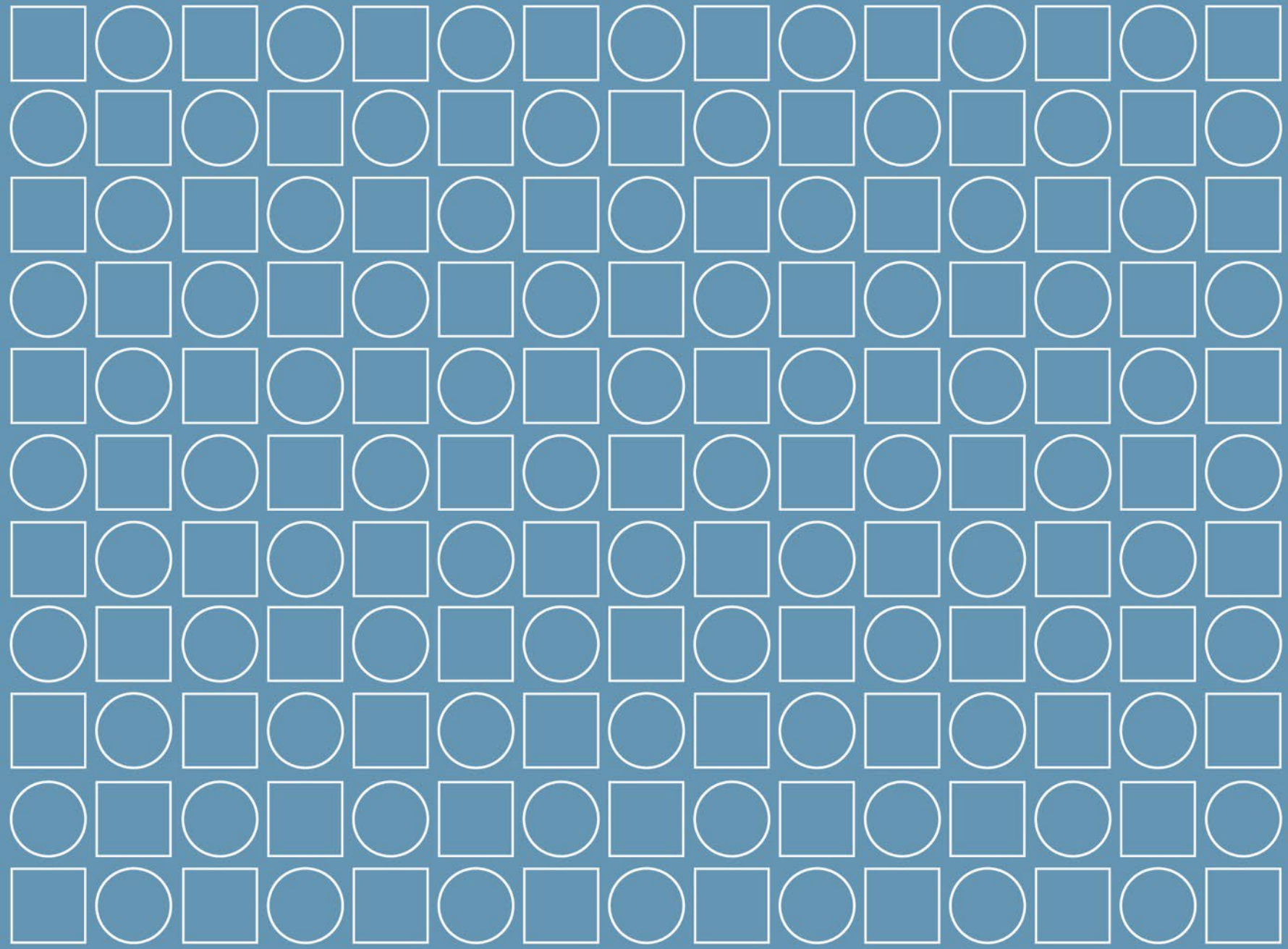


GCVA & PR  
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Coverage

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# Gift card feature

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MARKETING

## UNLOCKING THE POWER OF LOYALTY PROGRAMMES WITH GIFT CARDS

29/10/2024

By *Dr. Hannah Shimko*, Director General, Gift Card and Voucher Association (GCVA)

In a competitive marketplace, customer loyalty is a prized asset that can make or break a business. Yet many businesses, especially smaller or growing enterprises, have yet to fully harness the power of loyalty programmes. For those who haven't ventured into this space, now is the perfect time to get started, particularly by exploring one of the most accessible and effective tools available—gift cards.

The latest research from the [Gift Card and Voucher Association](#) (GCVA) provides valuable insights into how businesses of all sizes can create or enhance their loyalty programmes using gift cards. By focusing on small, frequent rewards, companies can strengthen customer relationships, improve retention, and create a sustainable path to growth. The findings, based on responses from 1,000 UK adults and insights from 36 GCVA member organisations, offer a clear blueprint for businesses looking to leverage gift cards as part of a winning loyalty strategy.