

Men's Grooming Brand Every Man Jack Partners with ID.me to Reach Military Communities

Every Man Jack is a leader in the natural men's grooming market. Recognized for outstanding quality, design, and a commitment to sustainable packaging, this "naturally derived, outdoor-inspired" brand appeals to men who enjoy healthy living, the outdoors, and adventure. Founded in 2007, the brand originally launched in Target stores and eventually achieved widespread distribution through multiple national brick and mortar retailers. In the last few years, the team has been hyper-focused on accelerating its thriving DTC business with the help of ID.me.

Challenge

When Every Man Jack expanded e-commerce efforts in 2019, they identified the military community as a consumer group that aligned with the company's brand ethos. As Nick Hasselberg, Director of Growth Marketing, explains, **"As we say in our brand name, Every Man Jack is for every guy – and that absolutely includes**

service members." Military customers are also valuable sources of user generated content for the brand's online and social campaigns. **"They have inspiring and valuable stories that we like to share with our broader community."**

The question was, **how to reach this valuable audience?**

Traditional Veteran's Day promotions didn't help Every Man Jack connect with the right audience

Despite the evident appeal, Every Man Jack didn't have a strategy for identifying service members and veterans and confirming their military status. Brad Handel, Marketing Manager at Every Man Jack, explains the company's dilemma: **"When I started overseeing the affiliates and referrals part of the business, it was one of the first things on my mind... but there was no good way for us to really target military members. We did Veterans' Day discounts, but that was for everybody—not targeted."**



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— NICK HASSELBERG,
Director of Growth Marketing

Rapid implementation on Every Man Jack’s website

Every Man Jack had just launched a new website and wanted to implement ID.me as quickly as possible. They were able to get up and running fast by directing online shoppers to ID.me to access discount codes as part of the check out process.

“I liked that it was a digestible upfront payment to launch the partnership, and then you just pay per code, which is really simple and easy to work into the budget,” Brad explains.

“It was so easy to launch the partnership with ID.me,” Brad notes. **“Having that ease of integration, we went live quickly.”** As a next step, Every Man Jack plans to embed ID.me identity and group verification within the Every Man Jack site to enhance stickiness.

Solution

Every Man Jack connected with ID.me and learned about the company’s close connection with the military. **“When I first got on the phone with ID.me, they were able to very quickly answer any questions that I had,”** recalls Brad. **“After a few conversations, I was pretty quickly sold that this was the way for us to reach that community.”**

Exclusive discounts on the ID.me marketplace

The company particularly liked that ID.me could help them reach up to 24 million military and veterans with marketing services. In addition to offering discounts to military members, Every Man Jack also launched on the ID.me marketplace with discounts specifically for front line workers.

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Results

ID.me has proven to be a solid contributor to Every Man Jack's affiliate sales in terms of new users and conversions.

The program has seen a 25% conversion rate for ID.me-verified affinity group customers, which is nearly 7x higher than the conversion rates Every Man Jack sees on their website, indicating that these offers are reaching the right audience and resonating with buyers. In just a few short months, the program has driven over \$50k in sales, and after working with ID.me's Customer Success team the program continues to become more efficient each day, with conversion rates increasing by 16% since launch.

"ID.me is a core part of our acquisition strategy. We have some pretty ambitious plans as we scale the program," Nick shares. **"We anticipate that ID.me will make an even greater contribution to sales as we more actively promote it on paid social, better integrate it in our email and SMS programs, and feature it more prominently within organic."**

In terms of next steps, Nick says, **"we're integrating ID.me throughout the full funnel of our marketing activities."** Next priorities include website integration, more presence within paid ads, and triggered email and SMS programs. **"There's even more opportunity to benefit from ID.me's halo."**



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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.