

PRAO

GCVA – PR Results Report

July – September 2023

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 Q3 of 2023 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 July – September 2023, we produced/used a range of materials to engage target audiences and meet communications objectives:

- **1 campaign:** Cost of living Review: One Year On
- **5 press releases:** Hall of Fame 2023, KPMG H1 2023, x3 cost of living release (retail, employee benefits and consumer gifting)

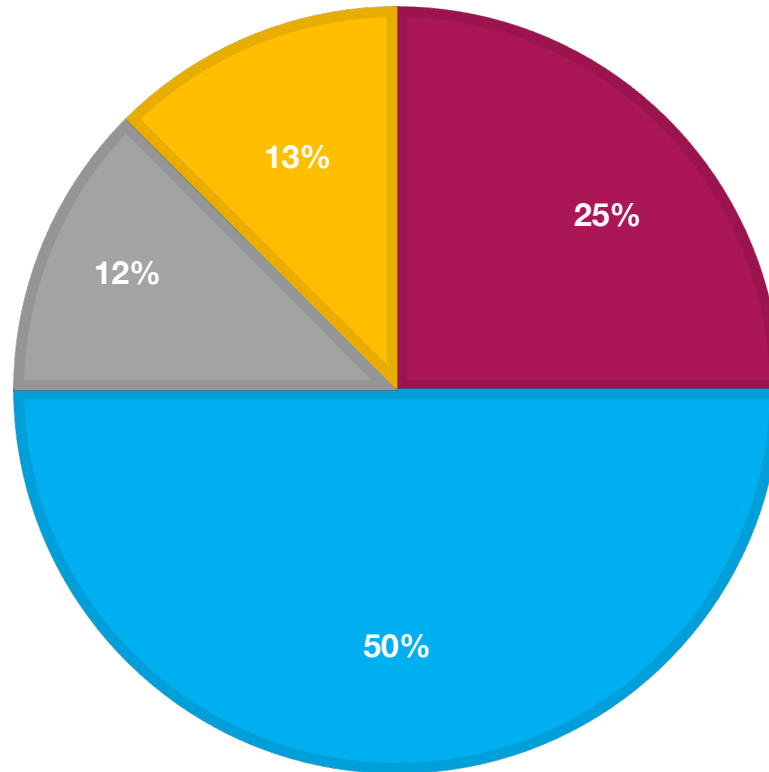
Total results

In Q3 of 2023, PR has achieved the following earned outputs:

- **Total coverage:** 8
- **Links:** 3 | 37.5% of coverage
- **Coverage highlights:** The Retail Bulletin, International Business Times, HR News

Breakdown of coverage by sector

■ Retail ■ Employee benefits ■ Business ■ Fintech



Standout coverage



Boost in sales as gift cards take starring role in combating cost of living crisis

Despite the ongoing impact of the cost of living crisis, inflation and rising interest rates, consumers are using more gift cards and vouchers than they did last year, according to new research from the **Gift Card and Voucher Association (GCVA)** and **KPMG UK**.

Data from the GCVA's members shows that gift card and voucher sales in the first six months of 2023 have increased 8.4% on a like-for-like basis contributing to a resilient performance in H1, demonstrating their enduring appeal and increasing diversification of use.

MUU: 30,000 DA: 51



Industry awards shine spotlight on gift card innovators

The winners of the 2023 GCVA **Hall of Fame Awards**, which celebrate the best of the UK gift card and voucher industry, have been announced.

Hosted by the **Gift Card and Voucher Association (GCVA)**, with **Blackhawk Network** as the lead sponsor, the awards showcase creativity and innovation across the retail, leisure, incentives, and payment sectors.

Winners of the 12 categories were announced during a glittering ceremony at a brand-new venue, 8 Northumberland Avenue in London. Winning organisations spanned retail, experiences, rewards and incentives, tech and industry suppliers highlighting how the use of gift cards is continuing to evolve. A rise in B2B winners also reflects how B2B now represents 70 percent of the gift card market.

MUU: 7,170 DA: 33

Standout coverage

HRnews

Reward-based incentives key to retention as employees seek ways to save

Research shows nearly one in three (28%) of UK employees would be more loyal to a business that offered modest rewards or incentives, such as a £50 gift card, as people continue to seek ways to reduce the impact of the cost of living crisis.

The survey of more than 1,000 UK adults, commissioned by the Gift Card and Voucher Association (GCVA), found that just under half of households are worse off than they were this time last year, with 12% experiencing a significant impact on their personal finances. As a result, employees are looking for more ways to save.

Whilst rewards and incentives are effective in a broad range of scenarios, the impact of rising food prices, energy bills and mortgages mean that they are particularly valued by employees looking to their employer for support.

However, despite opportunities to reward and support staff, as well as aid talent retention, the majority of employers have not taken any action to help ease the impact of rising costs. Less than one in six (15%) employees have received support from their employer, with the most popular method of doing so being an increase in salary (55%). Some staff have also been given a one-off bonus (9%).

MUU: 21,000

INTERNATIONAL BUSINESS TIMES^{UK}

Gift card sales skyrocket by 26% for grocery retailers

A rising trend has emerged from a recent study, revealing that consumers are increasingly turning to gift cards and vouchers as a creative response to economic challenges.

UK consumers are taking a fresh way to manage these volatile times, despite persisting economic challenges such as the weight of the cost of living crisis, growing inflation rates and the threat of rising interest rates.

A recent study by the Gift Card and Voucher Association (GCVA) and KPMG UK revealed an interesting style adopted by consumers amid persistent strains of the cost of living crisis, inflation and rising interest rates. Contrary to expectations, consumers have increased their utilisation of gift cards and vouchers compared to the previous year.

MUU: 240,000

Quality of outputs

Total reach of PR coverage: 398,120

Average backlink domain authority: 53

TRUST FLOW



CITATION FLOW



Trust and citation scores (June 2023):

TRUST FLOW



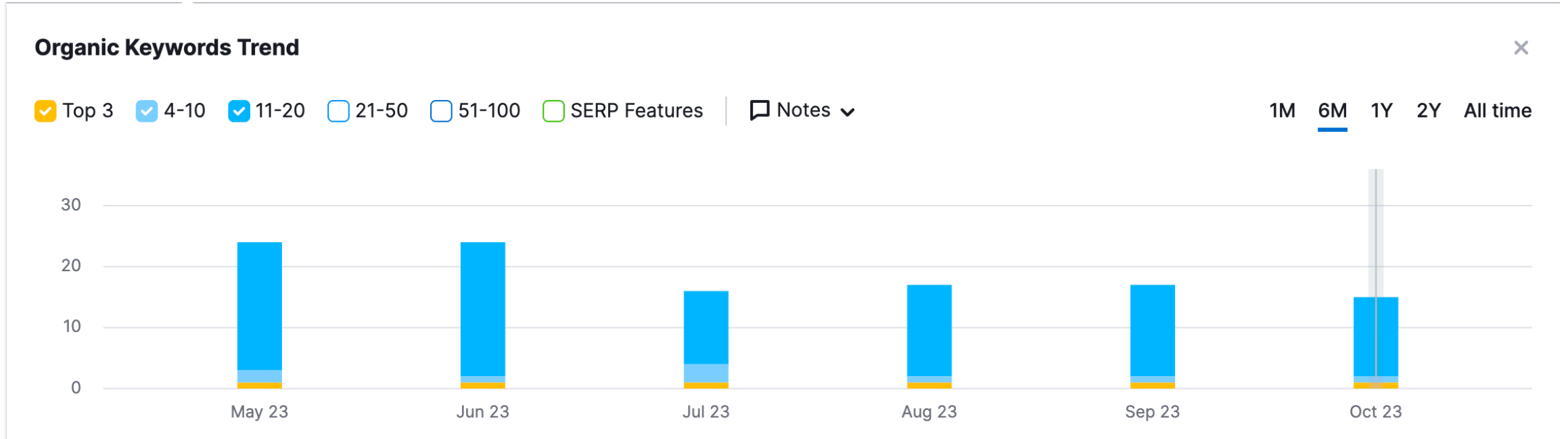
CITATION FLOW



The Trust Flow, which measures the quality of the links to the GCVA website, has declined by seven. However, the average DA has increased significantly by 10 which means the quality of the links secured in this quarter is high. As a result, it is likely that other factors are impacting the Trust Flow.

The Citation Flow, which measures the quantity of links back to the website has decreased by two, but some fluctuation is expected. The number of links secured is higher than in Q3 and the research hub on the new website will help to ensure we can always provide a link to the journalist.

Out-takes: Organic Search Visibility



Search visibility has dropped slightly since Q2 of 2023 but the number of top 10 keywords that the website is ranking for has increased.

Out-takes: Keyword Research

Organic Search Positions 1 - 15 (15)

<input type="checkbox"/>	Keyword	Intent	Position
> <input type="checkbox"/>	gcva >>	N	1
> <input type="checkbox"/>	lifestyleultimate.co.uk create account >>	C	17
> <input type="checkbox"/>	www.skiptonrewards.co.uk/	I	6
> <input type="checkbox"/>	www.lifestyleultimate.co.uk/	N	12
> <input type="checkbox"/>	lifestyle ultimate eat >>	N	18
> <input type="checkbox"/>	lifestyleultimate.co.uk/eat >>	N	14
> <input type="checkbox"/>	www.lifestyleultimate.co.uk/ create account >>	C	16
> <input type="checkbox"/>	lifestyle ultimate.co.uk/home >>	C N	16
> <input type="checkbox"/>	www.lifestyleultimate.co.uk create account >>	C	16
> <input type="checkbox"/>	www.lifestyleultimate/fashic	N	17

Here we can see the keywords that GCVA is ranking in the top 20 Google searches for.

GVCA continues to rank in the top position for branded search terms such as gcva.

However, the website is not ranking in the top 20 for many relevant non-branded search terms. At present, it's only ranking for searches for the Lifestyle Ultimate gift card.

To increase the number of keywords that the website is ranking highly for, we can ensure that target keywords are included in all copy. The updated website with more on-site content will also help to increase rankings.

Summary / Key Learnings

- Press office activity continues to generate a steady stream of coverage, with the use of research (KPMG, SOTN) generating the best results.
- The cost of living campaign has landed particularly well with the employee benefits media which has warmed up the market ahead of the loyalty campaign. The planned Christmas activity will help to build on the coverage volume in the retail and consumer/women's lifestyle press.
- In Q4/the upcoming peak period we hope to increase coverage volume but maintain the high quality of publications the coverage has appeared in. This can be achieved via a range of activity in the last three months of the year including the 'Gift cards are the answer' campaign, the discounts and deals from members and thought leadership on relevant topics, as outlined in the timeline.

A scenic landscape featuring a paved road that curves through green, rolling 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 white circle, containing the text "Thank you" in white, bold, sans-serif font.

Thank you