

# (eBook) How to Quantify Your PR Impact



## Why a data-centric approach to public relations is no longer optional.

The PR industry has been slow to adopt the meaningful metrics that drive revenue and move business forward. It's become clear that we've reached a tipping point.

When it comes to innovation, tech and new metrics are showing the way forward.

### In this e-book, you'll learn:

- The milestones of this data-driven PR transformation
- Which tech tools you'll need to ensure success
- What trends and disruptions lie ahead

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