



# The State of PR Technology 2024

An in-depth overview of the trends  
and challenges in public relations software

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# Introduction

Another year, another dive into what's going on in public relations. If you've been in the industry long enough, you know firsthand how PR has transitioned from crafting the perfect story, to a data-driven, ROI-focused machine. By the responses we've collected, it's more important than ever now to show that the work we do results in success.

Nowadays, it's not enough to just get the message out there. **Delivering measurable results that directly impact the bottom line** is something clients and stakeholders want to see, across all operational businesses. We're not in the corner anymore, instead, we're beginning to become evaluated with sales metrics, moving away from the traditional ways we're accustomed to. We're picking up new skills, especially when it comes to proving our value in hard numbers.

However, don't mistake this revolution as a complete departure from what makes the industry we work in so intricate and special. True, **leveraging data and technology is at an all-time high, especially when budgets are cut left and right, but there's nothing more effective than the human touch.**

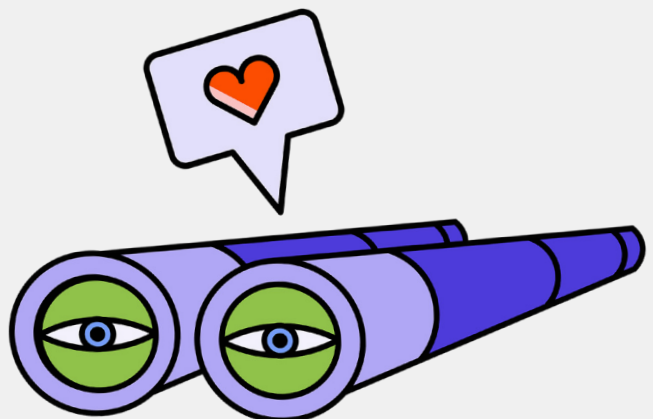
Storytelling, building strong relationships, and understanding the nuances of our audience's emotions are skills that cannot be replaced, especially with AI.

Brands who embrace these value-driven, empathetic strategies aren't simply surviving—they're thriving. They're doing everything we used to do, fostering meaningful connections through less invasive approaches that resonate with their target readers. The hard sell you've been used to is out.

Let's make 2024 successful through a balance of technology and authentic, sustainable engagement where timeless PR principles not only meet today's demands but set the stage for tomorrow's favorable outcomes.

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# Key Findings

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## Measurement and proving success is more important than ever

In 2024, 38.9% of professionals are prioritizing tracking and evaluating their PR efforts, a significant increase from 23.3% in 2022.

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## Budgets are tight

In 2024, 68% of professionals cite budget constraints as the top reason for not using PR tools, with solo practitioners particularly impacted at 71%.

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## Regular mailbox providers are being pushed out

The use of standard email services for pitches has dropped from 74% in 2022 to 50% in 2024, reflecting a shift towards tools built for PR outreach.

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## People like PR tools

Satisfaction has nearly doubled since 2022, with 60% of professionals now saying they're happy with them, compared to just 36% two years ago.

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## Showing the value of PR is difficult

This year, 48% of respondents were struggling with putting their successes on display due to higher ROI expectations from clients and stakeholders.

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## We're using AI for more than writing

Its use for research, analysis, and reporting has skyrocketed, with AI-driven research jumping from 53% in 2022 to 67% in 2024, and analysis surging from 8% to 31%.

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## AI is taking over data analysis

As automation becomes more common, the value placed on data analysis in PR has dropped by 8%, shifting our focus to skills that only humans can do.

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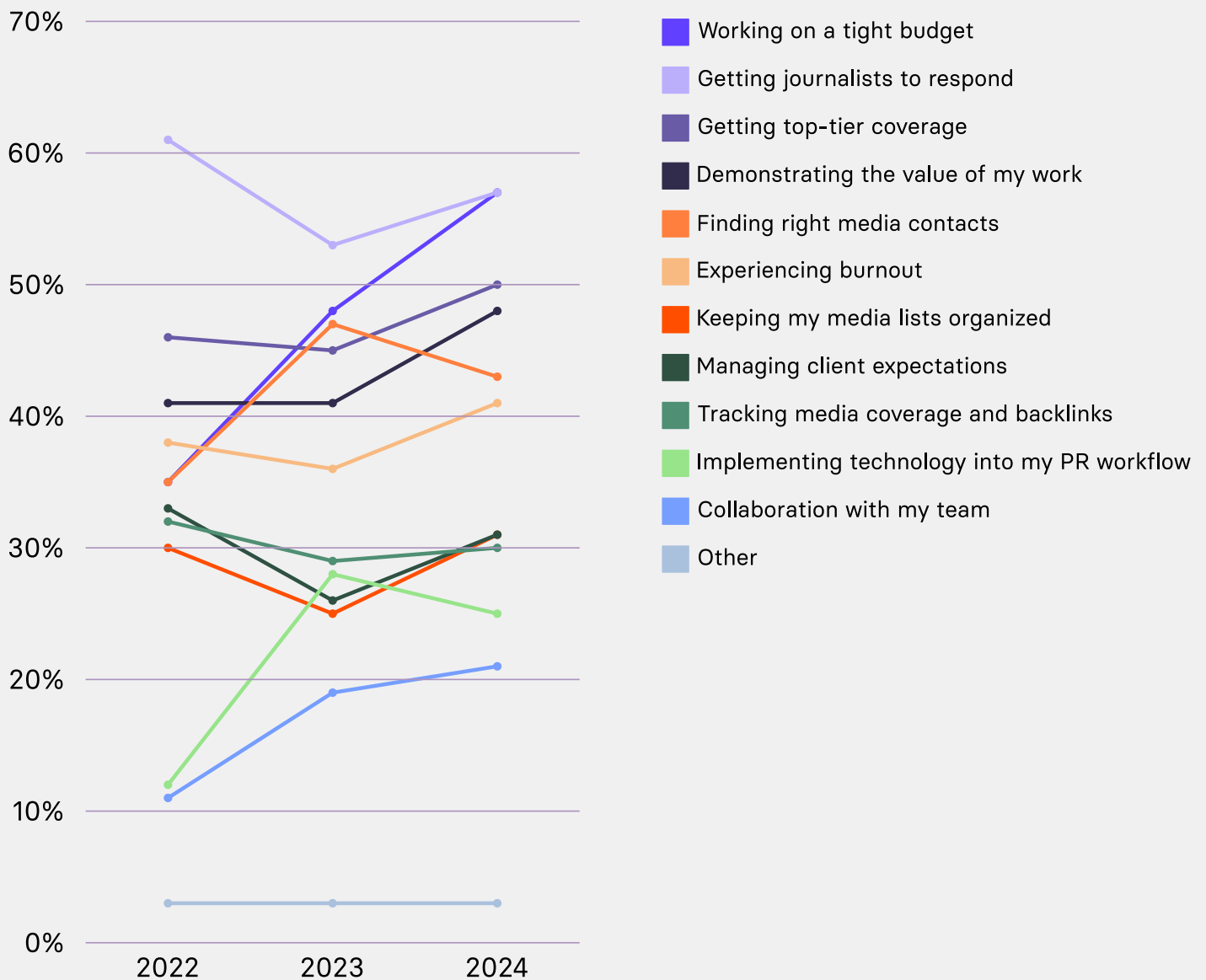
## We're now being evaluated with... sales metrics

With clients and stakeholders demanding more business-oriented outcomes, we're seeing sales numbers in PR measurement rise from 13% in 2023 to 19% in 2024.

# Challenges and pain points in PR

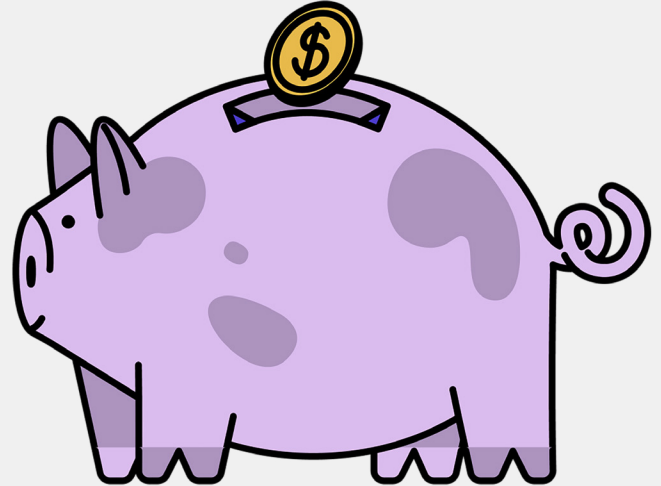


# Did you struggle with any of the following in the last 12 months?



## Tight budget constraints

The top answer when it comes to challenges in 2024 was budget-related. This number has **jumped from 34.9% in 2022, to 57.4% this year**. More financial pressures year over year suggest that economic factors, such as the broader inflation and rising costs for services across all spectrums are stretching PR budgets thinner than ever. As we tighten our belts, it's becoming increasingly difficult to secure all the resources needed to execute and draft PR strategies effectively.



## Challenges with journalist engagement

Getting journalists to respond to pitches comes up as the second, most prominent challenge in 2024. Although there was a slight decrease in this concern from 2022 to 2023, it's back in 2024, with **56.6% of respondents reporting difficulties**. This could be because of a few factors, such as industry layoffs and loss of valuable contacts at publications we've worked with previously, along with the rise of AI. The latter contributes to an overwhelming number of AI-generated texts, which are more generic and less personal, making it harder to form connections and secure meaningful engagement.

## Securing top-tier coverage

This challenge remains constant, and not without cause. **The media landscape is becoming more saturated than ever**, making it difficult for great stories to reach newsworthy outlets and their audience. Top-tier outlets are becoming more and more selective, focusing on stories with controversies, significant impact on the community, or exclusive angles only, which makes PR professionals work much harder to craft pitches that meet these standards.

## Demonstrating the value of PR

Jumping from 41.4% in 2022, to 48.1% in 2024, this increase shows us that the pressure to prove impact isn't going away anytime soon. With all the economic uncertainties, lack of straightforward metrics might be further complicating the ability to demonstrate ROI and effectiveness. **This is particularly challenging when quantifying the less tangible aspects of PR work**, for example brand reputation or fostering long-term relationships with contacts.



### **Eric Schultz**

#### **Co-Founder of World's Fair Communications**

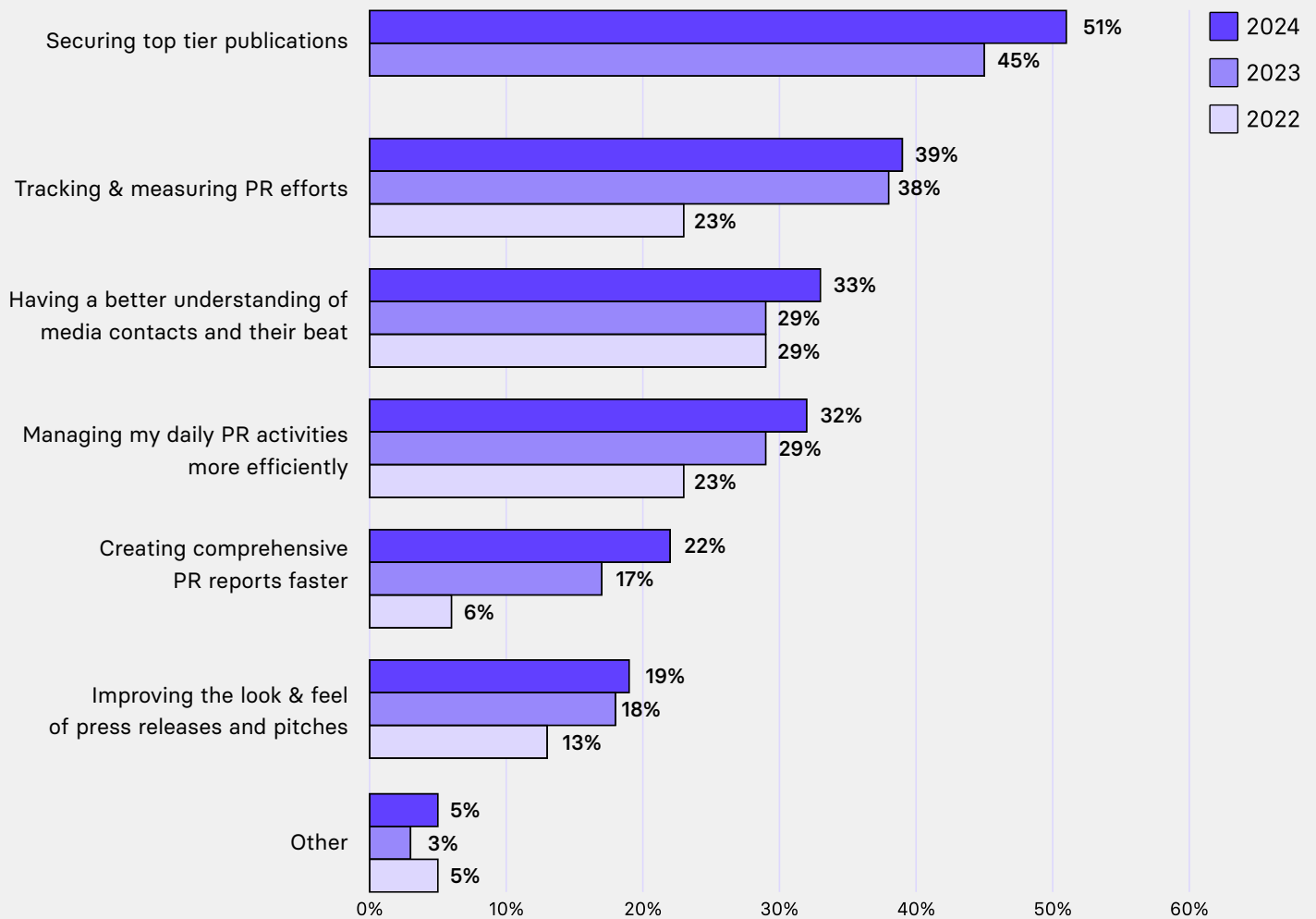
Just like any business expense, proving the value of PR comes with the territory. Professionals need to deliver for their clients, and they need to do it efficiently. That means closely documenting their efforts, and their successes in explicit detail.

If months of media relations work leads to a profile in a well known outlet, demonstrating the monetary value of the coverage (which can top seven figures) is absolutely necessary. If you are able to book your client as a thought leader at a major event, and that appearance leads to inbound inquiries and earned media coverage, calculating their value will help illustrate the effectiveness of your efforts.

Providing the results is basic, but exemplifying the value of these results is necessary in tight budgetary times. This goes for all tactics and strategies within the realm of strategic communications, including crisis response/preparation as well as internal communication initiatives.



# If you could instantly improve one aspect of your current PR performance, what would it be?



Collectively, over a half of respondents said securing a top-tier publication was their number #1 goal in improving their PR performance, a small jump from 45% in 2023.

At the same time, tracking and measuring PR efforts remains a constant challenge, coming up second, with 38.9% of responses. In 2022, only 23.3% of respondents said this was their priority, along with 38.4% in 2023. **With a more PR ROI focused industry, and not enough concrete metrics, tracking and measuring success is still on our minds.**

In third place, PR professionals want to understand their media contacts better, along with their beat. **It's apparent that in 2024, we want to be more strategic and efficient about the work we do, and focus on outcomes rather than outputs.**

In 2022, only 5.9% of respondents found that creating comprehensive PR reports faster was important, and now, in 2024, the number jumped to 22%. This suggests a growing emphasis on efficiency in reporting, as well as proving PR success.



## **Karolina Króliczek**

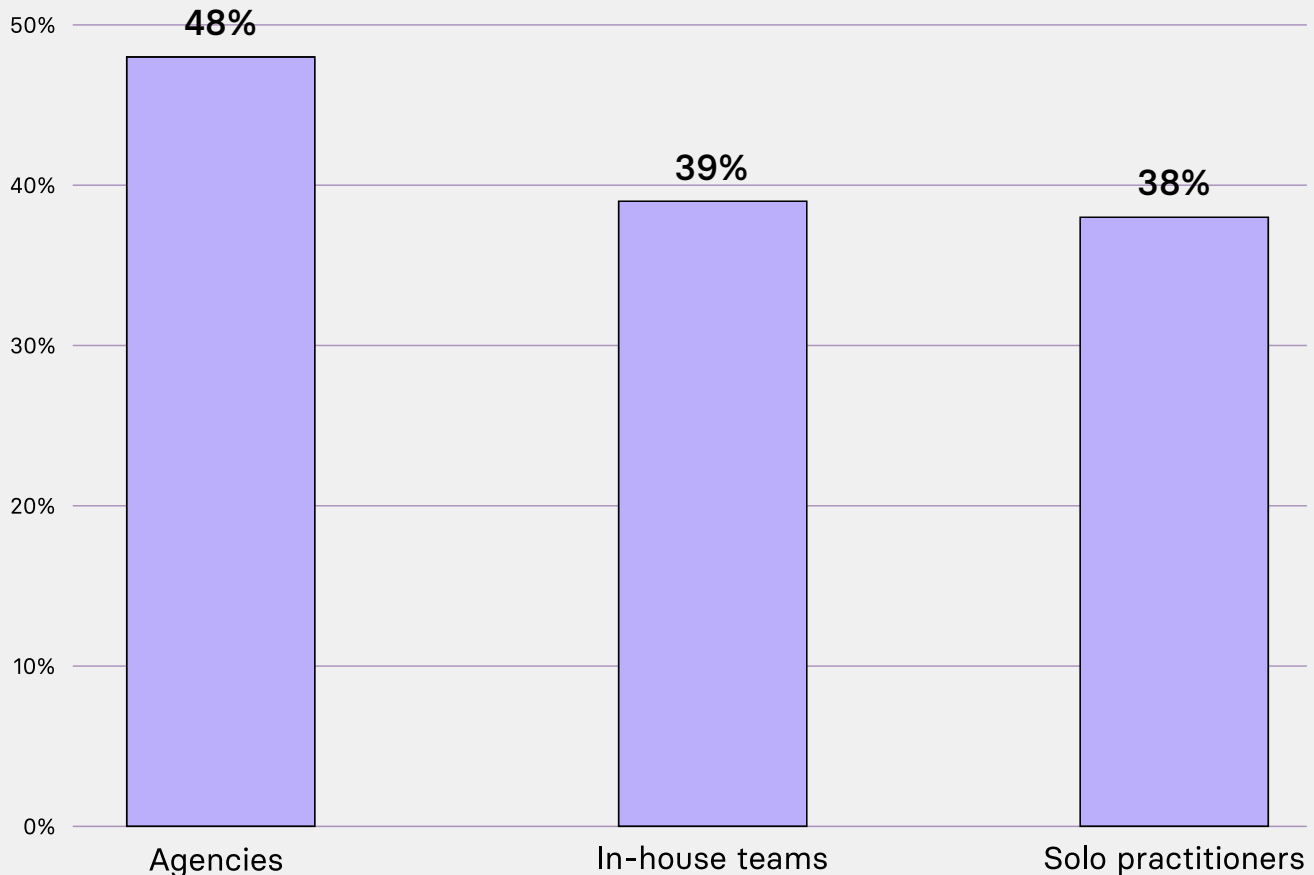
**CEO of the digital PR agency PR Insight**

It's not surprising that nearly 51% of survey respondents identified securing top-tier publications as a major priority for PR professionals using media software.

First, top-tier publications offer significant credibility and prestige. Second, enhanced brand visibility is crucial. Media software like Prowly tracks metrics such as media placements, audience reach, and engagement. Top-tier publications typically generate more favorable metrics, enabling PR professionals to effectively demonstrate the success of their campaigns to clients.

Additionally, top-tier publications can set a brand apart from its competitors. High-profile media outlets shape public opinion and influence key decision-makers. For PR professionals, securing coverage in these outlets can be a strategic move to influence perception and impact how a brand or client is viewed by the public and industry peers.

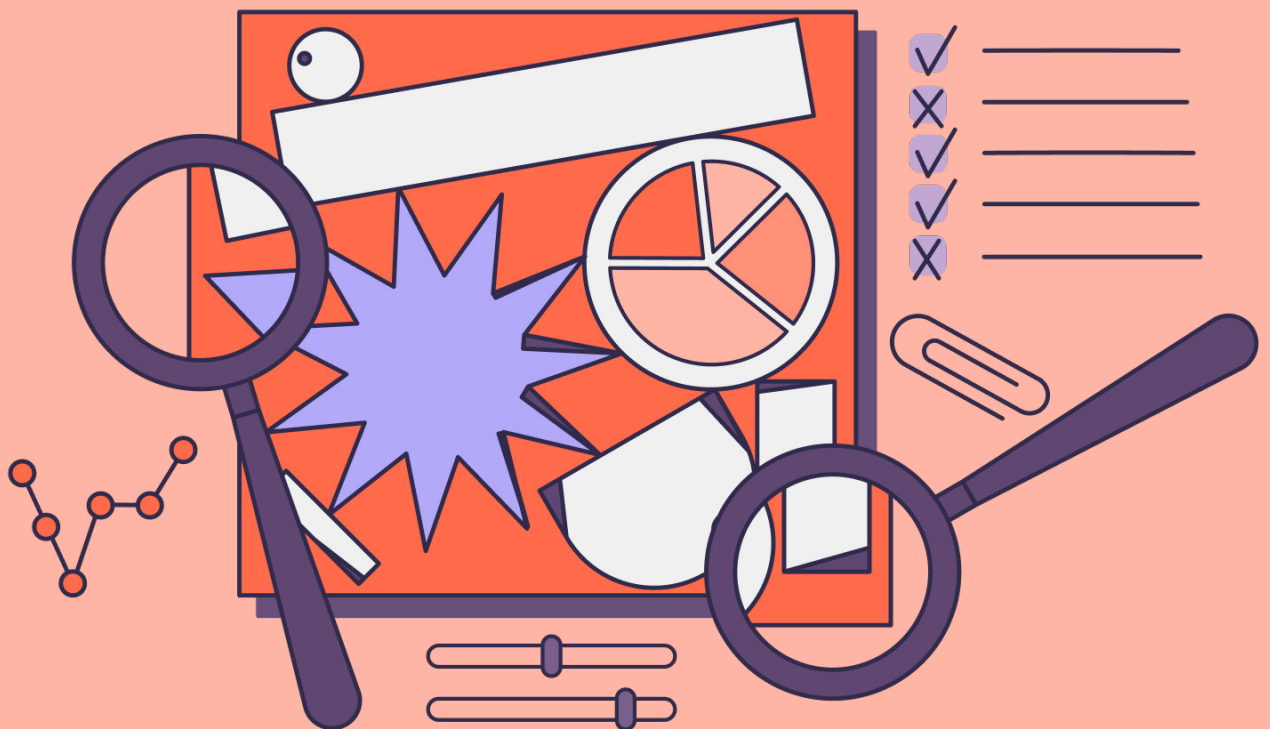
# Respondents who canceled paid tools due to budget cuts



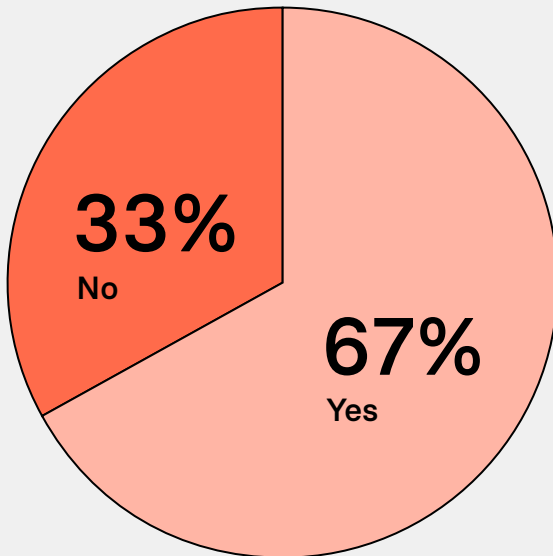
It seems like we're still dealing with ongoing budget cuts. **In 2024, 42.6% of respondents said they let go of using a paid tool to help with their daily work.** Agencies were hit the hardest, with nearly half (47.9%) canceling their paid tools. This could be due to clients and stakeholders cutting more and more budgets, and paying less for their services. Historically, as we know, public relations would always "go first" when there's a need to cut back on spending.

In contrast, in-house teams and solo practitioners were less affected (37.5% and 40%, respectively). This suggests that **while budget constraints are a widespread issue, it varies by the scale of operations and the relative importance of tools in different PR settings.** Overall, these answers highlight the challenge between building effective PR tools, and doing so at the right price point.

# The use of PR technology



## Do you currently use any PR tools?

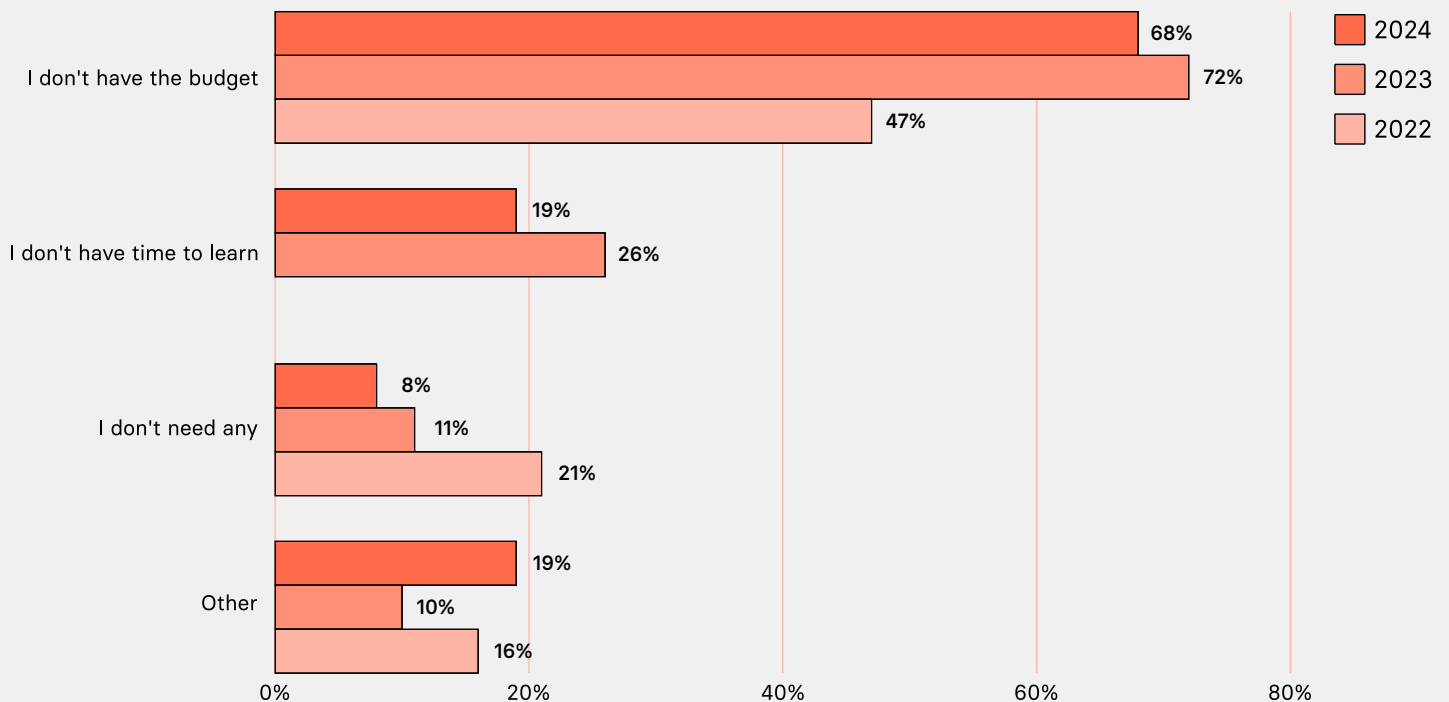


# 1 in 3

respondents admitted they don't use any PR tools. That's a jump from 16% in 2022, suggesting that many solo practitioners and smaller in-house teams are managing without them.

The story is different for agencies—**81.9% of agency professionals report using PR tools**. This makes sense, as agencies often juggle multiple clients and campaigns, requiring them to work with a variety of media contacts. In contrast, in-house teams typically work with the same set of contacts, which might reduce their need for extensive PR tools. On the other hand, **only 54.2% of solo practitioners are using these tools**. Despite affordable options being available, budget constraints seem to be steering them toward more manual, personalized approaches to PR.

# What are the primary reasons why you do not use PR tools?



When asked about the primary reasons for not using PR tools, **budget constraints** topped the list across all groups. Overall, 67.6% of respondents cited this reason, with solo practitioners being particularly affected—71.4% reported budget constraints.

Interestingly, **some respondents (8.3%) do not feel the need to use PR tools at all**, especially in-house teams, where 17.1% of respondents said they can work without them. With a more focused, detailed scope and much less external pressure than agencies, along with their own media lists, in-house teams might not see these tools as a road to success.

In the “Other” category, some of the common reasons included **skepticism about the value and effectiveness of PR tools** in general. Most of the time, people who have chosen that option, were those who tried a PR tool and became disappointed by finding them ineffective for their daily work. Additionally, some respondents said they preferred direct communication using tools they already know, over automation.

When compared with findings from 2023, budget constraints were mentioned 25% more often in 2024. Also, in 2023, “I don’t have time to learn” was the second most popular option, similar to 2024. In conclusion, the perceived PR ROI and ease of integration don’t really justify the switch, especially in an industry where cost pressures and the constant need of personalization is what yields success.

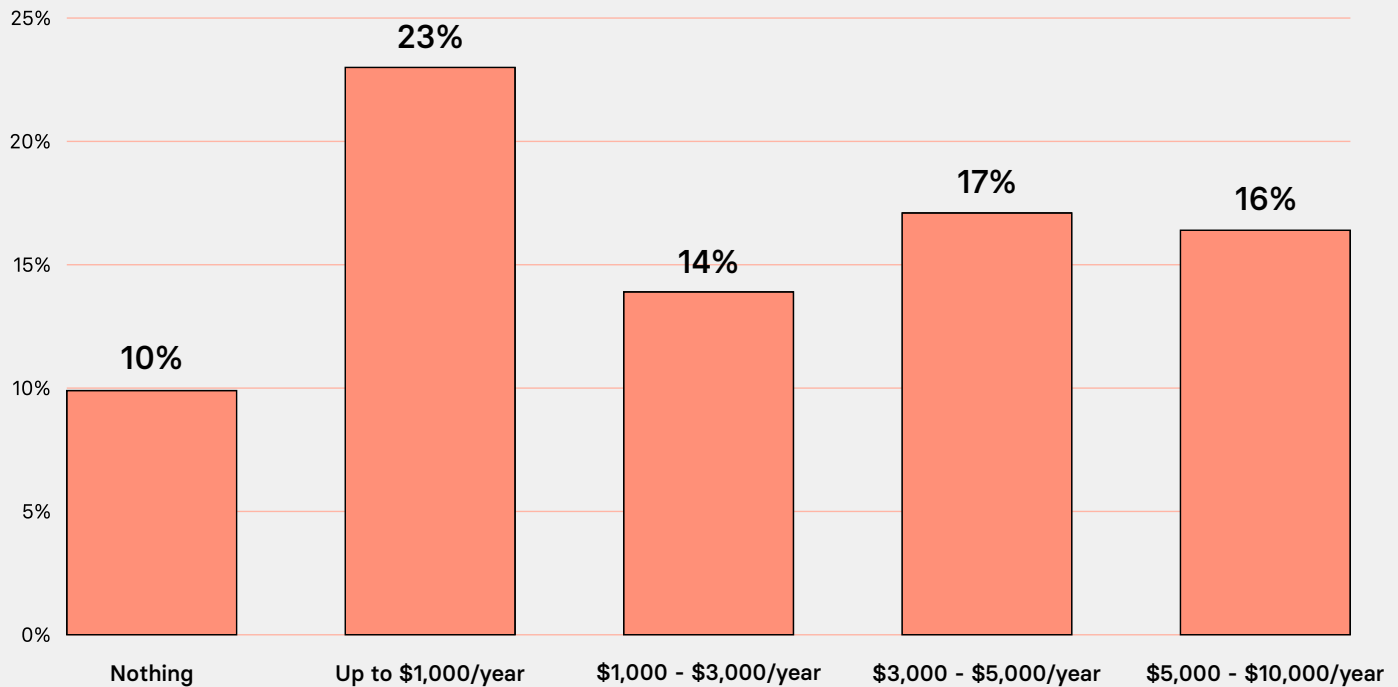


## Maria Gergova-Bengtsson

**Owner & CEO of United Partners**

As PR technology evolves, the value of mastering these tools becomes increasingly evident. Investing time in learning them isn’t just worthwhile—it’s essential. The efficiency gains and data-driven insights the different PR tech solutions provide empower agencies to deliver more strategic, impactful campaigns. In 2024, the edge belongs to those who blend creativity with tech-savvy execution.

# How much does your company pay for PR software?



The true cost of PR software is still somewhat a mystery among public relations practitioners. You can barely find anything with a quick Google search, and if you dig deeper, price ranges are so wide that it's confusing how much the tool actually costs.

**Many companies keep their pricing structures secret** until you get a demo with a sales representative, and there's only a few that tell you about the actual cost without trying to push you into getting more and more add-ons that you'll probably use only once in a while and won't get your money's worth.

As a result, what initially seems like a straightforward investment can turn into a significantly higher expense, leaving many businesses unprepared for the actual costs of the tools they need. This lack of transparency from companies makes it challenging to make informed decisions. Prowly, on the other hand, promotes a public pricing model so that whoever is choosing it knows up front what costs they need to allocate into their budgets.



So, how much does it really cost? Nearly one fourth of our respondents (23%) said they spend up to \$1,000 per year on PR software. Despite remaining the largest group, the percentage of companies who prefer lower-cost options has declined from 32.5% in 2023 to 23% in 2024.

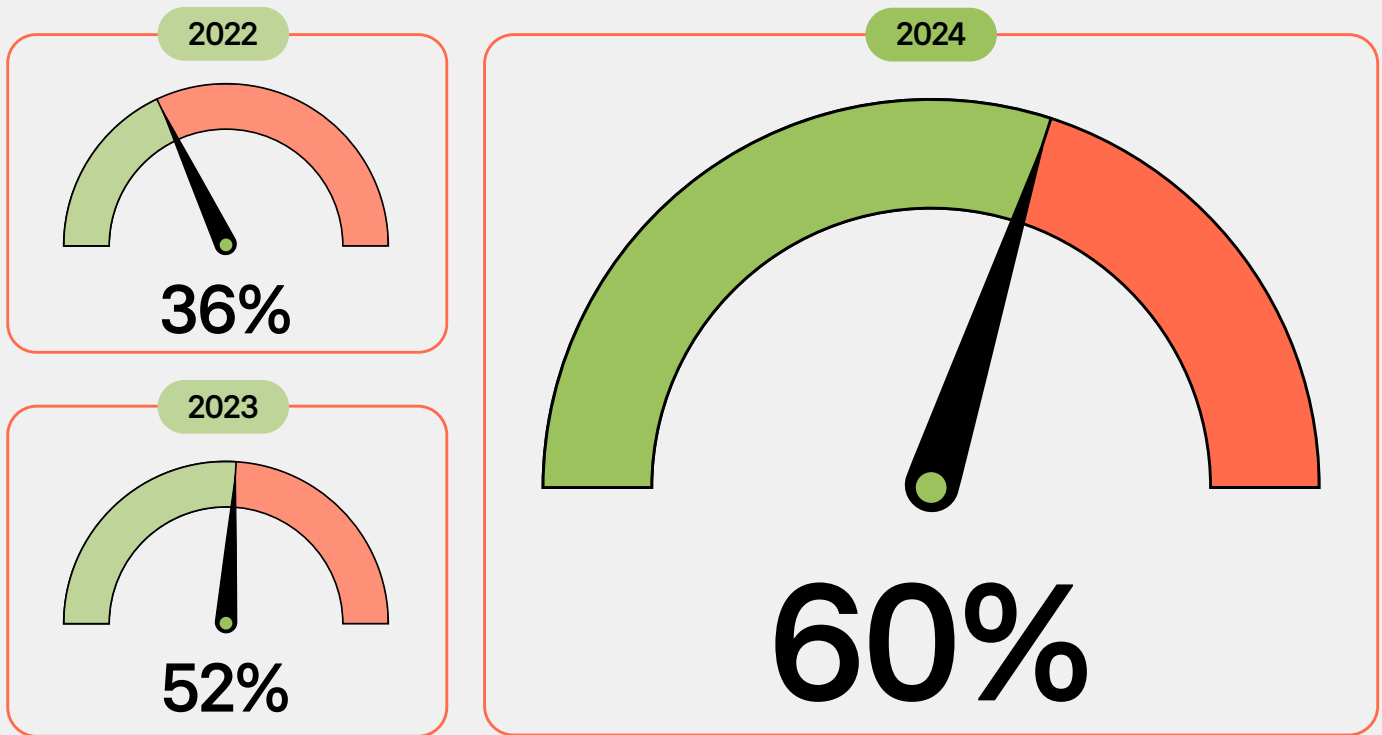
This shift indicates that while a substantial portion of businesses still opts for solutions that will leave them more money in their pockets, **people are realizing there's benefits to having a solid PR tool**, even if it means spending more money. Just take a look at these statistics: 17.1% of respondents are spending between \$3,000 and \$5,000 per year, and 16.4% of companies are spending between \$5,000 and \$10,000 per year. Allocating such budgets per year means that there's a strong focus on leveraging advanced, specialized tools to gain a competitive edge in the market.

On the other hand, when we segment the industry by their operational structure, half of solo practitioners spend up to \$1,000/year,

which comes at no surprise since this group has oftentimes the highest budget limitations and focuses on cost-effective solutions. Agencies, given their interest in a wide range of tools, can afford a bit more, depending on their client needs and operational scales.

At last, in-house teams show a tendency in investing in mid-range tools, with a noticeable preference in the \$3,000 to \$5,000 range, suggesting they're striving for a balance between cost and effectiveness of the tool. Although different operating models in PR have different budgets, our respondents who worked in companies with more than 500 people said they're comfortable spending \$5,000 to \$10,000 per year.

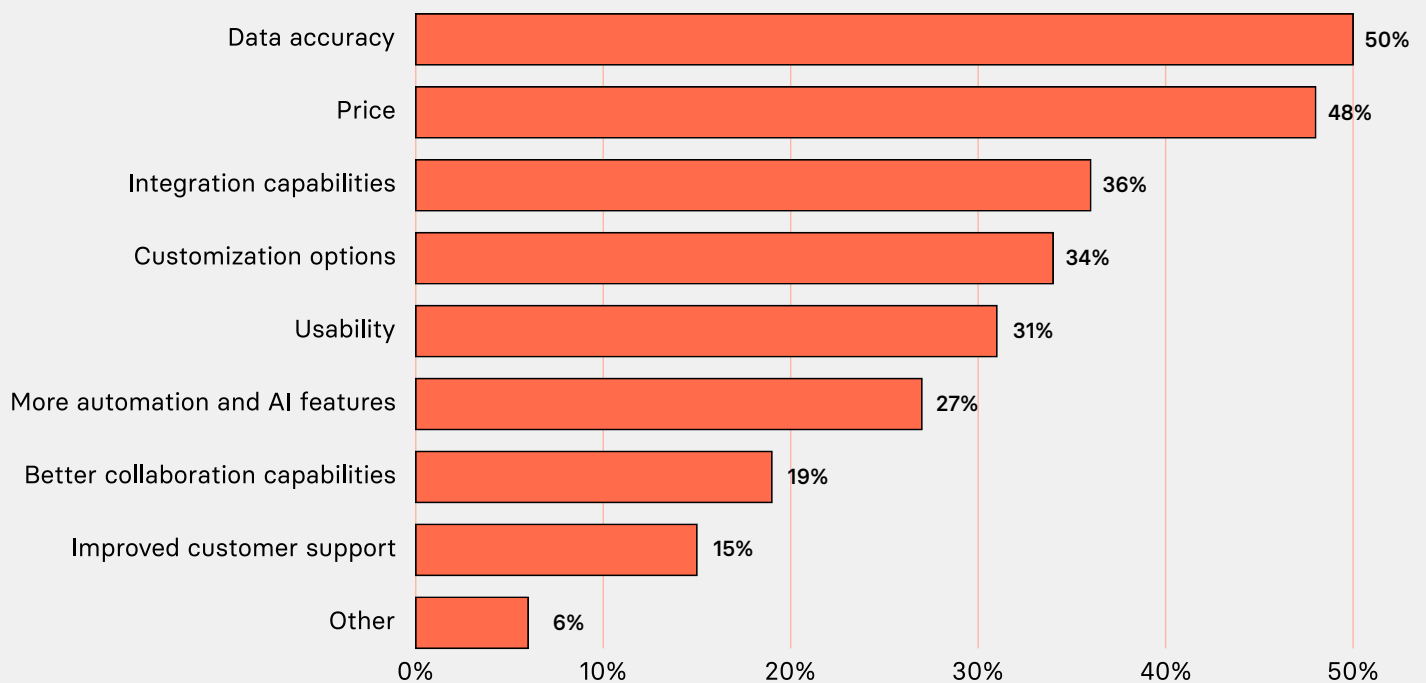
# How satisfied are you with your current tools?



Good news is, PR tools satisfaction is growing year over year. In 2024, 60% of respondents reported being satisfied with their PR tools, up from 52% in 2023 and 36% in 2022. What's interesting, it's actually agencies who are driving this increase, with 61% saying they're satisfied, compared to 58% in in-house brands.

While the difference here isn't all that significant, it shows a trend. This could be attributed to the fact that agencies have higher adoption rates when it comes to PR tools, along with more and more tech companies tailoring their tools to meet the specific needs of agency operations.

# If you could change anything about your current PR software, what would it be?



When it comes to software, those who work in public relations know exactly what they want—and what they don't. So, what made it to the top exactly? The accuracy of the data and price, where each was flagged by 54.1% of respondents. It's something to be expected, given that **cost-effectiveness and reliability are front and center in everyone's minds.**

Price, in particular, has shot up the ranks as a concern, climbing from 37.1% last year to 54.1% this year. However, it's hardly shocking, given the economic climate and even tighter budgets than in previous years. Moreover, data accuracy has also become non-negotiable, with professionals demanding more precise insights, jumping from 33.6% to 54.1% year over year.

Requests for better tool functionalities don't just stop there. **Nearly 40% of respondents said integration capabilities and customization options would make a difference**, yearning for more flexible and interconnected solutions. As the line between public relations and other industries

continues to blur, the need to connect a toolset with one another becomes essential to workflow management.

Also, let's not forget about usability here. While it didn't make it to the top of the list, **27.7% of survey respondents want smoother, more intuitive interfaces**. Furthermore, a quarter of users are eager to see more automation and AI features, which signals a growing appetite for tech that can streamline PR activities with less hands-on involvement. Collaboration tools and customer support are still on the radar, but generally less of a priority with 18% and 9.7% respectively.

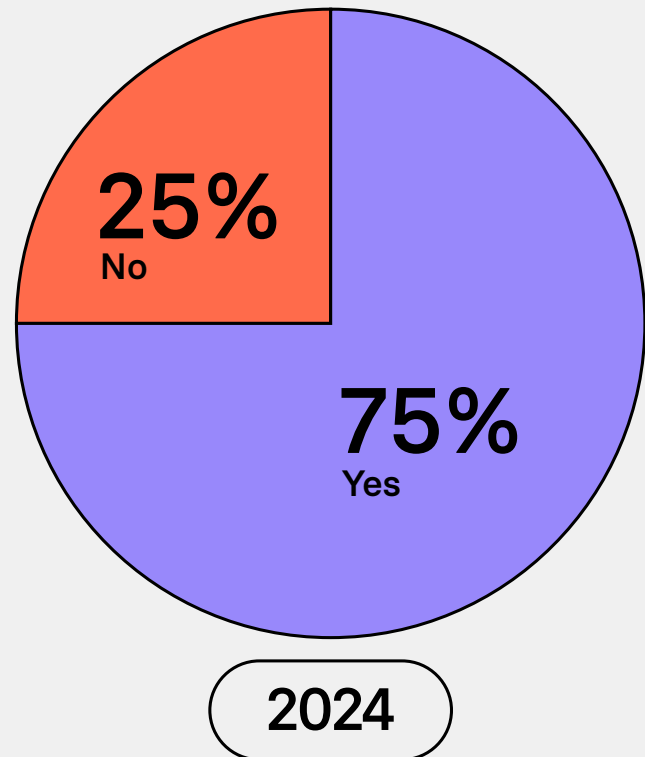
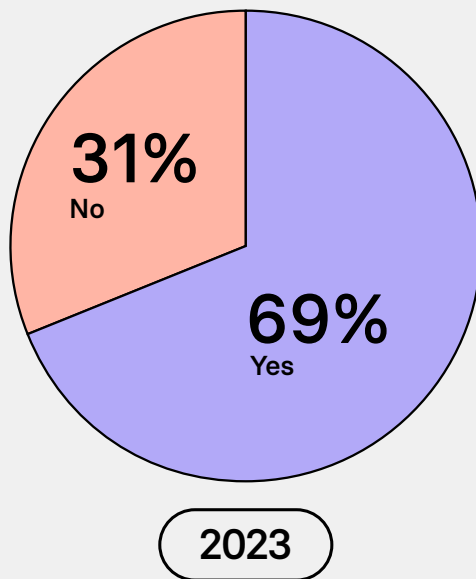
## What can we make out of all of this?

People want PR software that's accurate, cost-effective, customizable, and easy to use.

# PR tools in a workflow



## Do you measure your PR efforts?



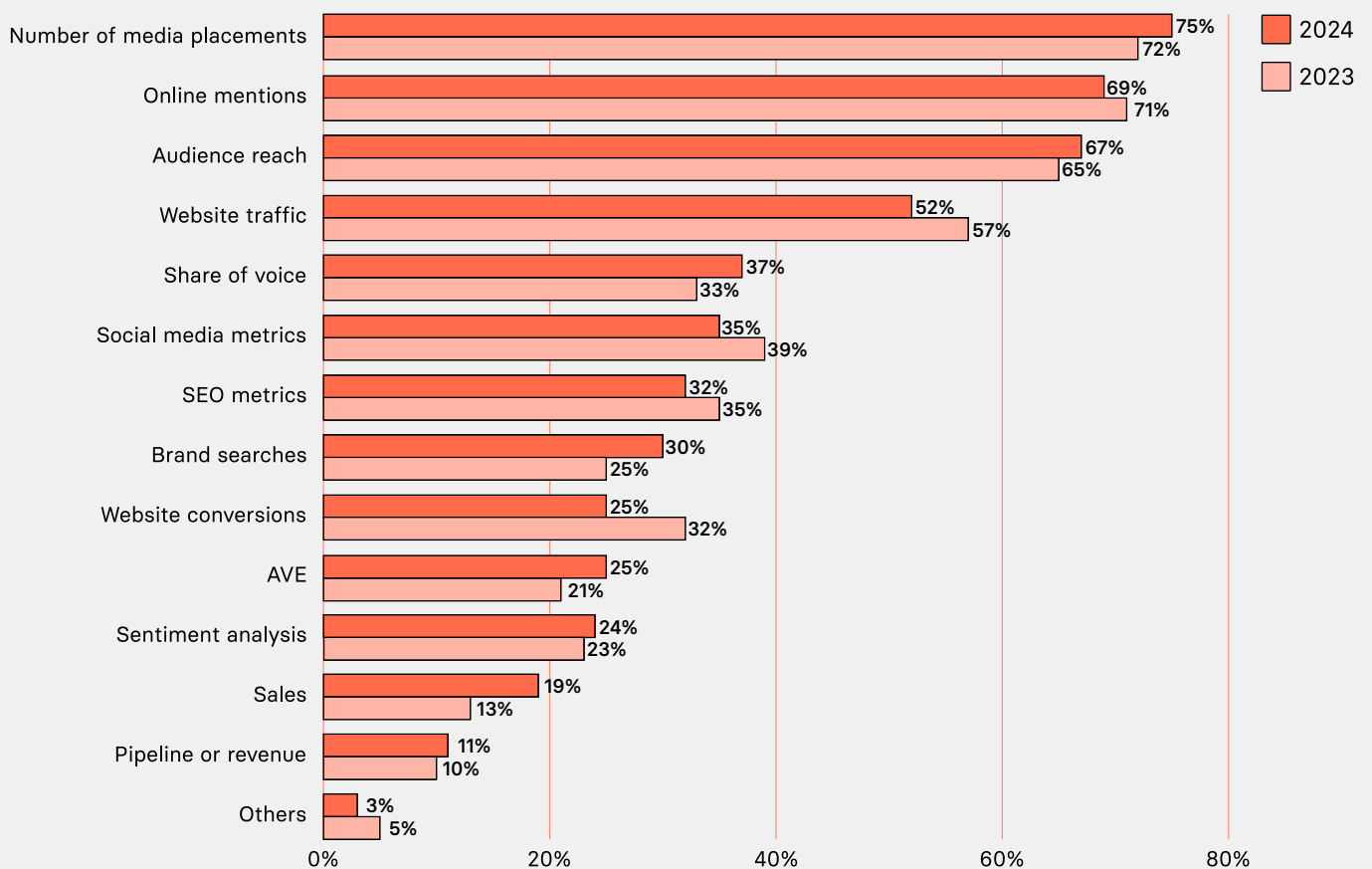
The rise in measurement aligns with the broader shift towards data-driven decisions in the PR industry. In 2024, **75% of respondents said they measure their performance**, up from 68.6% in 2023. While for some clients and stakeholders concrete reports are must-haves, not everyone does (or knows how to) deliver solid numbers on the successes they've accomplished.

Correlating to other trends in this report, **this upward trend highlights a growing emphasis on accountability**, particularly in the current

economic climate where the demand for clear ROI becomes even more important than before. With tightened budgets and expectations, it's imperative professionals show what they can do to one's brand reputation.

There are, however, potential challenges that always surround PR measurement. Ineffective metrics, inaccurate data, and lack of clear understanding on how to show progress in an easily-understandable way remain a challenge.

# What metrics do you consider when measuring the success of a PR campaign?



Sometimes, the question about what metrics you're using to measure "the thing" isn't as important as why it matters to measure it. **In 2024, the game is changing by quite a bit.** Take sales metrics, for example—they've jumped from 13% in 2023 to 19% this year. That means, it's not just about delivering top-tier press anymore. It's all about driving revenue now.



## Gini Dietrich

**Founder of Arment Dietrich, author of Spin Sucks, and creator of the PESO Model**

Chief executives have become completely enamored with the metrics and results that marketing can achieve. They want to see a direct return on their investment across the board, and that includes us. So, when we think about how the work we do translates to sales—or to the organization's goals, if revenue isn't the primary focus—how do we demonstrate that?

It's not just about website visitors, social media followers, media impressions, or advertising equivalencies. In fact, I would argue it's not about those things at all. It's more about how we're helping to guide a person toward making a decision. This includes everything from content, emails, lead nurturing, social media, paid media like boosted content, advertorials, and working with social media influencers and TikTok news anchors. It's the whole kit and caboodle.

Think about how you can demonstrate that the work you're doing is resulting in something the organization truly cares about.



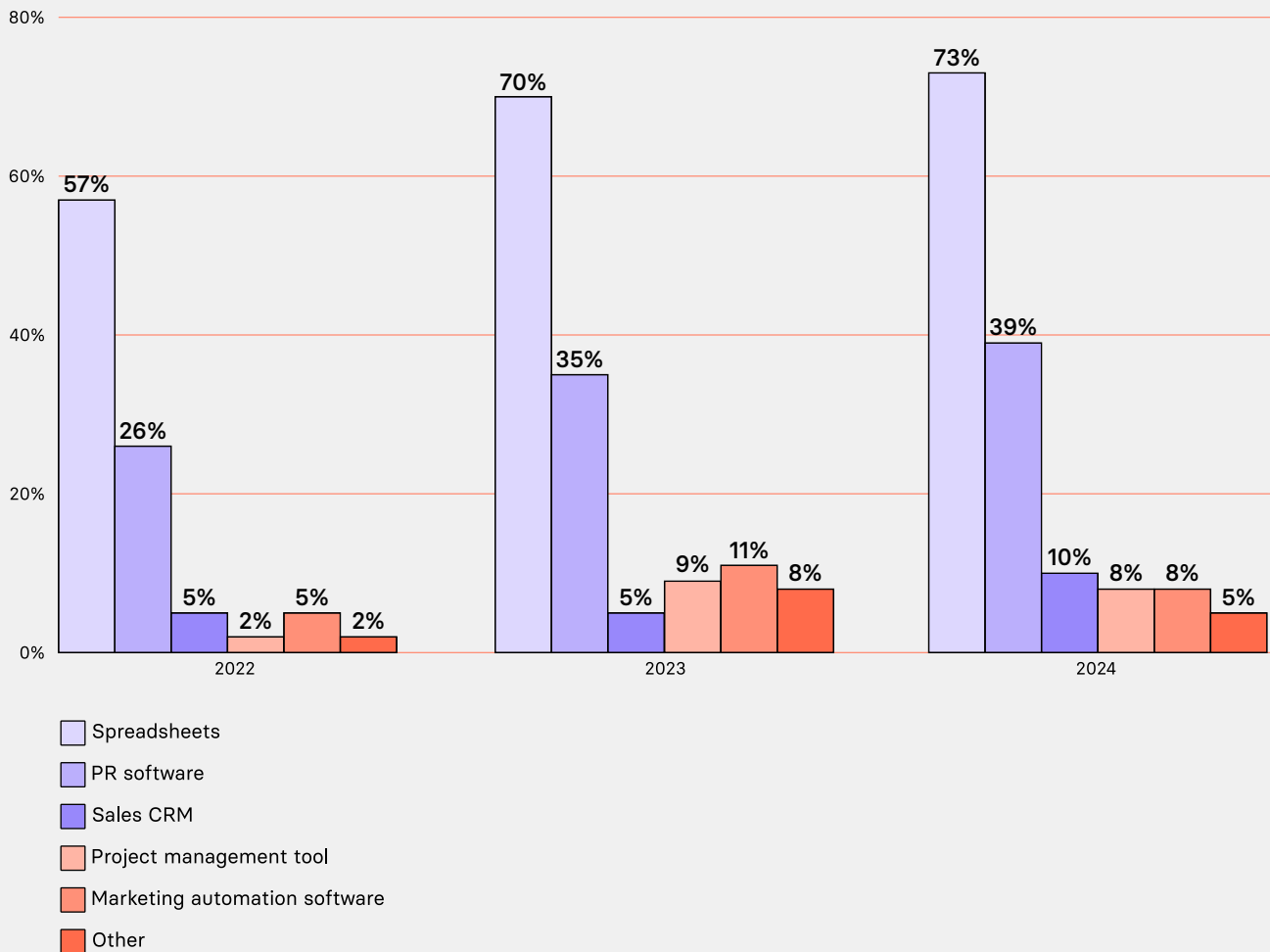
Meanwhile, brand searches are climbing too, up from 25% to 30%. This tells us that campaigns are increasingly judged by their ability to make people chatter, take notice, and perhaps even go viral. Perhaps the reason why is, brand awareness is beginning to get recognition as a direct metric which affects increasing sales.

But, here's an interesting twist: website conversions have taken a dip, down from 32% in 2023 to 25% in 2024. That means we're moving away from traditional digital marketing metrics, and instead focusing on how it influences the broader customer journey.

And then there's of course, Share of Voice, which is slowly gaining momentum in being used as a metric that signifies PR success. Some of our respondents said they're laser-focused on how they're stacking up against the competition, because they don't want to just be heard. They want to be heard and seen more than others. Plus, it's easy to show clients and stakeholders success, because it's a simple metric to understand.



# Where do you store your media lists?



With PR CRMs available, it's interesting to see that simple spreadsheets have been growing in popularity, up from 57% in 2022 and 70% in 2023, to 73% in 2024. Clearly, the simplicity and familiarity of spreadsheets make them the go-to choice for most, whether you're in-house, at an agency, or flying solo.

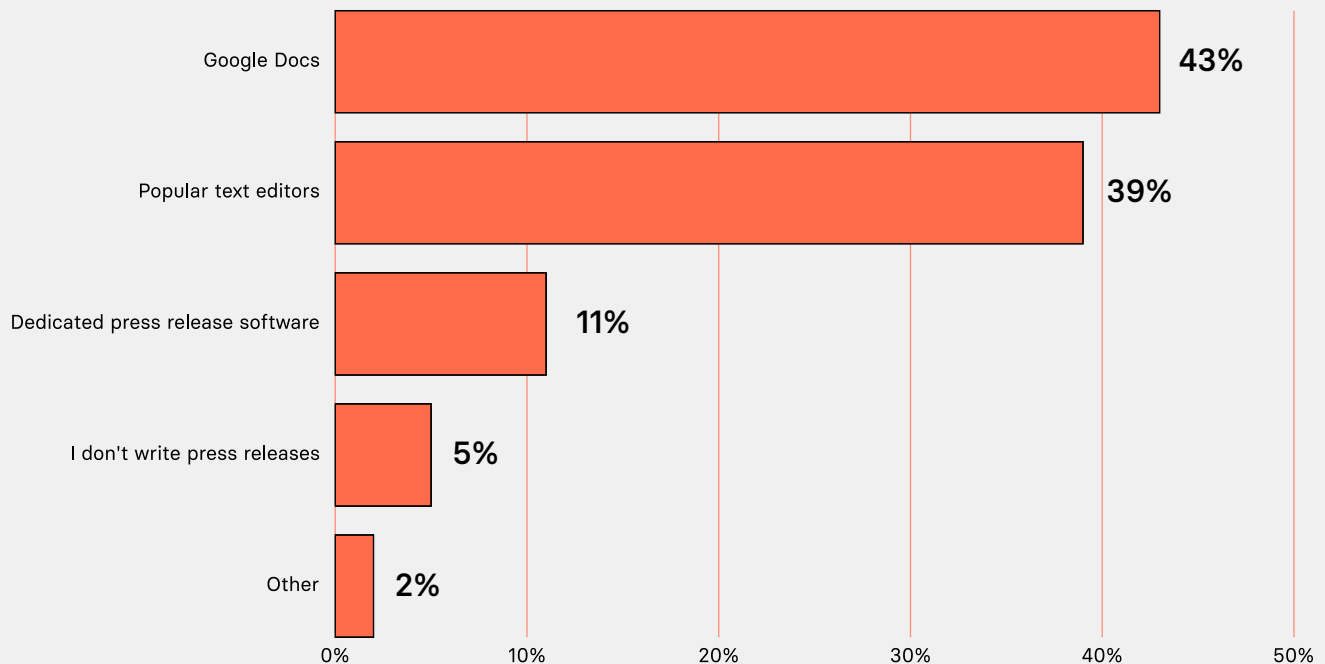
## However, don't give up on PR software just yet.

The adoption of public relations tools is steadily on the rise, with 39.2% of respondents using these platforms in 2024, up from 34.5% last year and 25.9% the year before. This growth suggests that more people are becoming aware of the advantages this kind of software can provide, such as better media list management and custom features spreadsheets can't match.

What's interesting is that agencies, in particular, are leading with 51.7% using dedicated PR software, compared to 31.3% of in-house teams and just 25% solo practitioners. This might be caused by dynamic contact needs for different agency clients, or simply a need for keeping up with the competition.

While spreadsheets aren't going anywhere, there's a prominent, gradual shift towards PR tools which hints that the industry is slowly (but surely) embracing dedicated technology for managing their media relations. If you're still tied to your Excel sheets, it might be time to try a tool that's designed for public relations.

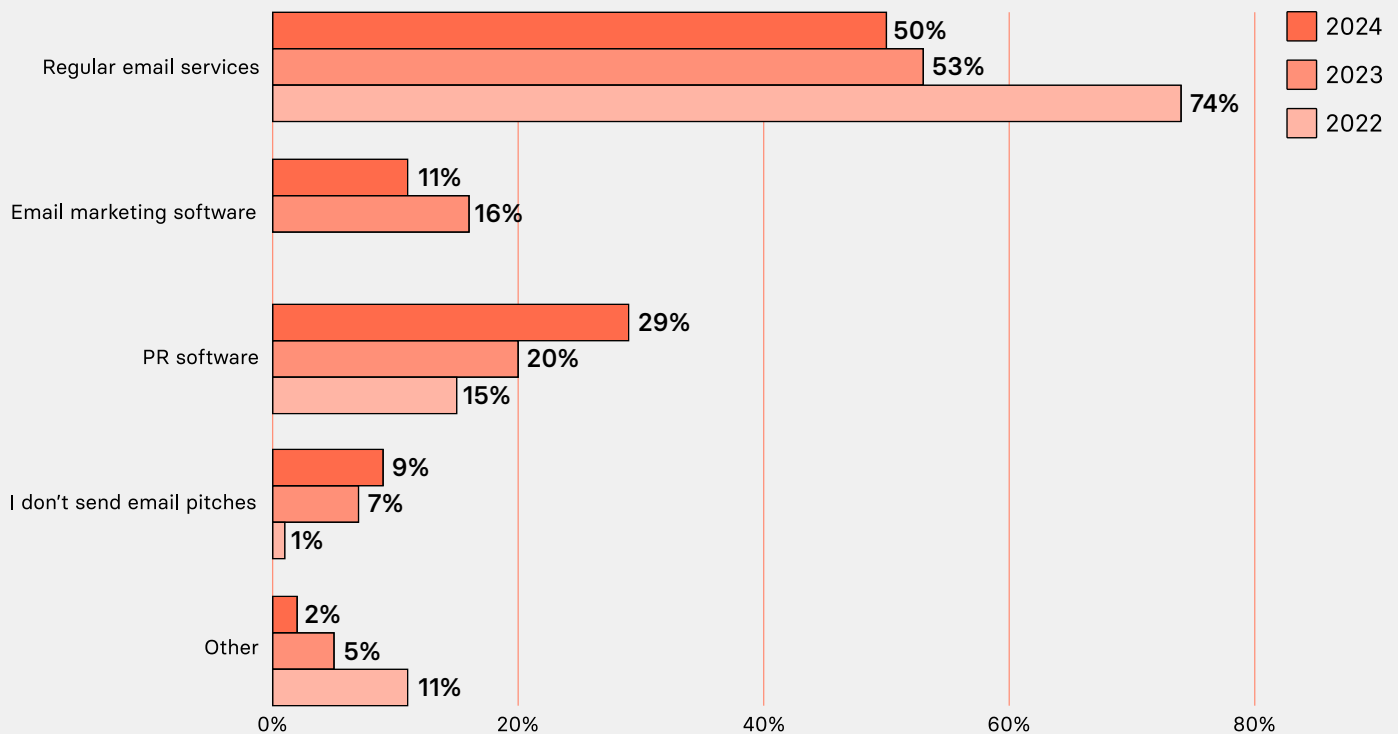
# Which of the following tools do you use to write press releases?



With 43%, Google Docs continues to be a favorite. Although its usage dipped from 2022 to 2024, it's still one of the most popular tools. In second place, regular text editors such as Microsoft Word, have held their ground, though there's been a slight decrease in their usage as well. A lot of times, this depends on preference, and what the company you're working for uses.

On the other hand, **dedicated press release software has struggled to gain traction over the last few years**. Adoption has been low, and it seems like features many PR tools possess haven't quite convinced people to make the switch just yet.

# Which of the following tools do you use to send email pitches?



Regular email services like Gmail and Outlook are still the most popular choice by nearly 50% of respondents. However, in comparison to 2022, **that number dropped significantly from an astounding 74%**. This decline suggests a growing awareness of the limitations of these traditional tools, such as lack of detailed analytics, which are becoming increasingly important to data-driven strategies.

As regular email services are suffering a small fallout, **the use of PR software for sending pitches is on the rise**. Adoption has nearly doubled from 15% in 2022 to 29% in 2024, meaning there's a trend towards more targeted and efficient outreach, as people in the industry recognize the value of these tools, such as open rates, click rates, and even meticulous recipient engagement statistics.

Tools like Prowly are stepping in to fill this gap, offering advanced analytics, which helps professionals get a clearer picture of their current work, and plan using data when moving forward. What's interesting, agencies use PR software the most at 35.6%, indicating they have more diverse needs than in-house teams (26.5%) and solo practitioners (10%).

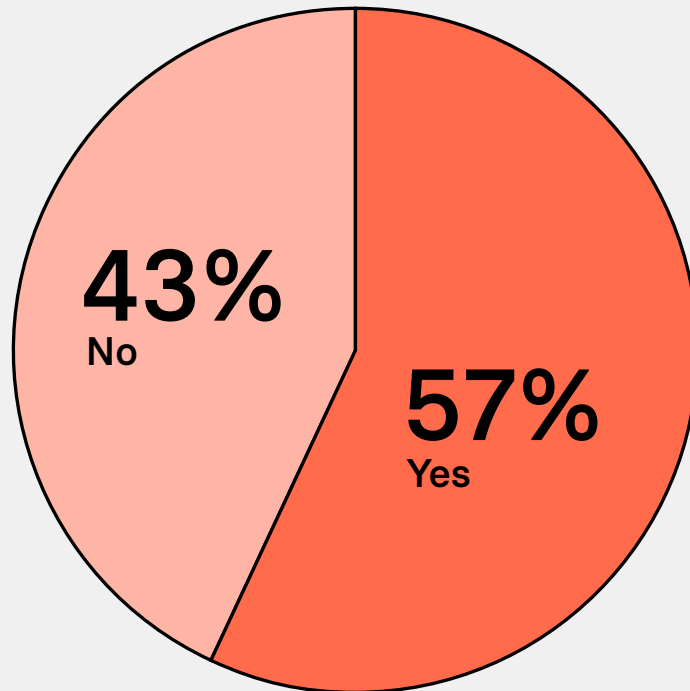


## **Tamara Sykes**

**Head of Client Content Strategy at Stacker  
and Brand Communications Consultant**

PR professionals use specialized outreach tools to gain a comprehensive view of their efforts, allowing them to communicate the impact of their work to senior leadership and the C-suite. PR outreach is often overlooked in traditional reporting, which focuses solely on outcomes. It can be challenging to demonstrate the number of emails and follow-ups sent to secure coverage. Specialized tools address this issue and may also provide time-saving automation features for PR professionals.

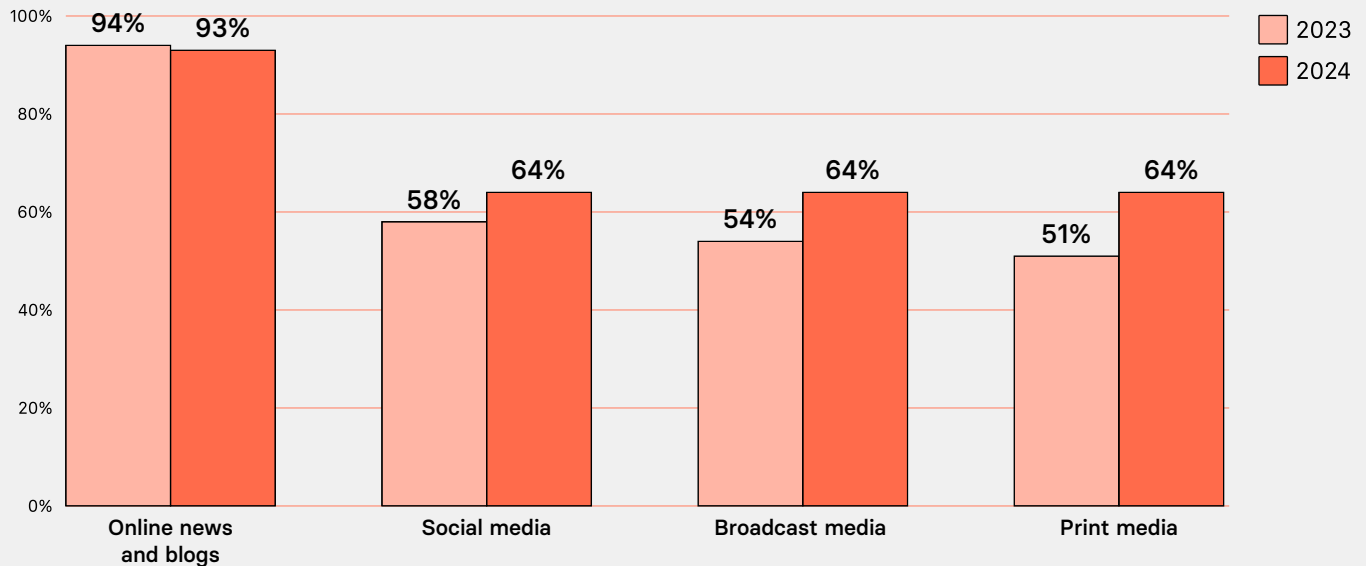
## Do you currently use any media monitoring tools?



Surprisingly, 42.9% of respondents are not using any media monitoring tools. While there has been a slight increase in adoption, rising from 56% in 2023 to 57% in 2024, it's clear that many are still overlooking the benefits these tools offer in staying on top of the media landscape.

When we're living in a world where every headline and social media comment matters, not monitoring how your brand is perceived and what coverage you were able to score is more than just a missed opportunity.

# What type of media do you monitor?



For all respondents who monitor the media, online news and blogs continue to dominate as the most tracked. However, there's a continuing trend in PR priorities here—social media monitoring has increased from 58% to 64% year over year, signaling the **growing importance of social media platforms** and what's the conversations happening there.



Broadcast media monitoring has also seen a jump from 54% to 64%. This is interesting and may suggest that traditional media is becoming more relevant, or that public relations professionals are trying to cover all bases in a fragmented media landscape.

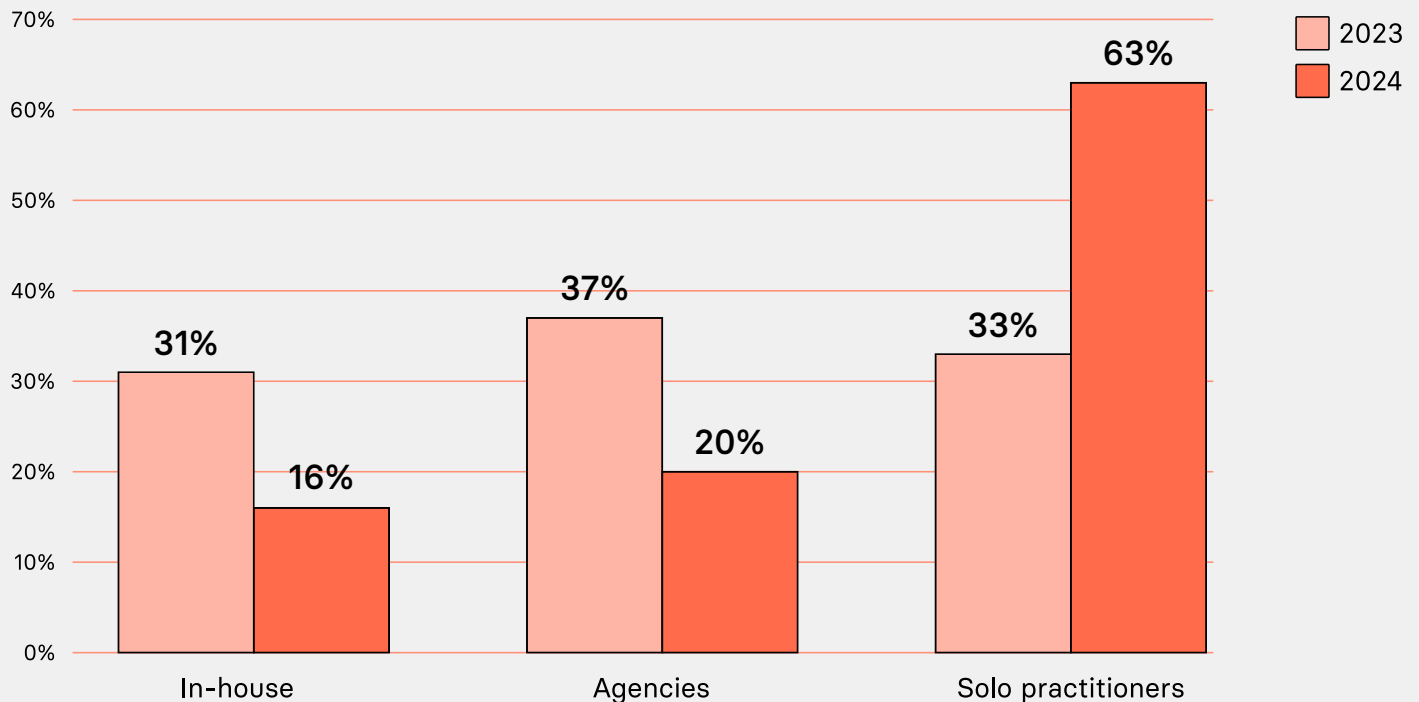
However, the most surprising fact yet, is the significant rise in print media monitoring, from 54% in 2023 to 64% in 2024.

Therefore, this suggests that print still holds influence and makes up for a critical component of a comprehensive PR strategy, despite the landscape being dominated by digital content.



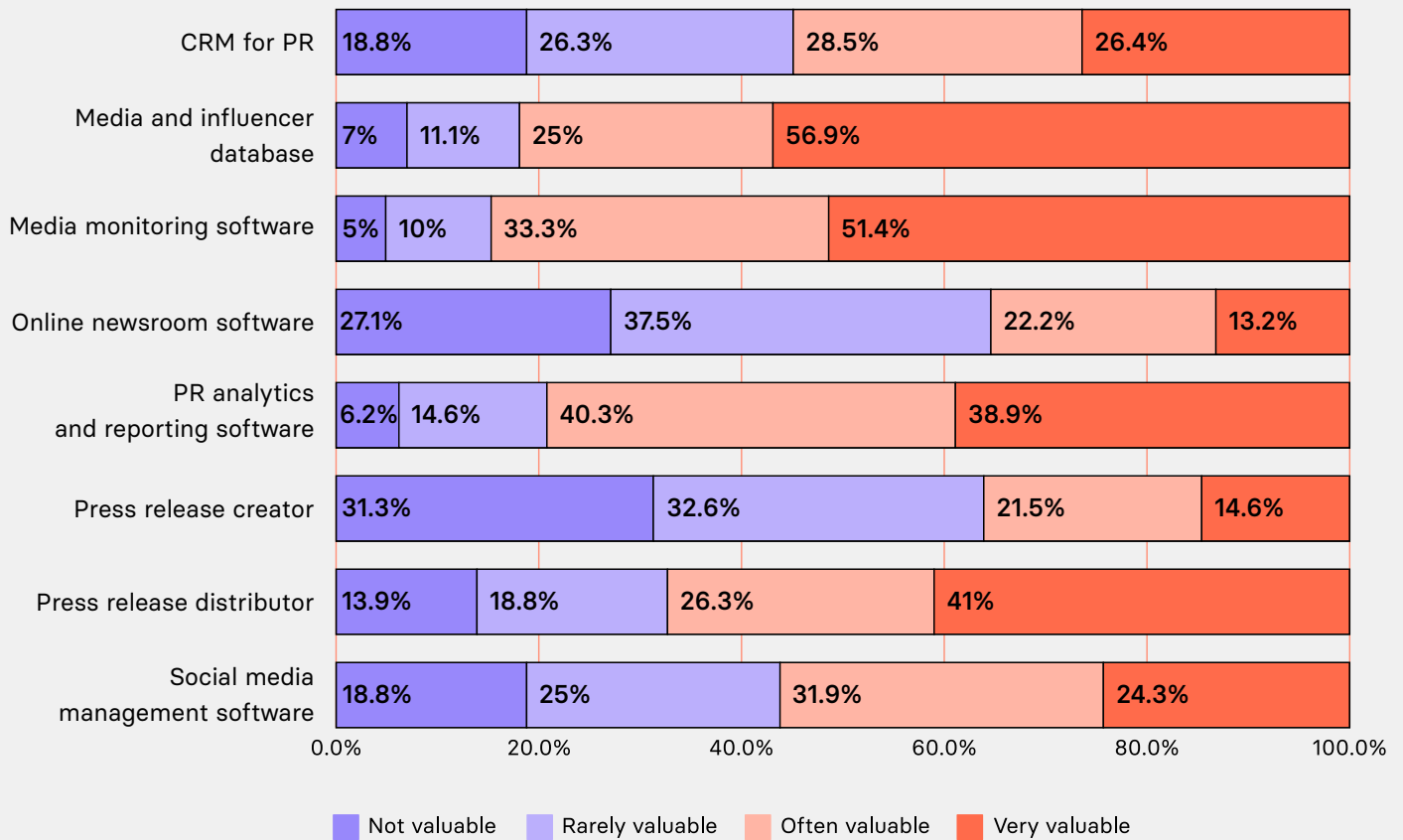
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# The usage of Google Alerts for media monitoring



In comparison to last year's responses, **the use of Google Alerts for media monitoring is on the decline by nearly 10%**, especially among in-house teams and agencies who need tools they can trust and count on. While budget may play a role here, reliability is key as well. In contrast, solo practitioners have increased their reliance on Google Alerts, jumping from 33.3% in 2023 to 63% in 2024, likely due to budget constraints and the tool's accessibility.

# How valuable do you find these solutions?



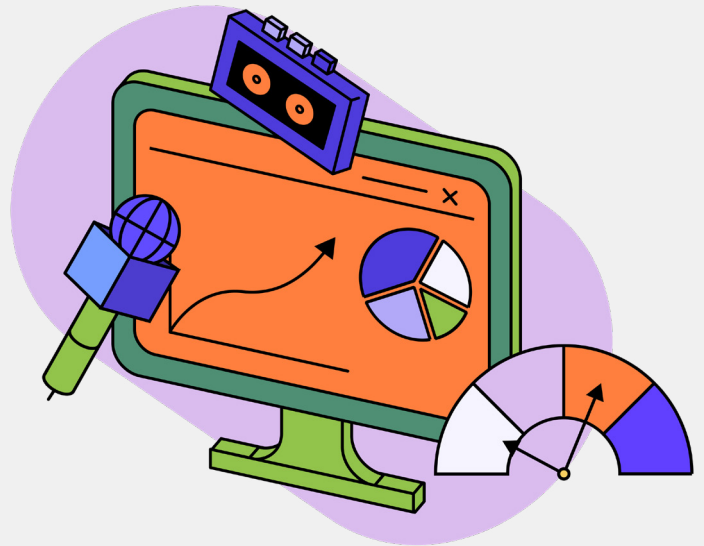
As clearly visualized by the charts, **media databases and monitoring software stand out as indispensable tools**, highlighting their importance in getting information and tracking media coverage.

Nearly 80% of respondents also find PR analytics and reporting software “Often valuable” or “Very valuable”. Again, this shows the increasing reliance on data and numbers to measure campaign impact and justify strategies to clients and stakeholders.

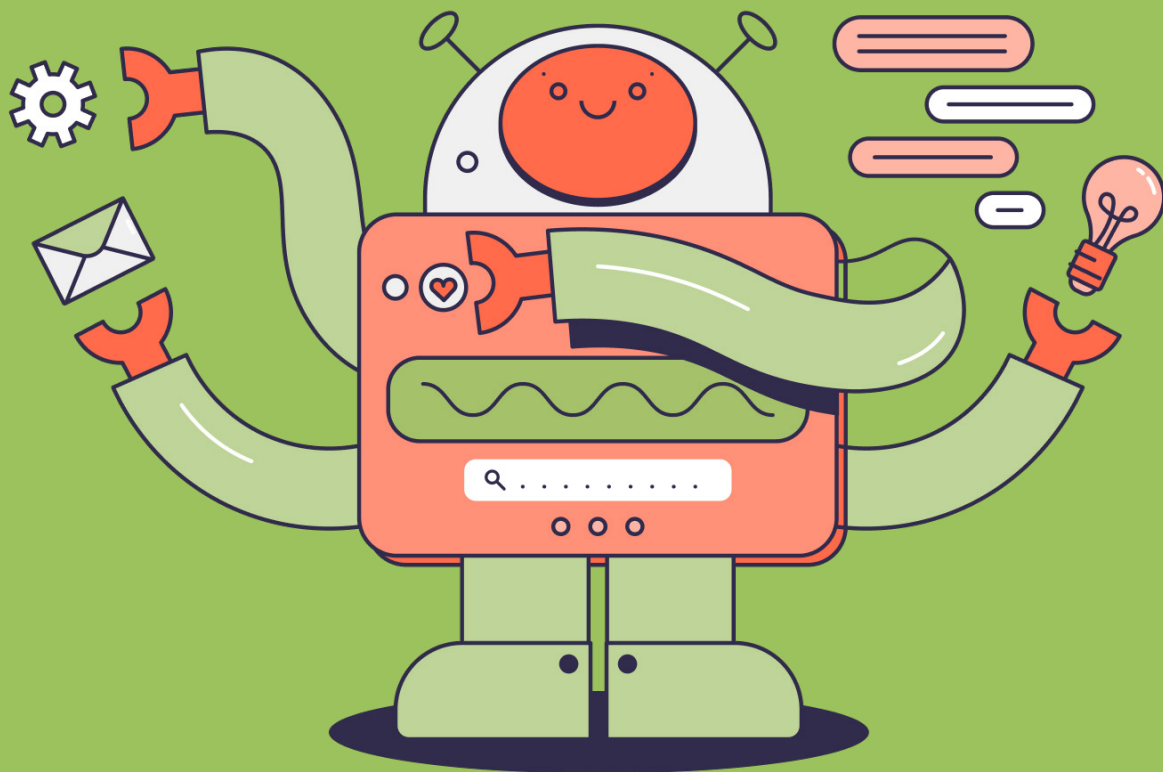
Contrastingly, using a press release creator or distribution tools are not as popular anymore, with many respondents finding them “Not valuable” or “Rarely valuable”. **Are we seeing a shift from traditional press releases in favor of more personalized pitches or social media direct messages?** That may be it.

Additionally, a big chunk of respondents (64.6%) view having an online newsroom “Not valuable” or “Rarely valuable”, raising an important question about whether or not they’re aware of its benefits. Are these tools

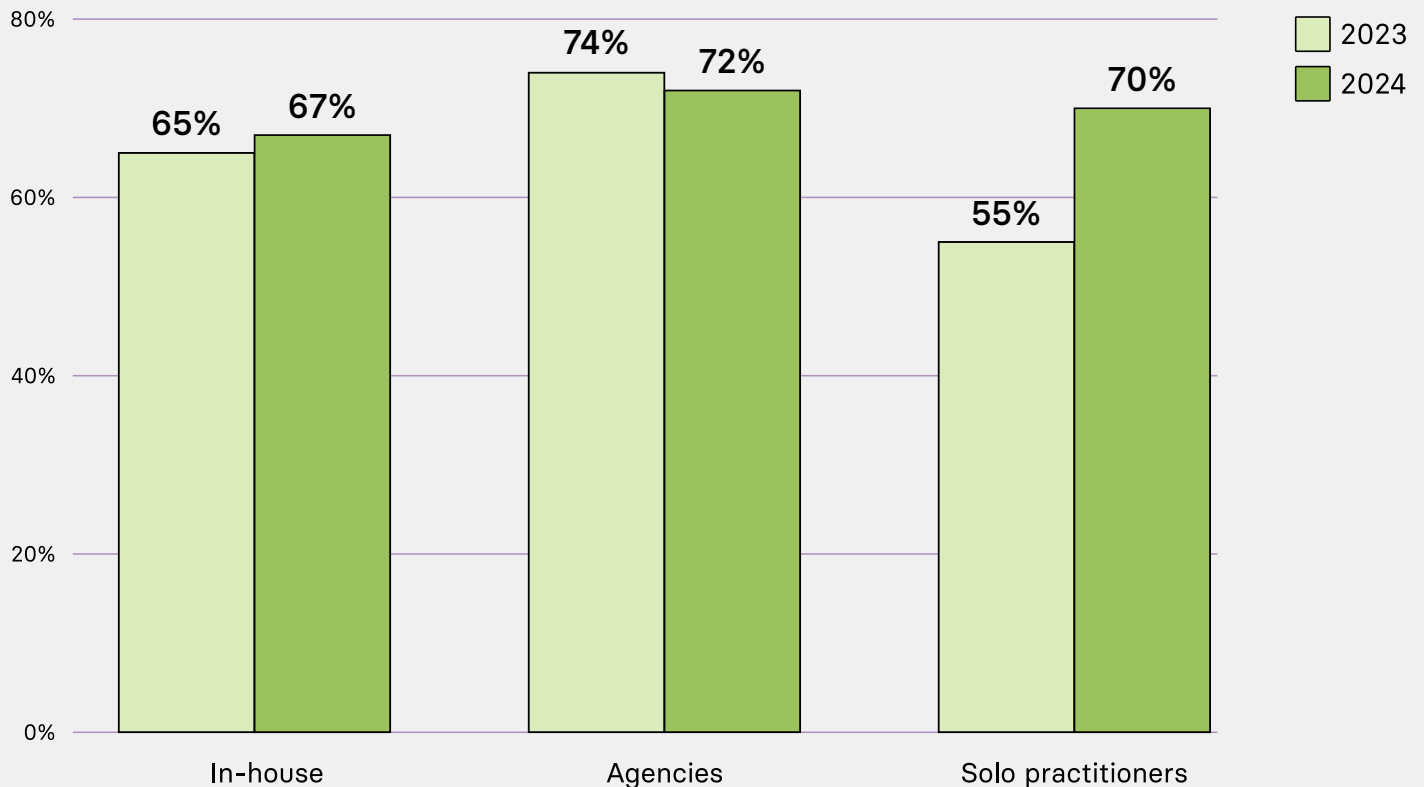
simply failing to provide the value they should when it comes to meeting the demands of our digital-first world, or should there be a shift in the way we use it? It’s something to think about and reconsider, as having a single source of truth for all news is still crucial to avoid miscommunications and ensure timely delivery of news.



# AI in PR



# The usage of AI-driven tools for work



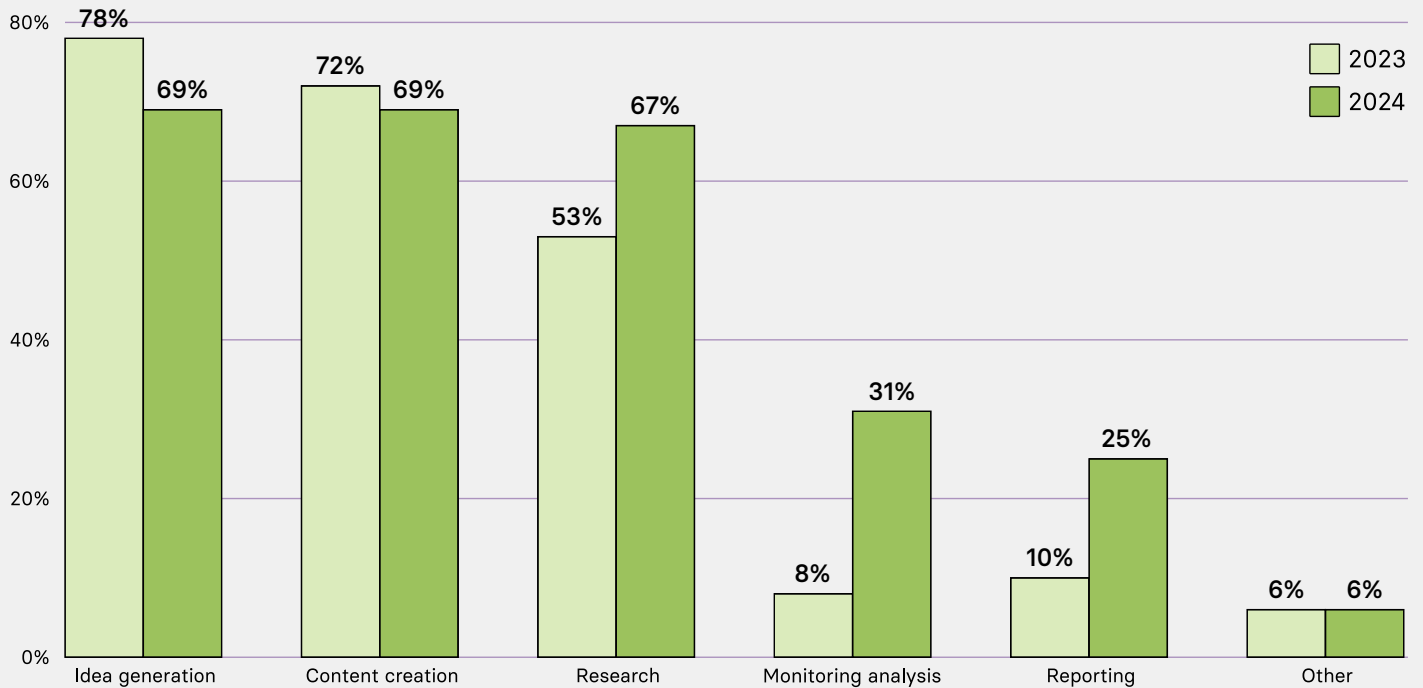
AI isn't stopping, but maybe slowing down? While AI adoption in PR is still growing, particularly among solo practitioners who are now leveraging it to compete with bigger players, **the pace at which AI is used is slowing down**—especially with agencies.

Solo practitioners are embracing it, which somewhat shows that the democratization of technology means that even the smallest players can have a piece of cutting-edge

tools. However, the slight dip in usage by agencies points to a question of whether it's fulfilling their needs, or if there are challenges in integration that are holding them up.

The use of AI in PR is still there, but it might not be the revolution everyone has expected. Or at least, not yet. In order to make it more friendly for anyone to use, **AI tools and PR tools with AI capabilities might need to rethink their approach.**

# What do you use AI-driven tools for at work?

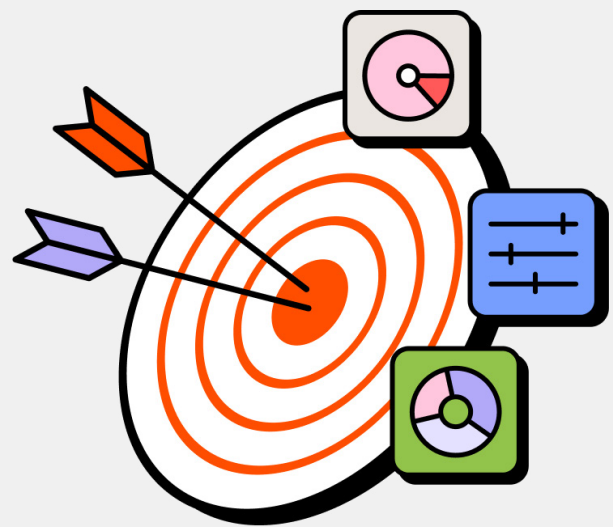


AI might be finding its sweet spot, but it may not be what you expect. While the hype around AI and its potential benefits in boosting creativity are slowly fading, with fewer PR pros using it for content creation and generating ideas, **the real action is happening somewhere else.**

# Instead of using it for brainstorming and overcoming writer's block, industry professionals are using it for research, analysis and reporting.

Using AI for research has **increased from 53% to 67% year over year, and for analysis (this is big!) it jumped from 8% in 2023 to 31% in 2024**. That means PR teams are starting to use AI for data processing and its analytical capabilities, rather than helping out with creative tasks.

Interestingly, the use of AI for reporting to clients and stakeholders has also seen an increase, climbing up from 10% in 2023 to 25% in 2024. By automating it, professionals can continue focusing on more strategic, high-impact tasks.







## Pavel Mikhalenia

### PR Manager of SOFTSWISS

It's clear why this trend is emerging, as it aligns with two essential PR requirements: speed and a data-driven approach. Over time, AI will increasingly be used for these tasks. However, beyond data security concerns, there is also the risk of generating inaccurate information. To mitigate this, I suggest asking AI to reference specific quotes from the data provided, allowing you to verify its accuracy and avoid potential misinformation.

I've used ChatGPT for research, finding it particularly useful for locating specific studies within dedicated GPT models. I like a model by Consensus, which helps find relevant research. It's more efficient than googling for me. The model provides summaries and links to original papers, allowing a quick assessment of their relevance before diving deeper. However, I strongly advise against using this data without reviewing the original sources.

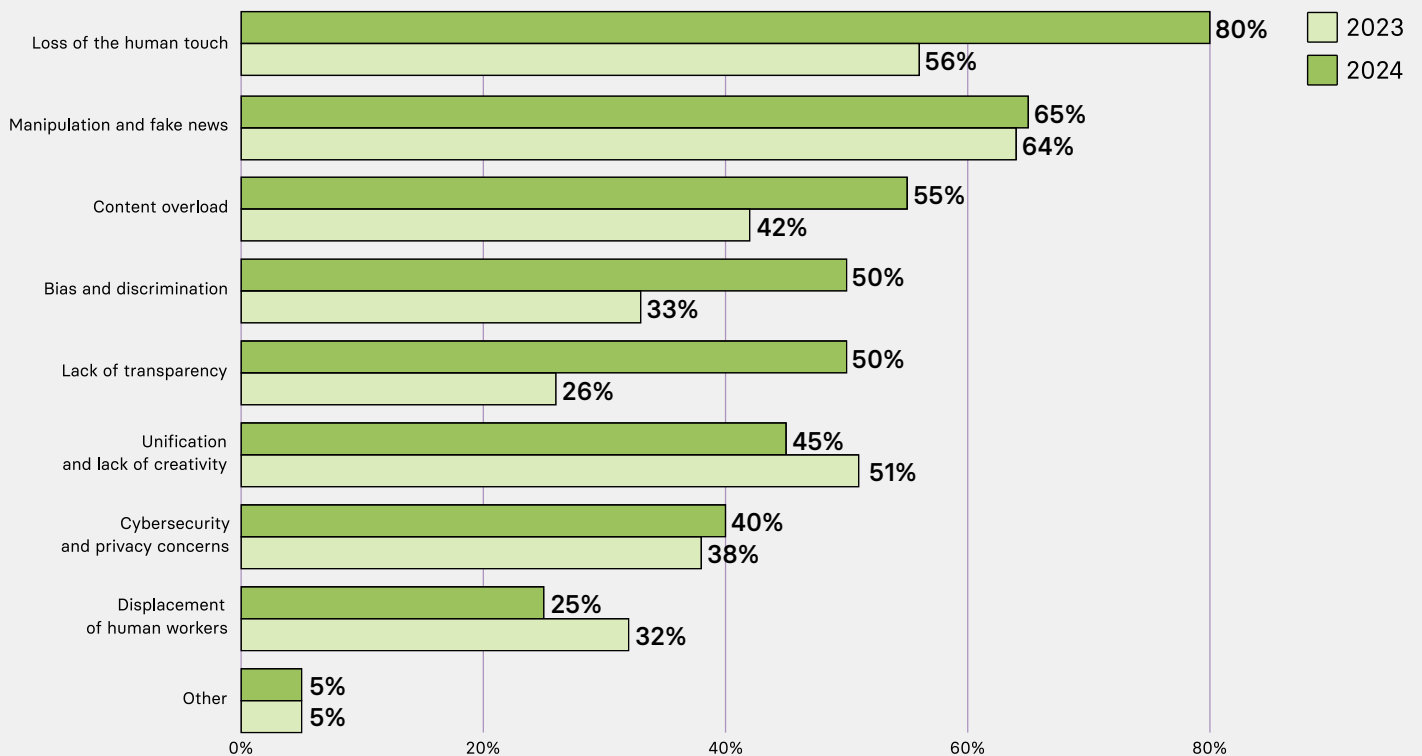
In terms of analysis, **I use AI to identify patterns in large datasets or to get an external perspective on my hypotheses.** Of course, it's important to keep in mind that PR professionals need to be careful with sharing sensitive information with AI, as this could lead to security issues. AI also proves invaluable in reporting, particularly in creating concise summaries of articles during media monitoring.

Given all the advantages of using AI to expedite processes, **I recommend reserving it for what I would call 'mechanical or unthinking analytics,'** such as tracking changes in metrics.

The main concern is that reliance on AI-generated conclusions could hinder deeper exploration. AI is often superficial, which can narrow a person's perspective.

**Beyond the risks of missing critical insights, it also diminishes the satisfaction of uncovering them independently.** Ultimately, AI is just another tool with its strengths and weaknesses, but the core of PR remains in building relationships between people.

# What are the biggest threats posed by AI to the PR industry?



# Concerns over AI, anyone?

The fear that AI is removing the human touch has skyrocketed, with 80% of respondents in 2024 worried that PR is becoming more mechanized and less personal—a significant jump from 56.1% in 2023.

This doesn't come as a surprise, especially because **personalization has been at the forefront on how to create a successful PR strategy** and bring your work to the next level.

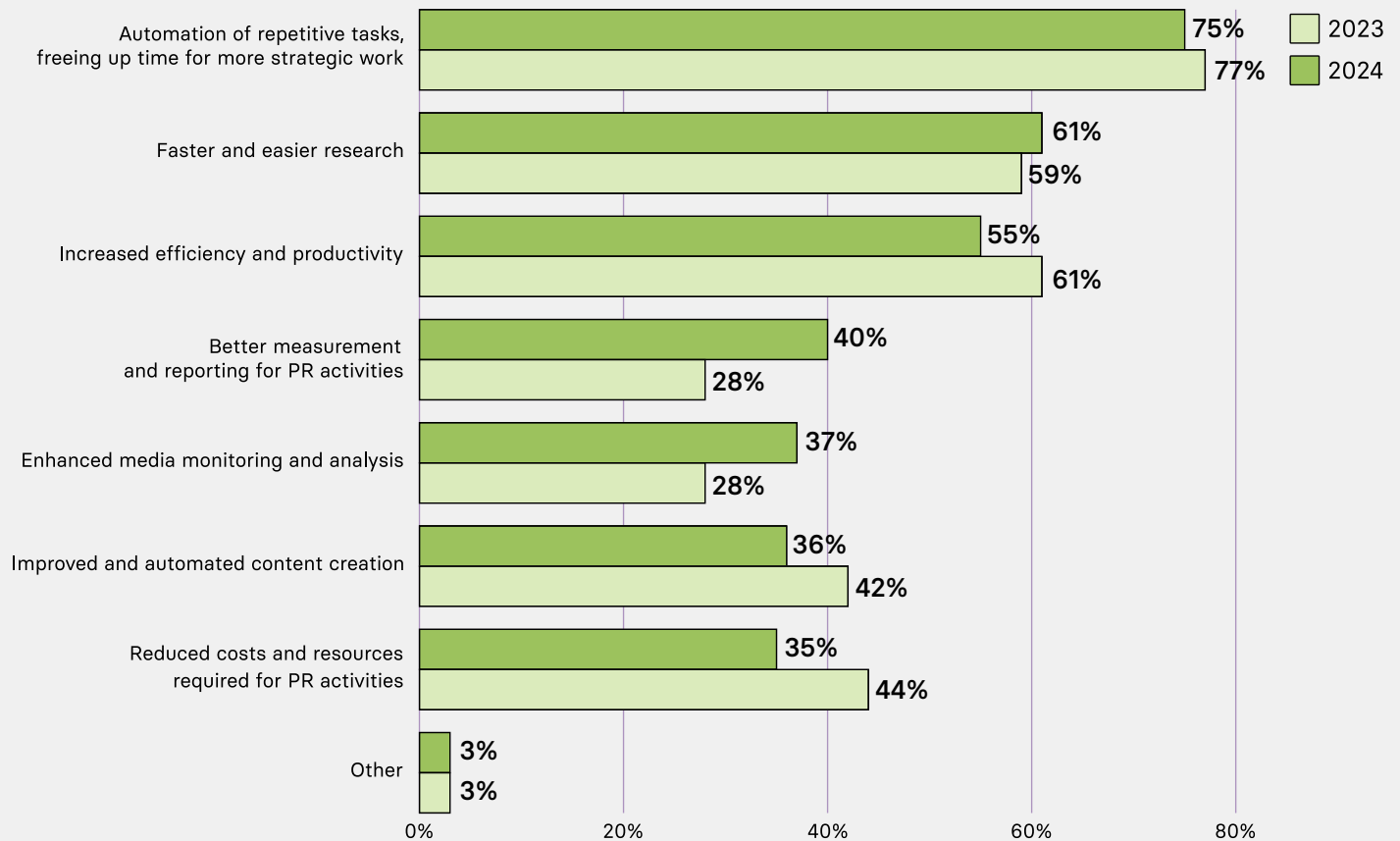
The anxiety surrounding AI's potential to spread misinformation remains high, ticking up slightly from 63.9% to 65%. This reflects ongoing concerns about AI's ability to amplify fake news and manipulate public opinion, making it a persistent threat in the digital age.

Another concern—content overload—is an issue for 55% of respondents, who say that **AI is just filling up the market with mediocre content**, up from 41.5% in 2023. Standing out from the noise is becoming increasingly difficult, translating directly to being at risk for audience fatigue.

PR pros are also not feeling great about ethical discussions that revolve around the use of AI, especially because **such tools are known to perpetuate bias and discrimination. This worry jumped from 32.8% to 50% year over year.** This, coupled with a lack of transparency (which is seen as a threat by 50% of respondents in 2024 v. only 26.4% in 2023), reflects a deepening distrust on how AI's inner workings are communicated.

We've got some happy news though. **The fear of AI putting people out of the market has decreased, dropping from 32.4% in 2023 to 25% in 2024.** It's heartwarming, to say the least, to see a growing understanding that AI can complement, not replace, human roles in PR.

# What are the biggest perks of introducing AI to the PR industry?



## Automation

When asked about the biggest perks of AI, respondents cited automation as the most appreciated benefit. With 77% of surveyed people valuing it in 2023, and 75% in 2024, it's clear that **reducing time spent on repetitive tasks remains highly valuable**. This allows PR professionals to free up their time to focus on more strategic or creative aspects of their work.

## Research

Respondents are also steadily placing more value on the benefits of AI in research, with appreciation increasing slightly from 59% in 2023 to 61% in 2024. **Many reported that AI plays a crucial role in streamlining their research processes**, as these tools become increasingly sophisticated and continue to integrate more effectively into daily workflows.

## Efficiency

Not everything is on the rise. Among our respondents, there's a decline in the perceived belief that AI enhances efficiency. In 2023, 61% saw it as a benefit, but by 2024, this number had dropped to 55%. This is an interesting trend, possibly driven by a **growing awareness of AI's limitations and challenges** across different types of PR tasks.

## Measurement and reporting

The value seen in measurement and reporting has seen a big jump, from 28% in 2023 to 40% in 2024. Such recognition highlights the **role of AI in accuracy and data processing, especially when it comes to demonstrating ROI** and further developing decisions based on concrete numbers.



### Thea Chippendale

**Founder & Editor of The PR Insider, Founder of TLC**

PRs are increasingly tasked with proving value across clients' departments, each with distinct KPIs - brand visibility for one and lead generation for another. Not only that, but we must also demonstrate how media placements boost SEO, build trust, and drive long-term sales. To help with this shift, PRs should focus on data analytics as well as the usual storytelling and creativity. AI tools can support this by providing real-time sentiment analysis and predictive insights, showcasing PR's broader business impact.

## Media Monitoring

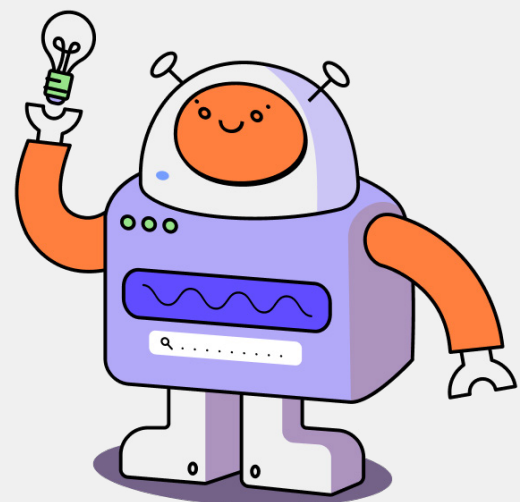
The idea that media monitoring and its analysis can get some help from AI has increased from 28% in 2023 to 37% in 2024. That's quite a jump, and signifies that **PR professionals are finding more value in what artificial intelligence can do for media coverage, analyzing trends, and processing loads of information and data.**

## Automated Content Creation

If you thought that AI is primarily used for content creation, you might want to hold that thought. Only 36% of respondents believed content creation was a benefit of AI in 2024, in comparison to 42% in 2023. Such a decline might suggest that **while AI is useful for activities surrounding content creation, it's not a secret that we're facing challenges with quality** and seeing an actual benefit in that area.

## Cost and Resource Savings

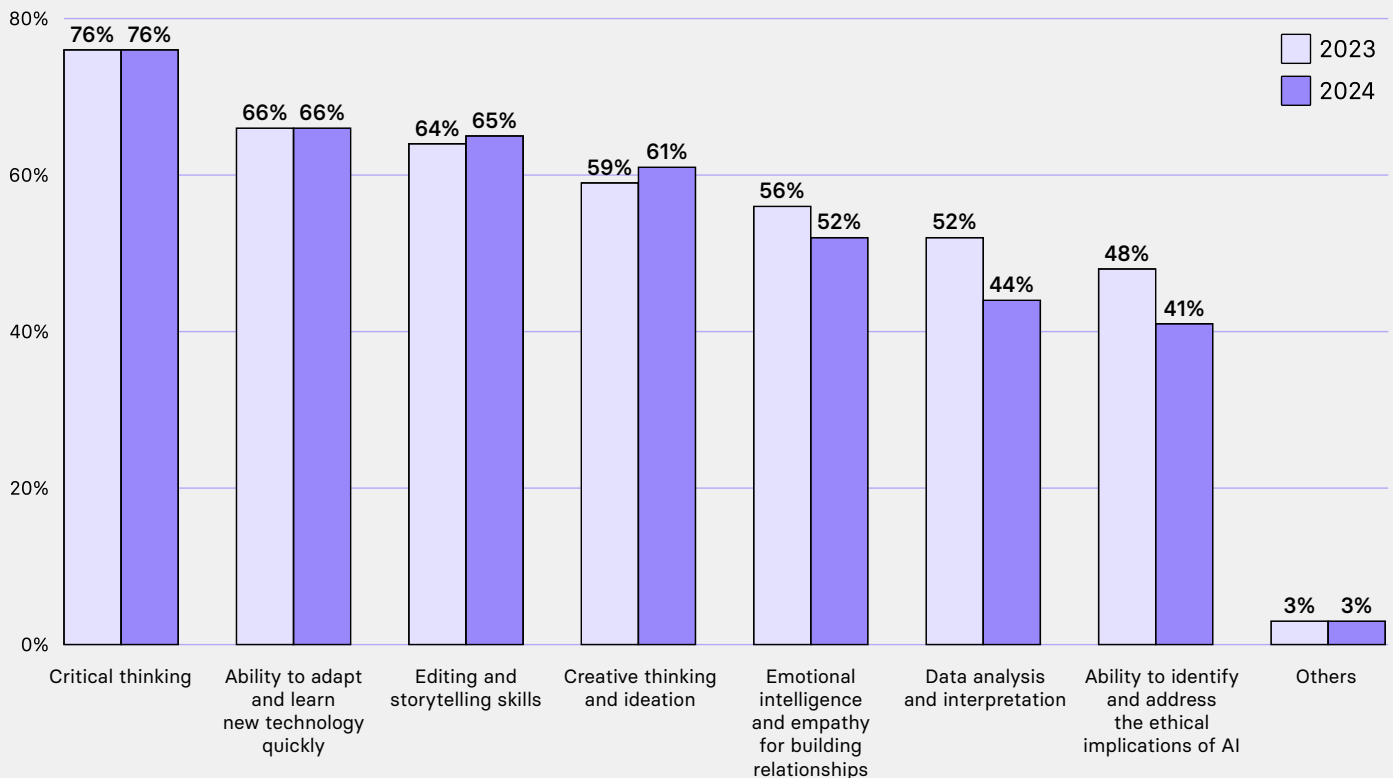
The value placed on reducing costs through AI has dropped from 44% in 2023, to 35% in 2024. **Initially, AI was usually seen as a way to cut spending on either tools or the workforce.** Surprisingly, respondents feel that cost savings are not as substantial as initially expected.



# PR predictions



# What skills do you think will become more important for PR professionals as AI becomes more prevalent in the industry?



Critical thinking continues to be the top essential skill for PR professionals, holding itself steady on the podium from 2023 to 2024. While AI tools are great at analyzing data and automating routine tasks, it's still up to humans to make sense out of that information and continue to apply it in meaningful ways.



Also, the ability to quickly adapt to new technologies and trends is more important than ever. The ongoing emphasis on this skill highlights the **need for PR pros to stay agile and continuously learn new things in an industry that moves fast**. As we become more and more integrated with marketing and adjacent industries, it's only logical that we need to pick up skills that weren't on our list even five years ago.

Since AI generates content of so-so quality, our respondents said **editing and storytelling is also an important skill to have**. Coming in as the third most important asset we have, the human touch and ability to overcome AI's lack of distinctive voice continues to take the charts.

**In terms of the biggest differences, there's an 8% drop in the need to possess data analysis and interpretation skills. While AI may not be great for everything, it's great for processing large data sets and automation, which is great, because that gives us time to do what we love the most and focus on more important aspects of our jobs that lead to PR success.**



## **Stephen Waddington**

**Director at Wadds Inc.**

AI has the potential to transform public relations and corporate communications, but its adoption is still in the early stages. While it shows promise in research, evaluation, and administrative tasks, concerns around ethics, data security, and content quality are slowing widespread implementation. The key is viewing AI as a tool to augment human skills, not as a replacement.

As practitioners, we have an opportunity to lead the development of governance frameworks and advise organizations on the responsible and ethical application of AI.

# How do you think the role of PR professionals will be changing in the coming year?



In 2024, many respondents believe that AI will continue to play a more prominent role, but the need for **human creativity and emotional intelligence** makes people quite irreplaceable.

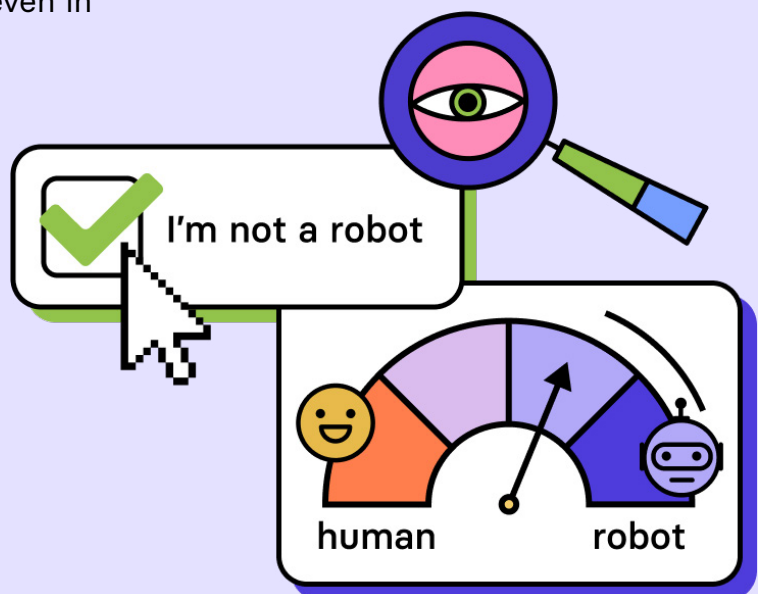
Therefore, while AI will make completing tasks easier due to its benefits, PR practitioners will still need to instill their work with creativity, storytelling, and strong relationship-building skills that AI simply can't replicate.

As AI continues to take over the mundane tasks, PR professionals will move towards more strategic and creative roles, with a focus on ideation and big-picture thinking. That comes as no surprise, since human insight and our ability to create drives the value and differentiation in our work.

At the same time, relationship management will be on the rise. Since average stories tend to get lost amongst the noise, we will be spending more time nurturing client and media relationships, making them more personalized and authentic than ever. These interpersonal skills will remain crucial, even in an increasingly tech-driven world.

**Hold that thought right there, though—we're starting to speak out loud about the impact AI generated content can have over work.**

If overused, mismanaged, or not used the right way, respondents claim AI may lead to a loss of the nuanced, high-quality work that we usually deliver. Furthermore, such situations might raise questions about the line between maintaining standards while leveraging technology.



To stay ahead,  
PR professionals  
will need to upskill,  
upskill, and upskill again.  
New tools, new  
technologies, more  
software they've never  
used before—nowadays,  
that's a core PR skill  
to have.

Last, but certainly not least, there's a growing push for PR to be more ROI-driven. This has been difficult, and has been a difficult task for PR professionals over the years. As AI enhances data collection and analysis, clients and stakeholders are expecting better proof of the impact of our work. This means we not only need to focus on creativity, but delivering measurable, data-driven results that demonstrate the effectiveness of our campaigns.



## **Corina Leslie**

**PR Manager at ZeroBounce**

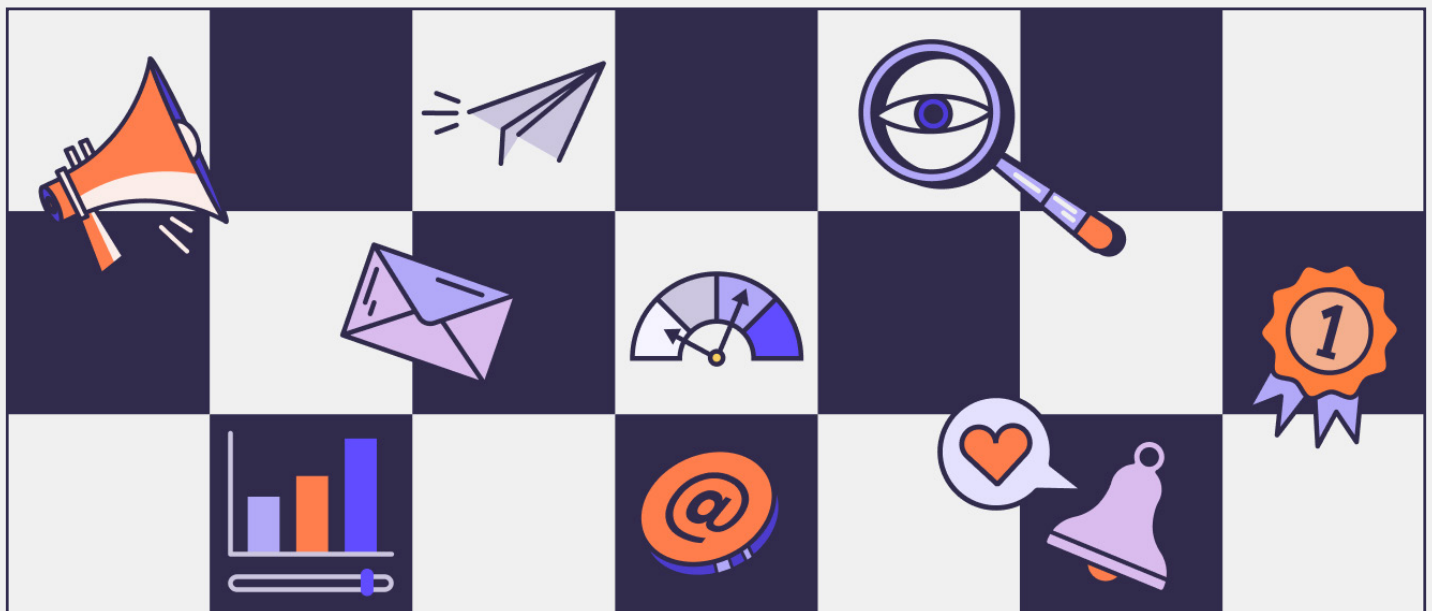
I don't believe the role of PR professionals will change drastically in the coming year. With AI becoming prevalent, the core talents and skills that have always served us will be more valuable than ever. Cultivating critical and creative thinking, humanity, and authenticity will help PR pros stand out and build stronger relationships — with the media, the public, and their clients. While AI and data-driven approaches will make us more efficient, forging genuine human connections will still be central to PR practice.

# About Prowly

We're a technology company that has created an all-in-one public relations management platform that helps growth-oriented professionals earn media coverage through creative storytelling, personalization, and innovative technology.

Thanks to Prowly, users are able to foster long-term relationships with journalists by drafting effective strategies based on industry data and prove their value to clients and stakeholders with easy-to-understand insights and metrics.

The solution has been successfully conquering the global PR software market for the past 10 years, and today it has already been used by more than 7,000 users in over 70 countries.

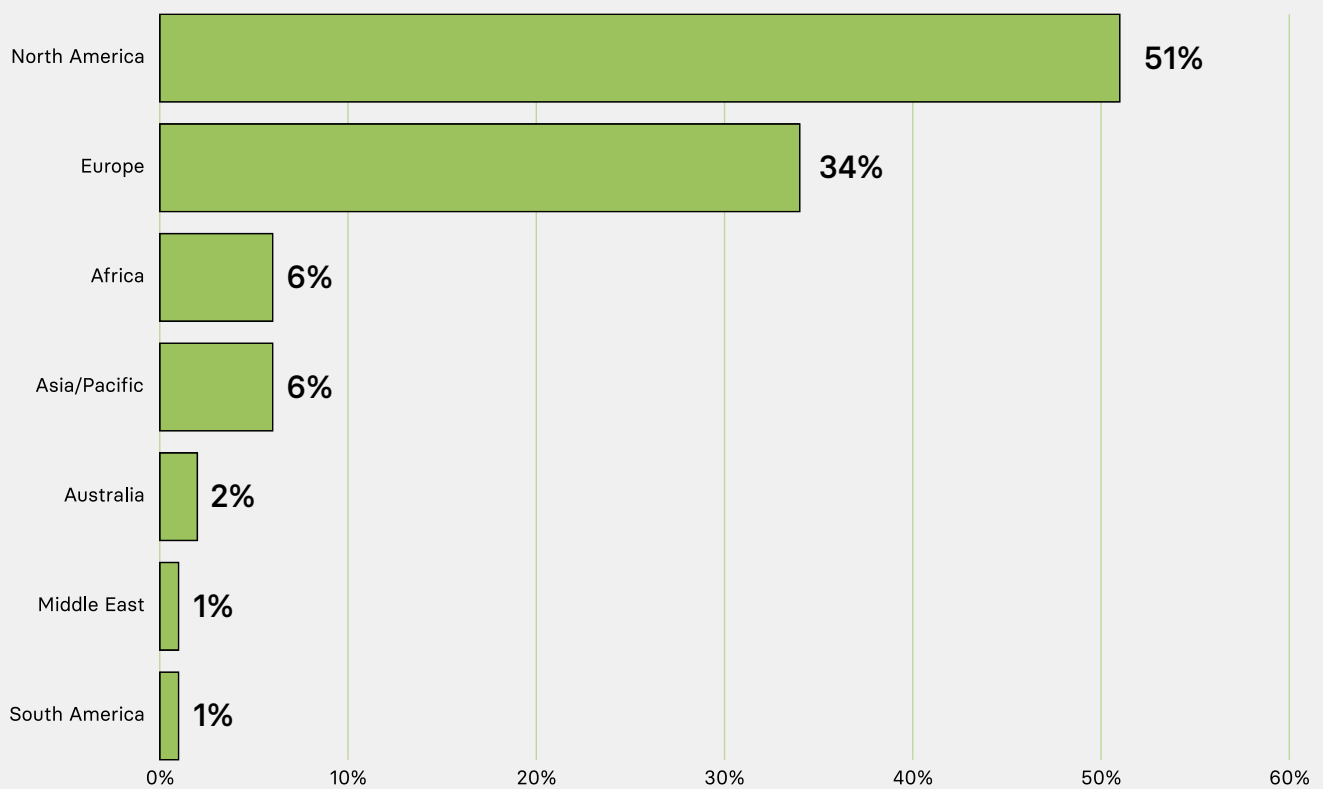
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# About survey

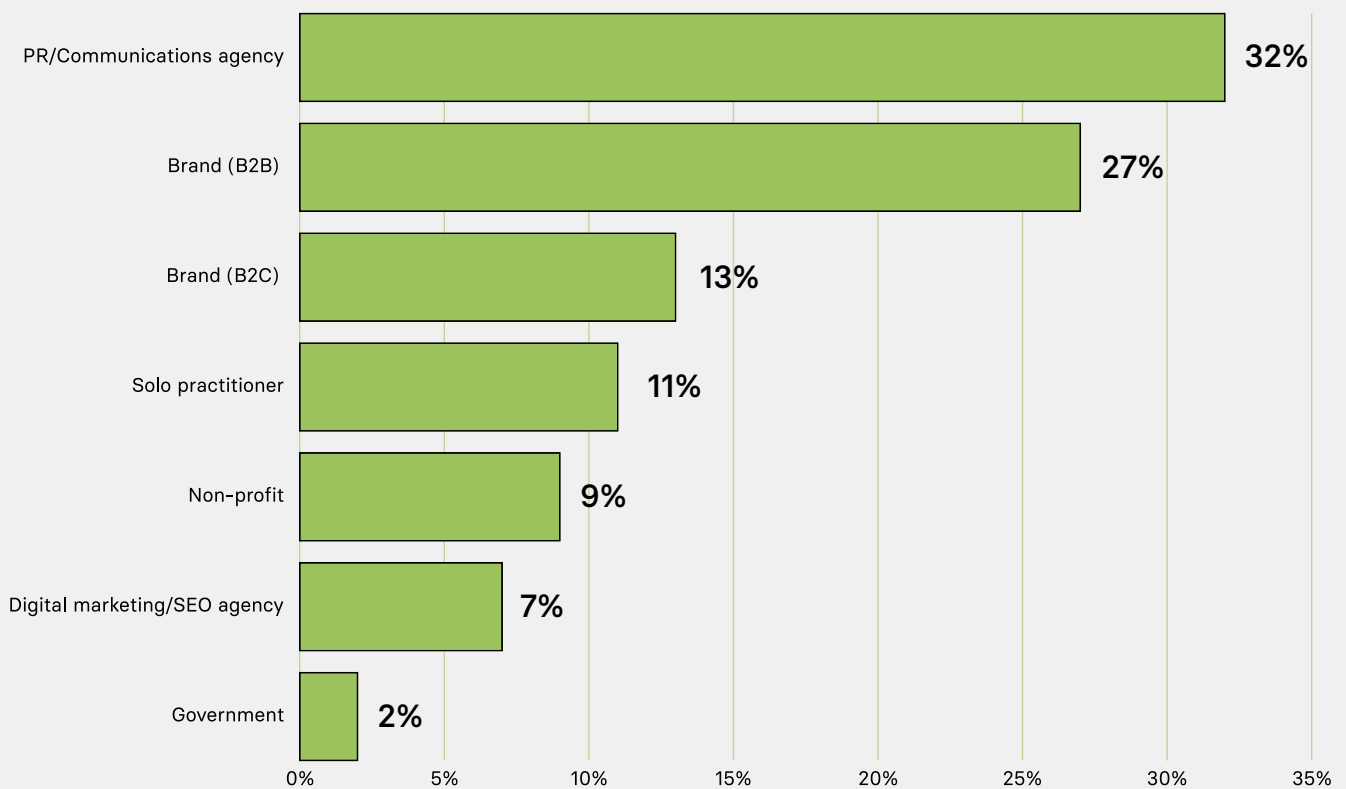
We interviewed over 250 PR professionals from companies ranging in size from 1 to 500+ employees to gather their opinions and insights on public relations technologies. The participants primarily consisted of PR professionals from North America and Europe, including those from in-house teams, agencies, and solo practitioners. The survey, administered online for convenience, featured a combination of multiple-choice questions, Likert scale ratings, and open-ended

questions to capture both quantitative data for statistical analysis and qualitative insights for a deeper understanding of the trends and challenges in PR technology adoption. The responses were carefully analyzed using statistical tools to identify key trends, common challenges, and emerging patterns, while the qualitative feedback was reviewed to extract recurring themes and noteworthy insights.

# Where do you work?



# What best describes your company type?





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