

# NBC News Brand Studio increased repeat branded content business by 20%



# Situation

## Limiting manual processes and stratified data

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[NBC News Brand Studio](#) produces compelling branded content for advertisers that want to leverage NBCUniversal's wide audience.

The team helps companies boost revenue and brand awareness while connecting directly with a global audience using branded content. They now needed to exceed client expectations and build a reliable base of repeat customers by enriching their data insights.

**Often, the team compiles data from up to eight platforms to see each campaign's performance.**

To forge a path forward, the team spelled out key goals for growing their program:

- **Unified overviews** of campaign metrics
- **Live performance tracking** and updates
- **Detailed audience analytics** for campaign optimization and planning
- **Scalable growth strategies** for all partnerships

The team tried a different a software solution, but the customer support and innovation level didn't support their growth efforts.

Instead, they looked for a new solution to save time, boost campaign performance, and diversify their partnership mix.

# About

## NBC News Brand Studio

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NBC News Brand Studio creates, distributes, and drives engagement with branded content across NBCUniversal platforms to over a billion people worldwide every month.

Roughly 90 percent of US households regularly consume NBCUniversal content through household names like NBC News, Today, CNBC, and MSNBC. The Brand Studio's high-caliber campaigns have received numerous awards, including:

- Pressboard's [Best Business & Industrial Content Partnership of 2022](#)
- Pressboard's [Number One Branded Content Partnership of 2020](#)
- The [Gold for Television, Broadcast, and Cable at the 2019 MarCom Awards](#)



## Solution

### Automation fuels campaign performance and program growth

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Pressboard by impact.com gave the team access to detailed insights about each branded content campaign — from page-level details to big-picture overviews — with little manual effort. The platform’s one-stop reporting and customizable tracking features quickly became integral to their process.

#### Unified campaign overviews

The team uses Pressboard to get a birds-eye view of each campaign. Depending on the campaign's complexity, manually consolidating channel data into a single report could take up to two hours.

Now, the team simply logs into one clean dashboard to see the whole picture. With the time they save and increased visibility, they can focus on exceeding advertiser expectations and consistently meeting revenue goals.

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*“We're proud of the purposeful journalism our team produces — providing compelling stories for our readers and strong results for our brand clients. Pressboard is vital to our success in driving engagement and delivering on client KPIs.”*

**Mike Rucker**

Vice President

NBC News Brand Studio



## Solution (cont.)

### Automation fuels campaign performance and program growth

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#### Live performance tracking

Instead of manually updating slide decks to provide progress reports, the team generates a campaign dashboard for advertisers to view, making communication easier and increasing satisfaction.

Pressboard's tracking features gather data from every channel, allowing anyone involved in a campaign to see live stats and follow real-time performance.

#### Detailed audience analytics

The team sees which tactics work best in each situation, allowing them to tailor recommendations to each advertiser's needs — translating to more successful RFPs, improved campaign performance, and less strategic pivoting mid-campaign.

Pressboard's detailed audience analytics show reactions to each aspect of a campaign. The team uses them to test and benchmark variables like content length, format, page layout, and more.

#### Scalable growth analytics

With relevant insights across campaign channels, NBC News Brand Studio can respond efficiently to each client type and campaign goal — finding success with each campaign.

Additionally, many of the key findings apply to other teams at NCBU — allowing the team to share valuable knowledge and raise their profile within the company.



*“Pressboard saves me an incalculable amount of time each month. It helps me optimize each campaign and consistently outperform client expectations.”*



**Maxim Alter**

Director of Audience Development  
NBC News Brand Studio

## Outcome

Locking down customers with higher performance and visibility

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Branded content page views and article completion rates continually improve, growing repeat business rate by 20%.

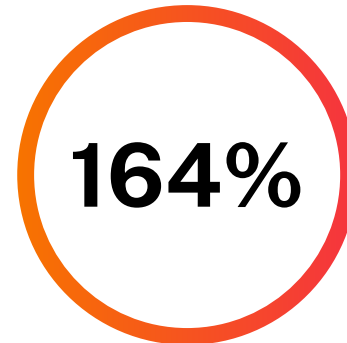
Returning clients benefit from Pressboard's automated tracking, reporting, and time-saving measures because they receive the return and client experience they expect.

The branded content team can now run the same number of campaigns as before more efficiently, eliminating burn out and improving performance thanks to the ability to tag, test, and analyze.

Interested in optimizing your branded content campaigns? [Request a demo](#) today.



more branded content page views



more average page views per article



user article completion rate