

2025

SheerID Customer Award Winners

Celebrating the innovative work of brands
that inspire the SheerID community.



SheerID 

Beacons of Innovation and Growth

At SheerID, we're dedicated to helping our customers reach their goals and build real connections with the audiences that matter most to them.

Every day, our customers are doing remarkable work—creating programs that don't just drive transactions, but forge genuine connections and lasting loyalty. That's why we created the Best of SheerID Customer Awards—to shine a spotlight on the brands that are raising the bar for the marketers everywhere.

Our winners are leading the way with innovative strategies that are redefining customer acquisition and loyalty. Their work serves as both inspiration and a benchmark for what we all can achieve when purpose and innovation collide.

We hope their stories help you reimagine what's possible when a team moves beyond basic segmentation to build lasting, loyal relationships with its audience.

Congratulations to all of our winners and nominees.

They are our North Star for what great marketing looks like, and we're excited to see where they go next.



Rebecca Grimes
Chief Revenue Officer
SheerID

Meet the Judges



Michael Camponovo
Senior Director,
Customer Success



Lance Madynski
Vice President of Sales,
Americas



Lyn Pangares
Vice President,
Growth Marketing



Devin Poe
Director of Professional
Services



Jodie Thiel
Senior Marketing
Strategist



Uber

VISIONARY AWARD

VISIONARY AWARD

Honoring a brand that leverages originality and creativity to flawlessly execute an innovative audience verification strategy that delivers measurable impact.

WINNER: UBER

For its Emmy-winning Brian Cox Goes to College campaign.

Using Humor to Win Students —and an Emmy

Uber began as a rideshare app and quickly grew into a global transportation force, reshaping everything from daily commutes to how dinner is served. When the company wanted to engage the next generation of riders with Uber One for Students, it brought that same innovative spirit to their partnership with SheerID.

The company designed a generous offer: a \$4.99 monthly membership, \$0 delivery fees on eligible orders from restaurants and stores, 5% off on eligible rides, and savings on Uber Eats orders. It made the offer available in 15 offers across four regions, with plans to strategically drive customer acquisition during key moments like back-to-school season.

When it came to promoting the program, Uber pulled out all the stops.



Uber proves that student programs don't have to follow the playbook. They transformed what could have been a simple student offer into an Emmy-winning cultural moment.



Jodie Thiel
Senior Marketing Strategist, SheerID



VISIONARY AWARD

 Uber

VISIONARY AWARD

The company knew that students crave brands that feel both authentic and unique, so **they made a bold choice for the face of their campaign:** Brian Cox, who starred as Logan Roy, the powerful and ruthless patriarch in HBO's hit series, Succession.

In a **hilarious commercial**, the actor plays Brian, a cantankerous and sarcastic retiree who enrolls in college only so he can qualify for Uber One for Students. The piece illustrates Uber's value proposition through clever comedic moments that naturally forge an authentic connection with students. It was so skillfully drawn it **won the 2025 Emmy Award for Outstanding Commercial**.

It was also highly effective. **Uber's brand awareness surged 7% in the US** and an even more impressive **15% in Canada**. The commercial helped Uber One for Students surpass its acquisition targets, and cemented the campaign as both a cultural triumph and a marketing success.

**54%**

of 18-24 year olds are monthly active users of at least one **food delivery app**

Source: GWI

**39%**

of students used **takeaways/takeout** in the last month.

Source: GWI

Uber

VISIONARY AWARD



Brian Cox Goes to College - Full Length | Uber One

BBS BBS
21 subscribers

Subscribe

322 Likes, Dislike, Share, and More options

RESTAURANT DIVE Deep Dive Opinion Library Events Press Releases Topics

DIVE BRIEF

Uber adds student discount, restaurant lists in latest product rollout

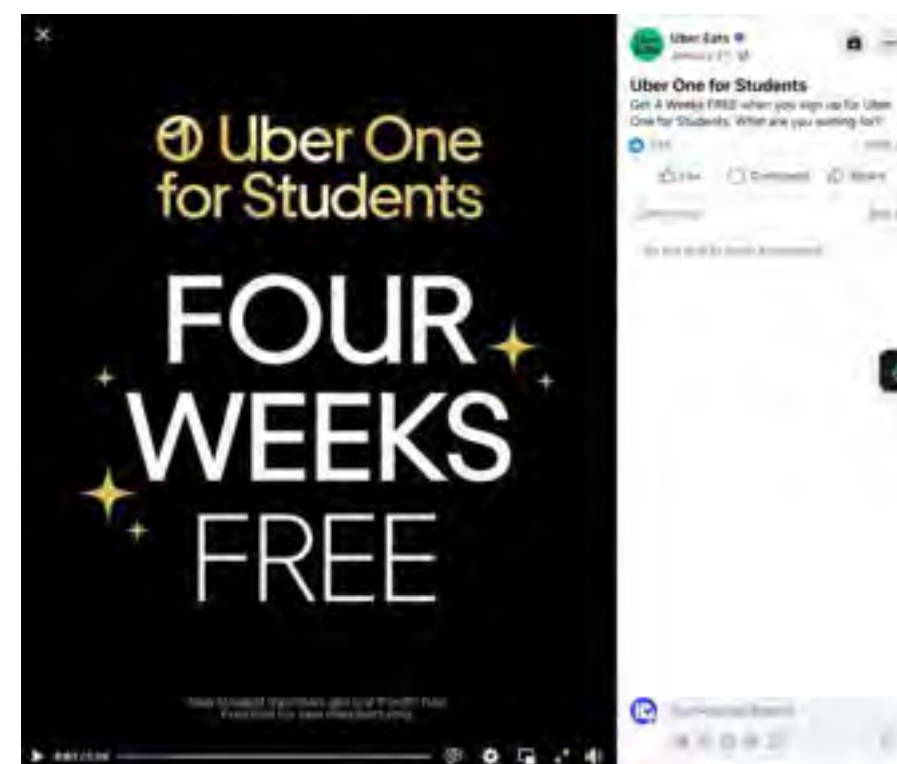
As part of Uber's Go-Get 2024 event, the company said it will soon allow Uber Eats users to curate and share lists of their favorite restaurants from the app.

Updated May 15, 2024

John L. Pearson Senior Reporter



Uber rolled out lists for Uber Eats, as seen in far left, and Uber One for Students, right two panels, as part of its Go-Get 2024 product launch in May. Screenshots provided by Uber.



Uber's award-winning creative used humor to forge a deep connection with students.

RUNNER UP

sleep  number®

VISIONARY AWARD

RUNNER UP: SLEEP NUMBER

*Sleep Number expanded its support for the military by turning its seasonal military discount into an evergreen offer that **deepened the brand's connection to that community** and everyone who supports them. And the marketing team's investment in high-value channels—particular email retargeting and prominent placement during three NFL "Salute to Service" games—drove significant revenue growth and solidified the program's strategic and commercial success.*



intuit®

COMMUNITY CHAMPION

COMMUNITY CHAMPION

Celebrating a brand whose unparalleled commitment to an audience it verified made a real-world impact on the lives of its members.

WINNER: INTUIT

For its Food Truck Program that empowers high school students.

Building the Next Generation of Entrepreneurs

Intuit is a global fintech company with nearly 100 million customers who use its signature platforms, including TurboTax, QuickBooks, and Mailchimp. Intuit's mission is to power prosperity around the world, and it works tirelessly to find new and innovative ways to fulfill it.

One of the most inspiring examples is Intuit's Food Truck Program—a free work-based program that gives high school students hands-on training in running a business. The company provides a curriculum for students, along with fully-equipped food trucks, grants, and products. **The program encourages students to become entrepreneurs by helping them develop skills in culinary arts, marketing, accounting, and more.**



Intuit's Food Truck Program exemplifies true community impact—equipping high school students with real-world opportunities, professional tools, and job-ready skills. Their commitment to serve 50 million students by 2030 shows that the most powerful campaigns measure success in lives changed, not just conversions.



Michael Camponovo

Senior Director, Customer Success, SheerID

 **intuit**[®]

COMMUNITY CHAMPION

intuit®

COMMUNITY CHAMPION

The program also gives students free access to Intuit tools such as QuickBooks Online and Mailchimp, so they can build genuine, job-ready skills and prepare for Intuit software certifications.

The program fits squarely into “Intuit for Education,” a free, financial literacy program that raises brand awareness through education. Intuit measures the Food Truck program's success by the impact it has, and is on track to **meet its goal of serving 50 million students by 2030.**



Intuit supports the next generation of entrepreneurs—and users—with hands-on tools and real-world skills.



RUNNER UP



COMMUNITY CHAMPION

RUNNER UP: MILITARY FAMILY ADVISORY NETWORK

One in four service members struggle with food insecurity. When that crisis was intensified by last year's government shutdown, the Military Family Advisory Network (MFAN) launched the Emergency Grocery Support Fund to deliver food boxes directly to military households.

*Within days, tens of thousands of applications poured in. Verifying eligibility would have overwhelmed the organization, but it was able to leverage [SheerID's Audience Network](#) to instantly confirm an applicant's military status. **Within 72 hours, MFAN verified more 50,000 families,** ensuring the food boxes reached only the families they were intended for.*



LOYALTY LEADER

LOYALTY LEADER

Celebrating a brand that excels at building enduring audience loyalty by creating exceptional customer experiences across all channels.

WINNER: ULTA BEAUTY

For its masterful omnichannel Student Perks program.

Creating a Community of Brand Advocates

Ulta Beauty, a major American retailer for beauty products, is committed to using the power of beauty to unleash the possibilities that lie within each of us. And the way it integrated student verification into Ulta Beauty Rewards **unleashed the full potential of that audience's loyalty** through strategic, multi-channel engagement that moved well beyond a simple online discount.

As part of its back-to-school campaign, Ulta hosted immersive campus activations like its "College Glow Up Tour," in which an orange-pink Ulta Beauty truck handed out free products and branded merchandise. And it supported those efforts with targeted email and social promotions designed to maintain year-round engagement.



LOYALTY LEADER



Ulta Beauty understands that true loyalty isn't bought with discounts—it's earned. When your Homecoming campaign sparks 4.4 million organic TikTok views, you're going beyond marketing—you're building a community.



Lyn Pangares
VP of Growth Marketing, SheerID



LOYALTY LEADER



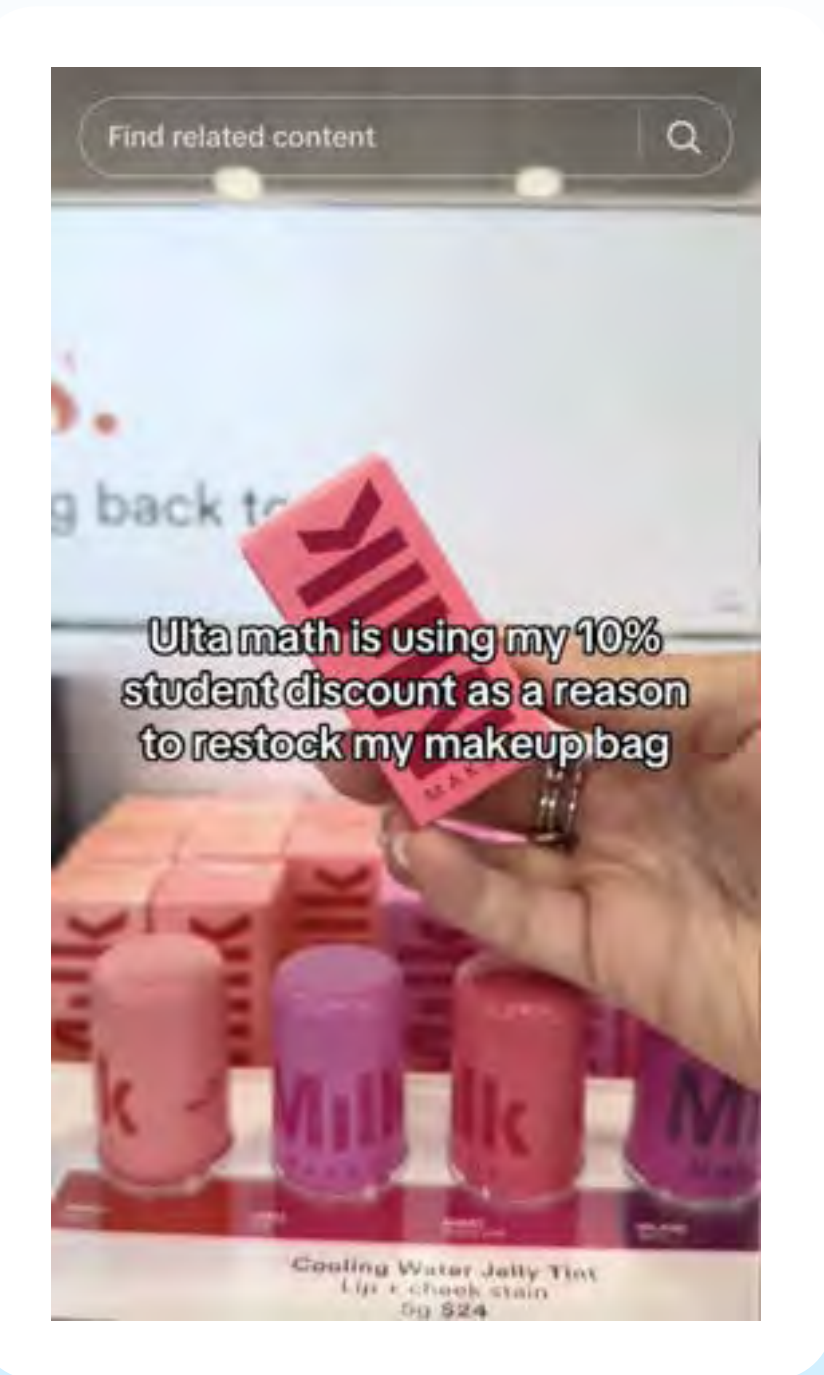
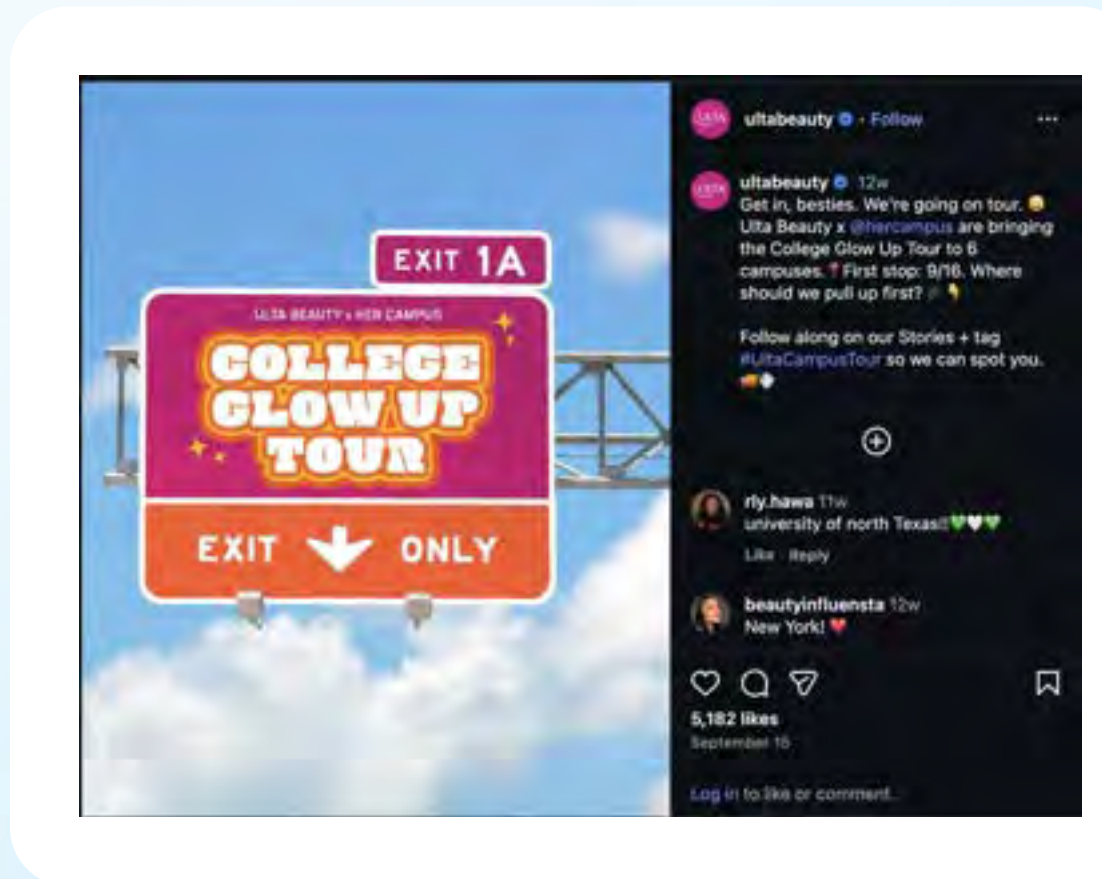
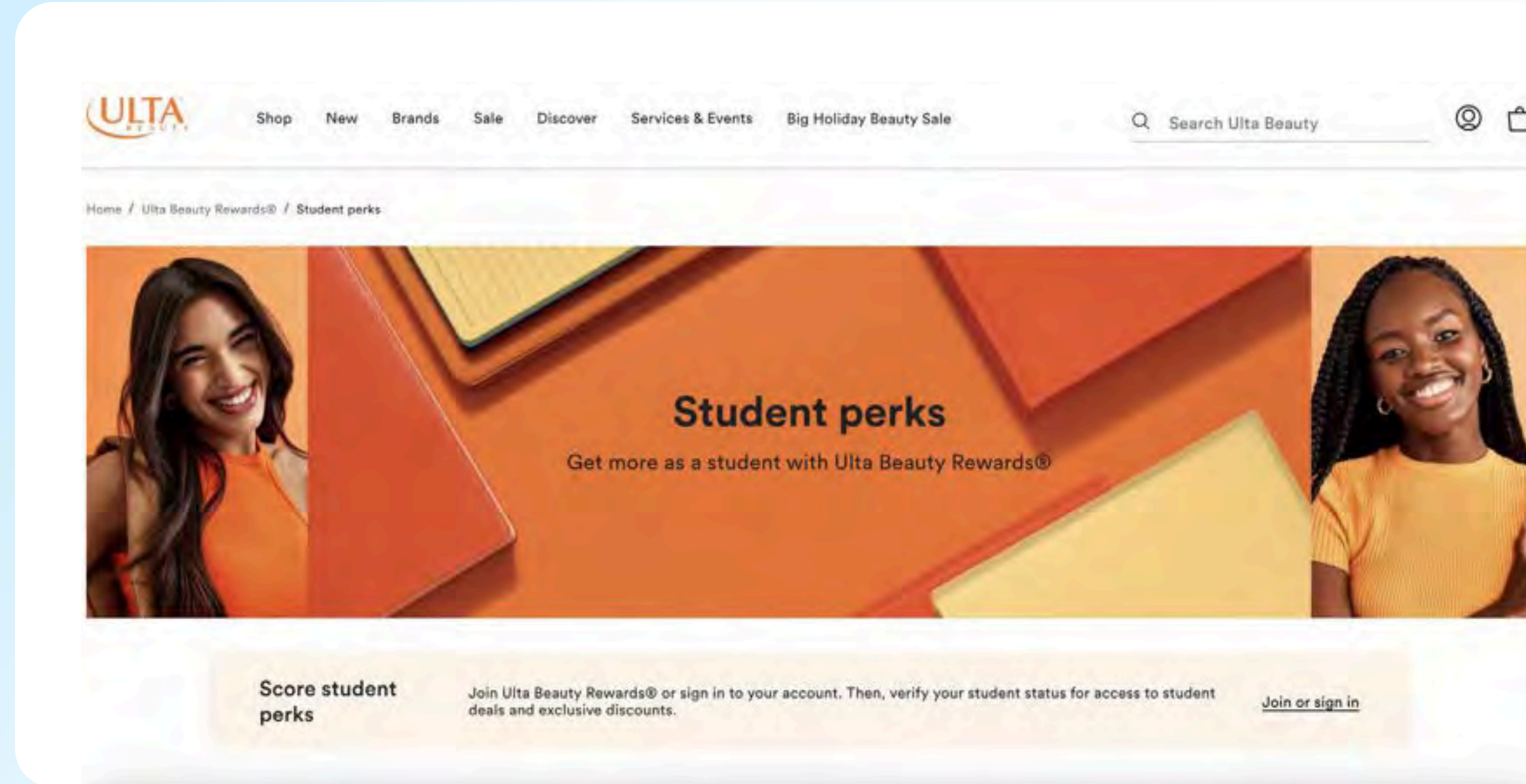
The program's success is best illustrated by the excitement that Ulta's Homecoming Gift with Purchase campaign ignited across TikTok. Several posts generated one million views, with one post **driving nearly 4.5 million views**. It was viral marketing at its best, with students becoming brand ambassadors simply by expressing their genuine enthusiasm for Ulta in a way that was naturally amplified.

But what truly sets Ulta's program apart is the team's decision to break student accounts out from parent-linked memberships. This operational change put students fully in charge of their rewards, which fostered an emotional connection and direct relationship with them that drove individual account growth.

All told, Ulta's campaign is a terrific example of how **engaging an audience with thoughtful personalization can nurture lifelong brand advocates**.



LOYALTY LEADER



Ulta is creating lifelong brand advocates through immersive campus experiences and personalized rewards.

RUNNER UP

STEVE MADDEN

LOYALTY LEADER

RUNNER UP: STEVE MADDEN

Steve Madden transformed its student ambassador program by empowering campus representatives to become micro-influencers and localized content creators. Ambassadors drove sales through authentic TikTok and Instagram stories that included unique referral links—a smart way to connect peer-to-peer influence directly to commerce.

This social-first approach broke records in September, driving 36% more student and young adult verifications month-over-month than in 2023. And year-over-year verifications jumped 25% in 2025 and another 13% in 2025, proving that empowered Gen Z influence translates directly to measurable sales.



SHE LEADS THE WAY

Imke Rodermans
Project Manager, Marketing IT

SHE LEADS THE WAY

Honoring a visionary woman who drives ecommerce excellence through the successful implementation of a SheerID-driven initiative.

WINNER: IMKE RODERMANS, DPG MEDIA

For her work connecting DPG Media to its next generation of customers through its Student Free Campaign.

Dedication to a Mission Delivers a Big Win

DPG Media is a European media company that inspires 15 million people with news, entertainment, and online services. In 2025, the company wanted to more **deeply engage the next generation of viewers**—a decision fueled by DPG’s broader mission to share quality journalism with young people.

To accomplish this, the company launched Student Free, a program that **gives students ages 16–25 free digital access** to all 13 DPG news titles across the Netherlands and Belgium. Imke Roderman, DPG’s Project Manager, Marketing IT, led the initiative and her commitment made it thrive.



SHE LEADS THE WAY

Imke Rodermans
Project Manager, Marketing IT



Imke was the best partner we could have imagined. She's effortlessly collaborative—proactive, organized, and consistently solution-oriented. What made working with her even more rewarding was her genuine commitment to sharing quality journalism with young people.



Dan Sambrook
Senior Customer Success Manager – EMEA, SheerID



SHE LEADS THE WAY

Imke Rodermans
Project Manager, Marketing IT

Imke wanted to reposition DPG Media as modern, accessible, and socially responsible, and partnered with a student-focused PR agency to drive awareness through earned media coverage and targeted social campaigns on TikTok and Instagram. Her finely-tuned integration of DPG's channels with the agency's national PR push ensured the offer gained immediate traction across every touchpoint.

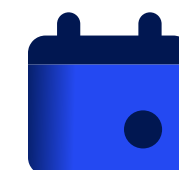
Imke's hands-on approach drove the campaign's success. Her dedication is best illustrated by the moment when, while riding a train, she captured the real-world impact of Student Free by snapping a photo of a young person verifying their eligibility for the program.

Imke's solution-oriented style also made cross-department collaboration effortless. Her team calls the Student Free campaign one of their most successful launches ever—a testament to Imke's ability to turn ambitious goals into exceptional results.



67%
of 18–24-year-olds
consume news **digitally**

Source: GWI



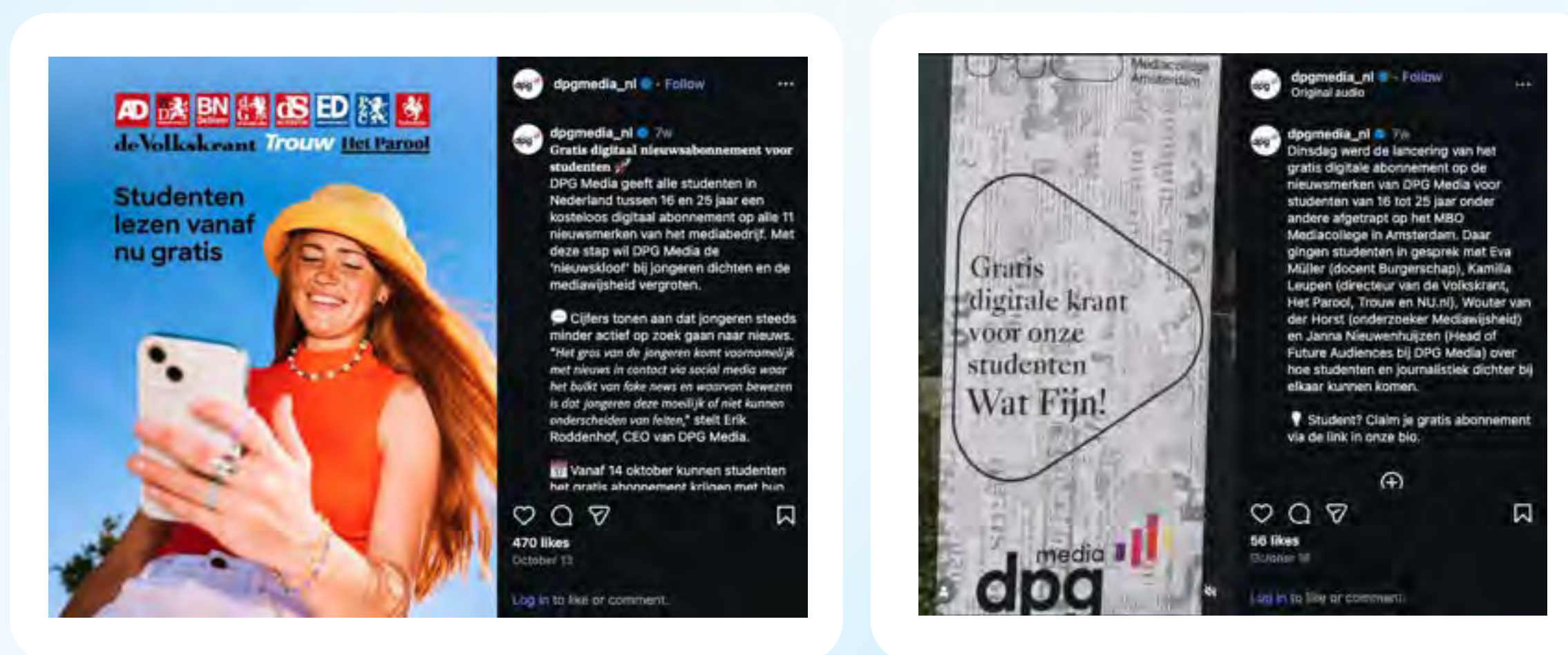
85%
of 18–24-year-olds
consume news **weekly**

Source: GWI



SHE LEADS THE WAY

Imke Rodermans
Project Manager, Marketing IT



Imke's innovative leadership drove engagement with DPG Media by making news modern, accessible, and essential for students.



RUNNER UP



peacock

SHE LEADS THE WAY

Chelsea Amaro
Product Manager



RUNNER UP: CHELSEA AMARO, PEACOCK

Chelsea Amaro, Peacock's product manager, transformed audience verification into a new standard for Peacock's e-commerce excellence.

When Peacock saw nearly a million customers were verified for its student program, the company wanted to expand it to include healthcare workers. Chelsea's brilliance was in unveiling St. Denis Medical, Peacock's mockumentary comedy series, as a centerpiece of the campaign.

She recognized that the new show was a high-value touchpoint for healthcare professionals, and leveraged it through personalized messaging that drove rapid conversions. In Chelsea's hands, the show became the launchpad for a targeted acquisition initiative that delivered exceptional results.



**Harvard
Business
Publishing
Education**

CAMPAIGN EXCELLENCE

CAMPAIGN EXCELLENCE

Celebrating outstanding creative campaigns that leverage verification data to achieve exceptional business outcomes.

WINNER: HARVARD BUSINESS PUBLISHING

For a flawless transition to more robust verification that delivered results.

Removing Friction at Every Turn

All SheerID customers understand the importance of verifying eligibility for their exclusive offers. For Harvard Business Publishing (HBP), that meant ensuring only verified educators could access its extensive case study library—a critical component of academic integrity. But the manual verification process the company had in place was resource-intensive, costly, and vulnerable to abuse.

HBP's implementation of SheerID's instant verification was a masterclass in change management. Using batched rollouts, thoughtful in-account messaging, and strategic email communications, HBP transitioned long-standing customers through SheerID verification with minimal friction—while also introducing annual reverification to maintain the company's ongoing eligibility standards.



CAMPAIGN EXCELLENCE



By transforming verification data into sales intelligence and executing flawless legacy user migration, Harvard Business Publishing created a system that simultaneously protects academic integrity and accelerates business growth.



Devin Poe

Director of Professional Services, SheerID



CAMPAIGN EXCELLENCE

HBP further exemplifies campaign excellence by leveraging SheerID's verification data as a strategic asset. Prior to SheerID, entering data manually resulted in inconsistent organization naming ("Denver University," "DU," "Denver Uni"), which was hampering sales reporting.

Now SheerID automatically provides clean and standardized organization data to the company's sales teams. This drives higher ROI by enabling them to more accurately identify institutional adoption patterns and **build more precisely targeted relationships.**

By optimizing and maximizing the value of its verification process, HPB has demonstrated a commitment to continuous improvement and creative problem-solving that sets a new standard for campaign excellence.



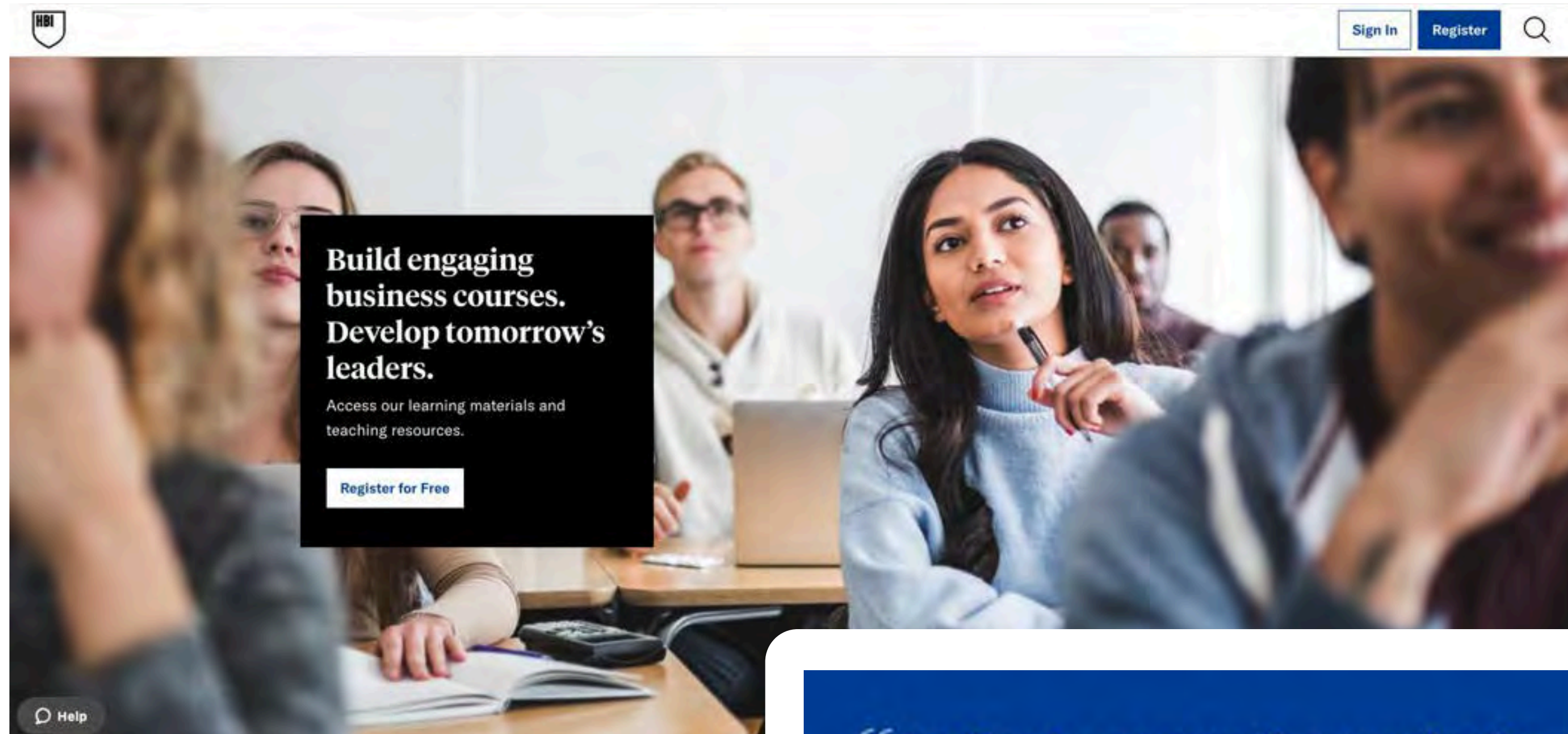
1.5M

postsecondary
faculty in the US

Source: GWI



CAMPAIGN EXCELLENCE



HBP's turned the verification data it collected into actionable sales intelligence for higher ROI.

“ I can't imagine a more versatile resource than Harvard Business Impact - everything from cases, videos to simulations are available. The advantage of teaching with HBI materials is twofold: ease of mind for the faculty and credibility for the students.



Dr. Bertrand Guillotin
Academic Director for International Business Programs at Temple University

RUNNER UP



CAMPAIGN EXCELLENCE

RUNNER UP: SOUNDCLOUD

SoundCloud earned runner-up recognition for their innovative, data-driven approach to an on-campus student campaign designed to drive awareness and subscriptions for both their Fan and Creator plans.

The company harnessed the full power of an ambassador program by correlating SheerID verification data with student brand engagement to determine which schools to target and how to create exciting on-campus promotions that directly connected creators and fans.

SoundCloud's campaign is a terrific example of how a brand can use verification data to develop experiential marketing, and how merging digital insights with passionate, on-the-ground execution can create help build a lasting brand community.

Three gold starburst icons are positioned in the top left area of the page.

Want to Become a Brand That Leads the Way?

With SheerID, You Can!

The world's most admired brands use **SheerID's Audience Data Platform** to engage hundreds of high-value audiences, acquire new customers, and use their permissioned data to drive brand loyalty. Join them! Visit [Sheerid.com](https://sheerid.com) or contact us to **schedule a demo**.

Contact Us

