

KPIs that Actually Matter



WEBSITE TRAFFIC

- One of the most concrete ways to measure the impact of a PR campaign is to see how its content and news stories are influencing your website
- With Google Analytics you can view how much site traffic is the result of PR efforts and how many visitors are purchasing your products as a result



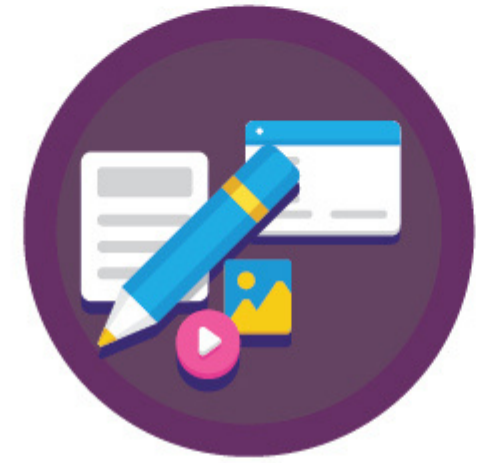
SHARE OF VOICE (SOV)

- Percentage of all online content and conversations about your company or brand, compared to those of your competitors



KEY MESSAGE PULLTHROUGH

- Captures if the story includes the primary message(s) that you want to convey to your audience



TYPE OF MEDIA PLACEMENTS

- Not all media placements are created equal
- Developing benchmarks for how often your brand is mentioned versus featured in media can help you measure the quality of stories you are securing



IMPRESSIONS

- Has long been the industry standard for measuring public relations efforts
- Broadly defined as any interaction with content
- Signifies potential awareness, but doesn't capture what an audience does with the information and doesn't consider if the people who are reached are the best audience