ID.me

UNTUCKit switches to ID.me to optimize the promotional checkout experience and accelerate demand

UNTUCKit is a popular apparel brand that was started in 2011 to create the perfect untucked shirt: just-right length, fits all shapes and sizes, and helps you look sharp, even at your most casual. Since it was founded, UNTUCKit has quickly grown to include over 80 stores in North America and the UK and offers a variety of mens and womens clothing items, helping anyone enjoy a more polished look and casual feel.

7% month-over-month increase in revenue from ID.me group discount program

Challenge

Giving back to the military has always been important to UNTUCKit, which is why they have offered a 25% in-store military discount since they opened their first location back in 2015. They wanted a way to extend this same benefit to their eCommerce customers, and brought on a group verification solution they thought would help them do it.

Immediately after implementing their previous solution, UNTUCKit became frustrated that they were paying for failed and unused verifications. "People were getting verified six times and never used the code, yet we were paying for every verification...I didn't like that," said Alberto Corral, VP of Marketing and Business Development at UNTUCKit. Discount abuse also became a concern, as people who were not affiliated with certain groups were able to access discounts.

UNTUCKit's previous vendor also required military and veterans to verify their group affiliation through a separate landing page rather than the checkout flow, leading to a sub-optimal user experience and more verifications that did not result in a sale. "Code usage started to go down," said Alberto, "and it just seemed to me that in every call, all they cared about was selling us marketing that they didn't even own." When UNTUCKit wanted to expand its discounts to additional groups that their vendor was not able to support, they decided it was time to implement a new solution.
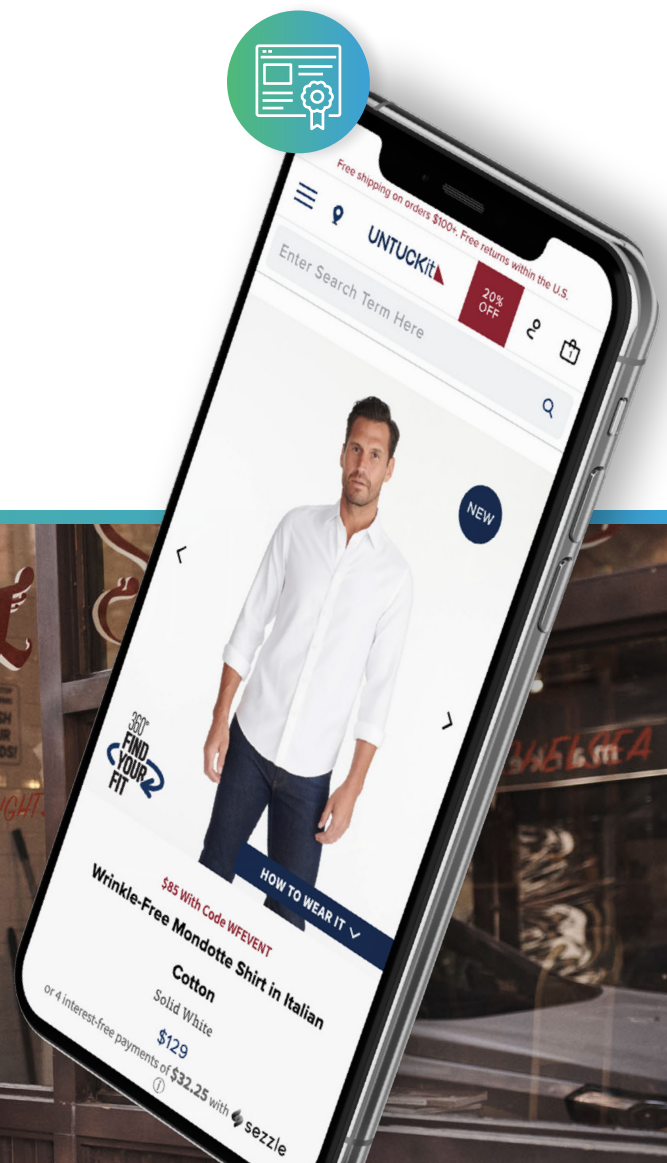
Solution

In November 2019, UNTUCKit connected with ID.me and quickly realized its solution would solve many of its pain points. ID.me offers group verification services for a wide variety of affinity groups and has the ability to market directly to these groups to activate demand. ID.me also offers a turnkey plugin for Shopify, where UNTUCKit's store is hosted, which is easy to integrate and would give them a self-service dashboard to manage discounts and access real-time reporting.

Equally important, ID.me only charges for successful verifications rather than for each verification attempt, which would cut costs significantly for UNTUCKit. Also, while ID.me gives its partners the ability to create dedicated landing pages for group discounts, it can also be seamlessly integrated into the checkout flow. "Because the verification happens at the checkout stage, the intent to purchase is going to be much higher," explained Alberto, "and that means we're not wasting verifications, and you're probably already part of the funnel."
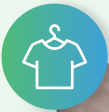
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60% average increase in verifications from participating in ID.me Shop email placements

Results

The ID.me onboarding process was fast and easy. "Implementation was seamless even with a few custom requests to ensure the experience was inline with the UNTUCKit brand. The flexibility and communication from the ID.me team made it that much easier to project plan," said Alberto. While UNTUCKit initially launched with discounts to military, first responder, student, and teacher groups, they quickly expanded to include nurses, medical professionals, and employees across the US and Canada.

Placing the 'Verify with ID.me' button in-cart has helped to drastically increase conversion rates for UNTUCKit, with the average conversion rate for an ID.me order being nearly 10x higher than the site as a whole. This highlights that the discounts, as well as placing the ID.me button in-cart, are effective at getting people to complete their purchase. UNTUCKit also has a dedicated landing page for their discounts that is linked from the main navigation and footer on their website, helping to drive SEO and increase awareness of offers.

UNTUCKit also regularly participates in marketing campaigns through ID.me Shop, ID.me's marketing platform that generates over 1.7M monthly site visits and markets to several million pre-verified ID.me users each week. Each time UNTUCKit participates in a marketing program, they see a 60% average boost in verifications, driving significant increases in orders and revenue.

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10x higher conversion rates
for ID.me orders versus the site as a whole

Overall, the program has grown significantly since UNTUCKit switched to ID.me, with revenue increasing 7% on average month-over-month. While UNTUCKit is seeing great financial success from the program, they also view this as a way to give back to the community. "Giving back to these groups is just the right thing to do," said Alberto. During the COVID-19 pandemic, UNTUCKit donated 10,000 shirts to first responders, a group that was working tirelessly on the frontlines. "For us, there would be no programs unless we were working with a company like ID.me."

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