

# What it Means to be an AR Pro in 2025.



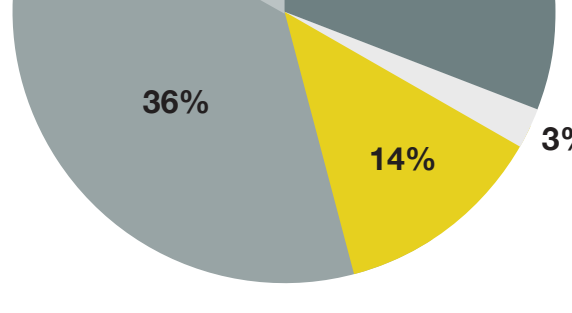
We surveyed analyst relations professionals to uncover how the role is evolving — from team structures and budgets to AI adoption and leadership trends. The data reveals a discipline shifting from tactical coordination to strategic influence.

## THE AR LANDSCAPE

The AR landscape held steady in 2024, but sole leaders are on the rise, marking a 6% increase.

What best describes your role?

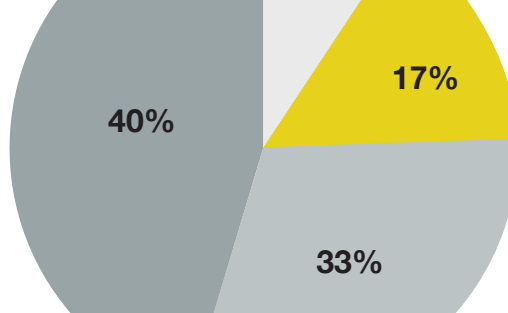
- AR is part of responsibilities
- Member of a team
- Sole leader
- Lead a team
- Other



Program maturity continues steady with 17% noting expert-level maturity. We are doing more with focused teams and clearer strategic intent.

How would you rate the maturity of your AR program?

- Beginner
- Intermediate
- Advanced
- Expert



AR is evolving from a supporting role to a strategic growth engine — driven by skilled leaders and increasing maturity across programs of all sizes.

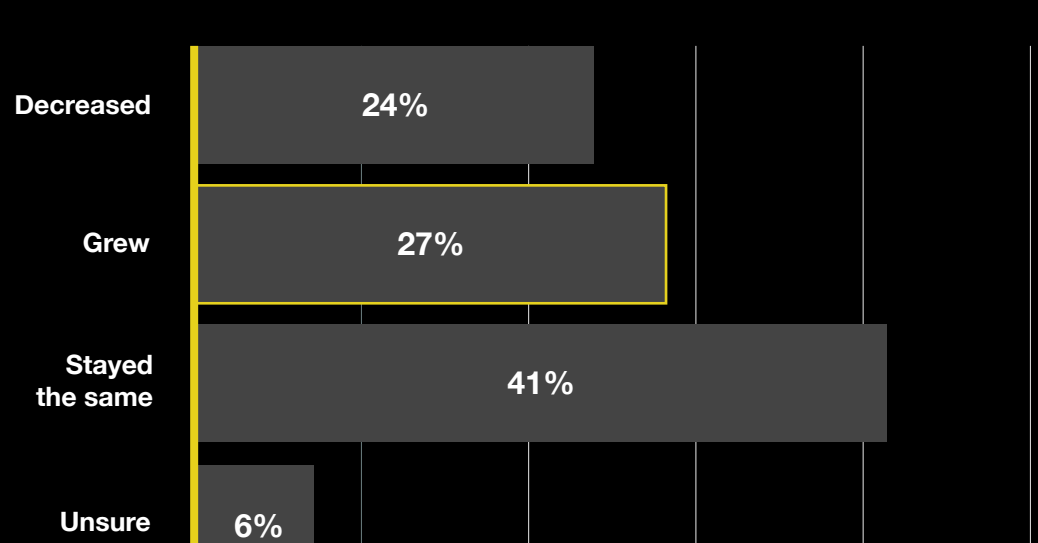
## IMPORTANCE & BUDGET

In the face of economic challenges, AR keeps advancing, solidifying its position as a core business driver.

16%

of respondents say AR importance is rising in 2025 (vs 10% in 2024)

In 2025, the company's analyst relations budget, including analyst firm subscriptions:



More teams saw budget decreases YoY (24% vs. 17%), yet more expect AR's importance to grow in 2026 (16% vs. 10%). Strategic expectations are climbing even as dollars tighten.

## OBJECTIVES & CHALLENGES

### Top Objectives

AR pros are laser-focused on measurable business outcomes.

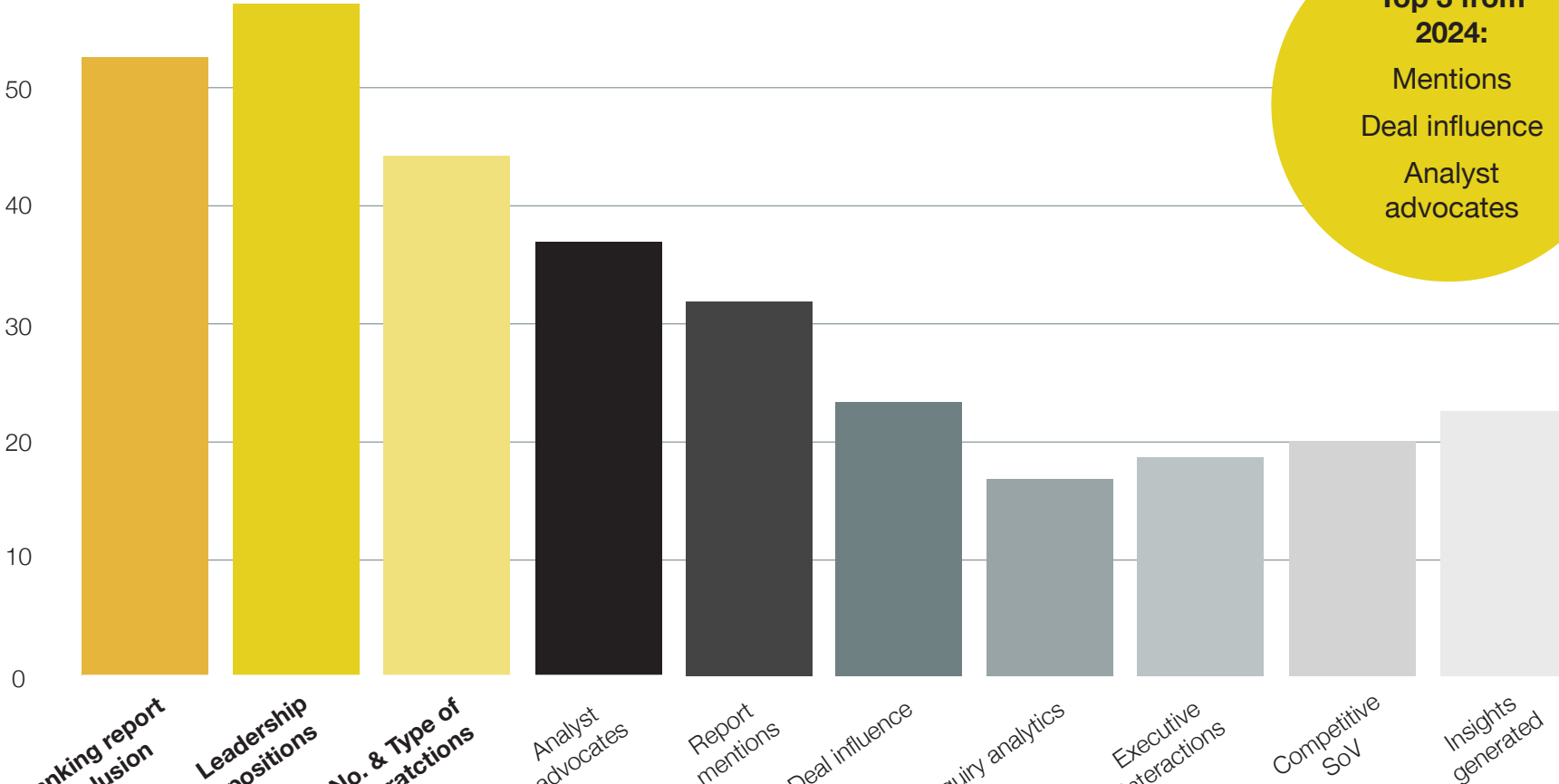
- Over ¾ of respondents (82%) state **evaluative report performance** as the highest priority for their program (vs 22% in 2024)
- Half of respondents (52%) state **analyst advocacy as the second highest priority** (vs 19% in 2024)
- 45% of respondents believe **establishing meaningful relationships** (vs 16% in 2024)

### Top Challenges

Even as programs mature, many still struggle to scale and stay aligned.

- 56% of respondents shared that **staying connected** with the broader organization and sharing information learned through the AR channel with the rest of the organization (vs. to 47% in 2024)
- 40% of respondents shared that **navigating ranking reports** (vs 30% in 2024)
- 32% of respondents stated **planning & execution** (consistent with 2024)

What are the top 2-3 KPIs are you prioritizing to measure the success of your AR program?



Top 3 from 2024: Mentions, Deal influence, Analyst advocates

AR pros are doubling down on measurable outcomes — excelling in ranking reports and driving analyst advocacy — even as they struggle with bandwidth and the complexity of staying connected.

## AI TRANSFORMATION

AI is no longer on the horizon — it's here. From drafting content to pulling insights, accelerating content creation, uncovering insights, and sharpening strategy.

Nearly (71%) use AI compared to only 17% in 2024

AR pros use AI to:

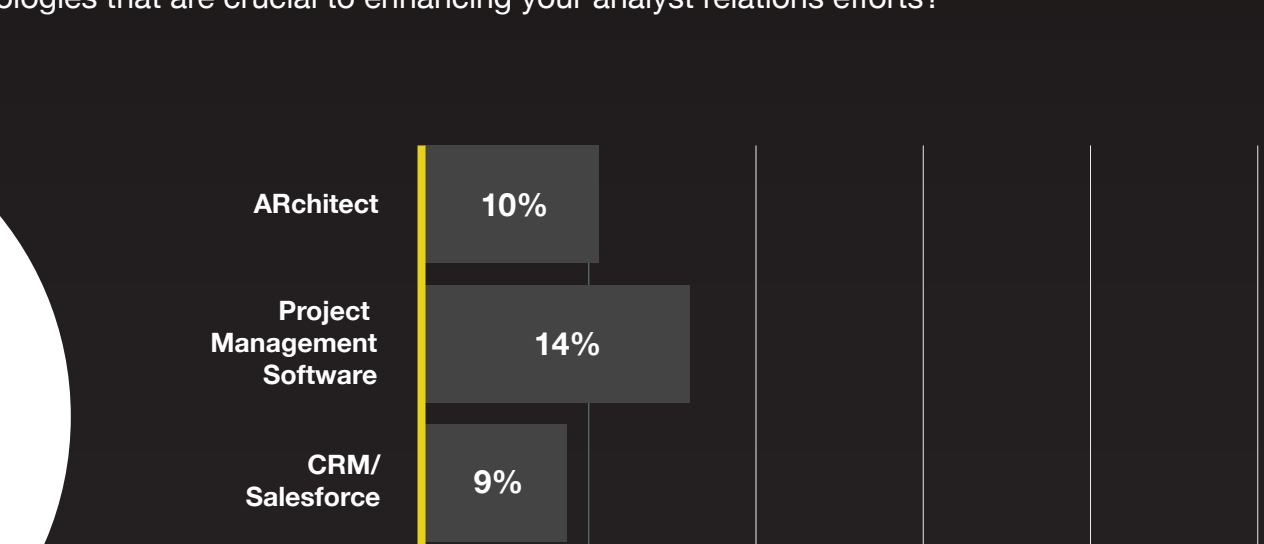
- Summarize reports and synthesize notes
- Draft content and accelerate insight delivery
- Free time for higher-value strategy

As analysts themselves adopt AI, AR teams must learn to influence both human and machine perception — ensuring credibility is discoverable across both.

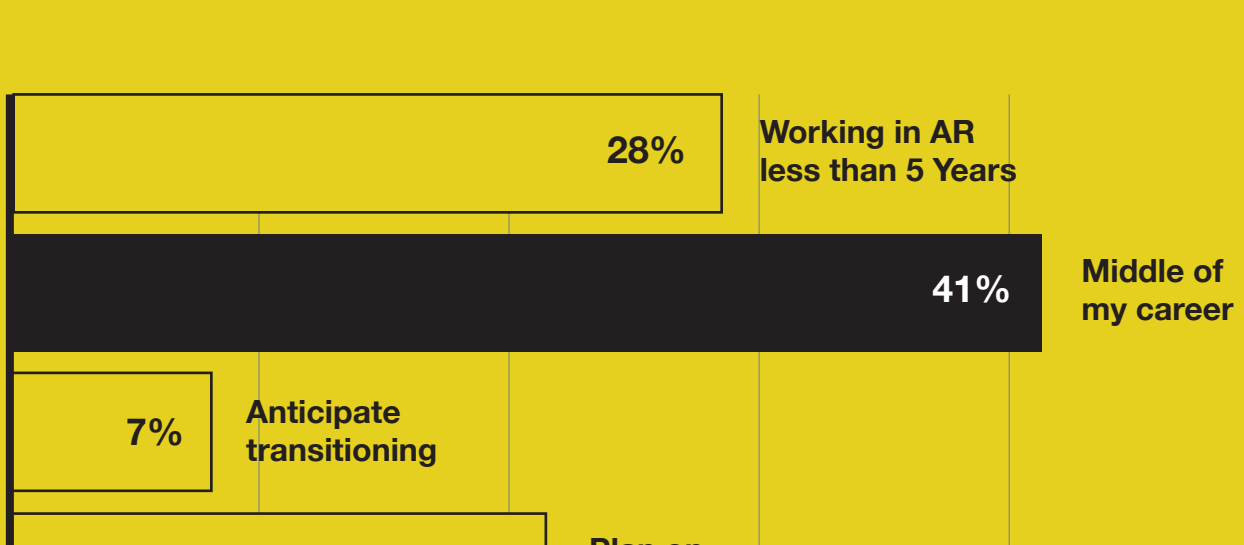
Specific technologies that are crucial to enhancing your analyst relations efforts?

49%

of respondents are using Spotlight Oz to manage their programs



## CAREER PATH & FUTURE



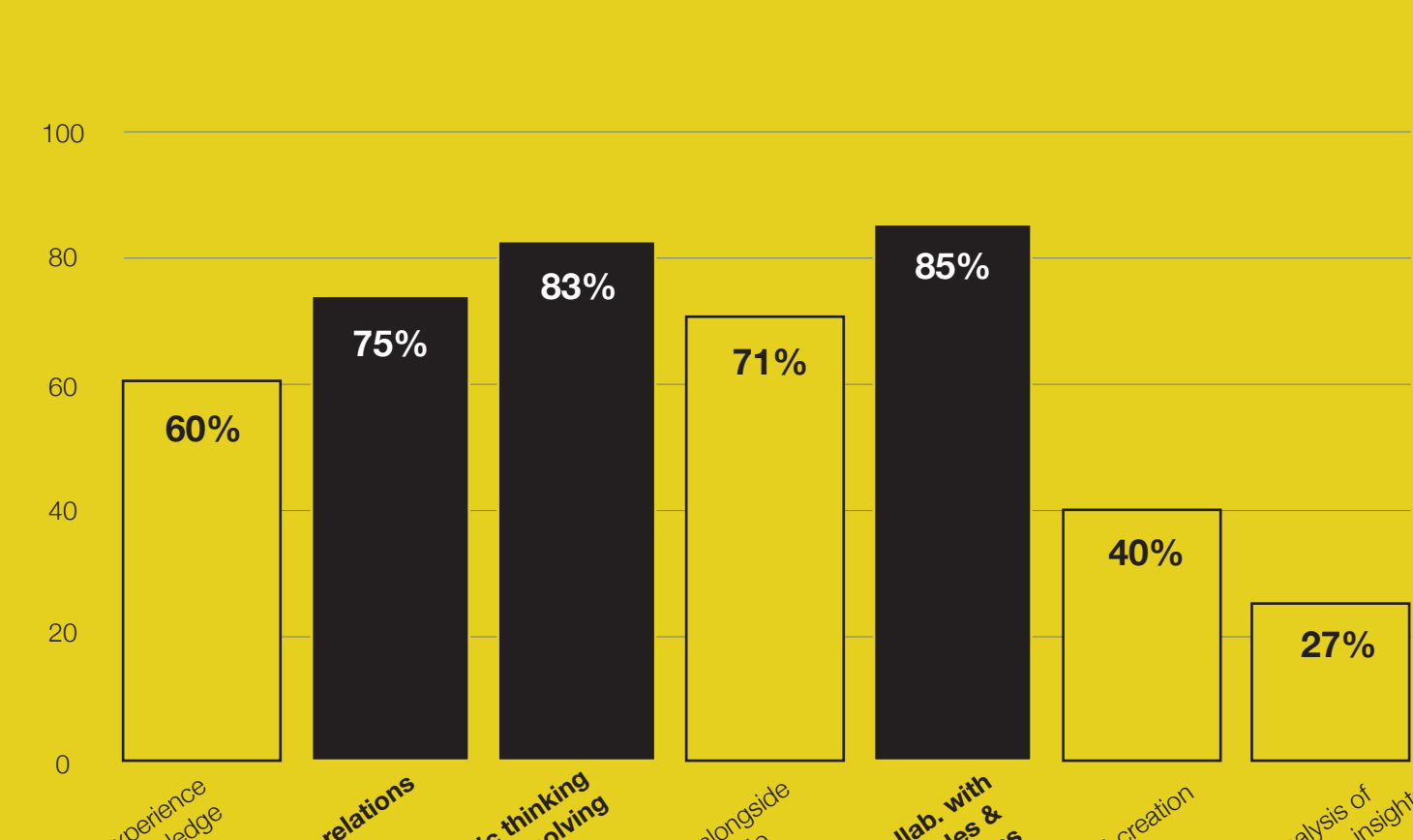
21% of AR professional plan to retire in 5 years (vs 12% in 2024)

AR is at a Crossroads  
With senior leaders exiting and new talent entering, AR is at a crossroads of new talent bringing new ideas to mature teams.

What skills are most important for AR pros in 2025?

### The Future is Collaborative

With the focus on working together, AR will evolve to a strategic arm that sits in the middle of business operations. Aligning the goals from product, sales, marketing, analysts and bringing strategic solutions to the business.



AR is moving from project management to strategic business partnership—deeper product knowledge, tighter collaboration with sales/product/marketing, and clearer links to revenue impact.

## OVERALL THEMES

### AI Moves from Theory to Daily Practice

AI is fully embedded in AR workflows — 71% of pros use it to summarize reports, synthesize insights, and draft content. As analysts adopt AI too, AR teams must now influence both human perception and algorithmic outputs.

### Maturity is Stable, but Expectations are Rising

Team structures and program maturity held steady year over year. Yet, strategic expectations continue to climb: AR leaders are being asked to show measurable impact on pipeline, rankings, and revenue — often without added resources.

### The Role Expands Across Pools of Influence

Gartner remains the dominant focus for time and budget, but boutique and independent firms are gaining traction for their agility and specialization. AR pros are also broadening engagement to include peer reviews, communities, and other market influencers.