5 REASONS

Subscription Marketers Choose SheerID

Economic uncertainty means marketers have to work even harder to acquire more customers. That's why leading brands like Spotify, Tableau, Bloomberg, and T-Mobile use exclusive offers verified by SheerID to attract, acquire, and retain high-value consumer communities.

01

Instant and Reliable Verification

SheerID uses 20,000 authoritative data sources to immediately confirm a customer's eligibility for your offer and the accuracy of the data they provide. This gives you high-quality data you can use to nurture customers, and it streamlines your subscription process, which optimizes conversions. When Comcast launched its student offer with SheerID, it increased student subscriptions by 6x and conversions by 91%.

02

Seamless Customer Experience

SheerID is completely integrated into your purchase process, so customer verification occurs entirely within your brand environment. Prospects willingly enter basic information into a simple form to redeem your offer, giving you self-attested data that signals high intent. And they don't have to leave your website to create an account with a third-party vendor, which reassures them that their data is safe in your hands.

03

Full Ownership of Your Customer Data

With SheerID, you own the data your customers provide during the verification process, so you can add it to your CRM and use it to deepen their brand relationship. SheerID will never use, sell, or share your data, but third-party verification providers can use it to market other offers, including your competitors'.

04

Proven Results

Using SheerID to verify your offer assures your customers it's truly just for them, which creates an emotional connection that drives purchase behavior and makes campaigns go viral. More than 90% of the consumers we surveyed said they would share a gated, personalized offer with others in their community. This word-of-mouth lowers the cost of acquiring new subscribers and is one of the reasons the brands we work with routinely see 3x conversions and ROAS as high as 25:1.

05

Well-Endorsed Trust

Hundreds of the world's leading brands use SheerID to acquire loyal customers. Our company has been a leader in identity marketing for more than ten years, our platform has verified nearly 100 million consumers, and our teams are dedicated experts committed to your success. We give you data confidence to do bold things.

SheerID Customer Success

COMCAST	headspace	NFL SUNDAY TICKET	CompTIA
Student Program	Teacher Program	Student Program	Student Program
6x↑ Subscribers	25k↑ New Subscribers	29%↑ Subscribers	20:1 ROI
91%↑ Conversions	33%↓ Reduction in Fraud	75%↑ Renewal Rate	20%↓ Reduction in Fraud

Leading Subscription Brands Powered by SheerID

LinkedIn · The Washington Post · hulu · Spotify · T-Mobile

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