

PRAO

**GCVA – PR
Results Report**

April – June 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 Q2 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 April – June 2024, we produced/used a range of materials to engage target audiences and meet communications objectives:

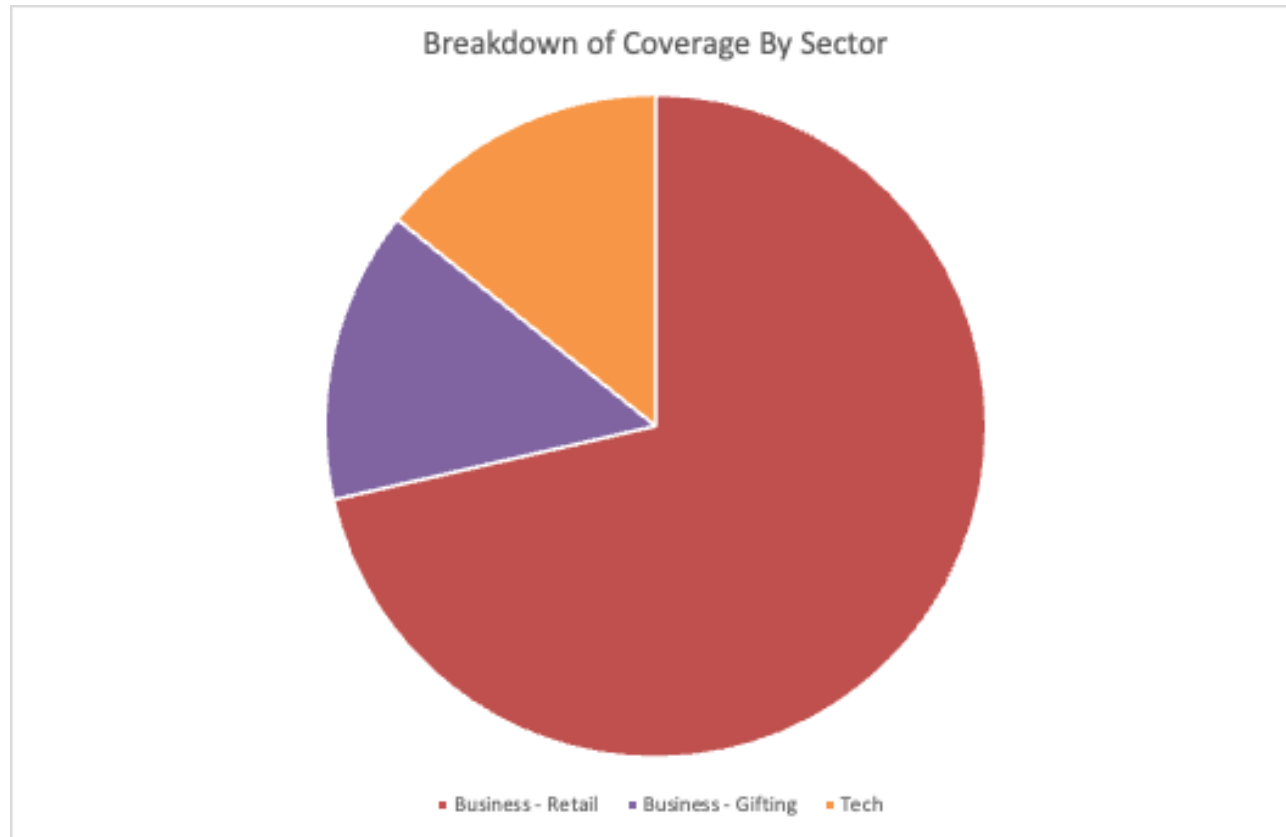
- **3 press releases:** Employee benefits release, Hannah Shimko appointment release, Loyalty release
- **2 campaigns:** Loyalty report and Market Insight proposal

Total results

In Q2 of 2024, PR has achieved the following earned outputs:

- **Total coverage:** 7
- **Links:** 2 | **Average DA:** 51
- **Total reach:** 153,158
- **Coverage highlights:** Fashion Network, Gift Focus, Retail Times

Breakdown of coverage by sector



Coverage for this quarter was predominantly in retail, with 5 pieces of coverage secured here.

One piece of coverage was secured in the business gifting sector, and one piece in the tech sector.

Standout coverage



Consumer loyalty on the rise: 91% of UK public engaged in loyalty schemes: supermarkets and coffee shops lead the way

The Gift Card and Voucher Association (GCVA) has released comprehensive research findings revealing the impressive engagement levels of UK consumers with loyalty schemes. According to the report, 91% of the UK public are now actively involved in loyalty programmes, reflecting a broad appeal across different demographics and income levels.

The survey, conducted over 1,000 UK consumers and insights from 36 GCVA member organisations, highlights that loyalty scheme participation remains robust across all age groups. 94% of those aged 66 and over are engaged in at least one scheme, alongside 81% of young adults between 18 and 25. Schemes also appeal to those on both high and low incomes, with 96% of those with a household income of over £75,000 actively involved in such schemes.

MUU: 52,560 DA: 55



Most UK consumers sign up to loyalty schemes - report

An impressive 91% of UK consumers are now actively involved in loyalty programmes, reflecting a broad appeal across different demographics and income levels. That's according to comprehensive research from the Gift Card and Voucher Association (GCVA).



MUU: 30,720 DA: 85

Standout coverage

Electronic Payments International

News |

Consumer loyalty on the rise: 91% of UK public engaged in loyalty schemes

The Gift Card and Voucher Association reports that supermarkets and coffee shops lead the way in loyalty programme engagement

Douglas Blakey | June 7, 2024

91% of UK public engaged in loyalty schemes image credit shutterstock

Supermarkets and coffee shops are now actively involved in loyalty programmes according to research from The Gift Card and Voucher Association (GCVA). It says there is evidence of rewards schemes reflecting a broad appeal across different demographics and income levels.

94% of those aged 66 and over are engaged in at least one scheme. Meantime, 81% of young adults between 18 and 25 are similarly engaged.

Schemes also appeal to those on both high and low incomes. 96% of those with a household income of over £75,000 are actively involved in such schemes says the GCVA.

MUU: 10,000 DA: 43



HOME | GENERAL MERCHANDISE NEWS



The Gift Card and Voucher Association (GCVA) has announced the appointment of Dr Hannah Shimko as its new Managing Director, effective April 10, 2024. Dr Shimko...

MUU: 33,060 DA: 51

Quality of outputs

Total reach of PR coverage: 3,060,645

Average backlink domain authority: 56

TRUST FLOW

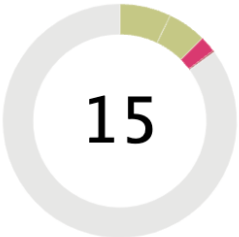


CITATION FLOW



Trust and citation scores (March 2024):

TRUST FLOW



CITATION FLOW



TOPICAL TRUST FLOW

- 16 Business / Human Resources
- 13 Reference / Education
- 11 Business / Textiles and Nonwovens
- 10 Science / Biology

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 decreased by 1.

Fluctuation is normal and we can see coverage figures have stayed relatively consistent since last quarter, so on the whole, we are happy to see these figures stay rather consistent.

As well, it's positive to see we are closing the gap slightly on these figures. Additionally, we can see most of our coverage is from HR business titles. We should look to target high quality publications in other relevant sectors to help increase this figure.

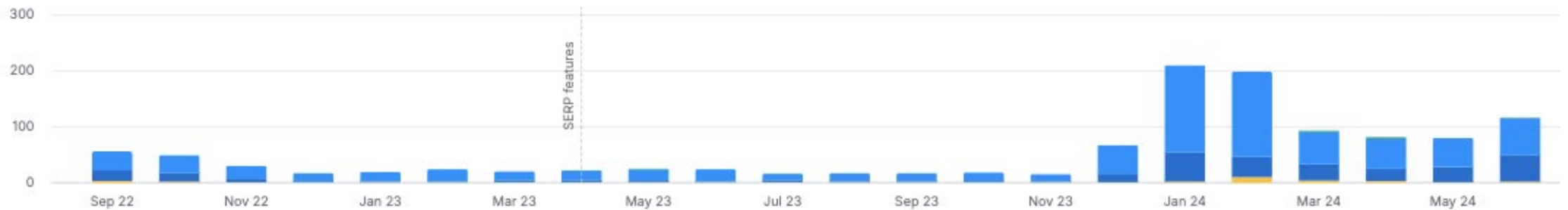
Out-takes: Organic Search Visibility

June 2023

● Top 3	1
● 4-10	1
● 11-20	22
● SERP Features	0
<hr/>	
Total	24

June 2024

● Top 3	2
● 4-10	48
● 11-20	66
● SERP Features	1
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Total	117



Following the significant increase in keyword rankings across Christmas, we can see that our visibility on the SERPs has levelled out. We've managed to retain some of the keywords, with a healthy 387.5% YoY increase since last June.

Looking at the keywords we've retained, these include brand names such as B&Q, Marstons, Voucher Express etc. Another thing that is worthwhile to note is a lot of these keywords are still around Christmas, so aren't driving high volumes of traffic for us. You'll see this in more detail in the next slide.

Out-takes: Keyword Research

Keyword	Intent	Prev. position	Position	SF	Traffic	Volume
gcva	N	1	1	5	72	90
voucher express	N	12	7	7	14	2.9K
variety christmas club	N	9	4	7	14	2.4K
runa network limited	N	.	4	4	11	1.3K
b4b payments	N	15	5	7	9	1.6K
variety christmas	N	12	4	7	7	1.3K
variety xmas club	N	7	4	7	6	1K
christmas variety club	N	7	5	7	6	1K
b&q plc	N	10	6	6	5	880
mitchells and butlers	N	31	21	6	4	14.8K
prezzee	N	.	15	10	4	14.8K
stored value solutions	N	7	4	7	4	590
one4all	N	.	39	7	4	74K
love2shop	N	.	37	6	4	74K
aldi stores ltd	I	37	8	6	3	260

Looking at keyword rankings, we can see our highest-ranking pages in the SERPS are related to member brand names or Christmas. We should expect more of these Christmas keywords to drop off and should look to bolster activity around Q4 to promote these pages.

It's understandable that the member names are going to rank, considering 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?

We should 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 Q1 we've seen a steady stream of coverage come through from a range of good quality and relevant titles including The Retail Times and Fashion Network.
- Building interest on the loyalty card research was slow, but we did see some pickup in Q2, highlighting the importance of pivoting when we don't see releases initially land.
- We also saw a lot of interest in the appointment release for Dr Hannah Shimko and are devising strategies around this in Q3 to capitalise on this interest.
- Keyword search visibility has levelled out since the increased rankings at Christmas, and we're seeing continued interest in the member pages. 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. Overlaid on this circle is a solid red horizontal banner with the text "Thank you" in white, bold, sans-serif font.

Thank you