

PR SHIELD



VALUE COMPARISON

	Podium™	Birdeye™	PR Shield
Monthly cost	Starts at \$399/month	Starts at \$299/month	Starts at \$297/month
Primary focus	Customer messaging and reviews	Online reputation and listings	Comprehensive reputation promotion AND protection
Support included	✓ Live chat	✓ Live chat	✓ Live chat, human help desk, and access to marketing experts
Reputation monitoring	✓ Primarily Google and Facebook	✓ Across multiple platforms	✓ Multiple platforms with ability to request reviews from customers
Review auto response option	✓ Basic automations, or upgrade for AI replies	✓ AI replies	✓ AI replies, audited by humans
Designed for small businesses?	✓ General SMB	✓ General SMB	✓ Designed for businesses ready to scale.
Personalized onboarding	✓ Administrative-focused	✗	✓ Brand audit and onboarding with seasoned marketing professionals.
Training materials	✗	✗	✓ Course, templates, and tutorial library.
Relationship-driven consulting	✗	✗	✓ Live events, office hours, email alerts, and active user community.
Customization and flexibility	✗	✗	✓ Customizable to your goals, industry, and risk profile.
Crisis communication support	✗	✗	✓ Includes crisis planning, coaching, and rapid-response call.
Media and PR Preparedness Tools	✗	✗	✓ Training and messaging tools for leaders and their teams.

PR Shield doesn't just manage your business reputation — it helps you build it.

While others chase reviews and leads, PR Shield equips you to communicate with clarity, grow with confidence, and stay ready for anything.

It's not just software. It's strategy.