



BENCHMARK REPORT

2025 | Full Year Report

Pressboard Studio is leveraged by the largest publishers and brands in the world. In 2025 alone, we analyzed over 22,000 pieces of branded content from 663 publications, read by more than 88 Million people.

We've compiled the results for you in this 2025 Pressboard Branded Content Benchmarks Report.

How do your stories measure up?



The New Age 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.

In 2025, the rise of AI in all facets of the branded content economy, disrupted the status quo, challenging publishers to find new ways to drive traffic, stand out and demonstrate value. Through these challenges, Publisher's message to Brands is simple: *Audiences continue to engage with our high quality, authentic & insightful content developed by subject matter experts.* While the total universe of Branded content campaigns measured through Pressboard shrank somewhat, the volume of individual pieces of content and Total Reads remained static. This signals that Brands believe engaging content still provides meaningful ROI, and plays a distinct role in their brand-building strategy.

As we move through 2026, the branded content space is evolving faster than ever. Advertisers are investing in quality storytelling (at static levels), with a continued focus on partnerships that bring new audiences.

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.

Jay Khandke

Customer Success, Pressboard by impact.com



“Pressboard is the Best Content Marketing Tech Platform”

DIGIDAY

Pressboard Platform - Activity



994,481 Hours

Spent with branded content (Jan to Dec 2025)



-7%

Campaigns published in 2025 vs 2024



-3%

Reads in 2025 vs 2024

Publications

663



Campaigns

9,574



Stories¹

22,244

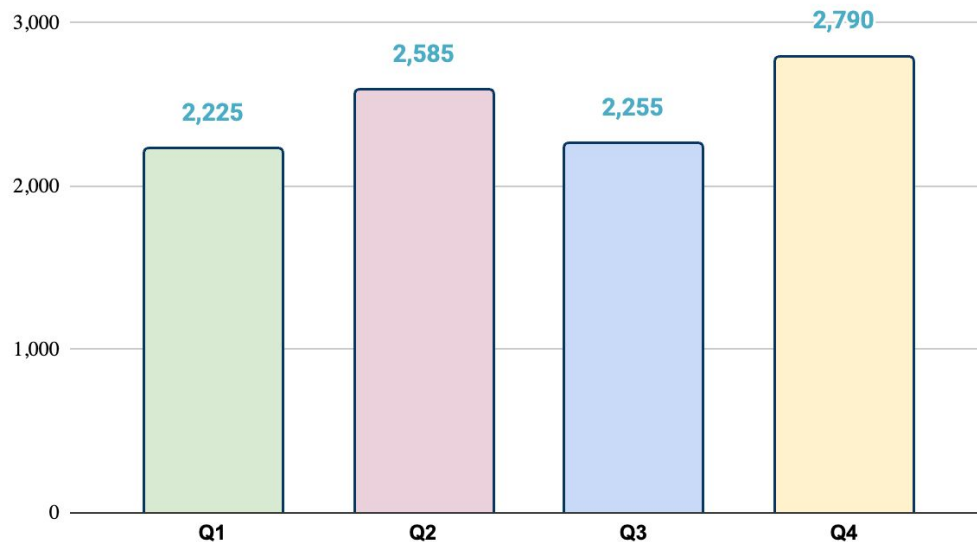


Reads

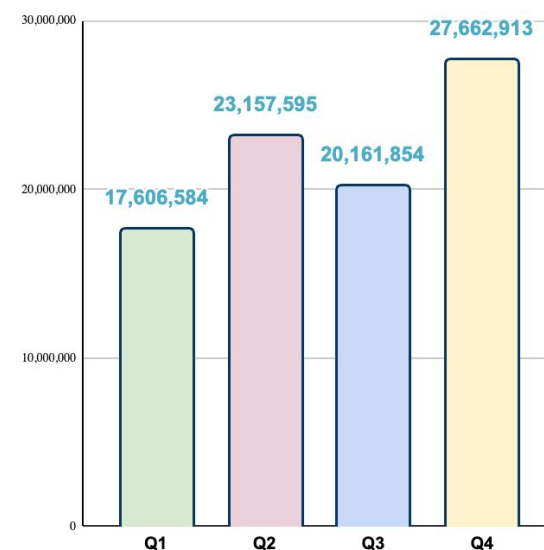
113,659,969



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



32 sec

Avg Active Time / Story



39%

Avg Scroll Depth / Story



79%

Avg Engaged Read Rate (+10 sec)

Avg Reads / Story
11,602



Avg Unique Reads / Story
9,042



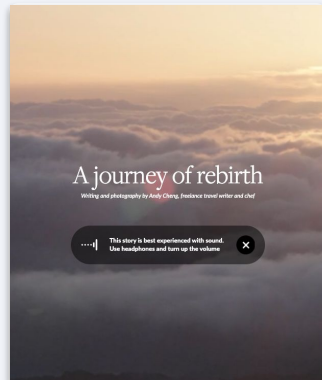
Quality Read Rate (+3 sec)
94.6%



Avg Conversion Rate
2.4%



Most Read Articles



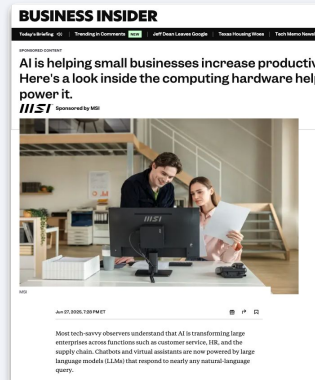
JNTO + BBC

[View This Story](#)



CLINIQUE + Bustle

[View This Story](#)



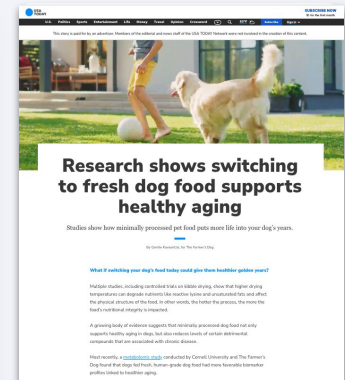
HHSI + BUSINESS INSIDER

[View This Story](#)



SAMSUNG + WSJ

[View This Story](#)



The Farmer's Dog + USA TODAY

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

Content Conversion



4,643

Articles containing in-article links



2,873,291

In-article link clicks



2.5%

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

47%

of the 9,855 articles published in 2025

619

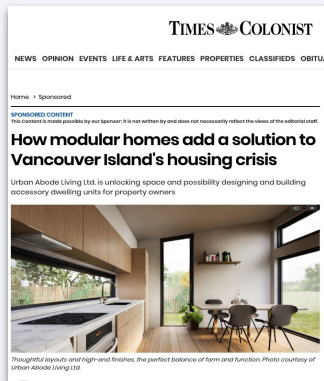
average link clicks per article

13x

higher CTR than Display ads*

*Based on Pressboard's industry cohort for [Google Ad Manager display CTR](#) in 2025. See page 8.

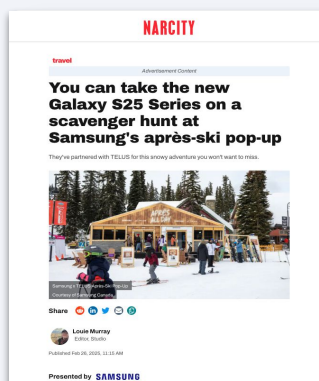
Highest Converting Articles



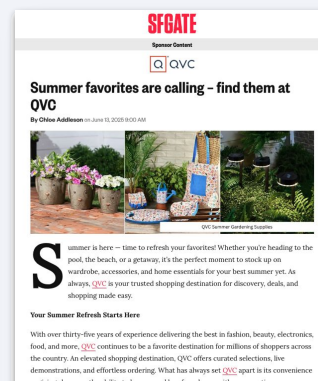
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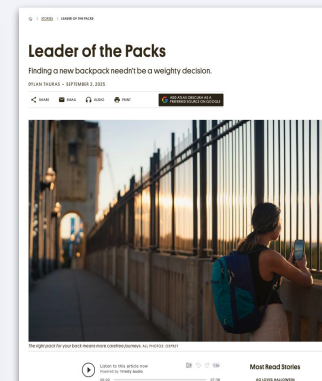
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Highest Converting Articles are the articles that received the highest click through rates, as measured by Pressboard Analytics.

Social Posts (Organic Reach)



234,154

Avg Impressions / FB Post

-34%

compared to 2024



71,970

Avg Impressions / IG Post

-82%

compared to 2024



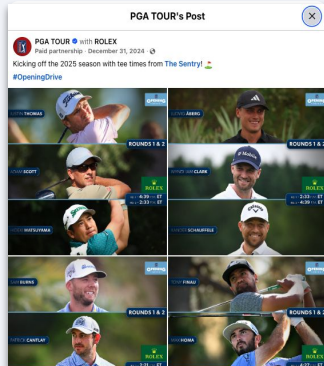
23,603

Avg Views / IG Story

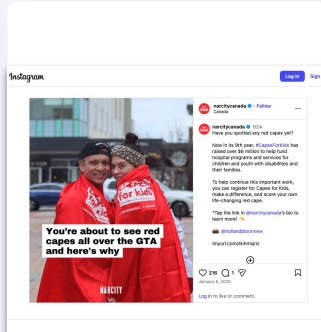
-47%

compared to 2024

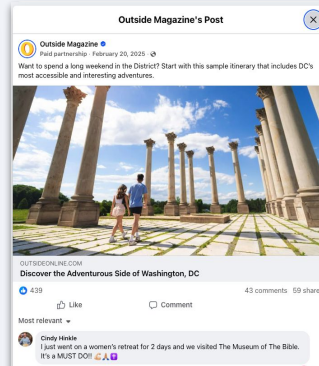
Top Performing Social Posts



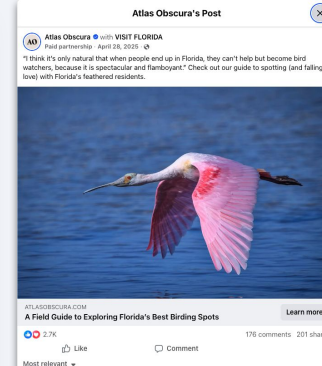
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Video Performance



180,061

Avg Views / Organic Video

Meta

59,573

Avg Views / Ad Set Video



55,120

Avg Video Views / Campaign*

2.5%

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

0.76%

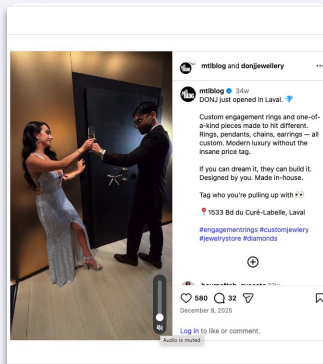
Engagement Rate
(Reactions, Comments & Shares / Views)

1.59%

Engagement Rate
(Total Engagements / All Views)

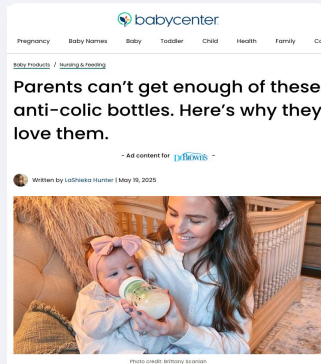
* Video Views / Campaign statistic based on campaigns where some combination of Meta, TikTok AND / OR YouTube video content was measured in Pressboard.

Top Performing Videos



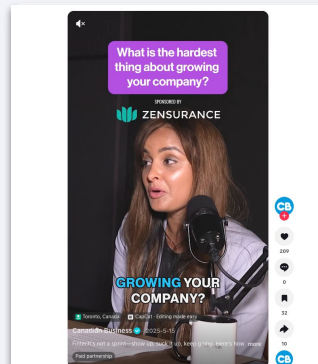
DONJ
THE DON OF JEWELLERY + **NARCITY**

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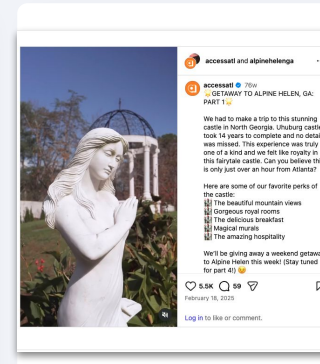
DrBrown's + **babycenter**

[View This Story](#) (Video N/A)



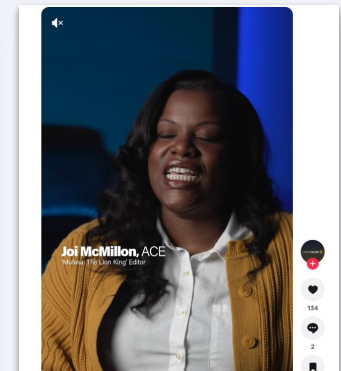
ZENSURANCE
+ **Canadian Business**

[View This Story](#)



+ **access atl**

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IMAX + **CINEMABLEND**

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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



5,959,890,075

Total Ad Impressions *+5% compared to 2024*



\$20,787,219

Total Ad Spend *+7% compared to 2024*



\$3.49

Avg CPM
(Cost per 1000 Impressions) *+2.3% versus 2024*



572,139,723

Total Ad Impressions *-9% compared to 2024*



\$1,791,184

Total Ad Spend *-42% compared to 2024*



\$3.13

Avg Ad Group CPM (Cost per 1000 Impressions)

Facebook Ad Set CTR
1.44%



Google Ad CTR
0.19%



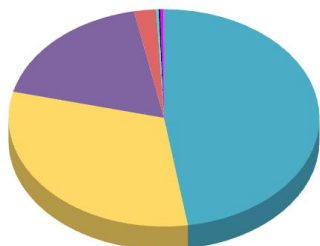
Polar Ad CTR
0.25%



Nativo Ad CTR
0.15%

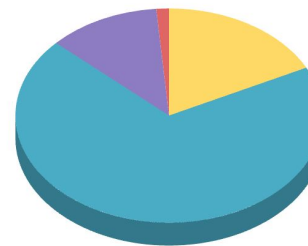


Traffic Sources



SOURCE	% OF PAGE VIEWS
Referral	44.9%
Direct	33.0%
Facebook	18.0%
Search	3.3%
Instagram	0.6%
Twitter	0.03%
LinkedIn	Less than 0.01%

Devices



DEVICE	% OF PAGE VIEWS
Phone	67.6%
Desktop	17.4%
Tablet	13.3%
Other	1.7%

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PRESSBOARD!**

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This benchmark report was compiled using data from Pressboard Studio
between Jan 1, 2025 and Dec 31, 2025.

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