

Cats Protection

Case Study

About Cats Protection Challenge



- Cats Protection is the UK's leading feline welfare charity
- Its nationwide network includes 230 volunteer-run branches, 37 centres and over 100 charity shops
- The charity helps approximately 200,000 cats and kittens each year.

Before switching to Vuelio, the reporting the Cats Protection team received was quite basic and on a very top-line level. In order to really evaluate performance over time and benchmark against their peers, they would need to take a more detailed view to better reflect their goals and objectives.

Having not done this for a few years, they needed some support in setting up a best practice framework.

Cats Protection wanted to:

Keep their finger on the pulse with monthly dashboard reports, in addition to more detailed quarterly reports in order to evaluate previous results and also learn from the findings for the future.

A number of report allocations would also be needed across the year for various campaigns. With each report tailored to specific campaigns, the reports could be used to understand the success and provide sponsors with key metrics.

Solutions



Cats Protection chose Vuelio's suite of media and public relations software including:

- Press Release Distribution
- Contact Management
- Media Monitoring

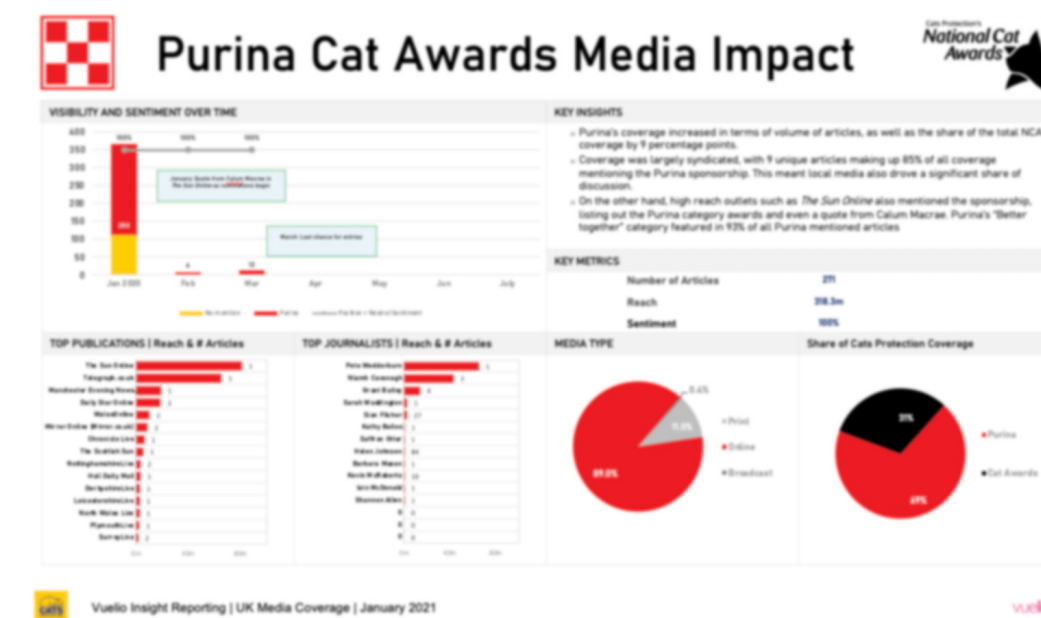
Alongside these services, the team decided to utilise the skill and support of the Vuelio Insights team to evaluate performance and understand trends in the media landscape.

'We met with the Vuelio Insights team to discuss our needs. They listened to us, understood our challenges and talked us through the different options that suited us,' says Cats Protection's Head of Media Relations Kate Bunting.

'Since this was a new way of reporting, they made everything clear and transparent without all of the complicated jargon that some companies use. They understood that we needed something that is easy to understand yet effective.'

'Knowing that extra report allocations were already included, and we could use them as and when needed, meant we didn't need to worry about them. When the pandemic hit in 2020, many of our campaigns were cancelled, but as the service with Vuelio is

flexible we were able to use these allocations to understand the impact that COVID had on our industry.'



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Results

Vuelio equip Cats Protection with the key metrics they need to evaluate performance, as well as the digestible analysis to help understand the results and improve in the future.

‘Receiving these reports saves us valuable hours of time totting up figures and working out percentage increases or decreases in both our coverage volume and reach,’

– says Kate Bunting.

‘The reports also highlight trends in our coverage that we may not have spotted as well as target areas to work on.’

‘Our relationship with the Insight Team has grown and we have continued to work together to develop the reporting and analysis framework into what we use today. They are always on hand if we have any questions, which is an added bonus in terms of support on top of our Account Management and Support team.’

