

How Apparel Brands Can Acquire Loyal Customers

Retailers face fierce competition, and the end of third-party data is making things worse. That's why leading apparel brands are using SheerID's Identity Marketing Platform to deliver gated, personalized offers to capture new customers and their zero-party data—personal information they willingly and directly share. Verifying an offer with SheerID gives you data you can trust and use to re-engage customers, reduce churn, and nurture their loyalty.

SheerID's Identity Marketing Platform enables leading brands to:

Grow
Conversions by

3x

Increase Return on
Advertising Spend to

20:1

Drive

15%

Total Sales in
Just 25 Days



The Advantage

SheerID instantly verifies consumer-provided data so marketers can do bold things.

SheerID's verification engine provides:

- Instant response.
- Reliability.
- Seamless customer experience.
- Scalability.
- Trust.

Verified consumer-provided data is valuable because it is:

- Opted-in.
- Identity based.
- Self-attested.
- Owned.

So as a marketer you can:

- Break through a noisy marketplace.
- Reward tight-knit communities.
- Build durable relationships.
- Activate word-of-mouth.
- Create instant trust in a digital world.

Leading Apparel Brands
Powered by SheerID



L.L.Bean



ROTHY'S

Madewell

vineyard vines



ASICS wanted to support workers on the frontlines by giving them exclusive offers. To deliver the discounts at scale, the company used SheerID to verify a customer's eligibility and the data they provided when they redeemed the offer.

The campaign generated a 100% increase in conversions and drove 26,000 purchases and 15% of total sales for the month in just its first 25 days. Even better, these customers had an average order value (AOV) that was \$12 more than customers who purchased without the discount.



Educator and college students are two consumer communities that greatly align with Madewell's brand. To acquire and retain them, Madewell gave them an exclusive discount and used SheerID to verify their eligibility and tie the program to Madewell Insider, the company's loyalty program.

Now, shoppers simply create a Madewell Insider account and provide basic information that SheerID digitally verifies. This gives Madewell high-quality data and ensures the discount will be automatically applied to a customer's future purchases. It also ensures that customers receive free shipping, early access to special events, and a host of other benefits that endear them to the Madewell brand.



Using SheerID to digitally verify every shopper helped us acquire new customers, increase loyalty, and ensure the program was profitable.

Matt Gehring

SVP of Growth



Target Other High-Value Consumer Communities:

*Only available in the US



Student



Educator



Military



First
Responder



Healthcare



Age



Identity



Business



Employment



Professions



Membership