



Selling Software to College Students

Billions being sold. Billions of dollars being left on the table.



20.4 million students currently enrolled in college.



9.4 million students purchased software in the last 12 months.

And the college market is growing:



Between 2010 and 2019 college enrollment is estimated to increase by 14%.

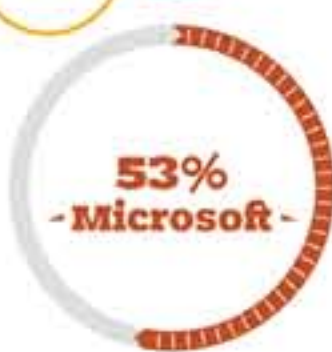
13.5 million students are not currently aware of student discounts for software.



Students who were aware of a student discount on software spent \$1.08 billion on software.



WHAT they buy \$\$\$



Other: CorelDraw, Quickbooks/Quicken, AutoCAD, FinalCut Pro

YOU CHOOSE: MATH IS HARD MATH IS FUN

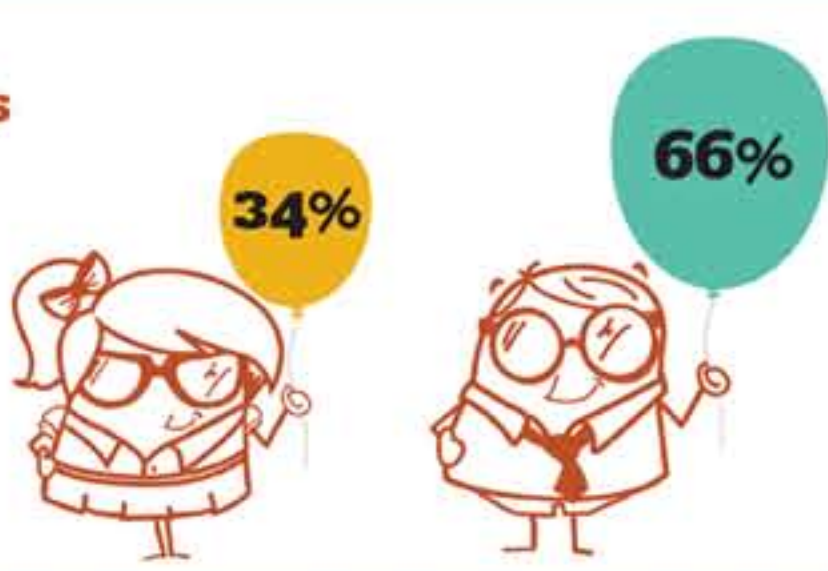
Either one you choose, there's a \$1 billion untapped opportunity in Academic Software. Want some of that action?

Here's how you do it:

1) Increase awareness about student discounts on software.

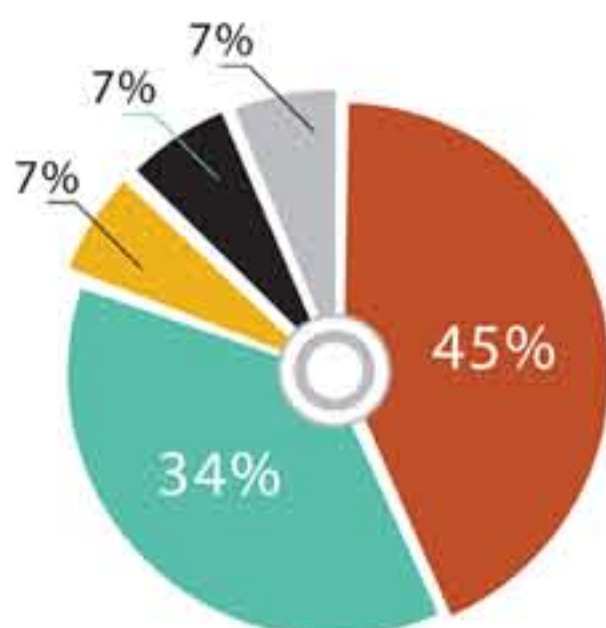
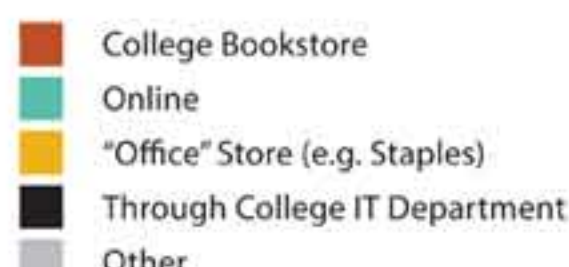
34% know they are eligible for student discounts on software. 66% have no clue.

The half of students who are seeking a less than four-year degree, a trade or Associate's degree for example, only 25% of them were aware that they were eligible for student discounts on software.



2) Increase awareness about where to buy, or get with all the college bookstores.

When asked what software they purchased with a student discount:



3) Get their attention!



63% said "send me an email"



56% said "just put it on your website"



60% said "find me on Facebook"

4) Offer a discount big enough to get their attention.

90% of students need at least 10% off to get their attention

Over 40% said they need at least 20% off



BEWARE



You could have lots of awareness, lots of traffic and still not get their money.



42%

of college students have abandoned an online shopping cart because redeeming a student discount was too difficult.



77%

have been unhappy with the process of redeeming a student discount.



72%

say they would use a student discount more, if it was easier to use.

THE LAST STEP IS EASY!

Verify that your discount users are currently enrolled in college to eliminate any discount usage fraud on your website.

Now go get 'em, tiger!



With SheerID in your corner cheering you on, not to mention making your customer experience seamless and eliminating all discount usage fraud, you can't lose!

SOURCE: Three separate surveys conducted by SheerID between October 2011 and May 2012.

REACH SHEERID FOR COMPLETE SURVEY RESULTS AT:
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