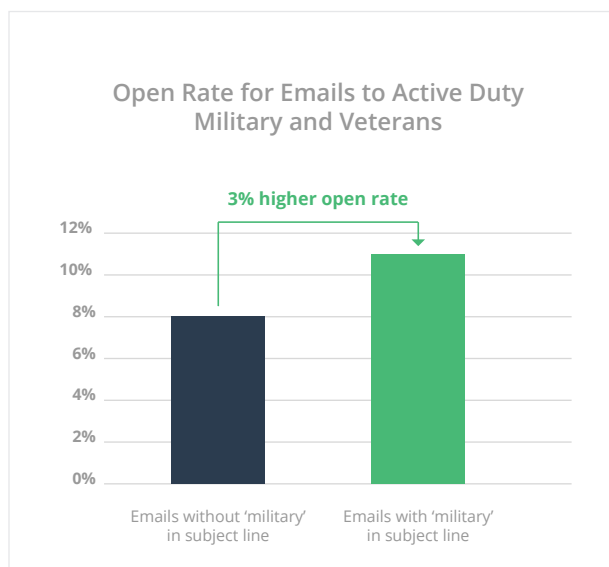# Using ID.me Data for Customized Marketing Campaigns

**ID.me**

Retailers can use ID.me data to create customized marketing campaigns for specific affinity groups, such as Military, Students, Teacher, First Responders, and Government Employees. Marketers use ID.me data to execute many different campaigns.

## Segmented Emails

ID.me partners can use the customer data passed back as part of the verification process to deploy focused email campaigns to specific affinity groups. Segmenting your user base and deploying campaigns for specific affinity groups, such as Military or Students, leads to content that customers will find more relevant and thus more likely to convert. We have found from our own email marketing campaigns that open rates tend to be 3% higher when the content is perceived to be exclusive and customized to military veterans and the active duty population.

**Exhibit 1:** *Military members and veterans prefer content and deals that are exclusive to the military community*



Open Rate for Emails to Active Duty Military and Veterans

3% higher open rate

- Emails without 'military' in subject line
- Emails with 'military' in subject line

## Social Ads

ID.me partners can also import ID.me user data into Facebook Ad Manager to create custom audiences. These audiences can be shown tailored ads on their Facebook feeds, or used to create lookalike audiences to acquire new customers that look like them. About 71 percent of consumers prefer ads personalized to their interests than generic ones, according to Adlucent.

In our own member-engagement campaigns targeted using Facebook custom audiences built based on group affinity, ID.me sees a Facebook ad click-thru rate (CTR) that is 5-10X higher than average for Facebook ad campaigns.



**Supporting Our Veterans**
November 9 ·

More than 60 discounts and freebies for current and former service members and their families.

The Big List of Veterans Day Deals for the Military Community

Ford, Lenovo, Under Armour, Caesars, Academy Sports, Orvis Lord & Taylor, Super 8, Kennedy Space Center & many more ...

MILITARY.ID.ME

Like      Comment      Share

2.5K          Top Comments

1,189 Shares          79 Comments

# How to Obtain ID.me Data

Everything partners need to get started collecting customer data for marketing campaigns is available through the ID.me developer site.

## User Consent

When ID.me users verify their group statuses with a new partner for the first time, they proactively authorize the release of their data in order to complete their transaction. Users do not have to re-authorize their consent after their first transaction.

## ID.me Standard JSON Payload Response

The amount of data partners receive from ID.me varies depending on the integration used or the service accessed.

In most cases, ID.me's standard JSON (JavaScript Object Notation) payload response contains the following information:

> **First Name**

> **Last Name**

> **Group Status**

> **Unique Identifier***

> **Email Address**

> **Postal Code**

* The Unique Identifier is a randomly generated code assigned to each user to prevent a single person's information from being attached to multiple ID.me accounts.

## Inputting Customer Data into a CRM Tool

To access data collected from ID.me users, partners must:

**1** Exchange the access token with ID.me's access token endpoint by making a GET request

**2** Receive consumer data from the JSON payload

**3** Obtain JSON payload from the endpoint

**4** Store JSON payload into appropriate CRM tool and/or database

It is best practice for partners to import ID.me user data directly into their CRM tool. This allows marketers to have valuable customer data right at their fingerprints as they plan and execute marketing campaigns.