

PRAO

**GCVA – PR
Results Report**

July – September 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 Q3 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 July – September 2024, we produced/used a range of materials to engage target audiences and meet communications objectives:

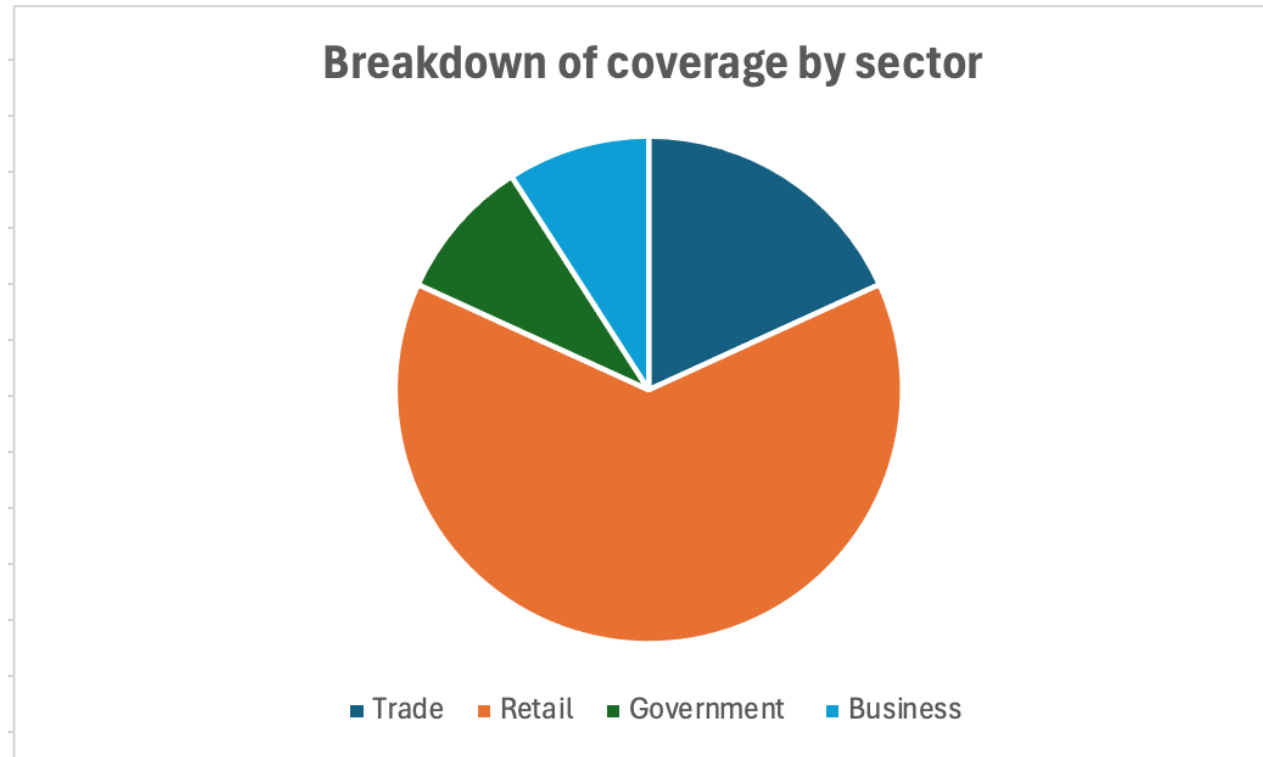
- **3 press releases:** Hall of Fame awards, Loyalty release 1.0, Loyalty release 2.0
- **1 feature:** Government Business feature
- **1 comment:** A1 Retail comment

Total results

In Q3 of 2024, PR has achieved the following earned outputs:

- **Total coverage:** 11
- **Links:** 4 | **Average DA:** 44
- **Total reach:** 256,948
- **Coverage highlights:** Government Business, Fashion Network, The Industry Beauty

Breakdown of coverage by sector



Coverage for this quarter was predominantly in Retail.

Standout coverage



This sense of control and personalisation is particularly important in today's work environment

◀ This comprehensive approach reflects the growing popularity of experiential rewards and the focus on holistic well-being in modern employee benefit schemes. The inclusion of gift cards in this framework highlights their value as a flexible, versatile benefit that can be tailored to meet the needs of a diverse workforce.

Empowering employees with tailored and personalised benefits
Gift cards can be tailored to individual preferences, offering a variety of options from dining experiences and wellness treatments to educational courses and essential retail items. More importantly, they can be used to address specific needs, such as accessing wellbeing services that promote employee mental health. Gift cards can also help offset critical expenses, such as transportation costs, or to cover childcare costs, ensuring peace of mind for working parents. Moreover, gift cards can be particularly valuable during difficult financial times. For instance, during the cost-of-living crisis, gift cards were used as a benefit to help employees cover essential expenses such as grocery or energy bills, providing them with real, immediate support. The appeal of gift cards lies not only in their flexibility but also in their ability to empower employees by giving them control over their



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MUU: 50,000



New research has revealed that the public is engaging in loyalty schemes at a high rate.

22% of customers shopping Health and Beauty are signed up to loyalty schemes, a new survey has revealed.

The research, carried out by the Gift Card and Voucher Association (GCVA), also revealed that 91% of the UK public is actively involved in loyalty programmes.

It highlighted that loyalty scheme participation is consistent across age groups.

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

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.

When comparing sectors, supermarkets had the highest engagement, with 88% of consumers using loyalty schemes, while coffee shops and cafes also saw significant engagement.

The survey also revealed consumer frustrations with how some loyalty schemes are managed, explaining that they often find these programmes complex and difficult to use.

Additionally, concerns about data privacy and the perceived value of rewards can hinder consumer trust and engagement.

The research surveyed over 1,000 UK consumers and gathered insights from 36 GCVA member organisations.

MUU: 83,130

Standout coverage



Digital gift cards are favoured by UK consumers

It was only a matter of time... digital gift cards have overtaken physical cards for the first time in the UK.



ANALYSIS & INSIGHT

The keys to loyalty scheme success

By Simon Brooke | 1 August 2024

From the launches of PizzaExpress Club and Pret Perks to Wagamama's more recent Soul Club, MCA writer Simon Brooke investigates what makes for a solid loyalty proposition, and why there's scope for even more growth in this space

MUU: 30,720

MUU: 13,800 DA: 36

Quality of outputs

Total reach of PR coverage: 3,060,645

Average backlink domain authority: 56

TRUST FLOW



CITATION FLOW



TOPICAL TRUST FLOW

- 13 Science / Biology
- 12 Business / Human Resources
- 12 Shopping / Entertainment
- 12 Society / Government

Trust and citation scores (June 2024):

TRUST FLOW



CITATION FLOW



The Trust Flow, which measures the quality of the links to the GCVA website, has decreased by 2 since the last quarter.

Meanwhile the Citation Flow, which measures the quantity of links, has decreased by 3.

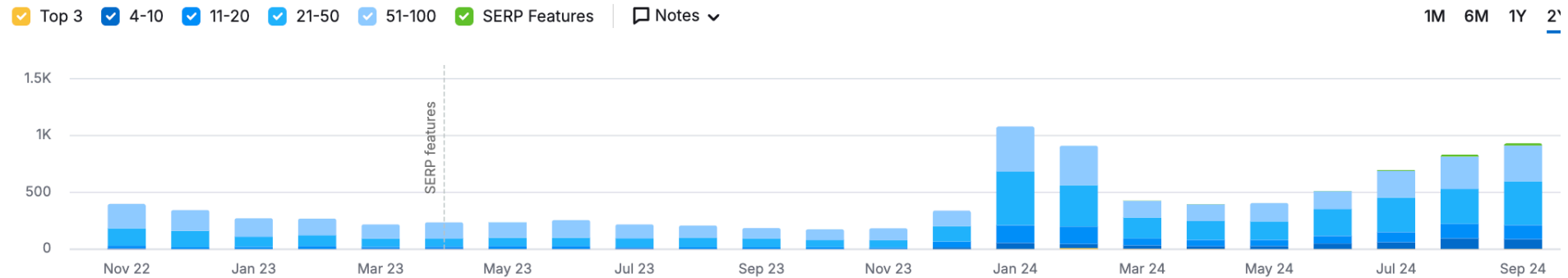
Fluctuation is normal and we can see coverage figures have stayed relatively consistent since last quarter, so on the whole, we are happy to see these figures stay rather consistent.

We will continue to monitor this fluctuation to see if further analysis needs to be done to our backlink profile.

Out-takes: Organic Search Visibility

September 2023		January 2024		September 2024	
● Top 3	1	● Top 3	2	● Top 3	3
● 4-10	1	● 4-10	53	● 4-10	85
● 11-20	15	● 11-20	155	● 11-20	124
● 21-50	75	● 21-50	475	● 21-50	383
● 51-100	94	● 51-100	395	● 51-100	317
● SERP Features	0	● SERP Features	0	● SERP Features	20
Total	186	Total	1,080	Total	932

Organic Keywords Trend



Despite seeing an expected decrease in search visibility following the Christmas period, we can see that we are now making a significant impact on the SERPS. YoY, our keyword visibility has increased by 401% - just 13% lower than the peak seen in January. This is good and something we hope to see continue ahead of Christmas 2024.

Looking at the keywords we've retained, these include brand names such as B&Q, Marstons, Voucher Express etc.

Out-takes: Keyword Research

Keyword	Intent	Prev. position	Position	SERP Features	Traffic	Volume
tk maxx uk	N	6	7	🔍 🔗 ⭐ 🕒 +3	880	110K
gcva	N	1	1	🔗 🔍 🔗 🕒 ☰	88	110
txmaxx uk	N	4	7	🔍 🔗 ⭐ 🕒 +2	28	3.6K
next retail	N	4	4	🔍 🔗 ⭐ 🏠 ☰	26	1.9K
tk max uk	N	6	8	🔍 🔗 ⭐ 🕒 +2	26	4.4K
runa network limited on bank statement	I	?	?	🔍 🔗 ⭐ 🕒 +2	24	590
tkmax uk	N	6	7	🔍 🔗 ⭐ 🕒 +3	23	2.9K
next retail limited	C I	.	?	🔍 🔗 🔗 ⭐ 🕒 +2	19	480
variety christmas club	N	8	8	🔍 🔗 ⭐ 🕒 +3	14	2.4K
one 4 all	N	.	22	🔍 🔗 ⭐ 📧 +4	12	40.5K
mitchells and butlers	N	30	14	🔍 🔗 ⭐ 🕒 +2	11	14.8K

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

Understandably, we will rank for some of our member names 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 Q3, we've seen a steady stream of coverage come through from a range of good quality and relevant titles including Fashion Network, Government Business and The Industry Beauty.
- The second part of the loyalty card research had great pickup, receiving 7 pieces of coverage. This expresses the importance of creating releases with a high numerical backing.
- 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 Q4.
- Since the influx in SERP visibility seen in January, it's fantastic to see that we've built back a lot of our visibility and are now ranking for 400% more keywords than we did this time last year. 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 clouds. A large, semi-transparent white circle with a dark red border is centered in the upper half of the image, partially overlapping the sky and the city. A dark red horizontal bar is superimposed over the center of this circle, containing the text "Thank you" in white.

Thank you