

Drive Ticket Sales with Exclusive Group Promotions

ID.me helps ticketing companies, sports teams, and theme parks acquire customers and build loyalty with niche audiences like military, students, AARP members, teachers, first responders, and employees. We offer a secure online verification solution that allows brands to provide exclusive benefits and discounts to these audiences – without cannibalizing sales for general audiences. 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.

BRANDS WHO USE ID.ME



WHY BRANDS CHOOSE ID.ME



STRATEGIC CUSTOMER ACQUISITION

Take advantage of the ID.me member network to acquire new customers in the segments that matter to your business. ID.me will help you connect on social media, via email, and in the customers’ community.



SUPERIOR FRAUD PROTECTION

Protect your exclusive discounts from non-eligible customers and unauthorized resellers. ID.me’s technology detects fraudulent attempts and abuse.



INCREASED CUSTOMER LOYALTY

Customers receiving exclusive student, military, first responder, or teacher discounts are more loyal than average. Customers receiving an ID.me powered exclusive discount have a 37% 12-month repeat rate vs. 15-25% industry average.



UNRIVALED ACCESS TO AUTHORITATIVE DATA SOURCES

Verify customers in real-time against the industry’s most comprehensive set of data sources. Instant verification is supported by real-time document review capabilities to verify 100% of users.



FRICTIONLESS CUSTOMER EXPERIENCE

First-time verification is quick. Returning customer verification is even faster. Customers are re-verified in 2 clicks without ever having to re-enter the same data.



GROUPS



WHAT PEOPLE SAY ABOUT US



“When you make it easier for military veterans to claim and use their discounts, it’s a win for everyone. We chose ID.me because of their history helping the military community and excellent track record of boosting brand loyalty for its partners.”

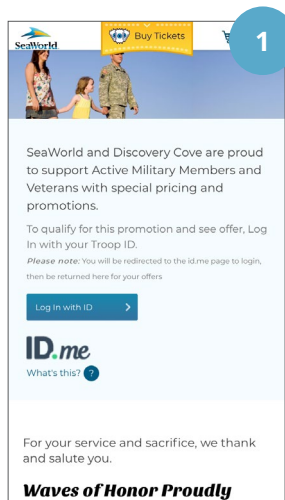
—BUCKY HEATH, HEAD OF MARKETING AND STRATEGIC PARTNERSHIPS, MLBAM/TICKETS.COM



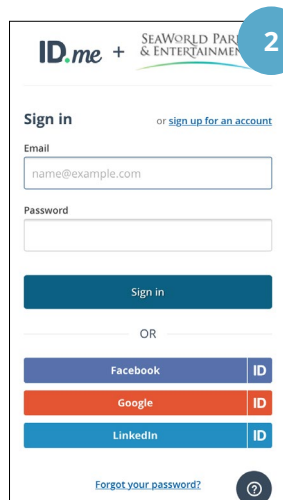
“It can be challenging to handle sensitive information, and ID.me relieved that stress from our processes. Many veterans and active military were already familiar with the ID.me logo and processes from other tourist attractions, which made registrations even easier.”

—BRIAN RICHESON, TAMPA BAY RAYS VICE PRESIDENT OF SALES AND SERVICES

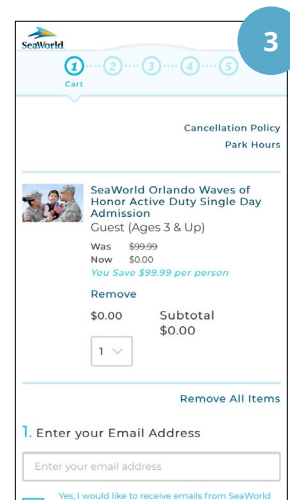
HOW IT WORKS: EASY AS 1, 2, 3



User starts from a CTA in the shopping cart or on the landing page



User verifies their group affiliation



Discount is applied to cart and customer data is passed back to retailer for their CRM efforts

MARKETING OPPORTUNITIES

Leverage ID.me’s targeted marketing placements to acquire verified students and military members.

- Weekly, semi-dedicated, and dedicated email placements
- Homepage placements on shop.ID.me
- Dedicated blog posts on military.ID.me
- Social posts on Supporting Our Veterans Facebook page

