TOTUM
Q4 2025

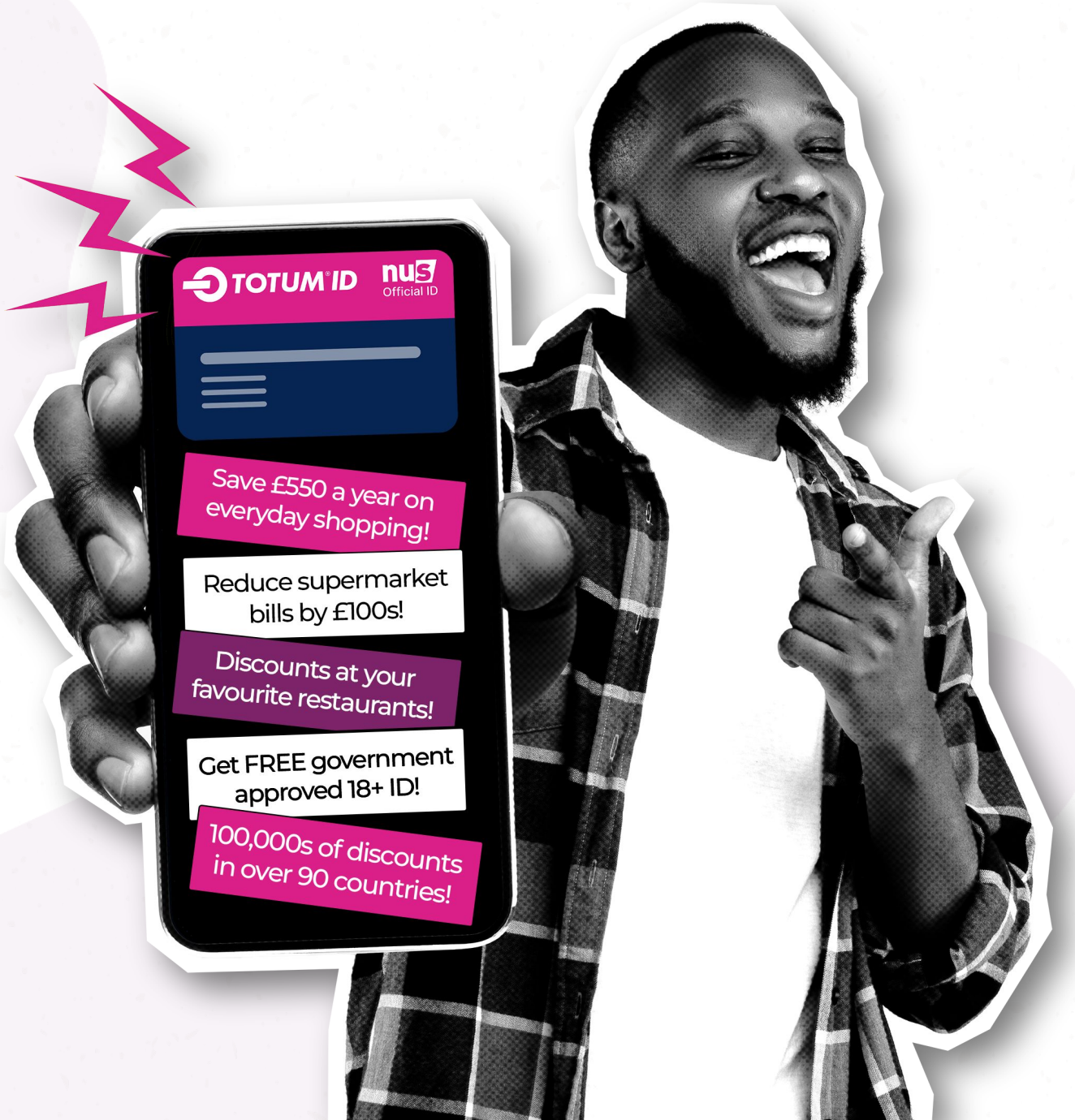
TOTUM® ID | nuS Official ID

WE ARE TOTUM

Expanding on the original student ID card, **NUS** pioneered the first-in-market student discount platform, **NUS Extra**, to provide financial support for students and their unions.

In 2017, **OneVoice** set out to reinvent NUS Extra for the digital age and just a year later **TOTUM** was born, offering a modern, all-in-one **ID, discount and verification** platform designed for today's students.

TOTUM | nus
100 Years of History



OUR MEMBERSHIP



1.6m members



40% under 25

£1.4 mil

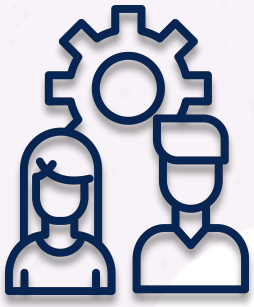
Av. monthly spend



60% student



25% professional



15% apprentice

YOUNG ADULTS, INDEPENDENCE AND BRAND

When young adults leave home, it's often the first time they're making purchasing decisions on their own. This independent thinking helps determine who they are and what matters to them.

During this time, they're more open to trying new brands and forming new habits. The choices they make now can stick with them for years, even for life.

62% of Gen Z consumers recommend their favourite brands to friends or family, highlighting the power of peer influence in this demographic and **60% of millennials** have maintained relationships with specific brands for at least 10 years, despite their relatively young age.

That's why it's such a valuable moment for brands to connect with them early, build trust, and become part of their everyday routines.



TOTUM ID – STUDENT LIFE, UNLOCKED.

TOTUM ID is the UK's only digital ID to prove student status.

Recognised and accepted by students' unions, universities, accommodation providers, retailers and entertainment venues, TOTUM ID will be the go-to digital verification of student status, making it an essential part of every student's armoury.

TOTUM ID unlocks all the benefits being a student has to offer.



YOUR PASSPORT TO STUDENT LIFE

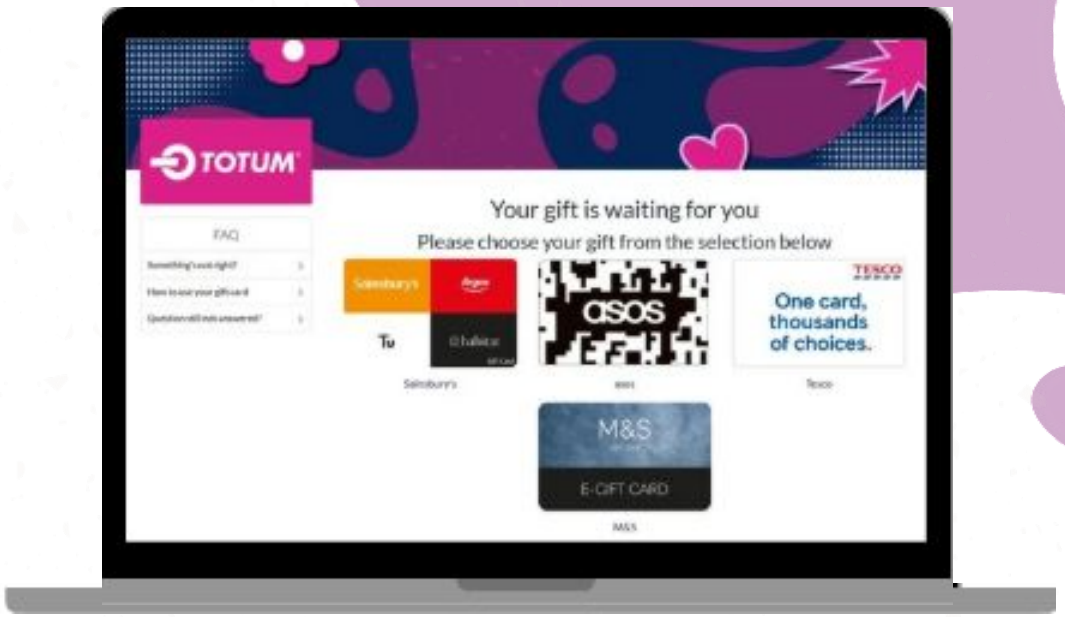
TOTUM ID, Your Passport to Student Life!

TOTUM: Your Passport to Student Life captures the spirit of starting university with everything students need in one place.

From exclusive discounts to essential student ID, Cashback & more, TOTUM opens doors to savings, experiences, and support - just like a passport.

It's your access-all-areas pass to navigating and enjoying student life to its fullest.





TOTUM EXCLUSIVES

Brands have the opportunity to run a TOTUM exclusive through a simple CPAi model. By setting up this partnership, TOTUM uses the CPAi to fund gift cards that are then rewarded directly to our members when they make a purchase with the brand.

This creates a win–win: brands drive incremental sales through an exclusive offer, while members enjoy an added benefit in the form of a TOTUM gift card, strengthening both engagement and loyalty.

OUR CAMPAIGNS

TOTUM® ID | nuS Official ID

OUR KEY DATES

IN Q4 2025...









1. OCT 6TH: STUDENT LOAN DROP
2. OCT 10TH: WORLD MENTAL HEALTH DAY
3. OCT 31ST: HALLOWEEN
4. NOV 11TH: SINGLES DAY
5. NOV 24TH: CYBER WEEK
6. NOV 28TH: BLACK FRIDAY
7. DEC 1ST: CYBER MONDAY
8. DEC 24TH: CHRISTMAS EVE
9. DEC 25TH: CHRISTMAS DAY
10. DEC 26TH: BOXING DAY
11. DEC 31ST: NEW YEAR









BLACK FRIDAY AND CYBER MONDAY

THE BLACK FRIDAY COUNTDOWN...

Cut through the noise with email inclusion, social pushes and in-app media placements to make sure your brand is front and centre of our members' minds in the run-up to Black Friday and Cyber Monday.



DEAL OF THE DAY

Supercharge your brand this Black Friday. Drive instant sales, boost visibility, and own the conversation when it matters most. Create urgency, during peak shopping season



TOKEN DROP!

Get involved with our biggest in-app activity yet! Get a coupon from your brand dropped directly into the TOTUM app wallet to maximise exposure for limited -time-only offers!

CHRISTMAS

12 DAYS OF XMAS ADVENT CALENDAR

Perfect for gifting and experiences, be a featured brand in the run-up to xmas with daily multi-media placements in the TOTUM advent calendar campaign!



THE 'NAUGHTY OR NICE' LIST

Join our Naughty or Nice list and put your brand at the heart of gifting. Whether it's treats for themselves or presents for others, we'll showcase your offers in a fun, shareable way that drives awareness and boosts sales.

EDITORIAL CONTENT

Be a part of our festive season gifting guides including 'Best Last-Minute Gifts', 'The Perfect Gift For Everyone On Your LIst' and 'How Find A Gift They'll Actually Use'



LAST DELIVERY FOR XMAS EMAIL

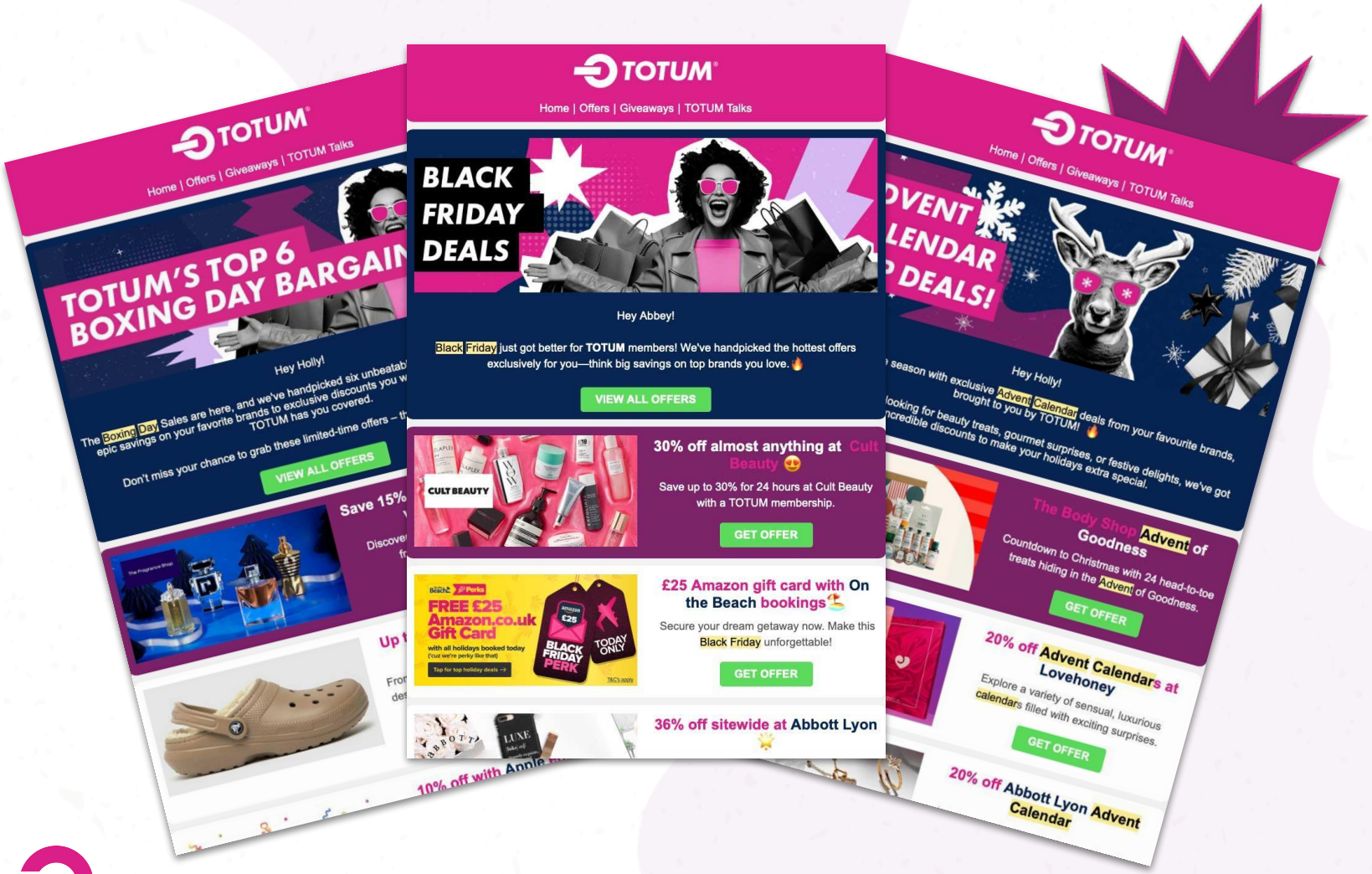
Don't miss the sleigh! Put your brand centre stage in the rush to grab those final gifts. Create urgency, boost clicks, and turn panic into sales by making sure your offers land just in time.

HOTTEST BOXING DAY DEALS

Perfect for gifting and experiences, be a featured brand in the run-up to xmas with daily multi-media placements in the TOTUM advent calendar campaign!



THEMED NEWSLETTERS



WHY INVEST?

Our newsletters showcase our top offers to our highly engaged audience, capturing maximum impact over key events across Q4:

- Last Christmas delivery dates
- Black Friday/Cyber Monday
- Xmas advent calendar
- Boxing Day hot offers

- 4M unique deliveries each month.

-Open rate of 49%.

- CTR of 10%.

MEDIA OPPORTUNITIES

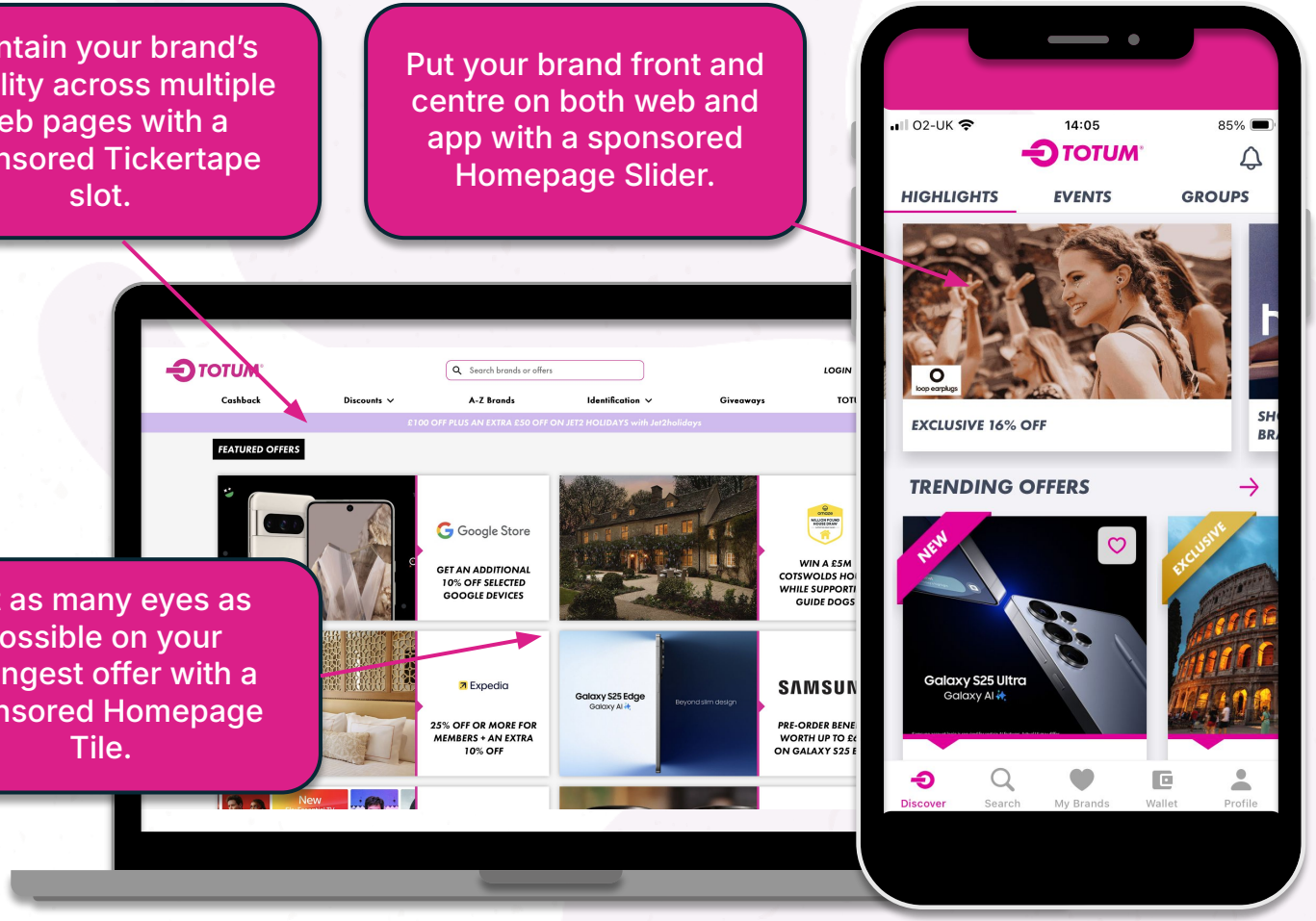
TOTUM® ID | nuS Official ID

WEB - HOMEPAGE

Maintain your brand's visibility across multiple web pages with a sponsored Tickertape slot.

Put your brand front and centre on both web and app with a sponsored Homepage Slider.

Get as many eyes as possible on your strongest offer with a sponsored Homepage Tile.



WHY INVEST?

Homepage media are premium placements on web and app. Your brand will be the first our members see.

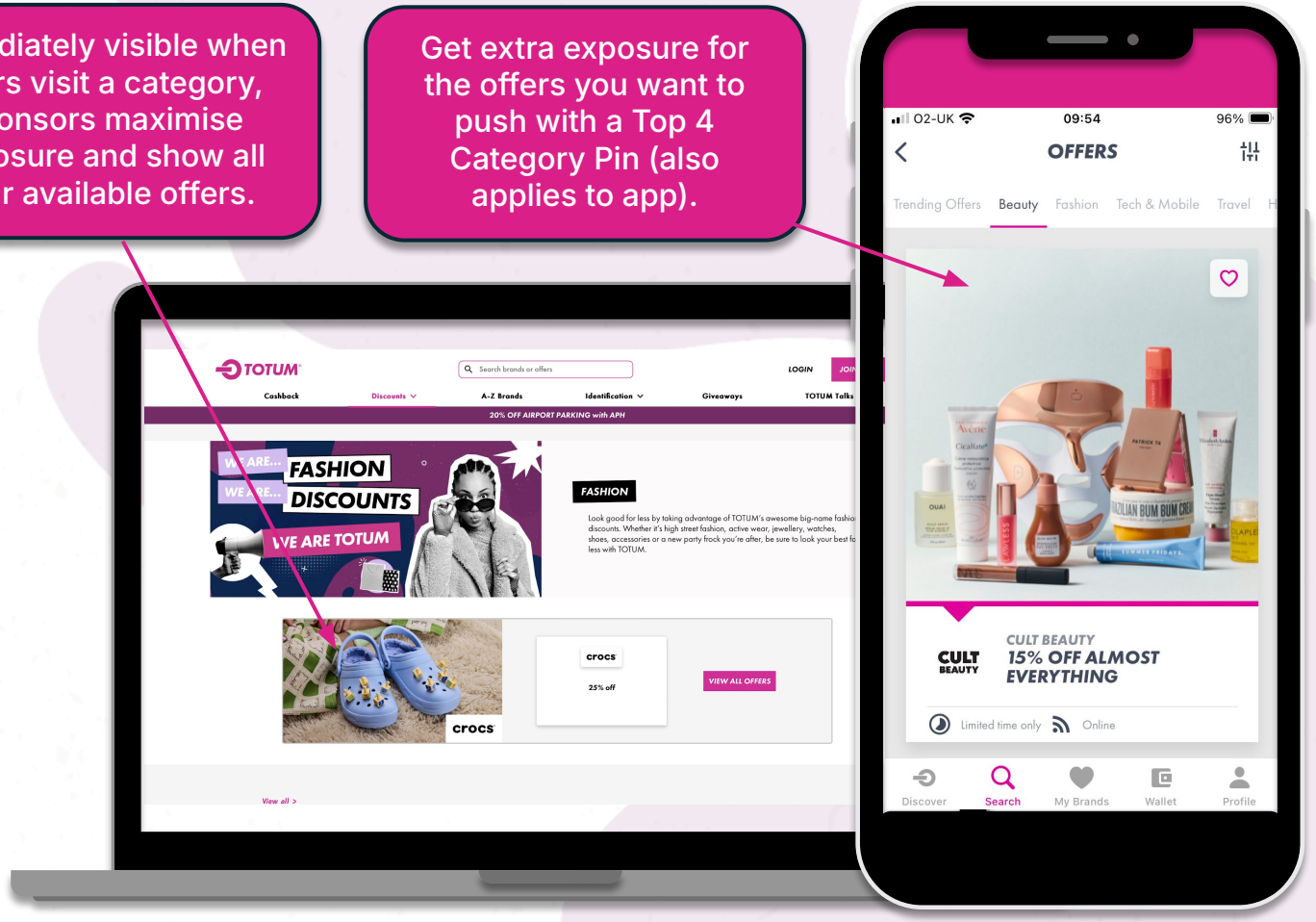
- Q4 2024: 300k homepage sessions.

- TOTUM brand searches +250% YoY.

WEB - CATEGORY

Immediately visible when users visit a category, sponsors maximise exposure and show all your available offers.

Get extra exposure for the offers you want to push with a Top 4 Category Pin (also applies to app).



WHY INVEST?

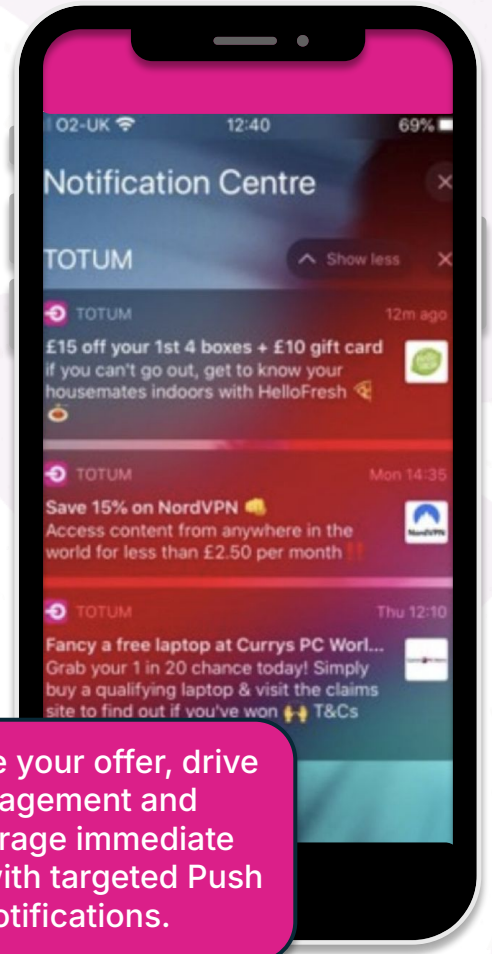
Category placements are a great to way to get in front of TOTUM members ahead of competitors.

- Q4 2024: 6,000 page views per day.

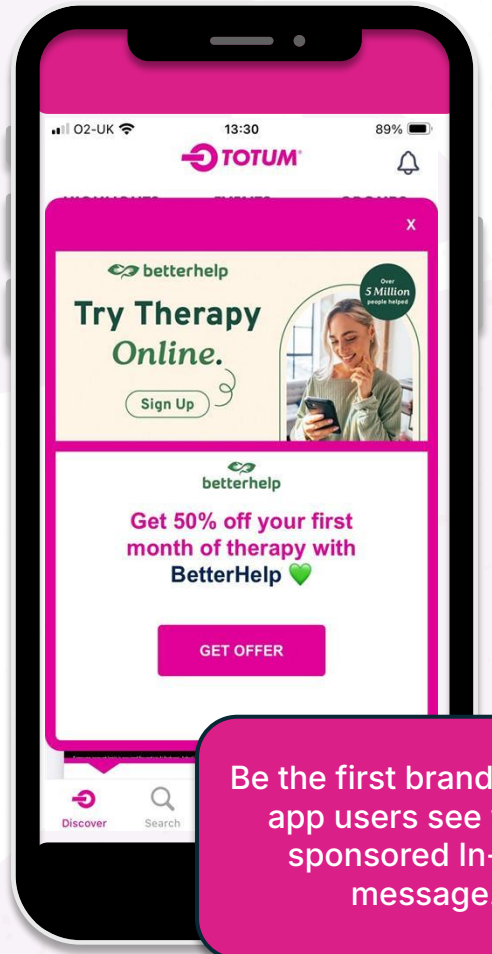
- Avg. 3-minute dwell time across categories.

- Category engagement rate 70%.

APP MEDIA



Promote your offer, drive engagement and encourage immediate action with targeted Push Notifications.



Be the first brand TOTUM app users see with a sponsored In-App message.

WHY INVEST?

Push Notifications & In-App messaging offer high-impact channels to directly reach members with your offering.

Push Notifications

- 150K avg. monthly app users.
- 312K avg. monthly offer views.
- 60K opted-in members.

In-App Messaging

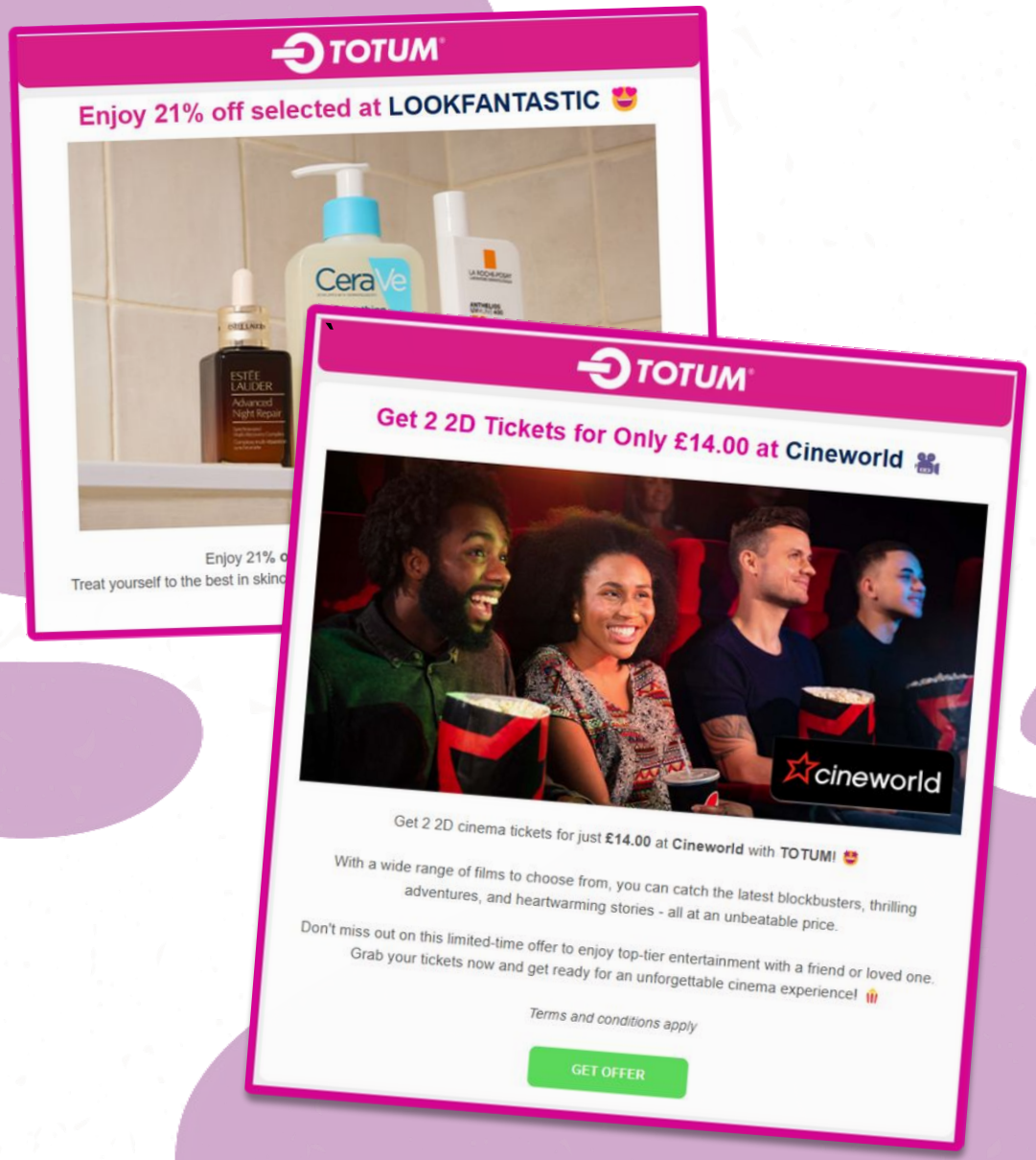
- 5.2K avg. daily impressions.
- 80% avg. click rate.

EMAIL – SINGLE BRAND

Land directly in our members' inboxes with a targeted email for your brand.

From content to audience targeting, each dedicated email is bespoken to your brand, meaning we deliver the right message to the right member at the right time.

- 3M targeted email opens per month.
- +60,000 clicks per month.
- Bounce Rate 0.95%.



GIVEAWAYS

• Attract engaged consumers who already have an interest in your brand.

• Build a highly targeted audience segment that's perfect for future retargeting and personalised marketing campaigns.

• Win-win! Increased brand awareness now and a refined audience for long-term growth!



CASE STUDY

UNIQLO
LifeWear

Recently Uniqlo worked with TOTUM to produce a £200 gift card giveaway campaign, driving 345% increase in traffic and 43% increase in partner revenue during the giveaway period versus the prior period.

- Entries: 2,765
- Conversion rate: 97%
- Traffic to site: +317%
- Orders: +108%

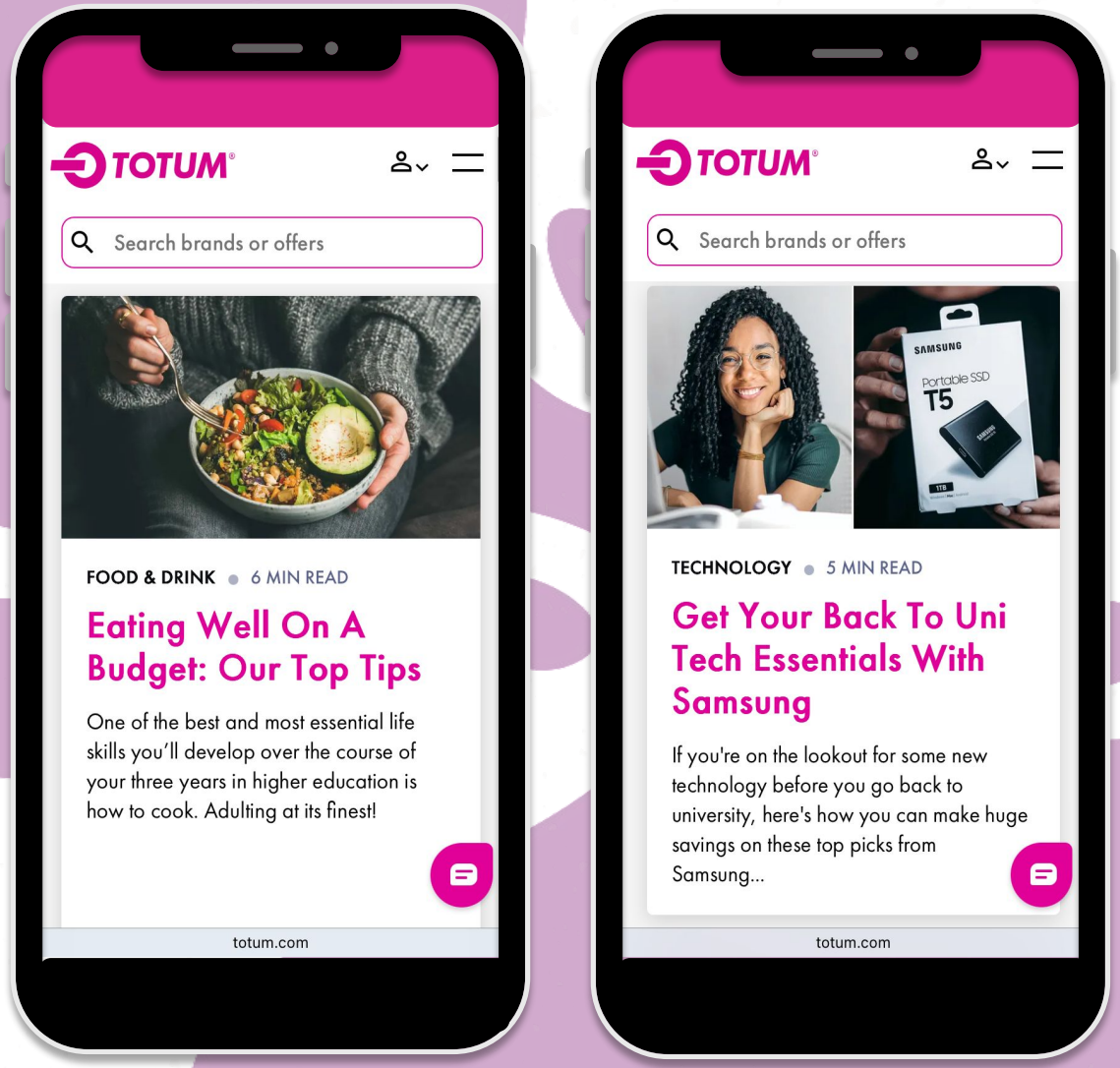
CONTENT: TOTUM TALKS

Dedicated to keeping our members in the know, the TOTUM Talks content hub is your go-to for current affairs, key student information and highlighting the best from our brands.

Get involved this Q4 as part of our ‘Countdown to Christmas’ series. We’ll be covering categories including Tech & Mobile, Fashion, Health and more.

If you’re a brand looking to work on a more content-led approach TOTUM can offer you a bespoke plan tailored to your aims and objectives.

Reach out to your Account Manager to discuss.



WELCOME LETTER INSERT



QR code with affiliate or other tracking can be implemented.

Ideal format for physical coupons that can be redeemed online or in-store.

WHY INVEST?

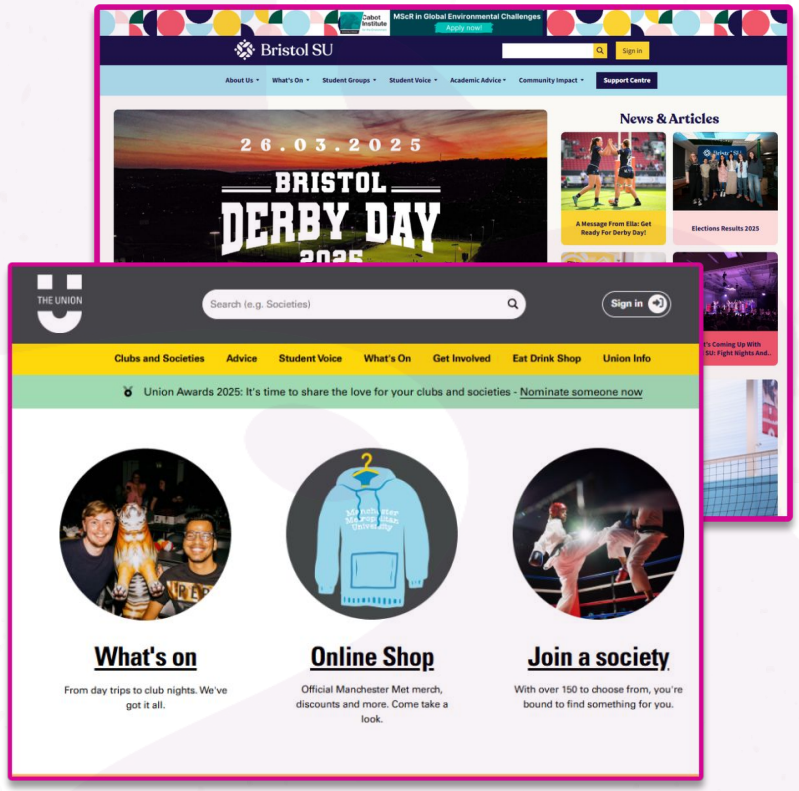
Get your message physically into the hands of our new members with a branded insert alongside our welcome letters.

grüum.

"We were uncertain if students would be a good audience for grüum, so testing direct mail on a CPA basis with TOTUM was a great opportunity. After a successful test, the campaign now provides a steady stream of new customers on a pay-for-performance basis."

UNIONCLOUD: STUDENTS'

- Run by TOTUM, UnionCloud is used by 35 University Students' Unions to run their official websites.
  - Our partner brands can secure premium banner placements across all student sites, offering targeted brand awareness campaigns.



500K MONTHLY IMPRESSIONS

SOME UNIONS WE WORK WITH...

University of BRISTOL

Edge Hill University

Lancaster University

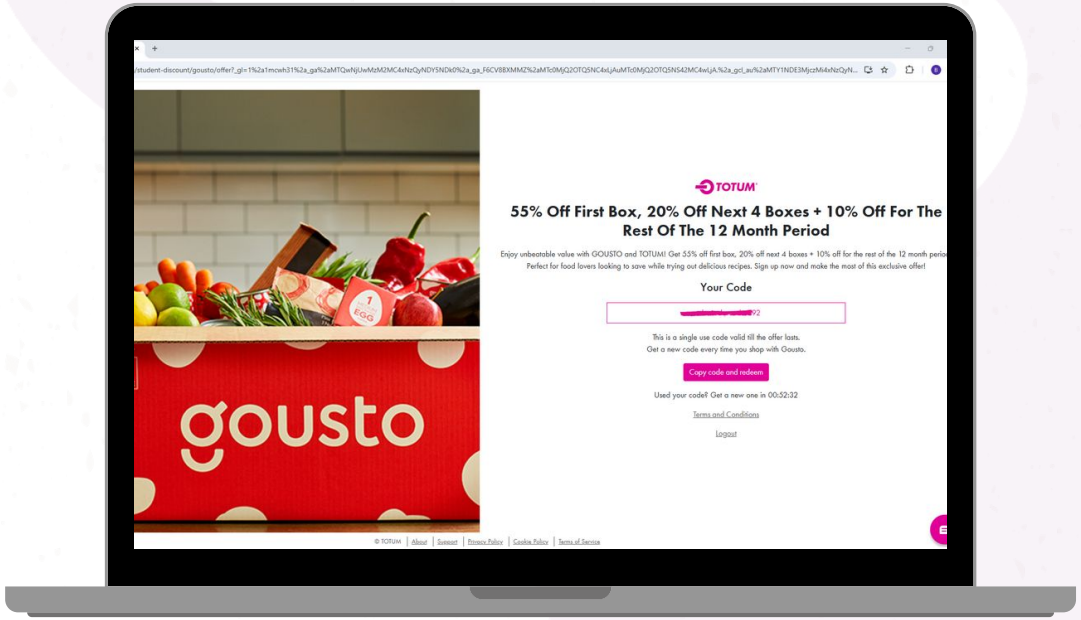
Queen Margaret University EDINBURGH

iFRAME VERIFICATION

Ensure only eligible users access your discounts with our on-site verification.

Unlike competitors who charge a licence or technology fee, our integration comes at no extra cost. Our partners simply pay commission based on agreed exposure, with no hidden fees.

Execute with both unique and generic codes to expands opportunities even wider!



BENEFITS OF TOTUM VERIFICATION

- **Power-up SEO**: Brands leveraging TOTUM will rank higher for student-related search terms, boosting visibility and driving more traffic to their site.
- **Trusted Verification**: Every member is verified through TOTUM's secure sign-up process, ensuring only genuine students have access to your brand's gated offers.
- **NUS-Backed Credibility**: TOTUM works closely with NUS, is promoted through UCAS member communications, and is supported by Students' Unions both on-campus and online, creating authentic brand engagement with students.

YOUR TOTUM TEAM

TOTUM's Affiliates & Partnerships team has over 40 years of combined experience and knowledge across brand, network and publisher activity, driving channel growth for national and international brands across every industry.

We are the perfect specialists to help activate your brand across the student, apprentice and professional markets. We will help you drive incremental growth across your partnership programme, returning strong ROI in line with your budget and creating strong brand affinity with an engaged, targeted audience that drives lifetime value.

"TOTUM continues to be an integral partner for our client base at Thoughtmix. Over a number of years, we have developed a strong working relationship with the wider team, meaning they're always at the forefront of discussions when introducing new clients or expanding audiences for existing brands within our portfolio." – Gemma Crozier, Thoughtmix."

GET IN TOUCH!

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