

2024 Global Comms Report

By The Numbers

Cision and PRWeek recently surveyed 400+ senior PR and communications professionals across the world to get their perspective on the industry's biggest trends and challenges. Here are some of the key findings.

Driven by Data



of comms leaders say they are "very much so" relying on data and analytics this year – a significant uptick from the 30% who said the same last year.

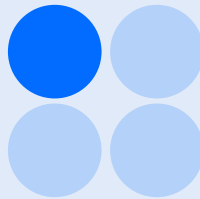
Dealing with Crises



of global comms leaders rate their current ability to prevent crises before they happen as "excellent."

Using the Right Tools for the Job

Only 25% of communications leaders agree "very much so" that they have the necessary tools to effectively measure and demonstrate the impact of their work.



Content Creation

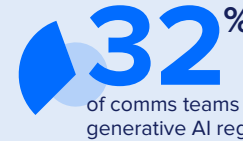


of communications leaders identified content creation as a top priority, whereas...



rate themselves as "excellent" at articulating a compelling brand story.

Generative AI Adoption



of comms teams are using generative AI regularly.



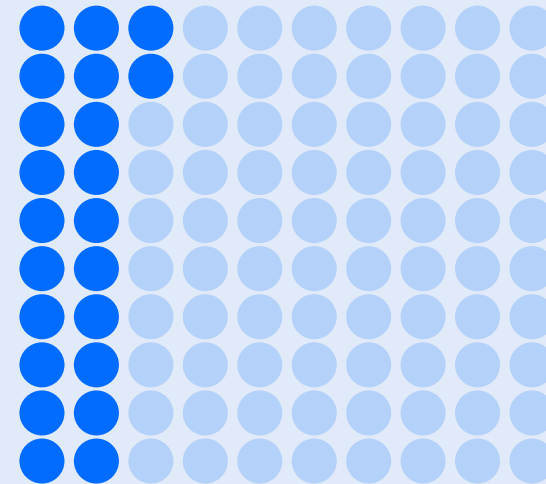
are using it, but infrequently.



are considering starting to use it.

Connecting with Reporters

Only 22% of corporate comms leaders rate their teams as "excellent" in their ability to identify and collaborate with the right journalists to tell their stories.



Making Sense of the Data

These numbers shed light on how PR and comms teams like yours are evolving their tactics and strategies amid emerging technologies and higher expectations from CEOs – as well as the obstacles they are encountering along the way. Use these insights to your advantage: Consider how you can apply these learnings to your own strategy and turn others' challenges into your opportunities.

For more industry insights, [download the full 2024 Global Comms Report](#).

Find out how Cision can help your team meet these challenges and stand out among industry peers.

[Speak to an Expert](#)

Influencing Decision Makers



of communications leaders agree that the C-Suite has sought comms' counsel more in the past 12 months than in previous years.

Measuring Effectiveness



of communications leaders cite "inability to measure impact effectively" as one of their biggest challenges.

Finding Impactful Influencers

"Everyday consumers" beat out all other types of influencers - including celebrities - in terms of their impact on the brand, according to



of comms leaders.

Shifting Social Strategies



of comms leaders intend to [add Threads](#) to their social media strategies this year, while Instagram is gaining on Facebook as the top social media channel of choice.