Pressboard Studio

Label and Values

Help Article for Reference: https://help.pressboardmedia.com/january-2021-update-labels
Path in Pressboard Studio: Settings / Overview / Labels

Overview:
Within Pressboard Studio you have the ability to Label your stories, which adds meta data to the Story container, for further filtering or analysis in the Data Explorer feature. Here are a few of the most commonly used Lables and corresponding Value that you may want to start with.

Label NAME	Label VALUE(s) *SAMPLE*	How this helps
Client Type	PR Agency, Direct, Media Agency	May be helpful to know volume of stories by each client type as well as benchmarks for content / social, etc
Industry / Advertiser Category	Entertainment, Travel, Cannabis, Real Estate, Automobile, Fashion, etc	To understand if there are clear and consistent differences in performance benchmarks by category (If Cannabis or Fashion results are consistently high, merchandise benchmarks to increase sales interest)
Objective	Website Visits, Foot Traffic, Brand Awareness, Drive Purchases, Drive Registrations, Video Views, Product Launch, etc	Similar to above, if your programs turn out to be exceedingly good at driving purchases, you can emphasize and build programs /products around e-commerce
Content Style	Listicle, Informative, Contest, Pre-Roll, Review, Interview, Display, Social, etc	It's possible some content styles perform that much better (or worse). Knowing this can help inform how strongly you recommend one style vs another when planning content production with clients
Content Created by	Studio (produced), Advertiser (supplied)	Clients may want to save $ by supplying content. Usually studio produced content performs better but you might need strong stats to back this up
Project Manager / Sales Exec.	Names of sales / PMs responsible for any given campaign	See your top performing campaigns by who sold the campaign / who managed it (helps keep the team accountable to overall client success)
Geographic Targeting	National, Regional (specify), Local (specify)	Some clients may want to know how well audience from one region to another engages with paid content on any of your properties
Budget Tiers	$500+, $1,000+, $2,500+, $5,000+, $15,000+, $50,000+, etc	Depending on how you sell packages, a case might be made to show a client how much better performance can be based on increasing their investment