

BDG Studios earns 7.6x more pageviews than industry benchmarks with Pressboard



Situation

Outgrowing campaign performance tools

BDG Studios is the branded content team for Bustle Digital Group (BDG), producing and distributing award-winning articles, videos, and event activations across numerous publications. These titles include household names such as [Bustle](#), [NYLON](#), [Scary Mommy](#), [Fatherly](#), and more.

As more of BDG's advertising revenue shifted from traditional display media to branded content, insights into campaign performance became a necessity.

The team required a solution that could grow with them and evolve to keep pace with the industry.

They needed a platform that could:

- Pull data from many sources, both on-site and off-platform
- Track campaigns and content across multiple websites
- Provide custom reporting tools that offer insight to advertiser and internal creative teams

That's where Pressboard by impact.com came in.

About

BDG Studios

Operating under Bustle Digital Group, BDG Studios is a branded content studio that produces award-winning work across BDG's 11 digital publishing properties. Their advertiser partnerships span many verticals, including beauty and fashion, auto, travel, entertainment, consumer packaged goods, and consumer finance.



Solution

Fueling growth with detailed campaign insights

Pressboard serves as a single source of truth for all BDG Studios' branded content measurement. The platform's numerous integrations and detailed dashboards provide insight into campaign progress without the heavy lifting.

Pressboard's on-page metrics — such as active read time, scroll depth, and outbound clicks — allow the team to refine their optimization and distribution strategy, giving BDG Studios a competitive edge.

The team also tracks their article, video, and social performance on a macro level by using Pressboard's Data Explorer to assign each piece of branded content valuable metadata. These labels indicate:

- Content format
- Advertiser industry
- Story tone
- Involvement of talent or influencers

BDG

“Now more than ever, undivided attention is the biggest objective of any ad campaign. Branded content is growing in popularity because, when executed well, it cuts through the noise and captures your attention. Pressboard’s measurement and reporting tools have helped us maximize our audience engagement and give our advertisers the returns they are seeking.”



Graham Howes

VP of Marketing and Distribution
BDG Studios

Outcome

Staying on top of the data and ahead of the competition

With the help of Pressboard, BDG Studios saw even greater success with its branded content performance. Campaign engagement grew, far outranking industry benchmarks and driving greater results for advertisers.

The average sponsored article from BDG Studios earns 7.6x more pageviews and 33 days more total read time than industry benchmarks for branded content.

With the ability to analyze past performance at a campaign and program level, the team can easily understand what works and what doesn't. These insights allow the BDG team to craft data-backed proposals and confidently engage prospective clients.



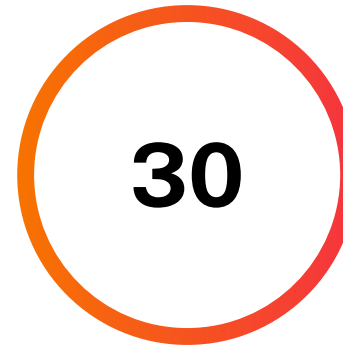
Outcome

Staying on top of the data and ahead of the competition

BDG also utilizes Pressboard Data Explorer to create and distribute a monthly newsletter to internal revenue teams detailing content performance, key takeaways, and trends to watch. This provides immediate feedback and value to the rest of the organization, spotlighting the branded content team's valuable work.

Take your program to the next level with reliable data.

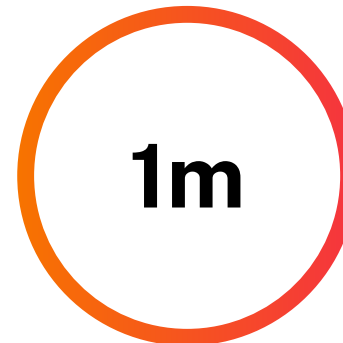
[Request a demo.](#)



hours per week saved in branded content measurement



social media shares of BDG branded content in 2022



clicks to advertiser properties driven from BDG branded content in 2022