

SUCCESS STORY: LEESA

# Leesa Sleep Affinity Group Discounts Drive Revenue Growth

For Leesa Sleep, an online mattress retailer and a B corp that donates one mattress for every 10 sold, it is important to support its community. The company is based in Virginia Beach, VA, one of the top military communities in the country. Offering discounts to affinity groups such as military, students, teachers, and first responders has helped the brand advance its mission as a socially conscious company, all while attracting new customers to the brand and driving revenue growth.

## Challenge

As a company that hired many military spouses, it was important to Leesa to give back to the military community. However, the brand didn't have a reliable or easy way to verify customers' military status online.



In December 2015, Leesa chose ID.me to verify the military statuses of customers claiming its military discount. ID.me simplifies how individuals securely share their identity online. **More than 200 retailers rely on ID.me to protect exclusive benefits and services.**

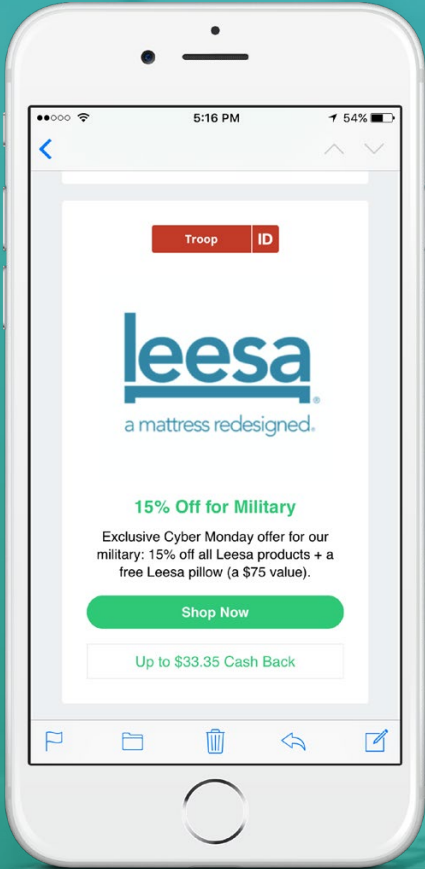
## Results

### Military Offer Drives Brand Awareness in Military Community and Revenue Growth:

The military offer helped spread awareness of the Leesa brand in the military community driving steady monthly-revenue growth from military orders, climbing quickly to drive a few hundred orders per month.



# ID.me



For more information about how ID.me drives revenue and increases customer loyalty, contact us at [sales@ID.me](mailto:sales@ID.me) or **866.775.IDME**.



## Continued Revenue Growth with Students, Teachers and First Responders Expansion:

The success with the military community prompted the Leesa team to expand to new affinity groups. In May 2017, Leesa expanded the affinity group discounts powered by ID.me to include students, teachers, and first responders. The new group discounts were wildly popular. Within 6 months of launching the students, teachers, and first responders programs, the number of orders from ID.me-powered discounts grew exponentially.



## Customer Acquisition Accelerated with ID.me Marketing Placements:

Leesa took advantage of the ID.me member network to acquire new customers. 45% of customers claiming Leesa's affinity group discounts were existing ID.me members.

**To get the word out about its new discounts, Leesa purchased paid placements in ID.me's email newsletter throughout November 2017 – specifically for Veterans Day, Black Friday, and Cyber Monday. Leesa's paid placements in ID.me's email newsletter generated an ROI of 335%.**

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## About ID.me

**ID.me is simplifying how individuals prove and share their identity online.**

ID.me verifies customer identity and group affiliation in real-time to help companies offer exclusive promotions to specific customer segments. The digital identity network and omni-channel solution provider allows for secure identity verification online, on point-of-sale systems and on mobile devices. ID.me's technology currently supports more than 200 partners, including retailers, media companies, federal agencies, healthcare organizations, financial institutions, and nonprofits.