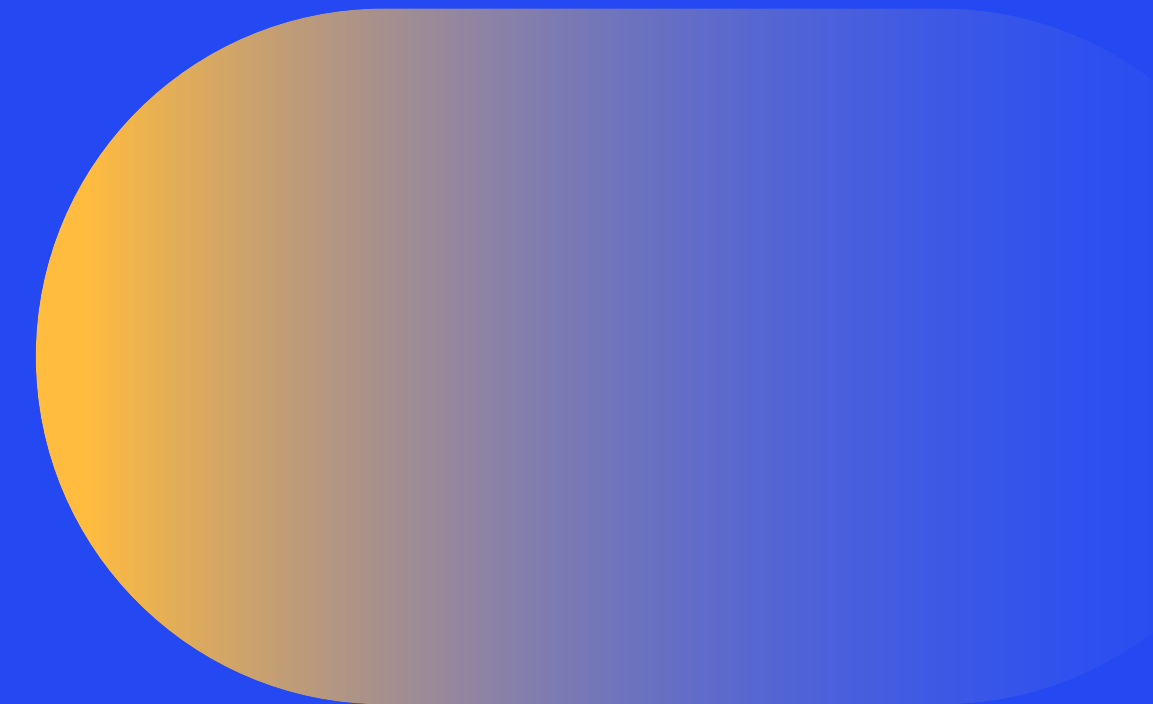
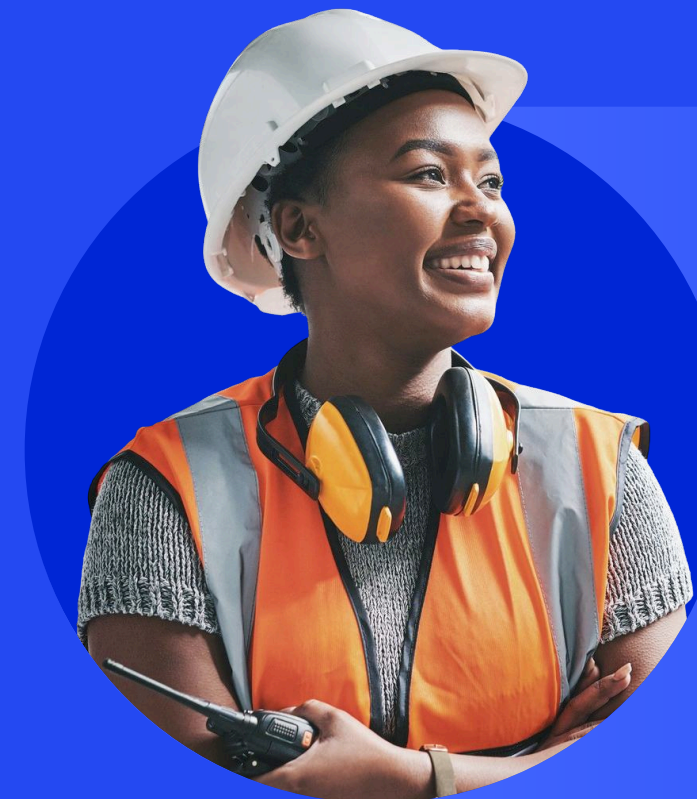


How SheerID Maximizes Your Affiliate Program ROI



SheerID



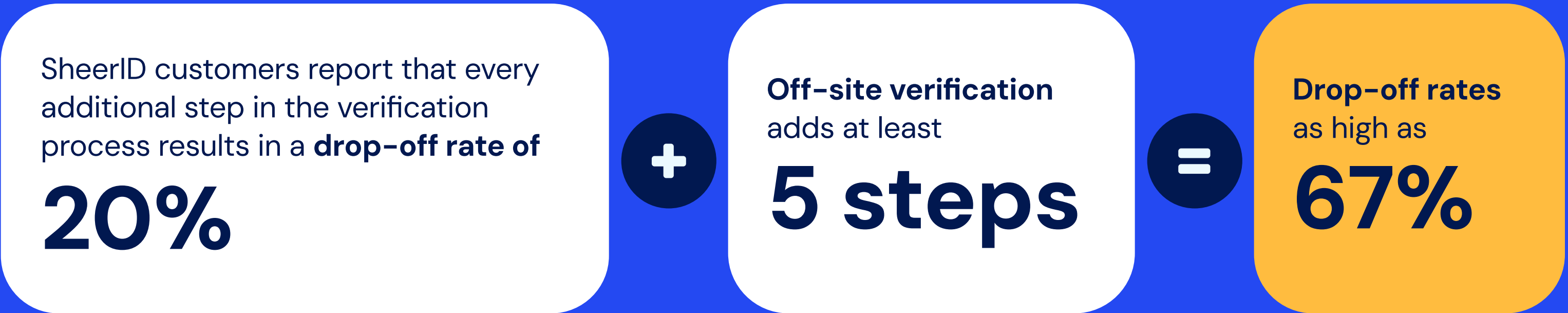
Giving groups like **students**, **essential workers**, and **educators** an exclusive offer and using affiliates to promote it is a highly effective way to win key audiences. Consumers love exclusive offers and affiliate marketing is a great channel for them.

But if you're sending customers away from your website to get verified for an offer, you're limiting your potential to drive revenue and customer lifetime value. **Off-site verification** may seem practical and harmless, but it costs more, reduces conversions, and gives the verification providers control of your customers' data and relationship with them.

SheerID's Audience Data Platform (ADP) gives you the best of both worlds.



The Hidden Cost of Off-Site Verification





 Educators

When you use affiliates to drive customers to your offer and integrate in-brand verification into your website, you create transparent and secure opt-in experiences that drive engagement and build trust. Our ADP helps you do this across all your channels, so you can get the most out of all your affiliate partners.



SheerID customers saw
337% ROI
in less than six months.



 Essential Workers



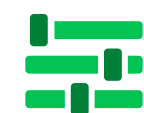
Why Use SheerID's ADP to Verify Your Affiliate Offers On-Site



1

Own Your Customer Experience

With our ADP, offer verification is seamlessly integrated into your purchase process and becomes a direct extension of your brand. This enables you to:



Create a CX and messaging that delivers your ideal brand experience.



Increase brand trust by limiting customers' exposure to third-party data breaches.



Create a stronger emotional connection with customers by explicitly tying the joy of receiving your offer to your brand.

When customers are sent off-site to get verified, they have to create a separate account with the verification provider and often associate the offer with them, which undermines your ability to form direct and meaningful customer relationships.

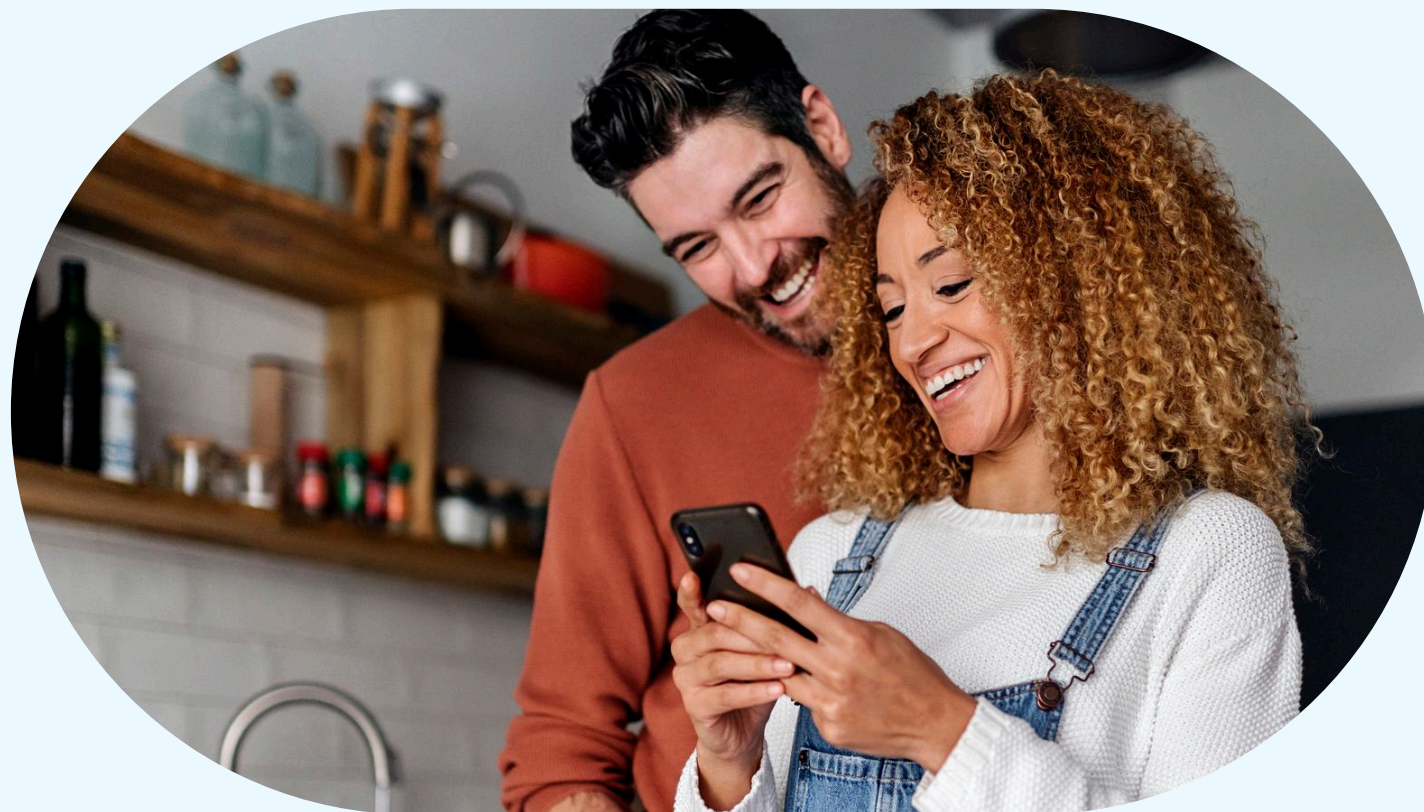




2

Increase Your ROI

Verifying customers on-site with our ADP creates a frictionless process that drives more conversions. [And on-site verification optimizes your ROAS](#) by enabling you to convert customers who are already on your website without having to pay outside commission fees. This drives more revenue and lowers your CAC.



Brands that use SheerID to verify their exclusive offers see up to

70% new-to-file customers.

3

Own Your Customer Data and Drive Greater Loyalty

Our ADP helps you drive **customer loyalty** by giving you full ownership of the **permissioned data you collect** and enabling you to stream it directly to **400+ martech platforms with our CRM Sync**. This enables you to enrich your customer profiles with meaningful attributes you can leverage to re-engage customers—even those who were ineligible for your offer—with personalized campaigns that nurture their loyalty.

Most importantly, SheerID never monetizes the customer data that you collect by selling it to other brands or using it to market their offers, including your competitors.



4

Amplify Your Offers and Streamline Campaign Tracking

When you integrate our ADP into your purchase process, you can raise the visibility of your offer by partnering with an **unlimited number of affiliates that align with your audiences**, like [Save the Student](#), [Health Services Discounts](#), and [Discounts for Teachers](#). Brands have reported 3x more traffic when they use multiple affiliates instead of just one.

Centralizing verification on your website also gives you a single source of truth for all the channels you use to promote your offer. This makes tracking the marketing impact of your offer and channels easier and more efficient.



Brands that use SheerID for an in-brand verification experience have reported

15% more traffic through the conversion process.



5

Maximize Your Reach

Our ADP enables you to market your offer to every eligible member of your target audience, not just customers who have created an account with an off-site third-party verification provider. This gives you the opportunity to engage and verify consumers in hundreds of different audiences, including:



5 million essential workers in 11 countries.



47 million healthcare workers in 15 countries.



21 million educators worldwide.



700 million students worldwide.



Using SheerID doesn't just save us time and generate revenue, it allows us to support the wellbeing of customers who give our communities so much. We're building customer loyalty in a way that fulfils our brand's mission.

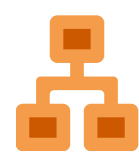
Sean Condon, VP of Omnichannel



Comparing Your Offer Verification Options

SheerID's ADP

Off-site verification providers



User Experience

Customers are instantly verified in a seamless experience that keeps them fully engaged on your website.

Customers have to complete a 5-6 step process to create an account and then get verified before they can redeem the offer.



Customer Data

You own and control customers' permissioned data, which you can stream to 400+ martech platforms. SheerID doesn't remarket, sell, or share verified customer data.

Off-site providers may not share the verification data they collect and sometimes monetize it on behalf of other brands, including your competitors.



Marketing Reach

Reach your entire audience by marketing to them through any channel and affiliate.

Reach only the members of your audience who have created an account with the provider and opted in.



Cost

You pay only a verification fee and keep the revenue from every sale.

You pay for verification fees plus up to a 10% commission on each sale for both new and returning customers.



Deployments

Deploy to online, mobile, in-store, and loyalty programs.

Deployments are limited to online integrations.



Learn How SheerID Can Help You Maximize Your Affiliate Program ROI

Let's Talk