

PRAO

GCVA – PR Results Report

July – September 8th 2022

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 2022 (July – September) to give an indicative view of how PR is positively impacting the GCVA's search visibility and organic traffic during this period. However, it is important to note that this report only covers activity up to the 8th of September due to it being required early. As a result, coverage levels and results will reflect this.

Inputs and Activities

Between July – 8th September 2022, we produced / used a range of materials to engage target audiences and meet communications objectives:

- **2 campaigns:** Cost of Living survey | KPMG H1 Gift Card and Voucher Sales Analysis
- **4 press releases:** Cost of Living release 1 | KPMG H1 2022 retail release | KPMG H1 2022 HR release | Hall of Fame Awards release

Total results

In the third quarter of 2022, PR has achieved the following earned outputs:

- **Total coverage:** 12
- **Print coverage:** 1
- **Online coverage:** 11
- **Links:** 8
- **Coverage highlights:** HR News (13,320), The Fintech Times (97,200), A1 Retail (7,170), Boutique (4,500).
- With three weeks of September remaining, we have already secured more coverage than in Q2 of this year and double the number of links. By the end of the quarter, we would expect these levels to have further increased.

Standout coverage



GCVA: How Gift Cards Are Providing the Blueprint for the Cashless Society

by The Fintech Times • August 29, 2022

Gift cards have evolved as a trusted digital payment method and became particularly popular as a cashless currency of choice amid the pandemic, facilitating things such as free school meals, volunteer shopping and gifting whilst people were apart.

Gail Cohen is the director general of the [Gift Card and Voucher Association \(GCVA\)](#) – a role she has held since 2015. The organisation has grown exponentially during this time and now has c.95 active members including major retailers and service providers.

Cohen's role is to lead the association developing strategy and setting direction with the executive group, ensuring it represents its members and the industry across all key areas including: PR and media to raise the profile and value of the sector with key decision makers, consumers and stakeholders; liaison and advocacy with government, law commission and other key partners; introducing new services to assist members and add value to consumers; providing discussion, debate and networking opportunities, and providing insight, research and up to date information and news. Cohen also leads on members events meetings, and the annual GCVA conference.

Cohen works closely with the sector in the UK, Europe, USA and internationally, as well as with the GCVA's members, to continually improve, develop and grow the services, the offer and the benefits to members and the wider industry.

She spoke to *The Fintech Times* to discuss how gift cards are paving the way for cashless payments more widely, as well as providing examples of how this is the case:



Gail Cohen, director general of GCVA

With eye-catching innovations, ground-breaking technologies and even new digital currencies taking up everyone's attention of as the future of Fintech, the vital role played by gift cards has gone largely unnoticed by many observers.

However, with the rapid shift towards cashless payments (in just five years cash fell from over 50 per cent to just 17 per cent of all payments) many have turned to this tried and tested solution to meet the urgent demand for alternative payment methods.

MUU: 97,200 DA: 55

HRnews

Gift card use soars as employers look to support staff through cost of living crisis

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HR News

Gift card use soars as employers look to support staff through cost of living crisis

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Posted on Aug 26, 2022

As employers seek innovative ways to support their staff through the cost of living crisis, new research has revealed that use of gift cards as an employee benefit has increased significantly.



According to the latest analysis by the Gift Card and Voucher Association (GCVA) and KPMG UK, sales of gift cards to businesses for use as an employee benefit have soared by 59.2%. This is a result of increased efforts from businesses to provide their employees with access to discounted offers on products and essentials to help to tackle rising costs.

The use of gift cards for rewards and incentives has also risen by 26.8%, reflecting the increasing need for employers to motivate and retain staff, as well as attract new talent, as the recruitment markets becomes more competitive.

Further research by the GCVA, carried out in June, found that the power of incentive and motivation schemes to foster loyalty to a company has increased in the first half of this year. Of those surveyed, 47% said that an incentive, such as a £50 gift card, would have more impact on their loyalty and productivity than before the cost of living crisis hit. With 20% of people saying this increase in impact would be significant.

MUU: 13,320

Standout coverage



Gift card boom indicates post-covid resurgence for UK high street



Despite rising costs and the pressures of post-pandemic recovery, new research has revealed a boom in gift card and voucher sales, indicating a strong UK retail performance in the first half of 2022.

According to the latest analysis by the [Gift Card and Voucher Association \(GCVA\)](#) and [KPMG UK](#), consumer gift card sales have increased across all channels, with in-store sales accounting for 54.7% of purchases as consumers continue to return to the high street.

MUU: 7,170 DA: 36

boutique.

BUSINESS SENSE FOR FASHION RETAILERS

Cost of living crisis increasing demand for gift cards, suggests new survey



As the cost of living continues to rise, new research from the Gift Card and Voucher Association (GCVA) reveals some shoppers are turning to gift cards to reduce their outgoings.

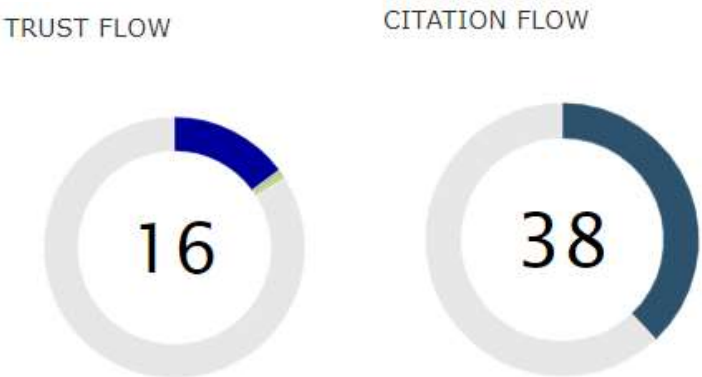
MUU: 4,500 DA: 21

Quality of outputs

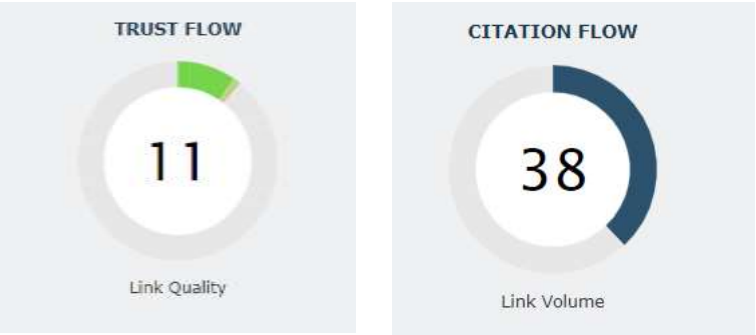
Total reach of PR coverage: 166,732

Average backlink domain authority: 43

Trust and citation scores (September 2022):



Scores from Q2 2022:



The Trust Flow, which measures the quality of the links to the GCVA website, has increased significantly (+5) since the previous quarter. This is because the links we have secured in this quarter have had higher Domain Authority (DA) scores, meaning that they originate from more reliable websites. This can be seen through the average backlink DA now being 43, opposed to 32 in the previous quarter.

The Citation Flow, which measures the quantity of links back to the website has remained the same. Despite this, we have already secured double the number of links in two months of this quarter than the previous quarter, meaning that this score is likely to improve, particularly over the next quarter with links generated from the Christmas campaign activity.

Out-takes: Organic Search Visibility



Search visibility was relatively low at the beginning of the quarter but has moved on an upward trajectory towards the end of August and beginning of September which is when we secured the majority of coverage for the KPMG releases. With upcoming campaigns we'd hope to build visibility with the pursuit of links from trusted sites with high domain authority to bring search visibility back in line with last year's levels.

Out-takes: Keyword Research

Organic Search Positions 1 - 20 (20)											+ Add to keyword list		Manage columns 12/16		Export	
<input type="checkbox"/>	Keyword	Intent	SF	Pos.	D...	Traffic %	Volume	KD %	CPC (USD)	URL	SERP	Upd.				
> <input type="checkbox"/>	gcva >>	N	+3	1 → 1	0	46.28	140	22	0	www.gcva.co.uk/		Aug 17				
> <input type="checkbox"/>	gift card association >>	N	+3	1 → 1	0	23.14	70	26	0	www.gcva.co.uk/		Aug 20				
> <input type="checkbox"/>	voucher tax >>	I	+2	4 → 4	0	8.26	320	43	0	www.gcva.co.uk/download...pdf		Aug 15				
> <input type="checkbox"/>	ebay gift card uk >>	T	+5	9 → 9	0	2.06	880	49	0.6	www.gcva.co.uk/download...pdf		Aug 30				
> <input type="checkbox"/>	vat on gift cards >>	I	+4	7 → 7	0	1.23	110	21	0	www.gcva.co.uk/download...pdf		Sep 02				
> <input type="checkbox"/>	tax on vouchers >>	I	+2	2 → 2	0	0.82	90	41	0	www.gcva.co.uk/download...pdf		Aug 12				
> <input type="checkbox"/>	are gift cards taxable >>	I	+2	6 → 6	0	0.82	70	45	0	www.gcva.co.uk/download...pdf		Sep 04				
> <input type="checkbox"/>	the fame awards >>	I	+4	9 → 9	0	0.82	90	18	0	www.gcva.co.uk/hall...php		Aug 11				
> <input type="checkbox"/>	ebay gift cards uk >>	T	+4	8 → 8	0	0.41	320	48	0.5	www.gcva.co.uk/download...pdf		Aug 16				
> <input type="checkbox"/>	is there vat on gift cards >>	I	+2	10 → 10	0	0.41	70	25	0	www.gcva.co.uk/download...pdf		Aug 21				

The GCVA continues to rank highly for its branded search terms, it ranks in top position for gcva and gift card association. Additionally, non-branded search terms have improved in rank, for example, the position for “gift card” has gone up a further three places. GCVA also continues to rank highly for gift card tax and ebay gift card related terms and ‘fame awards’ which is likely driven by people searching for the Hall of Fame Awards.

Summary / Key Learnings

- Coverage levels have increased in Q3 and as this report only covers activity and coverage up until the 8th of September, it is likely that coverage numbers will be higher by the end of the quarter. The number of links has doubled since Q2, and we have secured a link in 67% of coverage. Continuing to build on the number and quality of links will help to further increase the Trust Flow score and bring it closer to the Citation Flow Score.
- With the upcoming Christmas period, we expect coverage levels to continue to rise as we leverage increased activity from the Christmas campaign and the cost-of-living survey data. This will help to drive search visibility and bring it back in line with levels seen in the previous Christmas period.

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 a prominent tall building. The sky is a deep blue, filled with soft, white clouds. A large, bright white circle is superimposed over the center of the image, acting as a frame for the text.

Thank you