SheerID

Audience Network

Win customers at every life stage

SheerID's Audience Network enables you to win new customers by giving exclusive offers to any age group that you define. You can target lucrative audiences like Gen Z and seniors across 8 countries, leverage our global authoritative sources to verify eligibility, then append the customer data you collect to 400+ martech platform to nurture their loyalty.

Engage 320M+ Customers			
Young Adults 18-29		Seniors 65 Years-Old and Over	
170M+ Young Adults	8 countries	150M+ Seniors	8 countries

Acquire consumers of all ages worldwide

United States | United Kingdom | Brazil | Spain | France | Canada | Italy | Germany | Total of 8 countries

Leading brands use SheerID to drive their growth

SheerID Customers saw
337% ROI
Read Forrester Study

Michaels
200K
Verified audience members
Read the Story

purple
25:1 ROAS
Read the Story

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Features & Capabilities

Real-Time, Authoritative Verification

Leverage 200K+ global authoritative data sources to instantly verify young adults, seniors, and other age groups at the point of transaction.

Control By Design

Create deeper brand relationships by seamlessly verifying customers within your purchase process and appending their verified, permissioned data to your martech platforms. You own the data and can leverage it to nurture their loyalty.

Robust Integration Tools

Leverage robust tools (APIs, webhooks, data connectors) to enable real-time data exchange, automation, and enhanced integrations with your martech and adtech platforms.

Consumer-Friendly UX

Prioritize convenience by collecting privacy-friendly, permissioned data in real-time without requiring consumers to create a separate account on a third-party site.

Access to Global Markets

Precisely target 3.5 billion consumers in 30 countries, and create offers for hundreds of other audiences, like educators, healthcare workers, first responders, and the military.

Co-Marketing for Greater Reach

Amplify your campaigns by partnering with other brands to promote your offer to eligible, pre-verified consumers with SheerID's Affinity Network, and by creating shared perks and linking loyalty programs with SheerID's Alliance Network.

Since launching the Young Adults segment, we've seen a meaningful increase in Gen Z engagement, and it's become our third-largest verified group, behind students and medical professionals.

Alex Nesi, SVP of Strategy and Revenue

corepower YOGA

Win loyal customers in all life stages.

Seniors | Young Adults