



CASE STUDY: ROSETTA STONE

Rosetta Stone Saves on Military Verifications with ID.me

In a rapidly globalizing world, mastering a foreign language is an invaluable skill. Rosetta Stone, an education company offering online courses in language learning, aimed to help active-duty military and veterans who wanted to improve their language skills. To help military members achieve their goals and thank veterans for their service, Rosetta Stone decided to offer a special discount to active-duty military and veterans with ID.me.

Challenge

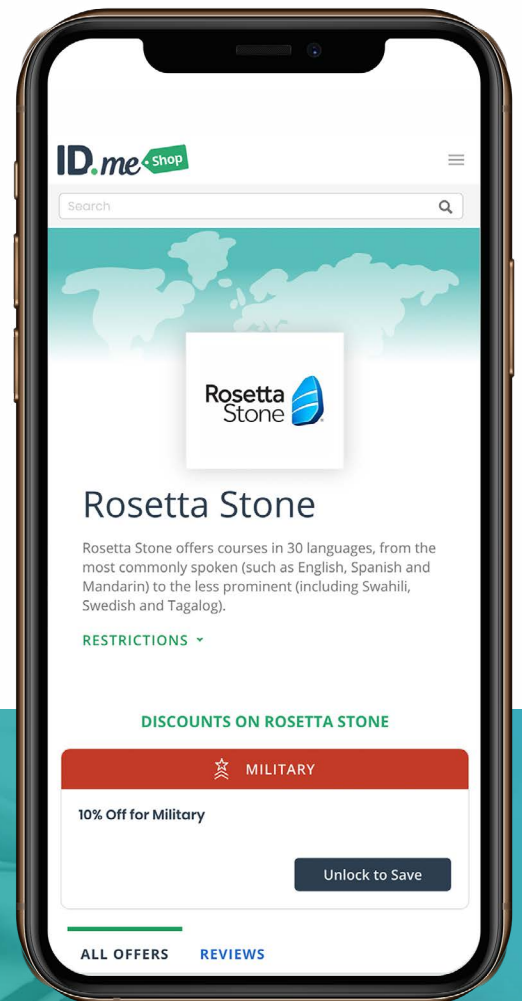
Rosetta Stone sought to upgrade its military discount program by improving its verification services, increasing conversions, and reducing overall costs. A previous provider left Rosetta Stone with an inefficient process that charged them for failed verifications without providing any other benefits. They were also unable to provide email marketing services.

As a result, Rosetta Stone engaged with ID.me, which offered a high-quality group verification solution at a competitive price point. ID.me's policy of only charging for successful verifications made their services far more efficient.

In October 2019, Rosetta Stone launched its partnership with ID.me to verify the military status of customers accessing their 10% discount. Rosetta Stone was thrilled to be working with another company located in Northern Virginia.

“The ID.me support team was very helpful in assisting us with setup.”

– Deionna Edmunds, Digital Partnerships Specialist at Rosetta Stone



Implementation

The transition from the previous provider to ID.me was seamless and quick. ID.me's technical support team met all development needs without delays; in total, the transition process took less than three days and Rosetta Stone lost no business during the switch.

ID.me efficiently set up a hosted landing page that gated access to the Rosetta Stone Military Discount program. Rosetta Stone's hosted landing page was installed on their domain and continues to rank on the first page of Google for key terms like "language military discount".



Rosetta Stone
is saving **26%**
per verification
with ID.me



Rosetta Stone
earned **\$2.12**
per dollar spent
on ID.me email
sends.

Results

Improved Verification Service

ID.me reduced overall costs by only charging for successful verifications, saving money for Rosetta Stone compared to pricing models that charge for successful and failed attempts. Rosetta Stone saved **26% per verification** over its previous provider while servicing thousands of verifications per month. The new verification solution was also installed in time and able to handle increased distance learning demand due to the COVID-19 pandemic.

Better Conversion Rates

After switching to ID.me, Rosetta Stone saw a **20% increase in conversion rate**. Rosetta Stone typically gains customers from app installations and free trials, meaning that ID.me acts as an enticement to help customers make a final decision on purchasing a language-learning program. In this "closer" role, ID.me performed excellently. Through frictionless verification and a significant base of pre-verified users, they were able to increase Rosetta Stone's conversion rates and revenue.

Strong Email Newsletter Campaigns

Rosetta Stone participated in several of ID.me's email newsletters, which reach out to millions of pre-verified members of the military community. By advertising around important military holidays like Memorial Day and Veterans Day, Rosetta Stone drove significant traffic and **earned \$2.12 per dollar spent**. Rosetta Stone plans to continue with more targeted email placements over in the future and anticipates even better performance.

About ID.me

ID.me verifies customer identity and group affiliation in real-time to help companies offer exclusive promotions to specific customer segments. Their digital identity network and omni-channel solution allow for secure online identity verification and detailed e-commerce data. ID.me has partnered with hundreds of businesses for their group discount programs.