

Outside cuts publishing time in half with Pressboard



Situation

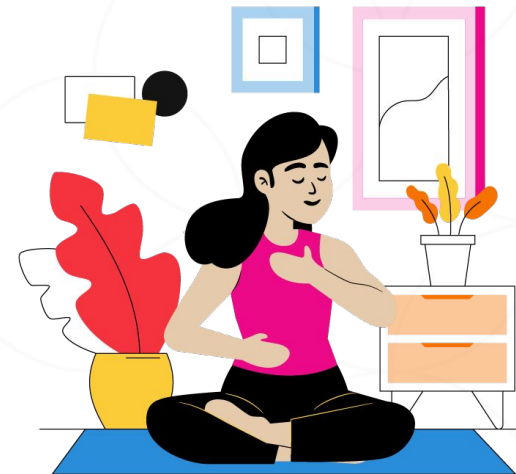
Manual reporting held the team back

The branded content team at Outside Inc. produces content across the company's broad portfolio of active lifestyle publications, including Outside Magazine, Yoga Journal, Cycling Tips, and more.

The team managed over 30 concurrent campaigns across Outside's media properties during their busiest seasons. With all these campaigns running simultaneously, the team was at capacity. They needed help keeping up and couldn't take on new content opportunities.

Reporting, in particular, held them back. The team manually created mid-campaign and wrap reports that detailed each channel's performance for every advertiser. A single campaign could include more than 30 social posts and other promotional content.

Aggregating this data could take 2-4 hours per report. Multiply that by each campaign and you have a recipe for burnout. The Outside team needed to provide thorough campaign reports to advertisers without manually pulling data from each source. When they set out in search of a solution, they found Pressboard.



About

Outside

With over 20 media brands, [Outside Inc.](#) is a leading force in the active lifestyle industry. Since founding Outside Magazine in 1977, the company has produced content that helps readers pursue their passion for outdoor recreation and live more active, healthy, and fulfilling lives.

[Outside's branded content team](#) creates custom programs that resonate with over 50 million active lifestyle enthusiasts engaged with the company's media brands. They have produced award-winning campaigns, including:

- [The Unbreakable Adventure Plan](#) for Stillhouse
- [The New Rules of Adventure](#) for Land Rover



Solution

Automation saved the team hours of work each week

Outside's branded content team used Pressboard's robust data aggregation capabilities to maximize their time and improve the advertiser experience.

Streamlined report creation

The team consolidated the tools they used to create, analyze, and report on campaigns with Pressboard, saving over 10 hours per week.

Pressboard's integrations pulled every piece of a campaign into a single dashboard, giving the team and advertisers quick access to key performance metrics. They could optimize campaigns on the fly by tracking up-to-date data, including page views, time on page, outbound clicks, ad performance, and much more.

“

“Pressboard has truly been key for us. We can run more campaigns in less time, and the Pressboard team has been incredible to work with. They've taken a huge weight off our team's shoulders.”

Alexis Mannello
Campaign Performance
Manager, Outside Inc.



Solution (cont.)

Creators produced thumb-stopping content to amplify the brand

Faster visibility for advertisers

Advertisers often wanted to dig further into the data when the team presented wrap reports. Before Pressboard, the team waited until after the call to manually re-pull all metrics — slowing things down. After Pressboard, the team could bring up Pressboard’s campaign dashboard on the call for advertisers in only a few clicks.

Spreading responsibilities across the team

Thanks to Pressboard’s easy-to-use interface, the whole branded content team could use it.

The content team tracked in-article links with the tool. The campaign manager monitored campaign progress and optimized in real time. The sales team even used Pressboard for their final campaign performance debrief, motivating advertisers to book their next campaign.

Outcome

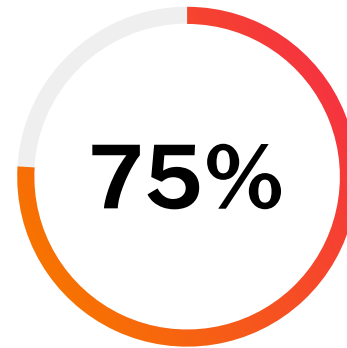
Less time reporting, more time creating content

By automating their manual reporting processes, Outside's branded content team freed themselves from arduous hours creating campaigns and aggregating data to share with advertisers.

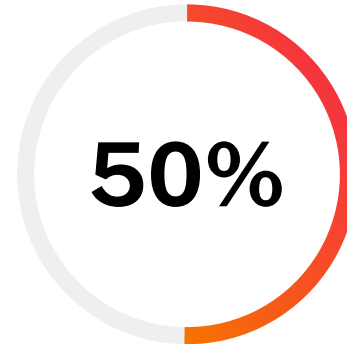
Pressboard helped them slash the time required to generate in-article tracking links and publish content by 50 percent. Assembling end-of-campaign wrap reports got 75 percent faster.

Moving to Pressboard allowed the team to explore new projects and allocate internal resources more efficiently. With all the time saved using Pressboard, the team produced 96 percent more content than the previous year.

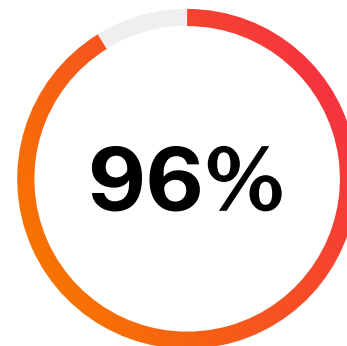
Give your team more time to create great branded content. [Request a demo.](#)



faster reporting for advertisers



faster publishing process



more content created YoY