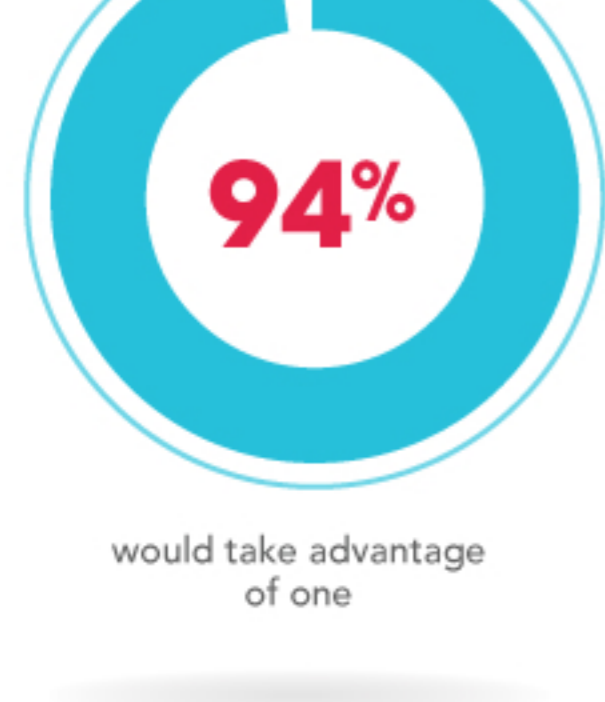


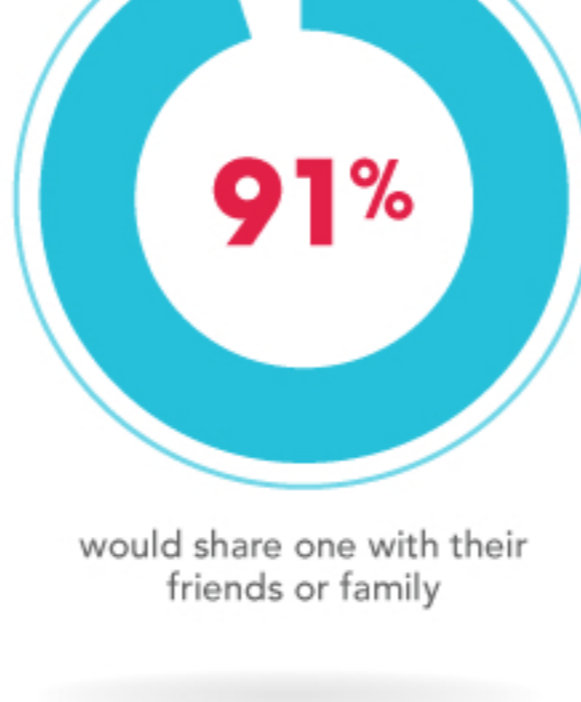
The ROI of Exclusive Offers

Exclusive offers are unique discounts or special offers that are only available to a specific group of customers based on their employment, employer, or organizations they are affiliated with. Americans love them, and Brands should love them, too - if they listen to what Americans say about their privacy in the 2018 Shopper Study, a new research study conducted by Kelton Global and SheerID*.

EXCLUSIVE OFFERS APPEAL TO SHOPPERS



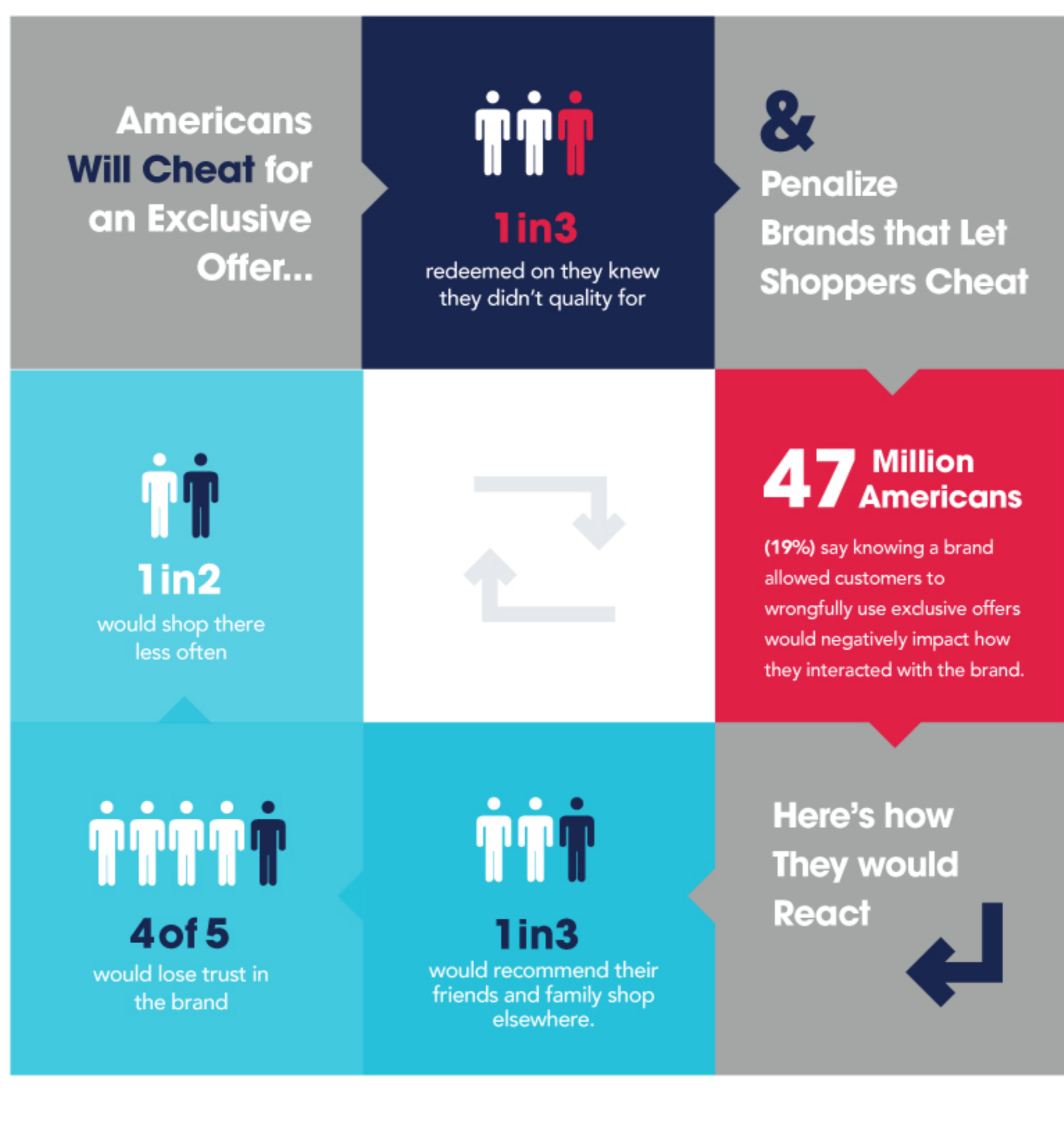
would take advantage of one



would share one with their friends or family



say they carry more weight than traditional coupons

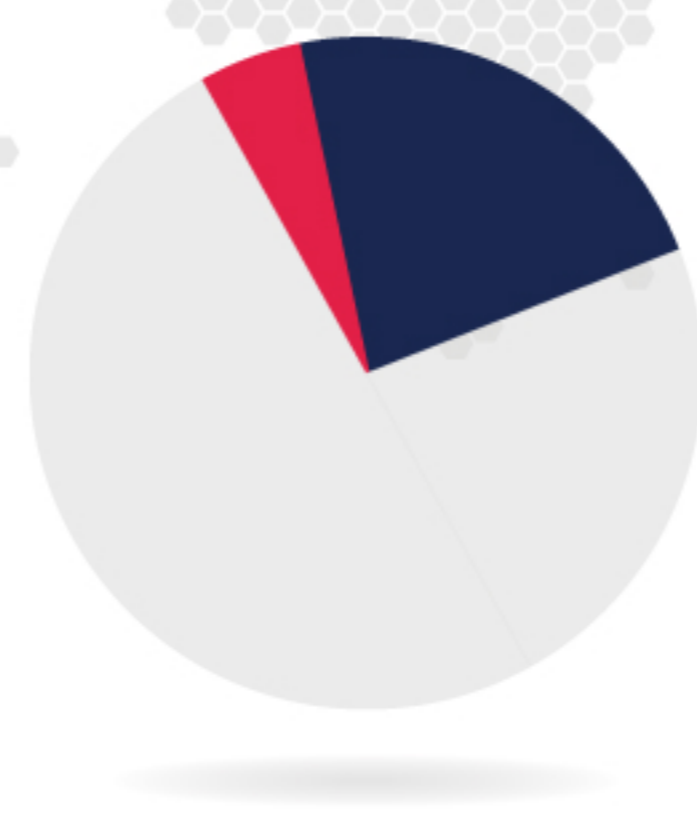


HOW AMERICANS WANT EXCLUSIVE OFFERS

Shoppers Want to Have Control

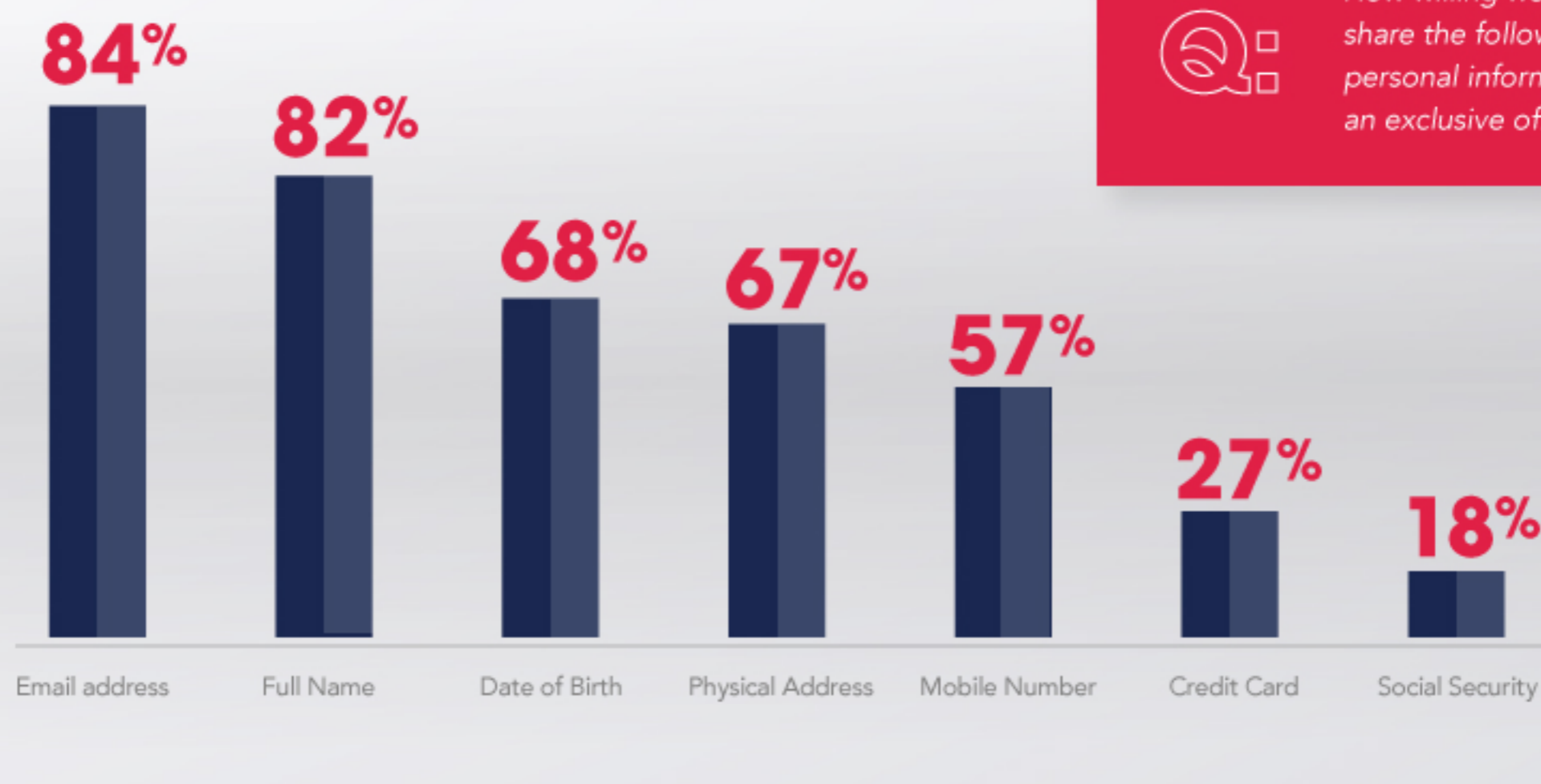
Consumers want to opt-in before brands can use personal data by a margin of: **2:1**

Only 8% of consumers want brands to use social media likes and clickstream behavior.



Only 17% want brands to use clickstream behavior from their website.

Brands Should Avoid Collecting Data That's Too Personal



How willing would you be to share the following pieces of personal information to secure an exclusive offer?*

Rewards Should be Applied Immediately

26% won't wait for more than a minute for a high cost item, such as a television.

47% won't wait more than a minute for a low-cost item, such as a movie ticket



Americans Prefer Third-Party Verification

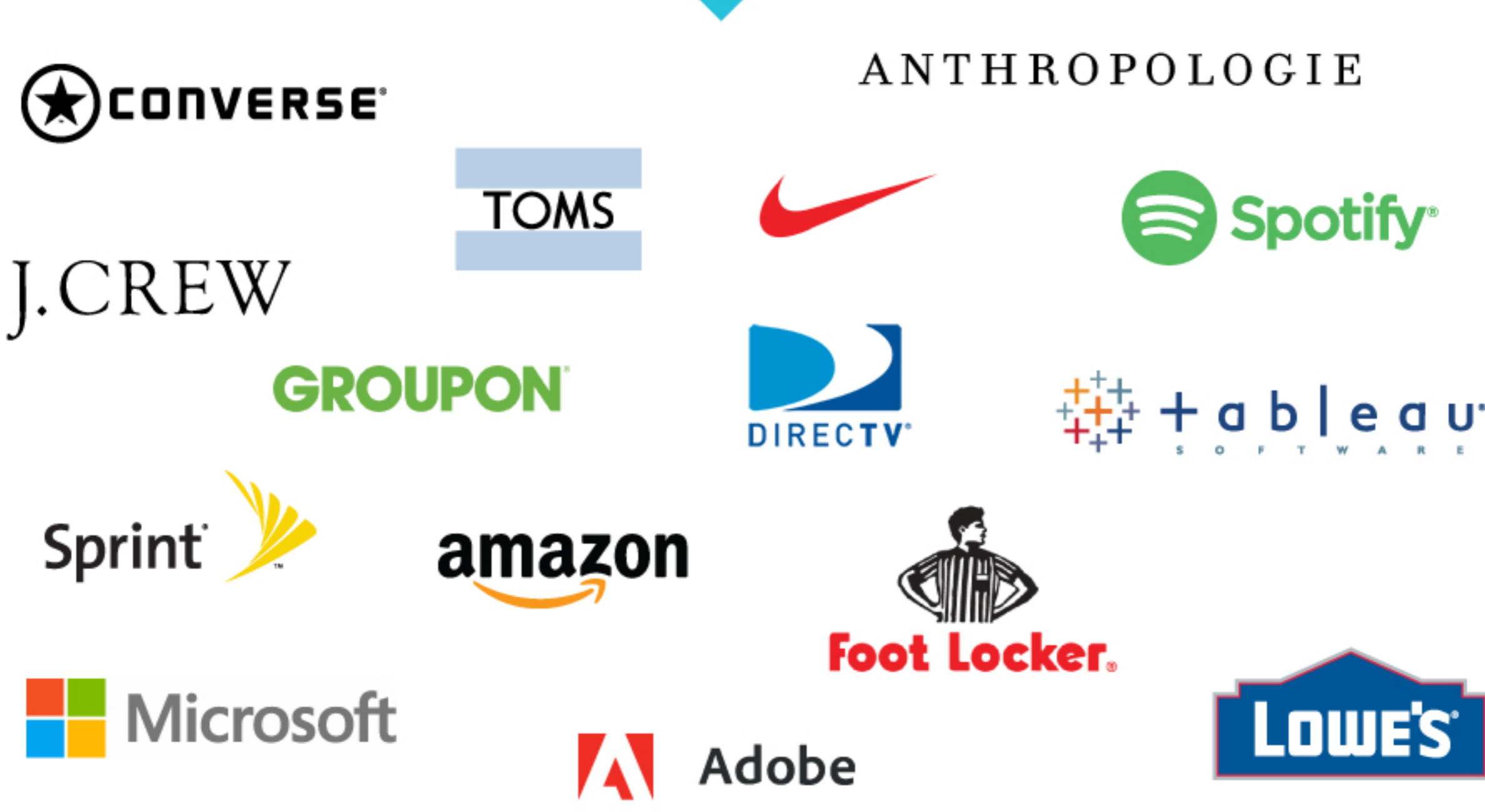
57% would rather be verified for an exclusive offer by an independent third-party than a brand's customer service representative.

SURVEY SAYS: BRANDS PROFIT FROM VERIFIED OFFERS

SheerID's Digital Verification Platform helps deliver remarkable returns.



Leading brands are leveraging the power of exclusive offers



*A survey to 1,023 nationally representative Americans ages 18+