



INTERNATIONAL
STUDENT
IDENTITY CARD

ISIC PORTUGAL



About ISIC



The ISIC card is the only internationally accepted student identity card which provides student status verification, thousands of discounts worldwide and access to the global student community.

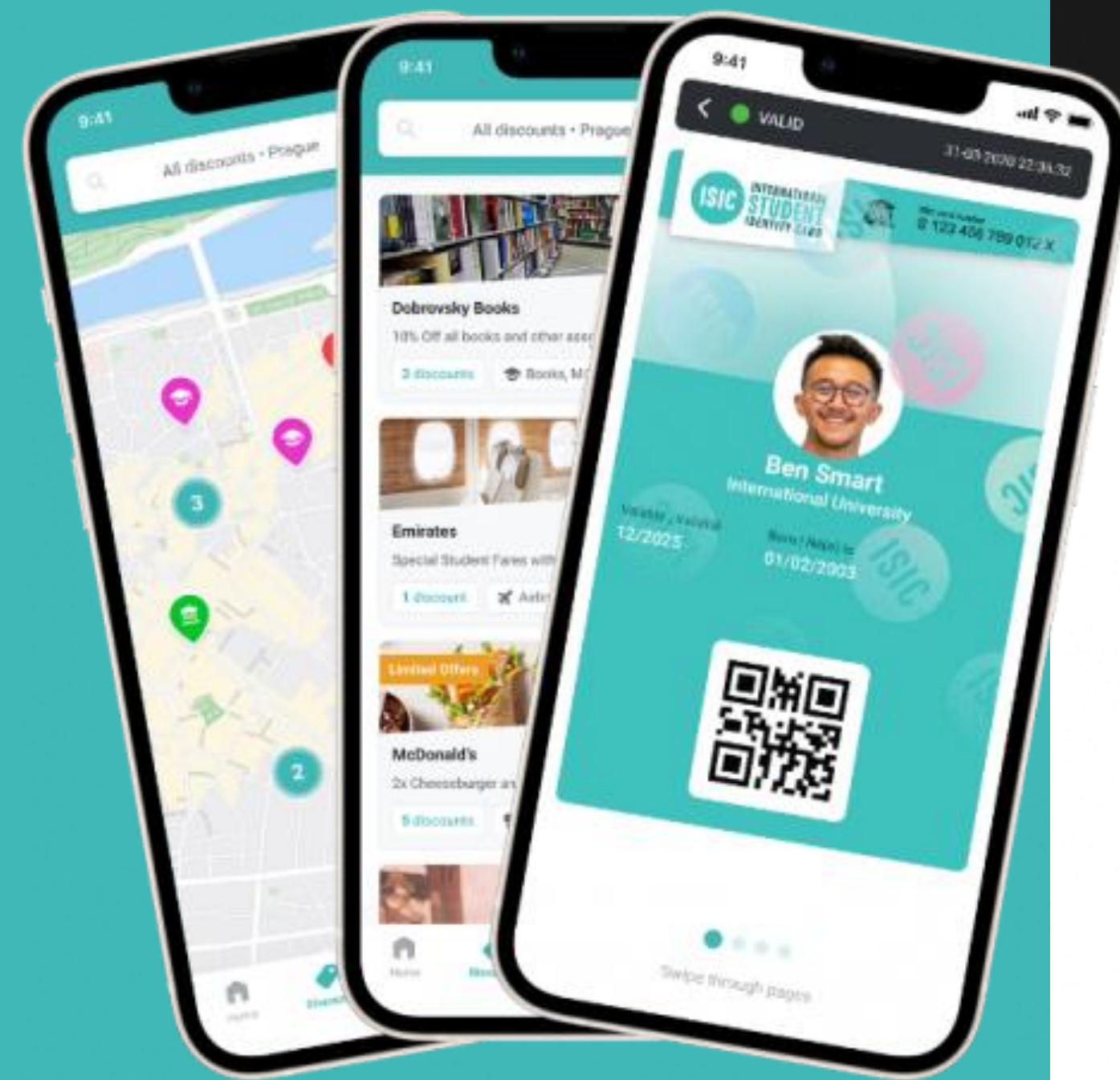


Work with ISIC

Whether you are looking to offer an attractive local, national, regional or global benefit for students, ISIC is the right partner for you! It is our aim to make as many benefits, discounts and opportunities available to students to support them through their daily student life.

2.5 million
ISIC cards issued yearly

+120
Countries



Communication channels

ISIC Portugal



Local Website

isic.pt



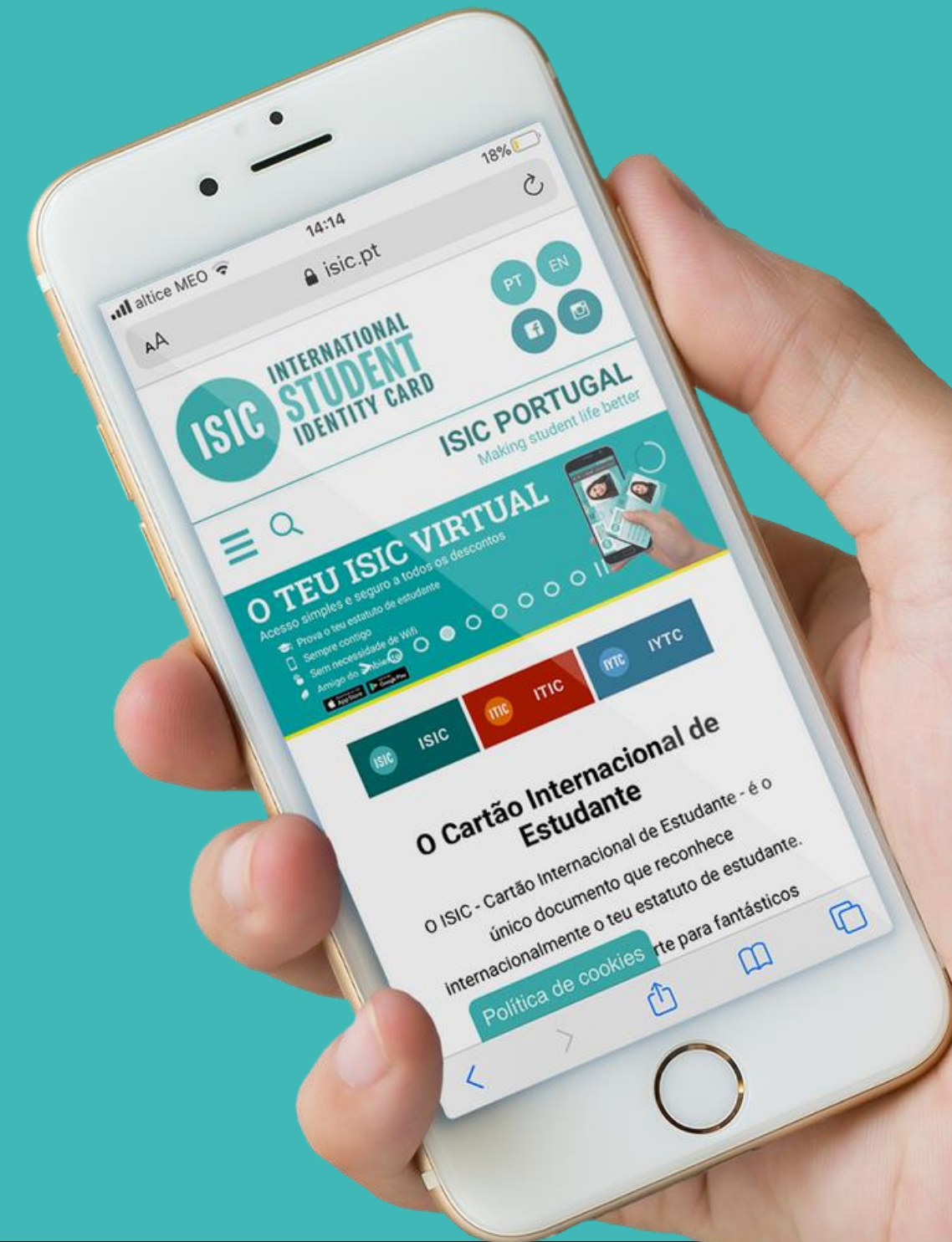
1. Homepage banner

- a. Banner with logo, products and discount

2. Dedicated page for brand partners

- a. With logo, description of the brand, gallery of products, discount conditions and access to benefit

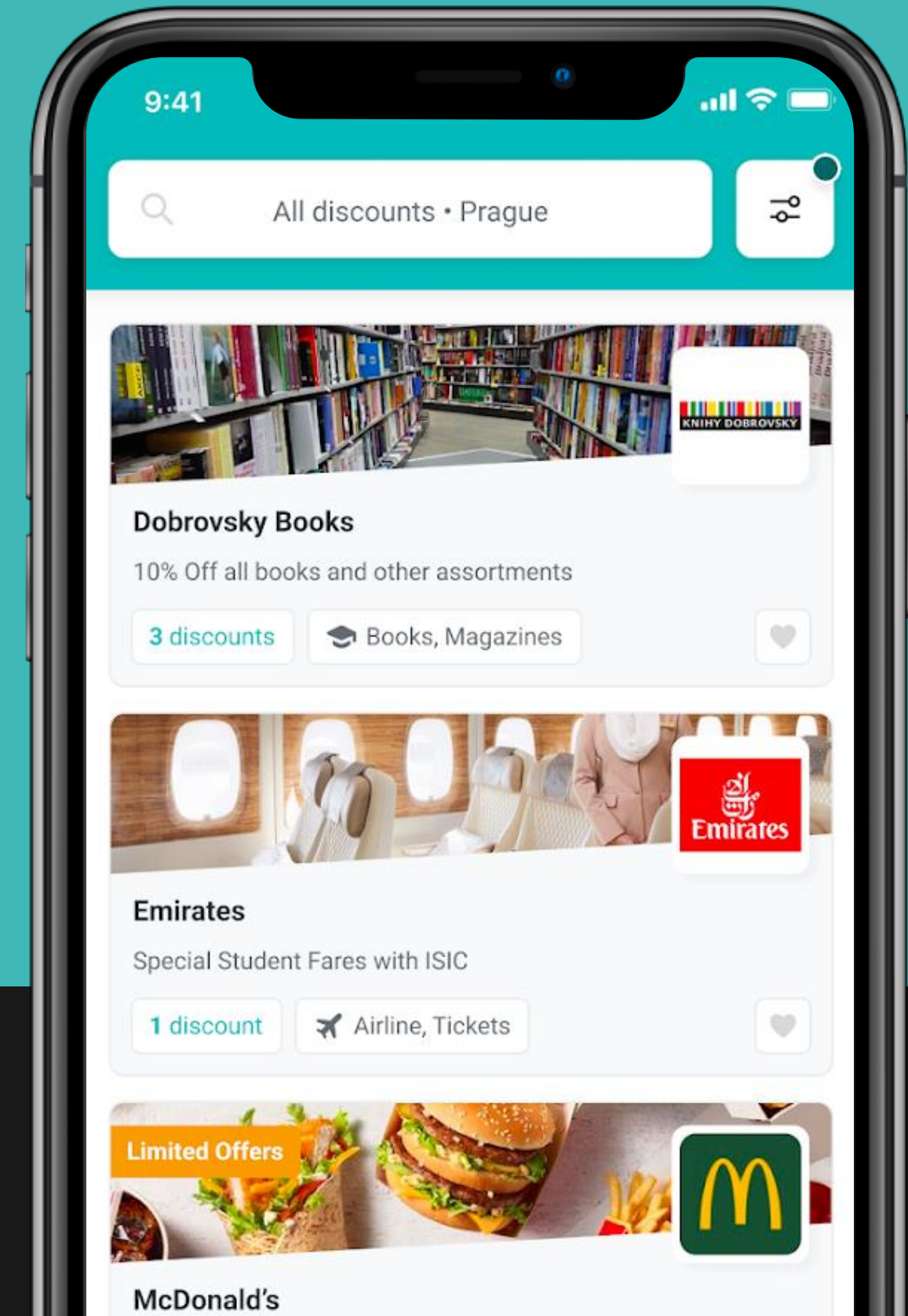
3. Highlighted discount on category of ISIC Partners



Global Website + ISIC App

isic.org

1. Dedicated page for brand partners on isic.org
2. Highlight on "Limited offers" of the ISIC app
3. Featured on:
 - a. Category discounts
 - b. Portugal discounts
 - c. Online/Local discounts

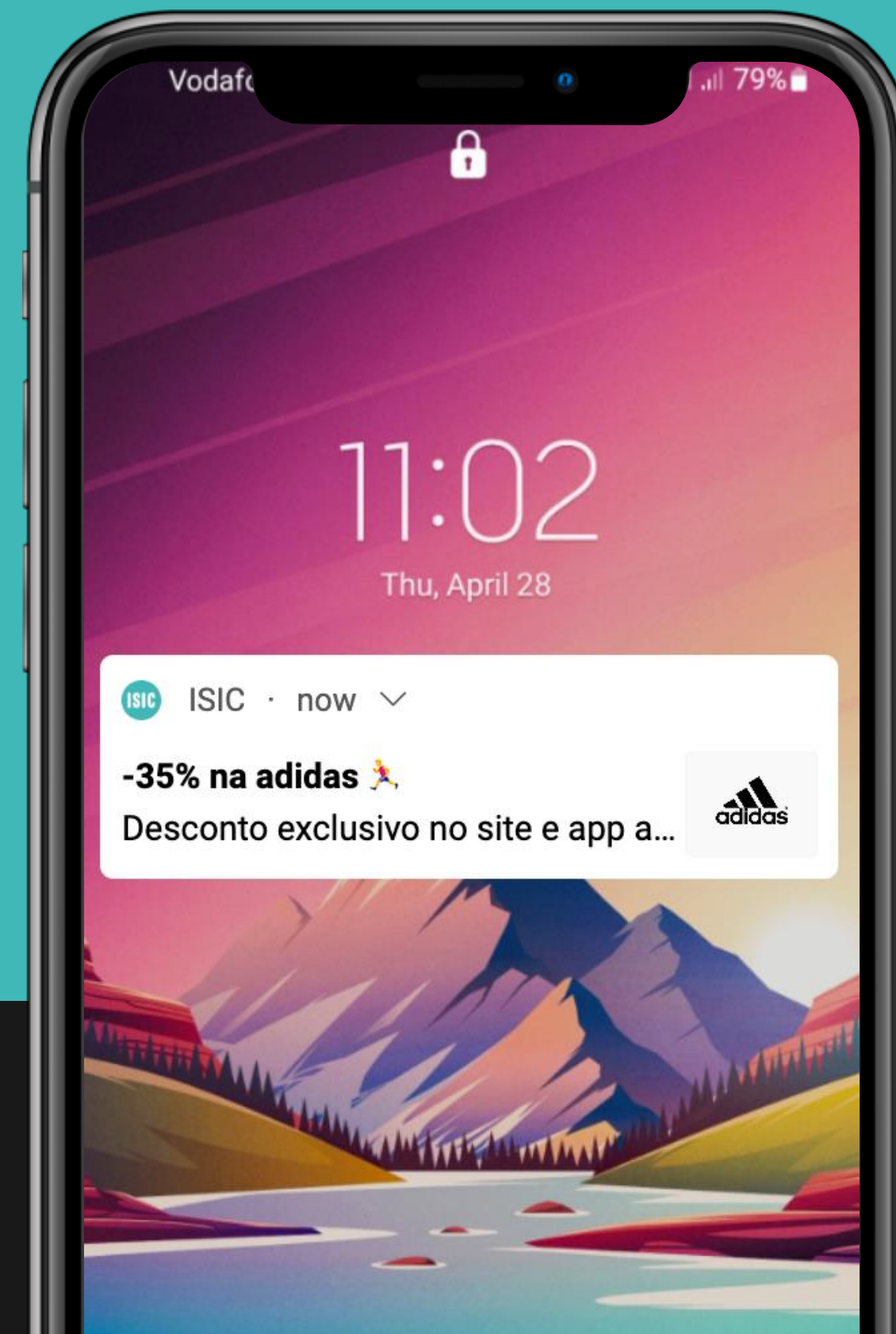


Push Notifications

ISIC App

Sent to all users with cards issued in Portugal that are active in the app

7K active users



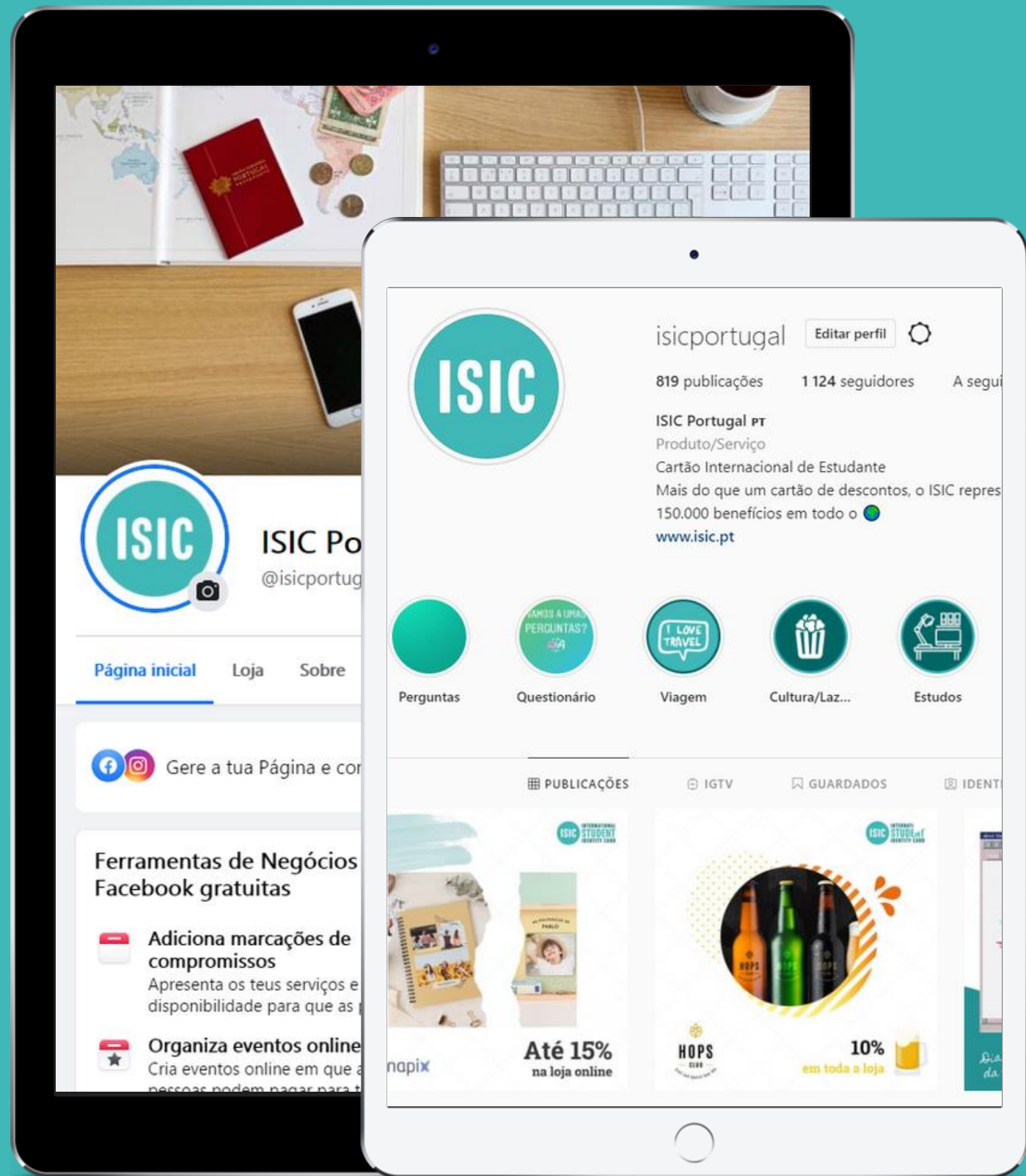
Social Media



Instagram + Facebook
@isicportugal

Posts
Stories
Reels

7,5K followers total



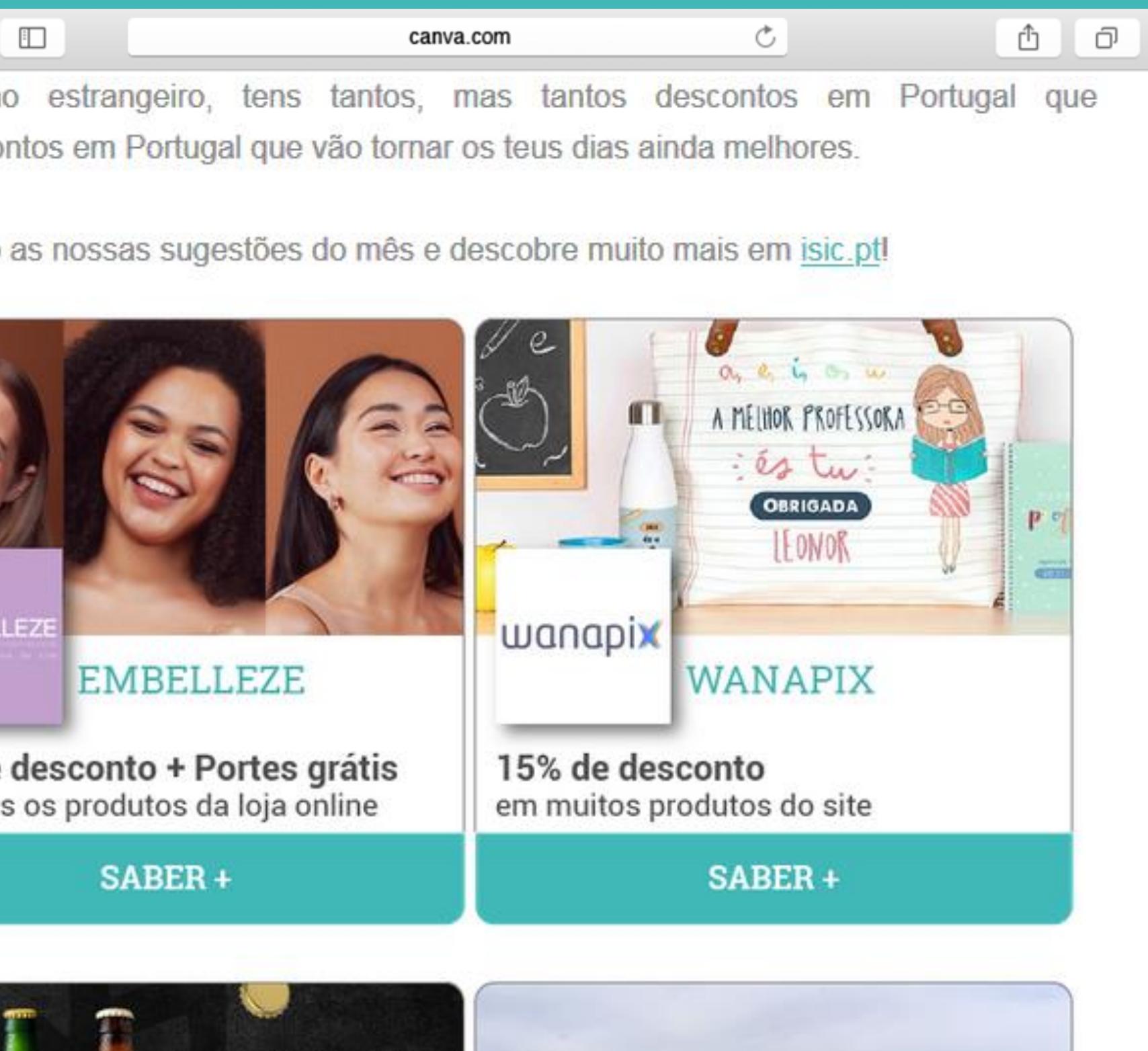


Newsletter

Dedicated newsletter

Banner in our monthly newsletters

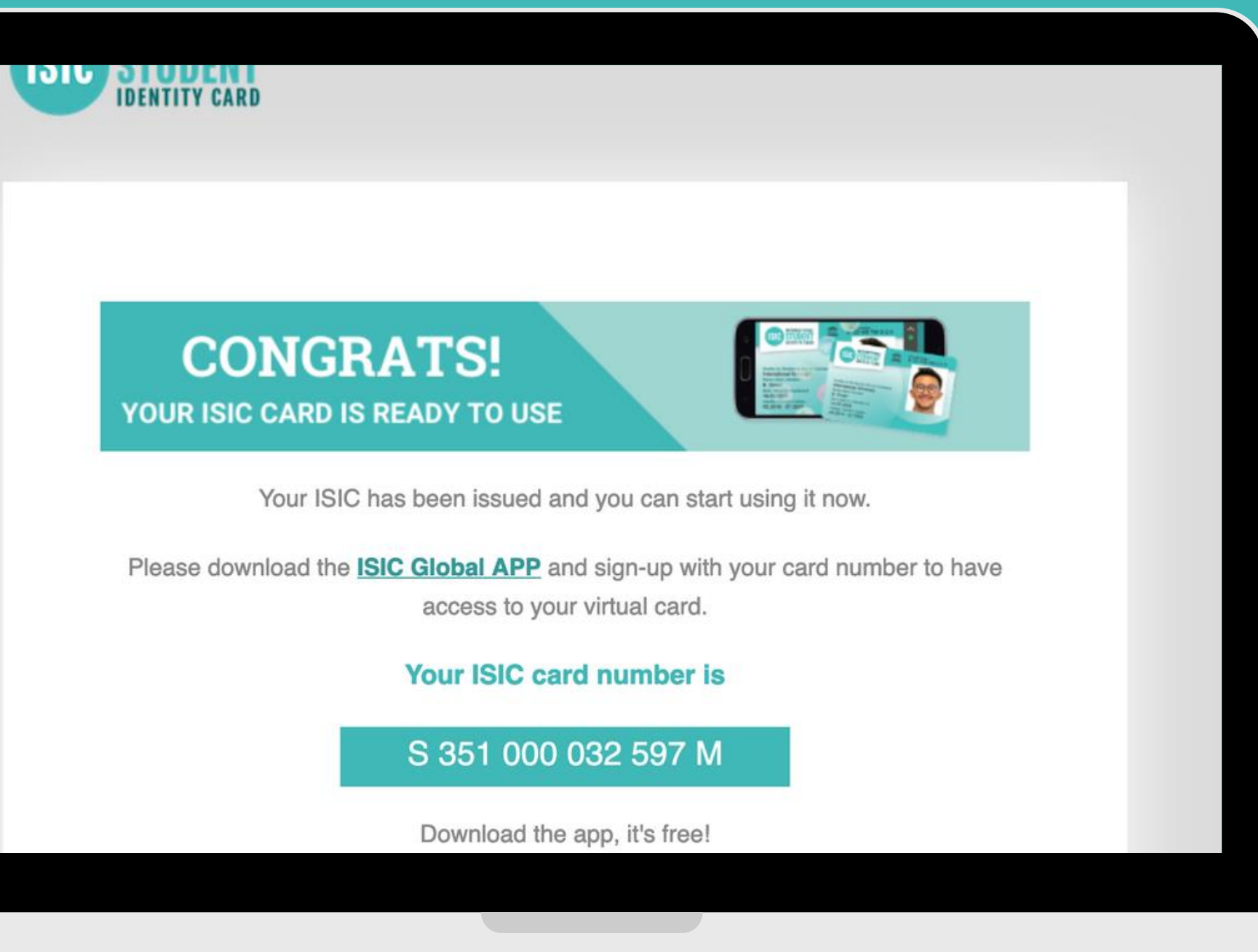
+100k contacts





Email communication

Highlight to brand partner discount on emails sent to new cards issued in Portugal





ISIC Portugal

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