DIGITAL PR

Digital PR Statistics 2025

REBOOT

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More than two-thirds **(67.5%)** of companies believe that link-building has a substantial impact on search engine results page (SERP) rankings (Demandsage). This isn't surprising, given that high authority links are indeed one of the key drivers of long-term SEO growth.

However, not all forms of link building are considered equal, and digital PR is considered to be an especially effective link-building strategy that SEOs can leverage to help them earn backlinks from the highest authority publications online at a meaningful scale.

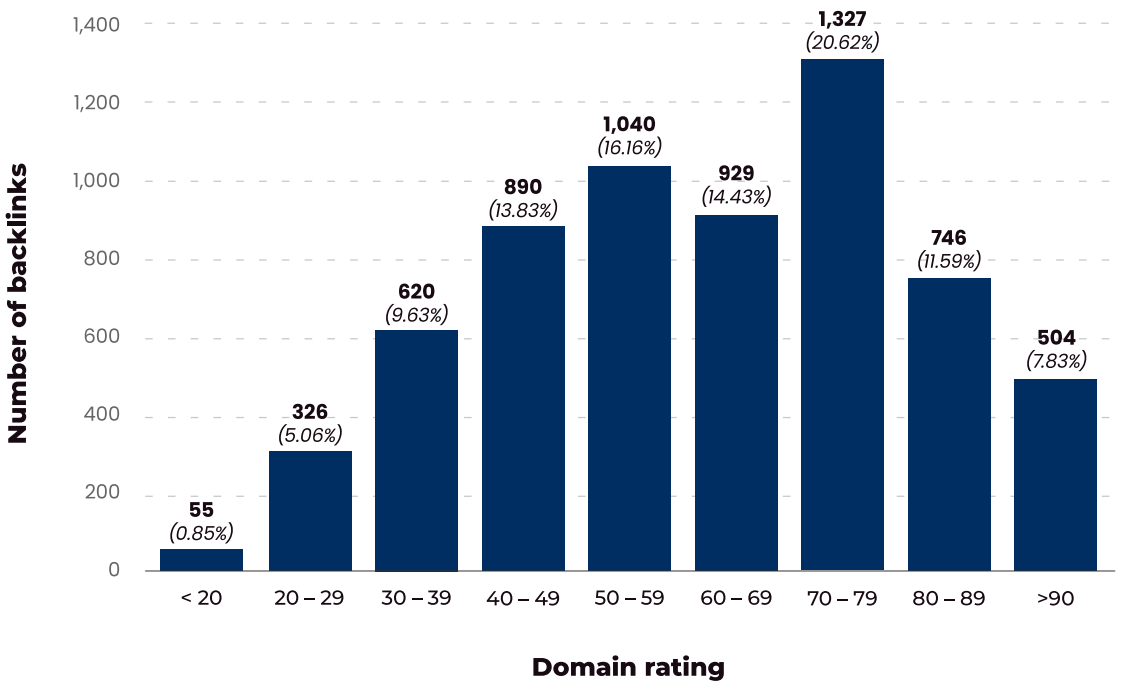
In fact, our analysis of proprietary digital PR backlink data revealed that more than a fifth **(20.62%)** of backlinks acquired via digital PR sit between Ahrefs Domain Rating **70** and **79**.

With this in mind, and as a leading digital PR agency, our team has compiled the latest digital PR statistics for 2025 to inform and educate anyone looking to find out more about this advanced link-building approach.

This statistics report will offer an overview of the current digital PR landscape and provide details on what the future might hold for those working in the digital PR industry, including:

- Most popular types of digital PR campaigns and best-performing ones from 2024
- Average digital PR salary statistics
- Average cost of digital PR, and more.

NUMBER OF BACKLINKS ACQUIRED ACROSS DIFFERENT DOMAIN RATING (DR) BANDS IN 2024



SOURCE: REBOOT ONLINE VIA AHREFS

Top 10 must-know digital PR statistics 2025

1. The average Ahrefs Domain Rating (DR) of a piece of digital PR coverage is around **61**. (Reboot Online)
2. The average Ahrefs URL Rating (UR) of a piece of digital PR coverage is **~11**. (Reboot Online)
3. Just under half **(48.5%)** of digital PR news articles analysed across selected English-speaking countries were found to contain positive sentiment analysis. (Reboot Online)
4. Almost half **(48%)** of backlinks analysed from 2024 generated a follow link, compared to around a third **(33%)** for syndicated ones. (Reboot Online)
5. Digital PR subject lines with questions had a **13%** lower open rate than those that didn't. (Reboot Online)
6. Subject lines containing buzzwords had a **12%** higher open rate, on average, than those that didn't. (Reboot Online)
7. 1 In 5 **(20%)** industry specialists cited digital PR as their most successful link-building strategy. (uSERP)
8. The UK's most popular online news outlet in 2024 was the BBC website, used by almost three-fifths **(59%)** of people to access news. (Statista)
9. Approximately 4 in 5 **(83%)** digital PR professionals turn to media databases to find the right journalist to pitch to. (Superlinks)
10. Just over half **(54%)** of digital PR employees send follow-up emails between 3-6 days after their initial outreach. (Superlinks)

Digital PR campaign statistics

More than two-fifths (42.3%) of digital PR campaigns in 2023–24 by Reboot Online were

data-driven.

Only **0.4%**

of digital PR campaigns were AI-reimagined.

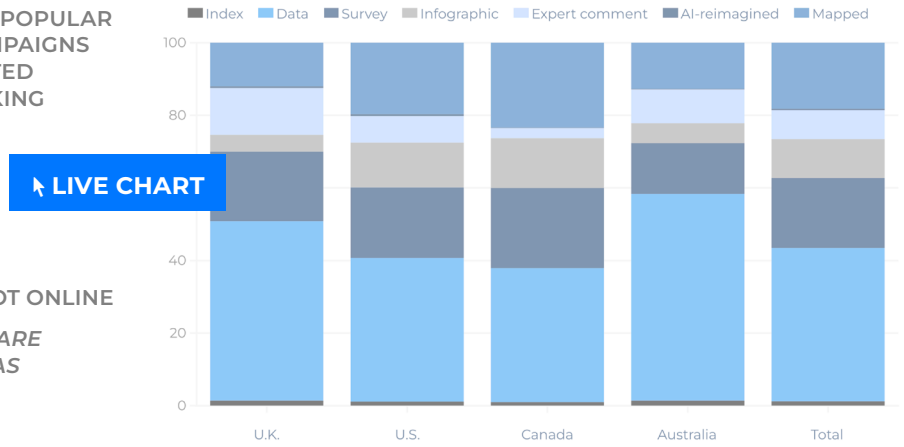
Digital PR campaign statistics

Most popular types of digital PR campaigns

According to an analysis of digital PR statistics by **search marketing agency** Reboot Online, our most common digital PR campaigns between 2023-24 were mainly data-driven. These accounted for more than two-fifths **(42.3%)** of the campaigns analysed during this period.

The largest percentage of digital PR campaigns centred around data was found in Australia, where almost three-fifths **(57%)** fell into this category.

FIGURE 1: MOST POPULAR DIGITAL PR CAMPAIGNS ACROSS SELECTED ENGLISH-SPEAKING COUNTRIES



SOURCE: REBOOT ONLINE

NOTE: FIGURES ARE REPRESENTED AS PERCENTAGES

Those involving surveys and mapping accounted for less than a fifth of digital PR campaigns analysed between 2023-24 (**19.3%** and **18.2%**, respectively).

Incidentally, AI-reimagined digital PR campaigns were the least common of all campaign types during this time, contributing an average of **0.4%** across selected English-speaking countries.

TABLE 1: MOST POPULAR DIGITAL PR CAMPAIGNS ACROSS SELECTED ENGLISH-SPEAKING COUNTRIES

Region	Index	Data	Survey	Info-graphic	Expert comment	AI reimagined	Mapped
UK	1.4%	49.4%	19.2%	4.6%	12.9%	0.5%	12.0%
US	1.1%	39.6%	19.4%	12.4%	7.3%	0.5%	19.7%
Canada	1.0%	36.9%	22.1%	13.7%	2.8%	0.1%	23.4%
Australia	1.4%	57.0%	14.0%	5.5%	9.3%	0.2%	12.7%
Total	1.2%	42.3%	19.3%	10.7%	8.0%	0.4%	18.2%

SOURCE: REBOOT ONLINE

As a leading **data marketing agency**, we know exactly how to transform raw data into compelling narratives. Our range of **case studies** speaks for themselves, including how we used **data-driven digital PR campaigns to earn backlinks**.

Digital PR open rate statistics

Digital PR subject lines with the best open rates

In a study of more than **1,000** subject lines, Reboot Online found that the open rate for digital PR emails to journalists was:

- Around **13%** lower for subject lines phrased as questions compared to those without.
- Just **1%** higher for those with keywords such as 'data', 'study', or 'survey' than those without.
- Only **1%** higher for listicle subject lines compared to non-listicle ones.
- Approximately **12%** higher for those containing buzzwords such as celebrity names, events, and special dates compared to those not containing such words.
- Highest on average for those containing **4 to 8** words (with the sweet spot being somewhere between **4 and 11**).

This suggests that journalists are more likely to open emails with clear, straightforward subject lines that contain buzzwords and are **11 or fewer** words in length.

Open rates for digital PR emails to journalists were

13% lower

for those phrased as questions compared to those that were not.

"As a species, we are naturally inquisitive and seek to explain the world around us. Therefore, email subject lines containing questions should pique this innate curiosity and entice us to find answers.

This should help increase engagement with the reader, especially if it's a question/subject/content relevant to their needs or interests, and boost the chance of them opening your email."

HELENA MANIGLIA
HEAD OF DIGITAL PR

Digital PR backlink statistics

More than

9 in 10 (95%)

pages on Google have **zero backlinks**.

SOURCE: SEMRUSH

More than

4 in 5 (85%)

digital PR specialists think that link-building has a **significant impact on brand authority**.

Digital PR backlink statistics

In an analysis of **11.8 million** Google search results, Backlinko found that:

- A website's overall link authority correlates to a higher ranking on the first page of Google.
- Average Domain Rating (DR) increases by SERP position.
- A website's overall authority had a stronger correlation to rankings than the authority of the page itself (i.e., the URL rating).
- More than 9 in 10 **(95%)** of all pages on Google have zero backlinks.
- Those rankings first in the SERP have around **3.8 times** more backlinks than those in positions **2-10**.

This is supported by research from Semrush, which found that more than half **(55.1%)** of websites analysed without at least 1 backlink did not break into the top 10 search results.

They also found that more than 9 in 10 **(92.3%)** of the 100 top-ranking domains have at least **1** backlink.

Ahrefs's Content Explorer tool discovers around **10 million** new web pages every **24 hours**.

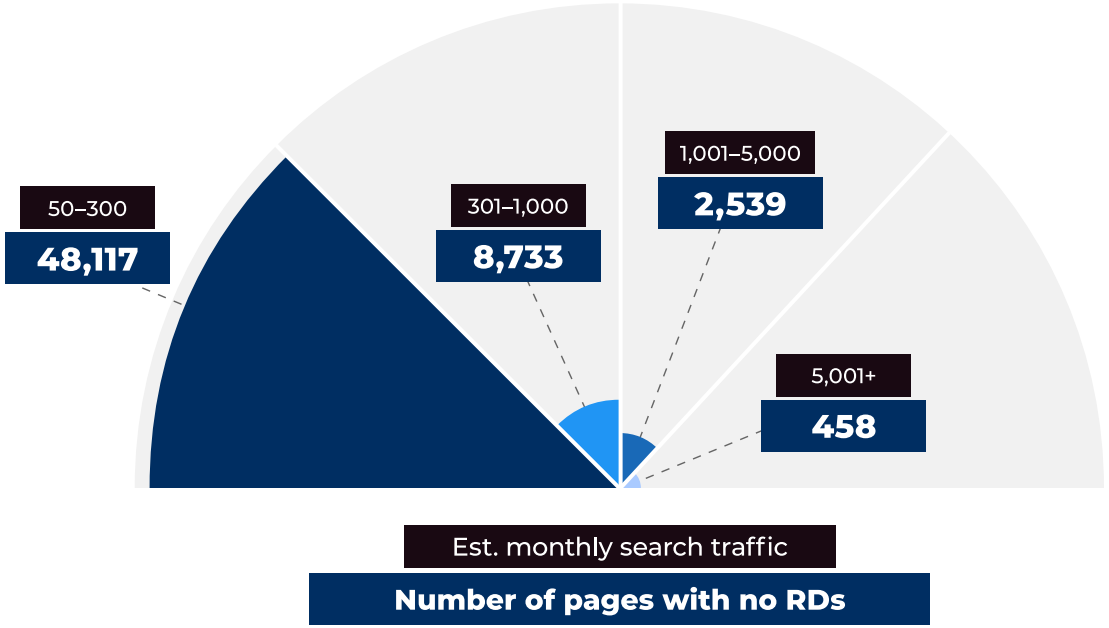
In a study of 14 billion pages, Ahrefs found that a remarkable **95.55%** get no traffic at all from Google, and just **0.07%** (around **9.8 million** pages) get more than 1,000 visits.

They also highlighted:

- A clear correlation between the number of websites linking to a page and its traffic. For example, those with an average of 1 referring domain (RD) were typically getting **less than 1,000** visitors a month. By the time your page has a median RD of four, the estimated monthly search traffic rises to **1,000-1,500**.
- As the average number of referring domains increases, so does the number of monthly searches, **up to 10,000** a month for those with **9** RDs.
- The same trend is apparent for the number of **top 100** keyword rankings. Those with **1 or 2 RDs** can expect fewer than **1,000** keyword rankings in the top 100 compared to **6,000-6,500** for those with around 100 RDs.
- By the time a web page gains **130 RDs**, the estimated number of **top 100** keyword rankings is typically between **9,500** and **10,000**.

Digital PR backlink statistics

FIGURE 2: ESTIMATED MONTHLY SEARCH TRAFFIC FOR WEB PAGES WITH NO BACKLINKS



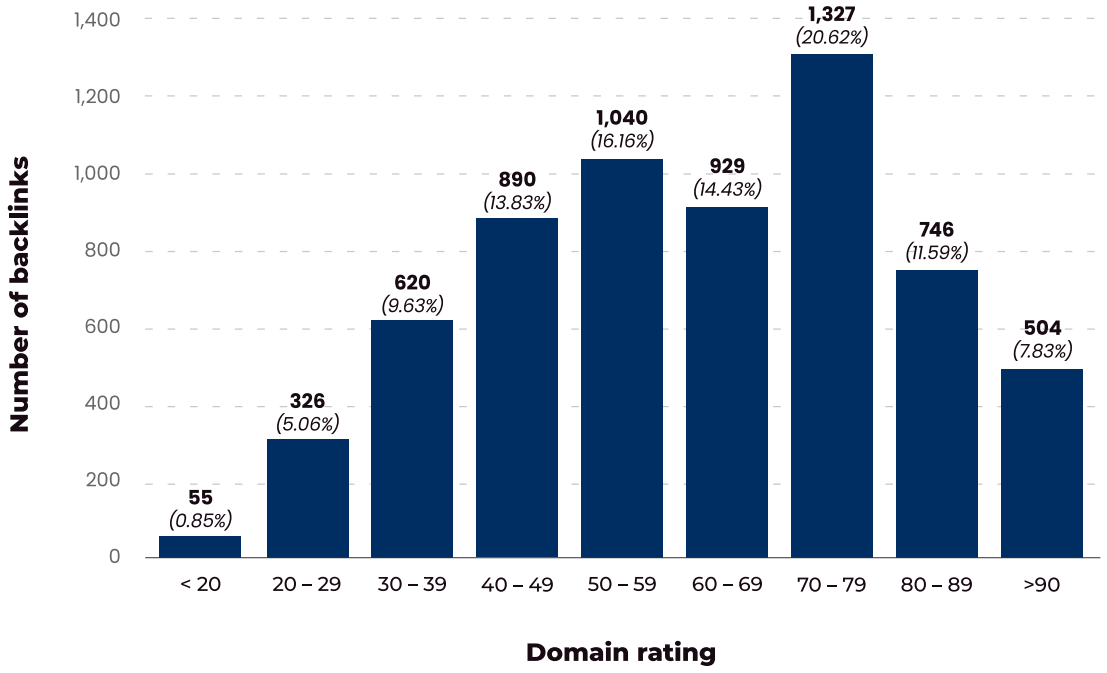
SOURCE: AHREFS

Generally speaking, as the estimated monthly search traffic increases, the number of pages with no Referral Domains (RDs) decreases.

Analysis by Ahrefs shows that there are around **48,117** web pages with no RDs that have an average of **50–300** searches per month. This figure is around **5.5** times smaller for those with an estimated monthly search traffic of **301–1,000**.

By the time a site receives more than 5,000 monthly searches, the number of pages with no RDs drops to around **458** (around **0.8%** of the total).

FIGURE 3: NUMBER OF BACKLINKS ACQUIRED ACROSS DIFFERENT DOMAIN RATING (DR) BANDS IN 2024



SOURCE: REBOOT ONLINE VIA AHREFS

Digital PR backlink statistics

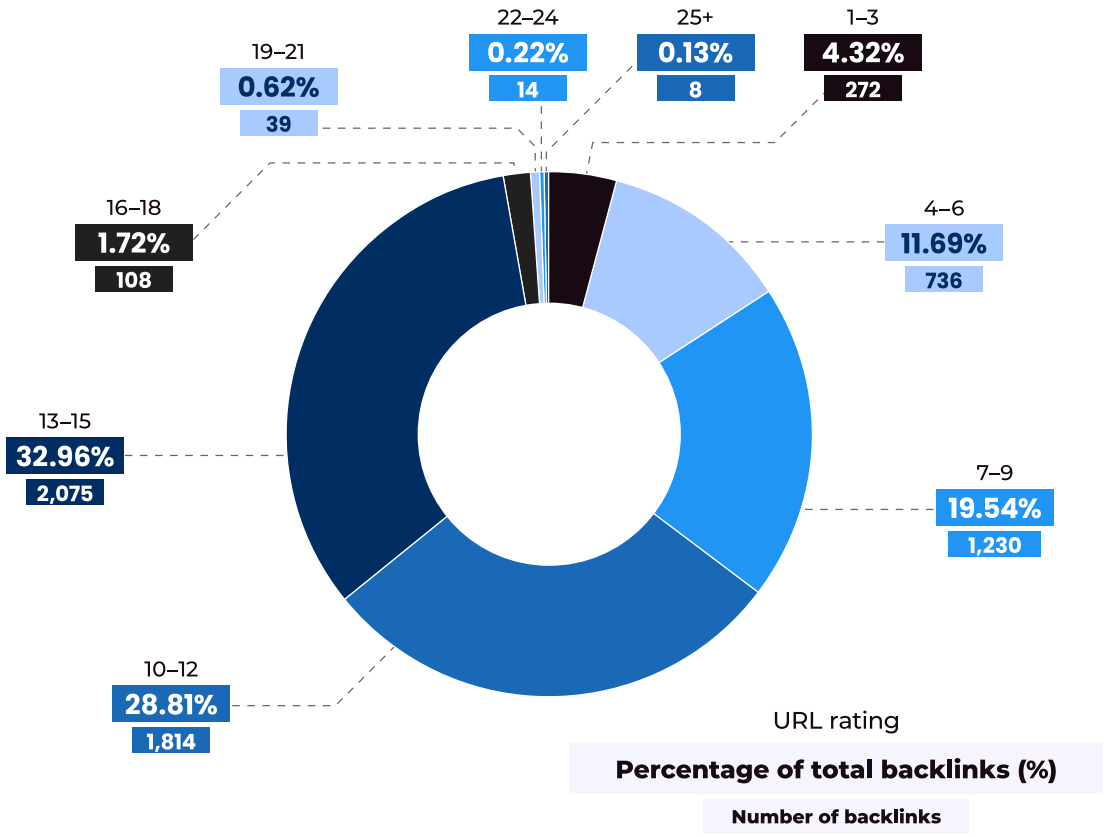
> "Gaining backlinks from sites with a higher domain rating (DR) is beneficial for many reasons. These sites are usually more authoritative, making your campaign/content more likely to gain links from other reputable sites. This, in turn, creates a stronger backlink profile, which should have a positive impact from an SEO perspective – bolstering your search engine rankings and increasing your visibility for new and existing users."
>
> **JAMES OLLIVER**
> ACCOUNT DIRECTOR

According to our analysis of internal backlink data, the average Ahrefs Domain Rating (DR) of a piece of digital PR coverage in 2024 was **61**.

We also found that:

- More than a fifth **(20.62%)** of backlinks acquired throughout the year had a DR between **70–79**, making it the most common group from our results.
- This was followed by around a sixth **(16.16%)** in the mid-range of DR **50–59**.
- Around 1 in 13 **(7.83%)** backlinks have a **DR of 90 or above**. This represented around a quarter **(27.8%)** more than those with a DR of **less than 30**.

FIGURE 4: NUMBER OF BACKLINKS ACQUIRED ACROSS DIFFERENT URL RATING (UR) BANDS IN 2024



SOURCE: REBOOT ONLINE VIA AHREFS

Digital PR backlink statistics

Further analysis of digital PR backlink statistics reveals that the average Ahrefs URL Rating (UR) of a piece of digital PR coverage in 2024 was around **11**.

Almost a third **(32.96%)** of our digital PR backlinks acquired during this time had a URL rating between **13-15**, followed by more than a quarter **(28.81%)** for those rated **10-12**.

Opinions on link-building and digital PR

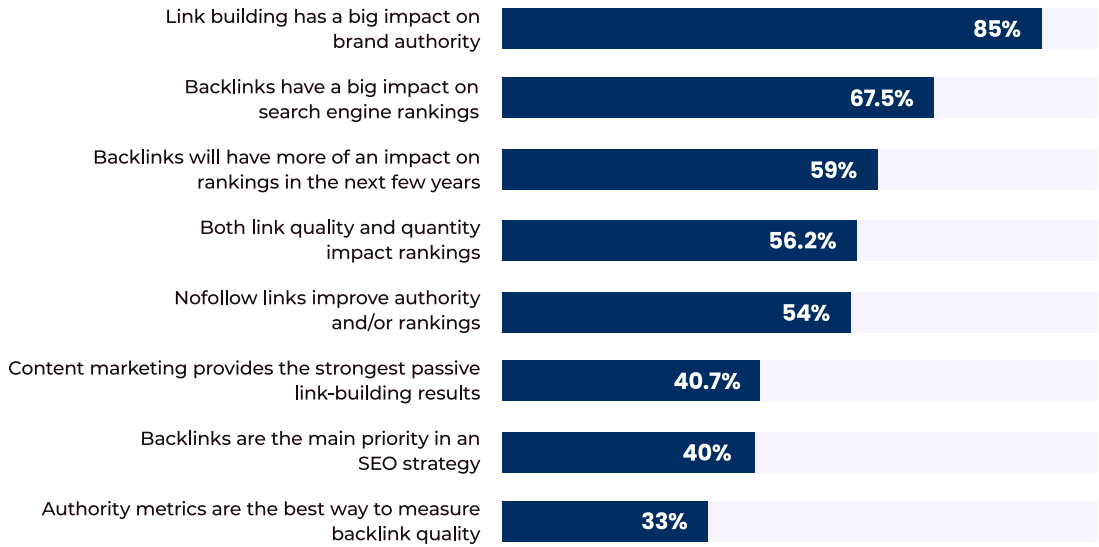
According to the latest content marketing statistics, businesses make link building a priority, with nearly all **(95%)** companies surveyed in 2024 admitting it forms part of their content marketing strategy.

This is supported by research from uSERP that found more than 4 in 5 **(85%)** people working in digital PR believe that link-building has a big impact on brand authority.

Get in touch to see how we can help elevate your brand recognition, awareness, and outreach potential through the power of data.

GET IN TOUCH

FIGURE 5: DIFFERENT OPINIONS TOWARDS LINK-BUILDING IN DIGITAL PR



SOURCE: USERP

Percentage of respondents who agree believe this (%)

This was followed by:

- More than two-thirds **(67.5%)** felt that backlinks have a big impact on search engine rankings.
- Almost three-fifths **(59%)** believed that backlinks will have more of an impact on rankings in the future.
- Just 1 in 3 **(33%)** claimed authority metrics were the best way to measure backlink quality, with 2 in 5 **(40%)** seeing backlinks as a main priority for their SEO strategy.

Digital PR backlink statistics

Most common link-building tactics

TABLE 2: MOST COMMON LINK-BUILDING TACTICS

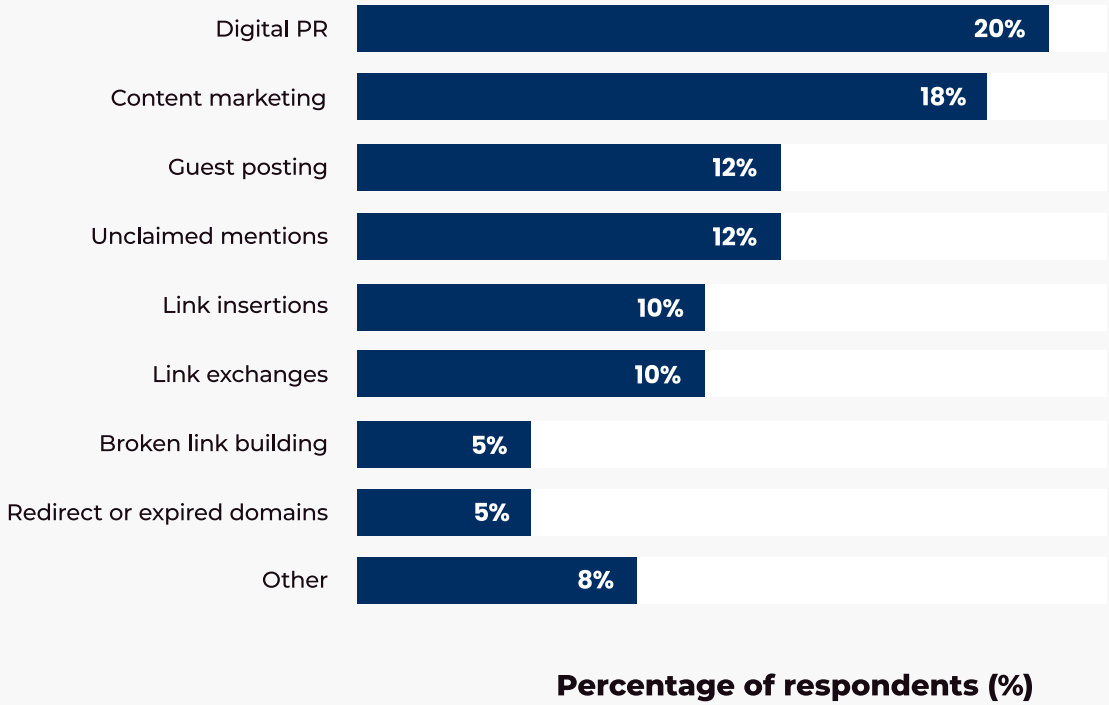
Link-building tactic	Percentage of respondents (%)
Digital PR	16%
Content marketing	13%
Guest posting	12%
Link insertions	10%
Link exchanges	10%
Unclaimed mentions	10%
Directory link building	9.5%
Other	19.5%

SOURCE: USERP

Digital PR is the most common link-building tactic used within the industry, with almost 1 in 6 **(16%)** specialists claiming this is their primary method of acquiring links.

This was followed closely by content marketing **(13%)** and guest posting **(12%)** as popular approaches to gaining links from journalists and target publications.

FIGURE 6: WHICH LINK-BUILDING TACTICS PROVIDE THE BEST RESULTS?



SOURCE: USERP

Digital PR backlink statistics

Around 1 in 5 **(20%)** industry specialists cited digital PR as their most successful link-building strategy, followed very closely by content marketing **(18%)**.

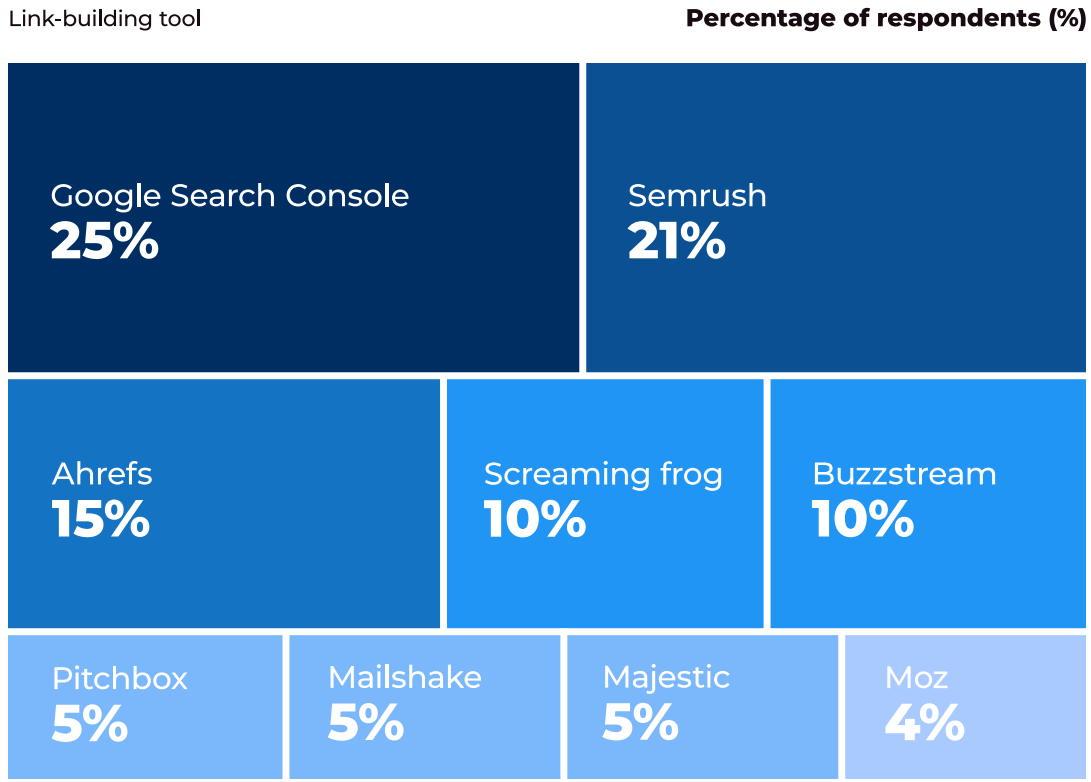
Approximately 1 in 8 **(12%)** felt that guest posting or unclaimed mentions yielded the best results when it came to acquiring links, followed by 1 in 10 **(10%)** who believed link insertions or link exchanges were the best approach to link building.

Want to take this one step further? Check out our **hyper-relevancy link-building** strategy and see how data-led, comprehensive content can help secure links to high-authority sites and grow organic links over time to bolster your SEO efforts.

READ MORE

Digital PR is just one example of what we offer at Reboot Online. For more information, check out some of the other **professional SEO services** in our repertoire, including **paid media**, the use of **AI and SEO**, and **digital growth consultancy**.

FIGURE 7: MOST POPULAR TOOLS FOR LINK BUILDING IN DIGITAL PR



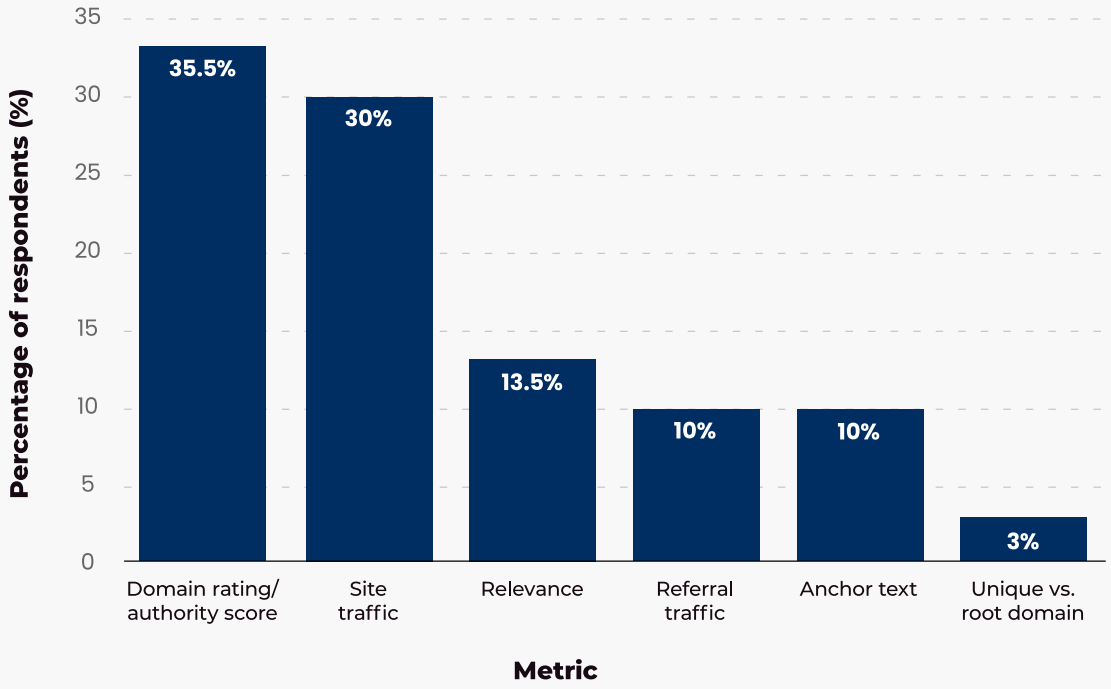
SOURCE: USERP

Digital PR backlink statistics

According to a survey by uSERP, the most popular tool for link-building in digital PR is Google Search Console (GSC), with around a quarter **(25%)** of those in the industry using this as their primary tool for gaining links.

This is followed by just over a fifth **(21%)** who mainly use Semrush and just under a sixth **(15%)** who predominantly use Ahrefs.

FIGURE 8: MOST POPULAR METRIC USED TO MEASURE THE QUALITY OF BACKLINKS IN DIGITAL PR



SOURCE: USERP

The main metric used by those working in digital PR to measure the quality of backlinks is the domain rating (DR) or domain authority (DA) of the site in question.

In all, more than a third **(33.5%)** of digital PR specialists rate this as their most popular metric, followed by just under a third **(30%)** who gravitate towards site traffic as the primary measure for backlink quality.

Less than 1 in 7 **(13.5%)** claim to use relevance to determine the quality of backlinks in digital PR.

TABLE 3: MAIN KPIS WHEN DETERMINING THE SUCCESS OF LINK-BUILDING STRATEGIES IN DIGITAL PR

KPI	Percentage of respondents (%)
Traffic increase	22.5%
Ranking increase	19%
Referral traffic	13%
Sales conversions	13%
New unique domains	12%
Total links	10.5%
DR increase	10%

SOURCE: USERP

Digital PR backlink statistics

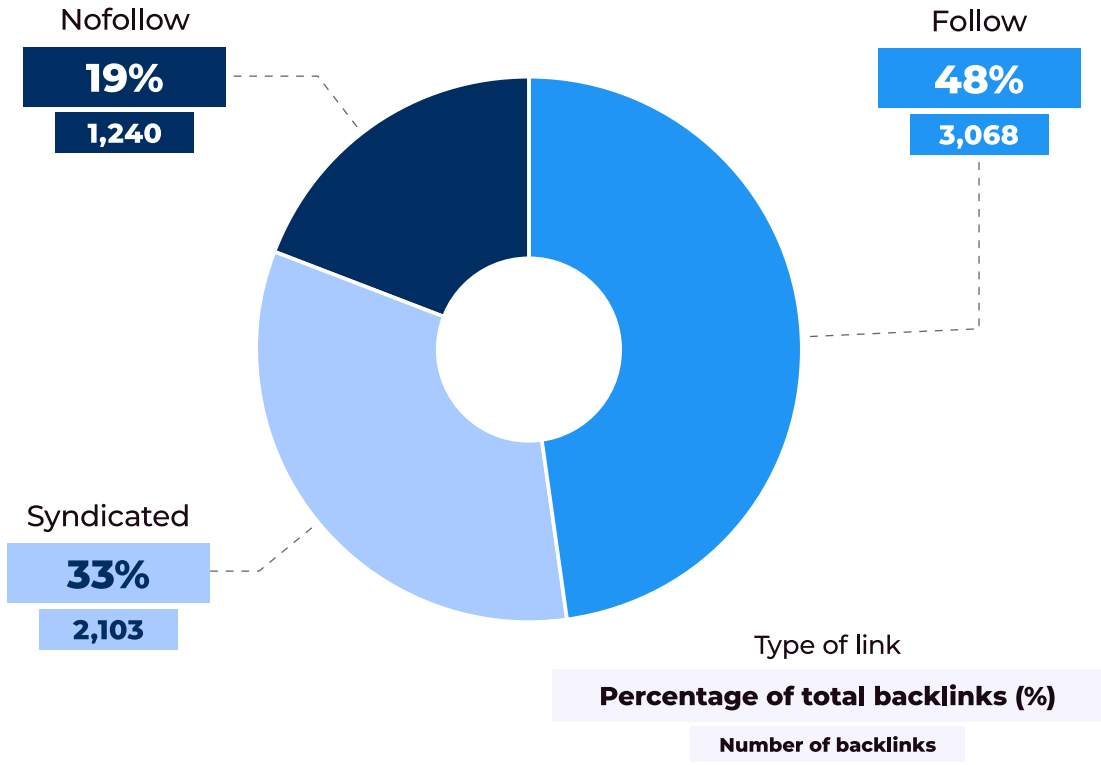
The most popular KPI used in digital PR to determine a successful link-building strategy is the extent to which traffic has increased.

According to a survey by uSERP, just over a fifth **(22.5%)** of digital PR specialists use this as their primary KPI for success metric when it comes to link-building, followed by just under 1 in 5 **(19%)** who opt for an increase in rankings.

An equal percentage **(13%)** feel that the amount of referral traffic or sales is the most important KPI when it comes to judging the success of a link-building campaign in digital PR.

For more information, check out our case study on how we **increased organic traffic revenue using digital PR** by acquiring over 200 links across 12 campaigns for one of our clients.

FIGURE 9: NUMBER OF DIGITAL PR BACKLINKS BY LINK TYPE



SOURCE: REBOOT ONLINE VIA AHREFS

Digital PR backlinks statistics by type of link

Digital PR statistics reveal that almost half **(48%)** of backlinks analysed from 2024 generated a follow link, compared to around a third **(33%)** for syndicated ones.

By contrast, just under 1 in 5 **(19%)** backlinks gained throughout the year acquired a nofollow link.

Digital PR backlink statistics

Digital PR backlinks statistics by topic/theme

Based on an analysis of more than **6,200** acquired backlinks from digital PR campaigns in 2024, more than a sixth **(17.09%)** represented the news/media industry, making it the most popular category for digital PR backlinks in our study.

TABLE 4: NUMBER OF DIGITAL PR BACKLINKS BY CATEGORY

Category	Number of backlinks	Percentage of total backlinks (%)
News/media industry	674	17.09%
News/newspapers	524	13.29%
Regional/Europe	268	6.80%
Computers/internet/on the web	261	6.62%
Reference/education	149	3.78%
Recreation/travel	147	3.73%
Society/people	125	3.17%
Business/arts and entertainment	118	2.99%
Business	105	2.66%
Business/construction and maintenance	88	2.23%
World/Deutsch	80	2.03%
News/magazines and e-zines	66	1.67%
Health/dentistry	57	1.45%
Society	56	1.42%
News	56	1.42%

SOURCE: REBOOT ONLINE VIA AHREFS

Read more on how we have achieved this with different clients across varying niches:

- Building top-tier links at scale in the travel industry
- Earning high DR links for an iGaming site
- Creating high-quality content to achieve high authority links
- Gaining global top-tier coverage in the iGaming industry
- Increasing organic clicks with digital PR and a technical SEO strategy

How are news publications sharing digital PR campaigns?

The BBC website was **the most popular news outlet** in the UK in 2024, used by almost

three-fifths (59%)

of people to access news updates.

Business and the economy were the **most popular industries** from digital PR news articles in 2023–24, accounting for **more than**

1 in 5 (22%).

Just under

half (48.5%)

of news articles analysed in 2023-24 **had positive sentiments**, with just over **a fifth (22.4%)** for negative.

How are news publications sharing digital PR campaigns?

Most popular online media outlets for digital PR

It's estimated that the average American spends around 8 hours per day digesting digital media. This is perhaps unsurprising given that analysis by Reboot Online found online news to be the main source of information for almost three-quarters **(72%)** of Americans when it came to news stories and current affairs.

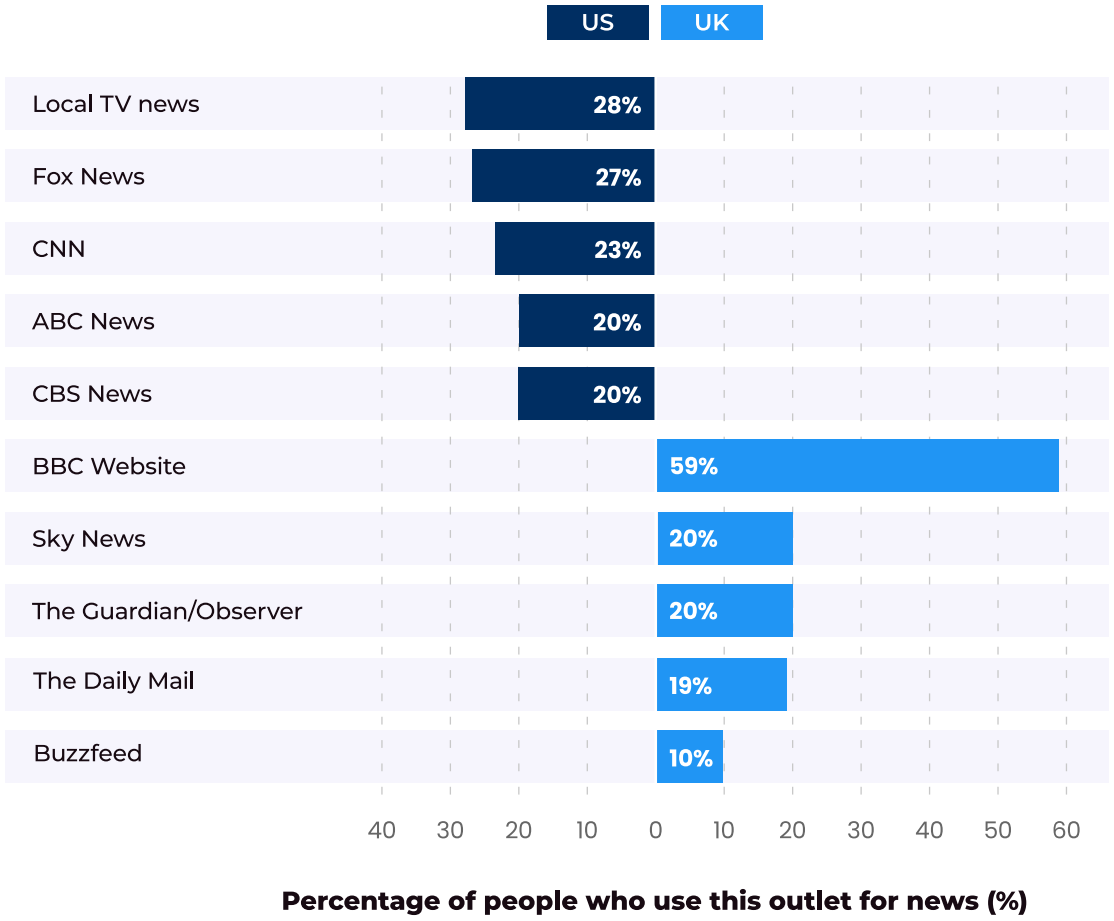
This trend is apparent in other parts of the world too, notably the UK, when the internet replaced TV as the most popular news source for the first time in 2024 (**71%** vs. **70%**, respectively).

The UK's most popular online news outlet in 2024 was the BBC website, used by almost three-fifths **(59%)** of people throughout the year to access news.

Around a fifth **(20%)** of people either went to Sky News or The Guardian/Observer as their primary source of online news, followed closely by The Daily Mail **(19%)**.

Conversely, in the US, the split between online news outlets was much more even in 2024. Local TV news was the most popular source for just over a quarter **(28%)** of people, followed by Fox News **(27%)**.

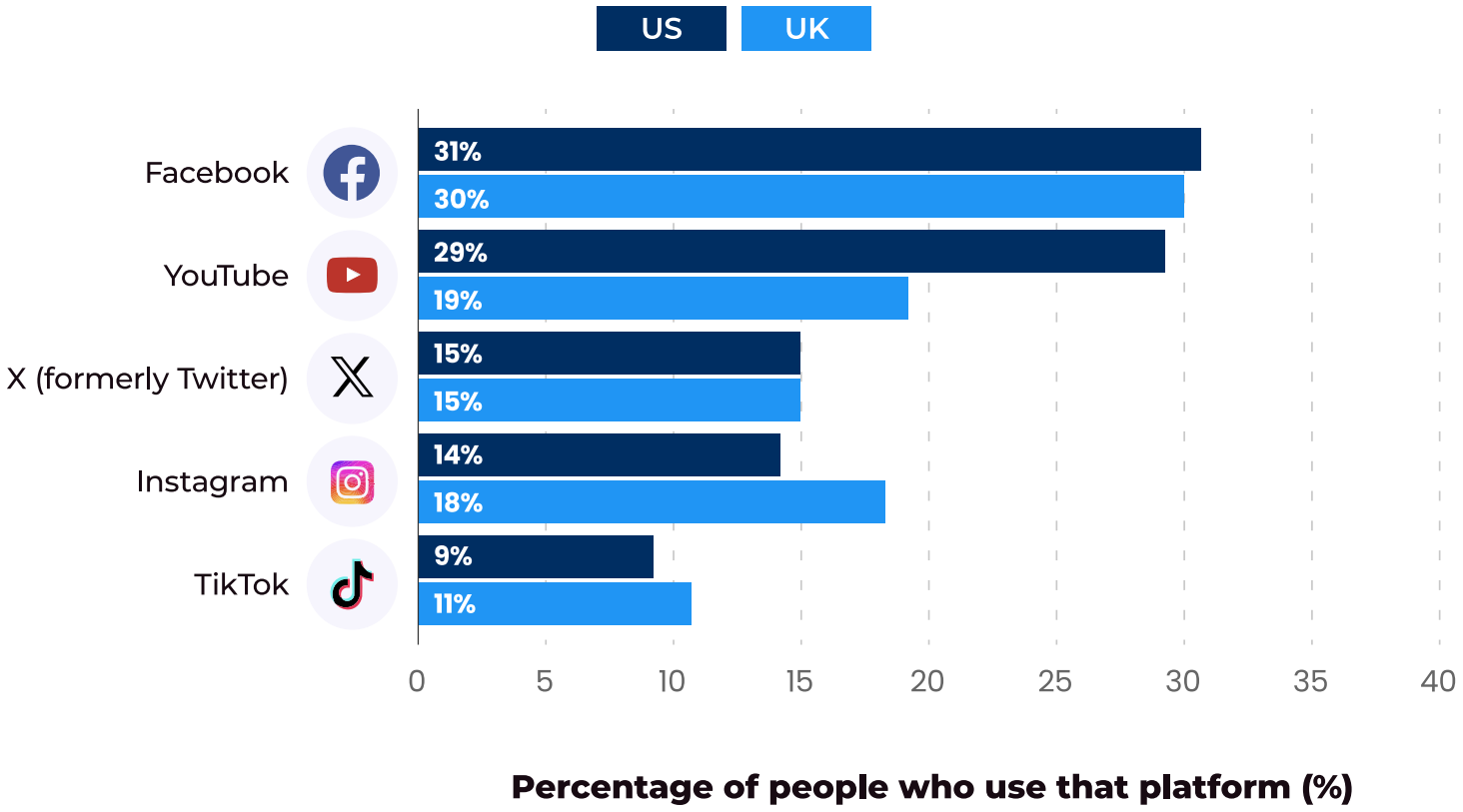
FIGURE 10: TOP MEDIA OUTLETS FOR ONLINE NEWS IN THE US AND UK (2024)



SOURCE: REUTERS INSTITUTE, UNIVERSITY OF OXFORD, AND OFCOM

How are news publications sharing digital PR campaigns?

FIGURE 11: TOP SOCIAL MEDIA, MESSAGING, AND VIDEO NETWORKS FOR NEWS IN THE US AND UK (2024)



SOURCE: REUTERS INSTITUTE, UNIVERSITY OF OXFORD, AND OFCOM

As of 2024, Facebook was the most popular social media platform for news in the UK and the US, with just under a third of adults from each country using it to access news updates regularly (**30%** and **31%**, respectively).

This is contrasted by just under 1 in 3 **(29%)** adults in the US who use YouTube to access the news, compared to less than 1 in 5 **(19%)** UK adults.

In 2020, around **1%** of adults in the UK used TikTok to obtain news information – a figure that rose to **11%** in 2024 (the largest increase across all social media platforms during this time). This is compared to less than 1 in 10 **(9%)** US adults who turn to TikTok when it comes to watching the news via social media.

Learn how you can get more leads and enquiries with a **local SEO company** by ranking at the top of the organic search results in your niche.

How are news publications sharing digital PR campaigns?

Most common digital PR news articles by sector

According to an analysis by Reboot Online of more than 370,000 news articles, the most common industry to be represented in digital PR news across 2024 was business and the economy. This accounted for around 1 in 5 **(22.2%)** articles across selected English-speaking countries.

This was followed by those from the health sector **(13.6%)** and technology **(6.5%)**, and mirrors the general pattern shown in UK-based articles.

This trend was reversed in the US, with around a quarter **(24%)** of analysed news articles covering health-related topics, followed by around a fifth **(20.2%)** for business and the economy.

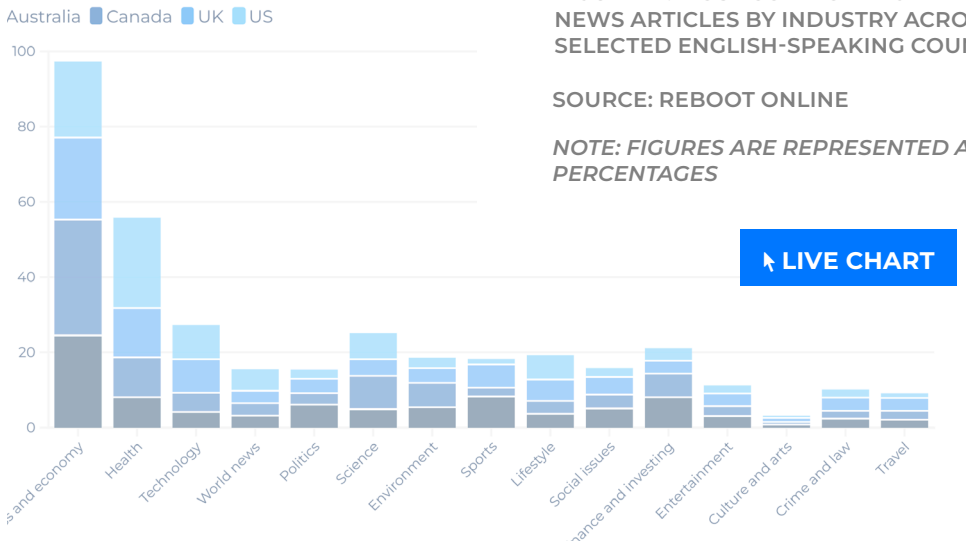


FIGURE 12: MOST COMMON DIGITAL PR NEWS ARTICLES BY INDUSTRY ACROSS SELECTED ENGLISH-SPEAKING COUNTRIES

SOURCE: REBOOT ONLINE

NOTE: FIGURES ARE REPRESENTED AS PERCENTAGES

One of the appeals of digital PR is its versatility and how it applies to various sectors, niches, and fields. For more details, check out some examples of the various **digital PR industries** we work with and how we could help grow your business.

TABLE 5: MOST COMMON DIGITAL PR NEWS ARTICLES BY INDUSTRY ACROSS SELECTED ENGLISH-SPEAKING COUNTRIES

Industry	Australia	Canada	UK	US	Total result
Business and economy	24.5%	30.8%	21.8%	20.2%	22.2%
Health	8.1%	10.6%	13.1%	24.0%	13.6%
Technology	4.2%	5.1%	8.9%	9.1%	6.6%
World news	3.2%	3.3%	3.3%	5.7%	6.5%
Politics	6.1%	3.1%	3.8%	2.4%	6.3%
Science	4.9%	8.9%	4.4%	6.9%	6.3%
Environment	5.4%	6.5%	3.9%	2.8%	5.4%
Sports	8.3%	2.3%	6.2%	1.5%	4.1%
Lifestyle	3.7%	3.4%	5.7%	6.5%	3.8%
Social issues	5.1%	3.7%	4.7%	2.3%	3.7%
Finance and investing	8.1%	6.3%	3.4%	3.3%	3.7%
Entertainment	3.1%	2.6%	3.4%	2.1%	2.8%
Culture and arts	0.8%	0.7%	1.1%	0.6%	2.3%
Crime and law	2.4%	2.1%	3.5%	2.1%	2.2%
Travel	2.1%	2.4%	3.4%	1.3%	2.1%

SOURCE: REBOOT ONLINE

The largest proportion of articles relating to business and the economy was in Canada, with around a third **(30.8%)** falling under this category, followed by approximately 1 in 10 **(10.6%)** for health.

How are news publications sharing digital PR campaigns?

TABLE 6: MOST POPULAR DIGITAL PR NEWS ARTICLES BY CLASSIFICATION AND INDUSTRY

Industry	AI reimagined	Data study	Expert comments	Index study	Infographics	Mapped	Survey study
Business and economy	24.04%	24.23%	14.80%	57.12%	24.76%	14.09%	21.53%
Politics	0.41%	3.49%	2.20%	5.00%	4.71%	2.72%	20.19%
Health	8.87%	21.90%	16.53%	4.77%	15.90%	5.14%	11.56%
Social issues	0.13%	6.72%	0.86%	5.92%	1.45%	1.37%	7.73%
World news	0.50%	6.94%	3.34%	5.22%	12.79%	5.88%	4.60%
Technology	28.91%	4.17%	4.60%	2.39%	8.69%	8.43%	4.23%
Entertainment	4.94%	0.99%	3.67%	0.12%	2.42%	3.89%	3.72%
Lifestyle	0.10%	0.78%	15.12%	0.18%	1.74%	0.86%	3.56%
Environment	0.47%	5.93%	4.38%	3.21%	2.82%	12.48%	3.07%
Sports	7.21%	1.88%	9.66%	0.20%	3.43%	3.85%	2.84%
Travel	0.10%	1.87%	4.25%	1.09%	1.08%	1.26%	2.76%
Finance and investing	4.28%	3.21%	7.86%	4.17%	4.16%	0.50%	2.72%
Education	0.23%	2.25%	0.95%	1.26%	2.44%	2.07%	2.09%
Crime and law	0.16%	4.34%	1.20%	0.38%	2.25%	2.52%	1.50%
Science	16.97%	3.73%	1.39%	1.00%	2.57%	22.06%	1.31%
Local news	0.02%	0.83%	0.31%	0.22%	1.22%	2.33%	1.10%
National news	0.00%	1.19%	0.06%	0.71%	0.19%	0.35%	0.91%
Culture and arts	1.83%	0.41%	2.23%	0.08%	4.31%	4.66%	0.89%
Automotive	0.05%	0.94%	1.07%	1.25%	0.42%	0.61%	0.81%
Human interest stories	0.15%	0.36%	0.69%	0.13%	0.52%	1.29%	0.78%
Real estate	0.07%	1.65%	0.83%	5.04%	0.55%	0.50%	0.58%
Food and drink	0.15%	0.36%	1.64%	0.13%	0.36%	0.51%	0.51%
Public safety	0.00%	0.55%	0.07%	0.01%	0.11%	0.34%	0.32%
Religion and spirituality	0.07%	0.06%	0.04%	0.00%	0.09%	0.05%	0.24%
Opinion and editorials	0.15%	0.07%	0.26%	0.00%	0.19%	0.26%	0.19%
Parenting and family	0.02%	0.20%	1.06%	0.00%	0.02%	0.05%	0.15%
Weather	0.06%	0.86%	0.33%	0.17%	0.55%	0.58%	0.05%
History	0.02%	0.06%	0.06%	0.04%	0.23%	1.22%	0.04%
Fashion and style	0.07%	0.03%	0.55%	0.17%	0.02%	0.13%	0.02%

SOURCE: REBOOT ONLINE

Reboot's analysis of digital PR statistics found that the most common classification for campaigns in 2024 was an index study, accounting for almost three-fifths **(57.12%)** of business and economy-related news articles across the year.

This sector was also responsible for around a quarter **(24.76%)** of infographics and data studies **(24.23%)** across all industries, as well as more than a fifth of surveys **(21.53%)**.

The analysis also found that:

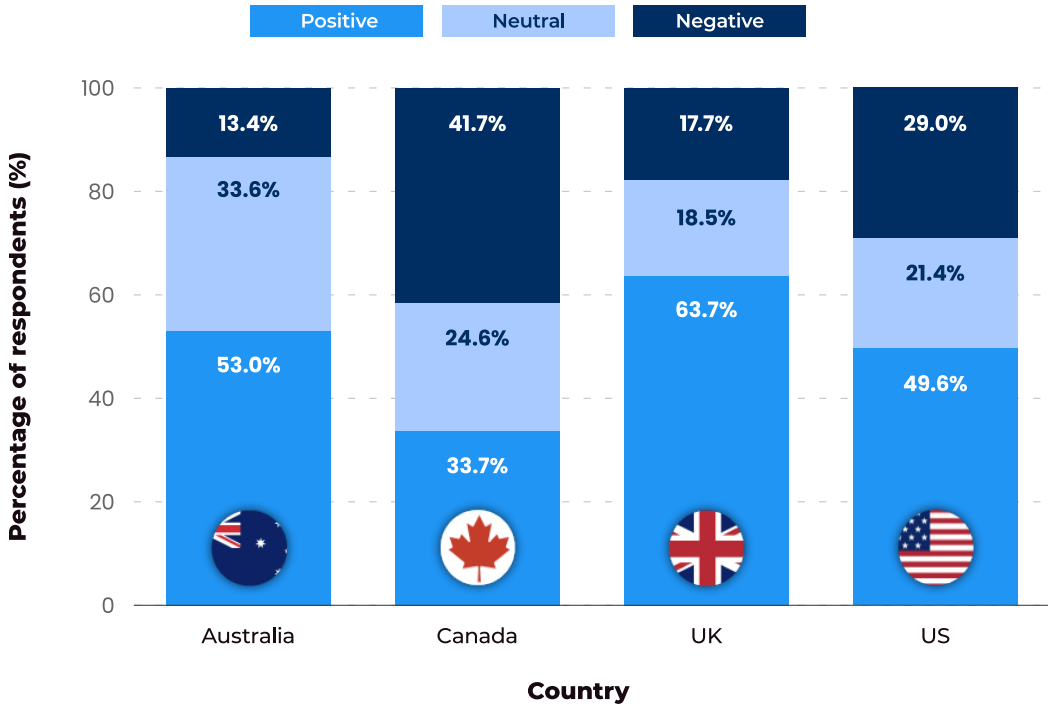
- AI-reimagined pieces are a growing trend, but as of 2024, they tend to feature more in the technology sector (**28.91%** of articles).
- Mapped studies are most common in the science sector, at around 1 in 5 **(22.06%)** articles.
- Expert comments are the least favoured classification of digital PR campaigns, with health and lifestyle being the areas they are most likely to appear in (**16.53%** and **15.12%**, respectively).

How are news publications sharing digital PR campaigns?

Sentiment analysis of news articles

Just under half **(48.5%)** of the digital PR news articles analysed by Reboot from selected English-speaking countries were found to contain positive sentiment analysis. This figure was highest in the UK, where **51.1%** of the articles assessed had positive connotations, followed by Canada at **51%**.

FIGURE 13: SENTIMENT ANALYSIS OF DIGITAL PR NEWS ARTICLES ACROSS SELECTED ENGLISH-SPEAKING COUNTRIES



SOURCE: REBOOT ONLINE

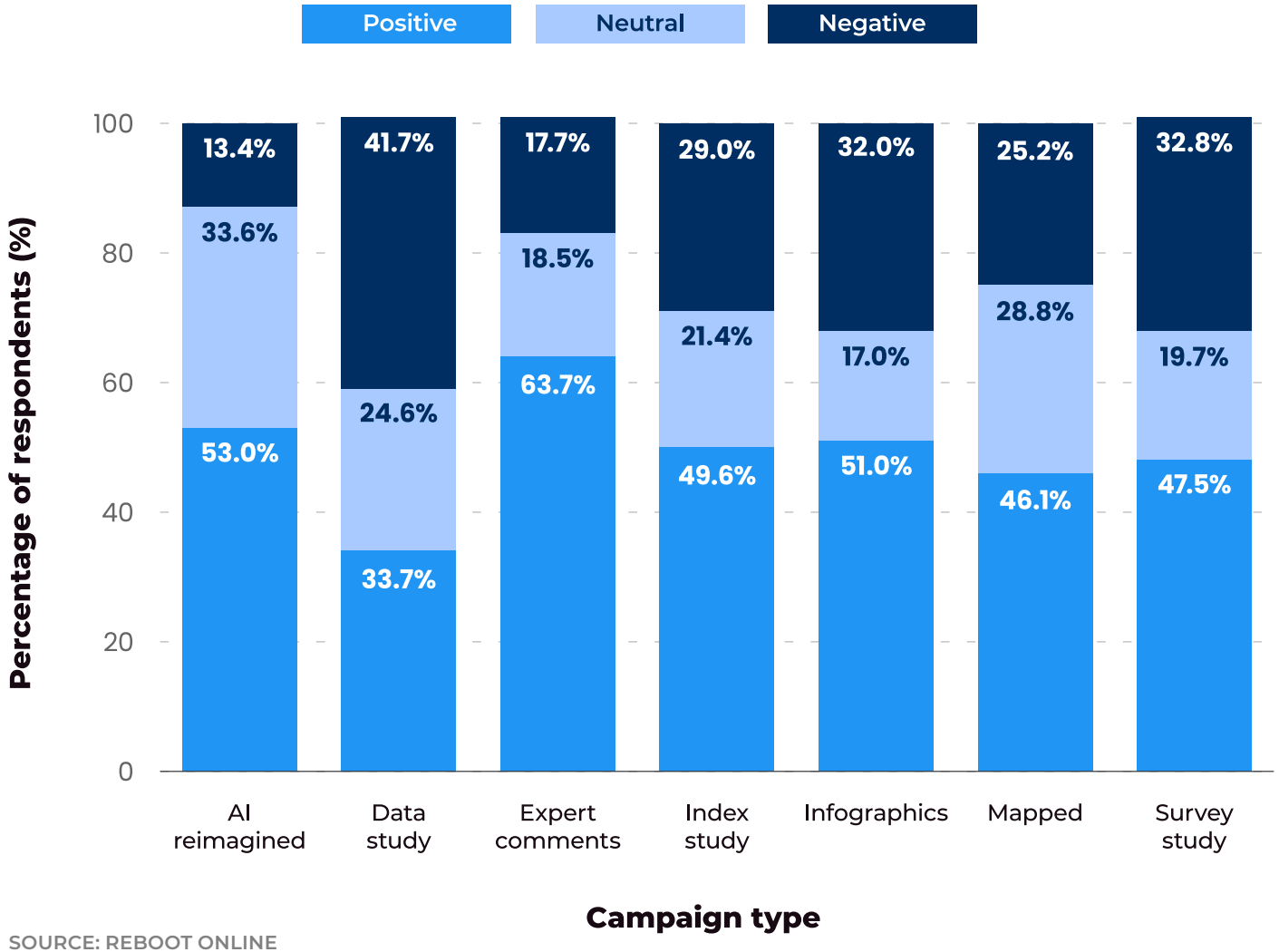
Conversely, just over a fifth **(22.4%)** of digital PR campaigns displayed negative sentiment. This was proportionally higher in the US, where around a third **(33.3%)** of articles were deemed to be negative in nature. This was contrasted by just over a quarter **(25.9%)** of news pieces in neighbouring Canada.

"Digital PR campaigns are inherently linked to a company and its branding. Therefore, making a positive impression with their target audience is key to attracting new customers and retaining existing ones. Building a positive brand image should help benefit brand awareness and foster trust with people. Negative PR campaigns, while attention-grabbing, tend to be quite reactive. This could have the opposite effect and indeed damage a company's reputation."

BETH SURRIDGE
SENIOR DIGITAL PR MANAGER, REBOOT ONLINE

How are news publications sharing digital PR campaigns?

FIGURE 13: SENTIMENT ANALYSIS OF DIGITAL PR NEWS ARTICLES ACROSS SELECTED ENGLISH-SPEAKING COUNTRIES



SOURCE: REBOOT ONLINE

A study of more than **370,000** digital PR articles by Reboot Online found that those containing expert comments tend to have the largest degree of positive sentiment at just under two-thirds **(63.7%)**. This is followed by AI-reimagined pieces and infographics, both at just over half (**53%** and **51%**, respectively).

On the flip side, around two-fifths **(41.7%)** of the articles analysed displayed a negative sentiment analysis – the highest recorded percentage across all digital PR campaign types. This was followed by surveys and infographics, where almost a third (**32.8%** and **32%**, respectively) were deemed to have a negative angle to their content.

How are news publications sharing digital PR campaigns?

In terms of sentiment analysis by sector, the overwhelming majority **(85.1%)** of articles analysed in the fashion and style industry had positive connotations. This was followed by parenting and family, and food and drink, where around three-quarters (**76.3%** and **76.1%**, respectively) were positive in their content.

On the other side, the crime and law sector tends to show the largest degree of negative sentiment when it comes to digital PR campaigns. Almost 4 in 5 **(79.8%)** articles analysed fell into this category – almost **7%** more than the next category (weather) at **72.1%**.

TABLE 7: SENTIMENT ANALYSIS OF NEWS ARTICLES BY CAMPAIGN TYPE

Classification	Positive	Neutral	Negative
Automotive	63.0%	19.2%	17.8%
Business and economy	61.4%	20.0%	18.6%
Crime and law	10.0%	10.2%	79.8%
Culture and arts	62.5%	20.7%	16.9%
Education	61.0%	19.5%	19.5%
Entertainment	56.9%	20.7%	22.4%
Environment	29.5%	30.6%	40.0%
Fashion and style	85.1%	9.4%	5.4%
Finance and investing	59.4%	19.7%	20.9%
Food and drink	76.1%	14.3%	9.6%
Health	27.3%	20.8%	51.9%
History	23.8%	41.5%	34.7%
Human interest stories	52.6%	15.4%	32.0%
Lifestyle	66.9%	16.7%	16.4%
Local news	47.7%	23.6%	28.7%
National news	22.0%	30.7%	47.3%
Opinion and editorials	60.4%	13.1%	26.5%
Parenting and family	76.3%	12.6%	11.1%
Politics	45.7%	19.4%	34.9%
Public safety	18.2%	11.8%	70.0%
Real estate	46.2%	36.2%	17.7%
Religion and spirituality	35.8%	15.4%	48.8%
Science	42.1%	43.4%	14.5%
Social issues	27.5%	16.5%	56.1%
Sports	63.5%	18.1%	18.4%
Technology	63.0%	19.9%	17.1%
Travel	64.4%	22.5%	13.1%
Weather	13.2%	14.8%	72.1%
World news	19.4%	38.8%	41.8%

SOURCE: REBOOT ONLINE

Statistics on working in digital PR

The **average earnings** of someone in the US working in digital PR in 2024 was

$84,942.

A third (33%)

of digital PR specialists believe getting a relevant subject for the journalist is the **most important feature** of a successful pitch.

More than

half (53%)

of those working in digital PR **use LinkedIn as their main social media platform**.

Statistics on working in digital PR

UK digital PR job statistics

TABLE 8: MOST COMMON DIGITAL PR JOB TITLES IN THE UK

Job titles	Job count	Percentage of digital PR job adverts
Marketing Assistant	56	16.0%
Marketing Executive	36	10.3%
Marketing Manager	24	6.9%
Social Media Manager	24	6.9%
Head of Marketing	20	5.7%
Marketing Coordinator	19	5.4%
Digital Marketing Executive	18	5.2%
Digital Marketing Assistant	11	3.2%
Social Media Executive	9	2.6%
Marketing Specialist	9	2.6%

SOURCE: REBOOT ONLINE VIA GLASSDOOR, INDEED, AND LINKEDIN

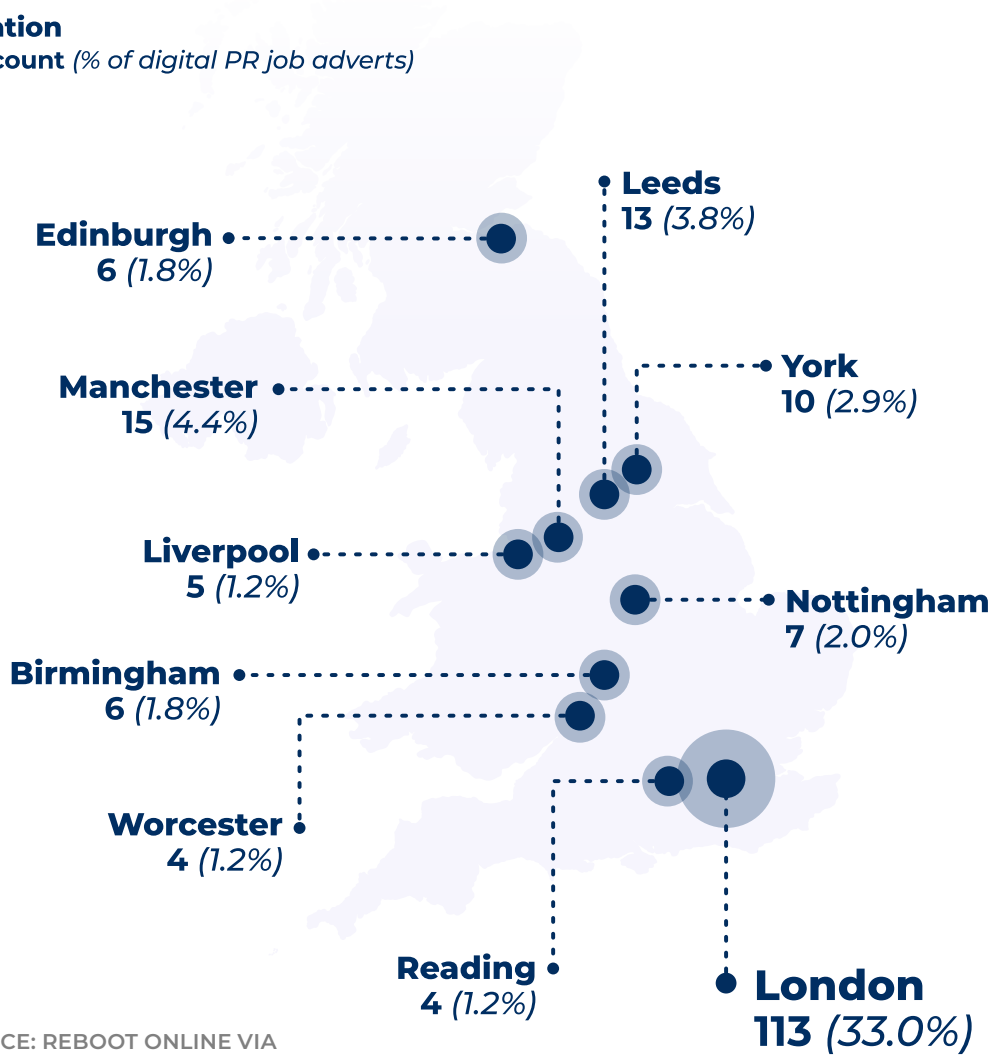
As of 2024, the most common digital PR job in the UK was a Marketing Assistant. This accounted for around 1 in 6 **(16%)** digital PR job adverts analysed throughout the year.

As of 2024, the **average salary** for someone working in digital PR in the UK was **£37,104**.

Of the 349 UK job postings in 2024 relating to positions in the digital PR industry, around 1 in 10 **(10.3%)** were for Marketing Executives, followed by **6.9%** for both Marketing Manager and Social Media Manager vacancies.

Statistics on working in digital PR

FIGURE 15: MOST COMMON LOCATIONS FOR DIGITAL PR JOBS IN THE UK



SOURCE: REBOOT ONLINE VIA GLASSDOOR, INDEED, AND LINKEDIN

A third **(33%)** of UK job postings in 2024 for digital PR roles were based in London, almost 8 times more common than Manchester in second place **(4.4%)**.

In all, London had around half **(48.4%)** more digital PR vacancies in 2024 than the remaining 9 cities in the top 10 put together.

TABLE 9: AVERAGE SALARY FOR DIGITAL PR JOBS IN THE UK

Type of average	Average salary (£)
Mean	£37,104
Median	£31,500

SOURCE: REBOOT ONLINE VIA GLASSDOOR, INDEED, AND LINKEDIN

As of 2024, the mean average salary for someone in the UK working in digital PR was **£37,104**. This was around a sixth more **(16.3%)** compared to the median average for the same year.

Statistics on working in digital PR

US digital PR job statistics

TABLE 10: MOST COMMON DIGITAL PR JOB TITLES IN THE US

Job titles	Job count	Percentage of digital PR job adverts
Social Media Manager	34	4.5%
Marketing and Public Relations Specialist	26	3.4%
Digital Marketing Manager	25	3.3%
Social Media Marketing Intern	19	2.5%
Digital Marketing Intern	17	2.3%
Digital Marketing Specialist	16	2.1%
Senior Paid Media Manager	11	1.5%
Digital Project Manager	10	1.3%
Social Media Coordinator	9	1.2%
Public Relations Intern	7	0.9%

SOURCE: REBOOT ONLINE VIA GLASSDOOR AND INDEED

Between 2023-24, Social Media Manager was the most common digital PR job vacancy in the US, accounting for just under 1 in 20 **(4.5%)** postings throughout this period.

This was followed by Marketing and Public Relations Specialist **(3.4%)** and Digital Marketing Manager **(3.3%)**, which cumulatively made up **6.7%** of US digital PR job postings for 2023–24.

Statistics on working in digital PR

FIGURE 16: MOST COMMON LOCATIONS FOR DIGITAL PR JOBS IN THE US

SOURCE: REBOOT ONLINE VIA GLASSDOOR, INDEED, AND LINKEDIN

The majority of US digital PR-related job vacancies in 2023-24 were located in New York, accounting for around 1 in 10 **(11.3%)** postings for the year.

This was proceeded by Phoenix (Arizona) and Chicago (Illinois), which made up a respective **3.3%** and **2.8%** of US job listings for digital PR roles between 2023-24.

TABLE 11: AVERAGE SALARY FOR DIGITAL PR JOBS IN THE US

Type of average	Average salary ($)
Mean	$84,942
Median	$70,250

SOURCE: REBOOT ONLINE VIA GLASSDOOR AND INDEED

Of the 224 US digital PR job listings that mentioned salary between 2023-24, the mean average earnings was **$84,942** a year.

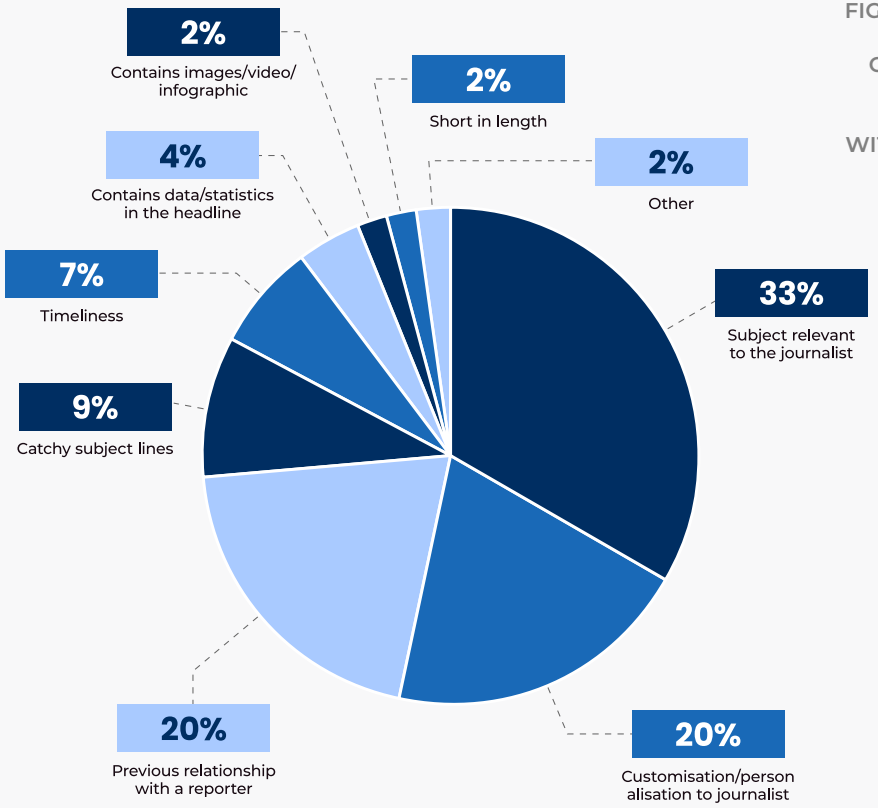
This was almost a fifth **(18.9%)** more than the median average salary for someone in the US working in digital PR for the same year.

Statistics on working in digital PR

Digital PR pitch statistics

According to survey data by Superlinks, a third **(33%)** of those working in digital PR believe getting a subject relevant to the journalist is the most important component when it comes to securing pitch coverage in the industry.

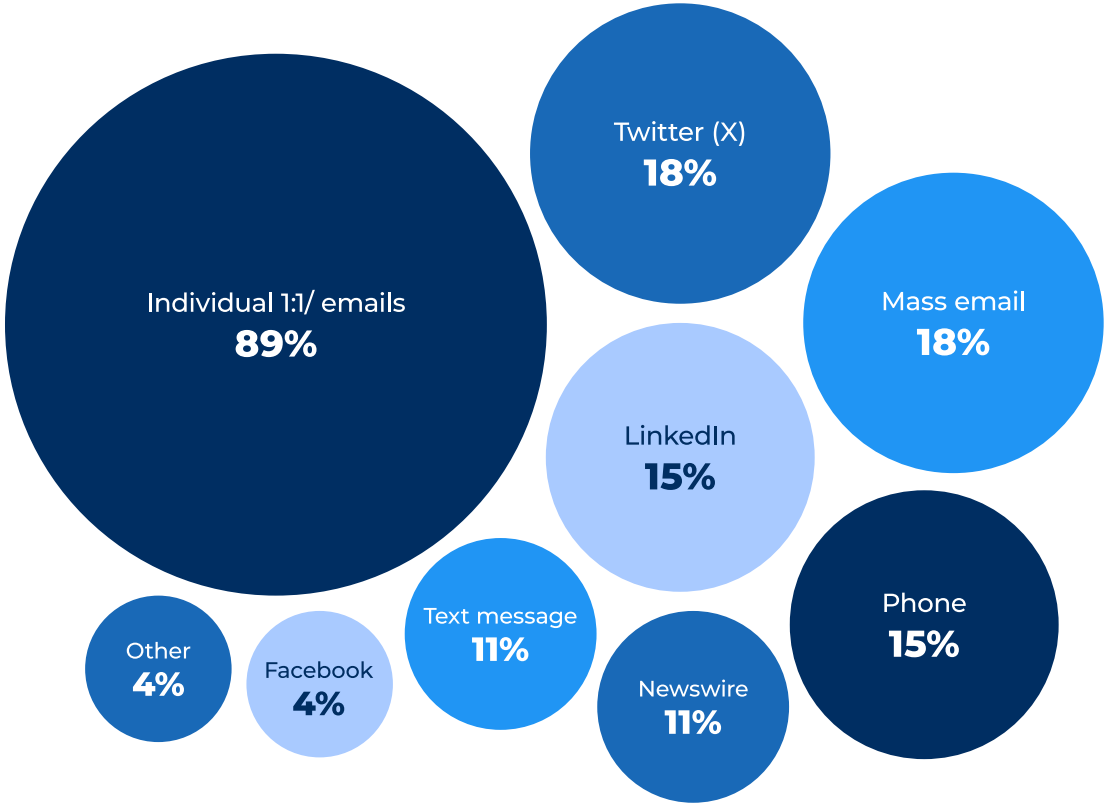
FIGURE 17: MOST IMPORTANT COMPONENTS IN SECURING COVERAGE WITH A PITCH IN DIGITAL PR



SOURCE: SUPERLINKS

This is followed by around a fifth who feel customisation to the journalist or having a previous relationship with a reporter (both **20%**) are the most important factors in getting your pieces covered in the digital PR sector.

FIGURE 18: MOST EFFECTIVE CHANNELS FOR PITCHING JOURNALISTS IN DIGITAL PR



SOURCE: SUPERLINKS

Statistics on working in digital PR

Around 9 in 10 **(89%)** of those working in digital PR believe that the most effective channel for pitching to journalists is on an individual 1:1 level and/or through email.

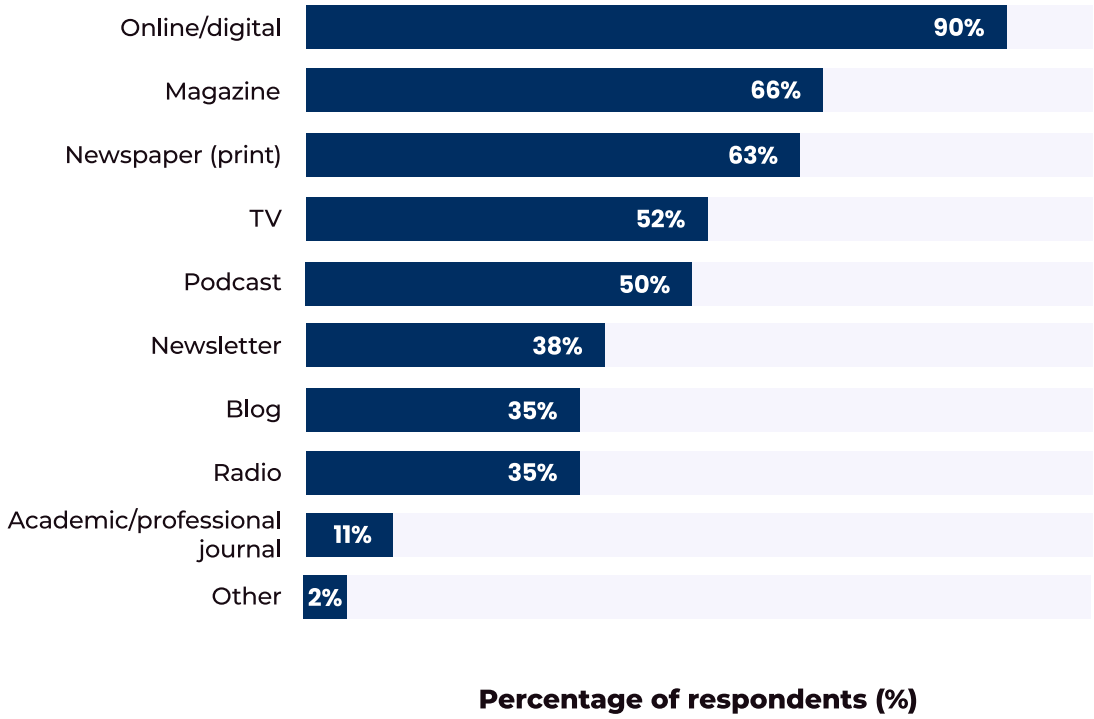
This is around 5 times more popular than sending mass emails or using Twitter (X) to communicate with reporters and get their pitches heard **(both 18%)**.

A third (33%) of digital PR specialists believe getting a relevant subject for the journalist is the **most important feature** of a successful pitch.

Incidentally, almost 1 in 6 **(15%)** people interviewed by Superlinks believe LinkedIn or the phone provides the best channel for pitching to journalists.

As perhaps expected, the vast majority **(90%)** of people working in digital PR will use online media to send out their campaign pitches to journalists.

FIGURE 19: MOST COMMON TYPES OF MEDIA USED FOR PITCHING IN DIGITAL PR



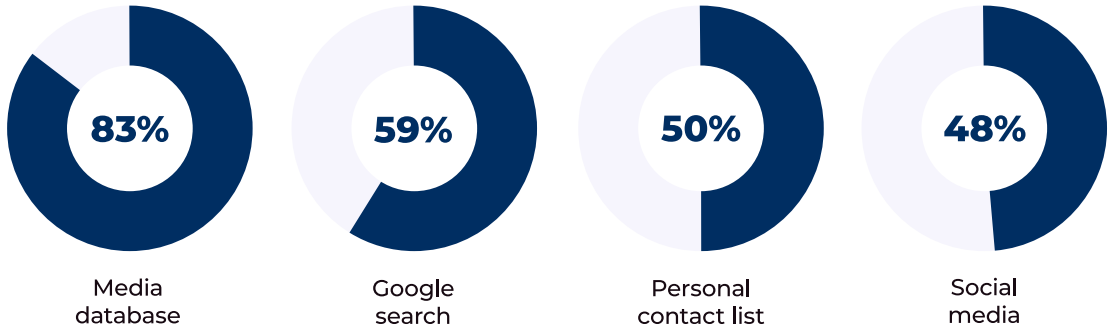
SOURCE: SUPERLINKS

Statistics on working in digital PR

Around two-thirds **(66%)** still use magazines to do so, with slightly less **(63%)** opting for printed newspapers and just over half **(52%)** utilising TV as their main method of pitching.

Tuesday is the most popular day to send out digital PR campaign pitches **(53%)**, with **more than four-fifths (81%)** stating this should happen **before noon**.

FIGURE 20: MOST COMMON METHODS TO FIND THE RIGHT JOURNALIST TO PITCH TO IN DIGITAL PR



SOURCE: SUPERLINKS

Via their digital PR survey, Superlinks found that almost 4 in 5 **(83%)** professionals turn to a media database to find the right journalist to pitch to.

This is contrasted by just under 3 in 5 **(59%)** who use Google search and around half who use either a personal contact list **(50%)** or social media **(48%)**.

TABLE 12: MOST COMMON PLATFORMS USED TO STORE MEDIA LISTS IN DIGITAL PR

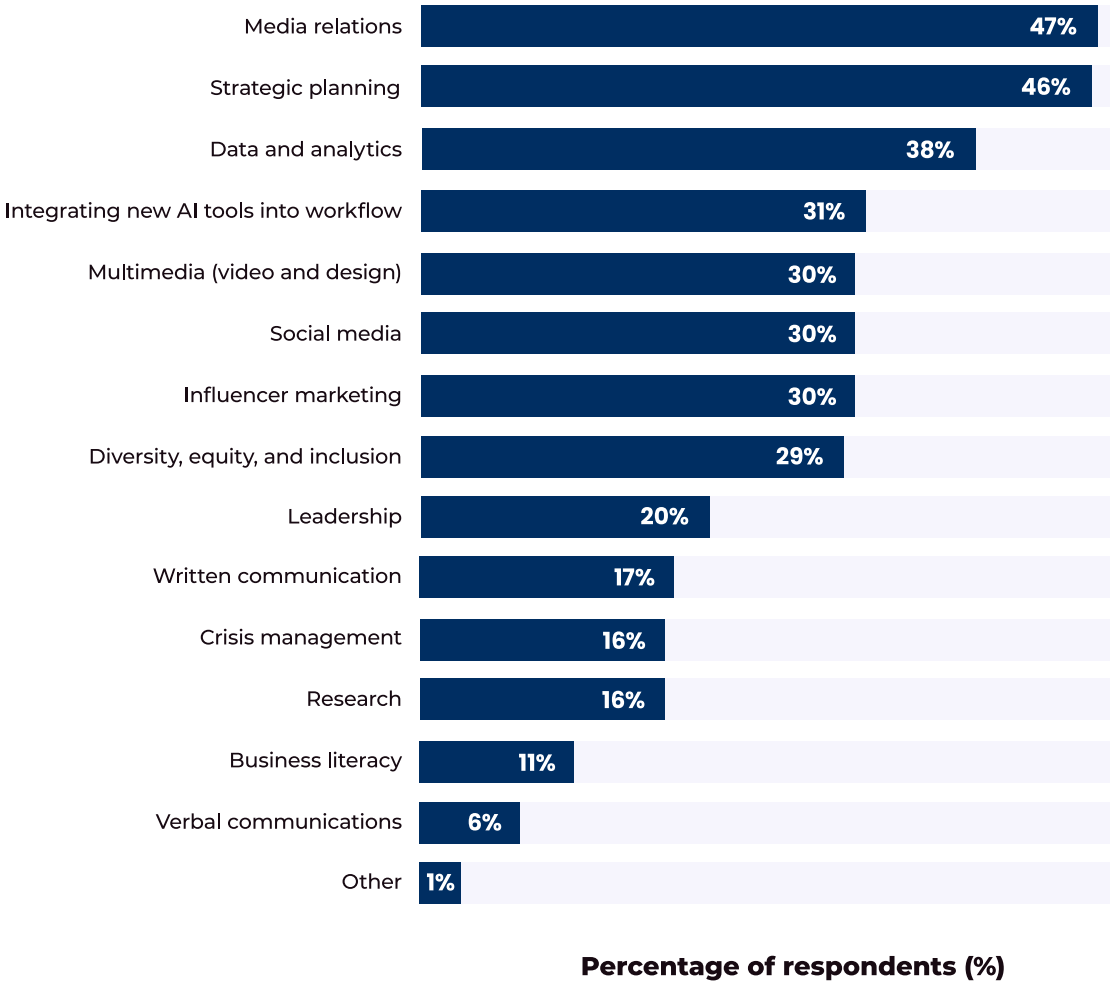
Platform	Percentage of respondents (%)
Spreadsheets	68%
Dedicated PR software (e.g. Muck Rack)	64%
Marketing automation software	7%
Sales CRM	6%
Not sure	4%
Other	4%

SOURCE: SUPERLINKS

In terms of the most common platforms used to store media lists in digital PR, more than two-thirds **(68%)** opt for spreadsheets, with slightly less **(64%)** choosing a dedicated PR software such as Muck Rack.

Statistics on working in digital PR

FIGURE 21: MOST POPULAR SKILLS THAT COMPANIES NEED TO FOCUS ON TO BE SUCCESSFUL IN DIGITAL PR



SOURCE: SUPERLINKS

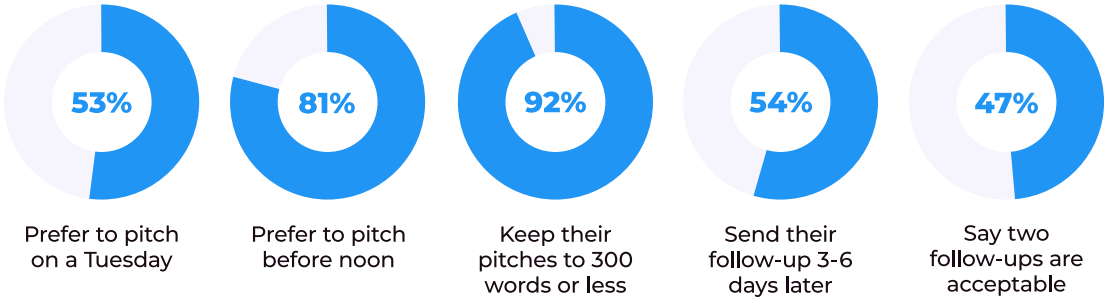
Measuring success in the digital PR industry

According to digital PR survey data from Superlinks, almost half of those working in the profession feel that successful digital PR companies should focus on media relations **(47%)** and strategic planning **(46%)**.

This is followed by around two-fifths **(39%)** who believe success is defined by a knowledge of data and analytics.

Statistics on working in digital PR

FIGURE 22: PREFERENCES OF THOSE WORKING IN THE DIGITAL PR INDUSTRY



SOURCE: SUPERLINKS

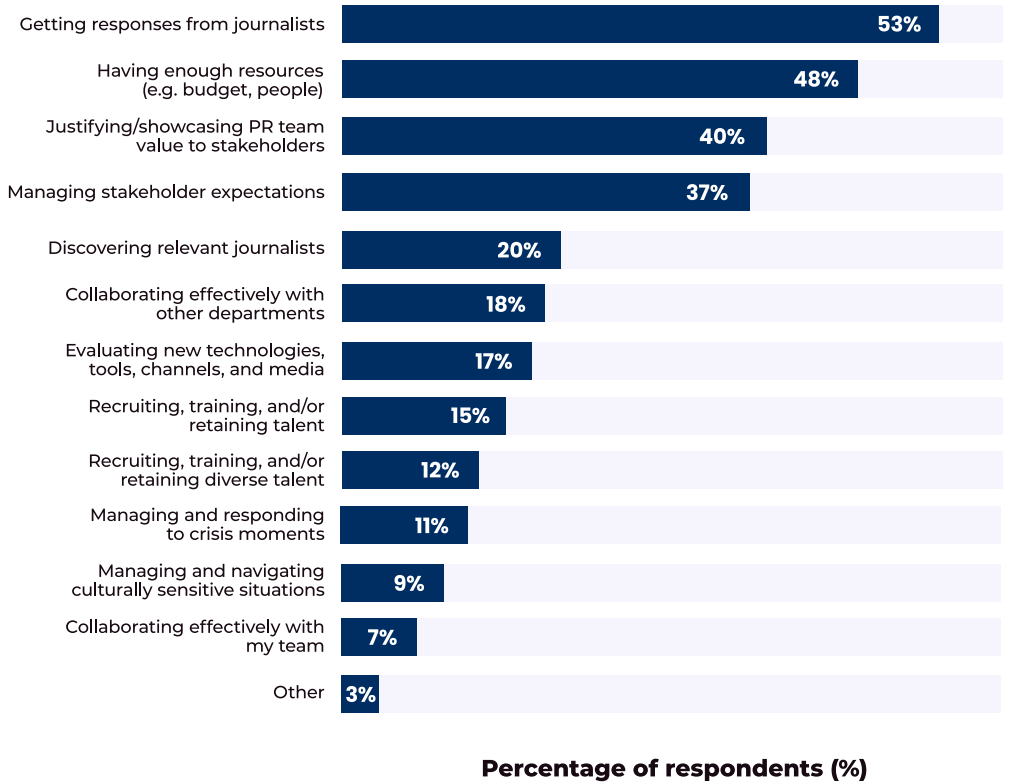
Superlink's digital PR survey also highlights that Tuesday is the preferred day to send out campaign pitches **(53%)**, with more than four-fifths **(81%)** of digital PR professionals stating this should preferably happen before noon.

The overwhelming majority **(92%)** of digital PR employees surveyed like to keep their pitches to 300 words or less, with just over half **(54%)** looking to send follow-up emails between 3 and 6 days after their initial communication with a journalist.

Biggest challenges faced in the digital PR industry

In terms of the biggest challenges faced in the digital PR industry, more than half **(53%)** of those surveyed by Superlinks claimed that getting responses from journalists was a significant barrier in the sector.

FIGURE 23: BIGGEST CHALLENGES FACED IN DIGITAL PR



SOURCE: SUPERLINKS

Statistics on working in digital PR

Just under half **(48%)** felt they didn't have sufficient resources (i.e. budget and/or people) to complete their work effectively, with two-fifths **(40%)** of the opinion that they had to justify the value of their PR team to stakeholders. This is perhaps linked to a similar percentage **(37%)** who believed managing client expectations was a frequent challenge faced in the world of digital PR.

More than half (53%) of those surveyed find getting a response from journalists their **biggest barrier to working in digital PR**.

FIGURE 24: MOST COMMON SOCIAL MEDIA PLATFORMS USED IN DIGITAL PR

SOURCE: SUPERLINKS

Use of social media platforms in the digital PR industry

Just over half **(53%)** of digital PR professionals questioned by Superlinks used LinkedIn as part of their job, followed by around 2 in 5 **(40%)** who turn to TikTok for their inspiration at work.

Incidentally, around a third of digital PR specialists use either Instagram **(34%)** or YouTube **(33%)**, with just over a fifth **(21%)** opting for Twitter (X).

Digital PR cost & market statistics

The average cost of digital PR can range from

$300 to $2,000

per link, depending on the level of authority.

By 2032, the global digital PR service market could be worth

$25.4 billion

- more than double (+106.5%) compared to 2023 estimates.

Digital PR cost statistics

Average cost of digital PR

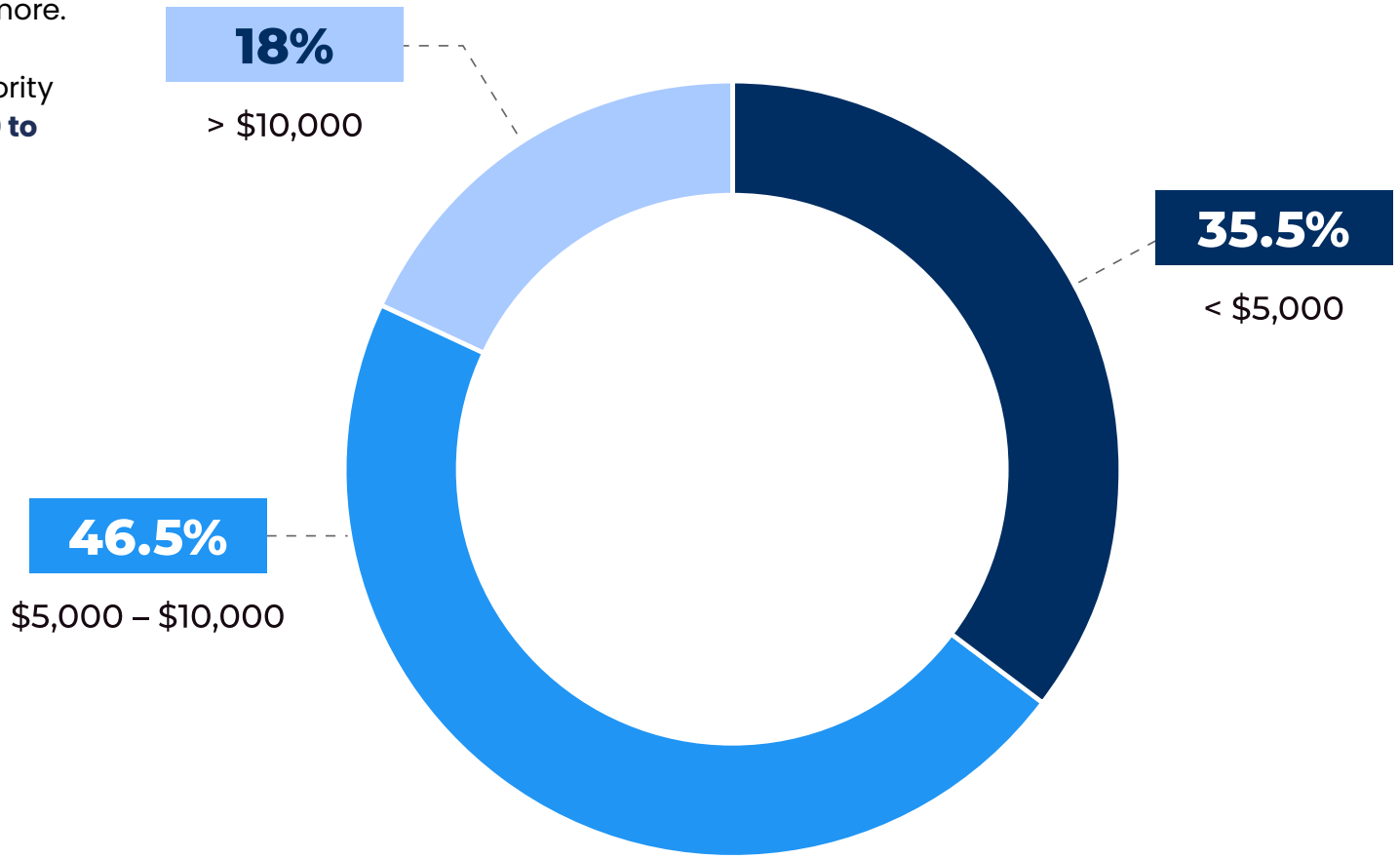
Link-building costs vary according to many factors, such as domain rating, site traffic, relevance, link placement, anchor text, and more.

According to research by uSERP, the average cost for low-authority links is around **$300** per link and can cost anywhere from **$500 to $2,000** for digital PR, high-authority contextual backlinks.

The majority of companies surveyed by uSERP **(46.5%)** spend somewhere between $5,000 and $10,000 a month on digital PR and link-building services, with more than a third **(35.5%)** opting for typical monthly costs of less than $5,000.

Incidentally, less than a fifth **(18%)** claimed to spend more than $10,000 a month on acquiring digital PR links for their business.

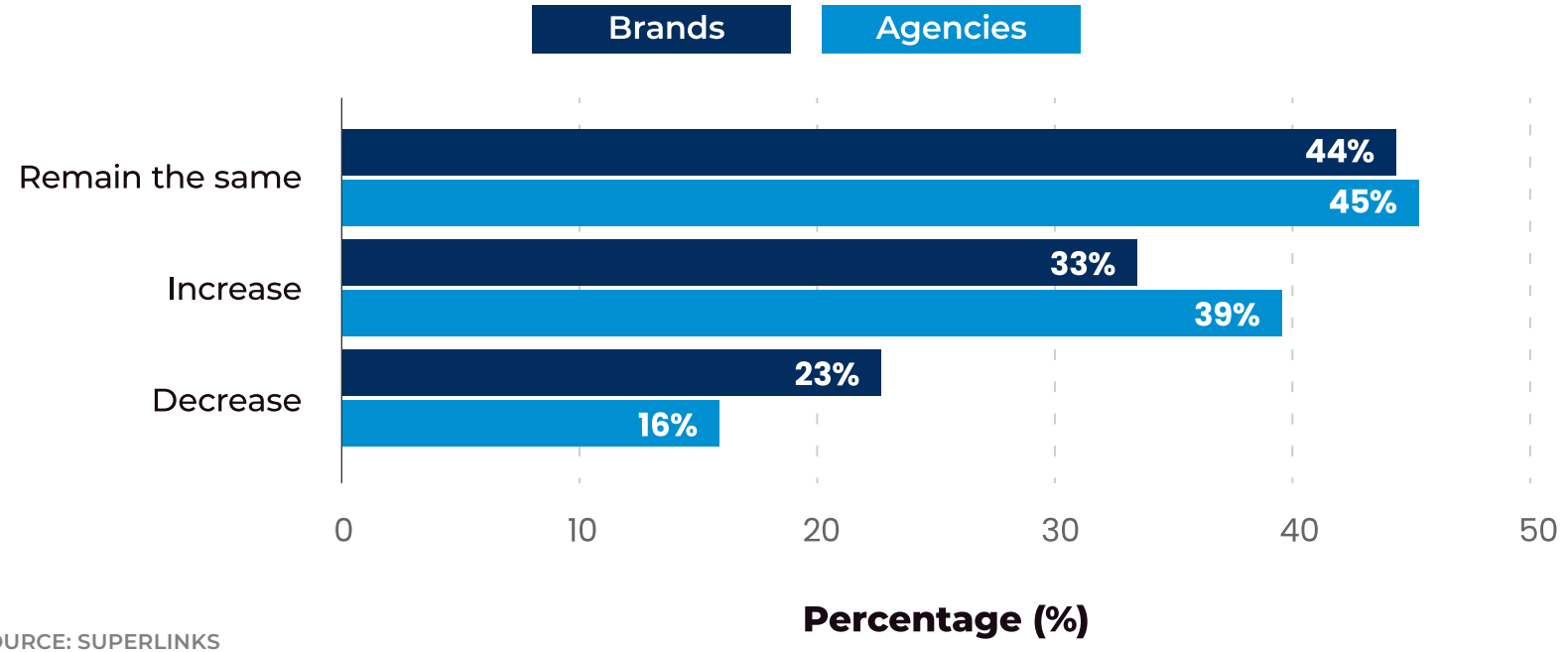
FIGURE 25: AVERAGE SPENDING ON LINK BUILDING EACH MONTH



SOURCE: USERP

Digital PR cost statistics

FIGURE 26: BUDGET ALLOCATION IN DIGITAL PR (2023 VS. 2024)



SOURCE: SUPERLINKS

According to survey data by Superlinks, almost half of brands **(44%)** and agencies **(45%)** plan to make no changes to their digital PR budget between 2023 and 2024.

Incidentally, around two-fifths **(39%)** of agencies plan to increase their annual spending on digital PR compared to a third **(33%)** of brands. Almost a quarter **(23%)** of those brands surveyed by Superlinks were looking to decrease their budget for 2024, contrasted by 1 in 6 **(16%)** agencies.

For more info, check out our case study on **building targeted digital PR links to inner pages** and how we achieved more than 50 editorially credited links for one of our clients.

READ MORE

Digital PR market statistics

Looking to source the expertise of a digital PR agency but don't know where to start? Check out our page on the **best digital PR agencies** for 2025 for a comprehensive breakdown of what makes a good agency and how to narrow down your search.

READ MORE

The global digital PR service market was worth an estimated **$12.3 billion** in 2023. By 2032, this could grow to **$25.4 billion**, at a compound annual growth rate (CAGR) of around **8.3%**.

This growth is fuelled by several factors, including:

- An expanding reliance on digital platforms for brand communication
- The growing importance of online reputation management
- The rising need for brands to interact with audiences in more creative ways
- Increased digitisation across multiple sectors
- The growing popularity of social media as a way of engaging with customers
- Technological advancements in data analytics and AI.

Popularity of digital PR over time

‘Digital PR’ has **between**

74–84

monthly searches on average in the UK and the US.

Average monthly searches for ‘digital PR agency’ ranges between

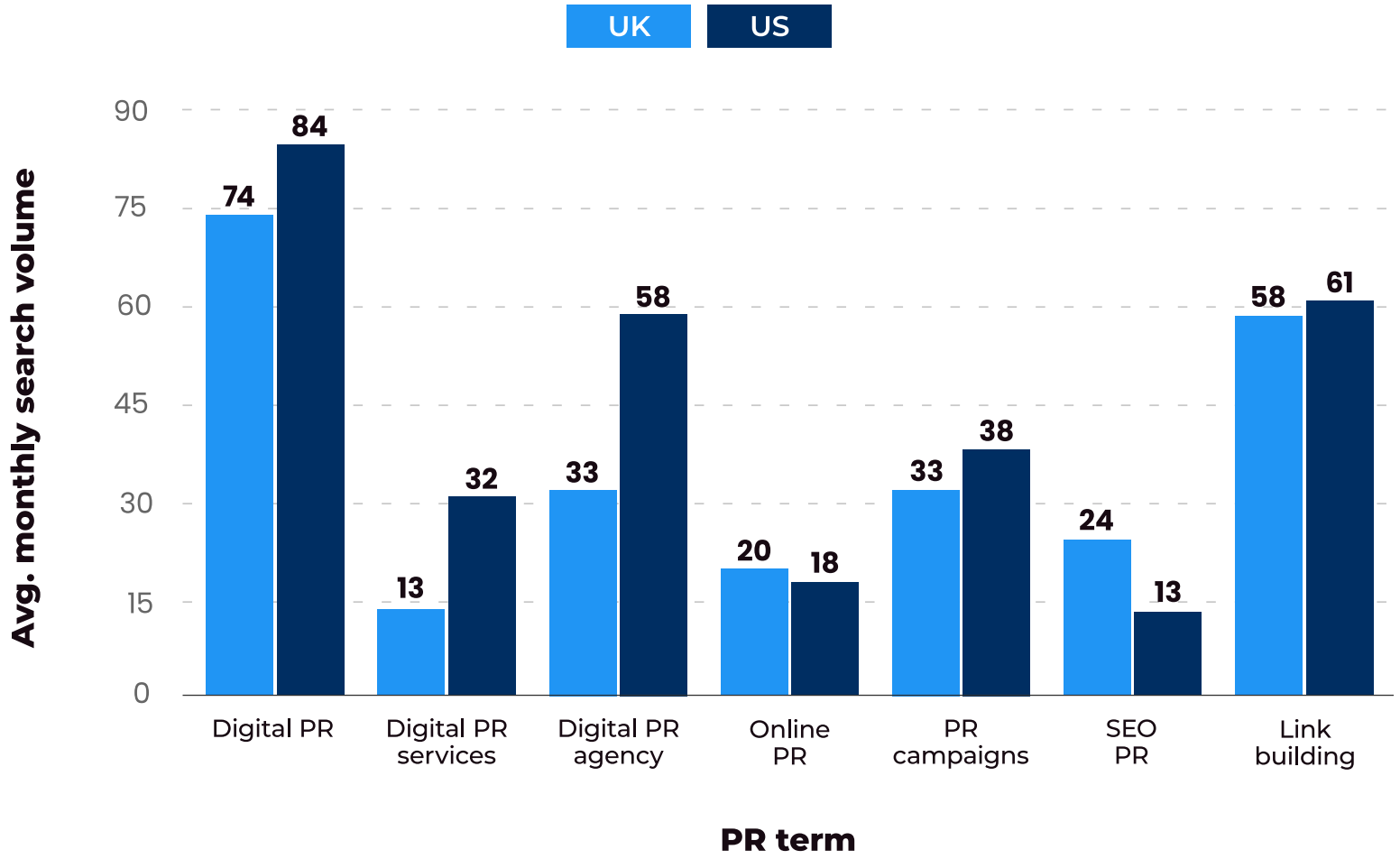
20–55

searches per month in the UK.

Popularity of digital PR over time

Most searched digital PR terms of 2025

FIGURE 27: MOST COMMONLY SEARCHED DIGITAL PR TERMS IN THE UK AND US (2025)



SOURCE: REBOOT ONLINE VIA GOOGLE TRENDS

Based on current trends, 'digital PR' will be the most searched digital PR term in the UK and the US throughout 2025, with average monthly searches of **74** and **84**, respectively.

This suggests the phrase 'digital PR' will be around a quarter **(24.2%)** more popular in the UK and almost a third **(31.7%)** more commonly searched in the US for 2025, compared to 'link building' in second place.

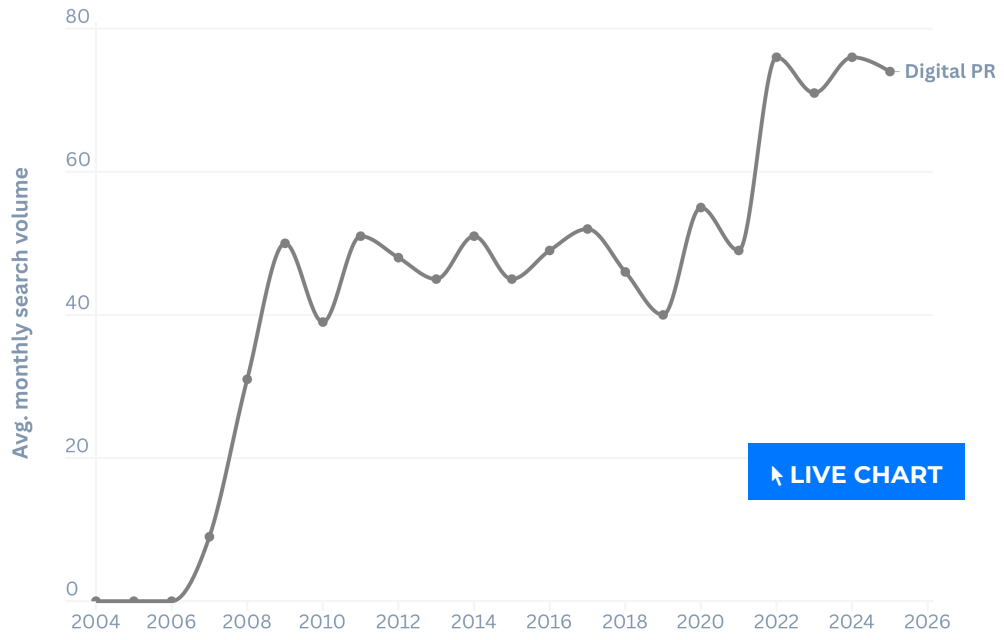
In the UK, 'digital PR agency' and 'PR campaigns' are both expected to have an average search volume of **33** per month in 2025. Comparative figures for the US place the potential keyword traffic at **58** and **38** per month, respectively, meaning they should still be relatively popular terms by comparison for 2025.

Popularity of digital PR over time

Most searched digital PR terms over time

As the expected most searched digital PR term in the UK for 2025, the search popularity of the phrase 'digital PR' has been on a general upward trend since 2008. With an average of 31 searches per month, it reached a peak of 76 in 2024 – an increase of more than double **(145.2%)** in the space of 12 years.

FIGURE 28: MOST COMMONLY SEARCHED DIGITAL PR TERMS IN THE UK (2004–25)



SOURCE: REBOOT ONLINE VIA GOOGLE TRENDS

NOTE: 2025 DATA HAS BEEN FORECASTED USING HISTORIC TRENDS

By contrast, 'link building' has remained a popular digital PR search term since 2005, with a series of fluctuations in its search volume data in the years up to 2024.
As of 2005, an average of 16 searches per month took place in the UK for 'link building', rising to a peak of **76** in 2011. This represented an increase in popularity of almost quadruple **(+375%)** over 6 years. Its average monthly search traffic dropped to 35 in 2018 before rising again to **75** per month in 2020 and falling to **55** per month just 4 years later.

Incidentally, average monthly searches for 'digital PR agency' in the UK only really took off from 2020 onwards, where monthly traffic has varied year-on-year between **20–55** searches per month.

Popularity of digital PR over time

Similar to the UK, search volumes for the term 'digital PR' have generally grown over time, rising from an average of 16 monthly searches in 2005 up to **83** per month in 2024 – a rise of **418.8%** (or around 5 times the amount) in just under 2 decades.

Average monthly searches for 'link building' also followed a similar upward trend during this period, almost tripling in popularity **(+275.3%)**.

For more information, check out our guide on '**what is a digital PR agency?**' and how they can help secure high-quality backlinks via online campaigns and content creation.

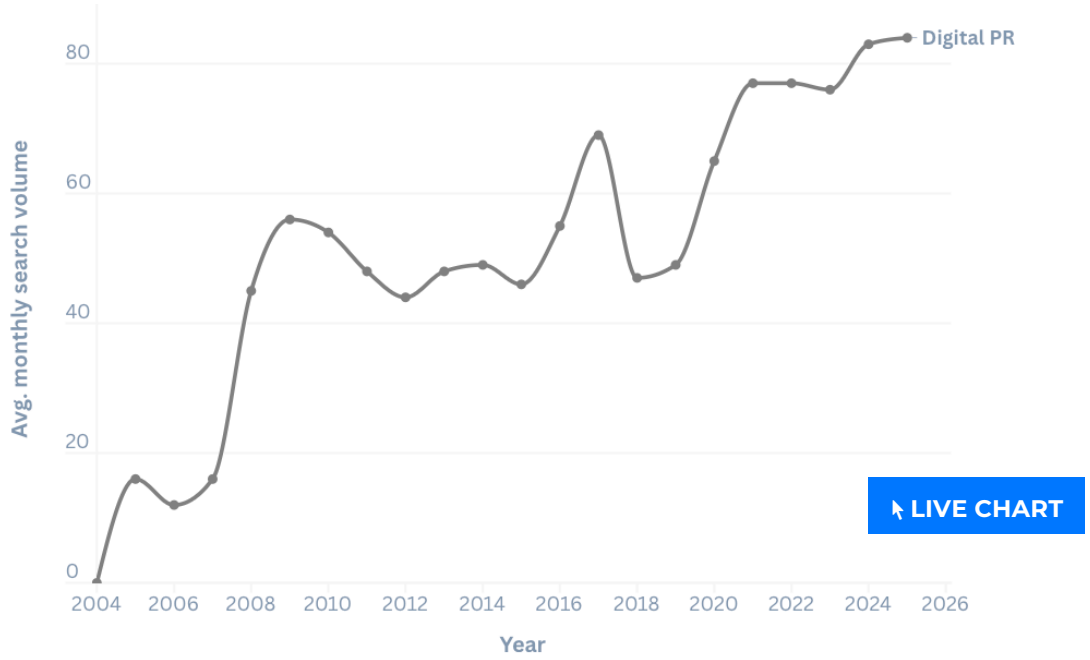
READ MORE

Conversely, typical monthly search volumes for phrases such as 'online PR' and 'SEO PR' have gradually declined in the US over time to around 16-18 searches per month as of 2024.

Average search traffic for 'online PR' reached a peak in 2015 at around 75 searches per month. This equates to a fall in popularity of more than three-quarters **(78.7%)** between 2015-24.

Likewise, the highest average monthly search volume in the US for 'SEO PR' was in 2011, at 30. This represents a decrease of two-fifths **(40%)** in typical searches for this phrase over 13 years.

FIGURE 29: MOST COMMONLY SEARCHED DIGITAL PR TERMS IN THE US (2004–25)



NOTE: 2025 DATA HAS BEEN FORECASTED USING HISTORIC TRENDS

SOURCE: REBOOT ONLINE VIA GOOGLE TRENDS

Digital PR FAQs

What is digital PR?

Digital PR is a series of marketing strategies to help boost a brand's online presence, visibility, and awareness. This focuses mainly on earning backlinks from high-authority websites, online publications, and outlets to drive SEO growth for the site receiving those links.

How to do digital PR

To do digital PR, you need to have knowledge of the industry and an understanding of how it operates to ensure your campaigns are successful.

A lot of this will come down to meticulous preparation and planning of your digital PR campaign, as well as a rigorous set of processes, including:

1. **Identifying your target audience** - who is your target market? Who might be interested in your product/brand/what you have to offer? What are their interests, pain points, and motivations?
2. **Set clear goals** - make sure you have clearly defined KPIs relating to the quality and quantity of backlinks for each campaign to help measure its relative success at the end.
3. **Build relationships** - reach out to influential people in the industry, journalists, and thought leaders to grow your authority and reputation as the go-to people for that particular topic.
4. **Ideation and brainstorming** - spend time coming up with your strongest, best, and brightest ideas for your digital PR campaigns.
5. **Keywords** - which keywords do you want to rank for? These should underpin everything that you do, so it's worth investing time in some quality keyword research and SERP analysis before you start formulating your digital PR ideas.
6. **Consider outsourcing** - if you don't have the time or resources to do digital PR yourself, then you may want to pay a freelancer or digital PR agency to do this for you. This may seem like an added expense, but you can tap into their expertise, knowledge, and experience, which will allow you time to focus on other aspects of running your business.

Why digital PR is important

Digital PR is important for many reasons, such as:

- Improving brand awareness and online visibility.
- Building a reputation as a trusted, authoritative company within a given industry.
- Helping a company to rank higher on the search engine results pages (SERPs) and drive more traffic (i.e., customers) to its site. This should lead to better conversion rates, sales, and associated revenue.
- Increasing customer engagement and strengthening brand loyalty.
- Providing an advantage over the competition and staying ahead of the market.
- Earn backlinks from high-authority websites to help boost online rankings.

What is an example of a digital PR strategy?

One example of a digital PR strategy is **link building** (securing backlinks from high-authority websites to boost online rankings and credibility). However, there are many other examples, including:

- Content marketing (such as blog posts, online videos, and onsite assets)
- **Search Engine Optimisation (SEO)** to improve search engine rankings and online visibility
- **Influencer marketing** (working with notable people in your industry to promote your brand and increase exposure)
- **Email marketing** (sending out emails to entice people towards your brand and convert them into customers)

Digital PR FAQs

What is the difference between traditional PR and digital PR?

The main differences between traditional PR and digital PR are the channels used, who is targeted by the campaigns, and how it is done.

Traditional **PR services** tend to use more conventional media outlets, such as television, radio, newspapers, and magazines, whereas digital PR is generally more focused on using online channels like social media, websites, email marketing, and link building. However, it's not as clear-cut as this, as digital PR strategies can also effectively use these traditional methods and vice versa.

In many cases, traditional PR seeks to target a wide audience, while digital PR is more geared towards specific demographics and niche online communities.

Finally, traditional PR normally uses a direct approach with the public compared to digital PR, which is aimed more at journalists by creating content with a unique angle that they can link to in their work. This creates coverage for the brand in question and points people/potential customers towards their site.

Digital PR glossary

Backlink
A link from one website to another – also referred to as an inbound or incoming link.

Digital PR
The strategic use of online platforms and media to boost brand awareness, improve a company's online visibility, and bolster its reputation amongst its target audience.

Domain authority
A metric developed by Moz that predicts how likely a website is to appear on the search engine results pages (SERPs), ranging from 1 (very unlikely) to 100 (very likely).

Domain rating
A metric used to determine the quality and size of a website's backlink profile and its ability to rank on search engines, ranging from 1 to 100.

Open rate
The proportion of recipients who open an email out of the total number that were delivered.

Organic traffic
The number of people who visit a website via unpaid (i.e., organic) search results.

Referral traffic
The number of visitors to a website that arrive from a hyperlink (or referral link) on another website.

Response rate
The proportion of people who complete a given task (i.e., replying to an email or completing a survey) from the total number of people who were invited to complete the task.

Sentiment analysis
The process of computationally analysing digital text to determine whether the emotional meaning behind it is positive, negative, or neutral.

Subject line
A brief line of text at the top of an email that summarises its content. This is normally the first thing a recipient will read and can be a determining factor as to whether they open the email or not.

For more information, check out our guide on **traditional agencies vs. digital PR agencies**

READ MORE

Sources and methodology

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Reboot Online - Thought Leadership in Digital PR (whitepaper)

1. Our study aimed to assess the media landscape of different target countries using Muckrack to quantify 371,631 articles across various searched categories. This was done for articles stretching back over 2 years from June 2024. The total published articles available through Muckrack were also obtained to quantify the search terms.

2. The Muchrack database was searched for key terms across the following digital PR campaign types:
    - Index study
    - Data
    - Survey
    - Infographic
    - Expert comment
    - AI predicts
    - Mapped

3. These search terms were specific to narrow down typical campaign structures and exclude any irrelevant results.

4. A representative sample for each campaign type was downloaded to include article name, article snippet, unique visitor counts, media outlet, and article sentiment (positive, negative, and neutral) for further insight.

5. Classification of the articles took place through Meta's Llama 3 uncensored large language model.

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