

MANSCAPED Supports the Troops Beyond San Diego

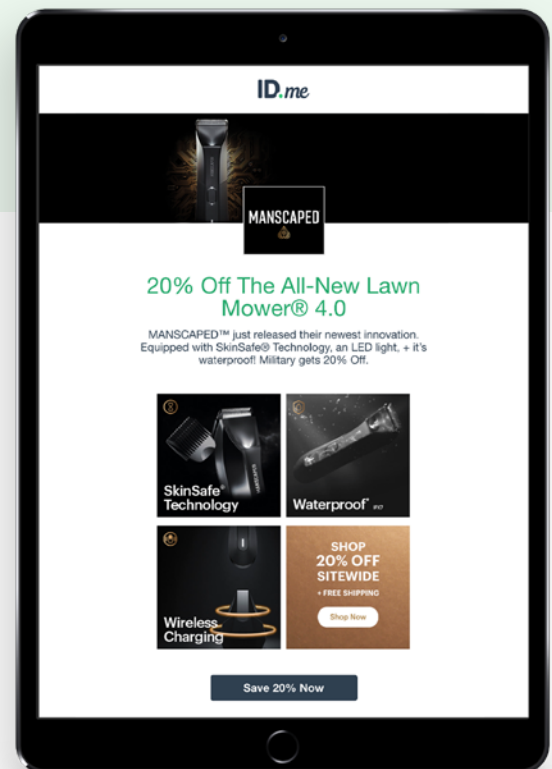
Founded in 2016, MANSCAPED™ is the global leader in men's grooming and hygiene below-the-waist. MANSCAPED is headquartered in San Diego, CA, home to one of the largest military populations in the United States.



Challenge

Since MANSCAPED started, they've always supported the military through event sponsorships, by shipping products to deployed troops, and one-off partnerships. But the outreach felt siloed, and MANSCAPED wanted to offer discounts to the entire military, 24/365.

We wanted a consistent, ongoing partnership. Most partners only offered semi-annual opportunities, and it was so time consuming trying to find and sign individual vendors to give us a consistent rhythm of new contacts.






Solution

Unlike other discount partnerships, ID.me generates unique offer codes for each person who verifies. And ID.me is the only federally certified Credential Service Provider in the United States of America, meeting the highest standards for the IRS, SSA, and 27 state governments for identity proofing. MANSCAPED had confidence the discounts wouldn't end up on coupon sites or be abused by non-military consumers.

MANSCAPED also leveraged ID.me's vast network of 69+ Million Americans to acquire new customers from ID.me's ever-growing audience. They continue to promote their discounts in newsletters, dedicated emails, and in carousels on the ID.me Shop.

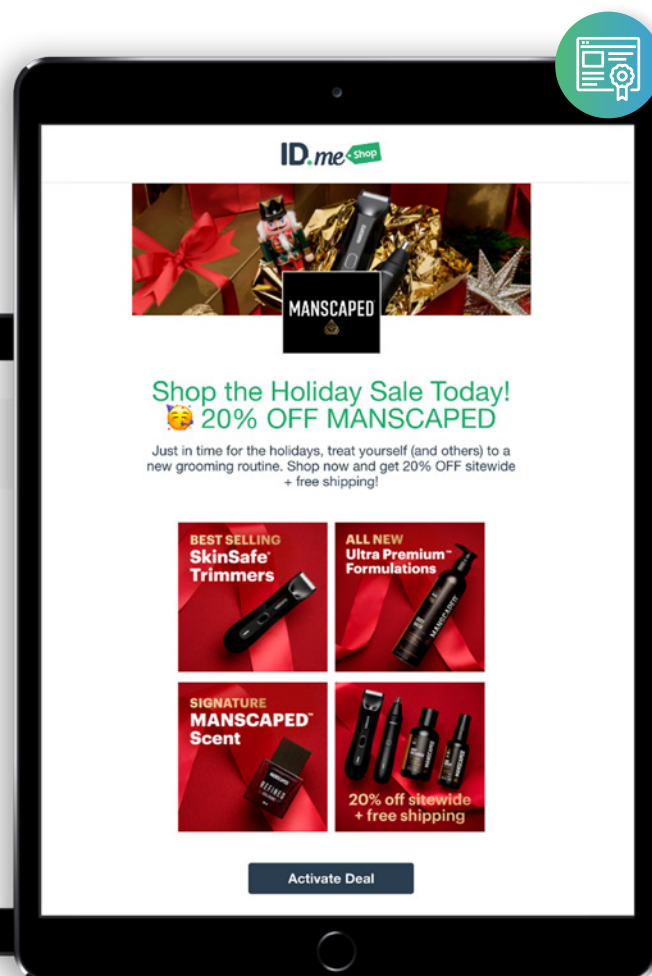
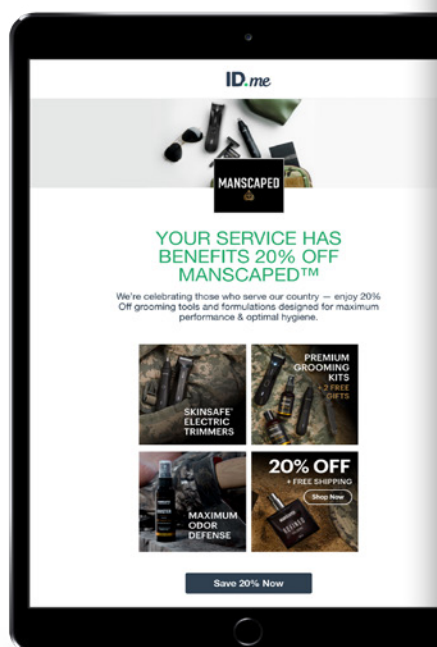
Heroes Get
20% OFF

As a special thank you for your service, we offer an instant discount and free shipping to Active Duty Service Members, Veterans, and First Responders sitewide.

 | Verify with **ID.me**

Verification by ID.me • [What is ID.me?](#)

**Ultimately, they
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Because they can track individual code usage, MANSCAPED sent personalized reminders for military members who hadn't redeemed their discount code. And for those who made a purchase, MANSCAPED sent further discounts and offers. Ultimately, they achieved a 25% CVR on these retargeting emails.

Because it's so easy to track individual performance with ID.me, we can see repeat customers and lifetime value. And the ID.me audience are high value customers that consistently engage with our brand.



Results

MANSCAPED saw immediate performance and quickly achieved a positive ROI – in their first dedicated military email, 90% of purchases were made by new users, and they saw a double digit CVR. They then rolled out similar discounts to first responders, nurses, teachers, students, and government employees, ultimately sending 131 emails with ID.me in 2021.

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Sample results:

Discount Code	Code Usages This Month
Military Discount	1123
First Responder Discount	987
Medical Discount	943
Teacher Discount	435
Government Discount	561
Get Your Student Discount	128

“Partnering with ID.me is just easy. It was the best route to consistently reach the military and I’ve never regretted that decision.”

