

MILITARY VERIFICATION

Instantly verify military status and provide exclusive discounts



Honor the military community with exclusive military discounts for active duty, veterans, military spouses, and families.

WHY OFFER A MILITARY DISCOUNT

According to an ID.me survey, a military discount program is a surefire strategy for building brand loyalty in this community:



84%

of military consumers will buy a brand year-round if it offers them a special discount.



95%

of military consumers will also choose a brand that offers an exclusive discount over a brand that doesn't.

WHY COMPANIES VERIFY MILITARY STATUS WITH ID.ME



FRICTIONLESS CUSTOMER EXPERIENCE

First-time military verification is quick. Returning customer verification is even faster. Customers are re-verified in 2 clicks without ever having to re-enter data. More than half of active duty military members and millions of veterans are already verified with ID.me.



UNRIVALED ACCESS TO AUTHORITATIVE DATA SOURCES

Verify customers in real-time against the industry's most comprehensive set of data sources. ID.me is the only verification provider that allows the military community to verify using their USAA account, the military community's preferred verification option.



MILITARY CUSTOMER ACQUISITION

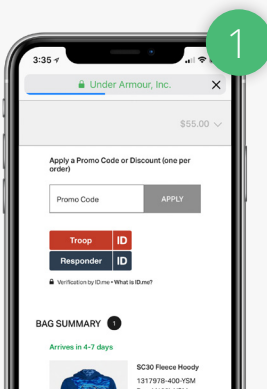
Acquire new military customers by promoting your exclusive discounts to ID.me's military network. ID.me will help you connect with military customers on social media, via email, and in the military community.



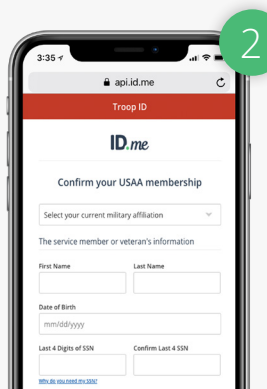
SUPERIOR FRAUD PROTECTION

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

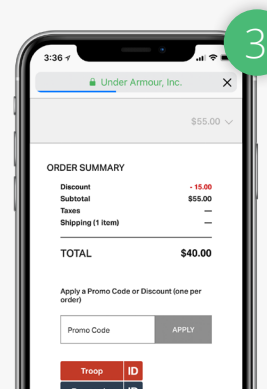
HOW IT WORKS: EASY AS 1, 2, 3



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



User verifies their group affiliation



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

VERIFICATION OPTIONS FOR EVERY MILITARY CUSTOMER

ID.me offers several real-time military verification options to ensure 100% coverage across the military community:



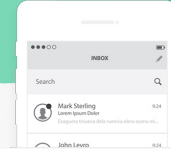
USAA ACCOUNT

12MM USAA members can verify their military affiliation with ID.me using their existing USAA accounts. This is the fastest and most popular verification option on the ID.me platform.



MILITARY SERVICE RECORDS

ID.me has access to multiple authoritative databases and military personnel records, including veterans who served prior to 1985.



.MIL EMAIL ADDRESS

Active duty service members, National Guard, and Reservists can use a valid .mil email address to confirm their military service.



DOCUMENT UPLOAD

Users can upload images of official documents to verify their military statuses. The ID.me team manually reviews document uploads within 60 seconds at a secure U.S.-based facility.

UNRIVALED ACCESS TO AUTHORITATIVE DATA SOURCES

Verify customers in real-time against the industry's most comprehensive set of data sources.

The US Department of Veterans Affairs*:

Direct access to the Master Veterans Index

The National Archives' National Personnel Records Center*:

Source for all military personnel records for last 61 years

USAA*

12MM members

DoD:

Records of active duty from present until 1985

*Exclusive to ID.me



WHAT DATA WILL I RECEIVE?

Our API will share specific data elements with your organization to populate your customer database based on the information gathered from the user in their chosen verification flow.

MILITARY VERIFICATION DATA				
USAA	Government Data	.Mil Email	DD214 Request	Document Upload
Military Sub-Group	Military Sub-Group	Military Sub-Group	Military Sub-Group	Military Sub-Group
First & Last Name	First & Last Name	First & Last Name	First & Last Name	First, Middle & Last Name
Military Branch	Military Branch	Military Service Started	Military Branch	Street
Military Rank	Military Service Started	Military Email	Service Started	City
Military Service Started	Military Service Ended		Service Ended	State
Email Address	Military Service Component		Service Component	Zip Code
	Email Address		Officer/Enlisted	Suffix
			Service Number	Email Address
			Entry Location	Additional Fields with DD214 Scan
			Discharge Location	
			Last Unit Assignment	
			Email Address	

Promoting your military offer with ID.me

Market your military offer to a large community of veterans, active duty service members, spouses, and more through ID.me's marketing channels.

ID.ME SHOP

Promote your military offer on ID.me Shop for instant exposure to the military community. ID.me Shop consistently ranks in the top 5 organic search results for military discount-related keywords and receives 1M average monthly page views.

TARGETED EMAILS

Promote your military offer as part of our regular weekly military newsletter or send a dedicated email featuring only your brand message. ID.me's email audience has 2M subscribers, including 700k Veterans and active duty military personnel.

SOCIAL MEDIA

Spread the word about your military discount using Facebook or Instagram ads. Use ID.me custom audiences to promote your ad to the military community or subsegments of it. You can also promote organically to our 2.8M followers of our Supporting Our Veterans Facebook page.

BLOG

Publish a custom blog post advertising your military offers on the SITREP, an ID.me blog containing resources and discounts for the military community. The SITREP receives an average 500k monthly views.

