



3 Reasons Why Verified Offers Outperform Blanket Discounts

This holiday season, don't let your customers disappear.

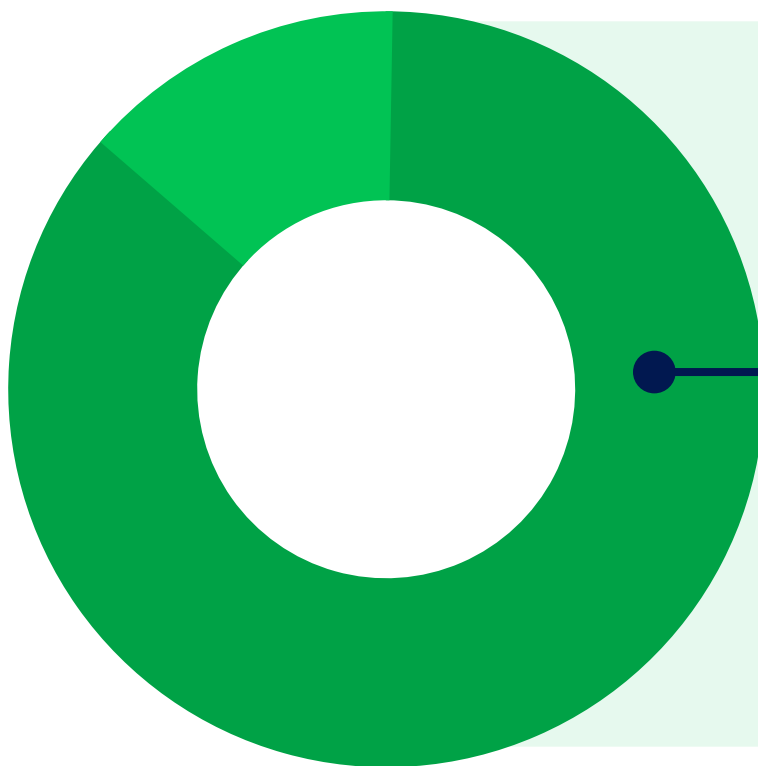
Seasonal campaigns that offer blanket discounts lead to a single transaction, then—poof!—your customer data vanishes. But what if holiday success led to lasting loyalty? Through data-driven verified offers, you spark a permissioned value exchange between you and consumers. Now you can gain invaluable insights and re-market with purpose long after the tinsel comes down.



1

Blanket discounts lead to lost opportunities.

Most seasonal campaigns end in a single transaction and the customer data disappears with it. You're essentially paying for an acquisition but losing visibility, making it impossible to re-engage that customer directly.



87%
of marketers say data is their company's most underutilized asset¹

2

Blanket offers result in a sale – not high customer lifetime values.

With exclusive, verified offers, you gain valuable insights into who your customers are, transforming single transactions into lasting loyalty built on a foundation of privacy, trust, and meaningful connection.

40%

more revenue generated from companies that master personalized interactions compared to their average competitors, according to [McKinsey & Company](#).

2-4x
HIGHER CLV with verified audiences compared to general promo redeemers

3

Verified offers drastically reduce future customer acquisition costs.

The costs of acquiring customers continues to climb. When you use verified offers and own and control all of your customer data, you can re-market with purpose and reduce ongoing acquisition costs.

70%



repeat orders meant one brand was consistently paying commissions on existing customers through a third-party promotion platform, a direct result of not owning their data.

83% reduction in customer acquisition costs when first-party customer behavioral data is incorporated into marketing strategies.²

Ready to see how [verified offers](#) can transform your holiday campaigns and drive lasting customer loyalty?

[Learn More](#)