

# 2021

## voltimum

### IN NUMBERS

voltimum **live**

voltimum **forward**

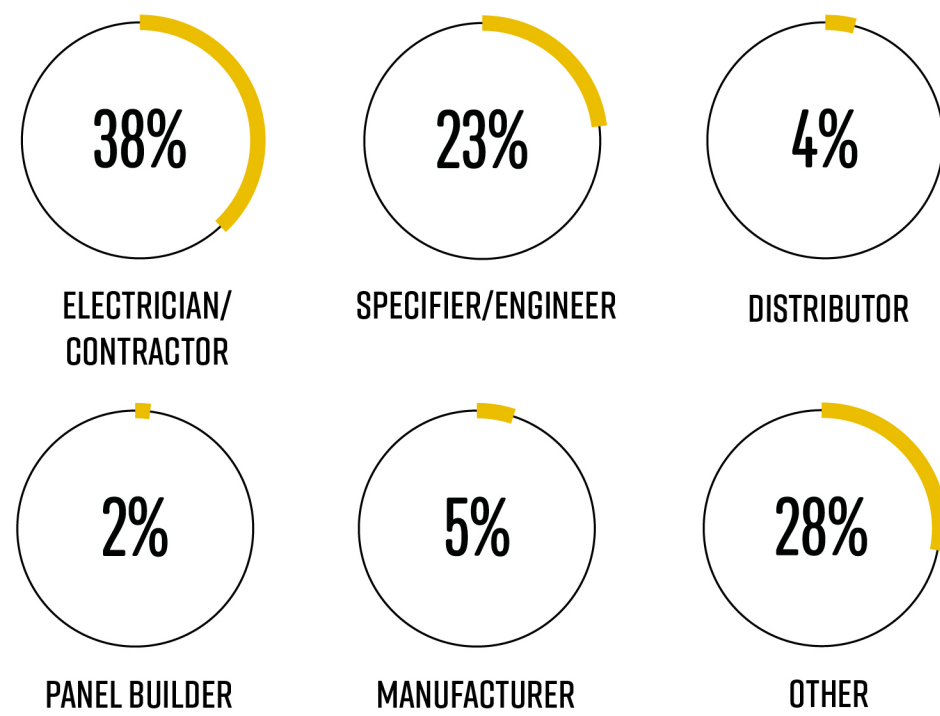
voltimum **+**

ELECTRICAL APPRENTICE

## NEWSLETTERS

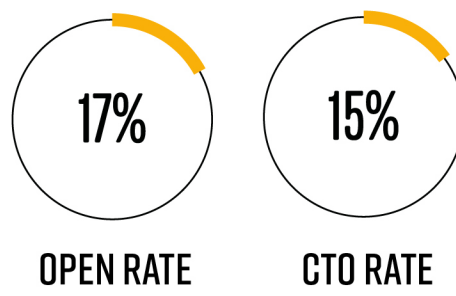
**96K** DATABASE

### AUDIENCE BREAKDOWN



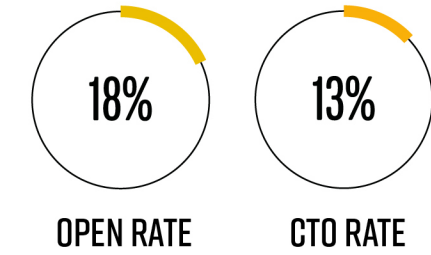
### MONTHLY NEWSLETTER

**96K** DELIVERED



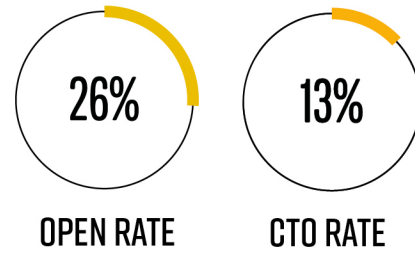
### TUESDAY NEWSLETTER

**52K** DELIVERED



### FRIDAY NEWSLETTER

**13K** DELIVERED



## SOCIAL MEDIA

**25K** FOLLOWERS

## TRAINING

CONSISTING OF LIVE TALKS, TECH TALKS, PRODUCT OVERVIEW SESSIONS, WEBINARS AND E-LEARNING  
VOLTIMUM CONTINUES TO ENGAGE WITH THE ELECTRICAL AND ELECTROTECHNICAL TRADE THROUGH BESPOKE WEBINARS, VIRTUAL EVENTS AND E-LEARNING.

**10K** TOTAL NUMBER OF ATTENDEES

## VOLTIMUM.CO.UK

USERS **1.5M**  
SESSIONS **2.2M**  
PAGE VIEWS **9.8M**

**125K** **817K**  
MONTHLY VISITORS MONTHLY PAGE VIEWS

## VIRTUAL EVENTS

**16,000** TOTAL EVENT ATTENDEES  
**208,000** TOTAL EVENT INTERACTIONS

## ELECTRICAL APPRENTICE

[ELECTRICALAPPRENTICE.CO.UK](http://ELECTRICALAPPRENTICE.CO.UK)

TOTAL USERS **241,000**  
TOTAL PAGE VIEWS **674,000**  
AVERAGE MONTHLY USERS **20,000**  
AVERAGE MONTHLY PAGE VIEWS **56,000**

voltimum **+**

**NEW**

LAUNCHED IN MARCH 2021, VOLTIMUM PLUS IS AN INDUSTRY FIRST FLAGSHIP REWARDS PROGRAMME. REWARDING THE TRADE FOR THE EVERYDAY PURCHASES THROUGH A SLICK AND SEAMLESS PROCESS, VOLTIMUM PLUS IS THE FIRST MULTI-MANUFACTURER MULTI-WHOLESALE LOYALTY PROGRAMME OF ITS KIND IN THE ELECTRICAL SECTOR.

REGISTERED USERS **6K**  
TOTAL SALES AMOUNT **1.6M**  
PRODUCTS PURCHASED **80K**