

PR Campaign Performance Review Template

1. Campaign Overview

- Campaign Name:

- Campaign Duration:

- Objective(s):

- Target Audience:

- **Key Messages:**

2. Media Coverage & Outreach

- **Number of Press Releases Sent:**

- **Media Outlets Targeted:**

- **Coverage Achieved (List Articles, Mentions, etc.):** _____

- **Key Influencers Engaged:**

3. Audience Engagement

- **Website Traffic Increase (%):**

- **Social Media Mentions:**

- **Hashtag Performance:**

- **Comments, Shares & Reactions:**

4. Public Perception & Sentiment

- **Overall Sentiment
(Positive/Neutral/Negative):**

- **Key Feedback or Themes:**

- **Brand Reputation Score (if applicable):**

5. Lead Generation & Conversions

- **Number of Leads Generated:**

- **Conversion Rate (%):**

- **Increase in Sales/Sign-ups:**

6. ROI & Budget Analysis

- **Total Campaign Budget:**

- **Actual Spend:**

- **Cost per Lead/Conversion:**

- **ROI Calculation:**

7. Lessons Learned & Recommendations

- **What Worked Well:**

- **Challenges Faced:**

- **Areas for Improvement:**

- **Recommendations for Future Campaigns:** _____