

Drive Travel Bookings with Exclusive Group Promotions

ID.me helps airlines, hotels, and travel companies acquire customers and build loyalty with niche audiences like military, students, nurses, teachers, first responders, and employees. We offer a secure online verification solution that allows brands to provide exclusive benefits and discounts to these audiences – without cannibalizing sales for general audiences. ID.me's platform connects instantly to authoritative data sources to efficiently verify whether a customer is an eligible member of the targeted market segment.

BRANDS WHO USE ID.ME



WHY BRANDS CHOOSE ID.ME



STRATEGIC CUSTOMER ACQUISITION

Take advantage of the ID.me member network to acquire new customers in the segments that matter to your business. ID.me will help you connect on social media, via email, and in the customers' community.



SUPERIOR FRAUD PROTECTION

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



INCREASED CUSTOMER LOYALTY

Customers receiving exclusive student, military, first responder, or teacher discounts are more loyal than average. Customers receiving an ID.me powered exclusive discount have a 37% 12-month repeat rate vs. 15-25% industry average.



UNRIVALED ACCESS TO AUTHORITATIVE DATA SOURCES

Verify customers in real-time against the industry's most comprehensive set of data sources. Instant verification is supported by real-time document review capabilities to verify 100% of users.



FRICTIONLESS CUSTOMER EXPERIENCE

First-time verification is quick. Returning customer verification is even faster. Customers are re-verified in 2 clicks without ever having to re-enter the same data.

GROUPS

Troop

ID

Student

ID

Government

ID

Responder

ID

Employee

ID

Teacher

ID

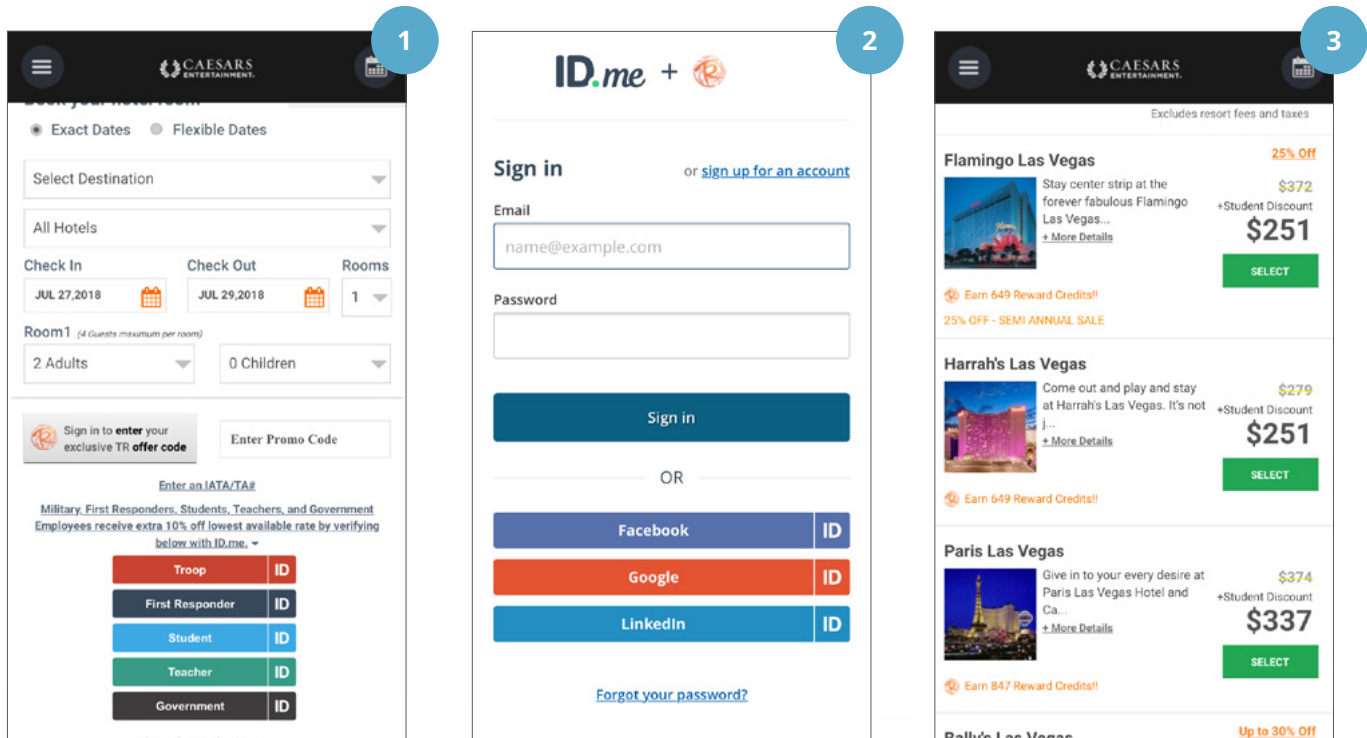
Alumni

ID

Nurse

ID

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

MARKETING OPPORTUNITIES

Leverage ID.me's targeted marketing placements to acquire verified students and military members.

- Weekly, semi-dedicated, and dedicated email placements
- Homepage placements on shop.ID.me
- Dedicated blog posts on military.ID.me
- Social posts on Supporting Our Veterans Facebook page

