

STATS ON THE POWER OF TOP OF FUNNEL SPENDING

Industry stats supporting
PR's measurable impact on
performance marketing and
demand creation.

PROPER PROPAGANDA

THE “SOFT SPEND” TRAP

PR and other top-of-funnel activities are often called “soft” or “nice-to-haves” by performance marketing gurus whose work is further down the funnel and directly attributable to ROI.

This perspective is not only untrue, but foolish. **PR is the engine of demand creation. Performance marketing converts existing demand.**

Absent the demand, trust and perceptions created by PR at the top of the funnel, performance marketing has severe limitations.

The following stats speak to the importance of PR in demand generation:

FULL-FUNNEL CRUSHES PERFORMANCE-ONLY

A Google/Nielsen meta-analysis of 1,300+ campaigns

found that:

- Full-funnel spending yields 45% higher Return on Investment (ROI)
- +7% retail sales vs. performance marketing only

Brands who added top-funnel activities like PR to mid- and bottom funnel tactics drove 52% more incremental sales.

Implication: PR multiplies conversion efficiency.

95% OF MARKET IS NOT BUY-READY

Ehrenberg-Bass Institute found that **95% of buyers are out-of-market at any one time**; this means performance fishes in **5% pond**.

You need to stay top-of-mind via things like PR.

Implication: Skip PR, forfeit 95% of future demand formation.

BRAND EQUITY = PERFORMANCE ROCKET FUEL

Awareness Level	Sales/Performance Impact	Source
1-pt gain in consumer awareness	+1% sales	<u>Nielsen</u>
a brand with 60% awareness VS a brand with 20% awareness	2.86 x conversions at 60%	<u>Listen & First Media</u>
10% awareness bump	43% efficiency gain on performance marketing (Lower Customer Acquisition Cost (CAC)/Higher Return on Ad Spend (ROAS))	<u>Listen & First Media</u>

Implication: PR cuts your Customer Acquisition Cost (CAC) and ups Return on Ad Spend (ROAS) by making ads convert better.

OPTIMAL BUDGET: 60/40

BRAND-TO-PERFORMANCE

WARC/Binet & Field found that the best campaigns spent **60% on brand building activities at the top of the funnel and 40% on lower funnel activities.**

- Performance overkill drops returns **20–50%**
- A balanced funnel spend lifts sales **25–100%**

Cision surveyed over 1000 marketers about what their plans were for 2025. **61% marketers were boosting PR spend**

Implication: Data says balance wins—your mix needs PR now.

PR DELIVERS HARD KPIS

Lower Friction/Customer Acquisition Cost (CAC):
Familiar brands convert easier.

Higher Conversion Rate (CR): Narrative > direct response.

Higher Return on Investment (ROI): Brand + perf > perf alone.
