

PRAO

GCVA – PR Results Report

January – March 2025

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 of 2025 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 January – March 2025, we produced/used a range of materials to engage target audiences and meet communications objectives:

- **1 press release:** KPMG report H2 2024
- **1 comment:** BBC Morning Live

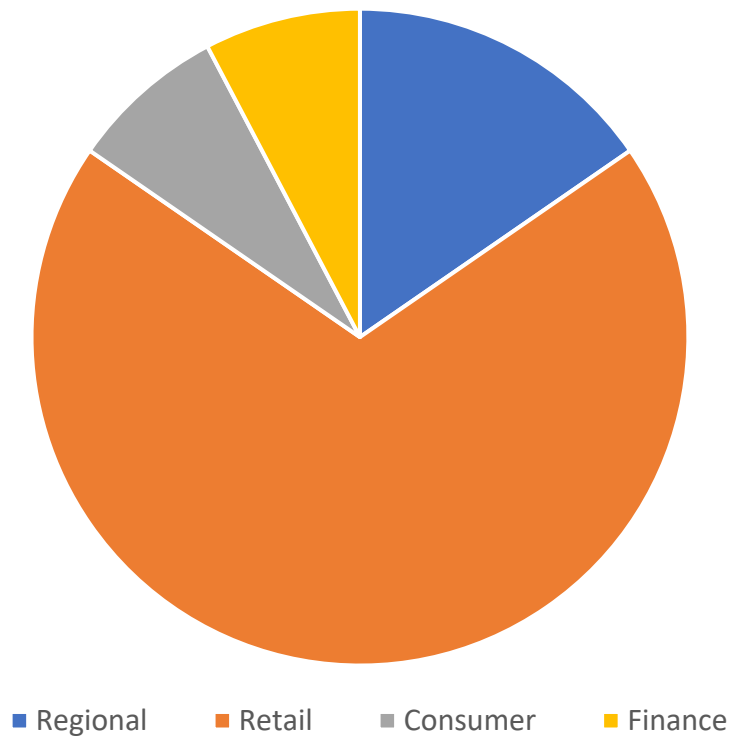
Total results

In Q1 of 2025, PR has achieved the following earned outputs:

- **Total coverage:** 13
- **Links:** 1 | **Average DA:** 44
- **Total reach:** 2,587,160
- **Coverage highlights:** BBC Morning Live, Sussex Express, Drapers Online

Breakdown of coverage by sector

Breakdown of coverage by sector



Coverage for this quarter was predominantly in Retail.

Standout coverage



SPONSORED CONTENT

Meet Fashioncheque, the gift card solution launching in the UK

Fashioncheque is launching its hassle-free dedicated fashion gift card in the UK this March. Find out how retailers and brands can leverage this opportunity.

BY DRAPERS BESPOKE
28 FEBRUARY 2025



MUU: 168,750



Shopping

Support local and spoil mum this Mother's Day in Brighton

By Brilliant Brighton **Contributor**



Published 25th Mar 2025, 13:49 BST | Updated 25th Mar 2025, 14:04 BST

Mother's Day takes place on Sunday 30th March, and we're being encouraged to 'shop local' to boost Brighton's economy.

A strong 'support local' message is being issued ahead of Mother's Day on behalf of Brighton businesses.

The backers of the Brighton Gift Card say that Mother's Day is a key trading period for businesses with Mintel suggesting that an estimated £1.6 billion was spent on the occasion in 2024 in the UK, an increase of 4.4% on 2023. 6 in 10 consumers made purchases for Mother's Day in 2024, according to the data.

MUU: 382,320

Standout coverage



MUU: 1,800,000

Retail Systems

Gift card sales experience first 'double-digit growth' since 2021

By Alexandra Leonards 11/3/2025

New research reveals that UK gift card and voucher sales jumped by 11 per cent in the second half of 2024.

A study from the Gift Card & Voucher Association (GCVA) and KPMG UK demonstrates that B2B growth and digital adoption have fuelled the strongest market performance since 2021, with sales reaching double-digit growth for the first time in over four years.

The performance bucks the trend in the wider UK retail market, with total sales growing by just 0.7 per cent during the same six-month-period, according to the British Retail Consortium-KPMG Retail Sales Monitor.

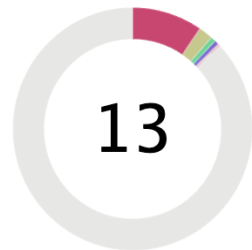
MUU: 37,650

Quality of outputs

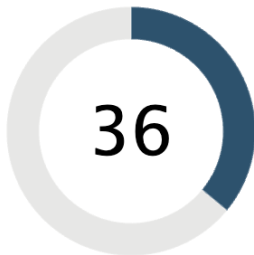
Total reach of PR coverage: 2,587,160

Average backlink domain authority: 44

TRUST FLOW



CITATION FLOW

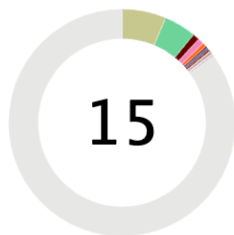


TOPICAL TRUST FLOW

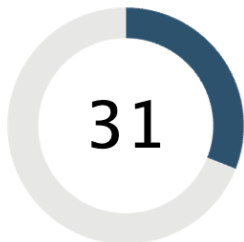
13	Reference / Education
11	Business / Textiles and Nonwovens
9	Science / Biology
9	Society / Government

Trust and citation scores (Dec 2024):

TRUST FLOW



CITATION FLOW



Since the end of the Christmas season—a typically high-activity time for GCVA and our members—our backlink profile has shown some natural fluctuation, which is to be expected.

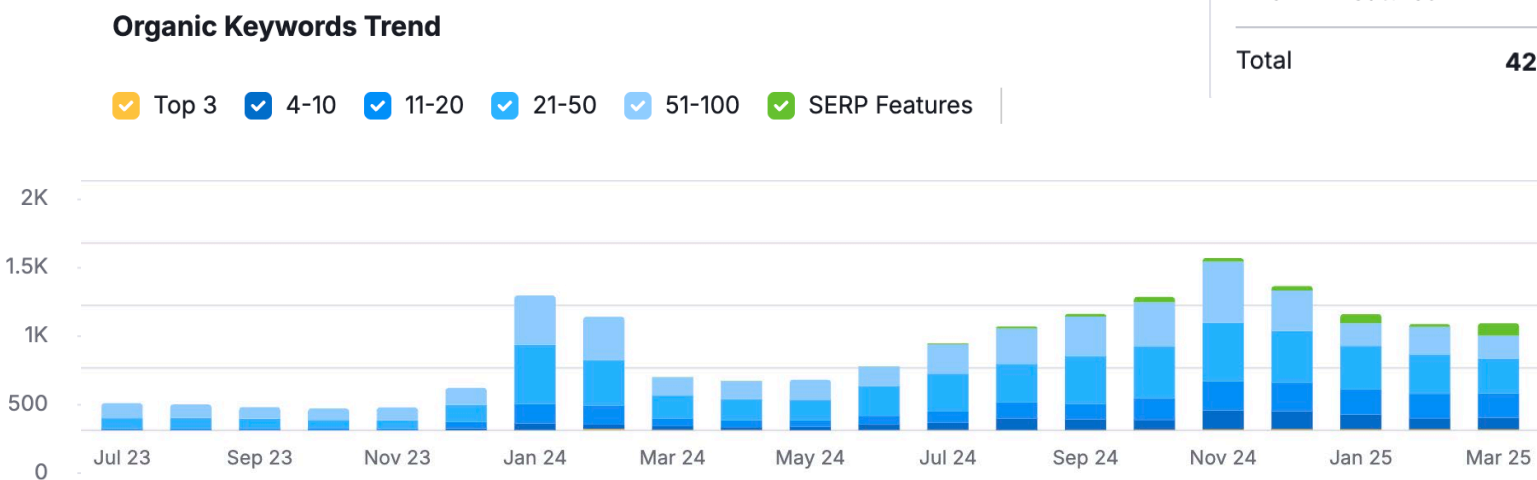
- Trust Flow, which measures the quality of backlinks to the GCVA website, has seen a slight decrease of 2 since last quarter.
- Citation Flow, which reflects the volume of backlinks, has increased by 5 over the same period.

This shift is not unusual, especially following a seasonal peak. Gift cards and GCVA continue to be discussed, and overall coverage has remained relatively steady.

It’s worth noting that ideally, we want Trust Flow and Citation Flow to move closer together, as this indicates a strong backlink profile—both high in quality and quantity.

We’ll continue to monitor these trends closely and assess whether further analysis of our backlink sources is necessary, particularly around education and business-related backlinks, which are key to maintaining a strong, credible online presence.

Out-takes: Organic Search Visibility



March 2024		January 2025		March 2025	
Top 3	4	Top 3	8	Top 3	7
4-10	29	4-10	118	4-10	93
11-20	59	11-20	200	11-20	196
21-50	187	21-50	350	21-50	279
51-100	146	51-100	182	51-100	183
SERP Features	2	SERP Features	73	SERP Features	100
Total		Total	931	Total	858

Over the past year, we’ve seen strong growth in our keyword performance, particularly with branded terms such as B&Q, Marston’s, and Voucher Express, which we’ve successfully retained.

Notably, the number of keywords we rank for has doubled year-over-year—a positive trend that aligns with the introduction of SERP features, which have played a significant role in boosting our visibility. We’ve seen a noticeable increase in rankings within positions 4–10, indicating that we’re edging closer to the top spots.

With strategic focus and further optimisation, especially around SERP features, we’re in a strong position to break into the top 3 results for high-value keywords like “gift cards.” Solidifying a top 10 presence is a strong foundation—now it’s about making that final push.

Out-takes: Keyword Research

Looking at keyword rankings, we can see our highest-ranking pages in the SERPS are again related to member brand names.

Understandably, we will rank for our member names considering they 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?

It was suggested last year that we 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.

<input type="checkbox"/> Keyword	Intent	Position	SERP Features	Traffic	Traffic %	Volume
> <input type="checkbox"/> gcva	N	1	+2	72	55.38	90
> <input type="checkbox"/> variety xmas club	N	5	+3	8	6.15	880
> <input type="checkbox"/> marstons gift card	I	3	+2	7	5.38	90
> <input type="checkbox"/> variety christmas	N	7	+4	6	4.61	1.3K
> <input type="checkbox"/> marstons gift vouchers	I	6		4	3.07	210
> <input type="checkbox"/> edenred	N	30	+4	3	2.30	27.1K
> <input type="checkbox"/> mitchells and butlers	N	18	+2	3	2.30	12.1K
> <input type="checkbox"/> gogift	N		+5	3	2.30	170
> <input type="checkbox"/> tkmaxx co uk	N	13		3	2.30	1.9K
> <input type="checkbox"/> voucher express	N	10	+3	3	2.30	2.4K
> <input type="checkbox"/> runa network limited	I	15		3	2.30	1K
> <input type="checkbox"/> prezee uk	N	12	+2	2	1.53	2.4K
> <input type="checkbox"/> variety vouchers	N	2		2	1.53	210

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 a segment on popular TV show BBC Morning Live.
- The 'KPMG report H2 2024' release secured coverage in twelve publications, highlighting the value of crafting data-driven releases that provide journalists with actionable insights and easily shareable statistics.
- As well as this, we were approached by a range of journalists for bespoke features and comments. This is a great way to get GCVA in front of different readerships, and it will be something we will continue to do in Q2.
- Notably, the number of keywords we rank for has doubled year-over-year—a positive trend that aligns with the introduction of SERP features, which have played a significant role in boosting our visibility. We've seen a noticeable increase in rankings within positions 4–10, indicating that we're edging closer to the top spots.

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, partially obscuring the city and the sky. A dark red rectangular banner is positioned horizontally across the middle of the white circle.

Thank you