In-Store Group Discount Verification

ID.me

ID.me helps retailers acquire customers and build loyalty with niche audiences like military, students, AARP members, teachers, and first responders.

ID.me's platform connects instantly to authoritative data sources to efficiently verify whether a customer is an eligible member of the targeted market segment.

To create a seamless omnichannel experience, ID.me provides an in-store group discount verification solution to complement its online verification solution. Verifying customers in-store with ID.me protects customer data, increases customer loyalty, and expands the partner's knowledge of their customer base—while removing the burden of determining customer eligibility from store employees.

THE ID.ME ADVANTAGE

Acquire Customers

Tap into a new audience segment to acquire new customers.

Drive Loyalty

Customers receiving exclusive online discounts have a higher repeat rate than average.

Prevent Fraud

Protect your exclusive group discounts from non-eligible customers and unauthorized resellers.

Deliver Frictionless User Experience

Verify military, student, teacher, first responder, and AARP credentials in real-time. User verifies in three clicks to unlock discount.
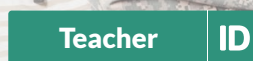
Integrate Easily

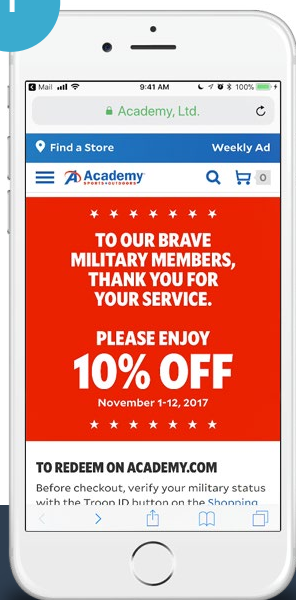Technology is simple to integrate and integration can be completed in a few days.

GROUPS

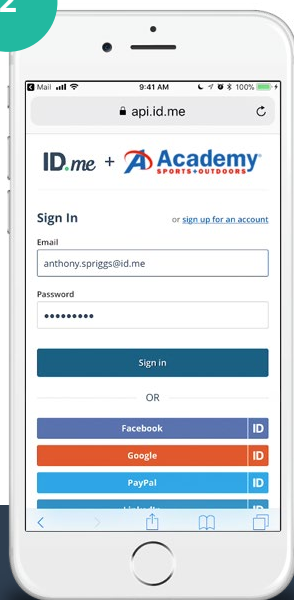| Troop	ID		Student	ID		Government	ID
Responder	ID		Teacher	ID		AARP	ID

The Customer Journey

1

Eligible customers visit a branded landing page to verify their status on a desktop at home or on mobile while they shop.

2

Customers verify their group status to confirm eligibility for the discount.

3

Customers receive a unique barcode or confirmation page they can screenshot, print, or display on their phones.

4

AT CHECKOUT

Store employees scan the barcode or view the confirmation page from the customer's phone to apply the group discount.