



SheerID

Activating Data Across Your Marketing Stack

Secrets to Unlocking Hyper-
Relevant Customer Journeys

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✓ **Crowded Marketplace**

More brands, more messages

✓ **Higher Acquisitions Costs**

30%+ higher CAC, Paid Media, etc.

✓ **Connecting with Relevance**

Increasingly important to
"cut through"





To **serve** customers
with personal, relevant
experiences, brands
must get to **know**
their customers.



Relevance Starts With Knowing The Consumer

Building Blocks for Activating Your Audience Data



Bring The Data Together

- Centralize
- Normalize
- Operationalize



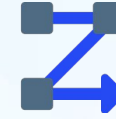
Establish Data Hierarchy

- Permissioned
- Acquired
- Inferred



Identify The Cohorts

- Demographic
- Lifecycle
- Behaviors

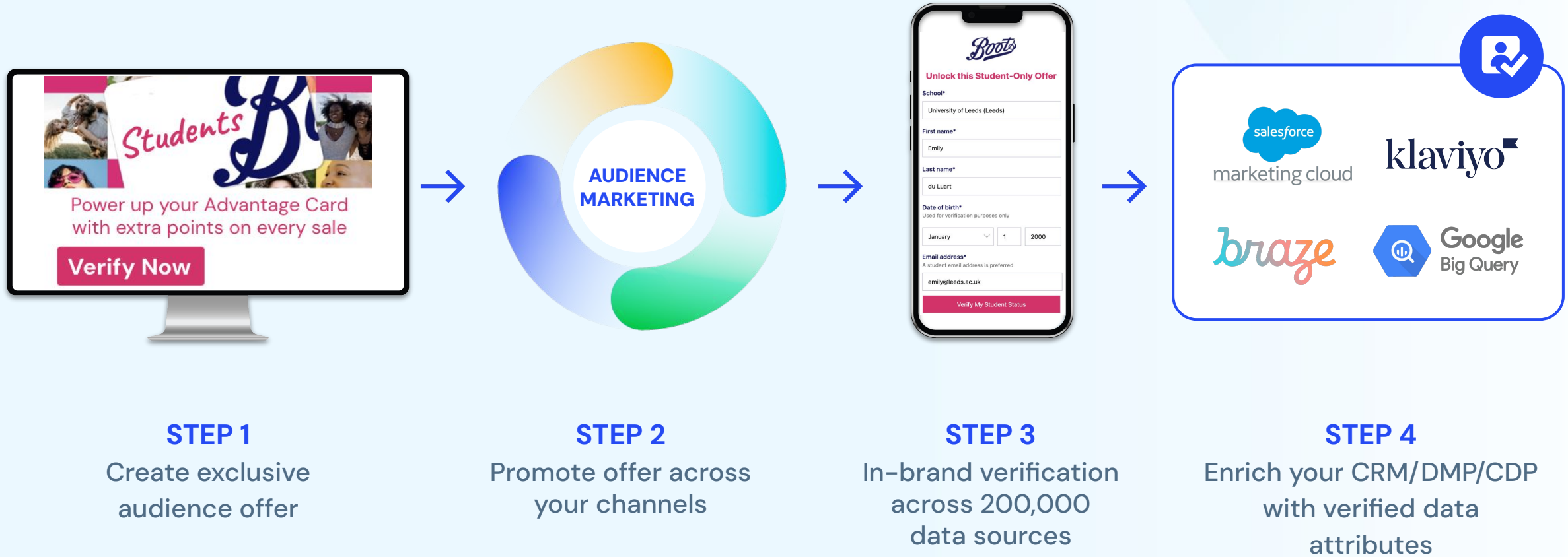


Cohort + Outcome Campaigns

- Clear Objective
- Contextual Content
- Air Traffic Control

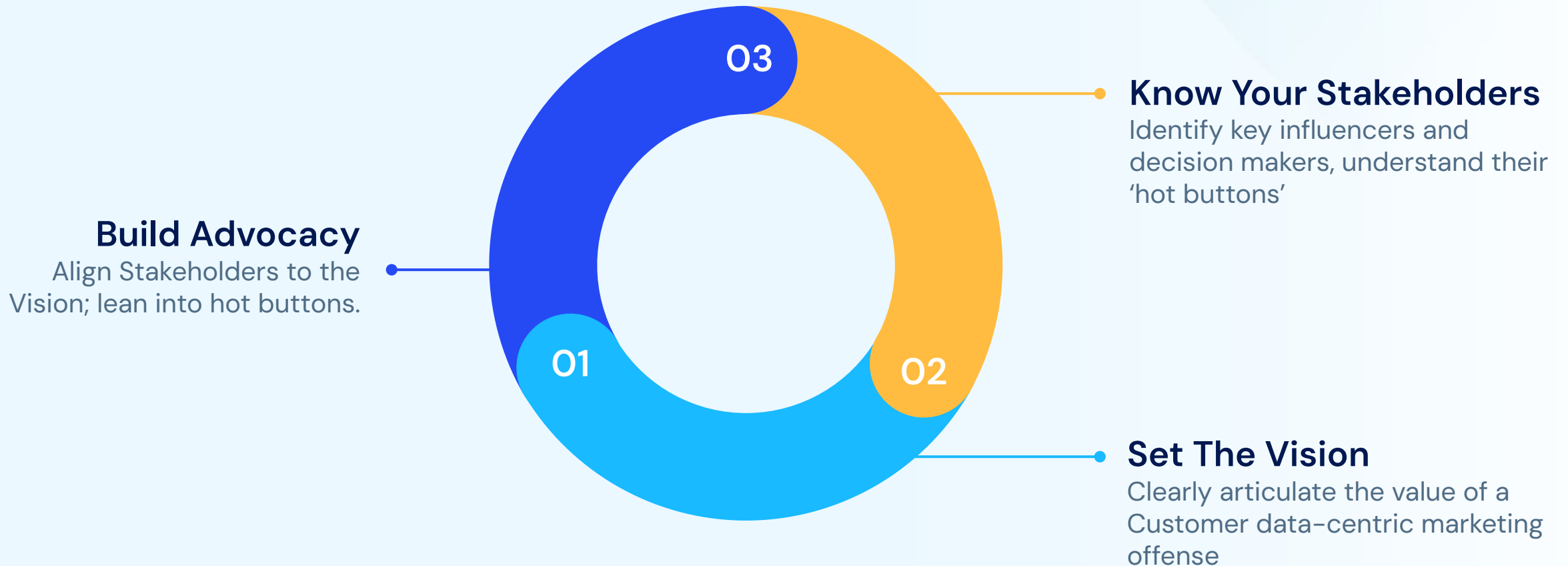


How it works



Getting Started

Clear Vision > Strong Internal Advocacy



Aligning Stakeholders

Speak the language and KPIs that resonate. Focus on INCREMENTALITY.



CMO

Acquisition
Re-Engagement
Retention
Speed to value



CFO

Demand, AOV
CAC, ROAS
Margin /
Aggregate Discount Rate
Speed to value



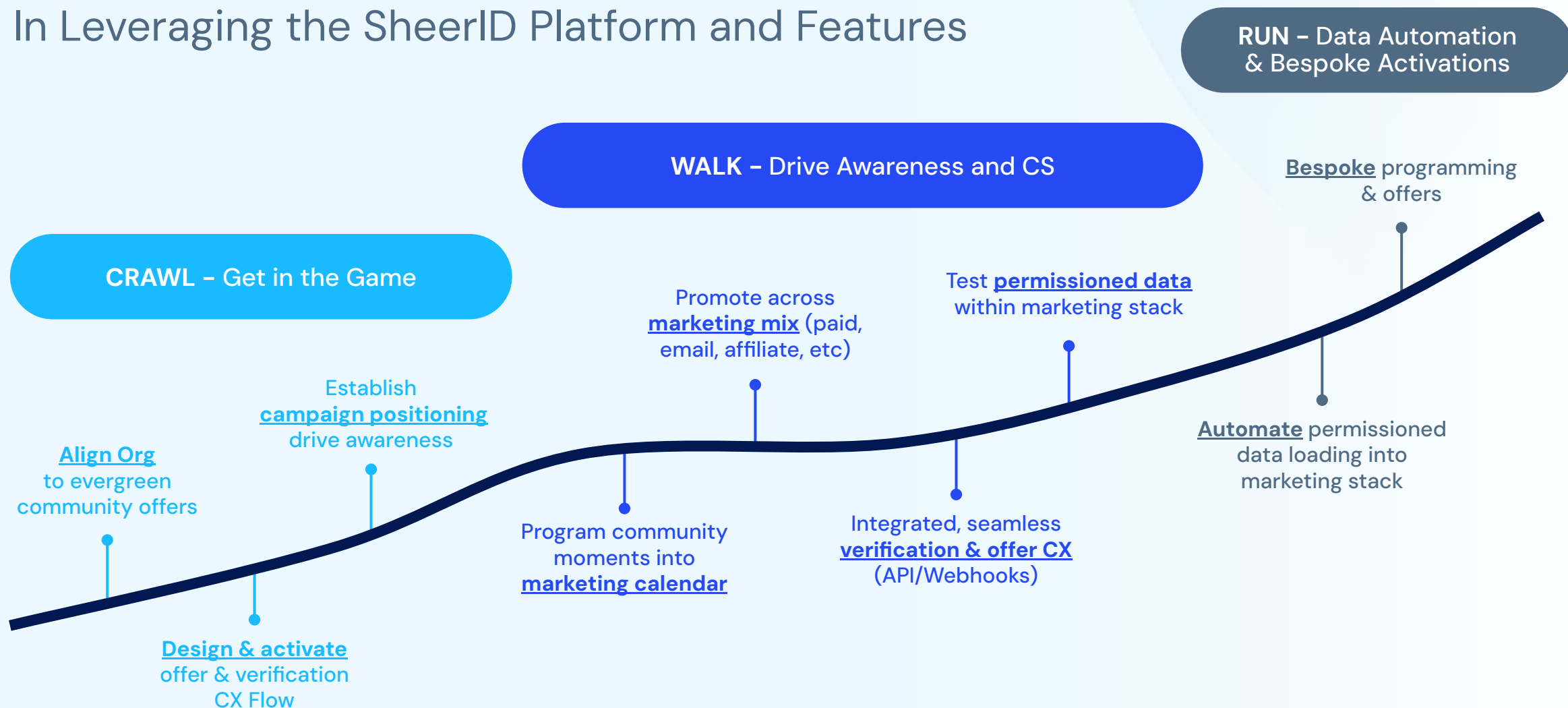
CTO

Implementation LOE
Data Security / Privacy
ROI



Modes of Maturity

In Leveraging the SheerID Platform and Features



Healthcare Workers Exclusive

BY HEROES. FOR HEROES.



Healthcare Workers get 50% off on each purchase of Nike Zoom Pulse.
Offer valid from December 24, 2021 to January 16, 2022.



Meeting Customers Where They Are

- ✓ **The Cohort**
Customer segment highly aligned to the moment.
- ✓ **The Circumstance**
Event that thrusts the cohort front and center.
- ✓ **The Offer**
Perfect pairing of Customer and Opportunity
- ✓ **The Execution**
Bringing it all together to deliver seamlessly.



Nike will donate 30,000 shoes to frontline workers fighting Covid-19



Nike To Donate Over 32,000 Pairs Of Specifically Designed Shoes To Healthcare Workers



Nike will donate 30,000 special shoes to 'everyday heroes' fighting COVID-19

The Air Zoom Pulse sneakers were specifically designed for nurses, doctors and health providers.



Nike donates 30,000 Air Zoom Pulse sneakers to health care workers on COVID-19 front lines

Nike to Donate 30,000 Pairs of Air Zoom Pulse Sneakers to Medical Personnel

Nike Will Donate 30,000 Cushioned Sneakers to Healthcare Workers amid Coronavirus







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Thank you

