

Acquire New Customers and Drive Loyalty with Exclusive Group Promotions

ID.me helps retailers acquire customers and build loyalty with niche audiences like military, students, nurses, teachers, first responders, company employees, and college alumni. We offer a secure online verification solution that allows retailers to provide exclusive benefits and discounts to these audiences — without cannibalizing sales for general audiences. ID.me’s platform connects instantly to authoritative data sources to efficiently verify whether a customer is an eligible member of the targeted market segment.

WHY RETAILERS CHOOSE ID.ME



STRATEGIC CUSTOMER ACQUISITION

Take advantage of the ID.me member network to acquire new customers in the segments that matter to your business. ID.me will help you connect on social media, via email, and in the customers’ community.



SUPERIOR FRAUD PROTECTION

Protect your exclusive discounts from non-eligible customers and unauthorized resellers. ID.me’s technology detects fraudulent attempts and abuse.



INCREASED CUSTOMER LOYALTY

Customers receiving exclusive student, military, first responder, or teacher discounts are more loyal than average. Customers receiving an ID.me powered exclusive discount have a 37% 12-month repeat rate vs. 15-25% industry average.



UNRIVALED ACCESS TO AUTHORITATIVE DATA SOURCES

Verify customers in real-time against the industry’s most comprehensive set of data sources. Instant verification is supported by real-time document review capabilities to verify 100% of users.



FRICTIONLESS CUSTOMER EXPERIENCE

First-time verification is quick. Returning customer verification is even faster. Customers are re-verified in 2 clicks without ever having to re-enter the same data.



GROUPS



350+ Retailers Use ID.me



“They’ve taken something that we previously found incredibly hard to do—validating someone’s status—and enabled us to pass along a discount. We’re happy to do that, to honor their commitment and to encourage brand loyalty.”

—DAVE DEMSKY, VP OF ECOMMERCE OPERATIONS, UNDER ARMOUR



“ID.me helped Lenovo significantly overachieve our multi-million dollar revenue projection of our new e-commerce business in the first year of our partnership. This team is incredible—we launched our military discount within 54 days of our first call and our student and teacher discounts 40 days later in time for Back-to-School.”

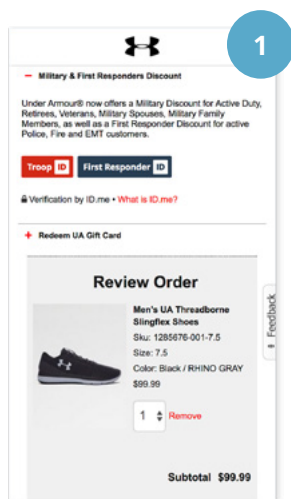
—TY FIEGEN, SENIOR PROGRAM MANAGER EXPANDING ROUTES & OUTLET, LENOVO



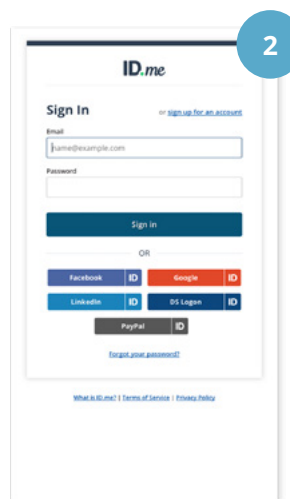
“ID.me has helped us to introduce the Leesa brand to military, students, and first responders. We believe in good sleep, good value, and good within our communities. This has been the perfect solution, and an important growth lever for the company.”

—CAITLIN COVINGTON, SR. MANAGER, MARKETING, LEESA SLEEP

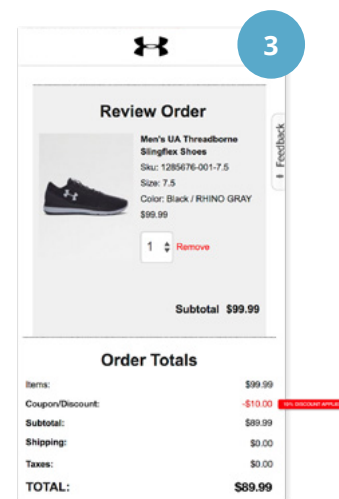
HOW IT WORKS: EASY AS 1, 2, 3



1 User starts from a CTA in the shopping cart or on the landing page



2 User verifies their group affiliation



3 Discount is applied to cart and customer data is passed back to retailer for their CRM efforts

MARKETING OPPORTUNITIES

Leverage ID.me’s targeted marketing placements to acquire verified students and military members.

- Weekly, semi-dedicated, and dedicated email placements
- Homepage placements on shop.ID.me
- Dedicated blog posts on military.ID.me
- Social posts on Supporting Our Veterans Facebook page

