SheerID | RETAILDIVE

Verified Consumer Data Is the New Loyalty Currency

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Loyalty isn't built on points and perks — it's built on relationships. And growing long-term customer relationships starts with inviting them into your brand and then truly getting to know them.

That's why **verified consumer data is becoming the new currency of loyalty marketing. And why permissioned data – information consumers intentionally and explicitly share with a brand - is the gold standard of consumer data.**

Brands relying solely on transaction history or inferred behavior are missing critical insights. Knowing what a customer bought doesn't tell a brand much about who that customer is, or what would motivate them to buy again — and it doesn't provide the brand with any meaningful attributes they can use to personalize their engagement.

When brands invite a customer to share permissioned data — like their age, occupation, military status, or student affiliation — they can deliver relevant offers, unlock deeper engagement, and grow lifetime value. Verifying the data ensures that it's accurate and actionable.

"The brands that are treating their customers properly are understanding who each one is as an individual — and they're not solely relying on the transaction-level information that they have about each person to do that," says Lara Compton, SVP of Marketing at SheerID. "They're taking the opportunity to understand and verify a few critical pieces of data about each person, which enables them to provide that person with more relevant, targeted information and services."

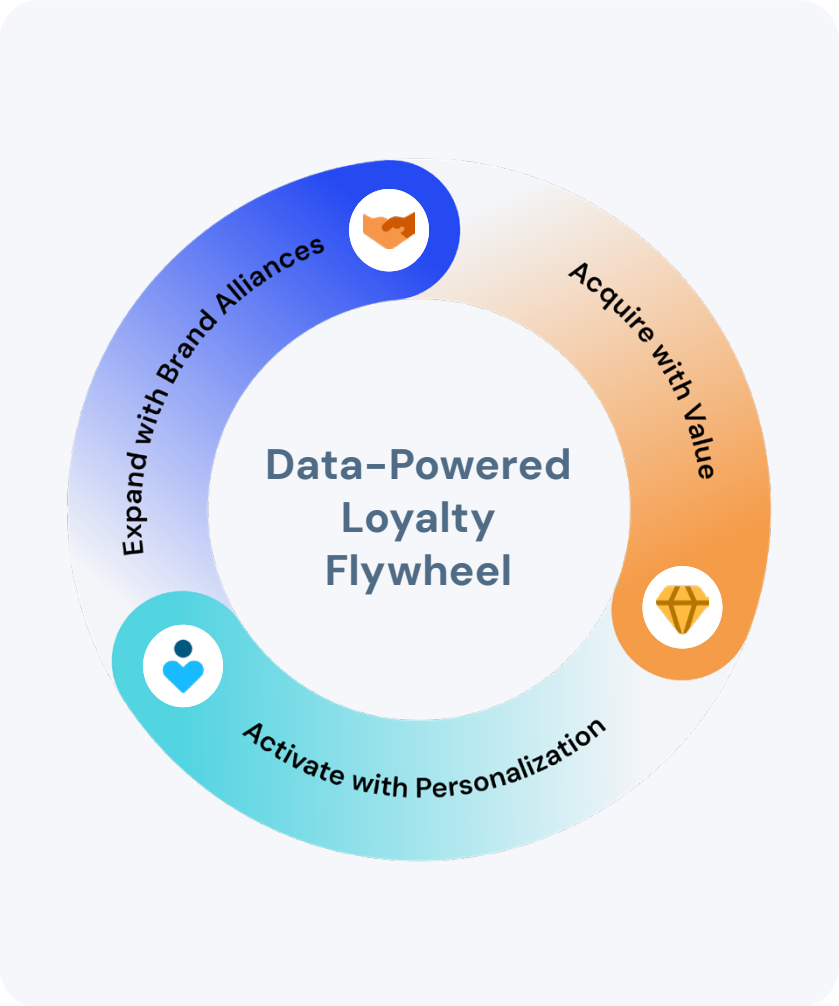
The Data-Powered Loyalty Flywheel

Collecting and verifying permissioned data isn't just a one-time tactic — it's the fuel that powers a loyalty engine. This "Data-Powered Loyalty Flywheel" is SheerID's three-part framework for building lasting customer relationships that drive revenue and retention.

The Data-Powered Loyalty Flywheel has three core stages:

1. **Acquire with Value.** Offer exclusive, high-value offers in exchange for permissioned data and verify its accuracy.
2. **Activate with Personalization.** Enrich martech and adtech platforms with these verified customer attributes to deliver relevant messaging and offers.
3. **Expand with Brand Alliances.** Use the verification process to power joint promotions, unlock new audience segments, and extend loyalty program reach.

Each stage builds on the last — creating a self-sustaining loop that deepens customer connection and drives long-term results.



STAGE 1

Acquire with Value

Collecting permissioned data starts with a meaningful exchange

Knowing only basic data like a customer's name, contact information, and transaction history limits what brands can do to engage them. In a highly competitive ecommerce landscape, in which consumers expect ever-more personalized outreach, product recommendations and mass offers only go so far.

When a customer shares just a few critical pieces of permissioned data — such as their age, occupation, or affiliation with a group like students, teachers, or members of the military — a brand can connect with that customer in more personalized, targeted ways. But brands have to **offer meaningful value to customers to earn this information.**

> "You have to make sure that a value-add component is there so consumers are willing to provide their information. And once they have provided it, you need to celebrate and honor that you received that information in how you engage with them — so that it's not transactional, but rather about building individual relationships."
>
> **LARA COMPTON,**
> SVP of Marketing at SheerID

Providing exclusive offers, such as one-time-use discounts, is a popular and effective way for a brand to motivate customers to share their data. Among younger consumers, exclusive offers are almost expected, as 58% of Gen Z would check to see if a brand offers a young adult discount before purchasing from it.

But without seamlessly verifying that data, exclusive offers can backfire — causing friction and drop-off.

For example, many brands verify eligibility for a student offer by asking consumers to provide a .edu email address, but this is an unreliable and audience-limiting method. Not all students receive a .edu email address, and many students retain theirs well after they graduate. And brands that want to verify Gen Z shoppers for an age-exclusive offer might send consumers to a third-party app or site, which adds friction and unwelcome steps to the customer experience.

"The more layers you add to a checkout process, the more likely customers are to drop out from it," says Chris Oliveira, Sr. Product Marketing Manager at SheerID. "You want to both minimize the steps involved, and own the customer experience throughout."

TAKE ACTION →

Simplify offer redemption with instant verification within your own brand ecosystem

Make sure that you verify the permissioned data you collect through an easy, low-friction process.

Use SheerID's Audience Data Platform (ADP) to instantly verify permissioned data through your own branded website, POS system, or mobile app so you can provide a seamless experience for shoppers redeeming exclusive offers at checkout. SheerID's ADP verifies demographic, professional, occupational, and psychographic traits using 200,000+ authoritative data sources so you can be confident the permissioned data you collect is accurate.

Exclusive Offers Expand User Bases

Peacock leveraged SheerID's ADP to launch an exclusive student offer — and brought in nearly a million verified students.

STAGE 2

Activate with Personalization

Fuel marketing with high-value data

Engaging shoppers takes more than just capturing and verifying permissioned data. Brands need to **integrate this data into their martech and adtech platforms and use it to power personalized outreach.**

Knowing a customer is a teacher, for example, opens up opportunities to provide them with timely, relevant, high-value offers — such as discounts during the back to school season, or for Teacher Appreciation Month in May. These kinds of offers drive loyalty, with **68% of educators** saying they are more loyal to brands that give them an exclusive offer.

But brands can't act on those opportunities unless the customer's professional-status information is appended to their profile in the brand's martech and adtech solutions.

Audience Marketing Programs Boost Loyalty
Michaels was able to digitally verify 200K customers and give them access to discounts for teachers, military, and seniors — resulting in increased customer loyalty.

"You can use your understanding of a customer's teacher status to create an entire personalized experience for them, with tailored messaging and timely offers aligned to the school year," says Oliveira. "But to do that kind of personalization and precise targeting at scale, you need to enrich your CRM (customer relationship management solution) and all of your other marketing systems with verified, permissioned data."

TAKE ACTION →
Automatically populate your martech stack with verified, permissioned data

Start using critical pieces of permissioned data to personalize how you engage customers by first ensuring that data is not limited to a single solution in your marketing stack.

Use **SheerID's ADP** to instantly route verified, permissioned data to 400+ martech and adtech platforms and append it to your customer profiles, so you can use it to immediately fuel personalized experiences and precise customer outreach.

STAGE 3

Expand with Brand Alliances

Embrace cross promotions at scale

Personalization alone won't cut it anymore. **Brands need to co-create value — and audience reach — through brand alliances.**

For example, by providing personalized, branded offers to verified members or employees of aligned organizations, a brand can reach new audiences and engage individuals in those audiences with targeted content, employee perks, or exclusive member offers.

Linking a brand's loyalty program information with that of trusted, complementary partners – and verifying that customers belong to both programs – can also create opportunities to drive program growth and enhance the experiences the brand offers members.

"Consumers are more loyal to brands that offer meaningful, relevant rewards," says Compton. "Aligning with like-minded partners creates compelling reward opportunities and additional paths to loyalty for customers, helping brands unlock new value."

What a Joint Promotion Looks Like in Action

A clothing brand that sells the merchandise of a sports team wants to get that team's gear into its fans' hands.

Launching a joint promotion to the team's fan club enables the clothing brand to:

- Cross-reference its loyalty program member list with the team's fan club member list.
- Identify fans within the brand's loyalty program and market the team's gear to them.
- Create and launch incentives for non-member fans to join the brand's loyalty program and shop the team's gear.

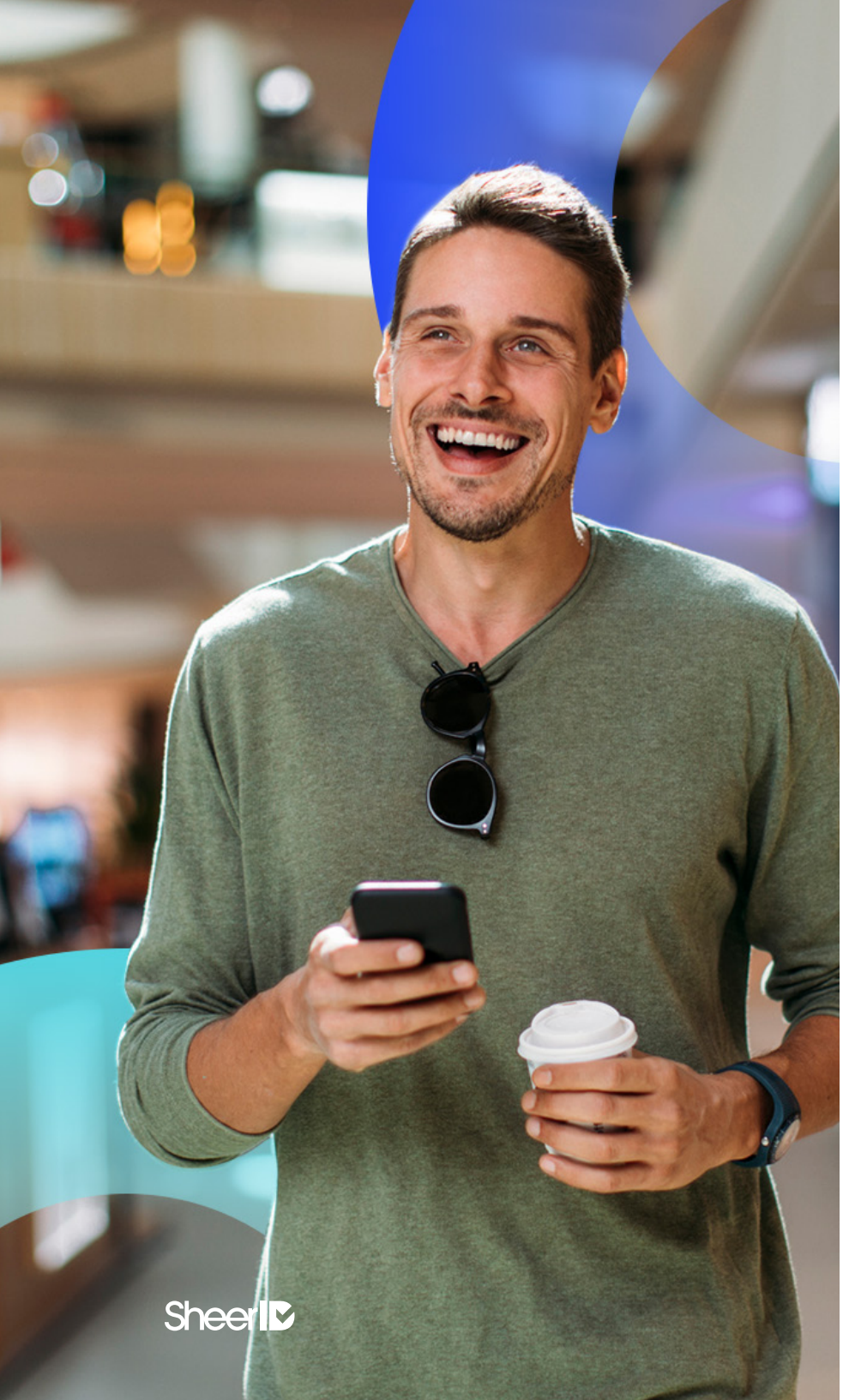
TAKE ACTION →

Launch joint promotions to multiply reach

Use **SheerID's Alliance Network** to quickly launch joint promotions across all your brand partners with just one integration. Use co-branded landing pages and seamless authentication flows to verify membership, build trust with consumers, and make program enrollment and offer redemption easy.

4 Keys to Successful Partner Marketing

- Identify brand partners that have large audiences you want to target.
- Create shared incentives for individuals in that audience to engage with your brand.
- Link programs to deliver offers to individuals in that audience.
- Gather verified information from cross-promotions to inform customer outreach.



Verified, permissioned data is the fuel for more relevant, targeted offers and services for customers

To stand out and win customer loyalty in a crowded ecommerce environment, brands need to build relationships on more than just transaction-level information and basic data.

Knowing customers and personalizing their experiences is essential — and requires a strategy powered by the Loyalty Flywheel. By leveraging exclusive offers to collect verified, permissioned data, using it to activate personalized outreach efforts, and expanding to new audiences through brand alliances, brands can drive revenue and retention.

Verified, permissioned data is your brand's edge. SheerID helps you collect and activate it — with confidence, at scale, and across every stage of the customer journey.

To learn more about fueling growth and driving loyalty with verified, permissioned data, go to **sheerid.com**.

Learn More

SheerID is trusted by hundreds of the world's most admired brands–including Amazon, Spotify, T-Mobile, and The Home Depot–to enable exceptional experiences by engaging the right customers, limiting offer abuse, and fueling precision-driven outreach to propel revenue and loyalty. SheerID's Audience Data Platform instantly verifies high-value audiences and appends the permissioned consumer attributes to 400+ martech and adtech platforms. The Audience, Alliance, and Affinity Networks allow brands to engage verified audiences using 200k+ authoritative data sources, their own data sources, and cross-promotion via aligned companies, respectively.

Founded in 2011, SheerID is **ISO** and SOC 2 Type 2 Certified and does not sell or rent verified customer data. SheerID is backed by Fortson VC, Brighton Park Capital, Centana Growth Partners, Voyager Capital, and CVC Growth Partners. For more information, please visit **SheerID.com** or follow us on **LinkedIn**.

Learn More

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Learn more