

# SURVEY

## WHAT IT MEANS TO BE AN AR PRO

### What it Means to be an AR Pro in 2024.



We surveyed **80 analyst relations** professionals to uncover exclusive insights into the challenges, triumphs, and trends shaping the AR landscape.

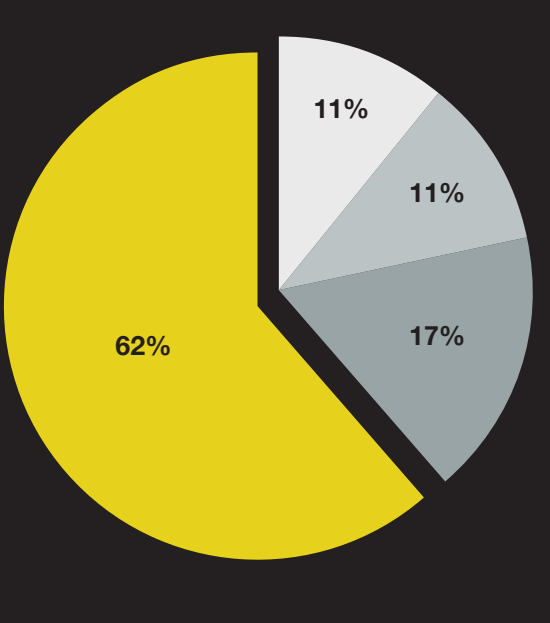
### Who are AR professionals?

- 16%** AR is part of what I do but not my entire role.
- 29%** I am part of an AR team
- 30%** I am the sole leader or practitioner of AR
- 20%** I lead a team of AR professionals
- 5%** Other

AR teams will need to optimize resources - 22% of professionals surveyed are leaving the field and the majority of programs reported no plans to hire in 2024.

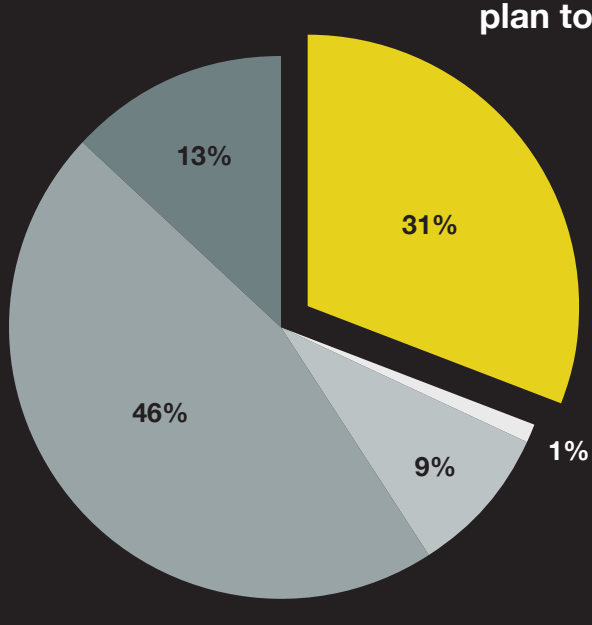
**62% of teams have no plans of hiring in 2024.**

- I have already done this
- I am considering doing this
- I have plans to hire one more AR professional
- It's unlikely that I will hire in 2024



**22% of AR professionals plan to leave the field in the next 5 years.**

- I entered the field in the last 5 years
- I plan on retiring in 5 years
- I'm in the middle of my AR career
- I plan to transition out of AR in 5 years
- Not an AR pro



### AR programs are focused on measuring success in new ways.

What are the top 2-3 KPIs you are prioritizing to measure your program's success in 2024?



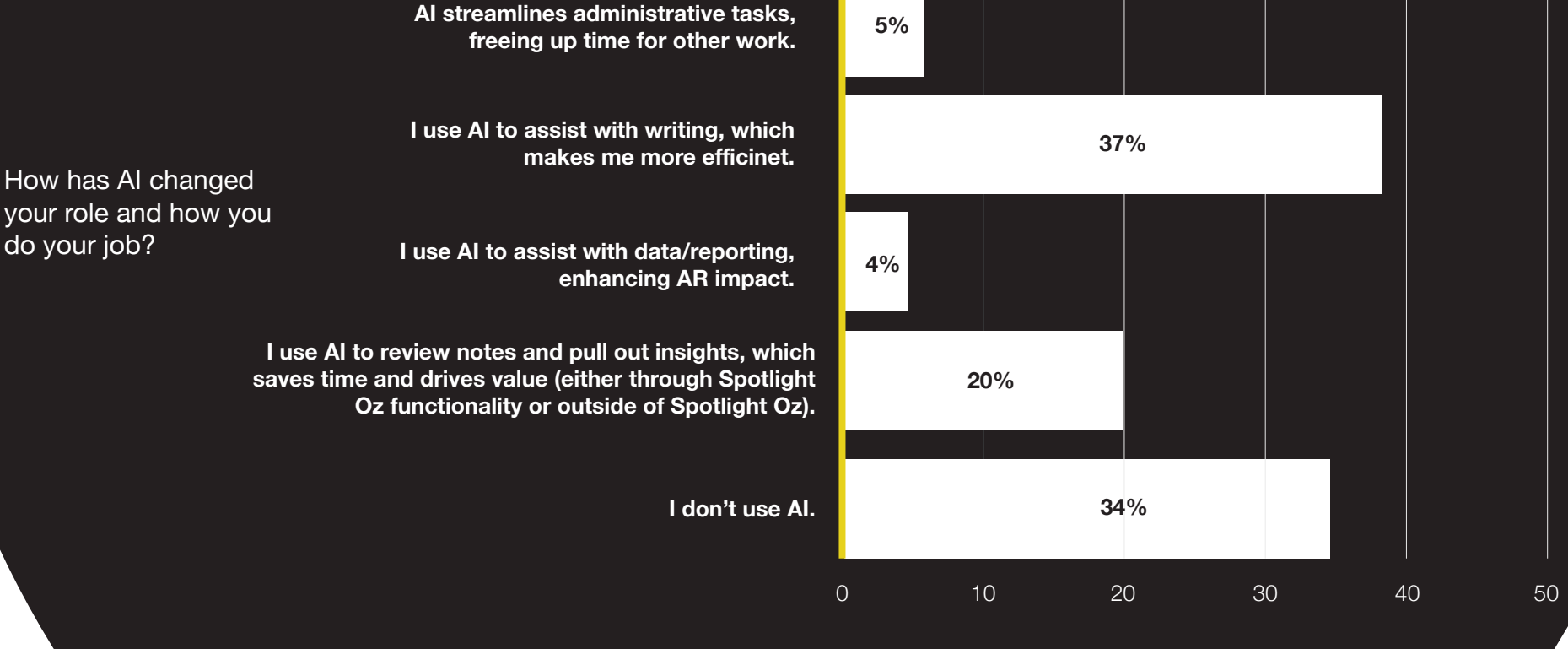
**Report Mentions**



**Deal Influence**

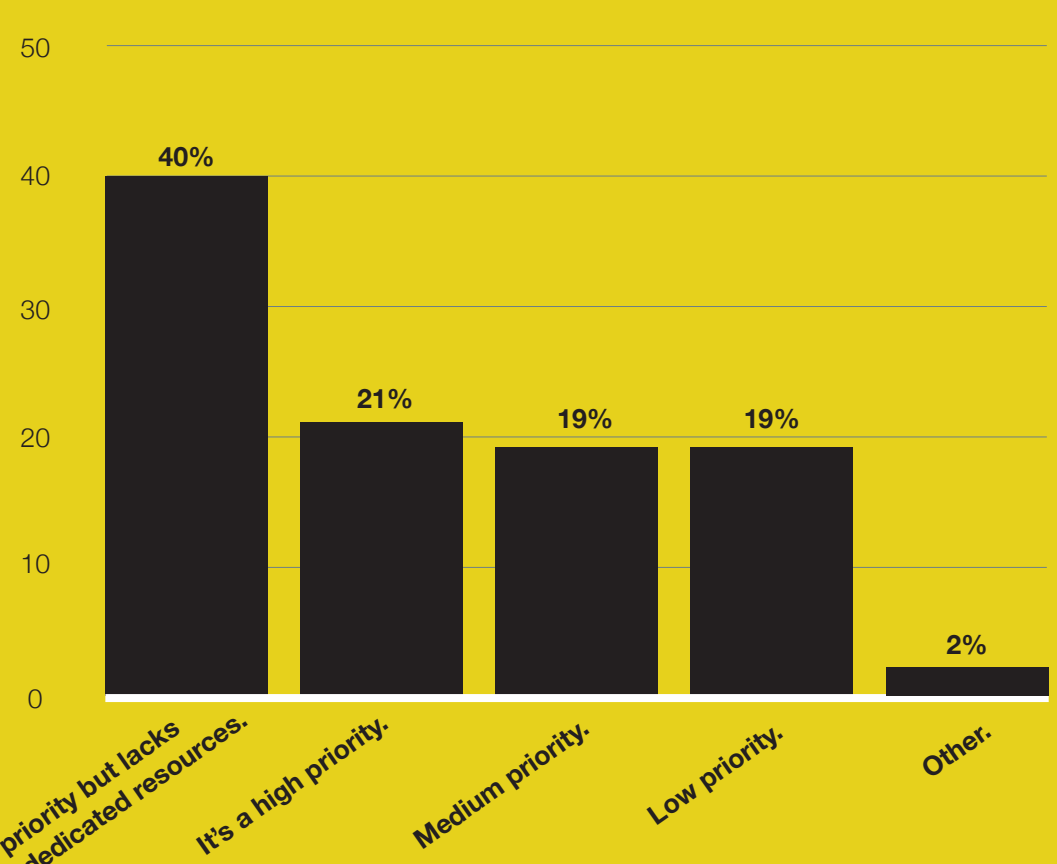


**Analyst Advocates**



**37%** of respondents who use AI are leveraging it to help assist with summarizing program details making them more efficient day-to-day.

### Who is responsible for executing peer insights?



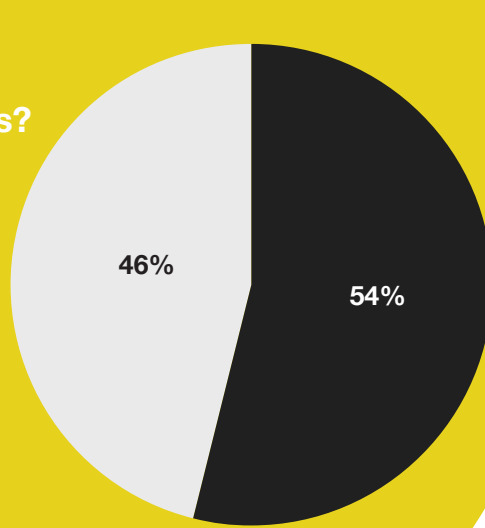
**40%** of programs are trying to prioritize Peer Insights but do not have adequate dedicated resources.

AR leaders are struggling to get the resources they need.

Please indicate if managing peer insights is a priority for your organization.

Perception Audits are a powerful tool for AR leaders.

- Has your team engaged in perception audits?
- Yes
- No



**10%** increase in perception audit usage from AR leaders in the past year.

### The Top Three Areas of Change for AR.

**Integration of AI**  
AR is now being transformed by AI, enhancing efficiency, and strategic decision-making.

**Evolution of Analyst Firms**  
Respondents agree that analyst firms are adapting to AI, facing competition, and evolving their practices.

**Strategic Focused Role**  
AR will focus on insights-driven approaches, sales enablement and engaging with peer review sites, and broader AR programs beyond traditional firms.