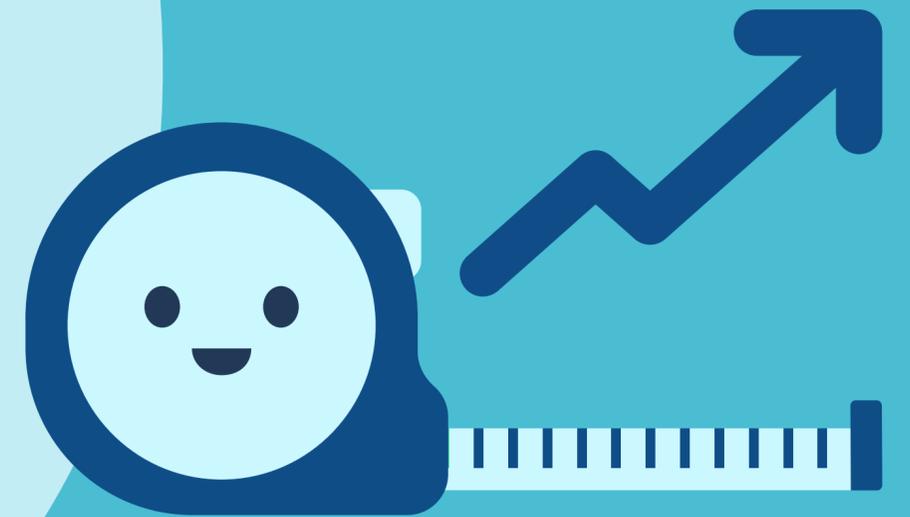


A STUDY BY
MUCK RACK

STATE OF PR MEASUREMENT

2025



Executive summary

- **81%** of PR pros measure their work, but **61%** don't follow formal frameworks such as the Barcelona Principles.
- The average PR team tracks five metrics, most often **stories placed** and **reach/impressions**, though many say these metrics don't accurately reflect their efforts.
- **75%** say their efforts are at least somewhat tied to business goals, and linking results to those goals remains a top challenge.
- **93%** expect AI to impact PR measurement within two years, and **67%** believe visibility in large language models, a key way to measure GEO (generative engine optimization) efforts, will become a standard metric.
- **78%** of PR pros say tracking AI-generated mentions is important to their work, but only **61%** are currently doing or planning to do so.

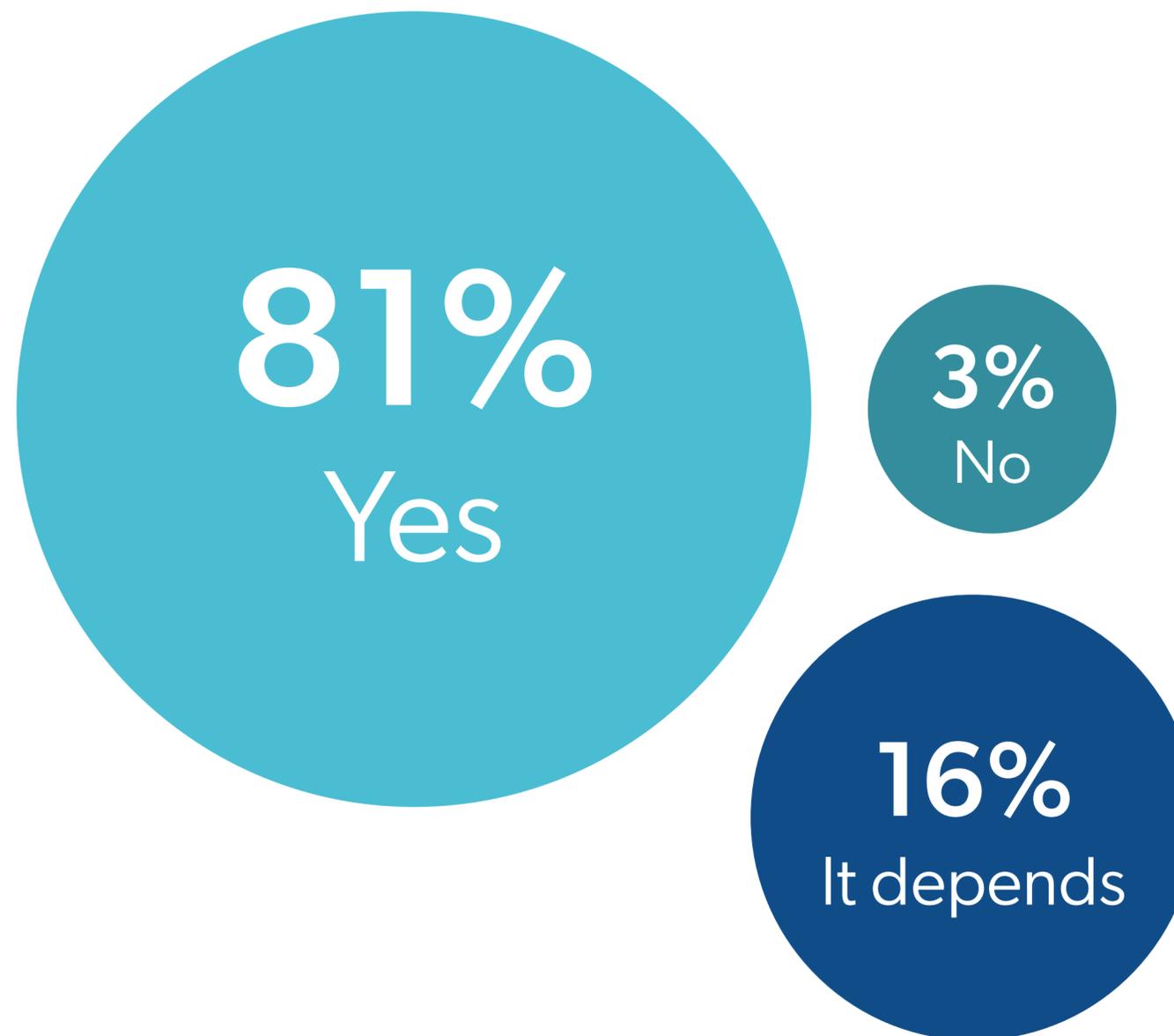
The importance of PR measurement

THE IMPORTANCE
OF PR MEASUREMENT

81% of PR pros measure their efforts

The vast majority of PR teams, **81%**, currently track their work, while another **16%** say it depends. Only **3%** say they don't measure at all, underscoring how universal measurement is across the industry.

Does your team currently measure their PR efforts?

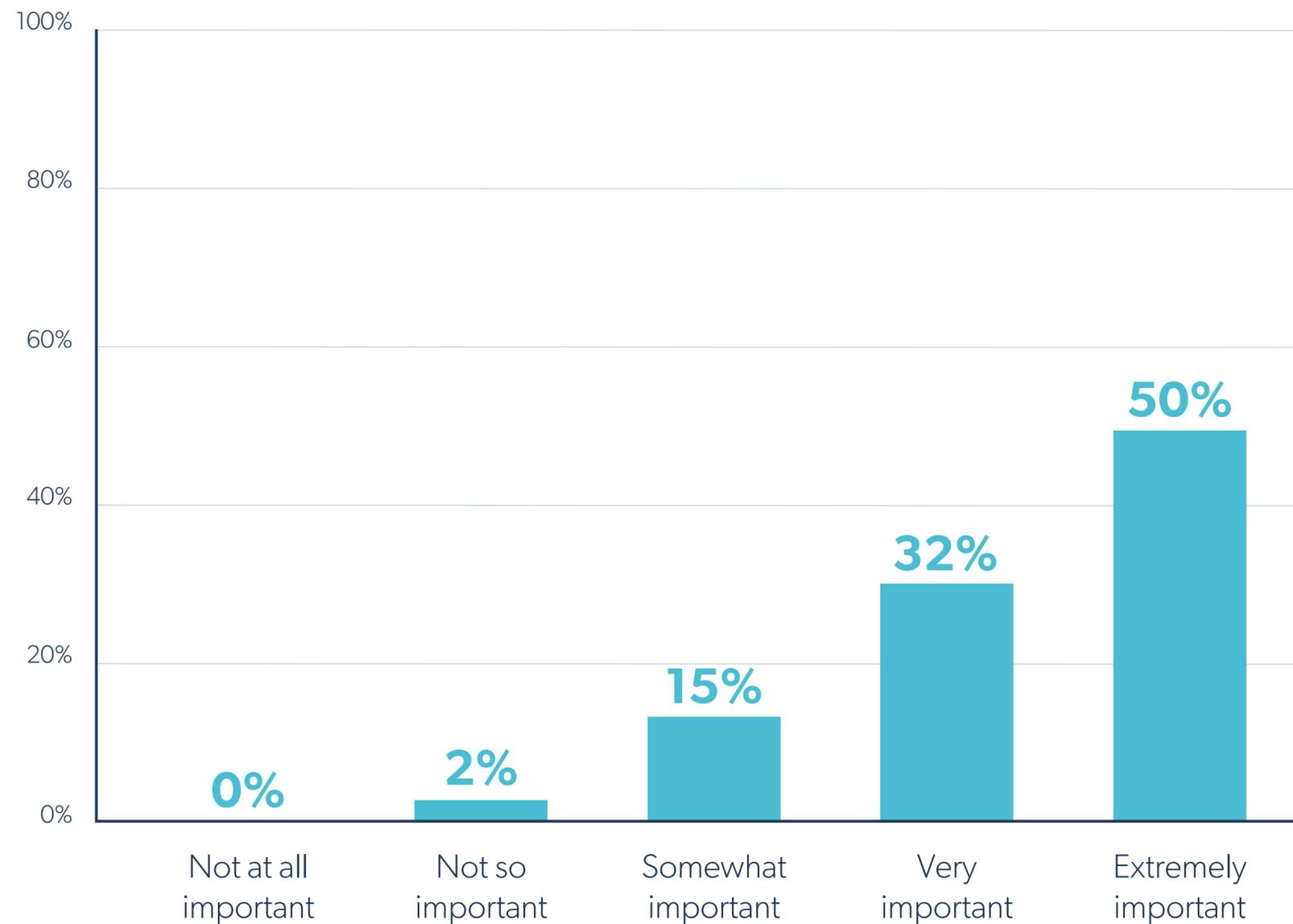


THE IMPORTANCE OF PR MEASUREMENT

Measurement remains a top priority for PR pros

Nearly all PR professionals see measurement as at least somewhat important. **Half** say it's extremely important and another **32%** say it's very important. Only **2%** describe it as less important.

How important is it for you to measure and report your PR efforts?



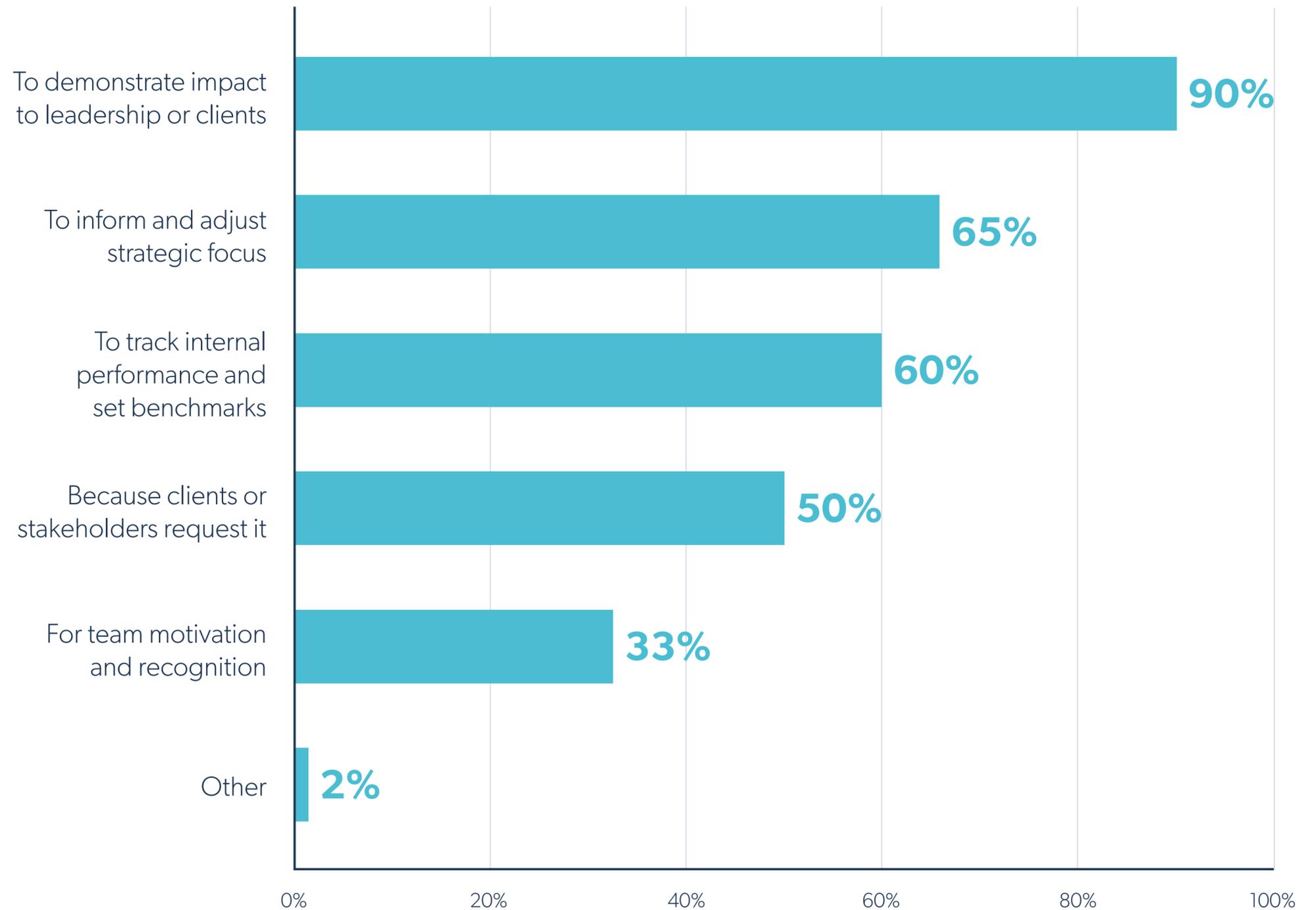
THE IMPORTANCE OF PR MEASUREMENT

Most PR pros measure to demonstrate their impact and guide strategy

Nine out of ten PR pros report results to show their impact to leadership or clients. **65%** also use measurement to inform strategy and **60%** to track internal performance.

Half say they measure because stakeholders request it, while **one in three** do so for team motivation and recognition.

What are the primary reasons you report on your team's efforts?

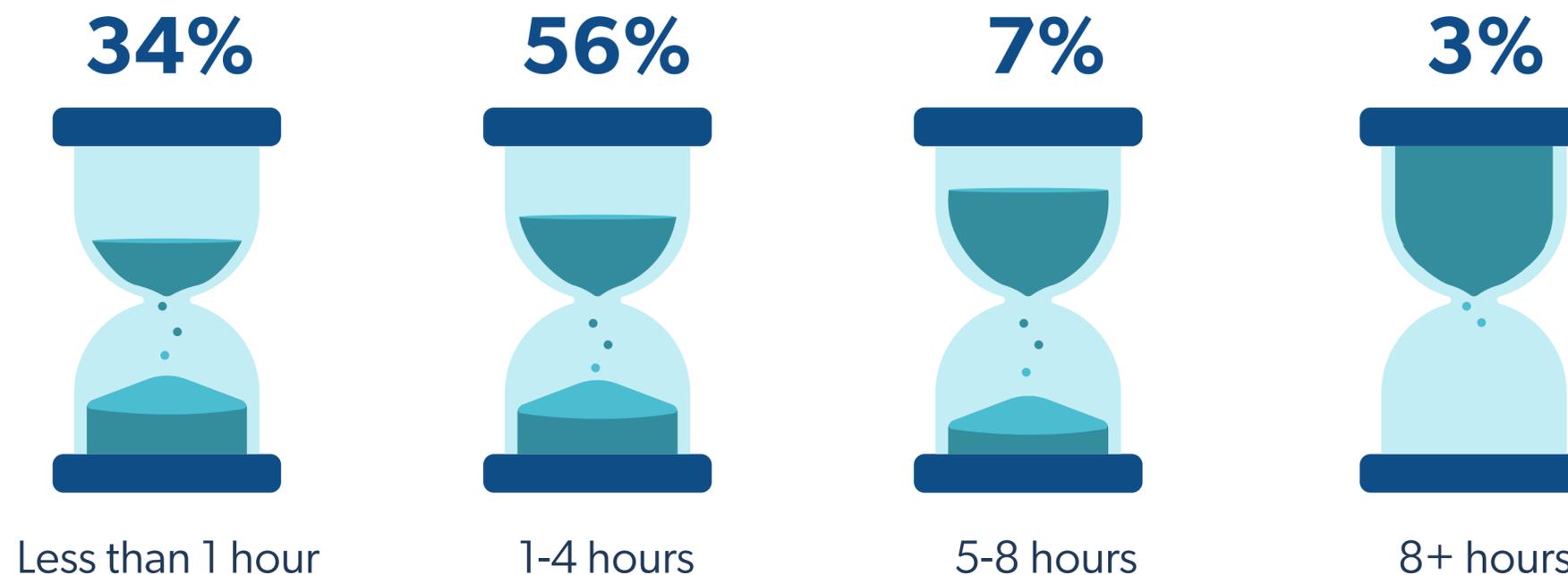


THE IMPORTANCE
OF PR MEASUREMENT

Nine out of ten PR pros spend less than four hours a week on measurement

The majority of PR pros, **56%**, spend one to four hours per week measuring and reporting, while another **34%** spend less than one hour. Only **10%** dedicate more than four hours.

On average, how many hours per week do you spend on measuring and reporting?



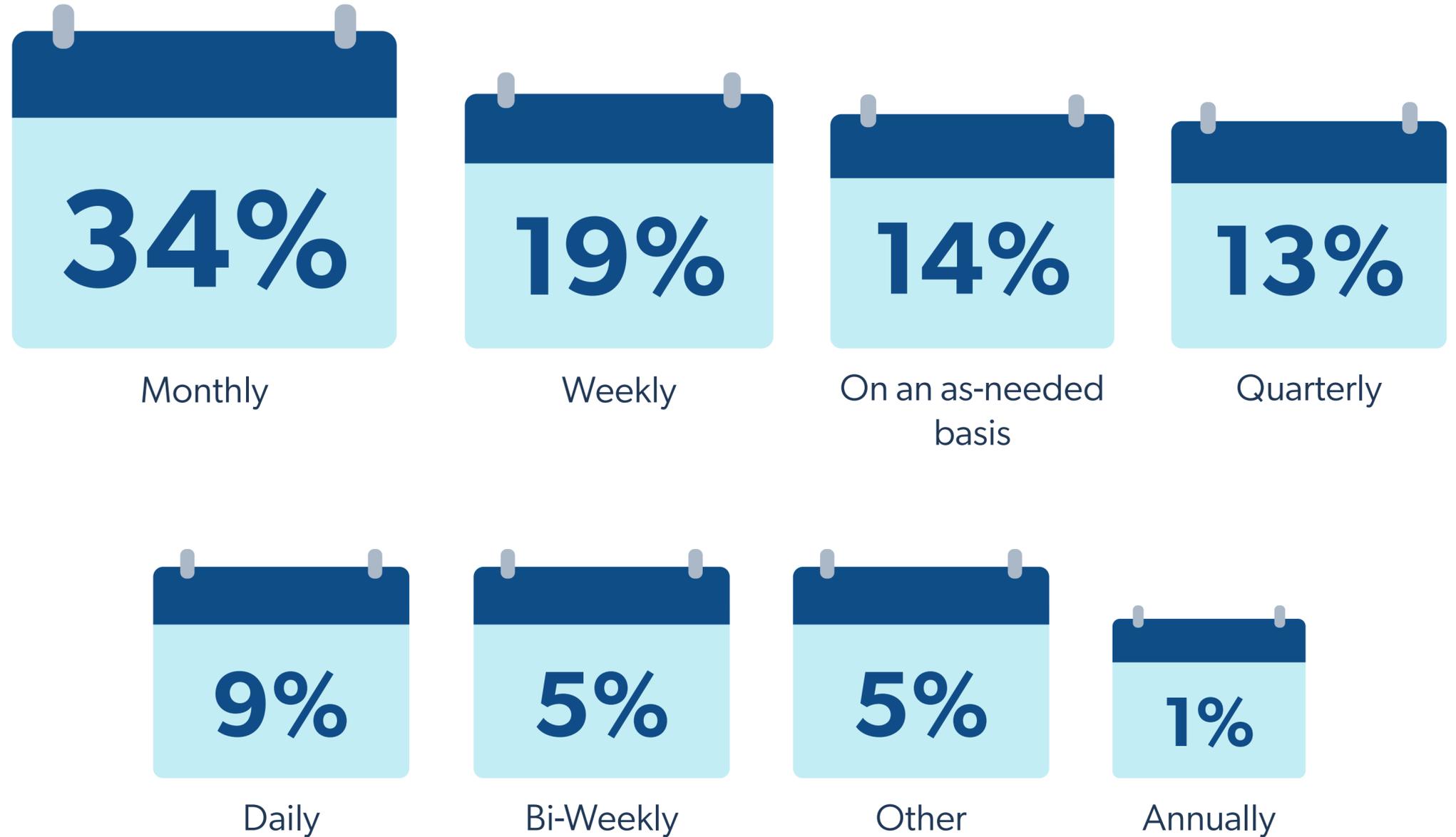
THE IMPORTANCE
OF PR MEASUREMENT

Monthly reporting remains the norm for more than a third of PR pros

Most PR pros, **34%**, measure and report their efforts on a monthly basis.

About **one in five** report weekly, while **14%** do so as needed and **13%** quarterly. Daily or biweekly reporting is less common, and just **1%** report annually.

How often do you measure and report on your team's efforts?



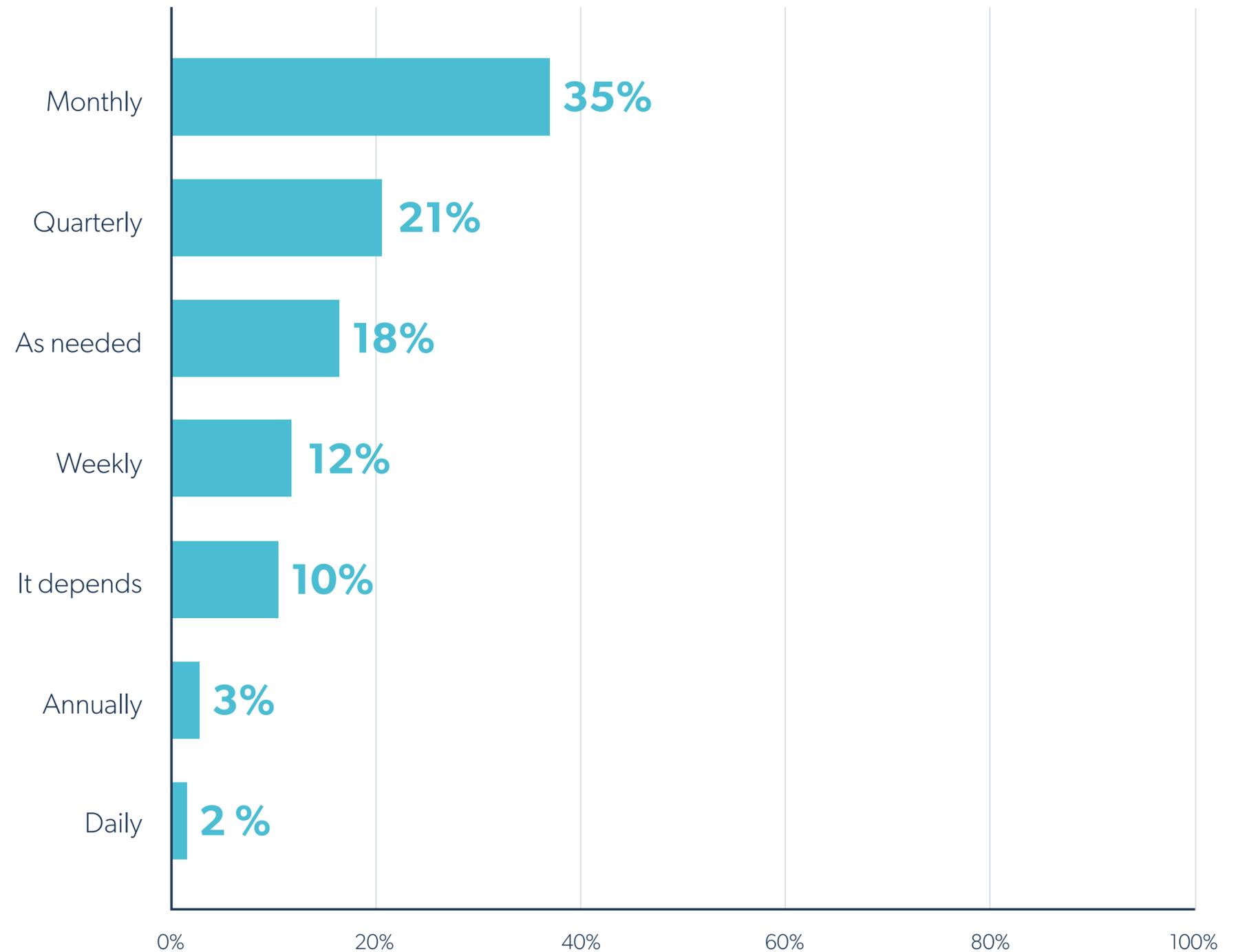
THE IMPORTANCE
OF PR MEASUREMENT

35% of PR teams share results with leadership monthly

Monthly reporting is also the most common cadence for sharing results with executive teams, cited by **35%** of PR pros.

Another **21%** share updates quarterly and **18%** on an as-needed basis. Fewer report weekly or less frequently.

How frequently do you share metrics to your/your client's executive team?

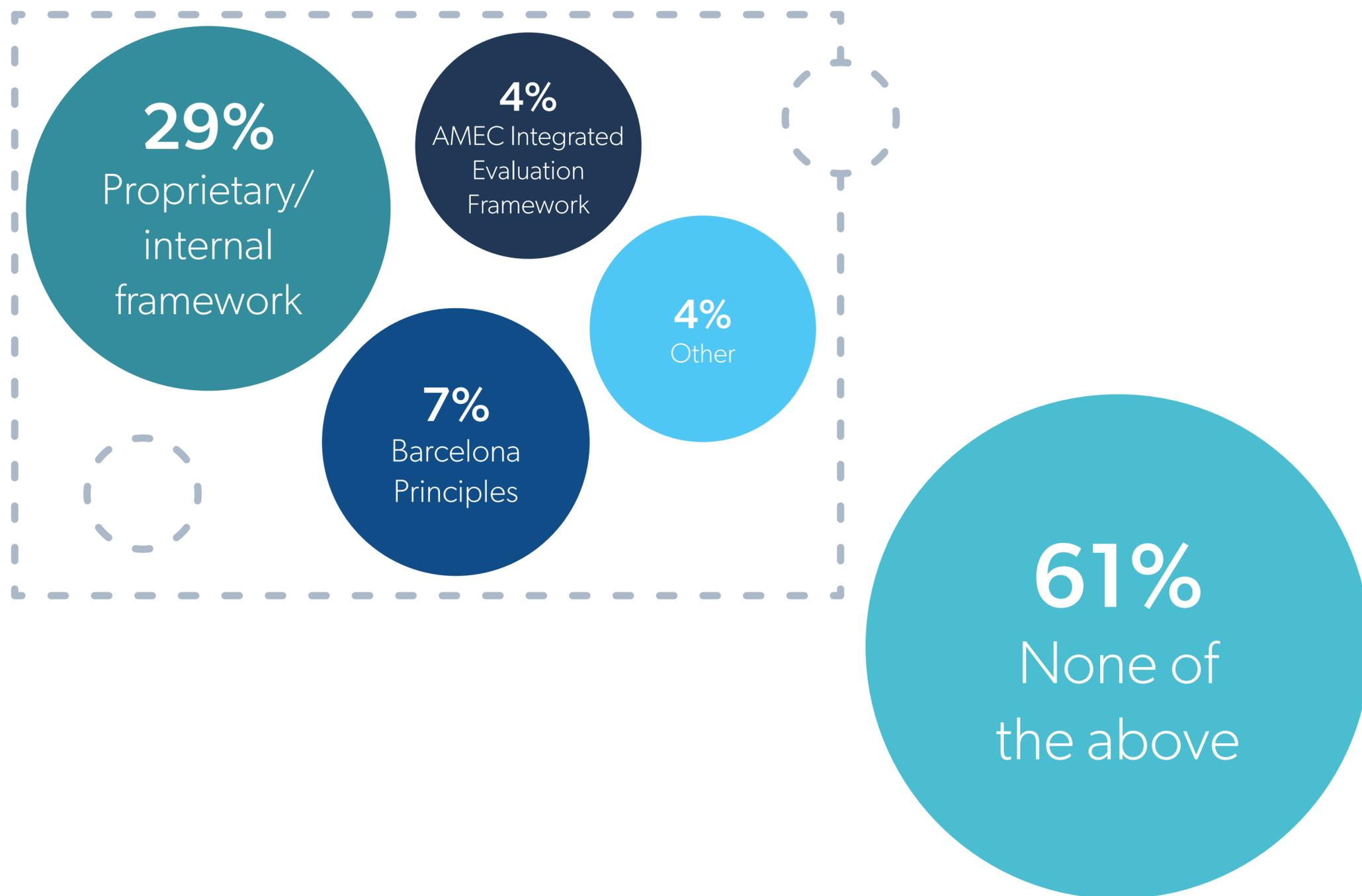


61% of PR pros don't follow formal measurement frameworks

Nearly one third use a proprietary or internal model, while only 11% adhere to established standards like the Barcelona Principles or AMEC's Integrated Evaluation Framework.

The "other" category mostly includes one-off or client-specific frameworks.

Do you currently follow any industry frameworks for PR measurement?



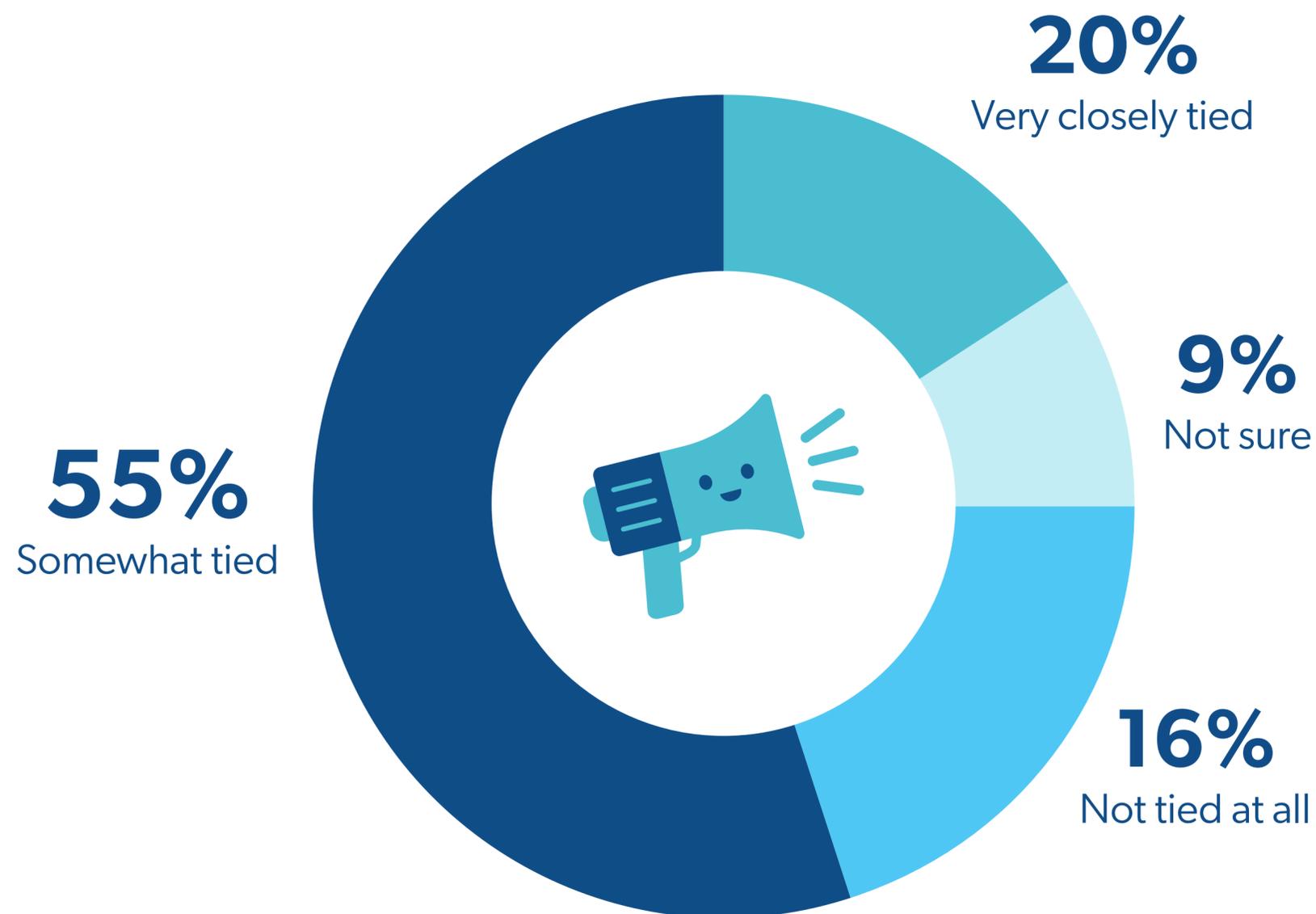
THE IMPORTANCE
OF PR MEASUREMENT

75% of PR pros say their work is at least somewhat tied to business goals

55% of PR pros say their measurement efforts are somewhat tied to broader business KPIs such as sales, brand awareness or recruitment.

Another 20% say they're very closely tied, while 16% say there's no connection at all.

How closely are your PR measurement efforts tied to broader business KPIs (e.g., sales, brand awareness, talent recruitment)?



THE IMPORTANCE OF PR MEASUREMENT

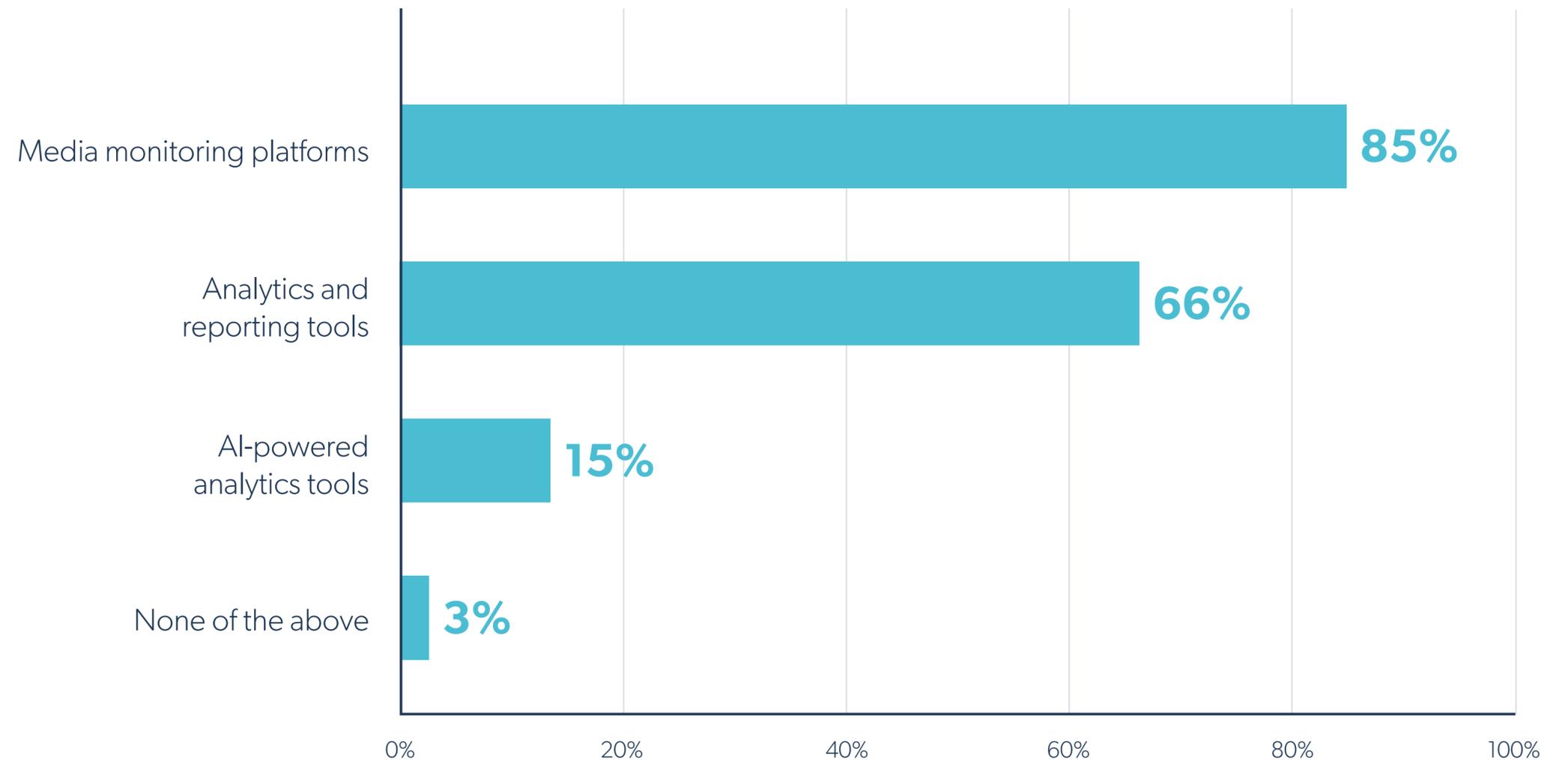
Media monitoring platforms remain the foundation of PR measurement

Most PR pros rely on media monitoring tools for measurement, cited by **85%**.

Two-thirds use analytics or reporting tools, while **15%** have adopted AI-powered analytics.

Only a small share say they don't use any tools for measurement.

Which types of tools do you primarily use for PR measurement?



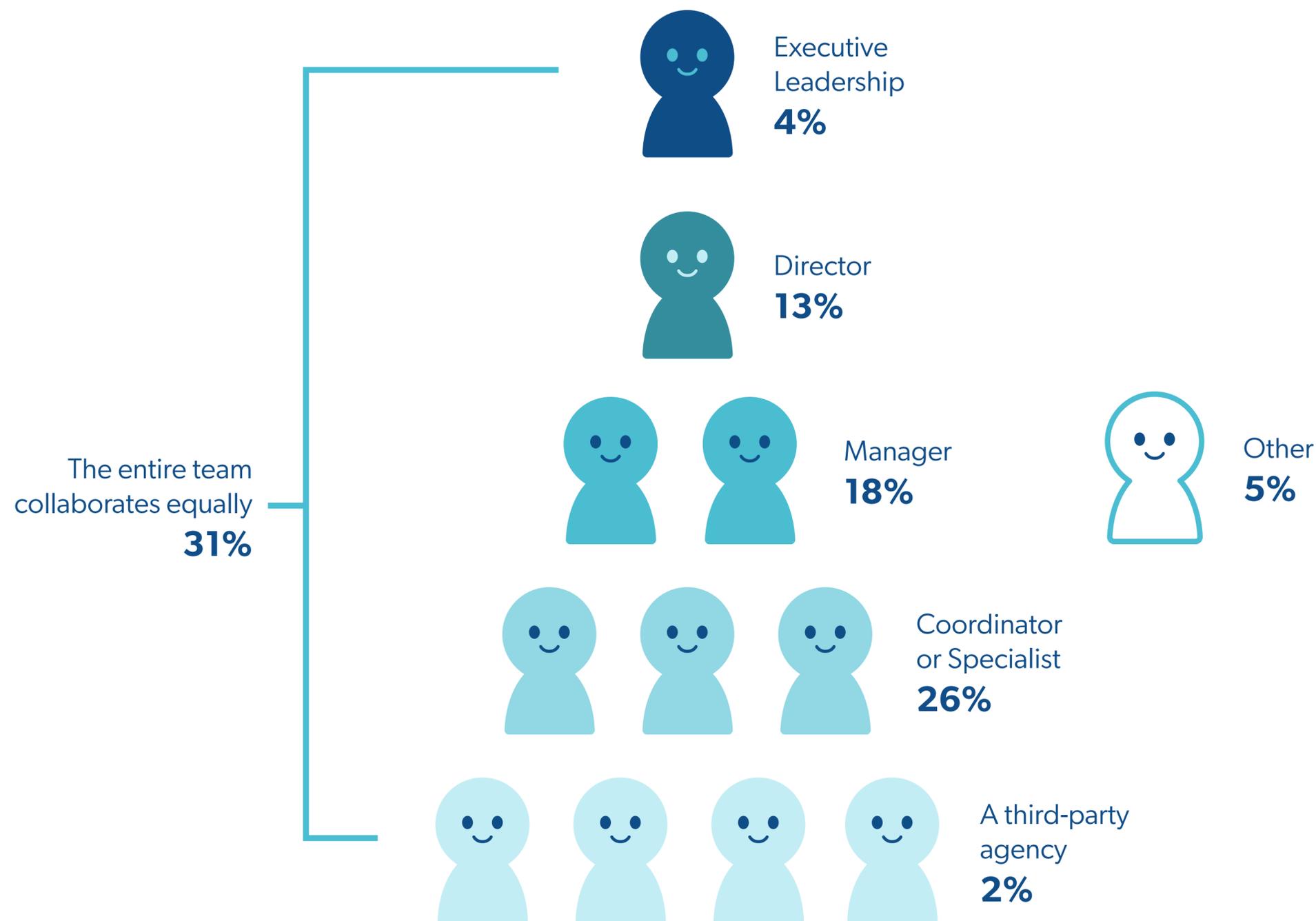
THE IMPORTANCE
OF PR MEASUREMENT

Reporting is rarely a solo task

Measurement and reporting are shared responsibilities across many PR teams. **About a third** say the entire team collaborates on it, while **26%** assign the task to a coordinator or specialist.

Managers and directors are less likely to take the lead, and only a small share say reporting is handled by executives or a third-party agency.

Who is primarily responsible for measuring and reporting efforts in your team?



THE IMPORTANCE
OF PR MEASUREMENT

PR and marketing teams take varied approaches to reporting

About a **third** of PR pros say they integrate PR metrics directly into marketing reports, and another **third** share reports for alignment.

A **quarter** handle reporting separately, while smaller groups say they're part of the same team or hold joint meetings to discuss combined metrics.

How do you coordinate your reporting with the Marketing team's reporting and metrics?



THE IMPORTANCE OF PR MEASUREMENT

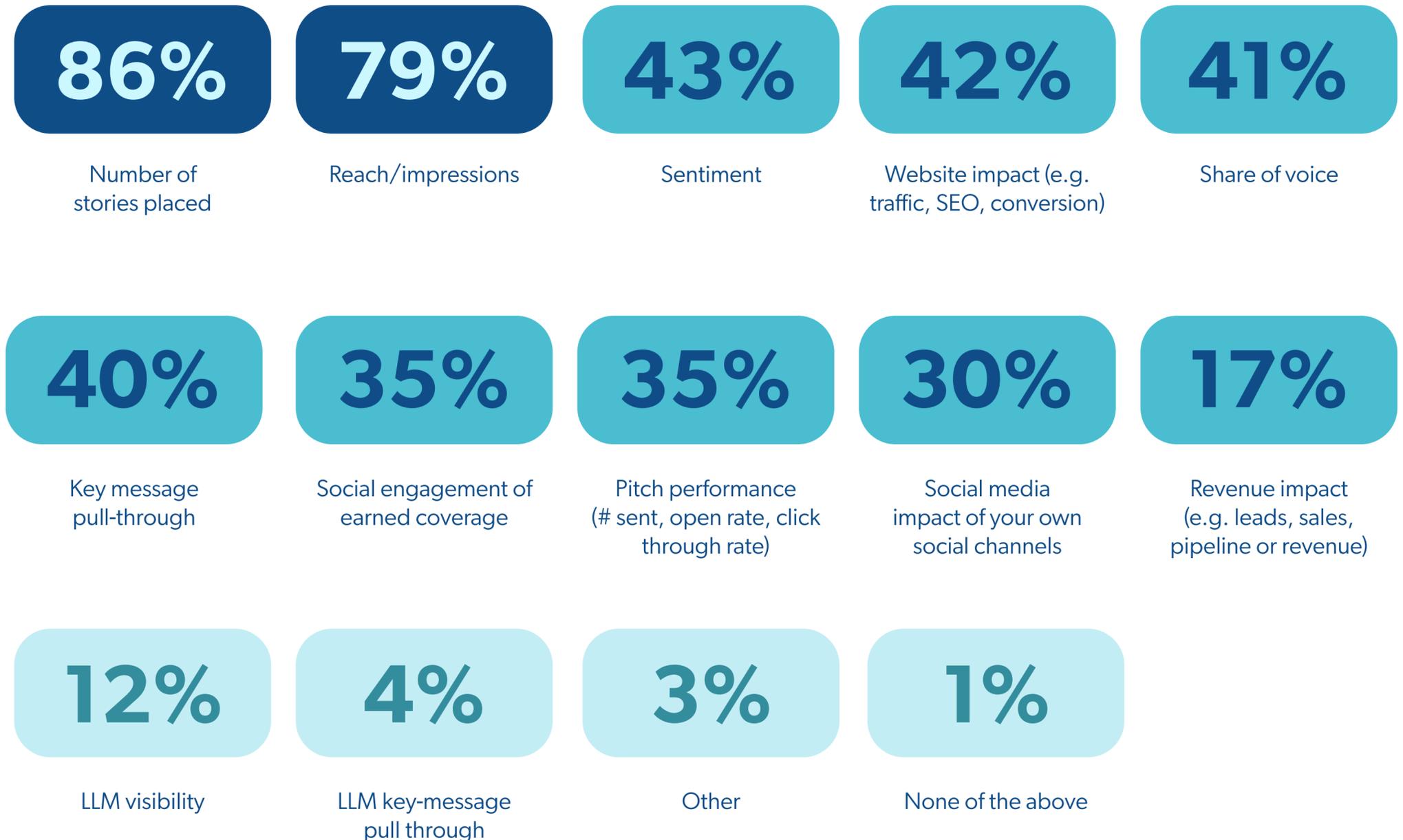
Stories placed and impressions remain the most-used PR metrics

Similar to last year, number of stories placed is cited by **86%** of pros, followed by reach and impressions at **79%**.

Other frequently used metrics include sentiment, website impact, and share of voice. While newer measures like LLM visibility have emerged, only **16%** report using this metric, and traditional indicators of coverage still dominate PR measurement.

On average, PR pros use about five metrics to track their efforts.

Which of these metrics do you use to measure your efforts?



THE IMPORTANCE
OF PR MEASUREMENT

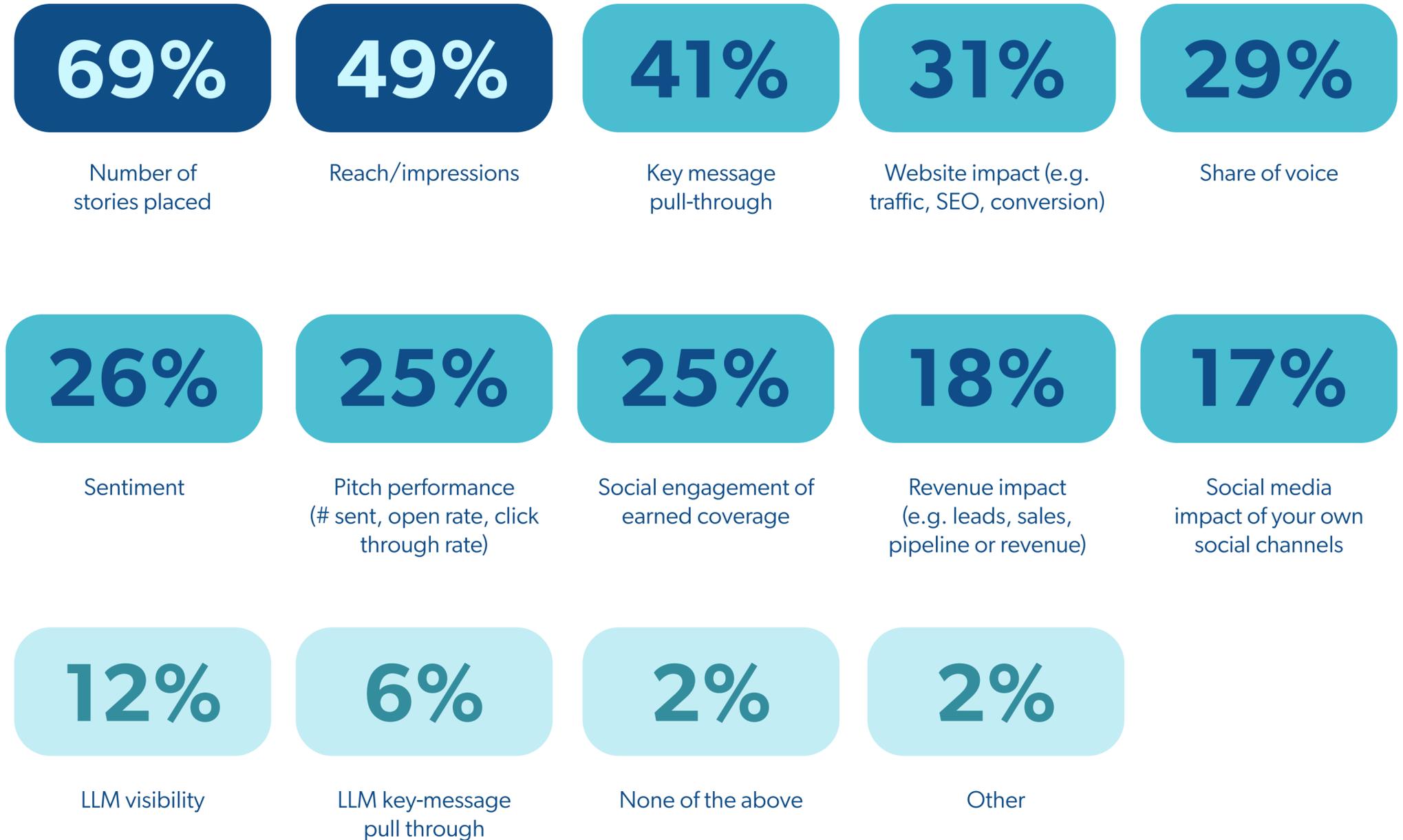
PR pros still rely on metrics they don't fully trust

Stories placed, **70%**, and impressions, **49%**, remain the most trusted metrics according to PR pros. Both are also the most commonly used.

Only about **half** believe reach/impressions accurately reflects their work despite almost **80%** using it.

Key message pull-through ranks lower in use but higher in accuracy, while newer metrics like LLM visibility are used and trusted by similarly small shares.

Which metrics do you find most accurately measure your efforts?



AI and measurement

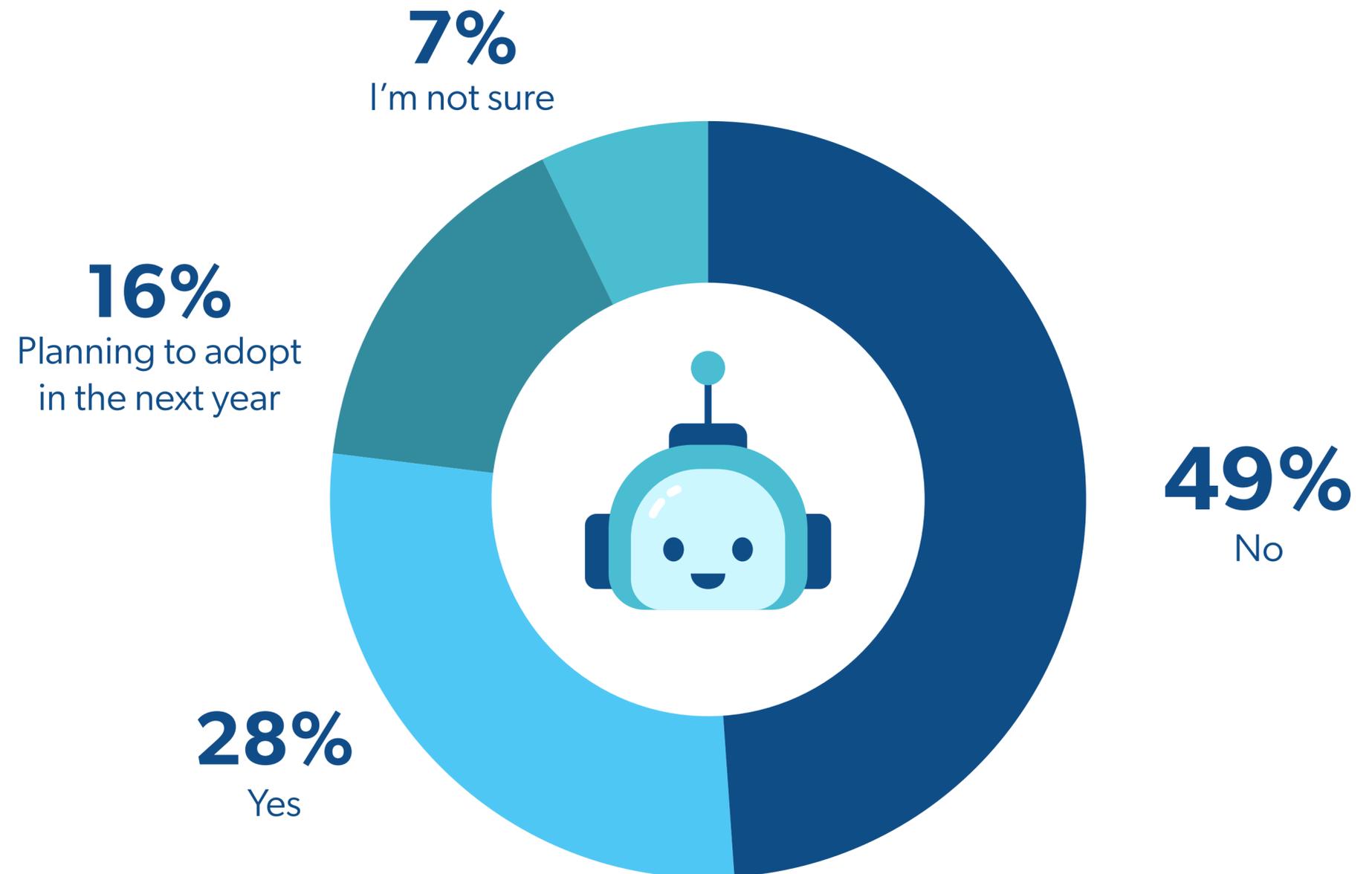
AI AND MEASUREMENT

Only 28% of PR pros are using AI for measurement

Just over **one-quarter** of PR pros currently use AI or AI-powered tools to measure or report their results.

About **half** say they're not using **AI**, while **16%** plan to adopt it in the next year.

Are you currently using AI or AI-powered tools in your PR measurement or reporting?



AI AND MEASUREMENT

93% of PR pros expect AI to impact PR measurement within two years

More than half predict a major impact from AI and LLM visibility tools, while **40%** anticipate a moderate one. Just **7%** expect little or no effect.

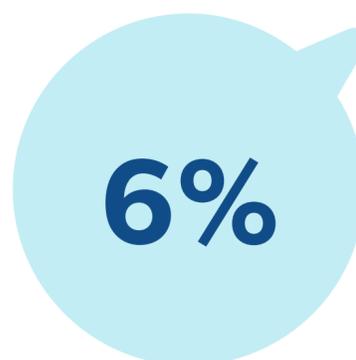
In the next 2 years, how much of an impact do you think AI (including LLM visibility) will have on PR measurement overall?



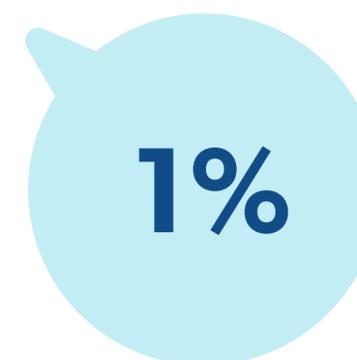
Major impact



Moderate impact



Minor impact

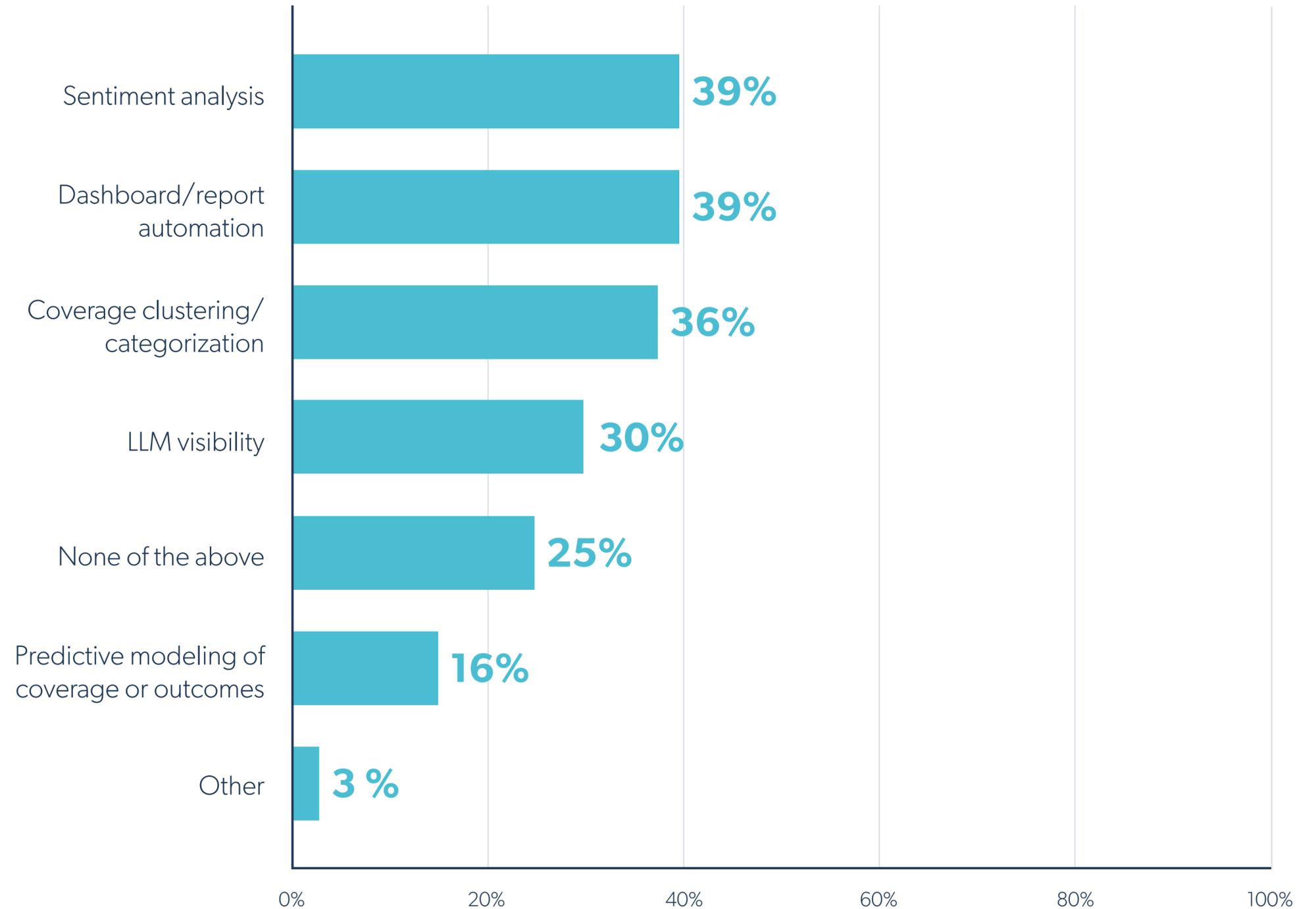


No impact

PR pros are exploring many uses for AI in measurement

There's no single leading use case for AI in PR measurement. Sentiment analysis and report automation are most common at **39%** each, followed closely by coverage categorization at **36%** and LLM visibility at **30%**.

Which PR measurement tasks do you currently use (or plan to use) AI for?

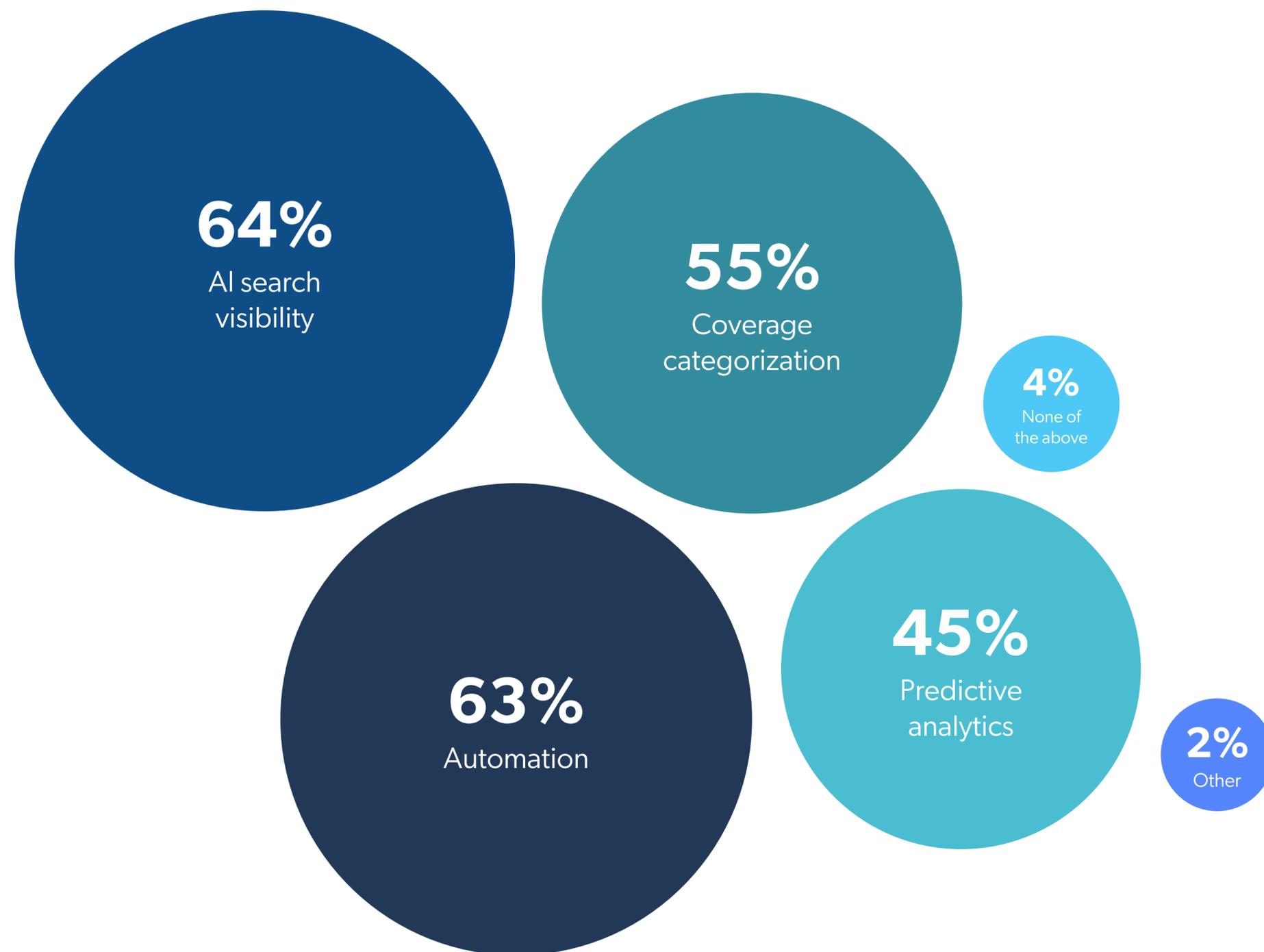


PR pros see broad potential for AI across many areas of measurement

64% say AI search and LLM visibility, which helps measure the results of GEO (generative engine optimization) efforts, have the most potential for enhancing PR measurement. **More than half** think AI has potential in automation and coverage categorization. And **45%** say the same of predictive analytics.

The “other” category included things like tying PR wins to business goals, campaign targeting and assisting with tracking pitches.

Which areas of AI do you see the most potential for enhancing PR measurement?



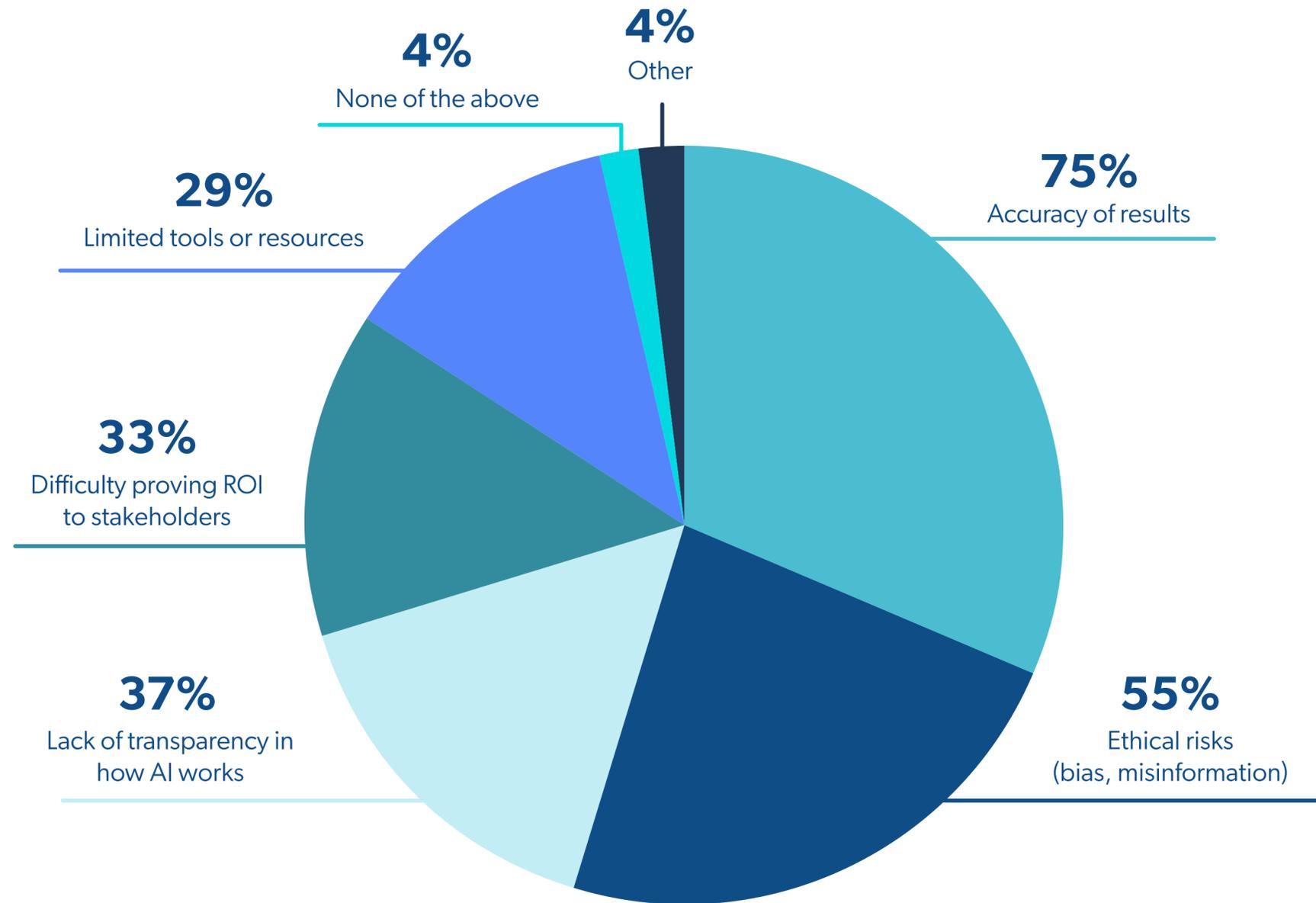
AI AND MEASUREMENT

75% of PR pros cite accuracy as their biggest concern with AI measurement

Accuracy of results is the top concern with **three-quarters** of PR pros, followed by ethical risks such as bias or misinformation with **55%**.

As more teams begin tracking new metrics like LLM visibility to evaluate their GEO strategies, **about a third** also worry about transparency, proving ROI, or lacking the right tools.

What are your biggest concerns about using AI in PR measurement?



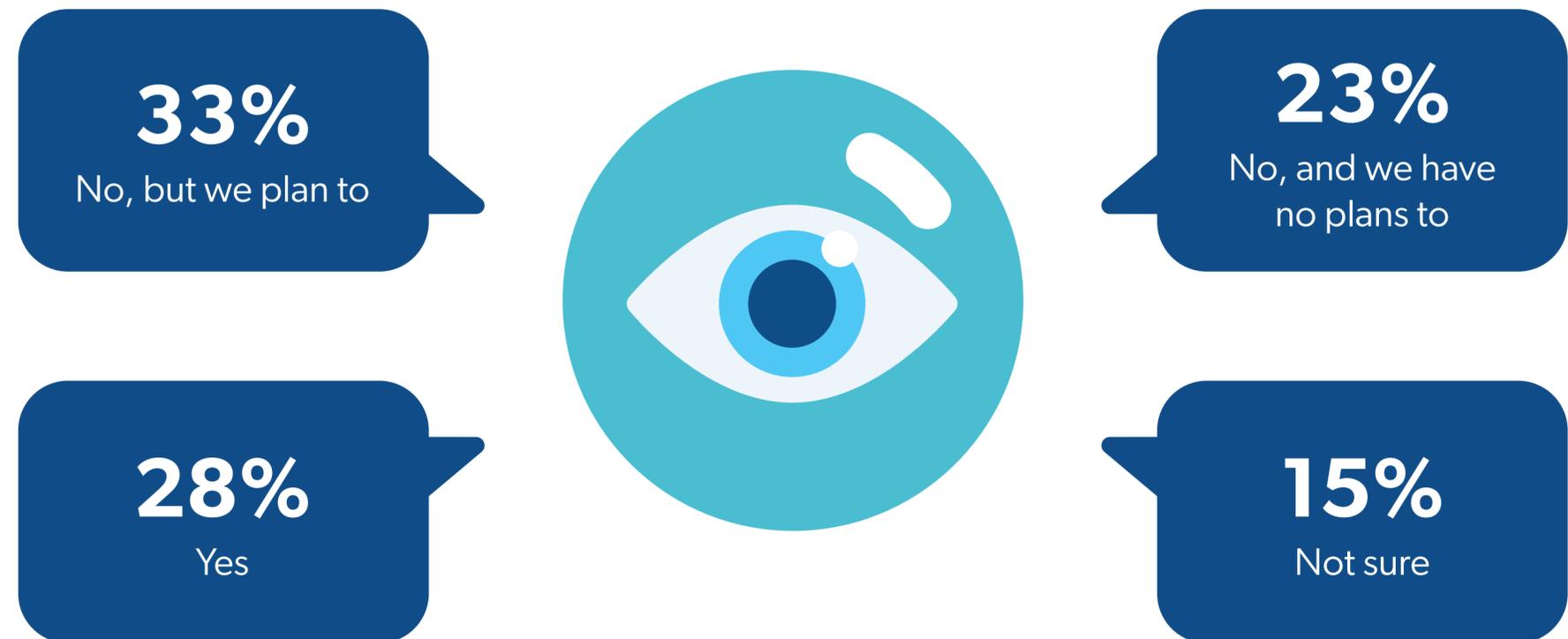
AI AND MEASUREMENT

61% of PR pros are tracking or planning to track their brand's visibility in AI tools

More than one quarter say they already measure how their brand or clients appear in tools like ChatGPT, Perplexity and Gemini. This practice, which tracks GEO performance through LLM visibility, is gaining momentum with **one third** planning to start.

Another **23%** say they have no plans, and **15%** are unsure.

Have you or your team taken any steps to measure your brand/client's LLM visibility (i.e., how they appear in answers from ChatGPT, Perplexity, Gemini)?



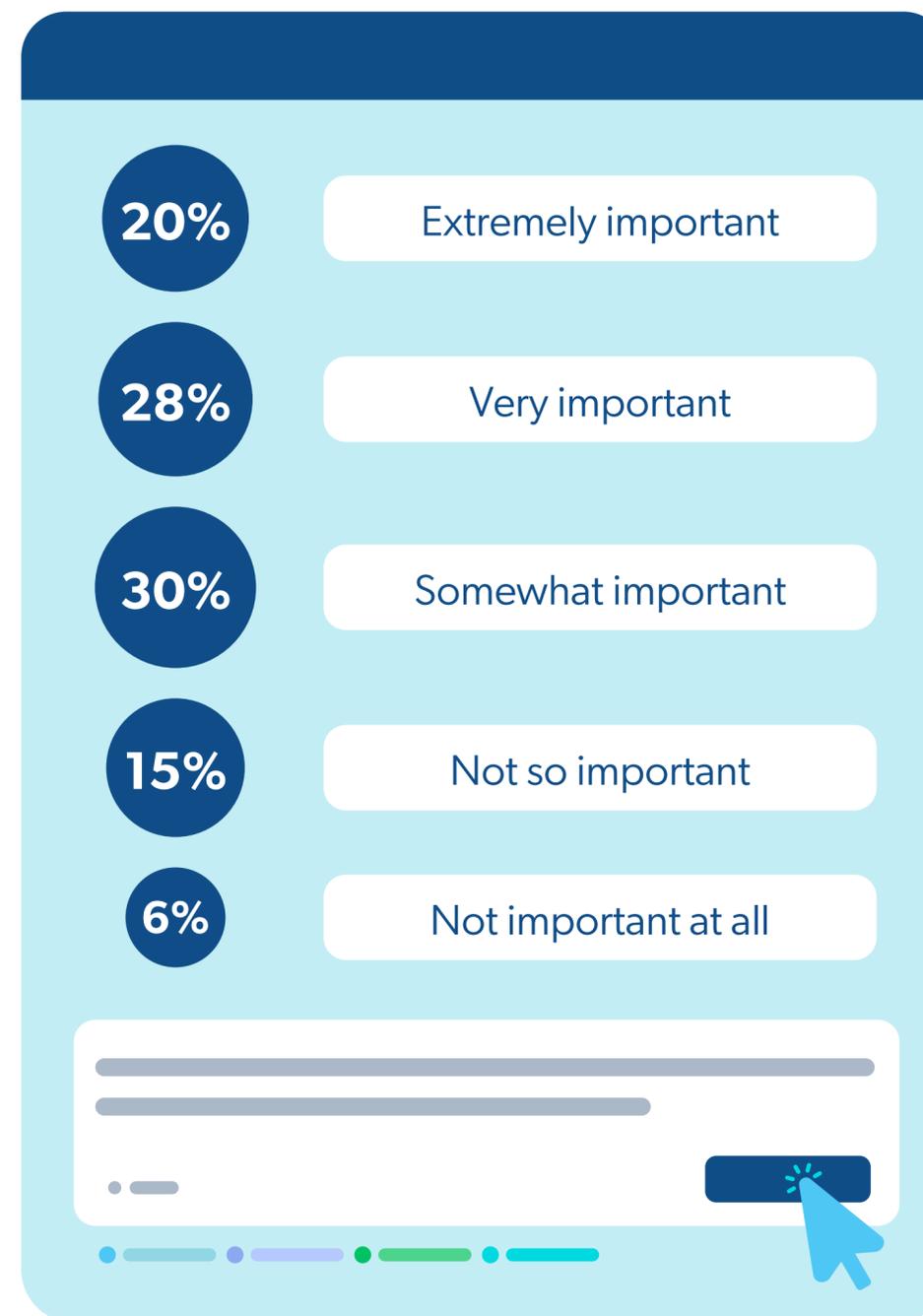
78% of PR pros say tracking AI mentions is important to their work

Nearly **80%** of PR pros consider it important to know when their brand, executives or clients are mentioned in AI-generated answers.

Yet only **61%** are tracking or planning to track this visibility.

About **one in five** don't find it important.

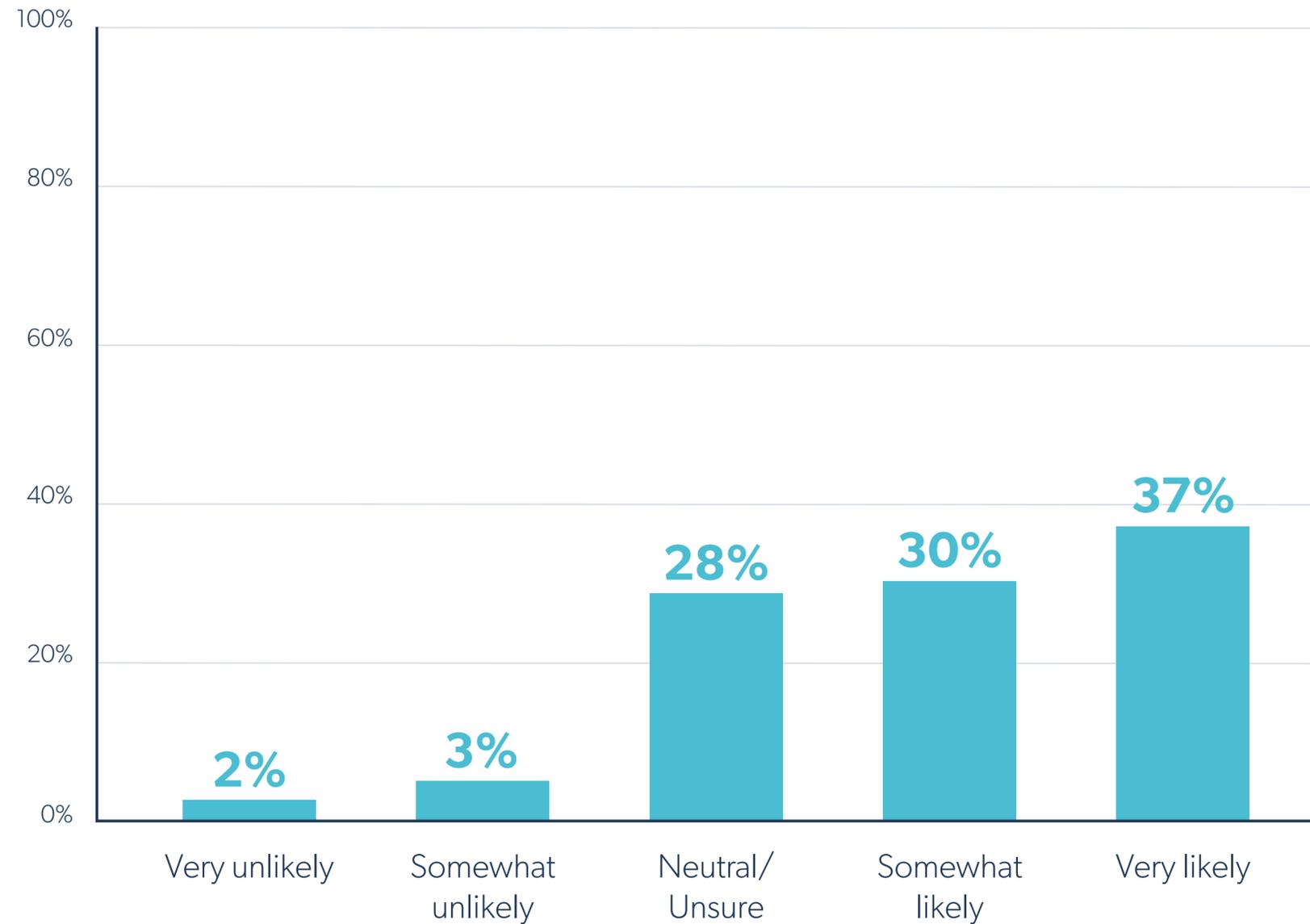
How important is it for your team to understand whether your brand, executives, or clients are mentioned in AI-generated answers?



Two-thirds of PR pros expect LLM visibility to become a standard metric

67% of PR pros believe visibility in large language models, the primary way to measure the effectiveness of GEO, will soon become part of the standard PR measurement toolkit. **28%** are unsure and only a **5%** consider it unlikely.

How likely is it that LLM visibility will become a standard PR metric in the next 2–3 years?



Challenges

CHALLENGES

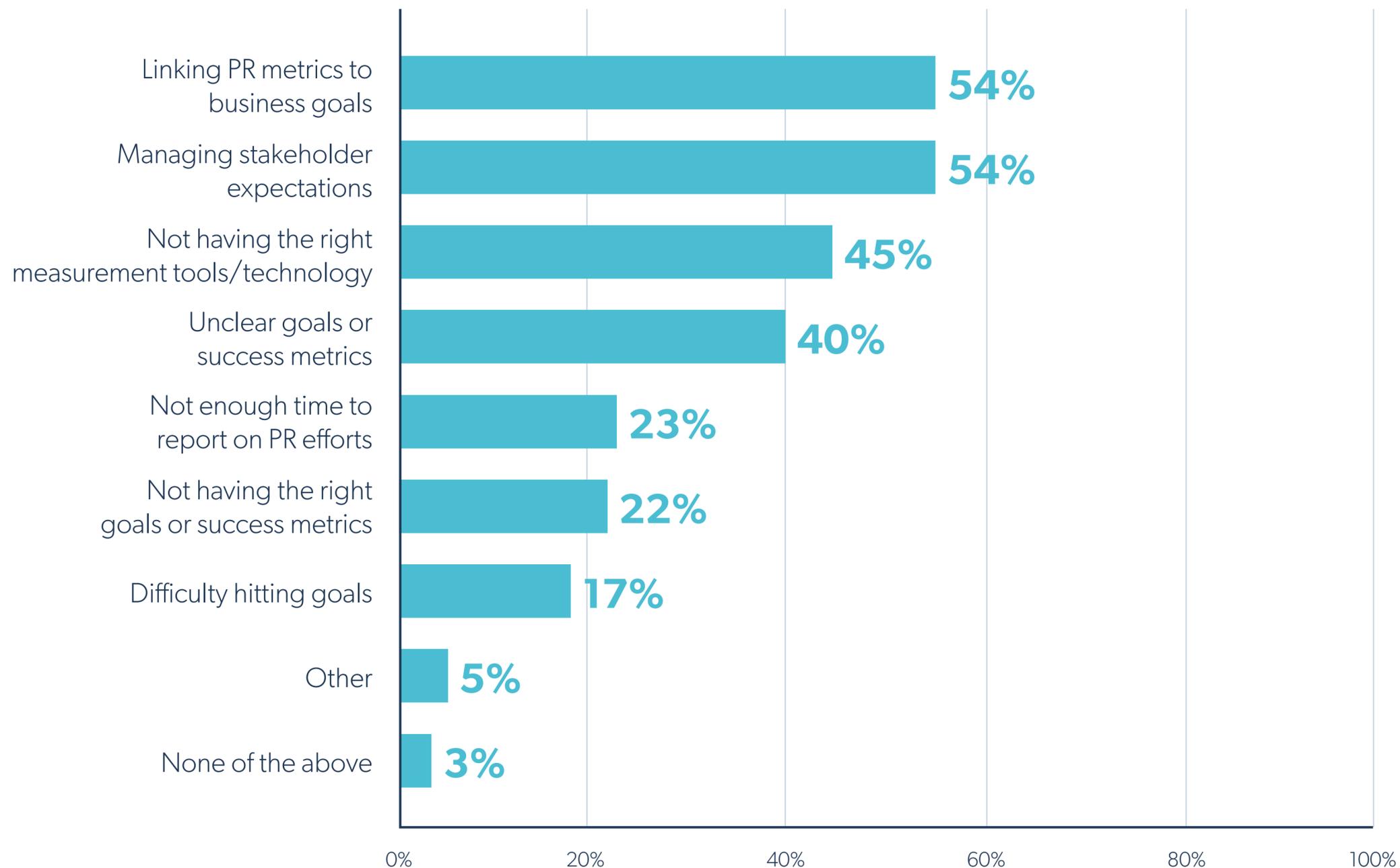
Linking PR results to business goals remains a top challenge

Similar to last year, PR pros cite connecting metrics to business goals and managing stakeholder expectations as their biggest hurdles, each at **54%**.

45% point to lacking the right tools and **40%** to not having clear success metrics as major hurdles.

The “other” category includes issues with leadership buy-in, distrust of some metrics and the difficulty of tracking PR’s non-measurable impacts.

What are the biggest challenges you face when measuring and reporting PR efforts?



CHALLENGES

Journalist engagement remains the biggest factor in PR success

Four out of ten PR pros say their ability to engage journalists has the most impact on whether they meet their PR goals.

Budget and resources follow at **25%**, while smaller shares point to time constraints or access to the right tools.

Which of the following most impacts your ability to reach your PR goals?



39%

Journalist engagement



25%

Budget/resources



18%

Time



13%

Having the right PR tools/technology



3%

Other



2%

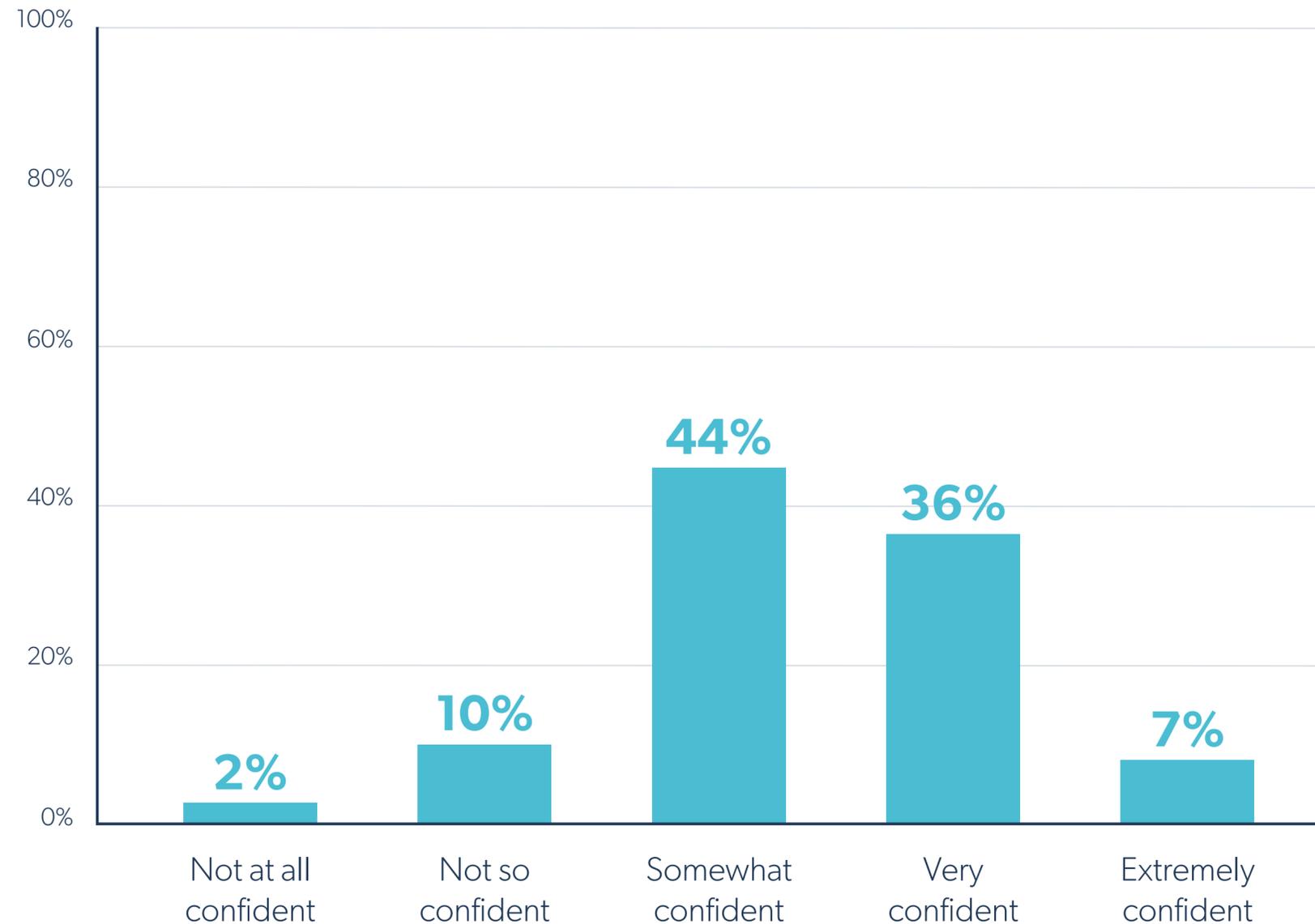
None of the above

CHALLENGES

PR pros remain only moderately confident in their metrics when reporting them to stakeholders

44% of PR pros say they're only somewhat confident in the metrics they report to stakeholders, while 36% describe themselves as very confident and 7% as extremely confident. Only about **one in ten** feel uncertain about their results.

How confident in your metrics do you typically feel when reporting on PR efforts to stakeholders?



CHALLENGES

Tracking progress remains a challenge for many PR teams

Roughly **one in three** PR pros say tracking their efforts is somewhat difficult, a result nearly unchanged from last year.

A similar share find it somewhat easy, while just a small fraction describe the task as very easy, suggesting measurement continues to be a mixed experience across teams.

How difficult is it for you to track your efforts?

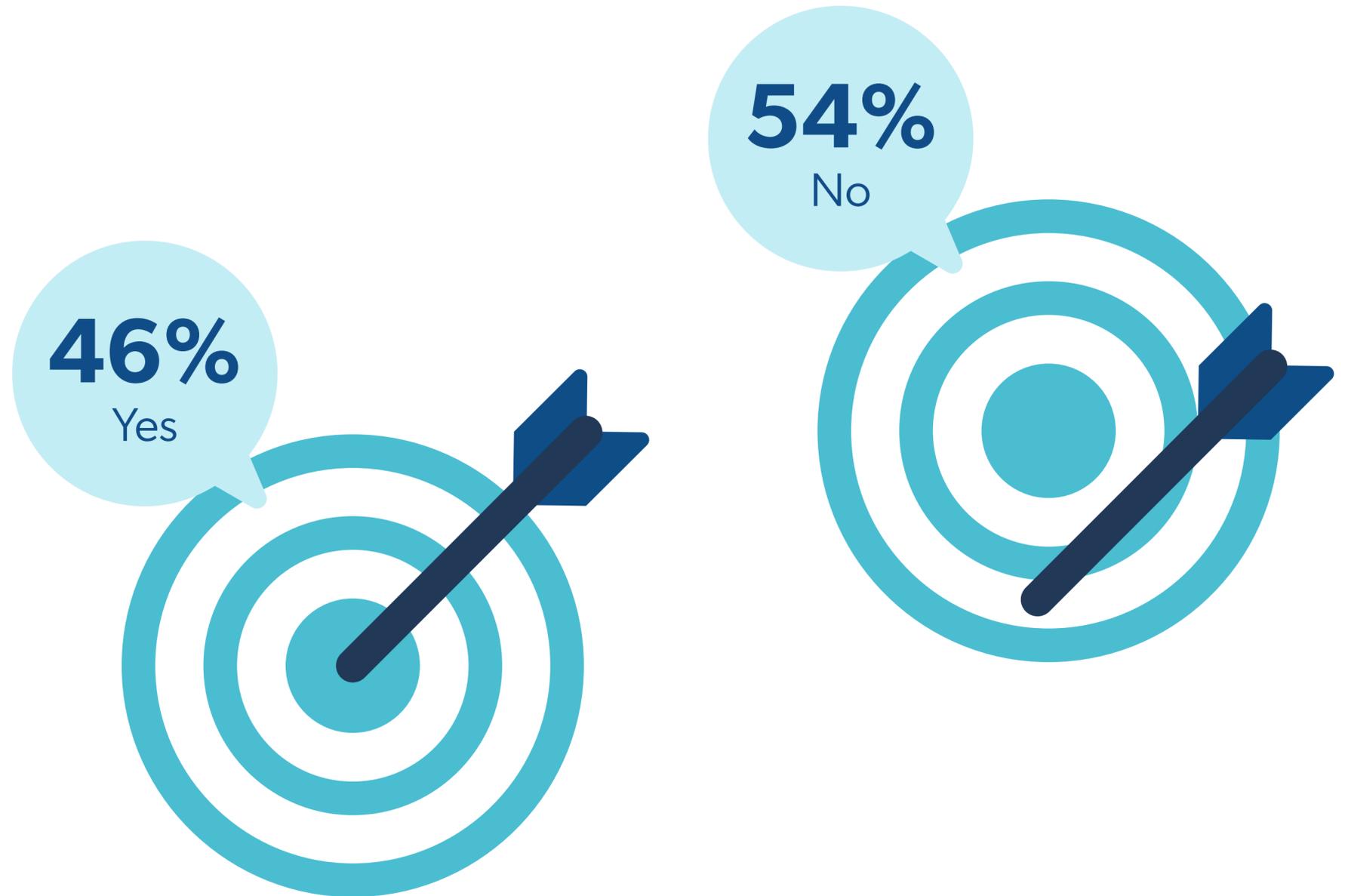


CHALLENGES

Less than half say PR budgets are impacted by performance

Just under half of PR pros say their budget is affected by whether they meet their goals, consistent with last year's findings. **More than half** say their budget isn't tied to performance.

Is your PR budget impacted by you/your team's ability to reach your goals?



Methodology

The goal of this survey is to better understand how and why PR pros track their work efforts. The self-administered online survey collected responses from 912 PR professionals from September 1 to 29, 2025. Survey responses were sought primarily through email and most respondents came from outreach to Muck Rack's database and email contacts.

Data was cleaned to remove spam responses, major outliers, identifiable mistakes, and low-effort responses. This left a total of 832 respondents. The conservative estimate of the margin or error is about +/- 3.4%.

MUCK RACK

Thank you!

Muck Rack is the leading provider of award-winning PR software powered by intuitive technology and the most accurate, comprehensive data provided by journalists themselves.

The platform combines global monitoring and reporting with its world class media data for seamless team collaboration, pitching and measurement. Purpose-built for communications and public relations, Muck Rack helps nearly 6,000 companies worldwide analyze and report on the impact of their media relations. Thousands of journalists use Muck Rack's free tools to showcase their portfolios, analyze news about any topic and measure the impact of their stories.

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