

voltimum

We **digitize**
the electrical
industry

voltimum.com



Voltimum Audience



We create more sales for the electrical industry

Voltimum is THE digital sales enabler for the electrical industry. Established to deliver on a truly innovative business model within our industry and today a global company always thinking big – we do business in 16 markets worldwide and partner with the leading industry-suppliers.

We are headquartered in Geneva, Switzerland and has operations in Europe, Latam and Asia-Pacific. **Operating for 20 years across 16 countries.**

Who we serve



Electrotechnical professionals



Wholesale distributors



Electrical Manufacturers

#1 global electrotechnical website in the world (year: 2022)



We work with over 140 Brands

Shareholder Partner



ABB



Schneider Electric



Signify



Nexans

Partner levels [find out more on our dedicated partner pages](#)



GOLD



SILVER



BRONZE

Voltimum Plus Loyalty Partner

Di-LOG GROUP

KLEIN TOOLS

LINIAN
FASTER. SAFER. SIMPLER.

MAICO

Marshall Tufflex

PHILIPS

Schneider Electric

SUPER ROD

WAGO

Distributor Partner

Alexander Bürkle

CEFE
YOUR ELECTRICAL EXPERTS

eldis

HARDY SCHMITZ

häusler

KEW ELECTRICAL

e
Löffelhardt

Medlock
Electrical Distributors

obeta

PHASE ELECTRICAL DISTRIBUTORS LIMITED
"The Positive Choice"

Shop4ELECTRICAL

/zajadacz

Premium Partner Area

ABB **BUSCH-JAEGER**

DEHN

GIRA

LEDVANCE

MAICO

METZ CONNECT

PHILIPS

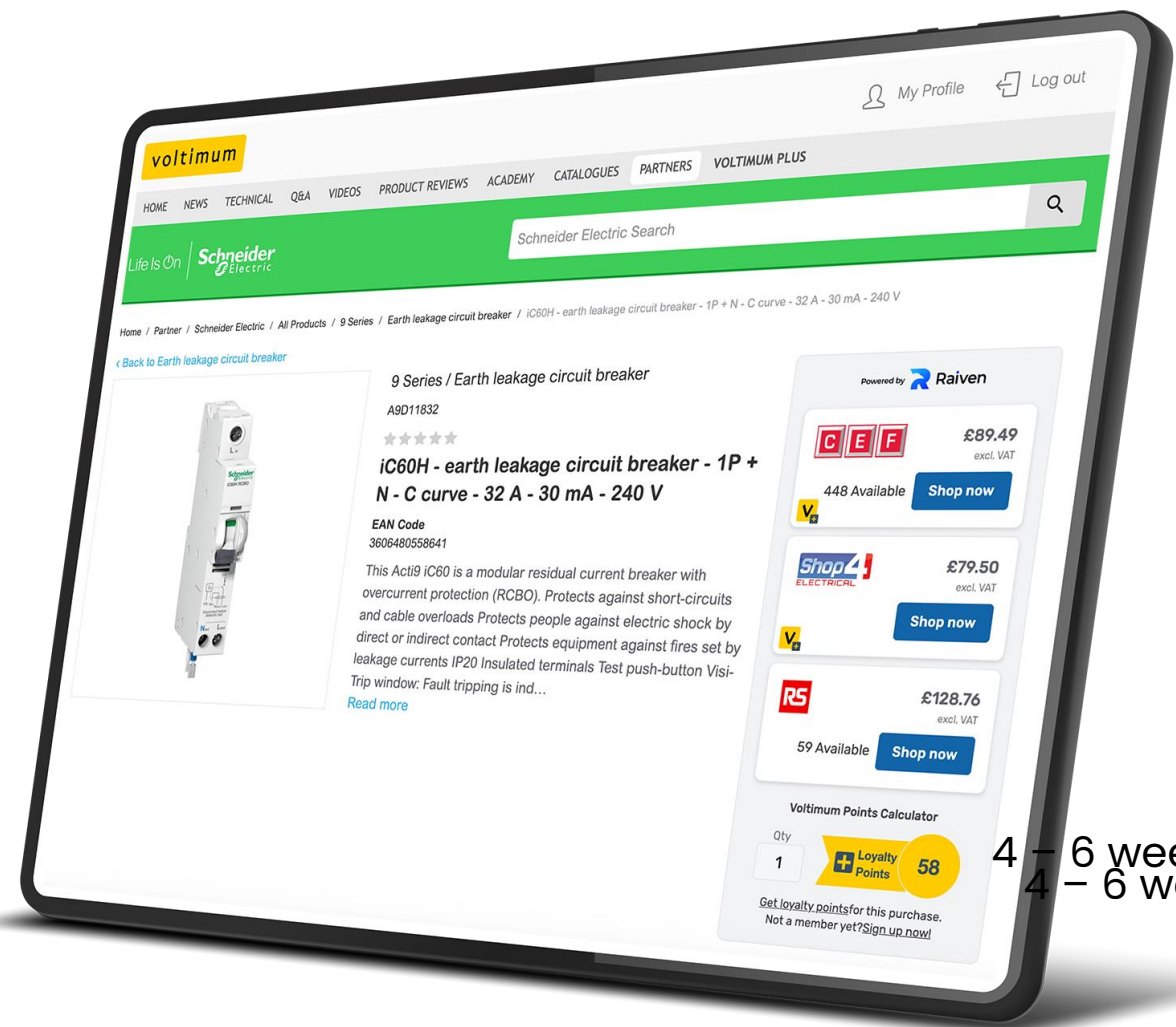
PHENIX CONTACT

Schneider Electric

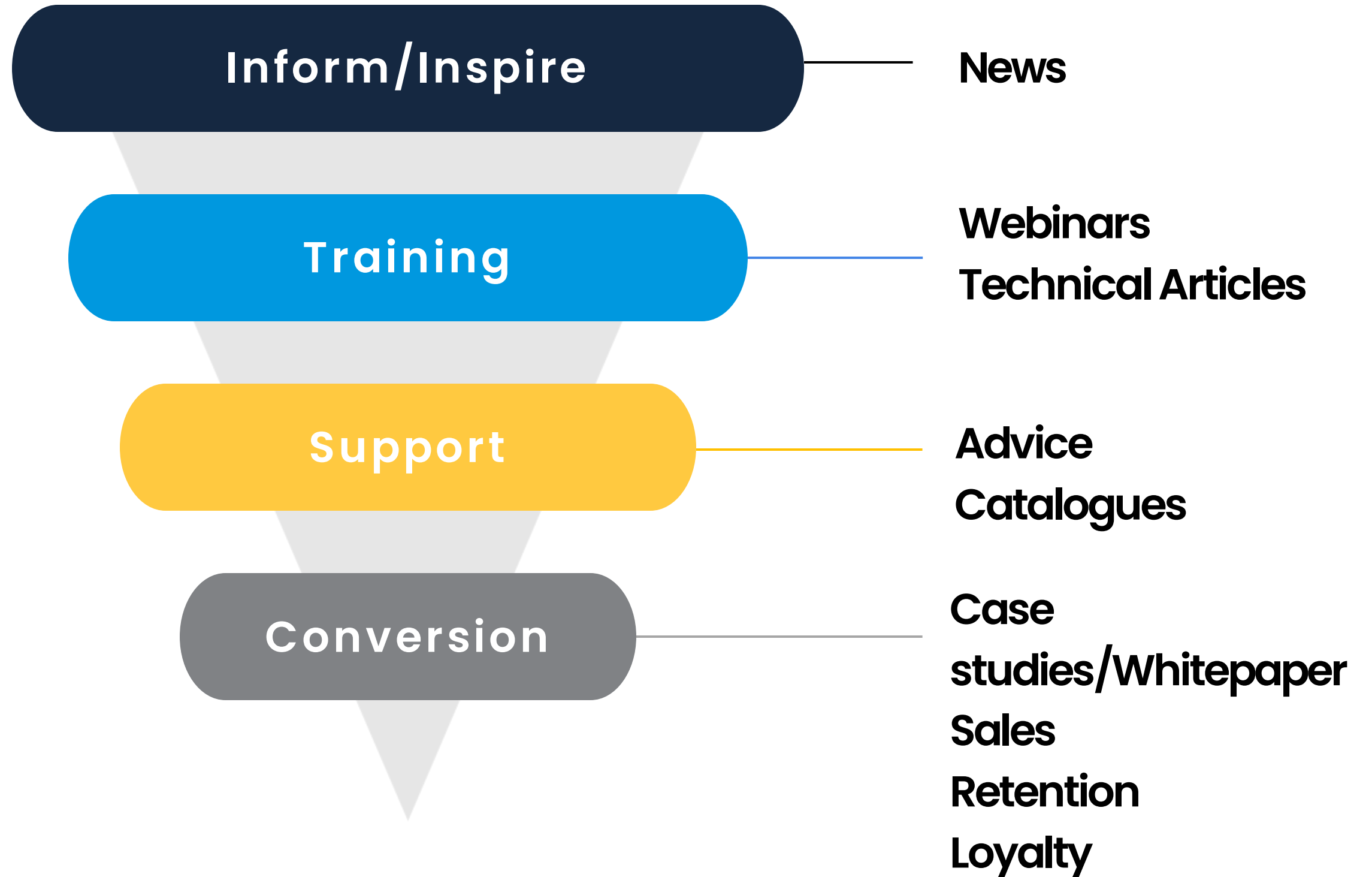
SIEMENS theben

WAGO

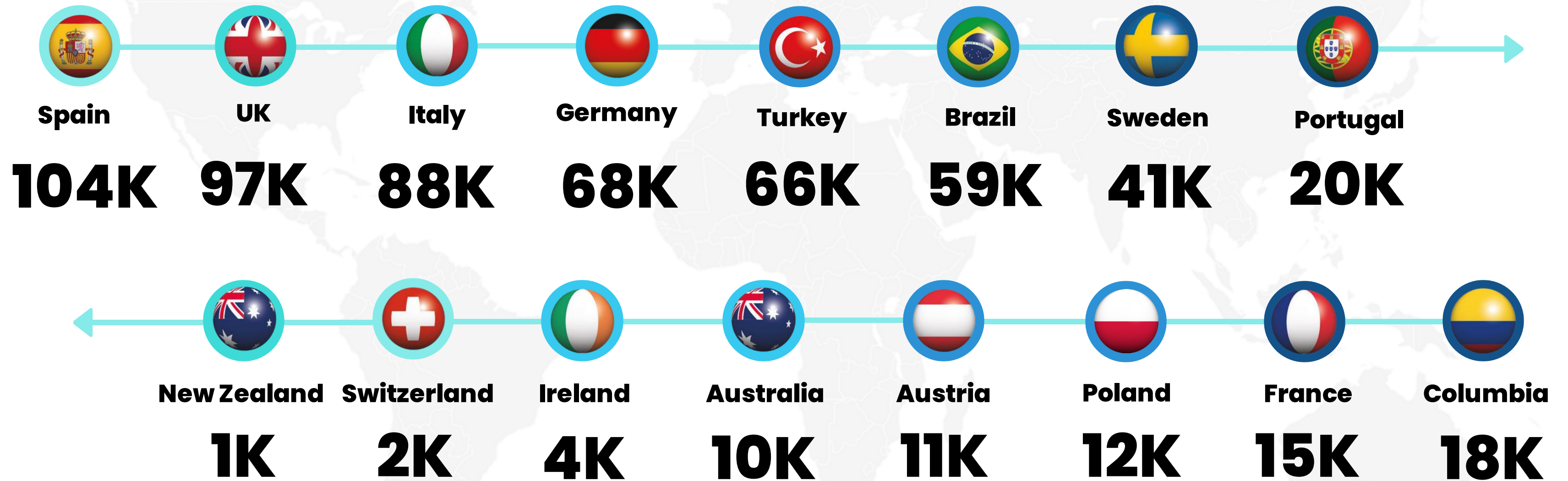
Brands can engage with our users throughout the buying process



4 - 6 weeks
4 - 6 weeks



Newsletter recipients by global region

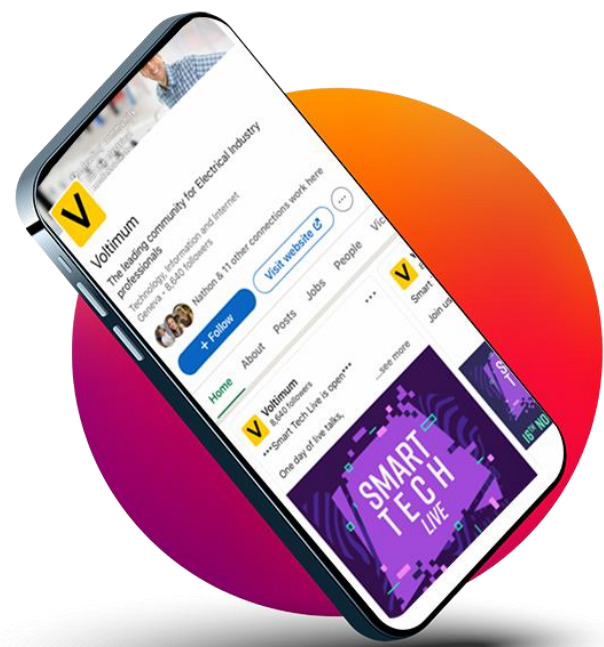


Voltimum audience split by region



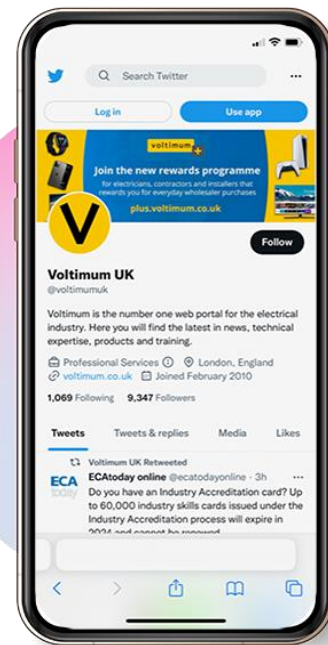
	ELECTRICIAN 1/5	ELECTRICIAN 6/25	ELECTRICIAN 25+	SPECIFIER ARCHITECTS	PANEL BUILDERS	WHOLESALEERS	MANUFACTURERS	OTHERS	TOTAL
SPAIN	21,659	14,891	1,714	24,915	730	3,100	1,704	35,726	104,439
UK	30,421	3,460	5,754	21,325	1,545	3,172	4,057	27,328	97,062
ITALY	18,963	3,807	1,294	37,779	991	1,445	1,199	22,201	87,679
GERMANY	18,746	23,152	1,864	6,328	1,465	1,154	4,558	10,788	68,055
TURKEY	6,426	12,214	78	8,409	314	1,273	620	37,221	66,555
BRAZIL	22,218	2,325	2,349	7,640	382	1,104	10,012	12,789	58,819
SWEDEN	4,269	5,030	2,549	4,669	109	1,395	2,899	20,383	41,303
PORTUGAL	1,868	3,300	241	5,280	144	556	265	9,013	20,667
COLUMBIA	1,383	971	99	8,600	20	351	171	6,838	18,433
FRANCE	2,827	122	588	3,621	110	42	310	7,211	14,831
POLAND		12,540							
AUSTRIA	1,414	5,634	179	830	224	120	565	1,752	10,718
AUSTRALIA	1,615	103	517	4,348	128	45	104	2,651	9,511
IRELAND	1,252	527	19	523	58	184	161	946	3,670
SWITZERLAND	213	1,363	9	138	29	24	66	188	2,030
NEW ZEALAND	19	18		21	2	21	17	878	976

High engagement with audience across social media platforms



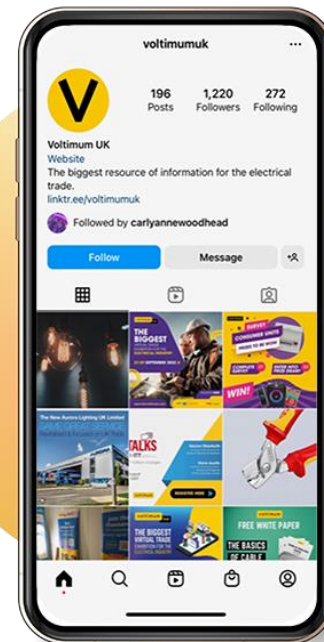
4K

Total LinkedIn users



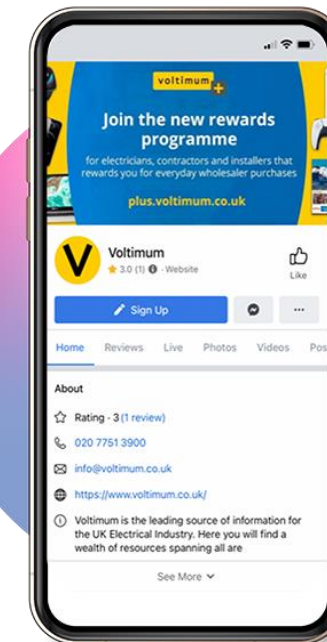
19K

Total Twitter users



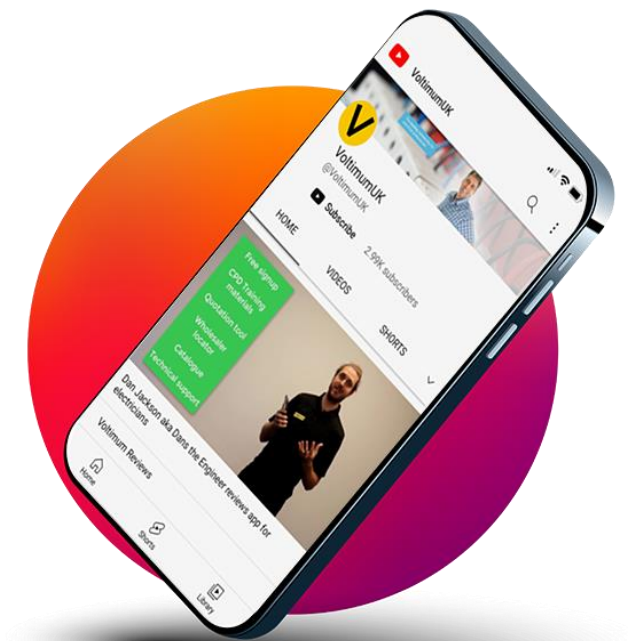
5K

Total Instagram users



51K

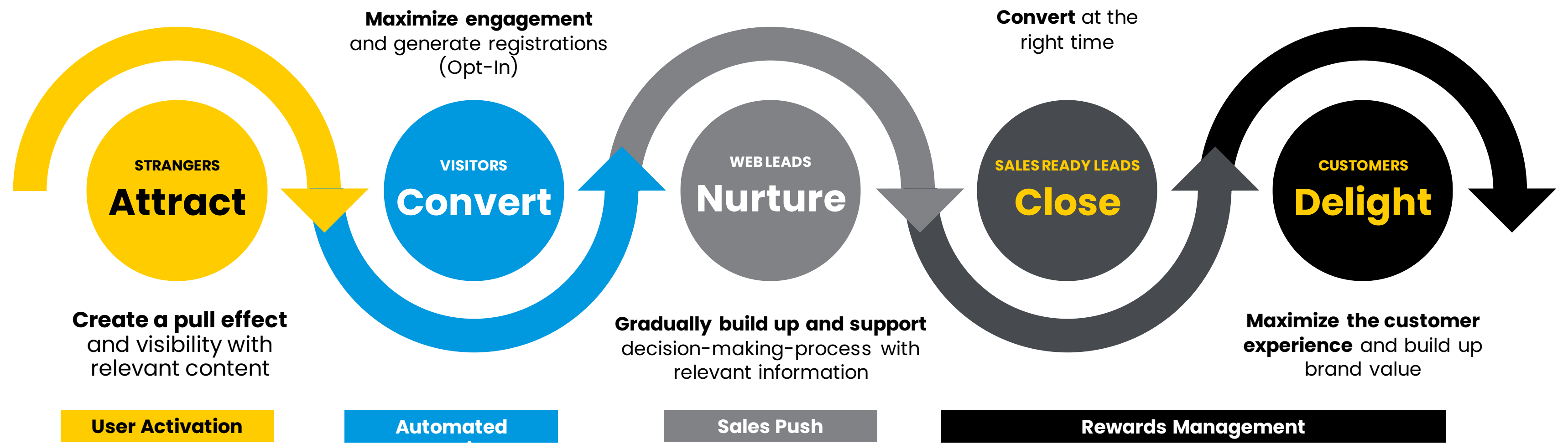
Total Facebook users



19K

Total YouTube subscribers

How users engage with us



Digital Activation Programme

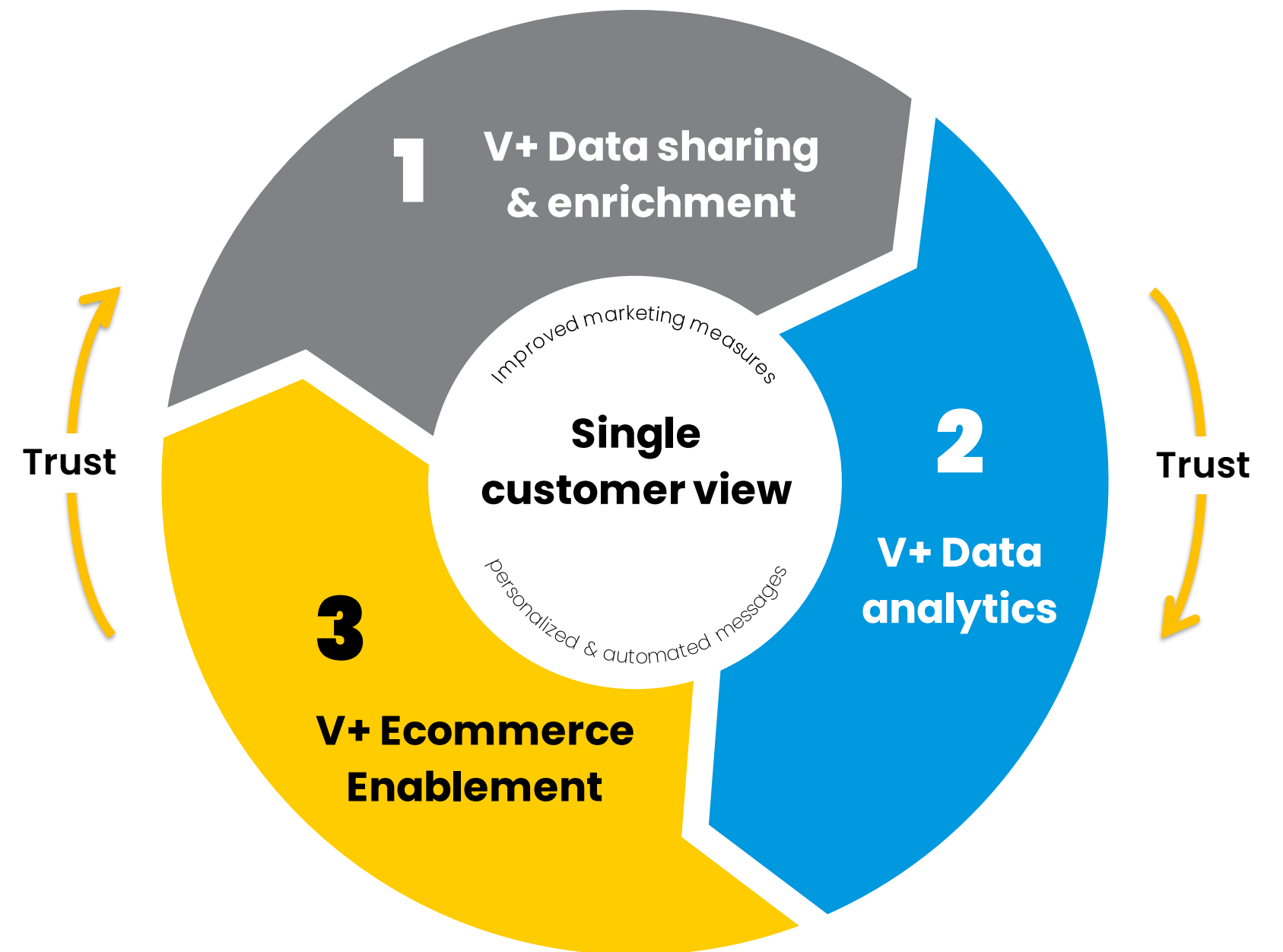
360° Solutions



The Electrical Industry is a very disparate, non-consolidated industry:

- hundreds of brands
- thousands of distributors
- hundreds of thousands of industry professionals covering an extremely vast product portfolio

Brands and distributors have the shared ambition to own and understand the customer.



"Owning" the customer happens through data

Voltimum's digital platforms connect, inform, educate, reward and trigger data-based actions that allow for much improved business results for all stakeholders

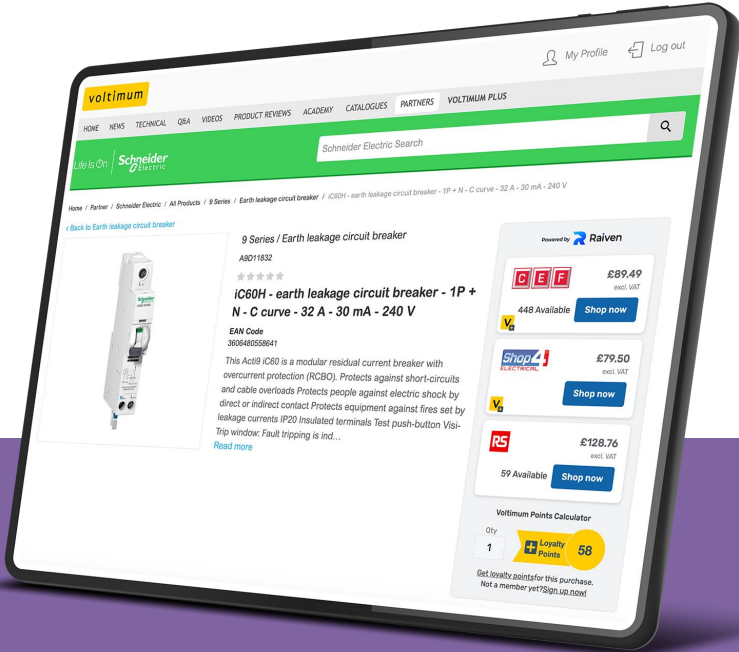




Partnership



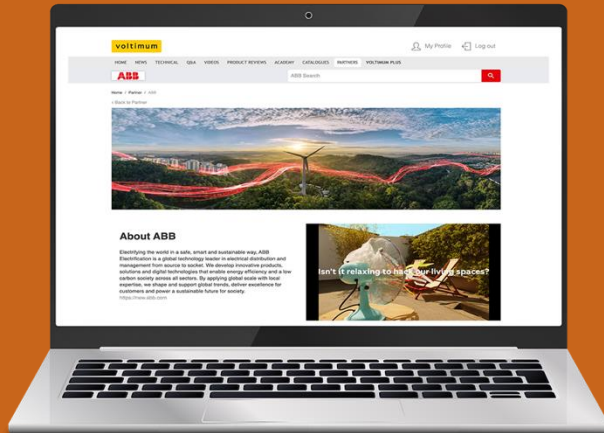
Voltimum partnership breakdown



PREMIUM PARTNER AREA — Enhance with a connection to the PoS

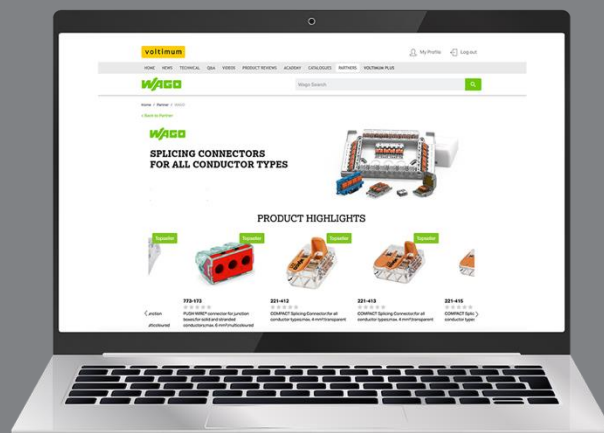
STANDARD BRONZE

10 Newsletter



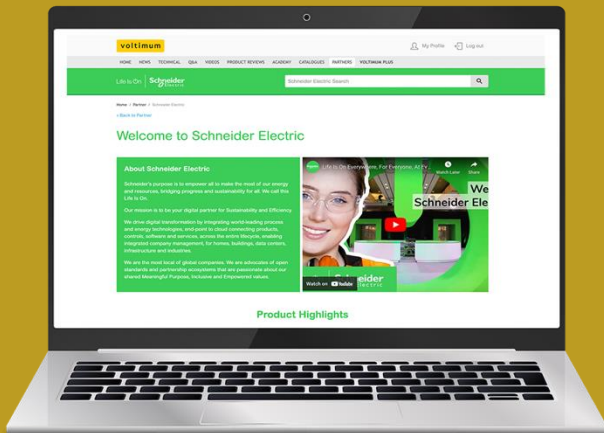
STANDARD SILVER

20 Newsletter



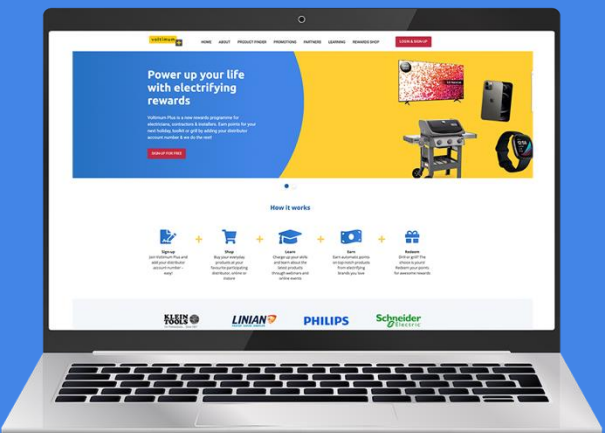
STANDARD GOLD

All Newsletter



VOLTIMUM PLUS

Loyalty Program Partner



Voltimum partnership breakdown



Corporate landing page for your brand

Giving you the opportunity to deliver on-brand corporate values and messaging to our extensive user-base



Unlimited articles uploaded to Voltimum

Use your corporate landing page to upload unlimited content to our portals



Newsletter Appearances

Regularly featuring in the largest circulating newsletter in the industry



E-catalogues and PDFs

Promote your company's products through E-catalogues and PDFs in the biggest collection of product data

Search by brand/category

Each product presented with text, supporting imagery & downloads



Performance reports

Online Dashboards: Customers have access to monthly reports which give accurate and up to date data.

Emailed directly to you each month.

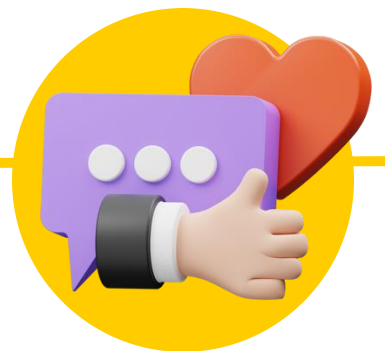
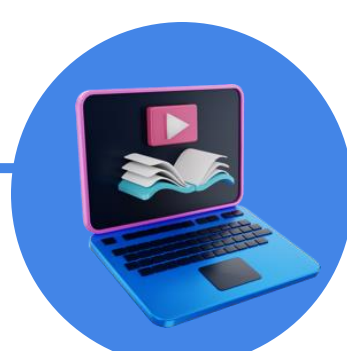


Marketing and data solutions



Marketing & data solutions

Data, content & marketing solutions



Advertising solutions

Training academy

IT Solutions

Voltimum+ data driven campaigns

voltimum+

Voltimum+ data insights

voltimum+

Voltimum+ Ecommerce enablement

voltimum+

Voltimum+ loyalty

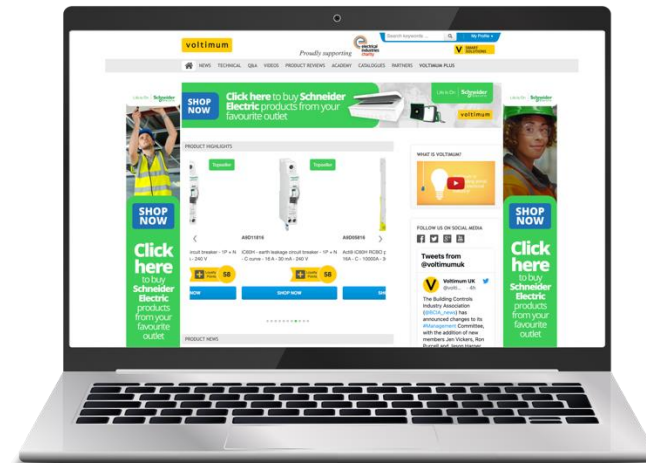
voltimum+

Advertising solutions



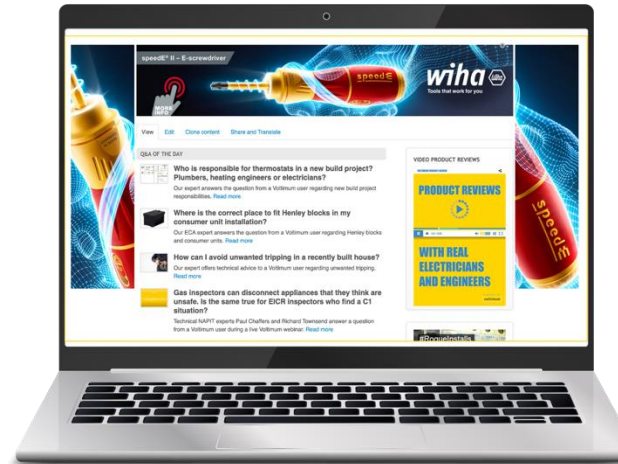
Newsletter banner

A banner is your digital advert included within one of our standard newsletters. This is perfect for brand exposure and driving traffic to your own content.



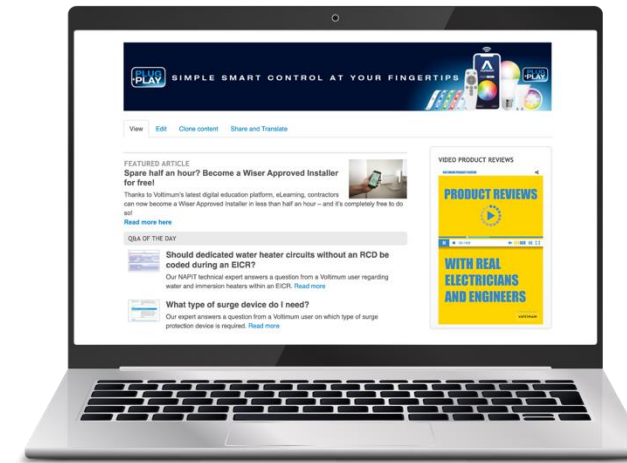
Display advertising

Voltimum offers a range of display advertising options including banner advertisements, skyscrapers, pop-ups and homepage take overs. We have a wide range of website advertising opportunities to drive awareness



Social media campaigns

With over 300,000 followers on Facebook and Twitter, Voltimum can help promote social media campaigns using these platforms and can help partners build their own presence.



Featured content

If you have an important message you want to deliver to our audience and need ways for it to stand out, featured content is the perfect solution. You can occupy the top featured position in a newsletter, or you can occupy the top featured position on our website for a set duration of time.



Content creation and promotion

Voltimum can create content for clients to help them reach their target audience and meet their sales objectives. This content can then be used to reach our extensive community of electrical professionals. Due to our expertise within the industry, we are able to develop content which also focuses on training, education and technical advice.



TRAINING ACADEMY

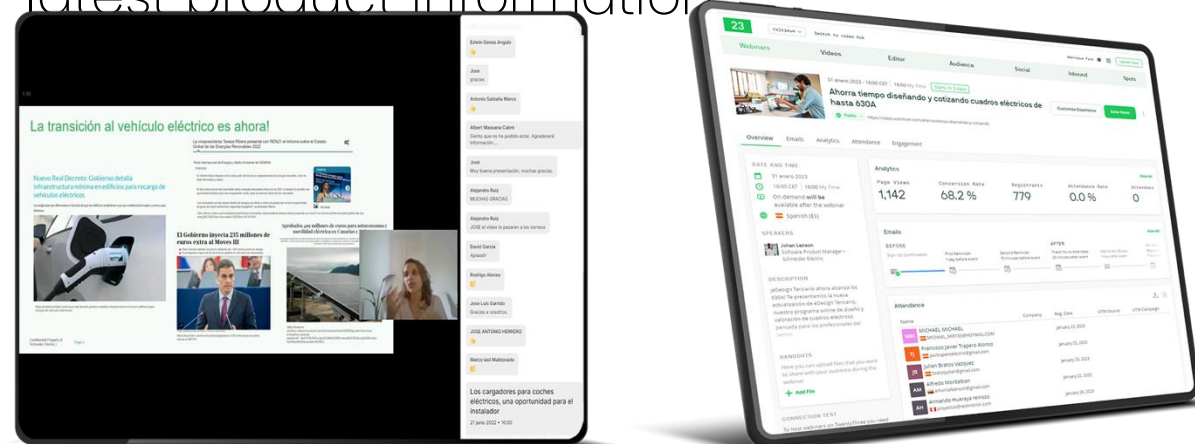


Training academy

Webinar

Voltimum is the leading provider of training within the electrical industry regularly training over 88,000 annually providing certificates of participation (and CFP points where applicable). Educate your customer base and interact with a highly engaged audience by hosting or taking part in a Voltimum webinar or training course.

The perfect way for you to educate a live audience on a topic of your choice. Whether it be technical advice, on-trend topics, or your latest product information

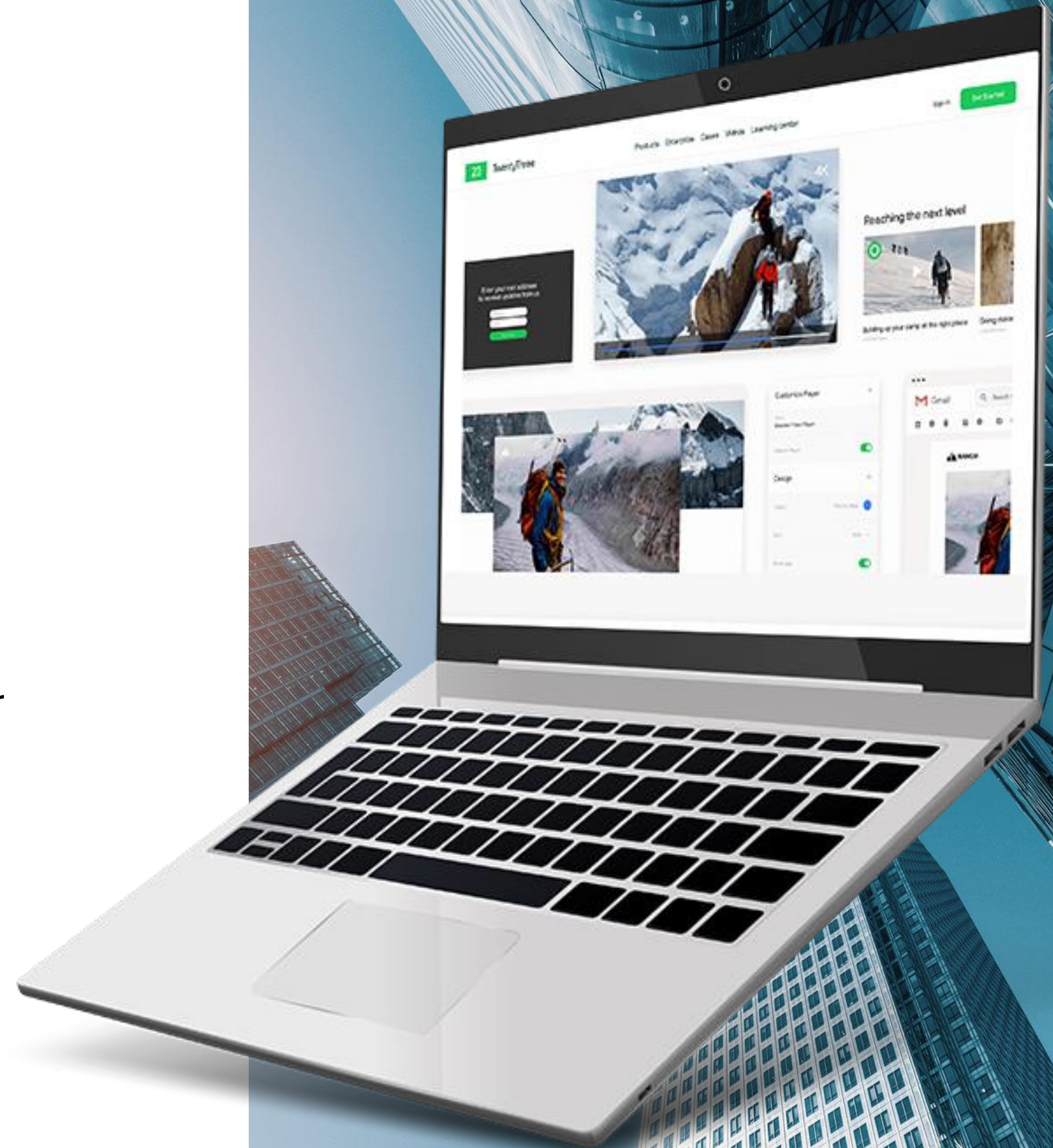


Training academy

Webinar

Check out some of the services we offer as part of this solution:

- Host your own or participate in a Voltimum branded webinar or training course and utilise it to educate your customer base, provide training on new products and services.
- Utilise webinars to generate contact that are provided right after the webinar takes place and continue benefitting from contacts afterwards via our video hub
- Emails and newsletters promoting the webinars provide additional brand exposure
- Interested in hosting a webinar or participating in one?

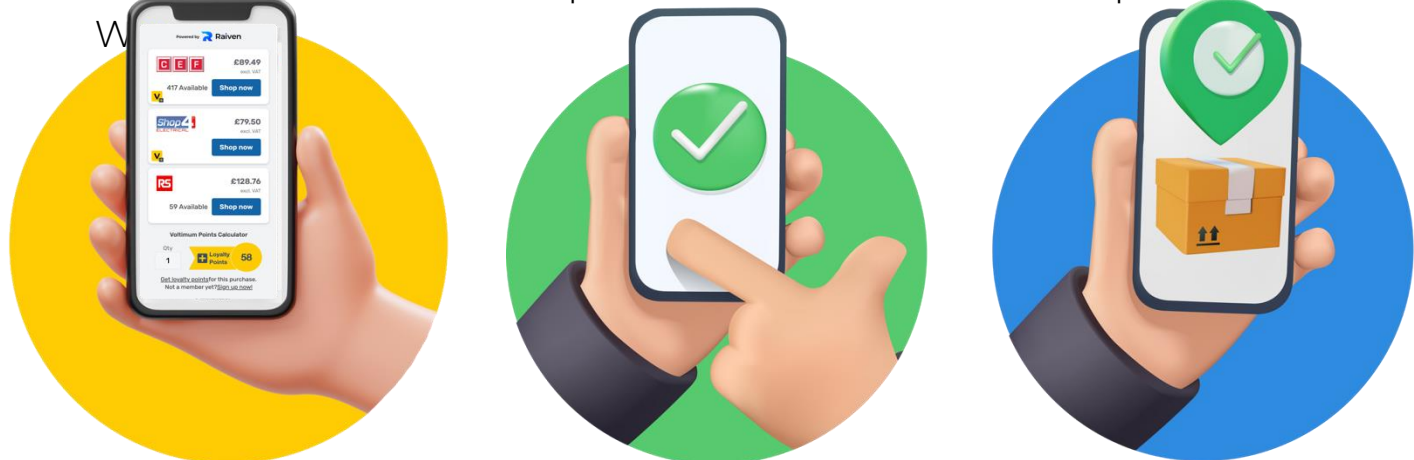


Training academy



Webinar with Sales Solutions

1. **Webinars offer Voltimum clients** the opportunity to reach electrical professionals and train them on their products. This leads to a high engagement and consideration of the brands products
2. **The „Webinar with Sales Option“ enables Voltimum clients** to embed a direct sales link into the webinar and drive electricians to purchase the featured products in the W



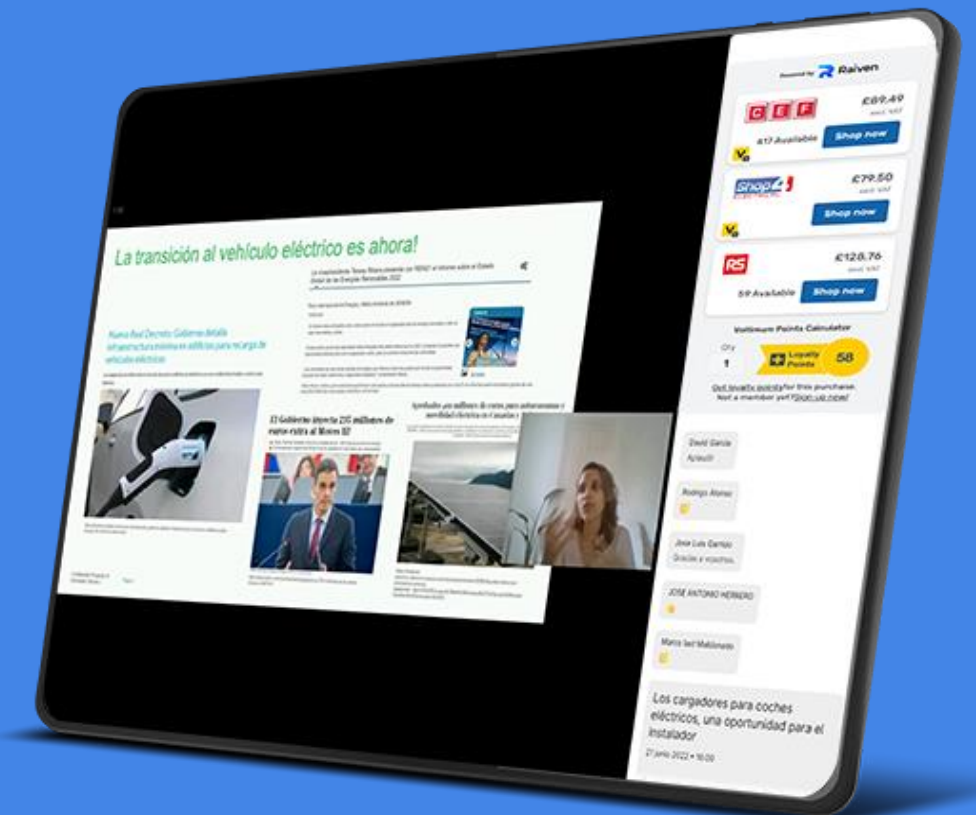
Integrate our 'Easy to buy' solution into your webinars

Directing the electrician directly to the online point of sale at their preferred wholesaler

We will enable you to generate transactional sales values by running your webinars.

- Live product promotion via links in webinar platform
- Link to product will be displayed within chat
- Our moderators guide the audience to the product link
- Webinar follow-up activities will also include widgets and buy buttons

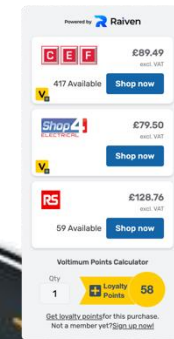
Generate real ROI from your educational webinar content.



Webinars promotion and process

Promote

Advertisement,
email, pop-up,
social media



Follow up
email



- Webinar attendees
- Widget/buy button clicks
- Transactional sales value to POS

Key benefits

Beonpoint

- Guide your electrician clients in the live and on demand webinars directly to the point of sales
- Webinars with sales option extend customer journey in the sales funnel to include purchasing
- Webinars provide contacts
- Webinars with Sales Option provide transactional sales data

Performance

- Revenue to promote your webinars will include a performance marketing component
- Your webinars with sales option will be a key driver to increase sales for featured products

Virtual events

With the landscape of live events changing, Voltimum is delighted to host the largest virtual trade exhibition for the electrical industry.

Do you want to promote your product catalogues and videos, deliver live training with Q&A and showcase your brand...all without the over heads of travel and accommodation?



Live training webinars

4.5K

Average stand interactions

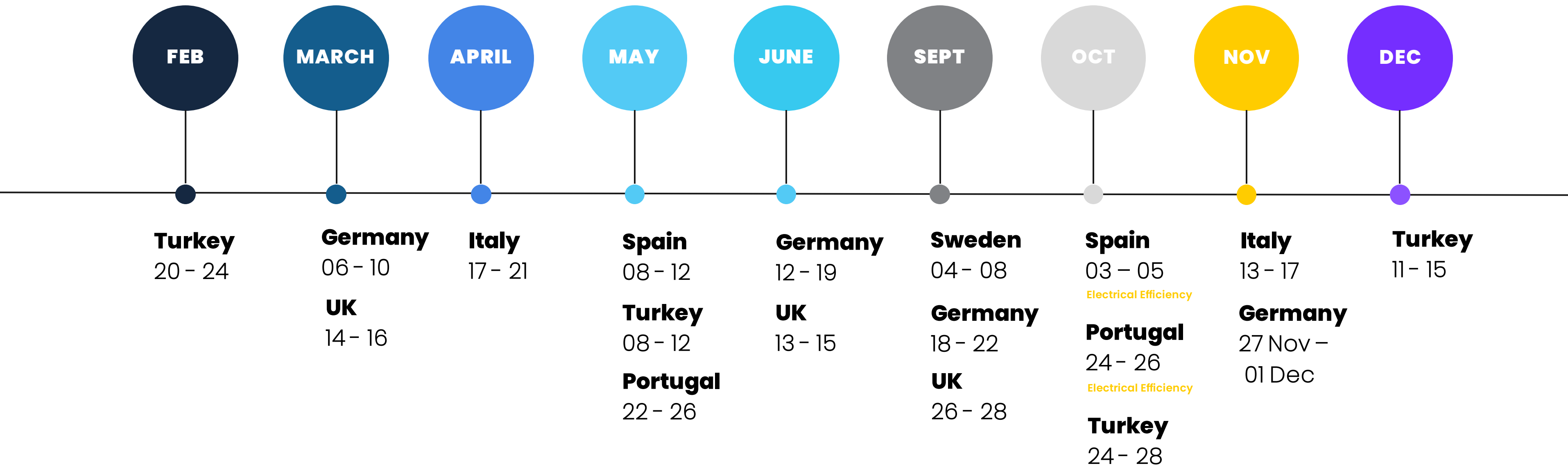


Would you like to host your own virtual event?

Whether it be a trade show to showcase your product range, a thought leadership seminar or a day of live training – Voltimum can support you.

Using our purpose-built platform we can create bespoke stands, host live training, fully promote the event to our audience and deliver the footfall.

Virtual events calendar 2023





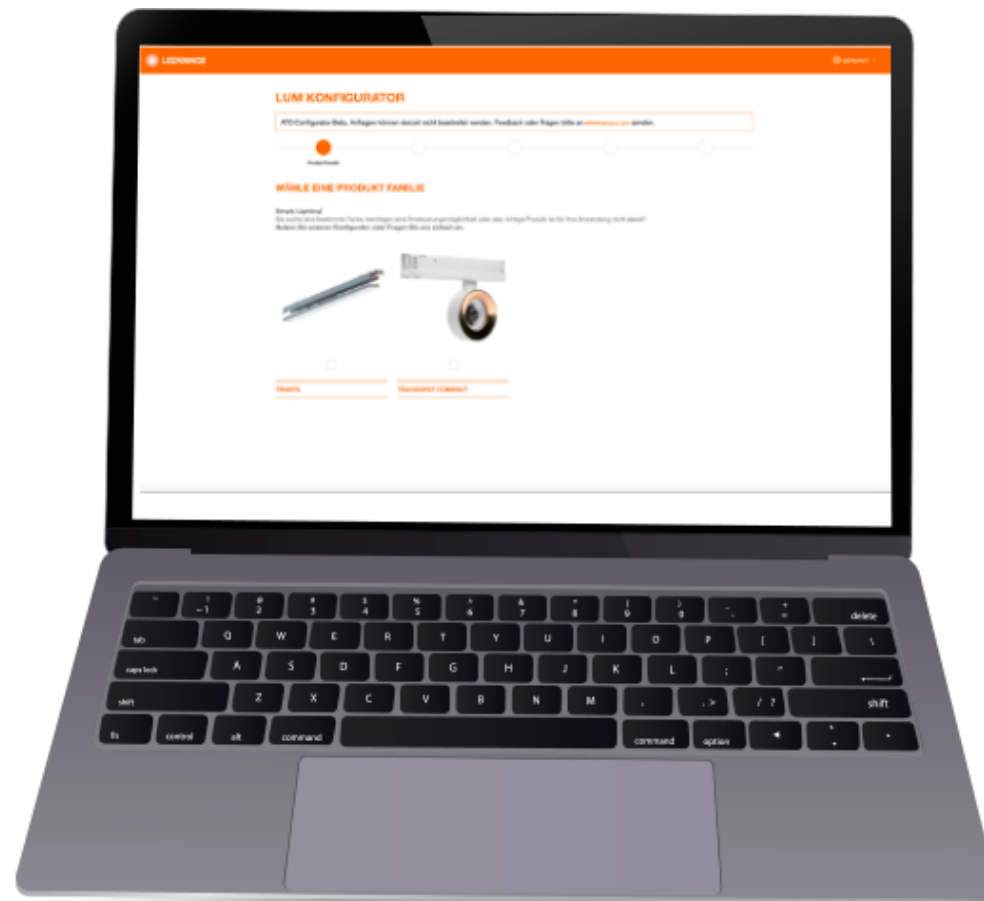
Data SOLUTIONS



IT Solutions Configurators & Selectors



Voltimum is developing, managing and hosting a total of **12 multi-language configurators** for a set of manufacturers.



Data solutions overview

Leading data solutions are combined in Voltimum Plus



**Voltimum+
Loyalty**



**Voltimum+
Ecommerce enablement**



**Voltimum+
data insights**



**Voltimum+
data driven campaigns**



Voltimum+ Loyalty



The idea

An initiative to reward loyalty and support the digital activation of our industry

Adding value to all three pillars in the value chain

Electricians by rewarding them for purchases, training, and loyalty

Manufacturers by incentivizing sales, targeted sales campaigns, and gaining valuable insights

Distributors by rewarding their customers, encouraging loyalty, and gaining valuable insights

- Retain your customers and increase spend
- Gain insights into your data
- Understand the purchasing behavior of your customers



Customer Loyalty Platform by Voltimum

First multi-brand customer loyalty program

Transactional data & customer insights:

12K

member sign-ups

€8m

sales generated

€30m

sales data collected

08

participating brands

09

participating distributors

167%

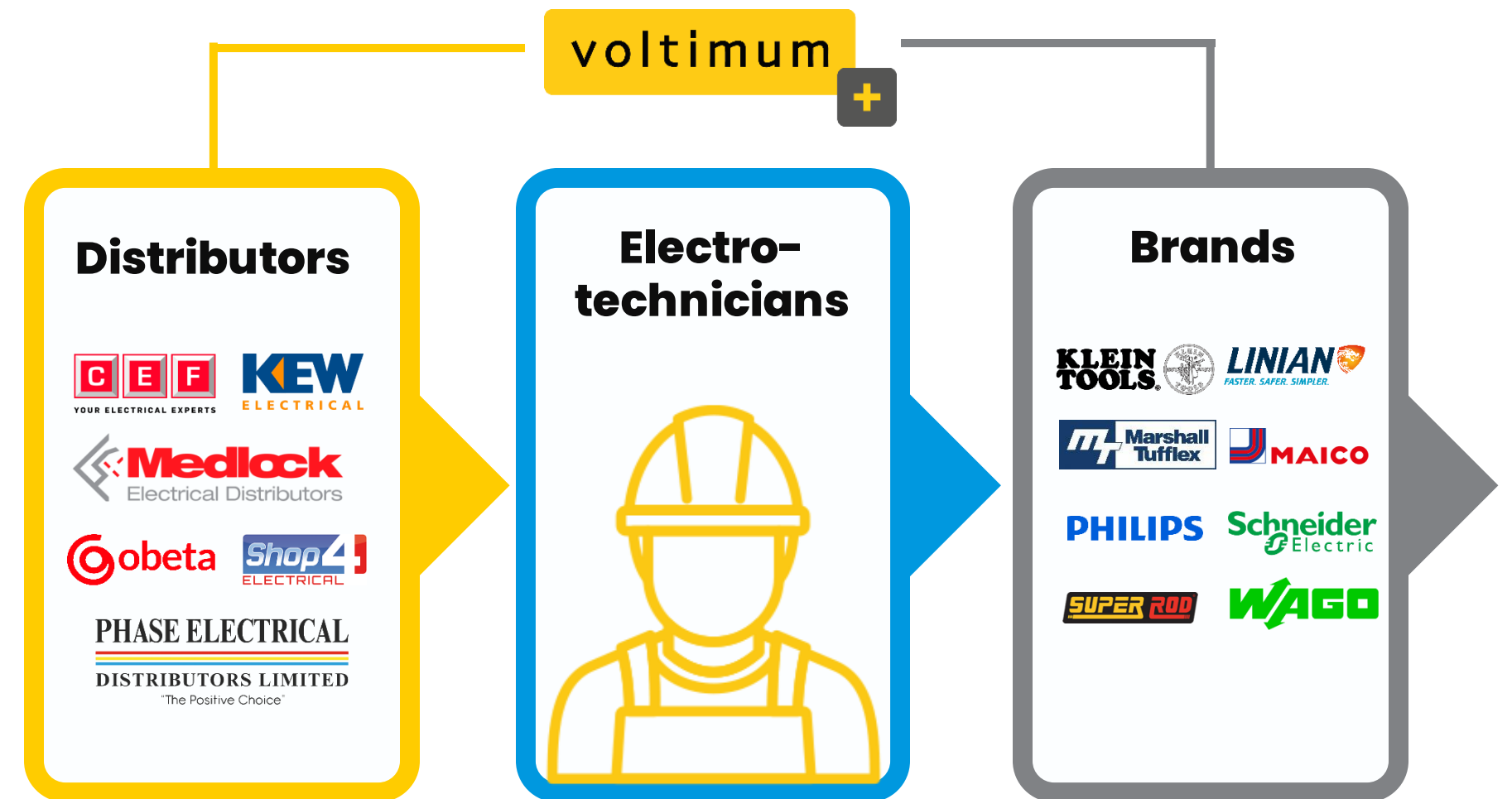
growth spent per customer

Markets:

Live



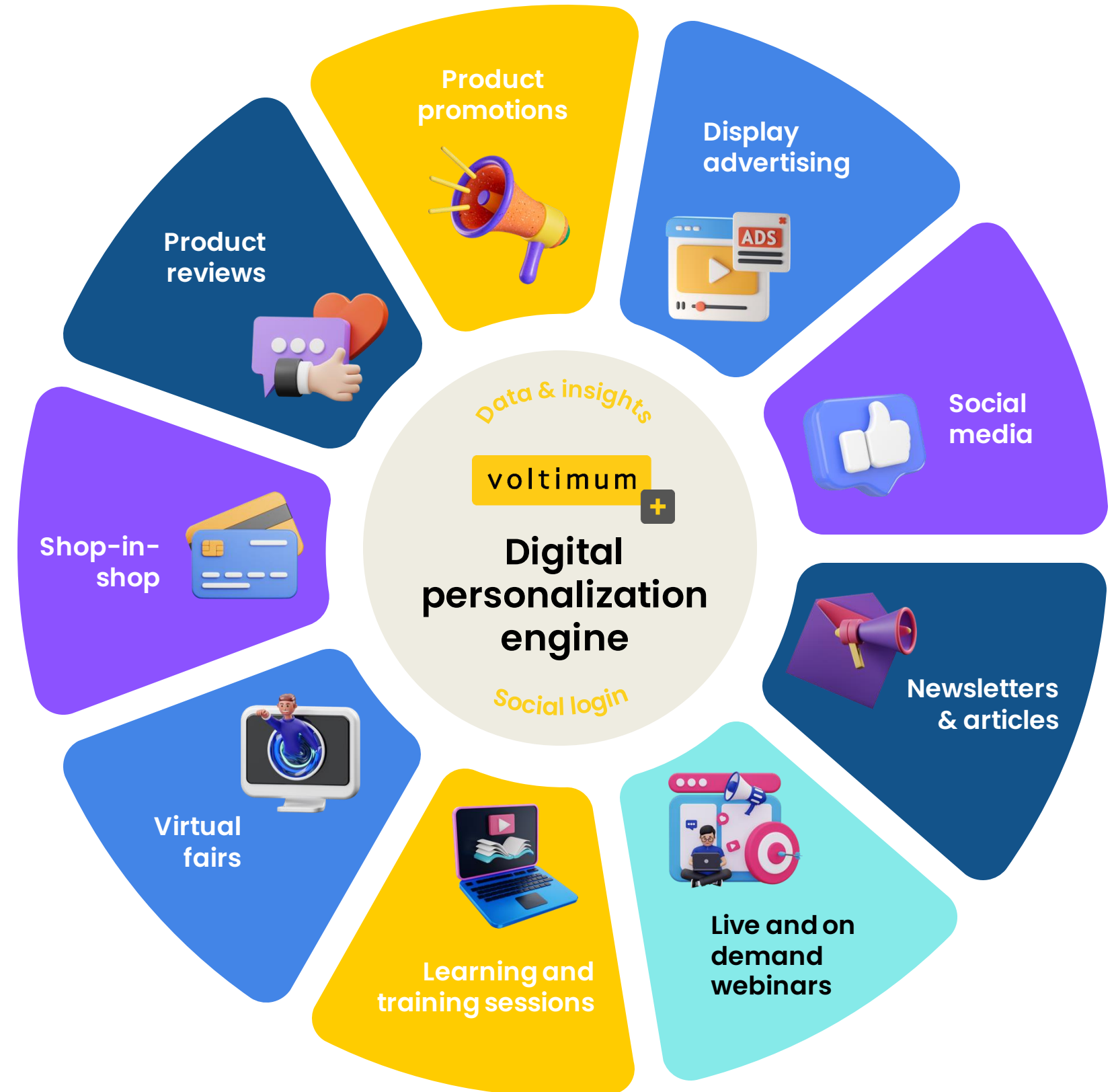
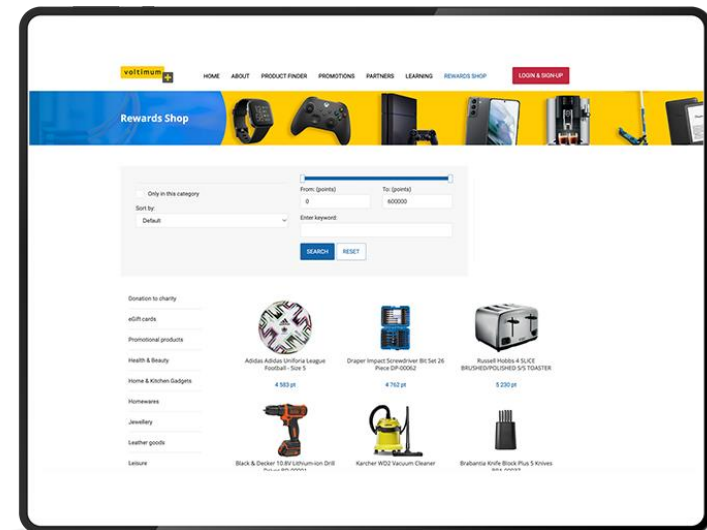
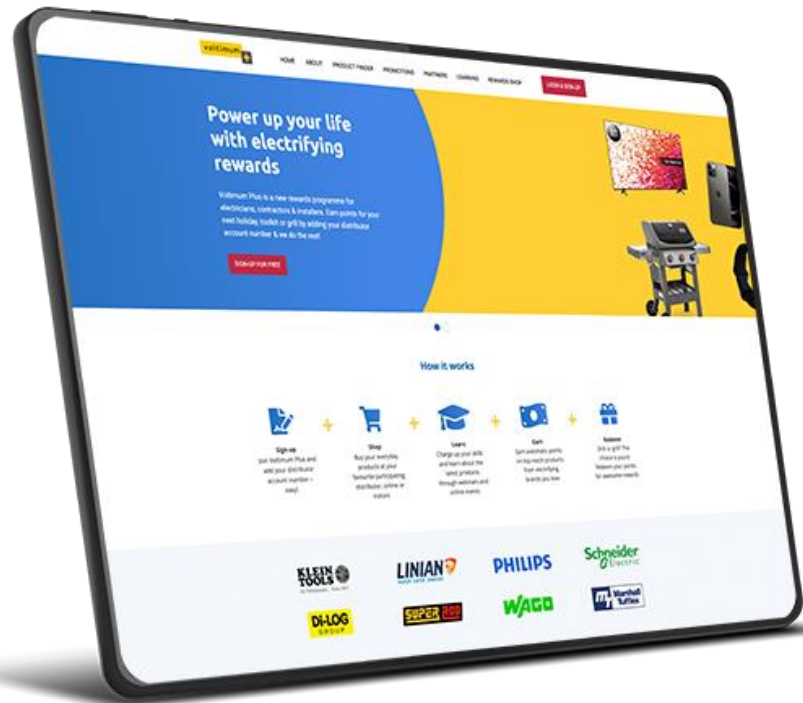
Planned

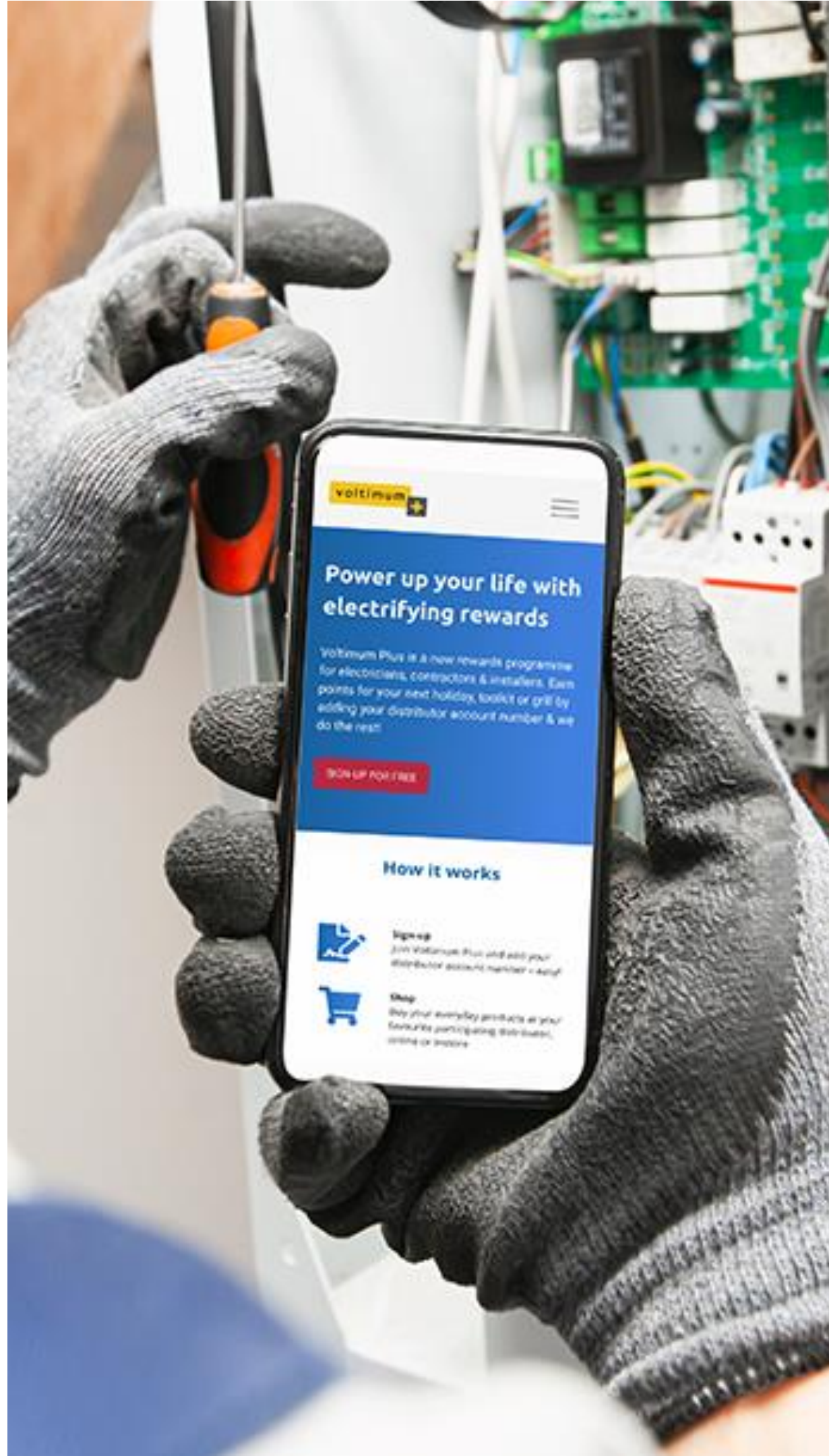


Digital activation programme



Included in your standard Voltimum Plus Loyalty Package are two newsletters to our full audience per year plus your brand dashboards!





Voltimum+ eCommerce enablement





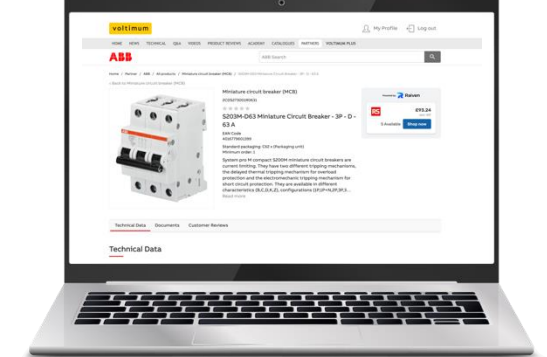
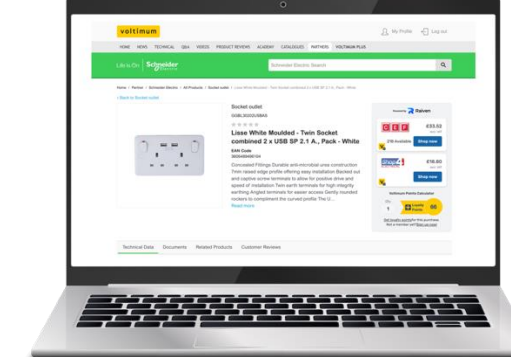
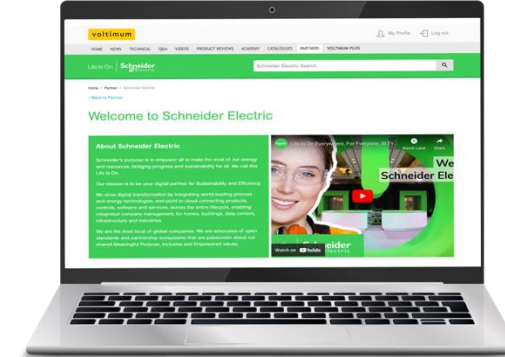
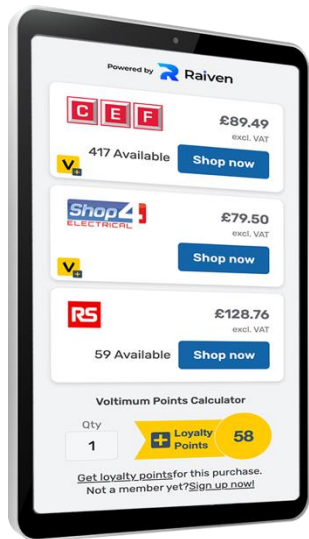
Premium partner area



Premium partner area



Premium partnership benefits



“Easy to buy” solution – directing the electrician directly to the online point of sale at their preferred wholesaler

Push products at any time through newsletters, campaigns, webinars, virtual fair etc.

Run sales initiatives with selected wholesalers

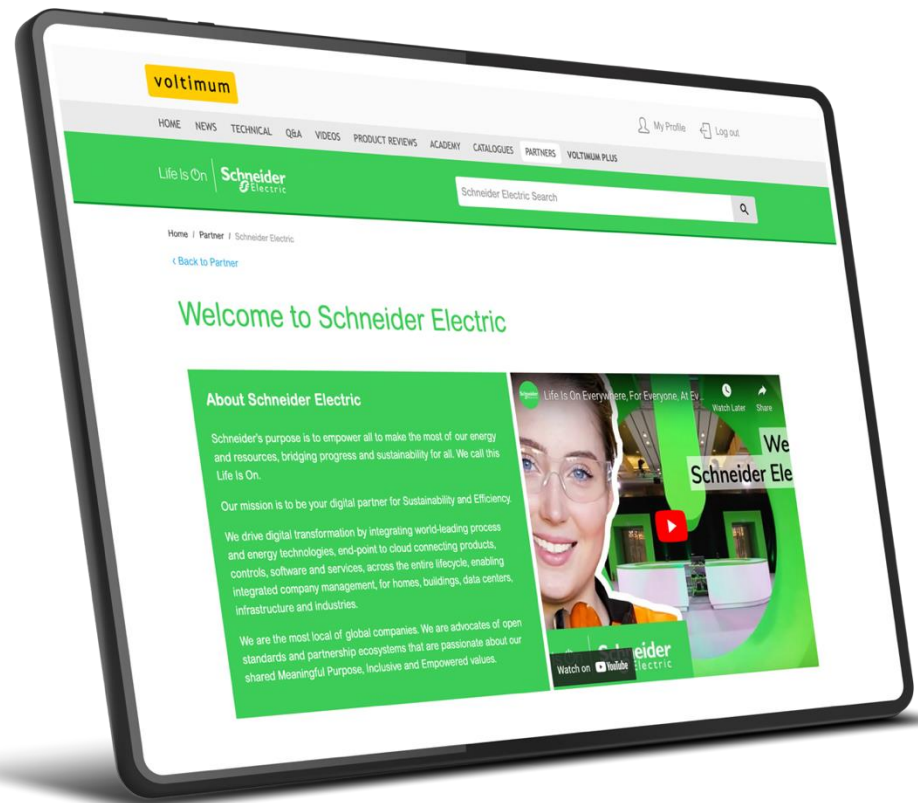
Customizable design – Premium Brand among other Premium brands within the Premium area

Direct links to your wholesaler partners

Structured product overviews

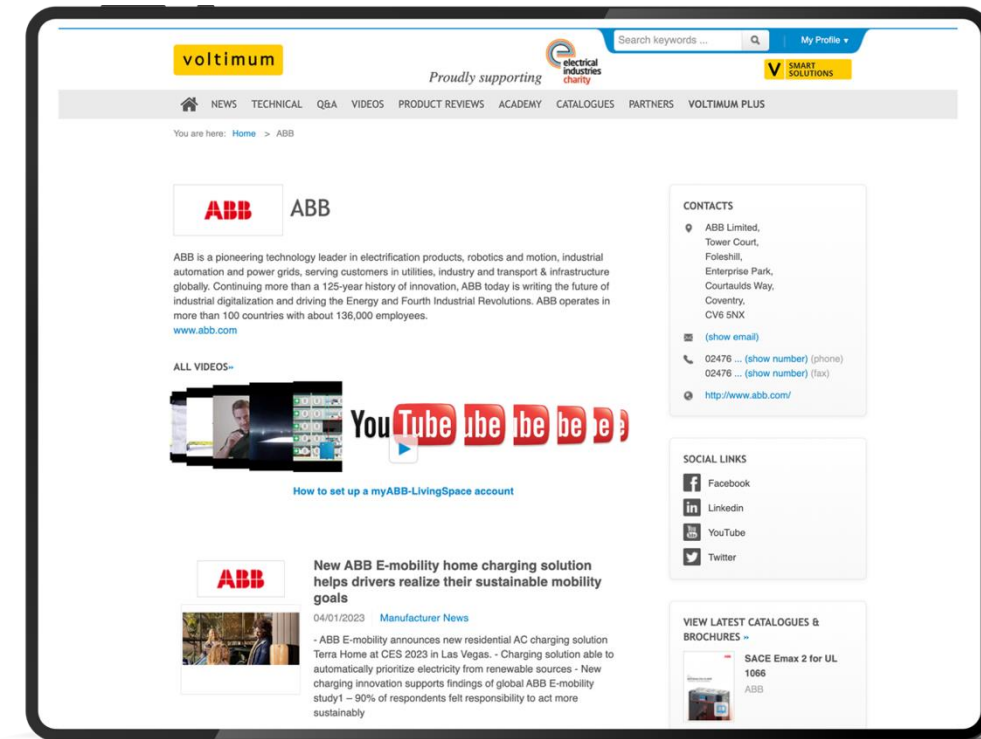
Premium partner area

Premium partnership update



Upgrade your partner area

Refresh the look & feel of the partner page to stand out to your competitors



Customizable design

Premium Brand among other Premium brands within the Premium area

Premium partner area

Premium partners link to sales

“Easy to buy” solution

Directing the electrician directly to the online point of sale at their preferred wholesaler

Push products at any time through newsletters, campaigns, webinars, virtual fair etc.

Run sales initiatives with selected wholesalers

Structured product overviews

Direct links to the wholesaler partners

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CEF £89.49 excl. VAT
417 Available [Shop now](#)

Shop4 ELECTRICAL £79.50 excl. VAT
[Shop now](#)

RS £128.76 excl. VAT
59 Available [Shop now](#)

Voltimum Points Calculator
Qty 1 [Loyalty Points](#) 58
Get loyalty points for this purchase. Not a member yet? [Sign up now!](#)

voltimum

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[Back to Earth leakage circuit breaker](#)

9 Series / Earth leakage circuit breaker
A9D11832
★★★★★
iC60H - earth leakage circuit breaker - 1P + N - C curve - 32 A - 30 mA - 240 V
EAN Code 3606480558641
This Acti9 iC60 is a modular residual current breaker with overcurrent protection (RCBO). Protects against short-circuits and cable overloads Protects people against electric shock by direct or indirect contact Protects equipment against fires set by leakage currents IP20 Insulated terminals Test push-button Visi-Trip window: Fault tripping is ind...
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CEF £89.49 excl. VAT
448 Available [Shop now](#)

Shop4 ELECTRICAL £79.50 excl. VAT
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RS £128.76 excl. VAT
59 Available [Shop now](#)

Voltimum Points Calculator
Qty 1 [Loyalty Points](#) 58
Get loyalty points for this purchase. Not a member yet? [Sign up now!](#)



Product data management



Product data management



The service:

Voltimum IT services can support you with your catalogue data

- Do you want to sell your products through online channels?
- Ensure your data is in the right format for all distribution channels
- Voltimum works with the leading brands in the electrical industry across multiple countries
- Our experts will support on any size project

IT is all about data quality!





Voltimum+ data driven newsletters



Data driven newsletter

Define categories relevant for your campaign

Small installer, medium installer, large installer, planning/engineering office, panel builder, wholesaler

Database matching

Based on your selection criteria Voltimum's marketing automation will select the best fit audience

Define your budget

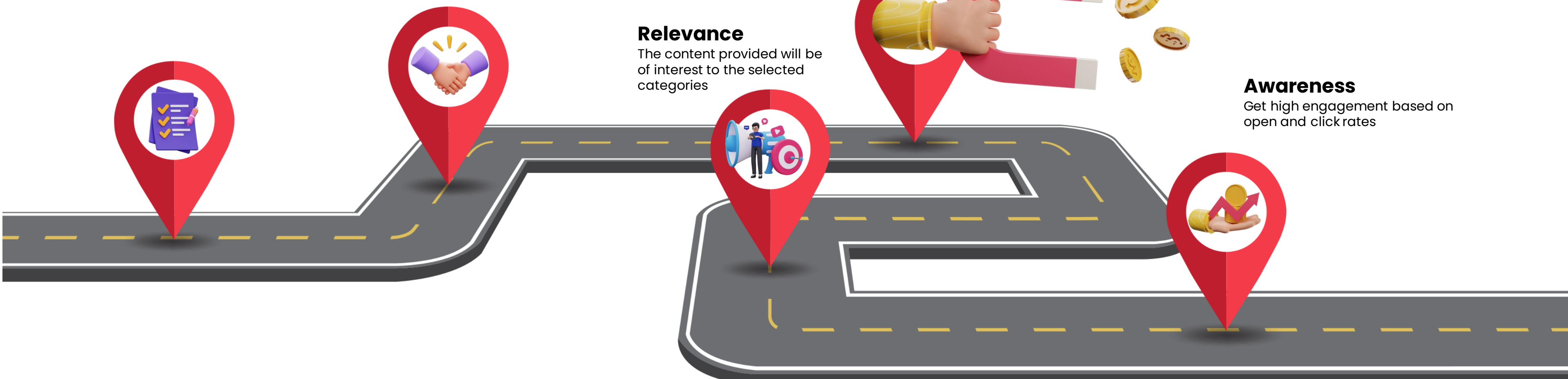
Based on your available budget you can scale the selected target audience

Relevance

The content provided will be of interest to the selected categories

Awareness

Get high engagement based on open and click rates





Voltimum+ trigger based marketing

Trigger based marketing

Target Audiences based on behavior

We manage email re-targeting campaigns based on user behavior.

Matching Triggers

Define specific behaviors of users you would like to address with your message, e.g. an email will be sent to contacts which have consumed EV charging content in one of our newsletters

How it works

Voltimum will set-up a marketing automation campaign only targeting contacts which fulfill the pre-defined triggers.

Target Audience

We ensure to only target the right audience

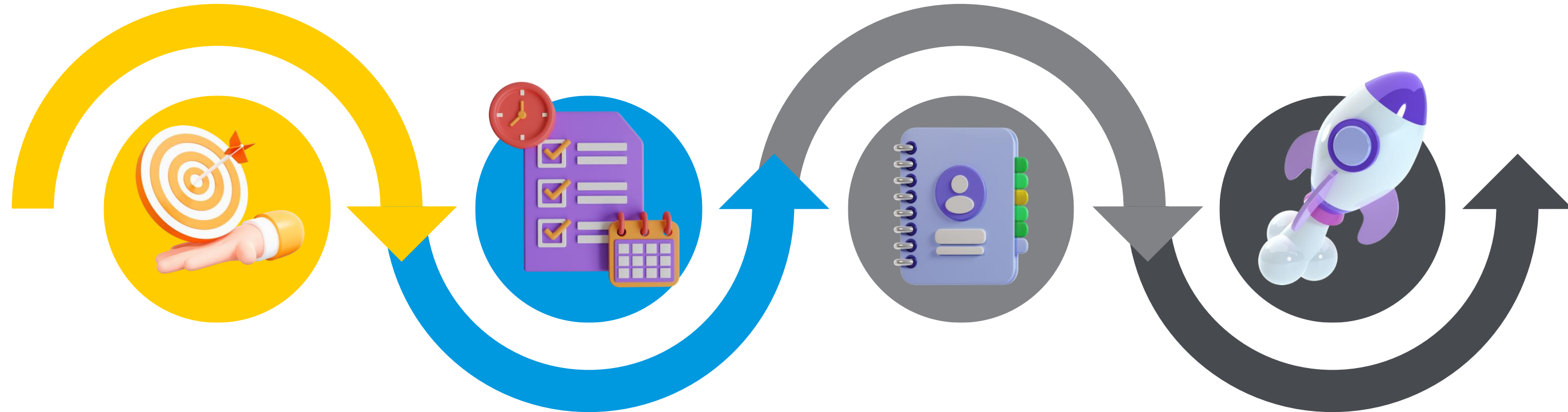
Awareness or Leads

You define the content to be sent-out and the target you want to achieve.



Your benefits

Trigger Based Marketing



Precision Marketing

You content will only be sent to contacts which are currently interested in a specific topic

Timeline

Defined start and end dates of communication
max. duration of 3 months

Relevance

Subscribers receive highly relevant content at the right point in time

Performance

Get access to high performant audiences that qualified to be close to conversion by recent event on Voltimum.



Voltimum+ data driven leads



Data driven leads

Pre-define your requirements

Define your lead requirements based on category (small, medium or large installer, panel builder, specifier, engineer, facility management etc.), project timeframe, topic of interest (e.g. smart building, EV charging), brand interest



Receive real leads instead of contacts

You will only receive leads which are checking all of the defined pre-requisites



Customizable

We work together with you on the overall campaign set-up.



How it works

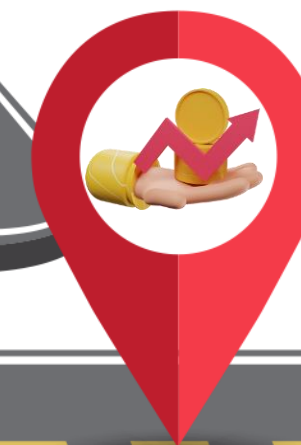
Voltimum will set-up a campaign only targeting contacts which fulfill the pre-defined requirements. With a mix of email marketing, social media marketing, re-targeting and nurturing activities to generate the leads via landing pages GDPR compliant.



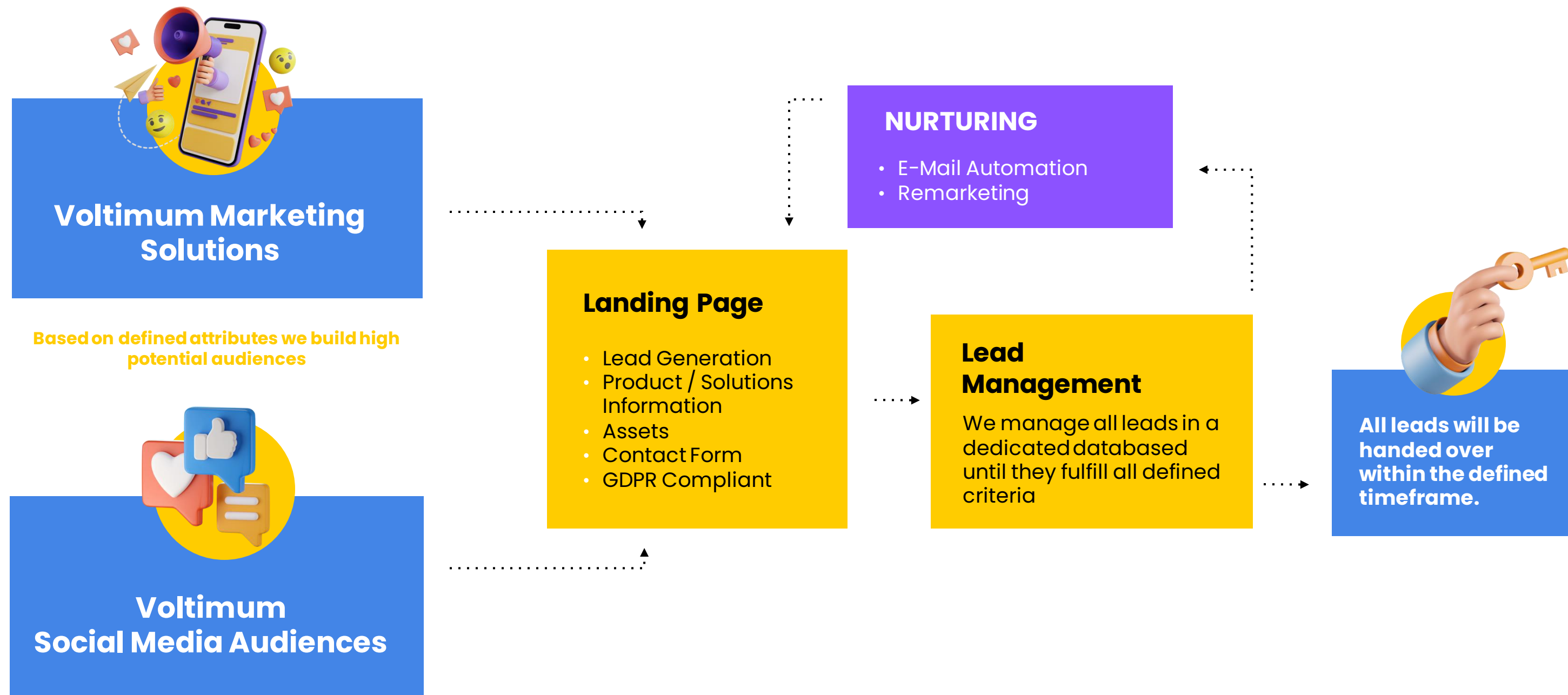
Performance based

Based on the number of defined attributes we will deliver on cost per lead basis:

- min. of 2 attributes (incl. category)
- min. number of leads 50

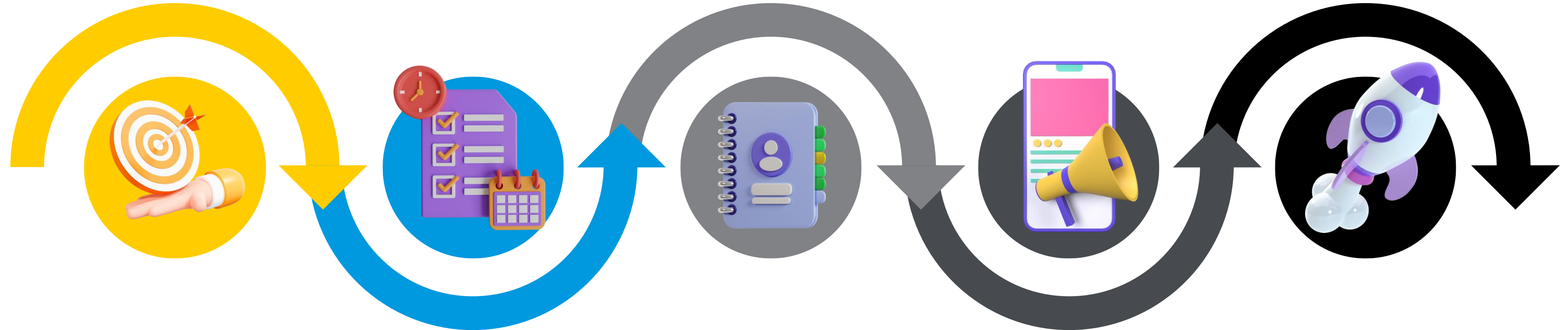


Data driven leads



Use case

121 Live Demo campaign



Goal

Generate min. 100 sign-ups for a 121 live demo with a sales rep

Timeline

4 – 6 weeks

Customer

Global Corporation with a portfolio of products, digital solutions and services.

Tactics

Homepage Takeover, Webinar, Newsletter, Monobrand -> Nurturing Activities

Achievement

150

Lead Generated (Cost per Lead)



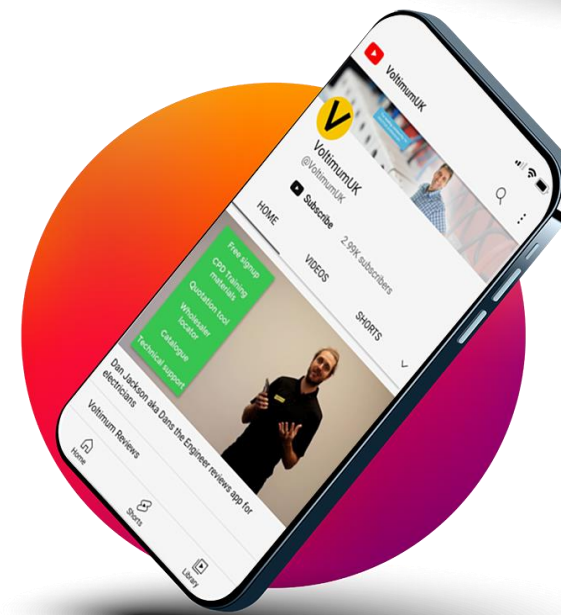
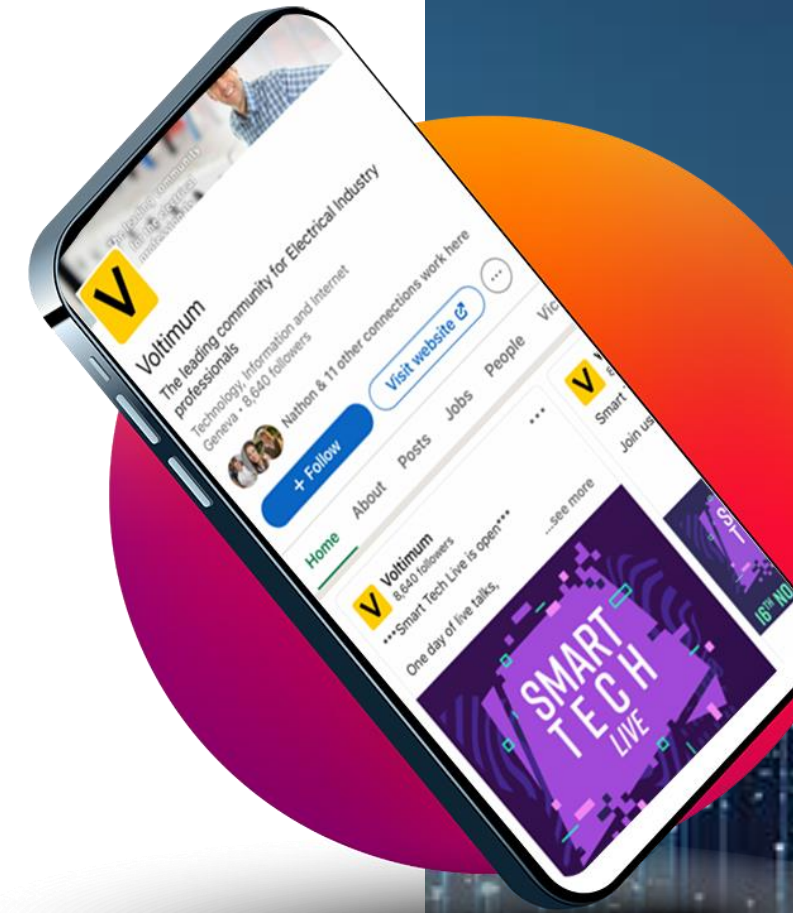
Social media audiences



Social media & walled garden audiences

Key ideas

1. **Voltimum Portal and Voltimum+ Program** is the main point of contact for electricians to be trained on new products, inform about new trends and start their customer journey.
2. **The highly engaged electricians** represents the core audience of the Electrical Industry
3. **Voltimum has started to make these audiences available** on social media and walled gardens
4. **Brands can use these high value audiences** to run marketing campaigns against
5. **Building look-alikes** ensure a full reach across the electrician population



Process – Sharing Voltimum audiences



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Voltimum Electrician User Base

Voltimum Database

- Registered Voltimum+ users
- Portal subscribers

Meta

Matched Electrician User at Destination in Voltimum Account

Build Statistical Twins

Look-Alike Audience Electricians

Addressable Audiences in Clients / Agency Account

Audiences in Account

- First Party Voltimum Electricians
- Look-Alikes of Electricians

Data Privacy

- No access to PII
- 100% privacy compliant

Destination



Google

Reach

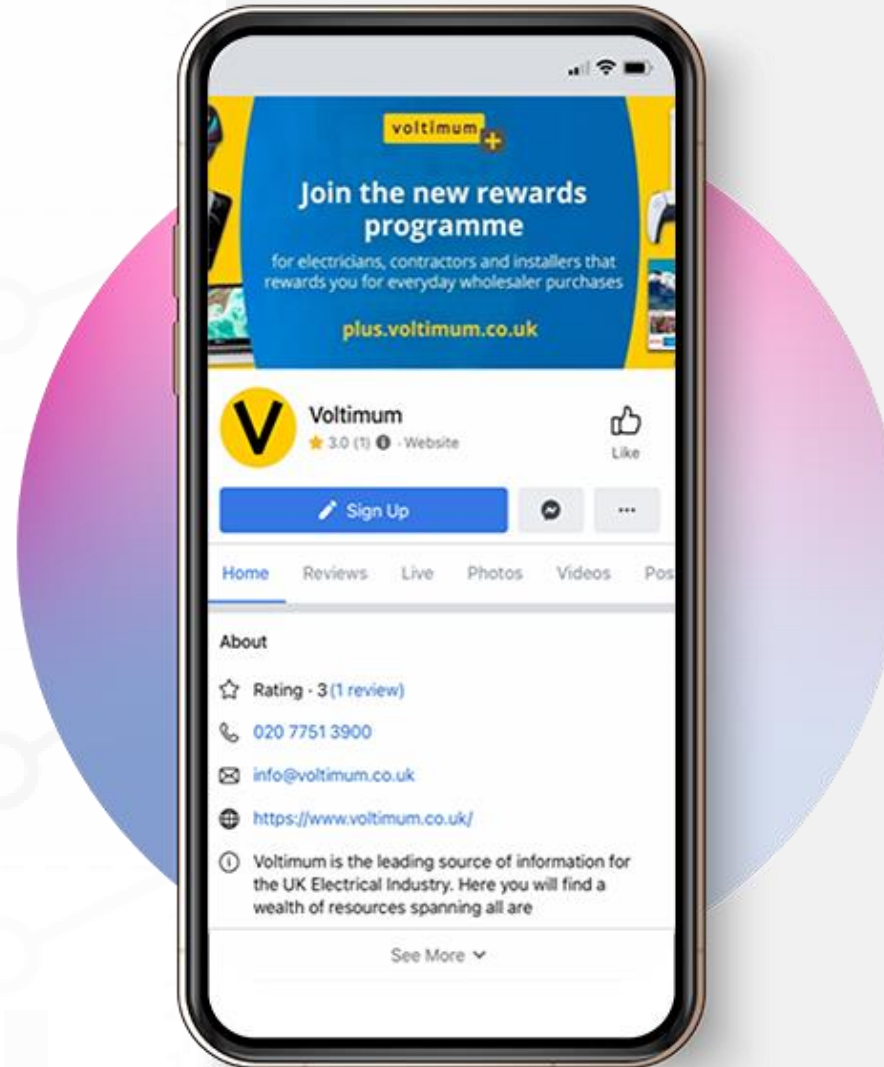
1st Party Voltimum

- UK: ~100.000
- DE: ~50.000

Look-Alikes

- UK: ~300.00
- DE: ~300.00

Destinations within Google



Meta

(Facebook & Instagram)

Reach

1st Party Voltimum

- UK: ~47.000
- DE: ~32.000
- ES: ~68.000
- IT: ~58.000
- SWE: ~13.000

Look-Alikes

- UK: ~300.000
- DE: ~400.000
- ES: ~300.000
- IT: ~300.000
- SWE: ~80.000

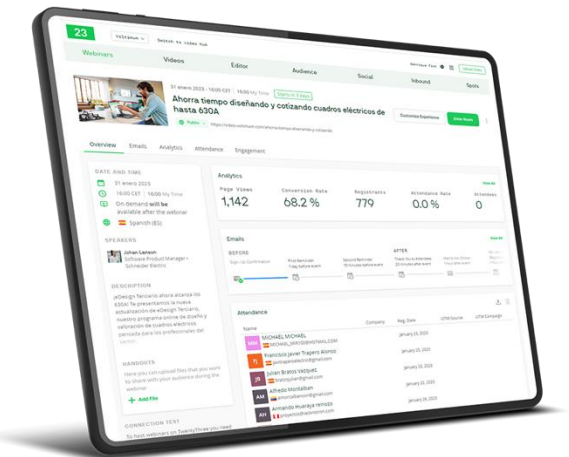
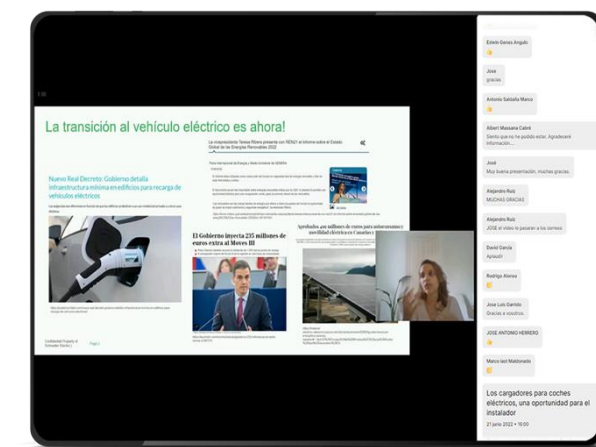
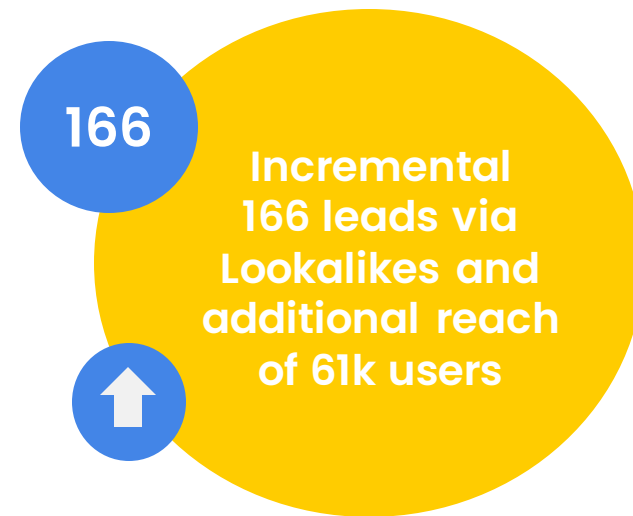
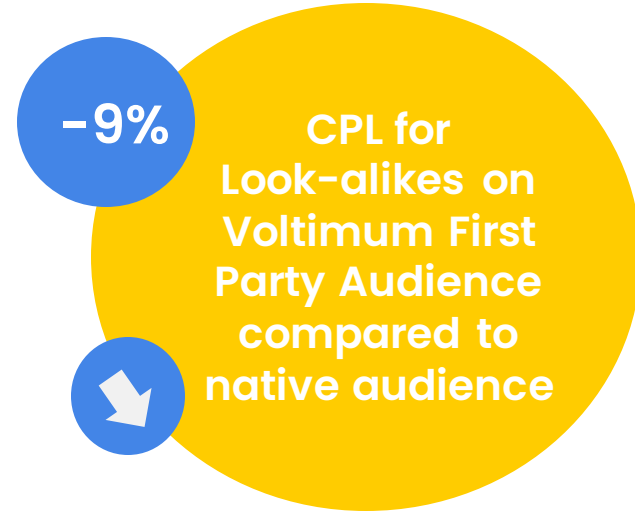
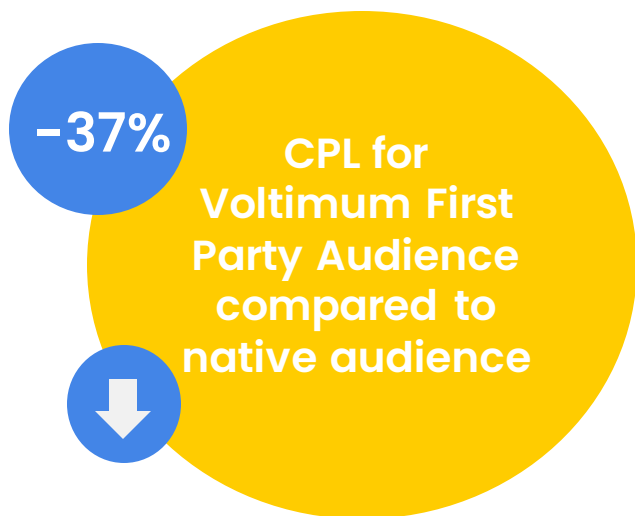
Destinations within Meta



Use Case

Product: Voltimum first party audiences

Destination: Facebook



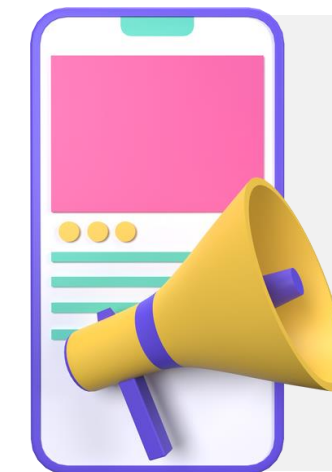
Campaign Goals

Voltimum promoted sign up for a webinar (lead) The goal was to have the lowest possible sign up costs



Audiences

- Voltimum First Party Audiences
- Lookalikes on Voltimum First Party Audiences
- Native Facebook audience (electrical engineering and electrical wiring)



Campaign Setup

- Same budget spend on each audience
- Campaign was live for 2 weeks on Facebook

Social Media Audiences

Value proposition

- 1:1 Audience is the best performing audience available.
This is a real USP
- Core audience in 100% in audience targeting, no wastage in audience
- Clients can reduce their media budget significantly as they can restrict to Voltimum Audiences only to reach
- Using Voltimum audiences will increase especially conversion rate as main KPI
- Could be used for branding but especially performance campaigns
- Huge reach for niche audiences

Your benefits

Be on point

- Guide your electrician clients in the live and on demand webinars directly to the Point of Sales
- Webinars with sales option extend customer journey in the sales funnel to include purchasing
- Webinars provide high affine leads with a very high likelihood to buy the featured products

Performance

- Revenue to promote your webinars will include a performance marketing component
- Your webinars with sales option will be a key driver to increase sales for featured products





Voltimum+ **data insights**





Market research



The service:

Are you looking for authentic insights from the trade? It could be anything from how your brand is positioned against its competitors to understanding the viewpoints of the various specialties in the supply chain.

No matter what information you desire, Voltimum can support this through professional marketing expertise.

We speak to the entire electrical trade therefore can offer the most niche groups from the widest audience. Contractors, installers, engineers, specifiers, wholesalers, end users...we can find out what they think and present the information to you in understandable insights.

Full info on request

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Thank You

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