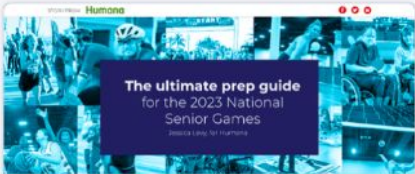
The top-performing campaigns according to Pressboard Studio data




Style Experts: The Zoe Report + Walmart



Ugly For a Reason: New York Times + Birkenstock



The Ultimate Prep Guide for the 2023 National Senior Games: USA Today + Humana



**Do your stories
measure up?**

Find out with
Pressboard Studio

This benchmark report was compiled using data from Pressboard Studio
between Jan 1, 2022 and Dec 31, 2022.

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