

THE STATE OF COMMERCE CONTENT

How commerce content programs contribute to publisher revenue in 2023

Commerce content drives growth for publishers

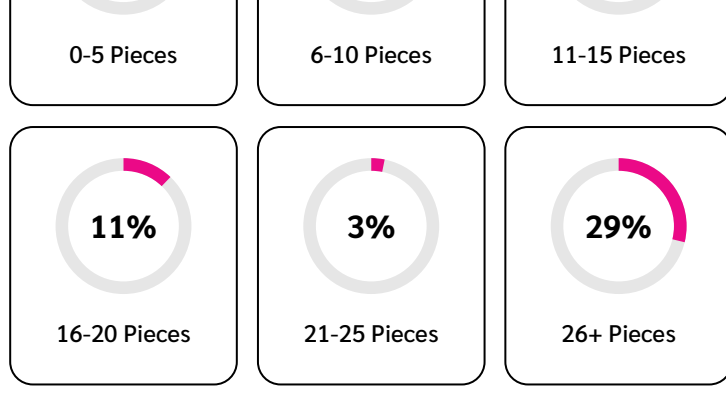


of publishers plan to invest in technology to grow their commerce content programs

The current commerce content landscape

Commerce content pieces produced per month

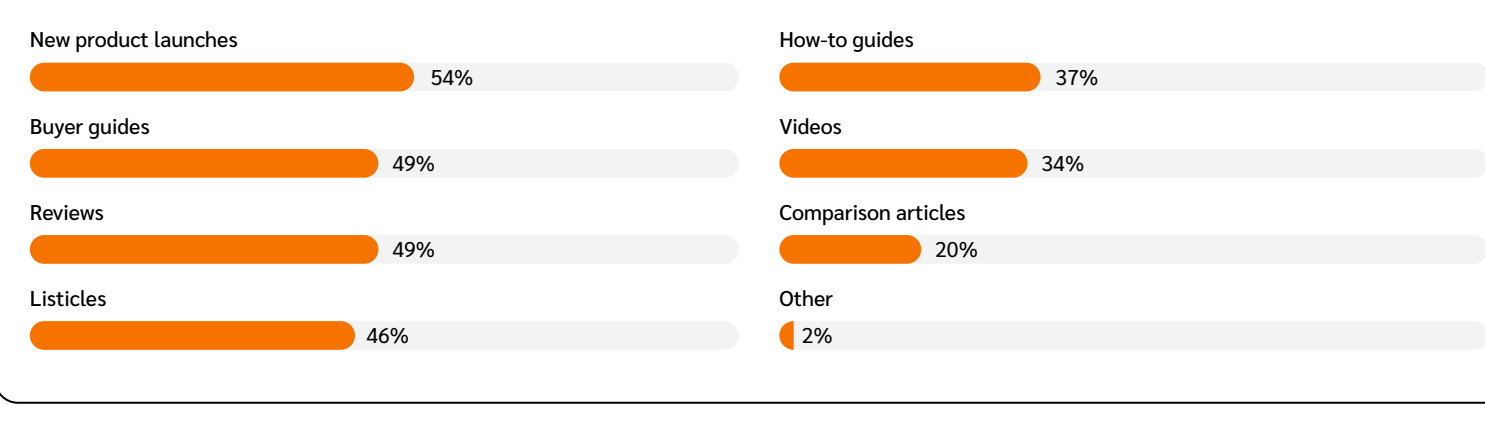
Monthly content production reflects the size of most organizations within the publishing industry today: Small-scale publishers or mass media publishers.



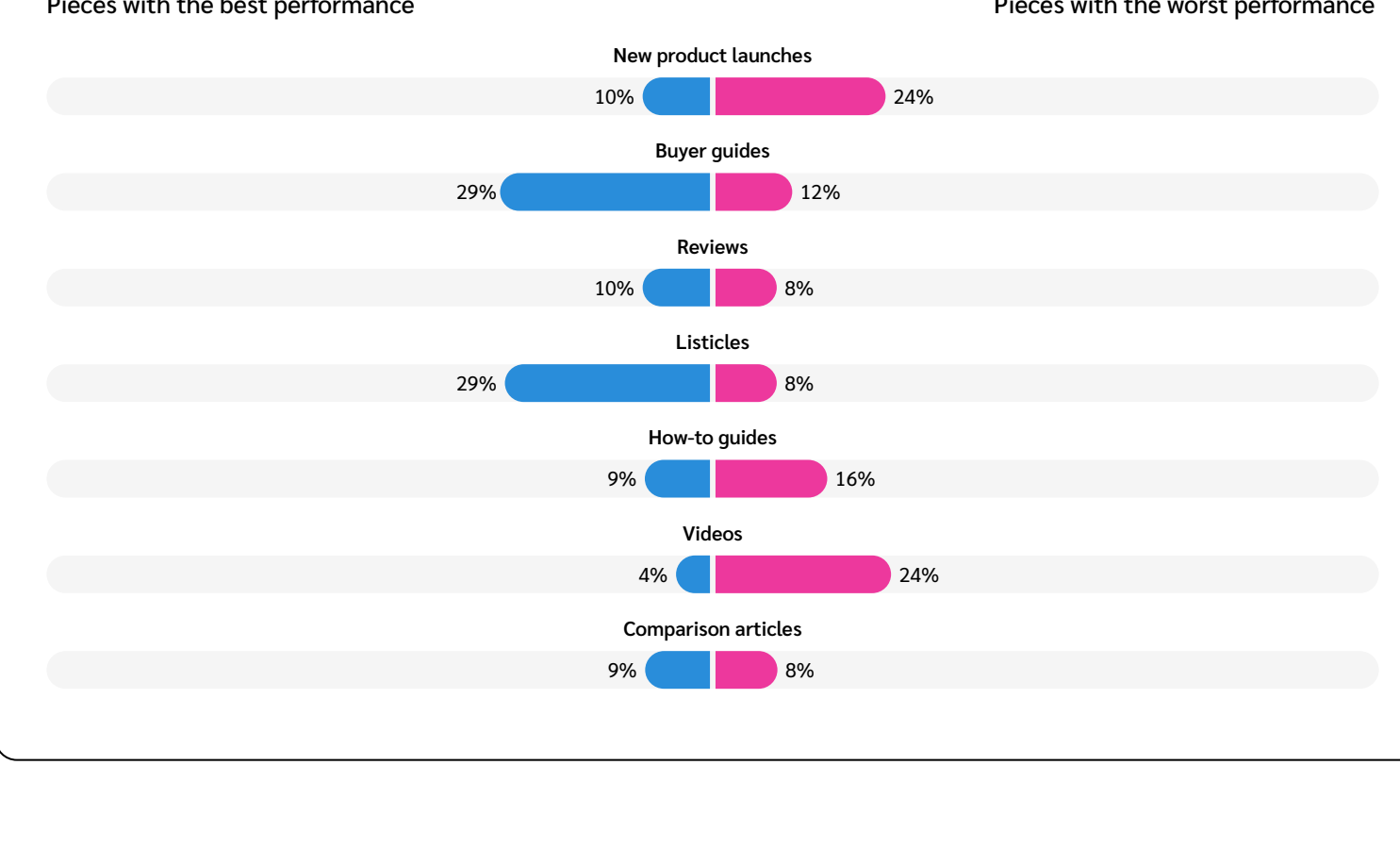
of publishers increased commerce content production this year

Type of commerce content being produced

Despite the buzz around new media, articles focused on service journalism remain the most popular form of commerce content.

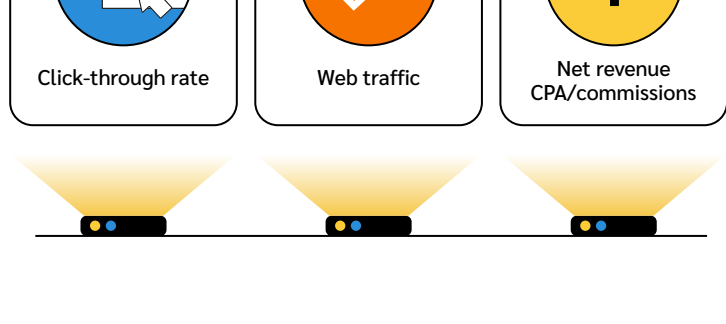


Performance by content type

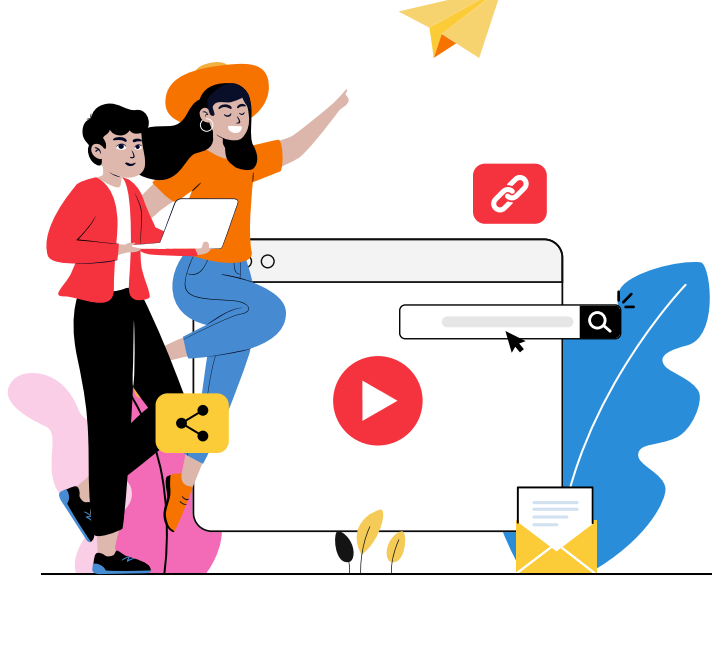


Top three measurements of program success

Publishers quantify program success in a variety of ways, with most focusing on metrics related to reader engagement and revenue generation.



Who's driving commerce content programs?

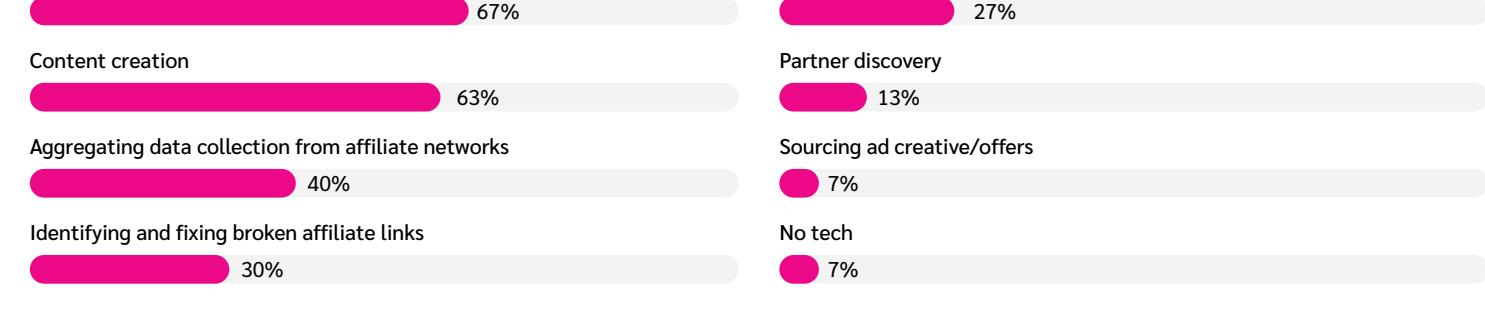
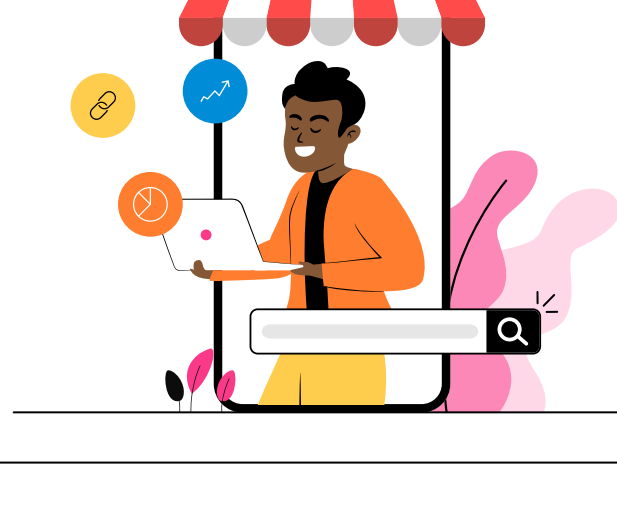


Teams leading commerce content efforts

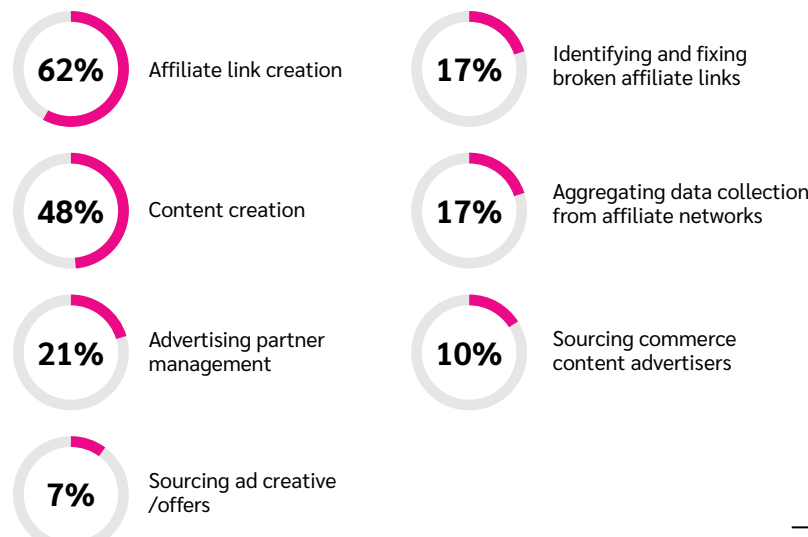


Tech and vendors used to further efforts

Many publishers look externally for commerce content solutions. Certain services and tools prove more effective than others.

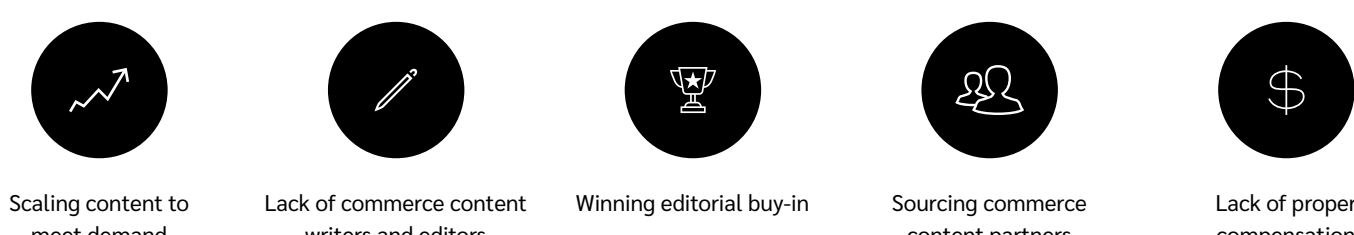


Most successful tech and vendors

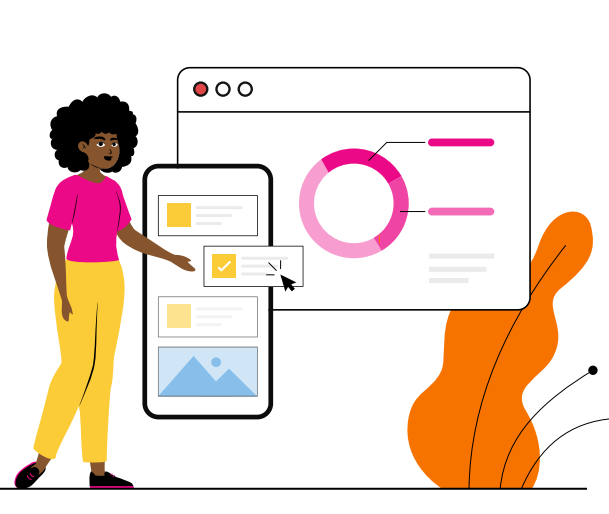


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Top five challenges publishers face



of publishers have trouble accessing performance data



Top five obstacles to measuring program success

- 01 Tracking performance from syndication relationships
- 02 Measuring ROI when compensation is delayed
- 03 Tracking ROI per article (total eCPM)
- 04 Tracking all commerce content published
- 05 Tracking display ads' effect on content performance

