

Vuelio extends journalist network with acquisition of ResponseSource

Submitted by: ResponseSource

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Vuelio (<https://www.vuelio.com/uk/>), the stakeholder engagement software company, buys journalist request and media database provider ResponseSource (<https://www.responsesource.com/>).

LONDON, 9 October 2018: Access Intelligence, the parent company of Vuelio (<https://www.vuelio.com/uk/>), has acquired ResponseSource (<https://www.responsesource.com/>) Ltd for a cash-and-shares consideration of £5.5 million to create an unrivalled portfolio of stakeholder engagement software.

Access Intelligence CEO Joanna Arnold said: "Vuelio and ResponseSource have a lot in common. They are both SaaS businesses providing great communications intelligence to PR, marketing and journalism professionals. But at the same time, they are extremely complementary, and ResponseSource will from day one add significantly to the portfolio while accelerating our combined product development, particularly in journalist services."

Vuelio clients now have the option to access a powerful means of media engagement thanks to the ResponseSource Journalist Enquiry Service, which allows journalists to directly request information from PR professionals. This creates an unprecedented opportunity for Vuelio clients to gain coverage by providing comment, opinion and other content on a huge range of topics for leading newspapers, publications and influencers.

Journalists and influencers using the service will also benefit as over time they will be able to access a wider range of leads through the Vuelio client base – a rich source of blue-chip businesses and sector-leading organisations.

Joanna Arnold added: "ResponseSource's trusted journalist services are representative of the strong links between the team and the journalist community. These links provide a platform for relationship building and research, and it needs to deliver value for everyone involved. We plan to continue to invest in the ResponseSource brand, in its services, and in its people."

ResponseSource founder Daryl Willcox will remain at the combined company and becomes Director of Audience Strategy for Access Intelligence. He said: "It's a great outcome for our customers, journalist users and the team at ResponseSource that we are now part of an ambitious UK Plc that really understands the importance of the journalist network we have built. I'm looking forward to continuing to grow this strategically important side of the business that benefits journalists and PR professionals alike."

-ENDS-

Note to editors

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About Vuelio

Specialising in software for public relations, public affairs and stakeholder communications, Vuelio offers an unrivalled portfolio of products and services for professionals throughout the UK and Europe. Its latest acquisition of ResponseSource has further strengthened its reputation among journalists and media professionals, so whether you want to influence traditional or new media, MPs, local government or your organisation's members and supporters,

Vuelio provides you with everything you need.

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About Access Intelligence

Access Intelligence is a leader in the provision of corporate communications and reputation management software. Our flagship Vuelio offering is a fully integrated communications management platform that uniquely combines solutions for public relations, public affairs, stakeholder relations and influencer marketing. As such, the Vuelio platform helps organisations protect and enhance their brands, influence relevant political agendas, and communicate across the full-range of interested parties by providing them with the information and tools they require to identify, understand and engage with all relevant stakeholders.

Based in London, the company has over 1,600 customers, ranging from blue-chip large enterprises and communications agencies to public sector bodies and not-for-profit organisations.