

PRAO

**GCVA – PR
Results Report**

October – December 2024

Background

This report is designed to demonstrate PR results achieved for the GCVA over a given time period, meeting the agreed communication objectives:

- Promote innovation and showcase the solutions gift cards provide to current needs
- Champion the needs of the sector
- Protect the sector's reputation
- Position the GCVA as a gateway for practical advice and support



Specifically, this report covers Q4 of 2024 to give an indicative view of how PR has positively impacted the GCVA's search visibility and organic traffic during this period.

Inputs and Activities

Between October – December 2024, we produced/used a range of materials to engage target audiences and meet communications objectives:

- **2 press releases:** SOTN release, LOG IN TO CHRISTMAS release
- **1 feature:** Unlocking the power of loyalty programmes with gift cards
- **1 comment:** Inews (expired Gift Cards)

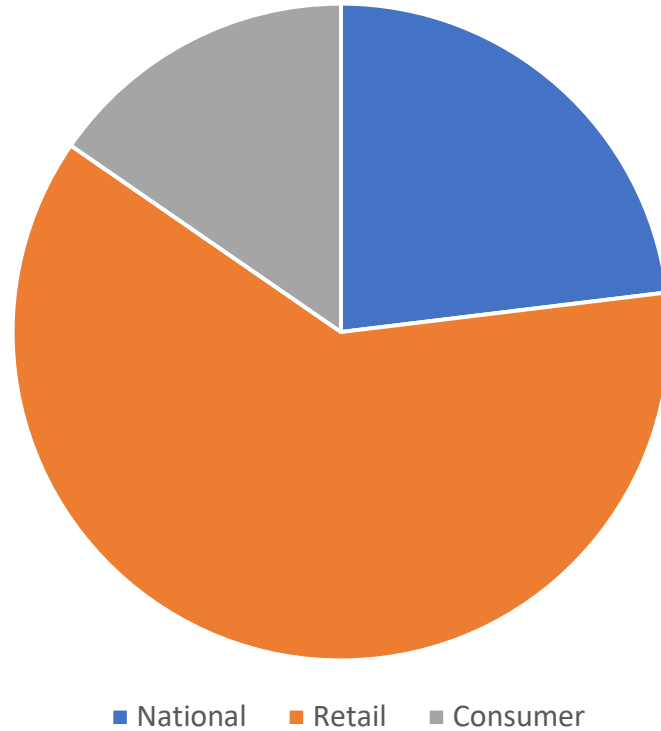
Total results

In Q4 of 2024, PR has achieved the following earned outputs:

- **Total coverage:** 13
- **Links:** 2 | **Average DA:** 23.5
- **Total reach:** 75,116,778
- **Coverage highlights:** The Times, The Guardian, Yahoo! News

Breakdown of coverage by sector

Breakdown of coverage by sector



Coverage for this quarter was predominantly in Retail. It is great to see more national coverage in Q4's breakdown.

Standout coverage



How to give the perfect Christmas gift card

A treat for some, a lazy gesture for others: gift cards are divisive. Here are the perks, costs and caveats it pays to be aware of, according to money editor **Hilary Osborne**

When Stephen received an M&S voucher from his parents for Christmas, he did what many of us do: shoved it in his wallet and forgot about it. Months later, when buying a sandwich in the shop, he remembered he had it and handed it over.
“The cashier took it and, handing it back, said something like, ‘You still have £96-something on your card. I couldn’t believe it,’” he says. “I continued to use it for incidental sandwiches for a further six months until it ran out. It’s the best Christmas present of my adult life - it just kept giving.”

Gift vouchers divide opinion: for some, they are a way to ensure someone can treat themselves to exactly what they want, when they want, and better than cash because they won’t end up being used to pay a gas bill. For others, they are a sign you didn’t have a clue what to get and had to make a panic purchase at the checkout.
Despite this, the industry is worth millions, and Christmas is boom time. Figures from the Gift Card & Voucher Association (GCV) show that, in the second half of last year, just over £2bn worth of cards and vouchers were sold in the UK. More than half were bought by businesses - a recent trend has seen employers offer workers vouchers they can use in supermarkets and the like - but separate research for the association found that 33% of adults bought one for Christmas last year.
The GCV disputes an old £300m

figure that is often quoted as the value of unspent cards, but it is clear from companies’ accounts that there are balances left sitting on vouchers. This may sound like good news to retailers, but Alec Donald, of Edenred Payment Solutions, says that is not the case. Donald is a bit of a voucher expert, having spent almost a decade working for companies that run schemes for retailers.
“That unspent money has an opportunity cost,” he says. “A gift card can be an early touchpoint with a consumer - it may be the first time they’ve shopped with you. When they use it, they may spend more than the voucher.” He points to those for the cinema chain Cineworld - you may put the whole of the voucher towards tickets and splash out extra on popcorn or drinks.
Sanjay Aggarwal says that his independent spice business, Spice

MUU: 70,000,000



OPINION
By Paul Lewis

I lost £140 after my gift card expired. What should I do? Paul Lewis replies

A reader was given the wrong information by a retailer and is now trying to get their money back

November 07, 2024 9:45 am



MUU: 1,574,790

Standout coverage



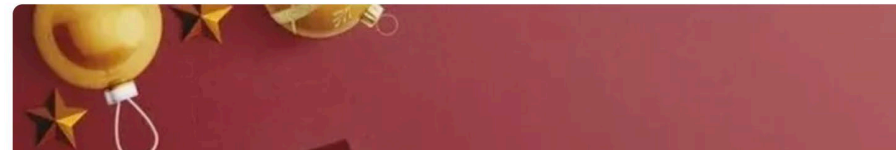
The panic buyer's clutter-free gift guide — 37 expert ideas

MUU: 598,420



Warning issued to anyone buying gift cards as presents for Christmas

James Rodger
27 November 2024 · 2-min read



A warning has been issued to anybody buying gift cards for [Christmas](#). People have been warned over the terms and conditions and little known expiry dates, as we head into the Christmas season and the festive rush December brings.

"If you receive a gift card, remember that they aren't something to put in the bottom of the drawer and saved for a rainy day," says the GCVA. "They are there to be spent and enjoyed, so get out there, have fun and treat yourself."

Stephen is proof that they can be a great gift to receive. "I'm now looking for sandwich or coffee gift cards to give others," he says. "The feeling of having my sandwiches paid for for months was amazing." The Guardian newspaper reports the John Lewis vouchers can't be redeemed at Waitrose, while [M&S](#) can't be used via Ocado.

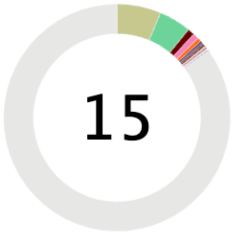
MUU: 2,790,000

Quality of outputs

Total reach of PR coverage: 75,116,778

Average backlink domain authority: 23.5

TRUST FLOW



CITATION FLOW

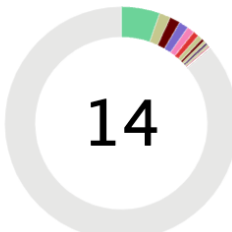


TOPICAL TRUST FLOW

- 14 Business / Marketing and Advertising
- 14 Science / Biology
- 12 Shopping / Entertainment
- 12 Regional / Europe

Trust and citation scores (Sept 2024):

TRUST FLOW



CITATION FLOW



The Trust Flow, which measures the quality of the links to the GCVA website, has increased by 1 since the last quarter.

Meanwhile the Citation Flow, which measures the quantity of links, has increased by 2.

Fluctuation is normal and we can see coverage figures have stayed relatively consistent since last quarter. This is also quite typical for us around the Christmas period as gift cards and GCVA is being discussed and searched for more.

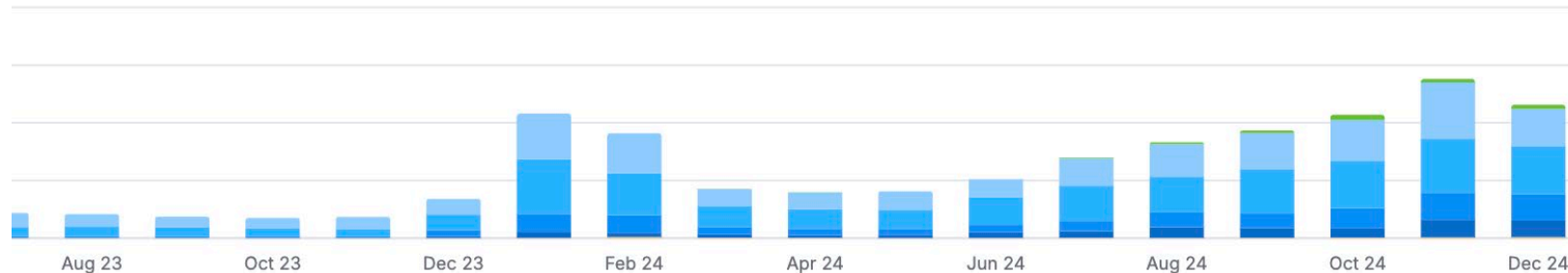
We will continue to monitor this fluctuation to see if further analysis needs to be done to our backlink profile.

Out-takes: Organic Search Visibility

December 2023		November 2024		December 2024	
● Top 3	1	● Top 3	7	● Top 3	9
● 4-10	15	● 4-10	152	● 4-10	143
● 11-20	51	● 11-20	234	● 11-20	230
● 21-50	136	● 21-50	469	● 21-50	415
● 51-100	137	● 51-100	488	● 51-100	322
● SERP Features	0	● SERP Features	30	● SERP Features	37
Total	340	Total	1,380	Total	1,156

Organic Keywords Trend

Top 3
 4-10
 11-20
 21-50
 51-100
 SERP Features
 📄 Notes ▾



2024 was our best performing year for search visibility YoY in December, we've seen a 240% in the number of keywords we are ranking for, with November being our highest-ranking month, with a lot of keywords in pos 51 – 100 being lost between November to December which is normal.

Looking at the keywords we've retained, these include brand names such as B&Q, Marstons, Voucher Express etc.

Out-takes: Keyword Research

Keyword	Intent	Prev. position	Position	SERP Features	Traffic	Volume
tk maxx uk	N	11	11	🔗 ⚙️ ⭐ 🕒 +2	550	110K
one4all	N	12	11	🔗 ⚙️ ⭐ 🕒 ☰	452	90.5K
tk maxx	N	18	18	🔗 ⚙️ ⭐ 📧 +5	450	1.5M
mitchells and butlers	N	5	5	🔗 ⚙️ ⭐ 🕒 +3	88	14.8K
gcva	N	1	🔗 1	🔗 📧 🕒 ☰	88	110
voucher	C	65	32	🔗 ☰	77	110K
mitchells & butlers	I N	3	3	🔗 ⚙️ ⭐ 📧 +6	72	12.1K
bitcard	I	2	2	🔗 ⚙️ ⭐ 📧 +3	63	480
runa network limited on bank statement	I	📈	📈	🔗 ⚙️ ⭐ +2	53	480
mitchells&butlers	I N	3	3	🔗 ⚙️ ⭐ 📧 +6	35	4.4K
mitchell and butler	I N	5	5	🔗 ⚙️ ⭐ 🕒 +3	32	5.4K
prezzee	N	8	9	🔗 ⚙️ ⭐ 📧 +6	31	22.2K
one 4 all	C N	26	13	🔗 ⚙️ ⭐ 📧 +3	26	33.1K
tkmaxx uk	N	5	12	🔗 ⚙️ ⭐ 🕒 +3	26	33.1K

Looking at keyword rankings, we can see our highest-ranking pages in the SERPS are again related to member brand names.

Understandably, we will rank for our member names considering they have their own audiences and brand awareness. We should look to understand why people visit these pages however; are they customers who are looking for the member website, or is it other brands looking to understand their involvement with GCVA?

It was suggested last quarter that we look to test this theory out with some of our most popular member pages with CTA's and further details on their membership to see if it encourages further engagement on the site.

As the new website continues to be developed, it would be good to compile a list of keywords that we'd like to rank for, and ensure there is related onsite content, such as blogs, and that these are included in all PR copy. We should also look to push some of the more relevant pages, for example the news hub and GIFTCARD 500 to drive awareness of our activity.

Summary / Key Learnings

- In Q4, we've seen a steady stream of coverage come through from a range of good quality and relevant titles including The Times, Yahoo! News, The Guardian and Fashion Network.
- The 'State of the Nation' release secured coverage in seven publications, highlighting the value of crafting data-driven releases that provide journalists with actionable insights and easily shareable statistics.
- As well as this, we were approached by a range of journalists for bespoke features and comments. This is a great way to get GCVA in front of different readerships, and it will be something we will continue to do in 2025.
- 2024 has been our best-performing year for search visibility, with us now ranking for 240% more keywords than we did this time last year. We should look to do more work internally on the member pages as the website is developed to turn this interest into engagement.

A scenic landscape featuring a paved road that curves through lush green hills. In the distance, a city skyline is visible under a bright sky with scattered white clouds. A large, semi-transparent white circle is centered in the upper half of the image. A solid red horizontal banner is superimposed across the middle of the circle, containing the text "Thank you" in white, bold, sans-serif font.

Thank you