



PR Agency - Key Performance Indicators

Establishing meaningful and measurable campaign metrics from the outset is critical to guaranteeing a successful client/agency relationship. Both parties should monitor and review learnings throughout the year / programme duration.

Successful KPIs will include:

- **Outputs** – setting goals for frequency and reach
- **Outcomes** – setting goals for engagement and action
- **Impact** – changing perception and behaviour

The below is a list of KPIs within the PR scope of work that clients might typically ask an agency to report / present on both in a pitch situation and throughout the duration of working together.

Please note the below is not an exhaustive list but definitely provides a workable list for clients to adapt and implement.

Many agencies now use a broad mix of commercial and communications metrics from agency, client and data platforms, agreed at the outset, and weighted based on priority.

Public Relations (General) KPIs

- **Share of Voice (SOV)** – Percentage of brand coverage compared to competitors.
- **Message Pull-Through** – Frequency of key brand messages appearing in media coverage.
- **Sentiment Analysis** – Ratio of positive, neutral, and negative coverage.
- **Reputation Score** – Aggregated perception score based on media, social, and public opinion.
- **Crisis Response Time** – Time taken to respond to a PR crisis.
- **Brand Awareness Lift** – Pre- and post-campaign brand recognition data.
- **Executive Visibility** – Number of thought leadership articles, interviews, or mentions.

Media Relations KPIs

- **Media Impressions** – Number of potential views or readership of earned media.
- **Media Placements** – Number and quality (tier 1 vs. tier 2) of secured media stories.
- **Media Outlet Quality Score** – Weighted score based on outlet relevance, reach, and credibility.
- **Journalist Engagement** – Number of briefings, interviews, and responses from media outreach.

- **Pitch-to-Placement Ratio** – Ratio of pitches sent to actual stories published.
- **Earned Media Value (EMV)** – Estimated value of earned media compared to paid advertising.
- **Media Coverage Reach** – Unique audience of media outlets that featured the brand.

Press Events KPIs

- **Event Attendance** – Number of media, influencers, and stakeholders attending.
- **Media Coverage Post-Event** – Volume and sentiment of media content generated.
- **Media RSVP Rate** – Percentage of media who RSVP'd versus those invited.
- **Press Kit Downloads** – Number of downloads or views of press materials.
- **Social Mentions During Event** – Number of real-time mentions or shares from the event.
- **Follow-Up Engagement** – Post-event interviews or additional media interest.
- **Influencer Activation** – Number of influencers posting from/after the event.

Social Media KPIs

- **Engagement Rate** – Likes, shares, comments per post or campaign.
- **Follower Growth Rate** – Increase in followers over time.
- **Social Share of Voice** – Brand mentions on social compared to competitors.
- **Hashtag Performance** – Reach, impressions, and engagement of branded hashtags.
- **Click-Through Rate (CTR)** – Number of clicks on links shared via social media.
- **Video Views/Watch Time** – For video content, how many people watched and for how long.
- **Referral Traffic to Website** – Web traffic coming from social channels.

Digital PR KPIs

- **Backlinks Secured** – Quantity and quality of backlinks from online publications.
- **Domain Authority Increase** – Improvement in website's SEO ranking metrics.
- **Web Traffic from Earned Media** – Number of visitors driven by digital press hits.
- **Conversion Rate** – Visitors who took action (download, signup, purchase).
- **Bounce Rate** – Percentage of visitors who leave the website without interaction.
- **Search Visibility** – Ranking of targeted keywords in search engines.

Influencer Marketing KPIs

- **Reach & Impressions** – Total audience exposed to influencer content.
- **Engagement Rate per Post** – Likes, comments, shares divided by followers.
- **Cost Per Engagement (CPE)** – Cost divided by number of engagements.
- **Influencer ROI** – Return on investment compared to cost of collaboration.
- **Influencer Content Volume** – Number of posts, stories, and reels produced.
- **Brand Mentions & Tags** – Frequency of the brand being tagged or mentioned.
- **Affiliate Link Performance** – Clicks, conversions, and sales driven by influencer links.
- **Follower Sentiment** – Quality of comments and responses from influencer's audience.

Matchmaker is the PRCA's free comms agency search, selection and pitch management service representing best-in-class PR & Comms agencies and designed to save clients both time and money when reviewing comms requirements.

"The PRCA Matchmaker service was invaluable. They truly understood our needs, identified a good selection of agencies, and guided us seamlessly through the entire process. Their proactive approach really helped drive things forward, making the whole experience smooth and stress-free."

Cathay Pacific, PR & Communications Manager

Matchmaker agencies are bound by the PRCA Professional Charter and Codes of Conduct and must be accredited with the PRCA Communications Management Standard (CMS), the ISO9001, and Investors in People equivalent for the global PR and communications industry.

For further information please contact Debbie Little, Head of Matchmaker
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