

Drive Travel Bookings with Exclusive Group Promotions

ID.me helps airlines, hotels, and travel companies 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

CAESARS
PALACE

Harrah's

spirit
airlines

Sandals

WYNDHAM
HOTEL GROUP

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

Troop

ID

Student

ID

Government

ID

Responder

ID

Employee

ID

Teacher

ID

LOG IN WITH AARP



HOW IT WORKS: EASY AS 1, 2, 3

1

CAESARS ENTERTAINMENT

Select Destination

All Hotels

Check In JUL 27, 2018 Check Out JUL 29, 2018 Rooms 1

Room1 (4 Guests maximum per room)

2 Adults 0 Children

Sign in to enter your exclusive TR offer code

Enter Promo Code

Enter an IATA/TA#

Military, First Responders, Students, Teachers, and Government Employees receive extra 10% off lowest available rate by verifying below with ID.me.

Troop	ID
First Responder	ID
Student	ID
Teacher	ID
Government	ID

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

2

ID.me +

Sign in or sign up for an account

Email name@example.com

Password

Sign in

OR

Facebook ID

Google ID

LinkedIn ID

[Forgot your password?](#)

User verifies their group affiliation

3

CAESARS ENTERTAINMENT

Excludes resort fees and taxes

Flamingo Las Vegas 25% Off \$372 +Student Discount \$251

Harrah's Las Vegas \$279 +Student Discount \$251

Paris Las Vegas \$374 +Student Discount \$337

Bally's Las Vegas Up to 30% Off

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

