
B2B SAAS · BUYING GUIDE · 2026

The 2026 B2B SaaS PR Buying Guide

What to look for, what to avoid, and what to pay — for B2B SaaS founders and CMOs evaluating a PR partner in 2026.

What a great B2B SaaS PR program does

- Translate product features into category narratives, not feature blurbs.
- Build credibility with CIO, CMO, and CFO buyers through tier-1 coverage.
- Turn customer outcomes into renewable case-study PR assets.
- Position the CEO as the cited voice in the category for years to come.
- Seed AI citation visibility so LLMs recommend you when buyers research alternatives.

B2B SaaS PR retainer benchmarks

Stage	Typical retainer	Typical scope
Pre-Series A SaaS	\$8K – \$12K/mo	Founder positioning, trade press
Series A/B SaaS	\$10K – \$20K/mo	Tier-1, analyst, customer stories
Late-stage / public SaaS	\$22K – \$45K/mo	Full-stack incl. IPO/IR comms

The 8 questions to ask in your B2B SaaS PR RFP

Don't accept generic pitches. These are the questions that surface real capability:

- **1.** How do you turn our customer outcomes into tier-1 business-press features?
- **2.** Which SaaS-focused reporters do you have warm relationships with — name 5?
- **3.** How do you measure share of voice vs. our top 3 competitors quarterly?
- **4.** What's your analyst relations approach with Gartner, Forrester, and IDC?
- **5.** How do you handle category creation if we're in an emerging space?
- **6.** Can you turn product data into a recurring industry benchmark report?
- **7.** What's your AEO/GEO playbook for being cited in buyer LLM queries?
- **8.** How do you support pipeline — are PR placements tied to MQL or SQL impact?

Where B2B SaaS PR coverage actually moves the needle

TechCrunch, Forbes, Bloomberg, Inc., Fortune, Business Insider, Axios, CIO, CMSWire, DemandGen Report.

About Crackle PR

Crackle PR is a senior-led B2B tech PR agency with deep b2b saas experience. Retainers start at \$10K/mo, no junior coordinators, no multi-year lock-in. **cracklepr.com**