

**PRAO**

# GCVA – PR Results Report

January – June 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 Q1 and Q2 of 2023 to give an indicative view of how PR is positively impacting the GCVA's search visibility and organic traffic during this period.

# Inputs and Activities

Between January – June 2023, we produced / used a range of materials to engage target audiences and meet communications objectives:

- **1 campaign:** Gift Yourself
- **7 press releases:** KPMG H2 2022, What's in a Name, GCVA Conference release, Gift Yourself (B2B & B2C), State of the Nation (fintech & retail)
- **2 features:** Retail Sector and Benefits Expert

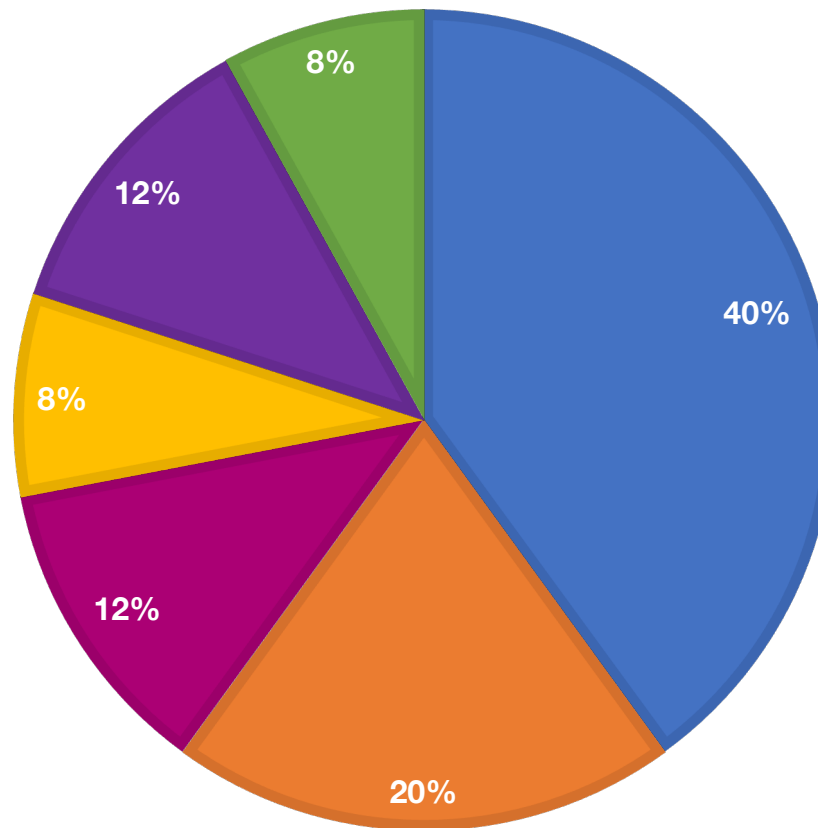
# Total results

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

- **Total coverage:** 25
- **Print coverage:** 1
- **Online coverage:** 24
- **Links:** 7 | 29% of coverage
- **Coverage highlights:** Retail Times, Retail Bulletin, Retail Sector, Electronic Payments International

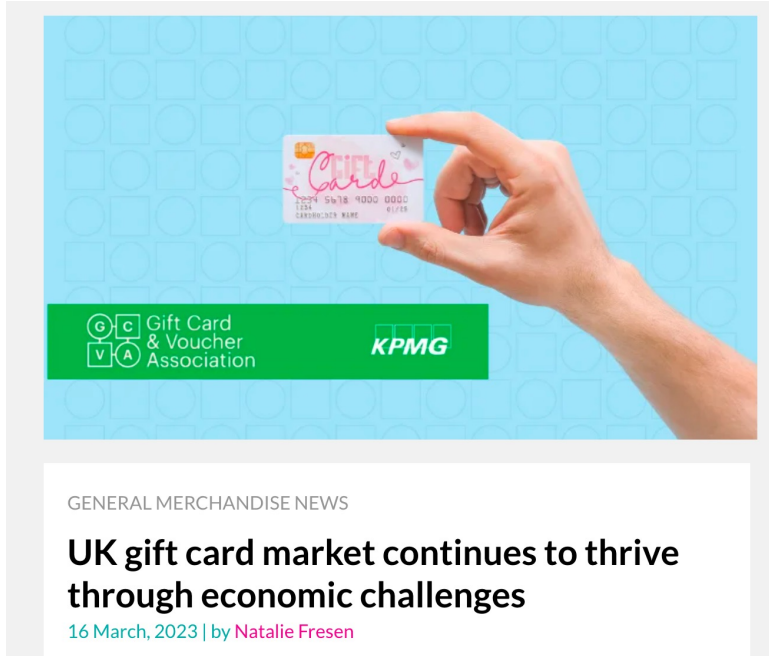
# Breakdown of coverage by sector

■ Retail ■ Employee benefits ■ Gifting ■ Business ■ Fintech ■ Other





# Standout coverage



The latest analysis by the [Gift Card and Voucher Association \(GCVA\)](#) and KPMG UK found that retail continues to dominate the market (accounting for 90%), with GCVA retail members experiencing a median 10.4% increase in sales.

**MUU: 15,000 DA: 51**



## Global gift card conference returns to celebrate continued growth of industry

by Fiona Briggs — February 27, 2023 Reading Time: 2 mins read



The Gift Card and Voucher Association (GCVA) has announced the return of its annual two-day Global gift card conference, which unites over 400 major players across the UK and international gift card community to celebrate the continued growth, innovation and diversification of the industry.

With the sector now estimated to be worth over £7bn, the gift card and voucher industry is growing rapidly. It continues to expand its reach beyond gifting, with gift cards now used extensively for corporate rewards, customer incentives, self-use and insurance payouts.

**MUU: 23,880**

# Standout coverage



## Gail Cohen: Gift cards, incentives and the cost of living

As employers and employees cut back on non-essential spending, Gail Cohen outlines how financial incentives and gift cards could help.

by [Kavitha Sivasubramaniam](#) — 24/03/2023

Workers in the UK have been hit with yet another extremely difficult year as pandemic disruption continued to peter out only to be replaced by further geopolitical uncertainty, a worsening cost-of-living crisis, and double-figure inflation.

Like many households, businesses have been tightening their belts and cutting back on non-essential spending. Yet, one area they cannot afford to – and should not – overlook is employee benefits. The economic situation means that many employees in the UK are working the same hours but for significantly less take-home and disposable pay, while soaring costs on energy and petrol further whittle away budgets. It's perhaps not surprising that morale has taken a hit.

**MUU: 5,000**

## Electronic Payments International

## Demand for cross-channel gift cards increases across generations

Research from the Gift Card & Voucher Association and GlobalData reveals that a growing number of consumers across all generations expect to be able to use gift cards across various physical, digital and mobile channels

By Douglas Blakey

Digital and multi-channel gift cards are no longer an expectation exclusive to younger consumers. The proportion of respondents that expect gift cards to be cross-channel is fairly consistent across all age groups. Indeed, it has increased to 52.9% in 2022, up from 40.8% in 2021 and 26.2% in 2020 according to the [State of the Nation 2023 report](#), released by GCVA and GlobalData, publishers of EPI.

This growth in expectations among older generations is thought to be due to learned behaviours from the pandemic, when online shopping became more commonplace.

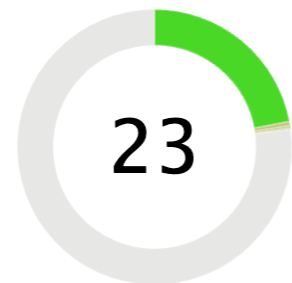
**MUU: 10,060 DA: 39**

# Quality of outputs

Total reach of PR coverage: 372,633

Average backlink domain authority: 43

TRUST FLOW

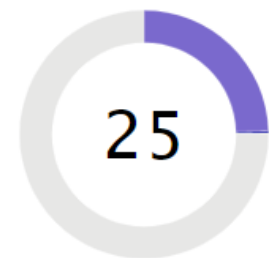


CITATION FLOW

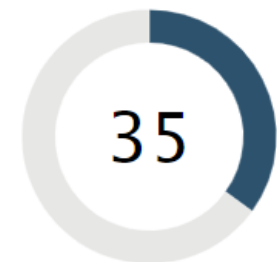


Trust and citation scores (December 2022):

TRUST FLOW



CITATION FLOW

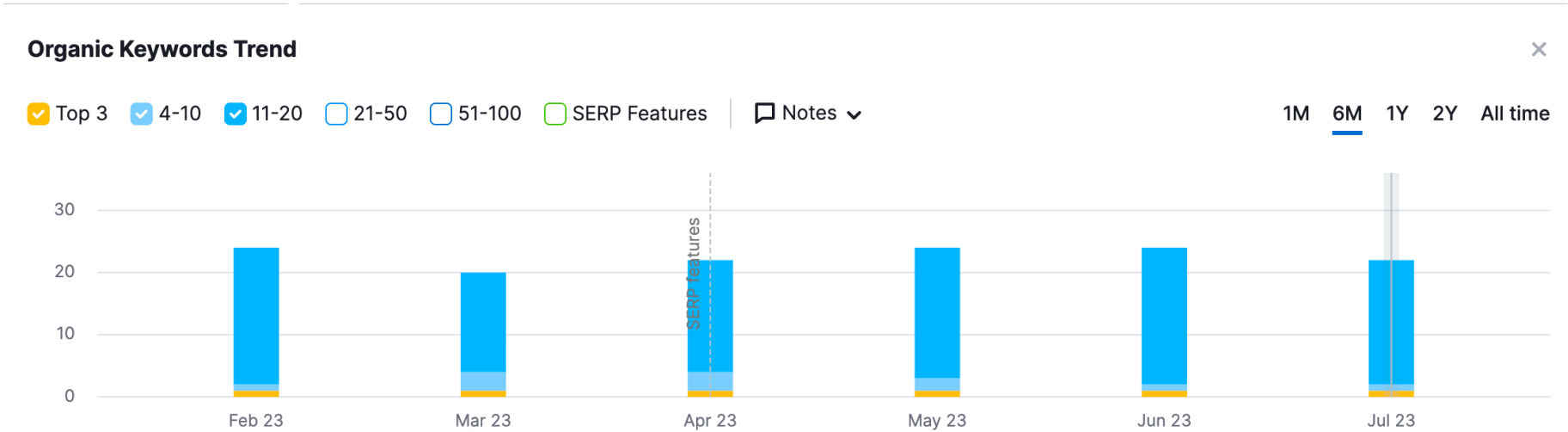


The Trust Flow, which measures the quality of the links to the GCVA website, has declined by two. The average DA has decreased slightly when compared to the previous six months (45) but is still very strong and pursuit of high-quality links in H2 of this year will help to drive the Trust Flow back up.

The Citation Flow, which measures the quantity of links back to the website has decreased by six, but some fluctuation is expected. The number of links secured is slightly lower compared to those secured in the previous six-month period (11) but continued hosting of research on the website will help to ensure there is a source to refer to and increase the chance of journalists including a link.



# Out-takes: Organic Search Visibility



Search visibility has remained relatively consistent over the last six months, peaking in February (conference) and towards the end of Q2 (SOTN).

# Out-takes: Keyword Research

<input type="checkbox"/>	Keyword	Intent	Position
> <input type="checkbox"/>	<input checked="" type="checkbox"/> <a href="#">gcva</a> >>	<span>N</span>	<a href="#">🔗</a> 1
> <input type="checkbox"/>	<input checked="" type="checkbox"/> <a href="#">voucher</a> >>	<span>C</span>	15
> <input type="checkbox"/>	<input checked="" type="checkbox"/> <a href="#">lifestyleultimate.co.uk</a> <a href="#">create account</a> >>	<span>C</span>	16
> <input type="checkbox"/>	<input checked="" type="checkbox"/> <a href="#">www.skiptonrewards.co.uk/</a>	<span>I</span>	6
> <input type="checkbox"/>	<input checked="" type="checkbox"/> <a href="#">vocher</a> >>	<span>C</span>	16
> <input type="checkbox"/>	<input checked="" type="checkbox"/> <a href="#">vex gift card shops</a> >>	<span>C</span> <span>I</span>	20
> <input type="checkbox"/>	<input checked="" type="checkbox"/> <a href="#">gift card companies</a> >>	<span>C</span>	17
> <input type="checkbox"/>	<input checked="" type="checkbox"/> <a href="#">www.lifestyleultimate.co.uk/</a>	<span>N</span>	11
> <input type="checkbox"/>	<input checked="" type="checkbox"/> <a href="#">hall of fame 2023</a> >>	<span>C</span>	17
> <input type="checkbox"/>	<input checked="" type="checkbox"/> <a href="#">lifestyleultimate.co.uk/eat</a> >>	<span>N</span>	11
> <input type="checkbox"/>	<input checked="" type="checkbox"/> <a href="#">sodexo vouchers</a> <a href="#">retailers</a> >>	<span>C</span>	20

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.

The website has also improved in rank for several non-branded search terms such as 'voucher' and 'gift card companies'.

To increase the number of keywords that the website is ranking for, we can ensure that target keywords are included in all copy. Inclusion of keywords in onsite content, such as blogs, will also help to drive up rankings.

# Summary / Key Learnings

- Press office activity continues to generate a steady stream of coverage, with use of research (KPMG, SOTN, What's in a Name) generating the best results.
- The upcoming cost-of-living research and the behavioural science campaign later in the year will help to improve the volume of coverage, the breadth of titles we are reaching, and the number of links secured. Planned updates to the website will also help to improve search visibility.
- In the first half of this year we have produced several thought leadership pieces. As illustrated in the plan, we would like to build on this with a new synopsis each month resulting in more frequent thought leadership pieces on key topics. These can also be repurposed and used as blog content for the website to help to improve keyword rankings and search visibility.

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, including 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, partially obscuring the city and the sky. A horizontal maroon bar is positioned across the middle of the white circle.

**Thank you**