

Commerce content drives growth for publishers

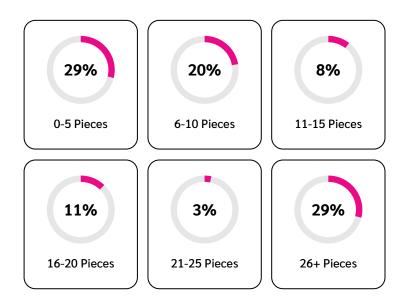


of publishers plan to invest in technology to grow their commerce content programs

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.







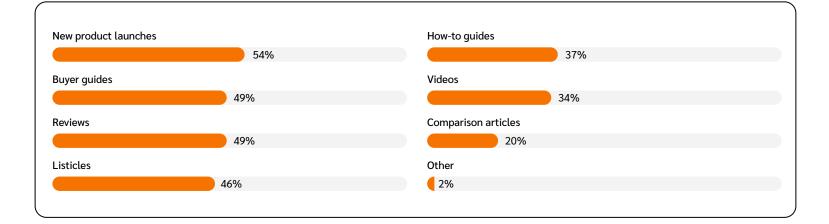


of publishers increased commerce content production this year

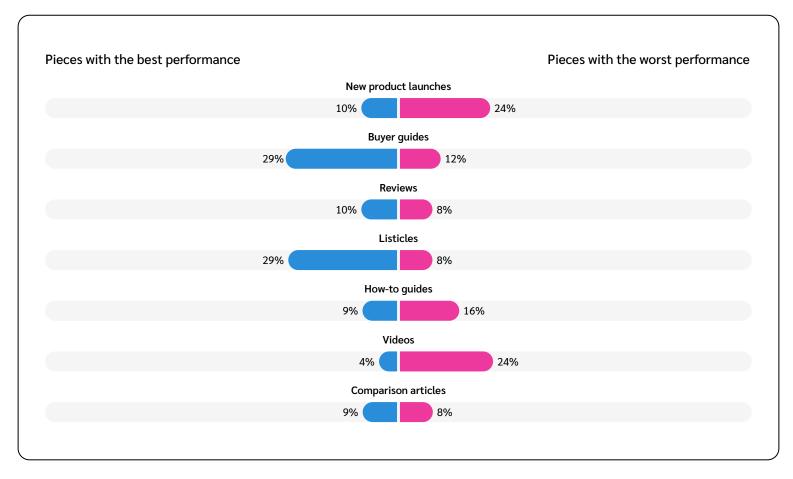


Type of commerce content being produced

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

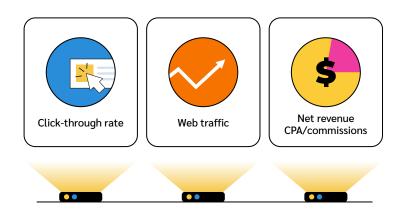


Performance by content type



Top three measurements of program success

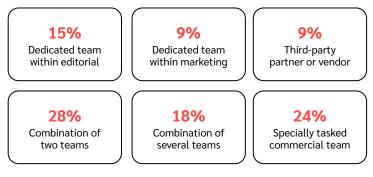
Publishers quantify program success in a variety of ways, with most focusing on metrics related to reader engagement and revenue generation.



Who's driving commerce content programs?



Teams leading commerce content efforts

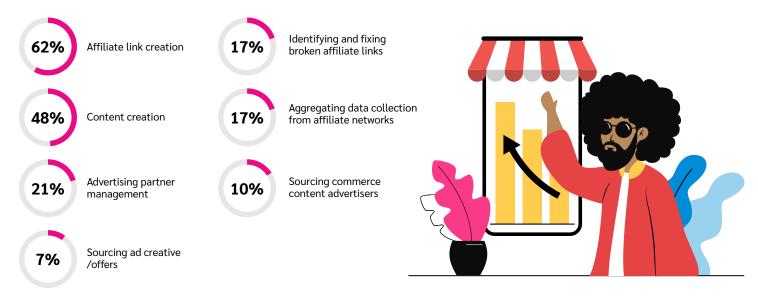


Tech and vendors used to further efforts

Many publishers look externally for commerce content solutions in an effort to optimize their programs. Certain services and tools prove more effective than others.

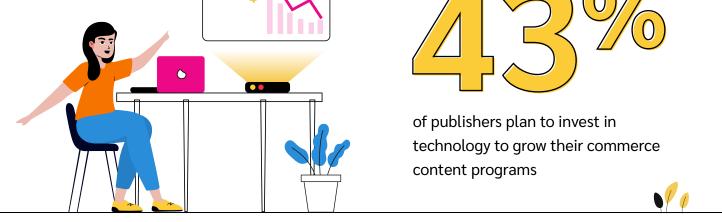
Affiliate link creation	Partner management	
67%	27%	
Content creation	Partner discovery	
63%	13%	
Aggregating data collection from affiliate networks	Sourcing ad creative/offers	
40%	7%	
Identifying and fixing broken affiliate links	No tech	
	_	

Most successful tech and vendors









Top five challenges publishers face











Lack of proper compensation

Scaling content to meet demand

Lack of commerce content writers and editors

Winning editorial buy-in

Sourcing commerce content partners





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) ()4 Tracking all commerce content published 05 Tracking display ads' effect on content performance





Want to take your commerce content to the next level? Find out how impact.com for Publishers can help keep your program competitive.

Source: The state of commerce content: Publisher revenue, budgets and partnerships are expanding in 2023 (New York: impact.com and Digiday, April 2023).