

5 Questions for Evaluating an Audience Marketing Platform



A number of platforms can verify eligibility for your exclusive offer, but only SheerID's Audience Data Platform instantly verifies customers, appends their verified data to your martech and adtech platforms, and enables you to partner with other brands to amplify your acquisition and loyalty initiatives.

As you **evaluate platforms**, keep these questions in mind.





01

How can I ensure my offers reach the right audiences?

Some platforms can help you target only a few audiences, like students or the military in the US. But our ADP has an **Audience Network** that delivers exclusive offers to hundreds of high-value groups. Our **Affinity Network** amplifies your offer by promoting it to verified customers of related brands. While our **Alliance Network** further boosts engagement by linking your and your partners' loyalty programs. And with our Individual Verification Engine (IVE), you can instantly verify customers in 190+ countries.

02

How does the platform protect my offers from discount abuse?

Platforms that provide the greatest offer protection rely on authoritative data sources to verify customers. Our **ADP 200K+ global authoritative data sources**, ensuring that only members of your target audience can redeem your offer—and that the data customers give you is accurate.

For additional security, we can further configure your offer protection with industry-leading, multi-layered, adaptive verification levels that enable you to balance risk in a way that meets your business needs.





03

What kind of customer experience does your platform provide?

Unlike other platforms that use a high-friction process to verify prospects, **IVE streamlines conversions** by verifying customers within your branded purchase process using only basic information. Customers can also verify their eligibility directly on your website, app, or in-store, making a purchase even more convenient and empowering your omnichannel initiatives.

04

Who owns the data your platform collects?

Simply put, you do. Other platforms will monetize your customers' data by using it to promote other brands, possibly even your competitors. **With our ADP, you retain full and exclusive ownership of your verification data** and can append it to 400+ martech and adtech platforms to nurture ongoing customer loyalty.



How quickly can I get started and see results?

05

With our ADP, you can launch most programs in just a few days. And our DataConnectors seamlessly integrates with 400+ martech and adtech platforms, so you can start nurturing your new customers almost immediately.

ASICS was able to build their program in one hour, and in the first 25 days it generated 26,000 purchases and 15% of total sales for the month.





See Why the World's Most Admired Brands Choose SheerID's Audience Data Platform

SheerID's Audience Data Platform



SheerID has allowed us to grow our subscriber base tremendously through different targeted segments that align with our brand. We did a full RFP before starting this program and SheerID blew the competition away.

Casey K.
Director of Customer Acquisition
A Media & Entertainment Company