

Playbook

Turn New Graduates into Devoted *Brand Advocates*



SheerID 



Most Brands Chase College Students.

Very Few Know How to Keep them.

Competition for young consumers is fierce. Student offers are a great way to bring them into your brand, but as soon as they graduate they disappear because you can't engage them as they move into their new life.

Now you can.



More than
4M

*students graduated from
college in the US in 2025.¹*

44%

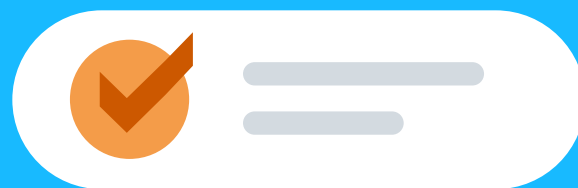
*of US adults ages 25 and over
have a college degree.²*



Turn School Pride *into Lifetime Value.*

College memories never fade. When you use verified, exclusive offers to recognize a graduate's alumni status, you can expand the brand relationship you formed with students by showing you support them as they journey through life.

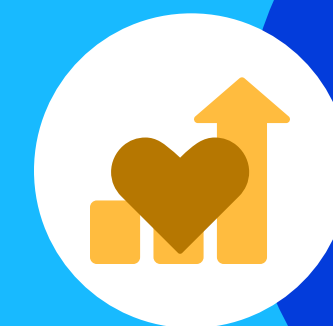
Graduate verification enables you to build lifecycle marketing campaigns that leverage a student's pride in their alma mater—and their bond with fellow alumni—to create deeper brand loyalty and greater lifetime value.



With SheerID's Audience Network, you can verify a student's graduation and give them special offers that celebrate every special occasion, from their first job through alumni reunions and beyond.

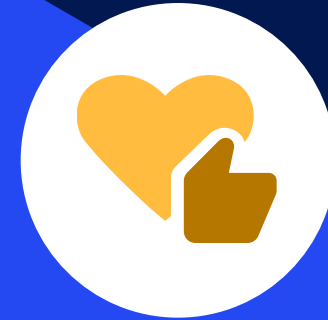
You simply:

- Create an offer that rewards their milestone
- Verify that they have graduated
- Stream their data into your martech
- Continue to re-engage them with highly personalized campaigns



75%

of alumni are proud to be a graduate of the college they graduated from.³



Start with Graduation. End with a *Lifetime of* *Loyalty.*

With our Audience Network, you can engage graduates at every important event and transition in their life.



Celebrate Their Graduation

Recognize their achievement and help launch them into their new life.



Fuel School Pride

Align campaigns with major sporting events, like when their college teams compete in bowl games or March Madness.



Run Reunion Campaigns

Time your exclusive offers around major milestones like five- or ten-year alumni weekends.



Leverage Family Alumni Ties

Create offers that recognize family members who share the same alumni status.



Recognize Their Career Track

Give special deals on tools and products that align with their area of study.

Graduate Verification Playbook | **Retail Loyalty**

Vertical	Marketing Opportunity	Personalized Offer
 Fashion	Graduates need a new wardrobe when they enter the workforce.	20% off their first professional wardrobe.
 Home Goods	Setting up a first apartment requires lots of household essentials.	An exclusive offer on lamps, bedding, or a kitchenware set.
 Sports Brands	School pride lasts a lifetime.	Exclusive, limited-edition tailgate apparel right before a major rivalry game day.
 Department Stores	Families love to celebrate graduation together with big gift purchases.	Give alumni parents and their newly graduated children matching deals.
 National Grocery Chains	Moving to a new city forces graduates to find new stores.	A special “Stock Your Pantry” deal for their local store.

Graduate Verification Playbook | **Travel and Hospitality Loyalty**

Vertical	Marketing Opportunity	Personalized Offer
 Airlines	Graduates want to travel before starting their careers.	Exclusive savings on a flight for a celebratory vacation.
 Hotels	Young adults want a premium experience for their first big trips.	A free room upgrade when they book their first solo vacation or work trip.
 Hospitality Brands	Alumni need affordable places to stay when they visit their old campus.	Special deals on hotel rooms and dining packages for alumni homecoming weekends.
 Resorts	Milestone reunions make old friends want to plan a group trip.	Exclusive travel packages to encourage 5-year and 10-year alumni to catch up with old college friends.
 Rideshare / Car Rentals	Moving to an unfamiliar city makes daily commuting stressful for graduates.	Special pricing on a week of rides to help them navigate a new city.

Graduate Verification Playbook | **Software and Technology Loyalty**

Vertical	Marketing Opportunity	Personalized Offer
 Software	Graduates need professional software but are still on a budget.	Special pricing for one year as they move from a free tier to premium plan.
 Personal Finance Apps	First-time paychecks force young adults to learn how to manage money.	Free access to premium investment tracking features to help them with their finances.
 Professional Networking Platforms	Alumni use reunions as a chance to find new career opportunities.	Free, time-limited upgrade to a premium tier so they can leverage their networks ahead of a reunion.
 Tech Hardware Companies	Parents want to buy practical graduation gifts for their adult children.	Give alumni parents the chance to share their loyalty rewards with their graduating children to purchase a new laptop.
 Creative Tech Companies	New graduates need specialized tools to build their professional portfolios.	Give engineering grads a special deal on developer tools, or graphic design grads a special deal on photo and video editing suites.

Graduate Verification Playbook | **Streaming and Telecom Loyalty**

Vertical	Marketing Opportunity	Personalized Offer
 Mobile Carriers	Graduates need inexpensive cell service when they leave their family plans.	A time-limited “Young Professional” rate when they enter the workforce.
 Streaming Media Brands	Young adults want affordable entertainment for their new apartments.	A special package when they move into their first independent apartment.
 Sports Streaming Platforms	Graduating makes it hard to watch home team college sports.	An exclusive add-on package to more easily access out-of-market college football broadcasts.
 Telecom Providers	Families look for ways to save money on multi-line phone accounts.	A low-cost, multi-generational plan for families where two or more members are alumni of the same school.
 Music and Audio Streaming Services	New professionals need audio content that helps them focus at work.	Curated, career-focused playlists that reflect an alumni’s field of study, like “Creative Sparks for Designers.”

Move Students from Cap & Gown *to Customer for Life*

Use our **Audience Network** to tap into powerful
lifestage milestones, build deep brand loyalty,
and grow a graduating student's customer
lifetime value.

To see graduate verification in action,
schedule a free consult

Let's Talk



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