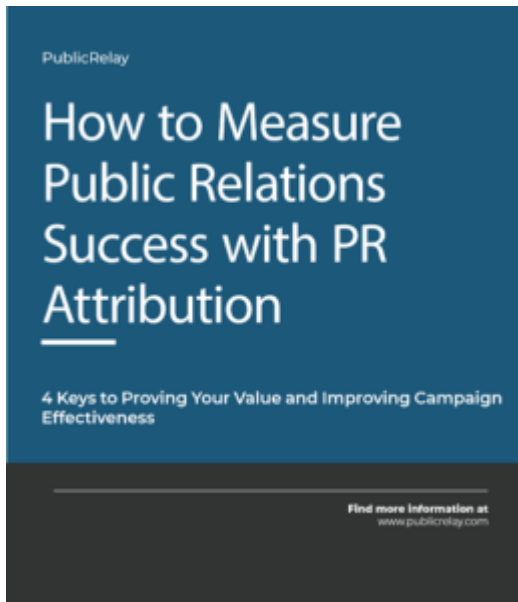


How to Measure Public Relations Success with PR Attribution



Understanding how your work impacts business goals is the key to success in [PR measurement](#) and analysis. This impact, known as PR attribution, is vital to communicators' role as a strategic partner in business.

This report from PublicRelay demonstrates both the importance of using PR attribution in your business and how to implement it effectively. Discover how to:

- Create a PR Attribution and Measurement Plan
- Set your communications goals and metrics effectively
- Correlate communications data with other parts of the business
- Ensure your attribution and measurement are replicable and ethical

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