



BENCHMARK REPORT

2024 | Full Year Report

Pressboard Studio is leveraged by the largest publishers and brands in the world. In 2024 alone, we analyzed over 22,000 pieces of branded content from 819 publications, read by more than 93 Million people.

We've compiled the results for you in this 2024 Pressboard Branded Content Benchmarks Report.

How do your stories measure up?



A Decade of Storytelling

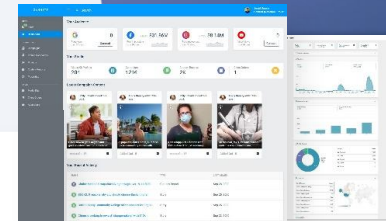
Since our founding in 2014, Pressboard has tracked the evolution of branded content, analyzing how publishers adapt to changing formats, shifting distribution strategies, and expanding performance metrics. Year after year, one thing remains clear: branded content continues to be a powerful revenue driver for publishers worldwide.

In 2024, it continued its growth trajectory. In fact, branded content campaigns measured through Pressboard grew by 21% compared to 2023. This growth was fueled by an increasing number of publishers leveraging Pressboard's tools to enhance measurement, optimize performance, and demonstrate ROI to advertisers.

As we move into 2025, the branded content space is evolving faster than ever. AI-driven innovations are transforming content creation, audience engagement, and campaign measurement, allowing publishers to scale more efficiently while maintaining authenticity. Advertisers are investing in quality storytelling at record levels, with a renewed focus on first-party data, transparent performance metrics, and premium content experiences.

Yet, no matter how much technology reshapes the landscape, one fundamental truth remains: a great story, told by a trusted voice and enjoyed by an engaged audience, will always stand the test of time.

Jerrid Grimm
Co-Founder, Pressboard by impact.com



“Pressboard is the Best Content Marketing Tech Platform”

DIGIDAY

Pressboard Platform - Activity



1,133,140 Hours

Spent with branded content (Jan to Dec 2024)



+21%

Campaigns published in 2024 vs 2023



+1.0%

Reads in 2024 vs 2023

Publications

819



Campaigns

10,280



Stories¹

22,663

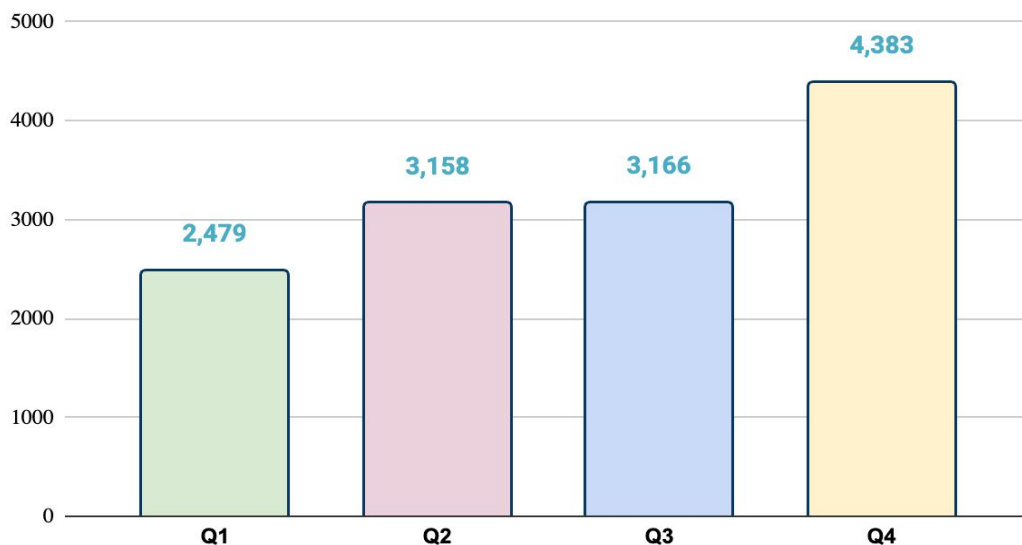


Reads

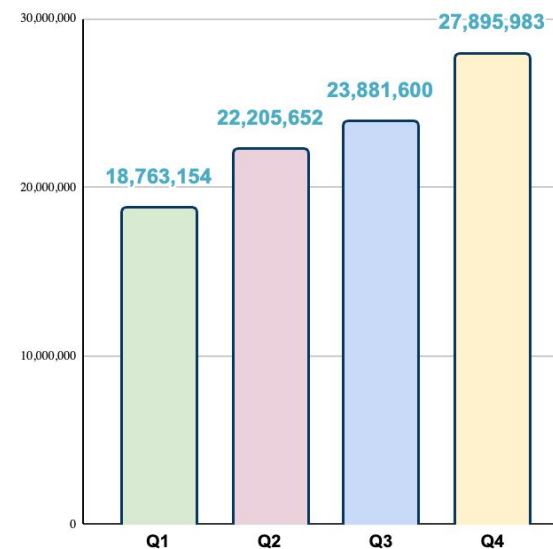
119,222,718



of Stories published with Pressboard Analytics



of Unique Readers by QTR



¹Stories refers to a grouping of related content pieces within a campaign. A Story can contain 1 or more related articles, videos, social posts and ads.

Content Performance



40 sec

Avg Active Time / Story



44%

Avg Scroll Depth / Story



79%

Avg Engaged Read Rate (+10 sec)

Avg Reads / Story
9,041



Avg Unique Reads / Story
7,034



Quality Read Rate (+3 sec)
95.3%



Avg Conversion Rate
2.2%



Most Read Articles

Break through
Listen to Season 2 of the podcast, Breakthrough.

On the heels of a chain-topping first year, host Dr. Zakaria Wahneema Leland and education news from doctors and research scientists at Boston Children's about how they're pushing the boundaries of what's possible for the future of medicine — and what that means for patients, their families and the global medical community.

Apple Podcasts Spotify Breakthrough Season 1

*All in Life Sciences on Apple Podcasts on June 8 and August 15, 2024

Boston Children's + The New York Times

[View This Story](#)

got2b
COLOR REMIX

LIFESTYLE | Sponsored by Walmart

This Spooky Game Of Spy Will Get You In The Halloween Spirit

See you first all of the spooky season

#Halloween #Halloween2024

Walmart + Scary Mommy

[View This Story](#)

CHRIS WEBBER
By God's Grace

Chris Webber is widely known as one of the best and most influential players in basketball history. While most people recall the teenage member from the historic Fab Five at Michigan, it was there that bobby shorts and black socks sparked a cultural revolution and legacy that was to be remembered forever. Experience the legendary journey and purchase your copy of By God's Grace.

LIFE LESSONS, BASKETBALL

CHRIS WEBBER + HEARST

[View This Story](#)

USA TODAY

Story from Future Forward USA Action
How Project 2025 puts the planet at risk
Paid for by Future Forward USA Action, futureforwardusa.org.
Future Forward USA Action
Published on Oct 20, 2024

This story is paid for by an advertiser. Members of the editorial staff and the editorial board of USA TODAY cannot work on stories related to this advertisement.

FUTURE FORWARD USA ACTION + USA TODAY

[View This Story](#)

BUSINESS INSIDER

Regenerative tourism is the new gold standard for resort development. This destination on the Red Sea is leading the way.

SPONSORED CONTENT

A development organization in Saudi Arabia is changing perceptions of how regenerative tourism can work.

From planting millions of trees to protecting endangered turtle species, these projects will protect and improve the local environment.

The creation of thousands of jobs in the community is accompanied by dedicated training and development programs

Red Sea Global + BUSINESS INSIDER

[View This Story](#)

Most Read Articles are the articles that received the highest number of pageviews, as measured by Pressboard Analytics

Content Conversion



4,737

Articles containing in-article links



2,577,601

In-article link clicks



5.7%

Click-through rate (article read -> link click)

42%

of the 9,544 articles published in 2023

544

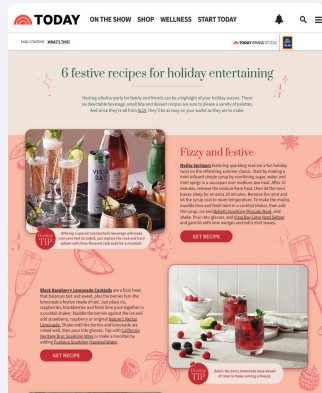
average link clicks per article

33x

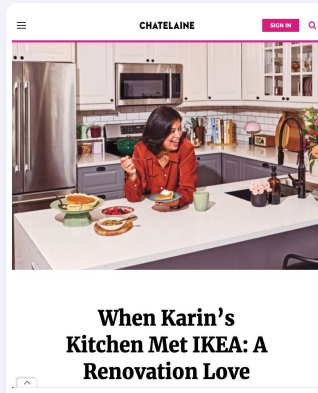
higher CTR than Display ads*

*Based on Pressboard's industry cohort for [Google Ad Manager display CTR](#) in 2024. See page 9.

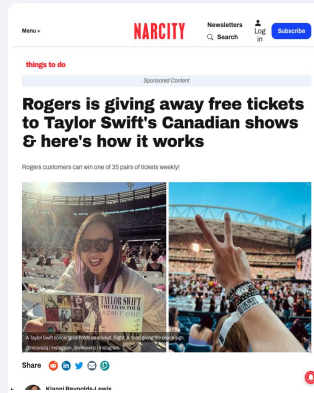
Highest Converting Articles



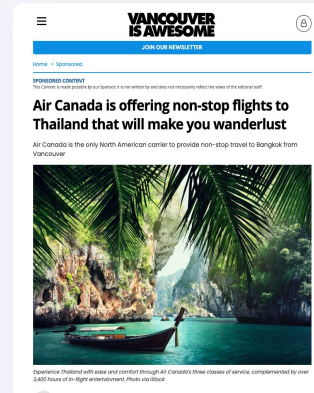
[View This Story](#)



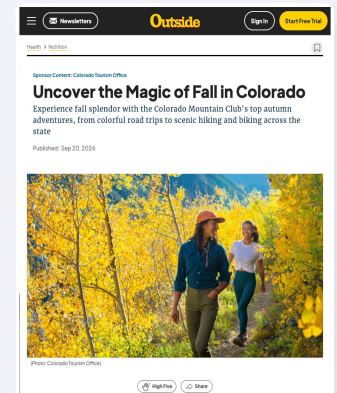
[View This Story](#)



[View This Story](#)



[View This Story](#)



[View This Story](#)

Highest Converting Articles are the articles that received the highest click through rates, as measured by Pressboard Analytics.

Social Posts (Organic Reach)



330,887

Avg Impressions / FB Post

+43%
compared to 2023



173,590

Avg Impressions / IG Post

+189%
compared to 2023



38,281

Avg Views / IG Story

+162%
compared to 2023

Top Performing Social Posts

PGA TOUR's Post

PGA TOUR with ROLEX
Paid Partnership · August 26, 2024 ·

Tee times are live for the season finale at the **TOUR Championship** 🏆

278 comments 115 shares

Like Comment

ROLEX + PGA TOUR

[View This Story](#)

The Players' Tribune's Post

The Players' Tribune with Toyota USA
Paid Partnership · June 12, 2024 ·

Team USA Olympians and Paralympians **Lee Kiefer**, **Team Ezra**, **Sunisa Lee** and **Oksana Masters USA** share some of their thoughts heading into this year's Olympic and Paralympic Games Paris 2024.

From discussing the hardships they've faced, to finding a community within their sport, these athletes are using their platform to inspire the younger generation.

Opens Instagram Chat with us

782 16 comments 26 shares

Like Comment

TOYOTA + THE PLAYERS' TRIBUNE

[View This Story](#)

Gastro Obscura's Post

Gastro Obscura with VISIT DENVER
Paid Partnership · May 29, 2024 ·

From Michelin-approved Middle Eastern and North African cuisine to onskake with a French twist, Denver's culinary scene is full of international delights. Read our list of our favorite places to take a whirlwind tour of the world just inside the city limits.

ATLASOBSCURA.COM

10 Places to Taste Denver's Culinary Melting Pot
Tour some of the world's richest culinary traditions at these Denver eateries.

811 21 comments 65 shares

Like Comment

VISIT DENVER + Atlas Obscura

[View This Story](#)

Essence's Post

Essence · December 2, 2024 ·

Chris Sisco and Mike Matthews are serving up their cultural twists on BBQ, paired perfectly with Bulleit cocktails that will make your next gathering unforgettable. #BulleitForHerWhiskey #21+ BULLEIT BOURBON Kentucky Straight Bourbon Whiskey. 45% Alc/Vol. The Bulleit Distilling Co., Louisville, KY. Please Drink Responsibly. Do not forward to anyone under 21.

https://www.essence.com/_fbq-flavor-and-innovation-a-

ALCOHOL

BULLEIT BOURBON + ESSENCE

[View This Story](#)

Männersache's Post

Männersache with RINTI
Paid Partnership · January 15, 2024 ·

[Anzeige] Das darf auf deiner Bucket List 2024 nicht fehlen: ein Schlittenhunderennen am Strand. Mit RINTI hast du die einzigartige Möglichkeit, beim Schlittenhunde-Event, den Baltic Lights auf Usedom, teilzunehmen.

Das geht's zu gewinnen: eine Reise zu den Baltic Lights vom 01. - 03.03.24 für dich und eine Begleitperson (inkl. Unterkunft und Anreise). Highlight: Einer darf als aktiver Starter für das RINTI-Team beim großen Baltic Lights Charity Rennen neben den teilnehmenden TV-Stars antreten! Das richtige Know-how als Kutscher (Hundeschlittenfahrer) wird euch zuvor beim fachspezifischen Schlittenhunde-Trainingcamp vom 27.01. - 28.01.24 in Thüringen vermittelt (inkl. Unterkunft und Anreise).

Hier kannst du am Gewinnspiel teilnehmen: <https://bit.ly/all@coast>

RINTI + M

[View This Story](#)

Video Performance



178,547

Avg Views / Organic Video

Meta

178,614

Avg Views / Ad Set Video



304,205

Avg Video Views / Campaign*

1.08%

Avg. Engagement Rate
(Likes, Comments, Shares & Saves / Views)

1.91%

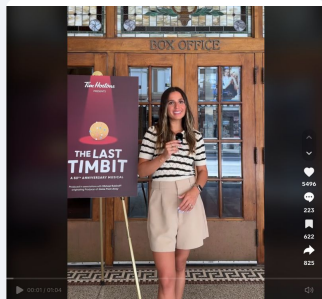
Engagement Rate
(Reactions, Comments & Shares / Views)

0.95%

Engagement Rate
(Total Engagements / All Views)

* Video Views / Campaign statistic based on campaigns where some combination of Meta, TikTok AND / OR YouTube video content was measured in Pressboard.

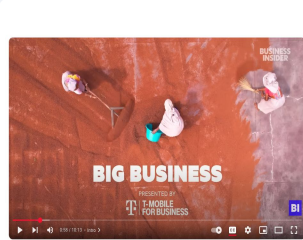
Top Performing Videos



narcitytoronto
Toronto, Ontario · 2024 · 5:21
and don't miss "The Last Timbit" at the Elgin Theatre, June 26-30! Produced in association with Michael Rubenoff, the producer of "Come From Away," this hilarious and heartfelt musical is a... more
21 original sound · Nancy Sorensen
Toronto, Canada · First performance

Tim Hortons + **NARCITY**

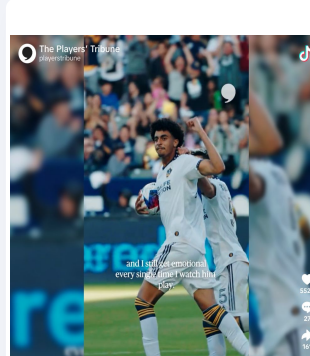
[View This Story](#)



Why Melted Bugs On Candy And Lemons Fuel A \$167 Million Industry | Big Business | Business Insider
Business Insider · 6
T-Mobile for Business
10K views · 1 year ago · Recently Watched
Shell is a variety show that comes from the heart of business. In this, India, India have what the bug for 100 years for its variety. One person and what, India can be used as a source of life. A group of people, and a group of people to come and... more
8,306 Comments · 1 day ago

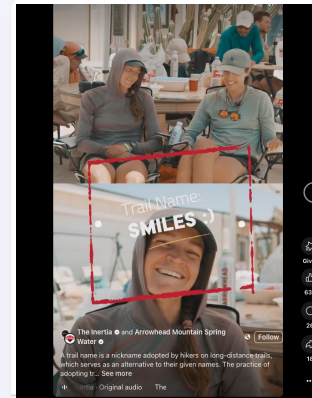
T-MOBILE FOR BUSINESS + **INSIDER**

[View This Story](#)



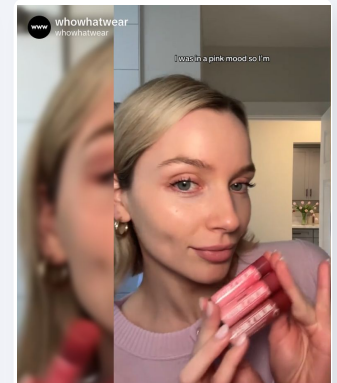
DAWN + **THE PLAYERS' TRIBUNE**

[View This Story](#)



ARROWHEAD + **THE INERTIA**

[View This Story](#)



BURT'S BEES + **WHO WHAT WEAR**

[View This Story](#)

Top Performing Videos are the sponsored Meta (FB / IG), YouTube or TikTok Videos that received the highest number of views, as measured in Pressboard.

Pressboard Studio Benchmarks – Summary



5,671,882,676

Total Ad Impressions *+28% compared to 2023*



\$19,345,649

Total Ad Spend *+38% compared to 2023*



\$3.41

Avg CPM
(Cost per 1000 Impressions) *+8.6% versus 2023*



630,297,822

Total Ad Group Impressions



\$2,756,167

Total Ad Group Spend



\$4.37

Avg Ad Group CPM (Cost per 1000 Impressions)

Facebook Ad Set CTR
1.44%



Google Ad CTR
0.17%



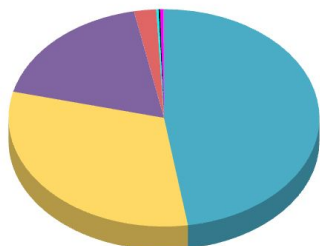
Polar Ad CTR
0.24%



Nativo Ad CTR
0.16%

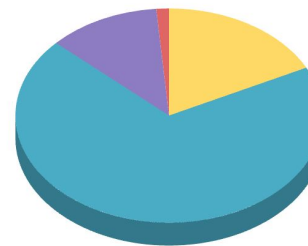


Traffic Sources



SOURCE	% OF PAGE VIEWS
Referral	47.5%
Direct	31.4%
Facebook	18.1%
Search	2.3%
Instagram	0.2%
Twitter	0.4%
LinkedIn	Less than 0.1%

Devices



DEVICE	% OF PAGE VIEWS
Phone	69.3%
Desktop	17.6%
Tablet	11.8%
Other	1.3%

**BUILD YOUR OWN BENCHMARKS WITH
PRESSBOARD!**

[GET A DEMO](#)



This benchmark report was compiled using data from Pressboard Studio
between Jan 1, 2024 and Dec 31, 2024.

For more information about Pressboard please visit
www.pressboardmedia.com or e-mail info@pressboardmedia.com