



BENCHMARK REPORT

2023 | Mid Year Report
Jan 1, 2023 – June 30, 2023

Pressboard Studio is leveraged by the largest publishers and brands in the world. From January to June 2023, we analyzed over 8,548 pieces of branded content from 513 publications, read by more than 53 Million people.

We've compiled the results for you in this 2023 mid-year Pressboard Branded Content Benchmarks Report.

How do your stories measure up?



Pressboard Studio Benchmarks – Activity



643,289 Hours

Spent with branded content (Jan to Jun 2023)



+44%

Stories published first 6 mo. of 2023 vs 2022



-2%

Reads in first 6 mo. of 2023 vs 2022

Publications
513



Campaigns
4,327



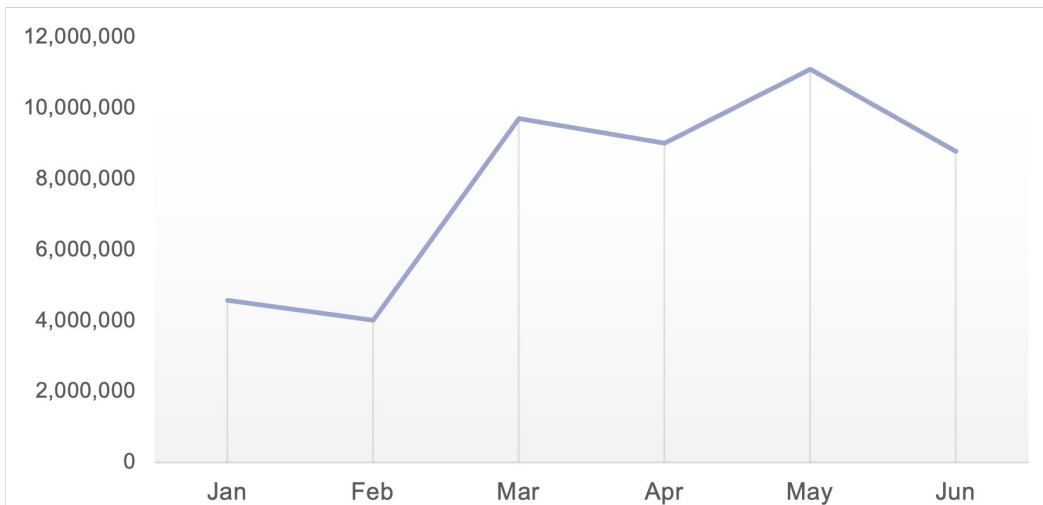
Stories
8,548



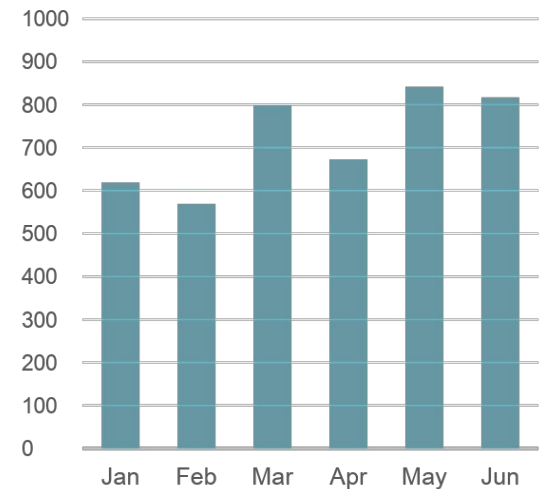
Reads
53,856,779



Article Reads by Month – First 6 mo. 2023



Stories Published by Month – First 6 mo. 2023



Pressboard Studio Benchmarks – Content Performance



43 sec

Avg Active Time / Story



51%

Avg Scroll Depth / Story



82%

Avg Engaged Read Rate (+10 sec)

Avg Reads / Story
12,135



Avg Unique Reads / Story
10,283



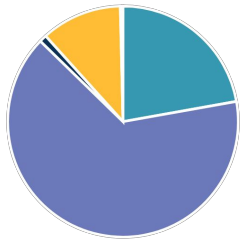
Quality Read Rate (+3 sec)
96.2%



Avg Conversion Rate
2.6%

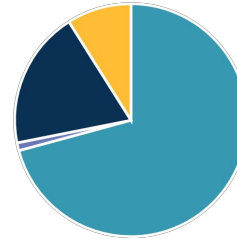


Traffic Sources

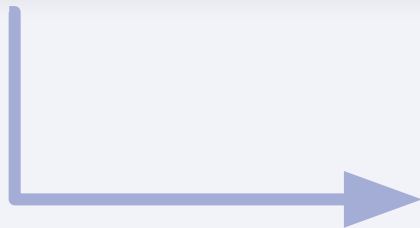


SOURCE	% OF PAGE VIEWS
Referral	60.3%
Direct	22.9%
Facebook	15.6%
Search	0.9%
Instagram	0.2%
LinkedIn	0.1%
Twitter	0.0%

Devices



DEVICE	% OF PAGE VIEWS
Phone	71.2%
Desktop	17.4%
Tablet	10.2%
Other	1.2%



+31%

Facebook now drives 15.6% of all traffic to branded content, up from 11.9% in 2022



-62%

Twitter now drives less than 0.05% of traffic to branded content, down 62% from 2022

Pressboard Studio Benchmarks – Social Posts



146,853

Avg Impressions / FB Post



37,287

Avg Impressions / IG Post



285,424

Avg Views / Video

Pressboard Studio Benchmarks – Native Ads

Facebook ad CTR
1.39%



Google ad CTR
0.12%



Polar ad CTR
0.23%



Nativo Ad CTR
0.21%



Pressboard Studio Benchmarks – Facebook Ads



5,876

Ad Sets Analyzed



1.95B

Ad Impressions



\$4.8M

Ad Spend



\$2.47

Avg Cost per 1,000 Impressions (CPM)



\$0.18

Avg Cost per Click (CPC)



\$0.50

Avg Cost per Landing Page View (CPV)

Pressboard Studio Benchmarks – Creativity and Inspiration

CHECK OUT OVER 500
CAMPAIGN EXAMPLES

[Pressboard Inspire](#)

Pressboard Inspire
Research hundreds of branded content campaigns from publishers and brands

All Categories ▾ Search campaigns... 🔍

Filter results by: Story Topic ▾ Month ▾ Year ▾ Advertiser Industry ▾ Publisher ▾ Advertiser ▾

[Get a demo](#) [Submit a story](#)

Top Performing

The top-performing campaigns according to Pressboard Studio data

- Style Experts: The Zoe Report + Walmart**
- Ugly For a Reason: New York Times + Birkenstock**
- The Ultimate Prep Guide for the 2023 National Senior Games: USA Today + Humana**



Do your stories measure up?

Find out with
Pressboard Studio

This benchmark report was compiled using data from Pressboard Studio
between Jan 1, 2023 and Jun 30, 2023.

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