A How-to Guide for Content Campaigns

StudioStack is designed specifically to help you scale your digital content and contains many tools to make your processes more efficient. You can track links, manage tags and creative assets, monitor the content's performance and even boost your content with the click of a mouse!

To ensure you're getting the most out of the StudioStack platform, follow the steps below when setting up your content campaigns.

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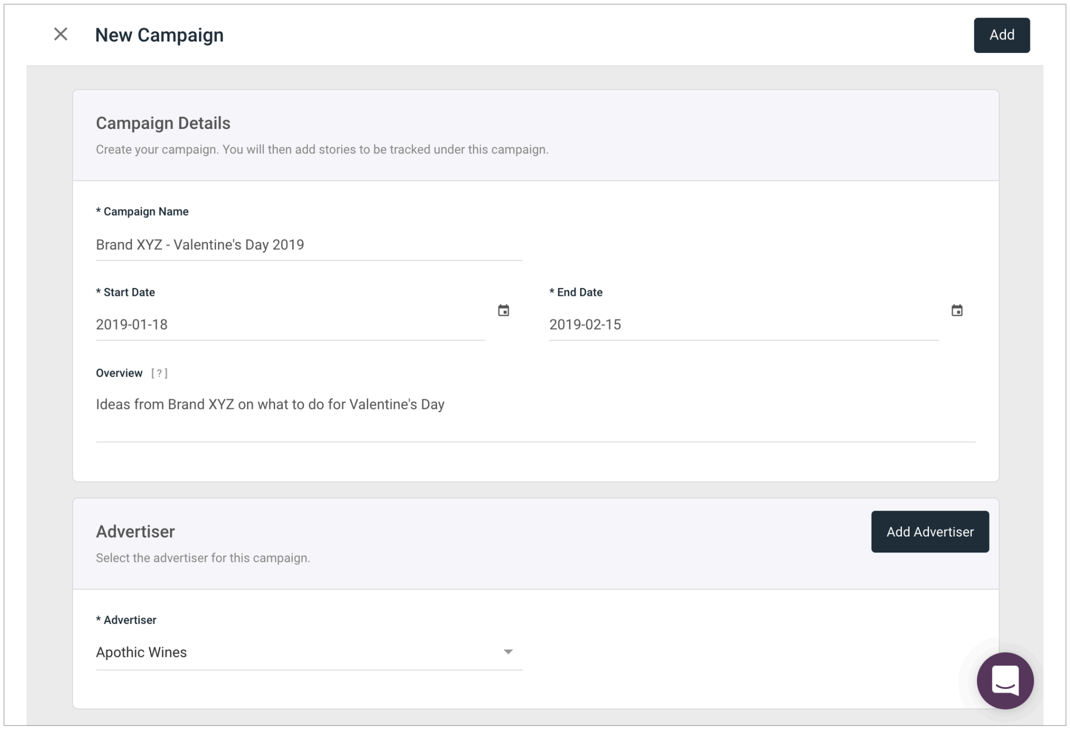
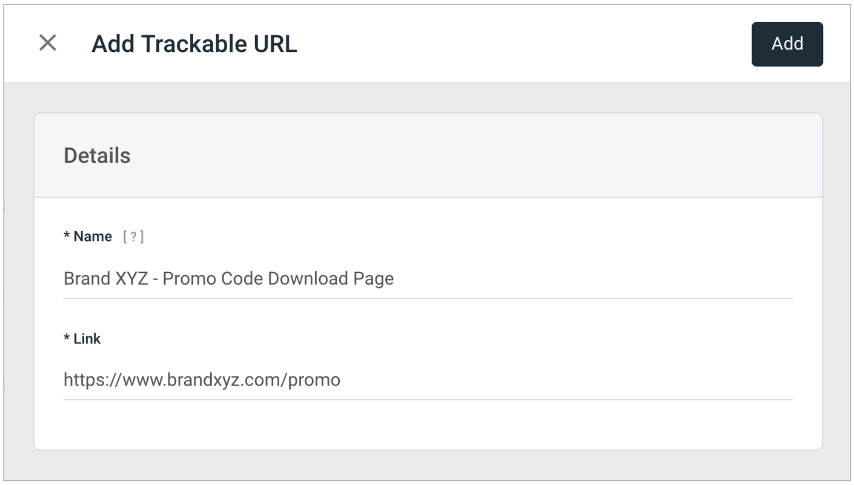
1. Create a campaign

- Once a proposal sent through the Pressboard Marketplace has been approved, a campaign will automatically be generated in your **'Campaigns'** tab. All campaign details will be taken from the proposal that the advertiser approved, and the campaign will be automatically shared with the advertiser.
- If you're creating a campaign from scratch:
  - Click on the **'Campaigns'** tab on the left-hand sidebar. Click on the **'New Campaign'** button on the top right of your screen. This will create a campaign container where you can upload client assets and monitor the overall performance once content is live. If you're working with a new advertiser, click the **'Add Advertiser'** button to add their details.
  - When working with an advertiser, you'll want to share the campaign with their organization. This gives both the advertiser and publisher access to the campaign and the reporting. To share the campaign, click **'Share Campaign'** under the top right button of the campaign container. Enter the email of your contact as well as the organization's unique StudioStack domain name (ie, www.**domain**.studiostack.com).



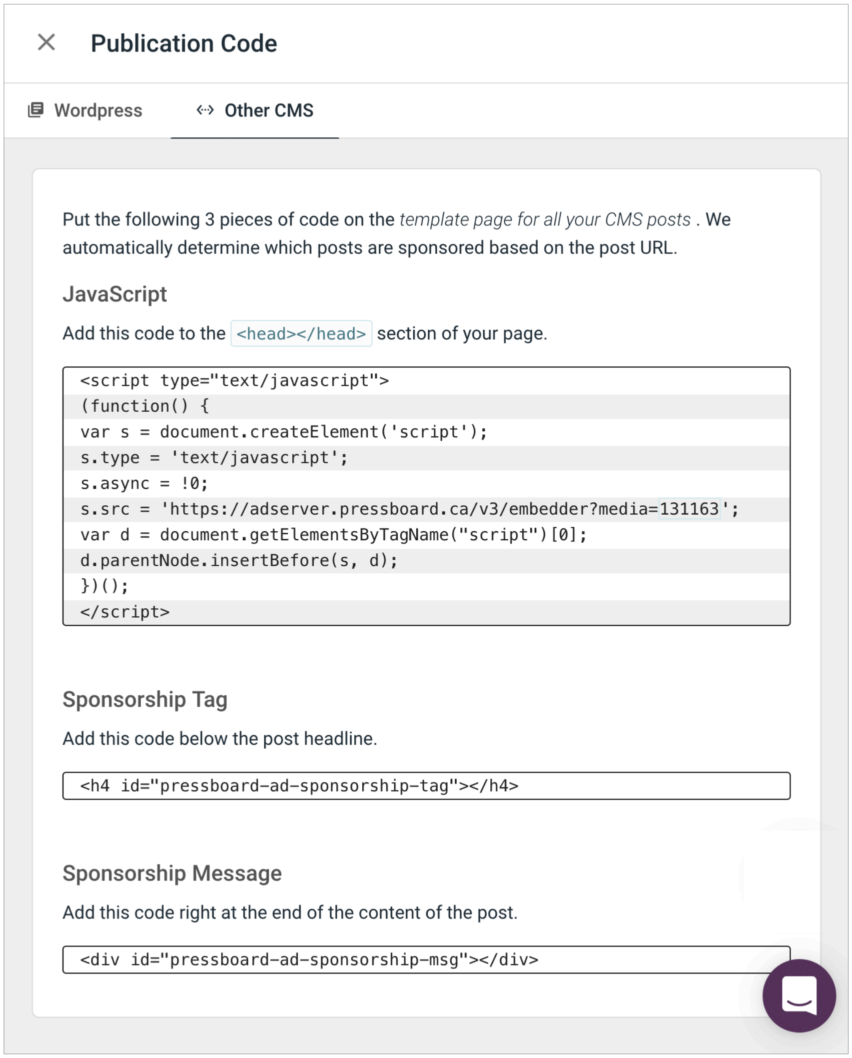
2. Add stories to any publications on the campaign plan

- Click the **'Add A Story'** button under the campaign container to add stories to your campaign. For each story, you can upload creative assets such as a Word Document and hi-res images.
- To be able to track click-through links directly in StudioStack, you must generate and insert those links into your story. To do so:
    i. Click the campaign menu icon and select **'Manage Campaign'**, then **'Assets.'**
    ii. Under the **'Trackable URLs'** section, click **'New Link'** and give the link a descriptive name (i.e. Brand XYZ Home-Page or Partner ABC Book).
    iii. Once all tracked links are created, they can then be selected and applied at the story level. Access the list of existing tracked links by clicking on the drop-down menu of any given story, then under the **'Details'** tab, click **'Edit Story.'** Select the links you wish to track for that story.
    iv. Replace the original links in your article with their StudioStack versions (all trackable links start with this URL convention: https://adserver.pressboard.ca/c/link?c=)



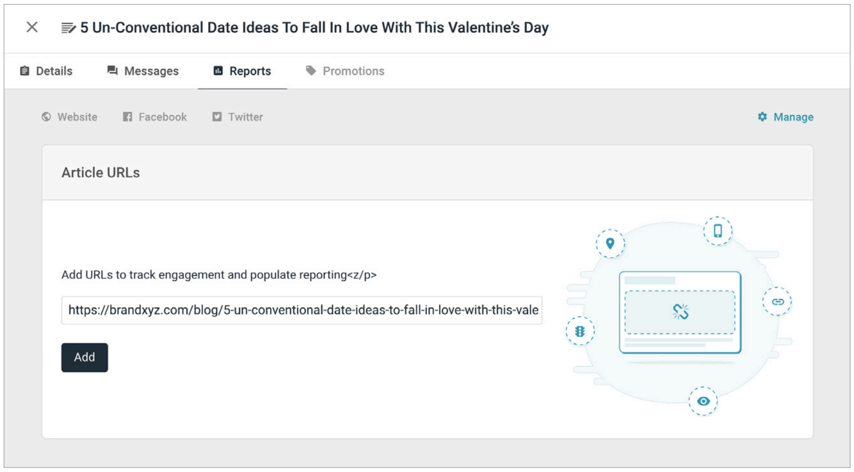
3. Place StudioStack's JavaScript on the sponsored article pages

- Create new stories in your publication's CMS
- JavaScript and tags must be implemented in the HTML of the article page.
    - To retrieve your publication's unique Javascript along with the sponsorship tags, click on the drop-down menu at the top right corner of the platform and choose **'Settings.'**
    - Under the **'Publications'** tab, find the publication on which the client's story will be running and click that profile's gear icon.
    - Under **'Details,'** click **'Get Code'** (in the second row). If your site is run on WordPress, follow the instructions to download the plug-in along with the Media ID. If you use another CMS, click **'Other CMS'** to manually retrieve the Javascript and follow the placement instruction.
    - **Note:** The Javascript and sponsorship message code are mandatory, as they work together to deliver reader engagement metrics. The sponsorship tag code is optional, as some publishers have their own way of disclosing sponsorship.
- Ensure that the 6-digit media ID in the HTML matches the publication profile media ID in **'Get Code'** area of platform.



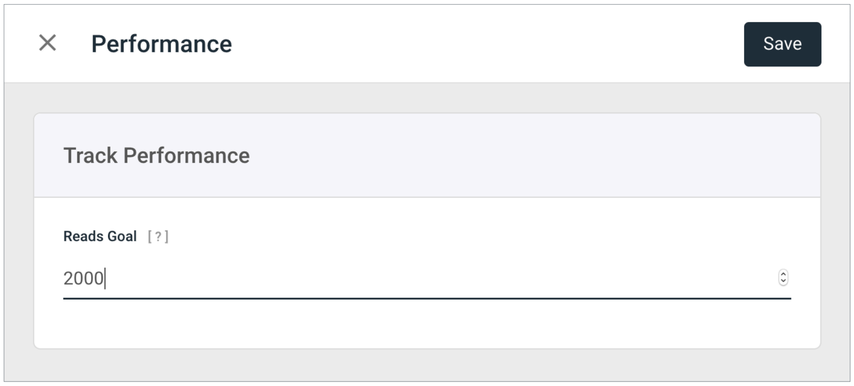
4. Copy and paste the live story URL into StudioStack under the Reports tab

- Check to see if the branded footer has populated on the client's article. This indicates that the code is working, and you should see data start to appear in your Reports within the next hour.



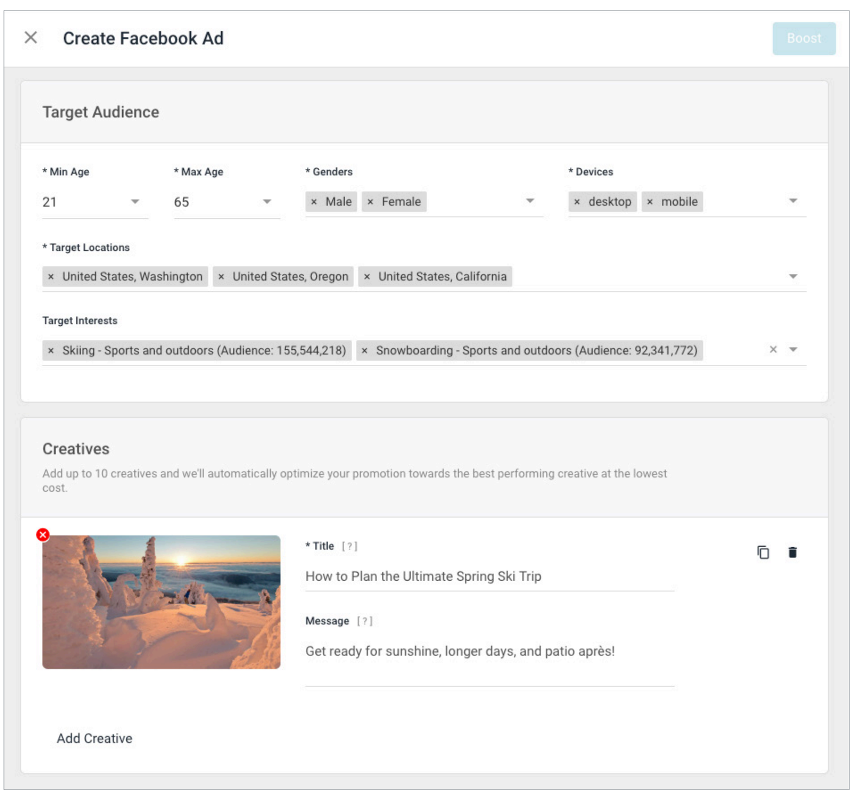
5. Set reads goal

- Add your reads goal into the platform so your entire team can see it and measure your progress towards it in real-time.



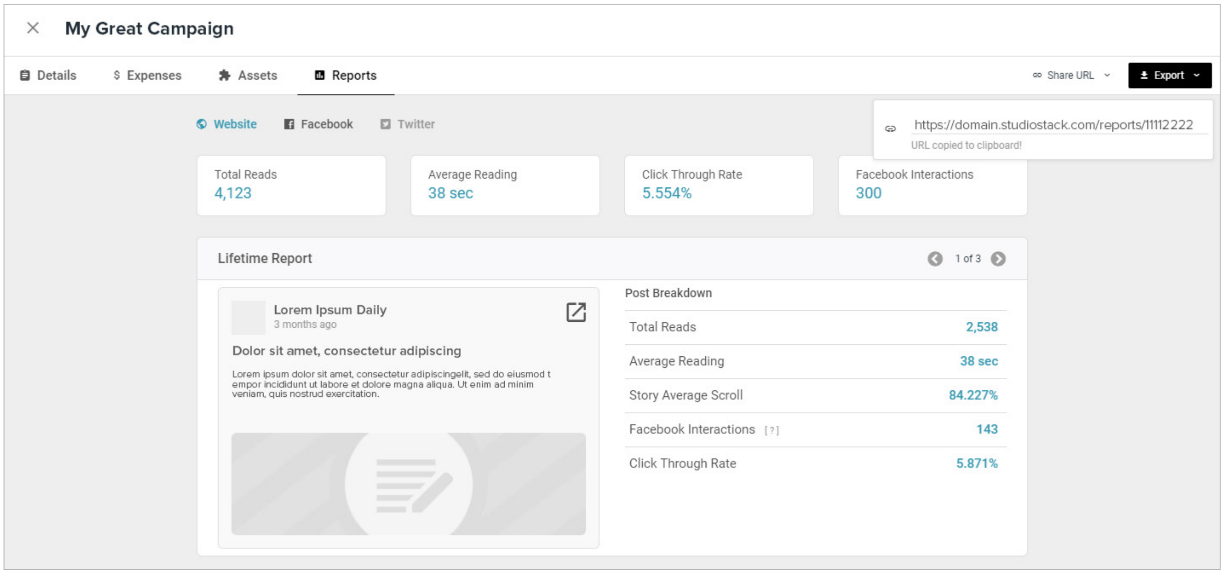
6. Hit the Boost Button

- Guarantee story performance and reduce internal management costs with this automated amplification tool. StudioStack pairs with your Facebook page to automatically generate branded content ads to promote your sponsored article. These ads:
  - Are created using your publication's Facebook page and don't appear as organic posts
  - Are designed using copy and imagery from the sponsored article
  - Are highly targeted to your desired audience
  - Are labeled "sponsored" and comply with Facebook's branded content regulations by allowing you to easily handshake your client's Facebook Page
- We recommend testing multiple creatives throughout the campaign to optimize your ads. Check in every few days to remove low-performing ads and design new creatives to ensure you're meeting your Target Bid.



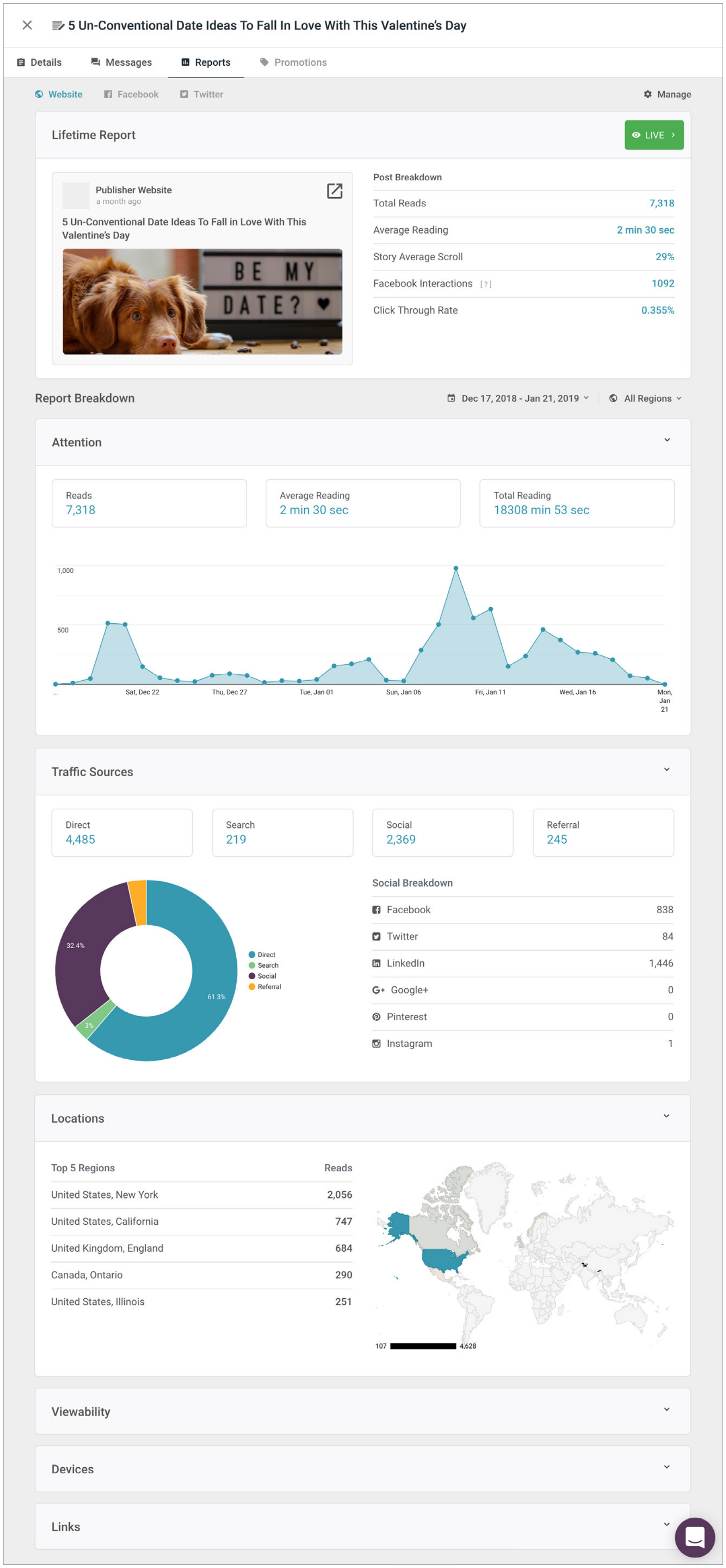
7. Give your client reporting access

- If you've shared your campaign with another organization, its members automatically have access to the campaign reports. However, you can also manually share the campaign report with anyone you like. To share your report with an external user, follow these steps:
  - Click the reports icon at the top right of your campaign container.
  - Option 1: Click the **'Share URL'** button and copy the link that appears. This link opens a real-time reporting dashboard that anyone can view in their browser. All usual reporting information is included and will update as the campaign continues.
  - Option 2: Click the **'Export'** button to export the reporting data as either a Daily Reads CSV file or a Story Summary CSV file. The Daily Reads CSV provides a daily break down of the data for a campaign, while the Story Summary CSV file provides the lifetime summary for each story in the campaign plus a few additional data points.



8. Track your progress until you reach your goal!

- One of the most powerful aspects of the StudioStack platform is reporting. Once your campaign is live, you'll begin to see reads data and analytics appear in your reporting dashboard. If the data isn't pulling, double check the code on the page and the trackable links, and ensure that the correct URL is published on Pressboard.
- The reporting dashboard provides a summary of how all the stories are doing in a campaign, in aggregate as well as by story. It displays the following metrics:
  - Reads (Page views)
  - Active reading time
  - Attention buckets (i.e. 10/30/60+ seconds)
  - Scroll depth
  - Traffic sources
  - Locations
  - Devices


5 Un-Conventional Date Ideas To Fall In Love With This Valentine's Day
Details
Messages
Reports
Promotions
Website
Facebook
Twitter
Manage
Lifetime Report
LIVE
Publisher Website
a month ago
5 Un-Conventional Date Ideas To Fall in Love With This Valentine's Day
BE MY DATE?
Post Breakdown
Total Reads 7,318
Average Reading 2 min 30 sec
Story Average Scroll 29%
Facebook Interactions [?] 1092
Click Through Rate 0.355%
Report Breakdown
Dec 17, 2018 - Jan 21, 2019
All Regions
Attention
Reads 7,318
Average Reading 2 min 30 sec
Total Reading 18308 min 53 sec
1,000
500
Sat, Dec 22
Thu, Dec 27
Tue, Jan 01
Sun, Jan 06
Fri, Jan 11
Wed, Jan 16
Mon, Jan 21
Traffic Sources
Direct 4,485
Search 219
Social 2,369
Referral 245
32.4%
61.3%
3%
Direct
Search
Social
Referral
Social Breakdown
Facebook 838
Twitter 84
LinkedIn 1,446
Google+ 0
Pinterest 0
Instagram 1
Locations
Top 5 Regions
Reads
United States, New York 2,056
United States, California 747
United Kingdom, England 684
Canada, Ontario 290
United States, Illinois 251
107
4,628
Viewability
Devices
Links