2024 GLOBAL COMMS REPORT
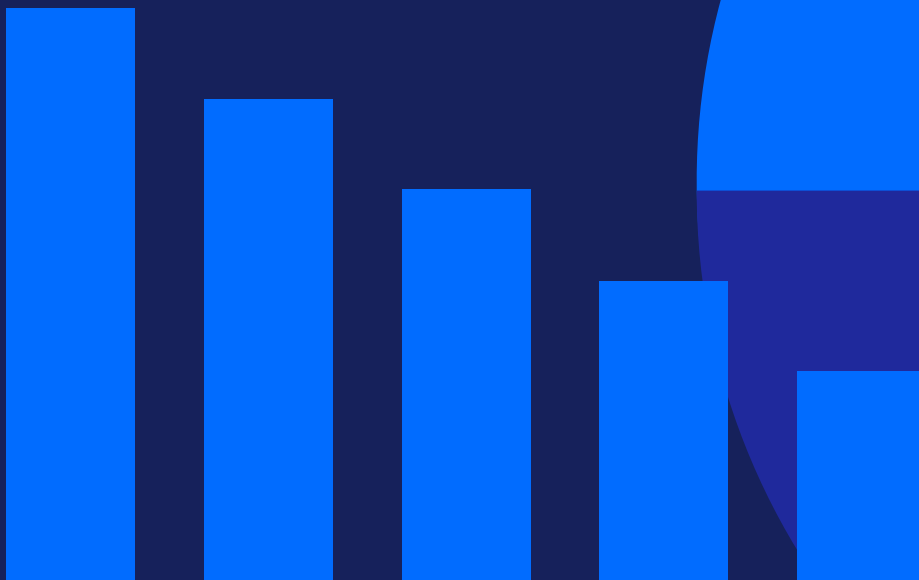
ELEVATING & EVOLVING

This year's Global Comms Report reveals much about the evolution of PR and communications, including the benefits of increased data reliability, access and interpretation, as well as changes in the way — and the where — comms pros work today on all matters over which they now have purview, from influencer partnerships to social media, AI to KPIs. And the common thread linking it all is the growing mandate for PR pros to impact their companies' and clients' bottom lines.

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Much data in this report compares the U.S. to Europe and APAC. For the purposes of our study, Europe includes France, Germany, Sweden and the U.K. APAC includes Australia, China, Hong Kong and Singapore.

Greater expectations

C-suites increasingly expect PR to move the business needle. This year's Global Comms Report focuses not only on the tools and tactics communicators are using to answer that call, but on the rising consideration being given to the optimal workplace setting in which this crucial work is best done.

Words **Chris Daniels**

More than any prior iteration, last year's Global Comms Report, the annual study presented by Cision in partnership with PRWeek, underscored the great strides the discipline has made in achieving a key place in the C-suite.

This year's worldwide survey of 427 industry professionals goes a step further. Based on conversations they are having with company leadership teams, PR practitioners understand that the C-suite seeks more from them than handling reputational issues and crises. There is now an expectation that comms play a key role in moving the needle on business factors such as revenue, share of voice and a company's overall value.

Respondents to this seventh annual survey, taken by senior-level leaders in PR, communications and marketing across 10 countries, were asked to choose the four factors they believe to be comms' biggest priorities in the eyes of their CEOs.

Two matters that see significant year-over-year upticks are "customer acquisition/engagement" and "driving sales/revenue." For the former, 43% put it in their top four this year (as compared to 34% last year). With the latter, 42% rank it among their top four this year (versus 33% last year).

The top-ranking factor is "building sustainable growth and value for the brand," which 60% put in their top four this year, compared to 54% last year.

The emphasis on these business-moving matters doesn't surprise Sarah O'Grady, SVP of marketing for Cision and Brandwatch.

"The C-suite knows that the tools available to measure comms' impact have gotten significantly more sophisticated," she asserts. "With that knowledge, they now expect their comms teams to be able to track and report out on data at a much more real-time and granular level than ever before."

"They also realize that reliable, authentic communication is essential for building consumer trust and managing brand reputation," notes O'Grady. "Therefore, it is critical to acquiring and retaining customers."

Boeing CCO Brian Besanceney, who previously held the same role at Walmart, agrees that the C-suite wants the PR function to demonstrate the extent of its influence beyond what many would consider to be traditional areas.

"Comms has played an essential role in helping CEOs manage the tectonic events of this decade, from the pandemic to social issues to geopolitics," he suggests. "Part of our responsibility as communicators is continuing to demonstrate increased ROI for our function — not just through firefighting, but through the unique ways we strengthen business performance."

Forty-one percent of respondents (whether themselves or their comms lead) report directly to the CEO. However, that number doesn't fully represent the increasing levels to which PR's expertise is sought out by the executive branch. In fact, 92% of global pros say that their C-suite sought their counsel more often last year than in prior years.

Devotion to data

Tara Darrow, VP of corporate and financial communications, values and reputation and executive brand at

Renewed Optimism

A strong indicator of industry health and confidence can be found in budgetary trends and forecasts. That story becomes even clearer when you compare answers year on year. Below we gauge the optimism among our agency and non-agency respondents, with both anticipating even greater increases to their budgets next year than they saw this year.

In-house respondents
As compared to this time last year, has your budget increased, decreased or stayed the same?

● Increased ● Decreased ● Stayed the same

2023
- 52%
- 18%
- 30%

2022
- 44%
- 21%
- 35%
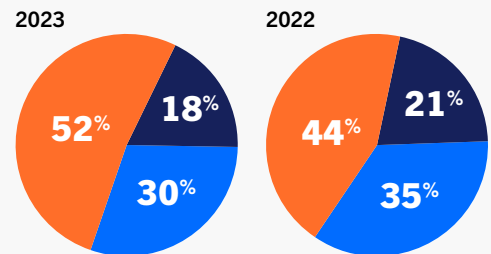
Budget-wise, what are you anticipating for next year?

● Will increase ● Will decrease ● Will stay the same ● Not sure

2023
- 47%
- 23%
- 26%
- 4%

2022
- 43%
- 22%
- 27%
- 8%
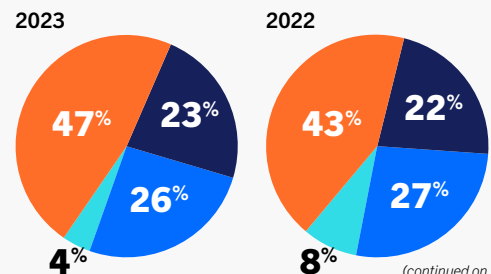
T-Mobile, proclaims, "We're at the table with other business leaders because we're now treated as a strategy, not a tactic."

With the mandate to be strategic, her department constantly questions the work it undertakes.

"I always say to my team, 'If we're not doing something that has an impact on the business, why are we doing it at all?'" says Darrow. "Everything we do should be rooted in advancing one of our priorities — and some of those are tied directly to financial or business performance, such as customer acquisition and retention."

Data and analytics are paramount to helping comms make those important connections, now more than ever.

This year, 42% of global respondents say "very much so" when asked if they are relying on data and analytics more than they did a year ago, up significantly from 30% who said the same 12 months ago. In addition, 59% of respondents have a dedicated data analyst on their team.

"PR's increasing reliance on data and analytics is a clear indication of a significant transformation," observes O'Grady. "This evolution will ultimately make PR and corporate comms teams more effective at their jobs, as they derive a better understanding of who their audiences actually are, what matters most to them and how to deliver that in a streamlined, memorable way."

Though the trend of leaning into data capture and analysis to inform strategies continues to move in the right direction, communications teams at different companies are at different stages in this transformation.

At Boeing, the function has undertaken internal and external changes toward becoming more data-informed and reliant.

"We're midstream on strengthening our insights and analytics capabilities with a mix of in-house and outside agency changes," reports Besanceney. "We've been decent at capturing data, but not as good at democratizing it to inform how we allocate our team's bandwidth or share insights with our business partners."

Already using data and analytics to formulate PR strategy and messaging plans, as well as measuring output, Darrow seeks to improve their role in informing and measuring corporate response to crises and impact on reputation-building.

"Those are softer factors to measure," she admits, "but I am constantly trying to crack that code and illustrate how reputation is a business priority for performance."

Dawn Beauparlant, North America CEO at WE Communications, thinks the reliance on data and analytics will only increase, noting economic headwinds that have put comms budgets under enormous scrutiny. The emergence of reputational risks, such as AI-fueled misinformation, will also put comms front and center.

"The complexity of media has risen, with multiple stakeholders all having expectations of a brand that can change at a very dynamic pace," she underscores. "We need to build data-driven rationales for what we do."

Places of employment

As the comms function continues to opt into data-fueled transformation, increasing thought is being devoted to where the work is actually happening.

Globally, 57% of respondents are in a hybrid arrangement (part in-office, part remote), with 29% working fully remote and 14% fully in-office.

In the U.S., 63% report working in a hybrid fashion. While that is the highest percentage among all regions surveyed — with Europe coming in at 58% and APAC far lower at 40% — those interviewed for this story note that PR staffers are coming into the office more often than just a year ago, when pandemic-related work practices were in place and fully remote was far more the norm.

"We're back in the office," asserts Darrow. "Depending on the level, people on my team are in three-plus or four-plus days. You need face time to enhance creativity. As for areas such as crisis, on-the-spot problem-solving is critical. Trying to do that without the person right in front of you is really, really hard."

So how often are colleagues in the office? The answers, based on responses to this year's survey, differ notably from region to region.

For instance, 23% of APAC respondents report being fully back in the office, as compared to 11% in both Europe and the U.S. Interestingly, more APAC respondents also report working fully remote (37%) as opposed to staffers in Europe (31%) and the U.S. (26%).

WE Communications is among the global firms to have adopted a by-market approach.

"The number of our people going into the office in Asia every day

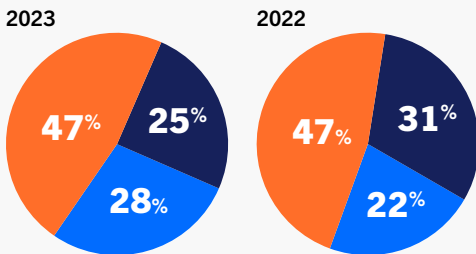### Renewed Optimism *(continued from previous page)*

PR agency respondents
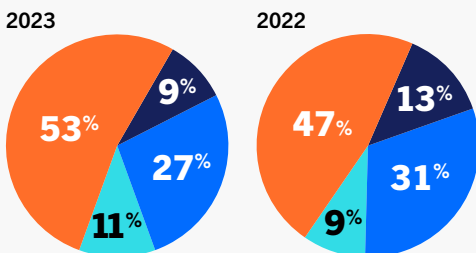**As compared to this time last year, has client spend with you increased, decreased or stayed the same?**

● Increased ● Decreased ● Stayed the same

2023
47% · 25% · 28%

2022
47% · 31% · 22%

In terms of client spend, what are you anticipating for next year?

● It will increase ● It will stay the same
● It will decrease ● Not sure

2023
53% · 9% · 27% · 11%

2022
47% · 13% · 31% · 9%

Outside Assistance

For the first time since we debuted the Global Comms Report, we sought to gauge (from all non-PR agency respondents) the types of external providers they employ and their level of satisfaction with those partners. We also offer some comparisons to other disciplines in this regard.

(The main percentages are GLOBAL; the numbers in parentheses indicate what respondents in the U.S., Europe and APAC had to say)

Which types of service providers do your organization use? (Select all that apply)

External PR agency: **45%** (**59%**; **39%**; **35%**)
External marketing agency: **50%** (**37%**; **60%**; **57%**)
External social media agency/experts: **42%** (**36%**; **41%**; **62%**)
External content producers (i.e., web content, thought leadership): **36%** (**39%**; **31%**; **35%**)
Other: **7%** (**12%**; **4%**; **3%**)
None: **11%** (**19%**; **5%**; **6%**)

How satisfied are you with your EXTERNAL PR AGENCY's performance?

Very much so: **40%** (**28%**; **62%**; **14%**)
Somewhat: **54%** (**60%**; **36%**; **84%**)
Minimally: **6%** (**12%**; **2%**; **0%**)
Not at all: **0%** (**0%**; **0%**; **0%**)

How satisfied are you with your EXTERNAL MARKETING AGENCY's performance?

Very much so: **43%** (**27%**; **54%**; **41%**)
Somewhat: **51%** (**61%**; **45%**; **59%**)
Minimally: **6%** (**12%**; **1%**; **0%**)
Not at all: **0%** (**0%**; **0%**; **0%**)

How satisfied are you with your EXTERNAL SOCIAL MEDIA AGENCY's/EXPERTS' performance?

Very much so: **38%** (**29%**; **49%**; **25%**)
Somewhat: **54%** (**56%**; **45%**; **70%**)
Minimally: **8%** (**15%**; **6%**; **5%**)
Not at all: **0%** (**0%**; **0%**; **0%**)

How satisfied are you with your EXTERNAL CONTENT PRODUCERS' performance?

Very much so: **41%** (**33%**; **48%**; **44%**)
Somewhat: **52%** (**59%**; **48%**; **48%**)
Minimally: **5%** (**8%**; **5%**; **4%**)
Not at all: **2%** (**0%**; **2%**; **4%**)

In Comparison: The 2022 Association of National Advertisers (ANA) 18th annual "Trends in Agency Compensation" report found that when brands changed their ad agency agreements:

50% cited "unsatisfactory agency product/service performance," while

25% cited "recognition of improved agency performance."

Meanwhile, according to the 2022 Deloitte Global Outsourcing Survey …

52% of all companies use outsourcing for key business functions such as legal, tax, HR or finance.

> ## "Part of our responsibility as communicators is continuing to demonstrate increased ROI for our function — not just through firefighting, but through the unique ways we strengthen business performance."

— BRIAN BESANCENEY, CCO, BOEING

is much higher than in the U.S. right now," notes Beauparlant, validating the survey findings. "People have come back at different paces and speeds, so we've become attuned to whatever the norms are in a region."

"We've also learned that whatever the current construct, it's not forever," she adds. "We haven't necessarily settled on anything long-term. Whatever form of hybrid it is, the goal is striking the right balance with purpose and thoughtfulness. People are craving more in-person connection than they're currently getting."

Citizen Relations is another multinational agency that has not adopted a blanket approach to where their employees around the world work. For instance, Canada had more and longer COVID-related lockdowns than many other countries in the West, so return to office has been slower there. Meanwhile in the U.K., the length of time employees were fully out of the office was comparatively much shorter than other countries.

CEO Nick Cowling says a good number of Citizen's clients have mandated their employees be back in the office four or even five days a week.

"We're not mandating this at our agency, but a lot of companies are headed to at least Tuesdays to Thursdays in the office," he reports. "Comms relies on teamwork. Being in-person drives more productive collaboration. There is more energy, buzz and osmosis that happens being together in the office."

Media of choice

Regardless of where PR pros are working, some of their most important decisions revolve around the content channels they prioritize. And while each of the PESO options — paid, earned, shared and owned — has its place, this year's Global Comms Report indicates that earned media tops the list of value drivers. This year, 33% (up from 30% last year) of our respondents say their overall media strategies rely on earned the most.

Paid at 25% (down from 28% last year) and owned (also 25%) are next, followed by shared (17%). The latter two percentages are unchanged from last year.

"Third-party validation from earned media is still critical, especially for a B2B and B2G [business-to-

government] company such as ours," notes Besanceney. "Owned and paid are really important and those legs of the stool are certainly growing, but earned is still the best way to reach some of our most critical stakeholders."

While Darrow truly relies on all four pillar platforms of the PESO model, she highlights that a team at her company is dedicated to owned.

New Kids on the Block

Sure, the Facebooks, Instagrams and LinkedIns of the world still rule the roost in the content-strategy arena. However, there are myriad newer options knocking on the door — and some of our respondents are eager to open it.

Many are not ready, though. So, as a means of education and/or inspiration, we present 11 such platforms below and indicate how many of our respondents intend to start using these in the next 12 months.

(The main percentages are GLOBAL; the numbers in parentheses indicate what respondents in the U.S., Europe and APAC had to say)

Threads **31**%
(**43%**; **26%**; **20%**)

Damos **12**%
(**0%**; **31%**; **26%**)

BeReal **22**%
(**7%**; **52%**; **29%**)

Artifact **12**%
(**4%**; **17%**; **28%**)

Mozilla.social **20**%
(**3%**; **51%**; **31%**)

Nocam **7**%
(**0%**; **12%**; **23%**)

Bluesky Social **17**%
(**6%**; **30%**; **35%**)

P92 (Meta) **6**%
(**0%**; **13%**; **15%**)

Gowalla **13**%
(**1%**; **27%**; **37%**)

RTRO **6**%
(**0%**; **14%**; **12%**)

Lemon8 .... **13**%
(**1%**; **27%**; **28%**)

The discrepancies by region are readily apparent. With the above emerging channels, U.S. respondents expect to adopt them far less than their counterparts in Europe and APAC.

"This aligns with the social media usage of U.S. consumers overall, which tend to be more concentrated on the big-player platforms," explains Sarah O'Grady, SVP of marketing for Cision and Brandwatch.

Facebook still commands 53% of all social media usage in the U.S., she points out, while having less market share overseas. And while O'Grady cites BeReal as a platform growing in popularity, especially among Gen Z, "it remains to be seen whether it leaves a lasting impression in the cultural zeitgeist."

"Newer platforms often lack APIs and functionality to listen, gather insights and measure conversation, which makes it hard to quantify," she says. "Comms teams tend to focus their efforts where they believe their audiences are most active and most engaged, and where they can — with the most accuracy — trust the data."

Still, pros should keep an eye on emerging platforms, as that helps them keep "their finger on the pulse of consumer and social media behavior," continues O'Grady. New platforms can also indicate shifts "where their consumers are spending their time."

"The 'shiny new object syndrome' is real and — absent a valid business case or clear value proposition for exploring a niche platform (i.e., if you know that your target audience is there and active) — can be a distraction to resource-strapped teams," she adds. "Most teams need to manage their bandwidth effectively and make their strategies within existing platforms work harder than ever."

"We've set up our own in-house journalists because we know it's really hard to break through in a media landscape where reporters have so little time," she explains. "We pull every lever in almost everything we do."

While one form of media might be leveraged more than others, most pros agree that all channels must work together. For example, a campaign aimed at driving earned media may very well include a paid influencer program.

"An either-or construct between paid, owned, earned and shared is outdated in terms of where comms is now," asserts Darrow. "The best communications programs are integrated. They use data and analytics to fine-tune, dial up and dial down each component while it's in market so that there is a net impact."

Identifying influence

For more than a decade, tapping into the impact of influencers (beyond celebrity spokespeople) on consumer behavior has been recognized as a viable option for brands looking to increase sales, raise brand awareness, grow audience and deliver on other vital business goals. The key, of course, is working with the right ones.

With whom are companies and causes looking to partner? Who are the influencers perceived to have the greatest impact on consumer behavior? Industry professionals who took this year's survey provide some notably different opinions to those who did so last year.

According to this year's respondents, everyday consumers (57% placed among the top three globally) rank the highest by far in terms of potential influencer effectiveness. (Think everyone from the people who leave Amazon or Yelp reviews to the Facebook connections you crowdsource for product recommendations.)

It is worth noting that interest in partnering with three other personas — corporate executives and employees (both 44% among the top three globally) and niche or micro-influencers (42%) — has grown since last year.

This data suggests that companies and brands continue to experiment and measure the impact of various types of influencer campaigns as part of their overall messaging strategy.

(See "Powers of persuasion" on p. 10 for a detailed breakdown — by region, sector and organization type — of the influencers our respondents deem to be most impactful.)

Boeing is certainly tapping into its executives and employees to influence customers.

"Everywhere I've worked, executives would love for the outside world to see the company and the culture that they see every day," shares Besanceney. "Our most important audience is our employees, who, in many ways, are our most important influencers because they can offer that peek behind the curtain."

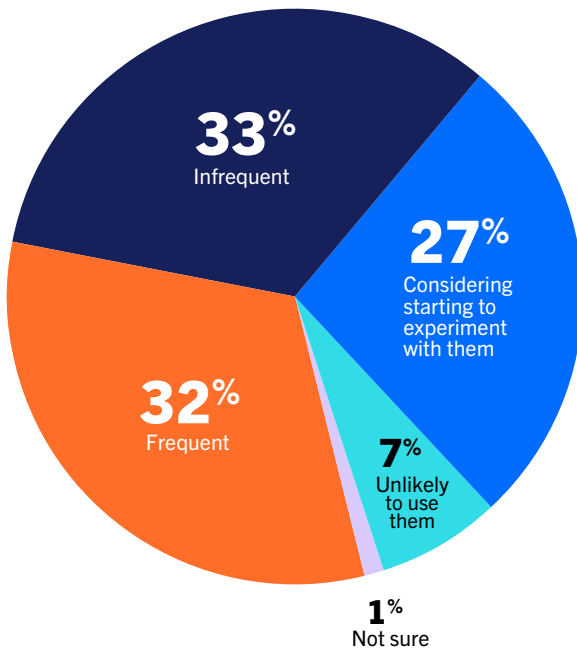The data we collected for this report supports that belief.

Generative AI: Using the Tools at Your Disposal
No survey of the comms profession is complete today without a report on generative AI use.

Which of the following best describes your own current use of generative AI tools?
(See "Around the world [Part 2]" on p. 17 to learn how respondents in speciic geographies answered this question.)

33% Infrequent
27% Considering starting to experiment with them
32% Frequent
7% Unlikely to use them
1% Not sure

We focused on eight key functions of PR professionals. In each case, the percentages that follow indicate our respondents' teams' current usage of generative AI to help with that function.

(The main percentages are GLOBAL; the numbers in parentheses indicate what respondents in the U.S., Europe and APAC had to say)

Content creation for external audiences
We're using generative AI with at least some regularity:
38% (**14%**; **56%**; **63%**)
We are experimenting with generative AI, but not yet using it with any regularity:
37% (**45%**; **31%**; **29%**)
We are not using generative AI for this:
25% (**41%**; **13%**; **8%**)

Content creation for internal audiences
We're using generative AI with at least some regularity:
34% (**17%**; **50%**; **49%**)
We are experimenting with generative AI, but not yet using it with any regularity:
36% (**37%**; **33%**; **42%**)
We are not using generative AI for this:
30% (**46%**; **17%**; **9%**)

Content review/optimization
We're using generative AI with at least some regularity:
28% (**14%**; **39%**; **48%**)
We are experimenting with generative AI, but not yet using it with any regularity:
37% (**35%**; **39%**; **34%**)
We are not using generative AI for this:
35% (**51%**; **22%**; **18%**)

Crafting media pitches
We're using generative AI with at least some regularity:
27% (**8%**; **41%**; **52%**)
We are experimenting with generative AI, but not yet using it with any regularity:
36% (**34%**; **38%**; **32%**)
We are not using generative AI for this:
37% (**58%**; **21%**; **16%**)

Writing press releases
We're using generative AI with at least some regularity:
27% (**8%**; **41%**; **51%**)
We are experimenting with generative AI, but not yet using it with any regularity:
35% (**31%**; **43%**; **32%**)
We are not using generative AI for this:
38% (**61%**; **16%**; **17%**)

Image, audio or video creation
We're using generative AI with at least some regularity:
28% (**7%**; **44%**; **52%**)
We are experimenting with generative AI, but not yet using it with any regularity:
33% (**28%**; **36%**; **39%**)
We are not using generative AI for this:
39% (**65%**; **20%**; **9%**)

Brainstorming campaign ideas/strategies
We're using generative AI with at least some regularity:
29% (**14%**; **42%**; **49%**)
We are experimenting with generative AI, but not yet using it with any regularity:
38% (**40%**; **34%**; **35%**)
We are not using generative AI for this:
33% (**46%**; **24%**; **16%**)

Research
We're using generative AI with at least some regularity:
29% (**14%**; **48%**; **32%**)
We are experimenting with generative AI, but not yet using it with any regularity:
42% (**46%**; **33%**; **48%**)
We are not using generative AI for this:
29% (**40%**; **19%**; **20%**)

Looking Ahead for PR and Comms

We asked respondents to identify their team's biggest goal for 2024. We received a lot of strong replies. The following really caught our eyes.
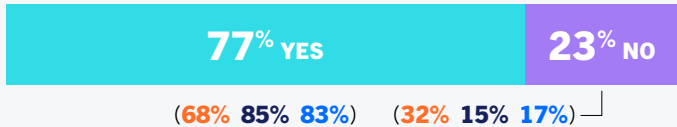
"To become a center of excellence for the company at a global scale."

"Clearly defining — in better measured terms — the impact we're having on the success of the business."

"Continuing to refine our audience metrics to inform content development."

"Generating content that results in meaningful business outcomes."

"Seamlessly working across paid and earned opportunities, especially in relation to trade media and micro/niche online influencers."

"To build a first-class data/tech stack and services suite that supports a global platform."

"Understanding the next big thing for Gen Z."
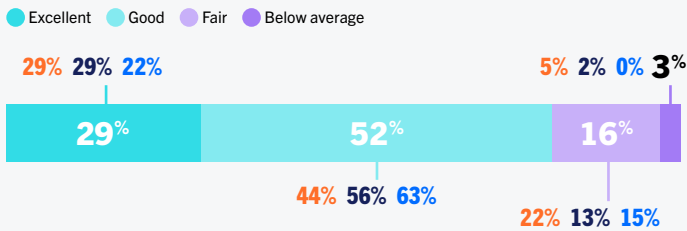
Crisis Management

Even as the comms discipline continues to expand its capabilities and purview, crisis management remains an essential responsibility. Here you'll see what experienced communications staffers think about their abilities related to preventing, responding to and managing a public- or investor-facing problem.

(The main percentages are GLOBAL; the numbers in parentheses indicate what respondents in the U.S., Europe and APAC had to say)

Do you have the necessary TOOLS to optimally manage crises for your company/the brands you work with?

77% YES   **23%** NO

(68% 85% 83%)   (32% 15% 17%)

How would you rate your current ability to respond to EXISTING crises?

● Excellent   ● Good   ● Fair   ● Below average

29% 29% 22%   5% 2% 0% **3%**

29%   **52%**   **16%**

44% 56% 63%   22% 13% 15%

How would you rate your current ability to PREVENT crises before they happen?

12% 28% 29%   46% 51% 45%   12% 2% 6%

21%   **47%**   **25%**   **7%**

30% 19% 20%
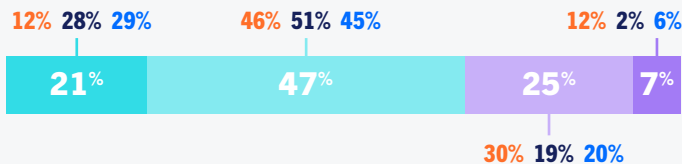
(Article continued from p. 6)

"We're seeing great results whenever our team members are able to share their pride in coworkers on our owned channels or on LinkedIn," adds Besanceney.

T-Mobile, meanwhile, strategically uses president and CEO Mike Sievert and other top leaders to break company news.

"We use them often to add personalization to news and give a human touch to what we do as a company," reports Darrow. "From a broader advertising perspective, we use big names and celebrities, but we've had really good success using execs as well. Employee storytelling has really resonated with our audiences."

On the flip side, celebrities (36% placed among the top three globally) are notably down this year in terms of perceived impact on consumer behavior.

"Celebrities are the original influencers. They still have a role," suggests Cowling. "However, people are pretty savvy about understanding when a celebrity is pushing something because they're being paid to do it. Niche or micro-influencers, though, are more open about sponsorship in that regard and [willing] to say, 'I am doing this sponsorship because I've used this product before.'"

"I don't think [celebrities] would ever be our first recommendation in the influencer space, though it really depends on what a client is looking to achieve," he adds. "Often, they seek an expert to verify a claim or someone who connects with their audience — and that doesn't typically take a celebrity."

PR's star has certainly risen in the eyes of the C-suite. As such, each decision made about and by communications takes on added relevance and scrutiny. This year's Global Comms Report indicates that communicators — more than ever — have the tools, tactical expertise and flexibility to rise to the occasion. ●

About the Global Comms Report

In 2017, inspired by the continuing evolution in how the work of PR and communications professionals is practiced and perceived, Cision and PRWeek joined forces on an initiative to clearly identify and more deeply understand communicators' use of and interaction with technology, data, measurement, content and influencers.

Now in its seventh year, this Global Comms Report from Cision and PRWeek highlights challenges and opportunities with all of the areas mentioned above and more. Each year, communications' ability to rise to any occasion has become clearer, as has the respect it receives from the C-suite, other internal departments and various external stakeholders.

In fact, the past few tumultuous years — and the changes they have brought — seem to have made the discipline more vital to companies and brands. In turn, comms has seen its purview and power grow.

More opportunity and more eyes watching, though, means more responsibility. This year's report, as did all the iterations that preceded it, is a powerful glimpse into how communications is practiced regionally and globally — and what we can expect going forward.
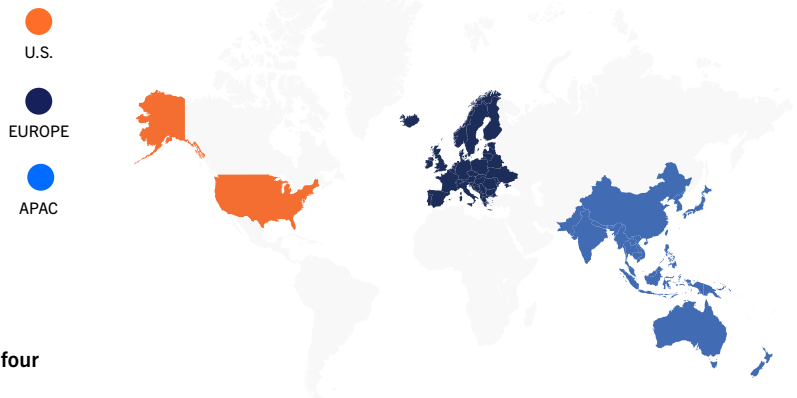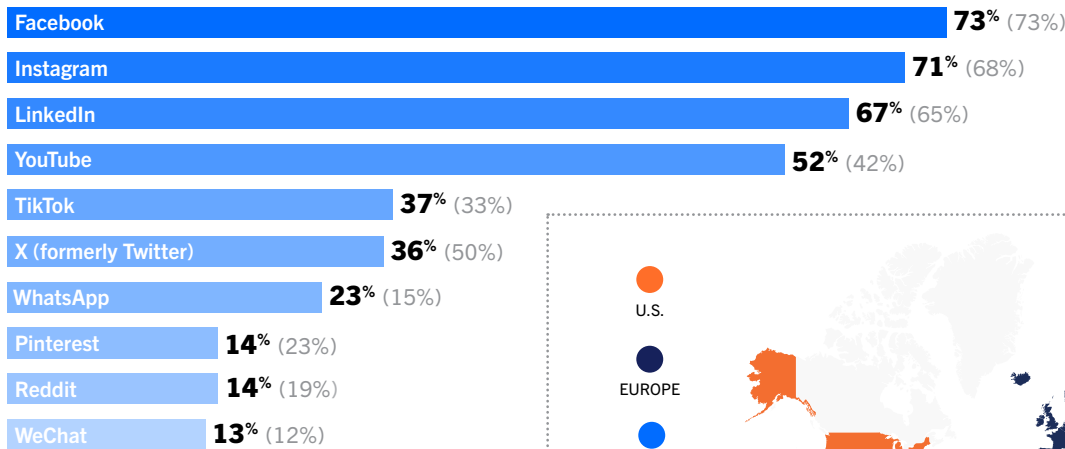
The shifting sands of social media

A key part of the content-creation process is determining which social media platforms to emphasize. And the decisions are not as obvious as they once might have been. To that end, we asked respondents to choose the four platforms they deem most valuable to their broader strategy.
This is what they told us:

*Main percentages on this page indicate how many respondents placed that social platform among the four most important to their broader content strategy this year. (Percentages in parentheses indicate how many respondents placed that social platform among their top four in last year's report.)

And the data below also reveals some very interesting comparisons between regions.

Global

Platform	This year	(Last year)
Facebook	73%	(73%)
Instagram	71%	(68%)
LinkedIn	67%	(65%)
YouTube	52%	(42%)
TikTok	37%	(33%)
X (formerly Twitter)	36%	(50%)
WhatsApp	23%	(15%)
Pinterest	14%	(23%)
Reddit	14%	(19%)
WeChat	13%	(12%)

- U.S.
- EUROPE
- APAC

Regional Report

Here we focus on the U.S., Europe and APAC and reveal the top four platforms chosen by professionals in those regions:

U.S.
- LinkedIn: **86**%
- Instagram: **80**%
- Facebook: **75**%
- YouTube: **65**%

At 54%, X [formerly Twitter] was also chosen by a notable percentage. LinkedIn is up from 79% last year.

EUROPE
- Facebook: **71**%
- Instagram: **68**%
- LinkedIn: **54**%
- YouTube: **46**%

WhatsApp (45%) was also chosen by a notable percentage. YouTube is up from 26% last year.

APAC
- Facebook: **66**%
- Instagram: **57**%
- TikTok: **52**%
- WeChat: **46**%

LinkedIn (43%) and WhatsApp (40%) were also chosen by a notable percentage.

Sector Sentiments

Below we focus on the four industry verticals from which we received the most responses and reveal the top four platforms chosen by those professionals:

	Instagram	LinkedIn	Facebook	YouTube
ARTS/ENTERTAINMENT/MEDIA	82%	77%	50%	41%
FINANCIAL SERVICES	53%	66%	79%	50%
HEALTHCARE/PHARMA	78%	59%	96%	63%
TECHNOLOGY/INTERNET	59%	79%	62%	59%

Takeaways

Facebook's reign as the overall platform of choice may soon be over, as other social platforms gain in popularity, both globally and by region. In our first-ever Global Comms Report (2017), Facebook was by far the top-chosen platform in every region, and it bested the second-most popular channel (Twitter, now X) by 22%. This year, Facebook is no longer the top choice in every region, and on a global scale, it beats Instagram by only 2%.

Powers of persuasion

If you want to win the hearts, minds and wallets of consumers, determining the right influencers with whom to work is among the most important decisions a brand will make. We presented our respondents with seven types of influencers and asked them to rank them from most to least impactful.

*Main percentages on this page indicate how many respondents placed that influencer among the three most effective at impacting consumer behavior this year. (Percentages in parentheses — where provided — indicate how many respondents selected that influencer type among their top three last year.)

By Region

	GLOBAL	U.S.	EUROPE	APAC
Everyday consumers	57% (38%)	48% (27%)	61% (43%)	68% (55%)
Corporate executives	44% (31%)	32% (23%)	52% (36%)	55% (40%)
Employees	44% (28%)	39% (23%)	52% (37%)	40% (25%)
Niche or micro-influencers	42% (20%)	56% (34%)	28% (11%)	40% (6%)
Journalists	39% (30%)	52% (35%)	27% (24%)	34% (31%)
Social media influencers	37% (N/A)	42% (N/A)	35% (N/A)	28% (N/A)
Celebrities	36% (41%)	32% (22%)	45% (51%)	35% (69%)

By Industry

	Celebrities	Social media influencers	Everyday consumers	Journalists	Corporate executives	Employees	Niche or Micro-influencers
ARTS/ENTERTAINMENT/MEDIA	45%	27%	68%	36%	41%	50%	32%
FINANCIAL SERVICES	26%	34%	74%	29%	58%	47%	32%
HEALTHCARE/PHARMA	33%	67%	52%	22%	44%	33%	48%
TECHNOLOGY/INTERNET	26%	35%	53%	50%	56%	26%	53%

Note: Three of the options provided to respondents are different from last year. "Niche and micro-influencers" was "micro-influencers." "Journalists" was "mainstream journalists." And "social media influencers" replaces "bloggers."

Takeaways

"Everyday consumers" clearly rule the roost of influence — globally and in two of the three regions. The only outlier is the U.S., where "niche or micro-influencers" topped the list (though "everyday consumers" are still in the top three).

Beyond that, direct brand representatives — corporate executives and employees — scored the highest. And once again, the U.S. is the outlier with journalists firmly among the top three.

One finding, however, is consistent across the board: Celebrities are not deemed to be among the most influential with consumers.
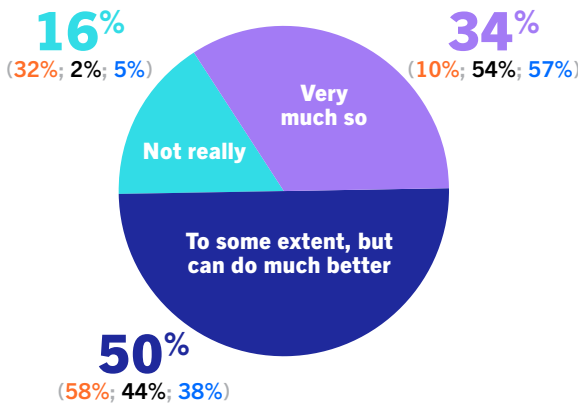
Media matters

Whether earned, social or good old-fashioned press releases, so many key PR functions, decisions and objectives revolve around a form of media.

> *The main percentages are **GLOBAL**; the numbers in parentheses indicate what respondents in the **U.S.**, **Europe** and **APAC** had to say.

The Bottom Line

Thinking about your current earned media analytics capabilities, are you able to identify the BUSINESS IMPACT of specific outlets where you've received coverage?
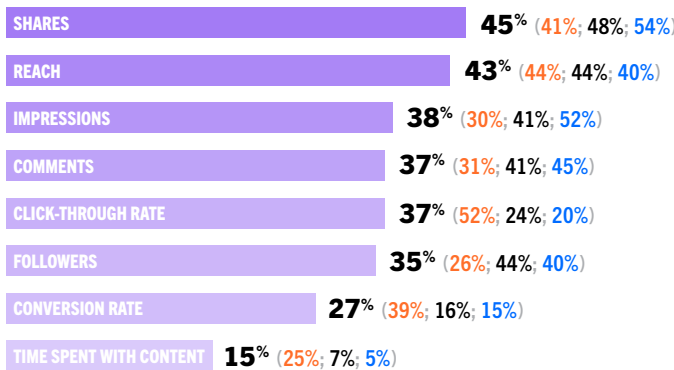
16% (32%; 2%; 5%) — Not really

34% (10%; 54%; 57%) — Very much so

50% (58%; 44%; 38%) — To some extent, but can do much better

Ultimate Objective

Which of the following MOST reflects your earned media monitoring goals? *(Respondents could only choose one option.)*

- Ensuring we never miss an external mention of our brand:
  25% (16%; 32%; 37%)
- Comparing coverage for our brands and our competitors:
  20% (15%; 27%; 25%)
- Keeping our finger on the pulse of what's happening in the market:
  20% (23%; 16%; 15%)
- Knowing the value/reach of our earned media:
  17% (27%; 6%; 8%)
- Getting real-time alerts for high-priority mentions:
  16% (13%; 19%; 15%)
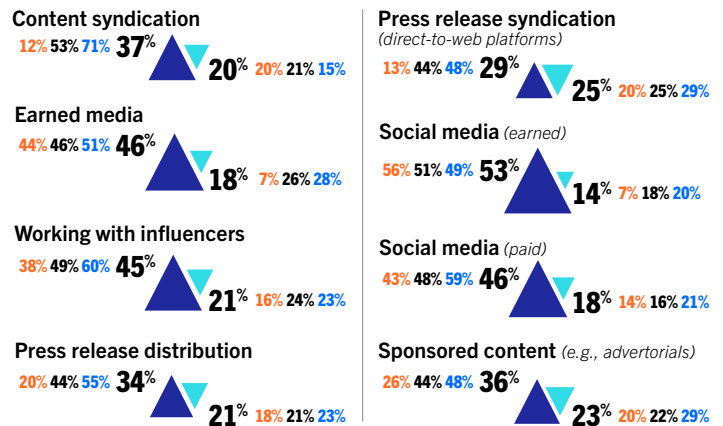- Tracking earned media and social media side-by-side:
  2% (5%; 0%; 0%)

Measure of Success

We presented eight metrics and asked respondents to choose the three they deem most important in gauging whether or not their social media strategy is working. *(The percentages reflect those who place that challenge among their top three.)*

Metric	Global	(U.S.; Europe; APAC)
SHARES	**45**%	(41%; 48%; 54%)
REACH	**43**%	(44%; 44%; 40%)
IMPRESSIONS	**38**%	(30%; 41%; 52%)
COMMENTS	**37**%	(31%; 41%; 45%)
CLICK-THROUGH RATE	**37**%	(52%; 24%; 20%)
FOLLOWERS	**35**%	(26%; 44%; 40%)
CONVERSION RATE	**27**%	(39%; 16%; 15%)
TIME SPENT WITH CONTENT	**15**%	(25%; 7%; 5%)

More or Less?

The following eight matters are of key tactical importance to comms pros. In each case, we asked respondents if they are relying on it more or less than last year.

Content syndication
More: 12% 53% 71% **37**% | Less: **20**% 20% 21% 15%

Press release syndication *(direct-to-web platforms)*
More: 13% 44% 48% **29**% | Less: **25**% 20% 25% 29%

Earned media
More: 44% 46% 51% **46**% | Less: **18**% 7% 26% 28%

Social media *(earned)*
More: 56% 51% 49% **53**% | Less: **14**% 7% 18% 20%

Working with influencers
More: 38% 49% 60% **45**% | Less: **21**% 16% 24% 23%

Social media *(paid)*
More: 43% 48% 59% **46**% | Less: **18**% 14% 16% 21%

Press release distribution
More: 20% 44% 55% **34**% | Less: **21**% 18% 21% 23%

Sponsored content *(e.g., advertorials)*
More: 26% 44% 48% **36**% | Less: **23**% 20% 22% 29%

Takeaways

About a third (34%) of our global respondent pool is very much able to gauge the business impact of coverage they receive in specific outlets (though U.S. respondents clearly struggle more).

Conversely, U.S. professionals far outpace the other regions when it comes to emphasizing direct purchase-related matters when gauging the success of social media strategy.

Agency vs. in-house (Part 1)

In the spirit of comparative data, it's always enlightening to compare responses between agency and corporate comms leads. On the next two pages, we highlight some intriguing differences.

Part of the Team?

Our team has a dedicated data analyst.

- Agency
- Corporation

Agency

42%

Corporation

63%
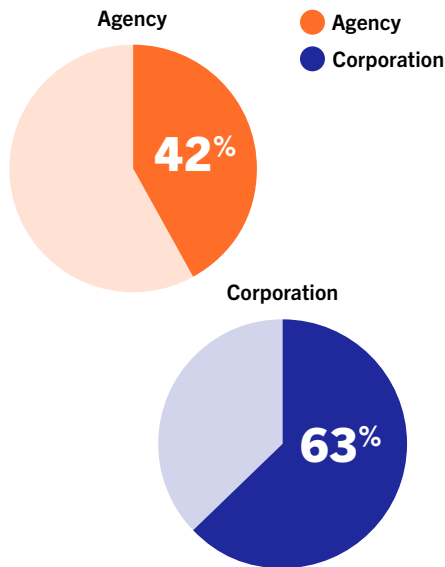
Takeaway
With the broad acceptance that data analysis is table stakes for communications, this is an interesting revelation in terms of how teams are being constructed.

The Bottom Line

Thinking about your current earned media analytics capabilities, are you able to identify the BUSINESS IMPACT of specific outlets where you've received coverage?
(Percentages below reflect those who said "very much so.")
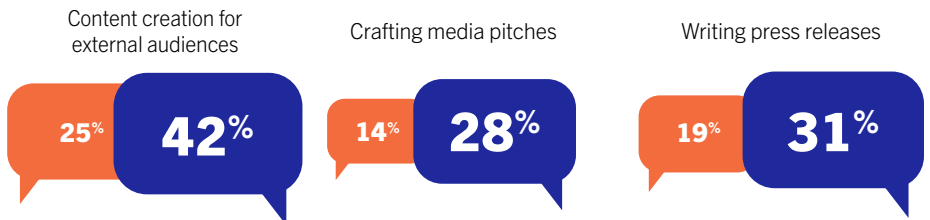
Agency 19% | Corporation 37%

Takeaway
Optimally proving the business impact of comms efforts is still elusive for many, but that seems even truer for agency practitioners.

Employing Generative AI

- Agency
- Corporation

We presented respondents with eight key functions PR pros work on. Below we highlight the three where there is at least a 10% difference among those who said, "We're using generative AI with at least some regularity."

Content creation for external audiences — 25% | 42%

Crafting media pitches — 14% | 28%

Writing press releases — 19% | 31%

Takeaway
It seems in-house pros are more regularly employing generative AI than their agency counterparts.

Crisis Control

- Agency
- Corporation

We have the necessary tools to optimally manage crises for our brand/clients.

72% | 78%

We are EXCELLENT at responding to existing crises.

38% | 27%

We are EXCELLENT at preventing crises before they happen.

14% | 23%

Takeaway
Agency pros seem more confident in their ability to manage an existing crisis, while in-house pros seem better at predicting a crisis before it happens.

Different Obstacles

We provided 13 options and asked respondents to choose and then rank the four that currently challenge their comms efforts the most.

Agency
- Securing appropriate budgets: **72%**
- Talent recruitment and retention: **52%**
- Inability to measure impact effectively: **50%**
- Making the case for earned media: **38%**

Corporation
- Inability to measure impact effectively: **50%**
- Needing better alignment with other internal departments: **49%**
- Ability to identify and invest in the best tools for my team: **48%**
- Securing appropriate budgets: **43%**

Takeaway
Securing appropriate budgets is clearly a bigger challenge for agencies.

Agency vs. in-house (Part 1) *cont'd.*
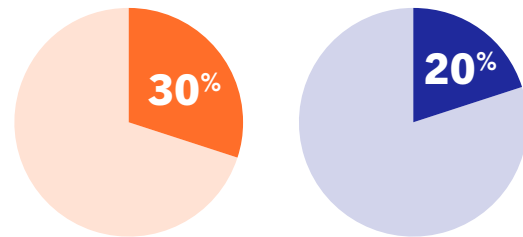
Pursuit of Excellence

We asked respondents to rate themselves/their teams based on current ability to effectively perform a dozen key comms tasks. The scale was Excellent/Good/Satisfactory/Below average/Poor. Assuming "Excellent" is the goal — as it should be — we highlight below the tasks where there was at least a 10% difference between agency and corporate respondents in those who said "Excellent."

● Agency   ● Corporation

Articulate a compelling brand narrative
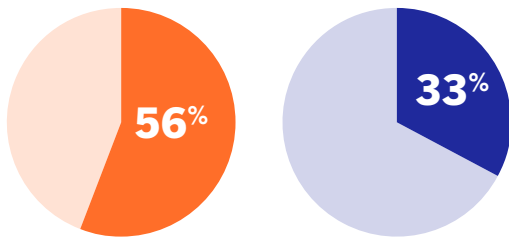
56%   33%

Evaluate the media strategies of your competition/track the competitive landscape

30%   20%

Identify and collaborate with "the right" influencers

37%   24%

Identify and collaborate with "the right" journalists

48%   22%

Track and analyze investor sentiment

9%   21%

Understand the drivers of brand reputation

34%   22%
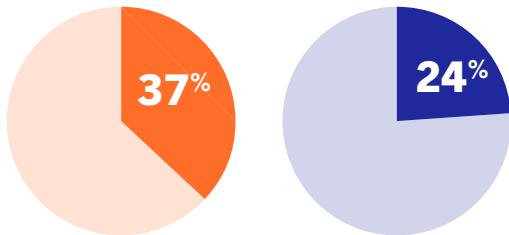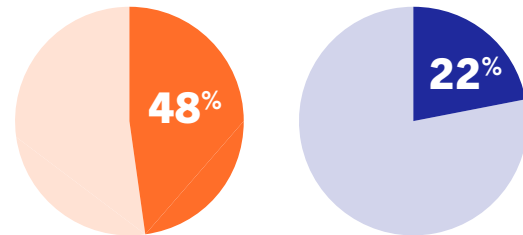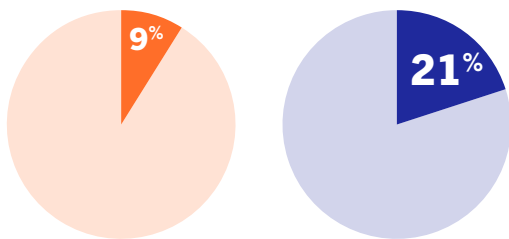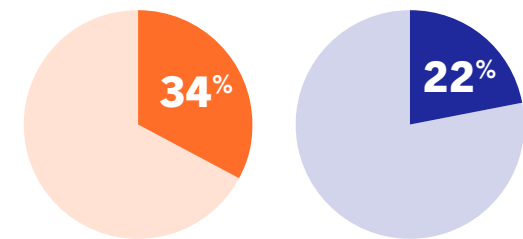
Takeaway

The abilities to articulate a compelling narrative and identify/collaborate with "the right" journalists stand out as the biggest discrepancies between the two groups — with agency pros communicating greater strengths when it comes to these areas of work.

Agency vs. in-house (Part 2)

Counsel Sought?

I AGREE that the corporate C-suite at my organization/at my clients' organizations has sought the counsel of communications more in the past year than in prior years.

Agency

91%

with **24%** saying **STRONGLY AGREE**

Corporation

92%

with **37%** saying **STRONGLY AGREE**

Takeaway
In our survey two years ago, 87% overall agreed with this statement. This year, 92% do.

Where You Work

Agency

25% — 100% remote   73% — Hybrid   2% — 100% in-office

Corporation

28% — 100% remote   58% — Hybrid   14% — 100% in-office

Takeaway
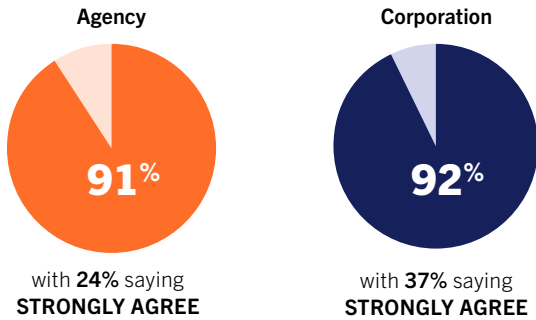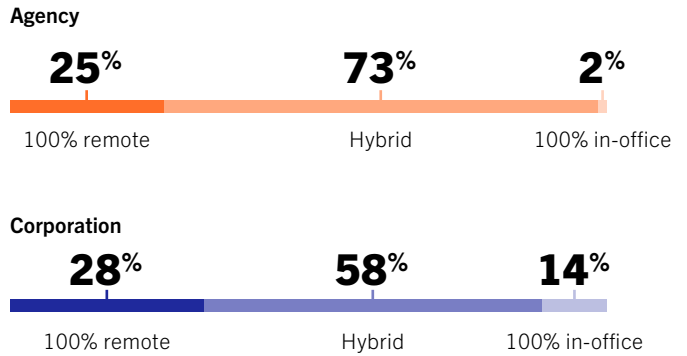While "Hybrid" is by far the most common arrangement, it's noteworthy how very few agency pros are in-office full time, far fewer than their corporate counterparts.

Social Media Success

Three metrics that are most important in gauging the success of social media strategy. We asked respondents to identify them. Here's what they told us:

Agency
- Click-through rate: **61%**
- Shares: **48%**
- Conversion rate: **42%**

Corporation
- Impressions: **42%**
- Reach: **41%**
- Shares: **40%**

Takeaway
Surprisingly, impressions is still the metric chosen most by in-house respondents.

Platform Preferences

● Agency   ● Corporation

We asked respondents to specify the social media platforms that are most valuable to their broader content strategy.

PESO Percentages

We asked respondents to break down how much of their overall media strategy (whether for their own companies or for clients) relies on Paid, Earned, Shared and Owned content.

Agency

17% Paid — 48% Earned — 15% Shared — 20% Owned

Corporation

27% Paid — 31% Earned — 18% Shared — 24% Owned
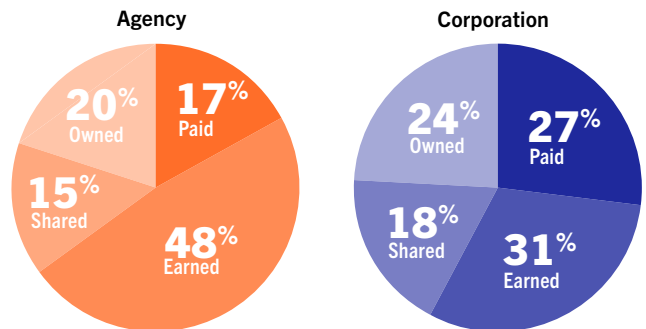
Takeaway
The major focus here is on PAID (which corporate pros rely on much more) and EARNED (which agency pros not only rely on far more, but it accounts for nearly half of their overall media strategy).

	Instagram	LinkedIn	Facebook	YouTube
Agency	84%	80%	69%	61%
Corporation	67%	65%	73%	50%

Takeaway
The same quartet was placed in the top four by agency and corporate respondents. The order, however, differed notably. Facebook still sits atop the list for corporate pros, but it's a somewhat distant third to Instagram and LinkedIn among agency respondents.

Agency vs. in-house (Part 2) *cont'd.*

Looking Back and Ahead

We focus on budgets here — both for the past year and the one ahead.

As compared to this time last year, has client spend/your budget increased, decreased or stayed the same?

Agency

- 47% Increased
- 28% Stayed the same
- 25% Decreased

Corporation

- 52% Increased
- 30% Stayed the same
- 18% Decreased
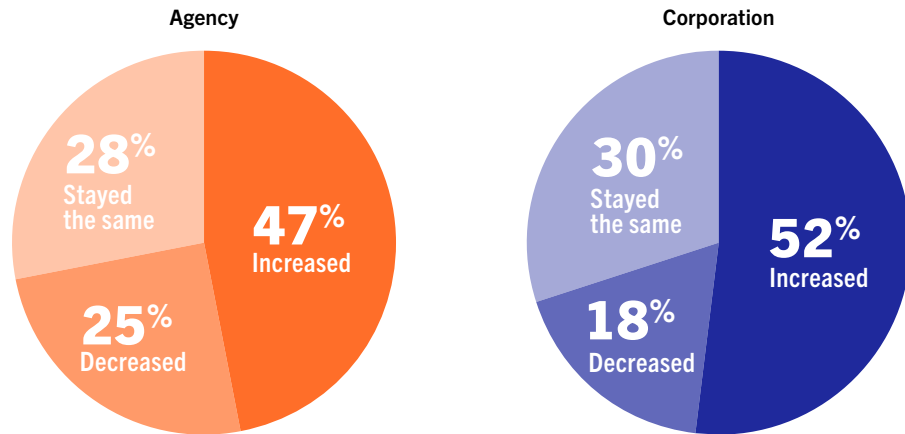
In terms of client spend/your budget, what are you anticipating for 2024?

Agency

Client spending with your agency will increase	53%
Client spending with your agency will decrease	9%
Client spending with your agency will stay the same	27%
Unsure	11%

Corporation

Our budget will increase	50%
Our budget will decrease	20%
Our budget will stay the same	27%
Unsure	3%
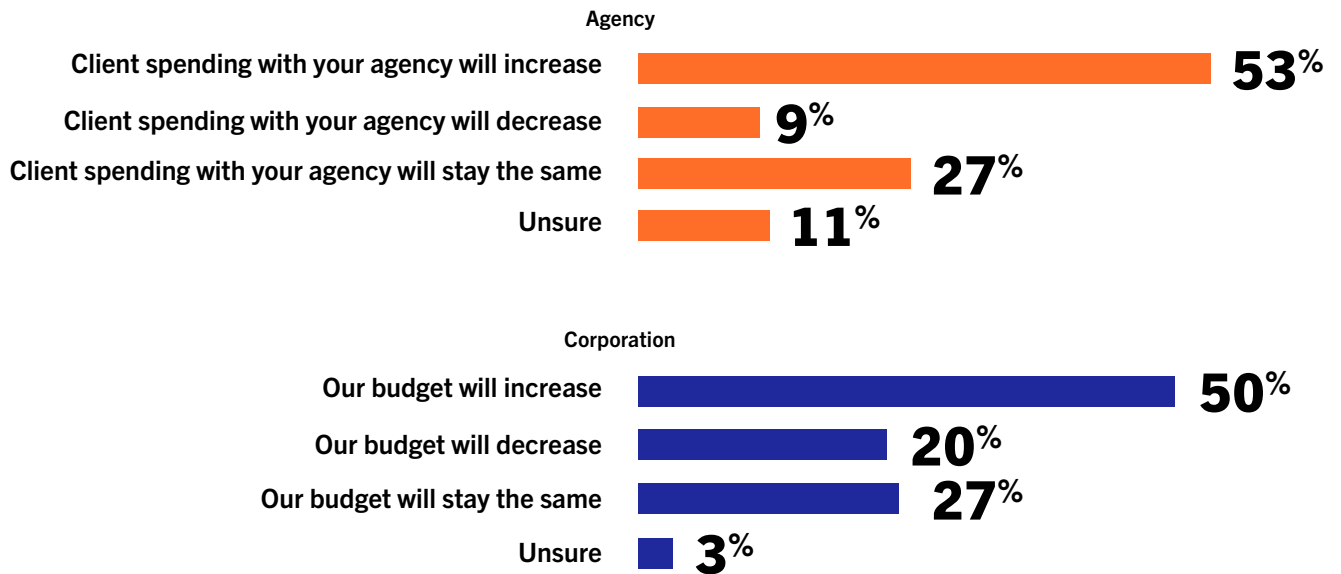
Takeaway On all fronts above, there is optimism in terms of client spend/budget for 2024.

Around the world (Part 1)

A global report would not be complete without the inclusion of data that compares how comms and marketing pros from various regions responded to the same questions. Here, we focus on challenges and needs.

The Biggest Challenge

We asked respondents to identify the four factors that currently challenge their comms efforts the most. We focus here on the four identified as the most challenging by the global respondent pool. We then reveal how those four factors rated in the U.S., Europe and APAC.

|	GLOBAL	U.S.	EUROPE	APAC
Inability to measure impact effectively	50%	56%	46%	48%
Securing appropriate budgets	48%	60%	41%	29%
Needing better alignment with other internal departments	47%	47%	49%	42%
Ability to identify and invest in the best tools for my team	46%	28%	61%	63%

Meeting the Need?

Do our respondents have the necessary tools to effectively measure and demonstrate the impact of PR work on their organization's/clients' business objectives? The following percentages reflect those who said VERY MUCH SO.

GLOBAL	25%
U.S.	16%
EUROPE	36%
APAC	29%
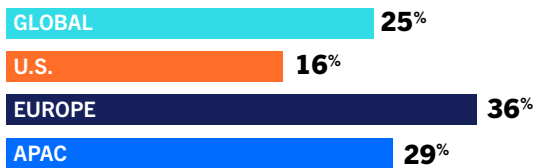
Do our respondents have the necessary tools to optimally manage crises for their companies/the brands they work with? The following percentages reflect those who said YES.

GLOBAL	77%
U.S.	68%
EUROPE	85%
APAC	83%
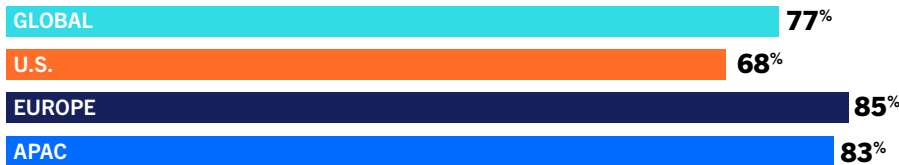
Dealing With Data

Does your team have a dedicated data analyst(s)?

GLOBAL	U.S.	EUROPE	APAC
32%	16%	79%	88%
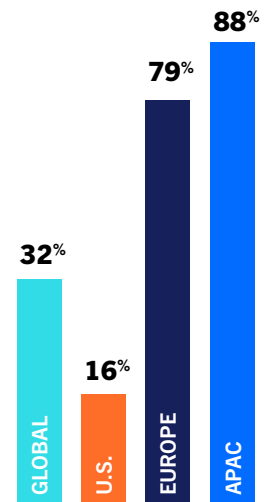
Takeaways

The "ability to identify and invest in the best tools for my team" is clearly the biggest challenge in both Europe and APAC, but it only ranks seventh among U.S. respondents. Meanwhile, securing the appropriate budget is clearly a bigger obstacle among American comms pros than it is for their European and APAC counterparts.

Equally glaring is the discrepancy between how few U.S. respondents report having a dedicated data analyst on their team, while well more than three-quarters of Europe and APAC pros say they do.

Around the world (Part 2)

The focus below shifts to the use of generative AI tools and sentiments regarding the types of content that most impacts stakeholder behavior.

On Board With Generative AI

The following charts reflect the current use of generative AI tools among our respondents.

Frequent	Infrequent	Considering starting to experiment with them	Unlikely to use them	Not sure

Global
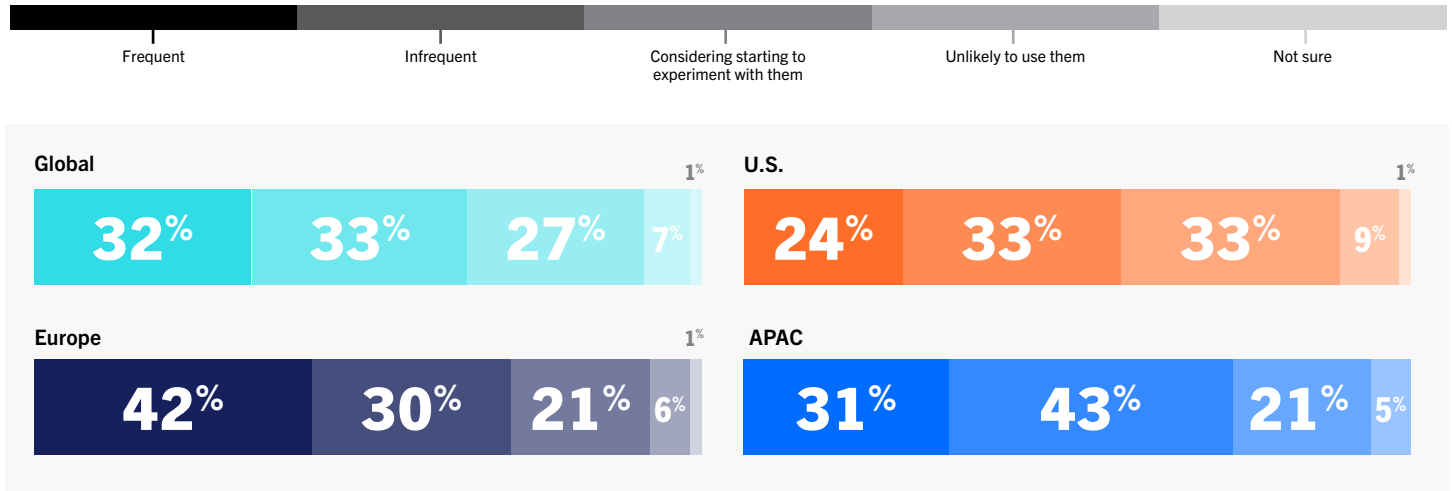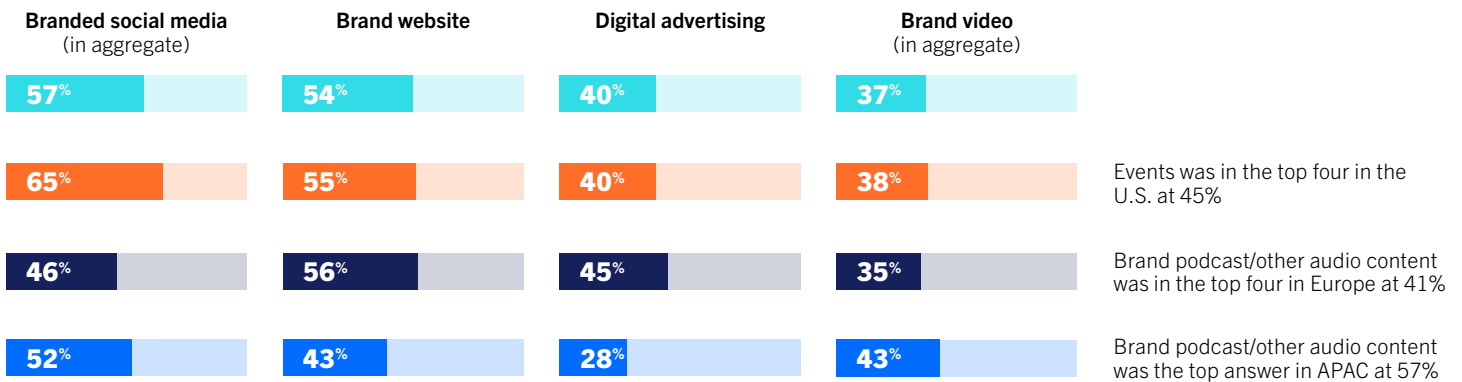
| 32% | 33% | 27% | 7% | 1% |

U.S.

| 24% | 33% | 33% | 9% | 1% |

Europe

| 42% | 30% | 21% | 6% | 1% |

APAC

| 31% | 43% | 21% | 5% | |

Content That Causes Action

We asked respondents to identify the four content options that are proving most effective at influencing stakeholder behavior. We focus here on the four identified as the most effective by the **Global** respondent pool. We then reveal how those four options rated in the **U.S.**, **Europe** and **APAC**.

	Branded social media (in aggregate)	Brand website	Digital advertising	Brand video (in aggregate)	
Global	57%	54%	40%	37%	
U.S.	65%	55%	40%	38%	Events was in the top four in the U.S. at 45%
Europe	46%	56%	45%	35%	Brand podcast/other audio content was in the top four in Europe at 41%
APAC	52%	43%	28%	43%	Brand podcast/other audio content was the top answer in APAC at 57%

Takeaways

U.S. respondents clearly do not use generative AI tools with anywhere near the frequency of their European or APAC counterparts.

In terms of the content, there are many common findings in all three regions, including the opinion that branded social media moves stakeholders to act. However, there are notable differences between the three groups. U.S. respondents were the only ones to place "brand video" among their top four. Meanwhile, in both Europe and APAC, "brand podcast/other audio content" made their top four. In APAC, in fact, it was the top response (57%).

All in a day's work (Part 1)

Each and every day, there are certain challenges and priorities on which communicators focus. Another key daily consideration revolves around comms' direct reporting structure. Our study delved deep into all these matters.

*The main percentages are **GLOBAL**; the numbers in parentheses indicate what respondents in the **U.S.**, **Europe** and **APAC** had to say)
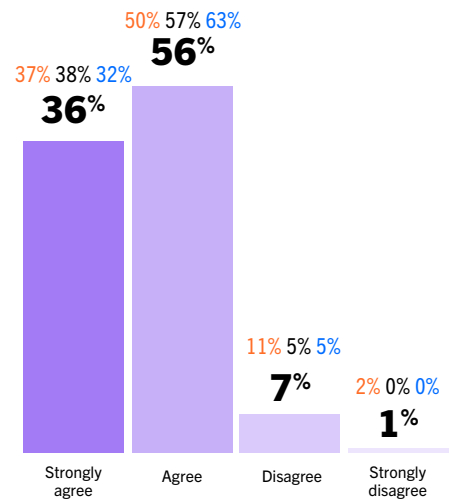
The Challenges

We presented our respondents with 13 factors and asked them to identify the four that currently challenge their comms efforts the most. The percentages reflect those who place that challenge among their top four. The ones in bold represent the top four in that region.

Inability to measure impact effectively: **50**% (**56**% **46**% **48**%)

Securing appropriate budgets: **48**% (**60**% 41% 29%)

Needing better alignment with other internal departments: **47**% (**47**% **49**% **42**%)

Ability to identify and invest in the best tools for my team: **46**% (28% **61**% **63**%)

Not enough tools/resources to support my strategy: 35% (**36**% 30% **39**%)

Making the case for earned media: 31% (28% 32% 37%)

Talent recruitment and retention: 29% (34% 25% 23%)

Staying on top of industry trends: 27% (30% 23% 22%)

Buy-in from the C-suite: 26% (27% 24% 31%)

Not the right tools/resources to support my strategy: 22% (19% 26% 20%)

Unsure of quality/trustworthiness of data (re: social media): 18% (17% 17% 14%)

The 24/7 chatter about my brand among external sources: 14% (14% 13% 22%)

Too many tools/resources to support my strategy: 9% (4% 14% 12%)

Heeding Comms Counsel

To what extent do you agree with this statement: The corporate C-suite at my organization/at my clients' organizations has sought the counsel of communications more in the last year than in prior years.

|	Strongly agree	Agree	Disagree	Strongly disagree
	37% 38% 32%	50% 57% 63%	11% 5% 5%	2% 0% 0%
	36%	**56**%	**7**%	**1**%

The Priorities

We presented our respondents with nine activities and asked them to tell us the three that are their biggest priorities. Here we reveal the top three. The percentages reflect those who place that activity among their top three priorities.

Analytics and reporting: **52**% (57% 45% 57%)

Media outreach/influencer management: **47**% (56% 41% 37%)

Content creation: **45**% (56% 40% 34%)

Reporting Structure

We asked all non-PR agency respondents to tell us to whom they — or the senior-most comms leaders at their organization — report. Below we show the percentages of organizations in which the senior-most comms leaders report directly to the CEO.

GLOBAL	**41**%
U.S.	**45**%
EUROPE	**41**%
APAC	**35**%
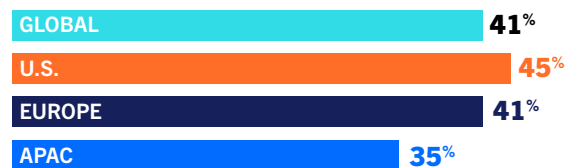
Takeaways

The top challenges are somewhat common in all regions, though there are clearly some differences. In terms of priorities, the U.S. and Europe share the same top three. APAC is a bit of an outlier, with "media database management" scoring very high. As far as C-suite access goes, far more of our respondents report directly to the CEO (41% globally) than do to the CMO/head of marketing (25% globally).

All in a day's work (Part 2)

Overcoming challenges is part of every communicator's daily life. We highlight some of those challenges below.

> *The main percentages are **GLOBAL**; the numbers in parentheses indicate what respondents in the **U.S.**, **Europe** and **APAC** had to say)

Please rate your organization/comms team based on its current ability to effectively do each of the following. (*Note: "Satisfactory," "Below average" and "poor" are combined because all can agree that any of those choices indicate obvious room for improvement.)*

	Excellent	Good	Satisfactory/Below average/Poor
Articulate a compelling brand narrative	35% (36%; 36%; 32%)	45% (41%; 49%; 48%)	20% (23%; 15%; 20%)
Demonstrate ROI of earned media	23% (13%; 32%; 29%)	37% (28%; 45%; 44%)	40% (59%; 23%; 27%)
Evaluate the media strategies of your competition/track the competitive landscape	21% (15%; 29%; 25%)	37% (28%; 43%; 45%)	42% (57%; 28%; 30%)
Identify an emerging media crisis/ Manage a media crisis	31% (29%; 31%; 40%)	36% (35%; 38%; 34%)	33% (36%; 31%; 26%)
Identify and collaborate with "the right" influencers	24% (20%; 26%; 34%)	35% (33%; 39%; 35%)	41% (47%; 35%; 31%)
Identify and collaborate with "the right" journalists	27% (30%; 30%; 20%)	36% (32%; 29%; 58%)	37% (38%; 41%; 22%)
Identify opportunities to drive business goals via media	23% (21%; 26%; 23%)	40% (36%; 41%; 42%)	37% (43%; 33%; 35%)
Leverage digital tools to perform and optimize comms activities	22% (13%; 31%; 29%)	41% (37%; 43%; 48%)	37% (50%; 26%; 23%)
Respond in both a timely and appropriate manner to changes in the marketplace	25% (18%; 31%; 31%)	39% (39%; 39%; 42%)	36% (43%; 30%; 27%)
Track and analyze investor sentiment	19% (10%; 29%; 26%)	34% (20%; 43%; 45%)	47% (70%; 28%; 29%)
Track and analyze public sentiment	22% (10%; 31%; 35%)	36% (33%; 38%; 44%)	42% (57%; 31%; 21%)
Understand the drivers of brand reputation	25% (24%; 28%; 26%)	39% (36%; 40%; 45%)	36% (40%; 32%; 29%)

Earned Media

The percentages below reveal how many respondents are struggling with the following content challenges.

Creating content that is effective at directly facilitating a desired consumer action/behavior: **68%** (53%; 78%; 91%)

Measuring the impact of earned media in a way that can be easily proved: **72%** (72%; 70%; 83%)

Determining the optimal channel/platform on which to publish the content: **61%** (42%; 74%; 88%)

Metrics

We presented our respondents six specific challenges directly related to comms measurement and asked them if they are experiencing those at present. They had the option to choose as many as possible.

- **Identifying the best tools to measure most effectively:** **46%** (40%; 48%; 65%)
- **Continued over-reliance on media impressions:** **48%** (44%; 54%; 57%)
- **Converting data into actionable insights:** **48%** (49%; 48%; 46%)
- **Aligning metrics to revenue or other vital business KPIs:** **49%** (62%; 34%; 48%)
- **Lack of access to efficient measurement tools:** **24%** (29%; 23%; 17%)
- **Proving/validating PR's impact to the C-suite:** **24%** (42%; 9%; 9%)

Takeaways

It's always telling to gauge how communicators are doing with the functions that are foundational to the job. An extra element of interest is derived by looking at the regions that struggle with certain tasks or have certain tendencies notably more than others.

U.S. respondents seem to be challenged more than their European or APAC counterparts with: demonstrating ROI of earned media; tracking the competitive landscape; leveraging digital tools to perform and optimize comms activities; tracking/analyzing public sentiment; and proving/ validating PR's impact to the C-suite.

Conversely, on the content creation and distribution side, U.S. respondents are not as challenged as pros in the other regions. American respondents also do not rely on media impressions to the levels their counterparts in Europe and APAC do.

The difference a year makes

Below we focus on data revealing notable year-on-year changes globally. (All percentages in parentheses reflect last year's responses.)

As to factors that respondents believe CEOs would consider the biggest priority, the following four saw notable movement from last year's report. *(Percentages reflect those who chose that option among their top four biggest priorities.)*

- Building sustainable growth and value for the brand: **60**% (54%)
- Ability to respond to changing marketplace dynamics and opportunities in a timely manner: **55**% (46%)
- Customer acquisition/engagement: **43**% (34%)
- Driving sales/revenue: **42**% (33%)

Takeaways

Based on our respondents' perceptions, CEOs have greater expectations this year that the comms function will directly impact the business and bottom line.

In terms of factors that are challenging communicators the most, the following three saw notable movement from last year's report. *(Percentages reflect those who chose that option among their top four most challenging.)*

- Inability to measure impact effectively
- Securing appropriate budgets
- Buy-in from the C-suite

50% (61%)	**48**% (37%)	**26**% (36%)

Takeaways

It's interesting how buy-in from the C-suite seems to be less of a challenge, but securing budgets has increased in terms of how challenging it is.

36% chose X (recently Twitter) among the social media platforms most valuable to their broader content strategy. (This is a notable dip from 50% who did so last year.)

How much of your overall media strategy relies on the following factors?

- Paid
- Earned

| **25**% (28%)	**33**% (30%)

(Note: Shared [17%] and Owned [25%] were exactly the same as last year.)

Takeaways

While the movement isn't huge, it's still worth noting that EARNED is being relied on more — and the difference is directly related to PAID.

42% said VERY MUCH SO when asked if comms is relying on data and analytics more now than it was at this time last year. (30% said so in our last survey.)

In terms of content options that most effectively influence stakeholder behavior, the following three saw notable movement from last year's report.

57% (45%) Branded social media (in aggregate)

33% (20%) Events

40% (28%) Digital advertising
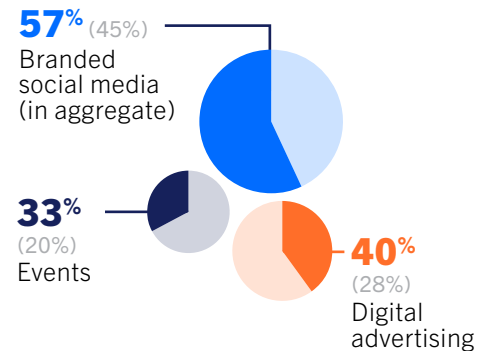
Takeaways

Perhaps not surprising, but a year further removed from the heart of the pandemic, EVENTS is certainly gaining prominence in brands' efforts to connect with key stakeholders

AS FOR THE OTHER OPTIONS:

- **Brand website: 54%** (50%)
- **Brand video (in aggregate): 37%** (37%)
- **Branded podcast/other audio content: 29%** (28%)
- **Broadcast features: 28%** (18%)
- **Digital features: 26%** (11%)
- **Branded blog: 26%** (27%)
- **Interactive/experiential content: 23%** (8%)
- **Press releases: 21%** (15%)
- **Out-of-home advertising/media: 10%** (3%)
- **Print features: 10%** (6%)
- **Print advertising: 9%** (3%)

METHODOLOGY

PRWeek partnered with Cision on this survey, which was sent via email to communications and marcomms professionals in the U.S., Canada, France, Germany, Sweden, U.K., Australia, China, Hong Kong and Singapore. Temra Ward Consulting assisted with survey collection in all markets outside the U.S.

A total of 427 senior-level professionals, from both agencies and in-house, completed the online survey, conducted by PRWeek, between September 5 and October 12, 2023.

By gender, the respondent pool is 51% female, 49% male.

By organization type, 59% are from corporations, 15% from PR agencies and the rest from nonprofits, government agencies and PR arms from other types of organizations.

By title, 23% are agency CEO/president/managing partner. CMOs and CCOs comprise 10% each of the respondent pool. Beyond that, those who took the survey include EVP, SVP, VP, executive director, head, senior director, director, senior manager and manager.

Industry verticals among our respondent pool include financial services (13%), tech/internet (12%), healthcare/pharma (10%) and 14 other different sectors.

Results are not weighted and are statistically tested at confidence levels of 90% and 95%.

CISION

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Cision is the global leader in consumer and media intelligence, engagement, and communication solutions. We equip PR and corporate communications, marketing, and social media professionals with the tools they need to excel in today's data-driven world. Our deep expertise, exclusive data partnerships, and award-winning products, including **CisionOne**, **Brandwatch**, and **PR Newswire**, enable over 75,000 companies and organizations, including 84% of the *Fortune* 500, to see and be seen, understand and be understood by the audiences that matter most to them.

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