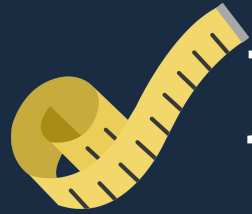


# The State of PR



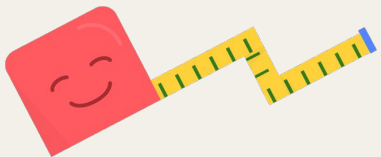
# Measurement **2022**

How PR pros measured success in 2022  
and what's in store for 2023

A STUDY BY

**MUCK RACK**

# In this report, we seek to answer:



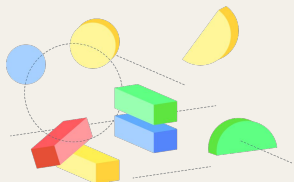
**1** | How do PR pros measure success?



**2** | How do PR pros share reports and updates?



**3** | What are the biggest challenges to measure success?



**4** | Methodology: What are the most common PR team sizes and number of clients?

# About this survey

WE SURVEYED 805 PR PROS FROM OCT. 11TH TO OCT. 22, 2022

## Industry:

- 54% Public relations agency
- 23% Marketing/advertising agency
- 12% Technology
- 9% Nonprofit
- 9% Entertainment, media and publishing
- 7% Education
- 5% Healthcare
- 4% Consumer products
- 4% Travel/tourism
- 3% Food and beverage
- 3% Ecommerce and retail
- 3% Government
- 2% Internet/software
- 2% Financial services
- 2% Hospitality
- 2% Telecommunications
- 2% Consumer services
- 1% Utilities, oil and energy

## Location:

- 83% US
- 4% Europe (outside of UK)
- 3% UK
- 3% Canada
- 1% Asia
- 1% Australia
- 1% Africa

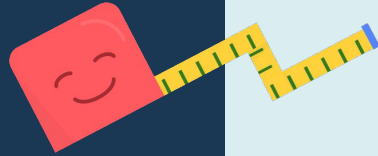
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## Company type

- 77% Agencies
- 45% Brands
- 9% nonprofit
- 3% government

*See extended audience breakdown in section 4*

# 1



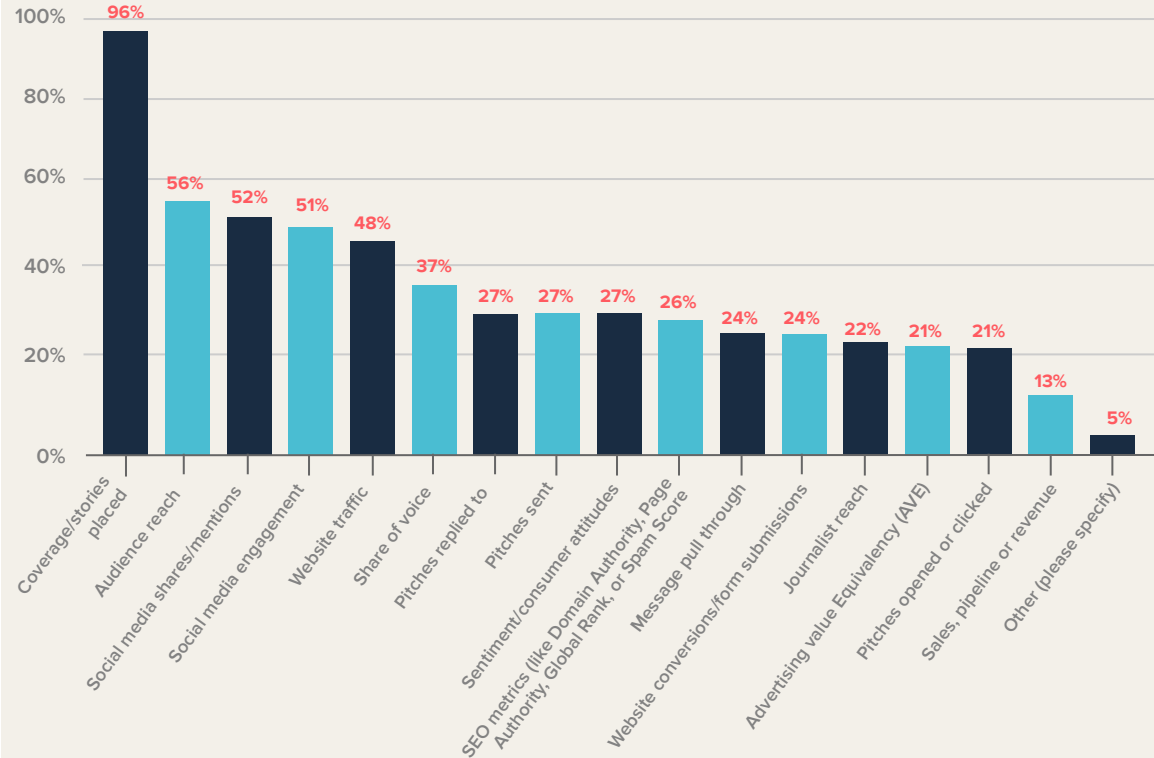
**How do PR pros  
measure success?**

# The average PR pro uses more than 5 success metrics

The average number of success metrics PR pros are tracking increased from **5.2** last year to **5.7** this year.

Nearly all PR pros measure coverage/stories placed. About half measure the impact of coverage (e.g. audience reach, website traffic, social media engagement) but only about a quarter track what leads to coverage (pitch activity and engagement)

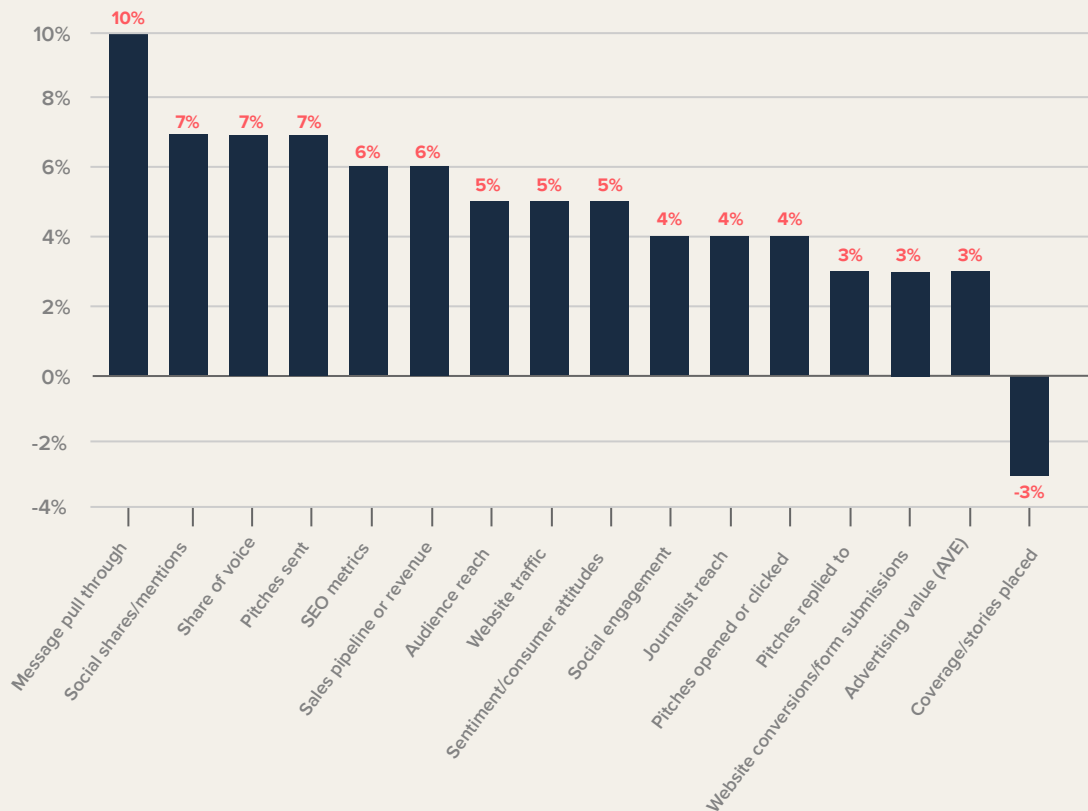
## Which metrics have you used to measure success of your earned media efforts in 2022? (select all that apply)



# In 2023, 10% more PR pros will measure message pull-through

Next year, **10%** more PR pros say they'll measure message pull-through and **7%** more will measure social shares/mentions, share of voice and pitches sent.

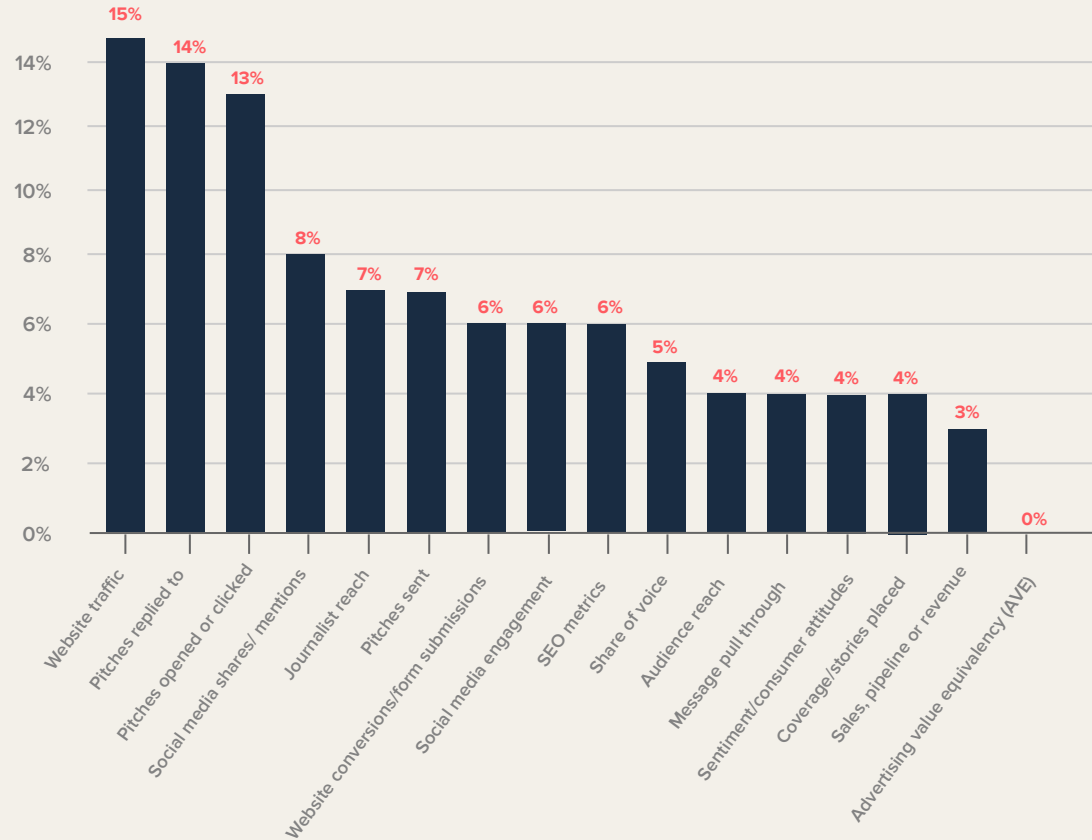
## Which metrics do you plan to use in 2023? (% Change in 2023 vs. 2022)



# 15% of PR pros do *not* share website traffic metrics with clients/executives

The metrics that PR pros report the least to clients/executives are website traffic tied to earned media (**15%** fewer), pitches replied to (**14%** fewer) and pitches opened or clicked (**13%** fewer).

## Which metrics do you *not* share with clients/executives?



# 2



How do PR pros  
share reports and  
updates?

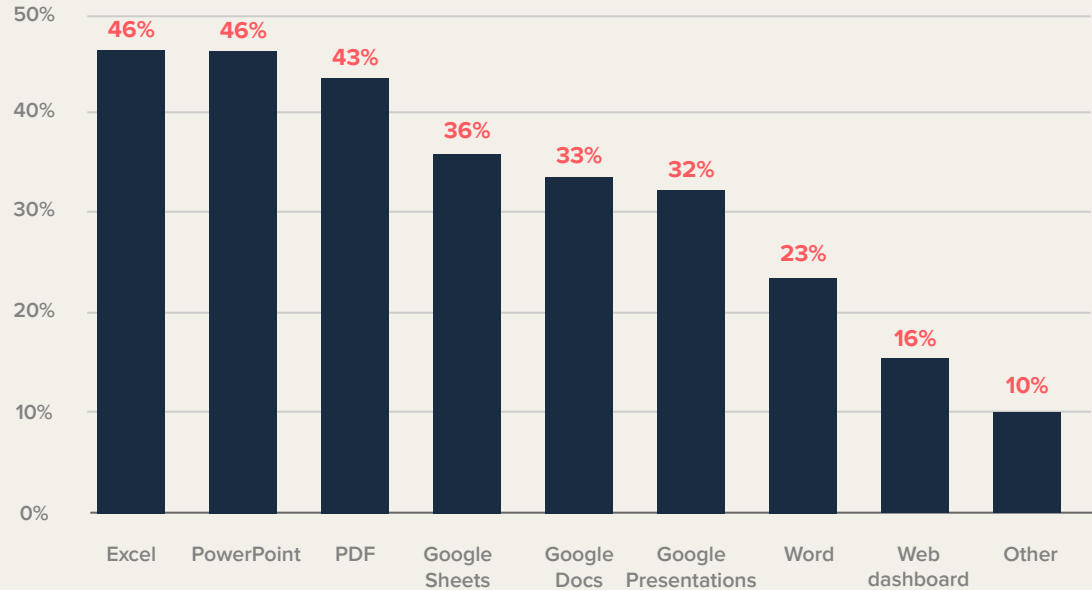


# Fewer PR pros use spreadsheets for reporting compared to last year

Last year, **93%** said they use spreadsheets (Excel or Google Sheets) for reporting. This year, **82%** said they use spreadsheets.

**8%** more use presentations (Powerpoint or Google Sheets).

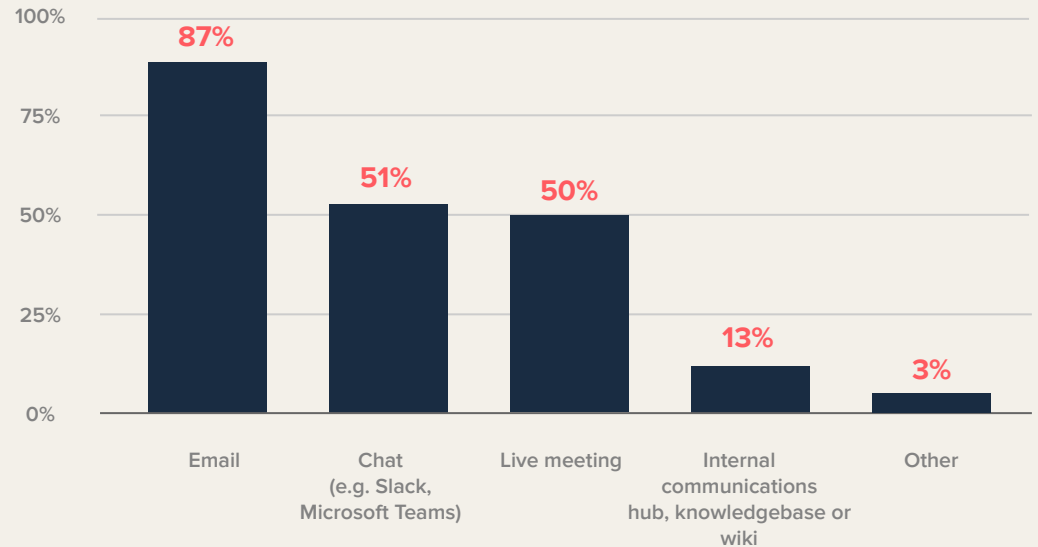
## What formats do you report in? (select all that apply)



# Email remains the most popular method of distributing updates and reports

Under 'Other,' PR pros listed project management tools including Asana.

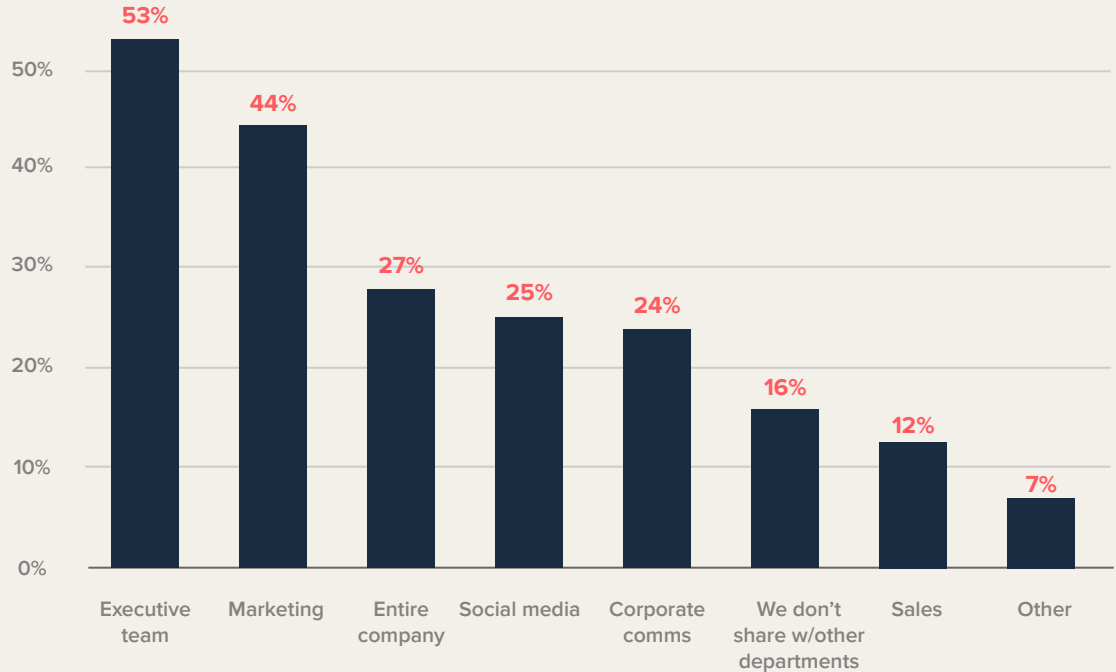
How do you distribute PR updates and reports to your team?  
(select all that apply)



# PR pros are sharing updates with more departments compared to last year

More PR pros are sharing updates with their executive team (6% increase), their marketing team (5% increase) and their entire company (5% increase) compared to last year.

Which other departments do you share PR updates and reports with? (select all that apply)



# 3



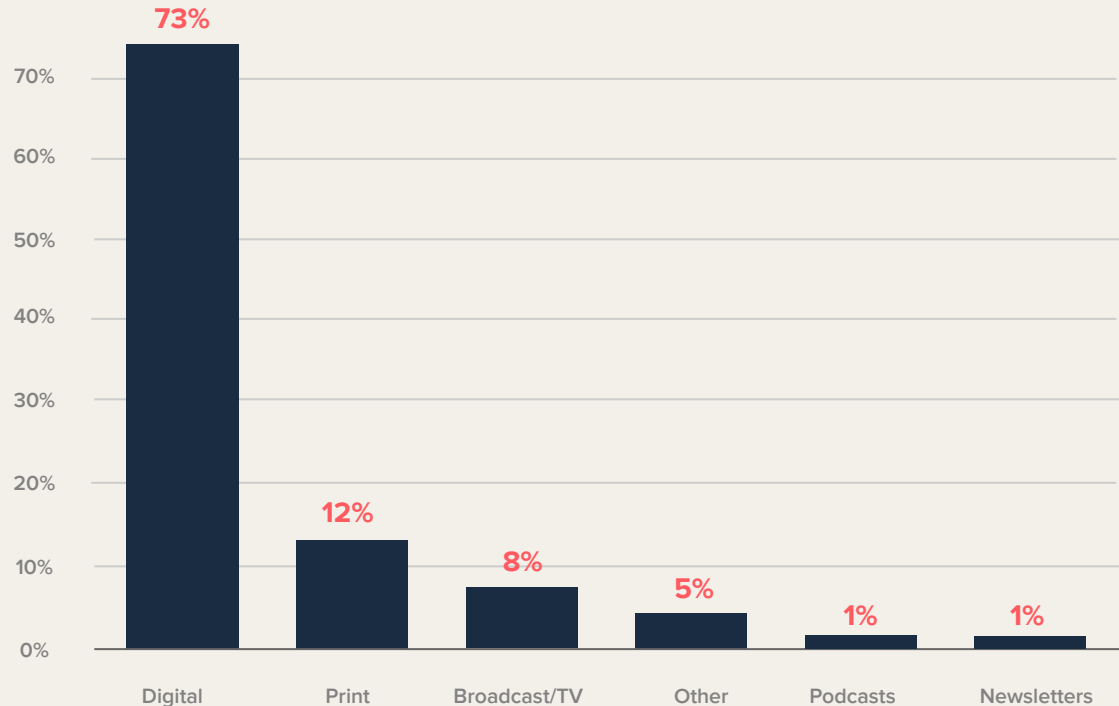
**What are the biggest priorities and challenges for measuring success?**

# 73% prioritize digital on behalf of their client

PR pros prioritize digital the most.

Under 'Other,' some respondents said they prioritize a variety of mediums or that it depends on the client.

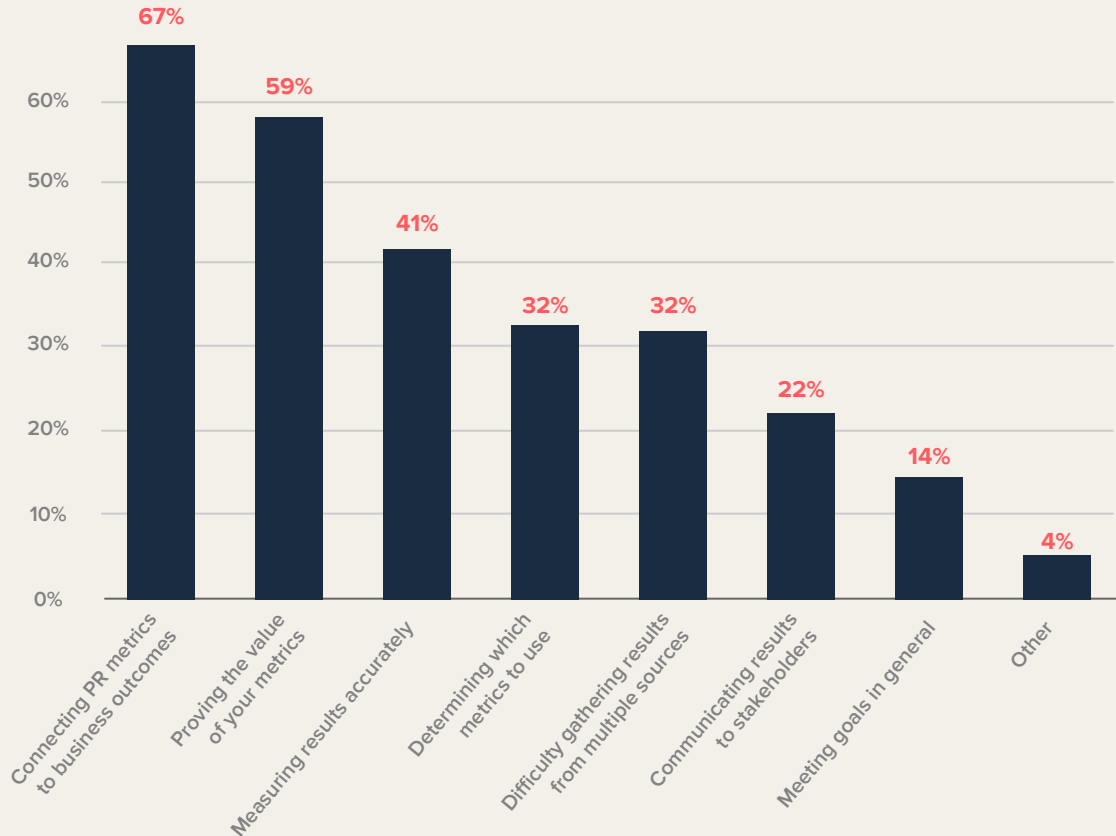
What media type is your client/company's top priority?



# Connecting PR metrics to business outcomes is the most common challenge

Proving the value of metrics (59%) and measuring results accurately (41%) were also common challenges.

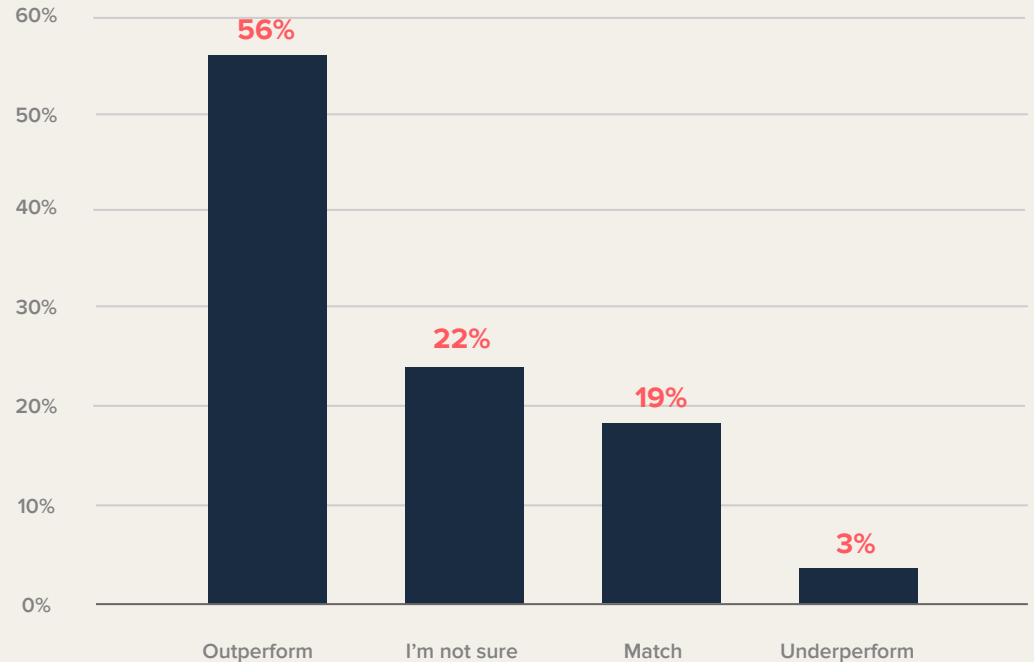
## What do you find most challenging about measuring PR results? (select all that apply)



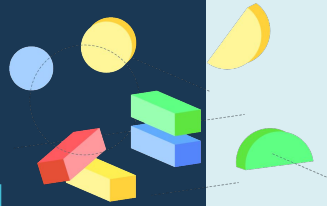
# More than half of PR pros say 2022's metrics will outperform 2021

Only **3%** believe they will underperform compared to last year's metrics.

Fill in the blank:  
My PR metrics from 2022 will \_\_\_\_\_ from 2021



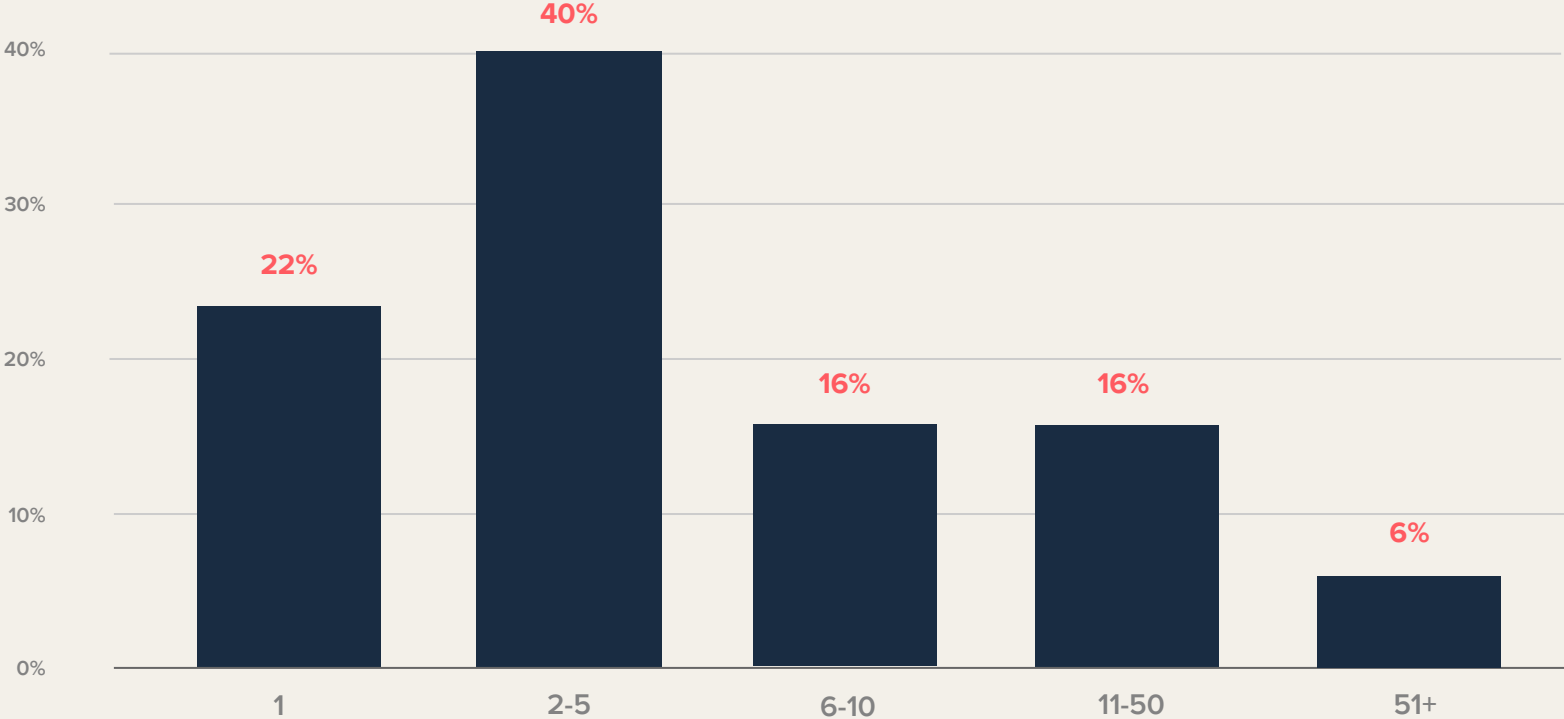
# 4



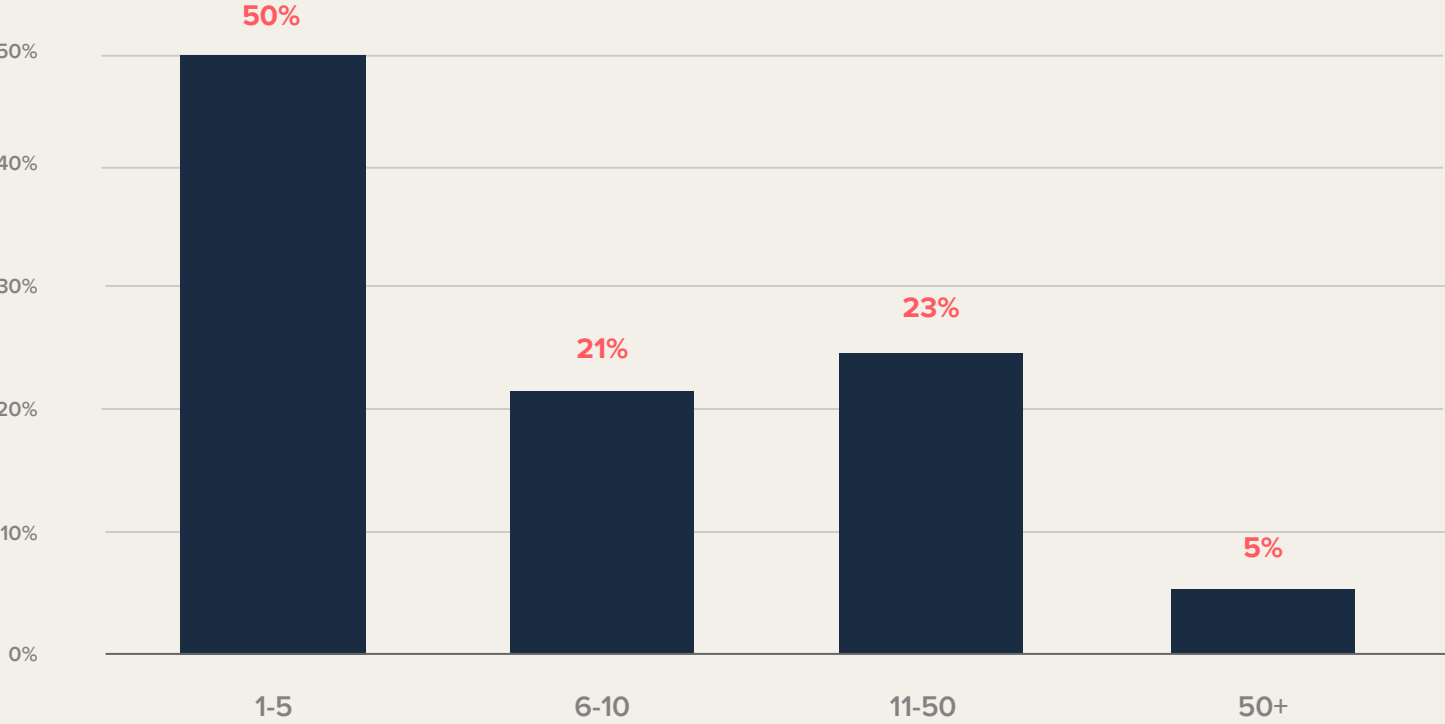
**Methodology: PR  
team size and client  
breakdown**



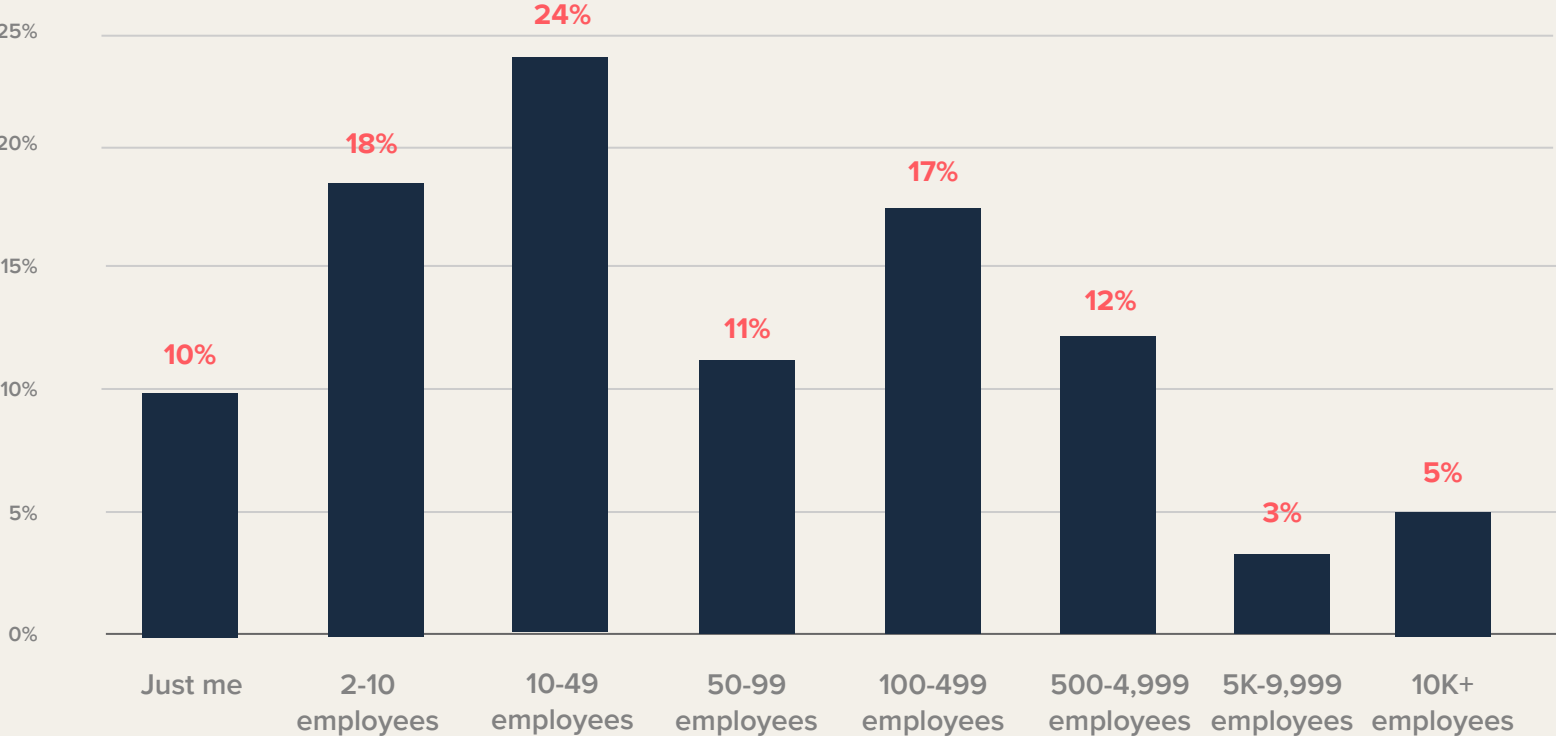
# How many people are on your PR team?



# How many clients do you work with currently?



# How many people work at your company?



# Thank you!

Muck Rack's Public Relations Management (PRM) platform enables PR teams to find the right journalists for their stories, send customized pitches, build meaningful relationships with the media, monitor news and quantify their impact.

[Learn more](#)

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<https://muckrack.com>