

#4 MOST-READ REPORT in 2017: 5 Key Public Relations Metrics (Download)



5 KEY PUBLIC RELATIONS METRICS



As a participant in this year's AMEC Measurement Month activities, Universal Information Services has prepared a blog series on five key public relations' measures. There are potentially an infinite number of elements and aspects of a PR campaign you can measure, but the five metrics outlined in this whitepaper can be essential to any program. The importance of

these measures is that they can yield a level of insight helpful to not only your public relations team, but also the executives and stakeholders holding you accountable for their public relations. Each of the five PR metrics represent one day during the third week of Measurement Month. To discuss the finer details of media measurement, or for questions on specific measures, please reach out to me directly. We love helping further the media measurement profession.



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Register & Download – 5 Key Public Relations Metrics

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