



# The State of PR Technology 2023

A complete overview of trends and latest  
advancements in PR technology & AI

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# Introduction



With 41% of PR professionals reporting they struggle to demonstrate the value of their work, it's no wonder they're turning to technology for help. PR pros understand more than ever that proving the value of their work is an ongoing challenge that can be measurably improved with automated work processes and insightful data.

Add in the fact that **over a third (35.9%) of them are reporting burnout** and the importance of delegating PR workflow tasks becomes even more clear.

Fortunately, technology in the PR industry continues to evolve and most PR professionals are taking advantage of these automated tools, striving for labor efficiencies in their daily workflows and detailed measurement of their PR efforts.

In 2023, PR automated software continues to enhance PR output through media list creation, press release generation, email analytics, media monitoring, and custom reporting features. While some PRs

are using tools to meet one or two of these ongoing needs, others are going all-in on full-service PR platforms that carry PR workflows all the way from media database research to detailed and visually-compelling client reports.

And this year a new technology has fully entered the conversation. **AI has entered a stage currently allowing for next-level efficiency enhancements around idea generation and content creation.** Like other industries, discussions have already emerged around both the value and threat of AI to the industry and its practitioners.

Across the board, however, we have found that the majority of PR pros are optimistic about AI with 63% reporting positive emotions around it. Early adopters see

its advantages for advancing work output by automating basic recurring tasks and offering first-draft ideas and content.

Last year, we conducted a study to learn how technology was impacting the PR industry and what trends were beginning to form. To compare those findings with 2023, **we interviewed over 300 PR professionals from various company sizes** (from 1 to 500+ employees) and diverse team types, including non-profits, PR agencies, and in-house teams. We asked about their current workflows and their adoption of the latest technologies.

Discover where you stand with the latest PR trends and how you might improve your work through technology integrations by reading the report and learning about the thoughts, trends, and predictions of PR professionals across the industry today.



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# Key Findings

- PR professionals remain on the hunt for new software and digital solutions as **global search volumes have continued to increase for almost all keywords around PR technology.**
- PRs are specifically looking for solutions around detailed media databases, securing top-tier publications, and tracking PR efforts.
- For those not yet investing in PR tools, a lack of budget remains the primary reason. **Tight budgets appear to be a rising issue in 2023.**
- Annual investments in PR tools vary greatly by company size, with solopreneurs and small companies paying up to \$1,000 a year, mid-size companies paying around \$1,000 - \$3,000 a year, and large companies paying \$5,000 - \$10,000 a year.
- **The majority of PR pros are now using PR tools** with the most popular being media databases and media monitoring tools.
- Compared to 2022, **more PRs are satisfied with their current tools (52% versus 35%).** This indicates that ongoing developments in PR products are offering improved features.

- According to PRs, the number of placements and online mentions are currently the most valuable PR metrics.
- **The majority of PR pros are utilizing AI in their work**, with idea generation and content creation topping their uses. However, the impact of AI on work efficiency and quality has only achieved moderate satisfaction at this point and a significant portion still lack confidence in their AI abilities.
- The main threat of AI to the industry is seen as the potential misuse or manipulation of AI-generated content to spread misinformation.
- **PR professionals are generally optimistic and enthusiastic about the integration of AI in their work** and believe they'll continue to remain essential in providing strategic insights, crafting compelling narratives, and maintaining the human touch that establishes trust and meaningful connections.



# The Current Landscape of PR Tech

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# Top 8 Google Search Queries

related to PR Technology Keywords

Global volumes 2018 vs. 2022

Keyword	December 2018	December 2021	December 2022
PR software	1,900	2,500	3,200
PR tools	2,500	2,300	2,800
Free PR monitoring tools	1,300	1,600	1,900
Public relations software	120	1,300	1,400
PR database	530	1,200	1,200
Digital PR tools	540	980	1,100
PR CRM	390	1,300	990
PR analytics software	210	980	530

Source: semrush.com

**Global search volumes have continued to increase for almost all keywords around PR technology.** This means that public relations professionals are still searching for new software and digital solutions. We can see that the global volume for searches around “PR analytics software” decreased in 2022, leading us to believe that PR professionals are now looking beyond one-off PR tools and opting for all-in-one PR software solutions instead.



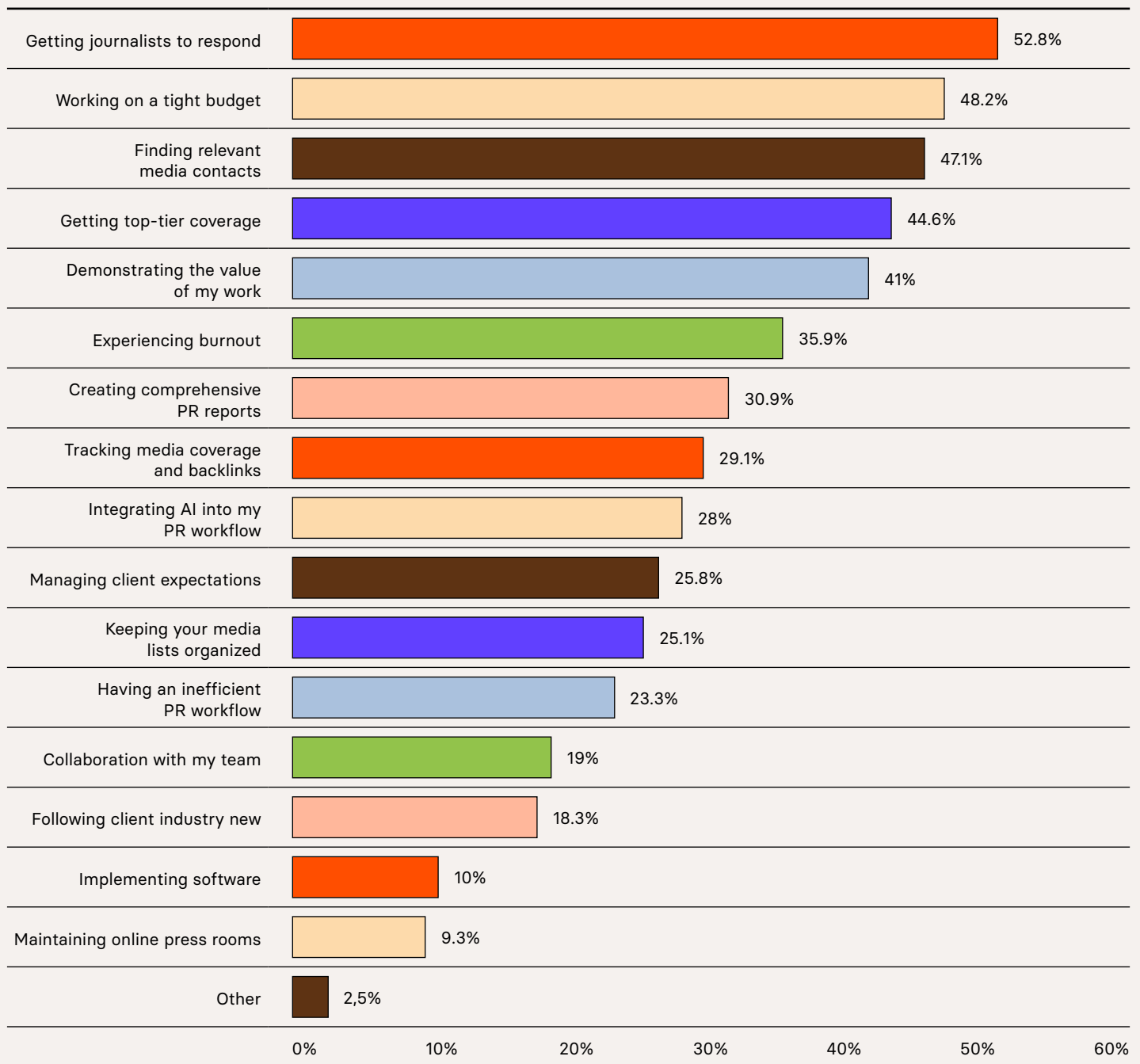


# The Use of PR Technology

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**To set the stage, we started by asking PR professionals about their challenges over the last year, including their mental health. We then asked them to share the improvements they'd most like to see in their work moving forward.**

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



The most common challenges reported by PR practitioners involve connecting with journalists, from finding relevant media contacts to struggling to receive responses and ultimately to securing coverage in top-tier publications. This is an area where PR software can bring PRs strong advantages, like access to a sizable media database and more effective pitching through detailed analytics and automated follow-ups.

The data also shows that **over 48% of PR practitioners struggle with tight budgets and 41% have difficulty demonstrating the value of their work.**

In addition, limited resources make it challenging to achieve meaningful results. When PR practitioners cannot effectively showcase their value, it can lead to their importance being underestimated and affecting budget decisions. **Tight budgets seem to be**

**a rising issue in 2023; last year (2022) only 34.4% reported it.**

We should note that tight budgets seem to be a bigger problem for smaller companies (up to 10 employees) reporting at 51.1%, with larger companies (from 50 to 500+ employees) reporting it at 38%.

In fact, tight budgets are a main concern for in-house PR practitioners (55.2%), while appearing to be a smaller issue for agencies (40.6%).

Finally, this research indicates **one-third of the respondents have experienced burnout.** Similar to results from [a survey taken last year](#), 91% of PR professionals have experienced poor mental health at some point in the past year. These statistics emphasize the urgent need for prioritizing mental well-being in the PR industry.

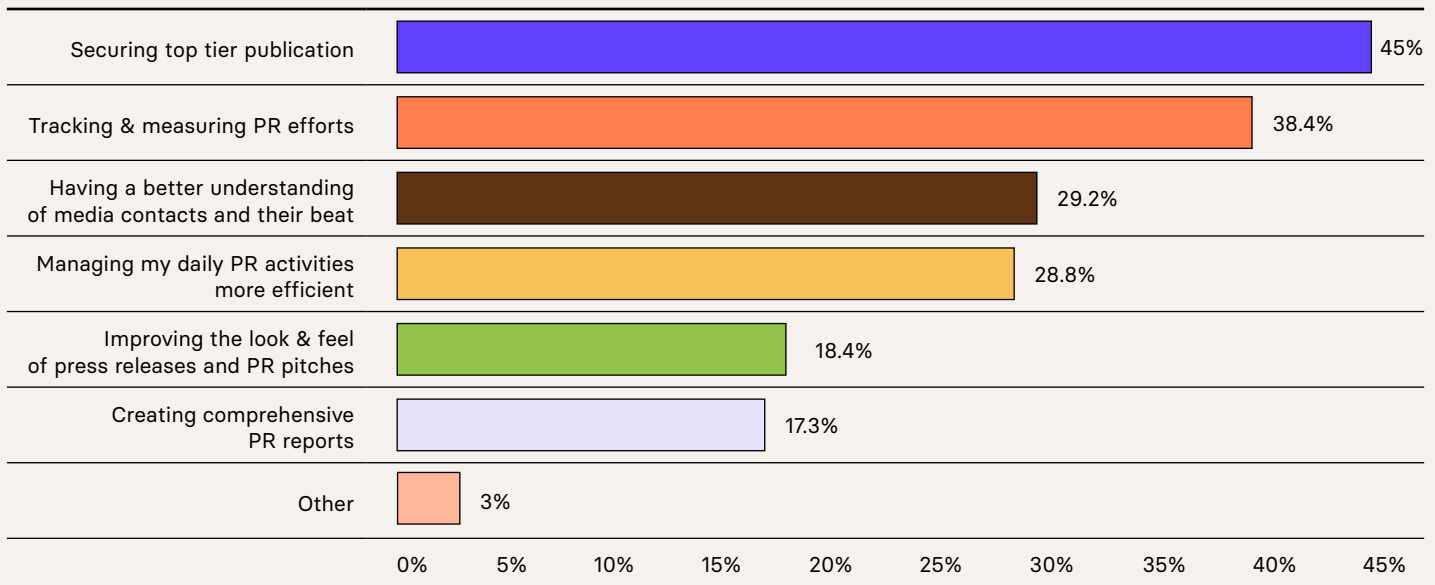


## Tamara Sykes

Account Director at Stacker

*"I experienced the first three struggles in the past year but not for the same reasons I previously experienced them in my career. Many PR & Comms professionals will tell you that with recent media layoffs, contacting the most relevant journalist has been more challenging. Also, journalists and PR teams are being asked to do more with fewer resources. In most cases, it's due to pending recession concerns."*

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



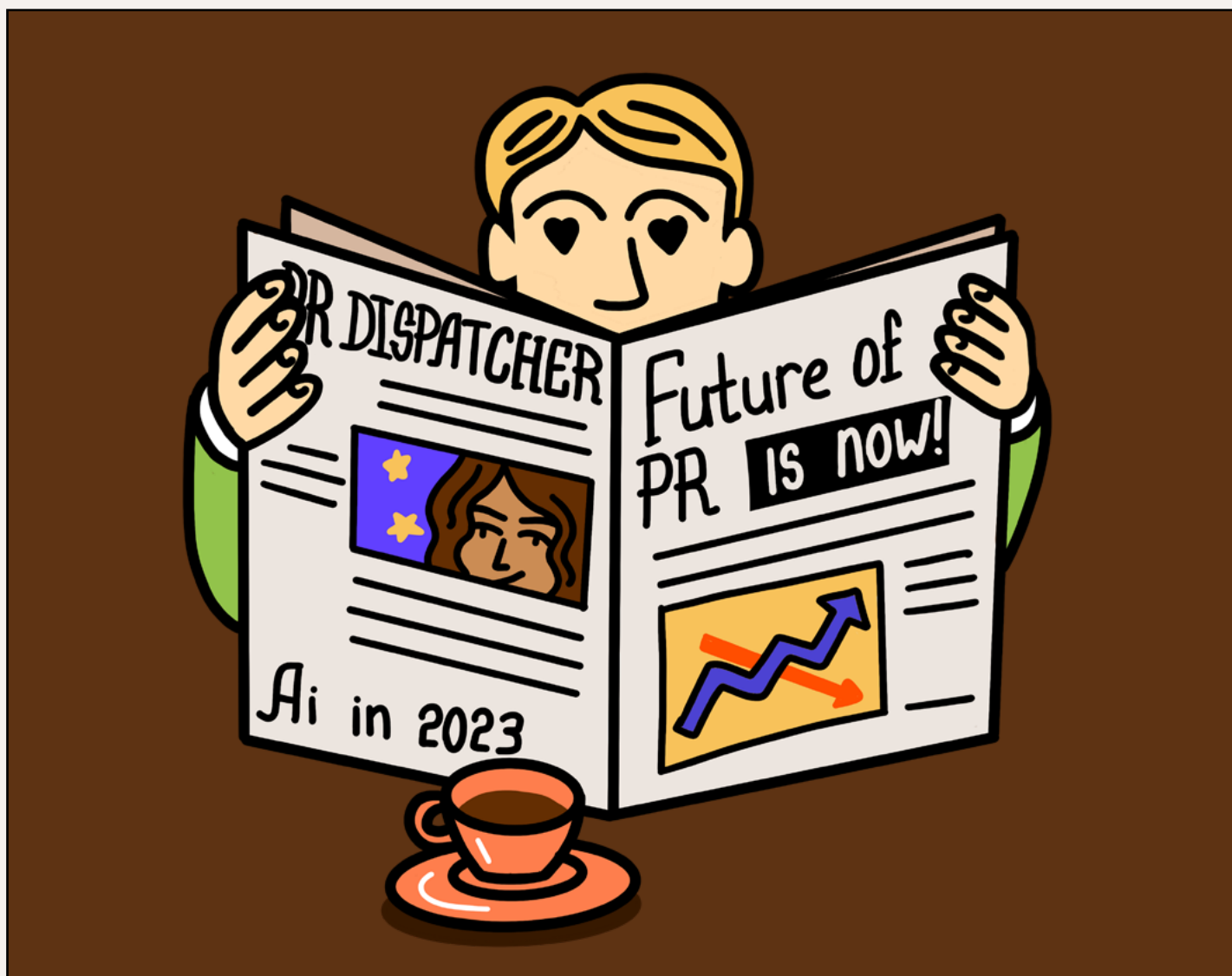
PR pros would most like to improve their efforts in securing top-tier publications, tracking and measuring PR efforts, and having a better understanding of media contacts and their beat. These three aspects are interconnected, as they collectively contribute to PR success.

PRs know that by securing top-tier publications they can measurably increase brand visibility and credibility.

Tracking and measuring PR efforts allows them to optimize strategies and demonstrate the value of their work. Having a better understanding of media contacts and their beat enables PR practitioners to establish strong relationships and secure more publications.

Compared to 2022, **there's a rise in interest related to tracking measurement (22% up to 38%) and reporting (5% to 17%)**. Overall, this shows a desire for more focus on proving ROI to clients and company stakeholders.

Having a better understanding of media contacts and their beat seems to be a larger concern for small companies (from 1 to 10 employees), while bigger companies (from 50 to 500+ employees) appear to be more concerned about the look and feel of their media pitches and press releases.



# The Use of PR Technology: PR Software

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More than half of PRs (66.6%) are now using PR tools in their workflows, while 33.4% have yet to integrate them. Agencies are leading the way, with 75.9% using them (versus 63.4% in brand teams). Satisfaction with these tools is growing and media databases and media monitoring tools are currently the most favored. Annual budgets for these tools vary significantly based on the size of the company.



### Gini Dietrich

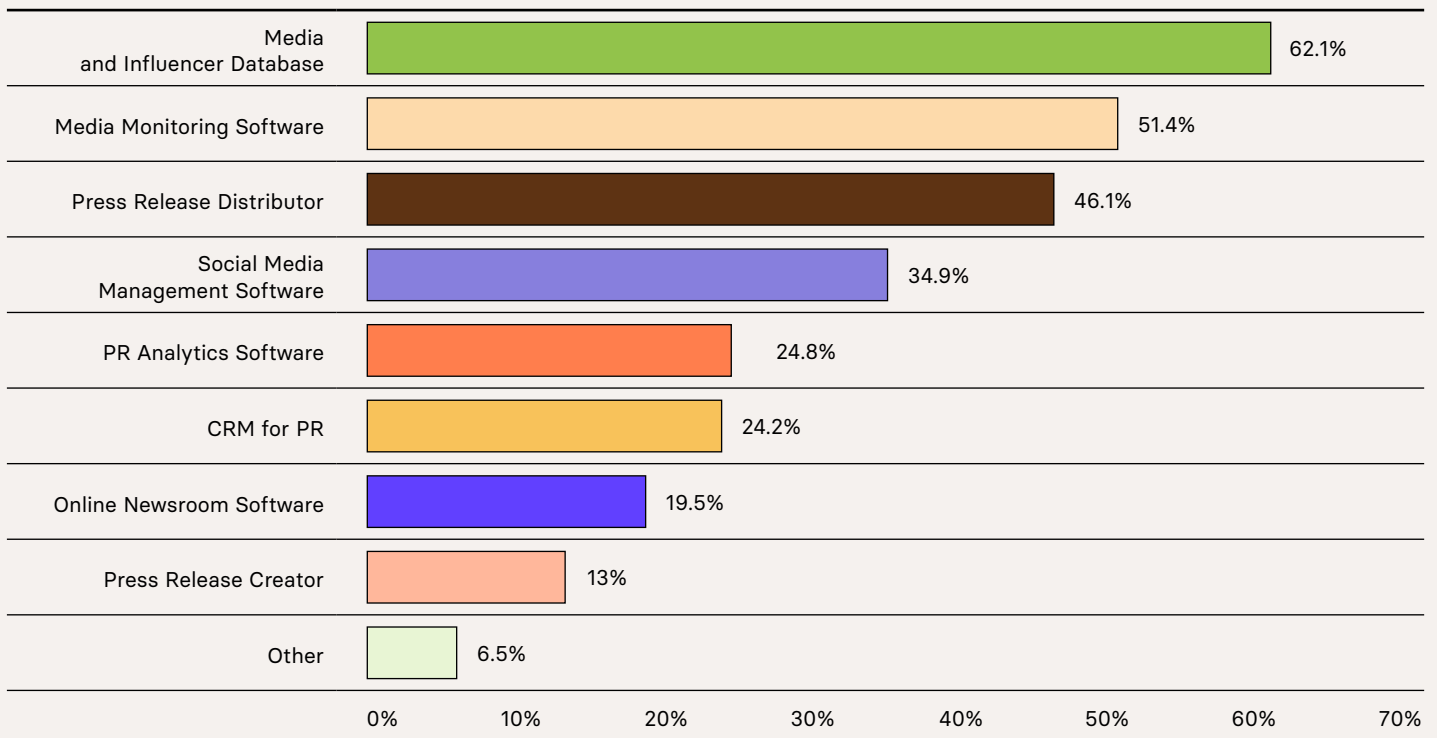
Founder of Arment Dietrich, author of Spin Sucks and creator of the PESO Model

*“The good news is that the majority of companies surveyed do use PR tools. The respondents have learned how to use technology—and maybe even artificial intelligence—to be more efficient in their jobs. What’s discouraging, though, is that a good percentage still use no PR tools, opting instead for the manual work of spreadsheets and slide decks.*

*For those of you who are among those not using PR tools, answer me this: Why? I’m willing to bet, for some of you, it comes down to cost. Which is a very fair reason, particularly in small orgs and among solopreneurs. I’d like to challenge that thinking. The next time you pull a media list, email news out to reporters, monitor news and social media, or create a dashboard of results, track how much time it takes you. Then multiply that by your hourly rate. I’m willing to bet it costs you far more in time than any PR tool costs annually.”*



# Which of the following PR tools do you currently use?



**Media and influencer databases are cited as the most popular PR solution** with more than half of respondents using them (62.1%). This is followed by media monitoring (51.4%) and press release distribution software (46.1%).

On the other hand, online newsroom software (19.5%) and press release creators (13%) are the least used tools.

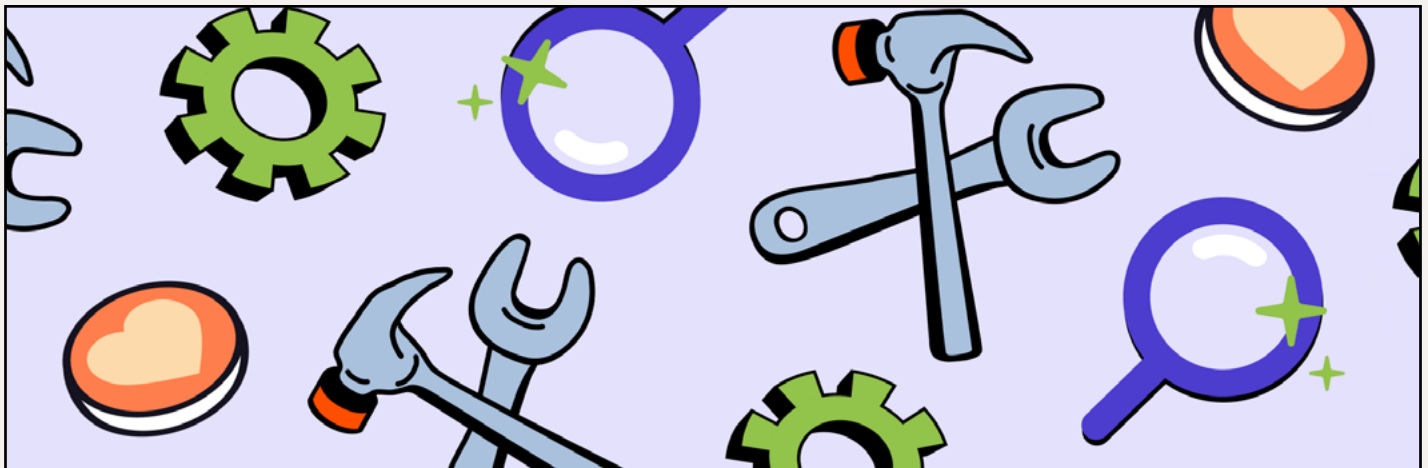


## Will Hobson

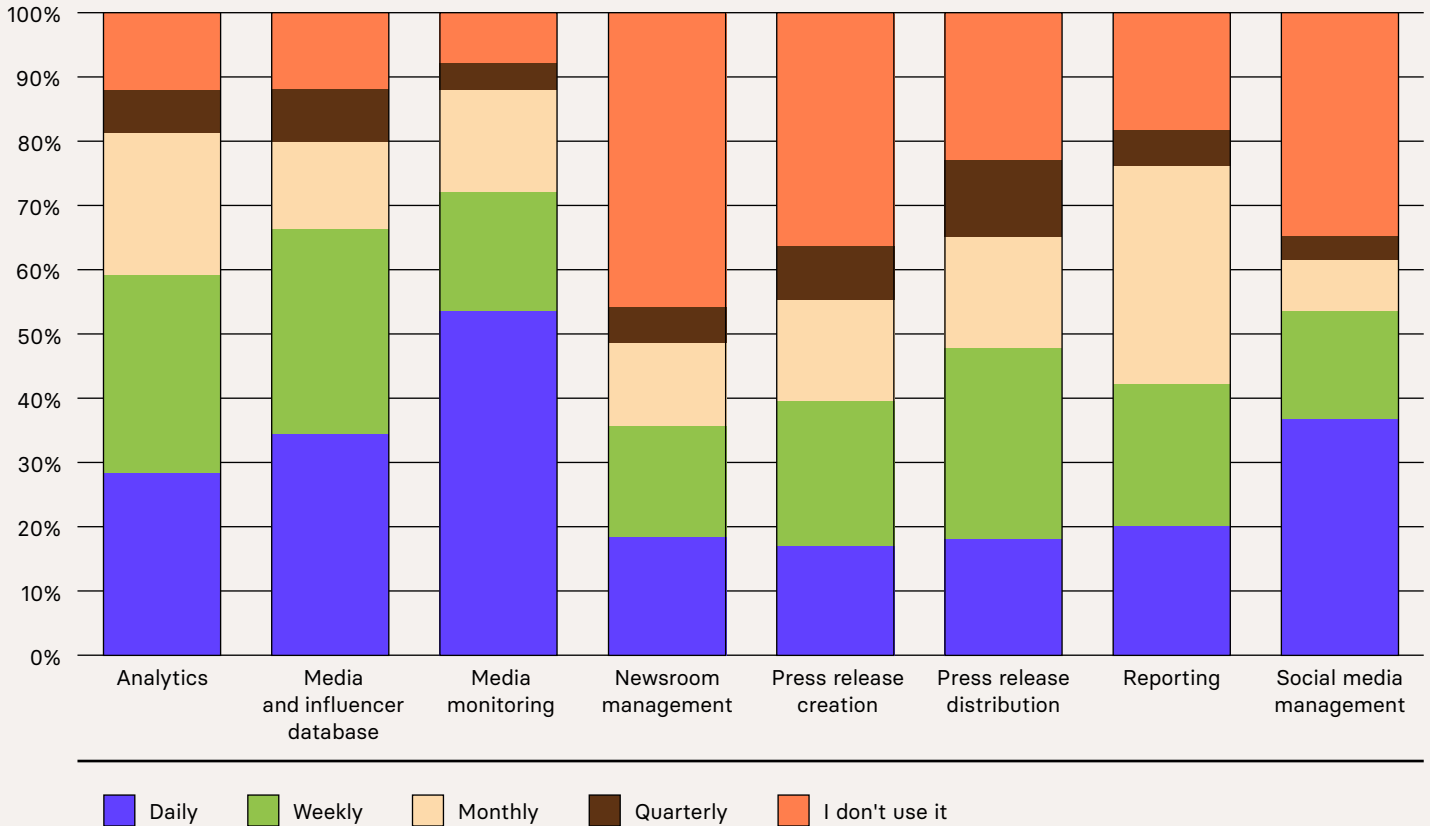
PR Director at Rise at Seven

*“Tools in PR are crucial to do your job successfully, although budgets may be tight, together media databases and media monitoring make up the holy grail and something that I would recommend any PR to get as a bare minimum. One thing I would flag for tools is they are an aid, don’t over rely on tools. That’s lazy, in my opinion. No bulk downloading contacts in a media database for example. **Personalized outreach is for the win.**”*

*Always remember PR is about relationships, not over automation. With the introduction of AI this is a risk to the industry, but my opinion is that we need to use Alas an aid but not to over automate at the risk of becoming too manufactured. Relevancy and personalisation need to be at the forefront of every PRs mind.”*



# How often do you use PR tools?



The most popular tool for daily use is media monitoring (54.7%), most likely relied on for checking mentions and monitoring a brand’s reputation.

For weekly workflows, PR pros report using media and influencer databases most (30.7%), followed by analytics (30%).

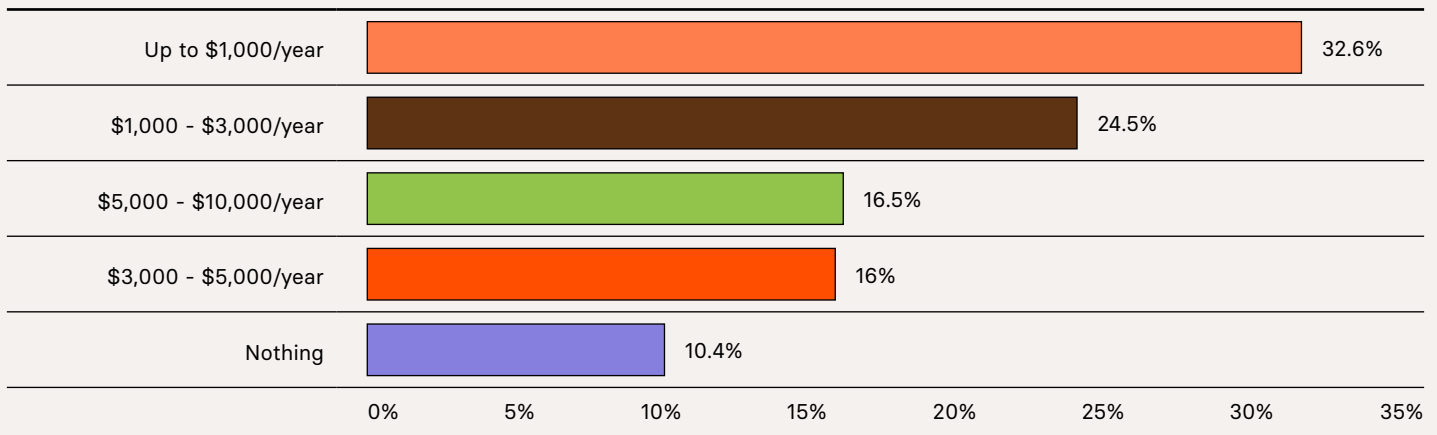
PR pros tend to use reporting tools monthly (34.4%) and depend on quarterly usage of press release distribution tools.

Interestingly, 36.9% of PR managers use social media management tools daily, while 34.3% of respondents don't use them at all. 44.1% also don't use newsroom management tools and 36.9% don't use press release creation tools.

Many PRs have yet to benefit from the significant time savings gained with PR automation.



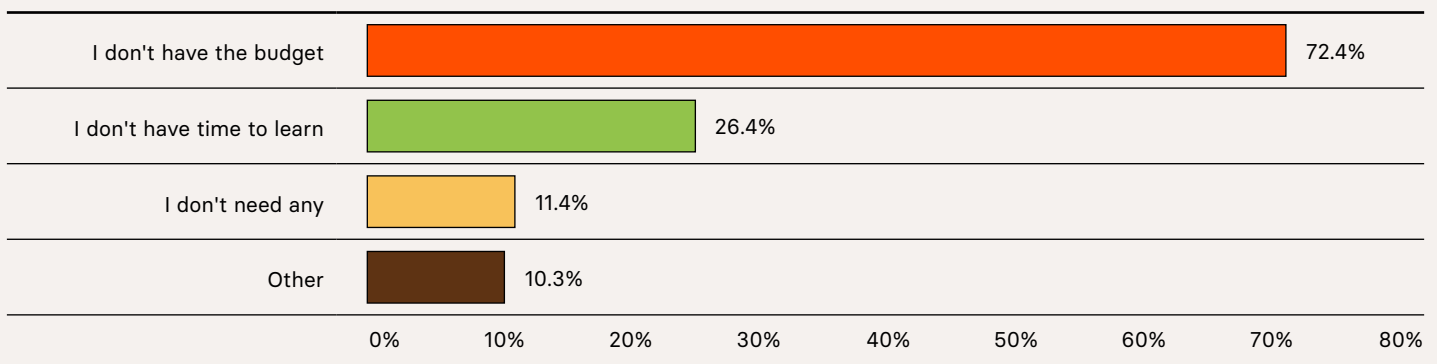
# How much does your company pay for PR software?



Compared to last year companies have started paying more for PR software in 2023. **Last year, 23.5% of companies did not pay for PR software at all, while this year, that's dwindled to just 10.4%.**

Annual spending amounts vary by team size. Solopreneurs and companies with up to 10 people pay up to \$1,000 (41.7%), while bigger companies and agencies (10+ people) are paying \$1,000 - \$3,000 a year (26.7%). 57.1% of companies with 500+ people pay between \$5,000 - \$10,000 a year, demonstrating that bigger companies have larger budgets for PR software.

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



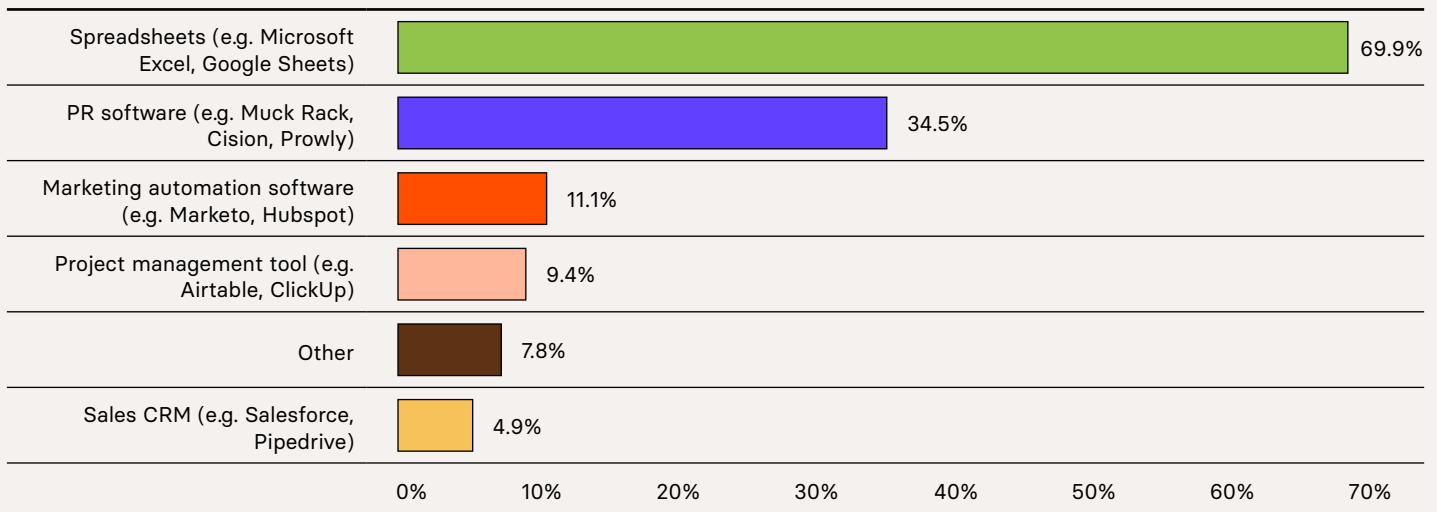
**A lack of budget remains the primary reason for PRs that aren't using PR tools, and this number has continued to grow.** While this was also the main reason in 2022 (at 47.4%), our 2023 study has seen 72% of respondents reporting it.

Diving deeper, we've learned that solopreneurs and companies of up to 10 people specifically have tighter budgets: 77.9% claim they can't afford PR software and 28.8% don't believe they have time to learn how to use it.

In contrast, only 58.3% of bigger companies report budget problems and only 25% of them claim they don't need any tools.

For respondents who selected "other", their specified reasons included: still looking for the perfect fit, not finding PR tools relevant to their role, working with firms that already have PR tools, using in-house developed tools, and uncertainty around available tools.

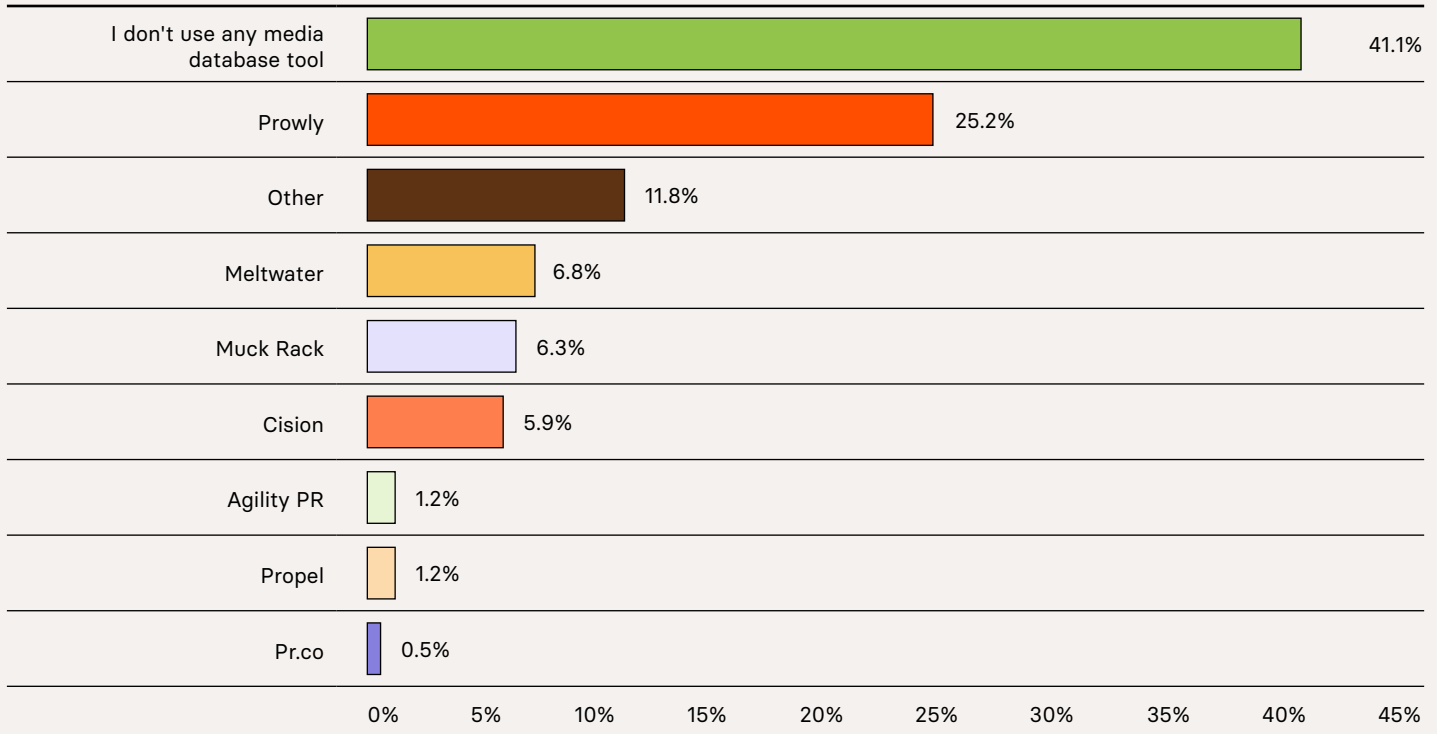
# Where do you store media lists?



Nearly 70% of respondents are still using spreadsheets to store their media lists. However, **more have started using PR software over last year: 34.5% in 2023 versus 26% of respondents in 2022**. More PRs are also using marketing automation tools: 11.1% in comparison to just 4.4% last year.

[Compare this with all of the 2022 insights from our last State of PR report.](#)

# Which database tool do you use?



**For respondents using media database tools, Prowly was preferred.** Surprisingly, 41.1% don't use media database tools at all, which leads to the question: how are they gathering their media contacts and keeping them updated in the quickly-changing media environment?

We happen to know that the most visited tool in the Prowly PR software platform is the media database, underlining its importance to PR pros. In 2023, 32% of users engaged with the media database, followed by 21% using the press release creator.



## Keeping media lists up-to-date is crucial for keeping up with journalist changes: now's the time to consider an automated media database.



### **Michelle Garrett**

PR Consultant at Garrett Public Relations

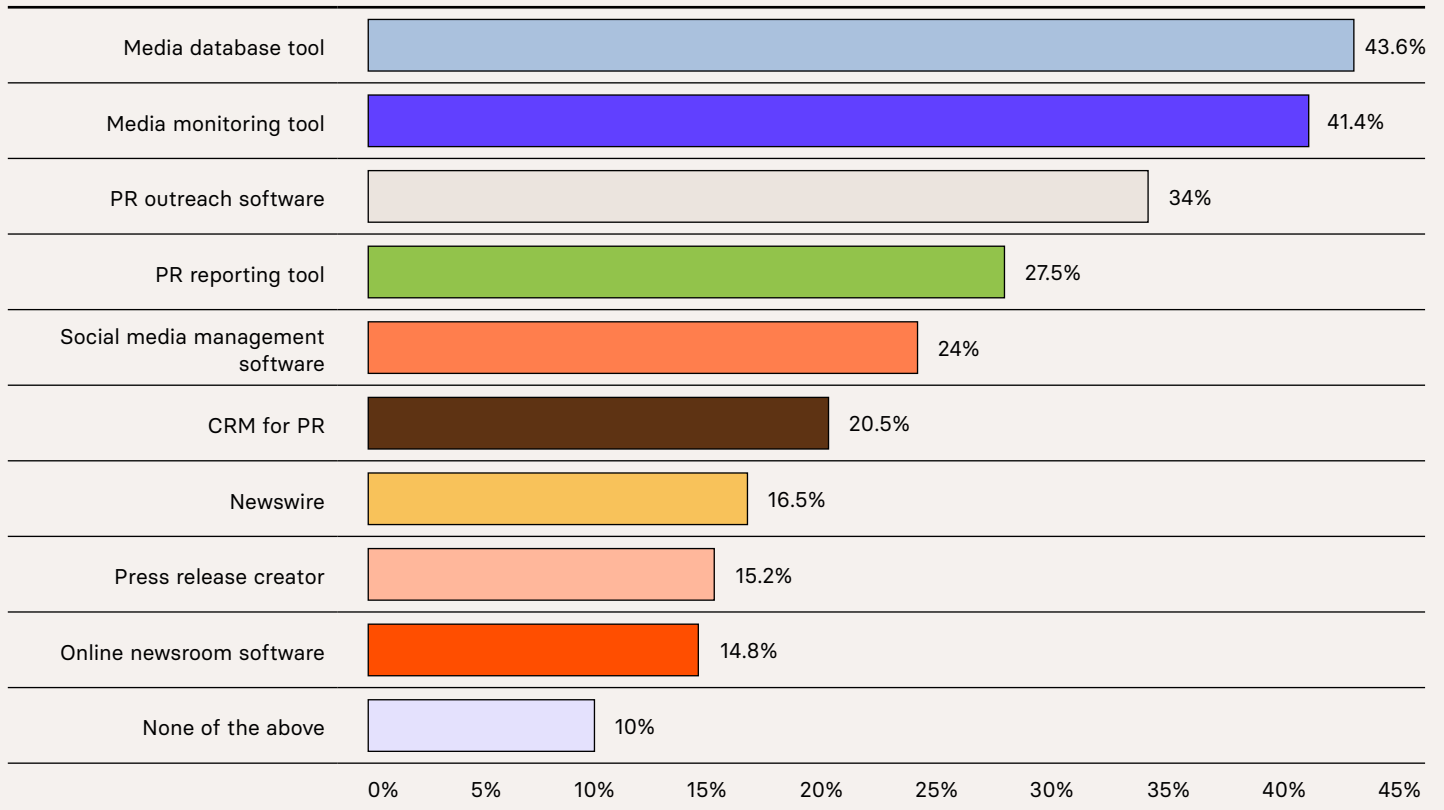
*"There are various resources to pull from if you want to gather media contacts. Twitter has always been a good way to keep up with reporters you may be interested in following, as they seem to be active there and keep their information up-to-date. I do wonder and worry about relying on Twitter too much, given all the changes and turmoil there, however.*

*Another way to research media contacts is to go to the publication's site and check their masthead to see who is covering what beat, and/or search to see what the reporter has been writing about. I think it's always valuable to read some of their articles before you pitch to get a sense of their style.*

*One reason I think PR pros may not want to use media databases is that, in my experience, the information is often out of date. And, even if they are using a database, I would say that supplementing that by doing some of your own research is still beneficial.*

*And finally, regardless of how you do your research, NEVER spam out a media pitch to hundreds of journalists. It's much more effective to choose a reporter (or maybe a few reporters) to pitch - then write your pitch for THAT reporter. Sending more pitches does NOT result in more media coverage. That message needs to get across to PR professionals."*

# Which of these solutions do you find the most valuable?



This particular data supports our argument that PR pros use media database tools the most. Since they also use media monitoring every day, we can report they find it a highly-valuable solution as well.

We found it interesting that newswires were reported as less popular than social media management tools. This might be an indicator that PR managers are moving from mass distribution towards personalized pitching for their quality news placements, leaving newswire services for goals like public company reporting or gaining guaranteed paid backlink placements. In response to this trend, Prowly has introduced an [email personalization feature](#) that allows PR specialists to build meaningful relationships with journalists by creating 1:1 personalized emails within a single send out.



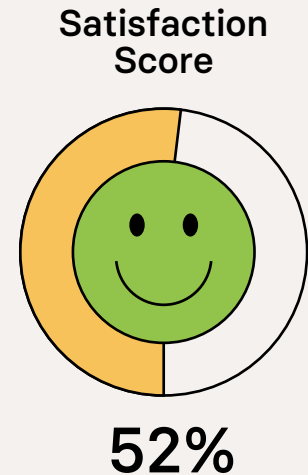
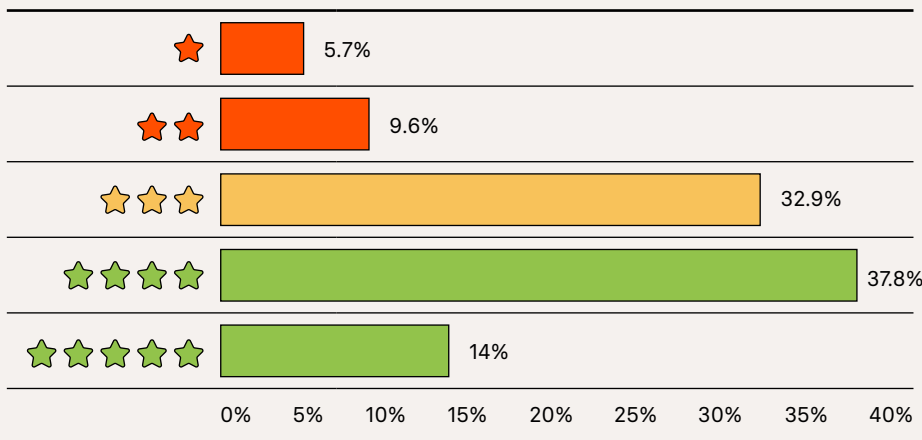
### **Niki d'Hubert**

Deputy Managing Director at Navigate PR Ltd

*"We certainly appreciate the multitude of digital tools available - from media databases and monitoring tools to social media management software - and we have seen the positive impact on the effectiveness of our client work. However, we need to remember that these are, ultimately, tools. They are designed to enhance our capabilities, not replace the human element that is at the core of public relations.*

*We use various tools to help us research, analyze data, monitor trends, and even streamline processes, but they cannot replace, especially in an agency like ours, the judgment, expert knowledge, and understanding that a skilled PR professional brings to the table... and they certainly can't build meaningful relationships, engage in nuanced communication, or empathetically navigate a crisis in the same way one of our experienced team can."*

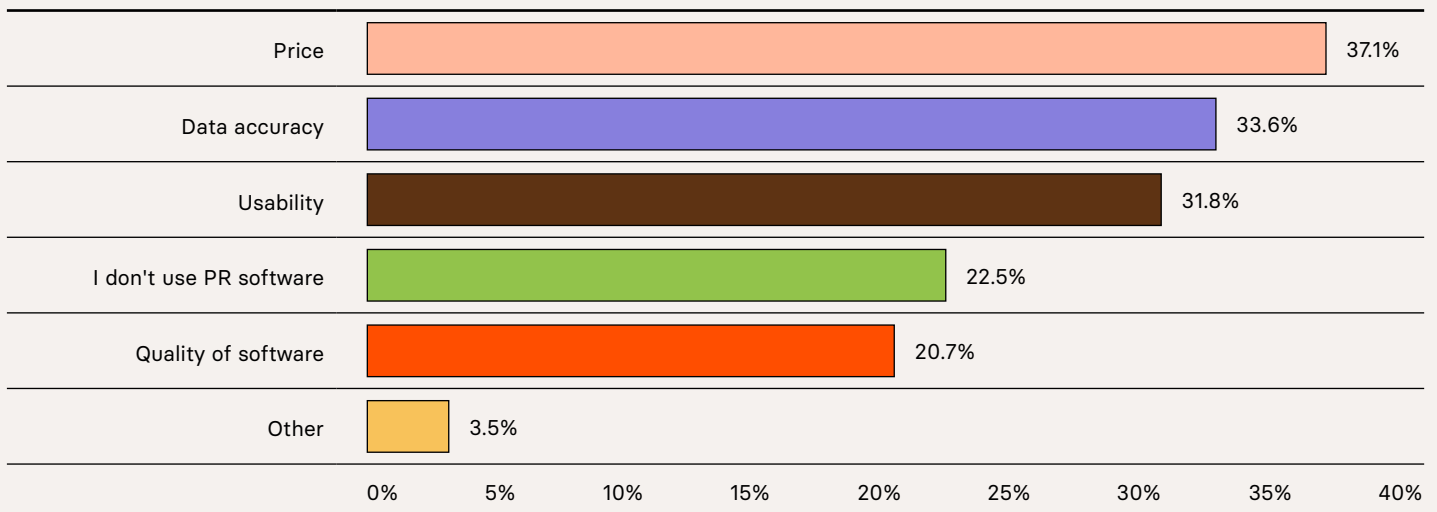
# How satisfied are you with your current tools?



In comparison to last year, **more people are satisfied with their current tools (52% versus 35%)**. This may demonstrate the industry is adopting new technologies quickly as valuable features are being developed.

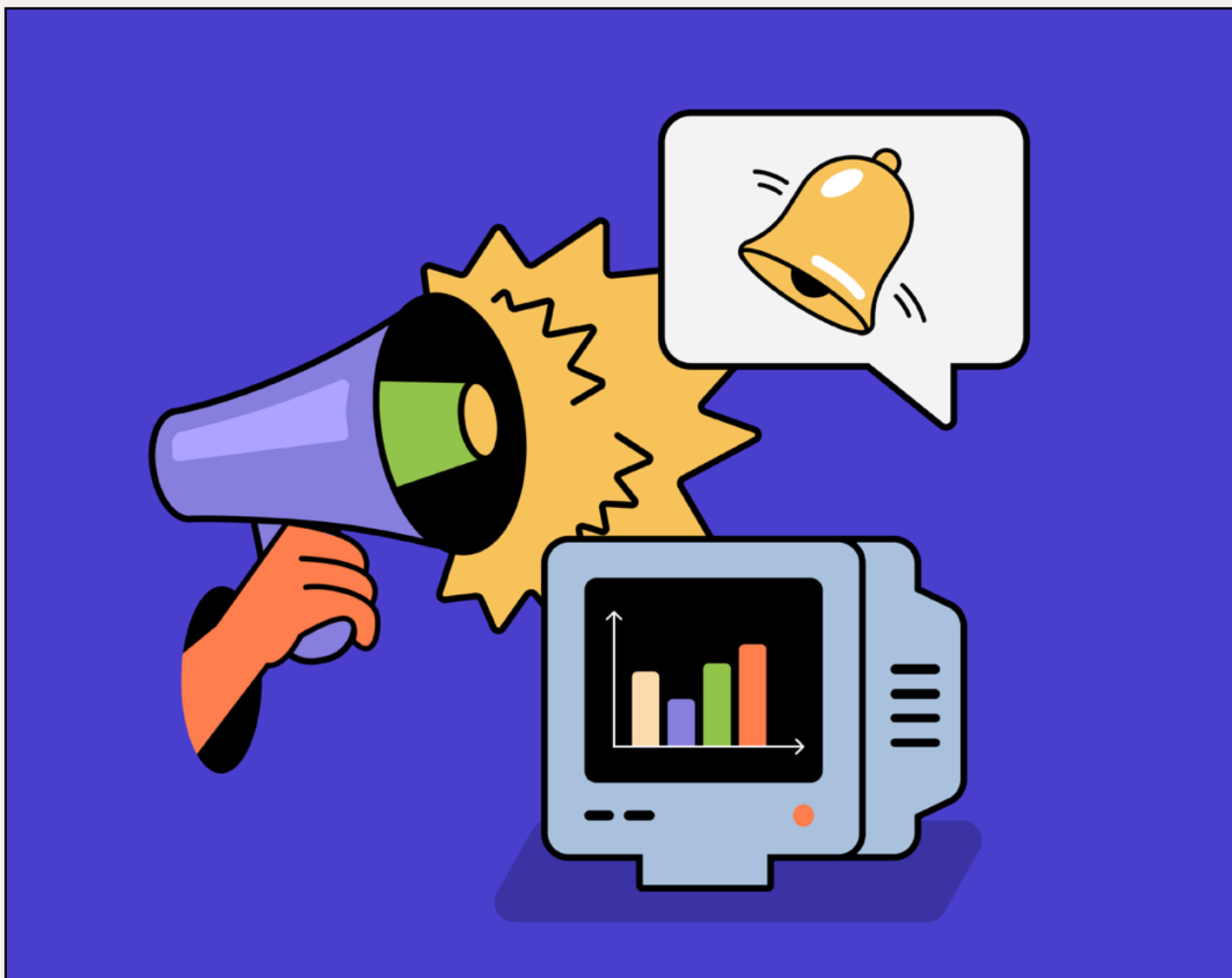
People from digital marketing and PR agencies appreciate their tools even more, with 63% being satisfied with their current products. On the other hand, brand teams (both B2B and B2C) are less satisfied, reporting only 48% satisfaction. Solo practitioners are completely unsatisfied, with only 9% reporting they love their tools. This may indicate that PR tools cover more agency needs than those of solopreneurs or brands.

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



Similar to what we learned from the last question, **price is a key factor when it comes to desired changes for PR software**. Data accuracy was ranked second with usability coming in third. This data aligns with our previous findings about tight budgets.

Respondents ranked software quality needs as lower than data accuracy, showing that while current offerings are providing solid products, improvements in accuracy can still be made.

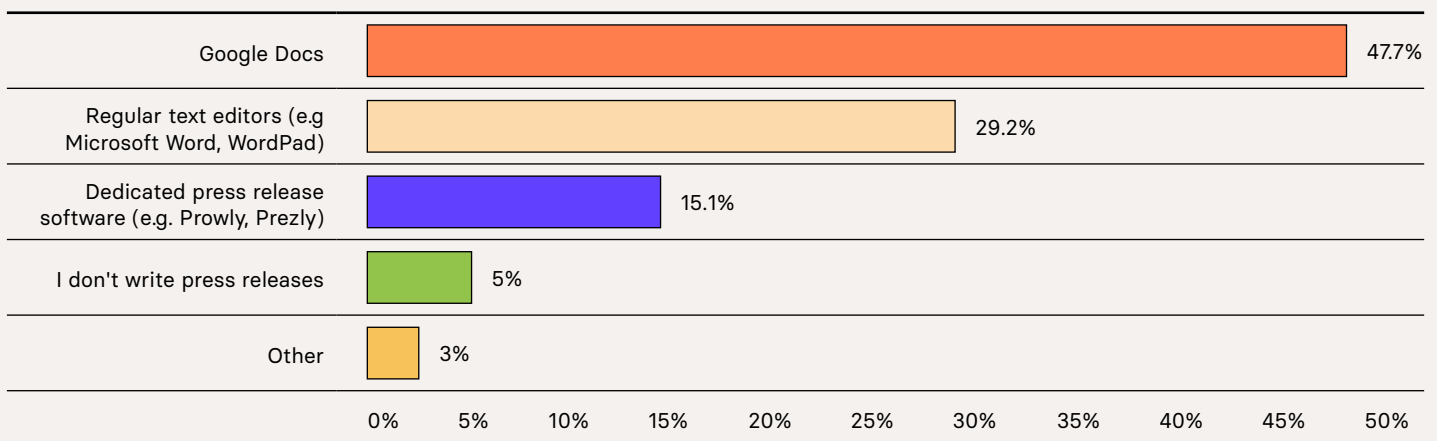


# The Use of PR Technology: Pitching

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We asked PRs to tell us more about their pitching process and identify the tools and practices they use for press release creation and media pitching. Their answers show there's still immense opportunity for PR tools and software to lighten their workloads.

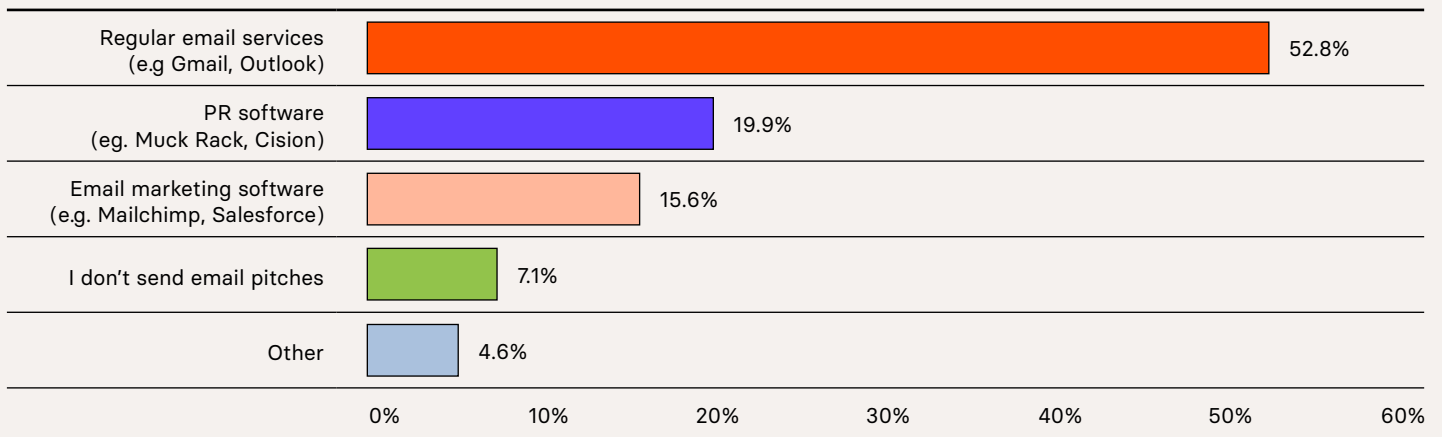
# Which of the following tools do you use to write press releases?



Nearly half (47.7%) of PR professionals are still using Google Docs for writing their press releases. This is followed by typical text editors like Word and WordPad (29.2%). Specialized press release software is used by only 15.1%.



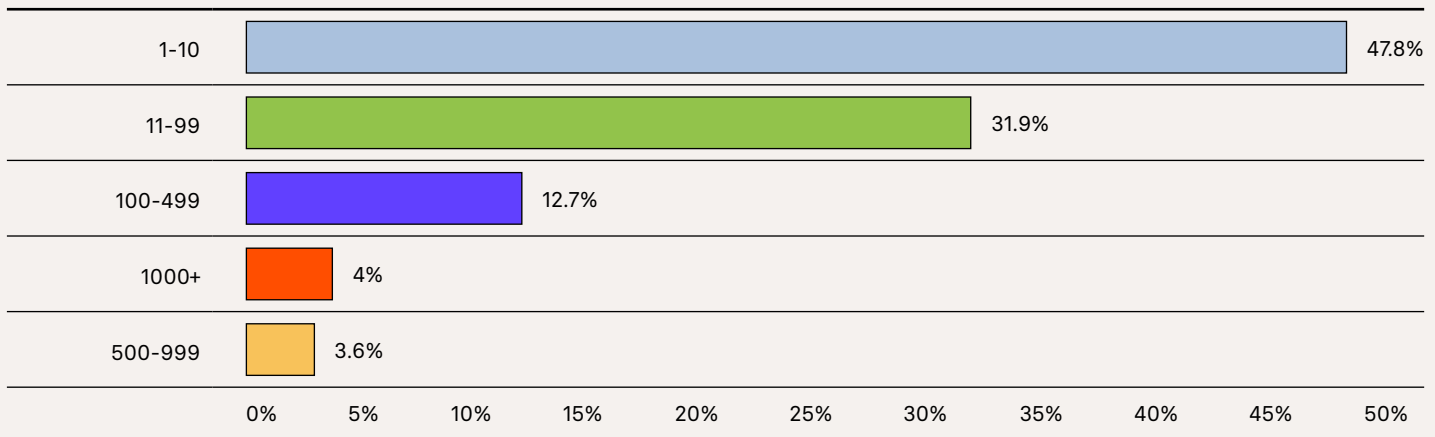
# Which of the following tools do you use to send email pitches?



More professionals are now using dedicated PR software for sending email pitches. Last year, only 15% reported using software while this year nearly 20% reported using it. However, **the majority still use regular email services that don't provide valuable analytics around how media contacts are interacting with an email pitch** (like delivery, multiple opens, etc.)

We can therefore speculate that PR pros currently have more trust in manually-sent pitches than mass mailing campaigns, fearing accidental mistakes that will land them on a journalist's Twitter feed. This is why PR software companies can expect to gain more users over time by improving their personalization capabilities. For example, Prowly's latest personalization feature will allow PRs even more capabilities in building custom pitches specific to individual media contacts.

# How many email pitches do you send per month?



Nearly 50% of respondents say they send 1-10 pitches per month, followed by 11-99 (31.9%). Only 4% report sending more than 1000 email pitches per month.

It appears that **PR pros are sending fewer pitches than before**. In 2022, 47% of them reported sending 11-99 pitches per month. This may indicate a rising trend of “less is more.” More evidence appears when comparing that last year 6.1% sent more than 1000+ per month, versus 3.6% this year.

We found no correlation between the size of the company and the number of pitches being sent,

except in the case of solo practitioners, who don’t send more than 500 pitches per month. 7.2% of agencies send more than 1000+ pitches, while only 2% of in-house professionals send that amount.

From our own experience, we know that Prowly users love sending follow-ups through the software, as it’s one of the most used features in 2023 (34.26%).

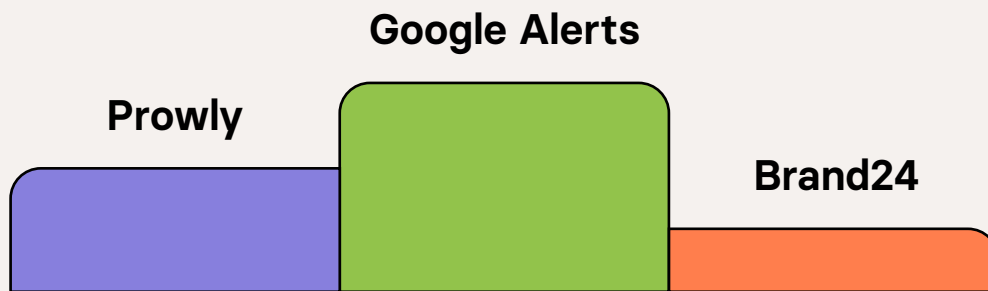


# The Use of PR Technology: Media Monitoring

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**PR pros report relying on media monitoring daily, with a special eye kept on online mentions. With that in mind, their most-used service for media monitoring is surprising.**

# Top 3 tools for media monitoring



Media monitoring tools are an important PR tool, with more than half of respondents using them. This is true across both agencies (55.7%) and brand teams (59%).

A third of PRs reported using Google Alerts for media monitoring, followed by a wide range of other monitoring tools. Prowly was pleased to come in third.

This is an interesting discovery, as Google Alerts remains limited as a media monitoring tool and is hardly a match for dedicated media monitoring software that can be readily found on the market. In fact, we've already shared [the best alternatives to Google Alerts](#) that allow PRs to take advantage of media monitoring's full list of benefits, including sentiment analysis, competitor tracking, and real-time alerts for the latest mentions.



## **Jennifer Berson**

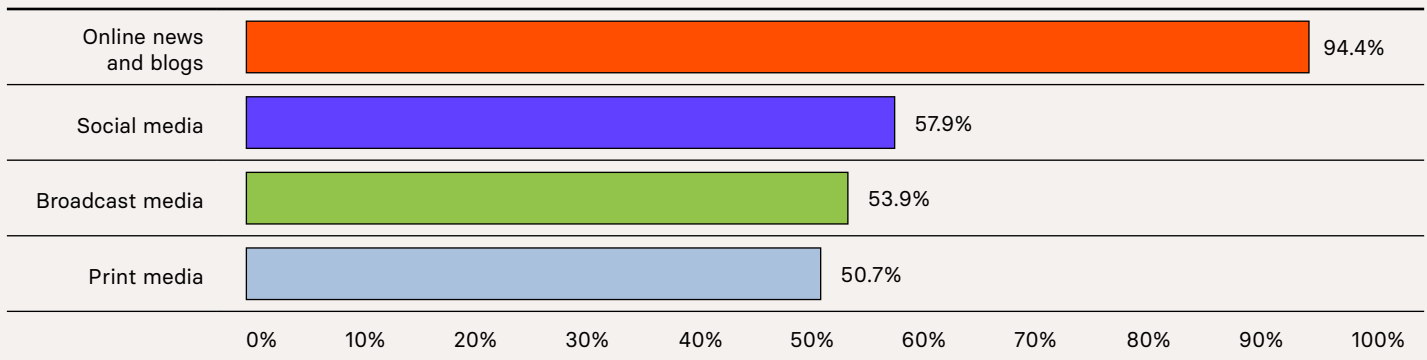
Founder & President at Jeneration PR

*"For over a decade in my agency, Jeneration PR, we had been relying on Google Alerts and searches with date parameters to see when our client features ran. Until we started using Prowly for media monitoring, I had no idea how many features were missed by Google, and how many results we had secured that we were not actually reporting to the client.*

*Using an effective media monitoring tool in our agency has been a game-changer, and I'm certain that catching all of the features we've worked so hard to secure has allowed us to retain clients longer, because they are seeing more of the results we are landing for them.*

*I don't know what took us so long to use a media monitoring tool, but it has been an incredibly worthwhile investment knowing our clients are happier with all of our results. If you're still using Google for your media monitoring, you are certainly missing results that could ultimately cost you clients."*

# What type of media do you monitor?

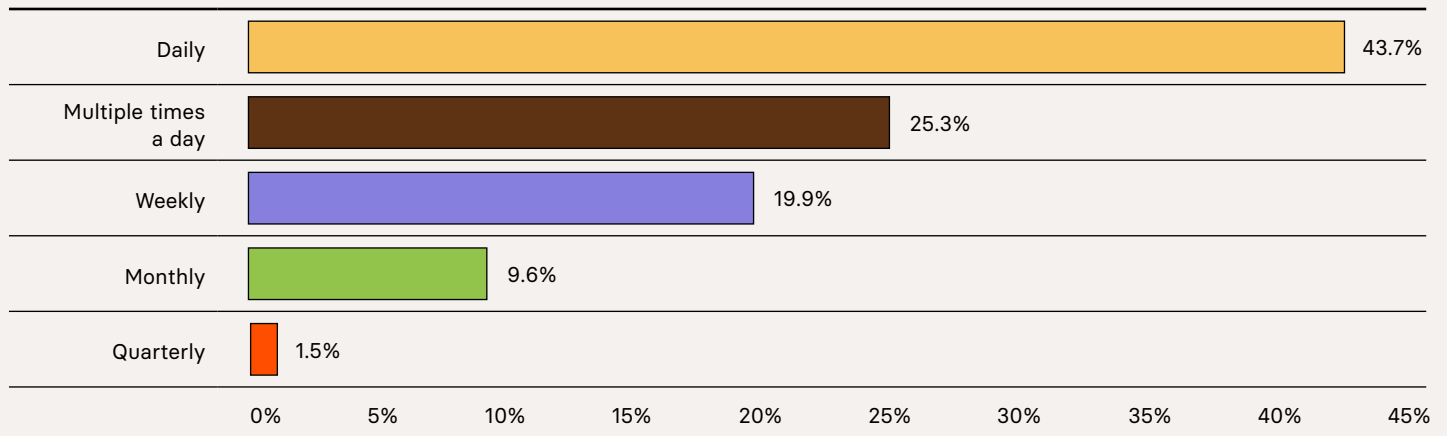


Nearly **95% of PR professionals monitor online news and blogs** and more than 50% monitor social media, broadcast media, and print media (with print media being the least monitored). This hints at online media dominating the market.

Broken down by outside and inside PR pros, digital marketing and PR agencies monitor online news and blogs (98.1%), then broadcast media (59.2%), then print media (57.4%), and finally social media (44.4%). On the other hand, 94.9% of in-house professionals monitor online news and blogs, followed by social media (67.7%), then broadcast media (45.7%), and print media (38.9%).

We can guess that not all agencies oversee social management for their brands or that their clients have their own social media monitoring tools and that in-house PR pros are most likely in charge of social media.

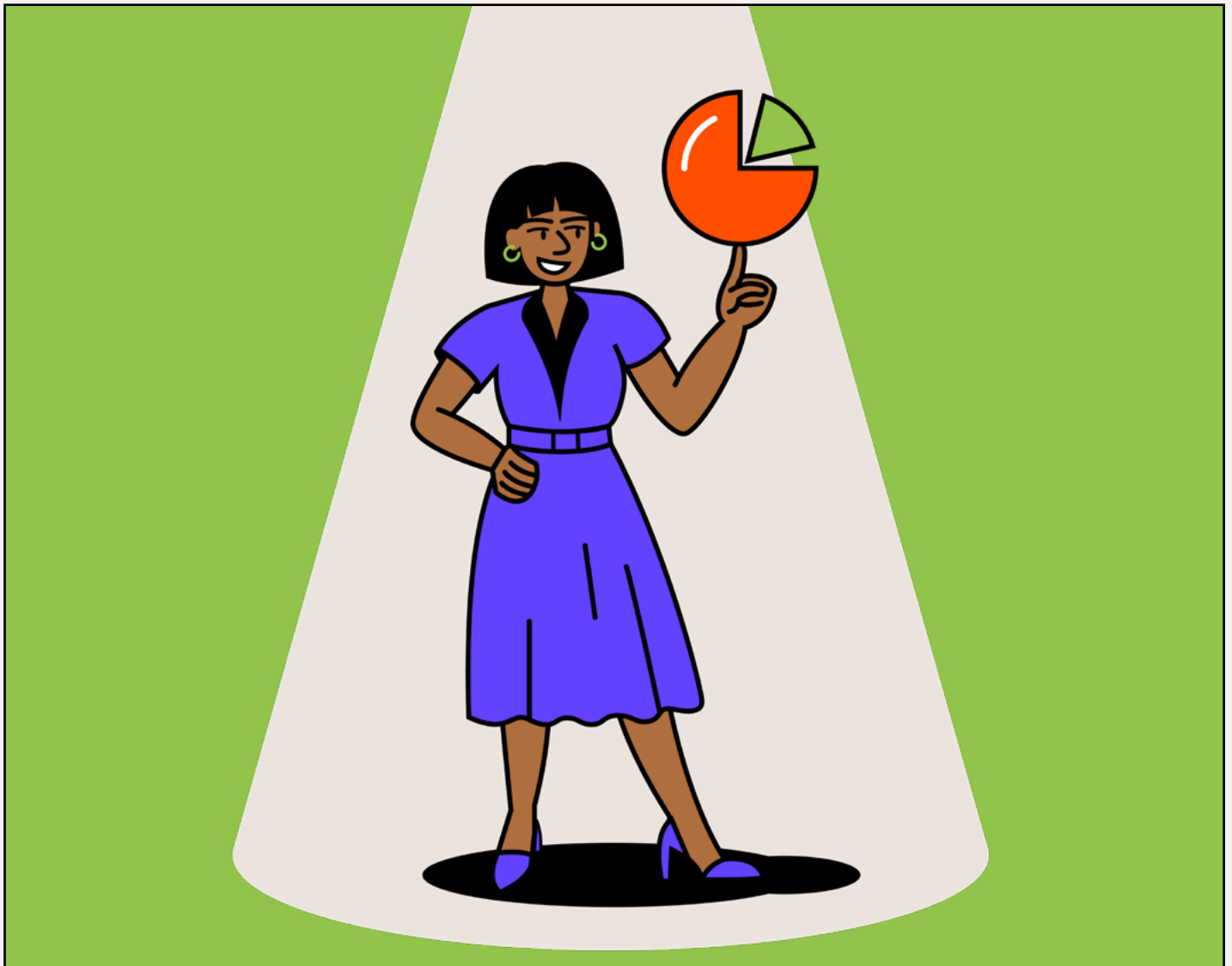
# How often do you use media monitoring?



## Most PR managers use media monitoring daily.

In fact, the bigger the company (10+ people), the more it checks media monitoring. For example, 40% of bigger companies report checking it multiple times a day, versus smaller companies checking it daily (49.4%) or weekly (22%).





# The Use of PR Technology: Reporting

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More than half of PR professionals (68.6%) report measuring their PR efforts while 31.4% don't have a system in place. For those who do measure it, we asked about the metrics they use and the frequency of their reporting. **Spoiler alert: AVE's reign is officially over.**



**James Hayward-Browne**

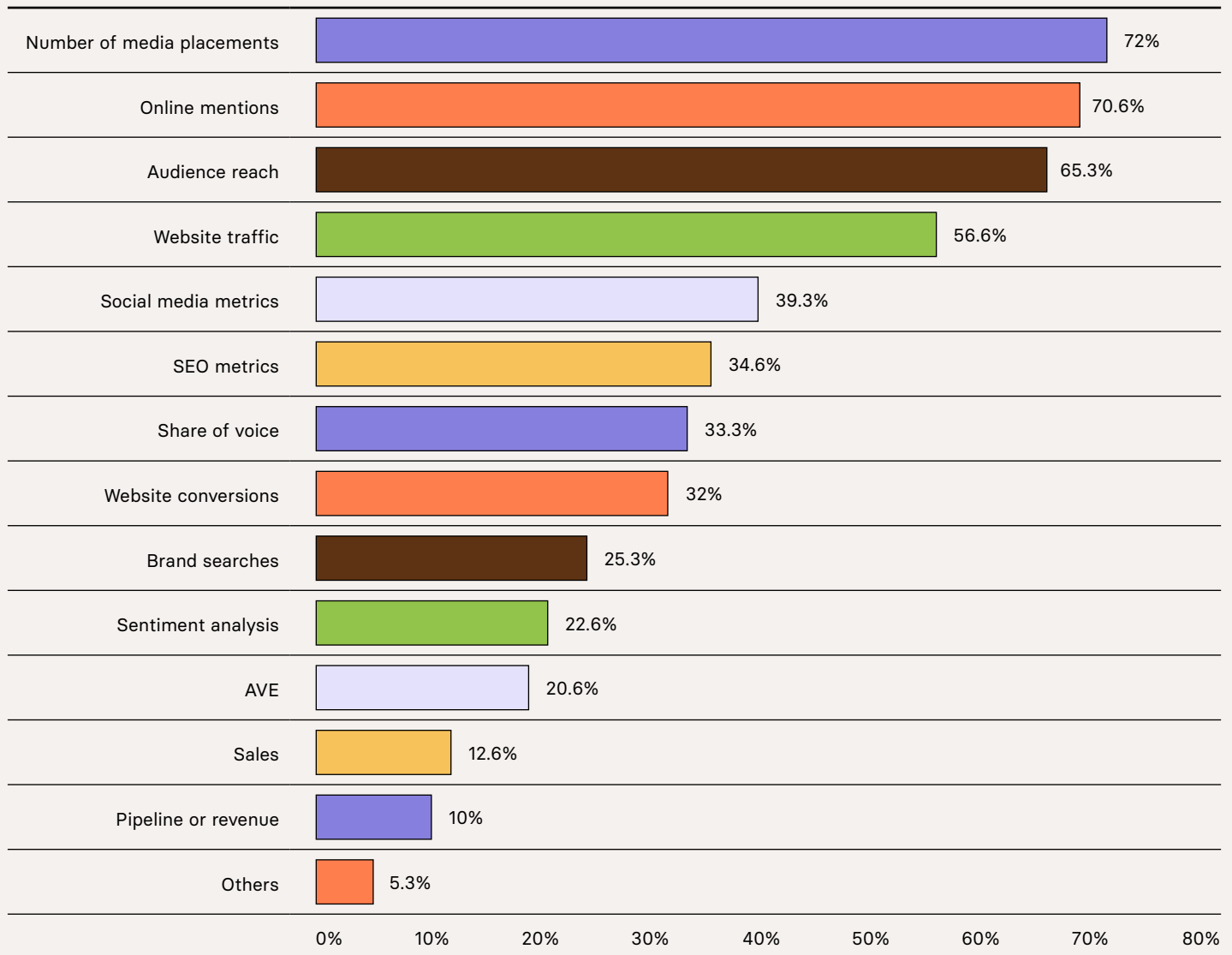
Co-founder of creative PR agency Bottled Imagination

*"If you aren't measuring your PR efforts in 2023 you will be left behind. It is as simple as that. I find it astounding that over 30% of respondents are not measuring the success of their overall strategies.*

*Gone are the days of cutting up clippings and sending them to your client as a measurement of success. We now have the ability to track real metrics that affect the bottom line. Revenue, clicks, share of voice & share of search to name just a few.*

*Technology has moved with the times, and so has PR measurement. There has never been a better time to prove the value of PR."*

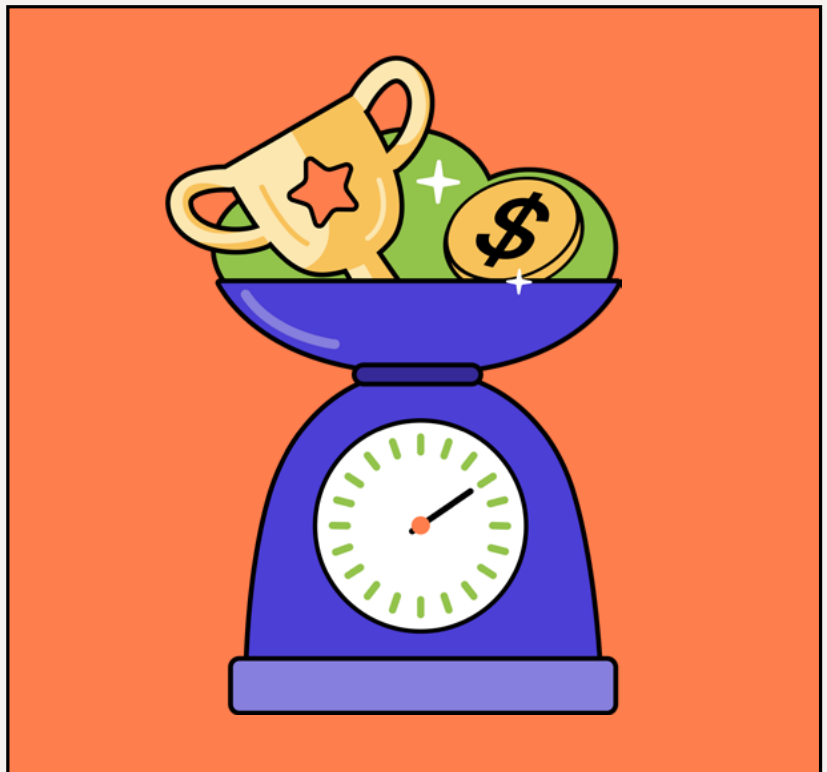
# What metrics do you consider when measuring the success of a PR campaign?



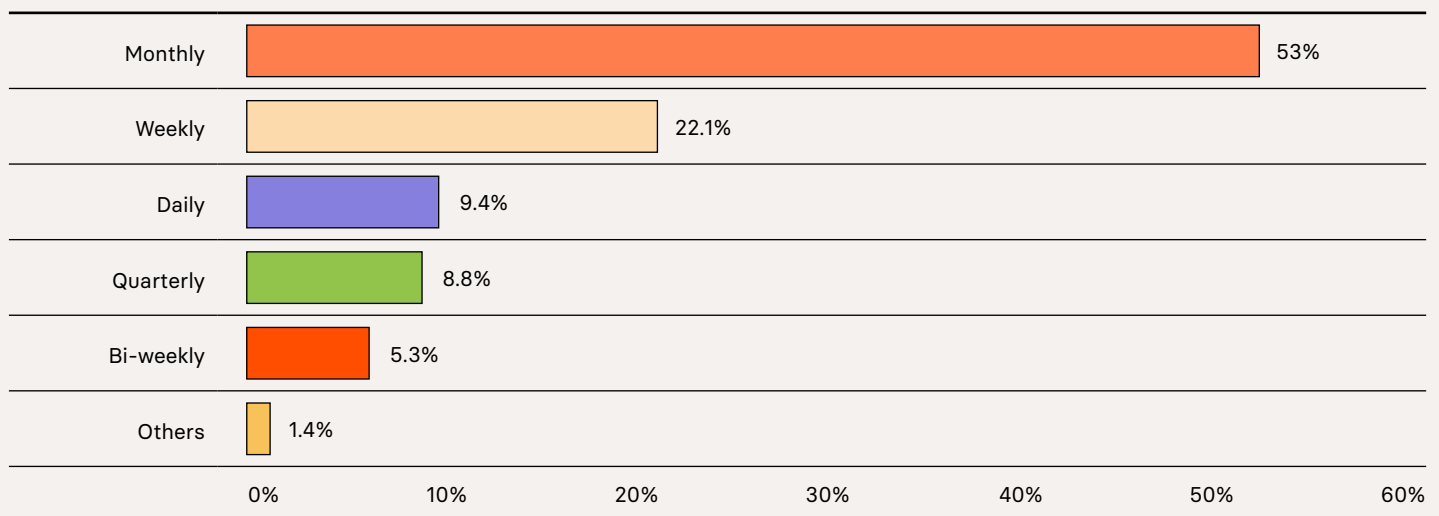
According to PRs, the number of placements (72%) and online mentions (70.6%) are the most important metrics when it comes to PR measurement. **Most PR pros rated sales (12.6%) and revenue (10%) as the most difficult to directly tie to PR efforts.** It's worth noting that AVE—which was considered the most important metric for a significantly long time—is now at the bottom (20.6%).

Bigger companies (more than 10 people) care equally about audience reach (74.1%) and the number of placements (74.1%). For smaller companies and solopreneurs, the most important metrics are the number of media placements (70.4%) and online mentions (67.3%).

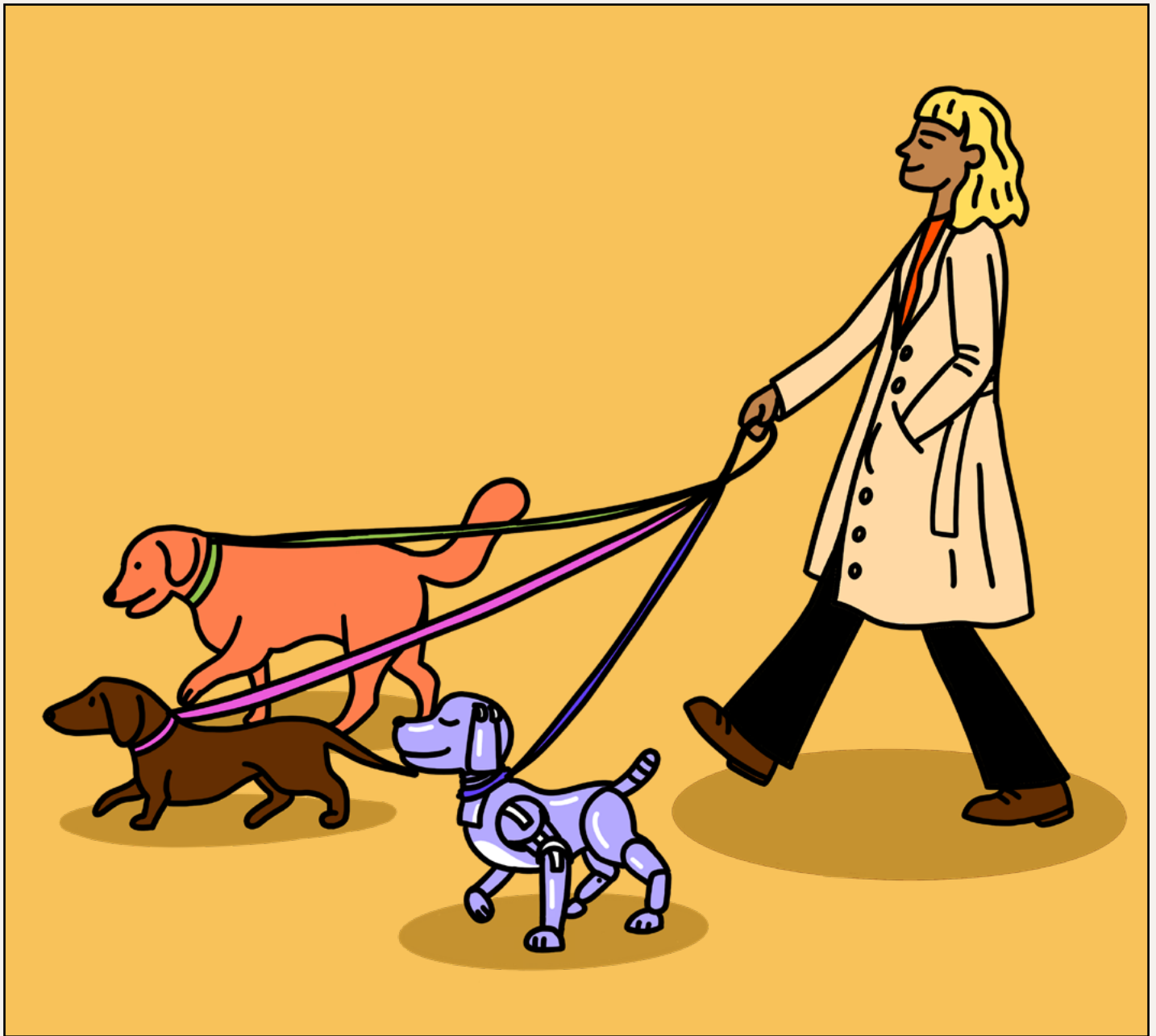
We know from experience that calculating metrics for items like share of voice (SOV) and brand sentiment can prove tricky for PRs not using media monitoring tools.



# How often do you report on your PR efforts?



Not surprisingly, most PR pros do monthly reporting (53%). For agencies, this is likely done alongside their client billing cycle.

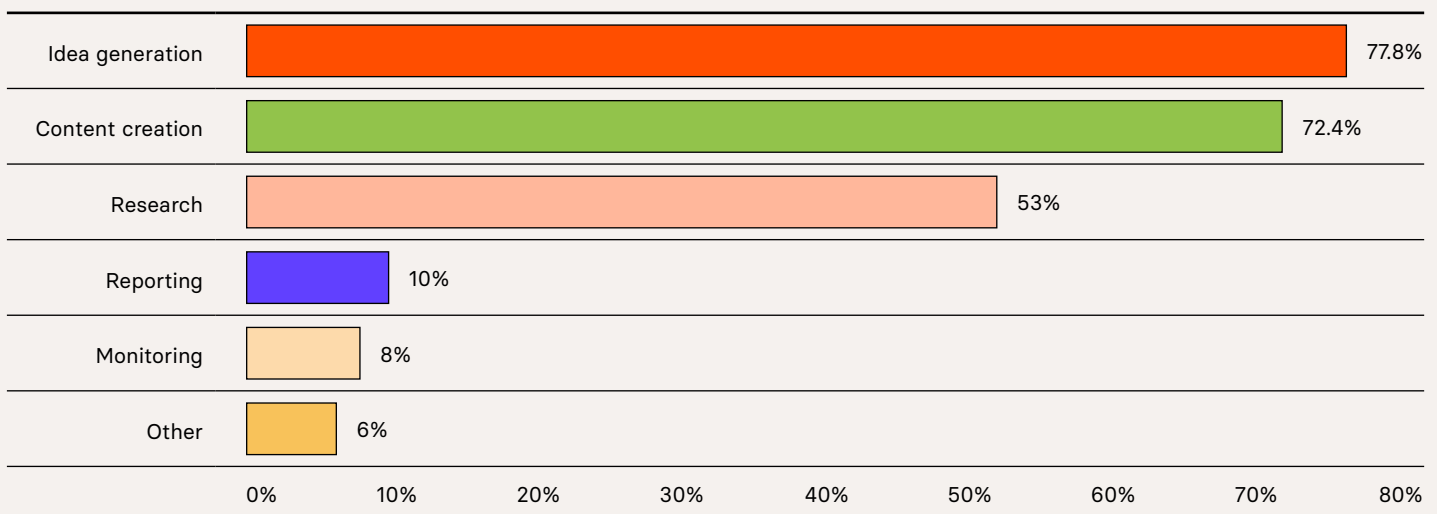


# PR and AI

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**AI has clearly entered the picture. The majority of PR professionals surveyed (67.8%) are utilizing AI in their work, indicating its growing importance in the industry. We asked how they are using it in their work, what impact it's making, and how satisfied they are with the results.**

# What do you use ChatGPT for at work?

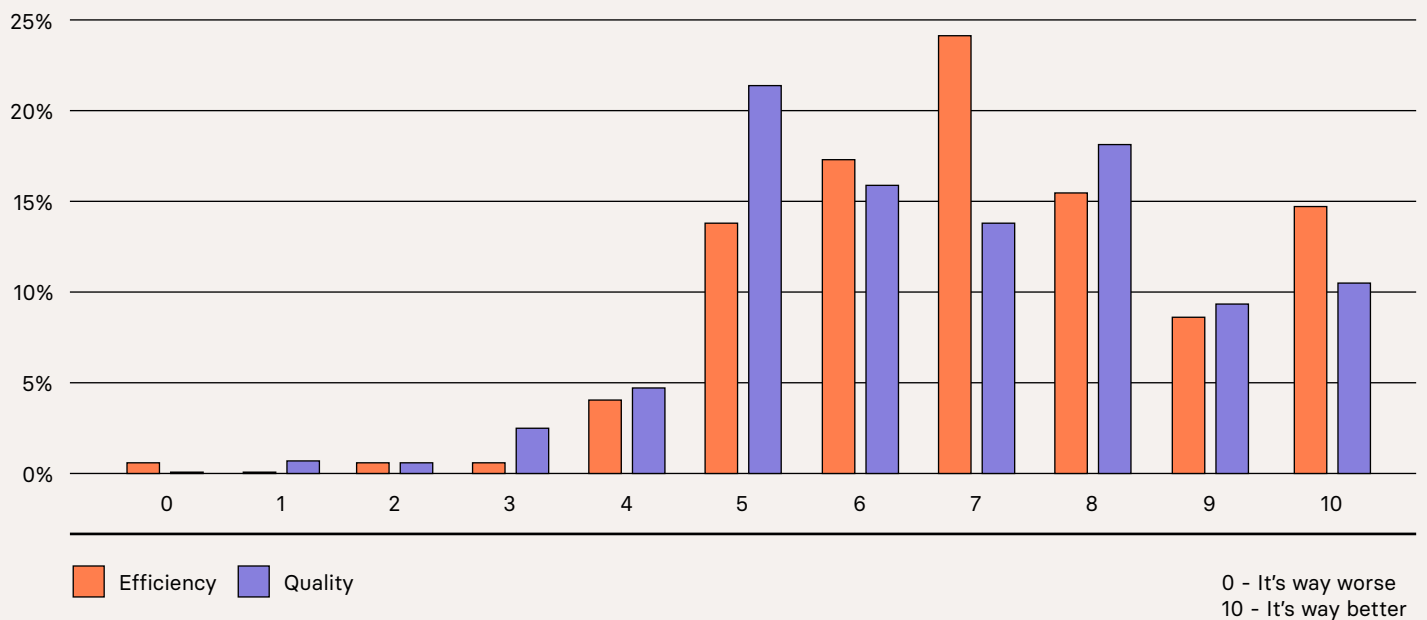


The survey data reveals a significant utilization of ChatGPT by PR professionals for idea generation and content creation. This might be due to the fact that PR software hasn't been offering this type of support until recently, so it had a market niche to fill.

The lower adoption for reporting and monitoring functions might be influenced by factors like the complexity of these processes, which continue to require human judgment and interpretation. Or, the availability of specialized tools for media monitoring and reporting has competed directly with these functions.



# How has the use of AI impacted the efficiency and the quality of your work?



The data around the impact of AI on work efficiency shows mixed results, although **PR pros lean towards a generally positive view of AI**. A significant number of respondents chose a rating of 7 on a scale of 1 to 10, indicating moderate satisfaction. This suggests that while AI has the potential to improve efficiency there is still room for further optimization.

People from smaller companies (up to 10 employees) seem to notice the positive impact of AI tools on the efficiency of their work considerably more (33%) than people from companies with 50 to 500+ employees (8%).

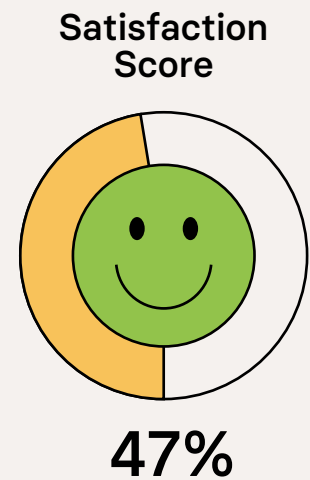
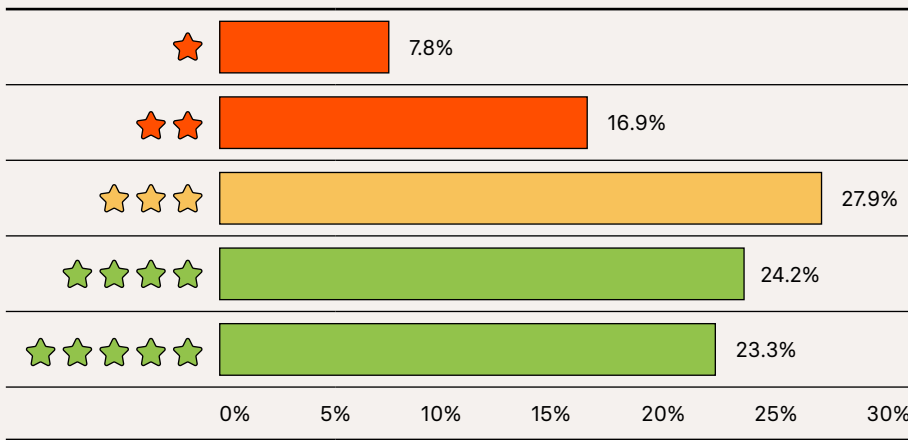
The survey data highlights a range of perceptions among PR practitioners regarding the impact of AI on the quality of their work. While some acknowledge a positive impact, a significant portion of respondents

chose ratings in the middle range, indicating they perceive AI as only having a moderate influence on the quality of their work.

Professionals from smaller companies (up to 10 employees) seem to notice a more positive impact of AI tools on the quality of their work (33%) than people from companies with 50 to 500+ employees (19%).



# How confident do you feel in your ability to use AI for PR tasks?



There are still learning opportunities with AI. While there is some level of confidence among PR practitioners in utilizing AI for PR tasks, **a significant portion of respondents still feel uncertain or lack the highest level of confidence in their abilities.** This marks a need for further education, training, and support that will increase confidence levels for PR practitioners using AI. If PR professionals can learn to leverage AI more effectively, they will ultimately enhance their capabilities and efficiency in the PR field.

PR pros from agencies seem more confident in their ability to use AI than those working in-house (55% vs 46%).

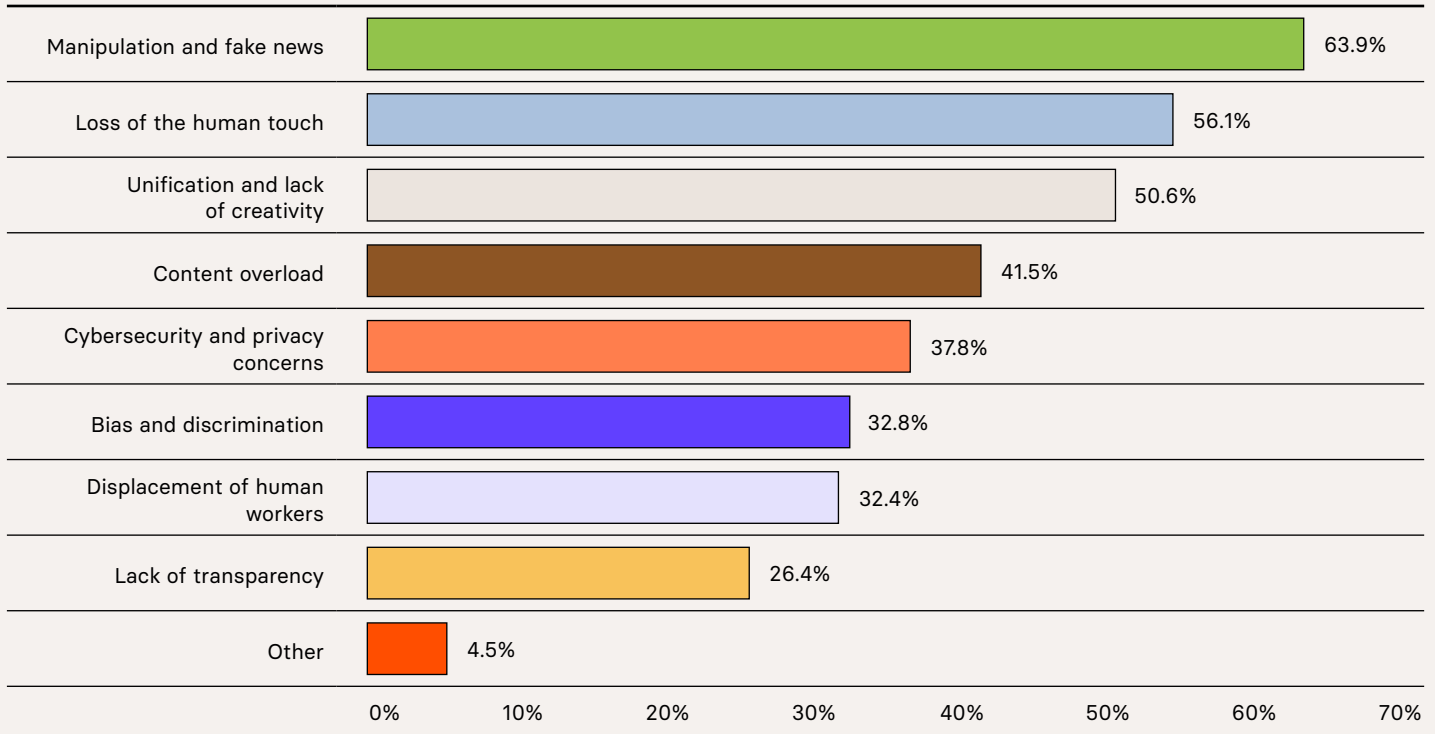


# PR Tech Predictions

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There are potential threats being noted by PR professionals, so we asked them to identify their top worries. On the flip side, optimism is strong around the AI benefits they expect to reap in the coming years. We also learned how they see these changes evolving the PR role.

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



A high percentage of respondents identified **fake news** as the top threat from AI, indicating apprehension around the potential misuse or manipulation of AI-generated content for spreading misinformation. The implications include damage to the credibility and reputation of their clients or organizations.

The second concern about the **loss of human touch** suggests that PR professionals see their value as tied closely to their personal relationships, human intuition, and emotional understanding around effective communication and relationship-building. There is a perceived risk that AI-driven processes may lack a human element and potentially impact authenticity.

The concern regarding **unification and lack of creativity** reflects worries about AI-driven tools replacing or diminishing the need for human creativity and critical thinking in Public Relations. PR practitioners value the ability to think outside the box, adapt to unique situations, and develop innovative strategies. They fear this may be compromised in a more automated and standardized environment.

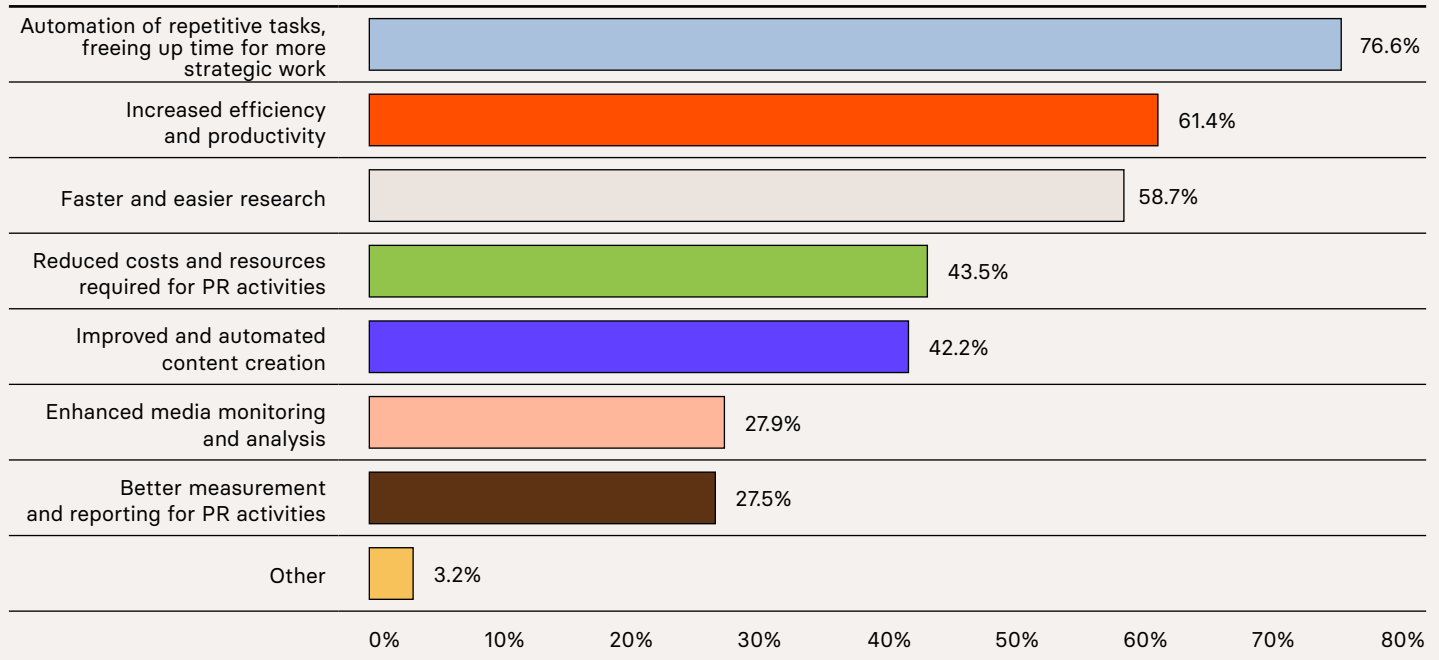


### **Sameen Faisal**

Digital PR Lead at Astera

*"PR dances with automation's allure, but the human-centric core remains vital. Connections are woven, trust is nurtured, and authentic stories resonate. Just like a symphony needs a conductor's touch, PR thrives on empathy, intuition, and emotional intelligence. AI can help yet crafting tailored messages and understanding nuanced communication is uniquely human. **By leveraging the potential of AI while honoring the core values of PR** we can create a harmonious blend that drives meaningful engagement and delivers exceptional results."*

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



The overwhelming majority of respondents highlighted enhanced efficiency as the primary benefit of incorporating AI into the PR industry. **PR professionals recognize the potential for AI to streamline processes, save time, and optimize workflow management.** This emphasis on efficiency aligns with the broader trend of leveraging technology and innovation to enhance productivity and deliver more effective results.



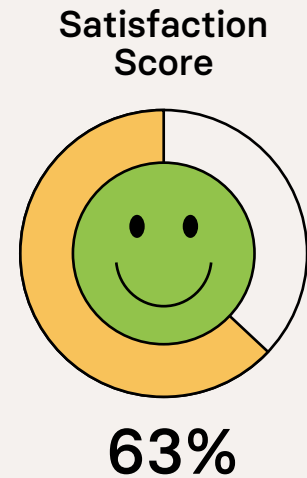
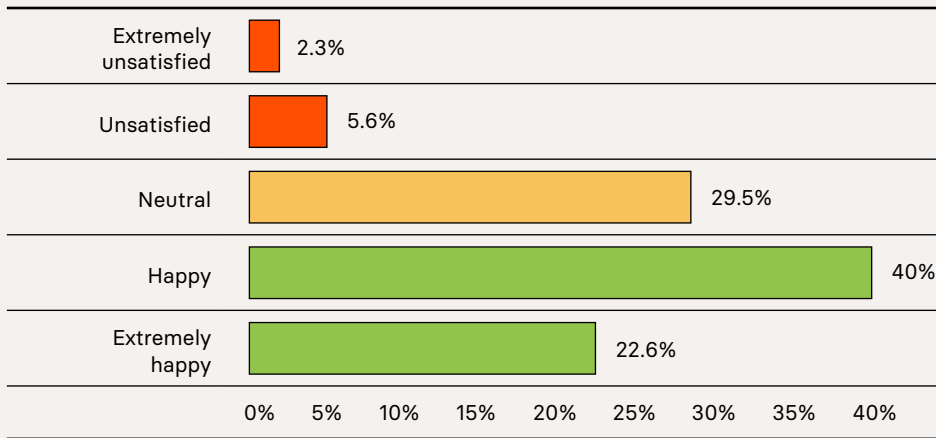
## Amy Kenigsberg

COO & Cofounder of K2 Global Communications

*“Naturally, AI will transform some of the ways we operate. In the end, a tool is a tool, and it’s all about how we use it. It can help us do our jobs better, as long as we respect its limitations. It’s critical that your key messages not get lost in bland, often repetitive text. Vigilance and creativity are still essential.”*



# Which emotion describes best how you feel about introducing AI to PR?



The high percent age of respondents reporting positive emotions suggests that **PR professionals are generally optimistic and enthusiastic about the integration of AI into their work.** They recognize the potential benefits and value that AI brings to their industry, leading to a positive sentiment toward AI adoption.

Despite the fact that PR pros from agencies seem more confident in their ability to use AI than those working in-house, they feel less optimistic about introducing AI to PR (61% vs. 68%).

**PR pros who describe themselves as happy and extremely happy about introducing AI to PR are those who**

**use it the most in their work (80.2%) and feel quite confident about their ability to use it (65% satisfaction score).** Whereas those who describe themselves as unsatisfied and extremely unsatisfied about introducing AI to PR are those who don't use it much in their work (58.9%) and don't feel quite confident about their ability to use it (18% satisfaction score).

This suggests that those who have embraced AI technology in their PR practices tend to have a more positive perception of its benefits.



### **Tonya McKenzie**

Founder of Sand&Shores

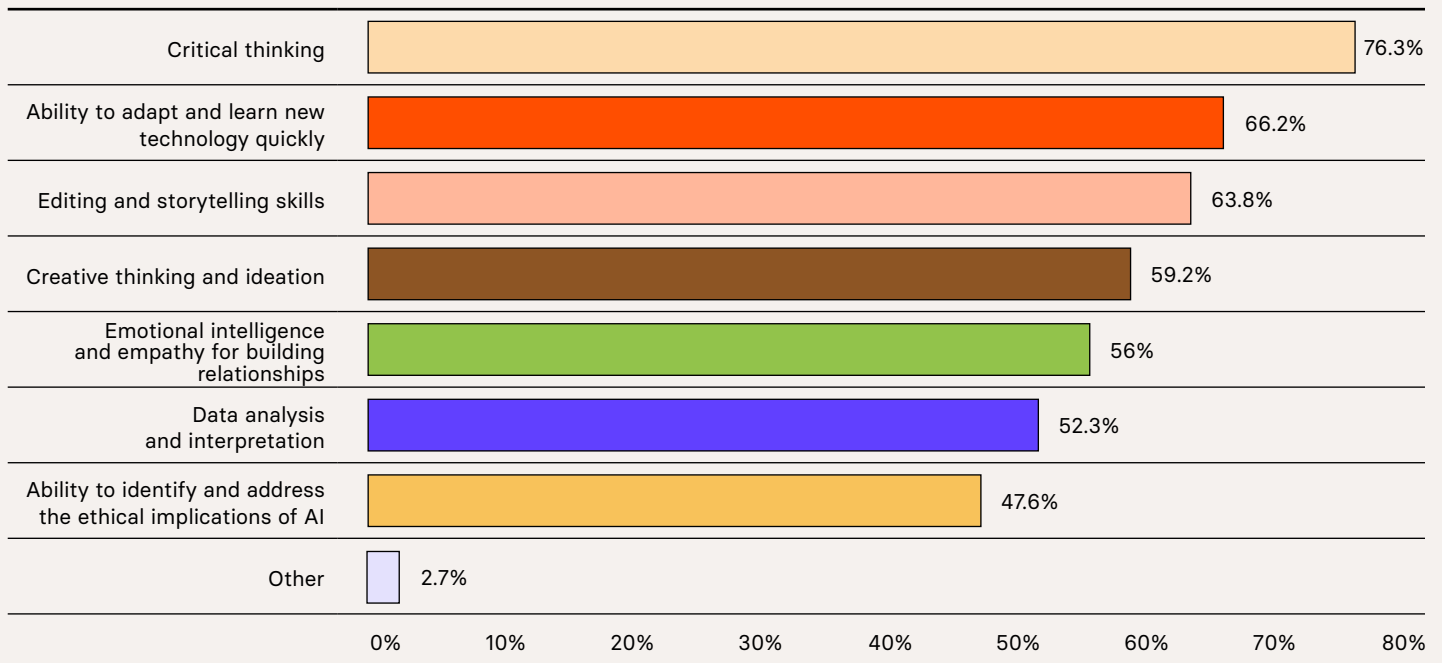
*“When companies create a tool or product, no matter how they advertise and promote it, the actual adoption and usage are really up to the user. It’s for them to decide how they implement it in the systems that they already have in place. Or, if it’s something that they like enough, they can build a system around their desired usage of the product or tool.*

*Particularly in public relations, most seasoned professionals have a system or workflow that helps them stay successful. AI as a tool can be utilized to enhance what they already have in place. Let’s be clear for those that are worried, know that under no circumstances can AI do all of the work of a PR professional. It can only assist and enhance what they already do.*

*The 80.2% of people that are confident and comfortable with AI have found ways to utilize it to assist them in their workflow. Those that find themselves in the 18% satisfaction group have not quite found how this new tool can help them in their processes. They may not have an established consistent process or they may fear technology. That is still a real thing.*

*Also, with a large number of caveats regarding the legalities and copywriting issues around AI that have been pouring into the media sphere, there is a warranted level of caution. However, those that use it as a tool to help instead of a crutch to substitute the actual work that needs to be done are the ones that have the highest level of satisfaction with AI.”*

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



The survey data highlights the importance of **critical thinking, adaptability, editing, and storytelling skills** as AI becomes more prevalent in the PR industry. While AI can automate certain tasks, PR professionals will be essential in providing strategic insights, crafting compelling narratives, and maintaining the human touch that establishes trust and meaningful connections.

# Conclusions



With 52% of PRs now satisfied with their current PR tools (versus 35% in 2022) the adoption of PR technology continues to expand. PR software platforms are introducing more features while PR professionals are gaining the confidence to use them.

PRs are realizing the significant time and labor savings that can be gained when relying on PR tools for recurring work tasks, like media contact list building, press release creation, real-time media monitoring, and automated report creation.

Alongside this PR software trend is **the rise of AI usage in the industry: 67.8% have already given it a try!** Some do remain hesitant to fully engage with AI at this point, but we predict that time will bring more experience and confidence. Early adopters will see wins that PR teams on the sidelines will notice.

As of 2023, PR professionals will continue to provide their companies and clients with human values that AI has yet to deliver, like nuanced communications, relationship building, and strategic planning. In fact, optimism is strong for AI's ability to give PR professionals more time to focus on bigger-picture work.

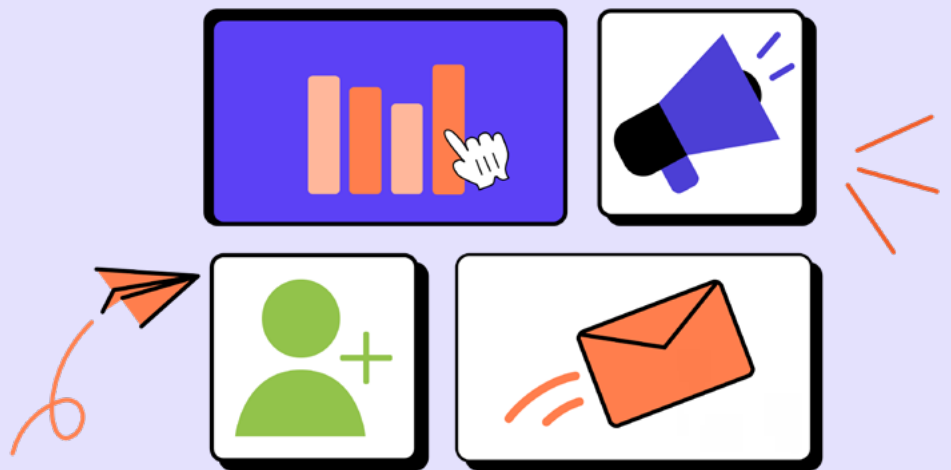
# About Prowly

**Prowly is a SaaS platform that helps public relations professionals save time on everyday tasks, reach more journalists, and report on brand performance.**

For the past 10 years, this PR tool has been used by over 7,000 customers from more than 90 countries. The platform provides access to a media database of more than one million journalists, easy distribution of press releases, advanced media monitoring, and coverage reporting.

Prowly was acquired by Semrush, a leading online visibility management SaaS platform, in 2020.

[Learn more](#)



# Appendix

## Methodology



### Top 8 Google Search Queries

Using Semrush data, we found Google searches related to “PR technology” and compared the global volumes for keywords between December 2018 and December 2022.



### Most-used Prowly features in 2022-2023

We pulled anonymous data from Prowly’s platform and looked at the weekly active users. We analyzed the most commonly used features from December 2022 to May 2023.



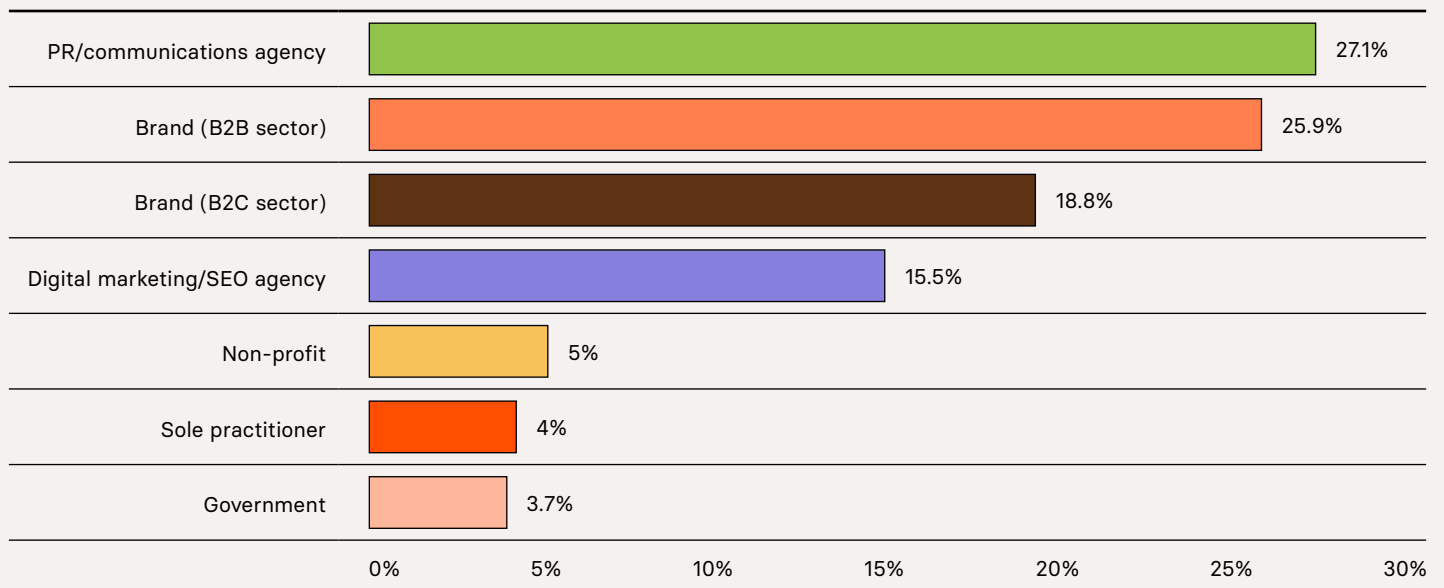
### The State of PR Technology 2023 survey

We interviewed 303 PR professionals who work at companies ranging from 1 to 500+ employees (including non-profits, PR agencies, in-house PR teams and others) to get their opinions and insights on technology in the public relations industry.

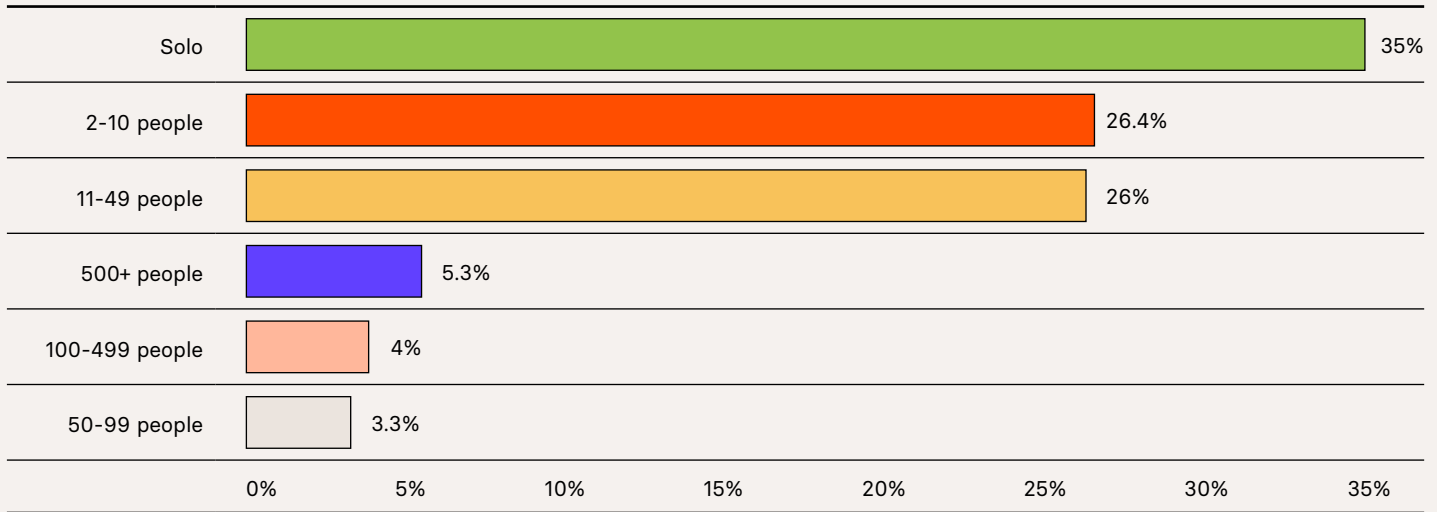
# State of PR Technology survey sample size and additional information

Number of respondents: 303

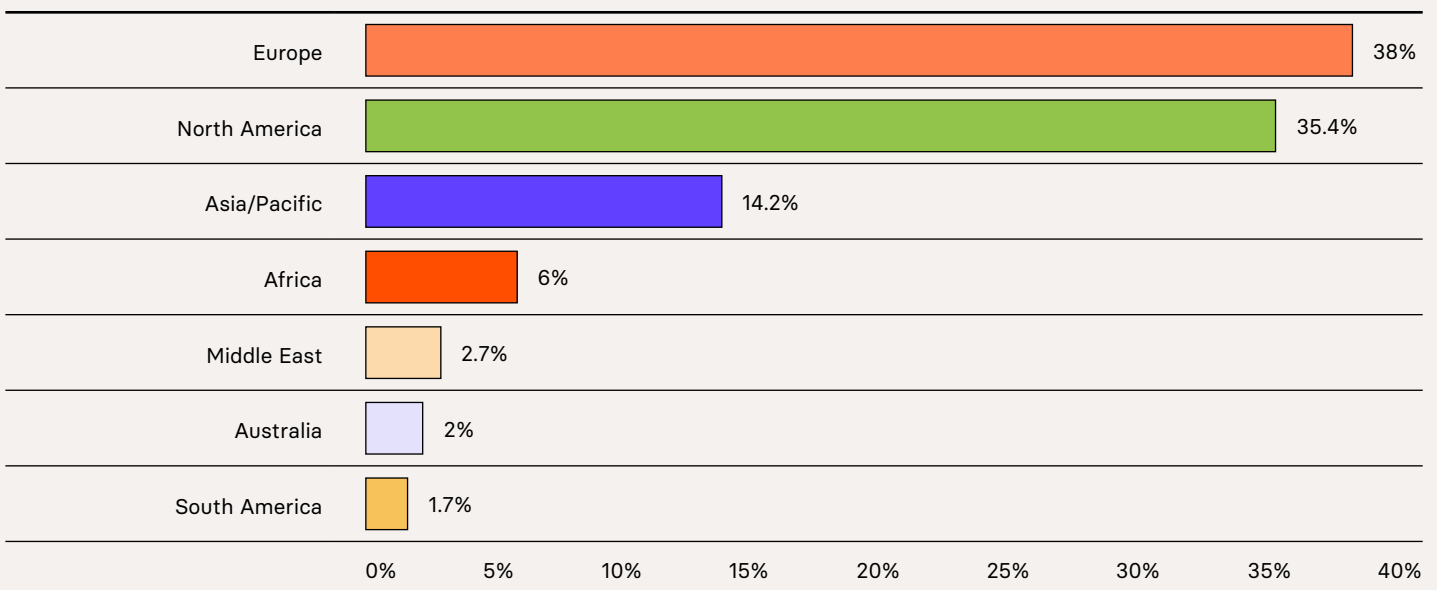
## What best describes your company type?



# How large is your company's PR/communications team?



# Where do you work?





Let's stay in touch!



Prowly



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comms@prowly.com

