

SUCCESS STORY: LENOVO

# Protecting Exclusive Discounts from Abuse

Lenovo is one of the world's largest personal computer vendors, owning 20% of the market share and selling products in 160 countries. In 2017, Lenovo earned \$43 billion in revenue globally.

## Challenge

Lenovo wanted to offer exclusive online discounts to military veterans, students, and teachers through Lenovo.com. Their goal was to launch a military discount program in time for Memorial Day 2017, and student and teacher discount programs by July 2017 for the back-to-school shopping season. In the past, Lenovo gated group discounts using a self-asserted checkbox. When brands first offer group discounts, this honor system strategy is a common approach that quickly gets exploited by resellers and ineligible non-military or non-student customers. Lenovo wanted these discounts to be securely gated in order to avoid revenue cannibalization outside the segments targeted by these promotions.

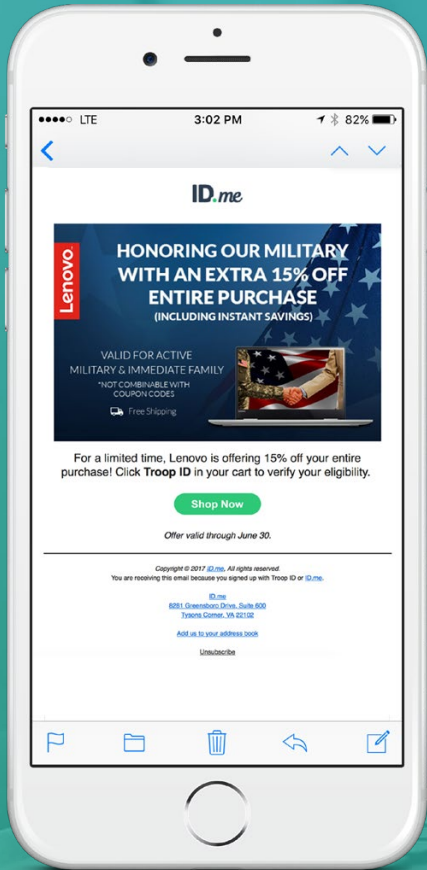
Lenovo turned to ID.me for a secure solution that fit their tight timetable. ID.me simplifies and secures how individuals share their identity online. More than 200 retailers rely on ID.me to protect exclusive benefits and services.

## Results

**Rapid Integration:** The ID.me team completed the integration and launched the military program in time for Memorial Day weekend. Typical integrations with the right resources on the partner side can take only three days to complete. With the success of the military program, one month later Lenovo added teacher and student discount programs to their integration.

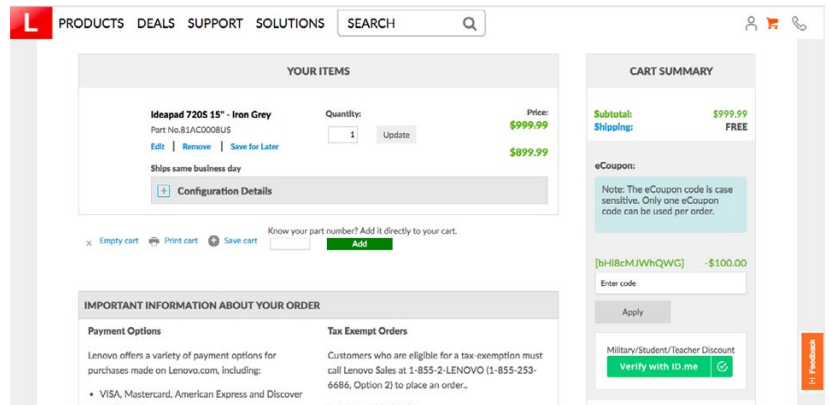
**Revenue Exceeding Expectations:** The brand had estimated that the ID.me military, student, and teacher programs would bring in \$10 million in revenue in their first year. The programs exceeded expectation, delivering \$10 million in revenue the first 6 months — on pace to deliver \$20 million for the year.

# ID.me



**Secure:** As an international brand that sells valuable personal computers and tablets, Lenovo's group discounts were previously targeted by resellers hoping to buy products at a discount and then flip them for profit. ID.me's secure group verification solution uses multiple authoritative sources which eliminated this sort of fraud.

## LENOVO CART EXPERIENCE



**New Customer Acquisition:** Lenovo took advantage of the ID.me member network to acquire new customers. Existing ID.me members made up 55% of customers claiming Lenovo's military discount. To get the word out about their new discounts, Lenovo purchased paid placements in ID.me's email newsletter throughout Q4 — specifically for Veterans Day, Black Friday, and Cyber Monday. Lenovo's paid placements in ID.me's email newsletter earned 12X return on their investment.

## About ID.me

**ID.me is simplifying how individuals prove and share their identity online.**

ID.me verifies customer identity and group affiliation in real-time to help companies offer exclusive promotions to specific customer segments. The digital identity network and omni-channel solution provider allows for secure identity verification online, on point-of-sale systems and on mobile devices. ID.me's technology currently supports more than 200 partners, including retailers, media companies, federal agencies, healthcare organizations, financial institutions, and nonprofits.

For more information about how ID.me drives revenue and increases customer loyalty, contact us at [sales@ID.me](mailto:sales@ID.me) or **866.775.IDME**.