

8 Ways to Stop Exclusive Offers from Leaking Revenue

Your exclusive offer is only as effective as your process for verifying it. If your verification flow is complicated, inaccurate, or vulnerable to abuse, you'll lose customers and revenue.

The SheerID team has analyzed the verification experience of hundreds of brands—spanning retail, software, travel, and media—to identify exactly where in the process it can break down. This checklist offers eight ways to assess verification issues you can fix to increase customer verifications, decrease discount abuse, and generate more revenue.



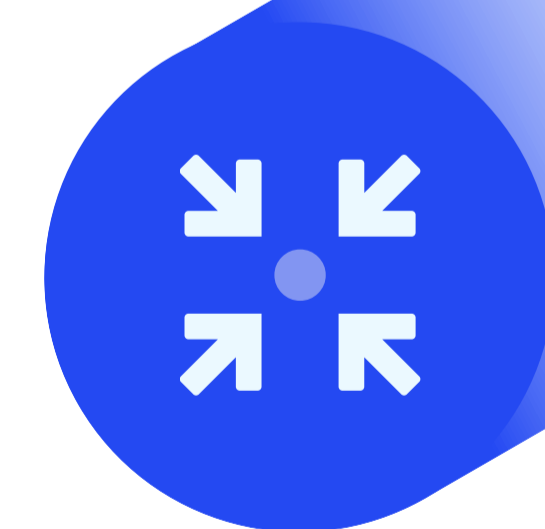
1 Check for Off-Site Redirects

WHY

Verifying customers by sending them to a third-party platform to create an account before they can return to your checkout prevents you from controlling the process and can lead to high cart abandonment. It also hands off your customer data to a third party that may use it to promote other offers, sometimes from your competitors.

HOW

- ✓ Review your checkout funnel and calculate the drop-off rate between the "verify eligibility" step and the return to cart. This number represents customers you paid to acquire and then lost.



2 Audit Honor-System Gating

WHY

Relying on customers to self-report their eligibility is effectively not gating your offer. It leads to discount cannibalization by ineligible buyers, which reduces your margins—and your ability to nurture the CLV of your true audience.

HOW

- ✓ Check your promo analytics for redemption-to-conversion ratios and flag programs where redemptions are unusually high compared to your estimated target audience size.



3 Evaluate .edu Email Verification

WHY

When you accept a .edu domain as proof of eligibility for your student offer, you **exclude the 40% of students** who don't have or use a school email address. You also enable staff with .edu email addresses—and alumni who still have theirs—to abuse your offer. Forcing students to leave your checkout to find a verification email in their inbox also increases cart abandonment.

HOW

- ✓ Analyze your checkout analytics to find the drop-off rate specifically at the email verification step. This gap represents revenue you're leaving on the table.



4 Assess Coupon and Promo Code Abuse

WHY

Distributing discount codes—either through email, a landing page, or a partner site—creates a systemic hole in your verification process because static promo codes are structurally insecure. They are frequently shared on deal communities like Reddit or cracked algorithmically, which can lead to massive revenue leaks.

HOW

- ✔ **Audit your redemption data for patterns and note if you see:**
 - High velocity from referral sources outside your eligible audience.
 - Repeat usage from the same IP address.
 - Redemption rates that exceed your estimated eligible audience size.



5 Identify Manual Review Bottlenecks

WHY

Having a team physically review documents creates delays—often hours or days—that act as a major bottleneck, especially during peak seasons like back-to-school. This is particularly off-putting for young adults. [More than 40% of Gen Z](#) say having to upload a document to prove their eligibility for an exclusive offer has a negative impact.

HOW

- ✔ **Measure your average time to verification and pull the volume of support tickets tagged to verification delays. These two numbers reveal unnecessary and costly delays.**



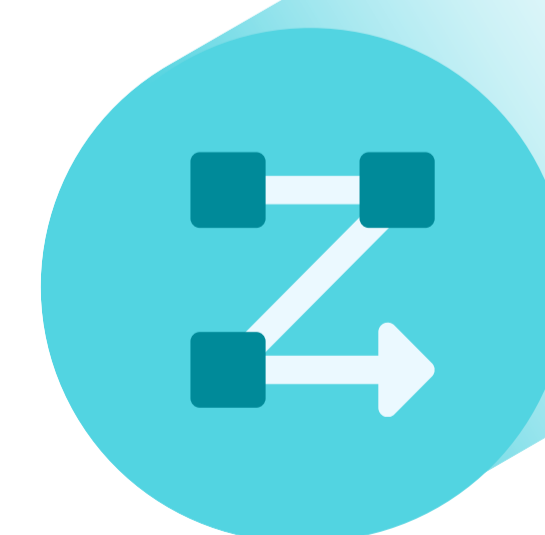
6 Map Checkout Flow Friction

WHY

Micro-interruptions—such as having to open separate tabs, re-enter data, or wait for approvals—can [compound cart abandonment by up to 30%](#).

HOW

- ✔ **Perform end-to-end testing of your flow on both desktop and mobile, specifically monitoring for session timeouts while a customer is attempting to verify. The last thing you want is a customer pausing to verify and then returning to find their cart cleared.**





7 Audit Personal Data Collection

WHY

Asking for more data than needed (like SSNs or government IDs) creates a trust barrier. [Nearly 60% of Gen Z](#) said being instantly verified and not having their data shared with other brands has a positive impact on their verification experience.

HOW

- ✓ **Review every field in your verification form and remove any data request that isn't strictly required to confirm eligibility.**

8 Review Support Ticket Volume



WHY

Customers stuck in a verification loop—whether they're rejected, blocked, or unable to complete the process—generate repeated support contacts and negative reviews that damage brand trust.

HOW

- ✓ **Pull support ticket data filtered by verification-related tags, calculate the cost per ticket, and multiply it by total volume to find the hidden cost of your current process.**

The Benefits of Optimizing the Verification Process

Brands that instantly verify customers on-site with a platform that uses global authoritative data sources see greater accuracy, increase conversion rates, and save money.



Peacock achieved a 70% conversion rate across verified segments using **in-flow verification**.



66% of Gen Z students and 71% of consumers say **instant verification and data privacy** positively influence their decision to redeem an offer.



Replacing their manual verification process with **instant verification** with SheerID's Audience Network helped You Need A Budget slash support costs by \$20K and saved CompTIA 20 hours of manual effort each month.

A more streamlined and user-friendly verification process also boosts brand equity. Customers who verify quickly and easily are more likely to purchase again, refer your offer to other eligible customers, and trust future offers from your brand.

What to Do With Your Audit Results

These friction points are just a starting point. To fully optimize your exclusive offer, you should assess how appealing it is to your audience and what abuse protections you should retain, even if they add a little friction.

The success of your program depends on how all these elements work together to create a better customer experience.

Still not sure where to start? Learn how SheerID can help you stop revenue leakage with onsite, in-brand verification.

[Contact Us](#)

Want to create *personalized rewards* that drive *customer acquisition* and *loyalty*? With *SheerID's Audience Data Platform*, you can precisely target hundreds of global audiences and collect verified, permissioned data you can stream to 400+ martech platforms for hyper-personalized re-engagement. See *pricing* designed to fit your business.