

PRAO

GCVA – PR Results Report

January – March 2022

Background

The below report is designed to demonstrate PR results achieved for the GCVA over a given time period, meeting the communications objectives to: promote innovation and showcase the solutions gift cards provide to current needs, champion the needs of the sector, protect the sector's reputation and position the GCVA as a gateway for practical advice and support.

Specifically, this report Q1 2022 (January – March) to give an indicative view of how PR is positively impacting the GCVA's search visibility and organic traffic during this period.



Total results

In the first quarter of 2022, PR has achieved:

- Total coverage: 18
- Print coverage: 5
- Online coverage: 13
- Links: 4
- Coverage highlights: A1 Retail (6,700) | Fashion Network (50,000) | Incentive & Motivation (9,000)

Inputs and Activities – Q1 2022

Between January – March 2022, we produced / used a range of materials to engage target audiences and meet communications objectives:

- **2 campaigns:** KPMG H2 Data Report | State of the Nation 2022
- **5 press releases:** State of the Nation release 1 | KPMG H2 press release 1 | Conference launch press release | Conference speakers release | State of the Nation release 2
- **2 features / comments / press statements:** 2022 thought leadership plan | Cashless payments synopsis

Standout coverage



GCVA flagship conference returns to unite global gift card community



The [Gift Card and Voucher Association](#) (GCVA) Global Conference returns as an in-person event in 2022, celebrating the success of gift cards and offering insight into the future of the industry.

Hosted at a brand-new venue, the Hilton London Bankside, the conference will take place on the 2nd and 3rd of March 2022 based on the theme 'The answer is gift cards'. Attendees will be able to enjoy two action-packed days of insight, debates, case studies and valuable networking opportunities.

As the highlight of the gift card industry calendar, the conference provides a platform to bring the whole gift card and voucher community together, including all major players across the UK and internationally. [Stored Value Solutions](#) (SVS) will be returning as the lead sponsor, supporting the GCVA with the event.

Attendees will be immersed in the full gift card experience with opportunities to watch industry innovation showcases, get updates on evolving marketing strategies and market trends, engaging with inspirational speakers and explore the exhibition hall. Those who are new to the gift card industry and seeking to understand how gift cards can positively impact a business can find out everything they need to know at GCVA 101.



Retailers and Employers Turn to Gift Cards to Supercharge Post-COVID Recovery

With retailers, high street businesses and employers looking to battle back following two years of COVID-19 challenges, new research reveals that gift cards are invaluable for staff and customer retention.

The State of the Nation 2022 research, carried out by the Gift Card & Voucher Association (GCVA) and GlobalData, found gift cards to be a powerful and effective employee reward, with the volume of gift cards given as a staff 'perk' having almost doubled since 2019. Over a third of employees (39.5%) have received a gift card in the past three years through work rewards or incentive programmes, compared with just 21.1% in 2019.

This research, conducted across more than 2,000 UK consumers and gift card managers to track evolving attitudes towards gift cards, also revealed that gift cards are boosting the revival in fortunes for UK high streets and local businesses. The research found that 28.8% of monthly gift card purchasers now cite supporting local businesses as a motivation, (up from 24.5% in 2020).

This trend is set to continue, with over a quarter (26.4%) of respondents agreeing that they will continue to purchase gift cards to support companies they like, and 34% reporting that more of their local businesses have started to sell gift cards.

Physical gift cards have also bounced back since lockdown as stores re-opened, with a monthly average of 47.4% of gift card buyers purchasing physical gift cards in-store vs. 43.4% in 2020. However, the continued rise of digital gifting methods during the pandemic has led a significant number of shoppers to now expecting all gift cards to be available in both digital and physical formats, increasing from 26.2% in 2020 to 40.8% in 2022.

Looking to the future, gift cards continue to grow in importance for younger consumers. More than two-fifths (41.9%) of Generation Z shoppers have purchased gift cards within the last three years – a figure which rises to 45.8% of millennial shoppers. The strong popularity of gift cards among younger consumers reflects the increasing popularity for leisure, experience and gaming gift cards over the last decade.

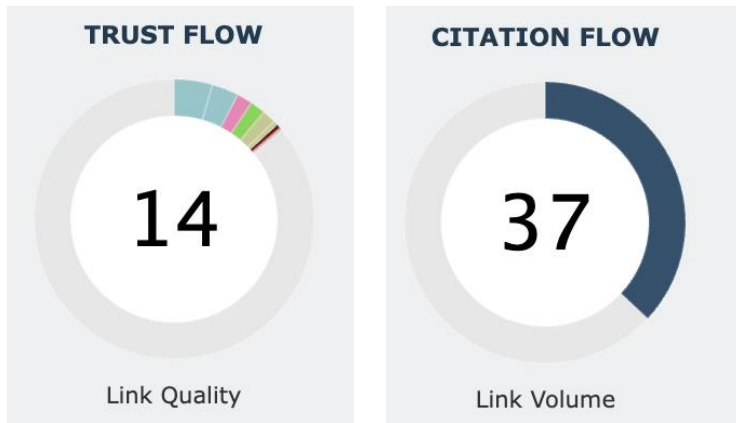
Gift cards are also an important way for businesses to attract new customers, with more than half of users introduced to a new brand or organisation via a gift card. This rises to 67.3% of younger shoppers, with a third (34.9% of Gen Z overall) going on to become a regular customers of the brand.

Quality of outputs – Q1 2022

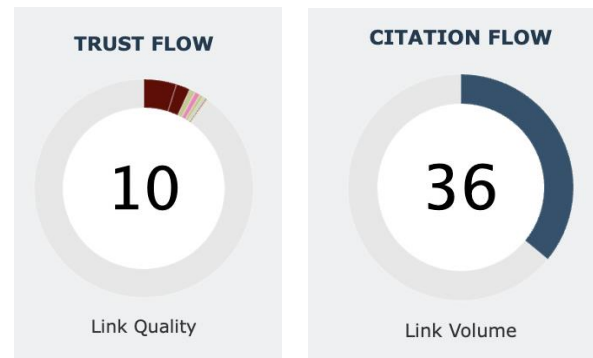
Total reach of PR coverage: **406,481**

Average backlink domain authority: **33/100**

Trust and citation scores (April 2022):



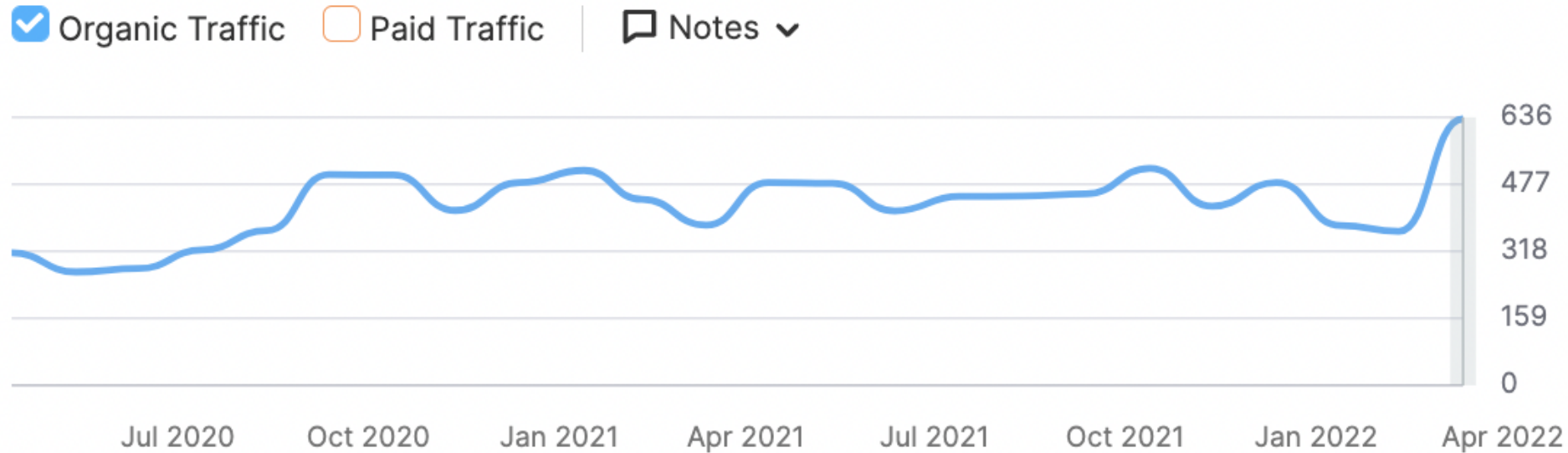
Scores from Dec. 2021:



The main takeaway from the previous quarter is that trust and citation flow – referring to the quality and quantity of links secured, respectively – have increased in a positive way that indicates an improvement in the GCVA's backlink profile.

Specifically trust flow has increased significantly, bringing it closer to citation flow. We aim for these two readings to be as close to one another as possible, and will continue to target improvements in trust flow through building links from trusted, high domain authority sites.

Out-takes: Organic Search Visibility



Following a slight dip in January (which is normal after a Christmas bounce), the GCVA's organic search visibility has risen quickly, buoyed by the launch of the State of the Nation and KPMG H2 whitepapers, as well as the GCVA Conference, and now sits at its highest-ever level.

Out-takes: Keyword Research

<input type="checkbox"/>	Keyword	Intent	SF	Pos.	Diff.	Traffic %	Volume	KD %	CPC (USD)	URL
> <input type="checkbox"/>	uk gift card association>>	N		1 → 1	0	12.55	70	18	0	www.gcva.co.uk/
> <input type="checkbox"/>	gift card market research>>	I		1 → 1	0	7.17	70	50	0	www.gcva.co.uk/downloads/...pdf
> <input type="checkbox"/>	gcva>>	N		• → 1	new	57.39	320	33	0	www.gcva.co.uk/
> <input type="checkbox"/>	ukgcva>>	N		1 → 1	0	16.14	90	20	0	www.gcva.co.uk/
> <input type="checkbox"/>	national gift card careers>>	C		3 → 3	0	1.34	70	17	0	www.gcva.co.uk/job-opp...html
> <input type="checkbox"/>	voucher tax>>	I		6 → 6	0	2.46	320	51	2.5	www.gcva.co.uk/downloads/...pdf
> <input type="checkbox"/>	is gift voucher taxable>>	I		7 → 7	0	0.44	70	38	0	www.gcva.co.uk/downloads/...pdf
> <input type="checkbox"/>	ebay gift cards uk>>	T		9 → 9	0	0.22	320	47	0.5	www.gcva.co.uk/downloads/...pdf
> <input type="checkbox"/>	is a gift card a taxable benefit>>	I		9 → 9	0	0.44	90	49	0	www.gcva.co.uk/downloads/...pdf
> <input type="checkbox"/>	vat on gift cards>>	I		9 → 9	0	0.67	110	26	0	www.gcva.co.uk/downloads/...pdf
> <input type="checkbox"/>	ebay gift vouchers uk>>	T		10 → 10	0	< 0.01	110	51	0.6	www.gcva.co.uk/downloads/...pdf
> <input type="checkbox"/>	vat on purchase of gift vouchers>>	I		10 → 10	0	0.44	70	27	0	www.gcva.co.uk/downloads/...pdf

The GCVA continues to rank in the top position for its branded search terms, which is encouraging, and notably now also ranks on the first page of Google for a number of non-brand search terms such as “gift card market research” which has come from the links driven to the 2020 Valuing the Industry Whitepaper, and a number of terms related to gift card taxation.

Summary / Key Learnings

- Coverage and link levels remain strong, and with the majority of the State of the Nation media outreach still to come, we anticipate a higher volume of coverage in Q2.
- Outputs have dipped slightly in Q1 compared with previous quarters – to increase this moving forwards we recommend making more frequent use of the monthly GlobalData consumer reports, tying the figures in with the ongoing news agenda for proactive newsjacking pieces.
- We need to continue focusing on increasing the GCVA's trust flow by earning links from trusted, high-quality sites. The agreed-upon focus on thought leadership for 2022 will support this, as media outlets are more likely to link to feature content.

A scenic landscape featuring a winding asphalt road that leads from the foreground into the distance. The road is flanked by vibrant green grassy hills. In the far distance, a city skyline is visible, with several tall buildings. The sky is a deep blue, filled with soft, white clouds. A large, bright white circle is superimposed over the center of the image, partially obscuring the city and the sky. A horizontal maroon bar is positioned across the middle of the circle, containing the text "Thank you" in white.

Thank you