

A STUDY BY
MUCK RACK

STATE OF PR MEASUREMENT 2023



State of PR Measurement 2023

Measuring the impact of PR is difficult. This report aims to demystify some of the common techniques.

Executive summary

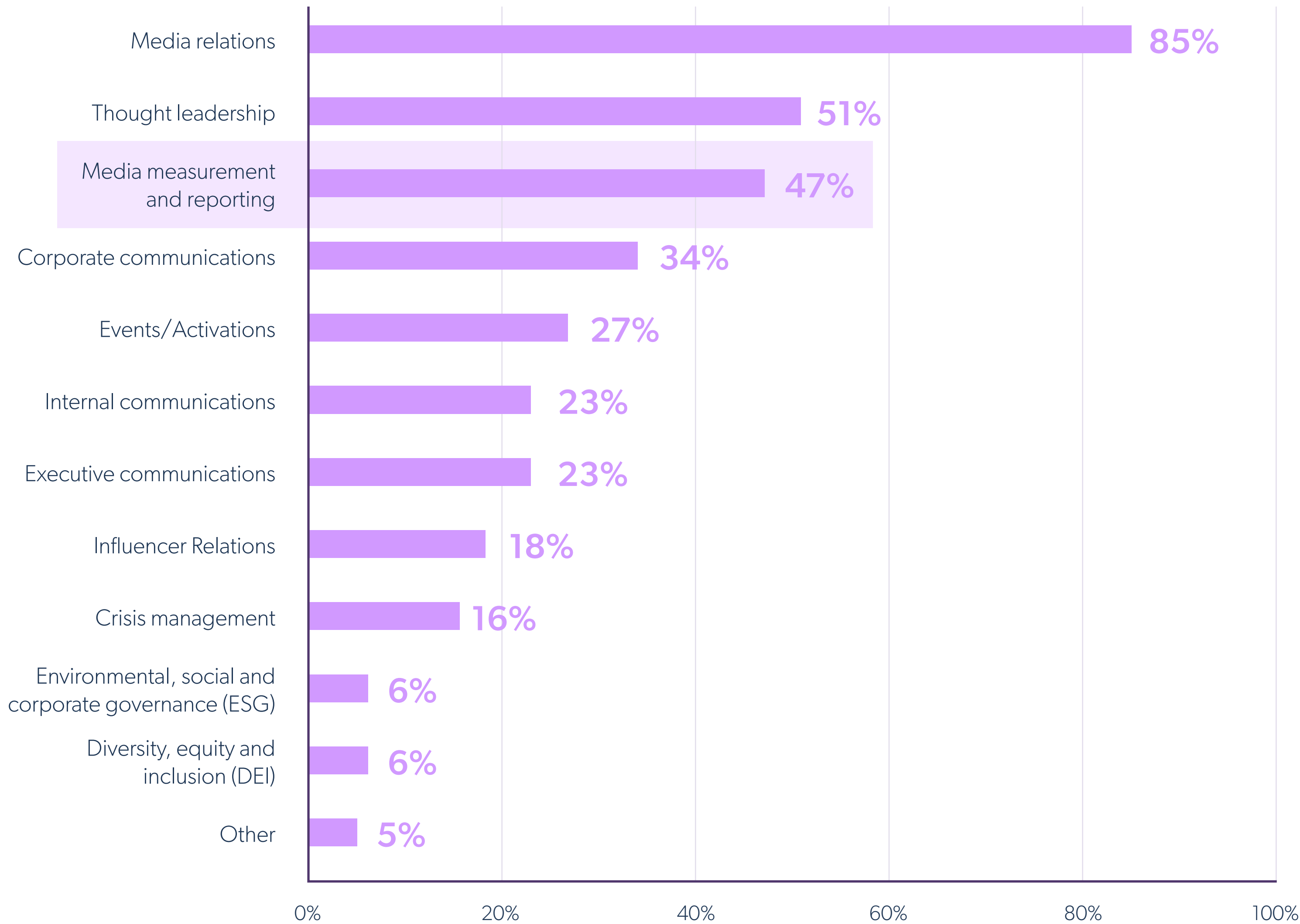
- **47%** of PR professionals spend at least a quarter of their time on media measurement and reporting.
- Producing measurable results is crucial, with **66%** citing it as the number one factor that increases the value of PR among stakeholders.
- **Over half** of PR professionals brief executive teams weekly, necessitating up-to-date and accessible metrics.
- PR pros use an average of **8 different metrics**.
- The **number of stories placed** ranks as the top metric for success, similar to last year's survey.
- Brands particularly value **revenue** and **website impact** as important metrics while agencies rank **key message pull-through** as more important.

Media measurement and reporting are among the most prioritized job functions

Measuring the impact of PR is a vital part of the job. It's something that most PR professionals say is the third most prioritized function of their job behind media relations and thought leadership. **47%** of PR pros say media measurement and reporting takes up at least a quarter of their time.

[Explore more PR insights with the State of PR 2023 report.](#)

Which of these functions constitutes at least 25 percent of your job as a PR professional? (select up to 4)

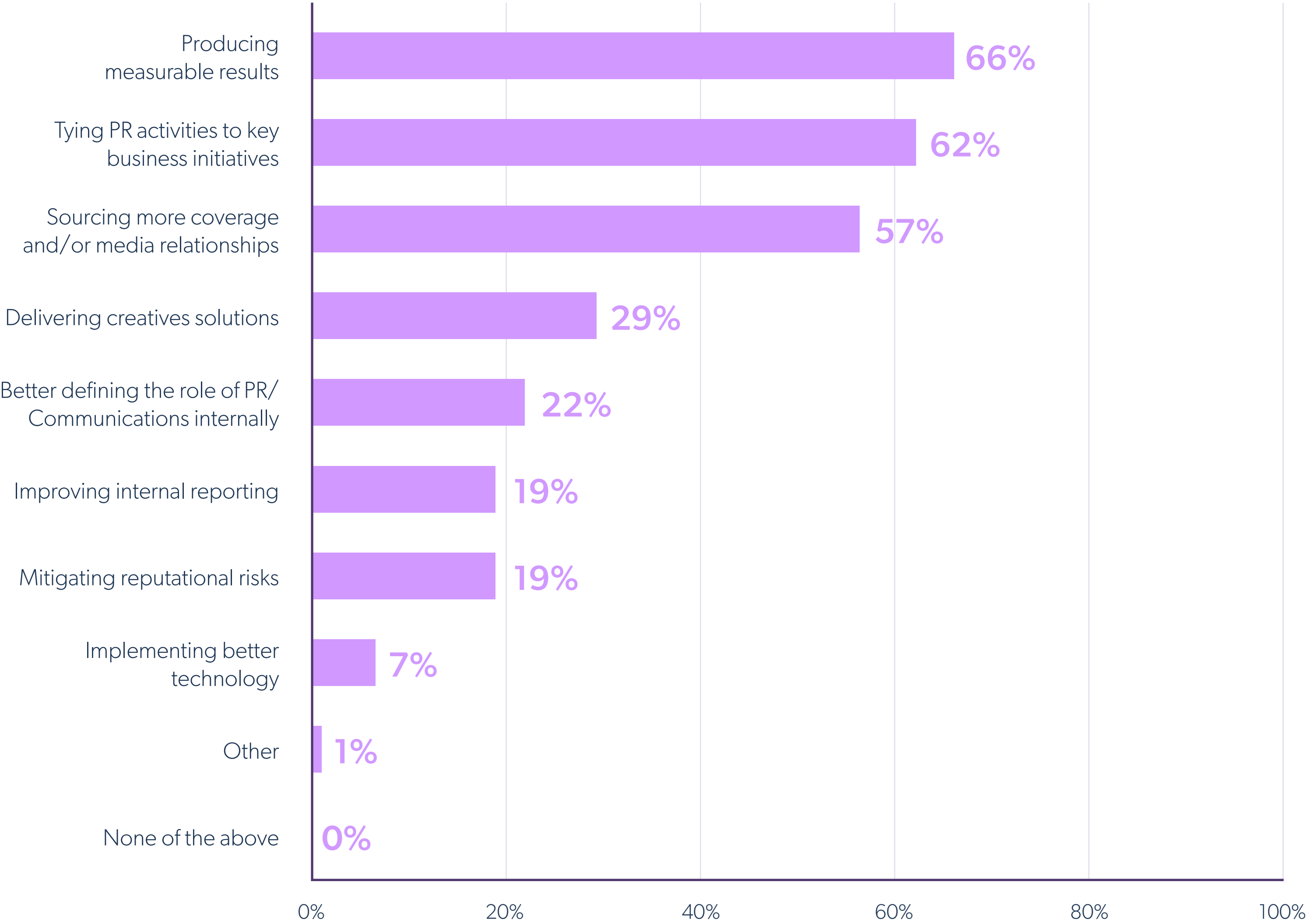


Measurable results are the leading way PR pros can increase their value

When asked “what increases the value of PR among key stakeholders in their company,” **66%** cited “producing measurable results.” That’s more than “delivering creative solutions” and even “securing more coverage.”

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Which of the following helps increase the value of PR among key stakeholders in your or the client’s company? (select the top 3)



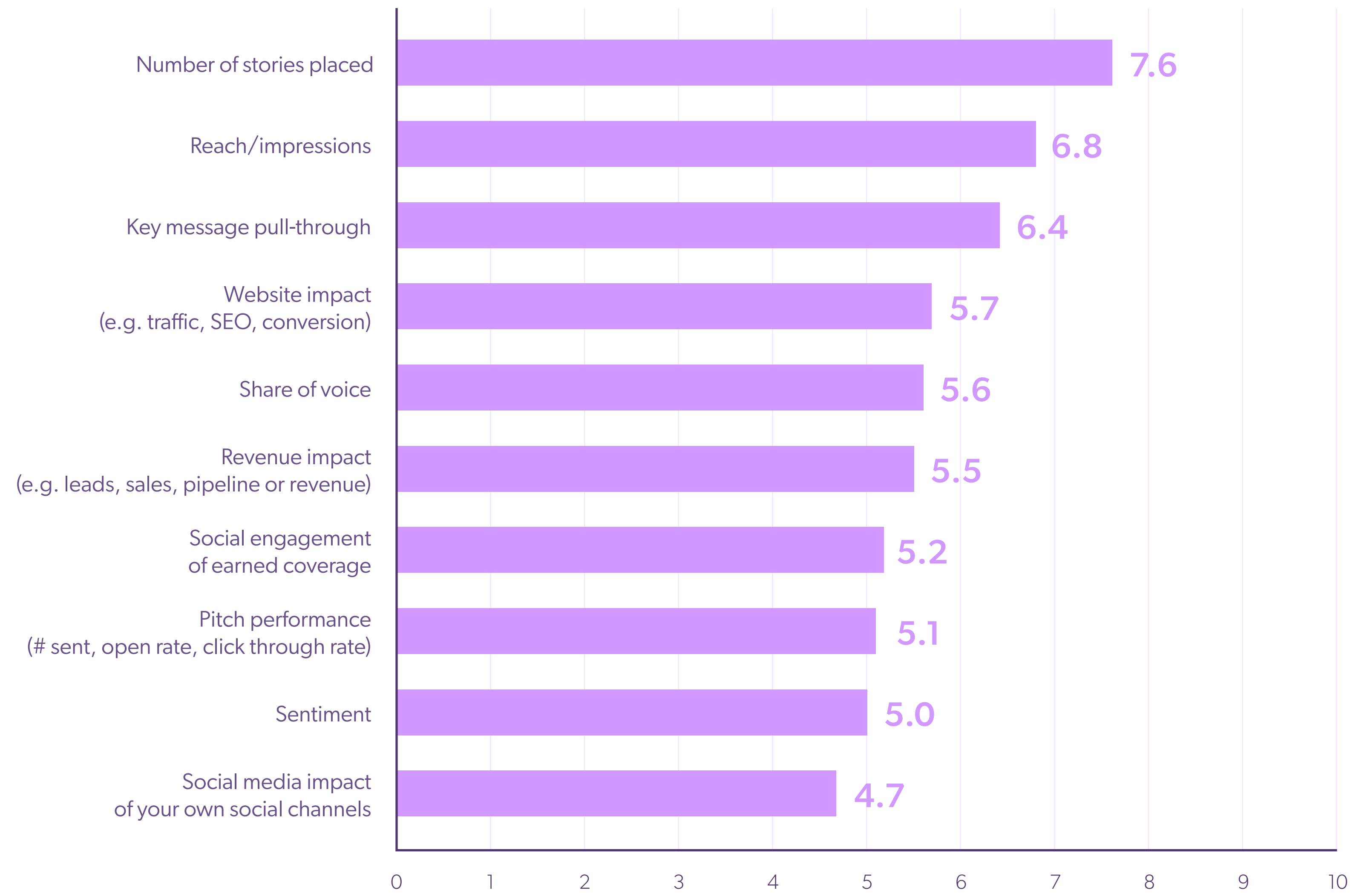
Stories placed and reach are the top PR metrics

The average PR pro uses around 8 of these metrics. That holds true for both brands and agencies.

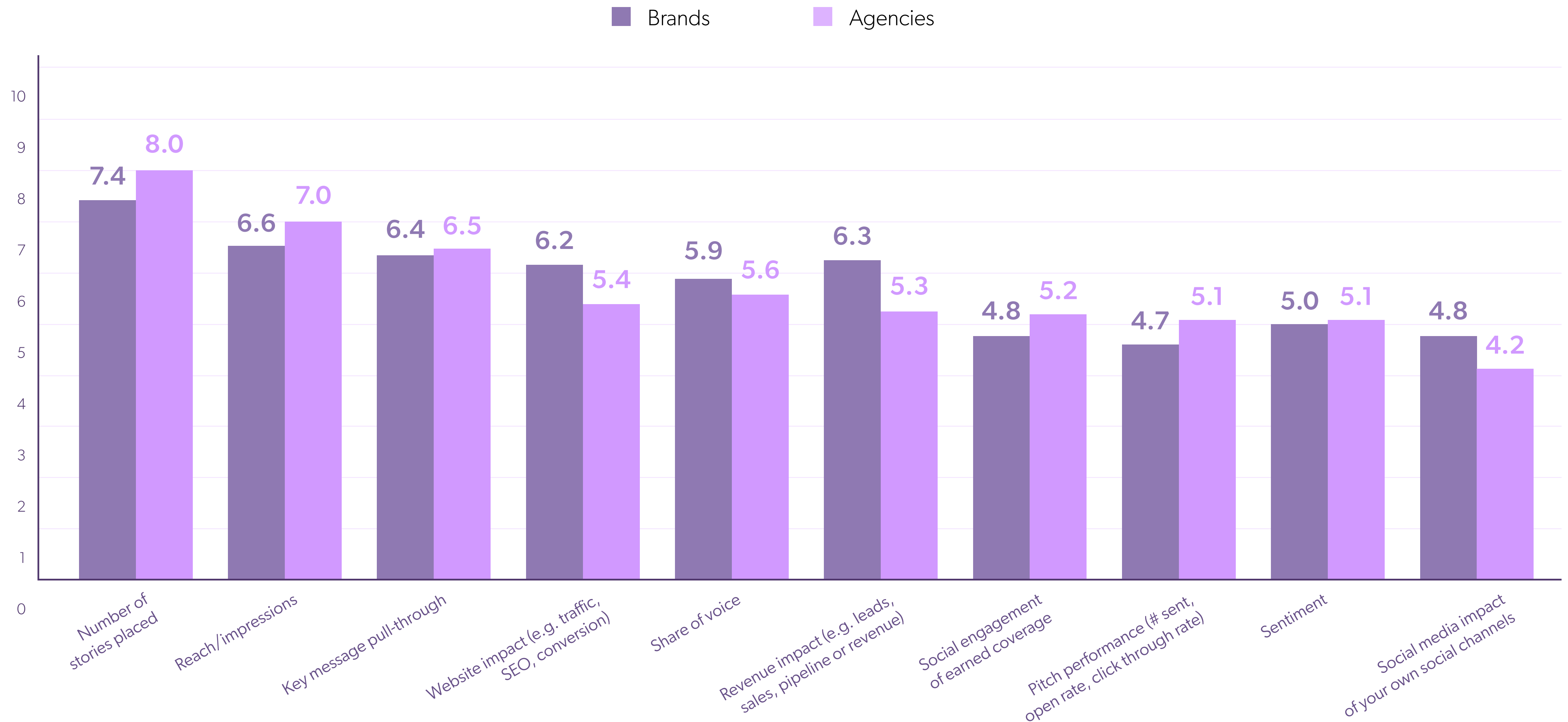
We asked respondents which metrics they use to track success and asked them to rank a list of choices. This chart shows a weighted score of the ranking where a higher score means it's ranked as important more often.

“Number of stories placed” is the most popular metric by a large margin.

How useful are the following metrics for your PR/communications team to measure your success?



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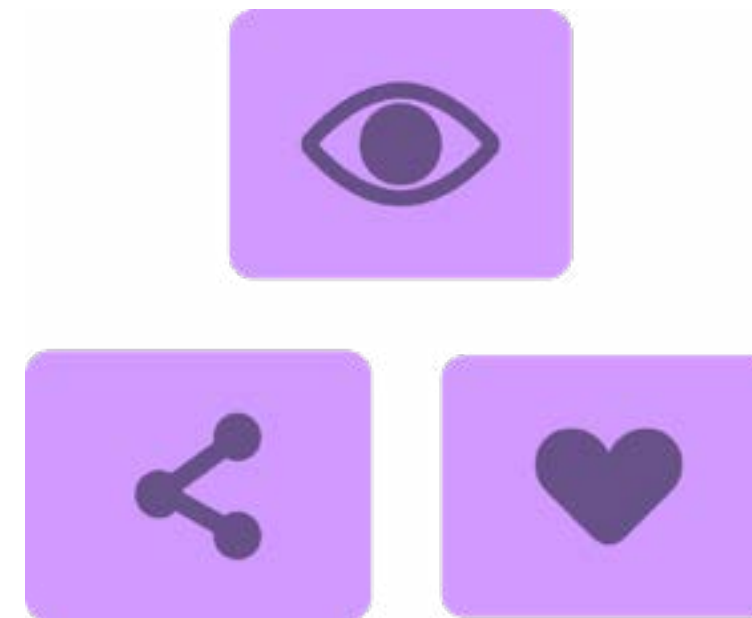
While brands and agencies mostly agree on the top three most important metrics, they vary in other ways. Brands are more likely to rank revenue and website impact highly.

Leadership's top PR metrics



51%

Number of stories
placed



38%

Reach/impressions



35%

Website impact

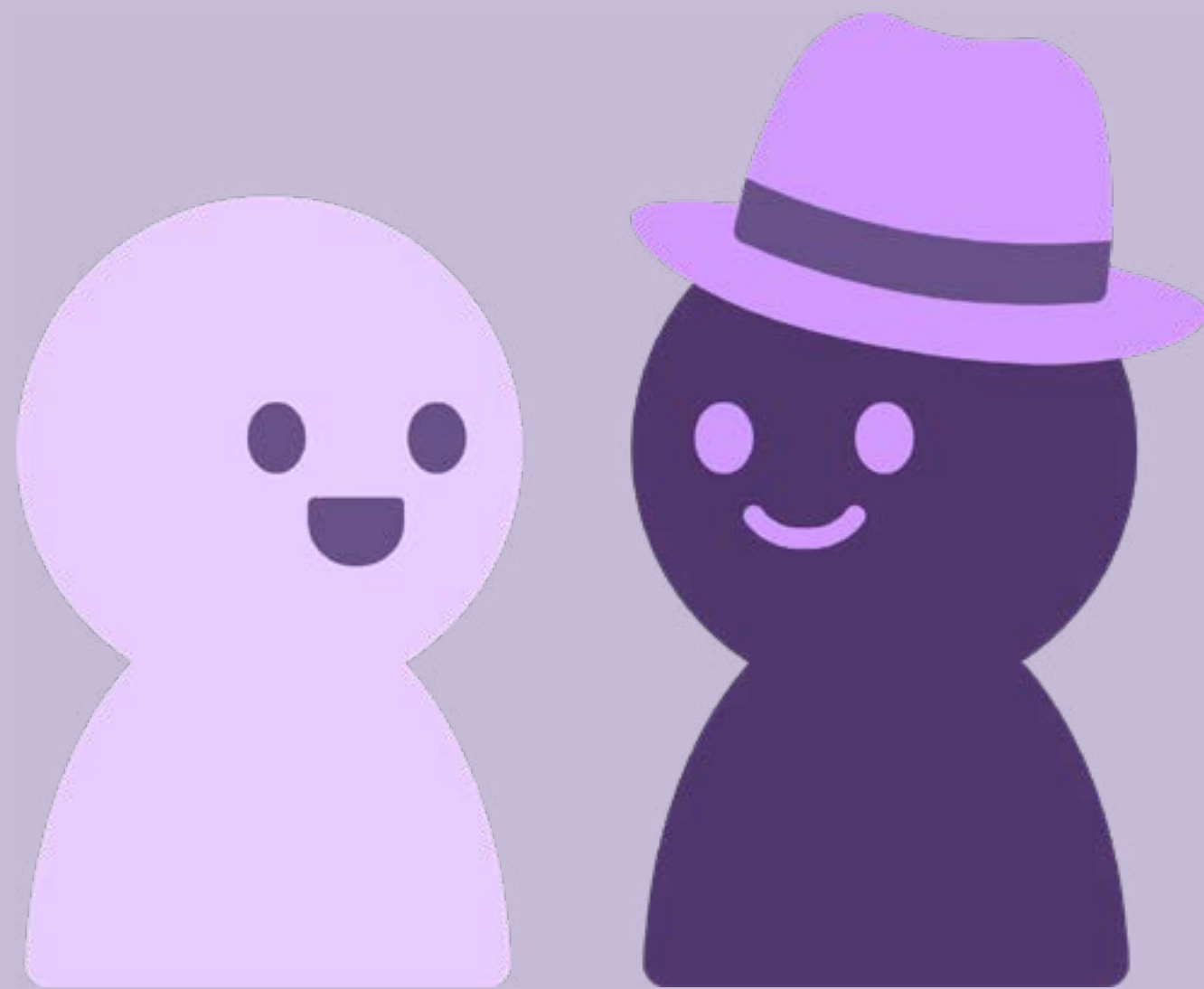
CCOs and other communications leaders say **number of stories placed** and **reach/impressions** are the top metrics. PR leaders rank **website impact** higher compared to comms pros outside of the C-suite.

Other important metrics

We also asked PR pros to write in any other important metrics they use to measure their success.

Measuring the **quality of coverage** is a popular theme. This can be a difficult metric since quality is so hard to measure, but there are a number of different approaches. Some use **domain authority** to measure quality, while others look at things like the **number of quotes from spokespeople, number of brand mentions**, or the **perceived quality of the media brand** that ran the story.

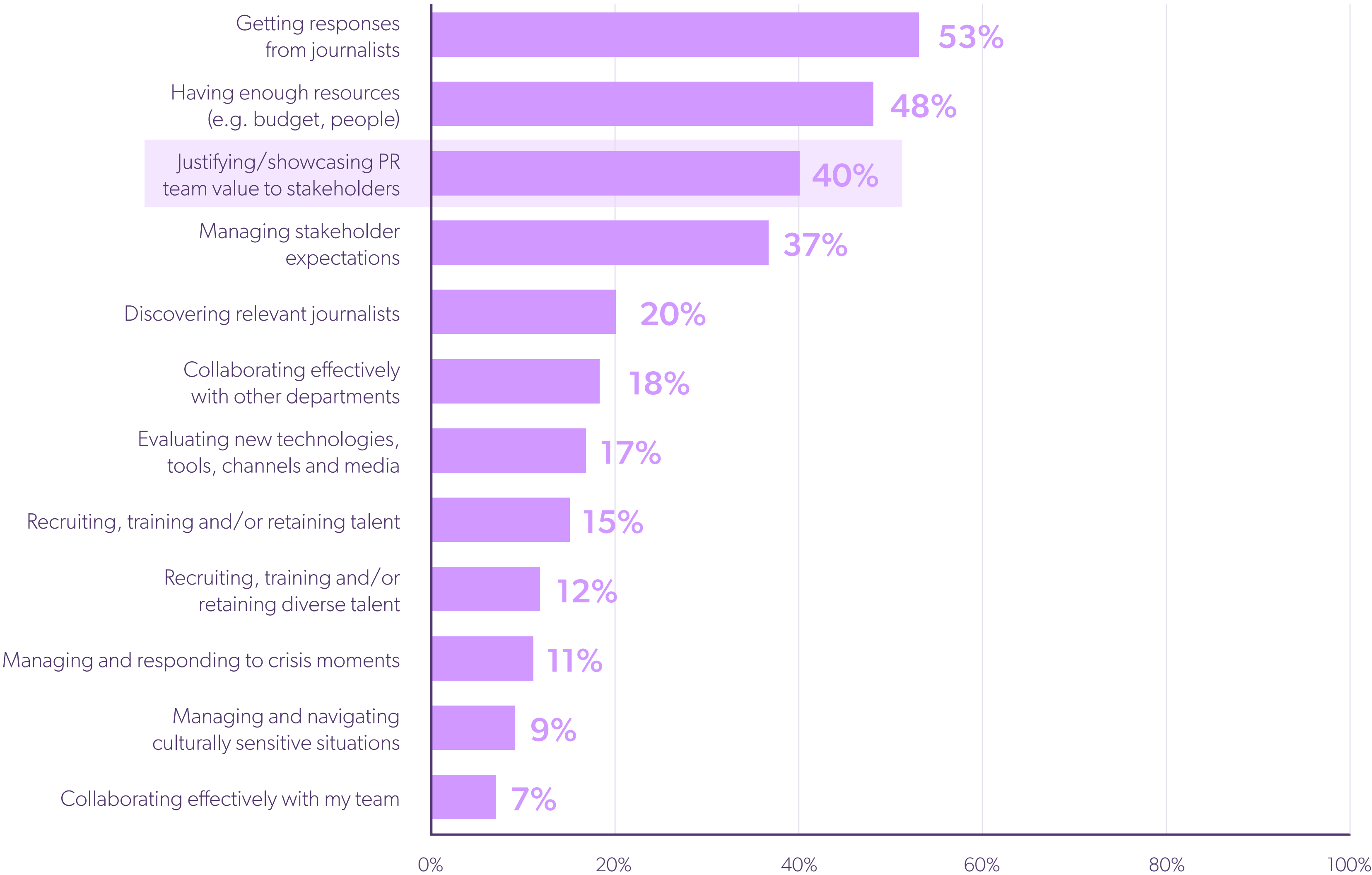
Another common theme in the write-in responses has to do with **journalists relationships**, like **furthering an existing journalist relationship** even if it doesn't result in a story right away.



Justifying PR value is a top concern

Justifying their team's value to stakeholders is one of the top three challenges facing PR pros, which underscores the critical need for good measurement techniques and tools.

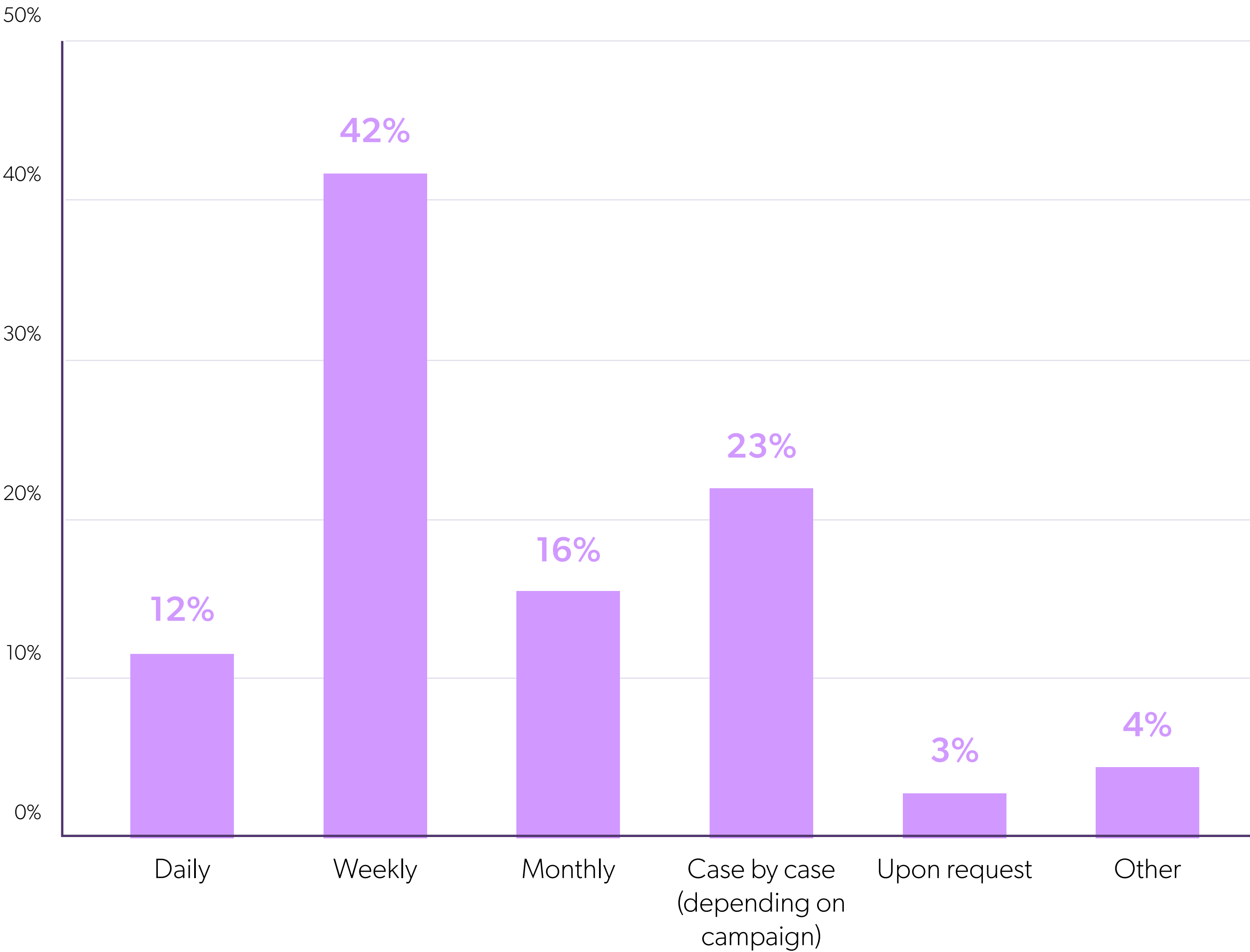
Choose the top three PR/communications challenges your company faces today



70% of executives receive briefings on comms activities at least once a month

And more than half of PR pros brief their executive team at least once a week.

How often is your (or your client's) executive team briefed on PR and communications activities?



Methodology

We surveyed 1,034 PR professionals from March 31 to April 25, 2023. The goal of this survey is to deliver insights to the PR industry to help improve the workflow of public relations professionals. Muck Rack distributed the survey primarily through email. Muck Rack conducted a separate survey of more than 100 communications and marketing leaders in October, 2023.

Muck Rack cleaned the data in a variety of ways. First, we only counted complete responses. We also removed low effort responses where the respondent completed the survey in less than five minutes. Finally, we removed any duplicate entries, responses that were generated by spam accounts and checked the data for major outliers.

Due to changes in phrasing, comparing data to previous years may not be possible. Figures may not add up to 100% due to rounding errors or excluded categories.

The conservative margin of error for the survey is about 3%.

MUCK RACK

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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