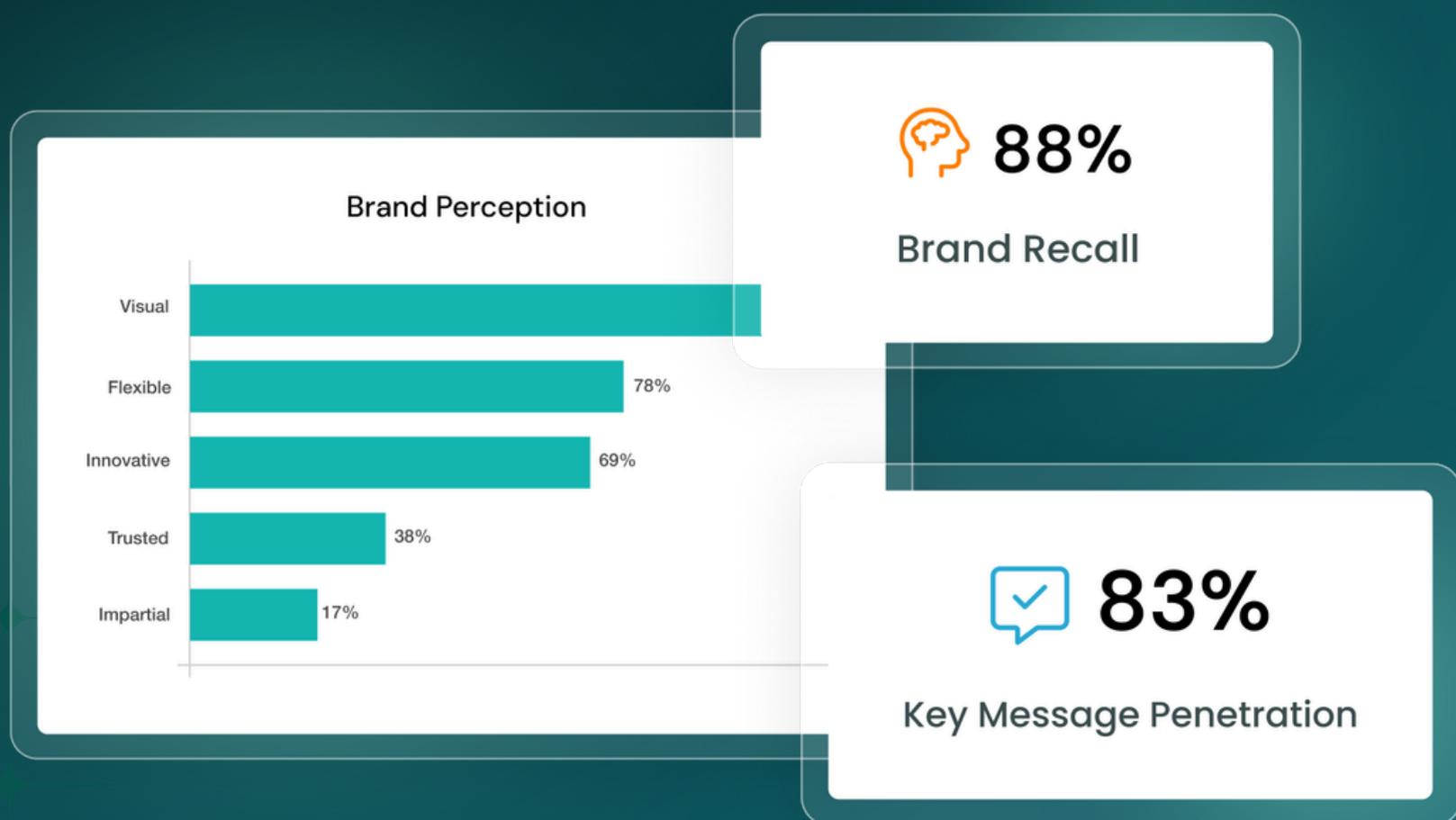


9 Automated PR METRICS

you probably aren't using
(but should)



How PR teams are proving impact in 2026



Attention Earned

The total time people spent actively reading your coverage.

How it proves impact

Shows which stories and campaigns truly captured audience attention.



6.2k hours

Attention Earned



Attention Cost Estimate

The estimated ad spend needed to generate the same attention as your earned media.

How it proves impact

Demonstrates how PR delivers value vs ads and provides a credible alternative to AVE.



\$216.8k

Attention Cost Estimate

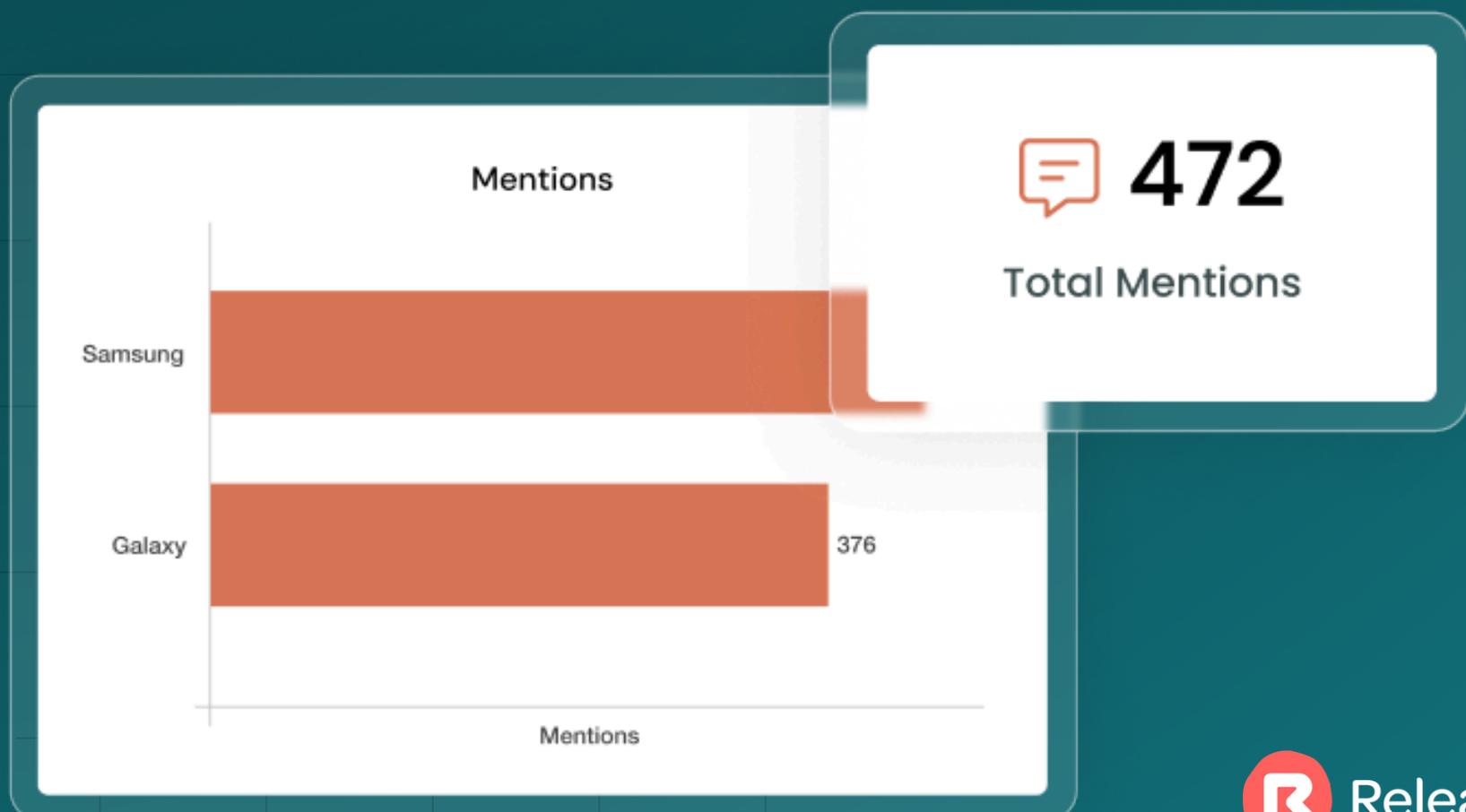


Mentions

The number of times your brand appears in media coverage.

How it proves impact

More mentions = greater visibility and stronger brand recall.



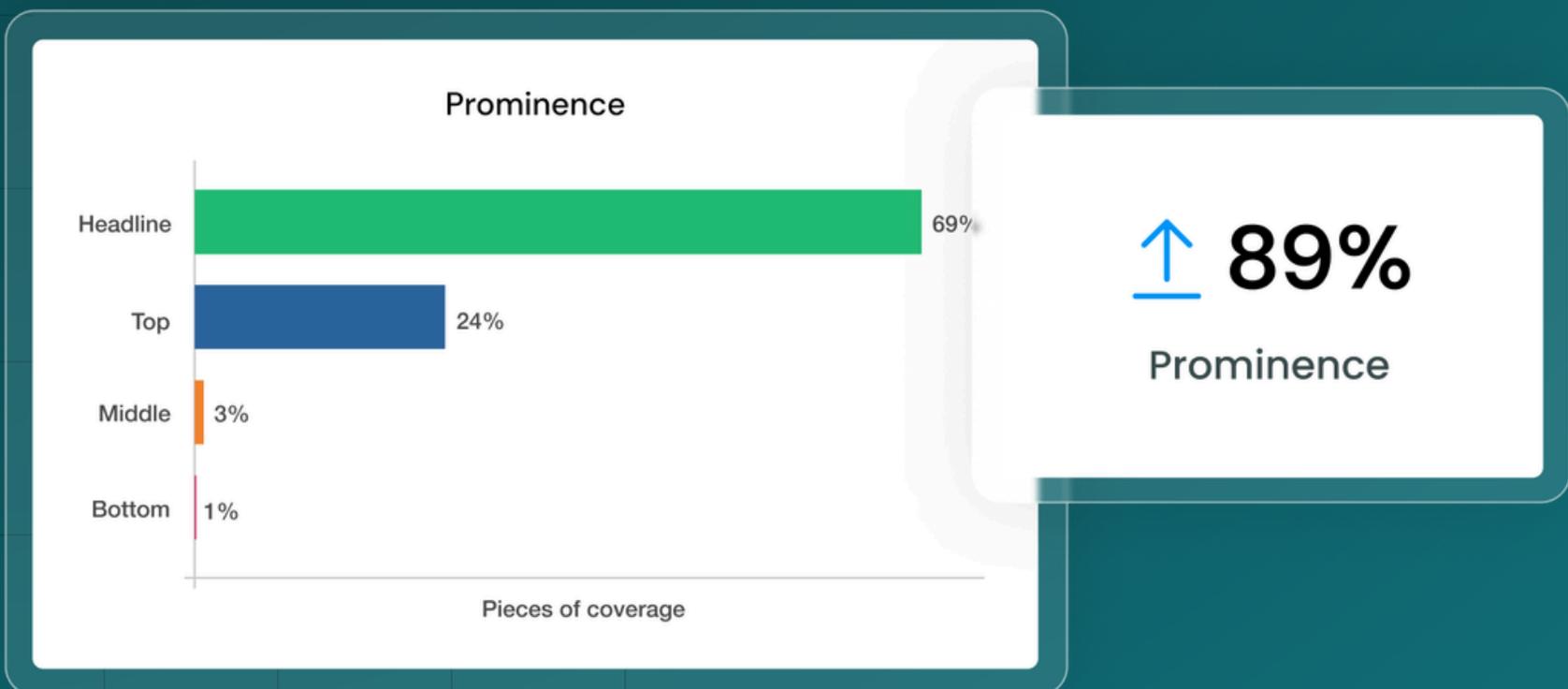


Prominence

Where your brand appears within coverage - headline, top, middle or bottom.

How it proves impact

Higher prominence means greater visibility and stronger brand recall.



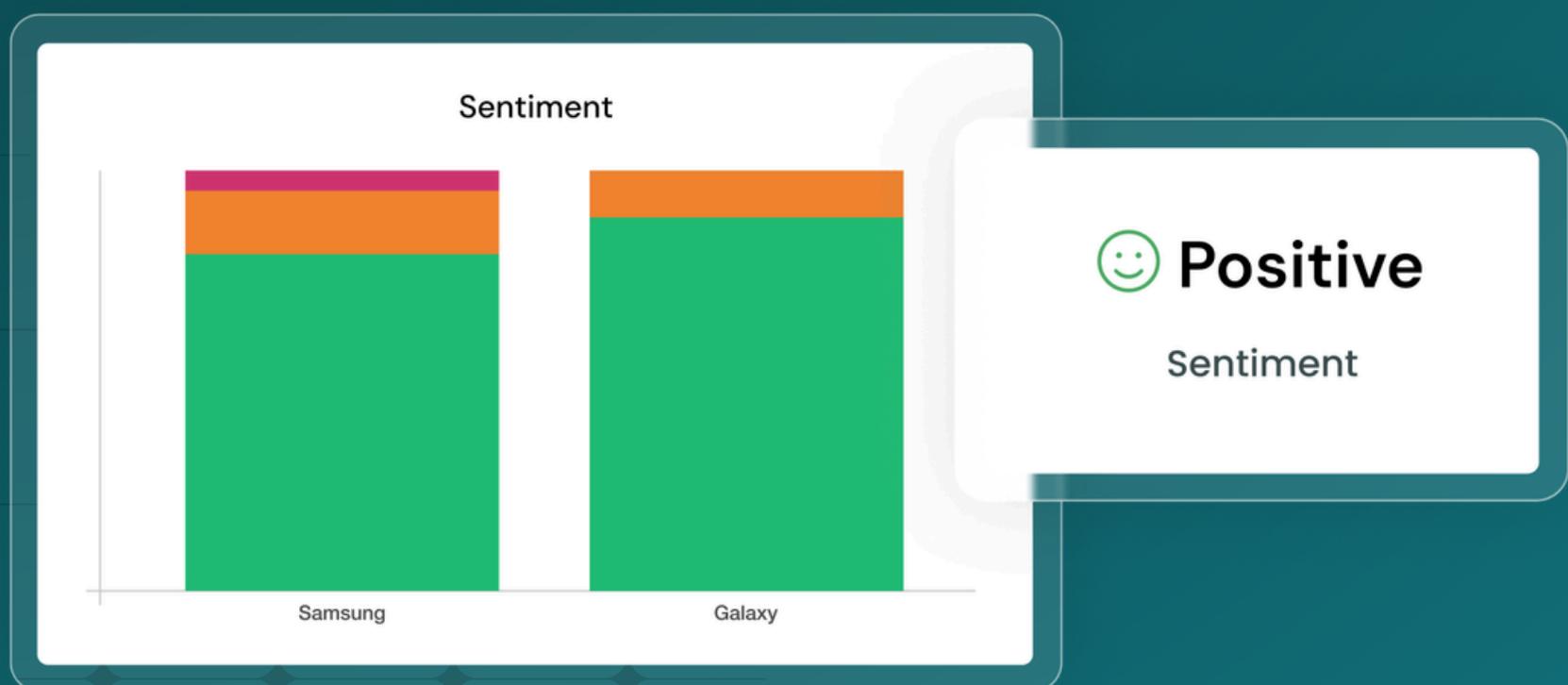


Accurate Sentiment

Measures the tone of your brand within the coverage - not the overall article.

How it proves impact

Accurately shows whether your brand is being portrayed positively, negatively or neutrally.



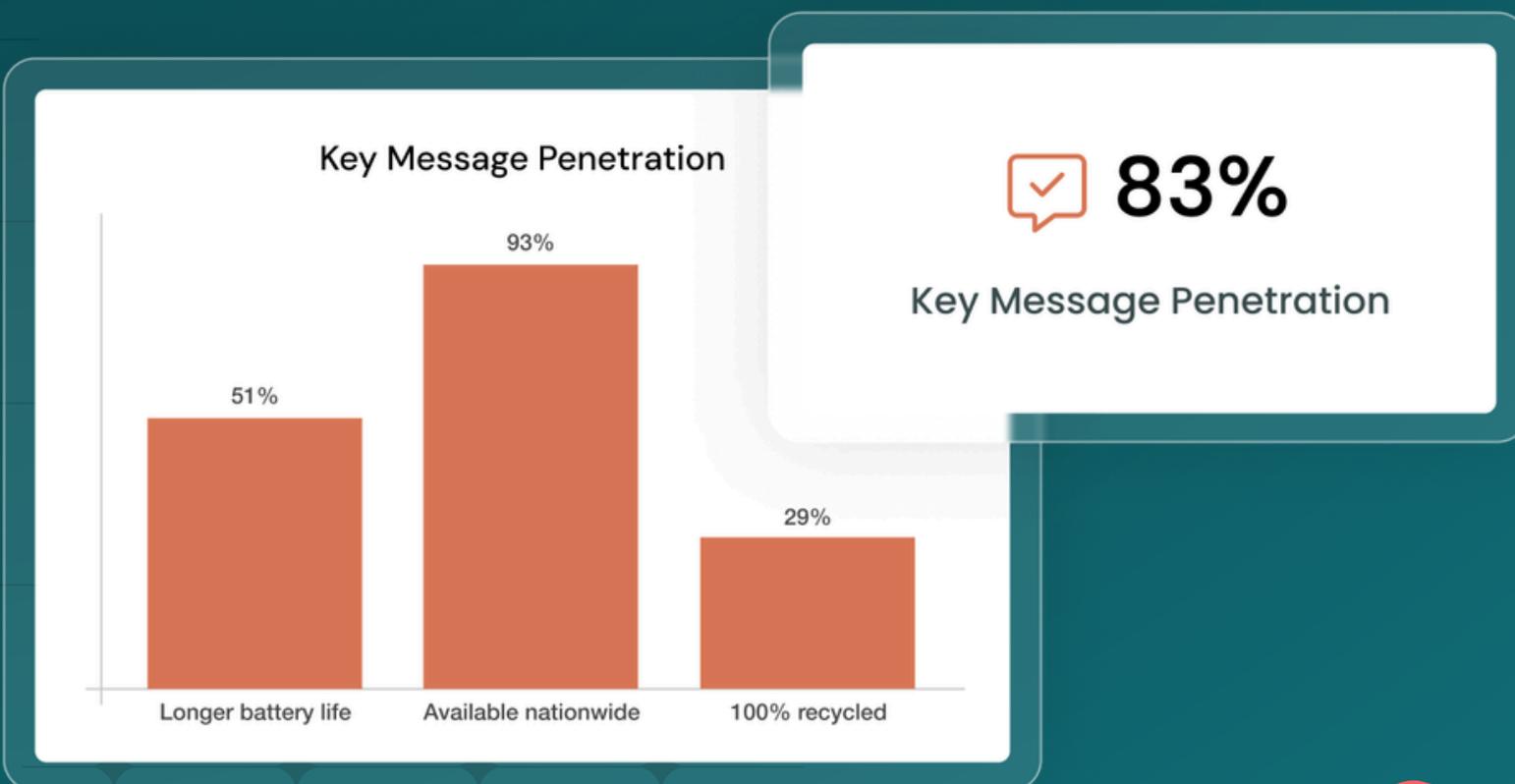


Key Message Penetration

Uses AI to track whether your core messages actually appear in media coverage.

How it proves impact

Shows how effectively PR is communicating what matters most.





Spokesperson Quote Inclusion

Tracks where and how often your spokespeople are quoted in coverage.

How it proves impact

Shows PR is successfully placing brand messages in a human, credible voice.



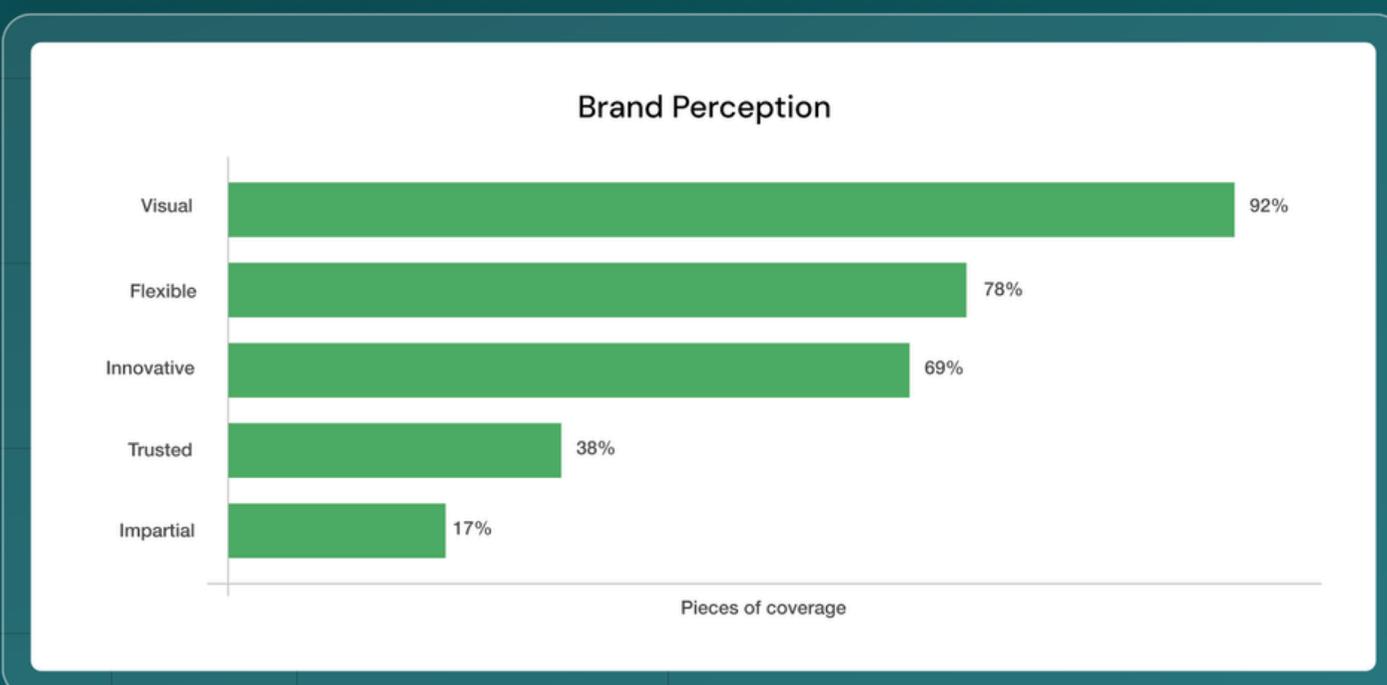


Perception Analysis

Identifies how audiences are likely to perceive your brand based on coverage.

How it proves impact

Shows how PR is positioning your brand in the media - beyond basic sentiment.



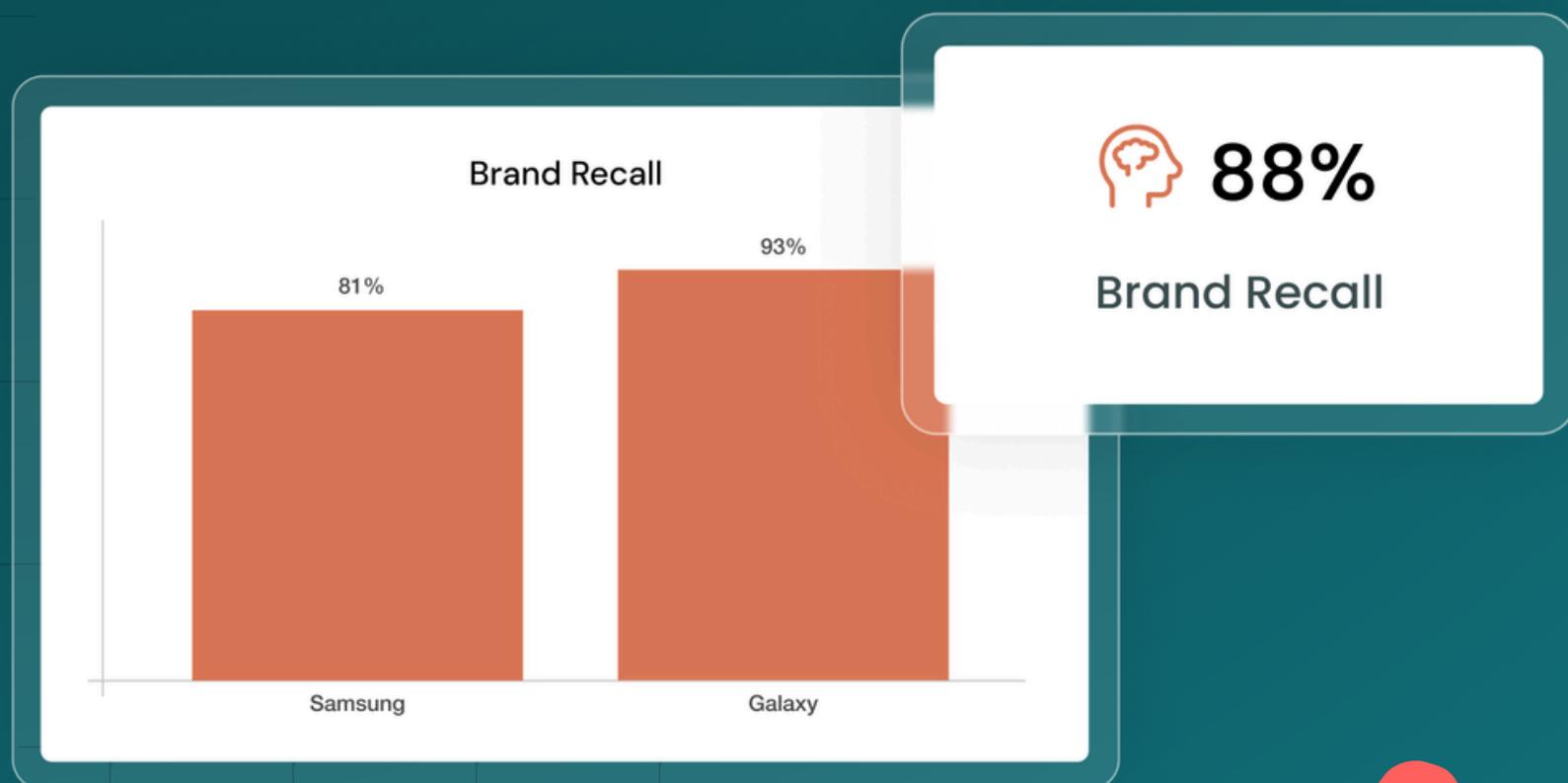


Brand Recall

A score showing how memorable your brand is based on media coverage.

How it proves impact

Indicates how likely audiences are to remember your brand when it's time to buy.



Looking to prove the impact of PR?

Modern PR analysis can now show:

- What captured attention
- How visible your brand was
- Whether messages landed
- How you're being perceived
- What audiences will remember

See how Releasd can help you
streamline PR reporting and prove ROI

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