

SUCCESS STORY: MOOSEJAW

Larger Average Order Value & More Loyal Customers from ID.me-Powered Student, Military, and First Responder Discounts

Moosejaw is an online and brick-and-mortar outdoor apparel and recreation company specializing in gear for hiking, camping, rock climbing, and snowboarding. In early 2017, Walmart acquired Moosejaw for \$51 million.

Challenge

Moosejaw wanted to “better serve the military, first responder, and student markets,” said Dan Pingree, VP of Marketing at Moosejaw. However, they had no tool available to gate these discounts, and they worried about clogging their web development queue with an expensive and cumbersome build.

ID.me simplifies how individuals securely share their identity online. More than 500 retailers rely on ID.me to protect exclusive benefits and services. Since Moosejaw already had an affiliate relationship with ID.me, they chose ID.me’s identity verification solution to power their new discount program for students, military, and first responders.

Results

Easy Integration:

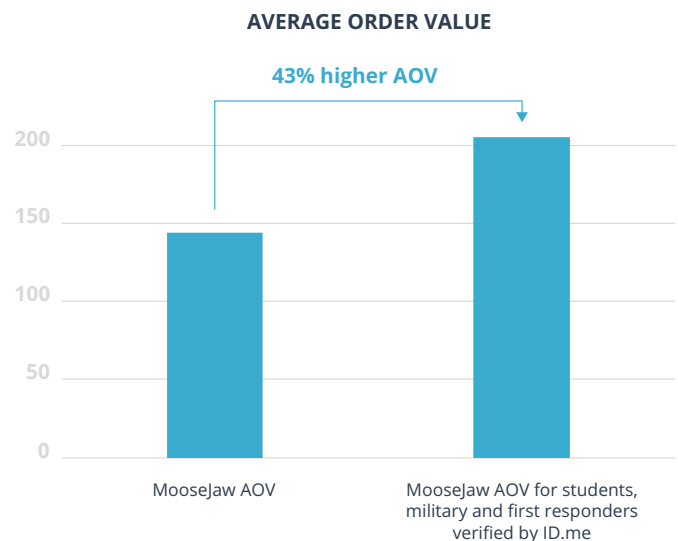
It took only three weeks and one engineer to integrate ID.me’s solution – 2 weeks for integration and 1 week for QA. “Whenever we had questions the documentation couldn’t answer, the technical team always responded swiftly to our emails and provided direct answers to our questions,” Pingree said.

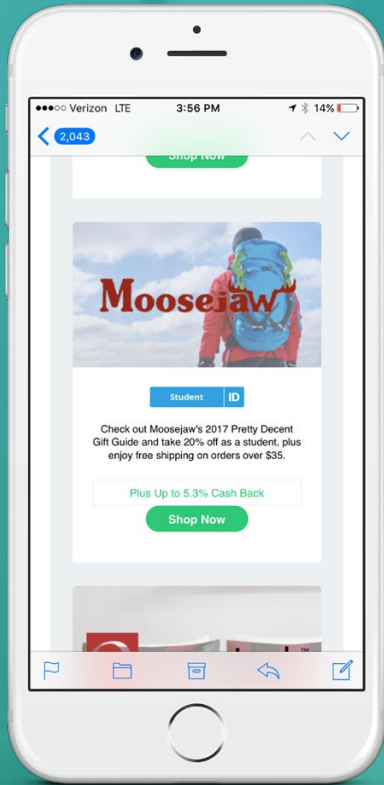
Larger Average Order Value:

Beyond the fast integration, Moosejaw saw other benefits. Customers taking advantage of the military, first responder, and student discounts spent more than their general audience.

The overall AOV of customers verified with ID.me was 43% higher than Moosejaw’s overall AOV.

Exclusive discounts entice customers to spend more, often purchasing additional merchandise in order to take full advantage of the deal.

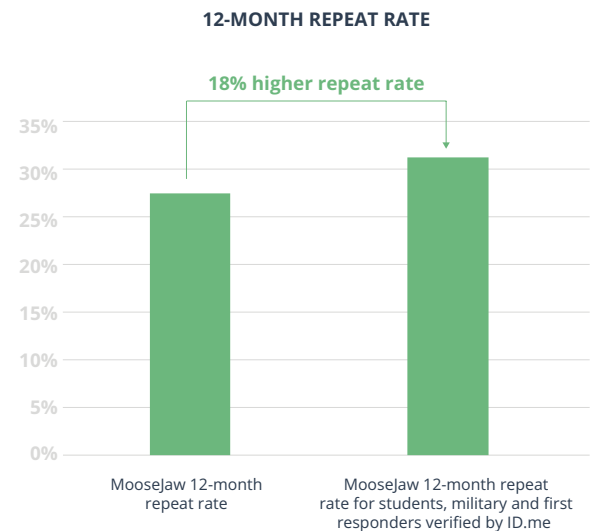




For more information about how ID.me drives revenue and increases customer loyalty, contact us at sales@ID.me or **866.775.IDME**.

Customer Loyalty:

Customers using the ID.me-powered discount program were also particularly loyal. The 12-month repeat rate for customers who took advantage of the student military, or first responder discount was 18% higher than the average 12-month repeat rate for the site.



New Customer Acquisition:

Many customers discovered Moosejaw through ID.me: 34% of customers who claimed ID.me-powered discounts were existing ID.me members. In Q4 2017, Moosejaw used paid placements in ID.me's Veterans Day and dedicated student newsletters to spread the word about their discounts through the ID.me user network, earning a 5.4X return on their investment. The program also helped attract college students to the brand. 60% of customers using ID.me-powered discounts at Moosejaw were students.

Revenue Growth:

While the Moosejaw-ID.me partnership proved successful right off the bat, it continued to strengthen overtime. In the second year of the program, Moosejaw saw 31% year-over-year (YOY) increase in revenue generated from orders using ID.me-powered group discounts, outpacing Moosejaw overall revenue growth of 16%. In its first two years, Moosejaw's group discount program powered by ID.me drove more than \$6 million in revenue.

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 allows for secure online identity verification with on point-of-sale systems and on mobile devices. ID.me currently supports more than 500 partners, including retailers, media companies, federal agencies, healthcare organizations, financial institutions, and nonprofits.