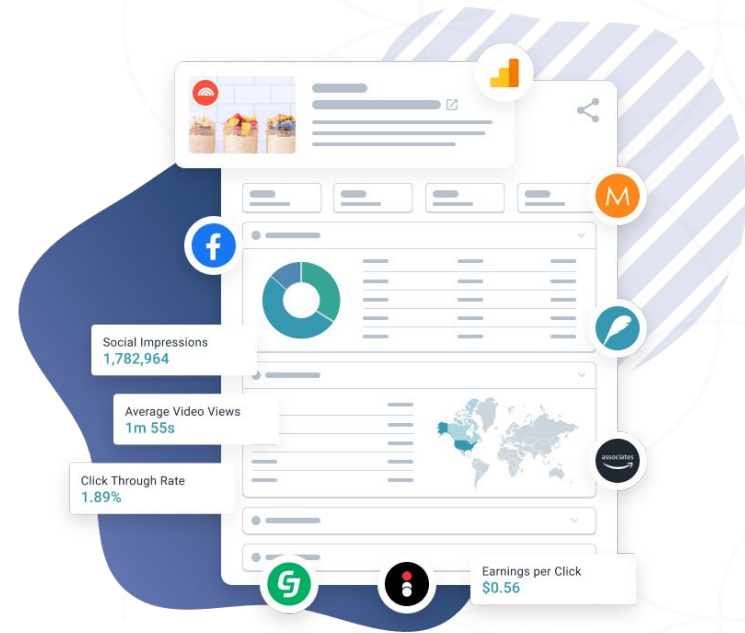


Award-winning branded content tools for publishers

Branded content is a \$20B market. Are you getting your fair share?

The world's top publishers trust Pressboard to scale their branded content business and wow advertisers. From workflow automation to industry-leading analytics to live campaign reporting, it's time to bring your branded content business to the next level.



Manage, measure, and report on sponsored content, native advertising, ecommerce, social media, and more in a single dashboard.

Bring all of your data together

Say goodbye to logging in and out of platforms all day. Centralize your social, website, and affiliate data from over 200 channels and networks, all in one place.

Go beyond the pageview

Pressboard Analytics is purpose-built for content measurement. Find out how people truly engage with your branded content.

Manage hundreds of campaigns at once

With intuitive workflows and multi-user access, Pressboard scales with you as you grow. The world's biggest publishers and their advertisers rely on Pressboard.

Why do publishers turn to branded content?

Drives higher consumer interest and intent

Consumers are 14 percent more likely to seek out additional content from an advertiser and move down the sales funnel after being exposed to branded content.

More consumers trust publishers

Readers find native ads that seamlessly blend into their browsing experience more credible and trustworthy.

Branded content is booming

The estimated valuation for the branded content market was roughly \$20B in 2021, with 88 percent of publishers driving at least partial revenue from this source.

Companies turn to branded content to engage consumers with authentic digital experiences that deliver real results. Pressboard equips publishers with powerful tools to measure their sponsored content, ecommerce, and social media programs.

Join thousands of the world's top publishers

