

Under Armour Honors Heroes and Sees Double-Digit Affiliate Revenue Growth



Case Study

Under Armour, a well-known maker of apparel, shoes, and accessories for athletes, has long offered active-duty and retired military personnel a 10% discount in its stores. But offering the same discount online wasn't easy, at least until ID.me came along.

Under Armour began offering discounts online through ID.me in November 2012. ID.me enables Under Armour to honor the service of U.S. military personnel while building brand loyalty, says Dave Demsky, Under Armour's Vice President, E-Commerce Operations. **"They've taken something that we previously found incredibly hard to do—validating someone's status—and enabled us to pass along a discount,"** Demsky says. **"We're happy to do that, to honor their commitment and to encourage brand loyalty revenue growth for the Community program."**

The ID.me discount also applies to family members of military personnel, which means millions of U.S. consumers potentially can use it. That's a feature Under Armour appreciates, Demsky says. **"They're sacrificing themselves by having their loved ones away."** Pleased by the program's response, Under Armour began offering a similar ID.me discount to first responders, such as emergency medical technicians, police officers, and firefighters in July 2013. To get the discount at UnderArmour.com, users click on a box to apply or to enter their credentials. Once ID.me verifies their identity, Under Armour gives them a 10% discount on every order.

30%

Under Armour's military and first responder offer drove over 30% revenue growth for the Community program

70%

Of those using ID.me credentials at checkout were first-time customers

ID.me provides assurance that an individual applying for a discount online has a valid affiliation with the military.

“We figured out pathways so that if an individual submits information about their military service, we can ping the database that has the record to get back a yes or no as to whether the military service record matches the information the individual submits,” Hall says.

ID.me has partnerships with over 500 name-brand retailers, 30 states, and 10 federal agencies, where the individual’s ID.me account can also be used.

ID.me has also developed a fraud-monitoring system so individuals cannot create multiple accounts based on a single identity. Additional authentication controls are prompted if an account triggers systems that monitor for unusual patterns of use. ID.me can also monitor dynamic changes in status, for example noting that a soldier has retired from active service or that a student has graduated from college.



Looking at a 3-month timeframe before and after ID.me was added to the site, the military and first responder offer drove over 30% revenue growth for the Community program.



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Tangible Results

ID.me's Community Verification platform produced positive, measurable results for Under Armour by driving new customers and boosting sales. With ID.me's verification technology, Under Armour promoted the military and first responder 10% discount through affiliate partners. Looking at a 3-month timeframe before and after ID.me was added to the site (in 2012 vs. 2013), the military and first responder offer drove over 30% revenue growth for the Community program. In addition, 70% of those who used ID.me credentials at checkout since November 2012 were first-time customers.

The program is also producing positive buzz on social networks and military blogs. That's important for Under Armour, Demsky Vice President, E-Commerce Operations, says. **"We're in it for the long haul in terms of engaging the military community,"** he said. **"This has given Under Armour a larger name within that community."**



Demsky sees the impact of ID.me in frequent comments from military personnel on social networks. One customer commented that they are pleased they can use ID.me every time they order: **"This is the main reason I keep coming back. I used to be a NIKE girl... but I'm all UA for life!"** Demsky says customers post comments like that every week, adding, **"That kind of word of mouth goes really far."**

"By automating the process, you delight the customer in an unexpected way, you touch them emotionally by recognizing their Community."

Blake Hall, Founder & CEO at ID.me

ID.me

Unlock the Revenue Potential of Communities

Contact sales