

2025 PR Performance Report

What inbound and outbound PR actually look like in practice. Based on millions of newsroom visits and campaign sends through Prezly in 2025.

5x

Pitches to small lists get 5x more clicks than mass sends.

62%

Newsroom traffic grew 62% last year. Most of it came from search.

#6

ChatGPT now sends more traffic to newsrooms than Reddit or Twitter/X.

450x

Owned newsroom content is 450x more likely to appear in an AI answer than a press release.

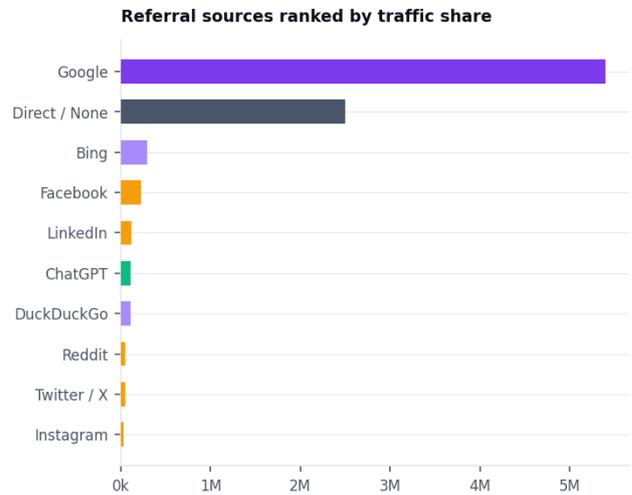
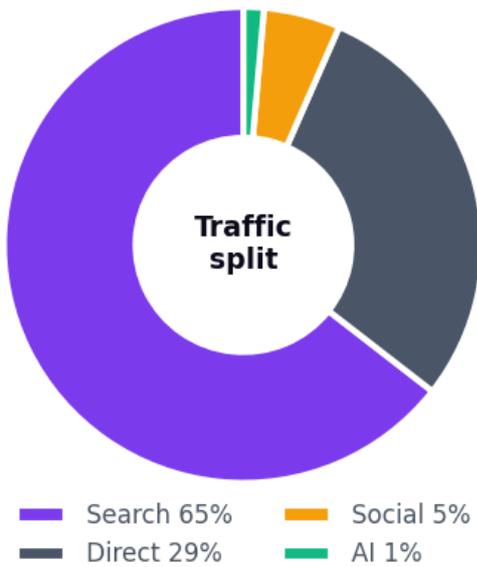
01 · INBOUND: NEWSROOM DISCOVERY

Google sends more people to your newsroom than your pitches do.

Prezly newsroom traffic grew 62% last year. Search and AI are sending people to your newsroom whether you planned for it or not.



Traffic breakdown by source type



Note: Direct / None includes traffic from pitch email links. Most email clients don't pass referrer data, so pitch clicks often appear as direct traffic.

For every person who clicks through from ChatGPT, roughly 50 more saw your content in a response. The visits you track are the tip of the iceberg.

50x

AI impressions for every tracked click · Source: Search Engine Journal

INDUSTRY CONTEXT

When AI answers a question about your brand, it's almost certainly pulling from your newsroom. 450x more likely than a press release, to be exact.

A BuzzStream analysis of millions of AI citations (via Search Engine Journal) looked at PR-related citations specifically. Here's where that content came from:

0.2%

Syndicated PR (Yahoo, MSN)

1.2%

Wire services (PRNewswire etc.)

98.6%

Owned newsroom content

Source: Search Engine Journal · BuzzStream / Citation Labs · ChatGPT, Google AI Mode, and Gemini

"AI's growing role as a discovery engine is remarkable. But for PR and communications professionals, it's essential to remember that AI still depends on existing content."

Shonali Burke · PR and Communications Strategist

More than half your newsroom audience is on a phone.

PR was built for desktop. The audience moved on.

54.7%

Mobile

44.8%

Desktop

1.5%

Tablet

PREZLY PERSPECTIVE

"We see this come up constantly in customer conversations. Teams spend weeks on a press release and then send journalists to a newsroom that falls apart on a phone. The content is good. The experience lets it down. Over half your audience is on mobile. That has to be part of the brief."

Anwer Ismail · Head of Customer Acquisition, Prezly

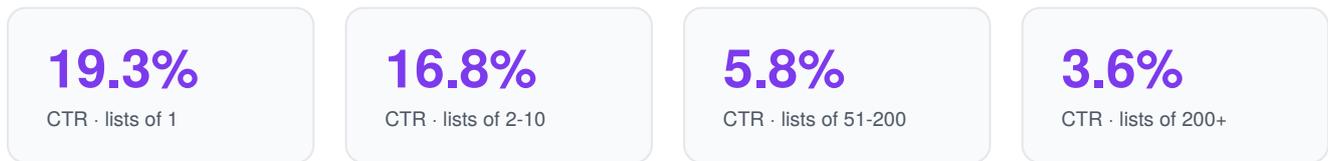
02 · OUTBOUND: CAMPAIGN PERFORMANCE

Better outreach starts with knowing what already works.

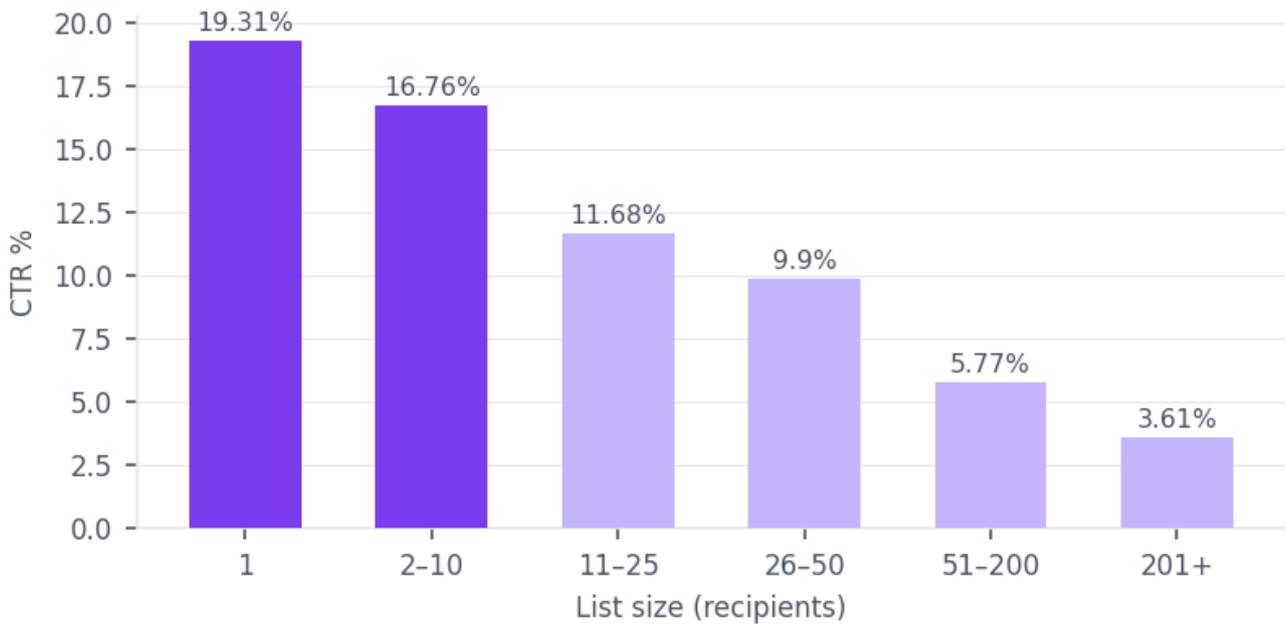
Less volume, better targeting. The data says it every time.

List size drives everything.

The smaller the list, the better it performs. Pitches to 1-10 contacts average 5x the CTR of sends to 200+.



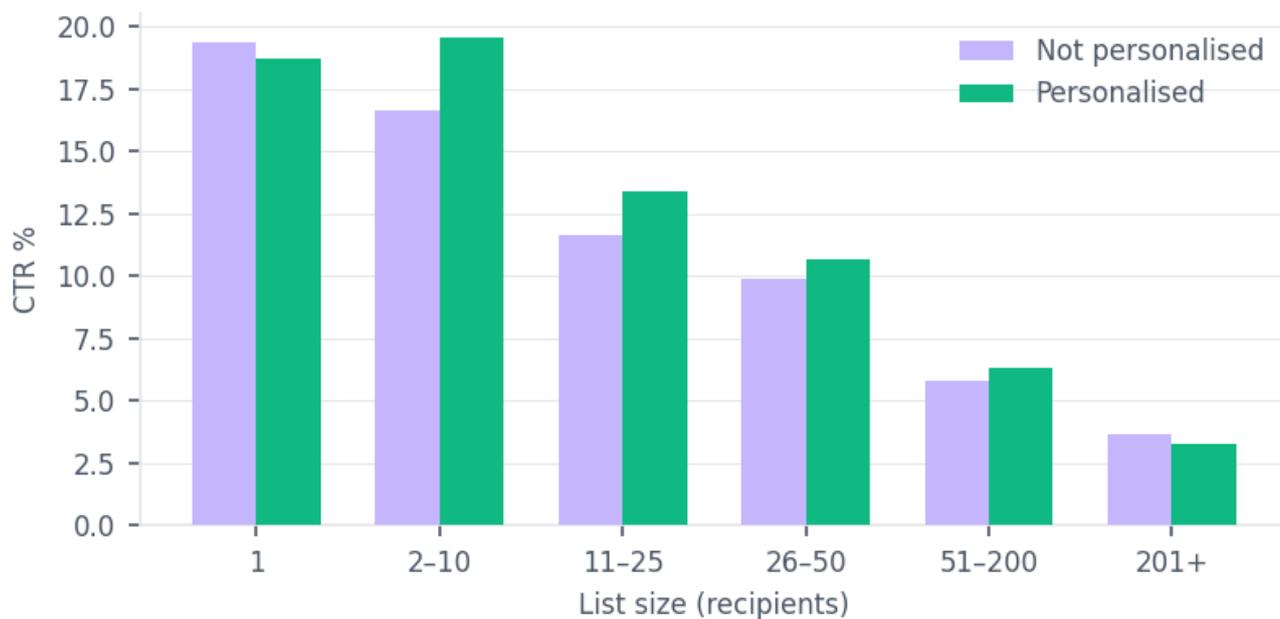
Clickthrough rate by list size



"Smaller outreach lists outperforming larger blasts is a good reminder that relevance beats scale. PR teams don't need more volume; they need tighter targeting, better structure, and a clearer understanding of who should receive what."

Gini Dietrich · Founder and CEO, Spin Sucks · Creator of the PESO Model

CTR: personalised vs. non-personalised



Personalisation amplifies a good list.

The CTR lift is strongest at 2-25 recipients. Personalisation rewards good targeting, it doesn't replace it.

+15%

CTR lift with personalisation

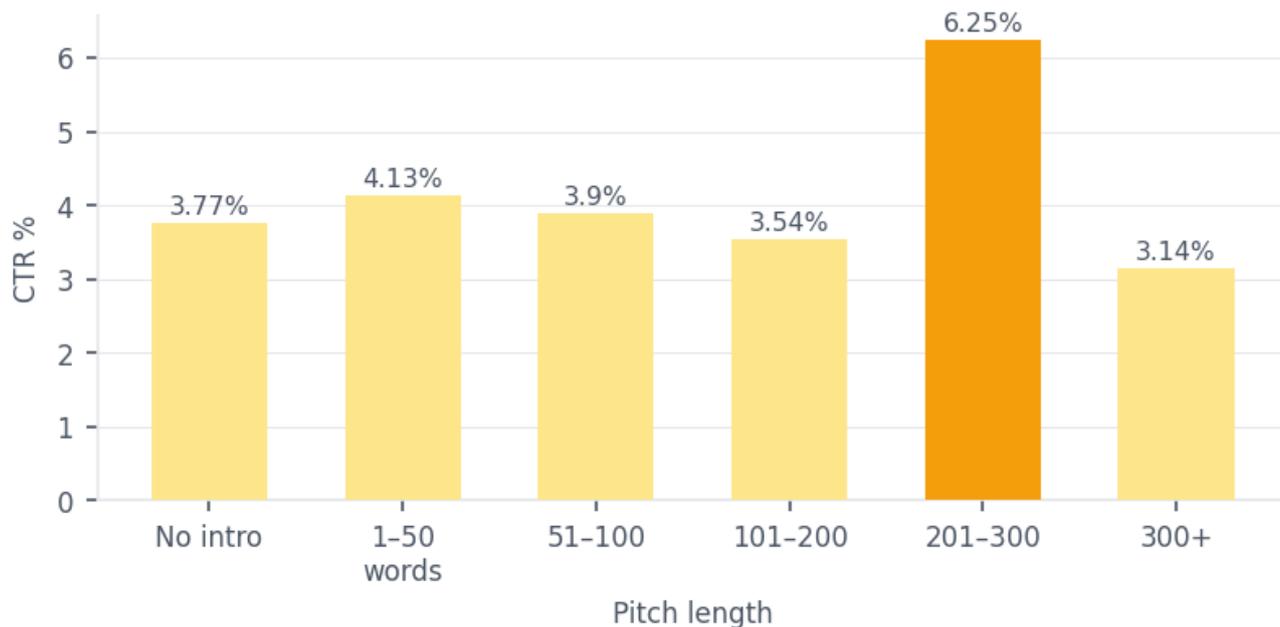
Pitch length has a sweet spot.

The 201-300 word range nearly doubles CTR. Write the right length, not the shortest length.

2x

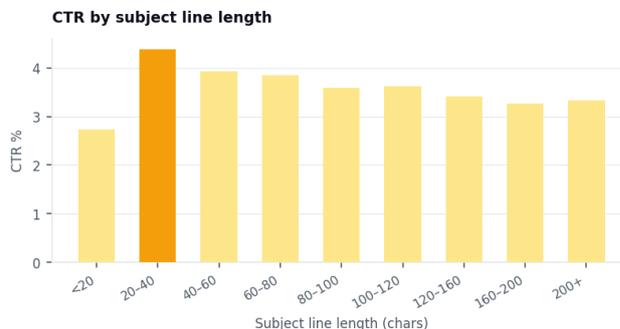
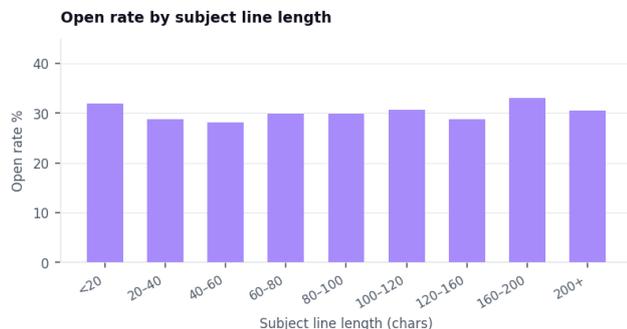
CTR at 201-300 words vs. shorter pitches

Clickthrough rate by pitch length



Subject line length matters less than you think.

Open rate barely moves with subject line length. CTR peaks at 20-40 characters. Very short subject lines underperform.



"Consistently posting up-to-date information about your business means it's more likely to be discovered via search, whether traditional SEO or AI-driven search. These findings underscore the importance of maintaining online content beyond pitching PR campaigns."

Michelle Garrett · PR Consultant, Garrett Public Relations · Author of B2B PR That Gets Results

PREZLY PERSPECTIVE

"The PR teams that struggle to show value are usually the ones measuring the smallest part of what they do. If your report only covers opens and clicks, you are leaving out the traffic your newsroom earns through search, the citations that show up in AI answers, and the direct visits that come weeks after a campaign closes. That is not a small thing to be missing."

Gijs Nelissen · Co-Founder, Prezly

03 · KEY TAKEAWAYS

The best PR teams run inbound and outbound together.

A newsroom that earns search and AI traffic. Outreach that reaches the right people. This data makes the case for both.

NEWSROOM DISCOVERY

01 You're measuring the wrong thing.

Open rates and clicks miss most of what your content does. Search visits and AI citations don't show up in campaign reports.

+62% newsroom traffic YoY

02 Search is your biggest distribution channel.

Search drove more newsroom visits than direct, social, and AI combined. Your press release has a second audience you're probably not writing for.

#1 traffic source across all Prezly newsrooms

03 Wire distribution won't get you into AI answers.

Where you publish determines whether AI finds you. Owned newsroom content gets 450x more AI citations than syndicated PR.

450x more AI citations: owned newsrooms vs. syndicated PR

04 More than half your newsroom audience is on a phone.

Most PR content is still built for desktop. More than half your audience is reading on a phone.

54% of newsroom visits are on mobile

OUTREACH PERFORMANCE

05 Smaller lists outperform larger ones. Every time.

Pitches to 1-10 contacts average 5x the CTR of sends to 200+. Bigger lists don't mean better results.

5x higher CTR, small lists vs. large

06 Personalisation amplifies a good list. It doesn't fix a bad one.

The CTR lift is strongest at 2-25 recipients. Personalisation rewards good targeting, it doesn't replace it.

+15% CTR lift with personalisation

07 **Journalists don't want shorter pitches. They want better ones.**

The 201-300 word range nearly doubles CTR. Write the right length, not the shortest length.

2x CTR at 201-300 words vs. shorter pitches

PREZLY PERSPECTIVE

"We built Prezly to help PR teams do better work. What this data keeps telling us is that a lot of that work is already happening. Teams just have no way to see it. A journalist finds a story through search three weeks after a pitch. A stakeholder reads a release because ChatGPT surfaced it. None of that shows up in the campaign report."

Jesse Wynants · Co-Founder, Prezly



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