

ParcelHero

Case Study



About ParcelHero:

- One of the UK's most trusted parcel price comparison websites
- At the forefront of the e-commerce revolution due to its pioneering technology and focus on fast, reliable and fairly-priced logistics
- Helps with deliveries to over 220 countries, working with the most trusted courier services across the globe including DHL, UPS and DPD
- With the help of Vuelio, its services have featured on BBC and Channel 5 as well as in high-profile publications including Forbes and the Daily Mail

Challenge:

As moves to digital shopping increased with unprecedented speed during 2020/21's UK lockdowns, ParcelHero had to keep up with consumer demand and cement its place as a trusted destination for finding the right delivery service.

Gaining publicity across mainstream media catering to widespread audiences was a key responsibility of the stretched marketing and PR team that was busy reworking planned campaigns for the year.

ParcelHero needed speedy access to the right contacts and on-hand support to get the most out of the system quickly.

ParcelHero wanted to:

- Find relevant media outlets and contacts
- Create targeted campaigns in an easy-to-use system
- Work from a centralised hub where all aspects of media outreach can be recorded and accessed by its busy marketing and PR team



‘Having used the software previously, the very first thing I did when I took my role at ParcelHero was to introduce this invaluable tool,’ says Head of Consumer Research and Head of PR & Publications David Jinks.

Solution:

ParcelHero chose Vuelio’s software solution for:

- Media Database
- Media Monitoring
- Email Distribution

‘In around eight months of using the service, we’ve had coverage from outlets as diverse as the Mail, Metro, FT and Forbes, thanks to the excellent database.

‘Our account manager is always extremely helpful, ultra-efficient and friendly, and full of invaluable tips that have saved me hours and gained us extra publicity. She’s unflappable, even when I’m about to hit the wrong buttons, and I learn something new every time we speak.

‘We’ve been given extensive training for our outreach and social media new arrivals, and now the software is the entire marketing team’s main hub for every campaign.’

Results:

‘Vuelio helps me to find the specific journalists I need for specific stories I need share, but also suggests others I may not have considered who would find press releases on our topics useful and gain us extra coverage,’ says David Jinks.

‘Building links is one of the main parts of my job, and Vuelio software identifies new potential contacts for us across the UK media.

‘The Media Database is comprehensive, the navigation intuitive and distribution is flexible according to changing needs across each campaign and project. And Media Monitoring picks up everything, meaning we can keep track of our successes and prove our work.

Vuelio is an invaluable tool.’



Prove the value
of your comms
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